

How the Right Reading Motivation Platform Led to District-Wide Buzz in Charleston County

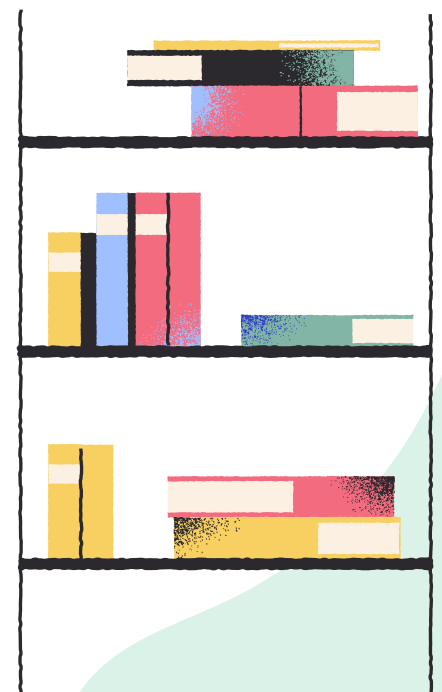
To launch a new and achievable district-wide reading initiative for the 2022–2023 school year, Charleston County School District in South Carolina wanted a reading platform to “celebrate all readers.” Faced with shortcomings from quiz-based software like Accelerated Reader and paper reading logs, the district implemented Beanstack. And in just the first semester, 90% of Charleston County schools were actively reading and logging. The Beanstack buzz among librarians, teachers, and students was infectious.

With the right reading motivation platform, students are eager to read and racing toward the district-wide goal of logging 15 million minutes in the academic year. What's more, the district's reading culture is thriving, thanks to some friendly reading competition and the allure of hitting a big community reading goal.

The kids' enthusiastic response to the new program, however, is the most exciting outcome. The district's lead library and media services specialist described that, once students started to log minutes and earn badges, they began asking teachers to use Beanstack in the classroom. “The kids end up being the biggest promoters.”

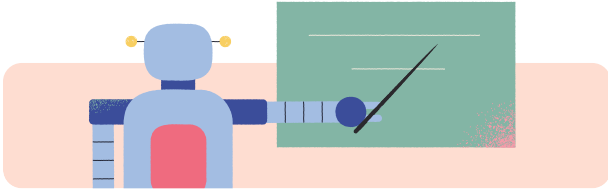
Christy James

Library and media services specialist
Charleston County School District





APPROACH



Reassess the Status Quo

Wanting to move beyond the stress and tests of Accelerated Reader and paper logs, James and her librarians were looking for a software program that would be “accessible, exciting, and relevant for all students.”



Integrate Into ELA Curriculum

In early 2022, the district transitioned to a new English Language Arts curriculum to encourage authentic reading during class. With Beanstack, the librarians of Charleston County could ensure that all reading, whether in the classroom or the library, was tracked and celebrated.



Grassroots Implementation

Charleston County implemented Beanstack at the beginning of the school year—a notoriously busy time. But a combination of meetings and personalized training events led to a successful rollout.



Race to the Finish

Excitement among students and teachers started strong. And within schools, friendly competition took hold between different classrooms and across grade levels.

EXPERT ADVICE

“Look at what the district goals are and what platform is going to allow all grade levels to connect with those goals.”

CONCLUSION

James emphasized the importance of getting feedback and input from librarians and teachers early on in the decision-making process. And she stressed how crucial it can be to find time to stop, reflect, and redirect to find the reading motivational approach and platform that helps reach your district’s goals.

We’re thrilled that James is helping lead her district’s growing culture of reading with Beanstack’s support and can’t wait to see what Charleston County School District’s readers can accomplish this year and beyond.