Swanson Elementary School staff created the Passport to Literacy Program, which strives to support all students and their families with literacy through multiple events that take place throughout the year. The main goal of the program is to increase student achievement by encouraging children and their families to read at home. A side benefit of the program was more consistent communication channels between families and the school.

One portion of the Passport to Literacy Program was the Colt Reading Challenge calendar. This calendar reminded students to read at home and alerted parents to upcoming school events, particularly around literacy.

Swanson partnered with a community organization, Ride for Reading, to kick off the Colt Reading Challenge. Ride for Reading is a nonprofit organization that delivers books to Title I schools or low income communities. They educate students on the importance of reading and how to be safe when riding a bicycle. At the kickoff event, each family received three books to take home.

Organizing the literacy program takes a village! One Swanson staff member explains: “While the Colt Reading Challenge calendar is created by the Family Engagement Liaison, our events are created with the help of teachers, staff, and students. This year we formed a committee called the Family Engagement Committee which consists of 2 teachers in primary grades, 2 teachers in intermediate grades, the ESL teacher, and myself, the Family Engagement Liaison. The FEC team gets together monthly to plan school events. When planning, we consider what activities students can do in the classrooms based on theme and grade level. It is a beautiful way for teachers and students to be involved and encourage participation within our school community.”

Standard 2—Communicating Effectively