

Pragmatic & Powerful Reading Program Promotion Marco & Construction Tips from Lisa Horton, SLIS, NBCT:

- Create an introductory presentation that has the appeal of a good infomercial that promises the viewer to "wait, there's more." This is your one and only chance to make a good first impression and capture their attention.
 - → Build suspense and excitement.
 - For example: When I introduced the SSYRA Brag Tags, I made sure to build the suspense and make the "reveal slide" as dynamic as possible.
- 2. Think through ways to **sustain the interest** throughout the course of the school year.
 - → Try to build in elements of both immediate and delayed gratification.
 - → Plan program procedures that allow you to award Brag Tags daily to students as they accomplish each task.
 - ☆ This will give students a long-term goal of wanting to earn an end-of-year culminating activity/reward with the Sunshine State Sundae Celebration.
- 3. Really think through your part in **monitoring the program**. Ask yourself a few questions that will

help benefit both you and the students.

- → How labor intensive do you want the program to be on you?
- → Are there ways to share the labor and still empower students to self-manage their progress?
 - Give each teacher simple SSYRA reporting slips to have in their classroom.
 - Once a student reads a book, takes the AR test and passes, let them fill out a slip and give it to the teacher.
 - The slip contains 4 lines on it: the student name, book title, AR score, and the teachers' signature. You will find a sample AR Slip page attached. Please feel free to make copies should you want to use the AR Slip.
 - Once the teacher confirms the slip, the student will bring it to the library and receive their Brag Tag!
 - ☆ Lastly record your slips on a master list by homeroom. (There is one provided on the FAME website SSYRA resources).



By: Lisa Horton, SLIS, NBCT School Librarian Eastside Elementary

SSYRA REPORTING SLIP

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Studer	nt Name:					
Book T	itle:					
AR Sco	re:					
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