

AREA OF SUPPORT: Family Literacy Engagement

VENDOR: Prime Time, Inc. | Louisiana Endowment for the Humanities

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VENDOR DESCRIPTION

Prime Time, Inc. offers humanities-focused and outcomes-based programs designed to engage, support, and educate underserved children and families. These programs are proven to generate long-term improvements in family engagement and student academic achievement. Programs include family reading and discussion programs, parent and educator trainings, Prime Time Boxes (an at-home version of the program), and Head Start services. Our programs aim to create communities where children and their families develop into self-directed, self-motivated lifelong learners who are eager to absorb the world around them through literature, inquiry, and meaningful interaction with others. Our mission is to create and support the preconditions needed for future learning among economically and educationally vulnerable families. Our vision and commitment to Louisianans is creating a literate society where a quality humanities education is accessible to all.

SAMPLE PARTNERSHIP SERVICES

Title of Service	Description	Method	Category	Duration	Initial Support	Ongoing Support	YCWD Supports	DL/EL Supports	Max # of Participants	Cost
Family Reading	Engages families and children in reading and discussion through our humanities-centered methodology with shared meal. Each family takes home a complete set of books utilized in programming.	f2f	PreK-5	90-minute sessions weekly, evenings	✓	✓	✓	✓	160	\$30K
Preschool Reading	Engages young children and their caregivers in foundational literacy activities in a fun, interactive way. Each family takes home a complete set of books utilized in programming.	f2f	PreK	90-minute sessions weekly, afterschool	✓	✓	✓	✓	160	\$27K
Home Room	HomeRoom trainings support educators and families in strengthening children's relationship to reading. Designed to meet the needs of schools/districts, along with families.	f2f blended	PreK-5	adjustable (typically, 1/2 day)	✓	✓	✓	✓	adjustable	varies
Prime Time Box	Each PT Box contains books to build home libraries, learning supplies, and Grown-Up Guide for caregivers.	home based	PreK-5	one time	✓	✓	✓	✓	per family	\$150-\$160

For more information about partnership services, including customized packages, contact Sarah Withers or visit <https://primetimefamily.org/>.

SAMPLE LONG-TERM PARTNERSHIP MODEL

3-YEAR, PRIME TIME READING PARTNERING WITH CHARTER MANAGEMENT ORGANIZATION (CMO)

Over three consecutive school years, Prime Time held five Prime Time Preschool and one Family Reading Time programs that were implemented across four public charter schools campuses. The impact of this programming is shared for illustrative purposes. All programming was held at school sites during after-school hours and comprised of delivering six weekly 90-minute family literacy sessions with meal. Snapshot of Year 1 participants included (representative of each year):

- 69 families (234 individuals) which received targeted literacy programming and intervention;
- 60% female;
- 64% children and 36% adults;
- 89% African Americans; 5% Caucasians; 2% Hispanics; 2% Asian and 2% Native Americans.
- 69% overall retention rate (48 families, or 161 individuals attended 4-6 of the 6 sessions)

Shown here, results of the Developmental Skills Checklist (DSC) and STEP scores for participating Prime Time students as compared to students at-large and average test scores for the teachers that received Prime Time training and facilitated the program. Students that participated in Prime Time in the third school year showed 124 points of growth in their language and print abilities and placed higher on national percentile rankings on the DSC language components than the CMO average (86 points of growth).

Year 3 National DSC Language Spring Percentile Rank	
Non-Prime Time Students (CMO average)	55%
Students who attended Prime Time	68%
Students attending 5+ Prime Time sessions	72%
Year 3 STEP Results Prime Time % of students on or above grade level at end of year	
Non-Prime Time Students (CMO average)	71%
Students who attended Prime Time	77%
Students attending 5+ Prime Time sessions	88%

Additionally, teachers that participated in Prime Time training and facilitated the program came close to, or exceeded, the network average of DSC gains and for the percentage of their students that met the end of year STEP goal, which is a clear indication of their incorporation of STEP-based centers into their Prime Time programming and having additional time to discuss STEP goals and to model early reading behaviors for parents. This also was a repeated trend from the two previous years of programming.

Year 3 Average DSC Gains (Composite score growth)	
Teacher 1	140
Teacher 2	105
Teacher 3	97
Teacher 4	90
Teacher 5	81
Teacher 6	80
Teacher 7	79
CMO Average	86

Year 3 STEP Results (% of students on or above level at end of year)	
Teacher 2	100%
Teacher 1	95%
Teacher 6	90%
Teacher 4	80%
Teacher 3	80%
Teacher 5	79%
Teacher 7	60%
CMO Average	68%

In years 2 and 3, an emphasis was placed on growing students' print awareness through Prime Time reinforcement of such skills. For students of teachers who participated in Prime Time as facilitators or coordinators in year 2, the end of year mastery of print awareness objectives (as measured by STEP) was on average **96%** compared to the CMO average of **86%**.