

Ms. Maria Teresa Rojas, Board Member

SUBJECT: REQUEST AUTHORIZATION FOR THE SUPERINTENDENT TO EXPLORE THE DEVELOPMENT AND IMPLEMENTATION OF A MIAMI-DADE COUNTY PUBLIC SCHOOLS CAMPAIGN TO ENCOURAGE READING THROUGHOUT THE COUNTY

COMMITTEE: ACADEMICS, INNOVATION, EVALUATION AND TECHNOLOGY

LINK TO STRATEGIC BLUEPRINT: RELEVANT, RIGOROUS AND INNOVATIVE ACADEMICS

Becoming a reader is at the very heart of responsible citizenship, but we often lose sight of what reading, as an intellectual activity, contributes to our sense of self, our cultural awareness, or capacity for self-expression, and ultimately, our notions of engaged citizenship for the collective good of all. Reading is so much more than a technical act that allows us to communicate, consume media, and perform the activities of daily life in an ever changing society. Reading should be more than just getting ready for an assessment, it should be a joyful experience that all children, young adults, and adults in general should follow as part of their daily lives.

This agenda item seeks authorization for the Superintendent to explore the development and implementation of a Miami-Dade County Public Schools (M-DCPS) Reading Campaign to encourage reading throughout the County at all levels. M-DCPS has made tremendous gains in reading achievement and we should continue building on this success by encouraging all students, teachers, staff, and members of the community to join in this reading campaign.

The Campaign should ensure that all citizens, regardless of age, background, income level, level of education, or location have access to enjoy reading materials of all kinds and in all platforms. Some activities may include working closely with the local school PTA/PTSA's and our Dade Partners to plan for family reading experiences; inspiring families to have fun while reading regardless of the language they speak; sharing videos and social media messages to remind families that when they read together, the love of reading grows; working closely with the public libraries to provide family reading programs and library cards; working closely with the Adult Education program to encourage the joy of reading for adults; supporting the National Education Association (NEA) Read Across America program in 2018; and seeking support and encouragement for the campaign from local government agencies, municipalities, and institutions of higher learning, among many others.

This item has been reviewed and approved by the School Board Attorney's office as to form and legal sufficiency.

ACTION PROPOSED BY

MS. MARIA TERESA ROJAS: That The School Board of Miami-Dade County, Florida, authorize the Superintendent to:

- 1) explore the development and implementation of a Miami-Dade County Public Schools Reading Campaign; and
- 2) report back to the School Board by February 21, 2018.