

# Job Description



## Coordinator: Reading Incentives

St. Rita School participates in the Pizza Hut BOOK IT! program and the Ben & Jerry's "Dip Into Reading" program.

The Reading Incentives Coordinator ("RIC") has the following responsibilities regarding the BOOK IT! program:

- Ensure St. Rita School is enrolled for the Pizza Hut BOOK IT! program by either asking the school principal or visiting the Pizza Hut BOOK IT! website at [www.bookitprogram.com](http://www.bookitprogram.com).
- Publicize in the St. Rita School & PTO Newsletter all relevant BOOK IT! information. Attach to newsletter BOOK IT! reading log/chart.
- Keep track of student reading and award prizes accordingly.

The following information pertains to the BOOK IT! program:

- The program runs for six months, from October 1<sup>st</sup> through March 31<sup>st</sup>.
- The program is a MONTHLY program: coupons are awarded based on the number of books read by the student during the previous MONTH.
- All reading must be age-appropriate, non-school, non-homework related reading.
- Program materials are generally mailed to the school but RIC should confirm.
- Goals are set by the RIC in collaboration with the classroom teachers.
- A student can receive a maximum of 6 coupons in the six-month period.
- Coupons expire one month from the distribution date, and can be redeemed at any Pizza Hut location.
- Prizes are awarded by the RIC at the beginning of each new month, at the end of lunch recess.
- Prizes may be one or more of the following: (1) one free, one-topping Personal Pan Pizza; (2) a BOOK IT! card and (3) backpack clips. Every child who meets his/her reading goal in all six months of the program receives a BOOK IT! All-Star Reader Award from Pizza Hut.

The RIC has the following responsibilities regarding the Ben & Jerry's "Dip Into Reading" Program:

- Contact the Old Town Alexandria Ben & Jerry's Ice Cream Shop to confirm participation in the program for the spring; the owner/manager is Jose Certa.
- Jose will tell you when he will have the free cone coupons ready for you to pick up (allow 1-2 weeks).
- Publicize in the St. Rita School & PTO Newsletter all relevant "Dip Into Reading" information. Attach to newsletter "Dip Into Reading" reading log/chart.
- Keep track of student reading and award prizes accordingly.
- In early May, ask teachers to have students make 'thank you' cards for Jose before school is out.
- In early summer, compose a letter of thanks to Jose, stating how much St. Rita School enjoyed the program, how many minutes were logged, and the desire to continue the program the following spring. Mail the letter and cards to Jose, or drop them off in person at the Old Town Ben & Jerry's.

The following information pertains to the "Dip Into Reading" program:

- The program runs for eight weeks, from April 1<sup>st</sup> through May 31<sup>st</sup>.
- The program is a WEEKLY program: coupons are awarded based on the number of minutes read by the student during the previous WEEK.
- All reading must be age-appropriate, non-school, non-homework related reading.
- Goals are decided by the RIC and Jose Certa; in the past, the goal for each student has been 120 minutes of reading per week = 1 coupon for a free single scoop ice cream cone.
- A student can receive a maximum of 8 coupons in the eight-week period.
- Any excess reading minutes from one week will carry over to the next week.
- Coupons generally do not have an expiration date, and can only be redeemed at the Old Town Alexandria Ben & Jerry's location.
- Prizes are awarded by the RIC on a weekly or bi-weekly basis, at the end of lunch recess.