

4/10/10

INTRODUCTION

Please find below a proposal for a family literacy event, entitled “GAB Fest,” for the boys in Apple Valley Middle School and their parents. The male students of Apple Valley Middle School, and all male students their age, are losing their interest to read. Such an event has the potential to reignite a love of reading that many students possessed at an earlier age. As the students of Apple Valley move onto high school, the literacy skills they learn now will play a huge role in their success.

SCHOOL DESCRIPTION

Apple Valley Middle School located in Apple Valley, a suburb of Syracuse, New York. Apple Valley serves students from grades 6-8, with an enrollment of approximately 790 students. The school is 93% White, 3% Black, 2% American Indian, 1% Hispanic, and 1% Asian (Public School Review, n.d.).

EVENT TITLE

Guys and Books (GAB Fest)
Survival Theme

Date and Time of Event

Date: Thursday, April 29, 2010
Time: 6:00-9:00 p.m.

Events will take place in the cafeteria, gym, tech and art classrooms, and the library media center (Cafeteria will be the central location for check-in and wrap-up.)

Target Group

The target group for GAB Fest is the entire male population of Apple Valley Middle School, which comprises 53% of the total population. As stated earlier, this group of students has the ability to read but is unmotivated to do so. In literacy assessments, girls in this age group outperform boys (Mitchell, 2008). The idea of reading tends to conflict with what they deem as a masculine activity. Giving male students the option to read a book that involves themes that they view as important will hopefully increase their motivation and change their attitudes about reading.

Parents will play a major role in the success of the event. We expect that both student and parent (or other parental figure) will be reading the chosen book selection throughout the months of March and April before our GAB Fest event in late April. We will be inviting both parent and student to attend the event, and want them to participate in all activities together as a team. The event will improve the relationship between both parents and students, as well those relationships with teachers.

COMMITTEE MEMBERS & RESPONSIBILITIES

Middle School LMS – GAB Fast Coordinator

The LMS will play the “lead” role in planning this event, and soliciting volunteers for all the necessary components that go into making the event a success. The LMS will be responsible for contributing posts to the GAB Fest blog, and will keep up-to-date with all the student/team postings. The LMS will select the "adventure" themed books that the teams will vote on during their stop at the Library Media Center Station on the night of the culminating event. During the event, the LMS will "man" the *Rejuvenation & Education Station* in the Cafeteria, providing literacy resources and guidance to the teams as they enjoy the snacks.

High School LMS: LMS Station Attendant

Set up *Library Media Center Station* prior the event. During the event, HSLMS will supervise giving teams their tasks/questions and guiding them to appropriate resources. Insure each team votes for the next adventure discussion book while at the station and distribute survival prize.

Guidance Counselor: Navigation Station Attendant

Set-up *Navigation Station* prior the event. During the event; oversee compass/direction distribution to teams, provide a tutorial on compass use to each group, and distribute survival prize.

Physical Education Teacher(s): X-Treme Station Attendant

Set up gymnasium for *X-Treme Station* (equipment, safety gear, mats, etc.) Along with other volunteers (various sports coaches in the school, etc), monitor the safety of teams as they attempt the rope climb, rock climbing wall, and the flashlight obstacle course; Distribute survival prize.

Apple Valley MS Principal: Knots Station Attendant

Supervise the *Knots Station* during the event; Guide teams in tying different types of knots with different types of materials (rope, twine, and fishing line).

Technology/Industrial Arts Teacher: Signal Station

Orders wood material needed for whistle project and sets up station in classroom. Instructs students in whistle making (distributes directions, demonstrates, etc.).

Apple Valley Middle School Parent Coordinator: Publicity Person

Responsible for publicizing the event through letters sent home with students, e-mails to parents and faculty, PTG involvement, etc. Assisting the LMS in the researching and ordering of promotional items such as T-shirts, survival bags, and prizes.

Apple Valley PTG Members: Event Volunteers

Assist in event execution (welcome, wrap-up, food prep and distribution, *Navigation Station* end-point attendants).

TIMELINE

January – February

Start preparing promotional materials

- Student created posters (afterschool, study hall helpers)
- Teasers posters
- Update library website (GAB Fest Page) with link to GAB Fest Blog
- Prepare GAB Fest Blog
- Prepare informational flyers to distribute at faculty meeting, homerooms, mail/faculty rooms, and PTG meetings
- Bulletin boards and hallway display (main entrance and library)
- Contact authors to participate in event (ultimately, dates of their available will influence date of final event)

Secure rooms, custodial support, and volunteers

- Request to speak at January faculty meeting to tell staff what GAB Fest is all about and to ask for their support and volunteers
- Distribute informational flyer at faculty meeting
- Secure male role model volunteers (their specific instructions will follow at a later meeting in April before final event)
- Fill out room building usage report to secure rooms (library, cafeteria, technology classroom, gym), needed AV/technology equipment and support, custodial and administrative support

Order/Prepare materials needed for stations

- Field guides/mini notebooks
- Survival Bags (pull string)
- Mini Flashlights with logo
- Compasses
- Wood for whistles (check with technology teachers)
- Carving Directions (print and copy)
- Compass directions (index cards)
- Food (check with Food Service for vendors and assistants regarding requirements)
- Raffle prizes
- T-shirts

LATE FEBRUARY and MARCH: START PROMOTING EVENT

- Web page and Blog (**GO LIVE: March 1st**)
- Hang Teaser Posters (late February)...full blow ad posters (March 1st)
- Distribute flyers in homeroom, mailroom, and PTG Meeting
- Morning and PM announcements
- Send occasional email “promos” to faculty and staff
- Mail letter home to parents (Parent Volunteer)

LATE MARCH – APRIL

March 25th: Book announcement comes out (big fuss over morning announcements, webpage, and blog updated with book summary and first assignment.

March 25-April 2nd: Sign-up period and book distribution

April 8th: Post 1st discussion question on blog

April 8th – 18th: Reply to posts from students/parents prior next discussion post

April 19th: Post 2nd discussion question on

April 19th-29th: Reply to posts from students/parents prior final event

April 20th: Teacher Volunteer meeting for duty assignment and directions. Distribute station materials/supplies.

April 29th: Library closed ½ day for setup (registration table, stations, decorations, etc.). Volunteers will set up their stations at end of day (cafeteria, gym, classrooms).

April 29th: Final Event: GAB Fest (6:00-9:00), Apple Valley Middle School LMC

ACTIVITIES OVERVIEW

The cafeteria (*Rejuvenation/Education Station*) will serve as the main hub for the Gab Fest Literacy Event. Preregistered teams (of middle school boys with an adult partner) will check-in to this location. After all teams have checked in, they will be given some information about the evening's activities, and the manner in which they will proceed through the various stations. Together as a group, they will speak with the Jennifer Armstrong (author of "Shipwreck...") via Skype for a brief question and answer session. Participants will be given tickets for raffle prizes and a "survival bag," which they will fill with items collected at each station. Teams will be brought

together into groups (5-6 teams per group) and given a group name (Team Endurance, etc.). Each group will start at a different station with groups rotating through all stations (groups will rotate approx. every 20-25 minutes). Teams will reconvene in the cafeteria after all groups have completed each station. T-shirts will be distributed, raffle prizes will be drawn, and the LMS will offer concluding thoughts, ideas, and information.

ACTIVITY STATIONS (in no particular order):

1. *X-Treme Station* (Gymnasium) - Teams can attempt the rock climbing wall and the rope climb, as well as work their way through a flashlight obstacle course. Survival Prize = Mini-Flashlight with Gab Fest logo.

2. *Signal Station* (Technology/Shop Room) - Teams will make a signal whistle out of wooden materials. Survival Prize = Wooden Signal Whistle

3. *Navigation Station* (starting point in cafeteria area; varied end points throughout the school) - Teams are given a brief tutorial on how to use a compass, then are given an index card with compass directions leading them to an unknown final destination (different final destination for each team within the group). Upon following the directions and reaching their intended destination, each team will be given their survival prize. They will then return to their starting point to turn back their directions. Survival Prize = Bandana, Compass

4. *Information Station (Library Media Center)* - Each team is given a different question, to which they must use library resources to find the answer to. Example 1: A leaf or picture of a leaf is shown to the team. They must use library resources to identify the type of tree this leaf comes from. Example 2: The team is shown a picture of a snake that can be encountered in the outdoors. They must use library resources to determine if this snake is poisonous. Example 3: Teams are presented with a picture of 3 types of berries, and must determine which are edible and which are not. Survival Prizes = Journal, Pen and Bookmark.

5. *Knots Station (Art Room)* - Teams are shown how to tie/untie different styles of knots that are handy in outdoor situations. Different types of materials are available for teams to practice their knot-tying skills (thick rope, twine, and fishing line or cords). Survival Prize = Laminated postcard detailing knot-tying directions.

6. *Education & Rejuvenation Station (Cafeteria)* - Healthy, protein-rich snacks are provided (trail mix, granola, etc.), along with some recipes utilizing bugs as ingredients. While they are snacking, the LMS and author Michael Sullivan (via Skype, "Connecting Boys with Books") will talk to the teams (aimed more at the adult member of each team) about tactics to get/keep boys reading, touch upon research in the field, and helpful resources in the school and community. Teams will leave with resource lists and bibliographies. Survival Prize = Resources; gummy "bugs".

Once all the groups have completed all the stations - the large group is reconvened and T-shirts are passed out, raffle winners are drawn, and information about future events is dispersed.

ATTENDANCE INCENTIVE

In order to encourage attendance to the GAB Fest event, all participants will be receiving free copies of the both the “Shipwreck” book and “Guys Write for Guys Read” as well as t-shirts at the completion of the event. Also, students will be receiving prizes at each survival station.

Promotion of the raffle items at the event will also be advertised.

ANTICIPATED PARTICIPATION (NUMBER OF PARTICANTS)

Based on the male students who are already frequent library visitors and the number of students in the school population, we estimate the event to draw approximately 30-40 students (60-80 participants total). We think this number will increase for the book discussion group after the event, and will also increase for the 2nd Annual GAB Fest.

PUBLICITY/ADVERTISEMENT

A month or so before the event/book discussion is announced, several teaser items will be hung around the school as well as worn by committee members (teaser buttons), and posted on the library website. Flyers will also be distributed to teachers and the PTG. After the book is announced, new informational posters encouraging students to sign up for the event will be hung throughout the school. A letter will be sent home to parents, the library bulletin board will be decorated in a survival theme, and details of the event will be given on morning announcements. Also, male students will be receiving GAB Fest bookmarks in the books they check out from the library directing them to visit the blog for event information. We will also be sending a press release to the local media for potential coverage in the newspaper and news stations.

EVALUATION METHOD

To assess the impact of the Gab Fest Literacy Event, multiple evaluation methods will be utilized.

1. A feedback questionnaire will be distributed to both the student and adult members of each team on the evening of the final event. At the conclusion of the wrap-up portion of the event, team members will be asked to complete the questionnaire (anonymously, if preferred). Adult and student feedback questionnaires will contain different types of questions, in order to assess the effectiveness of the program from two different points of view. As an incentive to complete the questionnaire before leaving the event, collected surveys will be entered into a raffle for a \$100 gift certificate to the Barnes & Noble bookstore. To allow adequate time for all participants to complete the questionnaire at their own pace, the drawing for this prize will occur on the next school day. The winner will be notified by phone, and the name will be posted on the GAB Fest blog.

2. An online survey will also be accessible via the Gab Fest blog (utilizing SurveyMonkey.com). In addition to more generalized questions about the program, many questions on this survey will relate to the online "blogging" aspect of the book discussion.

3. Post-event focus group (debriefing) with committee members to discuss all aspects of the event (planning, execution, effectiveness, etc.) For those unable to attend in-person meetings, feedback will be solicited via e-mail.

4. Observation and participation of student/adult participation and behavior during the event; monitor frequency of blog posts to assess interest and willingness to participate.

FOLLOW-UP ACTIVITIES

1. GAB Fest Blog - the blog will remain active following the finale event. Participants will be encouraged to continue posting, to make suggestions, and provide feedback.

2. Regularly scheduled Guys and Books Discussions (GABs) - the goal of Gab Fest is to use the event as a springboard to garner interest/participation in regularly scheduled Guys and Books (GABs) discussions as an extracurricular school activity.

3. Selection of the next book to be discussed based upon the votes collected at the Information Station on the evening of the event. Information about the "winning" book will be posted on the Gab Fest Blog, and will be announced during school hours.

4. Schedule a similar event for girls that will also be “grown” into a regular book discussion group.

BUDGET

Item	Supplies	Cost	Total
• student made posters	• poster board • markers	• \$4.79 for 10 (Staples) • \$3.79/box of 10 (Staples)	\$8.58
• Teaser posters (Qty 20)	• print ready artwork	• \$5.41 for 11”x17” (www.fullsizeposters.com)	\$108.20
• Informational posters (Qty 6)	• print ready artwork	• \$9.99 for 24”x36” (www.fullsizeposters.com)	\$59.94
• Flyers for teachers, students, parents	• text and graphics • copy paper	• \$10.99 for 500 sheets (Staples)	\$10.99
• Website and Blog		Free	\$0
• Buttons (Qty 25)	• complete button set • button press	• \$15.00 (http://buttonmakers.net) • free (art teachers has)	\$15.00
• Field Guides (Qty 40)	• Pad with cover (logo on cover) and pen	• \$2.35 (www.4imprint.com)	\$94.00
• Survival bags (Qty 40)	• cotton drawstring sport sack with logo	• \$2.19 (www.4imprint.com)	\$87.60
• Flashlights (Qty 40)	• silver flashlight with logo	• \$1.55 (www.4imprint.com)	\$62.00
• Compasses (Qty 40)	• compass on a cord	• \$5.99/dozen (Oriental Trading Company)	\$23.96
• Wooden Whistle (Qty 40)	• Wooden block • 5/16" dowel 2" long • Saw/Drill and 5/16" bit/Knife • Sandpaper • Wood glue	• \$1.98 for 2”x2”x96” (Home Depot) (3) • \$0.32 for 48” (Home Depot) (3) • Free (in shop) • \$2.97 for 5 sheets (Home Depot) (2) • \$4.25 (Home Depot) (2)	\$24.31
• Snack for Rejuvenation & Education Station	• granola bars (qty 100) • gummy “bug” snacks (qty 120) • bottled water (qty 105) • juice boxes (qty 50)	• \$2.29 (Qty 10, Wegmans) • 6.99 (Qty 40, Oriental Trading Company) • \$4.99 (Qty 35, Wegmans) • \$1.99 (Qty 10, Wegmans)	\$68.79

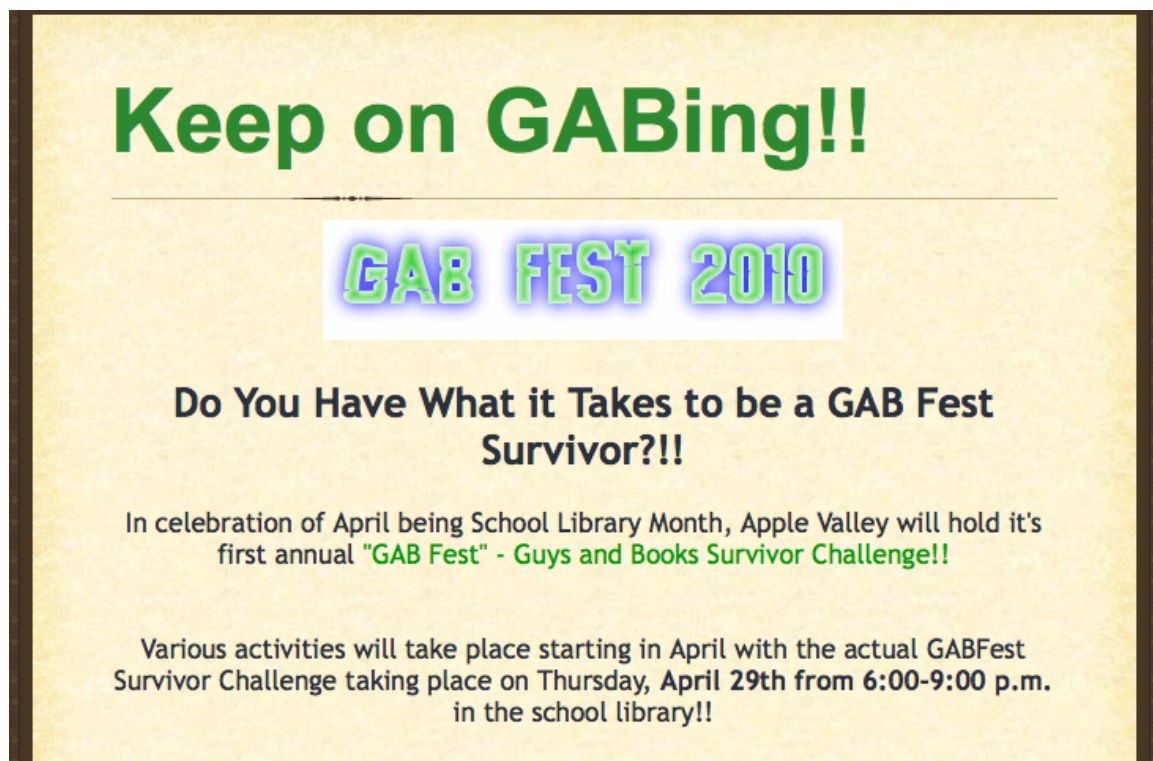
• Raffle Prizes	• Boys Book Basket • Nature Guides • Climb Board Game	• \$40.00 (Amazon) • \$30.00 (Amazon) • \$20.00 (REI)	\$90.00
• T-shirts (Qty 100)	• blue w/logo	• \$5.39 (www.4imprint.com)	\$539.00
• Books (Qty 100)	“Shipwreck ... of the World”	• \$9.00 (B&N with educational bulk discount)	\$900.00
• Books (Qty 40)	• “Guys Write for Guys Read”	• 8.00 (B&N)	\$320.00
• Rock Climbing Wall		• \$200/hr – need for 4 hours (pricing based on www.rockrental.com)	\$800.00
• Author “Virtual Visit”	• Skype with Jennifer Armstrong (“Shipwreck” author)	• max 1 hour session	\$500.00 (est.)
• Author “Virtual Visit”	• Skype with Michael Sullivan (author of “Connecting Boys with Books” or other author of similar topic)	• max 3 hours	\$750.00 (est.)
			\$4,462.37

Works Cited

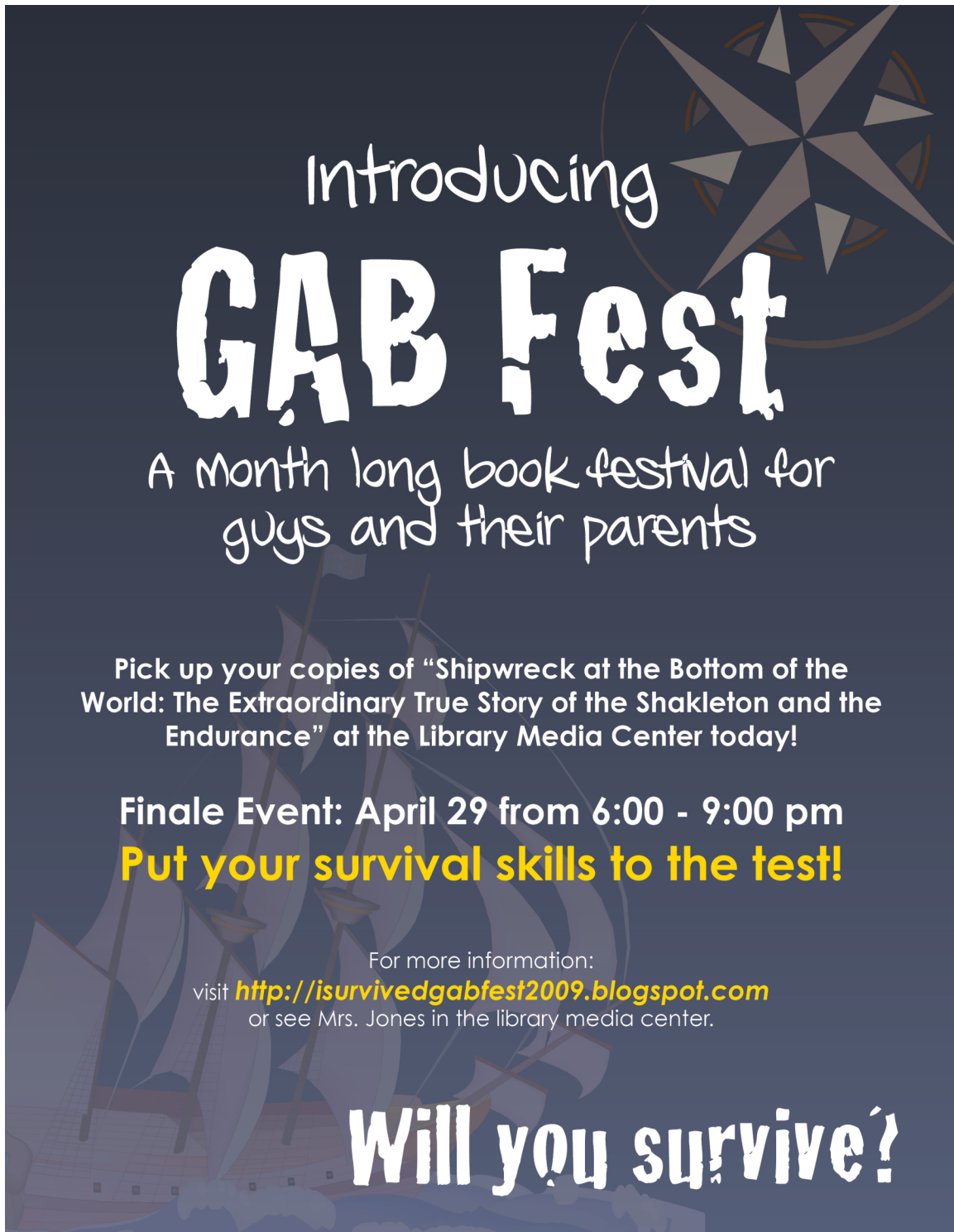
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Teaser Poster



GAB Fest Blog Page - <http://isurvivedgabfest2009.blogspot.com/>



Informational Poster



Bookmark for male students and participants

T-shirt for all participants



Button to be worn by committee members during teaser period