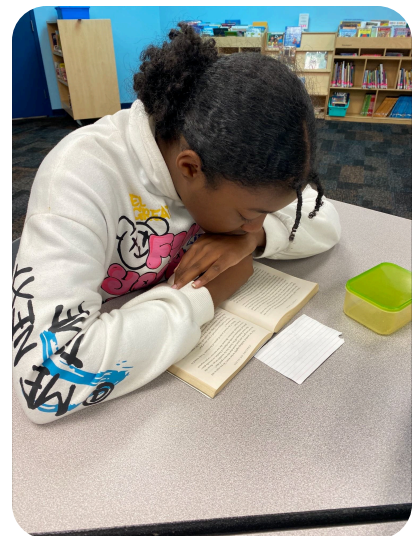


Client Spotlight

# Sea Castle Elementary's Beanstack Ambassador Program

Broward County adopted Beanstack district-wide in 2018, yet Sea Castle Elementary only recently embraced digital logging. Inspired by a local high school civic ambassador program, media specialist Gina Chandler had an "ah ha" moment. The **Beanstack Ambassador Program** leverages the enthusiasm of the school's most active readers to spread excitement and increase buy-in across the student body. As a result, Sea Castle has seen increased engagement and a positive shift in the school's reading culture.



“ I looked at her, and I thought, what better person to spread the news about Beanstack than Jordyn? What better person to bring the love of reading than somebody who really loves it?”

**Gina Chandler**

Media Specialist  
Sea Castle Elementary School

## Goals

Gina's goals for this program were simple: to inspire her students' excitement for reading and increase Beanstack participation, both at school and at home. She built the program on the belief that students are the most influential leaders in a school community. As Gina says, "Almost every success at the school level involves student engagement. When they're buying into it, they tend to bring it home to their parents."



## Strategy and Engagement

### 1. Identifying the Right Ambassador

This was the easy part! Gina selected Jordyn, a standout student, voracious reader, and natural advocate for books, to become the first Beanstack Ambassador. Jordyn's role was unveiled during morning announcements, elevating the program's visibility.

### 2. Spread the Word and Create Excitement

- **Find Readers and Reward Them:** Jordyn and another Beanstack enthusiast find students reading in the morning before classes begin and pass out stickers, bookmarks, and other treats.
- **Shout-outs and Recognition:** Gina identifies the top reader weekly, and Jordyn delivers a special goody bag to their classroom.
- **Peer-led Instruction:** Jordyn visits classrooms and demonstrates how to log reading in Beanstack, further increasing adoption.

### 3. Promote Community-Wide

Gina shares Beanstack participation data and progress through parent outreach (via Parent Link), staff meetings, and school-wide announcements to maintain momentum.

## Outcomes

**Increased Participation:** Sea Castle Elementary reached 75% participation and Reading Culture Trailblazer status by December this year, a full four months earlier than the previous year.

**Student Empowerment:** The program provided a leadership opportunity for one voracious reader and celebrates the achievements of the entire student body.

**Strong Reading Culture:** Gina has noticed that students are more enthusiastic about reading and using Beanstack. They eagerly log in to read, enjoy earning prizes, and are always excited to see Jordyn in the hallways.

## CONCLUSION

Sea Castle Elementary has reached its goal by focusing on peer leadership, celebrating progress, and maintaining consistent communication. Looking ahead, Gina plans to expand the program and begin spotlighting readers with the most logged minutes on the morning announcements. She is already thinking about who the next Beanstack Ambassador will be!