

Roger C. Cuevas, Superintendent of Schools

SUBJECT: PARTICIPATION IN BOOK IT!, THE EDUCATIONAL READING INCENTIVE CAMPAIGN FROM PIZZA HUT, A DADE PARTNER

- STRATEGIC PLANNING GOALS:**
- II - STUDENT ACHIEVEMENT/PREPARATION FOR POST SECONDARY EXPERIENCES**
 - III - READING/LANGUAGE ARTS**
 - VI - EFFECTIVE LEARNING ENVIRONMENT**
 - VIII - PROFESSIONAL STAFF AND PRACTICES**
 - IX - COMMUNITY/HOME/PARENT/SCHOOL/ BUSINESS PARTNERSHIPS**

A major component of Just Read! is to mobilize community support for the district's Comprehensive Reading Plan. Koning Restaurants International, Pizza Hut's largest franchisee with 90 restaurants located in the South Florida area, has made a corporate commitment to support Just Read! through a variety of innovative projects.

For fifteen years Pizza Hut has sponsored a national reading motivation and incentive program known as BOOK IT! that encourages PreK to sixth grade students to read and discover the world of books. For many years, Miami-Dade County Public Schools (M-DCPS) has actively participated in this nationally-recognized reading campaign. Koning Restaurants International is offering to adapt and expand the incentive program to include middle school students. Students who meet the independent reading requirement as outlined in the district's Comprehensive Reading Plan will receive a certificate for a free Personal Pan Pizza from Pizza Hut. In addition, individual classes will be able to receive pizzas for their class.

However, Koning Restaurants International is offering more than pizza to M-DCPS. They are committed to supporting local school efforts in promoting student success in reading. They will adopt individual schools providing reading tutors to work one-on-one with students during the school day and in after-school programs. In addition, they will launch a marketing campaign to encourage others in the community to join with the Superintendent in encouraging students to Just Read!

RECOMMENDED: That The School Board of Miami-Dade County, Florida, authorize the Superintendent to accept the sponsorship of Koning Restaurants International, a Dade Partner, to participate on a district-wide basis in BOOK IT!, the educational reading incentive campaign from Pizza Hut.

RCC:cm