One District
One Book

Creating a Culture of Literacy in Every Home

AASA
THE SCHOOL SUPERINTENDENTS ASSOCIATION

Read to Them
“One of the biggest challenges we face is getting students excited about reading. We are always looking for ways to address this and involve parents. The One District, One Book program created by Read to Them allows this to happen.”

— David Pennington, AASA President
Superintendent Ponca City, Oklahoma Public Schools

“Not only does the program encourage students to read, it promotes a long-lasting love for learning and a love of books. It’s a win-win. Kids are engaged in reading, and that’s positive. Parents and grandparents are involved in reading with kids, and that’s positive. The community is involved, and that’s positive. It’s a great way to encourage literacy in your community.”

— Daniel A. Domenech, AASA Executive Director
One District, One Book expands on the fundamental principle that a parent is a child’s first teacher. How? It’s simple. You give every family in a school district a copy of the same book and ask them to read it together at home for 15 minutes a day. In school, you do a handful of things to explore the book and reinforce the at-home reading. You present an introductory assembly; you ask daily trivia questions; you celebrate the book via in-school activities. Read To Them provides each school with the resources to do all this and more. The result? Reading a common book together sparks a school wide conversation, reaches your entire community, and begins to establish a culture of literacy in every home. This is the alchemy of Family Literacy.
At the District Level:
You will need to assemble a team to supervise and coordinate the program. The Superintendent or team leader will communicate with school principals, collaborate with Read to Them, distribute reading materials, and publicize the district’s involvement to sponsors and your community.

At the School Level:
Each school will need to designate personnel to communicate with parents, arrange and coordinate the introductory assembly, and help supervise the in-school and classroom activities.

All of this is easier than it sounds. Read to Them provides all the content and supporting materials you need – letters to parents, reading schedules, assembly scripts, trivia questions, suggested activities and more. Fundraising ideas and documents to aid schools in acquiring grants and corporate support are available upon request. These include a letter customized to explain the program and its benefits to possible sponsors. Read to Them consultants are also ready and accessible to help each of your schools with creative advice and ingenious solutions. You can even arrange to have RTT's ODOB Director visit your district to instruct your staff and inspire your families.

Turn the page and learn what you can do – at the District level or at the School level - to create a community of readers in your district!
How to Implement
At the District Level

SECURE DISTRICT LEVEL SUPPORT:
The Superintendent can explain the importance and value of **ODOB** to district principals and the School Board.

SECURE COMMITMENTS FROM MEMBER SCHOOLS:
Explain **ODOB** to each school. Ensure each school is prepared and excited to participate.

BE THE LIAISON WITH **READ TO THEM**
To receive information, tailor the program to your District, or help answer specific questions.

DISTRIBUTE MATERIALS TO DISTRICT SCHOOLS:
Forward material packets from **Read to Them** and ensure all personnel have what they need to understand and execute **ODOB**.

PROCURE SUPPLEMENTAL FUNDING:
This can come from the District, from sponsors, from supporting local corporations or businesses. Whatever it takes. (Some schools may need a little more guidance or assistance.)

PUBLICIZE **ODOB** LOCALLY:
Jump-start the conversation beyond the bounds of playgrounds, churches, and grocery stores by leveraging press releases, area contacts, and social media.

CHOOSE A BOOK:
The most fun task of all. Select a title for your community of readers. This may require some negotiation with participating schools.
One District, One Book

At the School Level

SEND A LETTER HOME TO FAMILIES:
Explaining ODOB and how to establish the habit of reading chapter books aloud at home.

ARRANGE THE SCHOOL ASSEMBLY:
To introduce ODOB and your book selection to your students. The assembly excites students and their families and encourages participation.

SEND A READING SCHEDULE HOME:
So that every family can keep pace, and every child is prepared in school.

DISTRIBUTE THE BOOKS:
Books can be distributed at the introductory assembly or in individual classrooms.

ASK DAILY TRIVIA QUESTIONS:
A simple way to spark the conversation in each school. Typically the trivia questions are read over the school P.A. system at the start of the school day.

IN-SCHOOL ACTIVITIES:
Supplementary assemblies; display of art or other ODOB projects.

CLASSROOM ACTIVITIES:
While optional, it’s nice if each classroom can do at least one activity to explore each book. Read to Them provides suggestions.
"It has spread across our community, our School Board gets involved, our Board of Supervisors take part. ODOB has been a great source of building support for our school division as a whole which is a key to our success."

- Clint Staples
Superintendent for Northumberland, VA

“Adults and children exchanging ideas about literature is very powerful. It creates a bond between kids, parents, and staff. It creates a school-wide atmosphere for reading. It’s a way to use the community to help foster kids’ imagination.”

- Mike Poore
Superintendent for Bentonville, AR

“Our students are excelling and we attribute our success to deliberate planning, purposeful instruction, and strong relationships between our students, our families, and our school district. One District, One Book is a key component in supporting those relationships.”

- Dan Bittman
Superintendent for Sauk Rice-Rapids, MN

"When we saw how engaged the parents were, we knew we had found the program worth supporting. The kids love what they’re doing. Kids and families have gotten academically engaged. The test results are showing. The parental involvement is showing."

- Dr. Michaelene Meyers
Deputy Superintendent for Curriculum and Instruction
Manassas, VA
“Read to Them is the very best organization for improving literacy. It was great to see the whole community wrapped around Humphrey. Imagine that!”

— Mary-Margaret Zehr
Assistant Superintendent, Watertown, N.Y.

“I am amazed that such a simple concept can permeate so many aspects of a student’s life. A program that encourages family time, home-school connections, classroom learning and character education can have an astounding impact on children. The ability to make all these connections will help the student to remember this experience long after it is over.”

— Stephanie Cox
School Counselor, Currituck County, N.C.

“We had the most amazing experience with ODOB. We had grandparents, businesses around town, organizations, community members, the high school Spanish class, junior high reading classes, reading along with our PreK-6th grade families. I get texts, emails, people stop me on the street and in church. People LOVED it!”

— Nichole Olsen
Audubon Middle School, Iowa.

“ODOB was the most successful reading program we have attempted as a whole school. The parents are extremely complimentary and anxious for more whole school reading. Movie night brought in over 550 people for the showing of the 1971 Willy Wonka!”

— Marianne Berlin,
Monrovia Elementary, Indiana.
Our Books

Choose from among our dozens of books. A full suite of materials is available for every title. We add new titles every year.
Welcome to Watertown, N.Y., the pioneer school district for Read to Them’s ‘Year Round Reader’ incarnation of One District, One Book. Watertown’s six schools and 2500 families have experienced Family Literacy at its richest. In 2013 they read two titles together, and in 2014 they tackled three more.

Watertown’s success is due to the tireless leadership of Assistant Superintendent for Instruction, Mary-Margaret Zehr. She drums up support and publicity for Watertown’s ODOB initiative, which is regularly covered in the newspaper, on radio, and on television. She recruited a guest star from the X-Men films as well as both the U.S. Secretary of the Army and the N.Y. Commissioner for Education to read sample chapters. Next year, she’s going after Major League Baseball and the NFL!

Watertown received an educational grant from the Cornell Continuing School of Education to serve their military population from nearby Fort Drum, and held a family literacy night to celebrate their titles that shocked all with its attendance and impact. Superintendent Terry Fralick called it “the most successful school community event in recent memory.”

Zehr sums up the impact of ODOB: “We connected our families in a way that I thought was not necessarily possible with the tech savvy lifestyle of so many parents. We brought an excitement to reading and talking as a family about the message that books convey. Students want more and more and more books.”