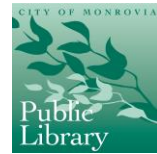




**CITY OF MONROVIA
LIBRARY BOARD
AGENDA REPORT**



DEPARTMENT: Public Services
Library Division

MEETING DATE: September 22, 2016

PREPARED BY: Elizabeth Schneider, Youth Services
Supervisor

AGENDA LOCATION: AR - 1

TITLE: 2016 Summer Reading Program Evaluation

OBJECTIVE: To provide the Library Board with an evaluation of the 2016 Summer Reading Program.

BACKGROUND: Summer reading programs have become a permanent feature in public libraries. As children's services began and developed, so did the 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 support lifelong learning 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 all of the resources needed to promote, launch, and execute great reading programs. The 2016 theme was Read for the Win! and took place June 13 through July 30.

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. The Library is a community destination for all ages to DISCOVER, CREATE and ENGAGE.

ANALYSIS: The 2016 Summer Reading Program 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. In partnership with Monrovia Unified School District, staff developed bookmarks with suggested books and reading activities to further encourage participants to make reading a daily activity. Participants were encouraged to share comments about their favorite reading activity.

AR-1

Example Reading Activities

- 1) Ages 0 to 2 years: Learn simple sign language to communicate everyday words; Finger paint, doodle or scribble with your little artist; Turn an ordinary walk into an adventure and talk about what you see.
- 2) 3 years to 5th grade: Learn the scientific names of your favorite animals; Create your own game and teach others how to play; Ask someone about their most memorable failure.
- 3) Teens: Design an online game or story using Scratch or GameMaker!; Write a mad lib using friends as characters; Create a book with no words OR create a book with no pictures.

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 2,654 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.

"Checked out 16 books that mommy read to me. Went on an adventure walk. Loved the library kick off with Fantastick Patrick."

"i read beezus and romona. one of my favorite parts of the book was when beezes took ramona to the library to get a new book."

"The best thing about ebooks is: You always have a book with you wherever you go. I was working with a computer today and it was taking so long, so I pulled out my phone and I read some while I waited. It made my wait much more enjoyable. I read my ebook, Geekomancy. I usually read before I go to sleep so in a little bit I will be reading my book Spelled."

"I read Middle School the Worst Years of My Life. I saw the trailer for the upcoming movie and decided to finally check out the book. It looked funny."

"I read over vacation. I am parliamentarian for my district, so I focused on Robert's Rules of Order and PTA handbooks. I also finished up Carrie and read some books to the kids."

"Today I designed an awesome robot. I wish it could be real!"

"Our family has enjoyed listening to Audio CD books together while on the road this summer, like the Harry Potter series!"

"I asked my mom about her most memorable failure. She failed her english test in college. But then, she changed her major, so it all worked out."

"I enjoy that the library is encouraging everyone to feel comfortable with the library and not intimidated."

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. We also offered other prizes for participants. Babies could redeem their choice of ball imprinted with the Monrovia Public Library logo, clapper, shaker, rubber duck or

AR-1

stuffed animal to encourage play. Children ages 3 to 5th grade could select from a coloring book, mood pencil or water bottle with the library logo. Teens were awarded their choice of earbuds or \$5 gift cards to Starbucks or Subway, and the opportunity to earn 3 books. This age group was targeted as needing more access to free books to encourage lifelong reading. Prizes for Adults included popular books and DVD rentals, as well as book bags, water tumblers and flash drives imprinted with the Monrovia Public Library logo. Each prize level also included entry into one of the three prize drawing opportunities, as well as the grand prize drawing.

Raffle

The program included three raffle drawing days throughout the summer. Staff allotted donation funds to purchase science and art kits for elementary age children, Beats headphones for teens, and a tricycle with helmet for toddlers. 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 296 raffle prizes, valued over \$10,929.36 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 the Great Book Character Hunt, Guess How Many Soccer Balls in the Jar, Book Spine Poetry Contest, Where in the Library is the Newbery Award Medal Scavenger Hunt, Library Selfie Bingo, Guess How Many Books are in the Library Mural, and Book Scavenger Hunt. 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, middle schools and alternative high school to promote the Summer Reading Program. Staff presented at Canyon Oaks High School, 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 4,059.

Staff brought the Summer Reading Program to local day camps including Summer Extravaganza, Boys & Girls Club, the YMCA and Tzu Chi Elementary school. Some programs were moved to Station Square Park to reach audiences that may not come to the Library. These programs included the Summer Reading Program Kickoff and the weekly Family Dance Party. Staff attended the Friday Night Fair every week in the summer to bring storytime to working families in the evening.

Teen Volunteers

Teen volunteers were crucial in the day-to-day operation of the Summer Reading Program. Approximately 64 teens volunteered 1,436 hours, equal to \$17,232.00 in staff cost savings (based on the starting wage of \$12.00 per hour for a Library Aide). Last year 67 teens volunteered 1,184 hours, equal to \$14,208.00 in staff cost savings. Volunteers organized and managed the prize desk, signed patrons up for the program and made sure they received their incentives, put together prize packets, 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 April 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 and movie at the end of the program.

SUMMER PROGRAMMING

Summer Reading Program Kick-Off

On Thursday, June 16, the Library hosted a Summer Reading Program Kickoff at Station Square Park with performer Fantastick Patrick. The One Man Circus Band juggled, played music, performed tricks and rode on a 10-foot high unicycle. Picnickers were able to sign up for the Summer Reading Program and watch the show.

Storytimes

Staff presented six storytime programs per week during the summer program - Baby Storytime for 0 to 24 months, two sessions of Little Listeners for 2 to 5 years, 1-2-3 Play With Me for 0 to 4 years, Family Dance Party at Station Square and Friday Night Fair Storytime. 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. This storytime was also taken on the road every week to the Friday Night Fair to reach working families. 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. Family Dance Party focused on kinesthetic learners who absorb information best when it's combined with movement and action. Families experienced language through a combination of dance and stories. Librarians presented 40 storytimes attracting 1970 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 six movies, with a total of 510 people attending the screenings.

STEAM

STEAM programs were held throughout the summer. Workshops focused different topics such as weather, racing cars and space. At the Movie Magic program, participants learned about animation and made traditional animation devices such as a phenakistoscope, a thaumatrope and a flipbook. The Teen Advisory Board implemented the Lego My Library program every Tuesday afternoon for children of all ages to flex their engineering muscle and build with LEGO bricks provided by the Library. Librarians and TAB volunteers presented 12 science programs with a total attendance of 407 people.

Teen Programming

Library staff and the Teen Advisory Board developed 19 programs for teens to participate in this summer. Teens experienced strategic board games such as Settlers of Catan, Machi Koro, Love Letter and Hey, That's my Fish! At Libraryland Olympics, teens worked in teams to solve riddles, navigate obstacle courses and complete the hula hoop tic tac toe challenge to win the gold. Teens sang their heart out at the Grease Sing Along, and created their own magazine at the Teen Zine Workshop. A Reader's Theater workshop was held every Tuesday for teens to create mini-sketches for a public performance on Saturday, July 30. Teens enjoyed coffee and hot chocolate at the Teen Café, while playing board games and listening to coffeehouse alternative music. The teen volunteer group voted to watch Jurassic World for Movie Mania, which included Dino Chicken Nuggets for snack. The summer culminated with Zombie Laser Tag. On a Friday night, teens dressed as zombies or survivors and raced through the bookcases to become the winner. A total of 351 teens attended the events. The teen programs were sponsored by the Friends of the Monrovia Public Library.

Adult Programming

Summer programming began with Tanya Hong presenting delicious samples of Korean food and shared information about Korean culture. Sixty-six people enjoyed the tasty treats at the *Korean Food and Culture* program. Local caterer Sally Atkins presented information about traditional southern food at the *Southern Cooking and Culture* program. Fifty-seven participants enjoyed red beans and rice, fried green tomatoes, and gumbo. Actor Bill Chott from *Disney's Wizards of Waverly Place* and *The Ringer* presented two Improv Classes this summer. Improv is a fun way to gain confidence, have fun, learn public speaking skills and make new friends. The teen improv class had 38 attendees and the adult improv class had 27 attendees. After each workshop an *Improv Jam* was held, where improvisers performed for one another.

Staff hosted a total of 116 programs for babies to adults during the Summer Reading Program in comparison to 98 programs in 2015.

The table below is a breakdown of Summer Reading Program participation.

Participation	2014	2015	2016
Reading Program Participants	1,811	2,314	1,855
Program Attendees	4,321	10,115	6,012
Total Participants	6,132	12,429	7,867

The Reading Program participation this year was 1,855, which is comparable to the participation in 2014 of 1,811 readers. Last year, the California Library Association challenged California public libraries to achieve a collective one million sign-ups for summer reading. The push to register patrons increased the participation number to 2,314 in 2015. Neighboring libraries reported lower registration numbers this year.

Program attendance decreased as well. Many library programs were moved to new locations such as the Friday Night Fair and Family Dance Party. The Summer Reading kickoff was also moved to Station Square Park to reach new neighborhoods. As programming continues in these new locations, librarians will evaluate participation and make changes to reach larger audiences. Some outreach locations limited enrollment based on funding, which also contributed to lower attendance numbers.

Participation by Age Group:

2014	Participants
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
Total	1811

2015	Participants
Ages 0 - 4 yrs.	307
5 yrs to 5 th gr.	1195
6 -12 gr.	370

Adult	410
Literacy	5
N/A	27
Total	2314

2016	Participants
Ages 0 - 2 yrs.	132
3 yrs to 5 th gr.	1126
6 -12 gr.	266
Adult	318
Literacy	4
N/A	9
Total	1,855

The age groups were divided differently this year based on developmentally appropriate incentives given out at each level. Children ages 0-2 were placed together so that they would receive incentives targeted toward their developmental needs. Children ages 3-4 years of age were able to choose from the baby or school age incentives based on their developmental stage.

Participation by City:

City	Number of Participants	
	2015	2016
Monrovia	1,625	1,329
Arcadia	206	152
Duarte	163	94
El Monte	55	55
Pasadena	47	34
Temple City	43	33
Other	175	158
Total Participants	2,314	1,855

Participation by School Districts:

Monrovia Public Schools	2014	2015	2016
Bradoaks Elementary	54	74	63
Clifton Middle School	50	63	59
Mayflower Elementary	93	119	84
Monroe Elementary	70	97	84
Monrovia High School	37	47	43
Plymouth Elementary	38	58	41
Santa Fe Middle School	46	65	36
Wildrose Elementary	51	70	35
Monrovia Private Schools	18	63	31
Nearby School Participants			
Arcadia Public School	53	66	34

Arcadia Private School	32	27	45
Duarte Public School	22	17	22
Duarte Private School	4	3	5
Additional Responses			
Not in School	314	522	409
My School is Not Listed	490	386	312
Unknown	439	637	552
Total Participants	1,811	2,314	1,855

ENVIRONMENTAL IMPACT:

The Summer Reading Program 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:

Library Expenditure/Revenue Chart

Expenditures			
Event Expenditures	2014	2015	2016
Publicity	\$ 2,197.44	\$ 3,525.06	\$5,511.17
Performers/Programs	\$ 2,671.01	\$ 5,990.29	\$2,602.22
Incentives/Grand Raffles/Contests	\$ 8,871.69	\$ 13,015.07	\$21,916.89
Decorations/ Staff & Volunteer Themed Shirts/Etc.	\$ 1,630.77	\$ 1,638.40	\$ 1,446.99
Total Event Expenditures	\$ 16,615.67	\$ 24,168.82	\$31,477.27
Participant Total	6,132	12,429	7,867
Cost Per Participant (Based on Grand Total Event Expenditures)	\$0	\$0	\$0

Revenue			
	2014	2015	2016
Total Donors	118	125	112
Monetary Donations	\$ 23,900	\$ 30,577	\$30,300
Grants	\$ 3,000	\$ 3,500	\$2,500
Total Revenue	\$ 26,900	\$ 34,077	\$32,800

Summer Reading Program Totals	2014	2015	2016
Gross Expenditure	\$16,615.67	\$24,168.82	\$31,477.27
Gross Revenue	\$26,900.00	\$34,077.00	\$32,800.00
Net Revenue	\$10,284.33	\$9,908.18	\$1,322.73

Summer Reading Program 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. This year's coupon and prize donations totaled \$185,693.50. 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.

Library Staff received a \$2,500 3M Unitek grant. The Friends of the Monrovia Public Library donated \$10,000 to pay for incentives, publicity, programming and performers. Books for reading incentives were funded by the Monrovia Public Library Foundation with a donation of \$7,000, and Monrovia Reads with a donation of \$5,000.

The total cost for the program was \$31,477.27, compared to \$24,168.82 the previous year. Publicity costs increased due to expanded promotion with the Monrovia Unified School District. Besides the usual brochure that is distributed to all schools, the school district asked staff to create reading recommendation bookmarks for elementary, middle school and high school reading levels. These bookmarks were distributed to the schools as well, and included lists of literacy and lifelong learning activities to combat against the summer slide.

Additional money was put towards purchasing reading incentives that enriched community member's lives. The goal was to give away meaningful and purposeful incentives that encourage participants to be lifelong learners and be excited about reading. As many incentives as possible were branded with the Monrovia Public Library logo so these items could promote the library while being used throughout the year. Incentives were also purchased with a big picture outreach plan in mind. Pencils, water bottles, bags, and water tumblers were purchased in large quantities to use at other outreach events throughout the year. This groundwork of building a brand will produce higher payouts for future summers in terms of number participation, as well as open up outreach efforts to support the community all year long, not just promote at one concentrated time.

PROGRAM BENEFITS:

1. Teen Volunteer efforts saved the Summer Reading Program \$17,232.00 in part-time staff costs.
2. The program helped participants enhance their literacy skills, prevent summer learning loss, and build a community of readers.

RECOMMENDATION:

Staff recommends the Library Board move to receive and file AR-1 2016 Summer Reading Program Evaluation.

LIBRARY BOARD ACTION REQUIRED: If the Library Board concurs, the appropriate action would be a motion: *Receive and file report AR-1 2016 Summer Reading Program Evaluation.*

AR-1