



# American Literacy Corporation

WELCOME to ALC!

If you have not registered on our website, you should do so as registration is required to submit an application. Registration on the ALC website is not the same as submitting for an award, rather it simply allows you to access the Award Submission page on the website where you can upload the required documents.

To upload your submission documents, you must request an Upload Link by clicking on the **Upload** button on the *Award Submission* page of our website. You will be prompted for the email you registered with and once verified the system will display the link which is specific to you and should not be shared with others. You may request the link as often as needed however it will expire at 9PM on July 15th each year.

While you cannot edit a prior upload you can replace one as when you upload again the newer version always overwrites older versions. If you find a mistake or something was left out after you uploaded any of the required documents, you may upload the corrected version any time prior to the Submission cutoff of July 15th at 9PM (Pacific time).

When you save the Submission form to your local computer you may rename it as desired. When the form is uploaded to the ALC server, it will be renamed by the software to uniquely associate it with you. Information uploaded to our server is not public; it can only be viewed by the Award Committee.

We have a help link on the Submission page of the website. Please feel free to use this if you need help with your submission. We strive to answer your questions within 24 hours, but it may take longer on weekends or holidays.

**Applicants may apply multiple times but can only receive the award once. However, previous ALC awards winners are encouraged to assist an educator to apply for this award**

# **American Literacy Corporation**

## **The Outstanding Contributions to Literacy Award**

### **Award Submission Guide**

#### **Introduction**

George Bernard Shaw called teaching the noblest of all professions. Dr. Jo M. Stanchfield, an internationally renowned crusader in the field of literacy, founded the American Literacy Corporation, a non-profit organization, in 1992. Dr. Stanchfield strongly believed in recognizing and rewarding outstanding K-8 California teachers and certificated reading support staff members (coordinators, librarians, reading specialists, etc.). The American Literacy Corporation annually grants the "Outstanding Contributions to Literacy" award to excellent California classroom teachers and certified reading support personnel in grades K-8. Since 1992, more than 200 teachers have received this prestigious award. Winning teachers or certificated reading support staff members will receive:

- A cash award of \$3,000.
- A \$500 stipend to the winner's school for an author's visit, library books, parent reading workshop, or other literacy related activity.
- CRA Councils who nominate and write a letter of recommendation for a WINNING teacher will receive \$500.
- A commemorative Outstanding Contributions to Literacy award plaque.
- Recognition at a reception in the fall (location and date to be announced). This guide will detail what is required for each element of a submission.

#### **Application Process Steps**

1. Reading this document is a great way to start!
2. Register. We need a little information from you before you can upload the required documents. Note we only need minimal information, and we never share it with anyone. Please *only register once* as multiple registrations with different emails may corrupt your submission.
3. Fill in the Application PDF on your computer using *only* Adobe Acrobat as any other PDF program will typically corrupt the file. It's best to *not* double click on the file to open rather open Adobe Acrobat and use the File menu option to locate and open the file.
4. Obtain the required Principals Letter.
5. Generate the Whole Class Scores PDF.

6. Create the classroom video(s).
7. Request an Upload link from our website and use this to upload the required documents and provide a link(s) to your classroom video(s). This “Request Link” can be found on the “[Award Submission](#)” page on our website.

**This is a five-part application which must include:**

1. **Application Form.** The Application is provided in a standard PDF “form” format and is included in the zip file that contained this document. This is the only form that can be used for your application, word processing documents cannot be viewed by the judges. You can complete the requested information at your leisure. Please *only* use the Adobe Acrobat Reader program to open, fill-in and save the form.

The Apple PDF viewer app *should never be used to open or save this form* as it will likely corrupt the file and the information you entered will not be visible for the judges and we cannot recover the data. If you need Adobe Acrobat Reader [click here for a free copy](#). We do not recommend that you select the “Free Offers” shown on the Adobe page.

2. **Your Resume.** Upload a PDF copy of your resume. Most word processors can create a PDF either as a “Save As” option or as a printer selection when Print is selected. A sample resume is included in the Zip file you downloaded.
3. **Whole Class Scores.** You will need to upload a PDF of at least one page of whole class scores that illustrate literacy growth from the beginning of the school year to the end of the year. Please use numbers in lieu of the student’s name. You will describe and explain this data and growth in one of the application questions.
4. **Principal Letter.** A letter of recommendation from the applicant's principal, or other district administrator, is a vital component of this application. The letter must:
  - Be directed to the Board of Directors of American Literacy Corporation.
  - Be on school or district letterhead.
  - Be dated and signed by the principal or administrator.
  - Saved or scanned as a PDF document for uploading.
  - *CRA Council Bonus!* If nominated by your local CRA Chapter, you must also include a letter (PDF) of recommendation from that chapter and on chapter letterhead. Including this letter in your application ensures that your CRA chapter will receive their monetary (\$500) award if you are selected as a winner. The Submission Upload page contains a dedicated option to upload this document.

5. **Classroom Video(s).** A 10–20-minute video of the applicant teaching a literacy lesson (or other literacy related activity depending upon your job description/position) is also required. We do not expect, nor desire music, titles or special effects in your video. Standard definition video or video captured on a smart phone or tablet, is perfectly acceptable. Your video should demonstrate:

- A Learning Goal - Students are aware of what they are learning and why.
- Engagement - Students are actively engaged in the lesson.
- Formative Assessment - Student understanding is being monitored. In addition to your lesson, the selection committee will be looking for the ways your classroom is organized for literacy.
  - a. Include a “pan” shot of your classroom that gives the committee a sense of your classroom and the physical learning environment you create for students.
  - b. Generally, the pan shot is included at the beginning of your classroom video. However, if that is not *practicable* you may create a second video and provide that link in on the Submission page of our website.

Please contact us if you have any questions regarding this. *If any students’ faces are shown, there must be a signed parental media permission form or similar district form on file. Please check the box at the end of the application to verify this requirement. A standard Video Release form is included in the Submission Packet, retain a copy of each signed form for your records.*

- You should upload your video(s) to YouTube and provide us with the link to your video. YouTube has a privacy setting on the upload page which **must be set to *Unlisted*** otherwise the judges will not be able to view your video. *Please do not* use the Public or Private setting. YouTube has a limit on file sizes and length. If you encounter such an issue, you can use programs like iMovie or Windows Movie Maker to create a lower resolution version of your video.

YouTube will send you an email confirming your video(s) have been accepted along with the link, cut and paste the link from that email and enter in the spaces provided on our website’s Submission page.

## Uploading

To upload the above files, you will need to obtain a private link from our [Award Submission](#) web page. You will need to provide the email address you used to

register with ALC, or if needed register first and then request the upload link. *Please do not register more than once.* The link will be displayed for you to click once your email address has been confirmed. When you click on the link Submission Upload page will be displayed which provides options to upload each element of the required information. You do not need to upload all elements at once and may use the link as often as needed to upload your submission files. If you find a mistake in something you have already uploaded simply make the needed corrections on your computer and upload again. Newer uploads will overwrite prior uploads so only your latest files will be visible.

In the Video Links you may use one, ***and only one link***, for each category. If your pan shot is included in the classroom video, then upload it to the “Classroom Video” option and leave the “Pan Shot” option blank.