

Executive Summary

Board of Trustees Meeting

January 23, 2007

Denton Reads

“About the Environment”

Purpose of Report To inform the Board about the upcoming city-wide Reading Incentive Promotion called Denton Reads. If this promotion is successful we plan to repeat it every year with a different theme.

On February 7, 2007, a Kick-off Party to start the Denton Reads campaign will be held at the TWU Lecture Hall from 4:00-6:00 P.M. Board members are invited to attend. Program organizers will explain the Denton Reads campaign in further detail, show a short clip about the author, and serve refreshments.

This year’s theme for Denton READS is “About the Environment”. The adult book chosen is The Legacy of Luna by Julia Butterfly Hill. It centers on Hill's two-year stint living in a tree she called Luna. In December 1997, Hill climbed the tree and refused to come down, hoping to bring attention to Pacific Lumber's plans to destroy a forest of California redwood trees. 738 days later, after reaching an agreement that provided permanent protection for the tree and a buffer zone around it, Julia Butterfly Hill descended from the tree. The children’s book chosen is The Lorax by Dr. Seuss.

In March, Julia Butterfly Hill’s Luna Foundation would like to interview different community members to see how Denton fosters the relationship between community, city, and educational leaders. Martha Edmundson, Manager of the Emily Fowler Public Library, suggested that Dr. Alexander and Mr. Stafford might be good representatives for DISD as she recently heard them speak to the Kiwanis Club on this issue.

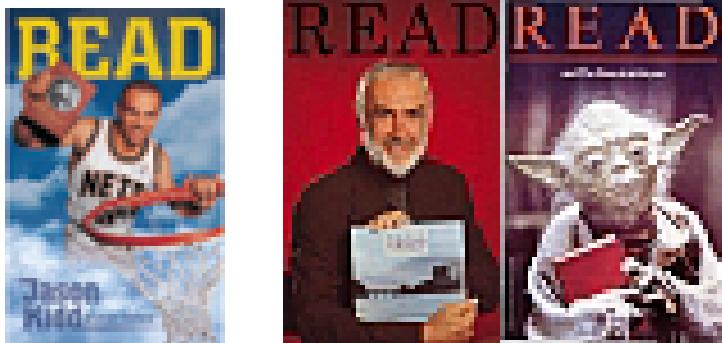
Several community events relating to the Denton Reads theme are planned. These include but not limited to: a Film Festival, Poetry Readings, and Book Discussion Groups. A Children’s Science and Literacy Festival will be held on April 21, 2007 from 9:00-12:00. We are in negotiation with UNT to use the Mean Green Field tents and tables. Each tent would allow children to explore Science or Reading through interactive activities. Groups providing activities include the Denton Public Library, Barnes & Noble, UNT-TAMS, Elm Fork Environmental Center, TWU Science Department, Boy Scouts, Girl Scouts, Dallas Zoo Educational Center, DISD Curriculum Department Reading and Science Coordinators, DISD librarians and possibly other groups yet to be determined.

Objectives

- To unify the community by bringing together not only UNT, TWU and Denton ISD students; but also year long residents of all ages, races, and backgrounds by reading one book and promoting discussions of a common text.
- Outreach to the community by hosting exhibits, guest speakers, discussion groups, film screenings, poetry readings, children’s programs and other cultural events that are free and open to the public and are clustered around one subject.
- To promote literacy and a love of reading.
- To encourage a partnership between the city, the universities, community groups, and businesses.
- To allow people an opportunity to read, celebrate, and share with their fellow community members.

Operational Impact . This is planned as a yearly community event. If that becomes a reality, then the budget impact would be about \$8,000 per year. Each hosting entity would contribute \$8,000 toward the budget (UNT, TWU, Denton Public and DISD). All other expenses would be raised through community sponsorships and in-kind donations from sponsors.

DISD Library Services would like to print READ posters of the DISD Superintendent, Board of Trustees, Assistant Superintendents, Executive Directors, and Principals. High school athletes, fine arts performers, and other school groups could also be featured promoting READING. The associated cost is \$10 for each 22” x 30” poster. Posters of the superintendent and Board of Trustees would cost \$80 (8 posters x \$10 per poster = \$80). Additionally, we would like to place one poster in each school which would cost \$320.00. (\$10 x 32 schools = \$320.00). Total cost is \$400.00. See examples of READ posters are below.



Results Denton Reads hopes to create civic unity through the reading of literature, foster interactions between universities, the city, the school district, and the community, and the opportunity to read, celebrate, and share with other members of the community.