

RECLAIM READING

How ESCC encourages students to read for fun

WHAT IS PLEASURE READING?

“Reading for pleasure refers to reading that we do of our own free will anticipating the satisfaction that we will get from the act of reading. It also refers to reading that having begun at someone else’s request we continue because we are interested in it”

-National Literacy Trust



WHY READ?

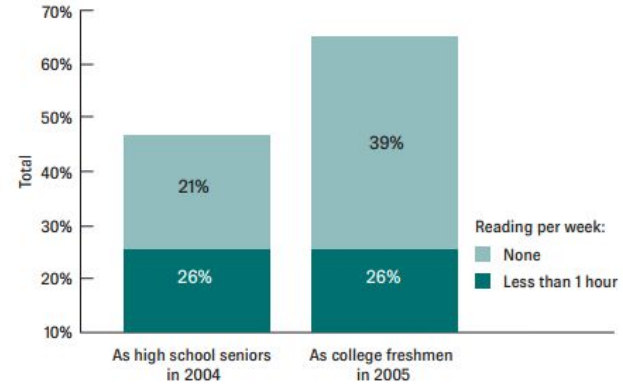
- ❖ Academics
 - Higher test scores
 - Increased vocabulary
- ❖ Employment
 - Employers list reading and writing skills as a top deficiency amongst applicants, regardless of education level
 - Proficient readers are 2.5 times more likely than Basic readers to earn \$850 or more a week.
- ❖ Cultural Awareness
 - Readers are more likely to visit museums, attend plays or concerts, create artworks, play sports, attend sporting events, or do outdoor activities
 - More likely to volunteer
- ❖ Personal Wellbeing
 - Increases empathy and social skills
 - Correlated with better health and reduced stress
 - Leads to a positive sense of well being

STATS

Nearly half of Americans ages 18-24 do not read for pleasure

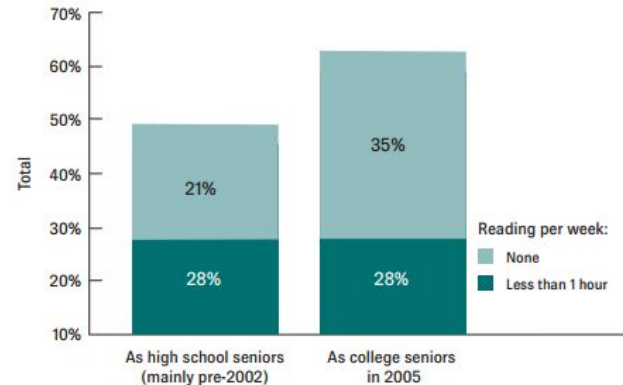
- ❖ 65% of college freshmen read for pleasure for less than an hour per week or not at all
 - ❖ By the time they become college seniors, one in three students read nothing at all for pleasure in a given week.
 - ❖ Compulsory Reading increases, Voluntary reading decreases.
- National Endowment of the Arts

Percentage of U.S. College Freshmen Who Read Little or Nothing for Pleasure



Source: University of California, Los Angeles, Higher Education Research Institute

Percentage of U.S. College Seniors Who Read Little or Nothing for Pleasure



Source: University of California, Los Angeles, Higher Education Research Institute

ESCC READS 17-18 READING CHALLENGE

OBJECTIVES

- ❖ To encourage students, faculty, and staff to spend more time reading for fun
- ❖ Make pleasure reading a priority
- ❖ To promote the library's collection and increase circ stats

Select books from 10 categories:

- Read a book under 100 pages
- Read a horror novel
- Read a book by a dead author
- Seek out a peer recommendation
- Read a book out loud
- Read a book published in 17-18
- Read a YA (Young Adult) book
- Read a book about war (fiction or non-fiction)
- Listen to an audiobook narrated by the author
- Read a play
- Read a book written by someone under 25
- Read a book by an immigrant or with a central immigration narrative
- Read any non-fiction book
- Read a book with a 1-word title
- Read a book you've read before

ESCC READS!

❖ Read books from
10 of the 15 categories

❖ 2 ways to participate

- In-person
- Independently

es.vccs.libguides.com/ESCC_Reads

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ESCC Reads 17-18: What's ESCC Reads?

What's ESCC Reads? Downloadable Audiobooks & Project Gutenberg Q & A Reading Suggestions

Registration

Join the ESCC Reads! 17-18 Reading Challenge to be entered into a drawing for a prize!

[SIGN UP HERE](#)

*Only students are eligible for entry into the entry prize and grand prize drawings.

Book Chats

Upcoming Events

- No events are scheduled.

About the challenge



1. Register for the Challenge (All participants will be entered into a prize drawing and receive an incentive for registering, just stop by the LRC to claim your gift!*)
2. Select at least 10 categories to fulfill from the list below and read a book for each during the 2017-2018 academic year:
 1. Read a book under 100 pages
 2. Read a horror novel
 3. Read a book by a dead author
 4. Seek out a recommendation from a peer
 5. Read a book out loud
 6. Read a book published this year (2017 or 2018)
 7. Read a YA (Young Adult) book
 8. Read a book about war (fiction or non-fiction)

LOGISTICS- PARTICIPANTS

- ❖ Advertised!
- ❖ Kick-off event
- ❖ Sign-up incentives
 - Headphones
- ❖ Grand Prize drawing
- ❖ Food!
- ❖ Register using Signupgenius (MUST use their official college address)



LOGISTICS-BUDGET

- ❖ Library's OOP Cost- \$450 (headphones)
- ❖ Participants registration- Signupgenius
- ❖ Marketing- Email, Flyers, Facebook
- ❖ ESCC Swag- Donation from bookstore & Marketing Department
- ❖ Book Chat Lunch- Mini-grant from Foundation
- ❖ Grand Prize- Donation



16-17 RESULTS

- ❖ 44 participants
 - 7 completers
 - 3 Faculty/staff
 - 4 Students
- ❖ An average of 7-10 attendees per book chat
 - 50/50 ratio of faculty/staff and student participants
- ❖ 0 Online participation

17-18 PARTICIPANTS

- ❖ 15 Participants
 - 12 Students
 - 3 Faculty/Staff
- ❖ First Book Chat
 - 10 Participants
 - 7 Students
 - 3 Faculty/Staff

CONTACT INFO

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EVALUATION

Link:

tinyurl.com/fri2017vla