

# Chief's Summer Reading Challenge

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## Agenda

- The Goal
- The Problem
  - Text Complexity Gap
  - Summer Learning Gap
- The Solution: The Chief's Summer Reading Challenge
  - Program Overview
  - Participation
- Kansas Case Study
- Chief's Toolkit
- New for Summer 2013



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*“If we can dramatically increase high school graduation rates, if we can dramatically increase the number of graduates who are college and career ready, that’s what this is about. Everything’s a means to that end. That’s the Holy Grail here. Are our students being prepared to be successful?”*

– Arne Duncan

Education Week, December 9, 2009.



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## **COMMON CORE STATE STANDARDS** FOR

**English Language Arts  
&  
Literacy in History/Social Studies,  
Science, and Technical Subjects**



Chief's Summer Reading Challenge

## Common Core's Appendix A

U.S. Grade Levels	Lexile® Band
K-1	N/A
2-3	420L-820L
4-5	740L-1010L
6-8	925L-1185L
9-10	1050L-1335L
11-CCR	1185L-1385L

The Standards provide Lexile bands for reading comprehension development by grade levels

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## Mitigate Summer Learning Loss

Summary of Reading Achievement Trajectories

The graph shows two trajectories. The upper line, 'Middle-Income Students, No Summer School', shows a steady upward trend in reading achievement level from Kindergarten through 4th Grade Summer. The lower line, 'Low-Income Students, No Summer School', shows a similar upward trend but with a significant dip in achievement during the summer months between school years, indicating learning loss. Both lines show that the gap between the two groups widens over time.

Fairchild, R. McLaughlin, B. & Brady, J. (2006). Making the Most of Summer: A Handbook on Effective Summer Programming and Thematic Learning. Baltimore, MD: Center for Summer Learning.


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Chief's Summer Reading Challenge

## "Find a Book"

**Find the Right Book for You!**  
Interested in future enhancements to "Find a Book"? Please take our quick, 5 minute [survey](#).

[Buscando libros en español?](#)



**Find a Book**

**Step 1: Enter Lexile Measure or Grade**

**My Lexile measure is**

Lexile Measure:  
 L

Lexile Range:  
 L to  L


**Submit**

**Or**

**I don't know my Lexile measure**

My Current Grade is:  
 Kindergarten ▼

I find the books I read for school difficult.  
 I find the books I read for school just right.  
 I find the books I read for school easy.




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Chief's Summer Reading Challenge

# Chief's Summer Reading Challenge

[www.Lexile.com/Chiefs-Challenge](http://www.Lexile.com/Chiefs-Challenge)



**The Lexile® Framework for Reading**

Quick Book Search:

Put an exact title or author in quotes (ex: "New Moon")

About Lexile Measures

Using Lexile Measures

Common Core

Lexile Tools

Lexile Training



**Chief's Summer Reading Challenge**

The Council of Chief State School Officers, in partnership with MetaMetrics®, is coordinating a national, state-led summer reading initiative to bolster student reading achievement during summer break. The "Chief's Summer Reading Challenge" will raise national awareness of the summer loss epidemic, share compelling research on the importance of personalized reading activities, and provide access to variety of free resources to support targeted reading and the initiative as a whole.

[Watch the Welcome Video](#)

**About the Challenge**

**Chief's Summer Reading Challenge** (PDF, 1.08 MB) - Presentation from the CCSSO's 2011 Annual Policy Forum in Phoenix, Arizona

**Program Overview** (359KB, PDF) - Describes the Chief's Summer Reading Challenge, its objectives and how to participate

**Implementation Strategies** (205KB, PDF) - Provides recommendations for launching a summer reading program, based on states' best practices

**Summer Reading Survey** - Share your thoughts on potential new tools and resources to support summer reading

**State Samples**

2011 State Samples

2012 State Samples

In Partnership with State Agencies

In Partnerships with Governor's Offices

**Free Resources**

"Find a Book" flyers and FAQs

Lexile fact sheets and logos

Lexile videos

Lexile measures and the Common Core

MetaMetrics' policy briefs

Case studies and other information




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Chief's Summer Reading Challenge

## Chief's Summer Reading Challenge 2012

- Alabama
- Arizona
- California
- Colorado
- Florida
- Georgia
- Hawaii

- Illinois
- Iowa
- Kansas
- Kentucky
- North Carolina
- Oklahoma
- West Virginia



Press release available at:  
<http://www.marketwire.com/press-release/state-education-agencies-partner-with-metametrics-fight-summer-reading-loss-epidemic-1671757.htm>




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## Summer Reading Resources and Tools

- Custom "Find a Book" webpage
- Flyers (Parent, Educator, Librarian)
- Web Banners, Bookmarks, Certificate of Participation
- Partner Product Incentives
- Outreach (PR, Letters)
- Summer Reading Pledge
- Summer Reading Portfolio



2012 State Samples:  
<http://www.lexile.com/chiefs-challenge/state-samples-2012/>







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Chief's Summer Reading Challenge

# READ KANSAS READ Program

**Read Kansas Read Aims to Stop Summer Slide**




Last month, I had the privilege of joining Gov. Sam Brownback and other Kansas dignitaries to kickoff the *Read Kansas Read* summer reading program. The statewide program encourages children to read over the summer months in an effort to maintain literacy skills gained during the school year.

Summer tends to be a time when students get less exposure to books, magazines and other text materials, resulting in a loss of literacy skills, or what has been termed the "summer slide." This is especially true for children from low-income households. Research indicates that as much as two-thirds of the achievement gap seen between students from affluent homes and those from low-income homes can be attributed to summer slide experienced by low-income students.

Summer slide can be combatted by providing students with books that match their interests and reading abilities. In fact, the impact of making that reading material available over the summer months is about the same as going to summer school. Through the *Read Kansas Read* program, students can use the "find a book" application on the program's [website](#) to get a list of books targeted to their interests and reading abilities. Students can take their lists to their local libraries to find the books and keep reading all summer long.


The program also provides the encouragement for Kansas students to continue reading over the summer, with public service announcements from notable Kansans such as KU basketball coach Bill Self, K-State football coach Bill Snyder, Gov. Brownback and the First Lady, to name a few, who challenge students to out read them over the summer. By going to the *Read Kansas Read* [website](#), or to their local library, students can get a summer reading log to keep track of all the books they read this summer. When they send in their reading logs by Aug. 1, they're eligible to be part of a special picnic celebration with the Governor and First Lady at the Governor's Mansion in Topeka. The picnic will be catered by Freddy's Frozen Custard & Steakburgers and will include mascots from Kansas universities and colleges and other special guests. The top two summer readers from each of the 10 State Board of Education districts will be invited to join the celebration.

I am proud of the various agencies and organizations in our state that are making this reading program possible. By coming together in the spirit of collaboration, we're able to do something that has the potential to make a real difference in the lives of Kansas children. I hope you'll join me in promoting the *Read Kansas Read* program with the students in your life.



*Diane*

Dr. Diane DeBacker  
Kansas Commissioner of Education



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# READ KANSAS READ Website



Find a Book

Activities

Videos

Home

Get Involved

Find a Book

FAQ

Videos

Sponsors

**GET INVOLVED in READ KANSAS READ**

There are so many ways to get involved!

- [Print your Reading Log](#)
- [Find a Book to Read](#)
- [Color Billy the Bookworm to Win](#)
- [Entry your local Library to Win a \\$500 Grant](#)
- [Watch Read Kansas Read Videos](#)
- [Use a Read Kansas Read Bookmark](#)
- [Support our Sponsors](#)





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## READ KANSAS READ Materials

**Help every child find great books to read!**

"Find a Book" is a fun and easy way to select books based on a child's Lexile measure and interests. You can use this free search tool to build custom lists for readers at all ability levels, and then locate your selections at the local public library.

- Go to [www.Lexile.com/fab/kansas](http://www.Lexile.com/fab/kansas)
- Enter a child's Lexile measure  
If you do not know the child's Lexile measure, you can search for books based on his or her comfort with grade-level materials.
- Have the child pick interest categories
- View and refine the search results  
As you browse books, click the "Find in a Library" button next to the book titles to check its availability at your public library.
- Add books to a child's reading list  
You can print or email the child's custom book list.

Please note: A Lexile measure is a measure of text complexity only. It does not address the subject matter or text quality, age-appropriateness of the content or a reader's interests. The Lexile measure is one piece of information that you can use when selecting books.



For more information on Lexile measures, visit [www.lexile.com](http://www.lexile.com).



Help every child find great books to read at [www.lexile.com/fab/kansas](http://www.lexile.com/fab/kansas)



Help every child find great books to read!



Visit your state's Find a Book website: [www.lexile.com/fab](http://www.lexile.com/fab) and submit your Summer Reading Pledge!

Help every child find great books to read!



Visit your state's Find a Book website: [www.lexile.com/fab](http://www.lexile.com/fab) and submit your Summer Reading Pledge!

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Chief's Summer Reading Challenge

## READ KANSAS READ Videos




Find a Book

Activities


Videos

**Videos**


- Home
- Get Involved
- Find a Book
- FAQ
- Videos
- Sponsors



View the Video Transcript



View the Video Transcript

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## READ KANSAS READ Media Outreach

**Brownback, School Mascots Kickoff Summer Reading Program**

**TOPEKA** - Big Jay, Willie the Wildcat and Gus the Gonia joined Kansas Governor Sam Brownback at Topeka Shawnee County Public Library today to kick off Read Kansas Read. The statewide summer reading program is a cooperative effort of the Governor's Office and the Kansas State Department of Education to encourage Kansas children to read during the summer.

"The most of the summer (and teachers are in school) is the classroom working hard to develop students' literacy skills," Governor Brownback said. "During the summer, however, too many children lack educational experiences. We're reading to continue that development."

Read Kansas Read is designed to be a fun way to help children bridge the gap between classroom learning in the spring and the fall.

The Kansas State Librarian Jo Butler, Kansas Commissioner of Education Dr. Diane DeBacker and literacy expert Dr. Malcolm Binim also joined the Governor at the announcement.

"Reading is fundamental to success in school and life," Dr. DeBacker said. "Reading during the summer not only helps to keep students on track academically, it is also fun. The Kansas State Department of Education is pleased to partner with Governor Brownback on the summer reading program."

In August, the top two summer readers from each of the 10 Kansas State Department of Education districts and their families will join the Governor and First Lady for a special picnic celebration called by Fred's Proven Cues and Strategies at Cedar Creek, the Governor's mansion, in Topeka. Special guests and mascots from Kansas universities and colleges also will attend the celebration.

"Coaches are pleased to join too," Brownback in encouraging our youngest residents to read during their summer break. "Butler said, "We know this program is the perfect summer break from grade level to below grade level."

Dr. Binim named Governor Brownback and Commissioner DeBacker for marshaling and coordinating a statewide effort to promote literacy.

"With this collaborative state effort, Kansas is taking a leading effort in our nation in addressing one of the real and persistent educational achievement gaps," Dr. Binim said.

Kids interested in participating can sign up at the local library or download their own book reading form from the program's website, [www.readkansasread.com](http://www.readkansasread.com). All participating libraries and individuals must complete and mail the form by August 1st.


"I want to challenge every Kansas student to read at least four books as they can this summer. I plan to read at least four," Brownback said.

Brownback said promoting summer reading is a true cooperative effort. Radio and television station members of the Kansas Association of Broadcasters will air 30-second reading challenges from the Governor, First Lady Brownback and other well-known Kansans like KU Football Coach Bill Snyder, KU Men's Basketball Coach Bill Self and WU Baseball Coach Gene Schatzinger. The State Library will use its Twitter network to encourage local library participation.

**Local News:**

**Preventing Summer Academic Loss**  
 Mon, May 14, 2012  
 KMDW / Carla Eckels

Click Image to Enlarge



Gov. Sam Brownback and the Kansas State Department of Education (KSDE) have partnered to launch Read Kansas Read, a reading program aimed at encouraging Kansas children to read during the summer.

The goal of the summer reading program is to prevent academic loss associated with a lack of educational activities during the summer.

**High-profile Kansans featured in reading program ads**

(Office of the Governor) - Read Kansas Read, a summer reading program launched by Governor Sam Brownback, the Kansas State Board of Education and the State Library of Kansas, released a series of new television and radio public service announcements that will air statewide beginning this week.

Governor Brownback says the announcements will feature some high-profile Kansans, including University of Kansas Head Men's Basketball Coach Bill Self, Wichita State's Head Baseball Coach Gene Stephenson, Pittsburg State University Head Football Coach Tim Beck and others.

"The goal of the program is to keep Kansas children reading over the summer," Governor Brownback said. "These new advertisements are designed to catch the eye of young Kansans and to raise awareness that their local heroes are reading during the summer, and they should too."



The group of advertisements include coaches and players from a number of Kansas' Regents Universities.

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## Read Kansas Read: Commissioner DeBacker

- Coordinated a state-level campaign led by top education leaders including Governor Brownback
- Promoted the use of personalized reading lists based on student interests and reading skill level
- Personalized mailers to teachers, parents, administrators and librarians promoting the use of free online resources, like "Find a Book."
- Sustained Read Kansas Read over time by promoting it through other state level work (accountability services, school support, state sponsored conference on student achievement)


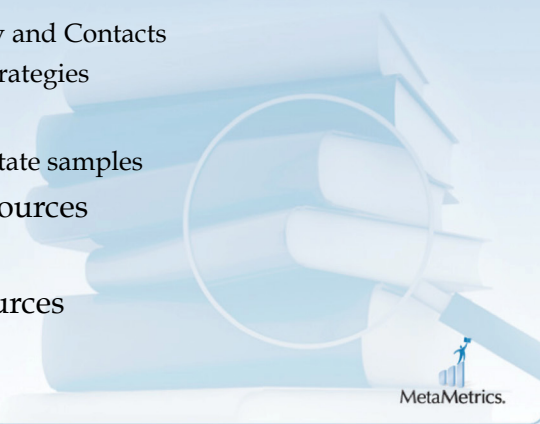





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Chief's Summer Reading Challenge

## Chief's Challenge Toolkit

- Welcome Message
- Presentation/Handouts
  - PowerPoint
  - Program Overview and Contacts
  - Implementation Strategies
- State Samples
  - Over 10 different state samples
- "Find a Book" Resources
- Lexile Resources
- MetaMetrics Resources

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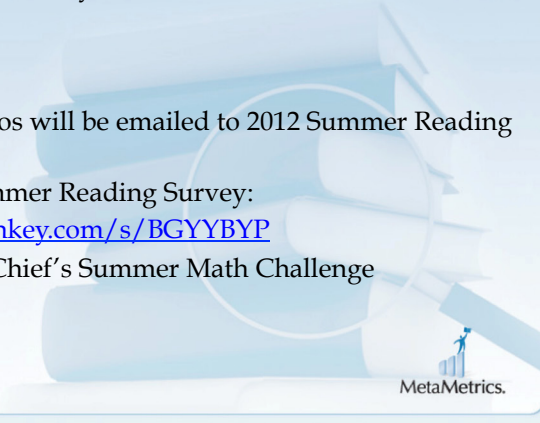


Chief's Summer Reading Challenge

## New for Summer 2013

- More Partner Product Incentives (Achieve3000, Capstone, and Scholastic)
- Additional Exporting Formats for Pledge Data
- Books Read/Words Read Utility

## Next Steps

- Individual State Portfolios will be emailed to 2012 Summer Reading Participants
- Please complete the Summer Reading Survey:  
<https://www.surveymonkey.com/s/BGYBYBYP>
- Coming Summer 2013: Chief's Summer Math Challenge

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