

How Beanstack Helped Reading Motivation Soar in Texas

In 2018, the librarians, educators, and administrators in Robstown Independent School District (Robstown ISD) outside of Corpus Christi, Texas, initiated a district-wide mission to enhance motivation for independent reading. Recognizing the importance of fully engaging students in reading, they faced the challenge of finding a platform to serve the district's five schools and 2,588 students. Opting for Beanstack, they aimed to overcome the limitations of the previous program, Accelerated Reader, by providing a more personalized reading experience. Instead of quizzes and points, students were drawn into Beanstack's reading challenges and gamification features, reigniting their passion for reading. After six years, the student's love for reading continues to soar. Beanstack remains vital in cultivating a vibrant reading culture—where students actively inspire and support each other and educators celebrate independent reading.

"What inspired me about Beanstack was the ability to get to the root cause of low reading motivation. Here was a platform with features specifically designed to increase motivation by actually getting students excited to read. The flexibility to tailor reading to each student's unique gifts and abilities is absolutely critical in our district."

Jessica Juarez

District Librarian
 Robstown Early College High School



APPROACH



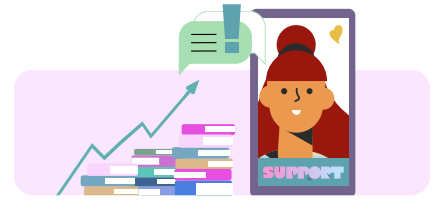
Transition to Quiz-Free Reading

Leaders realized they needed to inspire readers, which meant transitioning from Accelerated Reader and its methodology based on points and quizzes. They desired to celebrate free-choice reading and sought a platform with personalized options. A new approach to reading was essential to meet their goal of motivating readers.



Offer Ongoing Challenges and Reward Success

A district-wide challenge with a unifying theme kicks off each school year. Six-week genre-specific challenges throughout help students explore new books. Shorter challenges sustain reading enthusiasm and align with reporting periods, helping educators track progress. Students earn badges for prizes, fueling their reading journey through consistent logging.



Incorporate Into Classroom Routines

Secondary school teachers initiated mini-challenges, including a history teacher who used news articles for a six-week challenge. Elementary school students are encouraged to read independently after core material is covered. Teachers leverage Lexile Insights as an additional resource to see what kids read during independent reading.

RESULTS

Participation in Reading Challenges

2022-2023
2023-2024

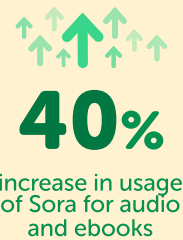
High School



Junior High



Over the past three years Robstown ISD has noted the following increases:



CONCLUSION

Beanstack helps Robstown ISD connect with more students and increase book circulation. Students shape their reading journeys by requesting new titles, promoting regular reading habits, and engaging with the community across all district campuses. Juarez notes, “Students are more motivated to read regularly—that lifelong habit we want to create—and it facilitates community engagement. All campuses in the district can connect on this platform and not just compete with each other but also encourage each other.”