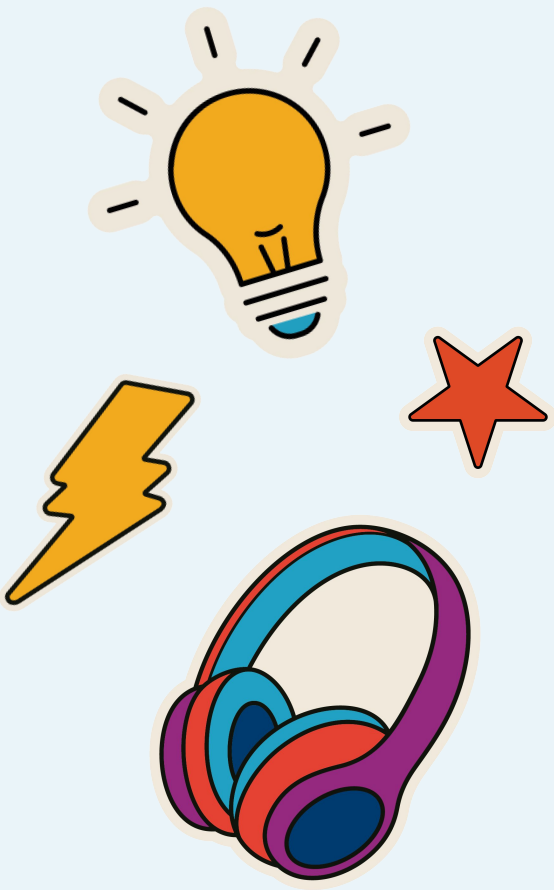




Find your Stories

10 <sup>NC</sup> Million Book Challenge

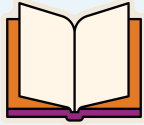


Public Education  
Champions Network  
Welcome Webinar

October 21, 2026



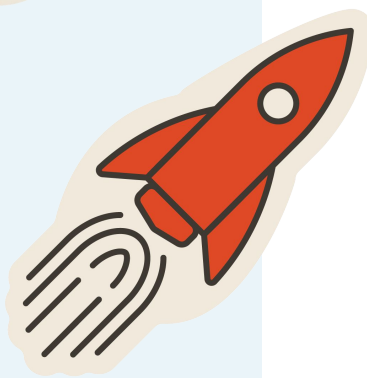
North Carolina Department of  
**PUBLIC INSTRUCTION**



## Agenda

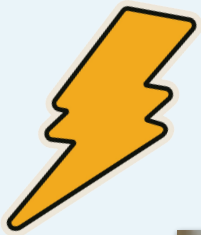
- Welcome & Intros
- Challenge Overview
- Timeline
- Who's On Board
- The Campaign
- The Monthly Themes
- Amplifying the Challenge
- Next Up & Questions





# Welcome & Intros

## Our Team



**Mark Dessauer**

*Chief Communications  
Officer*

Communications



**Molly McGowan Gorsuch, APR**

*Strategic Partnerships  
Manager*

Communications

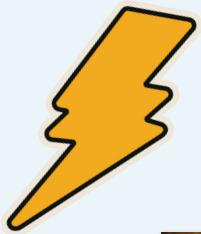


**Lindsey Sipe**

*Education Program  
Consultant*

Office of Digital Learning &  
School Connectivity





**Mollee Holloman**

*School Library Education  
Consultant*

Office of Digital Learning &  
School Connectivity



**Dr. Sabrina Steigelman**

*School Connectivity  
Coordinator*

Office of Digital Learning & School  
Connectivity

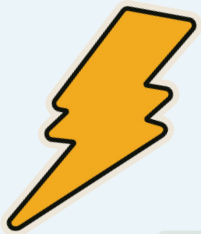


**Tonia Parrish**

*Read to Achieve Charter  
School Coordinator*

Office of Early Learning





**Dr. Stacy Daniel**

*Section Chief for ELA &  
Languages*

Office of Teaching & Learning



**Daniel Fugazot**

*ELA Consultant for K-5  
Office of Teaching & Learning*



**Catie Cohen**

*ELA Consultant for 9-12  
Office of Teaching & Learning*





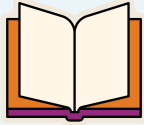
# Overview

## Purpose, Structure & Tools



## Why this Challenge Exists

The Challenge makes reading accessible, joyful, celebrated and something North Carolina does together—and builds the habits that make a lifelong difference for every student.



## Together, we'll:

- Create confident and joyful readers
- Build reading fluency by expanding the time students spend with books
- Connect communities to classrooms to celebrate student reading
- Build shared pride in North Carolina public schools





## Voluntary.

No mandates, compliance requirements or new work for teachers. Students and families choose to participate.

## Celebratory.

It's not an assessment, it's a celebration. Every milestone is recognized. The goal is joy, not judgment.



**Every kind of reading counts.**

The Challenge is a statewide participation goal. It's not a tool for comparing individual students, classrooms, schools, or reading abilities.



# What Counts as a “Book”?



## The Challenge honors the following definition:

*“Text(s) are generated by authors to communicate to readers. Text(s) take many forms, drawing on multiple genres and combinations of genres or modalities (e.g., visual, auditory, aural, linguistic, gestural, spatial, etc.). Text(s) may be printed on paper or published in digital forms.”*

(National Assessment Governing Board, 2025)



# What Counts as a “Book”?

**Written Text:** Novels, short stories, poetry, articles, plays, essays, letters/diaries, biographies, graphic novels, blogs, etc.

**Graphics, Diagrams & Charts:** Science textbooks, infographics, data visualizations, maps, timelines, flowcharts, tables, graphs, models, etc.

**Art, Images & Photo:** Photo essays, illustrated nonfiction, graphic novels, political cartoons, paintings, murals, comic strips, picture books, etc.

**Video:** Documentary shorts, educational video series, TED-style talks, news segments, film adaptations of books, video essays, etc.

**Audio:** Audiobooks, speeches, educational or storytelling podcasts, radio dramas, oral history recordings, spoken word, etc.





## 1 text = 1 book log

Each text completed is logged as 1 book on the Challenge Hub. No conversions necessary.



# Challenge Hub



**Read a Book  
or Selected  
Text**



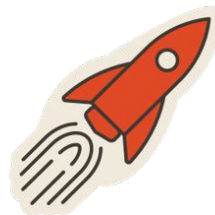
**Visit the  
Challenge  
Hub**



**Submit  
Book  
Count**



**See  
Confirmation  
Message**



**Track  
Progress**



English

2,317

BOOKS LOGGED  
Goal — 10,000,000  
Tune In October 1

0.02%

Home

Log Books

The Bookboard

The Staff Stacks

Help & FAQ

## Together, Let's Read 10 Million Books.

Students, parents, teachers, and school staff across North Carolina are invited to log every book students read — and help the state reach a historic milestone.

Log Books

Find your Stories



### Statewide Participation

Schools and organizations with at least one submission

2,317

TOTAL BOOKS

2.1K

SCHOOL LEADER  
Corvian Community School

14

PARTICIPATING SCHOOLS

#### PARTICIPATING SCHOOLS BY TYPE

8

LOCAL EDUCATION AGENCIES

5

CHARTER SCHOOLS

0

LAB SCHOOLS

0

REGIONAL SCHOOLS



## Top 10 PSUs

Average books read per student — small area

AVERAGE PER STUDENT

BY VOLUME



### Corvian Community School

2,140 books read across 1,455 students



### Lake Norman Charter

190 books read across 2,220 students



### Arapahoe Charter School

31 books read across 511 students

#4

### Nash County Public Schools

400 books read across 12,768 students

#5

### Anson County Schools

20 books read across 2,899 students



## Top 10 Schools

Most books logged by individual school



### Corvian Community School

2,140



### Baileywick Road Elementary

420



### G R Edwards Elementary

400

#4

### Lake Norman Charter

190

#5

### Arapahoe Charter School

31

#6

### Anson Co. Early College High

20

#7

### Cleveland High

15

#8

### Alderman Road Elementary

5





## Top 10 Counties

Books logged by county



**Mecklenburg County**



**Wake County**



**Nash County**

#4

**Pamlico County**

#5

**Anson County**

#6

**Johnston County**

#7

**Alamance County**

#8

**Cumberland County**



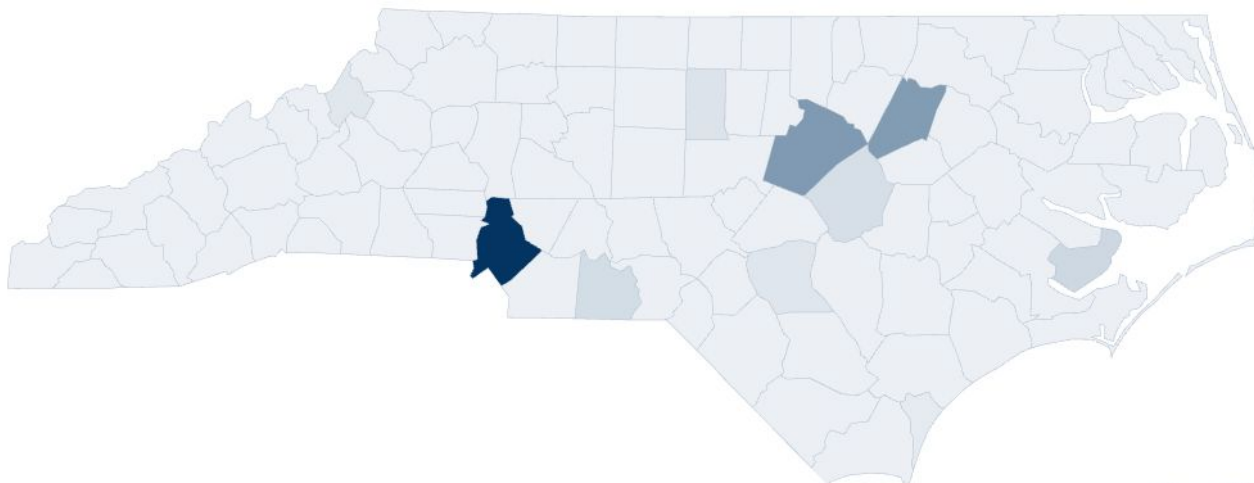
## Top 10 Grades

Most books logged by grade level

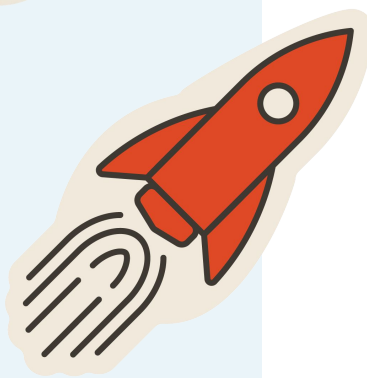


### Books Read by County

Hover over a county to see its name and book count — white to navy reflects volume of books logged



Fewer More



# Timeline

## Launch & Celebrations



# Timeline



## November 10, 2026

- Partner, Sponsor, Champion event at NCDPI
- Statewide media briefing

## January 1, 2027

- Reading begins



## January 4, 2027

- Challenge launches in schools (return from break)
- NCDPI issues statewide press release
- Partners, Sponsors, Champions, schools begin coordinated promotion





# Timeline



January 7, 2027

- Official Challenge launch celebration (location TBD)



## Celebrations TBD

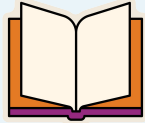
- 1M, 5M, 10M celebrations (as milestones are reached)
- Early June: Launch of summer reading focus
- Late August: back-to-school celebrations
- December: "Final Chapter" push





# Who's On Board

Statewide Partners & PSUs



# Who's On Board

## Who makes the Challenge work?



### Activators

Educators and school-system leaders who implement the Challenge and support students in reading and logging books.

### Partners

Organizations that extend the Challenge through programs, expertise, networks and community connections.

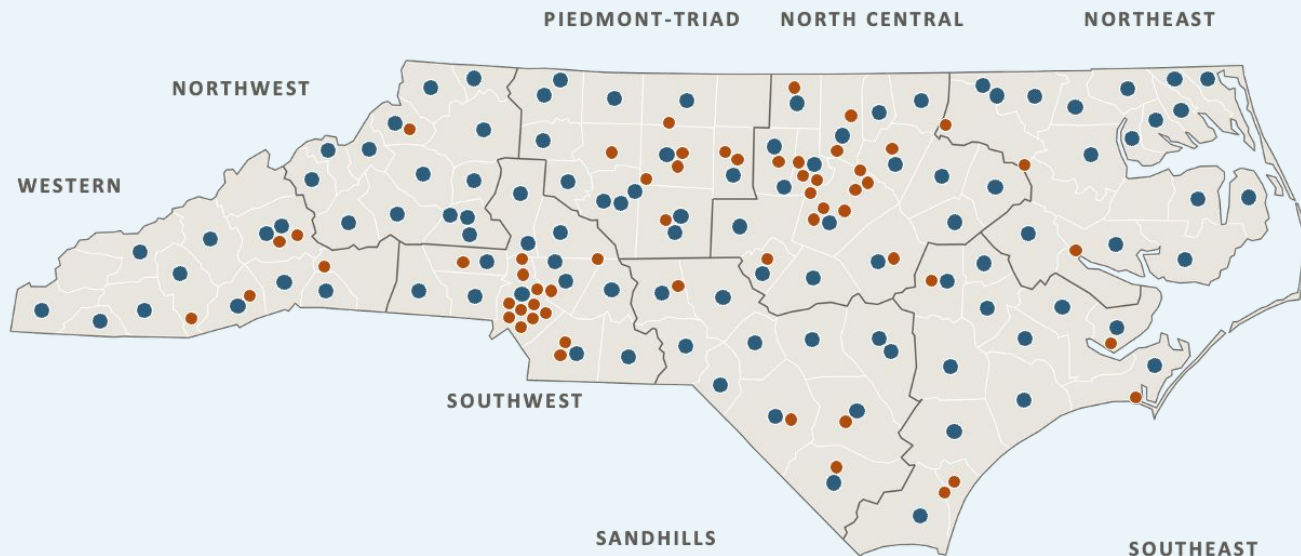
### Sponsors

Companies and orgs that contribute funding, books, incentives, services that expand the Challenge's reach.

### Champions

Trusted voices who build enthusiasm, share the Challenge and encourage their communities to participate.

# Participating Public School Units



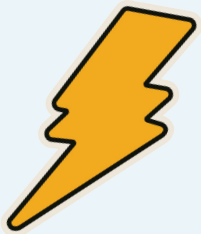
**106**  
districts

**66**  
charter schools

● School district (104)    ● Charter school (58 mapped)

County districts are placed at the center of their county; city districts and charter schools at their town, nudged apart where dots would overlap.

Source: NCDPI 10 Million Book Challenge Activator Coordinators by PSU, October 12, 2026. Not mapped: North Carolina Cyber Academy and North Carolina C



**1.3 million  
students  
2,250 schools**



# Vision Sponsors



**State Employees  
Credit Union**

**Bojangles**

# Sponsors



**Benchmark Education**

**Book Harvest**

**Sora (Overdrive, Inc.)**

**First Citizens Bank**

**MetaMetrics**

**LatinxEd**

**Follett Content Solutions**

**Communities in Schools NC**

# Partners



**Library of NC**

**PBS NC**

**NC Dept. of Natural &  
Cultural Resources**

**United Way of NC**

**Book Harvest**

**NC Alliance of YMCAs**

**Smart Start NC / NC**

**NC Alliance of Boys &  
Girls Clubs**

**Partnership for Children**

# Partners



**National Center for  
Families Learning**

**NC School Library Media  
Association**

**Southern Independent  
Booksellers Alliance**

**NCPTA**

**NCCAT**

**Dudley Flood Center for  
Educational Equity &  
Opportunity**

**North Carolina Council  
of Churches**



# The Campaign

## Year-Long & State-Wide



# The Campaign

All through the year, all through the state.



## Schools

169 public school  
units

## Partners, Sponsors, Champions

Networks

Voices

Events

## Media

Earned Media

Media  
Partnerships

## Advertising

Digital Ads

Streaming Ads

Social Media Ads

PSA campaign

Billboards

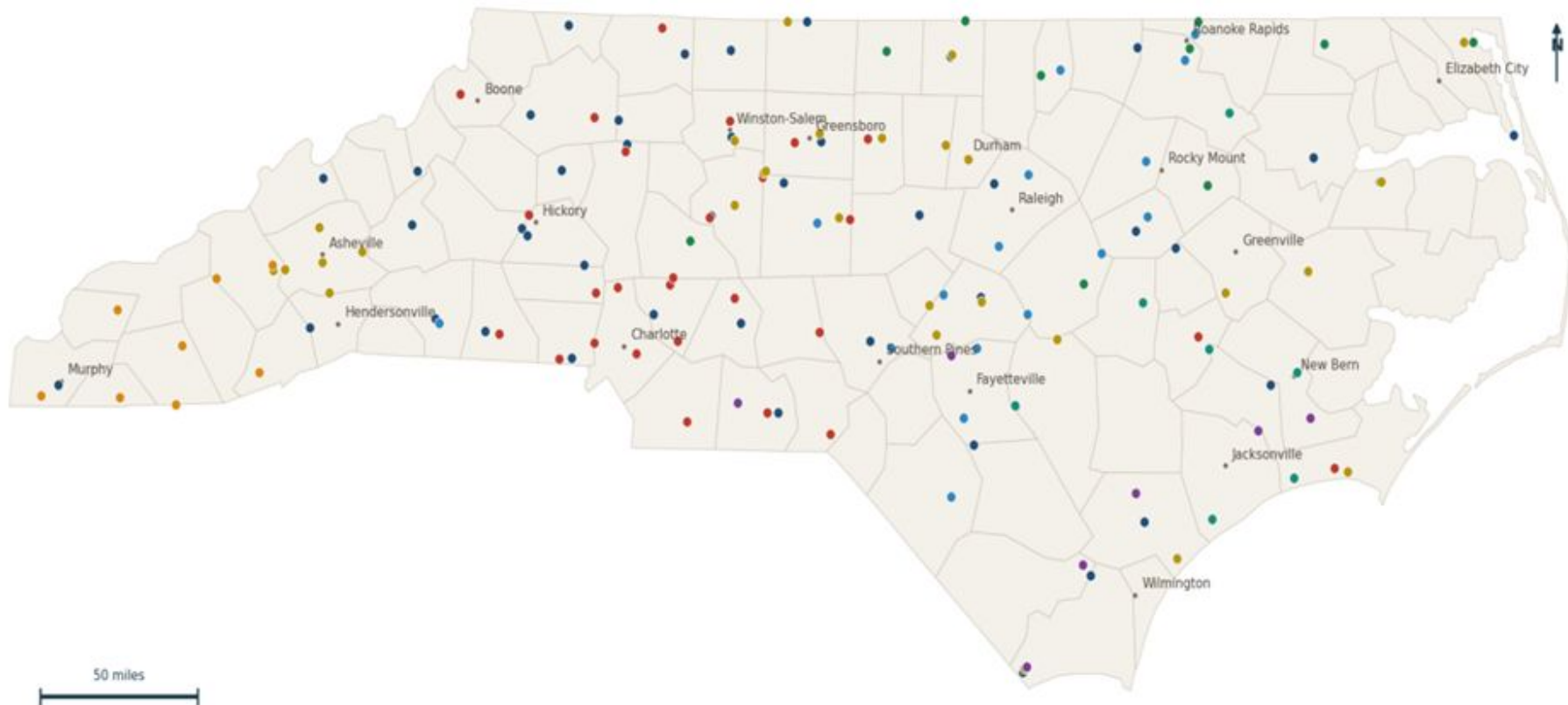


# Campaign Events

- 4 major promotional campaigns
- Statewide promo tour and milestone celebrations
- Monthly themes
- End-of-month reading count reveal
- Partners, Sponsors and Champions initiatives
- Local school district and charter school celebrations

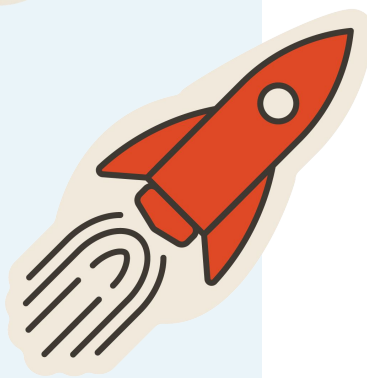


# Billboard Placement Mock-Up

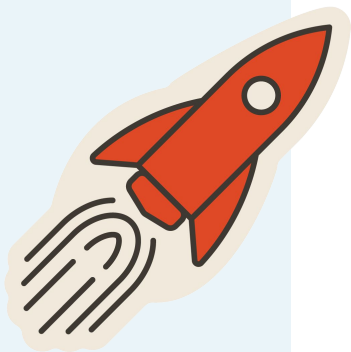




# The Monthly Themes



Flexible, Fresh Connection Points



## How to use these themes:

The themes are designed to guide activities for students and incorporate meaningful engagements from Partners and Sponsors.

# Monthly Themes



## JANUARY

Start With a Story

## FEBRUARY

Bold Futures & Black  
Innovators

## MARCH

Women Who  
Changed the Game

## APRIL

Book BINGO Month

## MAY

Read Local

## JUNE

Read, Wonder &  
Discover this Summer

## JULY

Read Outside: Parks,  
Places & Adventures

## AUGUST

New School Year,  
New Genre

## SEPTEMBER

Love Your Local  
Library

## OCTOBER

Think Locally,  
Read Globally

## NOVEMBER

Picture Book Month

## DECEMBER

The Final Chapter

# Monthly Themes



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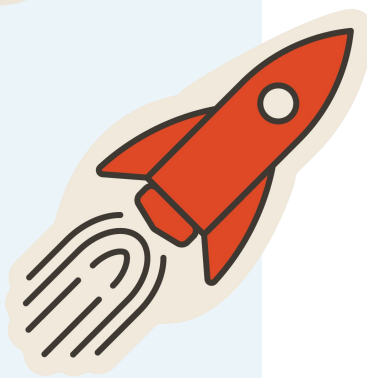
The Final Chapter



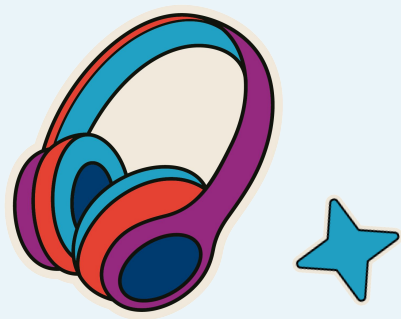
**Which monthly theme(s)  
offer(s) the most natural  
entry point for you or  
your organization?**



# Amplifying the Challenge



Using Your Network & Bright Spots



**Be part of this from page one.**





**Champions lift up the  
Challenge with  
communities and people.**



## As a Champion, You Can:

- Talk about why reading matters
- Share the Challenge with your networks
- Encourage schools, families, and communities
- Connect the Challenge with organizations and leaders
- Help successful local stories reach a larger audience





## Bright Spots

are celebratory stories showing how the Challenge is coming to life.



# Help us find the Bright Spots!

Examples include:

- Student, school, district achievements
- Partner support
- Sponsor contributions
- Champion celebrations





# Help us find the Bright Spots!

## Selected stories may be featured through:

- The 10 Million Book Challenge Hub
- NCDPI newsletters and communications
- Social media
- Presentations and statewide events
- Media outreach
- Partner, Sponsor and Champion communications



# Key Messages



## **A celebration of reading and public school students.**

Participation is voluntary. The Challenge is about joy, access, and belonging - not competition alone.

## **Every page - in any format, any language - counts.**

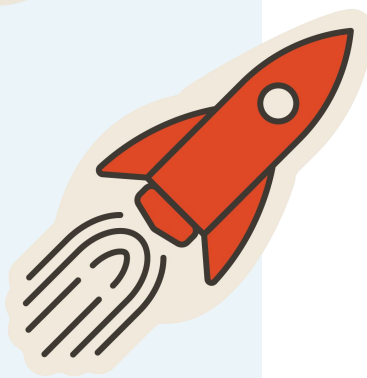
Picture books, audiobooks, graphic novels - read at school, home, anywhere - all count.

## **Local pride, statewide goal.**

Every school can see its own progress, while every book moves us toward the 10 million goal.



**The 10 Million Book Challenge invites North Carolina to help public school students read 10 million books in 2027, and every page counts.**



# Next Up

**Preparing for Launch & Questions**



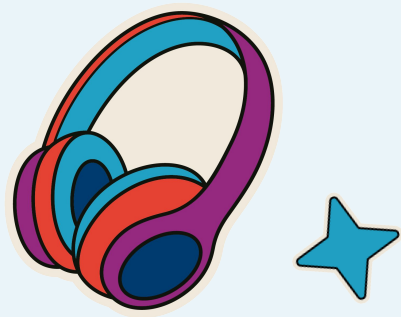
# Preparing for Launch



## Before leaving today, consider:

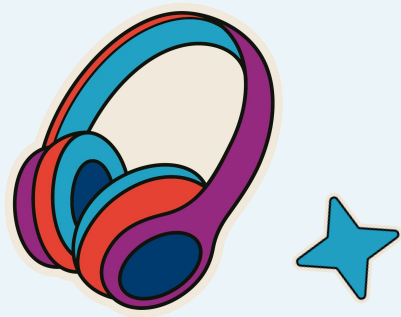
- Which community or PSU can I encourage?
- Which audiences can I reach?
- Which local event could I join?
- Which monthly theme connects with my work or story?
- How will I support the January launch?
- Who in my network should know about the Challenge?
- How can I help identify and celebrate Bright Spots?





# Questions?





**Find your stories.**

