

Make Summer Count 2017



PUBLIC EDUCATION PARTNERS & GREENVILLE COUNTY SCHOOLS

For a second year, Scholastic collaborated with Public Education Partners and Greenville County Schools to determine the impact of Make Summer Count (MSC), an initiative aimed at eliminating summer reading loss.

POSITIVE FINDINGS CONSISTENT OVER 2 YEARS!



Book consumption was greater than the national average

12 BOOKS NATIONAL AVERAGE*

BOOKS READ OVER THE SUMMER

*National average based on Scholastic's nationally representative Kids & Family Reading Report™ with kids aged 6-11.



MSC increased confidence in reading

79% OF STUDENTS AGREE

They were better readers in the fall because of summer reading

- 18,000+ K-5 STUDENTS
- 29 SCHOOLS
- 10 BOOKS self-selected by students
- 27 READING NIGHTS hosted over the summer

MSC succeeded in engaging families to support summer reading

95% OF FAMILIES AGREE

Family Reading Nights were valuable in learning how to support their children's reading

96% OF FAMILIES AGREE

The free books contributed to their children reading more over the summer

100% OF FAMILIES AGREE

Reading books over the summer would help their children during the school year

60% OF FAMILIES AGREE
They learned ways to talk to their children about books

