**SESSION #2 BREAKOUT: LAUNDROMAT OWNERS**

**SEPTEMBER 17, 2020 | 1:45-2:45p.m. ET**

**Lead Facilitator:** Jeff Gardner

**Co-Facilitators:** Jane Wolfe, Brian Holland, Jim Whitmore, Brian Wallace

**Chatbox Moderator:** Brian Wallace

**Tech:** Kyle Moehlenkamp

**1:40 FACILITATORS JOIN THE ZOOM MEETING**

**1:45-1:50 PARTICIPANTS JOIN SESSION**

**(SLIDE 1)** While attendees are zooming in, show slide that says: *Welcome Laundromat Owners! What is one thing that has inspired you during our summit so far? Please type your answer in the chat box.*

[Jeff reads aloud some of the responses as they are coming through.]

**1:50-2:00 WELCOME & INTRODUCTION FROM JEFF GARDNER**

**(SLIDE 2)** Jeff welcomes the laundromat owners who are attending this session, especially given this busy and challenging time during COVID-19.

**(SLIDE 3)** Jeff shares the key goals of this session:

* ***Gain awareness*** about the different ways laundromat owners can get involved in promoting literacy at their laundromat.
* ***Share ways owners can to increase families’ access*** to literacy rich spaces and resources. We’re aiming to get to 600 RPL sites by 2021. If owners have a space already, we’ll share how owners can use their stores as channels to distribute books for kids to take home and build home libraries.
* ***Take action*** by mobilizing each owner to take small or big steps to create learning opportunities for children and families in under-resourced communities.

**(SLIDE 4)** Jeff acknowledges his colleagues from LaundryCares (Brian Holland, Jane Wolfe, Brian Wallace, and Jim Whitmore) who are joining to share their insights and offer guidance. Brian Holland, Jim Whitmore and Jane Wolfe each take 1 minute to help frame this time around the impact of installing an RPL space in their stores and making room for helping children succeed and supporting communities through this work. Acknowledge and thank the commitment of the 80+ laundromats that have already installed these spaces.

**(SLIDE 5)** Now, it’s time for everyone to start drafting an Action Plan. This is by no means the final plan, but instead a starting point for industry leaders to start setting some goals and think about the information, resources, and partners needed to accomplish them. Jeff asks everyone to type in their answers onto the Google Form or on page 14 of Participant Guide in the app. Here are some ideas to get us started.

**(SLIDE 6) 7 Ideas for Laundromat Owners**

* Transform your laundromat into a playful, literacy-rich space with a [“Family Read, Play, & Learn” Kit](https://laundrycares.org/wp-content/uploads/2019/06/Laundry-Kit-Sell-Sheet-v8.pdf).
* Distribute books and family handouts with early literacy tips for parents (downloadable at [www.laundrycares.org/resources](http://www.laundrycares.org/resources)).
* Join the LaundryCares network for free at <https://laundrycares.org/join-the-laundrycares-network/>.
* Let your attendants know of the importance of talking, reading and singing every day and encourage them to promote early learning with your guests.
* Partner with your local library or community organization to conduct virtual storytimes and, when safe, in-person story times.
* Promote early math by incorporating [Sidewalk Math patterns](http://www.sidewalkmath.com/patterns) to the windows, floors, walls, and sidewalks of your laundromat.
* Purchase discounted books through [Scholastic’s Literacy Partnerships](http://teacher.scholastic.com/products/literacypartnerships/index.html) ([www.scholastic.com/literacypartnerships](http://www.scholastic.com/literacypartnerships)) program for children to take home books and build a home library. Scholastic’s Literacy Partnerships program provides each customer with a partnerships representative who would help them receive deep discounts on books.

**(SLIDES 7-11)** Here are some visuals of these ideas and resources that we make available to our coalition partners.

**2:00-2:25 CREATE ACTION PLAN BY GOING THROUGH THE FOLLOWING QUESTIONS:**

**(SLIDE 12)** Now it’s time for participants to create their own action plan with the guiding questions below. Please type in questions using the Google Form on the Participant Guide tab on the event portal or app. As participants reflect and work on their answers, Jane/Brian/Jim can help field questions in the chat box and/or provide commentary on each portion of the action plan questions.

1. **(SLIDE 13) The Challenge (5 min):** What are the education and literacy-related challenges affecting young children and families in my community?
2. **(SLIDE 14) Vision & Opportunities (5 min):** What is my vision for the children and families in my community? Where are the opportunities for creating positive change? Ideate your vision through words, drawings, etc.
3. **(SLIDE 15) Outcomes (5 min):** What are some ways I can build awareness on the importance of literacy-rich spaces, increase access to early literacy resources, and take action?

By when would I like to accomplish my goals? What are some additional goals for the project that I would like to achieve?

1. **(SLIDE 16) Resources (5 min):** What resources (space, time, funding, materials, etc.) do I already have to help create literacy-rich spaces and distribute early learning materials to families in my local laundromat(s)?

What resources do I need and what are steps I can take to acquire them?

1. **(SLIDE 17) Partners (5 min):** Who are existing or new partners, and what could their potential roles be? Who would I need to partner with to create literacy-rich laundromats in my community? How can I establish a connection with them?

**2:25-2:40 GROUP SHARING**

**(SLIDE 18)** Jeff invites participants to share by clicking on the “Raise Hand” button. Jeff selects 3 participants who can each take 5 minutes to share their action plans with the group.

**2:40-2:45 WRAP-UP & NEXT STEPS**

**(SLIDE 19)** Jeff thanks participants for the valuable discussion and asks everyone to please submit their Action Plans via Google Forms. Mention that we’d like to feature some of these commitments during the closing session on September 22nd, so if anyone is interested is having their action plan featured, please note this by clicking the checkbox in the Google Forms.

**(SLIDE 20)** Jeff announces that at 3pm, we will be featuring a screening of the film *No Small Matters* followed by an exclusive conversation with Greg Jacobs, the film’s director and writer, along with Rachel Giannini, the preschool teacher featured in the film.

**(SLIDE 21)** We look forward to seeing everyone for Session 3 on September 22nd at 1pm with an opening keynote by Chelsea Clinton, a special conversation with New York Times Bestselling Author Mo Willems, and closing remarks by Ralph Smith, head of the Campaign for Grade Level Reading.