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## **RCSD Kicks Off Districtwide Literacy Campaign: Level Up for Reading!**

(October 27, 2025) The Rochester City School District kicked off Level Up for Reading today, a literacy campaign that calls on everyone to build a culture of reading that empowers every learner, every day.

Superintendent Dr. Eric Jay Rosser visited students at Francis Parker School No. 23 to share in the District’s commitment to improving literacy outcomes for children. At 10:27 a.m., students across the District joined in a citywide “Level Up Reading Moment,” dropping everything to read together.

“Level Up is an opportunity for us to recognize the importance of literacy and ensure that all children are working toward proficiency in literacy,” said Dr. Rosser. “When students have a great foundation in literacy, their ability to accelerate learning increases vastly.”

“Just like a treasure chest, every time students open a new book, they unlock a treasure of new learning and new words, adventures, and opportunities,” added Dr. Shalonda Garfield, Director of Early Childhood and Numeracy.

While Level Up for Reading is launching in schools, Dr. Rosser emphasized that this effort extends far beyond the classroom. He encouraged community partnerships that make reading part of everyday life, from helping students build home libraries to placing books in local barber shops, where children can read while waiting with their parents or caregivers. The campaign also aims to involve faith-based organizations in supporting literacy citywide.

Schools and families are participating in a five-day lineup of activities designed to spark excitement for reading. Highlights include Level Up LitTalks, where family members share what they’re reading; Bonding Over Books, a screen-free evening for families to read together for 20 minutes; and Book Parades and Rallies taking place on Friday, October 31, to wrap up the week in celebration of stories and imagination.

The District will also host its [Booktacular Fall Festival](#) on Saturday, November 1, from 10 a.m. to 1 p.m. at East High School, 1801 East Main Street. Event highlights include read-alouds with guest readers and character costumes, a pumpkin patch, face painting, and campfire stories.

Dr. Rosser noted that this effort will continue long after the kickoff week. “We are going to put forth great investment, activity, and attention to provide greater opportunities for our children.”