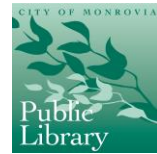




**CITY OF MONROVIA  
LIBRARY BOARD  
AGENDA REPORT**



**DEPARTMENT:** Public Services  
Library Division

**MEETING DATE:** September 28, 2017

**PREPARED BY:** Elizabeth Schneider, Youth Services  
Supervisor

**AGENDA LOCATION:** AR - 1

---

**TITLE:** 2017 Summer Reading Program Evaluation

**OBJECTIVE:** To provide the Library Board with an evaluation of the 2017 Summer Reading Program.

**BACKGROUND:** Summer reading programs have become a permanent feature in public libraries. As children's services began and developed, so did the practice of summer reading programs. Substantial research shows that summer reading loss causes students to fall behind in school and lose ground as readers. Keeping children and teens reading, engaged and helping them to develop a love of reading continue to be important goals in libraries. People of all ages who participate in summer reading programs gain self-confidence and a love for reading and books, encouraging them to become lifelong readers, learners and library users. For the library, it can increase circulation, highlight new or special areas of the collection, increase program attendance, and support lifelong learning in the community.

A statewide summer reading program is made available free of charge to California public libraries through the partnership of the California Library Association (CLA) and iREAD (Illinois Reading and Development program). For over thirty years, iREAD has developed summer reading programs and provided libraries, with all of the resources needed to promote, launch, and execute great reading programs. The 2017 theme was Reading by Design and took place June 12 to July 29.

This year's reading program and services were designed so that every participant, regardless of age or reading ability, was encouraged to make reading a daily activity in their lives. The additional learning activities were developed under the strategic direction to enhance experiences at the Library. Online badges could be earned by going above and beyond the goal of reading for 7 days and completing activities or answering questions designed by the Librarians. Parents and caregivers gained knowledge about early literacy and learned activities that they can continue at home. Kids, teens and adults were encouraged to try something new and get out of their comfort zone.

**ANALYSIS:** The 2017 Summer Reading Program was designed to engage everyone; infants through adults. Participants were asked to read every day, either through independent reading or having someone read to them. The intent was to encourage all ages to read for 42 days and make reading a part of their daily activities, thereby establishing a habit that would continue the literacy growth and development. When participants logged in their reading progress using Beanstack online summer reading program, they qualified to receive an incentive after every seven days of completion. Participants were encouraged to complete weekly activities and share comments about their adventures during the

**AR-1**

week. The questions and activities are used to increase participation and create a community centered on library use and encouraging summer learning.

### **Example Reading and Exploring Activities**

- 1) Ages 0 to 2 years: Sing songs with your baby/toddler. It will help them hear words being broken into smaller sounds which will help later with reading. What new song did you sing?
- 2) 3 years to 5<sup>th</sup> grade: Become a top chef! Make a tasty recipe and share it with family and friends. What did you make?
- 3) Teens: Create a vision board of what your goals are for life after high school. What do you want to be when you grow up?
- 4) Adults: Take a day to unplug from all devices. What did you do to pass the time?

### **Online Comments**

Using Beanstack to report reading activities encouraged the growth of technology literacy, especially for participants who do not have computers or Internet at home. Responses showed that while participants' reading activities were quite diverse, they shared a common experience - participants enriched their lives as they built literacy skills. The following is a sample of the 1,996 responses logged in by participants to the question – What did you read, learn or discover this week?

“Learned more about our neighbor Pasadena but walking through the Art district and discovered an antique shop that holds a rare version of Utopia by Thomas More”

“Being able to quite [*sic*] my mind to sit down and read is difficult, but practice will make perfect!”

“I'm attempting to plant some plants in the backyard. I'm new to gardening so I've been reading up on different types of plants trying to find the best fit for our backyard. I've learned a little bit about gardening this week.”

“How to make a pot of Tea (carefully)” (kid answer)

“She learned to turn the pages and lift the flaps while reading board books together.”

“Yesterday, Elijah learned about the fruits, vegetables & other food at the grocery store. He touched them to explore their textures; looked at them to see their colors & smelled them too!”

“We read about animals and went to the zoo to see some of the animals we read about.”

“I discovered that baking isn't as easy as it seems.”

“I made my own video game, Built new paper airplanes and learnt some new dances and danced on stage as a back up dancer”

Other activities and questions were posed to participants as they read through the weeks. Here are the responses to an additional question -- Teamwork and friendship go hand in hand, offer to help someone complete a project or achieve a goal. Tell us all about it.

“I helped my mom cook breakfast for my family”

“Last week, my family goes camping and me and my brother are in charge of pumping the air bed and pillow. We work together to hold the pump and the bed so the air get pump in properly. We also take turn to pump because it is tiring.”

“When I was on vacation in Mexico I helped translate for the kids when we were making pizza & in the kids club.”

“I helped my baby brother build a city with his legos. We made cars and a storage area and stairs and windows.”

“I helped my sister with painting our new bat box this week!”

“I helped my mom wash the dishes today because she had a lot of cleaning to do. It was exciting because I've never washed the dishes before. I think I did a good job.”

“At my school I get to read to the younger kids, I think I taught some of them to read!”

### **Prizes**

Participants receive prizes for each reading level they complete. Reading for seven days would reach the reading goal, which could be reached 6 times. Prizes were chosen to foster literacy growth, encourage active play, and engage participants in the act of choice. Each participant was offered an opportunity to choose 3 books. Other prizes were also offered for reading the first level of reading. Babies could redeem their choice of plastic animal, color viewers, sensory blocks and balls to encourage play. Children ages 3 to 5<sup>th</sup> grade could select from four bags that contained engineering and hands-on experimental activities, and were encouraged to post their creations on Library social media. Teens were awarded their choice of art supply donated by Blick Art Supplies or a free cheeseburger from In N Out. Prizes for Adults included a water bottle with the Monrovia Public Library logo and up to three books of their choice. Each prize level also included entry into one of the three prize drawing opportunities, as well as the grand prize drawing.

### **Raffle**

The program included three raffle drawing days throughout the summer. Staff allotted donation funds to purchase science and art kits for elementary age children, Lego sets, a 3D Pen, drone and Kindle Fire for teens, and music and imagination toys for toddlers. Additional raffle prizes were donated by local businesses and organizations such as amusement park passes, jewelry, museum and theatre passes, gift baskets, gift certificates to restaurants, movie passes and more. A total of 133 raffle prizes, valued over \$5,758.00 were given out at the end of the program.

### **Contests**

The Library hosted weekly contests during the summer. All ages were encouraged to participate, and contest rules varied to include young children. Contests included: *Are You a Notable Quoter*, a word search, creating a book cover, discovering a Golden Ticket hidden in library books, a puzzle contest, a Library search and Boggle. Winners were chosen each week and received a gift card to Amazon. All winners were celebrated on the Library's social media pages.

### **Outreach**

In May and June, Staff visited Monrovia Unified School District's elementary schools and middle schools to promote the Summer Reading Program. Staff presented at Clifton Middle School, Santa Fe Middle School, Mayflower Elementary, Monroe Elementary, Wild Rose Elementary, Bradoaks Elementary and Plymouth Elementary. Total number of students in attendance was 3,869.

Staff brought the Summer Reading Program to local day camps including Summer Extravaganza, Boys & Girls Club, the YMCA and Tzu Chi Elementary school. Visits to the Bradoaks Elementary summer school program were added this summer. Staff was able to visit 140 additional students and bring them free books. Library staff also promoted the summer reading program at Monrovia Area Partnership Outdoor Movie Nights and the Friday Night Fair.

### **Teen Volunteers**

Teen volunteers were crucial in the day-to-day operation of the Summer Reading Program. Approximately 57 teens volunteered 1,219 hours, equal to \$14,628.00 in staff cost savings (based on the starting wage of \$12.00 per hour for a Library Aide). Last year 64 teens volunteered 1,436 hours, equal to \$17,232.00 in staff cost savings. Volunteers organized and managed the prize desk, signed patrons up for the program and made sure they received their incentives, put together prize packets, shelved and cleaned books, and assisted with programming. Designated Lead Volunteers had further responsibility of greeting volunteers at the beginning of each shift and assigning tasks. Lead volunteers were high school students who had previous summer experience. To volunteer in the summer, teens filled out an application in April agreeing to join the Teen Advisory Board (TAB), attend an orientation, and attend at least one monthly TAB meeting. Volunteers were rewarded with a scavenger hunt challenge and party.

### **SUMMER PROGRAMMING**

Librarians designed 116 programs for youth, teens and adults over the course of the summer, including outreach visits that involved hands-on engineering activities and playing games. Some of the highlights are below.

#### **Summer Reading Program Kick-Off**

On Thursday, June 15, the Library hosted a Summer Reading Program Kickoff at Station Square Park with Disney girl DJ Bree and performer Michael Rayner. Families signed up for summer reading, played with bubbles and danced on the grass. Later in the night, participants enjoyed hilarious jokes and wacky tricks like wheelbarrow balancing and flying cheeseburgers.

#### **Storytimes**

Staff presented five storytime programs per week during the summer program - Baby Storytime for 0 to 24 months, two sessions of Little Listeners for 2 to 5 years, Play With Me for 0 to 4 years, and Night Owl Storytime. Baby Storytime exposed parents and children to activities like rhymes, action play and simple stories, creating a significant and positive impact during these crucial months as children venture into the world of reading. Little Listeners focuses on early literacy skills. While families participated in storytelling, songs, fingerplays, pre-writing practice and process art activities, parents discovered how to incorporate early literacy skills into the daily lives of their children. Play With Me is an early reading play group for children and parents/caregivers to practice the five early literacy skills: talking, singing, reading, playing, and writing. Staff taught adults to model reading activities for youth and empowered them to be their child's first teacher. Night Owl Storytime was offered in the evening for working families and had a process art and engineering hands-on focus. Participants heard stories and then worked on activities using the Think-Make-Try philosophy of promoting critical thinking skills. Librarians presented 28 storytimes attracting 1,656 parents and children.

#### **Monday Movie Night**

The program offered families a chance to gather every week to watch a film and enjoy freshly popped popcorn. The Friends of the Monrovia Public Library sponsored seven movies, with a total of 678 people attending the screenings.

#### **Discovery Programs**

Create Crew was a design and engineering series with the goal of facilitating design thinking and problem solving in children. The challenges were posed each week such as – how to design mock solar panels or what to do if a monster is under their bed. Participants used the engineering design process to brainstorm, design, build, test, and evaluate to achieve a successful result. Other programs included building Marble Mazes and painting using letter sponges. All programs promoted the process of ‘making’ as opposed to focusing on the product. Parents and caregivers worked with children to make creations, offering the opportunity for adults to teach new concepts as well as explore their creative interests.

Based on community feedback from parents and caregivers, the Imagination Station program was repeated in the Summer. Geared for ages 4-8 year olds, children were given the opportunity to be transported to another world through imaginative play using toys, props and creative arts. The program was every Wednesday for five weeks (June 21-July 19) and each day had a new theme: Post Office, Emergency!, Store/Restaurant, Mask Play, and City. Staff read a book related to the theme, discussed vocabulary words, and encouraged discussion among the participants about the topic. Pretending builds skills in many essential developmental areas: social and emotional skills, language skills, and cognitive skills. Participants are exposed to other learning opportunities such as sharing, problem-solving, empathy, cooperation, and storytelling. There were 34 programs developed for elementary children and families with a participation of 1,761 people.

### Teen Programming

Library staff and the Teen Advisory Board developed 6 programs for teens to participate in this summer. Teens were invited to sing along to Moana at the Disney Sing Along. At the Mythology Escape Room, participants broke into groups and were challenged with solving riddles using maps and calendars. Solving the puzzles gave teens codes to use on the combinations locks to open the box. A total of 154 teens attended the events. The most popular program of the summer was Laser Tag where teens helped to reimagine the Library into the game board and plan the game structure. Participants created obstacles with furniture and developed a ‘capture the flag’ format to play. All of these programs allowed the opportunity for teens to employ strategic planning and design thinking skills, as well as participate in collaborative exercises. The teen programs were sponsored by the Friends of the Monrovia Public Library.

### Adult Programming

Adult Services summer programming began with a 4-week, hands-on fall prevention and balance class with a certified instructor, Kim Pasamonte from *Cal State Fullerton*. Ranger Bob Dollins hosted veterans and their family members on a hike in Canyon Park, followed by a picnic. Wynesta Dale of *Caring Transitions* presented decluttering and downsizing tips to help with a smooth transition when moving to a new or smaller home. Chef Alex Reyes, of the local Saute Culinary Academy, taught participants how to shop and cook a Mediterranean inspired meal using ingredients from the local farmer’s market. A total of eighty-two attendees participated in the adult summer programs.

Staff hosted a total of 116 programs for babies to adults during the Summer Reading Program in comparison to 116 programs in 2016.

The table below is a breakdown of Summer Reading Program participation.

Participation	2015	2016	2017
Reading Program Participants	2,314	1,855	2,980
Program Attendees	10,115	6,012	6,279
<b>Total Participants</b>	<b>12,429</b>	<b>7,867</b>	<b>9,259</b>

The Reading Program participation this year was 2,980, a 61% increase from last year. The increase is attributed to staff excitement in promoting the program and the structure of the new online system, Beanstack. For children to participate, parents were encouraged to create accounts and this increased adult participation by 124%.

Program attendance increased by a small amount, but the amount of programs decreased, showing the amount of participation and interest in using the Library is continuing to grow with the increase of outreach throughout the year. Outreach visits to summer camps decreased because of their busy schedules, but visits to MUSD elementary summer school was added.

**Participation by Age Group:**

<b>2015</b>	<b>Participants</b>
Ages 0 - 4 yrs.	307
5 yrs to 5 <sup>th</sup> gr.	1195
6 -12 gr.	370
Adult	410
Literacy	5
N/A	27
<b>Total</b>	<b>2,314</b>

<b>2016</b>	<b>Participants</b>
Ages 0 - 2 yrs.	132
3 yrs to 5 <sup>th</sup> gr.	1126
6 -12 gr.	266
Adult	318
Literacy	4
N/A	9
<b>Total</b>	<b>1,855</b>

<b>2017</b>	<b>Participants</b>
Ages 0 - 2 yrs.	212
3 yrs to 5 <sup>th</sup> gr.	1639
6 -12 gr.	395
Adult	713
Other	21
<b>Total</b>	<b>2,980</b>

Adults participating in the Literacy program were considered together in the adult category.

**Participation by School Districts:**

<b>Monrovia Public Schools</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Bradoaks Elementary	74	63	360
Clifton Middle School	63	59	79

Mayflower Elementary	119	84	92
Monroe Elementary	97	84	124
Monrovia High School	47	43	65
Plymouth Elementary	58	41	30
Santa Fe Middle School	65	36	46
Wildrose Elementary	70	35	63
Monrovia Private Schools	63	31	37
<b>Nearby School Participants</b>			
Arcadia Schools	93	79	111
Duarte Schools	20	27	66
Pasadena Schools			27
Sierra Madre Schools			10
<b>Additional Responses</b>			
Homeschool			97
Not in School	522	409	790
My School is Not Listed	386	312	455
Unknown	637	552	528
<b>Total Participants</b>	<b>2,314</b>	<b>1,855</b>	<b>2,980</b>

Participation increased at every school except Plymouth Elementary. This elementary school, farthest from the library, has been made a priority for outreach for the 2017-18 school year.

**ENVIRONMENTAL IMPACT:**

The Summer Reading Program is a paperless program since going online in 2009. Program information was available on the Library’s website calendar, but publicity continues to be primarily in paper format. The Library printed several thousand brochures to distribute to schools and have available at the City’s service counters.

**FISCAL IMPACT:**

**Library Expenditure/Revenue Chart**

<b>Expenditures</b>			
<b>Event Expenditures</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Publicity	\$ 3,525.06	\$5,511.17	\$2,881.87
Performers/Programs	\$ 5,990.29	\$2,602.22	\$2,151.00
Incentives/Grand Raffles/Contests	\$ 13,015.07	\$21,916.89	\$21,352.75
Decorations/ Staff & Volunteer Themed Shirts/Etc.	\$ 1,638.40	\$ 1,446.99	\$354.87
<b>Total Event Expenditures</b>	<b>\$ 24,168.82</b>	<b>\$31,477.27</b>	<b>\$26,740.49</b>
<b>Participant Total</b>	12,429	7,867	9,259

<b>Revenue</b>			
	<b>2015</b>	<b>2016</b>	<b>2017</b>
Total Donors	125	112	144
Monetary Donations	\$30,577	\$30,300	\$34,350
Grants	\$3,500	\$2,500	\$2,500

<b>Total Revenue</b>	<b>\$34,077</b>	<b>\$32,800</b>	<b>\$36,850</b>
----------------------	-----------------	-----------------	-----------------

<b>Summer Reading Program Totals</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Gross Revenue	\$34,077.00	\$32,800.00	\$36,850.00
Gross Expenditure	\$24,168.82	\$31,477.27	\$26,740.49
<b>Net Revenue</b>	<b>\$9,908.18</b>	<b>\$1,322.73</b>	<b>\$10,109.51</b>

Summer Reading Program costs, excluding staff, are financed through grants and donations from individuals, businesses, and organizations. Although most donations come from Monrovia, some come from surrounding communities or national corporations. Individuals or businesses donating \$500 or more receive special recognition in all publicity and free advertising throughout the summer on the Library’s public media televisions. This year’s coupon and prize donations totaled \$364,976.92. The value of a coupon and prize donation is based on the redemption value of each coupon, or the value of each object.

Some businesses donated enough coupons to give out as a weekly prize; other businesses or individuals donated single items that were raffled off at the end of the summer. The total value of prize donations fluctuates annually.

Library Staff received a \$2,500 3M Unitek grant. The Friends of the Monrovia Public Library donated \$7,100 to pay for incentives, publicity, programming and performers. Books for reading incentives were funded by the Monrovia Public Library Foundation with a donation of \$6,000, and Monrovia Reads with a donation of \$5,000.

The total cost for the program was \$26,740.49, compared to \$31,477.27 the previous year. Publicity costs were not increased this year to create readers advisory bookmarks to be given out through the Monrovia Unified School District but this did not affect the participation numbers. Participation in local schools increased instead.

**PROGRAM BENEFITS:**

1. Teen Volunteer efforts saved the Summer Reading Program \$14,628.00 in part-time staff costs.
2. The program helped participants enhance their literacy skills, prevent summer learning loss, and build a community of readers.

**RECOMMENDATION:**

Staff recommends the Library Board move to receive and file AR-1 2017 Summer Reading Program Evaluation.

**LIBRARY BOARD ACTION REQUIRED:** If the Library Board concurs, the appropriate action would be a motion: **Receive and file report AR-1 2017 Summer Reading Program Evaluation.**

**AR-1**