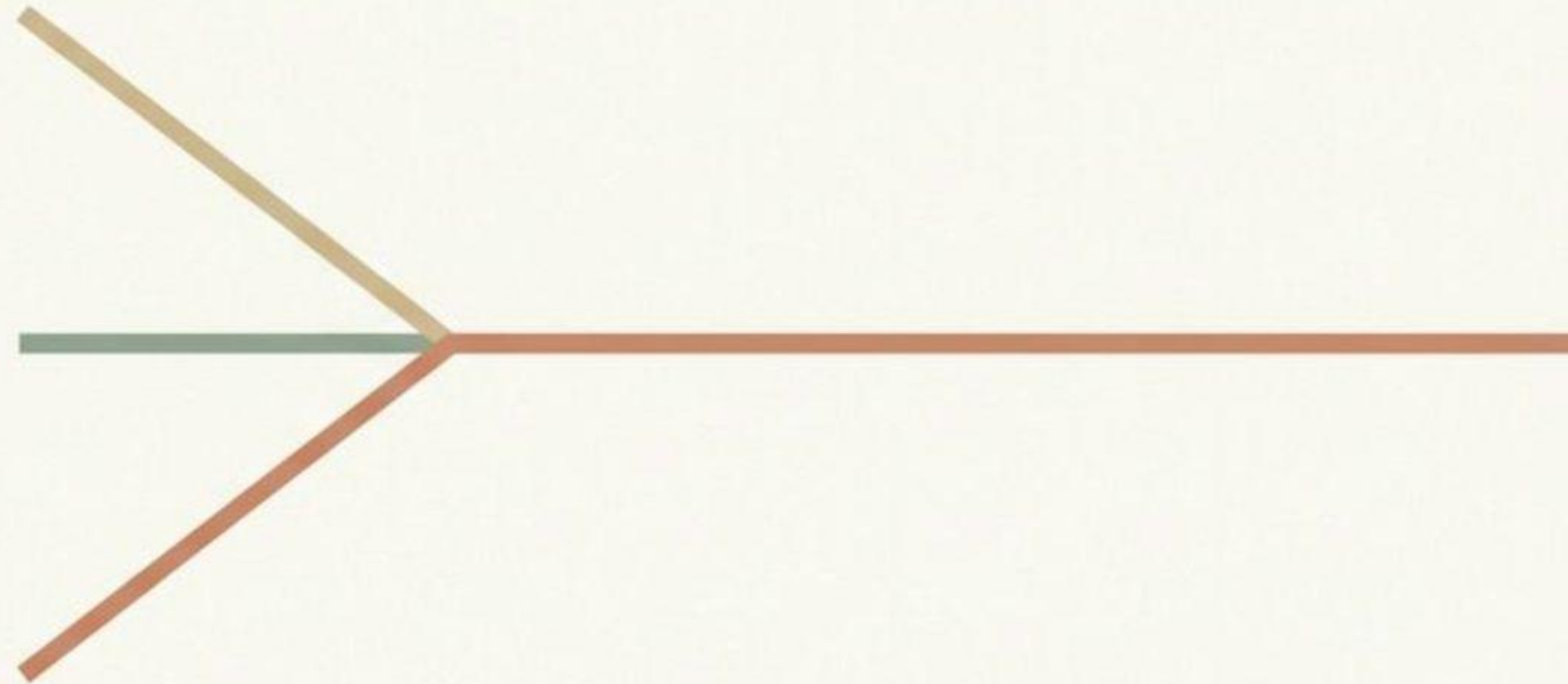


The Literacy Priorities That Matter Most Next Year

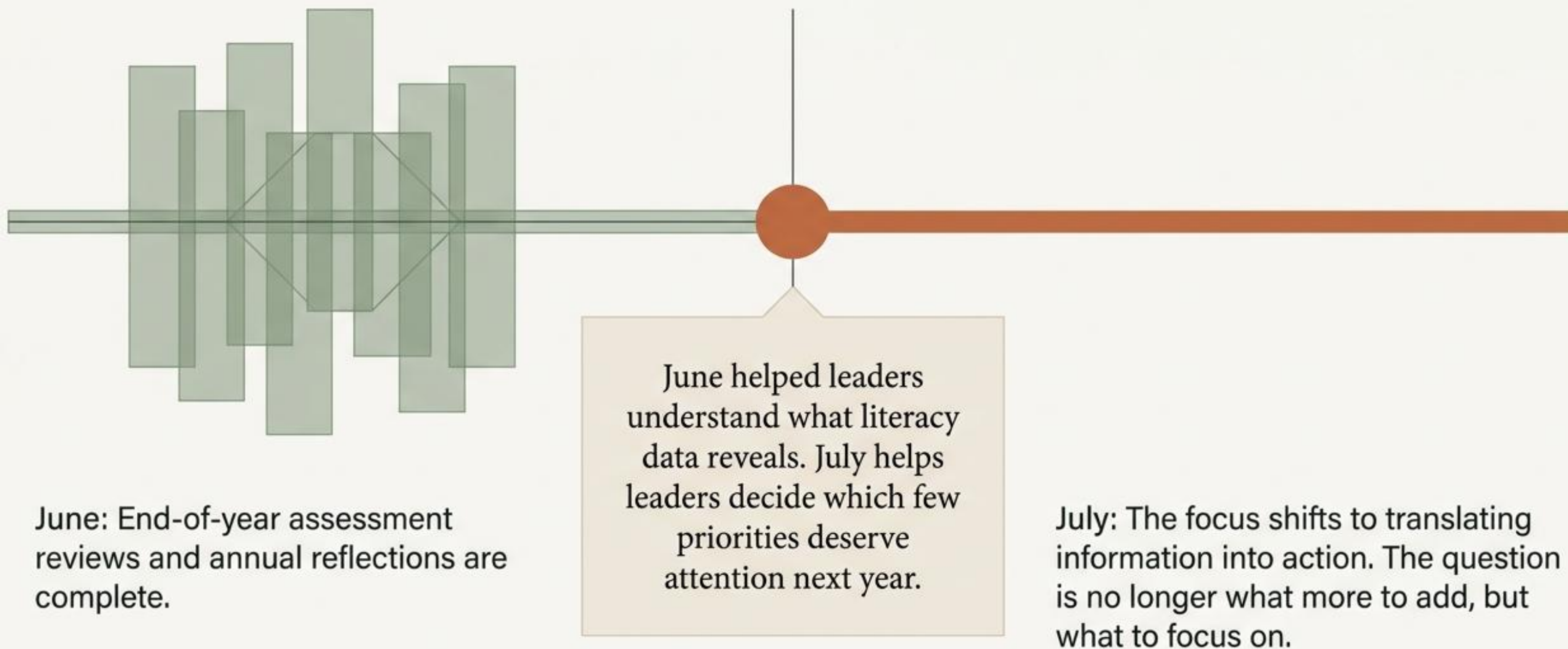
A July Leadership Briefing for School Decision-Makers



JULY PLANNING CYCLE



The Seasonal Pivot: From Reflection to Direction



The Illusion of Addition

The Trap



The Truth



Literacy improvement rarely comes from doing more.

Strong literacy growth is not defined by how many programs, trainings, or resources are introduced.

The strongest schools do not enter a new academic year with more initiatives.

They enter with greater clarity.

The Traps of July Planning

Without strategic focus, planning periods often yield patterns that dilute impact:



Initiative Overload

Launching multiple new literacy programs simultaneously.



Disconnected PD

Designing professional development independently from identified student reading needs.



Resource Inflation

Adding new materials or tools without a clear strategy for classroom implementation.



Vague Objectives

Leadership teams struggling to identify which specific actions will yield the highest impact.

The Literacy Priority Filter

Before confirming next year's literacy plan, pass potential initiatives through this six-point lens:



Assessing Your Planning Trajectory



Green Flag

Focus

The school identifies 2–3 specific literacy priorities for the year.

Development

Professional development aligns directly with core literacy goals.

Measurement

Success measures are clearly defined before implementation begins.



Red Flag

Focus

Multiple disconnected literacy initiatives are introduced at once.

Development

Training topics are selected independently from specific literacy outcomes.

Measurement

Programs are adopted without clear, leading indicators of success.

The 30-Day Leadership Sprint

Focused actions create greater impact than adding new resources. Over the next month:

1

Audit & Streamline

Review current literacy initiatives to identify overlap, duplication, or fatigue.

2

Revisit the Data

Look again at June's end-of-year literacy data—ask specifically what it must influence.

3

Narrow the Scope

Distill next year's literacy plan down to a small, fiercely protected number of high-impact priorities.

4

Align Support

Ensure professional development, coaching, and classroom expectations are strictly bound to those priorities.

A Question to Carry Forward

What are the few literacy
decisions that will matter
most for students this year?

Use this to guide planning discussions, leadership meetings,
and academic decision-making throughout the year.

Moving from Planning to Implementation



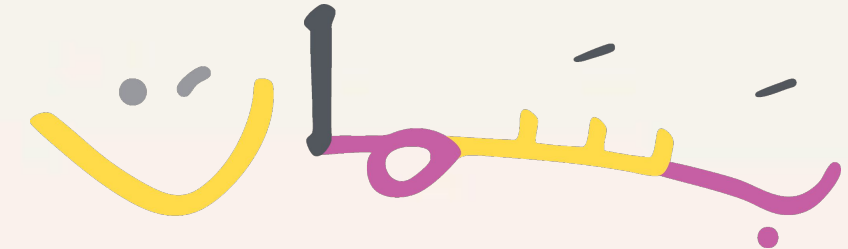
Internal Alignment

Utilize this framework within your leadership team's annual planning process to distill data, establish focus, and align professional development.



Strategic Partnership

Schedule a short, online priority-setting conversation with our team to review data, identify high-leverage priorities, and design classroom expectations.



This brief was brought to you by The Literacy Channel — the educational voice of Chapters & Co., behind the structured KG literacy programs sMiles and Basamat for English English and Arabic.

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