



Internship Experience with Cocky's Reading Express

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Background

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.

Motivation

Quality Education is a Privilege

- Access and quality are not ubiquitous
- Socioeconomic status affects opportunities in educational attainment
- Policies and programs can improve educational outcomes
- CRE encourages reading to improve literacy
- Education empowers people by improving efficacy, attitudes, and understanding

Increase Efficiency and Impact

- Evaluated current practices and concluded quality can be improved
- Found ways to use technology to convey messages

Recurring Tasks

- Create book presentation slides
- Sticker and box books for each trip
- Prepare a 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

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

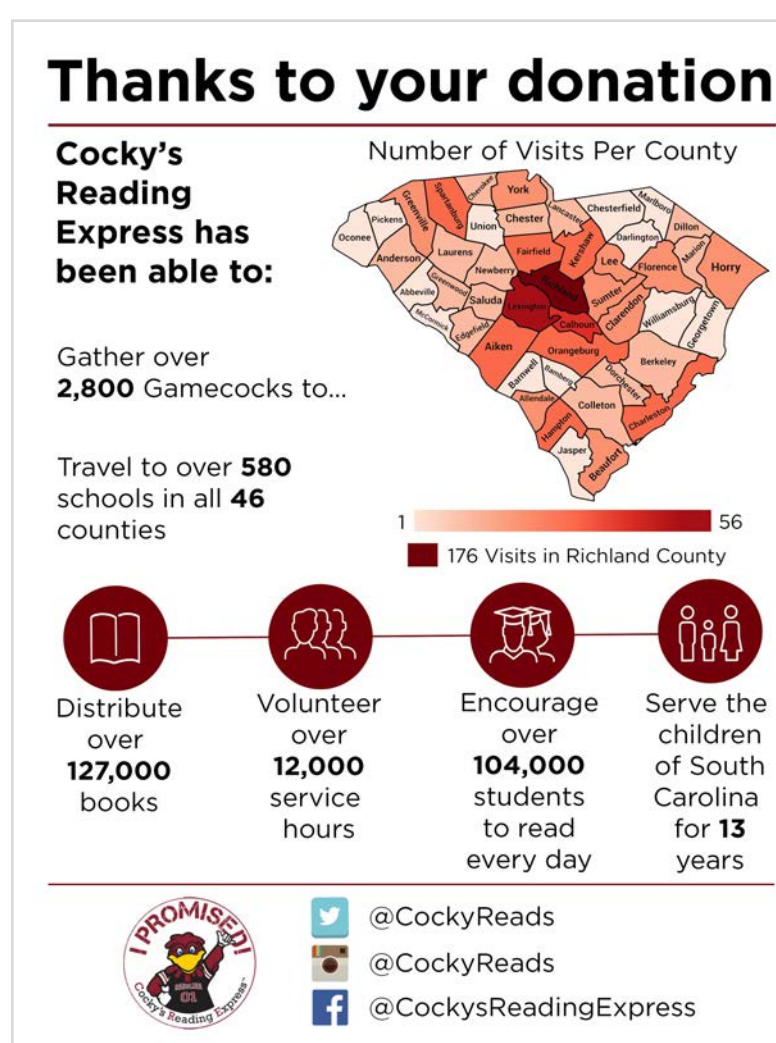
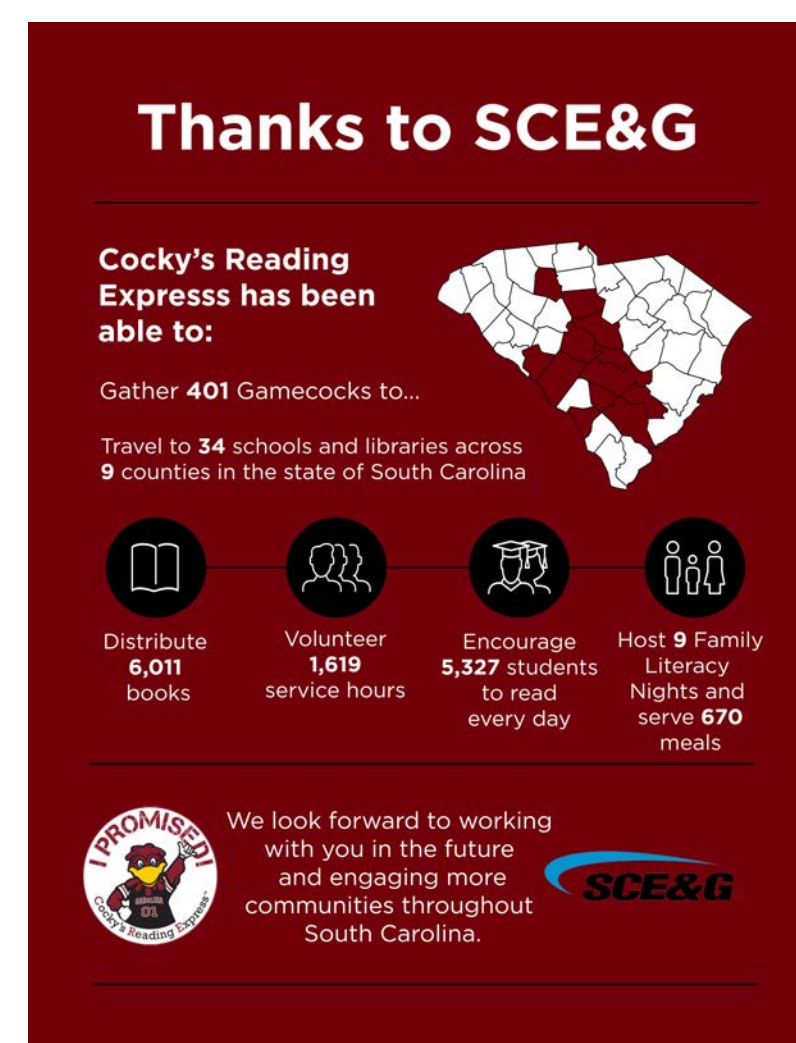


CRE promotional flyer created using Adobe Spark, Photoshop, and Paint 3D.

Designed to catch the attention of passing students. Inspiration for the design came from concert flyers seen on campus.

Creating Infographics

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



Flyers created to showcase CRE accomplishments to potential donors. The flyer on the left features data from trips sponsored by South Carolina Electric and Gas (SCE&G). The flyer on the right includes information gathered the past 13 years.

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

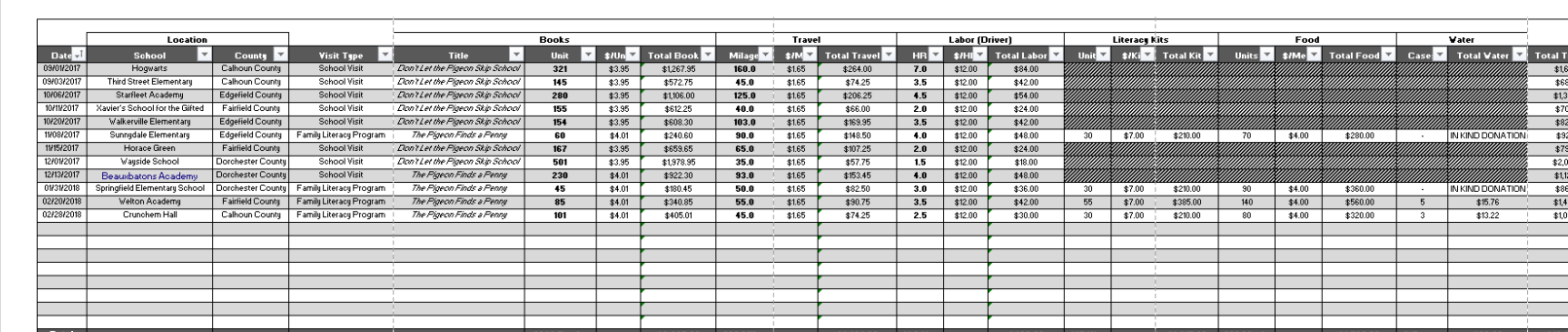
- Practiced different management styles based on follower readiness
- Incorporated explanations to improve communication

MART 210: Digital Media Arts Fundamentals

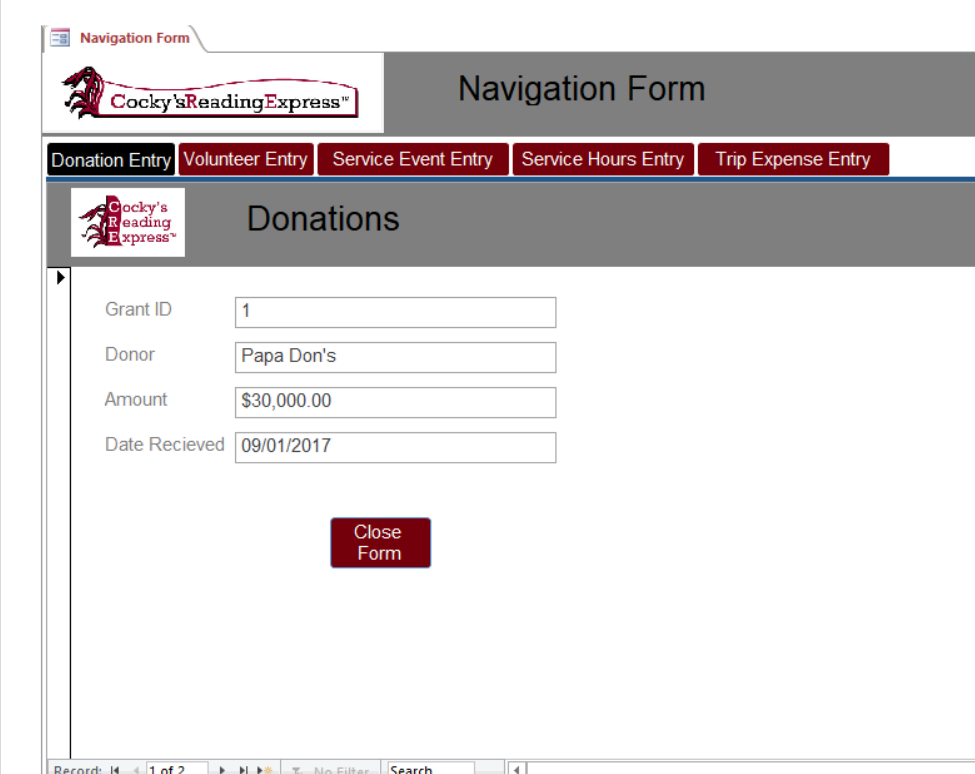
- Applied skilled learned from Photoshop module
- Incorporated typography concepts such as hierarchy and tracking

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



Excel spreadsheet designed to track information related to SCE&G sponsored trips.



Microsoft Access database designed to organize information regarding donations trips, and volunteers.

The SCE&G spreadsheet inspired the designed for this database.

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