

North Carolina's READY campaign

www.ncpublicschools.org/ready/

Campaign materials are available under "resources"

The screenshot shows a Windows Internet Explorer browser window displaying the READY website. The address bar shows the URL <http://www.ncpublicschools.org/ready/>. The page header includes "PUBLIC SCHOOLS OF NORTH CAROLINA" and "State Board of Education | Department of Public Instruction". A navigation menu contains links for "ACRE", "CAREER & COLLEGE", "RTTT NORTH CAROLINA", and "QUICK LINKS", along with a Google search bar. A left sidebar lists categories: "READY HOME", "TEACHERS", "PRINCIPALS", "PARENTS", "RESOURCES", "EVENTS", "WE'RE READY!", "NC RACE TO THE TOP", "CAREER AND COLLEGE: READY, SET, GO!", and "READY DIRECTORY". The main content area features a "READY" heading, a paragraph stating the department's commitment to providing strategy and tools, a graphic of a child reading under a house with the word "READY" below it, and another paragraph about the new Common Core State Standards and Essential Standards. A "Printer Friendly Version" link is visible at the bottom of the content area. The browser's status bar shows "Internet | Protected Mode: On" and the system tray displays the time as 9:55 AM on 5/17/2012.

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