

BURLINGTON TOWNSHIP SCHOOLS
Schools and Community – Partners in Learning
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Take the Family Reading Challenge

Today's high school graduates are entering a world in which they will need at least some college to gain access to a decent-paying career (Education Week, Diplomas Count, June 2007). A 2007 study by Education Week showed that an individual without a high school diploma earned approximately \$19,000 per year and had a 58% chance of being steadily employed. With just some post-secondary education, these numbers grew to approximately \$33K per year with a 68% chance of steady employment. Those with jobs that generally required a Bachelor's Degree earned in excess of \$50K per year, and with some graduate study, individuals could expect nearly \$60K per year.

So the case is clear – the more education one earns, the more prosperous and fulfilling career one can expect. It is also clear that the most important ingredient to success in school and work is a strong set of literacy skills. Reading, writing, listening and speaking skills are critical to success in education and in virtually every career field. We also know that the single most impactful activity in which one can engage to build literacy skills is **READING.**

Therefore, we place before every Burlington Township family ***The Family Reading Challenge.*** Students can increase their capacity for literacy skills by simply reading on a consistent basis. We challenge every family in our community to shut off your televisions, turn off your video games, and power down your computers, cell phones, and Ipods for ***20-30 minutes per day*** (20 minutes for elementary children, and 30 minutes for Middle and High School students) to read as a family.

This simple yet powerful activity will:

- Improve reading skills
- Improve literacy capacity, including writing (the best way to become a good writer is to read good writing)
- Model a lifestyle of reading
- Foster family time together
- Provide an opportunity for family members to communicate with each other about their reading

By accepting ***The Family Reading Challenge***, you can help improve your child's achievement in all content areas in school, develop a strong culture of literacy at home, and model your value for education. Families that read together, learn together. *Are you willing to accept The Challenge?*