



Thrive by 5: Read to Learn Book Club Community Partners Brainstorming Session

December 7, 2018
10:00 AM – 12:00 PM

The Children's Trust 8th floor Training Room
3150 SW 3rd Avenue, Miami, FL 33129

AGENDA

MEETING GOAL: Reinvigorate current partnerships and engage new partners to strategically and successfully expand the book club for young children in Miami-Dade County.

Welcome & Introductions (15 mins)

All participants

Background & Vision (15 mins)

K. Lori Hanson, Ph.D., Chief of Research, Evaluation & Strategic Planning

Rotate Through Small Group Discussions

Past Successes & Challenges, Future Opportunities & Commitments

All participants

1. Marketing: enrollment strategies to expand membership (overall & targeted), customer service, retention, effectiveness (20 mins)
Felix Becerra, Web Content & Design Manager
2. Content: book selection, book procurement, supplemental content creation (i.e., reading guides, other parent messaging) (20 mins)
Bevone Ritchie, MS, Senior Program Manager
3. Fulfillment: packaging, mailing, returned mail (20 mins)
Bryan Pomares, MHS, Research & Evaluation Analyst

Large Group Discussion Highlights (20 mins)

All participants

Closing & Next Steps (10 mins)

K. Lori Hanson, Ph.D., Chief of Research, Evaluation & Strategic Planning