



Just Take :20 School Planning Guides

Everyday Reading for Florida Families

I. Elementary School

The following plan outlines ways schools can engage families with Florida's Just Take 20 family literacy campaign (JT20) across the academic calendar year. This plan is a list of suggested ideas. When implementing, school staff should consider the unique make-up of their student population, school culture, school calendar, etc., when deciding which ideas to use, omit or adapt.

August

- Teacher Planning Week
 1. As part of a faculty meeting or training, show the digital presentation —“Engaging Families with Just Take 20.”
 2. Conclude the presentation with an overview of your school's Just Take 20 sustainability plan, to be based on your school calendar. Choose from the monthly ideas listed in this toolkit or develop your own effective ways to engage families with Just Take 20.
 3. JT20 Bulletin Board
 - a. Set up a JT20 bulletin board in an area of the school that is highly visible to visiting parents.
 - b. Use the JT20 bulletin board to highlight activities found on the Just Take 20 for Families site to encourage families to engage in literacy activities at home.
- Back-to-School Challenge
 1. Set a school goal for the number of families you hope to engage through Just Take 20.
 2. Use the JT20 Call-Out Script to put out an automated call to parents about your school's participation in the Just Take 20 challenge.
 3. During your Open House or first PTA meeting, set up a JT20 booth near the school's main entrance.
- Principal Posts the First Balancing Act
 1. The principal is filmed balancing a book on his or her head while challenging teachers to get their students' families signed up for Just Take 20 and to make sure students practice reading at least 20 minutes every day. The principal announces the school's number goal for participation, adding that the class with the most participating parents will be announced at the end of the first grading period.
 2. Upload the principal's balancing act onto your school's website, Facebook page and play it on ITV.
 3. Additional balancing act options
 - a. Consider challenging other schools in your district to participate.
 - b. Teachers can challenge other teachers by posting balancing acts that feature the students in their classrooms.
 - c. Families challenge other families by posting balancing acts on their social media pages and sharing with the school's social media platforms.
- JT20 on Your School's Homepage
 1. Upload the JT20 web banner onto your school website.
 2. Periodically post a hyperlink to a specific JT20 web application activity.
 3. Don't forget to go “old school,” too, by posting Just Take 20 information on your school's marquee.

September

- Big Balancing Act in the Headlines
 1. Raise community awareness about your school's participation in Just Take 20 by hosting a schoolwide Big Balancing Act event.
 2. At an appointed time, have all students congregate around the school track. Over a loud speaker, challenge every student to read at least 20 minutes every day outside of school hours. Acknowledge that this can be tough as we all have many things to balance during our busy lives, but practicing reading is one thing we cannot leave out of our balancing act. When signaled, every student and teacher puts a book on his or her head. To set up younger students or students with physical challenges for success, make sure everyone knows there is the option to balance an open book turned down on top of head as well (this is easier). Lead the student body in counting to 20. The challenge is to make it to 20 with no one dropping the book. Celebrate how well the challenge went.
 3. Post photos from your event on your school's website and Facebook page, along with a reminder for parents to visit JustTake20.org to access resources they can use to promote literacy skill development at home.
 4. Post photos of your event on your school's JT20 bulletin board.
 5. Send a story and photos of your Big Balancing Act event to your local newspaper for publication.
 6. Invite your local broadcast media to come cover your Big Balancing Act event.

October

- Dressed to Impress
 1. Host a Dressed to Impress Day by having students come to school dressed as their favorite literary characters.
 2. Encourage teachers to also dress up as literary characters.
 3. Have each classroom send their "best dressed" winner to be filmed for a segment on your ITV morning show.
 4. Post photos from Dressed to Impress on your school website, Facebook page and bulletin board with the message that the love of reading leads to lifelong literacy, and include a reminder to participate in JT20 to learn fun reading activities to do at home.

November

- Host a REaD Carpet Ready family literacy workshop.
- Place hard copies of the JT20 activities in your parent resource room so that families who do not have Internet access can also learn about the at-home reading activities.

December

- The Gift of Reading
 1. Ask your school media specialist to select 5 books (including alternate texts, such as magazines, audio books, newspapers) that are housed in your school media center.
 2. Individually wrap the texts and put bows on each. Make sure to discreetly label the title of each book on the backside of the package.
 3. For five days in a row, right before the holiday break, share one of the wrapped reading gifts on ITV. Show the wrapped gift. Give clues to what is inside. Have a student open the gift. Remind students that the book is available for free check-out in the library. Summarize each gift-opening segment with the message that the gift of reading is one that lasts a lifetime.
 4. Post photocopies of the books shared on ITV on your school's JT20 bulletin board.

January

- 20-Minute New Year's Reading Resolution
 1. Do a presentation on ITV encouraging kids to make 20 minutes of reading every day outside of school hours a New Year's resolution.
 2. Set a time for the entire student body to read for a 20-minute block of time. Announce over the intercom that this is a jumpstart on following through with students' reading resolutions.

February

- Fall in Love With Reading
 1. Sponsor a contest by grade level for the best Valentine design that shows the love of reading.
 2. Consider soliciting the art teacher's assistance in helping kids create their designs during an art lesson a couple of weeks before Valentine's Day.
 3. Announce a winner for each grade level.
 4. Post the winning designs on the school's website, social media pages and JT20 bulletin board.

The love of reading is a disposition most children form in childhood from rich literacy experiences at home.
—Bredenkamp & Copple



5. Consider photocopying one of the winning designs to send out as a thank you to parents for helping establish the love of reading at home.

March

- JT20 Success Stories
 1. Ask a few families who have participated in Just Take 20 to share an account of doing one of their favorite at-home reading activities.
 2. Feature those families' stories on the JT20 bulletin board and on the school's social media platforms.

April

- Do Your Best on the Test
 1. Include a blurb in your school newsletter that encourages parents to check out the tips for reducing test anxiety and boosting test confidence on the Just Take 20 website.
 2. Embed a link to the Just Take 20 activity "Do Your Best on the Test" on your school website.

May

- Field Day Book Balancing Acts
 1. Book-a-thon — who can balance a book the longest amount of time without it falling off?

2. Reading Relay Race — two teams compete by walking with books on their heads, when the books fall off, they must be replaced before continuing to walk.
3. Speed Read — who can read a given text the fastest with the fewest mistakes?
4. Book Stack — who can balance the greatest number of books at one time?

- Balancing Acts Posts
 1. Post photos from the field day of book balancing acts on the school website and social media, with the reminder to families to make sure their kids balance reading in with their daily busy routines.
 2. Post photos of winners of field day book balancing acts on your JT20 bulletin board.

June

- Books-on-Your-Beach-Blanket Bingo Game
 2. Have teachers do this JT20 Bingo as a classroom activity. This activity gives parents ideas on how to choose high-interest reading materials in order to motivate their children to read more over the summer to combat summer brain drain.
 3. Send Bingo games home with students for families to complete the remaining "parent squares."
 4. Reward students who bring winning Bingo cards back to school.

II. Middle School

The following plan outlines ways schools can engage families with Florida’s Just Take 20 family literacy campaign (JT20) across the academic calendar year. This plan is a list of suggested ideas. When implementing, school staff should consider the unique make-up of their student population, school culture, school calendar, etc., when deciding which ideas to use, omit or adapt.

August

- Teacher Planning Week
 1. As part of a faculty meeting or training, show the digital presentation —“Engaging Families With Just Take 20.”
 2. Follow the presentation with an overview of your school’s Just Take 20 sustainability plan, to be based on your school calendar. Choose from the monthly ideas listed in this toolkit or develop your own effective ways to engage families with Just Take 20.
 3. JT20 Bulletin Board
 - a. Set up a JT20 bulletin board in an area of the school that is highly visible to visiting parents.
 - b. Use the JT20 bulletin board to highlight activities found on the Just Take 20 for Families site to encourage families to engage in literacy activities at home.
- Back-to-School Challenge
 1. Set a school goal for the number of families you hope to engage through Just Take 20.
 2. Use the JT20 Call Out Script to put out an automated call to parents about your school’s participation in the Just Take 20 challenge.
 3. During your Open House or first PTA meeting, set up a JT20 booth near the school’s main entrance.
- Posting the First Balancing Acts
 1. Teachers, grouped together by grade level, film a 20-second video balancing books on their heads that challenges students to read at least 20 minutes every day. These videos are uploaded onto the school’s social media platforms and website.
 2. The principal announces the school’s number goal for participation, adding that the class with the most participating parents will be announced at the end of the first grading period. The announcement should be made in various ways, such as during daily announcements, on ITV, school newsletter, school marquee, all-call, etc.
 3. Additional balancing act options
 - a. Consider challenging other schools in your district to participate.
 - b. Teachers can challenge other teachers by posting balancing acts that feature the students in their classrooms.
 - c. Hold a contest to see which student group comes up with the most clever JT20 balancing act. The basic criteria should be that the group’s video mentions the importance of reading at least 20 minutes every day and

that families should register to learn ways to “bring reading home” at JustTake20.org. Post the videos on the school’s social media platforms. Examples of student groups include student government association, chorus, band, clubs, sports teams, cheerleaders, etc.

- d. Families challenge other families by posting balancing acts on their social media pages and sharing with the school’s social media platforms. Jumpstart this trend by getting PTA leaders’ families to upload the first family posts.
 - JT20 on Your School’s Homepage
1. Upload the JT20 web banner onto your school website.
2. Periodically post a hyperlink to a specific JT20 web application activity.
3. Don’t forget to go “old school,” too, by posting Just Take 20 information on your school’s marquee.

September

- Big Balancing Act in the Headlines
 1. Raise community awareness about your school’s participation in Just Take 20 by hosting a schoolwide Big Balancing Act event.
 2. At an appointed time, have all students congregate around the school track. Over a loud speaker, challenge every student to read at least 20 minutes every day outside of school hours. Acknowledge that this can be tough as we all have many things to balance during our busy lives, but practicing reading is one thing we cannot leave out of our balancing act. When signaled, every student and teacher puts a book on his or her head. To set up students with physical challenges for success, make sure everyone knows there is the option to balance an open book turned down on top of head as well (this is easier). Lead the student body in counting to 20. The challenge is to make it to 20 with no one dropping the book. Celebrate how well the challenge went.
 3. Post photos from your event on your school’s website and Facebook page, along with a reminder for parents to visit JustTake20.org to access resources they can use to promote literacy skill development at home.
 4. Post photos of your event on your school’s JT20 bulletin board.
 5. Send a story and photos of your Big Balancing Act event to your local newspaper for publication.

6. Invite your local broadcast media to come cover your Big Balancing Act event.

October

- Dressed to Impress
 1. Host a Dressed to Impress Day by having teachers come to school dressed as literary characters. Consider including students too.
 2. Place a voting box in the cafeteria for students to vote on the best-dressed teacher. Tally the votes after lunchtime and film the winner talking about his or her character and the corresponding book title. Air the segment the following day on the ITV morning show.
 3. Post photos from Dressed to Impress on your school website, social media platforms and bulletin board with the message that the love of reading leads to lifelong literacy, and include a reminder to participate in JT20 to learn fun reading activities to do at home.

November

- Sponsor a “Get Your Head in a Book” poster contest. Ask all language arts teachers to do a poster-making session as a classroom activity. Students should create posters that depict themselves reading a favorite book. The book title should be listed on the poster as well as three reasons they think others should read the book too. Hang the posters in school hallways or other visible areas for one week. Each poster should also include JustTake20.org so that when posters are sent home they remind parents to continue participation in Just Take 20.
- Place hard copies of the JT20 web application activities in your parent resource room so that families who do not have Internet access can also learn about the at-home reading activities.

December

- The Gift of Reading
 1. Ask your school media specialist to select 5 books (including alternate texts, such as magazines, audio books, newspapers) that are housed in your school media center.
 2. Individually wrap the texts and put bows on each. Make sure to discreetly label the title of each book on the backside of the package.
 3. For five days in a row, right before the holiday break, share one of the wrapped reading gifts on ITV. Show

One of the most important supports families can offer is ensuring that children practice reading outside of school hours.
U.S. Department of Education



the wrapped gift. Give clues to what is inside. Have a student open the gift. Remind students that the book is available for free checkout in the library. Summarize each gift-opening segment with the message that the gift of reading is one that lasts a lifetime.

4. Post photocopies of the books shared on ITV on your school's JT20 bulletin board.

January

- 20-Minute New Year's Reading Resolution
 1. Do a presentation on ITV encouraging kids to make 20 minutes of reading every day outside of school hours a New Year's resolution.
 2. Set a time for the entire student body to read for a 20-minute block of time. Announce over the intercom that this is a jumpstart on following through with students' reading resolutions.

February

- Fall in Love With Reading
 1. Print the JT20 Fall in Love With Reading bookmark on cardstock paper.
 2. Distribute bookmarks to the student body on Valentine's Day.

March

- JT20 Success Stories
 3. Ask a few families who have participated in Just Take 20 to share an account of doing one of their favorite at-home reading activities.
 4. Feature those families' stories on the JT20 bulletin board and on the school's social media platforms.

April

- Do Your Best on the Test
 1. Include a blurb in your school newsletter that encourages parents to check out the tips for reducing test anxiety and boosting test confidence on the Just Take 20 website.
 2. Embed a link to the Just Take 20 activity "Do Your Best on the Test" on your school website.

May

- Field Day Book Balancing Acts
 1. Book-a-thon — who can balance a book the longest amount of time without it falling off?
 2. Reading Relay Race — two teams compete by walking with books on their heads, when the books fall off, they must be replaced before continuing to walk.
 3. Speed Read — who can read a given text the fastest with the fewest mistakes?
 4. Book Stack — who can balance the greatest number of books at one time?
- Balancing Acts Posts
 5. Post photos from the field day of book balancing acts on the school website and social media, with the reminder to families to make sure their kids balance reading in with their daily busy routines.
 6. Post photos of winners of field day book balancing acts on your JT20 bulletin board.

June

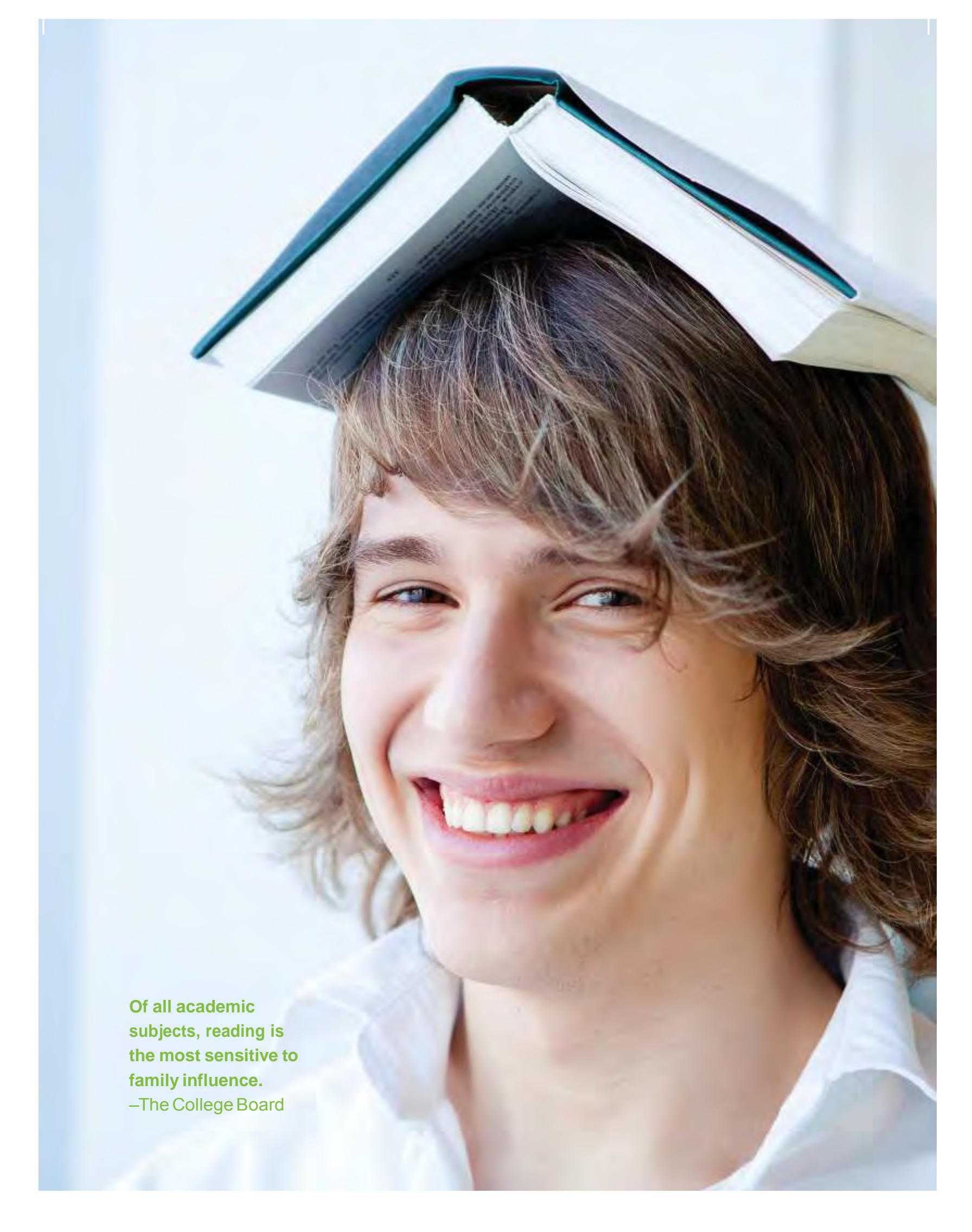
- Books-on-Your-Beach-Blanket
 1. Leverage an end-of-the-year student performance event that you anticipate will have good parent attendance.
 2. As a pre-performance family activity, lay out a few beach blankets for them to visit before the event begins. Also, consider adding other beach-themed décor such as beach balls, pails and buckets, surfboards, etc.
 3. Ask a few teacher volunteers to "host" a beach blanket. They should come prepared to talk about a good book to read over the summer. Have teachers sit on the blankets. Invite families to visit one or more of the beach blankets to learn about combating summer brain drain by making sure their kids read over the summer.
 4. Upload photos onto your school's social media platforms along with the list of recommended books for summer reading.

III. High School

The following plan outlines ways schools can engage families with Florida’s Just Take 20 family literacy campaign (JT20) across the academic calendar year. This plan is a list of suggested ideas. When implementing, school staff should consider the unique make-up of their student population, school culture, school calendar, etc., when deciding which ideas to use, omit or adapt.

August

- Teacher Planning Week
 1. As part of a faculty meeting or training, show the digital presentation —“Engaging Families With Just Take 20.”
 2. Follow the presentation with an overview of your school’s Just Take 20 sustainability plan, to be based on your school calendar. Choose from the monthly ideas listed in this toolkit or develop your own effective ways to engage families with Just Take 20.
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 - a. Set up a JT20 bulletin board in an area of the school that is highly visible to visiting parents.
 - b. Use the JT20 bulletin board to highlight activities found on the Just Take 20 for Families site to encourage families to engage in literacy activities at home.
- Back-to-School Challenge
 1. Set a school goal for the number of families you hope to engage through Just Take 20.
 2. Use the JT20 Call Out Script to put out an automated call to parents about your school’s participation in the Just Take 20 challenge.
 3. Posting the First Balancing Acts
 - a. Teachers, grouped together by grade level or content area, film a 20-second video balancing books on their heads that challenges students to read at least 20 minutes every day. These videos are uploaded onto the school’s social media platforms and website.
 - b. Consider challenging a rival high school in your district to participate.
 - c. Hold a contest to see which student group comes up with the most clever JT20 balancing act. The basic criteria should be that the group’s video mentions the importance of reading at least 20 minutes every day, and that families should register to learn ways to “bring reading home” at [JustTake20.org](https://www.justtake20.org). Post the videos on the school’s social media platforms. Examples of student groups include student

A close-up portrait of a young man with long, wavy brown hair and a bright smile. He is wearing a white collared shirt. A thick book with a dark green cover is balanced on top of his head. The background is a soft, out-of-focus light blue.

Of all academic subjects, reading is the most sensitive to family influence.
–The College Board

- government association, chorus, band, social clubs, academic clubs, sports teams, cheerleaders, etc.
 - d. Families challenge other families by posting balancing acts on their social media pages and sharing with the school’s social media platforms. Jumpstart this trend by getting PTA leaders’ families to upload the first family posts.
- JT20 on Your School’s Homepage
 1. Upload the JT20 web banner onto your school website.
 2. Periodically post a hyperlink to a specific JT20 activity.
 3. Don’t forget to go “old school,” too, by posting Just Take 20 information on your school’s marquee.

September

- Pep Rally Book Balancing Acts
 1. During a pep rally ask a language arts teacher to guide a “commercial” for Just Take 20 by asking volunteers to do a series of reading stunts.
 - a. Book-a-thon — who can balance a book the longest amount of time without it falling off?
 - b. Reading Relay Race — two teams compete by walking with books on their heads; when the books fall off, they must be replaced before continuing to walk
 - c. Book Stack — who can balance the greatest number of books at one time?
 2. Balancing Acts Posts
 - a. Post photos from the pep rally on the school website and social media platforms, with the reminder to families to make sure their kids balance reading with their daily busy routines.
 - b. Post photos from the pep rally on your JT20 bulletin board.

October

- Just Take 20 on the 20-Yard Line
 1. Set up a Just Take 20 information booth at a home football game.
 2. Before the game begins, or during half-time, perform the following 20-yard line stunt.
 - a. On the field—Choose student leaders, teachers and parents to line up on one of the 20-yard lines facing the opposite 20-yard line.
 - b. The announcer reads the following as the group on the field follows directions: “If I could call the

fans’ attention to the 20-yard line! There you see teachers, students and parents representing our school-family partnership here at _____ High School. This group is lined up on the 20-yard line to remind us all that experts recommend that teens read at least 20 minutes every day outside of school hours to develop the skills needed to grow the love of reading that leads to lifelong literacy. You see our racers are balancing books on their heads now just as we are all busy balancing demands of daily life. But, don’t forget to maintain balance by making reading for pleasure part of your lifestyle! Let’s see who can make it first to the other 20-yard line without a book falling off. On your mark, get set, go!” [Racers complete race.] “Congrats to our winner and parents. Please stop by the Just Take 20 booth located _____ to learn how you can incorporate more reading time into your family life.”

November

- Parent Workshop
 1. Host a 20-minute parent workshop.
 2. Using a smart board or a large computer screen, demonstrate to parents how to access the free resources at JustTake20.org.
 3. Share hard copies of the JT20 web application activities for those parents who indicate they do not have internet access.
- Host a book drive/collection
 1. In keeping with the theme of “thankfulness,” invite students to donate their favorite book for a Thanksgiving collection. Encourage students to post videos where they talk about the donated book and give thanks to a teacher who has helped foster a love of reading in their lives.

December

- The Gift of Reading
 1. Ask your school media specialist to select five books (including alternate texts, such as magazines, audio books, newspapers) that are housed in your school media center.
 2. Individually wrap the texts and put bows on each. Make sure to discreetly label the title of each book on the backside of the package.
 3. For five days in a row, right before the holiday break, share one of the wrapped reading gifts

on ITV. Show the wrapped gift. Give clues to what is inside. Have a student open the gift. Remind students that the book is available for free check-out in the library. Summarize each gift-opening segment with the message that the gift of reading is one that lasts a lifetime.

4. Post photocopies of the books shared on ITV on your school's JT20 bulletin board.

January

- 20-Minute New Year's Reading Resolution
 1. Do a presentation on ITV encouraging teens to make 20 minutes of reading every day outside of school hours a New Year's resolution.
 2. Ask a few students to share a good book recommendation as part of the ITV segment.

February

- Fall in Love With Reading
 1. Print the JT20 Fall in Love with Reading bookmark on cardstock paper.
 2. Distribute bookmarks to the student body on Valentine's Day.

March

- Hoop Hoop Hooray for Just Take 20
 1. Ask the cheerleaders to come up with a Just Take 20 cheer. Tell them to include the following basic information:
 - a. Read at least 20 minutes every day.
 - b. Being a good reader leads to lifelong literacy.
 - c. Families can find out how to incorporate more reading into their lifestyles by participating in Just Take 20.
 - d. Visit JustTake20.org.

2. Have the cheerleaders perform the cheer during a quarter break at a few basketball games.
3. Put a stack of JT20 flyers at the concession stand or the ticket booth.

April

- Do Your Best on the Test
 1. Include a blurb in your school newsletter that encourages parents to check out the tips for reducing test anxiety and boosting test confidence on the Just Take 20 website.
 2. Embed a link to the Just Take 20 activity "Do Your Best on the Test" on your school website.

May

- JT20 Success Stories
 1. Ask your school's student media team to film one or more community leaders (high school alumni, if possible) talking about how they use reading in their career. Ask each person to end their story with encouraging teens to read, read, read.
 2. Upload the success stories onto your school's social media platforms.

June

- Senior Graduation Recognition
 1. Ask language arts teachers to come up with a list of graduating seniors who embody the love of reading.
 2. Recognize this group of students, in some way, during one of the graduation events that parents attend. Use the opportunity to talk about the importance of reading every day and to show how more families can learn about encouraging teens to read on JustTake20.org.

Learn More!

For more information, please email

Info@JustTake20.org or visit JustTake20.org

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