Summer Reading 2011 Workshop

Johnson City Public Library

February 22nd, 2010

Committee

Kathleen Christy, Blount County Public Library

Jean Closz, Blount County Public Library

Betty Cobb, et al., Johnson City Public Library

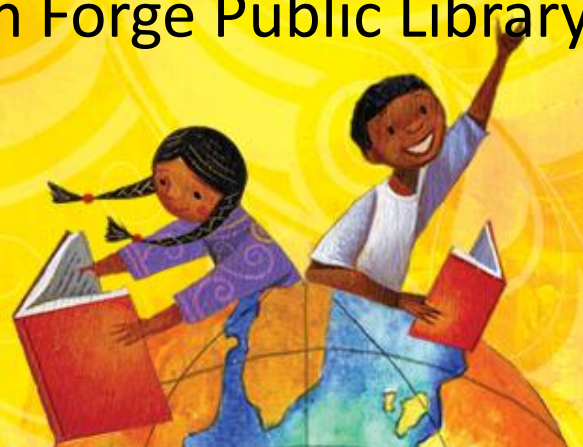
Sally Dingfelder, H.B. Stamps Memorial Library

Ethel Hamlin, Anna Porter Public Library

Dorothy Linton, Washington County, Jonesborough

Joline Moore, H.B. Stamps Memorial Library

Marcia Nelson, Pigeon Forge Public Library



Agenda

- 9:00-9:30 Registration
- 9:30-10:00 Introductions and CSLP Info.
- 10:00-10:30 Fundraising 101
- 10:30 Group Activity
- 10:45-11:30 – Small Groups (how do you run your SRP?)
- 11:30 - Lunch
- 12:30 – 1:00 Marketing
- 1:00-1:30 Volunteers/Teen Programs
- 1:30-1:45 Group Activity
- 1:45-2:00 Break
- 2:00-3:30 Crafts, Programs, Books, etc.
- 3:30 Go Home!

What is the CSLP?

- C.ollaborative S.ummer L.ibrary P.rogram
- 49 States + D.C., American Somoa and Mariana Islands
- Annual Meeting decides themes, slogans, illustrators, rules of use, etc. via democratic voting process.
- Committees:
  - Children's Manual
  - Teen Manual
  - Budget and Finance
  - Marketing and P.R.
  - Membership
  - Adhoc:
    - Adult Program
    - Early Literacy
  - -- Website
  - -- Diversity
  - --Rules of Use and Copyright
  - -- Vendor

Important CSLP Info

- Upstart Items can be purchased and re-sold if your Friends/library is a non-profit 501(c)3
- 2012 Slogan: Dream Big – Read (nighttime)
- 2013 Theme is archaeology

Teen Video Competition

TEL Kids Page!!

More Bang for Your Buck

- Pitching the Summer Reading Program
- Funding Through Grants
- Using Your Community
- Sharing Presenters
- Friends of the Library

Pitching the SRP

- Know Your Research
- Know Your Community
- Know Your Statistics
- Know What you Want…

Lindsey Wesson Library's Summer Reading Program

Partnership Proposal

Did you Know?

- Students who participate in public library summer reading programs score higher on reading achievement tests at the beginning of the next school year.
- AND students who participate in SRPs do not experience reading loss over the summer months and begin the next school year with more confidence?

http://www.dom.edu/academics/gslis/downloads/DOM_IMLS_book_2010_FINAL_web.pdf

What Does That Mean?

- Libraries Win!
- Schools Win!
- Teachers Win!
- And most importantly…

STUDENTS WIN!!

2010 SRP Statistics

- 225 Children participated and read over 5,800 books!
- 19 library programs were attended by over 1,000 children
- 12 teens participated and read over 700 books

SUNSHINE

2011 SRP Goals

- 300 Children participating reading over 10,000 books.
- 25 library programs were attended by over 2,000 children
- 25 teens participated and read over 1400 books
- 4 teen programs

How You Can Help

- Volunteer!
- Donate Prizes!
- Donate $$ for supplies or prizes!
- Sponsor a program!

- Mime, mask and comedian Doug Berky from Asheville

- Wildlife biologist Safari Greg

Contact Me!

Marion Librarian

Lindsey Wesson Library

615-555-1234

marion@lindseywessonlibrary.org

Dollar General Literacy Foundation Summer Reading Grant

- On-line application www.dollargeneral.com/dgliteracy/Pages/grant_programs.aspx
- Must target Pre-K-12th grade
- Grant deadline is February (winners announced May 12)
- Maximum grant: $3000.00
- Statistics needed: Unemployment rate, high-school graduation/drop-out rate, library service area.

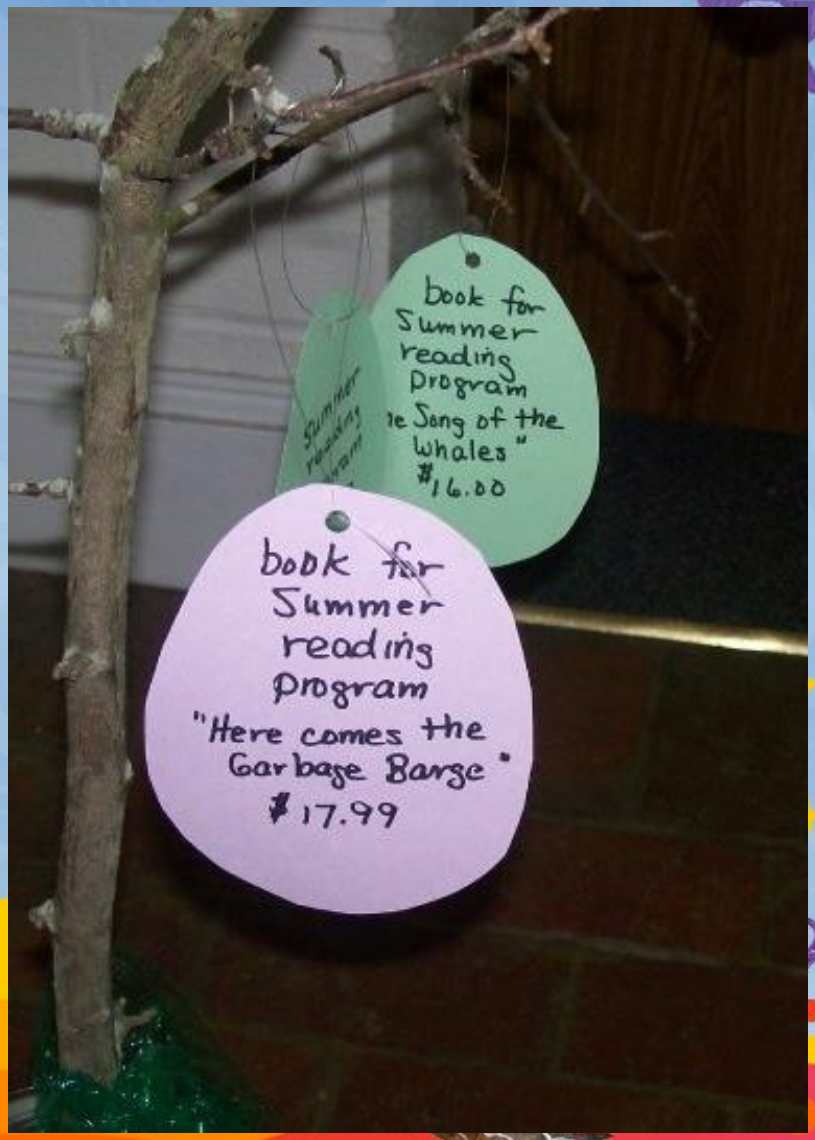
Use Your Community

- Community Centers
- Patrons
- Teachers (Foreign Language?/World History/Geography?)
- Girl Scouts – International Tea leftovers?
- Solicit prizes from local businesses (examples on website)

Wish Tree

- Similar to “angel tree”
- Hang your wishes on tree: Funders take the wish they want to fund.
- Potential “Wishes”
  - Books, craft supplies, displays, presenters, monetary gifts for prizes, coupons…

Wish Tree


book for
Summer
reading
program
"Here comes the
Garbage Barge"
$17.99
book for
Summer
reading
program
"Song of the
whales"
$16.00

Sharing Presenters

- Do you know the librarians near you? You should!!
- Meet to pick presenters/dates
- Know your budget before hand
- Negotiate!

Friends of the Library

- www.friendstnlibraries.org/
- Fundraisers/Booksales
- Funding for:
  - Presenters
  - Prizes
  - Materials
  - Food!

Group Activity

One World Many Stories School Skit

Running Your SRP

- Reading Logs vs. Game Cards?
- Books vs. Time?
- Prizes?
  - How many prizes?
  - At what amount are prizes awarded?
- Duration of Program?

Group Activity

LUNCH!!!

Marketing

- Displays and In-House Marketing
- Outreach
- Media
- Word-of-Mouth

Displays

Kangaroo Display

Displays

Patron/Literary Map

In-House Marketing

- Posters
- Flyers (examples on website)
- Book Displays (bibliographies on the website)
- Circulation Staff!!
- E-mail Registered Readers

Outreach

- Go as close to end of year as possible.
- Be flexible
- Have a cheat sheet/props
- Costumes/props/puppet get attention.
- Bookmark/Flyer/Calendar with SRP info.
- Give a challenge to the students (pie in the face, dunking booth, etc.)
- Visit Head Starts, too!

Media

- Newsletters (example on website)
- Newspapers – traditional print & online
- Local radio stations (example script on website)
- Tips:
  - Sample Press Releases
  - Invite the press to visit – get to know them

Press Releases

- Homeschooling Group
- Online Arts Magazine
- Local Newspapers
- Several Radio Stations
- Local TV station
- Town of Jonesborough
- Sample press release on website!

Social Media

facebook

Search

JOHNSON CITY PUBLIC LIBRARY

Information

Location:
100 West Millard Street
Johnson City, TN, 37604

About:
Connecting People,
Ideas and Community

7 Friends Like This

6 of 7 Friends See All

Faith Holdredge · Susan Earl · Marie Jones

Johnson City Public Library

Like

Wall | Info | Photos | Discussions | Notes | Video | »

Johnson City Public Library THIS JUST IN:
Reality is Broken: Why Games Make Us Better and How They Can Change the World
by Jane McGonigal

Click here to check availability of JCPL book copies.
libraries.etsu.edu

21 hours ago · Share

Carol Guzek likes this.

Johnson City Public Library ELIZABETH PETERS FANS:
JCPL has book & audio copies of "River in the Sky", the latest in the Amelia Peabody Series.

The Amelia Peabody Series, by Elizabeth Peters, bestselling author of the new Children of the Stor
ameliapeabody.com
Amelia Peabody Series by Elizabeth Peters, author of the new book, Children of the Storm

Saturday at 9:10am · Share

Esther Pawlowicz likes this.

Johnson City Public Library CHECK OUT: The Goldy Bear Schulz Series
by Diane Mott Davidson

Marketing – Don’t Forget

Homeschoolers!

Volunteers and Teens

- Recruiting volunteers
- Supervising volunteers
- Volunteer projects
- Running Teen SRP’s.

Teen Advisory Group

- Application to serve (example on website)
- Schedule regular meetings with agendas
- Use TAG to help plan large library functions
- Other possible activities:
  - Fundraisers
  - End of SRP Party for TAG

Volunteers

- Recruiting
- Application (example on website(ME)
- Orientation (Powerpoint available on website)
- Schedule (sample schedule available on website)
- Tasks
- Finale?

Volunteer Tasks

- Keep track of Children's SRP (logs, points)
- Shelve materials
- Help prepare crafts for programs
- Assist with programs
- Answer directional questions

Super Simple Teen SRP

- For every 500 pages, teen's name is entered into drawing.
- Weekly drawing: $10 gift cards to area stores
- Monthly drawing $25 gift cards
- Final prize $75 Visa card
- Rules and Staff Procedures included on website.

Group Activity

Presenters
Who do you love?

Community Presenters

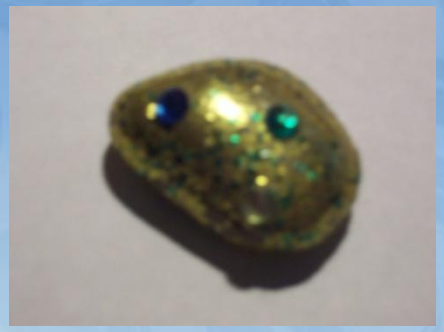
- Dance Studios (free for publicity or small donation): hula, African, Mexican, Caribbean…
- Other Ideas??

Native American Totem Pole

Other Ideas - EE

Foam Taco

African Purse



Blarney Stone

Japanese Uchiwa Fan

South American Yarn Art

Crafts

- African Drum
- Maracas
- Maple Leaf CD coaster
- Cuckoo clock
- Eiffel Tower
- Chinese Kite
- Japanese fish windsock
- Paper roll eagle
- Australian picture frame
- Didgeridoo
- Flag Chart

Mabella the Clever

Retold by Margaret Read MacDonald

Mabella, when you are out and about keep your eyes open and look around you.

Mabella, when you are out and about keep your ears open and listen.

Mabella, when you are speaking, PAY ATTENTION TO WHAT YOU ARE SAYING!

Mabella, if you have to move – MOVE FAST!

Books!!

There are bibliographies in the manual and all of these books mentioned here are on the website!

My information

Lindsey Wesson

Lindsey.wesson@tn.gov

615.532.4639