

Revive to Survive

Creating a Community-Driven Summer Reading Experience

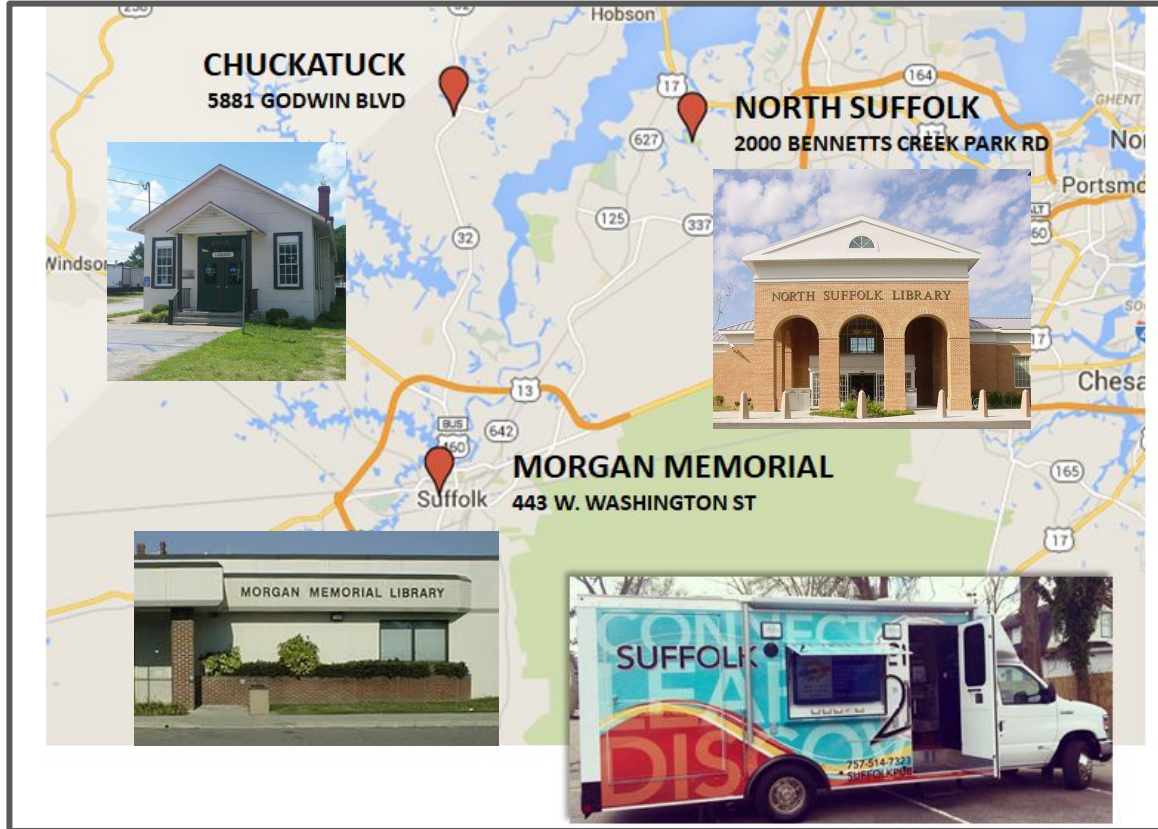
April Watkins - Early Childhood Services Senior Librarian,
Suffolk Public Library

Deborah Ward - Elementary Services Senior Librarian,
Suffolk Public Library

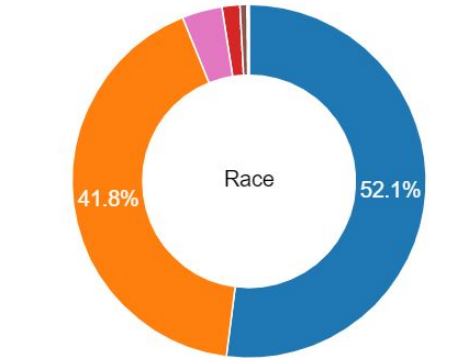
Shawna LoMonaco - Early Literacy Outreach Coordinator,
Newport News Public Library



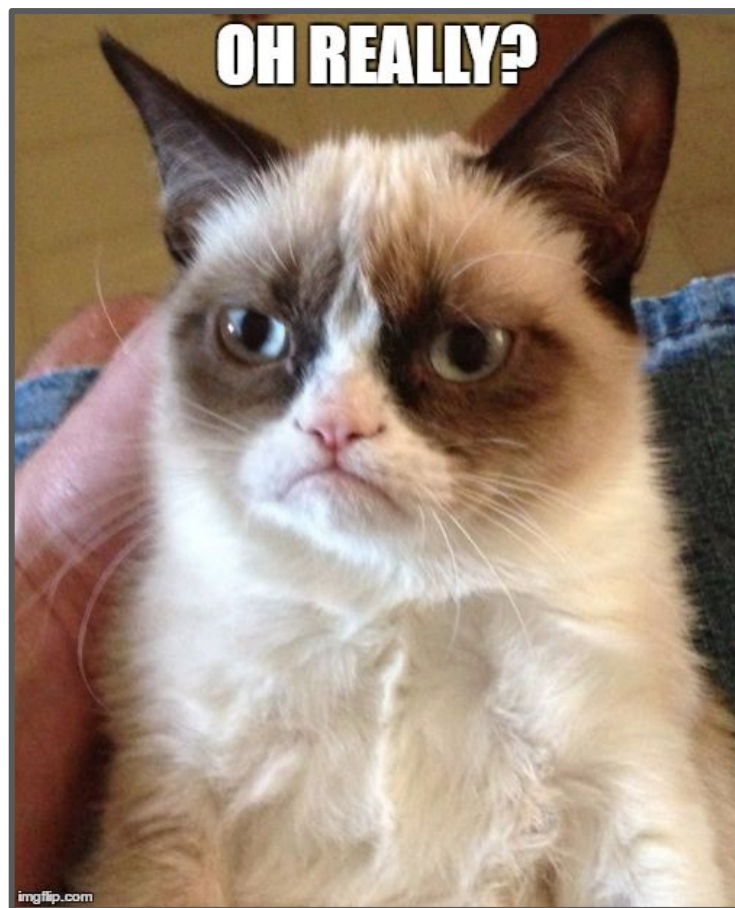
Have You Met Suffolk?



Source: US Census 2017 ACS 5-Year Survey (Table B03002)



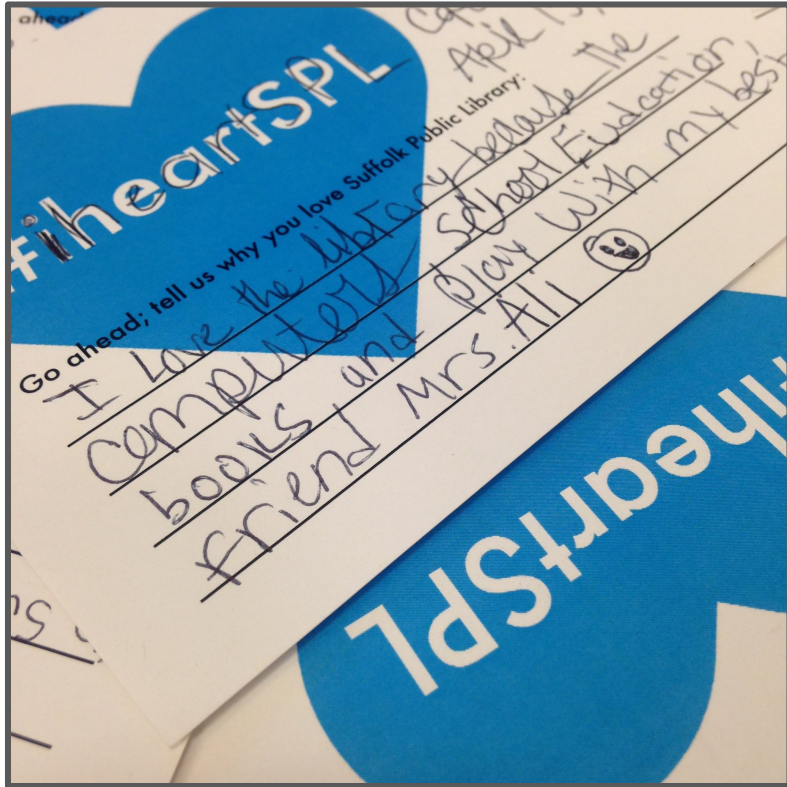
- White
- Black or African American
- American Indian and Alaska Native
- Asian
- Native Hawaiian and Other Pacific Islander
- Some Other Race
- Two or More Races



So Why?



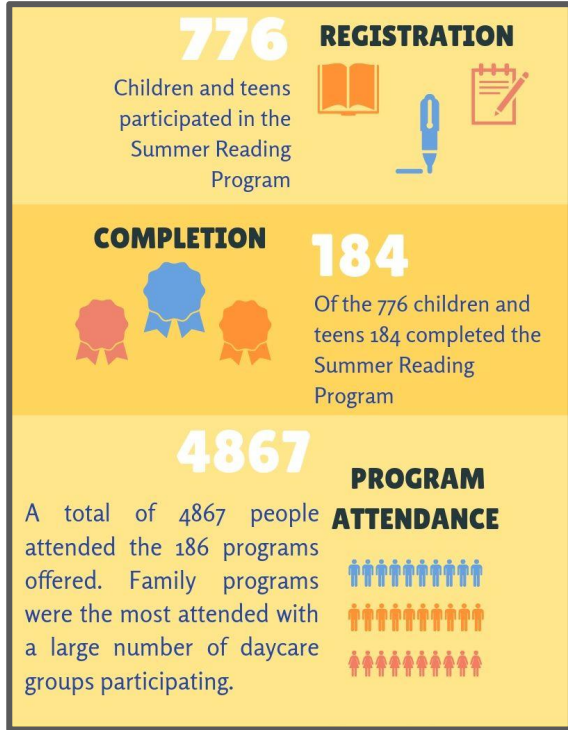
How Do We Library?



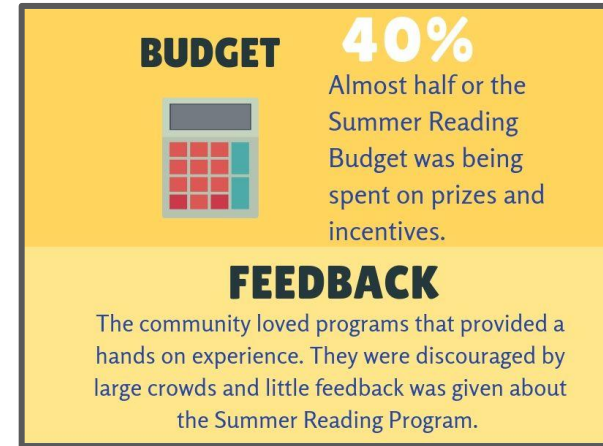
- Summer Reading Program registration, participation, and completion
- Program Attendance
- SRP Budget
- Impact on Staff
- Community wants and needs

SRP Evaluation Results- 2016

Action Items:



- Increase Summer Reading completion rate
- Create programs that allow families to feel welcome with hands on experiences
- Create opportunities for large groups to continue participating
- Create a new incentive and program plan that allows more of the budget to go towards high quality experiences and less towards trinkets



Winter Reading with Beanstack



**CONGRATULATIONS
TO OUR GRAND
PRIZE WINNER!**

Henley is **2.5** years
old

and read
236 books
with her family
in January

and **WON**
Busch Gardens Annual Passes!

Grand prize provided by the
Friends of the Suffolk Public Library.

1,085 total readers

8,588 books read

457 individuals registered as a class or group

\$25,000 raised for the non-profit, First Book

\$3,000 donated by anonymous Suffolk residents to SPL

\$1,500 given to SPL for being a finalist in the Winter Read

Fun Facts: Homeschoolers out-read all other schools with a total of **807** books, and six year olds were the biggest readers, reading almost **500** books. 40 year olds were the top readers for adults.

A Holistic Approach to Summer Learning:

- Provides Community Experiences
- Reinforces Reading
- Supports Basic Needs
- Positively Impacts:
 - Participants
 - Library Staff
 - Budget
 - Whole Community



SPL's Results

- Interest in community goal
- Motivation to “win”
- Strategically use reading
- Values experiences
 - Programming
 - Prizes



**CAMP
SPL**

Camp SPL
Summers '18 & '19



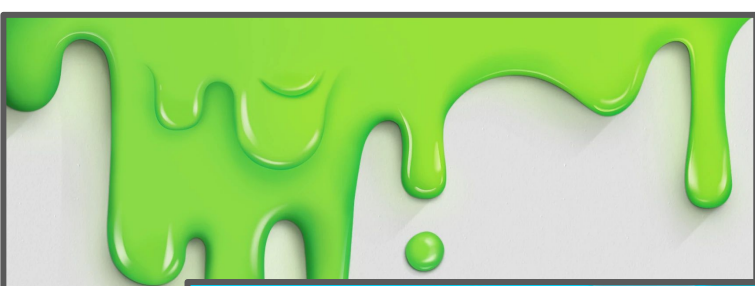
**CAMP
SPL**

**SUMMER READING
CHALLENGE**

**GOAL:
14,000 BOOKS!**

SUFFOLKPUBLICLIBRARY.COM/CAMPSPL

HELP US READ 8,000 BOOKS!



FAVORITE SUMMER READS:

BECOMING
MICHELLE OBAMA

WHERE THE CROWDADS SING
DELIA OWENS

MOUSETRONAUT
BY ASTRONAUT G. KELLY
ILLUSTRATED BY C. F. PAYNE

CAMP SPL

17,050 BOOKS READ
in our summer reading challenge

CAMP SPL WINNERS

BRANDY **BAYLEE** **JEDIAH**



- Virtual Reality Oculus Go Headset
- Osmo Genius Kit & Kindle Fire
- Nauticus & Virginia Living Museum Annual Passes
- VA Air & Space Museum and VA War & Aviation Museum Passes
- Colonial Williamsburg Annual Passes
- Chrysler Museum of Art Glass Studio Class
- Williamsburg Winery & local breweries tours & tastings
- Suffolk Staycation Package

Carnival: Celebrate the Community of Readers



2018: Slime Time



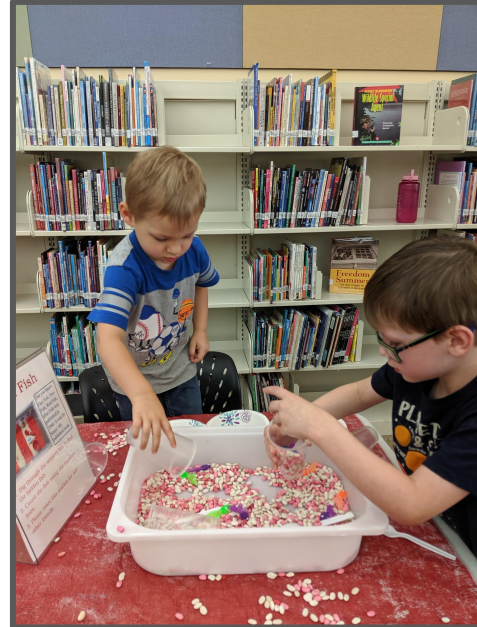
2019: Color Blast



The Daily Grind



Weekly Programming

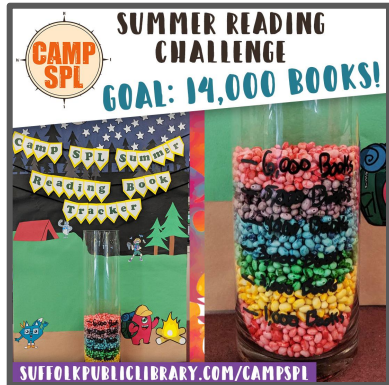
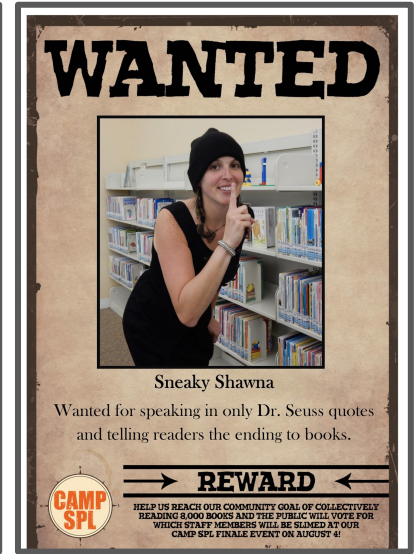


Mess Hall on the Loose

- Summer food program- No Child Hungry
- Partnership with local schools and Parks & Rec
- Fed 40 kids daily
- Field Trips/ Experiences
- Light the Way Grant
- After school snacks



Marketing/Social Media



So, Does it?

756

REGISTRATION

Registration for the following summer maintained the same.



COMPLETION

432

Of the 756 children and teens 432 completed the Summer Reading Program. That is almost 60%.



8594

PROGRAM ATTENDANCE

A total of 8594 people attended programs offered. This was an increase of almost double from the year before.



BUDGET

10%

A few larger prizes were purchased as incentive for the program instead of a large amount of smaller trinket toys.



FEEDBACK

The community loved the outdoor programming that allowed for large groups and families to share space and have a similar experience. Staff felt less stressed but still did not feel like part of the SRP team. The SRP team felt overwhelmed and some experienced burnout.

- 3 hrs of programming every week
- Family style programming
- Learning through play
- 60% completion rate
- 10% of budget spent on incentives

Lessons Learned: Balance Is Key

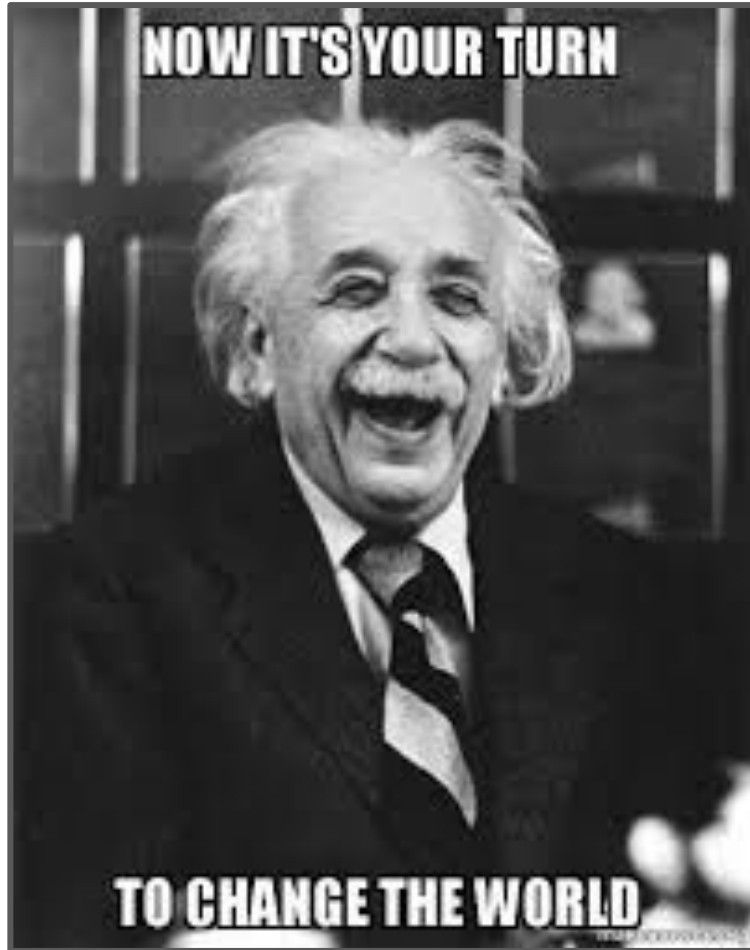
- Go big BUT in moderation
- If you build too much, they will NOT come
- Select a few programs and make them SHINY



Change Management



- Do the research
- Start early sharing the goal with staff
- Give staff talking points for patrons
- Test Run



Setting Your Own Goal

Numbers & Experience

- Past Reading History
- Start Small - Month/Week
- “Together” community experience that is all ages

Contact Us



April Watkins - awatkins@suffolkva.us

Deborah Ward - dward@suffolkva.us

Shawna LoMonaco - lomonacose@nnva.gov

[#SPLchallengesYOU](#)