

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

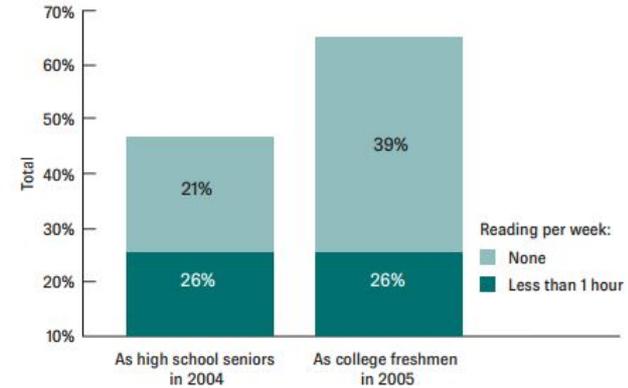


STATS

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

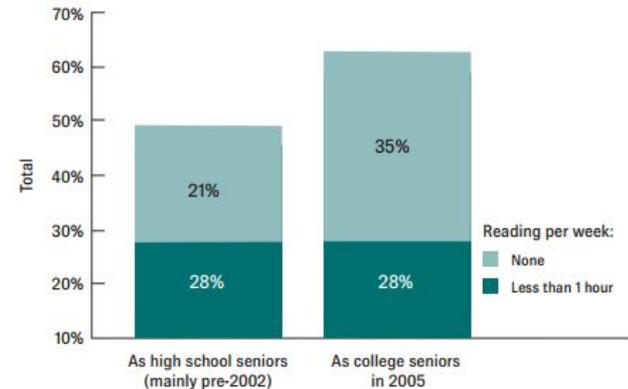
- ❖ 65% of college freshmen read for pleasure for less than an hour per week or not at all
 - ❖ By the time they become college seniors, one in three students read nothing at all for pleasure in a given week.
 - ❖ Compulsory Reading increases, Voluntary reading decreases.
- National Endowment of the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

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 as likely as Basic readers to be earning \$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

READ HARDER

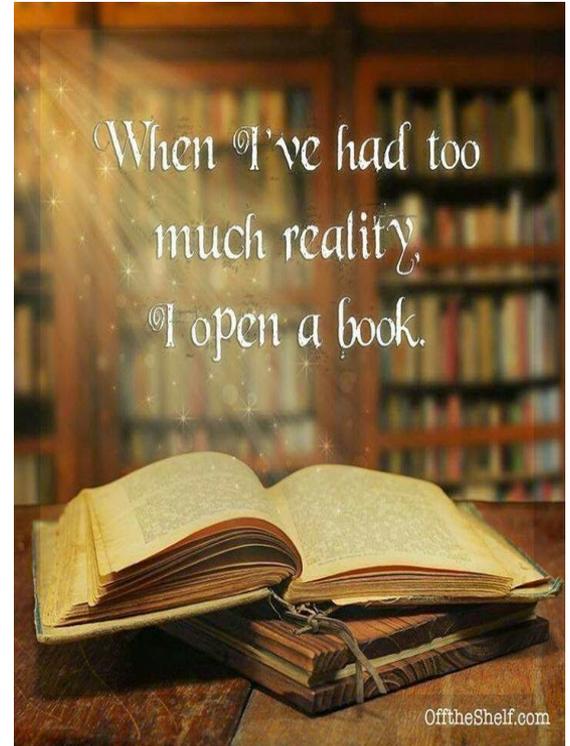
Book Riot's Read Harder Challenge

“We encourage you to push yourself, to take advantage of this challenge as a way to explore topics or formats or genres that you otherwise wouldn't try”.



ESCC READS! OBJECTIVES

1. To encourage students, faculty, and staff to spend more time reading for fun
2. Make pleasure reading a priority
3. To promote the library's circulating collection and increase circulation statistics



ESCC READS! READING CHALLENGE

- ❖ Read books from 10 categories throughout the school year
- ❖ 3 ways to participate
 - In-person
 - Online
 - Independently
- ❖ es.vccs.libguides.com/ESCC_Reads

Read one book from each of these categories:

- Read a book from the banned book list
- Read a book that was adapted into a movie
- Read a collection of short stories, essays, or poetry
- Seek out a recommendation from faculty or staff member
- Listen to an audiobook
- Read a book published the year you were born
- Read a memoir or autobiography
- Read a non-fiction book that is NOT a memoir or an autobiography.
- Read a book that won a National Book Award a Pulitzer Prize
- Read a book set-in another country

LOGISTICS- PARTICIPANTS

- ❖ Advertised!
- ❖ Kick-off event
- ❖ Sign-up incentives
 - Headphones
 - Drawing for ESCC Swag
- ❖ 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



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

FUTURE PLANS

- ❖ Build an online community
- ❖ Increase completion rate
 - “You pick” categories
- ❖ Attract non-readers

CONTACT INFO

Elizabeth Walraven

Email: ewalraven@es.vccs.edu

Phone: 757-789-1721