

Strategic Action to Address the Nation's Literacy Crisis

Results of the 2022 National Assessment of Educational Progress (NAEP) Long-Term Trend reading assessment show **average student scores declined 5 points in reading – the largest average score decline in reading since 1990**, as a result of the learning disruptions of COVID-19. And, reading scores for students from low-income households declined by 7 points, while the scores of their peers from higher-income families declined by only 3 points.

RIF has developed a three-year strategic plan to shine a spotlight on children's literacy to address this crisis.

Reading Is Fundamental Strategic Priorities FISCAL YEAR 2023-2025



AWARENESS

Deepen and expand relationships with literacy advocates.

- Align communications strategies to support RIF's goals.
- Aggressively grow RIF's audiences on all platforms.
- Strengthen the engagement of current audiences.
- Create and execute purposeful, innovative thought leadership campaigns.

IMPACT

Deepen our impact through strategic program innovation.

- Extend content and programming to support children from birth through 8th grade.
- Build innovative, relatable, scalable solutions that build capacity for educators and families through school and school adjacent activities.
- Position RIF to comprehensively serve the growing population of multilingual learners.

SUSTAINABILITY

Ensure sustainable, long-term growth through accelerating revenue generation.

- Grow sources of unrestricted funding.
- Increase revenue from restricted funding sources.
- Innovate and scale non-traditional revenue streams.

CORE PHILOSOPHY

To drive the **JOY** of reading, a catalyst for skilled reading.

