

## Wordworks strategy: 2016-2020

### Wordworks vision:

We see a world where young children are supported to develop early language and literacy so that their lives are enriched and they grow to their full potential.

### Wordworks mission:

We inspire, share knowledge and collaborate with those who care for, work with and advocate for young children so that they recognise the importance of early language and literacy and support its development in homes, schools and community settings.

### Objectives:

For Wordworks to advance this mission, we have set ourselves the following objectives to guide the work of the organisation over the next five years.

1. To offer resource-based training and mentoring to develop the capacity of individuals, schools, organisations and institutions to run early language and literacy programmes for those that work with and care for young children.
2. To build a network of individuals, schools, organisations and institutions to sustain high quality early language and literacy programmes for those that work with and care for young children.
3. To make knowledge about early language and literacy development accessible through user-friendly, high quality multilingual early language and literacy resources for the South African context.
4. To gather evidence on the implementation and impact of Wordworks programmes, and conduct research and advocacy on effective mechanisms for supporting early language and literacy.
5. To ensure that Wordworks is an efficiently run, sustainable, values-based learning organisation that meets the highest corporate governance standards, nurtures and develops its staff, communicates effectively with stakeholders.



## Wordworks will undertake the following activities in order to work towards these objectives.

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### Core Activity 1: Training and capacity building

- Identify and recruit individuals, schools, organisations and institutions to run our programmes.
- Deliver resource-based training and mentoring for new schools, organisations and institutions on our programmes:

- **Every Word Counts**

Trainers are equipped to train home-visitors and ECD practitioners to strengthen the early learning component of their work with families and caregivers of babies and young children (birth to five years).



- **Home-School Partnerships**

Facilitators are trained to run a series of workshops over eight weeks to empower and inspire parents and caregivers of children aged 4 to 8 years to support informal learning at home.

- **Ready Steady Read Write**

Co-ordinators are trained to set up and manage a team of tutors who support pairs of children for at least six months as they learn to read and write.



- **Stellar**

Trainers are equipped to train and support Grade R teachers to strengthen their teaching of language and literacy.

- Encourage and support schools, organisations and institutions to integrate programmes into their existing work, monitor programme implementation, share learning and build capacity to become trainers.

### Core Activity 2: WordNetworks and advocacy

- Maintain contact with individuals, schools, organisations and institutions within our network and connect them with information, opportunities, campaigns, resources as well as with one another, thereby creating an affirming community of practice.
- Offer ongoing, resourcing and support to 'graduates' of our training who have demonstrated their commitment to programme work (planning sessions, refreshers, showcase events and regular telephonic and email contact).
- Encourage and support members to broaden their role beyond programme implementation to being literacy champions and advocates for early literacy at their school/organisation and with decision makers in their community.
- Use a multi-layered communications strategy to build identification with WordnetWorks as well as conduct public education, resourcing and advocacy.

### Core Activity 3: Materials development

- Develop and produce innovative, high quality, multilingual user-friendly materials to support early language and literacy learning.
- Leverage our carefully tested programme materials by translating and re-purposing them for new platforms and audiences, for use within training programmes, and as stand-alone resource material, to support public education and advocacy.
- Make cost effective resources available to our network, and ensure wider reach through increasing the range of multilingual resources available for download on our website.

### Core Activity 4: Quality assurance and knowledge production

- Develop data management systems that track a range of variables, and ensure that programme data is available to a network of partners.
- Implement cycles of planning, implementation and reflection based on systematic internal monitoring and focussed external evaluation.
- Develop and share M & E tools and evaluation models and define criteria for monitoring quality and programme effectiveness.
- Gather and share evidence on the implementation and impact of Wordworks programmes.
- Engage with and support researchers who are interested in early language and literacy.

