



## Get Engaged For Summer!

Kids Read Now's summer reading program partners with school districts, parents, and their communities to keep all students reading throughout the summer.

The goal is simple— eliminate the achievement gap and help ensure children progress from learning to read to reading to learn. When each partner participates fully in the program, the results can be life-changing for students.

### GET RESULTS

Each fall, an independent, third-party data firm compares the change in spring-to-fall reading scores for those who participate to those who do not, to see if there were any meaningful differences. With both the standard and comprehensive programs, your district will receive a national level, KRN program-wide report showing the results. The reading score analysis is the perfect way to show your board, parents, and community that your summer learning initiatives are working.



“...our results indicate that the impact of **Kids Read Now can more than eradicate the entire 2 months of summer learning loss** experienced by low-income students.”

- **Geoffrey D. Borman, Ph.D.**

Director, Interdisciplinary Training Program in the Education Sciences, Wisconsin Center for Education Research (WCER) University of Wisconsin--Madison

## ENGAGE STAFF

### LATE FALL

- District and Kids Read Now sign Service Agreement, launching a literacy partnership.

### MARCH

- District and Building Coordinators are identified and trained by KRN (45 min.)
- KRN coordinates with IT Manager to get a CSV data file of students for enrollment.
- KRN coordinates web-based intro sessions (30 min.) with Teachers on program and book selection.
- KRN sends Teacher Guides, Wish Lists, and book selection forms.
- Teachers help students select up to 9 books.

### APRIL

- KRN provides Coordinators with self-addressed envelopes for book selection forms. NO Contact Form data entry by staff required!

### MAY

- KRN delivers Family Reading Event (FRE) materials—packed and sorted by class—with summer address and contact info for verification.
- Teachers and Staff support the FRE and build excitement for the program.
- Teachers are encouraged to use sample books to guide kids through “Discovery Sheets”, a fun thing to do after reading each book over the summer.

### JUNE

- KRN sends periodic program data updates via email to Coordinators (&/or others) with reports on progress.

### JULY

- KRN emails list of 4th book recipients to Coordinators (&/or Principal) for encouragement and follow up.

#### Late July: Comprehensive Program

- KRN sends list of 5th book recipients to Coordinators (&/or Principal) for encouragement and follow up.

### AUGUST

- KRN sends attitude survey to Coordinators and staff
- #### August: Comprehensive Program
- KRN sends list of 6th book recipients to Coordinators (&/or Principal) for encouragement and follow up.



### SEPTEMBER

- KRN sends final summer program report and survey results to Coordinators.

### OCTOBER

- IT Manager receives instructions on how to send reading score data to KRN for analysis.
- KRN & Coordinators share a web-based conference call to review results and plans for improvement.
- District has earned early sign/early pay incentives for confirming participation the following summer.

## ENGAGE GUARDIANS

### MARCH

- Teachers send home Wish Lists to inform Guardians about free summer program, verify address and phone/text numbers, language preference, and get guardian approval.

### MAY

- KRN mails a summer program postcard to all families to verify contact info and reinforce program process—Read, Report, Repeat, Reward.

- Staff conducts fun and engaging Family Reading Event using Parent Guide to explain the program and how to help kids get more books every week!
- Teachers help Guardians report first book if read at FRE!

### LAST WEEK OF SCHOOL

- Coordinators and Teachers assure all FRE books sent to families with summer reminder message!

### JUNE

- KRN sends weekly voice/text/email/app reminders to Guardians to report books read.

- KRN Help Desk can help Guardians update their address or with any questions. Calls and chat are available in 100+ languages.

### JULY

- KRN mails 4th book to those that have not yet reported reading a book.

#### Late July: Comprehensive Program

- KRN mails 5th book to those that have not yet reported reading a book.

### AUGUST

- KRN sends Guardians ongoing reminders via voice/text/email/app to report all 9 books for certificate and completion prize.
- KRN sends follow up surveys to Guardians via text, app and email

#### August: Comprehensive Program

- KRN mails 6th book to those that have not yet reported reading a book.

### SEPTEMBER

- Coordinators invite Guardians to award ceremony

## ENGAGE KIDS

### MARCH

- KRN sends Summer Reading Posters for classrooms.
- KRN sends a sample of all available books (book set) to each eligible building with “Discovery Sheets” in each book.
- KRN sends Wish Lists for students to self-select books, grouped by reading level and packaged by class.
- Kids work with teachers to select books they wish to receive, read, and keep.
- Kids show Guardians the books they want to receive.

### APRIL

- Teachers are encouraged to use sample books to introduce “Discovery Sheets”, a fun thing to do after reading each book over the summer.

### MAY

- Kids get their first books and engage with fun activities about reading.
- Teachers ensure kids know that reporting a book means getting another in the mail!

### LAST WEEK OF SCHOOL

- Kids READ A BOOK TO GET A BOOK!
- Kids teach their families how to use Discovery Sheets— to learn how to discuss each book get more books by reporting those they’ve read.

### JULY

- KRN mails 4th book to those that have not yet reported reading a book.

#### Late July: Comprehensive Program

- KRN mails 5th book to those that have not yet reported reading a book.

#### August: Comprehensive Program

- KRN mails 6th book to those that have not yet reported reading a book.

### SEPTEMBER

- KRN sends certificates to school for students who complete program.
- KRN sends prizes i.e. more books or story cards. (Comprehensive Program only)

## PLUS TOOLS TO ENGAGE YOUR COMMUNITY!

### LATE FALL

- KRN provides a Community SPONSORSHIP Kit to help with program funding.

### MARCH

- KRN provides a Community ENGAGEMENT Kit for social media with sites for summer reading fun.
- KRN provides templates for announcements home.

### MAY

- KRN provides an FRE announcement and posting kit for social media and local news outlets to build community engagement.
- PTA should take and post pictures of enthusiastic families!

### LAST WEEK OF SCHOOL

- Coordinator will ensure summer reading sites, if used, are up and running!

### JUNE

- It’s easy to post results from the KRN portal for ongoing social media updates!

### SEPTEMBER

- KRN provides a template to invite local press to the fall award ceremony.

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