



**Ticket** TO  
READING REWARDS

## **TTRR Participation Manual: 2009/10**

### **I. Welcome**

On behalf of the **TTRR** staff, we welcome you to **TTRR: 2009/10**. With your enthusiasm, together we can provide meaningful motivation for your students to read outside the classroom and, hopefully, help students set college as their educational goal.

**TTRR** was started in 2002 by the **National Association of Basketball Coaches Foundation** in partnership with Arne Duncan, then the CEO of Chicago Public Schools and now the Secretary of Education. Secretary Duncan was able to track the reading progress of the CPS students in participating schools versus non-participating schools, showing that average reading grade improvement was typically 0.9 of a grade higher for participating schools.

We hope you will see similar results in your school. If you can find a method to track student reading development for this year versus earlier year development, we would be thrilled to hear of your results. Even anecdotal evidence is helpful to us.

*From the **NABC Foundation—The NABC Foundation** is the parent organization of **TTRR** and provides all funding for **TTRR**. The program is made possible through the generous ongoing support of our sponsors like *Sports Illustrated for KIDS* (which has contributed subscriptions worth over \$9 million), our donors, our board members, by foundations and corporations and through the success of our annual **NABC Foundation Gala**, to be next held in New York City in April 2010.*

### **II. TTRR Goals**

The goals of **Ticket To Reading Rewards** are to dramatically increase the amount of reading outside the classroom in our participating schools and to motivate students to attend college. The **NABC Foundation** has partnered with both major city school districts and with individual schools across the country to over a million students. One teacher in rural Pennsylvania wrote last year

to say, "You have started a reading frenzy here at Penns Valley. Students are strutting around with their medals on their necks!"

We strive to provide multiple methods to motivate students. The *Sports Illustrated for KIDS* subscription puts an interesting reading source in the student's home each month. In the past, teachers have found it helpful to discuss selected articles with students as it creates new opportunities for interaction with students who may not normally read outside the classroom.

Rewards are staggered so that students can be motivated every few weeks. The increasing value of Rewards can also help push a student to keep reading until he/she reaches a coveted Reward. In one Chicago school that has participated for years a coordinator wrote, "The Rewards are fantastic...students who did reach the ten book milestone did so because they were excited about earning the SPLAT calculator offered at that level."

Tickets to attend college basketball games and visit a college campus are designed to help the student see him/herself on a campus. One teacher wrote, "The difference in attitude among many students was so heartwarming to me. Several students spoke out to say they could see themselves as college students because the students were just like them. Best of all, several have come to me and asked for my help in reaching college. As a teacher, these are the moments we live for."

### **III. Responsibilities of Participants**

#### **School Coordinator**

1. Each coordinator must promote the program to the principal, teachers, librarians and students. We provide color posters for in school use as well as tracking sheets to record student reading progress. We encourage you to visit all classrooms, speak at Assemblies, in the lunchroom, where ever you can make an impact.
2. Coordinators will be the sole person from that school with access to the **TTRR** Rewards site.
3. Initially, Coordinators will go on our site and order a Welcome Packet. Included in the packet are color posters, an electronic download of the tracking sheets, a **TTRR** polo shirt and tee shirt for you to order (at no charge). We encourage you to wear the shirts around school to help promote the program. We will also

send you one of each Reward when they are available so you can show students what they will receive for each level of achievement.

4. Coordinators will establish the school's procedure for certifying a book has been read. Typically, coordinators may tell teachers/librarians who are recording progress to ask for the name of the book and what it was about. We do not seek written reports. Coordinators are free to name their own procedure as long as it includes some method of minimum proof. We also ask only that students be encouraged to read at their own level. We do not want to issue a book list as it will discourage those who cannot read at that level. Of course, when a student reports a book, or books, have been read, this is a great time for the teacher/librarian to interact with the student. Whatever procedures are adopted must be clearly communicated to all teachers.
5. Coordinators will collect the reading results on each Rally Day and place an order for **TTRR** Rewards immediately. We do not want student names; we simply ask you to order the appropriate quantities of each product (Cinch Bag, Medals, etc). Students respond well to receiving their Rewards within a few days of the Rally Day. We are committed to ship all Rewards (unless on backorder) within two business days of receiving each order.
6. Coordinators distribute the Rewards when they arrive. The Rewards will come directly to the school. Coordinators can pass them out at Assembly, in individual classrooms, turn them over to teachers for distribution, etc. We want to create another opportunity for teacher-student interaction on reading.
7. Coordinators may request free tickets to local college basketball games. **TTRR** cannot guarantee that we can obtain free tickets but, in the overwhelming majority of campuses, our Men's Basketball NABC coaches will accommodate your students. Coordinators may allow all students to go to a game, using their own transportation for a weekend game with guardians, or this may limited to only students who read 5 books, etc. Once we have obtained the college's approval we will turn over the details of getting the tickets to the Coordinator. (Please do not request 2,500 tickets for students and guardians if only 500 will likely attend. Our participating colleges do not like to set aside unused seats.)
8. Coordinators will help organize the Tipoff at your school if we are arranging one. Often there are other staff members who

will help do this. We will obtain the coach if we can for a set date, then the Coordinator can take it from there.

9. The Coordinator will determine each school's **TTRR TOP READER**. The student who reads the most books will receive a special trophy. Coordinators are the sole judge of who this reader is.
10. Contact us directly for non-Rewards Order information or help at [ed@orvietogroup.com](mailto:ed@orvietogroup.com).
11. Coordinators will collect and send in the *Sports Illustrated for KIDS* subscription cards. Please do not bundle them. They are prepaid so put them individually into a mail drop.

### **Teachers/Librarians**

1. Promote the program in their classroom.
2. Determine if a student has actually read a book.
3. Keep a log (provided) of the number of books each student has read.
4. Turn in student Reward levels to the Coordinator as requested.
5. Distribute Rewards in a positive manner designed to motivate further reading.
6. Pass out and help fill in the *Sports Illustrated for KIDS* subscriptions.

### **Students**

1. Make your best effort to read as many books as you can.
2. Honestly report your reading progress, always being prepared to discuss any book you have read.
3. Encourage others in a positive manner to continue reading. Respect that other students have varying levels of reading proficiency.
4. Fill out the *Sports Illustrated for KIDS* subscription form and give in to your teacher/librarian.

## **IV. Getting Started**

Here is what we need from you right away to get you set up in **TTRR** for 2009/10:

1. Formal name of school and District
2. Shipping address, including your name and telephone number.
3. Total number of students in the school.

4. Email address.
5. Alternate contact.
6. Maximum number of tickets to a local college game and name of college(s) you would like to have ticket to games. Ticket may be to both Men's & Women's games.
7. Name of Men's college coach you prefer to attend a Tipoff in December at your school. This will be an assembly type format, hopefully with local media coverage. This event can show your school in a positive light to your community, your parents, and even your own students. Many students are extremely excited by a visit from a local college coach.

## **V. Timing of TTRR**

1. Start date. You are free to start reading at any time, once you have received your Welcome Packet. The formal Tipoff can come after you begin.
2. Tipoff. We try to hold these in December but we will let you know after we contact your preferred coach.
3. Rally Days. These are your reporting days to **TTRR**. We will use December 3, January 6, January 27, February 17, March 9 and April 6.
4. **TTRR** End Date. The very last day for requesting Reward Orders is 5pm EST April 9. Orders after that date will not be honored.

## **VI. Tickets To Local College Basketball Games**

We will approach our member coaches for both their attendance at your Tipoff and for tickets to weekend games. We seek games on weekend days in December, before the start of the conference season. Once we have obtained approval from the coach, his A.D. and the college you will interact with the BB/Ticket office to actually obtain your tickets.

## **VII. REWARDS List 2009/10**

All Rewards can viewed on the Reward Order site (details will be provided after we collect the information in Getting Started above).

Participation

**Sports Illustrated for KIDS subscription**

5 books read	<b>TTRR Cinch Bag</b>
10 books read	<b>TTRR Medal</b>
15 books read	<b>TTRR Mini-Hoop &amp; Basketball</b>
20 books read	<b>3 Point Shot</b> (3 random rewards in one)
25 books read	<b>Water Bottle</b>

### **VIII. How To Use the Rewards Order Site**

You will receive this Step by Step process during your first login session.

### **IX. Shipping Issues**

1. Rewards shipping. We strive to ship all rewards that are not on backorder within 2 business days from order receipt. We typically ship UPS ground, which can take 2-5 days to deliver depending upon the distance from the warehouse to your location.
2. Order Errors/Shipping Errors. Please advise us of any errors in your order or in received Rewards as soon as possible.

### **X. TTRR TOP STUDENT READER Trophy**

As noted earlier, the **TTRR Top Reader** in each school receives a Top Reader trophy. The school coordinator determines who receives it. Ties are not permitted.

### **XI. TTRR TOP READING SCHOOL Trophy**

Districts. If you are in a district with at least seven schools participating in TTRR this year, we provide a district trophy for the **TTRR Top Reading School**, based on criterion noted below.

Individual Schools. If you are a district with no other participating schools in TTRR, we will assign you to a category based on the size of your school. There will be six **Top Reading School** trophies for our combined Individual schools, based on the criterion below.

### Criterion for Selecting Top Reading Schools.

We begin by recording the total number of students in your school—not the number who actually participate in **TTRR**, but the total number of students.

We determine the total number of books read per school based upon your Rewards Orders. Here is an example:

<u>Rewards Level</u>	<u># of Students at Level</u>	<u>Total Books Read</u>
5	400 times 5	2,000
10	250 times 5	1,250
15	175 times 5	875
20	100 times 5	500
25	50 times 5	250
Extra books read		?
Total Books Read:		4,875

Assuming no one read more than 25 books and we did not add in for Extra Books read, we divide 4,875 by the 500 students in the school to determine that this school read 9.75 books per student. The winning schools are those in each category with the highest average number of books read.

## **XII. Measuring Success**

**TTRR** measures success by the number of students we motivate to read and the number who will now consider college as their goal. However, we recognize that the world of education is, in part, data driven.

Any data you can point to at the end of the program or the end of the school year that shows a larger than normal growth in reading development would be greatly appreciated. Anecdotal evidence is also helpful; we loved hearing that **TTRR** “created a reading frenzy.”

## **XIII. TTRR Merchandise**

We are often asked if we can provide **TTRR** polo shirts to all teachers or **TTRR** tee shirts to all students, but at this point our

budget does not permit it. However, additional quantities of these items can purchased directly by contacting Customer Service through the Rewards Order site.

Contact:

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