



READING CULTURE 2022



This case study highlights the intentional work of building a successful reading culture in three middle schools in Horry County Schools, South Carolina.

A school or district that has Quindew "Crown Culture" emphasizes the importance of explicitly teaching reading skills and boosting students' reading confidence. Crown Culture schools creatively uplift and celebrate students for meeting reading goals and growth targets.

The three middle schools highlighted here are working toward completing 6 Seasons this school year. Our research shows that students grow with every completed Season, and the students who complete the most Seasons report the greatest reading growth.



Horry County Schools



POWERFUL READING CULTURE



Green Sea Floyds Middle School

Green Sea Floyds Middle School in South Carolina works hard to incentivize and celebrate their readers. The school announces Gold Crown winners each week during morning announcements. A Gold Crown is earned when students answer every question in a Quest correctly. After 12 Quests (or a Season), students get a prize. Green Sea Floyds Crown Culture is working. They have the highest diagnostic average of all the schools in the district.



Conway Middle School

Conway Middle School's 6th grade teachers print paper medals for each student and post them on achievement walls around the school. When a student completes a Quindew Season, a Season badge is attached to the medal. Throughout the year, students watch their medals grow with colorful Season badges. The positive messaging speaks loudly about the school's commitment to reading.



Loris Middle School

Loris Middle School uses friendly competition to motivate their students. Classes that complete a Season are given time to play football, basketball, or kickball against other classes that have also completed a Season. Working hard, staying committed, and doing your best is at the heart of Loris Middle School's reading initiatives.