

22 States responded to the 2014 CCSSO [Chief's Summer Reading Challenge](#). This portfolio provides state specific user data collected by MetaMetrics and a summary of materials made available to support each state's efforts. A MetaMetrics hosted webinar on the Chief's Summer Reading Challenge is now available for public viewing at: <https://www.youtube.com/watch?v=e117No8HnKc>

Challenge Participants

- Alabama
- Georgia
- Kentucky
- North Carolina
- West Virginia
- Arizona
- Hawaii
- Minnesota
- South Dakota
- Wyoming
- California
- Illinois
- Missouri
- Utah
- Connecticut
- Iowa
- Nevada
- Virginia
- Florida
- Kansas
- New Mexico
- Washington

Materials & Media Outreach

- Over 20 customized "Find a Book" webpages created (Example: Lexile.com/fab/iowa)
- Over 70 English flyers created, Over 20 Spanish flyers created
- Web banners, bookmarks, and certificates of achievement created for 15 states
- 10 states issued press releases, 5 states worked with their Governor's office to promote the initiative, and 2 states issued PSAs
- Complete list of materials and media outreach can be found at: www.Lexile.com/Chiefs-Challenge/state-samples-2014

User Participation Data

- Top 5 states with the highest number of pledges submitted: 1) Kentucky, 2) Georgia, 3) Alabama, 4) Texas, 5) Florida.

*Special thanks to [Achieve3000®](#), [Capstone Digital](#) and [Scholastic](#) for the *incentives* donated to support this effort!*

Traffic Trends*:

- Over 2.5 million students, parents and educators visited "Find a Book."
- Top 5 states with the most "Find a Book" usage during Summer 2014 include 1) California, 2) Georgia, 3) Illinois, 4) Florida, and 5) New York.

*Data collected from May 1, 2014 - August 31, 2014 and May 1, 2013 - August 31, 2013