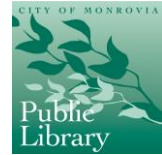




**CITY OF MONROVIA
LIBRARY BOARD
AGENDA REPORT**



DEPARTMENT: Public Services
Library Division

MEETING DATE: September 27, 2018

PREPARED BY: Linda Rivas
Youth Services Supervisor

AGENDA LOCATION: AR-1

TITLE: 2018 Summer Reading Program Evaluation

OBJECTIVE: A summary and analysis of the 2018 Summer Reading Program

BACKGROUND: The Summer Reading Program (SRP) is designed to address the unique needs of all patron groups, newborns to seniors. A persistent issue identified for elementary through high school students is the loss of academic gains that occurs during the summer months when students read less, known as summer slide. Academic ground lost during the summer creates a learning deficit that compounds over the years and is not easily recovered, if it's recovered at all. This is an issue that libraries are well equipped to combat. Summer reading programs provide a fun and enriching environment that gives children the space to read for fun while ensuring that they keep up the practice and are ready for the next school year.

For adults, libraries create summer reading programs that provide a literary escape from the rest of the year, a diversion for a long journey, and an opportunity to refold reading into their everyday experience. This is important because medical experts suggest that recreational reading can offer numerous health and wellness benefits for adults, such as vocabulary expansion; Alzheimer's prevention; memory improvement; depression relief; better focus; relaxation and empathy. Enjoyment of reading is a prerequisite of these positive outcomes and adults participating in the summer reading programs are likely to reap these benefits.

The 2018 Summer Reading Program provided opportunities for participants of all ages to earn prizes for reading and participate in activities that support literacy. Reading activities such as hearing a story at bedtime or listening to an audiobook counted as a day of "reading". By logging these activities on Beanstack, a registration site that streamlines reading program registrations and tracks progress, participants were able to earn rewards. One prize was earned for seven days of reading, with a maximum of 4 prizes possible. The first reward was a small prize or an activity kit depending on the age of reader. Prizes two through four were books. By having readers log days of reading rather than minutes or books read, we hoped to encourage people to make reading a daily habit.

ANALYSIS:

PARTICIPATION:

This year, registration took a slight dip overall, but there were some surprises in registration rates. Adults saw a 3.65% rise in registration. One factor that may have contributed to the 27% drop in children's participation may be a change in the number of group registrations. This summer, the library's outreach

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team had fewer opportunities to work with groups than in previous summers, partly due to a change in the schedules and venues of a few of our traditional partner organizations. Because group registration adds a large number of children in a single registration entry, a reduction in outreach visits has a palpable effect on the total number of SRP registrations.

Summer Reading Weekly Registration Totals		
SRP 2017	SRP 2018	% Change
2980	2502	-16.04%

Registration by Age			
	2017	2018	% Change
Adult	713	739	3.65%
Teen	395	366	-7.34%
Kids	1639	1196	-27.03%
Baby	212	177	-16.51%
Other	21	24	14.29%
TOTAL	2980	2502	

COMPLETION RATES: While we had fewer people register for SRP, the number of people who completed the program rose significantly. This participation rate is well above the state average completion of 35% and far exceeds our completion rates of 29% last year.

Completion By Age			
	2017	2018	% Change
Adult	266	353	32.71%
Teen	154	196	27.27%
Kids	358	486	35.75%
Baby	87	97	11.49%
TOTAL	865	1132	30.87%
Completion rate	29%	45%	

EVENTS AND PROGRAMS:

CHILDREN'S EVENTS: A variety of programs were offered, including story times for babies, arts and crafts programs for kids, and diverse STEAM programming, from analyzing the characteristics of freeze-dried marshmallows to using an air launcher to propel self-constructed paper rockets into the air. Continuing the Library's partnership with Oak Crest Institute of Science, staff offered a series of the popular SciLab workshops over the course of the summer. Each session focused on a different aspect of STEAM, including food science, robotics, geology, and space. One World, Many Stories was a weekly program that taught children about a different continent each week, exploring culture, food, folktales, and music from various regions around the world.

All programs that required registration were filled to capacity. Programs which did not require registration, such as Buster Balloon and the Animal Show, had high attendance. Overall, families actively participated in programming and enjoyed the variety.

Children's Program Attendance			
	Number Offered	Participation	Registration Required
Story times	30	1693	
Animals from around the world	1	181	
Barks & Books	2	11	
Buster Balloon	1	120	
Friday Night Fair	1	26	
Kabuki Sushi	1	45	X
Maker day	2	30	X
Monday Night Movies	4	450	
One World Many Stories	5	206	
SciLab	5	227	X
SRP Kickoff	1	202	
Total	53	3191	

TEEN PROGRAMS: Teens attended a variety of programs this summer, including a smoothie-making program during which they learned food photography techniques for social media and a weird Monrovia night where spooky tales were told. In addition to these, members of the Teen Advisory Board attended two meetings and a volunteer appreciation party. In total, five programs were held for teens with 118 attendees.

ADULT PROGRAMS: Adult programming included a variety of options for mature teens-seniors. Ongoing surveys indicate an interest in alternative health, nature, pets, arts, and movement. Adult programming included partnerships with local organizations and city departments to provide easier access to programs. In addition, staff introduced a new adult story time based on current popular fiction and screen adaptations. Summer Reading for adults had a total of 16 programs with 107 participants, included the following programs:

- *Meditation Transformation Series* for life balance and self-care.
- *Summer Safety for Pets and People* – held at Fire Station 102 in South Monrovia.
- *Grown-up Story Times* – Game of Thrones and Handmaids Tale.
- *TableTop Game Nights* – Adulting Series for 20's and 30's.
- *Covered in Stitches* – fiber arts featuring embroidery vintage book covers.
- *Birding for Citizen Scientists* – held at Canyon Park Nature Center.

LITERACY PROGRAMS: Adult Learners and Tutors participated in Summer Reading with conversation classes and book clubs. This not only gave them an opportunity to build upon their reading skills but also join a community-wide event that celebrates life-long learning. There were a total of 23 programs with 188 participants.

TEEN VOLUNTEER PARTICIPATION:

The June TAB meeting had 32 attendees, while the July TAB meeting had 28 members in attendance. In June, TAB members volunteered a total of 631 hours. Combined with July's 735 hours of support, TAB volunteers donated 1366 hours of their time to Summer Reading Program by assisting with sign-ups, program preparation, event setup and implementation, and prize distribution. Based upon a Library Aide wage of \$12.00 per hour, these 1366 hours of teen volunteer support equal \$16,392 in staff cost savings.

OUTREACH:

MONROVIA READS VAN: The availability of the Monrovia Reads Van provided a means through which the library could meet yet another strategic goal, building partnerships between the library and local businesses. Library staff took the van to the Huntington Oaks Shopping Center where they had a chance to spend time with the community, pass out program materials and gather feedback from shoppers.

In addition to visiting the community in general, the Monrovia Reads Van continued the Summer Reading experience for summer school students by visiting Wildrose and Plymouth Elementary each three times over the course of the summer session. Thanks to staff efforts, 330 students were able to experience library programming directly at their school site.

SCHOOL AGE OUTREACH: Maintaining relationships with students and schools is an important component of the Summer Reading Program. This summer, students from Wildrose, Plymouth and Tzu Chi Elementary School joined us for several visits where they learned about the library, listened to stories with staff, had team competitions to build the tallest marshmallow tower and created mural masterpieces. The six in-house visits held allowed library staff to connect with a total of 649 summer school students.

Summer School Class Visits to the Library	
Plymouth Summer School	200
Tzu Chi Elementary	54
Wildrose Summer School	81
Wildrose Summer School	144
Wildrose Summer School	135
Tzu Chi Elementary	35
Total	649

Staff also connected with the Boys and Girls Club this summer, bringing stories, library games and prizes to elementary age students spending their summer at Recreation Park. Reorganization of group rotations at the site did reduce the number of children seen from previous years, but those that attended had a great time and were able to actively participate in the Summer Reading Program. Staff helped 365 children participate in the Summer Reading Program at the Boys and Girls Club over four visits.

TEEN OUTREACH: The library partnered with Oak Crest to offer a 3D printing workshop to teens enrolled in the Junior Research Academy. Each two-week session of the Academy included a one hour workshop led by library staff. Teens learned the basics of TinkerCad and viewed a demonstration of the library's new MakerBot Mini 3D printer. Attendees created their own name keychain and were given time for independent exploration and to design projects of their own choosing with guidance from library staff. The program added a new element to the Oak Crest curriculum and strengthened the partnership between the City, Library, and Oak Crest Institute of Science. Staff worked with 25 teens over the course of 3 sessions.

PARTICIPANT FEEDBACK:

Overall the community has expressed satisfaction and support for the summer reading program. Listed below are comments by participants, organized by age group:

Early Childhood-

"We always take part in as many activities that the library offers as possible. Love our library! Love the programs!"

"Love the movie nights and the specialty classes/topics"

"Great prizes!"

School Age Children-

"I like it there is a good selection of books"

"It was very fun."

"Everything is perfect."

Teens-

"It was so fun. The prizes are cool."

"I like how you are able to earn prizes when reading."

"We are blessed with so many activities as teens here -- I don't know if it can get much better."

Adults-

"Great job, love the online logging"

"Friendly + helpful librarians"

"I love that this is available to adults, not just kids."

"This is one of the highlights of our family's summer!!"

ENVIRONMENTAL IMPACT: There is no environmental impact associated with this program.

FISCAL IMPACT: The library received \$28,750 in cash donations from the community, plus an additional \$189,181 in monetary value as coupons, prizes and incentives. These included free yogurt, restaurant coupons and gift cards and passes for local art and gym classes. These donations finance the summer reading program, paying for performers, publicity and prize incentives. Summer Reading Program 2018 had a total cost of \$18,188.86.

LIBRARY BOARD ACTION REQUIRED: If the Library Board concurs, the appropriate action would be a motion: ***Receive and file report AR-1 2018 Summer Reading Program Evaluation.***

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