

## beanstack CASE STUDY

# Brazosport Independent School District: Graduating From Quizzes to a Culture of Choice

Brazosport Independent School District serves six towns along the Texas Gulf Coast with 13 campuses. Though its student population is socioeconomically diverse and campus structures vary, library media coordinator Liz Fambrough noticed one consistent trend: independent reading declined after students left elementary school.

Data and anecdotal feedback revealed that Accelerated Reader worked well for many younger students, but that secondary students were less motivated by the quiz-based model. Older readers wanted more autonomy and choice. As Liz explained, “They want to read what they want to read, when they want to read it.”

With support from district leaders, Liz set out to try a new approach to reading motivation for grades 5–12. After learning about Beanstack through her local public library, she adopted the platform for secondary students and began celebrating reading without making every book feel like a test.

**“The biggest dial mover is teachers. If I get the teachers engaged, they will get the kids engaged. They have access to them every day... it just snowballs into the kids.”**

**Liz Fambrough**

Library Media Coordinator, Brazosport ISD

With careful planning, enthusiasm, and this teacher-first philosophy, Liz and her team turned the reading slump into a success story, renewing enthusiasm, increasing library circulation, and improving reading comprehension across the district.



## Goals

Liz and her team established a clear vision to move secondary campuses away from test-driven independent reading and toward a joyful culture of reading. They aimed to:



### Reignite Reading Momentum:

Reverse the secondary-level reading slump, helping older students rediscover excitement around books.



### Prioritize Choice:

Replace comprehension quizzes with a flexible approach that celebrates all student reading interests, regardless of format, genre, or subject.



### Cultivate a Shared Reading Culture:

Build an active reading community supported by students, staff, administrators, and families across the district.

## Strategies

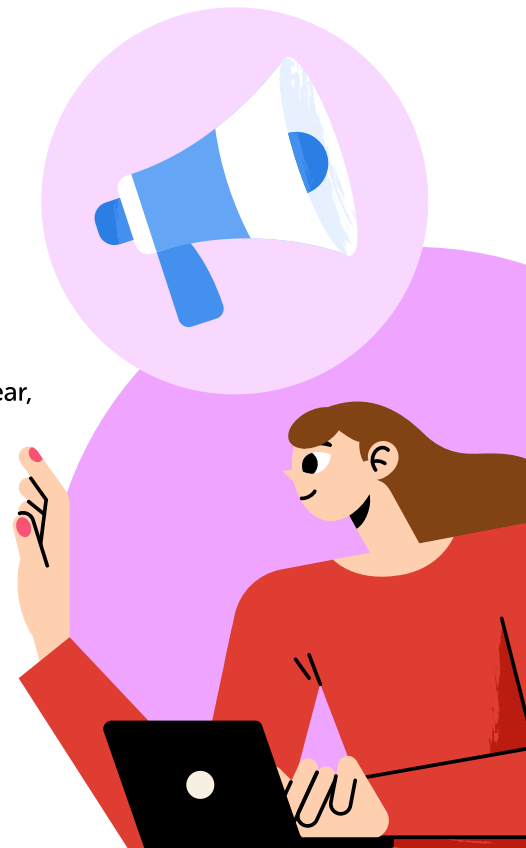
By combining thoughtful planning with creative, teen-centered engagement, Brazosport embedded independent reading into the everyday secondary school experience.

### Engage the Entire Community:

From earning early support from district leadership to celebrating classroom teachers alongside students, Liz made Beanstack a shared districtwide effort. Clear, consistent communication kept stakeholders informed, invested, and excited.

### Leverage Summer PD for Teachers:

Liz offered book club-style professional development centered on the district's Great Texas Mosquito List, encouraging teachers to log their own minutes in Beanstack and learn the platform firsthand.



## Gamify Cross-Campus Rivalries:

Friendly competition between campuses kept momentum high, with physical and digital display boards making reading progress visible throughout the district.

## Find Prizes That Inspire:

High-interest rewards like snacks and Squishmallows helped jumpstart excitement around logging and gave students incentives they genuinely wanted.

## Promote and Celebrate:

Creative events like the teacher-led October "Fright Club Battle of the Books," paired with posters, announcements, and word-of-mouth promotion, helped increase visibility and participation.



## Outcomes

Liz and her team established a clear vision to move secondary campuses away from test-driven independent reading and toward a joyful culture of reading. They aimed to:

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### Shattered District Reading Goal:

The district collectively logged nearly 5.4 million reading minutes, surpassing their goal of 5 million.

↑32%

### Increase in Library Circulation:

High school library circulation increased by 32% in the program's second year, followed by an additional 21% climb the next year.



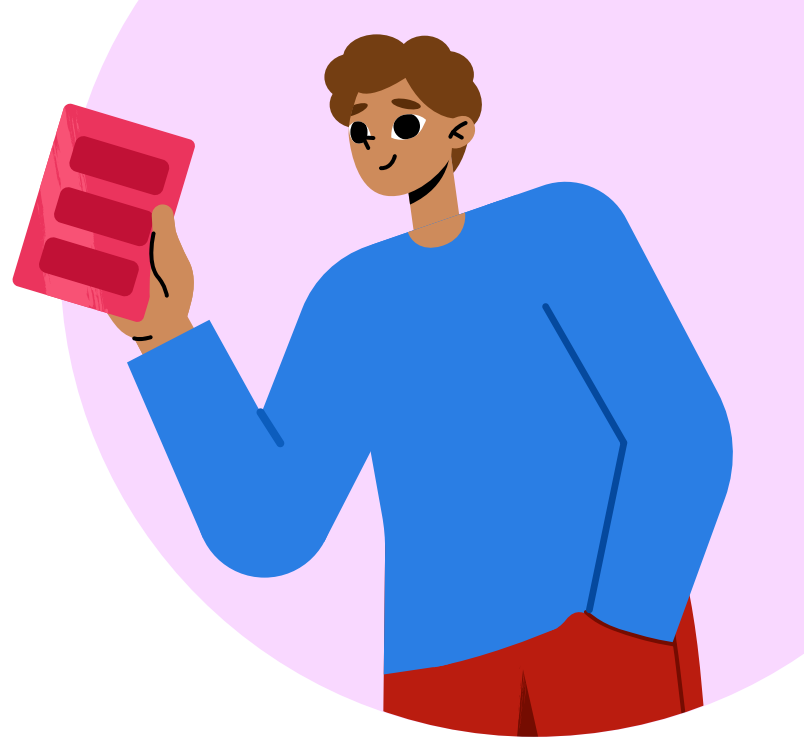
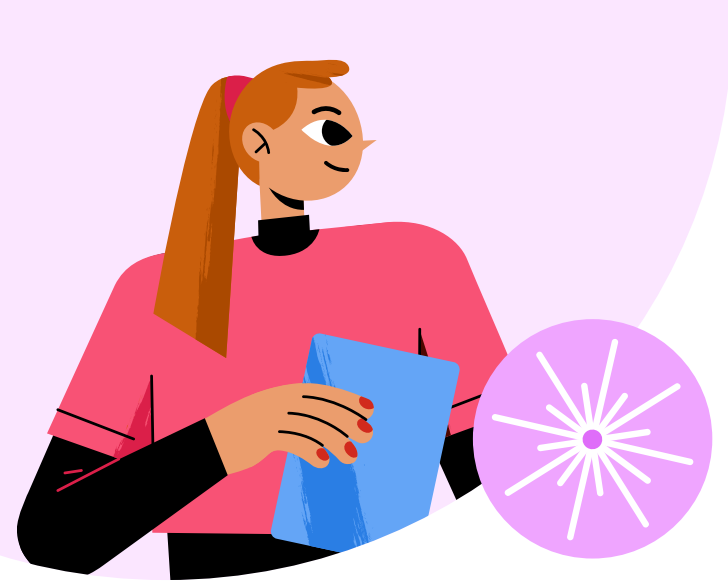
### More Reading Participation:

Student book club participation grew significantly, teachers and administrators became visible participants in the district's reading culture.



### Measurable Climbs in Testing Scores:

Use of Beanstack to drive regular, choice-driven independent reading supported a steady rise in standardized literacy testing scores across the district.



## Looking Ahead: Expanding the District Literacy Footprint

The district continued to offer both Accelerated Reader and Beanstack for secondary students during the transition, but the shift was so successful that Beanstack now serves as the official reading platform for this age group. They are also expanding Beanstack to the alternative credit-recovery campus, further increasing access, participation, and reach for students across learning environments. Next year, Liz and her team are planning a big promotional kick-off for the start of the school year and expect to see even more enthusiasm and excitement!

## Conclusion

Brazosport's experience demonstrates that, with the right incentives and tools, secondary students can be excited about reading. By trading quizzes for student autonomy, Liz and her team fostered a renewed enthusiasm for books across their campuses. Their story proves that sustainable momentum happens when a district embraces a culture of choice. As Liz notes, "Spread the information, be excited about it, share that excitement, and people will start getting on board. And then, once it does start growing, it just takes off."

