



School Spotlight

Mountain View Elementary: Leveling Up Reading Culture Through Best Practices

At Mountain View Elementary in Gilmer County, Georgia, media specialist Jennifer Painter turned reading into the ultimate schoolwide game. By tapping into her students' love of gaming—and following Beanstack's three best practices of goal setting, friendly competition, and recognition—she has built a community where logging minutes feels like leveling up and every page turned brings the school closer to victory.

Jennifer started small in mid-September, showing a few students how to log minutes and earn badges. But like any great game, once players discovered the fun, word spread fast. Within days, students were picking up books, talking about badges, and comparing stats with their friends.

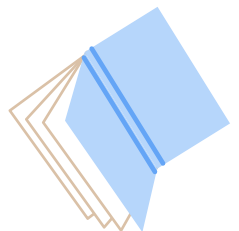


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I told the teachers, we know that for kids to be successful in reading, they have to read—and in order to read, they have to enjoy it.

Jennifer Painter

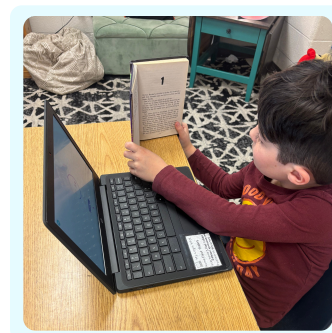
Media Specialist, Mountain View Elementary School



Rallying Around a Collective Goal

By setting a realistic community goal, Jennifer created a mission everyone could get behind and a reward worth working toward!

- **The 66,000-minute quest:** Each student was challenged to log 100 minutes, creating a schoolwide target of 66,000 minutes.
- **Teachers as reading role models:** Teachers joined the fun by logging their own reading and demonstrating that reading isn't just for kids, it's a lifelong habit.
- **A principal-powered incentive:** The school's principal agreed to "go to jail" when the goal was reached, while the top grade would earn the chance to silly string her—an endgame moment everyone wanted to unlock.



Turning Competition Into Connection

Jennifer tapped into students' natural love for games and competition to maintain strong momentum.

- **Friends and leaderboards:** Students added friends and classmates, tracked rankings, and watched their progress climb like scoreboards, transforming Beanstack into their new favorite competition.
- **Badges as power-ups:** Earning badges and streaks became milestones that motivated readers to keep playing. Students proudly showed off their achievements, eager to reach the next level.
- **A trophy to chase:** A 3D-printed top reader trophy rotates among winning homerooms each week, sparking friendly rivalries and giving classrooms a tangible symbol of victory.

Recognizing and Rewarding Every Reader

Rewards and recognition were baked into the game. Every reader, teacher, and class got their moment to shine.

- **Frequent, fun incentives:** Small prizes, such as candy, extra Bobcat Bucks, and book fair trinkets, kept energy high as students earned badges and streaks.
- **Public celebration:** Hallway TVs spotlighted top classrooms, readers, and teachers, fueling school-wide buzz and pride.
- **Teachers in the game:** Jennifer launched a mini staff challenge, rewarding the teachers with the most minutes logged with their favorite snacks. One winner proudly claimed dill pickle sunflower seeds.



Trailblazer Status

The school achieved Reading Culture Trailblazer, surpassing 75% participation three weeks into the program.



High Score Achieved

Mountain View crushed its goal in four weeks and will keep raising the bar and setting new goals as they read more.



Culture Shift

Students started choosing reading over free time, showing that excitement had transformed into sustained motivation.

Conclusion

Through clear goals, playful competition, and layered recognition, Mountain View Elementary has leveled up its reading culture. Their success demonstrates how Beanstack's best practices can transform reading into an epic quest, complete with milestones, collaboration, rewards, and a community of players eager to turn the next page.