Summer Reading Shakeup

Sara Nielsen and Maggie Melson,
St. Charles City-County Library District
Who Are You?

Sara Nielsen, Adult Services Manager

Maggie Melson, Youth Services Manager
What about the Library?

The St. Charles City-County Library District:

Serves 380,000 residents of St. Charles County - STL Metro

350 Square Miles

12 branches

400 staff, mostly part-time

LOTS of kids!
What did you do in the past?

Each age group did their “own” Summer Reading thing - Children’s, Teen, & Adult

Individual planning committees

Individual reading logs

Individual instructions to staff
What did you do differently?

Simplify, Simplify, Simplify

One planning group
Online registration
Easier way to track participation and reading
One overview of how to implement the program for staff and volunteers
Online survey for customer feedback
And more!
Why was it time for a change?

Data-Driven Decision Making!
Simplify, Simplify
Teamwork!
Was there a committee?

Always.
Where’d you get the money?

Friends of the Library:  
$60,000 for prizes

IMLS Grant from  
Missouri State Library:  
$17,000
How’d you do that?

State Library Grant:
   Keep it simple
What did we ask for?
   Staff time
   Advertising
   Performers
Deadline is coming up -
November 15!
Staff Buy-In
Getting the buy-in

Staff Ownership
Testing Google form
**Asking for feedback**
Program overview with FAQ

Presenting at ALL THE MEETINGS!

Making sure they had things early - as easy as possible from staff POV
Summer Reading Live
Deployment

Prizes and Materials

Early!

Devices to the branches

FAQ Document

We need to come up with 10000 possible responses to 10000 possible scenarios.
Registration

Google Form

Pros

Cons

One Major Disaster
Gameboards

Interactive
Promoting: Services! Resources! Fitness! Literacy Skills! Reading!
SUMMER READING
at St. Charles City-County Library District
MAY 23 – AUGUST 1

Complete any 20 boxes & return your game board to the Library to win a prize!
Complete bonus game boards for more chances to win the grand prize.
Return 9 bonus game boards to the Library & win a Super Reader yard sign.

READ
- Read a book
- Read a book
- Read a book
- Read a book
- Read a book
- Read a book
- Read a book
- Read a book
- Read a book
- Read a book

TALK
- Talk about the pictures in a book
- Talk about sports and outdoor activities
- Go outside and talk about what you see

SING
- Sing an action song
- Sing your favorite song or fingerplay
- Sing a song and dance to it

WRITE
- Draw a picture, tell a story about it
- Look for shapes in nature
- List words that start with the 1st letter of your name

PLAY
- Play ball
- Play at the Library
- Play pretend

Grand Prize Drawing Slip
Game Boards

Summer Reading
at St. Charles City-County Library District
May 23 – August 1

Complete any 30 boxes & return your game board to the Library to win a prize!
Complete bonus game boards for more chances to win the grand prize.
Return 9 bonus game boards to the Library & earn a Super Reader yard sign.

- Read 20 minutes
- Go on a Storybook Walk
- Read 20 minutes
- Read 20 minutes
- Attend a Library program
- Read 20 minutes
- Read 20 minutes
- Exercise with a friend
- Read 20 minutes
- Read 20 minutes
- Read 20 minutes
- Read 20 minutes
- Listen to an audiobook
- Read 20 minutes
- Read 20 minutes
- Read 20 minutes
- Enter the Library Photo Contest
- Read 20 minutes
- Read 20 minutes
- Play outside
- Read 20 minutes
- Read 20 minutes
- Read 20 minutes
- Make up a story
- Read 20 minutes
- Cook something using a recipe
- Read 20 minutes
- Read 20 minutes
- Read 20 minutes
- Invent a game and play it
- Read 20 minutes
- Build a fort and read in it
- Read 20 minutes
- Read 20 minutes
- Read 20 minutes
- Read 20 minutes
- Read 20 minutes
- Read 20 minutes
- Read 20 minutes
- Read 20 minutes
- Read 20 minutes

Grand Prize Drawing Slip

Sponsored by<br>Friends of St. Charles City-County Library District
Game Boards
ON YOUR MARK, GET SET... Read

SUMMER READING
at St. Charles City-County Library District
MAY 23 – AUGUST 1

Complete any 20 boxes & return your game board to the Library to win a prize!
Complete bonus game boards for more chances to win the grand prize.

- Read 1 hour
- Enter the Library Photo Contest
- Sign up for a Library Newsletter
- Read from a new genre
- Walk, hike, run, or bike for 20 minutes

- Read 1 hour
- Attend a Library program
- Ask for a book suggestion at the Library
- Read from a new genre
- Download a free eBook from eLibrary

- Read 1 hour
- Visit a Storybook Walk
- Walk, hike, run, or bike for 20 minutes
- Read from a new genre
- Visit a different Library branch

- Read 1 hour
- Tell a friend about a good book
- Read out loud to a person or pet
- Follow the Library District on Social Media
- Listen to an audiobook

- Read 1 hour
- Attend a Library program
- Walk, hike, run, or bike for 20 minutes
- Read from a new genre
- Take an online course from eLibrary

Game Boards

ADULT ages 13+
www.youranswerplace.org

GrAND PRIZE DRAWING SLIP

Friends of St. Charles City-County Library District

Phone:
Summer Reading in Action

Prizes:

Different Adult, Teen, and Kid Final Prizes

Grand Prize Drawing - Kindle Fire

Kids - “Super Reader” Yard Sign for 10 game boards completed
Summer Reading in Action

Programs
1,000 Programs over 9 weeks!
In-house Programs by staff all summer

Paid Performer for kids weekly

Special District-wide Programs for Teens
School Outreach
Yard Signs
Registration

They registered right away!
Marketing
Flags
ON YOUR MARK
GET SET...
Read

SUMMER READING
at St. Charles City-County Library District

MAY 23 – AUGUST 1

youranswerplace.org/SummerReading
SUMMER READING
at St. Charles City-County Library District
MAY 23 – AUGUST 1
Read for fun and prizes!
Register online at
youranswerplace.org/SummerReading
or sign up at the Library.
Hundreds of free events and activities for all ages, all summer long!
Almost 15,000 Views on Facebook!

Almost 25,000 people “reached.”
Standees
Contests
Coloring Contest

Over 900 entries!
Coloring

Andrea, age 67

Emily, age 12

Samantha, age 8
Digital Photo Contest

Age Groups
- Children - Age 12 & under
- Teens - Age 13 to 17
- Adults - Age 18 and older

Competition Categories
- Outdoor Beauty
- Digital Darkroom: Digitally manipulated images
- 2016 Summer Reading Theme: On Your Mark, Get Set, Read!™

2016 SUMMERTIME PHOTO CONTEST
MAY 23 – AUGUST 1, 2016

Cash prizes in each category for each age group!
Adult
“Summer Reading Theme” Winner
Teen
“Summer Reading Theme” Winner
Photo

Children’s “Summer Reading Theme” Winner
Teen Bookmark Design Contest
Summer Reading Wrap-Up
Survey

Summer Reading Participation Survey

ON YOUR MARK GET SET... Read
SUMMER READING
at St. Charles City-County Library District
MAY 23 – AUGUST 1
Read for fun and prizes!

Thank you for participating in the Summer Reading Program with the St. Charles City-County Library District. Please take a few moments to answer some questions about your experience. Answer by September 12 for a chance to win a $20 Target gift card!*

Did you sign up as a family or individual for the Summer Reading Program?
Great Outcomes!

72 percent of parents agree or strongly agree that their child felt more confident in his or her reading ability as a result of the Summer Reading Program.

62 percent of parents agree or strongly agree that their child read more because of the incentives provided by the Summer Reading Program.

99.3 percent of people would recommend the Summer Reading Program to a friend.

97.6 percent of people would recommend the Library District’s programs, classes and activities to a friend.

“My teen had a below grade Lexile score at the end of the previous school year. My teen continued to read through the summer w/the encouragement of the Summer Reading Program. When my teen retested at the start of this school year, it jumped 200 points!! He is now reading at grade level. Thank you St. Charles Library!!”

“My son’s teacher said that it was crucial that he read over the summer. He was a few reading levels behind the rest of the class. His confidence and interest in reading improved greatly. He also was excited about picking out new books at the library!!”

“My 11-year old daughter is not confident in her ability to read. She, therefore, avoids reading. The summer reading program offers her an incentive to read more, boosting her confidence in herself and making her a better reader. She sees her older and younger sisters getting involved, and gets more excited to participate!”
SUMMER READING
at St. Charles City-County Library District

THAT’S A WINNER!

In 2016, 30,000 customers participated in Summer Reading.
The Library hosted 1,156 classes & activities during Summer Reading with 25,000 customers attending.

Approximately 12.1 million Summer Reading minutes were read this year.

252 Super Readers earned their yard signs.

1,749 entries were received for the Coloring, Photo, & Bookmark Contests.

13,000 prizes were awarded courtesy of friends of the St. Charles City-County Library District.
Final Grant Report

Survey was done for the IMLS grant, but was great for outcome measures to share with staff.

The IMLS grant means that Summer Reading never really ends.
What we will do differently

INTERN!
More Volunteers at Admin
Central Volunteer training
Changes to the form
School promotion via superintendents
Email more!

More facebook, less print
Improve yard sign distribution
Preschool promotion
Outreach promotion
Consider experiential prizes
Consider sponsorships
Transition to Next Year

Let our powers combine.
Transition to Next Year

MADE CAPTAIN PLANET REFERENCE

PULLED IT OFF
Build a Better World: Your Ideas
Questions? Contact Us!

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