



# Memorandum

**TO: RULES AND OPEN  
GOVERNMENT COMMITTEE**

**FROM: Councilmember Nora Campos**

**SUBJECT: SEE BELOW**

**DATE: January 7, 2010**

Approved

*Nora Campos*  
RF

Date

*1/7/10*

**SUBJECT: YES WE CAN...READ® EAST SAN JOSÉ CHILDREN'S INITIATIVE**

**RECOMMENDATION:**

Amend the Neighborhood Services and Education Committee workplan to include a status report of the *Yes we can...Read® East San José Children's Initiative* under Item 2 on the June 10, 2010 Committee Agenda.

**BACKGROUND:**

In June 2009, Grail Family Services and I launched the *Yes we can...Read® East San José Children's Initiative*, a community-wide collaborative working together to help increase reading proficiency levels amongst second through fifth graders in East San José. The Initiative will unite local government, community members, schools and corporations in a unique collaboration to address this critical literacy challenge. The goal is to have elementary-aged children in East San José reading at grade level.

The pilot project will be implemented in March 2010 at three schools in the Alum Rock Union Elementary School District. The Initiative is comprised of three components: parent engagement, volunteers/mentorship, and advocacy. The three-month pilot project will include an evaluation assessment that will be used to collect feedback and data to evaluate the success of the project.

The City can evaluate and incorporate the *Yes we can...Read® East San José Children's Initiative* pilot project into San José 2020 (SJ2020), as a strategy and best practices model in order to address the academic success of students citywide.