

# MEET THE MOMENT: FOCUS On The Gap(s)!

GLR WEEK

2025

JUL 28-AUG 1

COMMUNICATIONS TOOLKIT

## Starting Early to Boost Success: State Investments in Early Alignment & Accountability

Tuesday, July 29, 12:30–2 p.m. ET

### SOCIAL HANDLES:

#### Twitter / X:

- [@readingby3rd](#)
- [@garycommunity](#)
- [@ReadOnArizona](#)
- [@Agenda4Children](#)

#### Meta:

- [CampaignforGLR](#)
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- [Early Childhood Action Strategy](#)
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- [CampaignforGLR](#)
- [Lori Masseur | Read On Arizona](#)
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#### YouTube:

- [@gradelevelreading](#)

### HASHTAGS:

#GLRWeek #FocusOnTheGaps

### SESSION GRAPHICS: [DOWNLOAD HERE](#)

### PANELIST PHOTO CARDS (Individual): [DOWNLOAD HERE](#)



TUESDAY, JULY 29 | 12:30–2 p.m. ET

### Starting Early to Boost Success: State Investments in Early Alignment & Accountability



**Lori Masseur**  
Director of Early Learning  
Read On Arizona



**Marina Merrill, Ph.D.**  
Director of Research & Strategy  
Children's Institute,  
Oregon



**Nasha Patel**  
Managing Director  
Watershed Advisors



**Jen Roberts**  
Chief Executive Officer  
Agenda for Children,  
Louisiana



**Kerrie Urosevich, Ph.D.**  
Executive Director  
Early Childhood Action  
Strategy, Hawai'i



**MODERATOR**  
**Steffanie Clothier**  
Director,  
School Readiness  
Gary Community  
Ventures



#GLRWeek #FocusOnTheGaps

GLR WEEK 2025

## #GLRWeek SAMPLE SOCIAL MEDIA POSTS

Copy/Paste or use as inspiration to craft your own social media messages!

<a href="#">Twitter/X Post</a>	Join #GLRWeek on 7/29 at 12:30 pm ET with <a href="#">@readingby3rd</a> <a href="#">@garycommunity</a> <a href="#">@ReadOnArizona</a> <a href="#">@Agenda4Children</a> + other local leaders to hear lessons from Louisiana, Arizona, Hawai'i & Oregon on building seamless supports and strong accountability systems REG: <a href="https://bit.ly/44yT04C">https://bit.ly/44yT04C</a>
<a href="#">Meta Post</a> + <a href="#">LinkedIn Post</a>	<p>Too often, the burden of “readiness” is placed on children and families, without accounting for disparities in access to early learning, health care, and support services.</p> <p>Join <b>Campaign for Grade-Level Reading</b> on Tue 7/29 at 12:30pm ET for a <b>#GLRWeek</b> session exploring how Louisiana, Arizona, Hawai'i, and Oregon are prioritizing early learning alignment, seamless supports, and stronger accountability systems for young children and families. REGISTER TODAY: <a href="https://bit.ly/44yT04C">https://bit.ly/44yT04C</a></p> <p>Panelists include: <b>Lori Masseur</b>   <b>Read On Arizona</b>; <b>Marina Merrill, Ph.D.</b>   <b>Children's Institute</b>, Oregon; <b>Nasha Patel</b>   <b>Watershed Advisors</b>; <b>Jen Roberts Smith</b>   <b>Agenda for Children</b>, Louisiana; and <b>Kerrie Urosevich PhD</b>   <b>Early Childhood Action Strategy</b>, Hawai'i. Moderator: <b>Steffanie Clothier</b>   <b>Gary Community Ventures</b>.</p> <p>REGISTER TODAY: <a href="https://bit.ly/44yT04C">https://bit.ly/44yT04C</a></p>

## NEWSLETTER BLURB:

Tuesday, July 29, 12:30-2 p.m. ET

### ***Starting Early to Boost Success: State Investments in Early Alignment & Accountability***

*When the 2024 NAEP scores were released in January, Louisiana was one of the few states that performed better than in 2019. In fourth-grade reading, the state rose from 42nd to 16th in the nation. Louisiana's success in accelerating equitable learning recovery has been linked to its efforts to strengthen and align its early childhood education system, along with other strategies. This progress affirms CGLR's long-standing commitment to ensuring fewer children start school behind. Too often, the burden of “readiness” is placed on children and families, without accounting for disparities in access to early learning, health care, and support services. Join us for this GLR Week session to explore how Louisiana – along with Arizona, Hawai'i, and Oregon – is prioritizing early learning alignment, seamless supports, and stronger accountability systems for young children and families.*

**Panelists:** Lori Masseur, Read On Arizona; Marina Merrill, Ph.D., Children's Institute, Oregon; Nasha Patel, Watershed Advisors; Jen Roberts, Agenda for Children, Louisiana; and Kerrie Urosevich, Ph.D., Early Childhood Action Strategy, Hawai'i.

**Moderator:** Steffanie Clothier, Gary Community Ventures.

REGISTER TODAY: <https://bit.ly/44yT04C>