1 District 1 Book

The School Superintendents Association

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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 Title1 Funds
• Find a corporate sponsor