



Turn the Page KC
Strategic Plan
2025-2027

Contents

- Purpose
- Strategies
- Tactics, Actions, and Methods
- Outcomes
- Goals FY2025, FY2026, FY2027
- Annual Review Process

Purpose

The mission of Turn the Page KC is to mobilize our entire community to ensure children gain the literacy skills they need to create a lifetime of opportunity.

Significant research indicates that proficient reading skills by the 3rd grade provide a path to later success in school, career, and citizenship. At Turn the Page KC, we focus on assuring that the children of the Kansas City metro area have access to the opportunities they need to become proficient readers by the 3rd grade regardless of the zip code in which they live.

Strategies

We use two strategic approaches to fulfilling our purpose:

Collective Impact Coordination -

Collective impact refers to a network of community members, organizations, and institutions that advance equity by learning together, aligning, and integrating their actions to achieve systems-level change. We focus on offering our services to support collective impact initiatives in literacy to positively impact schools, families, early childhood education, before-and after-school programming, and summer learning experiences.

Inclusive Books and Resources -

Research supports our belief that when children can select the books they read and have access to books that serve as ‘windows, mirrors, and sliding glass doors,’ children spend more time reading, recognize reading as beneficial, and make strong intellectual and emotional connections to what they read. Further, diverse literature is a key tool to building children’s empathy, positive self-esteem, and healthy relationships.

Strategy 1: Collective Impact Coordination

Tactic 1: Participation in Collective Impact Networks

Turn the Page KC will participate in Collective Impact Networks to develop our skills as CI Coordinators and bring the benefits of national collaborations to the KC Metro.

Actions:

Actively participate in The Campaign for Grade Level Reading

The CGLR provides backbone support to a nationwide network of local and regional coalitions who are committed to assuring more hopeful futures for children, As one of two Missouri affiliates, TTPKC benefits from professional connections, partnership opportunities, and strong connection to our sister organization, Turn the Page STL.

Actively participate in The Diverse Books for All Coalition

The DBFAC is a national consortium of nonprofits and membership organizations working together to increase access to affordable, high quality children's books by and about diverse races, cultures, identities, and abilities. TTPKC brings benefits to the KC Metro through lower cost books for local distribution and leveraging the strength of the Coalition to influence more equitable publishing practices.

Strategy 1: Collective Impact Coordination cont.

Tactic 2: Provide Collective Impact Coordination in the KC Metro

Turn the Page KC will serve as CI Coordinators in Literacy-focused initiatives and collaborations in the KC Metro area to bring about systemic change that will positively impact children's literacy.

Actions:

Provide Coordination for KC Literacy Partners (name TBD)

- Coordinating the services and impact of a collaborative of 9 KC metro area nonprofits

Provide Coordination for READ 360° Program

- Coordinating service partners leading Literacy Communities to support parent voice

Provide Coordination for the Out-of-School-Time Collaborative

- Coordinating OST partner agencies to ensure access to literacy-rich, high quality, OST care

Provide Coordination for the KC Children's Arts Book Club (name TBD)

- Coordinating partners in arts & humanities to support literacy-infused access to the arts

Strategy 1: Tactics, Actions, and Methods

TACTIC 1 Participate	ACTIONS:	METHODS	OUTCOMES
	Campaign for Grade Level Reading	Actively assume roles/responsibilities to grow our skills Participate in opportunities that bring benefits to KC	Adult training hours Coordinated services for KC metro
	Diverse Books for All Coalition	Actively assume roles/responsibilities to grow our skills Participate in opportunities that bring benefits to KC	Adult training hours Coordinated services for KC metro
TACTIC 2 Coordinate	ACTIONS:		
	KC Literacy Partners (name TBD)	Coordination/Partnership: Community literacy support	Adult training hours Coordinated services for KC metro
	READ 360*	Training for active engagement in community literacy support	Adult training hours
	OST Collaborative	Coordination/Partnership: Community literacy support	Coordinated services for KC metro
	KC Children's Arts Book Club	Coordination/Partnership: Community literacy support	Coordinated services for KC metro

Strategy 2: Inclusive Books/Resources

Tactic 1: TTPKC will engage in beneficial partnerships with KC metro donors, agencies, and organizations to broaden the reach of our book distribution

Actions:

Biannual Festivals of Reading

- Provide a free family-focused festival with free books for all ages and access to literacy resources and partners

Early Childhood Educator Literacy Network

- Provide free books, lessons, and digital resources to ECE educators across Greater KC

Family Reading Program

- Provide training, leadership, books, and lessons to school/family partnerships focused on reading aloud to children at home

OST Literacy Infusion Program

- Provide training, leadership, books and lessons to OST staff working in school-based after-school programs

Strategy 2: Inclusive Books/Resources cont.

Tactic 2: TTPKC will continue book and resource distribution in partnership with other organizations and donors to expand access and exposure

Actions:

HDR - Book Vending Machine Program

- Partner with donor and schools to provide inclusive books for BVMs multiple times per year for 3 years

KC Royals Foundation - Literacy League & Crown Libraries

- Partner with KC Royals Literacy League sites to provide monthly refills for the Crown Libraries

Diverse Local Authors - Spotlight Books & Authors

- Partner with local authors to spotlight diversity and inclusion in children's books

AFIA/DESE - School Library Development Program

- Partner with AFIA to develop a model program for updating and enriching elementary school libraries

Strategy 2: Tactics, Actions, and Methods

TACTIC 1 TTPKC Initiatives

ACTIONS:

Biannual Festivals of Reading

ECE Literacy Network

Family Reading Program

OST Literacy Infusion Program

METHODS

Provide access to inclusive books for children aged 0-12
Provide resources to parents/teachers to support children's literacy

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OUTCOMES

New book distribution
Training, lesson plans, access to programs

New book distribution
Training, lesson plans, access to programs

New book distribution
Training, lesson plans, access to programs

New book distribution
Training, lesson plans, access to programs

TACTIC 2 Partner Initiatives

ACTIONS:

HDR - Book Vending Machines

Royals Foundation - Crown Libraries

Local Authors - Spotlight Authors

AFIA/DESE - School Library Dvlp.

Provide access to inclusive books for children aged 0-12

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New book distribution

New book distribution

New book awareness

New book distribution
Training, lesson plans, access to programs

Outcomes

The outcomes of our two strategies will take multiple forms:

Adult Training / Professional Development Hours - as measured by time spent with partner organizations in mutual learning experiences to support strengthening the literacy community of the Kansas City metro area

Collective Impact Partnerships - as measured by community partners meaningfully engaged in collaborative work to address literacy needs in Kansas City metro area

New/Inclusive Books Distributed - as measured by all books provided to children, families, ECE, OST, or K-12 classrooms for reading to or by children in the Kansas City metro area



Goals: FY2025

- **Over 5,000 hours** of adult training and professional development provided to parents, teachers, and nonprofit professionals
- **Over 50 community partners**, including nonprofits, schools, funders, and arts/humanities organizations, intentionally working together to address literacy needs in KC
- **Over 12,000 books**, all new and inclusive, distributed to children across the KC metro area

**See attachment for details of outcomes by specific initiative*

Annual Review Process

The Turn the Page KC Strategic Planning Annual Review Process will include:

- **Weekly Check-Ins** - Executive Director and Team address individual responsibilities for initiatives/outcomes and stay updated on successes and challenges
- **Quarterly Review process** - Executive Director and Team share the status of each initiative/outcome with the Board of Directors
- **Semi-Annual Refresh** - Executive Director, Team, and Strategic Planning Committee review and update all initiatives/outcomes to reflect the current reality. The Refresh will be shared with the full Board of Directors in the December meeting
- **Annual Review** - Executive Director, Team, and Strategic Planning Committee of the Board evaluate the outcomes and experiences of the past fiscal year and establish the goals for the coming fiscal year. The annual review will be shared with the full Board of Directors at the final meeting of the year in June



Goals: FY2026

- TBD by the Annual Review process in June 2025



Goals: FY2027

- TBD by the Annual Review process in June 2026