

Exploring Views of Educators on the Outcomes of the Reading Campaign

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ABSTRACT The purpose of the present study was to understand the efficacy of the reading campaign in improving learners' competences in reading. A questionnaire was administered to educators to solicit (a) their views on the implementation of the ELITS (Education Library, Information and Technology Services) reading campaign, (b) their awareness of the campaign and (c) the availability and accessibility of the quality reading collections supplied by ELITS to schools. The study aimed at understanding the efficacy of the reading campaign in improving learners' competencies in reading. The findings revealed that majority of the educators are not aware of the ELITS reading campaign, their knowledge of the campaign is limited and they are not even aware of the objectives and time frame of the project. Based on the findings the researcher realised that the objectives of the ELITS reading campaign were not achieved due to poor planning for the campaign, lack of training for the educators, lack of monitoring and evaluation of the project and time frame for the project was not clearly stated. The study recommends that reading campaigns be planned properly, all stakeholders must know and understand objectives of the campaign, time frame must be clearly stated to all stakeholders and monitoring and evaluation must be taken into consideration.