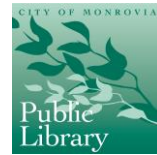




**CITY OF MONROVIA  
LIBRARY BOARD  
AGENDA REPORT**



**DEPARTMENT:** Community Services  
Library Division

**MEETING DATE:**

September 25, 2014

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

**AGENDA LOCATION:**

AR - 2

**TITLE:** 2014 Summer Reading Club Evaluation

**OBJECTIVE:** To provide the Library Board with an evaluation of the 2014 Summer Reading Club.

**BACKGROUND:** Summer reading clubs build reading skills and a community of readers. National research finds that students who participate in library summer reading programs scored higher on reading achievement tests at the beginning of the next school year than those who did not participate. The Library's mission is to provide the tools to bridge the summer gap, while inspiring literacy and lifelong learning. Now that schools have implemented Common Core Curriculum, it is important that children continue to read while school is not in session. The summer reading program is a great way for children to work towards staying academically prepared.

The California Library Association (CLA) has partnered with iRead, a coordinated self-supporting effort, to provide a statewide summer reading program free of charge to California public libraries. Over the past thirty years, iREAD has grown into a leader of summer reading program development, providing libraries, large and small, with all of the resources they need to promote, launch, and execute great reading programs. The 2014 animal theme was *Paws to Read* presented June 16 through August 2.

Staff approached this year's reading program by adding a specific emphasis on building literacy skills at every level. Previous years, the program was designed around reading levels designated by age or grade, with each level having separate reading goals and incentives. This year, the program was designed so that every participant, regardless of age or reading ability, was encouraged to make reading a part of their daily activities.

**ANALYSIS:** The 2014 Summer Reading Club 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 28 days and make reading a part of their daily activities, thereby establishing a habit that would continue literacy growth and development. When participants logged in their reading progress using Evanced online summer reading program, they qualified to receive a prize for every seven days of reading, receiving up to a total of four prizes. Staff developed lists of suggested reading activities to further encourage participants to make reading a daily activity. Participants were encouraged to share comments about their favorite reading activity.

**AR-2**

## Reading Activity Lists

1) Infants to 35 months: Sing the alphabet song to the tune of Mary Had a Little Lamb; read a book together; read a story and use finger puppets; read a book and let your child practice turning the pages; attend a Library storytime or program; write or draw with sidewalk chalk; read a non-fiction book and talk about the pictures; build with blocks, and talk about colors and shapes.

2) 3 years to 5<sup>th</sup> grade: Find a comfortable spot and read a book; sing or say a nursery rhyme; find sight words at the store; listen to an audio book; tell a friend or family member about a story you read; read bedtime stories as a family; read aloud to a stuffed animal, a pet or someone else; read a how-to book then try the activity; read a comic book; read nursery rhymes or poems and then write three of your own; and draw a picture or create a book cover for a story you read.

3) Teens: Read a book for 30 minutes; draw a new book cover; attempt a science experiment; make a book trailer; read an e-book; read a magazine; read a book and watch the movie; read a comic book and draw your own superhero; write a poem; read the *Guinness Book of World Records* and attempt your own record; listen to an audio book; and be in the know by reading news online.

4) Adults: Read for 20 to 30 minutes; read a newspaper, magazine or encyclopedia article; read a non-fiction book such as a biography or history book; read about a person, place, animal or thing; listen to an audio book; read a story that takes place in another country; and read health education information.

5) Literacy: Read a book from the Library; read *News for You* newspaper in the literacy lab; practice filling out a job application; start an adult reading workbook series in the Literacy Center (Challenger, Endeavor, or Voyager); practice the Ultimate Phonics; attend Conversation and Culture group sessions; attend a Summer Reading Club event; and write about your summer literacy plans.

## Online Comments

Using Evanced 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 2,700 responses logged in by participants:

"I love reading up on American History"

"Finished *Steelheart* by Brandon Sanderson. Nothing like staying up late to finish a book that is just too good to put down."

"We read bedtime stories as a family."

"I read a category I rarely read from! That category is historical fiction. I am really enjoying the book so far."

"Learning new random tidbits about different cultures."

"I love reading to my mom."

"Attended Baby Storytime today!"

"I finally got around to reading the *Fault in Our Stars*. As soon as I finished reading the book, I messaged my friends with a "Hey, just finished the book, now who wants to go see it?" kind of message. Then a group of us watched the movie and talked about the movie in relation to the book."

“Sang a song and clapped out loud the syllables.”

“My daughter cut pictures out of a magazine, glued them onto paper and turned it into a book. She told mommy what to write on each page and “wrote” a book called “The Dragon Who Loved Chocolate”.”

“One of the library teen volunteers recommended the book *If I Stay* to me, and I loved it! Finished it in three days. That’s quite a feat for me since I have three little ones at home!”

“Reading to my children in our living room. Playing with them afterwards. Then reading to myself when my children were asleep.”

“Reading good summer books while at the beach is the best!”

### **Adult Reading Club**

After a year hiatus, the adult summer reading program returned. This year’s program featured a selection of prizes that included books, flash drives, earbuds, and water bottles. The idea behind this program was to include families, avid adult readers, and introduce new people to the joys and benefits of reading. Each adult received an entry to the grand prize raffle. This year, 196 adults participated.

### **Adult Literacy**

This is the first year Adult Literacy of Monrovia Public Library (ALMPL) participated in the Summer Reading Club. The program was under the umbrella of Adult SRC program. Learners of ALMPL were encouraged by their tutors to sign up for the program and complete as much of the program as possible. Two of the prize levels rewarded participants with books from the ProLiteracy vendor, which provides books and materials for adult learners and their tutors. There were 18 adult learners who participated in the program. Fifteen out of 18 registered participants completed the first of the four prize levels. Twelve out of 18 participants completed all four levels of the program.

### **Prizes**

Prizes were selected to foster a connection to literacy growth. Each participant was offered an opportunity to receive 2 books. Babies could redeem finger puppets and rhyme booklets to encourage independent storytelling. Mystery bags filled with toys and a book were given out to participants. Teens and adults were awarded earbuds or flash drives encouraging technology literacy.

### **Raffle**

The program included a raffle drawing. Staff allotted donation funds to purchase four Kindle e-readers. 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 195 raffle prizes, valued over \$6,750, were given out at the end of the program.

### **Contests**

The Library hosted a weekly Guessing Jar Contest. All ages were encouraged to guess the number of objects displayed in a jar. Items in the jars ranged from Animal Crackers to small toys. Winners received the jar as their prize. Approximately 100 to 400 entries were received each week over six weeks.

### **Pasadena Humane Society Partnership**

The Library teamed up with the Pasadena Humane Society to collect donations to help animals in need. Donation boxes were placed inside the Library and the Police Station for patrons and employees to make donations. A list of acceptable donations was provided by PHS. Many thanks go out to staff and citizens who contributed to this worthy cause.

## **Outreach**

In May and June, Staff visited Monrovia Unified School District's elementary schools and middle schools to promote the Summer Reading Club. Staff presented at Clifton Middle School, Santa Fe Middle School, Mayflower Elementary, Wild Rose Elementary and Plymouth Elementary. Bradoaks and Monroe elementary schools' schedules were filled not allowing an opportunity to conduct a presentation.

Staff collaborated with four outreach groups: Boys and Girls Club, Summer Extravaganza, Tzu Chi Elementary, and the YMCA. Staff facilitated games and reading activities while encouraging a total of 1,155 children, ages 5 through 17, to write a review or draw a picture about the books they read. Over 700 reports were submitted. Participants received prizes, including books.

## **Teen Volunteers**

Teen volunteers were crucial in the day-to-day operation of the Summer Reading Club. Approximately, 43 teens volunteered 704.5 hours, equal to \$6,340.50 in staff cost savings (based on \$9.00 per hour). Volunteers put together prize packets, organized and managed the art table, operated the prize desk, 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 May agreeing to join the Teen Advisory Board (TAB), attend an orientation, and attend at least one monthly TAB meeting. Volunteers were rewarded with a pizza party at the end of the program.

## **Interns**

The Library employed three teen interns. Alexis Silva was hired through the Workforce Investment Act Youth Employment Program through Santa Anita Family Services. Crystal Cyrus and Jasmine Martinez were hired through the City's Youth Employment Service (YES) summer job program. The interns put together prizes, worked on special projects, managed the weekly STEAM programs and assisted with guiding teen volunteers. The interns worked approximately 650 hours.

## **SUMMER PROGRAMMING**

### **Summer Reading Club Kick-Off**

In partnership with Kohl's Associates in Action, the Summer Reading Club Kick-Off included a make-and-take animal mask activity. Children and adults expressed their creativity by making masks of dogs, cats, zebras, elephants, and lions. Six associates from the local Kohl's store assisted and encouraged 100 participants.

### **Storytimes**

Staff presented three storytime programs per week. Baby Storytime for 6 to 24 months, Little Listeners for 2 to 5 years, and 1-2-3 Play with Me for 0 to 4 years. Baby Storytime exposes 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 focused on early literacy skills. While families listened to stories and participated in songs, fingerplays, pre-writing practice and art activities, parents discovered how to incorporate early literacy skills into the daily lives of their children. 1-2-3 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 teaches adults to model reading activity for youth, instill the early literacy message, and to honor the parent's role as their child's first teacher. Librarians presented 21 storytimes attracting 1,586 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 534 people attending the screenings.

## STEAM

On four Wednesday evenings in July, the Library challenged families to unique and fun STEAM building contests designed to encourage critical thinking, active problem solving, experimentation, collaboration and dialogue. Challenges included a freestanding spaghetti tower with a marshmallow on top, a Popsicle stick catapult, a marble run, and a hat as tall as a person. Each week, approximately 50 people showed up to accept the challenge. Originally, the construction zone was inside the Storytime Room but with so many participants, activities spilled out into half of the Youth Services area. The successful STEAM event engaged people of all ages in activities that utilized skills related to science, technology, engineering, art and mathematics.

## Shows

Staff presented two afternoon shows and two dinner theaters. The dinner theaters were held in Library Park at the Rotary Club Bandshell and one was sponsored by the Rotary Club of Monrovia. All ages enjoyed *Twinkle Time*, a high energy music show and *The Sunshine Storyteller*, a participatory musical storytelling concert. The afternoon shows, *Who's Paw is it Anyway*, and a popular sing-a-long were held at the Community Center in the Kay Dalton Room. A photo booth with props to dress-up like animals was provided to preserve memories of this year's Summer Reading Club. Attendance for the four events was 380.

## Teen Programming

Teens, grades 6 through 12, participated in five programs. The Cryptozoology program had teens take apart stuffed animals and put them together to build new creations. The 80's movie night featured *Bill & Ted's Excellent Adventure*. The Pizza Taste Off program encouraged teens to rate pizza, from four different Monrovia restaurants, on the best cheese, sauce and crust. TAB voted to watch *Aladdin* at the Disney Superfan program which was followed by singing Disney classics karaoke style. The summer ended with a Life-Sized Game Night, where teens played board games, video games, giant-sized chess, life-sized pick-up sticks, and a giant game of Dodgeball. A total of 137 teens attended the events. The teen programs were sponsored by the Friends of the Monrovia Public Library.

## Adult Programming

Adult programming kicked off in June with the Technology Petting Zoo program. The program taught participants how to download e-books onto their devices and offered them an opportunity to test out a variety of electronic devices. The second program was No-Sew Pet Beds using pre-cut fleece patterns and pillows. Adults and children enjoyed making cozy beds for their pets. A total of 25 participants attended both programs.

The table below is a breakdown of summer reading club participation.

Participation	2013	2014
Reading Club Participants	1,489	1,811
Summer Programs	67	65
Program Attendees	6,233	4,321
<b>Total Participants</b>	<b>7,789</b>	<b>6,197</b>

**Surveys:** The 2014 Summer Reading Club surveys were developed in conjunction with the California Library Association's outcomes-based summer reading club surveys. In contrast with output data, outcomes-based surveys show meaningful results that demonstrate the value and impact of summer reading and are relevant to the community. Two surveys were generated, one for adults and one for kids, teens and families. Ten questions were asked on each survey with choices of **Yes, No, Don't Know**, and **Comment** areas. Surveys were generated in paper format and online format using Survey Monkey. A total of 94 surveys were completed. Results are as follows:

### **Survey 1: Adults**

#### Overview

100% of survey respondents were women.

54% were first time participants.

45% were repeat participants.

100% talked about the books they read.

100% enjoyed the Summer Reading Program.

100% will come back to the library after summer.

58% enjoyed the adult programming.

42% did not take part in the adult programming.

73% were helped meeting literacy goals.

99% liked the convenience of recording reading activities online.

#### Participants would like to see the following types of adult programs:

45% DIY

41% Fitness

46% Technology

66% Arts and Crafts

35% Health

17% Business

63% Food/Cooking

12% Other (adult school education, music, poetry)

#### Participants made the following comments for: Is there anything you would change about the Summer Reading Program?

*Excellent—love it! Thanks for your support.*

*It's fabulous and encourages my whole family to read.*

*Reading is fun—great prizes.*

*Improved quality of prizes.*

*I read more. Bonded over books—thank you*

*Recording easy to use.*

*Thanks to staff and volunteers.*

*Bring back paper.*

*Have book discussions.*

*Require book reviews.*

## Survey 2: Kids, Teens, and Families

### Overview

Families with 1-8 members participated in the summer reading program.

38% were first time participants.

61% were repeat participants.

81% talked about the books they read.

97% enjoyed the Summer Reading Program

*28% Reading*

*23% Prizes*

*22% Crafts, Fun Programs, Place to Connect*

*4% Friendly, welcoming staff*

90% will come back to the library after summer.

71% attended youth programming.

*Enjoy programs, encourages reading, my mom made me.*

40% did not attend youth programming.

*Distance, busy schedule, no time.*

26% attended a storytime.

*Love storytime here, preschool activities, fun.*

74% did not attend a storytime.

*Age, no time, too busy, scheduling conflicts.*

88% liked the convenience of recording reading activities online.

7% don't like the convenience of recording reading activities online.

*I like paper, I'm lazy, I don't do activities.*

63% used the suggested reading activities or book lists.

*Fun to use new strategies, great ideas, booklist helpful, wanted to try them for variety*

22% did not use the suggested reading activities or book lists.

*Didn't know there were activities, prefer to use school lists, prefer to use my own lists*

### Participants comments: Is there anything you would change about the Summer Reading Program?

*Love getting two books*

*Great prizes—great fun*

*Great community service*

*Perfect-wonderful program*

*Bonded over books—thank you.*

*Book lists too easy*

*Start earlier - Make it longer*

*Enjoyed mystery bags and crafts*

*More toys*

*Loved the crafts- great addition*

### **Participation by City:**

<b>City</b>	<b>Number of Participants</b>
Monrovia	1,305
Arcadia	168
Duarte	133
El Monte	45
Pasadena	21
Temple City	21
Other	118
<b>Total Participants</b>	<b>1,811</b>

(Please note: Evanced online program allows staff to track city participation. This data was not available in 2013.)

**Participation by School Districts:**

<b>Monrovia Public Schools</b>	<b>2013</b>	<b>2014</b>
Bradoaks Elementary	85	54
Clifton Middle School	68	50
Mayflower Elementary	128	93
Monroe Elementary	110	70
Monrovia High School	42	37
Plymouth Elementary	55	38
Santa Fe Middle School	58	46
Wildrose Elementary	69	51
Monrovia Private Schools	16	18
<b>Nearby School Participants</b>		
Arcadia Public School	88	53
Arcadia Private School	30	32
Duarte Public School	46	22
Duarte Private School	1	4
<b>Additional Responses</b>		
Not in School	36	314
My School is Not Listed	235	490
Unknown	261	439
<b>Total Participants</b>	<b>1,328</b>	<b>1,811</b>

**ENVIRONMENTAL IMPACT:** The Summer Reading Club 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:** Summer Reading Club 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.

Library Staff applied for four Kohl’s Associates in Action grants, receiving \$500 per grant, and incorporated Kohl’s volunteers into four youth related programs. Library Staff received a \$1,000 3M Unitek grant. The Friends of the Monrovia Public Library donated \$8,700 to pay for incentives, publicity, programming and performers. Monrovia Reads donated \$5,000 to purchase books for the book give-away reading incentive. The number of staff hours and event expenditures increased due to the addition of Adult Summer Reading Club, Literacy Summer Reading Club and youth outreach.



## Library Expenditure/Revenue Chart

Personnel Support/Hours				
	2013		2014	
	Number of Staff	Number of Hours	Number of Staff	Number of Hours
Full-time Staff	3	1,452	4	1,920
Part-time Staff	2	170	3	496
<b>Total</b>	<b>5</b>	<b>1,622</b>	<b>7</b>	<b>2,416</b>

Personnel Expenditures	2013	2014
Total Full-Time Staff Overtime Expenditure	\$ 0	\$ 0
Total Part-Time Staff Expenditure	\$ 3,879	\$ 11,737
Intern	\$ 0	\$ 0
<b>Total Personnel Expenditures</b>	<b>\$ 3,879</b>	<b>\$ 11,737</b>

Expenditures	2013	2014
<b>Event Expenditures</b>		
Publicity	\$ 2,062	\$ 2,197
Performers/Programs	\$ 2,082	\$ 2,671
Prizes/Contests	\$ 8,666	\$ 8,872
Outreach	\$ 0	\$ 1,245
Decorations/ Staff & Volunteer Themed Shirts/Etc.	\$ 665	\$ 1,631
<b>Total Event Expenditures</b>	<b>\$ 13,476</b>	<b>\$ 16,616</b>
<b>Grand Total Expenditures</b>	<b>\$ 17,355</b>	<b>\$ 28,353</b>

Revenue	2013	2014
Total Donors	113	118
Monetary Donations	\$ 21,350	\$ 23,900
Grants	\$ 1,750	\$ 3,000
<b>Total Revenue</b>	<b>\$ 23,100</b>	<b>\$ 26,900</b>

Summer Reading Club Totals	2013	2014
Gross Expenditure	\$ 17,355	\$ 28,352.47
Gross Revenue	\$ 23,100	\$ 26,900.00
<b>Net Cost/Loss</b>	<b>\$ 5,745</b>	<b>&lt;\$ 1,452.47&gt;</b>
<b>Participant Total</b>	<b>7,722</b>	<b>6,132</b>
<b>Cost Per Participant</b> (Based on Net Cost for the Program)	<b>\$ 0</b>	<b>\$ .24</b>

**Note:** This year's coupon and prize donations totaled \$41,628. 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.

**PROGRAM BENEFITS:**

1. Teen Volunteer efforts saved the Summer Reading Club \$6,340.50 in part-time staff costs.
2. The program helped participants enhance their literacy skills, prevent summer learning loss, and builds a community of readers.

**PROGRAM IMPACT:**

Summer Reading Club is supported by donations and Staff must run a campaign to solicit funding from community organizations and businesses.

**RECOMMENDATION:** Staff recommends the Library Board move to receive and file AR-2 2014 Summer Reading Club Evaluation.

**LIBRARY BOARD ACTION REQUIRED:** If the Library Board concurs, the appropriate action would be a motion: *Receive and file report AR-2 2014 Summer Reading Club Evaluation.*