



14 states responded to the 2012 CCSSO Chief's Summer Reading Challenge. This portfolio provides a summary of State participants, materials made available to support State efforts and national user data collected by MetaMetrics. We value your input and welcome your feedback to enhance our support of your 2013 Summer Reading efforts. Please visit <https://www.surveymonkey.com/s/BGYYBYP>, to complete our SEA Summer Reading Survey. A MetaMetrics hosted webinar on the Chief's Summer Reading Challenge is now available for public viewing at:

<https://lexile.webex.com/lexile/lsr.php?AT=pb&SP=MC&rID=21379977&rKey=87bddfd9dd835603>.

## Challenge Participants

- Alabama
- Arizona
- California
- Colorado
- Florida
- Georgia
- Hawaii
- Illinois
- Iowa
- Kansas
- Kentucky
- North Carolina
- Oklahoma
- West Virginia

## Materials & Media Outreach

- Over 10 custom "Find a Book" webpages created (Example: [Lexile.com/fab/iowa](http://Lexile.com/fab/iowa))
- Over 38 English flyers created, Over 10 Spanish flyers created
- Web banners, bookmarks, and certificates of achievement created for 10 states
- 7 states issued press releases, 5 states worked with their Governor's office to promote the initiative, 4 states issued PSAs, 2 states collaborated with PBS

Complete list of materials and media outreach can be found at:

[www.Lexile.com/Chiefs-Challenge/state-samples-2012](http://www.Lexile.com/Chiefs-Challenge/state-samples-2012)

## User Participation Data

### National Summer Reading 2012 Pledge Data:

Number of States with individuals who pledged to read	46
Total Number of Individuals that pledged to read	2,184
Number of Books that were pledged to read	22,615

Top 5 states with the highest number of pledges submitted:

1) Kentucky, 2) Alabama, 3) Colorado, 4) Georgia, 5) Florida

*Special thanks to [Capstone Digital](#) and [Scholastic](#) for the incentives donated to support this effort!*

### Traffic Trends\*:

- 33% increase from last year in number of visits to [Lexile.com](http://Lexile.com) this past summer.
- Top 5 states that visited [Lexile.com](http://Lexile.com) during Summer 2012 include 1) Illinois, 2) Georgia, 3) Florida, 4) California, and 5) New York