

*** PRINCIPALS: PLEASE DO NOT SHARE OR POST DOCUMENT EXCEPT FOR ITEMS MARKED FOR DISTRIBUTION**



Home Engagement Incentive Program

Using the Rock 'N Learn learning platform, SCS is providing PreK through 3rd grade students with fun and engaging videos to **master literacy at home**.

Starting November 15, students who watch the video content for at least 100 minutes a week are eligible to receive **weekly prizes**! Teachers, principals, and parents/guardians can win prizes, too!



Cool characters +
music + literacy +
prizes = FUN!

**SCHOOL
MESSAGING
TOOLKIT**

Beginning Nov. 15, Students can access the platform through the Literacy at Home app on their District issued device or on any device at www.scsk12.org/literacyathome

Incentive Facts



- **Students** who have watched at least **100** minutes of content will be entered into a weekly drawing for a prize and highlighted on 88.5 and SCS social media platforms. Prizes will be awarded to one student per grade level a week.
- **Families:** At the end of the challenge, one student per grade level who has watched at least **800** minutes of content will be randomly selected to receive a prize worth at least **\$100**. The primary custodial parent of each student winner will receive a **\$1,000** cash award.
- **Teachers** who have at least **60%** of their student population to participate in the program for **800 minutes** or more will be entered into a drawing for a **\$1,000** cash award. Prizes will be awarded to one teacher per grade level at the end of the challenge.
- **Principals** who have at least **60%** of their student population to participate in the program for **800 minutes** or more will be entered into a drawing for a **\$1,000** cash award. Prizes will be awarded to one principal per grade level at the end of the challenge.

Outreach to Families

Help us spread the word about this initiative and encourage participation! A few ideas:

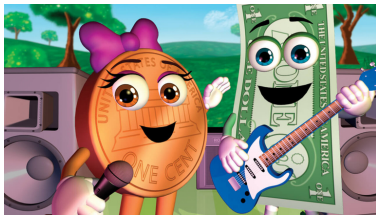
1) **Friendly competition:**

Encourage grades or classes to compete for the highest percentage of participation.



2) **Navigate at school:** Show students how to access the platform directly on their SCS-issued device, so they can easily do it at home.

3) **Reinforce district messaging:** Send reminders to families using your best communication methods. Print and send home or email/text with a link to the flyers on the last two pages of this Toolkit.



Sample Reminder Text Messages:

TEXT ONE:

ENGLISH: Cool characters + music + literacy + prizes = FUN! Log on tonight for at least 20 minutes.

scsk12.org/literacyathome

ESPAÑOL: Personajes geniales + música + alfabetización + premios = ¡DIVERSIÓN! Inicie su sesión esta noche de al menos 20 minutos.

scsk12.org/literacyathome

TEXT TWO:

ENGLISH: Have you logged your Rock 'N Learn minutes today? Practice makes perfect!

scsk12.org/literacyathome

ESPAÑOL: ¿Ha hecho hoy sus minutos de Rock 'N Learn? ¡La práctica hace la perfección!

scsk12.org/literacyathome





SCS HOME ENGAGEMENT INCENTIVE PROGRAM

Cool characters + music + literacy + prizes = FUN!

SCS is providing PreK through 3rd grade students with fun and engaging videos to master **literacy** at home. Beginning Nov. 15 through Jan. 7, students who watch the video content for at least 100 minutes a week are eligible to receive weekly prizes! **That's as simple as 20 minutes of content a night 5 days a week!***

***Only minutes logged after 2:30pm and before 8:30am on school days and anytime on weekends or holidays count toward the incentive program.**



Parents, teachers, and principals have the opportunity to win **\$1,000** for encouraging student participation! Students can access the content through the **Literacy at Home app** on the desktop of their District device or through any device at scsk12.org/literacyathome.

IF YOU PARTICIPATE, YOU COULD WIN!

- **Students** who have watched at least **100 minutes** of content will be entered into a weekly drawing for a prize and highlighted on 88.5 and SCS social media platforms. Prizes will be awarded to one student per grade level.
- **Families:** At the end of the challenge, one student per grade level who has watched at least **800 minutes** of content will be randomly selected to receive a prize worth at least **\$100**. The primary custodial parent of each student winner will receive a **\$1,000** cash award.
- **Teachers** who have at least 60% of their student population to participate for **800 minutes** or more will be entered into a drawing for a **\$1,000** cash award. Prizes will be awarded to one teacher per grade level at the end of the challenge.
- **Principals** who have at least 60% of their student population to participate for **800 minutes** or more will be entered into a drawing for a **\$1,000** cash award. Prizes will be awarded to one principal per grade level at the end of the challenge.



PROGRAMA DE INCENTIVOS DE COMPROMISO EN EL HOGAR DE SCS

Personajes geniales + música +
alfabetización + premios = ¡DIVERSIÓN!

SCS está proporcionando a los estudiantes de PreK hasta 3er grado videos divertidos y atractivos para dominar **la alfabetización** en casa. Iniciando el 15 de noviembre hasta el 7 de enero, los estudiantes que vean el contenido del video durante al menos 100 minutos a la semana son elegibles para recibir premios semanales. **Eso es tan simple como ¡ver el video por 20 minutos por noche por 5 días a la semana!***

*** Solo los minutos registrados después de las 2:30 P.M. y antes de las 8:30 A.M. en días escolares o a cualquier hora durante los fines de semana y días feriados cuentan para el programa de incentivos.**

¡Los padres de familia, los maestros y directores tienen la oportunidad de ganar \$1,000.00 por alentar los estudiantes! Los estudiantes pueden acceder al contenido a través del escritorio de **sus dispositivos proporcionados por el distrito escolar** o en línea desde cualquier otro dispositivo en scsk12.org/literacyathome.



¡SI PARTICIPAS, PODRIAS GANAR!

- **Los estudiantes** que hayan visto al menos **100 minutos** de contenido, participarán en un sorteo semanal para recibir un premio y se destacarán en las plataformas de redes sociales de SCS y 88.5. Los premios se otorgarán a un estudiante por grado escolar.
- **Las Familias:** Al final del desafío, un estudiante por grado que haya visto al menos **800 minutos** del contenido será seleccionado al azar para recibir un premio de hasta **\$100.00**. El padre de familia con custodia del estudiante ganador recibirá un premio en efectivo de **\$1,000.00**.
- **Los Maestros** que tengan al menos el **60% de su población estudiantil** participando por **800 minutos** en el programa entrarán en un sorteo para un premio en efectivo de **\$1,000.00**. Los premios se otorgarán a un maestro por nivel de grado al final del desafío.
- **Los Directores** que tengan al menos el **60% de su población estudiantil** participando por **800 minutos** en el programa entrarán en un sorteo para obtener un premio en efectivo de **\$1,000.00**. Los premios se otorgarán a un director por nivel de grado al final del desafío.