



PRESS RELEASE

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Strong Reader's Campaign

Jackson Education Support Center
7048 Old Canton Road
Ridgeland, MS 39157

The 3rd Annual Strong Reader's Campaign is a special offering to help public school third graders prepare for the Summative Reading Assessment (also known as Reading Gate). The Literacy-Based Promotion Act requires Mississippi's public school students to take the [MKAS2 3rd Grade Reading Summative Assessment](#) in order to ensure they are reading at grade level by the end of 3rd grade. According to the Mississippi Department of Education, "students who are not reading on grade level at the end of 3rd grade are likely to struggle as they progress in school".

Though third graders will have an opportunity to retake the MKAS2 in May and August, we want students to earn a passing score on the first attempt. Doing so encourages students to continue working hard in school and mitigates the stress associated with beginning a new school year in the fall. Jackson Education Support (JE) launches its month-long Strong Reader's Campaign on April 1, 2016, to condition students for this high-stakes assessment.

There is no deadline to register for the Strong Reader's Campaign; however, a limited number of free sessions are available. Parents are encouraged to schedule an initial consultation using the [online scheduler](#) or by calling/texting the office (601-724-2152). The free consult enables development of personalized learning experiences for students. Sessions take place in the Ridgeland learning center. Directions to the center are provided upon registration.

Only third graders having a C or lower in reading qualify for free reading sessions, and parents of all children are invited to qualify for \$10 OFF April reading sessions by liking the JE Facebook Page: [FB.com/JacksonEducationSupport](#). Participants shall provide copies of student report cards and STAR reports.

Reading sessions focus on phonemic and phonological awareness as well as comprehension activities tailored to the Reading Summative Assessment. Though not a requirement, clients are encouraged to schedule follow-up sessions in order to supplement classroom instruction and extend learning during the summer months.

Jackson Education Support is a privately owned and operated firm unaffiliated with any school district. JE partners with members of the community to develop more independent learners. JE services and products support individual and organizational learning and training goals. Program objectives include improving test scores, increasing overall confidence, and bridging the transition to more challenging environments.

Jackson Education Support | [je411.com](#)