Core Concepts

Selection of Committee Process
- Principals of public schools
- Librarians
- Parents

Selection of book
- Reading series
- Thought provoking, yet appealing for communities
- Should fit region
- Fits in to a community resource
Kick-off

- Staff will make Kick-off posters
- Place books on display, but do not let anyone have access to it
- Press Release
- Community Countdown to Read
- Social Media Push
- Celebrity Readers
Superintendent’s Role

• Get the book early
• Actually read the book...
• Use the book as a tool to engage
Expanding Impact

• Involve the public library
• Share with local community groups (ex. Boys & Girls Club)
• Have your high schoolers create a play
• Bring in the author
• Culminating Event
  – Crystal Bridges
Financially Strapped?

• Seek help from local service organizations
• Use Title 1 Funds
• Find a corporate sponsor