Lexia
ALL FOR LITERACY

Charter Advocacy Checklist
For Science of Reading Champions

Literacy rates post-pandemic are recovering slowly. Solutions grounded in the science of reading are the proven differentiators, which is why implementation is an increasingly urgent priority around the country. In a highly competitive environment, the continuous pressure for charter school organizations to prove their worth means vetting new programs for mission alignment, return on investment (ROI), and how well they support students' unique needs is non-negotiable.

The challenge is many decision-makers lack the time and resources needed to evaluate new solutions. However you fit into your charter's ecosystem, this checklist provides an easy-to-use tool to help you **champion evidence-based literacy instruction in your school.** Use the following questions to help build your case—and make the evaluation process for leaders smooth and efficient.

- ✓ **Assess Your Readiness**
- ✓ **Anchor in Your Why**
- ✓ **Build Your Coalition**
- ✓ **Shape the Conversation**
- ✓ **Track Progress**

✓ Assess Your Readiness | *Where are we now?*

Self-assess your school's readiness, understanding of the science of reading, and students' literacy needs.

Ask questions like:

- How consistent is our team's understanding of the science of reading?
- How prepared and supported do teachers feel to teach reading effectively across all tiers of instruction?
- What does student data tell us about our current literacy outcomes? What's going well, and where are there gaps?
- How do our current instructional practices align with the science of reading? Where do they diverge?

> The science of reading provides proven, evidence-based best practices for teaching reading and supporting students of all abilities.

✓ Anchor in Your Why | *Why should we do this?*

Connect your advocacy to your charter's mission, goals, and accountability structures. Make a case for "why now?" and "why this particular program?"

Ask questions like:

- How does implementing the science of reading directly support our school's mission or charter renewal goals?
- How does it fill in the gaps we identified?
- What opportunity cost are we facing if we don't act now?
- How can I frame this as a return on investment—for teachers' time, for student outcomes, and for school impact?
- What language will resonate most with our stakeholders (e.g., "data-driven," "accelerated learning," "differentiation," "authorizer accountability")?

✓ Build Your Coalition | *Who do I need on my team?*

Successful advocacy is rarely solo. Identify champions at every level and equip them with the facts as well as supplemental materials.

Ask questions like:

- Who already shares an interest in literacy reform—and how can I activate them as co-champions?
- What perspectives (teachers, ELL coordinators, special education, families) need to be included for buy-in and success?
- What information and resources will help my colleagues see what's possible?
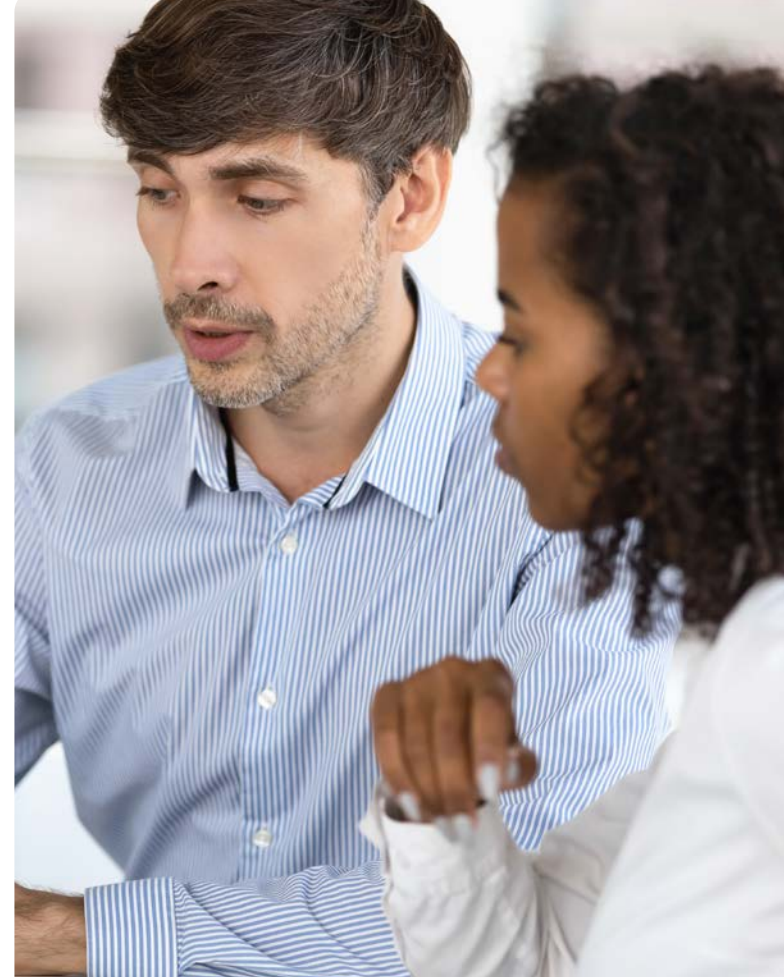
> **Aligned Resources**
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> proof of concept documents and case studies that highlight successful support for professional development, improved outcomes for English Language Learners (ELLs), and the power of differentiated instruction.

✓ Shape the Conversation | *How should we do this?*

Together with your team, resources, and data, translate advocacy into an actionable plan aligned to your school's goals and accountability structures. It should focus on impact, sustainability, and staff empowerment.

Ask questions like:

- What implementation avenue makes the most sense for us (i.e. pilot classroom, grade band, schoolwide, etc.)?
- How will we support teachers in their learning without adding to their workload?
- What benchmarks or progress indicators can we track early to show quick wins and long-term ROI?
- How will we align this plan with our Multi-Tiered System of Supports (MTSS), ELL, or intervention structures to maximize impact?
- How will we ensure implementation is sustainable, scalable, and staff-supported—not just a one-time initiative?

✓ Track Progress | *What's next?*

You understand literacy transformation is a journey. Plan for long-term success, sustainability, and continuous improvement.

Ask questions like:

- How will we celebrate early wins and share them across the school or network to build momentum?
- What feedback loops (teacher input, student outcomes, family voice) can we build into our rollout?
- How will we monitor fidelity of implementation and provide ongoing support to teachers and leaders?
- What professional learning will we need six–12 months from now to deepen and sustain the work?

> Accurate, real-time student progress data and insight help educators address unfinished learning and secure better learning outcomes for all.

Lexia® is a trusted literacy partner offering evidence-based instruction to support scholars at every level and empowering teachers with the professional learning materials to make it happen. Our approach offers an adaptive blend of technology and hands-on, personalized learning to support students no matter where they are in their literacy journey.

Are you ready to jump-start your school's science of reading journey? Reach out to our team today.

Contact us

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