



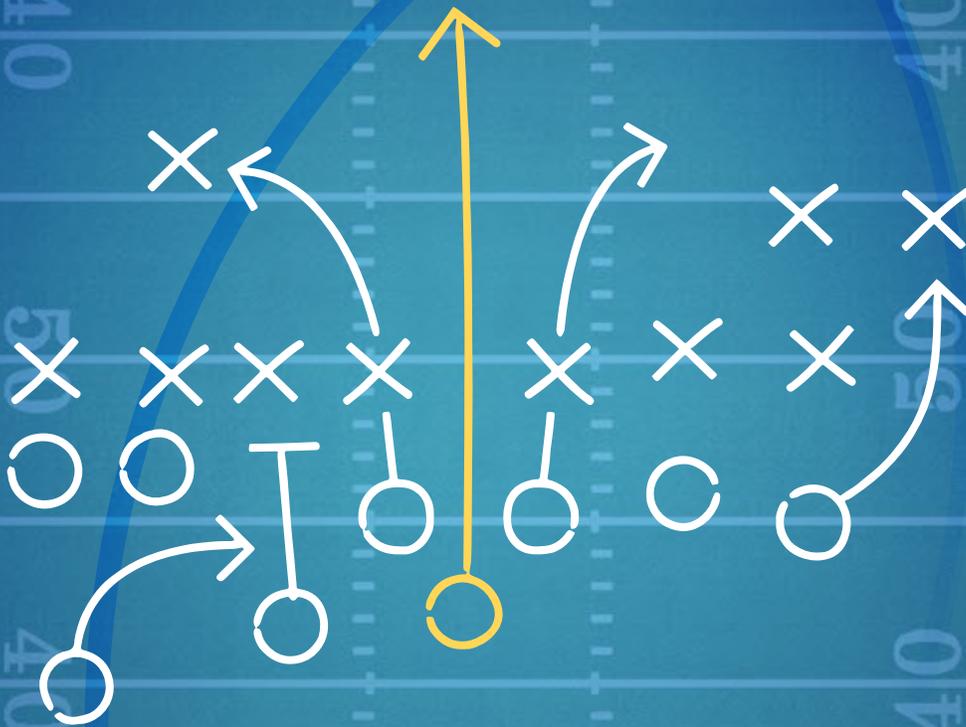
2024-2025



Brian Jordan Reading Challenge

PLAYBOOK

Richmond County School System



THE BRIAN JORDAN FOUNDATION



Dear First and Second Grade Teachers:

Teaching foundational literacy skills and fostering a love of reading increases the likelihood of a student reading on grade level at the end of third grade. As a district, we want our students to read every day across all content areas and to spend at least 20 minutes per day reading a book of choice. As a part of the RCSS Literacy Initiative, we are proud to announce a partnership with the Brian Jordan Foundation to launch the Brian Jordan Reading Challenge for all first and second grade students for the 2024-2025 school year.

Brian Jordan, a multi-sport athlete who played both baseball with the Atlanta Braves and football with the Atlanta Falcons, is an Emmy award-winning sports analyst for FOX Sports South and a recurring broadcast personality for the MLB Network, Sports South, and ESPN. His parents and teachers instilled in him a strong work ethic and desire to give back to the community. In 1998, the Brian Jordan Foundation was created to ensure that every child reaches his or her full potential. To help fulfill this mission, Mr. Jordan has authored four children's books to help motivate students to read. Each first and second grade student will receive one of Mr. Jordan's books this school year.

Each of Brian's books serves as a great resource for classroom discussions and are ideal mentor texts to showcase how authors develop characters and convey themes. First grade students will receive a copy of *I Told You I Can Play*, which is a story of how a 6-year-old boy uses dedication and determination to succeed. Second grade students will receive a copy of *Overcoming the Fear of Baseball*, which encourages students of all ages to overcome their fears.

In addition to receiving the books, Brian Jordan will be visiting each elementary school multiple times throughout the 2024-2025 school year to encourage students, mentor young readers and provide exciting incentives for participating students. Most importantly, Mr. Jordan will promote enthusiasm for reading.

We are incredibly excited about this partnership with Brian Jordan and the Brian Jordan Foundation. This personal interaction with an author and All-Star athlete will be an opportunity for our students to see reading in a new and fun way. On behalf of our superintendent, Dr. Kenneth Bradshaw, members of the Richmond County Board of Education and Mr. Brian Jordan, we are excited to present this amazing opportunity to you and our students. As you work to foster foundational reading skills with our students, we hope that the Brian Jordan Reading Challenge will provide you with a fun way to encourage your students to curl up with a good book!

Brian Jordan's Biography

As a professional athlete most known for building a multi-sport legacy, Brian Jordan is clearly a man of many talents. Sports enthusiasts have long been aware of his athletic skills, as he has been an All-Star player with the Atlanta Braves and an All-Pro selection with the Atlanta Falcons. For almost 20 years, Jordan has helped make sports history as a leader on both the baseball and football fields. Being a two-sport professional athlete is an uncommon occurrence in professional sports. The Baltimore native has contributed more to Atlanta than just home runs and bone-jarring tackles.

Jordan is an Emmy award-winning sports analyst for FOX Sports South and a recurring broadcast personality for the MLB Network, Sports South and ESPN. As a lead analyst for the Atlanta Braves, he is in the homes of millions of sports lovers every week. Since childhood, Jordan realized that success meant giving back to his community. His mother, a schoolteacher, and his father, a steelworker, embedded these moral values in him. As he walks his path of success, he continues to create vehicles and opportunities to help others to succeed. In 1998, he founded the Brian Jordan Foundation, which helps children strive to reach their full potential. The mission of his non-profit organization is to provide resources to help young people and their families. Through a three-program model, which includes literacy, health & fitness and scholarships, the Brian Jordan Foundation is successful in building stronger young people and helping them achieve their full potential.

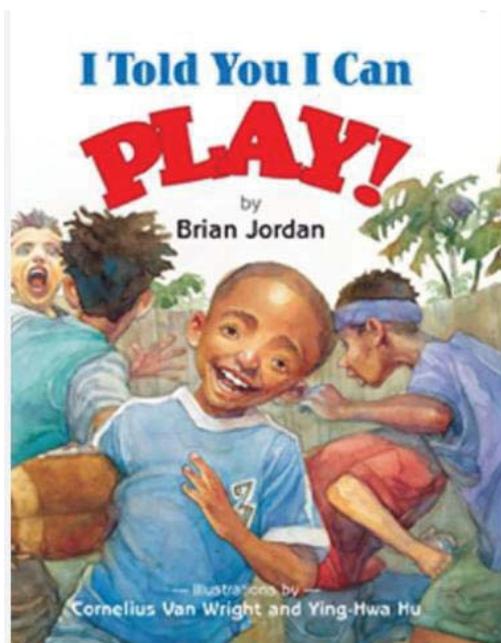
Now, a highly sought-after speaker, analyst and author, Jordan most recently began displaying his considerable talent as a writer. He has written four children's books that chronicle some of his more important childhood experiences. His best-selling children's book, entitled *I Told You I Can Play*, is a brilliant chronicle of how he followed his heart to show young people that they can do anything if they put their minds to it. In 2010, Jordan released his second children's book, entitled *Overcoming the Fear of the Baseball*. This must-read details a childhood experience when Jordan was hit in the face with a fastball. Instead of calling it quits, he was forced to face his fear and returned to the baseball field where he went on to play 15 years of Major League Baseball. Jordan's third children's book, *Time-Out for Bullies*, discusses how his mother taught him the impacts of bullying and how it negatively affects children and suggests solutions for dealing with

bullies. Jordan's most recent children's book, entitled *The Adventures of Champ Jr.*, is a story of a dog that wants to be the fastest dog in the neighborhood like his dad. On the day of the race, a strange dog shows up and threatens Champ's title. Champ has to work with his sister to figure out the truth about this strange dog.

Jordan is affiliated with an impressive list of prestigious organizations. He serves on the Morehouse School of Medicine Board. Most importantly, he has privately funded a wellness center for Grady Hospital employees and full college scholarships and mentorships for several students and young athletes. Jordan is also an ambassador and public advocate for the YMCA, The American Diabetes Association and Boy Scouts of America. He was been honored as the Boy Scouts Peach of an Athlete Role Model and inducted into the Virginia Hall of Fame and the University of Richmond Hall of Fame.



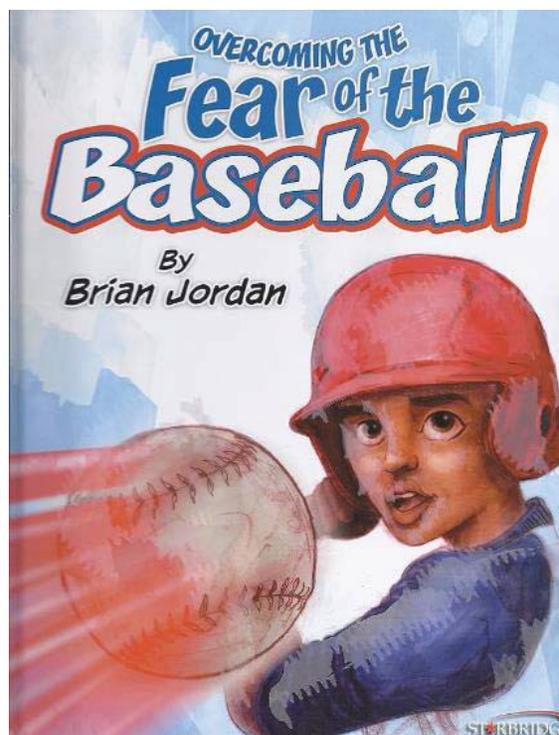
Provided Book for First Grade Students



Brian Jordan takes us inside his childhood experience with his first children's book, *I Told You I Can Play*. This heartwarming story is about an empowered little boy who exudes confidence, self-assurance and a sense of humor. Find out how his determination and dedication helped him prove he could play.

Provided Book for Second Grade Students

Brian Jordan shares another empowering and personal childhood experience in his latest literary offering, *Overcoming the Fear of the Baseball*. This episode in young Brian's life could have shattered his dreams forever. This inspiring story encourages children of all ages to overcome their fears by never giving up.



The Reading Challenge

According to the 2023 CCRPI readiness data, **50.59% of elementary students, 51.59% of middle school students, and 45.14% of high school students in the Richmond County School System are reading on-grade level.** Our students and community need each of us to promote literacy instruction. The Brian Jordan Reading Challenge gives our 1st and 2nd grade students the opportunity to interact with a pro athlete who will share his challenges with reading and will help build excitement around literacy and reading. Our goal with the reading challenge is to increase the percentage of 1st and 2nd grade students reading on grade level by fostering a love of reading.

Using the enclosed Reading Challenge Sports Card template, each 1st and 2nd grade student should create and decorate their own sports card as a follow up activity to Brian Jordan's first visit to the school. These sports cards will be used throughout the year to help students track their progress for each reading challenge and will be a part of data chats that students have with their teacher. The sports card will hold the student's "reading statistics" and can be kept in reading folders or displayed in the classroom. The students' reading statistics will include i-Ready Reading scores and Lexile levels from all three benchmark assessments and number of minutes read during each of the three challenge periods.

Students will have the opportunity to earn and receive incentives during three challenge periods throughout the year. Brian Jordan will visit each elementary school to host a Reading Challenge Kick-off Event. After each challenge period, Mr. Jordan will visit the schools to recognize top readers and classes, mentor struggling students and provide incentives and shout-outs. After the final reading challenge period, Mr. Jordan will host an end of the year celebration with the top class in each school.

Reading Challenge minutes will be recorded in the Beanstack platform. Beanstack is a web and mobile app used to track independent reading time and help build a culture of reading in schools and at home. Beanstack makes it easier to track reading, keep kids motivated to read, and provide feedback and insights into the reading habits at your school.

(Training on Beanstack will be provided to teachers and media specialists.)

Challenge Period	Dates
Parent Letter Sent Home <i>(District Provided)</i>	September 13th
Challenge Period #1	September 16th – November 1st
Challenge Period #2	November 4th – January 3rd
Challenge Period #3	January 6th – February 21st

Goals for Each Challenge Period

The goal of the Brian Jordan Reading Challenge is to promote reading and expose students to the love of language and literacy. Challenge goals have been set to represent reading 20 minutes a day per weekday during the challenge period. Since some challenge periods are longer than others, the goal is set based on this criterion.

Reading done in the classroom, during content lessons, or at home can all count toward meeting the reading goal. Parents and teachers reading to students can also be counted toward reading minute goals. Teachers may log reading minutes into Beanstack as a class and parents may utilize Beanstack at home to record student reading minutes. Students may also use their RCSS device to record their own reading minutes. Minutes can be recorded on weekends and holidays as well.

Reports will be available in Beanstack by student, class, school, and district to provide teachers, administrators, and district leaders the ability to monitor student progress in the challenge and to determine challenge winners at the end of each challenge period.

Challenge Period	Dates	Reading Goal
Challenge Period #1	September 16 th – November 1 st	1,000 minutes
Challenge Period #2	November 4 th – January 3 rd	1,000 minutes
Challenge Period #3	January 6 th – February 21 st	1,000 minutes

Activities for participation by Brian Jordan

- **August 28th** Meet with Administrators to introduce Reading Challenge.
- **School Visit #1:** Kick-off celebration at elementary schools
- **November:** Record message to RCSS students to encourage them at the midway point of Reading Challenge #1 (to share with schools)
- **School Visit #2:** (*End of Challenge #1*) Autograph Top Reader and Most Improved Reader books, take pictures with award winners from each class, mentor identified students who need an extra push, present top-class awards, record shout out for students.
- **School Visit #3:** (*End of Challenge #2*) Pep rally to present reader awards (see description of activities in school visit #2) and encourage students to complete Challenge #3
- **School Visit #4** (*End of Challenge #3*) Celebration with Kick Ball game with top class winner of the entire Challenge and present awards for end of Challenge #3 (*see description of activities in school visit #2*)

Awards for the end of EACH Challenge Period

- **STUDENTS WHO MEET GOAL:** After each challenge period, students who meet or exceed their reading goal will be awarded a certificate (template printed by the district).
- **TOP CLASSROOM READER:** Identified as the student in each class who has the highest number of logged reading minutes.
 - This student will receive a special certificate (template printed by district and **presented by Brian Jordan**)
 - Special **shout-out from Brian Jordan** which can be shared on morning news/social media.
 - **Brian Jordan autograph** on district provided book.
 - Picture with **Brian Jordan**.
- **READING ALL STARS:** 1st and 2nd Grade Class who has logged in the most minutes in each school
 - Kickball game with Brian Jordan (after Challenge #1 and #2)
 - A district provided display to hang outside their classroom door to recognize achievement **presented by Brian Jordan**

- **MOST IMPROVED READER: (after Challenge #2 and Challenge #3):**
 Student who shows the most growth in i-Ready reading on the MOY and meets the Challenge Goal of Reading Minutes (end of challenge #2) and EOY and met Challenge Goal of Reading Minutes (end of challenge #3)
 - This student will receive a special certificate (template printed by district and **presented by Brian Jordan**)
 - Special **shout-out from Brian Jordan** which can be shared on morning news/social media.
 - **Brian Jordan autograph** on district provided book.
 - Picture with **Brian Jordan**.
- **SCHOOL BASED INCENTIVES:** Schools are encouraged to provide incentives as part of participation in the program. Some ideas include, but are not limited to:
 - Stickers
 - Pencils
 - Popcorn
 - Lunch with the Principal
 - Recognition of top readers on bulletin boards or in shoutpoint calls
 - Highlights on school social media channels
 - T-shirts for top readers (school provided)
 - Reading leader boards
 - Dance Party/ glow party
 - Picnic with sack lunches
 - Recognition for teachers with high participation

END OF YEAR AWARDS (Culminating Awards of all three challenges)

- **ALL STAR CLASSROOM READER:** Student who logged the most minutes in each class by combining the total minutes of all three challenges.
 - Recognition certificate (printed by district) to be presented at school's end of year recognitions.
 - Optional School based incentive (medal/trophy/ribbon)
- **MVP READER:** Student who showed the most growth in reading based on the i-Ready diagnostic from BOY to EOY **AND** met at least 1 of the Reading Challenge minute goals.

- Recognition certificate (printed by district) to be presented at school's end of year recognitions
 - Optional School based incentive (medal/trophy/ribbon)
- **RCSS CHAMPS:** Class at each school that logged the most minutes read in total of all 3 Challenges.
 - Display for the classroom
 - End of Year Celebration with Brian Jordan
 - Teacher recognition at Board meeting
- **BRIAN JORDAN READING CHALLENGE CHAMPION:** Student at each elementary school that logged the most minutes in all 3 Challenges.
 - District sponsored award
 - Recognition at Board Meeting
- **WORLD SERIES READING CHAMPION:** School that had the most minutes logged in the district across all 3 Challenges
 - Recognition at Board Meeting
 - Shared on RCSS social media
 - Trophy to display in their school

THE *Brian Jordan* READING CHALLENGE



Visit Schedule and Challenge Timeline

Date	Activity
August 28th Administrator’s Meeting	Brian Jordan kickoff with Principals
September 13th	Parent letter (district printed) sent home with Progress Report #1
September 16th – September 20th	Brian Jordan Kick-off Assemblies at each Elementary School
	District Purchased Books distributed to students
	Students create Reading Stats Card
September 16th – November 1st	Challenge Period #1
October 2024	Brian Jordan recorded message to send to schools
November 8th	Challenge Period #1 Data Finalized for Awards
November 4th – January 3rd	Challenge Period #2
November 18th – November 22nd	Brian Jordan Visit (kickball)
	Presentation of Challenge #1 Awards
January 10th	Challenge Period # 2 Data Finalized for awards
January 27th – January 31st	Brian Jordan Visit (kickball)
	Pep Rally to encourage strong finish
	Presentation of Challenge #2 Awards
January 6th – February 21st	Challenge Period #3
February 28th	Challenge Period #3 Data Finalized for Awards
March 17th – March 21st	Brian Jordan End of Year Celebration elementary schools and presentation of Challenge #3 awards
School Honors Day Programs	Schools distribute end of year awards for top students
April RCSS School Board Meeting	Top School and Readers recognized at Board meeting

**When it comes to
reading,
I'm the G.O.A.T.**



THE Brian Jordan
READING CHALLENGE

NAME: _____

Birthdate: _____ Age: _____

Favorite Genre: _____

Favorite Sport: _____

******STATS******

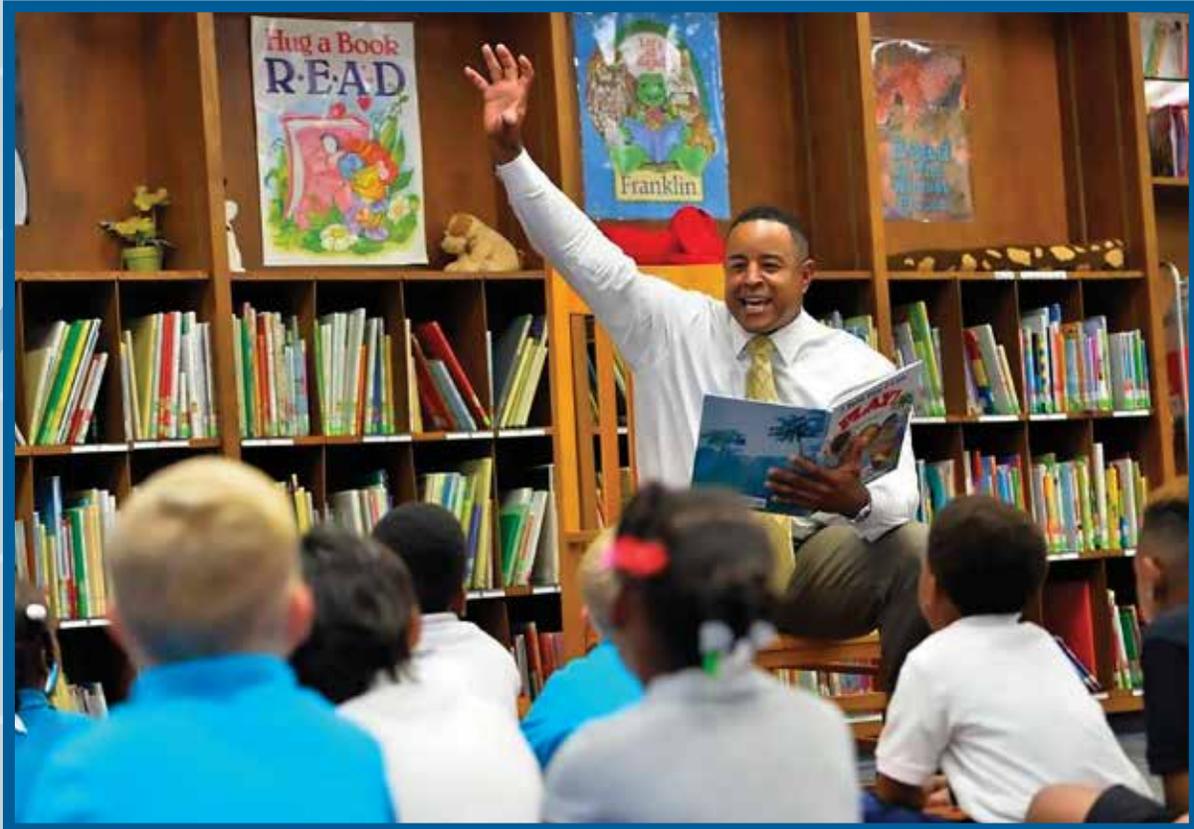
	CHALLENGE PERIOD 1 9/16 – 11/01	CHALLENGE PERIOD 2 11/4 – 1/03	CHALLENGE PERIOD 3 1/06 - 2/21
Lexile Reading Score			
i-Ready Benchmark Score			
Actual Number of Minutes Read			
Goal Number of Minutes Read	1,000	1,000	1,000
Minutes Read % of Goal Reached			

******Greatest Of All Time******



THE BRIAN JORDAN READING CHALLENGE

Richmond County School System



Follow the Journey:



Brian Jordan Foundation



@RichmondCountySchools



@TwoSportMan



@richmondcountyschools



@officialbrianjordan33



@rcss_ga



THE BRIAN JORDAN FOUNDATION

