



The Reading Tub Family Literacy Integration Project

FLIP is a technology-based initiative to significantly improve the effectiveness of the Reading Tub's literacy content and tools and, by extension, expand its reach in assisting at-risk readers and their families.

We will move from a collection of websites into a single Web App called the **Reading Tub Literacy Portal** that is agile and can be leveraged by desktop and mobile users.

Project Description

Currently, Reading Tub tools help parents understand literacy concepts in a way that makes sense to them (v. edu-speak and technical jargon). Collectively, the Reading Tub products provide “actionable literacy” (i.e., minimum theory, maximum implementation). These tools are housed as four distinct products.

The **Family Literacy Integration Project (FLIP)** initiative brings together four separately-managed literacy tools:

- [The Reading Tub website](#);
- [Family Bookshelf](#) (blog);
- [We Are a Family of Readers](#) (a wiki-like literacy and reading-related resource); and
- [Diversified Learning](#) (curated collection of literacy-relevant studies and analysis).

Currently, Reading Tub tools helps parents understand literacy concepts in a way that makes sense to them (v. edu-speak and technical jargon). Collectively, the Reading Tub products provide “actionable literacy” (i.e., minimum theory, maximum implementation).

Why a Literacy Portal?

Independently, each of these platforms gives parents, caregivers, educators, and librarians a piece of the puzzle, but not in a cohesive, value-added way. A self-sustaining **Literacy Portal** allows for a layered approach that meets user needs in a way that is meaningful to them.

Parents, educators, and librarians will have complete, free access to an integrated, interactive resource that allows them to find critical information they need for helping readers through a single entry point.

- Parents and caregivers searching for books will instantly have parallel access to tips and literacy ideas relevant to their child's age and ability.
- Educators will be able to pair individual book recommendations with similar titles and "read alike" to encourage continued reading by their students.
- Literacy Specialists will be able to match concept oriented content (articles about phonics) with book recommendations embracing those concepts.

Bottom line: ALL users will have multi-faceted content based on their exact needs in a single search.

Expected Outcomes

With a fully integrated Literacy Portal, the Reading Tub will better serve the needs of everyone who visits our site.

- Families and caregivers benefit through improved search that "returns" both book-related content, literacy tips relevant to the age of their audience; and articles that explain literacy concepts in a way they can understand.
- Educators and literacy specialists benefit with comprehensive access to content they don't have time to search for all over the web: studies, analyses, and best practices articles; activities they can incorporate into their classroom or demonstrate to parents during parent-teacher meetings; and book recommendations (particularly read-alike lists and bilingual books that match the cultures of their students).

Once complete, FLIP will reduce the number of hours volunteers spend on manual, internal tasks (e.g., building the library directory as people subscribe), and eliminate duplicative tasks (e.g., adding articles to Scooping Literacy: Diversified Learning and We are a Family of Readers pages). This will allow them to focus on other substantive initiatives, including raising funds for more community-based projects like Use Your ABCs and Read Together, our long-proposed book distribution for pediatricians.

Better function + more visual transparency
= expanded use and more support

Focus Area 1: Early Childhood Literacy (infant to 6)

A child's literacy development begins at home, years before they are ready to recognize letters and combine them into words.

Study after study has concluded that reading with young children is a MUST-DO for parents. Just this month, the American Academy Pediatrics issued a new policy that "prescribes reading aloud to children starting at birth."

Because FLIP creates a fully integrated tool, parents will not only find books that match their toddler's interests, they'll get the literacy support they need with tips, ideas, and encouragement. [See sample book review page that illustrates the integration.]

Focus Area 2: Summer Learning

It doesn't matter whether a student is a rising first grader or heading into their senior year of high school. They need daily literacy practice. Only by reading and/or writing each day will they retain their abilities is to continually use their skills.

With the Reading Tub Literacy Portal in place, parents, educators and literacy specialists (including tutors) will have

- book recommendations based on their child's / student's interests
- creative literacy tips (and tricks!) to engage kids with literacy concepts.
- links to resources and online tools - based on student age / ability - to provide assistance when they can't be there in person.

Project Budget and Disposition of Funds

The Family Literacy Integration Project (FLIP) is a "one off" initiative. Once the Reading Tub Literacy Portal is built, the Reading Tub will use existing, budgeted funds for web hosting, which will be the only ongoing cost.

Questions about FLIP can be directed to Executive Director Terry Doherty by telephone (434) 971-7648 or via email to terry.doherty <at> thereadingtub <dot> com