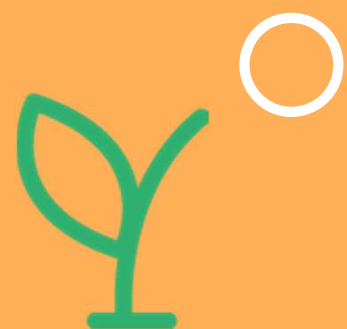


# Department of Education



New Hampshire  
**Department of Education**

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# NH Loves Reading

## Vision

Is to create an awareness and knowledge around various early learning literacy skills to support language development and build a strong foundation.

## Website

This website contains tips and strategies, and resources for caregivers to employ and encourage a love of reading. Offer examples of early literacy activities.

## Guidance Marketing

Videos, resources, billboards, and social media advertising.



# The Statewide Literacy Campaign

March 1st

NHED officially kicked off the statewide literacy campaign. Commissioner Frank Edelblut joined officials from the New Hampshire State Library, students, educators and other experts at a kickoff event to promote NHED's awareness campaign specifically targeting the parents and caregivers of young children.



# EARLY LITERACY CAMPAIGN

## Data

Landing Page Traffic: 20,237

Facebook/Instagram: Completed  
video views: 166K

Overall, the click-through rate is  
~49% higher than the industry  
average



2

LETRS



# LETRS for Early Childhood.

Highlights the importance of language development through play and other various literacy activities.

- Provides several examples of how to scaffold and extend language concepts.

Received Positive feedback from participants in Phase 1.



The New Hampshire Department of Education (NHED) is thrilled to share some exciting news. This week, the Governor and Executive Council approved the distribution of stipends to eligible participants in the Lexia LETRS for Elementary and Early Childhood course work.

- Early Childhood Educators will receive a \$500 stipend for completion of LETRS course.
  - LETRS® ECE mastery level score of 80% on Posttest for (Units 1-4)
  - Complete online and offline coursework,
  - Attend live-virtual trainings

Stipend



# College Credits

6

Participants who complete LETRS for Early Childhood Educators can receive graduate credit and transcript credit from American College of Education.





# Leaning into Literacy Grant

The New Hampshire Department of Education sent a Lean into Literacy survey.

As a result of the feedback, the New Hampshire Department of Education (NHED) Bureau of Learner Support created a competitive grant to support the Leaning into Literacy initiative and the Science of Reading.



**603**  
**Bright Futures**  
**SURVEY**  
for Parents, Educators and Community

**YOUR  
FEEDBACK  
MATTERS!**

3



# 603 Bright Futures Survey

For the fourth consecutive year, the New Hampshire Department of Education is proud to announce the launch of its 603 Bright Futures Survey, a platform that provides parents, educators, and community members a chance to share their perspectives and experiences with their respective schools. Public input and feedback is crucial as we aim to help all students succeed.





**The Survey opened on March 13 and will remain open until April 28. We have received more than 7,500 responses so far from school staff and parents, and we still have two more weeks to go. We encourage you to share the survey links broadly – they are available on our website. We have an electronic PDF that is also available for sharing, which is found here: [flyer](#).**

# Special Reminders

01

Spread the word  
about Love of  
Reading begins  
with just one word.

Spread the word  
about LETRS  
Training

02

03

Spread the word  
about the 603  
Bright Futures  
Survey



Thank you