

# COMMUNICATION PRINCIPLES for PRINCIPALS

**03/2015**

## ABOUT

*PRinciples for Principals offers key information and messages for principals to consider in communicating the basics and getting parents involved. It is written and published by the DoDEA Communications Office.*

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## READ ACROSS DoDEA DAY

The 18th annual Read Across America Day is March 2, 2015. Sponsored by the National Education Association (NEA), it is a day when millions of readers-both young and old-will be in the company of a good book. Since 1997, Read Across America has celebrated reading and the ongoing daily efforts to build a nation of readers.

Read Across America coincides with the birthday of beloved children's author Dr. Seuss. The celebration endeavors to bring caring adults to schools to read with children and for special emphasis to be placed on the joy of reading for all.

In honor of Read Across America and Dr. Seuss, our school system, which spans the globe, will celebrate Read Across DoDEA Day. That includes our students in the Americas, Europe and the Pacific. Our goal is to work as one to promote literacy in all DoDEA schools. It's a great way to join this national celebration and to acknowledge the contributions of Dr. Seuss in costume and activities as well as any great books for students to read.

This tip sheet provides Principals and other leaders with information and talking points to assist in planning a celebration and to call attention to this special day. It presents an opportunity to bring our DoDEA schools together as a school system on March 2, 2015, to make reading extra special.

*A day for schools across DoDEA to join each other and the nation in celebrating the importance of encouraging literacy for all ages.*

## THEME

***"Oh the Places You'll Go, when you read!"***

### USE NEA'S TOOLKIT IN PLANNING YOUR READING EVENT

NEA has a number of resources resources and a tool kit to help plan your celebration at: <http://www.nea.org/grants/886.htm>. Resources you might find helpful are:

#### **Read Across America 2015 Artwork & Downloadables**

<http://www.nea.org/grants/61654.htm>

#### **Promotional Materials**

Resources you can use to promote your Read Across America events and activities.

<http://www.nea.org/grants/61668.htm>

#### **Media Tips**

Learn how to build great relationships with your local media to drive Read Across America message reach as efficiently as possible.

<http://www.nea.org/grants/media-tips-for-a-read-across-america-event.htm>

#### **Fact Sheets**

Provide the news media and your audiences with background information about NEA's Read Across America celebration.

<http://www.nea.org/grants/61671.htm>

## WAYS TO CELEBRATE READ ACROSS DoDEA 2015

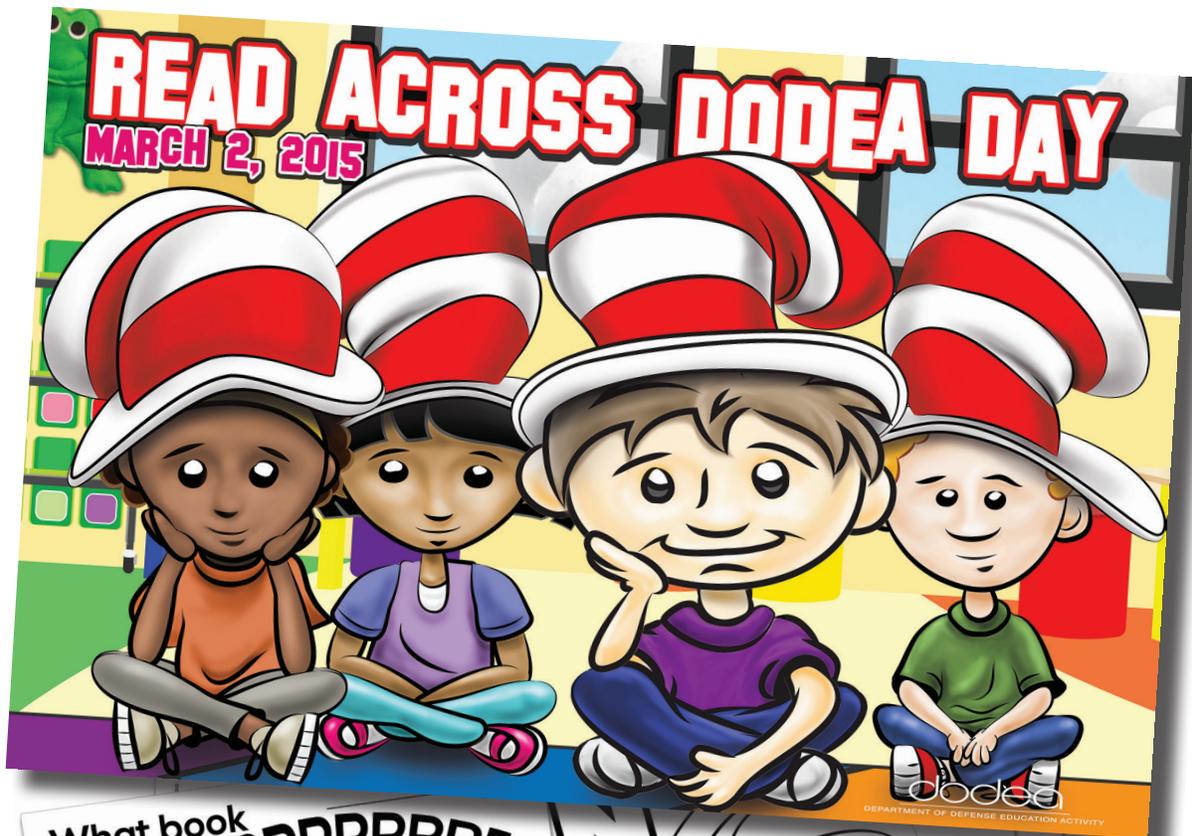
It's a day for schools across DoDEA to join each other and the nation in celebrating the importance of encouraging literacy for all ages. Here's how you can help make the celebration a success!

- ✓ Encourage Parent volunteers to come and read to classes.
- ✓ Create student buddy groups where older students volunteer to read.
- ✓ Work with senior commanders on your installation to have members of their staffs, both military and civilian, as well junior service members to come into the classrooms and read to students on this day.

- ✓ Watch “Andrew’s Adventure”, a DoDEA animation featuring military connected kids, on our website. Coloring pages of Andrew and his friends can also be downloaded from our DoDEA website at [http:// www.dodea.edu/dodeaCelebrates/ReadAcrossAmerica/2015.cfm](http://www.dodea.edu/dodeaCelebrates/ReadAcrossAmerica/2015.cfm)
- ✓ Share your celebration! Please take digital pictures of Read Across DoDEA activities, to include coloring pages and email them to headquarters at [natalia.thaniel@hq.dodea.edu](mailto:natalia.thaniel@hq.dodea.edu) to be uploaded to our DoDEA website and social media sites.
- ✓ Visit our DoDEA Celebrates webpage for more information. [www.dodea.edu/dodeaCelebrates/ReadAcrossAmerica/2015.cfm](http://www.dodea.edu/dodeaCelebrates/ReadAcrossAmerica/2015.cfm)

### TALKING POINTS: READ ACROSS DoDEA

- ◆ DoDEA is a global school system and in conjunction with NEA’s Read Across America, we will celebrate Read Across DoDEA to emphasize and foster an appreciation for reading. This also gives DoDEA schools worldwide the chance to come together and observe a common celebration despite the geographical dispersion of students and teachers.
- ◆ In addition to bridging geographical barriers, Read Across DoDEA transcends the age continuum for students. The program isn’t just for young students. It’s for students of all ages from pre-kindergarten to high school.
- ◆ Our schools prepare students for success in school and beyond, and reading is the catalyst for that success. Reading is truly the one academic skill from which all others flow.
- ◆ Teaching students to read is a rewarding experience for teachers. Sharing a book is a cherished moment for parents and their children. Reading the first chapter in a book is an exciting accomplishment for beginning readers. Pouring over a letter from a relative who is deployed is a comforting pause. All of these experiences are made possible by reading. Reading opens the door to the future and provides countless possibilities for succeeding and achieving.
- ◆ All students, parents, teachers, principals, and school administrators who participate are encouraged to work closely with military communities to make Read Across DoDEA a success in all of our schools. Together we can help make reading part of the foundation for the future of our students and enable them to achieve their highest potential. When we work together as a community to encourage our children to read, as Dr. Seuss once said, “there’s no limit to the places we can go.”
- ◆ DoDEA schools around the world stand firmly committed to promoting reading as the catalyst for our students’ future academic success, their preparation for America’s jobs of the future, and their ability to compete in a global economy.



Downloadable versions of this year's Read Across DoDEA Day poster and coloring pages are available at <http://www.dodea.edu/dodeaCelebrates/ReadAcrossAmerica/2015.cfm>.