



2018 Program Summary



38,768

Students Enrolled



245,547 Total Books Delivered

5.93 Books

Delivered Per Student
on Average

308

Participating
Schools

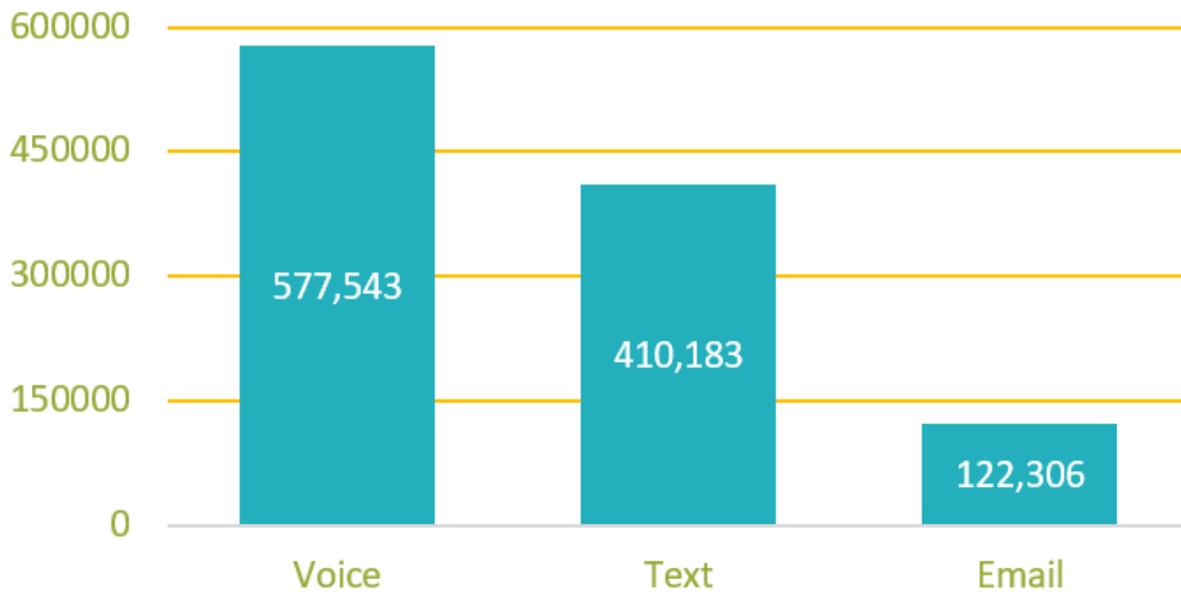
116,304

Family Reading Event
Books Delivered

112,743

Weekly Mailing
Books Delivered

Total Parent Contacts



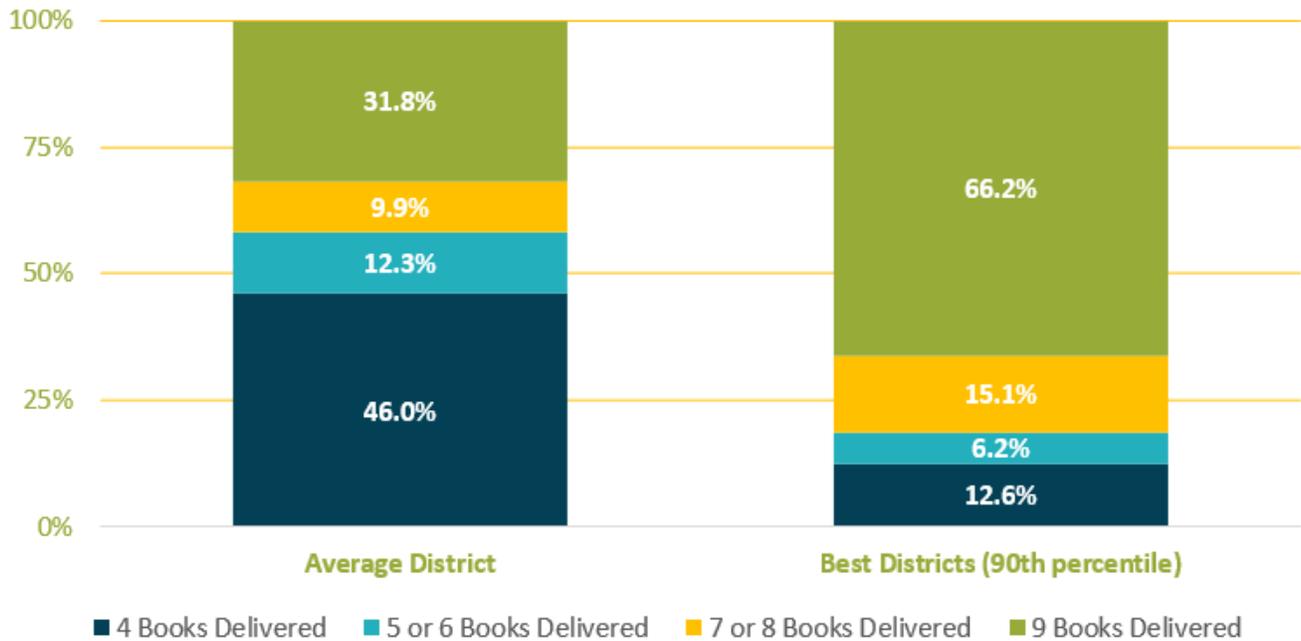
128,237

Total Books Reported as Read

3.32

Books Per Student Reported as
Read on Average

Books Delivered at a Glance



Critical Success Factors

Kids Read Now strives to improve student engagement in the program by analyzing the most important keys to success. We find that the following three factors significantly boost the number of books that students report reading over the summer, which, in turn, boosts the number of books that we deliver to participating families in our read-a-book, get-a-book model.

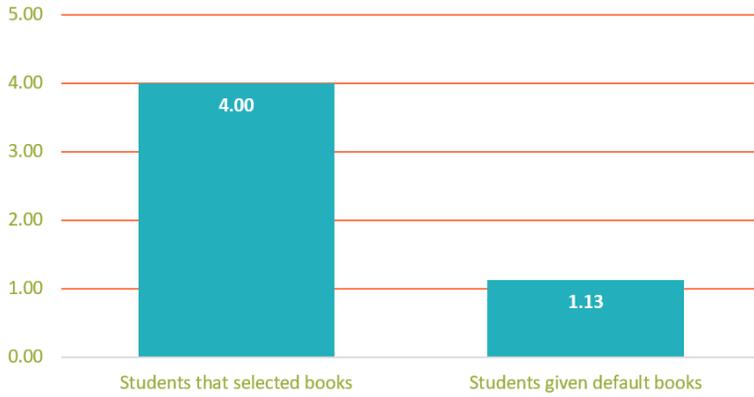
Educator Training

Kids Read Now offers a comprehensive suite of training tools to introduce educators to our program. These tools include videos, printable handouts, PowerPoint presentations, and live training from KRN staff members. Our research has shown that educators who take advantage of our training tools are more effective in explaining the program to participating families and that their students read more books over the summer.

Average Books Reported



Average Books Reported



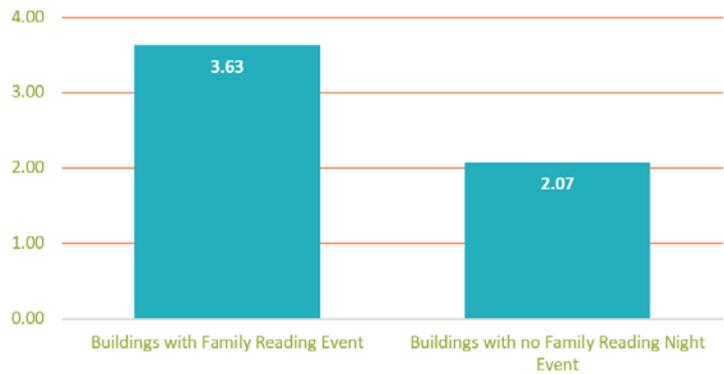
Self-Selection of Books

Decades of research show that when students choose their own books, they are significantly more likely to read them. That's why we allow every student to pick their own books from a list of 150 best-selling, award-winning titles. Though we do offer a grade-specific default book set for students who do not choose their own books, our own research is consistent with the academic consensus: Students who pick their own books are much more likely to read them.

Family Reading Events

In the springtime before students leave school for the summer, we encourage every school to host a Family Reading Event. This event serves many purposes: It introduces parents to Kids Read Now, explains how the program works, gets families excited about summer reading, and provides the perfect opportunity for students to get the first three books that we deliver to the school. There are many different ways to conduct a Family Reading Event, but the most important thing is just to plan one! Schools that host Family Reading Events consistently have higher participation rates than those that don't.

Average Books Reported



What's New for 2019

Onboarding & Training

- New educator training portal so educators can access all necessary training materials in one place
- Revamped training materials that more effectively explain the program to educators
- More robust professional development series that more adequately enhances educators' skillsets

Enrollment

- New CSV import tool to more easily upload student information to the KRN portal
- No more manual data entry! KRN will enter all students' book selections so educators don't have to
- Redesigned enrollment form to make it easier for students to select their books

Family Reading Event

- A new Best Practices Guide that offers several different models of the Family Reading Event that we've found to be effective
- Updated videos to explain Kids Read Now to families who attend the Family Reading Event

Summer Program

- New shipping methods to speed up book delivery
- A new mobile app that will allow parents to report their students' books directly through the app
- Revamped communication platforms to eliminate any inconsistencies in our contact with parents
- Redesigned data tracking and analysis tools through the KRN portal, allowing educators to more easily track progress

Fall Rewards & Reports

- New reading-related completion prizes that will further boost students' love of reading
- Redesigned data summaries that will make it easier to share results with your community
- New process for collecting reading score data to speed up the reading score analysis

Thank you for making the Kids Read Now summer reading program a huge success in your district and we look forward to serving your students again!