



**CITY OF MONROVIA  
LIBRARY BOARD  
AGENDA REPORT**



**DEPARTMENT:** Community Services  
Library Division

**MEETING DATE:** June 26, 2014

**PREPARED BY:** Annette Simpson  
Youth Services Librarian II

**AGENDA LOCATION:** AR-1

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**TITLE:** 2014 Summer Reading Club Update

**OBJECTIVE:** To provide the Library Board with an update on the 2014 Summer Reading Club program.

**BACKGROUND:** September 2013, staff presented and the Library Board approved the following program recommendations for the Summer Reading Club:

- 1) Research other Summer Reading Club online registration programs available to libraries.
- 2) Offer the Adult Summer Reading Club to encourage family literacy within the home, and provide one service desk for patrons to update their reading status and receive reading rewards and to support a less stressful environment to families who have multiple family members participating in a variety of reading areas.
- 3) Partner with Recreation Division staff to provide outreach to Summer Extravaganza and the Boys and Girls Club.

Each year, Library staff strives to find ways to make the Summer Reading Club an easy and fun program for both children and adults. The reading club is geared to five different age groups: infants through toddlers, three years through first grade, second grade through fifth grade, middle school through high school, and adult. The Library distributes four levels of prizes and end of the summer giveaways.

Last year, surveys indicated that the majority of participants found the online summer reading system easy to use, but some comments included; the online system was time consuming and tedious, especially when accommodating families with multiple children. Some participants had trouble locating the correct ISBN numbers to make the book covers display in their account. Others were frustrated when logging into different reading groups for each child in the family. After researching online vendors and surveying other libraries, Staff contracted with Evanced Solutions. Staff gave high ratings on how the company streamlined the management system for collecting and manipulating participants' statistics and producing reports, prize management and distribution, random drawings and mediated book reviews. When staff tested the software for the Great Gumball Reading Challenge in March, participants commented how easy the online system was to use for registration, updating reading logs and appreciated not having to input the long ISBN numbers when reporting their reading progress.

Previously, teen and adult participants would register and redeem their prizes at the Adult Reference Desk and parents would take their children to the Youth Services Reference Desk to register and redeem their prizes. Families had to report to multiple desks, sometimes testing the patience of family members.

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To encourage family literacy and provide easy access for everyone, adults, teens, parents and children will report to one location, the Youth Services Reference Desk, to register and redeem their prizes.

**ANALYSIS:** The 2014 Summer Reading Club is designed to encourage literacy during the summer months for all ages. Participants can sign up at home or in the Library by accessing the Monrovia Public Library website: [www.monroviapubliclibrary.org](http://www.monroviapubliclibrary.org). All participants must have a current library card with no outstanding debts. Registration begins Monday, June 16, and reporting starts Monday, June 23 and ends Saturday, August 2.

### Literacy Activities

Each participant chooses from a list of literacy activities. Once a participant completes seven days of one activity or multiple activities, that participant can come to the Library to receive a prize and be entered into the end of the summer grand prize drawing. A participant can receive up to four prizes. Offering literacy activities will help improve reading, model strategies that parents and care givers can use to nurture reading skills, and expose participants to creative and fun ways to enhance their reading experience. Some reading activities to choose from include:

- Find a comfortable spot and read a book
- Sing or say a nursery rhyme with a child
- Find sight words at the store
- Listen to an audio book
- Tell a story using puppets
- Tell a friend or family member about a story you read
- Read bedtime stories as a family
- Draw a picture or create a new book cover for a story you read
- Read aloud to a stuffed animal, a pet or someone else
- Read three nursery rhymes or poems, then write three of your own
- Read about a person, a place, an animal or a thing
- Read a "How To" book then try to do it
- Read a comic book
- Read a mystery, a classic, historical fiction, funny, scary or adventure book
- Read a newspaper, magazine or encyclopedia article
- Read a story that takes place in another country

### Prizes

During the seven week program, a participant can earn up to four prize levels. Prize level rewards will include coupons to local restaurants, toys, crafts and books. For participants who earn four prize levels before the end of the program and want to continue to report their progress, they have the option of choosing a prize from a treasure chest of prizes.

Each time a participant collects their prize at the Library, they will automatically be entered into a chance drawing. Chance prizes include passes to Universal Studios and Magic Mountain, movie tickets, gift cards to local restaurants, museum passes and e-reader devices.

### Staff Collaboration

The Summer Reading Club planning has been a collaboration of all Library staff. For example, Circulation staff is in charge of decorating and developing contests such as guessing games. Winners who guess the amount of items in a container will receive the container as a prize. Items in the

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container will coordinate with the reading club's animal theme. A new guessing game will be available each week.

### Adult Summer Reading Club

This year, adults, 18 years and older, are included in the Summer Reading Club. Similar to the children's reading club, adults can select from a variety of reading activities, selecting for their interests and reading levels. After completing their weekly activity or activities, participants can select a prize, earning a total of 4 prizes. Prizes include headphones, flash drives and water bottles. When completing each activity, adult participants will be automatically entered into a drawing for prizes. The Library's goal is to encourage adults to read and to make reading a part of their daily lives.

Libraries have a long tradition of providing resources and services to adults who want to improve their reading and writing skills. Adult literacy is still a concern in the United States and Literacy Services has partnered with Adult Services to provide adult learners an opportunity to participate in the Summer Reading Club and receive rewards for their reading accomplishments.

### Partnerships

This year, the Library is partnering with two organizations to share *Paws to Read* with children who are unable to participate in the reading club on their own. Staff plans to visit Summer Extravaganza and Boys and Girls Club programs over a period of six weeks, to play library related games as well as talk about the books they are reading. Children who turn in a drawing or a paragraph about their favorite book will receive reading incentive prizes and a book to add to their personal collection.

The Library is partnering with the Pasadena Humane Society to encourage the public to donate items to their program. A list of approved items will be posted to give the public a choice of appropriate items to donate. The Library will collect the items and transport them to the Pasadena Humane Society.

### Supporting Programming

Summer programming will start with the Summer Reading Club Kick-Off event scheduled Saturday, June 21, encouraging families to come to the Library to sign up for the program. Families will make and take home an animal mask. Throughout the summer, the Library will present movie nights, dinner theatre shows, afternoon programs, storytimes, and teen events. Library Staff is hosting four STEAM Building Challenges that integrate the subjects of science, technology, engineering, art and mathematics. Adult programming will include a Technology Petting Zoo, providing patrons with an opportunity to become familiar with a variety of tablets and e-readers. Staff will present the No-Sew Pet Beds demonstration providing materials to make a pet bed for their pet or donate a bed to the animal shelter.

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

**FISCAL IMPACT:** Summer Reading Club programming costs are financed through grants and donations from individuals, businesses, and organizations. Donors contributing \$500 or more receive special recognition in all publicity and free advertising throughout the summer on the Youth Services' and Customer Services' public media television screens. Contributions are used to purchase book giveaways, reading incentives, decorations, and publicity.

**RECOMMENDATION:** Staff recommends the Library Board receive and file AR-1, 2014 Summer Reading Club Update.

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**LIBRARY BOARD ACTION REQUIRED:** If the Library Board concurs, the appropriate action would be a motion to: Receive and file AR-1, 2014 Summer Reading Club Update.

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