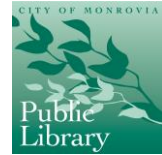




**CITY OF MONROVIA  
LIBRARY BOARD  
AGENDA REPORT**



**DEPARTMENT:** Community Services  
Library Division

**MEETING DATE:** September 26, 2019

**PREPARED BY:** Linda Vera  
Youth Services Supervisor  
Rebecca Elder  
Adult and Literacy Services Supervisor

**AGENDA LOCATION:** AR-1

---

**TITLE: 2019 Summer Reading Program Evaluation**

**OBJECTIVE:** A summary and analysis of the 2019 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.

Adults who have discovered summer reading at the library have commented that it brings back the enjoyment of reading they experienced as children, since they often return to reading for pleasure during the summer. Some adults indicated the learning objectives have helped them discover new literary genres. Whether they turn to more challenging forms of reading or return to reading just for fun, it provides opportunities for increased communication between individual patrons and library staff through reader's advisory conversations. Adults participating in the summer reading program are also likely to enjoy health and wellness benefits such as stress reduction; vocabulary expansion; memory improvement; stronger analytical thinking skills; improved focus; better writing skills and free entertainment.

The 2019 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 every seven days of reading, with a maximum of 4 prizes possible. The first reward was a small prize or coupons depending on the age of reader. The third prize was an opportunity drawing for a variety of winnings, including library branded merchandise and DIY craft kits. Prizes two and 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.

**AR-1**

## ANALYSIS:

**PARTICIPATION:** This year, registration rose overall, with children's participation seeing a 22% increase. Also of note is the continued trend of rising adult registration, marked by a 6.9% increase over Summer 2018. Teen registration saw a decrease of 32%, which may be due to a number of factors, including: aging out of the teen program, the decrease of free time due to the scheduling of academic and extramural activities during the summer, and a rise in digital fatigue among teens who may participate in programs but not register online. While teen registration dropped this year, staff are already working on ways to garner more interest in the program next year by visiting middle and high school campuses to connect with teens and encourage them to participate. This will be greatly assisted by the Monrovia Reads Van's monthly visits to the campuses this year so staff can build these relationships early.

### Summer Reading Weekly Registration Totals

| SRP 2018 | SRP 2019 | % Change |
|----------|----------|----------|
| 2502     | 2700     | 7.91%    |

### Registration by Age

|              | 2018        | 2019        | % Change |
|--------------|-------------|-------------|----------|
| Adult        | 739         | 790         | 6.9      |
| Teen         | 366         | 249         | -31.97   |
| Kids         | 1196        | 1464        | 22.41    |
| Baby         | 177         | 181         | 2.26     |
| Other        | 24          | 16          | -33.33   |
| <b>TOTAL</b> | <b>2502</b> | <b>2700</b> |          |

**COMPLETION RATES:** For the second year in a row the Library has had completion rates exceeding 40%. This percentage is above the state average of 35%. As with registration rates, both kids and adults completed the summer reading program at higher rates than the previous summer. As mentioned above, staff is dedicated to connecting with teens throughout the school year to encourage them to join a community of literacy and complete the summer reading program with 28 days of reading.

### Completion By Age

|                 | 2018        | 2019        | % Change   |
|-----------------|-------------|-------------|------------|
| Adult           | 353         | 373         | 5.67       |
| Teen            | 196         | 118         | -39.80     |
| Kids            | 486         | 550         | 13.17      |
| Baby            | 97          | 94          | -3.09      |
| <b>TOTAL</b>    | <b>1132</b> | <b>1135</b> | <b>.27</b> |
| Completion rate | 45%         | 42%         |            |

## EVENTS AND PROGRAMS:

**CHILDREN’S EVENTS:** A variety of programs were offered, including storytimes for babies, arts and crafts programs for kids, and diverse *STEAM* programming. This summer kids and families had opportunities to take *3D printing* classes, learning the basics of robotics with Monrovia High School’s award winning robotics team and crack open household electronics to see how they work. Staff worked hard to ensure that the slate of program offerings was diverse. In addition to the STEM programs, kids had an opportunity to practice drawing in an art class, practice mindfulness in family yoga sessions, and learn new dance moves at a *Family Dance Party*. Families actively participated in programming and enjoyed the variety.

| Children’s Program Attendance |                |               |                       |
|-------------------------------|----------------|---------------|-----------------------|
|                               | Number Offered | Participation | Registration Required |
| Story times                   | 21             | 1625          |                       |
| 3D Printing                   | 2              | 46            | X                     |
| Barks and Books               | 1              | 6             | X                     |
| Robotics Club                 | 1              | 77            |                       |
| Family Dance Party            | 1              | 47            |                       |
| Lego Club                     | 1              | 42            |                       |
| Art Time                      | 1              | 30            | X                     |
| Laser Reader Show             | 1              | 184           |                       |
| SRP Kickoff                   | 1              | 1200          |                       |
| Appollo Party                 | 1              | 61            |                       |
| Unmaker Lab                   | 1              | 43            |                       |
| Family Wellness               | 3              | 77            | X                     |
| Monday Movie Night            | 2              | 19            |                       |
| Earthquake Challenge          | 1              | 72            |                       |
|                               | <b>38</b>      | <b>3529</b>   |                       |

**TEEN PROGRAMS:** Programs designed for teen interests are a key component of summer reading. This year, participants practiced the basic components of a movie making, using the video game *SIMS*. Teens also had the opportunity to host a water balloon party, upcycle old books into journals, and organize an after hours laser tag. In addition to these events, members of the Teen Advisory Board (TAB) attended two meetings and a volunteer appreciation party. In total, six programs were held for teens with 189 attendees.

**ADULT PROGRAMS:** Adult programming included a variety of options for emerging adults through older adults. Ongoing adult survey responses indicated an interest in holistic health, trivia, creative arts, and mindfulness activities. This summer Adult Services introduced *Trivia Nights* a newly established program held at Copper Still Grill, a local business in Old Town Monrovia. Summer Reading for adults had a total of 10 programs with 202 participants, including the following programs:

- *Silver Screen - Cinematic Heritage*
- *Peace Point Meditation Series* for guided meditation and mindfulness
- *Holistic Health: Mindfulness through Movement*
- *Trivia Night – Star Wars & 90’s Music – held at Copper Still Grill*
- *Gather & Make – Felt Crafting*

- *Holistic Health: Gut & Brain Connection*

**LITERACY PROGRAMS:** Participating in the Summer Reading Program provided adult learners an opportunity to build upon their reading skills and participate in a community-wide event that celebrates life-long learning. Adult learners and tutors practiced writing, pronunciation, and reading in both book and writing clubs as well as conversation classes throughout the summer. There were a total of 14 programs with 125 participants.

**TEEN VOLUNTEER PARTICIPATION:**

The June TAB meeting had 49 attendees, while the July TAB meeting had 29 members in attendance. In June, TAB members volunteered a total of 429 hours. Combined with July's 407 hours of support, TAB volunteers donated 836 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 hours of teen volunteer support equal \$10,032 in staff cost savings.

**OUTREACH:**

The Monrovia Reads Van provided a means through which the library could meet important strategic goals, building partnerships between the library and both local businesses and schools. Library staff took the van to the Huntington Oaks Center as well as Bradoaks and Mayflower for their summer school programs.

Maintaining relationships is also a crucial component of the Summer Reading Program. This summer, in addition to the visits we made to the schools, we hosted groups wanting to visit the library, including Tzu Chi summer school and the YMCA. 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.

Adult Services staff visited the Monrovia Adult School to promote the summer reading program for adults. In addition, staff connected with older adults at local senior residences Regency Court, Heritage Park, and Glen Park. Veterans Resource Center staff and volunteers also promoted programs and services at the summer concerts and the Foothill Unity *Back to School* Event in August.

Statistical data for all library outreach will be included in the annual outreach report to the Library Board in October 2019.

**PARTICIPANT FEEDBACK:**

The library partners with the California Library Association's *Summer @ Your Library* outcome and outreach based surveys. The results reflect what participants discovered and their experiences with the Summer Reading Program. Below are general comments by participants, organized by age group:

Early Childhood-

"We love it! You guys do a great job! The best around!"

"I love how my daughter is encouraged to read. She is introduced to new books and different kinds of books."

"We discovered books, storytime, friends, toys, and the amazing sensory wall!"

"Memories!"

School Age Children-

"Lots of BFFriends!"

"I learned about lasers."

"I discovered I LOVE books."

"I liked winning the movie gift card on opening day."

Teens-

"I met new people."

"Superlative!"

"I discovered the TAB community."

"The library did a wonderful job in book selection for prizes that teens actually like."

Adults-

"Keep up the awesome program!"

"Programs are wonderful and engaging."

"Thank you so much for all you do for the community!"

"Great help from staff!"

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

**FISCAL IMPACT:** The library received \$23,855 in cash donations from the community, plus additional support in the form of coupons, prizes and incentives. These included free yogurt and restaurant coupons as well as gift cards and passes for local art classes. These donations finance the summer reading program, paying for performers, publicity, and prize incentives. Summer Reading Program 2019 had a total cost of \$18,360.69

**LIBRARY BOARD ACTION REQUIRED:** If the Library Board concurs, the appropriate action would be a motion: *Receive and file report AR-1 2019 Summer Reading Program Evaluation.*

# AR-1