



Librarian Program & Promotional Ideas

The school librarian acts as the main source of program information for each school. Thanks to the hard work and enthusiasm of librarians around the state, students and teachers are becoming more involved in the program. This year, there are 126 Vermont elementary schools participating, representing a student enrollment of more than 22,000. We received 2,236 completed reading logs last year. That was almost a thousand more than we had received the previous year!

As students worked to complete the reading log requirements, some



Johnson Elementary School student Kayla Meegan accepts her Reading is an Investment program prizes at an April State House ceremony. Her school librarian is Deb Stender. You can view a photo of all the winning students at www.MoneyEd.Vermont.gov.

took advantage of the collections in their public libraries. New this year, there are 30 public libraries participating in support of the work you are doing in the schools. They also will receive copies of the books and program materials. Check on page 5 of this guide to see if your local public library is participating. We hope to broaden materials sent to the public libraries to include resources for adults. Each public library has committed to conducting one financial literacy program this year--either for adults or children. This may provide you with a great opportunity to partner with your local library in reaching your entire community.

Along with the three books and curriculum guide, each participating school receives a quantity of reading logs, reading lists, two posters, bookmarks, and removable tattoos. Below are suggestions for introducing the program to students, teachers and parents. Included in this guide is a promotional program flyer for teachers, a letter to send to parents, and a short story that can be used for newsletters, web sites or other informational pieces. There are masters in the back of this guide to allow schools to make additional copies of

the reading log and reading list. These materials also may be printed from the "Reading is an Investment" web pages located at www.MoneyEd.Vermont.gov.

Introducing the Program to Your School

If you have creative ideas for promoting the program or using the materials, please email them to lisa.helme@state.vt.us. She will share the ideas with other librarians!

Ideas to Reach Teachers & Parents

- Kim Carr of Middletown Springs Elementary School presented information on the program at her school's faculty/staff meetings and shared program news in the weekly school newspaper sent home with students.

DON'T FORGET THE GREAT BOOKS FROM THE PREVIOUS YEARS! THE LESSON PLANS & ACTIVITIES ARE STILL AVAILABLE THROUGH THE PROGRAM WEB SITE.



- **Theresa Czachor of the Rutland Town School** wrote an article for the community newsletter about the program. Enclosed in this guide is a template newsletter story that can be used to help build awareness about your school's involvement in Reading is an Investment. Theresa also put a large paper "piggy bank" on the wall outside of the library and put a "coin" in the bank whenever a reading log was turned in.
- A third grade teacher at **Wolcott Elementary School** gave out materials on the program to parents at their fall report card conferences.
- **Susan Vera of Brighton Elementary School** sent materials to the local public library for use with homeschooled students in her area.

For Students

- **Corinna Stanley of Hinesburg Community School** used pictures of the school's 2010 winner and the State House ceremony photos to promote the program with students.
- Many schools make special book displays to promote the program. Librarians setting up displays include: **Cynthia Nau**, Newbrook & Townshend & Windham elementary schools; **Deb Stender**, Johnson Elementary; **Julie Goraj**, Ludlow Elementary; **Joyce Valley**, Miller's Run School; **Karen Hennig**, Williston Central; **Megan Sutton**, Weybridge Elementary School; **Elaine Howe**, Tunbridge Central School; and **Kris Larson** at Rick Marcotte Central.
- **Amy Foley at Vergennes Union Elementary** created a program bulletin board and posted information on her library's web site.
- **Kathy Lawrence at Hiawatha Elementary** created a coin jar where students could drop in a coin after completing 20 minutes of reading. She also sparked friendly competition between the second grade classes by creating cash bags. Students could stamp a picture on their class money bag for every 20 minutes of reading.
- **Eric Mongeon of Calais Elementary** created a spine label to put on program books to help students identify them. He also maintained a Reading is an Investment shelf while the program was running.



Mary Hogan Elementary School librarians (l to r) Julie Altemose and Lisa McLaughlin show the special shelf they've reserved for the Reading is an Investment books.



We're flexible! You can run the Reading is an Investment program any time between September and March. Just remember, the deadline for sending in reading logs to be eligible for the college savings account drawing is March 15!