



Strategic Plan Summary

2021-2024

Strategic Goals

Differentiate ourselves through effective communications, advocacy and professional learning

Deliver high quality, adaptable, and culturally responsive early literacy intervention

Develop a sustainable, resilient, dynamic organization equipped for change and ready for next phase of history

Draw upon data and research to cultivate changes, create impact and increase awareness



Strategic Initiatives

- Develop and deliver high impact, proactive communications, publications and materials.
- Develop and deliver high quality, relevant and timely virtual and in person training and professional learning experiences
- Explore and expand strategic partnerships, research opportunities
- Create and capitalize on opportunities for advocacy

- Evaluate, adapt and revise training models
- Provide materials, including the Standards and Guidelines, in French.
- Expand available materials, training and resources for Literacy Lessons and IPLÉ
- Culturally Responsive curriculum and resource audit and booklist review.
- Understand the impact and return on investment for all interventions

- Develop inclusive logo and branding kit.
- Plan for future leadership needs
- Develop and implement a promotion strategy
- Develop observation survey training for use in schools without RR/LL/IPLÉ
- Enhance user experience of the website
- Implement promotion and expansion strategy
- Review current and future funding needs and explore new funding opportunities

- Establish Data Working group - examine data collection system, reporting, and analysis
- Develop tools to capture qualitative data and create storytelling plan
- Understand the national landscape of education institutions, potential partners, and publications.
- Research global adaptations to the interventions
- Expanding presence through articles, partnerships, conferences, events, social media.

Mission: The Canadian Institute of Reading Recovery maintains high-quality implementations of Reading Recovery, IPLÉ and Literacy Lessons which demonstrate fidelity to a culturally responsive, specific model of teaching children, training educators, continually improving and collecting data across Canada.

Vision: The Canadian Institute of Reading Recovery believes that all students have the right to learn to read and write so that they can become literate global citizens.