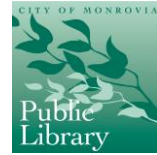




**CITY OF MONROVIA  
LIBRARY BOARD  
AGENDA REPORT**



**DEPARTMENT:** Public Services  
Library Division

**MEETING DATE:** September 24, 2015

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

**AGENDA LOCATION:** AR- 2

**TITLE:** 2015 Summer Reading Club Evaluation

**OBJECTIVE:** To provide the Library Board with an evaluation of the 2015 Summer Reading Club.

**BACKGROUND:** Summer reading programs have become a permanent feature in public libraries. As children's services began and developed, so did the idea and 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 create goodwill 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 of the resources needed to promote, launch, and execute great reading programs. The 2015 music theme was Read to the Rhythm presented June 15 through August 1.

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. Parents and caregivers gained knowledge about early literacy and learned activities that they can continue at home. This summer, the Library became a community destination for all ages to READ, DISCOVER and CREATE.

**ANALYSIS:** The 2015 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 42 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 an incentive for every seven days of completion. Staff developed bookmarks with suggested reading activities to further encourage participants to make reading a daily activity. Participants were encouraged to share comments about their favorite reading activity.

### **Reading Activity Lists**

Ages 0 to 4 years: Sing or say rhyming words; point out letters on signs in your neighborhood; talk about the names of people, places and things; look for words that begin with the first letter of your name; write

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letters using Playdoh, sand or chalk; read in a garden, under a tree, or in a library; put several small objects in a Story Sack and make up a story; make a book of shapes or colors; make a new friend at a library program.

5 years to 5<sup>th</sup> grade: Read a book that makes you laugh; find a cozy spot and read a book; read bedtime stories as a family; read a fairy tale or a mystery; listen to an audiobook; read aloud to a stuffed animal, a pet, or a person; find sight words at the store; read about an animal; read about a place far from where you live; read about something that happened long ago; read a biography; play a rhyming game with a friend; tell a story using puppets; read a "How To" book then try to do it; create a new book cover for a story you read; tell someone about a story you read; make up an adventure story and tell it to a friend.

Teens: Read for 30 minutes; read a book and watch the movie; listen to an audiobook; read out loud to a sibling or friend; read an ebook; read a magazine; read a Teen's Top Ten Nominee; read a biography or non-fiction; attempt your own world record; read a book from a different genre; check out a new app; try a new type of music; read news online; draw your own comic book; try a science experiment; check out a "How To" book and make something; experiment with making dinner from a cookbook; write a poem; make a book trailer; write fanfiction about your favorite character; build something outside; draw a new book cover.

Adults: Check out an audiobook from the library's e-book collection; read a biography or history book; read a newspaper, magazine or journal; read for 20-30 minutes; read a cookbook and try out a new recipe; read a book in a popular series; listen to an audiobook in your car or while you walk/jog; check out a travel guide; read a book on a topic you know nothing about; attend a poetry or book reading; join a book club and discuss a book; read a do-it-yourself book; check out a book that teaches you about music; check out a book about your favorite musician or band.

## **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 6,972 (increased from 2,700 in 2014) responses logged in by participants to the question - Share what you read, the reading activity you chose, or how the Library is making a difference in your life.

"Reading a new genre which is horror stories. Also I started reading those anime and cartoon books which were pretty great. I found out that reading is much more fun than it used to be."

"My mom reading to me before bedtime every night makes me happy."

"I love to fill my Kindle with several options to read while traveling!"

"I joined a book club at work and our first book club meeting is tomorrow."

"The library makes a difference in my life because I just can't live without books. If I want to take an adventure, I just grab a book. If I'm bored, I grab a book. I have 2 boxes filled with books. If I read all the books, I go to the library to get more books."

"Worked with ABC Flashcards, phonics flash cards."

"I have read a chapter in "Get a Financial Life". In this chapter it has helped me be more budget conscious. It has explained ways on how to budget and save money."

“This summer I am making a goal to read all of the books that I have collected over the last few months, and then to share them with my friends. The books are fun and quick to read. Perfect for the summer.”

“We are working our way through a joke book and checking off our favorite jokes to add to a list to bring to camp! We have three big story books from the Monrovia Library Book Sale.”

“Relaxing and reading on the iPad when everyone has gone to sleep!”

“I made a little reading place and read to my animals.”

“I have been reading information from Rick Steve's website on what to do and see in Italy.”

“Hayden read set 1 of the BOB books this week. He was very proud of being able to read an entire book all by himself!”

### **Adult Reading Club**

Adult Summer Reading Club participation increased from 196 (2014) to 415 this summer. Prizes included popular books, DVD rentals, book bags and flash drives. Each prize level also included entry into one of the three prize drawing opportunities, as well as the grand prize drawing.

### **Prizes**

Participants receive prizes for each reading level they complete. 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 2 books. Babies could redeem their choice of tambourine, car or wooden animal to encourage play. Children ages 5 to 5<sup>th</sup> grade could select from a small soccer ball, football, kite or coloring sheet with markers. Teens were awarded their choice of earbuds, flash drives, super soaker or sunglasses. Parents of young children were given a set of early literacy cards detailing free or cheap activities to engage and encourage building of literacy, math, creativity and imagination, and physical skills.

### **Raffle**

The program included three raffle drawing days throughout the summer. Staff allotted donation funds to purchase a Microsoft Surface 3 for the grand prize drawing. 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 206 raffle prizes, valued over \$7,820, 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 contests rules varied to include young children. Contests included Book Title Scrambles; Book Decode; Guess How Many Books Are in the Library; Create a Story; Mad Libs and a Poetry Contest. Winners were chosen each week and received a gift card to a Monrovia business. All winners were highlighted 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 Club. 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 3,655.

## **Teen Volunteers**

Teen volunteers were crucial in the day-to-day operation of the Summer Reading Club. Approximately, 67 teens volunteered 1184 hours, equal to \$10,656.00 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**

Samantha Rendon was hired through the City's Youth Employment Service (YES) summer job program as a Library intern. She put together prizes, worked on special projects, helped with the weekly yarnbombing and yoga programs, and assisted with guiding teen volunteers. Samantha worked approximately 250 hours.

## **SUMMER PROGRAMMING**

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

On Saturday, June 20, the Library hosted a Summer Reading Club Kickoff. Staff partnered with several community groups and presented a rhythmic activity every thirty minutes throughout the day. Activities included Music of Kattywompus, Carole Anne Kaufman – the Whistling Diva, Rhythm of the Islands Hula, Giving Bach, Monrovia High School Drumline, Zumba Fun, Teen Poetry Reading and Dance to the Rhythm. During the event Staff signed people up for the reading club, hosted Creation Stations where children were able to make instruments from recycled materials, and introduced musical instruments to families through an Instrument Petting Zoo. Food was provided by Food Trucks parked outside. Volunteers from TAB and Kohl's Associates in Action were also there to lend a hand. Total number of people in attendance was 965.

### **Community Mural**

The Library collaborated with Mt. Sierra College to present a Community Mural. At the Reading Club Kick-Off, Staff unveiled a two-sided 6'x15' paint-by-number mural. The college held a contest and two winning designs were chosen. Two artists won the contest, Scott Lane and Lara De Costa, and each received a prize for a full semester's tuition. The murals were displayed on a rolling structure which allowed the project to be moved inside and outside the library. All summer, the community colored in empty spaces to reveal the Summer Reading Club theme, Read to the Rhythm. The project was funded entirely through donations.

### **Storytimes**

Staff presented three storytime programs per week during the summer program - 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 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. 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 taught adults to model reading activities for youth and empowered them to be their child's first teacher. Librarians presented 21 storytimes attracting 1,569 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 the seven movies, with a total of 725 people attending the screenings.

### **STEAM**

Four family STEAM programs were held during the summer. The Summer Building Challenges encouraged participants to work together to design and build a structure, test the structure, then modify, rebuild, and test again. These were productive, collaborative experiences where people of all ages worked together to achieve a common goal. Between 30 to 50 challenges were completed at each program. Total attendance was 200.

### **Shows**

Library Staff presented two dinner theaters and a weekend show. Dinner theaters were held in Library Park at the Rotary Club Bandshell and sponsored by Rotary Club of Monrovia and Friends of the Monrovia Public Library. All ages enjoyed *Noteworthy Puppets*, a Jack and the Beanstalk musical puppet show, as well as Teresa Smith, *African Dance*, a participatory dance and storytelling show. *Bali and Beyond: The Music and Culture of Bali*, was held on a Saturday in the Library Community Room and featured audience participation with the Balinese Gamelan. Total attendance was 308.

### **Teen Programming**

The Teen Advisory Board developed seven programs for teens to participate in this summer. During the Scavenger Hunt, teens competed in various challenges needing both brains and brawn. A Mario Kart Tournament was held where teens raced and threw mushrooms to win a Starbucks gift card. A Sherlock Holmes Party highlighted the first episode of the BBC television series while teens enjoyed Earl Grey tea and cutting out Sherlock and Watson paperdolls. TAB voted to watch *Hercules* at the Disney Superfan program which was followed by singing Disney classics karaoke style and became fashionistas at the Bleach Pen T-Shirt program, creating designs on shirts using bleach pens and stencils. The Live Angry Birds event involved teens using boxes to engineer forts throughout the Library. Similar to the game, participants used balls, slingshots and their bodies to knock down forts and used the remains of their spoils to create the largest fort of all. The summer ended with an Underground Teen Café modeled after a coffeehouse open mic night event. Participants showcased their talents playing guitars, a keyboard and flute while drinking coffee concoctions. A total of 177 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 Foods that Heal program. Local business owner Chris Tucker volunteered to present information about the healing properties of foods. He and his assistants provided free food samples to all that were in attendance. Samples included a healthy smoothie, homemade guacamole, and chili. A total of 24 people attended. Our second program took place in July. City employee Niles Boyer and his family talked about getting started with juicing for the Juicing 101 program. They spoke about the benefits of juicing, how it changed their lives, and provided several samples. A total of 21 people attended. Staff hosted a total of 98 programs for babies to adults during the Summer Reading Club in comparison to 65 programs in 2014.

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

<b>Participation</b>	<b>2014</b>	<b>2015</b>
Reading Club Participants	1,811	2,314
Program Attendees	4,321	10,115
<b>Total Participants</b>	<b>6,132</b>	<b>12,429</b>

This summer the California Library Association challenged California public libraries to achieve one million sign-ups for the 2015 Summer Reading Club. To help them reach that goal, the Monrovia Public Library committed to signing up 2,000 participants (200 more than 2014). Helping to spread the word, we encouraged everyone to use #onemillionreaders when they posted on social media. The 2015 goal was exceeded by 314 participants.

	<b>Population</b>	<b>Number of Library Branches</b>	<b>2015 SRC</b>
Monrovia	37,101	1	2,314
Alhambra	84,577	1	2,013
Pasadena	139,731	10	4,088
Glendora	51,074	1	1,700

Comparing participation with neighboring city populations, Monrovia had a large number of participants reading in the summer reading program.

**Surveys:**

The 2015 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, outcome-based surveys show meaningful results that demonstrate the value and impact of summer reading and relevance 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 a Comment area. Surveys were generated in paper format. A total of 151 surveys were completed. Results are as follows:

**Survey 1: Adults**

- 93% of survey respondents were female
- 7% of survey respondents were male.
- 52% were first time participants.
- 48% were repeat participants.
- 99% talked about the books they read.
- 98% enjoyed the Summer Reading Program and activities.
- 99% will come back to the library after summer.
- 70% were helped meeting literacy goals.
- 98% liked the convenience of recording reading activities online.

**How did you find out about our programs:**

- 46% Library Website
- 47% Service Desk
- 24% City Activity Guide
- 34% Displays
- 37% Word of Mouth – Friend/Family member

46% Summer Reading Brochure  
33% Twitter/Facebook  
33% Library Staff  
15% Other- visiting; son is a TAB member

What programs would you like to see at the library:

87% Food/Cooking  
52% Health  
38% Arts/Crafts/DIY  
52% Technology – 38% tablets; 34% computers; 38% e-books; 32% smartphones  
12% Other - gardening; music; yoga; dancing; mindfulness

Comments regarding suggested changes to the Adult Summer Reading Program:

Library is so welcoming  
Staff is so helpful, patient  
More activities for adults  
More music

**Survey 2: Kids, Teens, and Families**

1-8 family members participated in the summer reading program.  
29% were first time participants.  
69% were repeat participants.  
81% talked about the books they read.  
97% enjoyed the Summer Reading Program  
92% will come back to the library after summer.  
42% attended youth programming.

*Learning to knit; love STEAM; enjoy activities; fun*

46% did not attend youth programming.

*Very busy; summer camp; too far; too old; work; no time*

96% liked the convenience of recording reading activities online.

*Very easy; builds keyboard skills; kids can do it; mobile; use on vacation; digital era;*

3% don't like the convenience of recording reading activities online.

*Forget to log; use my memory.*

52% used the suggested reading activities.

*Helps me socialize with adults; keeps me active; challenges me; consistent reading.*

43% did not use the suggested reading activities.

*No goals; read for fun.*

Comments: Is there anything you would change about the Summer Reading Program?:

*Great activities  
Perfect  
Easy  
Keeps family active  
More interaction for online reviews  
Don't like buy one, get one coupons*

**Participation by Age Group:**

<b>2014</b>	<b>Participants</b>
Ages 0-35 months	145
3 yrs. – 1 gr.	460
2 – 5 gr.	640
6 – 12 gr.	330
Adult	196
Literacy	18
N/A	22
<b>Total</b>	<b>1811</b>

<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>2314</b>

The age groups were divided differently this year based on developmentally appropriate incentives given out at each level. Children ages 0-4 were placed together so that they would receive incentives targeted toward their developmental needs.

**Participation by City:**

<b>City</b>	<b>Number of Participants</b>
Monrovia	1,625
Arcadia	206
Duarte	163
El Monte	55
Pasadena	47
Temple City	43
Other	175
<b>Total Participants</b>	<b>2,314</b>

(Please note: Evanced online program allows staff to track city participation. This data was not available in 2014.)

**Participation by School Districts:**

<b>Monrovia Public Schools</b>	<b>2014</b>	<b>2015</b>
Bradoaks Elementary	54	74
Clifton Middle School	50	63
Mayflower Elementary	93	119
Monroe Elementary	70	97



Monrovia High School	37	47
Plymouth Elementary	38	58
Santa Fe Middle School	46	65
Wildrose Elementary	51	70
Monrovia Private Schools	18	63
<b>Nearby School Participants</b>		
Arcadia Public School	53	66
Arcadia Private School	32	27
Duarte Public School	22	17
Duarte Private School	4	3
<b>Additional Responses</b>		
Not in School	314	522
My School is Not Listed	490	386
Unknown	439	637
<b>Total Participants</b>	<b>1,811</b>	<b>2,314</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 \$2,500 3M Unitek grant. The Friends of the Monrovia Public Library donated \$11,900 to pay for incentives, publicity, programming and performers. Monrovia Public Library Foundation donated \$6,000.00. Monrovia Reads donated \$5,000 to purchase books for the book give-away reading incentive.

The total cost for the program was \$38,597.22, compared to \$28,352.47 the previous year. The number of staff hours and event expenditures increased due to additional hours for part-time staff, and a significant increase in weekly programs offered to patrons. The increased participation in the 2015 Summer Reading Club resulted in a cost of \$3.10 per participant in contrast to \$4.62 per person last year.

## Library Expenditure/Revenue Chart

	2014		2015	
	Number of Staff	Number of Hours	Number of Staff	Number of Hours
Fulltime Staff	4	1,920	4	1,920
Part-time Staff	3	496	3	616
<b>Total</b>	<b>7</b>	<b>2,496</b>	<b>7</b>	<b>2,536</b>

<b>Personnel Expenditures</b>	<b>2014</b>	<b>2015</b>
Total Full-Time Staff Overtime Expenditure	\$ 0	\$ 0
Total Part-Time Staff Expenditure	\$ 11,736.80	\$ 14,428.40
Intern	0	0
<b>Total Personnel Expenditures</b>	<b>\$ 11,736.80</b>	<b>\$ 14,428.40</b>

<b>Event Expenditures</b>	<b>2014</b>	<b>2015</b>
Publicity	\$ 2,197.44	\$ 3,525.06
Performers/Programs	\$ 2,671.01	\$ 5,990.29
Prizes/Contests	\$ 8,871.69	\$ 13,015.07
Decorations/ Staff & Volunteer Themed Shirts/Etc.	\$ 1,630.77	\$ 1,638.40
<b>Total Event Expenditures</b>	<b>\$ 16,615.67</b>	<b>\$ 24,168.82</b>

<b>Revenue</b>	<b>2014</b>	<b>2015</b>
Total Donors	118	125
Monetary Donations	\$ 23,900	\$ 30,577
Grants	\$ 3,000	\$ 3,500
<b>Total Revenue</b>	<b>\$ 26,900</b>	<b>\$ 34,077</b>

<b>Summer Reading Club Totals</b>	<b>2014</b>	<b>2015</b>
Gross Expenditure	\$ 28,352.47	\$ 38,597.22
Gross Revenue	\$ 26,900.00	\$ 34,077.00
<b>Net Cost</b>	<b>\$ 1,452.47</b>	<b>\$ 4,520.22</b>

<b>Grand Total Expenditures</b>	<b>\$ 28,352.47</b>	<b>\$ 38,597.22</b>
<b>Participant Total</b>	<b>1,811</b>	<b>2,314</b>
<b>Cost Per Participant (based on the Total Event Expenditures divided by number of participants)</b>	<b>\$15.66</b>	<b>\$16.68</b>

**Note:** This year's coupon and prize donations totaled \$176,498.60. 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 \$10,656.00 in part-time staff costs.

2. The program helped participants enhance their literacy skills, prevent summer learning loss, and build a community of readers.

**PROGRAM IMPACT:**

1. Summer Reading Club is supported by donations and Staff must run a campaign to ask community organizations and businesses for funding.

**RECOMMENDATION:**

Staff recommends the Library Board move to receive and file AR-2 2015 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-1 2015 Summer Reading Club Evaluation.***

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