



## SCHOLASTIC SUMMER CHALLENGE 2013 OVERVIEW

### What is the Scholastic Summer Challenge?

As part of the global literacy initiative, Read Every Day. Lead a Better Life., Scholastic is launching the seventh annual Summer Challenge program dedicated to stopping the “Summer Slide,” and getting kids to read every day throughout the summer months out of school.

### WHY The Scholastic Summer Challenge 2013:

2013 marks the 7<sup>th</sup> Annual Scholastic Summer Challenge program.

- **To Increase Reading VOLUME and Reading PRACTICE** -- A free online/mobile program that helps prepare kids for back-to-school by encouraging them to read EVERY DAY all summer.
- **To Keep Kids Engaged all Summer** - Kids log the minutes (online and on smartphones) they spend reading as they *Read for the World Record*, enter sweepstakes to win fabulous prizes, and earn digital rewards when they complete weekly reading challenges.
- **To Support Teachers and Parents** - Parents and educators can track their students’ reading progress and access free Summer Challenge Participation Guides for expert resources, activity sheets, and book lists.

### Don’t Let Kids Fall BEHIND

**The Common Core State Standards are challenging schools nationwide (*in 46 states*) to raise the bar in reading and learning.**

- It is estimated that the “Summer Slide” accounts for as much as 85% of the reading achievement gap between lower income students and their middle- and upper- income peers.<sup>2</sup>
- Learning or reading skill losses during the summer months are cumulative. By the time a struggling reader reaches middle school, summer reading loss has accumulated to a two-year lag in reading achievement.<sup>1</sup>
- 3rd graders who can’t read on grade level are four times less likely to graduate by age 18 than a proficient reader.<sup>3</sup>

### Get Kids Reading and Ready for the Year AHEAD:

- Studies show that early and sustained summer learning opportunities improve academic outcomes for youth and lead to higher graduation rates and better preparation for college.<sup>4</sup>
- Ensuring easy and continued access to books for summer reading is one potential strategy for addressing summer reading setback.<sup>1</sup>
- 92% of kids say they are more likely to finish reading a book that they pick out themselves.<sup>5</sup>

**In 2012, Scholastic inspired nearly 200,000 kids from 4,500 schools in all 50 States and 32 countries to set a new record for summer reading of 95 million-plus minutes! (*Beating the 2011 world record of 64 million*)**

1. Ameliorating summer reading setback among economically disadvantaged elementary students, Richard Allington, April 2007

2. Why Summer Matters in the Rich/Poor Achievement Gap, Karl Alexander, Doris Entwistle, Linda Steffel Olson, April 2007

3. Annie E. Casey Foundation, Hernandez, Donald J., 2011

4. *The effects of summer vacation on achievement test scores: A narrative and meta-analytic review. Review of Educational Research, Cooper, 1996; Downey et al. 2004*

5. *Scholastic Kids and Family Reading Report, 4<sup>th</sup> edition*