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SLM504

Reading Promotion Project

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**Just Read**

**Rationale**

Middle School students need buy-in and modeling to become life-long readers. I believe parents care and want to do what is best, but are limited by schedules and time. I am also convinced that one size does not fit all in our modern world, and that I need to present a variety of strategies for a variety of life styles, with a great deal of repetition of the message “Just Read.”

Parental modelling of reading is likely to have a stronger impact when parents read when near young people. At any particular point in time young people may not be payin close attention (they may not even be in the same room), but the point is that over time young people are exposed to their parents’ reading when they are awake and in close enough proximity to be aware of what their parents are doing. In other words, that parents’ reading is a normal aspect of the family environment in which young people live and are consciously aware of (Mullins, 417).

I have decided to address this need with a series of parent/student reading experiences combined with a print and online campaign. Each event will have a theme and at least six suggested reads, with a conscious effort to include differing reading levels and cultural representation. The reminders will also address the various ways parents hear about events at school: print flyers, a webpage, and references to both in the weekly principal phone call and on the main school webpage. I will also ask the PTA for monthly promotion at their meetings

**Knowledge about Young Adult reading habits**

Middle school readers need “hooks” to spark their interests. They like a little edgy, a little gross, and a little creepy -- but not *too* much. But I think it is more important is for them to realize reading is important to their peers and their families. I want to take advantage of the great books that are out there to introduce students to books that they may not realize they’d love: picture books, creepy books, non-fiction, etc.

**Audience**

As already described, my audience is middle school students and their busy parents.

**Objectives**

* Promote literacy to students by introducing them to the concept that all books are not alike.
* Increase the shared reading within families
* Increase the ability of parents to fit modeling-of-reading into their schedule

**The Plan**

* Ask PTA for grant to supply food and promotion at each monthly meeting
* Approach local restaurants to supply food for the April International event
* Create a suggestion link of books with links to the school library OPAC and the public library OPAC
* Create a flyer for each month, and a web page for each month (the flyer could have QR codes that link to the webpage)
* Add announcement to principal’s weekly phone call and morning announcements at school

*September: Books & Bagels*

This will be a before-school event, especially appealing to parents that can go into work a little late. In honor of the hectic start to the school year, fun and quick but frequently overlooked picture books will be featured. Coffee, lemonade, water, donuts and bagels will be served. Students are asked to read a passage of their book to their family member.

*October: Fireside Tales*

This will be an evening event, tailored to parents that work until 5 or 6. In honor of Halloween, suggested books will be a little scary or a little gross. Popcorn, lemonade, and water will be served.

*November: Novels & Noodles*

This will be a dinner-hour event to appeal to parents coming straight from work that will not have time to feed everyone before attending a school event. Spaghetti will be served. Novels will be featured.

*January: Mystery Night*

This will be an evening event, tailored to parents that work until 5 or 6. Mystery books will be featured. Popcorn, lemonade, and water will be served.

*February: Love a Book*

This will be a lunch event, great for parents or grandparents that stay home or have a more flexible lunch-hour than evening schedule. Nonfiction and biographies will be featured. Tea sandwiches, tea and lemonade will be served.

*March 2: Green Eggs & Ham*

This will be a before-school event, especially appealing to parents that can go into work a little late. In honor of Dr. Seuss, poetry and novels in verse will be featured. Coffee, lemonade, water, green eggs & ham will be served.

*April: International Night*

This will be a dinner-hour event to appeal to parents coming straight from work. They are asked to bring a cultural dish to share. Cultural and travel books will be featured.

*May: Lunch & Literature*

This will be a lunch event, great for parents or grandparents that stay home or have a more flexible lunch-hour than evening schedule. Classics and summer reading lists will be featured. Tea sandwiches, tea and lemonade will be served.

In this plan, my most important message is “how to fit it in.” The back of each flyer will include the following strategies. I am certain that each of these strategies are not original and have come from various sources that I have read since I had my first child in 1996, but they’ve been adapted by me to fit into my families life. I’m not certain how to properly cite a list like this:

**JUST READ: Fit reading into your busy family life…**

…trying just one of these ideas can add 10-30 minutes of reading into each day.

**After School Snack** – Everybody needs to relax and recharge after school. Have fun, light books and magazines in a cozy spot where the family can enjoy their afterschool snack before starting on homework, clubs, or sports.

**On the Go! –** Bring audio books in the car or have your kids read to you as you drive. Forgot the book? Have your kids read the street signs to you!

**Dinner Prep –** Read recipes aloud (or have your kids read them to you). Making a family standby that needs no recipe? Have a journal nearby & ask your kids to write the steps – they will practice writing & you both will create a precious family heirloom.

**After Homework –** Homework time can be intense. Wind down afterwards by reading a silly or humorous book together.

**TV Time –** Trade time! Once everyone has read for fifteen minutes (everyone!) the family can watch favorite tv.

**Bedtime –** Ten minutes of reading each night before bed helps signal your body that it’s time to sleep-mode

**Weekend Movie Night –** Read a book together that has had a movie based on it. Once you finish, make up some popcorn, watch the movie and try to pick out the differences!

**Cooperative Efforts**

* I will be asking the PTA for a grant to offset the cost of food and for the PTA to promote the events at each monthly meeting
* I will approach local restaurants to supply food for the April International event and I will ask the staff and PTA for assistance in contacting or connecting with the restaurants – at my current school I have many parents that own and/or work for local cultural restaurants, caterers and bakeries.

**Use of Technology**

* Website advertising
* OPAC links to book suggestions
* QR codes on flyers
* Connect-ed phone calls by principal
* Video morning announcement

**Types of Evaluation**

Exit slips at the end of each event asking families:

1. Did the time of day for this event work well for you?
2. Did you try any of the “fit it in” reading suggestions on the flyer?
3. If so, did it work with your schedule?
4. To help emphasize to students how important reading is outside of school, would you be willing to share your favorite book and a short summary or reason for the favorite books bulletin board? (form supplied at bottom of slip).

**Professional Sources**

*Montgomery County Public Libraries Online Public Access Catalog.* Web. 30 July 2012. <http://www6.montgomerycountymd.gov/content/libraries/index.asp>.

Mullan, Killian. "Families That Read: A Time-Diary Analysis Of Young People's And Parents' Reading." *Journal Of Research In Reading* 33.4 (2010): 414-430. *PsycINFO*. Web. 30 July 2012.

Novelist Plus. Web. 29 July 2010.