

Plans for the Achieving Educational Excellence Action Plan

P8.F2.A1: Statewide reading campaign where students will collectively read 10 million books annually

Find your Stories

10 **NC**
Million
Book
Challenge





Why this Challenge Exists

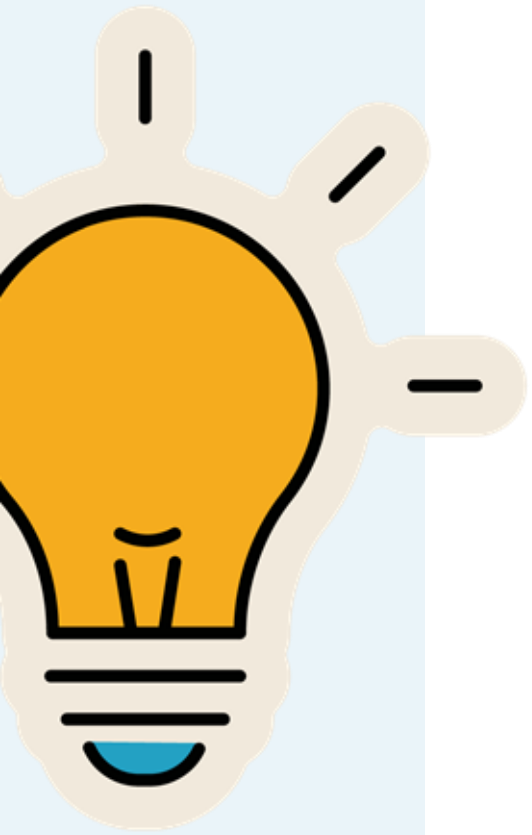
The Challenge makes reading accessible, joyful, celebrated and something North Carolina does together—and builds the habits that make a lifelong difference for every student.



Together, we'll:

- Create confident and joyful readers
- Build reading fluency by expanding the time students spend with books
- Connect communities to classrooms to celebrate student reading
- Build shared pride in North Carolina public schools



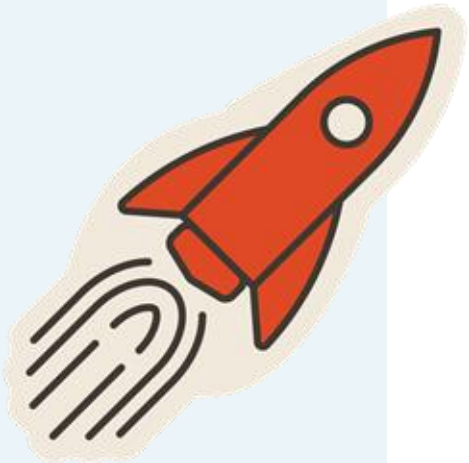


Voluntary.

No mandates, compliance requirements or new work for teachers. Students and families choose to participate.

Celebratory.

It's not an assessment, it's a celebration. Every milestone is recognized. The goal is joy, not judgment.





How the Challenge is Organized



ACTIVATORS

The operational core

Public schools anchor the challenge locally. Each PSU designates Activator Coordinators as the point-of-contact with NCDPI. NCDPI organizes and guides the outreach and support.

101 Districts
53 Charters

PARTNERS

Expand access

State agencies, public libraries, bookstores, nonprofits, museums, arts organizations and early childhood partners that reinforce reading beyond the classroom.

SPONSORS

Fuel the work

Corporations, chambers of commerce and philanthropic entities providing funding, visibility and in-kind support for promotions and local engagement.

CHAMPIONS

Amplify the voice

NC authors, musicians, sports teams, media, content creators, pediatricians and elected officials who motivate students and celebrate milestones.



Timeline



Fall 2026

Partner, Sponsor, Champion outreach. Activators are in place.

OCT 2026

Onboarding webinars and training for all groups.

NOV 2026

Media announcement and event at NCDPI.

JAN 2027

Launch! Reading starts (Hub goes live).

JAN 2027

Official kick-off event.

Thru 2027

Local /statewide reading events, monthly themes, celebrations.



Logging Books



Read a Book or
Selected Text



Visit the
Challenge Hub



Submit
Book
Count



See Confirmation
Message



Track
Progress



Challenge Hub

[Home](#)[Log Books](#)[The Bookboard](#)[Help & FAQ](#)

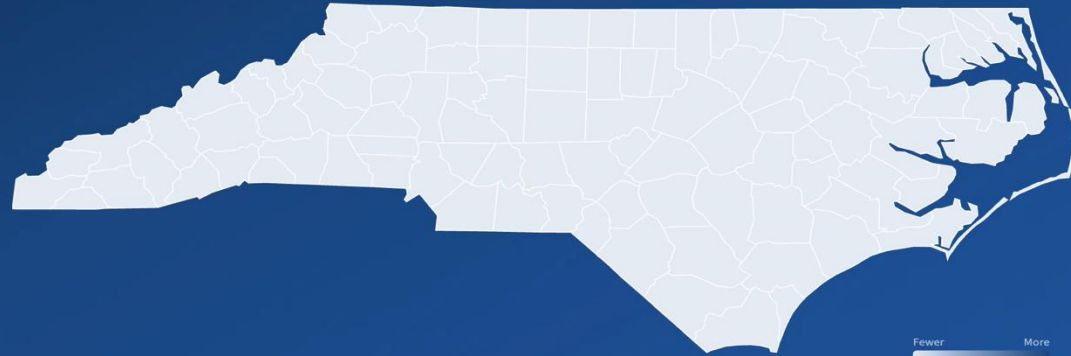
STATEWIDE READING CHALLENGE

Together, Let's Read 10 Million Books.

Students, parents, teachers, and school staff across North Carolina are invited to log every book students read — and help the state reach a historic milestone.

[Log Books](#)

BOOKS READ ACROSS NC



Statewide Participation

Schools and organizations with at least one submission

0

TOTAL BOOKS

—

SCHOOL LEADER

0

PARTICIPATING SCHOOLS

PARTICIPATING SCHOOLS BY TYPE





What is role of the State Board?



Connect

Support your local Activators in their work in their outreach to sponsors, partners, or champions.

Speaking

Promote the Challenge in the community. We have talking points and slides for you.

Engage

Think about ways you want to lift this up during the Challenge. Blog posts, interviews, social media posts and your own list of 10 books for the Challenge



NCDPI Support



FOR ALL ACTIVATORS

- Challenge Overview document, FAQs
- “How to be an Activator” factsheet
- Challenge Hub book-logging factsheet, videos
- Monthly themes w/suggested activities
- Celebration and milestone recognition materials
- Book access resources
- Reading program integration guides
- Other NCDPI support (from your connections)



FOR COORDINATORS & COMMS

Communications Materials

- Parent communication template (school to home)
- Talking points, FAQs, media pitch guidance
- Presentation insert, social media graphics

Training and Webinars

- Coordinators expectations doc
- Challenge Hub webinars for Coordinators, staff
- Webinars recorded for review, internal training
- “Office Hours” for thru Challenge year

Statewide Connections

- Partner, Sponsor & Champion roles factsheets
- State Partner/Sponsor directory, w/local contacts
- Direct NCDPI staff support



Let's make this massive, fun
and incredibly successful.

First in flight, first in reading!