

# TOWARD THE CULTURE OF READING TOGETHER CAMPAIGN

# HLD

Human Performance Technology, ETEC 651

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# THE ROADMAP

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## Phase 1

### Literacy Portal Site

Genre: *Website*

Medium: *Online text*

Organizational  
Information

1 2 5 6

## Performance Objectives

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- 1 By increased casual interactions with students, build a positive relationship with them and get to know each other
  - 2 Based on the information from the casual interactions with them, mentor students to read books on their own
  - 3 At the beginning of each class, communicate the purpose and expectation clearly to the students
  - 4 In a given class, provide students choices and equal chances to engage them in the lesson
  - 5 A month before the OSSLT, organize a student-centred event that can build a strong community of learners
  - 6 Develop a school-wide atmosphere where reading books is highly valued to nurture the culture of reading that could last for life
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## Phase 2

### Hiring a Literacy Coach

Genre: *Organizational redesign*

Medium: *NA*

Organizational  
Resources

1 2 6

### Reward Program

Genre: *Group-based Incentives*

Medium: *NA*

Organizational  
Motivation

1 2 3 4 5 6

## Phase 3

### Mentoring Workshop Series

Genre: *Training/Coaching*

Medium: *Face-to-face classroom*

Organizational  
Skill and Knowledge

1 2 3 4 5 6

### Communication with Students Guide

Genre: *Job-aid*

Medium: *Online and printed text*

Individual  
Resources

1 2

### Social Media for Positive Education

Genre: *Tutorial*

Medium: *Asynchronous Online*

Individual  
Skill and Knowledge

1 2

## Phase 4

### Library Update

Genre: *Organizational Redesign*

Medium: *NA*

Organizational  
Resources

3 6

## Objectives

1 2 3 4 5 6

See below for more details

INTERVENTION 01

## LITERACY PORTAL SITE

*Need*  
Information

*Level*  
Organizational

*Phases*  
All

This portal site will serve as a ground where the direction of the school is clearly communicated and at the same time, it will inform the basic principles of strategies for the performers to achieve the literacy goal of the school. The performance target of the school will be identified and the outline of the performance campaign, all the involved changes will be announced through this website.

### Performance Objectives

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- 6 Develop a school-wide atmosphere where reading books is highly valued to nurture the culture of reading that could last for life

Medium  
Online texts

Genre  
Website

CONVENTIONS

- This intervention was chosen because the school needs to announce the changes in the literacy strategy clearly to avoid confusion and make the information easy to look up.
- It will identify the school's literacy strategies and provide supporting information to achieve the long-term literacy goals (Lynch & Alsop, 2007).
- It will present the strategies that are proven to be effective
- The writing style will be formal and informative.
- Performers can expect to obtain a clear direction of the school and learn up-to-date literacy strategies as well as all the information regarding the new strategies that the school is taking and all the changes that are involved.

COMMUNICATION MEDIUM

- Simple informational online page under school website.
- This medium is chosen because of the accessibility of the information. The information is permanently displayed and
- The cost of production and maintenance is low.

Limitation	Advantages
<ul style="list-style-type: none"><li>• It could be perceived negatively because of a lack of direct human communication.</li></ul>	<ul style="list-style-type: none"><li>• It is the only outlet of the information, therefore, it will prevent any confusion.</li></ul>

INTERVENTION 02

## HIRING A LITERACY COACH

*Need*  
*Resources*

*Level*  
*Organizational*

*Phases*  
*All*

Literacy coaches in the schools collaborate with teachers and principals to achieve literacy improvements for students (Lynch & Alsop, 2007). Because one-size does not fit all, the roles of a literacy coach vary depending on different situations teachers may have. He or she will be the expert to turn to whenever teachers have questions related to literacy.

### Performance Objectives

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*Medium*  
*(Not Applicable)*

*Genre*  
*Organizational Redesign*

## CONVENTIONS

- This intervention was chosen to give performers access to get expert opinions and assistance whenever it is needed.
- Hiring a Literacy Coach provides various levels of collaboration with teachers, such as demonstration, coaching teachers one-on-one or groups, improving assessment measures, and meeting each student's literacy need based on the collected data (Lynch & Alsop, 2007).
- Performers can expect to receive immediate and quality support from a literacy coach with various issues

## INTERVENTION 03

## REWARD PROGRAM

*Need*  
*Motivation*

*Level*  
*Organizational*

*Phases*  
*All*

To make the performance improvement campaign successful, it is important to set up a reward program so that performers are motivated to participate and accept the changes. It will be a performance-based reward which is group-based so that all performers can be motivated as a team and work together (Harvey-Beavis, 2003).

### Performance Objectives

- 1 By increased casual interactions with students, build a positive relationship with them and get to know each other
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- 4 In a given class, provide students choices and equal chances to engage them in the lesson
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- 6 Develop a school-wide atmosphere where reading books is highly valued to nurture the culture of reading that could last for life

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*Medium*  
*(Not Applicable)*

*Genre*  
*Group-based Incentives*

## CONVENTIONS

- This intervention was chosen because group-based incentives are proven to be effective to motivate performance improvement of teachers in relation to students' academic achievements (Harvey-Beavis, 2003).
- According to Harvey-Beavis (2003) when the incentive is group-based pay it can increase collaboration between the teachers.
- Funds that are saved by the reduced expenses when the goal is achieved can be converted to use in improving the work environment and office facilities, investing in educational technologies or hiring new support staff.
- Performers will work together for a common goal, therefore expect less pressure on individuals but increased collegiality between themselves.



## INTERVENTION 04

## SERIES

# MENTORING WORKSHOP

*Need*  
Skill and Knowledge

*Level*  
Organizational

*Phases*  
Indifferent, Newbie

The role of a mentor is different from the role of a teacher. While both aim for instructional outcomes, mentoring is more personal and relational (Chicago, 2019). This Workshop Series will cover the characteristics of mentors and the advantage of mentoring students for their success and will coach teachers to mentor effectively their students. The topics of the series include motivating students, building a positive student-teacher relationship, book-matchmaking and classroom interaction.

### Performance Objectives

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*Medium*  
*Face-to-face Classroom*

*Genre*  
*Training/Coaching*

## CONVENTIONS

- This intervention is chosen because teachers must receive proper training to become mentors.
- The basic theories will be presented and also demonstrations of how to apply them in practice.
- Because the amount of information that needs to be covered is great, it will be divided into several sessions.
- During the workshop, teachers will have a chance to discuss different strategies and share opinions to build a sense of teamwork.
- The presentation tone will be a friendly, open, and helpful voice without using any jargon.
- Performers can expect to receive quality coaching to play the role of mentors.

## COMMUNICATION MEDIUM

- Face-to-face Synchronous Classroom format: It is important to gather performers together in one place to build a sense of teamwork among themselves and to communicate with them. It will help to create a culture of reading throughout the school when teachers have a consistent attitude.
- A role-playing type of activities will be implemented to guide performers on how to empathize with students and to build positive relationships with them.
- Some useful video materials, key research papers and checklists will be available after each workshop as the literacy guide tools.

Limitation	Advantages
<ul style="list-style-type: none"><li>• Finding a time for all teachers to participate will be a challenge.</li></ul>	<ul style="list-style-type: none"><li>• Create a great sense of community among teachers (Lynch &amp; Alsop, 2007)</li></ul>

INTERVENTION 05

## GUIDE COMMUNICATION WITH STUDENTS

*Need*  
*Resources*

*Level*  
*Individual*

*Phases*  
*Newbie*

This is a guide for performers who do not know how to connect with the current students' generation. It will cover the conversational techniques and provide a set of sample questions and a template for keeping records in order to build a relevant data set. This guide, along with these tools, will give confidence to teachers in connecting with a student.

### Performance Objectives

- 1 By increased casual interactions with students, build a positive relationship with them and get to know each other
- 2 Based on the information from the casual interactions with them, mentor students to read books on their own



*Medium*  
: Print and online text

*Genre*  
Job Aid

## CONVENTIONS

- This intervention was chosen because effective communication builds a positive and trusting relationship with students which gives credibility to the teachers (Fisher et al., 2016). Many teachers know how to communicate in general but they may lack certain details of techniques that could help them connect with students more effectively.
- Multiple sample dialogues with a list of open questions that can start casual conversations with students will be shared.
- The writing style will be friendly, open, and helpful tone without using any jargon.
- Performers can expect to find immediate and practical guidance.

## COMMUNICATION MEDIUM

- A printed booklet will be distributed and the printable templates will be available for downloading online.
- Teachers can keep the printed booklet close and look up whenever they need guidance or refresh their memories.
- Making the materials available online will assure the performers that they have access to the resources at any time and anyplace.

Limitation	Advantages
<ul style="list-style-type: none"><li>• Some unexpected reactions could catch teachers off-guard and reduce the confidence as a result.</li></ul>	<ul style="list-style-type: none"><li>• It will serve as a handy tool, help teachers gain confidence in connecting with students as well as organize the information collected.</li></ul>

INTERVENTION 06

## TUTORIAL SOCIAL MEDIA FOR POSITIVE EDUCATION

*Need*  
*Skill and Knowledge*

*Level*  
*Individual*

*Phases*  
*Newbie*

40% of the students spend more than 3 hours per week reading online materials and 30% of them spend writing on social media for more than 5 hours per week (EQAO School and School Board Profiles and Reports, 2019). Social media has become a platform where we cannot ignore anymore. Therefore teachers must have good knowledge of social media in order to maintain positive interactions in cyberspace that often affect classroom interactions and academic achievements.

### Performance Objectives

- 1 By increased casual interactions with students, build a positive relationship with them and get to know each other
- 2 Based on the information from the casual interactions with them, mentor students to read books on their own

Medium  
Online multimedia

Genre  
Tutorial

## CONVENTIONS

- This intervention was chosen because teachers can close the generational gap with students by being active online and properly interacting with them. Social media is becoming the main social space for students. Teachers can monitor the well-being of their students online because it is the space where they feel comfortable expressing their emotions. Without understanding the dynamics of these platforms and the conversations between their students there, a teacher will have difficulty empathizing with them and achieving positive learning outcomes (Asowayan et al., 2017).
- Teachers can learn how to protect their privacy while interacting with students with confidence.
- How-to simulations and practice activities with the other workshop participants will be available.
- The writing style is informational.
- Performers can expect to learn the functions and characteristics of each social media platform, as well as what to share and how to interact.

## COMMUNICATION MEDIUM

- Asynchronous Online multimedia
- The participants will have a private online area where they can help each other and share their experiences.
- Because the social media platforms are all online tools, it is best to learn online while trying out the functions of each tool.

Limitation	Advantages
<ul style="list-style-type: none"><li>• Some performers might encounter other technical issues to participate.</li></ul>	<ul style="list-style-type: none"><li>• Performers can learn by doing, at any time that is convenient for them.</li></ul>



## INTERVENTION 07

LIBRARY  
UPDATE

*Need*  
*Resources*

*Level*  
*Organizational*

*Phases*  
*All*

It is crucial to update the books in the school library to have more collections of culturally relevant and diverse genres to accommodate various interests students have (Barrett, 2019). It will increase the chance of finding books that could trigger interest in students. It should be updated regularly.

**Performance Objectives**

- 3 At the beginning of each class, communicate the purpose and expectation clearly to the students
- 6 Develop a school-wide atmosphere where reading books is highly valued to nurture the culture of reading that could last for life

*Medium*  
*(Not Applicable)*

*Genre*  
*Organizational redesign*

**CONVENTIONS**

- This intervention was chosen because students may relate more to new technology-related topics or trendy characters and be more open to reading about them.
- Advertisement posters of newly arrived books will be posted on the walls around the school, increase the exposure and attract students.
- This intervention includes developing partnerships with local newspaper companies to have access to interesting local news and also subscription to external online and audio bookstores.
- Performers can expect to find a variety of collections that can be matched with the different interests of their students.

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