



Summer Reading 2011 Workshop

Art Circle Public Library

February 23rd, 2011





Committee

Patty Dalton, Art Circle Public Library

Cathy Farley, White County Public Library

Claire Frey, Chattanooga Public Library

Lee Hope Chattanooga Public Library

Judith Reynolds, Meigs-Decatur County Public Library





Agenda

- 9:00-9:30 Registration
- 9:30-10:00 Introductions and CSLP Info.
- 10:00-10:30 More Bang For your Buck
- 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 Samoa 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
- Call for illustrators for 2013



Teen Video Competition



TEL Kids Page!!

TEL4U

A Universe of Free Resources for Grades K-5

SEARCH

[TEL Home](#) | [FAQs](#) | [About TEL](#) | [Contact Us](#)



Teenagers



Parents/Teachers



The Tennessee Electronic Library is made possible through funding provided by the General Assembly of the State of Tennessee, the U. S. Institute of Museum and Library Services, and through pledges from Tennessee libraries. TEL is administered by the Tennessee State Library and Archives, a division of the Tennessee Department of State, Tre Hargett, Secretary of State.





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](http://www.dom.edu/academics/gslis/downloads/DOM%20IMLS%20book%202010%20FINAL%20web.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







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.





Volunteer Electric Grants

- www.vec.org - Click on VECustomerShare link.
- 4 page application
- Need 3 references from community, former board member, teacher/principal, mayor, etc.
 - Name, Address and Telephone





Middle TN Natural Gas Grants

- www.mtng.com - Click on Hometown Help link
- 1 page application
- Need 3 references from community, former board member, teacher/principal, mayor, etc.
 - Name, Address and Telephone





Target Grants

- <http://sites.target.com/site/en/company/page.jsp?contentId=WCMP04-031821>
- Early childhood grants are \$2000.
- Grants accepted between 3/1-4/30 with notifications delivered in Sept. (good for one year!)





Use Your Community

- Community Centers
- Patrons
- Teachers (Foreign Language?/World History/Geography?)
- Civic Clubs for Craft Items
- 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





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

Wise Toucan's Plan

Act Out Story

Lee Hope - Chattanooga



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



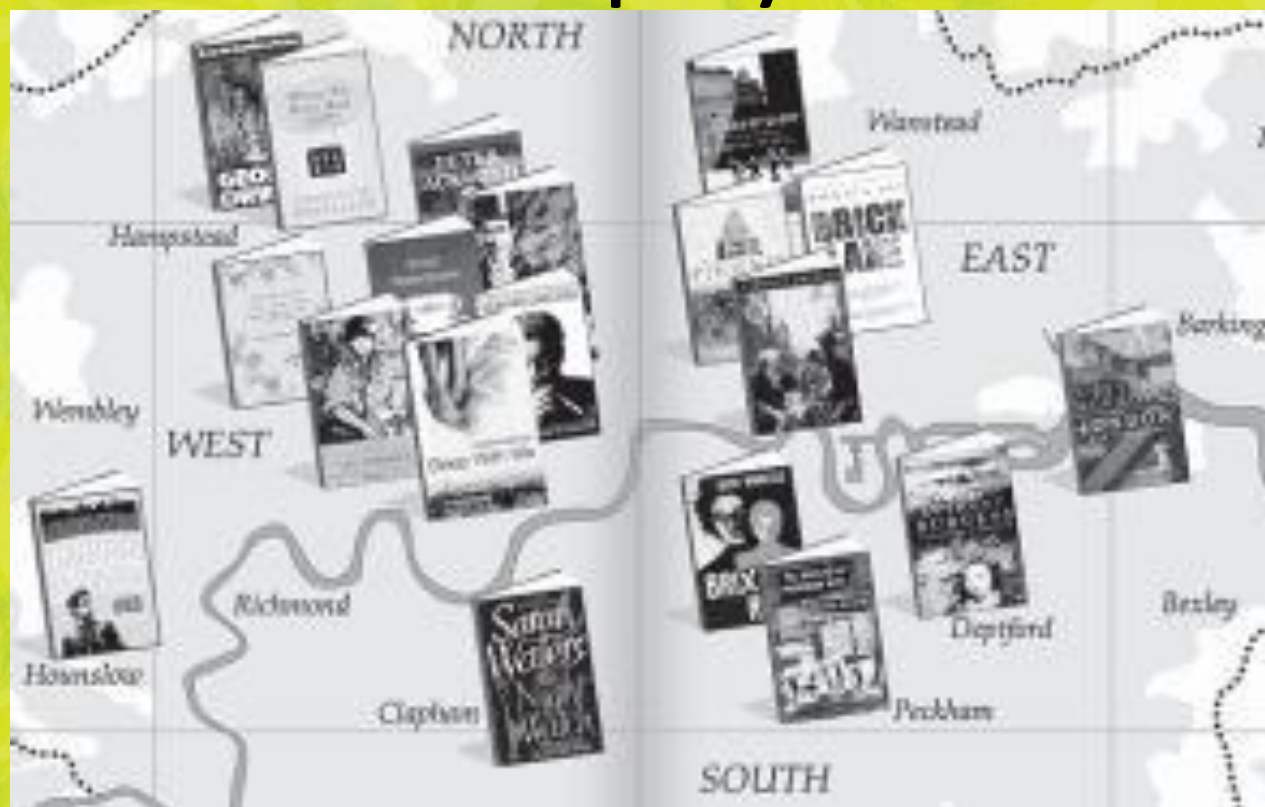
Displays

Kangaroo Display





Displays



Patron/Literary Map





Displays

- Put up a Display Outside of the Library
 - Community Centers
 - Schools
 - Courthouse!





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!





White County Marketing Tips

- 
- Groups that meet in the library
 - Partner with the Summer Schools
 - Friends group reads to Pre-k to 5th graders
 - And....



Social Media

facebook



Search



Wall

Info

Friend Activity

Photos

Discussions

Notes

1 check-in

534 people like this

Likes

See All



Linebaugh Public Library System



Ardmore Public

White County Public Library



Local Business · Sparta, TN

Wall

Everyone · White County Public Library



White County Public Library



Reminder: We will be closed from December 24th-December 27th, as well as December 31st-January 2nd. We wish each of you a safe and wonderful holiday season!

December 20, 2010 at 2:20pm · Share



White County Public Library

The White County Public Library has a new logo!



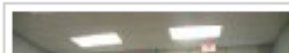
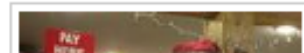
December 15, 2010 at 1:13pm · Share



Missy Dillingham, Jennifer Cowan-Henderson and 14 others like this.



White County Public Library





Marketing – Don't Forget

Homeschoolers!



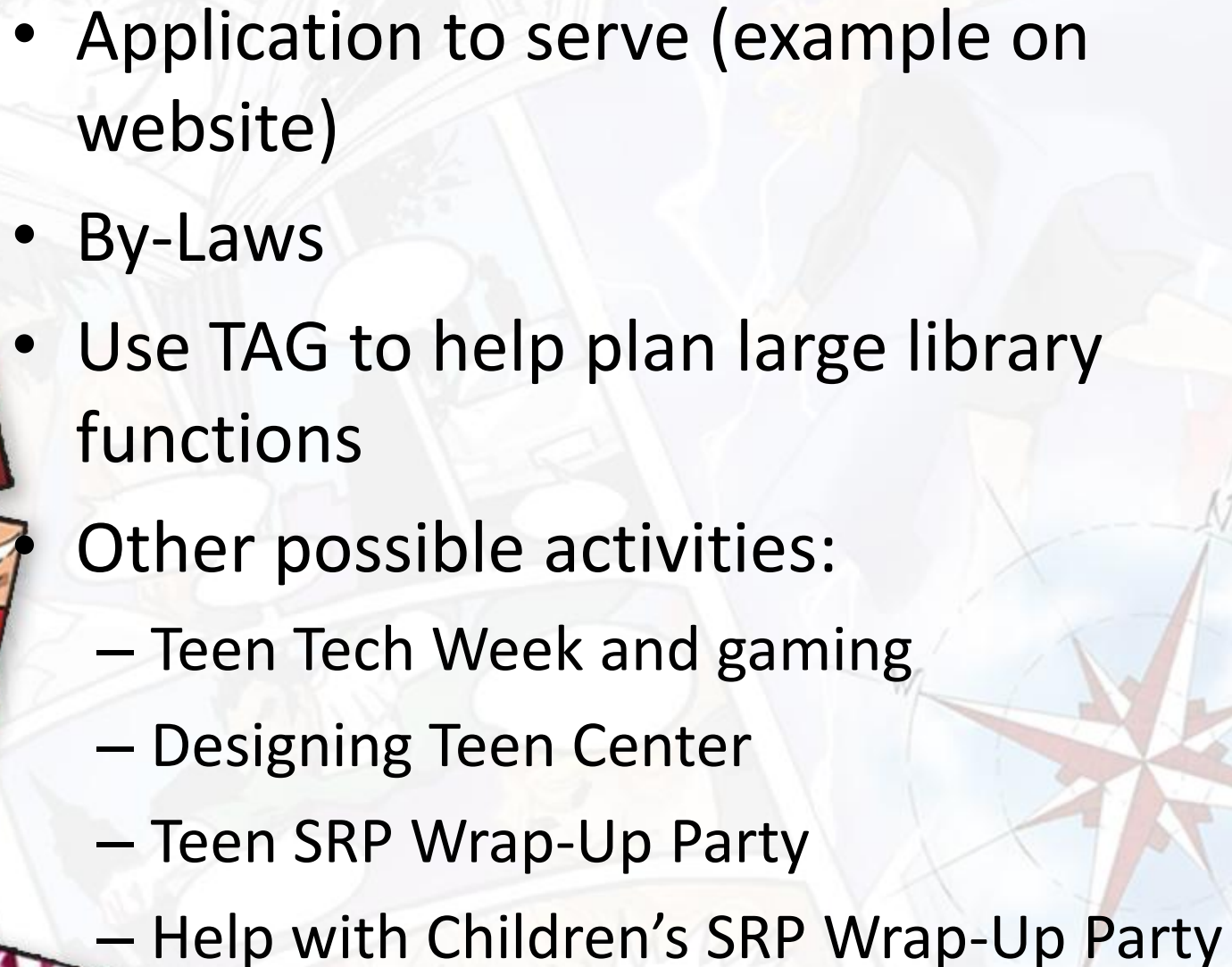
Volunteers and Teens

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





Teen Advisory Group

- Application to serve (example on website)
 - By-Laws
 - Use TAG to help plan large library functions
 - Other possible activities:
 - Teen Tech Week and gaming
 - Designing Teen Center
 - Teen SRP Wrap-Up Party
 - Help with Children's SRP Wrap-Up Party
- 

TAG – We Need You!



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)
- Shelf materials
- Help prepare crafts for programs
- Assist with programs
- Answer directional questions





Other Sources for “Volunteers”

- Teen Work Program
- Girl Scouts
- Any other community or school groups?



Super Simple Teen SRP

- Bingo Cards for Teens
- Each completed bingo card is entered into drawing
- Prize: I-Pod Touch





Group Activity

Going on a World Trip,
With stories to share.
We can go anywhere.
And never leave our chair.

Oh looky...
It's an ocean.
Can't Jump Over It.
Can't Go Around It
Guess I'll swim thru it.



Presenters

Who do you love?





Community Presenters

- Dance Studios (free for publicity or small donation): hula, African, Mexican, Caribbean...
- Girl Scouts/Cub Scouts
- Other Ideas??





Programs

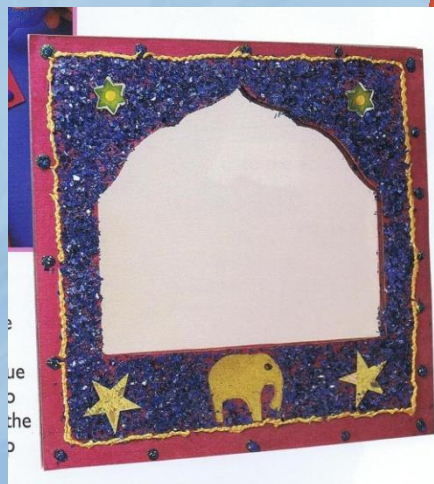
ANCIENT EGYPT PROGRAM





Crafts – M.E.

- Celtic Window
- Dancing Bear
- Indian Mirror



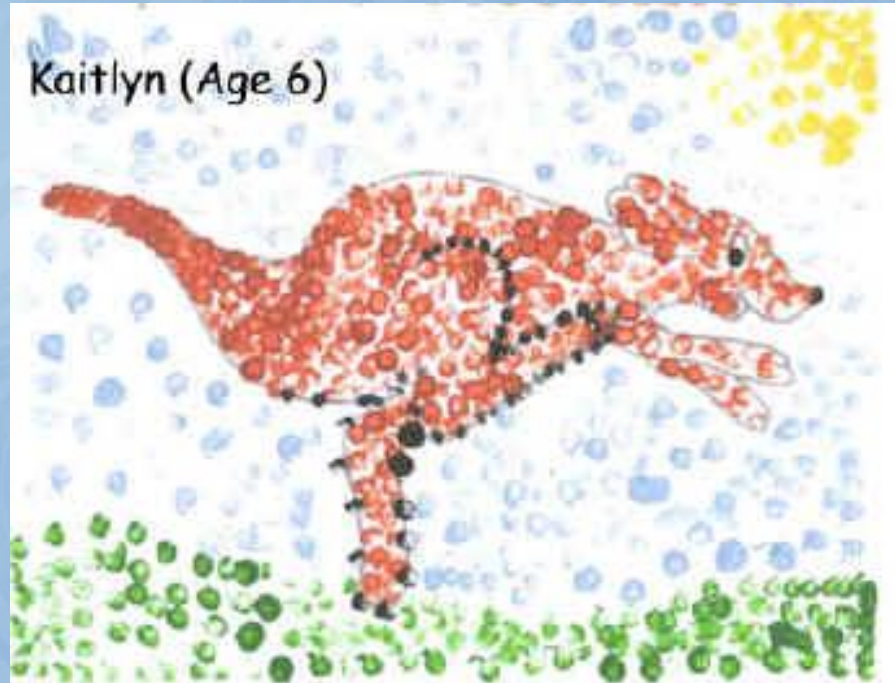


Australian Dot Art

Tasha (Age 9)



Kaitlyn (Age 6)





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

