



# Guiding a Seamless Science of Reading Implementation

THE FIRST 90 DAYS

## Congratulations on launching your science of reading initiative!

The first 90 days of an implementation are a critical determinant of its long-term success, so you'll need a solid strategic plan that sets the tone for teacher engagement, community buy-in, and impressive literacy gains.

### What are the steps to ensuring a strong liftoff?

If the process feels mysterious or daunting, this checklist is for you. It breaks the first 90 days into four phases, outlining an area of focus and concrete action steps for each phase.

Understanding what school leaders need to prioritize at each phase of the timeline will put you on track to finish the school year celebrating impressive results—and more to come.



#### PHASE ONE

**Lead Transformation  
Through Communication**

Days 1–30



#### PHASE TWO

**Empower Teachers Through  
Professional Development**

Days 30–45



#### PHASE THREE

**Monitoring Progress  
Through Data**

Days 30–60



#### PHASE FOUR

**Get Stakeholder Buy-In  
and Build Culture**

Days 60–90



## PHASE ONE | Days 1–30

### Lead Transformation Through Communication

✓ **Communicate your “why.”** Craft 2–3 clear talking points to communicate your literacy vision (take a look at [these samples](#)) and demonstrate how they align with your school’s mission. Share the current reality of student data and show that the science of reading will lead to improved results.

✓ **Share a consistent vision in all contexts.** Launch your vision during a staff meeting, follow up with written communication, and reinforce it through consistent weekly updates to faculty, staff, and parents, always tying it back to your school mission.

✓ **Acknowledge that change can be hard.** Validate that a move to the science of reading requires both learning and unlearning and takes time. Name likely challenges up front and reassure staff that mistakes are part of the process—and support is available.

✓ **Inspire buy-in through genuine two-way dialogue.** Demonstrate your commitment by showing up to observe, participate, and engage in professional learning with your staff, listening actively and acting on feedback. When communication flows both ways, it fosters clarity, sparks engagement, and gives the team the ability to adapt based on real-time input and course corrections.



## PHASE TWO | Days 30–45

### Empower Teachers Through Professional Development

✓ **Create a well-crafted professional learning calendar.** Make professional development an ongoing process for teachers to learn, practice, observe, and reflect. Connect each PD topic to the “why” so it’s easy to see how it fits into the bigger picture. Build in time for teachers to apply what they’ve learned before introducing the next layer.

✓ **Build momentum by assigning peer leaders early.** Identify and assign teacher leaders who can co-facilitate, lead sessions, share classroom examples, and help their peers. Give them visibility in written communications and staff meetings.

✓ **Create PLCs and leave time for collaboration.** Encourage teachers to adjust instruction based on student data analysis, give feedback on modeled instruction, and provide guiding questions so collaboration stays focused on literacy growth.

✓ **Check in early and often.** Run short surveys, hold listening sessions, and reach out to individuals for input. Then adjust pacing, supports, and communication based on what you learn.

✓ **Celebrate early wins.** As teachers begin to have success while they learn and practice, publicly celebrate this meaningful progress in staff meetings and parent updates. You can also offer recognition via spontaneous shout-outs, handwritten notes, or a quick spotlight.





## PHASE THREE | Days 30–60

### Monitoring Progress Through Data

- ✓ **To ensure literacy outcomes, leaders much engage in strategic use of data and assessment to support every learner.** This requires leaders to identify and remove systemic barriers, apply equity-focused instructional strategies, and lead sustainable, districtwide literacy reforms that prioritize the needs of every learner.
- ✓ **Create benchmarks for student growth and teacher engagement.** Define concrete metrics to measure early progress for students and pair them with fidelity metrics for teachers. Share progress using a visual tracker.
- ✓ **Provide training on how to use program dashboards.** Offer hands-on sessions where teachers can learn to use data to inform classroom adjustments. Provide step-by-step guides and show how data enables teachers to adjust on the fly. (Check out [Lexia Success Partnerships](#).)
- ✓ **Use data meetings to recalibrate together.** As a team, share progress, challenges, and strategies that worked. Celebrate wins, discuss challenges, and encourage teachers to provide anecdotal evidence to add details to the story told by the data.
- ✓ **Adjust supports or pacing based on real data—not assumptions.** Attend grade-level meetings and watch data trends closely to determine what action is needed. If benchmarks aren't being met, reallocate intervention staff and grouping structures. (Check out [this case study](#).) Share adjustments transparently so teachers see they are data driven.



## PHASE FOUR | Days 60–90

### Get Stakeholder Buy-In and Build Culture

- ✓ **Host literacy nights or family events to bring the vision to the community.** Plan an event that gives parents a window into new literacy practices. Partner with teacher leaders to showcase classroom strategies, and provide resources for parents to support literacy at home.
- ✓ **Share stories of student progress and classroom wins with parents.** Using both qualitative and quantitative data, highlight student growth in newsletters, social media, and your website to make progress personal.
- ✓ **Solicit feedback from staff, students, and families—then act on it.** Through surveys, listening sessions, and informal check-ins, ask targeted questions, share results with the community, and show how you're acting on it. Highlight any community feedback that leads to positive change.
- ✓ **Reinforce shared language and values around evidence-based literacy.** Continue weaving in the “why” of Phase 1 and SoR into all internal and external stakeholders (meetings, professional learning, newsletters, events). Make a call to action visible by creating an infographic explaining “how we do literacy here,” and push out information (podcasts, blogs) that reinforce the “why” while delving into the “what” and “how.”
- ✓ **Identify champions to carry the work forward beyond the first 90 days.** Recognize the teacher leaders who have approached their role with enthusiasm, establish a literacy leadership team, and build systems for ongoing coaching, peer collaboration, and celebration.

By following these guidelines, you'll create a launchpad for a long-term cultural shift toward equitable, evidence-based literacy instruction.

## Ready to get started?

Learn more about [how Lexia can partner with your school](#) to support every stage of implementation, from Day 1 through long-term success.

**Contact the  
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