

# How to Engage Families and the Community in SUMMER READING



Get the Word Out  
in Your Community



Share Your  
Message



Join the Scholastic  
Summer Reading Program



Learn from  
Your Peers



Support Families with  
Helpful Tips



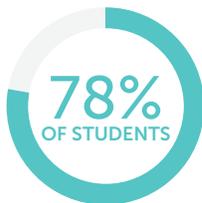


## A Letter from Dwaine Millard, SVP, General Manager of Literacy Initiatives, Scholastic Education Solutions

Scholastic recognizes that our current times are challenging and unconventional. We can support accelerated learning for your students this summer with our summer programs and equity-focused, literacy-based family and community engagement solutions that support social-emotional development, diversity, and accessibility to books.

Findings from the *Scholastic Teacher & Principal School Report* reveal that 96% of educators agree that providing year-round access to books at home is important to enhancing student achievement. Educators also told us that the benefits of reading fiction and nonfiction books are wide ranging; they pointed to building reading comprehension, academic vocabulary, and reading fluency as the top academic benefits. In terms of the top social-emotional benefits, educators shared that reading helps students understand people who are different from them, helps develop empathy, and helps students see themselves in characters and stories.

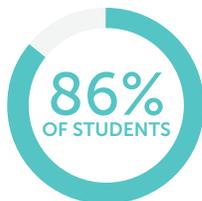
Prior to the pandemic, we saw firsthand through our dedicated K–6 district partners, the positive effects of providing increased access to books and family engagement opportunities during the summer:



**in Grades 3–5 maintained or increased their reading levels from spring to fall.**  
(Greenville, SC 2017)



**agreed that reading books over the summer would help their children during the school year.**  
(Greenville, SC, and Stoughton, MA 2018)



**in Grade 3 reported having the courage to read books that might be hard to read after participating in LitCamp.** (Greenville, SC 2017)



**agreed that free books contributed to their children reading more over the summer.**  
(Greenville, SC, and Stoughton, MA 2018)

Now more than ever, we must engage students, teachers, and families to discover the joy and connectedness that reading can offer. Students can find comfort and continue to build skills before they head back to school in the fall.

For more than 100 years, it has been the mission of Scholastic to help all students succeed while supporting educators and families in their important work to nurture a love of reading and learning. We partner with you to build your summer learning program to focus on the most critical areas of need—closing gaps, accelerating learning, implementing effective family-school partnerships, and addressing trauma.

In this Summer Reading Guide, you will find tips and best practices for hosting events, gaining visibility by reaching out to local media, and connecting with the community.

# Get the Word Out IN YOUR COMMUNITY

## MAKE AN ANNOUNCEMENT IN THE MEDIA

If you're looking for ways to increase community involvement and awareness for your summer reading initiative, consider letting local news outlets know about your efforts. This could lead to a potential positive news story highlighting the great work that your school or district is doing to support students!

Consider the following newsworthy angles to include in your media announcement:

- Students receiving free take-home books
- Students participating in LitCamp
- A local celebrity conducting a virtual read-aloud
- Families receiving resources to encourage reading at home

## SEND OUT A PRESS RELEASE

If applicable, contact your school or district's communications office to see if creating a press release is an option to share your news. (They might have a process already in place!) A press release is a tool for you to share your school or district's whole story, including quotes from spokespeople, relevant research, and interesting anecdotes.

Once you have your press release, you can increase visibility by sharing it the following ways:

- Post the press release on your school website to reach a larger audience.
- Share the press release on social media (Twitter, Facebook, etc.).
- Share the press release at PTA meetings, board meetings, or any other appropriate opportunity.
- Send the press release to local media.

If your school or district doesn't have a communications office to reach out to local media, start by researching local news outlets. Think about what you read, watch, or listen to, as these are the members of the media you want covering your news. Examples include local newspapers and websites, TV, and radio stations.



# Use Social Media to SHARE YOUR MESSAGE



Try tapping into the power of social media to get the word out about your summer reading news! Here are some ideas and examples to get you started:

1. Twitter, Facebook, and Instagram are great platforms to share summer reading photos from staff, students, and families while using the **#SummerReading** hashtag.

**Sample post:** We celebrated the joy of **#SummerReading** in our elementary schools today with every third grader taking home book packs! [Don't forget to add a photo!]

2. Try offering families weekly summer reading tips on Twitter or other platforms.

**Sample post:** **#SummerReading** Tip of the Week: Summer reading should be fun reading! Read aloud and let your children choose the books for themselves. [Include a photo or picture of a book cover!]

3. Encourage participation in the free, fun, and safe Scholastic Summer Reading program! From May 9 to August 19, children can access ebooks, make new friends, create and keep Reading Streaks, earn virtual rewards, and help unlock a donation of 100,000 books for kids with limited or no access to books. Learn more at [scholastic.com/summer](https://www.scholastic.com/summer).

**Sample post:** Join the free, fun, and safe Scholastic **#SummerReading** program. Children can read ebooks, meet authors, and more! Learn more at [scholastic.com/summer](https://www.scholastic.com/summer)

4. Scholastic has two national research reports with relevant findings that you can share. Visit [scholastic.com/readingreport](https://www.scholastic.com/readingreport) and [scholastic.com/teacherprincipalreport](https://www.scholastic.com/teacherprincipalreport).

**Sample post:** Did you know that according to **@Scholastic**, accelerated learning in the summer can save a teacher up to 50 hours during the school year? **#SummerReading** is critical for students' academic achievement!



Follow **@Scholastic**,  
**@ScholasticEd**, and  
**@ScholasticTeach** on  
Twitter for more ideas  
throughout the summer!

# Join the **FREE** SCHOLASTIC SUMMER READING PROGRAM!



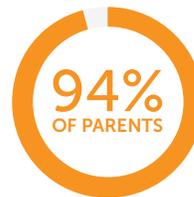
To continue supporting literacy at home, the **Scholastic Summer Reading program** offers children an exciting experience with Scholastic Home Base. Scholastic Home Base is a free web and app game, built to be a fun and safe digital community for children where they can:

- Make a difference by starting and keeping **Reading Streaks** to unlock a **donation of 100,000 print books** from Scholastic, distributed to kids across the country with limited or no access to books.
- **Read** select ebooks, dive **deeper into favorite worlds** and **discover new stories**.
- Meet their **favorite Scholastic characters** and engage with **authors** in special events.
- **Make friends** with fellow readers and **earn virtual rewards**.
- **Print reading achievement reports** to share with their caregivers or educators.

## WHY SUMMER READING?



agreed that reading books over the summer would help their children during the school year.  
(Greenville, SC, and Stoughton, MA 2018)



agree that reading over the summer can help their child during the school year.  
(Scholastic Kids & Family Reading Report: 7th Edition)



Learn more about how Home Base can keep young readers engaged at:  
[www.scholastic.com/homebase](http://www.scholastic.com/homebase).

# How Your Peers Succeeded with Their SUMMER INITIATIVES

## The State of Connecticut Distributes Take-Home Books

In March 2020, Connecticut Governor Ned Lamont announced an initiative to distribute take-home book packs to more than 185,000 prekindergarten to eighth-graders across the state. Governor Lamont said, "Make sure that our kids have a new way of learning, our teachers have a new way of teaching. And make sure this is not four, or six lost months, but an opportunity to make the best of a bad situation."

[Learn More](#)

## How Cobb County School District Made Virtual Summer Learning a Success

Diane Rice, Supervisor of the Personalized Learning Programs at Cobb County School District in Marietta, Georgia, shared some of her team's successes with remote summer learning using Scholastic LitCamp. "Social-emotional learning has become more and more important. We collaborated with our school psychologists and implemented a team-teaching approach. Each LitCamp teacher partnered with a school psychologist who attended daily Zoom meetings," explained Diane.

[Learn More](#)

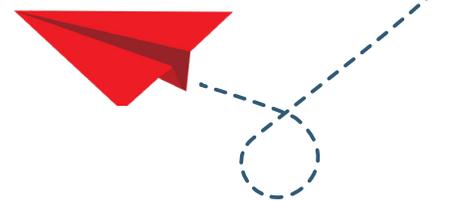
## Governor's Early Literacy Foundation Delivers Free Summer Book Packs

The Governor's Early Literacy Foundation (GELF) mailed summer packets including 10 books, activity sheets, and family guides to students throughout Tennessee, including the Decatur County School District to accelerate academic achievement. "We really want to support families during this time; we know this is challenging. All of a sudden, every parent is a homeschool parent. As a foundation, we want to be there to support them as much as we can," said James Pond, president of GELF.

[Learn More](#)

# Tips for Families to Keep Your Children

# READING ALL SUMMER LONG



1.

## CHECK OUT BOOKS OF EVERY GENRE FROM THE LIBRARY

Children are more likely to read and finish the books they have picked out themselves, but they don't always know exactly what they want to read. Head to your local library, either in person or through the Libby or Sora app, to gather a variety of genres so your child can discover their interests.

2.

## KEEP A BOOK IN THE CAR, IN YOUR BAG, OR ON YOUR PHONE

Waiting at a drive-thru or car wash? There is no bad place to encourage reading, so keep books on hand everywhere you go! If you forgot to pack a book, swipe through the pages of a book on a reading app to show that reading and technology go hand in hand.

3.

## MAKE VIDEO GAMES EVEN MORE INTERACTIVE THROUGH READING

If your child is playing a game that takes place in a far-off land or features different cultures, use this as an opportunity to do research together, which will increase their reading time in the process. Looking to branch out from video games altogether? Your child might love graphic novels and comic books.

4.

## WHEN CHILDREN ARE "TOO OLD" TO BE READ ALOUD TO, GET CREATIVE

As children get older and gain more autonomy, read-aloud time decreases. If your child thinks they're too old to read aloud, read them passages from your books, magazine articles, or interesting online posts. And while you're traveling to sports practice or cooking, ask them to do the same!

5.

## KEEP MOTIVATION HIGH WITH A SUMMER READING PROGRAM

Check out the free, fun, and safe Scholastic Summer Reading program! From May 9 to August 19, children can read ebooks, watch read-aloud videos, attend virtual author events, earn digital rewards, and create and keep Reading Streaks to help unlock a donation of 100,000 books for kids with limited or no access to reading materials. Learn more at [scholastic.com/summer](https://www.scholastic.com/summer).

## Happy summer reading!

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