**Cocky’s Reading Express** serves as the University of South Carolina’s literacy outreach program. Its outreach program benefits children from four-year-old kindergarten (4K) to second graders. Volunteers travel to Title I schools throughout the state to read to children and express the importance of reading. Cocky, the school’s mascot, performs during half of the readings. Each child receives a free book and a sticker after promising Cocky to read each day.

**Special Projects**

- **Distributing Age-Appropriate Materials**
  - Organize 2,375 bonus books according to reading level
  - Manage inventory count
  - Consider the reading level of recipients
  - Select books to donate for special events

- **Promotional Flyer**
  - CRE promotional flyer created using Adobe Spark, Photoshop, and Paint 3D.
  - Designed to catch the attention of passing students. Inspiration for design came from concert flyers seen on campus.

- **Creating Infographics**
  - Calculated totals from past trips
  - Determined which graphics to use to represent information

**Integration with Class**

- **SLIS 420: Communication and Information Transfer**
  - Application of Koh’s information creating behavior model
  - Considered barriers to information while designing messages

- **MGMT 403: Leadership in Organizations**
  - Practiced different management styles based on follower readiness
  - Incorporated explanations to improve communication

- **MART 210: Digital Media Arts Fundamentals**
  - Applied skilled learned from Photoshop module
  - Incorporated typography concepts such as hierarchy and tracking

- **ITEC 265: Database Systems in Information Technology**
  - Created a database to track trip information
  - Navigation form guides users through three entry forms
  - Five reports compile information regarding volunteers and service events

**Recurring Tasks**

- Create presentation slides
- Create book and box for each trip
- Prepare presentation for each trip
- Pack shirts for volunteers
- Travel with volunteers to every site
- Assemble and disassemble equipment
- Run the slideshow during readings
- Manage the distribution of books and stickers

**Reflection**

- **Lessons Learned**
  - Libraries exist to serve the community
  - Services provided should satisfy a need
  - Outreach programs, such as CRE, depend on grant funding
  - Children from low income families make up 40% of enrolled students in Title I schools
  - Solutions are only viable if they can be implemented

- **Personal Impact**
  - Triggered a continuous effort to increase access to reading materials
  - Encouraged me to apply for the Master of Library and Information Science program

- **Significance**
  - Children transition from learning to read to reading to learn in the third grade
  - Opportunities to read exist everywhere
  - Students in Title I schools may not have a book in their home
  - Lifestyles impact how families seek and use educational resources
  - Socioeconomic status may affect access to resources
  - Improving literacy rates is a complex endeavor

**Future Plans**

- Create a system that allows multiple people to update CRE statistics at the same time
- Develop two infographics
- Find other ways for CRE to support communities without the traditional trip
- Continue to work for CRE as a graduate assistant
- Investigate ways to evaluate the impact of CRE