



Summer Reading 2011 Workshop

Brentwood Public Library

February 24th , 2011





Committee

Linda Ackerman, Portland Public Library

Clayton Altom, Tennessee State Library and UTKSIS

Mecca Caron, Maury County Public Library

Patti Chappell, Cannon County Library System

Missy Dillingham, Brentwood Public Library

Jean Nichols, Clarksville-Montgomery County Library

Tina Stevens, Franklin County Public Library

Karen Tittle, May Justus Memorial Library

Janet Walker, South Cheatham 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 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
- 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



TEL
Tennessee Electronic Library

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.

**INSTITUTE of
Museum and Library
SERVICES**



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





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!)





Walmart Stores Community Giving Grant

- Online applications only at walmartstores.com/communitygiving
- You must register to begin process
- Required information: Contact Info, Organizational Info., History (have you previously applied?), Area of Focus, Community Served (census info!), Program info (requested amount beginning at \$250.00)





Rural Arts Grants

- Reimburses payments to artists and performers.
- Deadline is January 18 (for fiscal year July 1st - June 30th)
- Used to fund year-long literary projects, writing workshops, and summer reading performances
- Matching grant, can use staff hours/pay to match
- Online grant workshop with how-to's, etc.





Arts Build Communities

- Grant administered by partner organization.
- Deadline is August 31 (for programs Oct- Aug)
- Workshop in late July or early August
- Matching grant, can use staff hours/pay to match
- Up to \$3000





Use Your Community – Or “How Jean Does It”



- Community Partnerships and Corporations for:
 - Prizes
 - Craft Supplies
 - Performers
- Scholastic Book Sale





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!





Going on a World Trip...

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

Everywhere we look
Farms and Cities abound
Turn a few pages
And what have we found?

Flip!
Flip!
Flip!

Flip!
Flip!
Flip!



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!!!

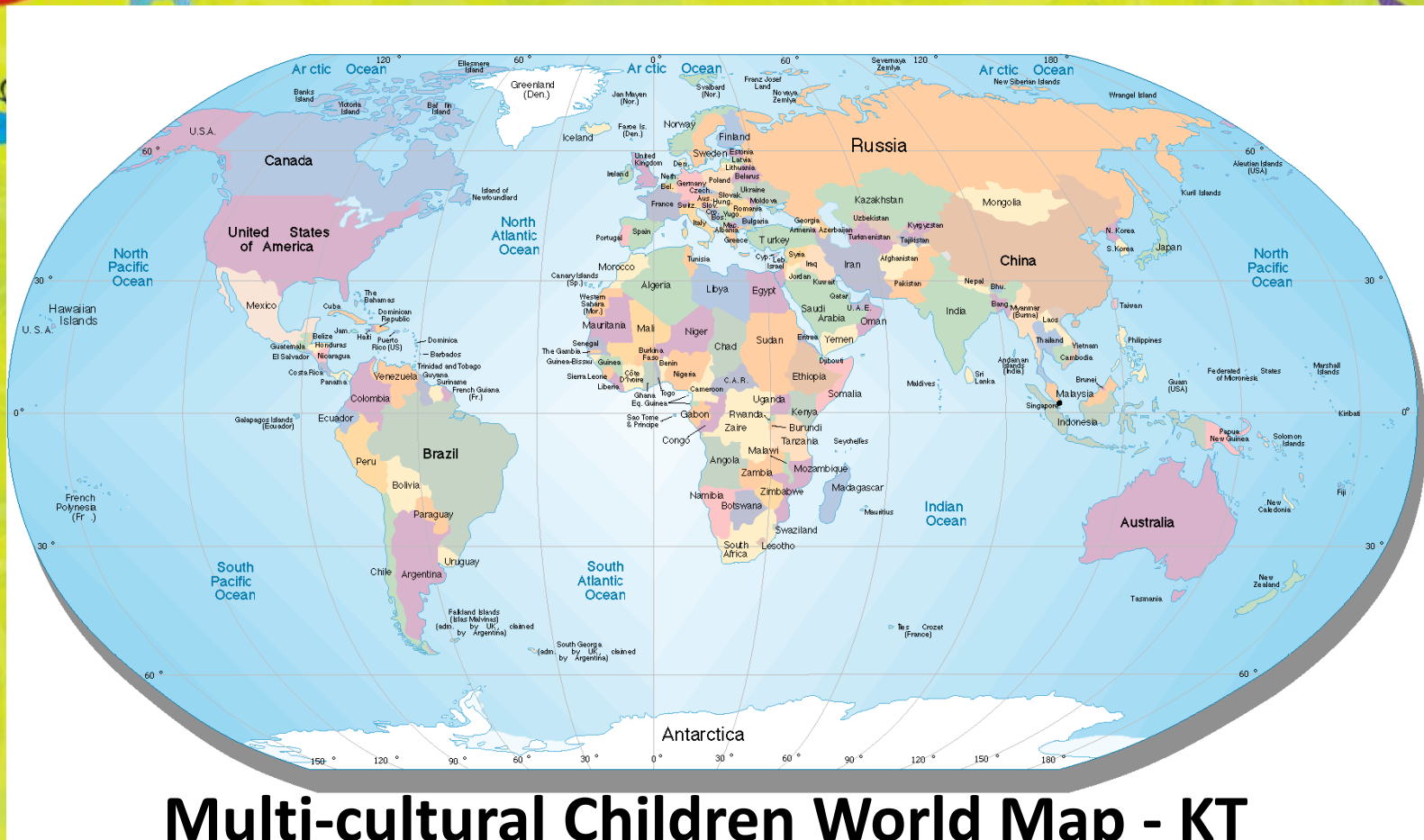


Marketing

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



Displays



Multi-cultural Children World Map - KT







In-House Marketing

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



Displays

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





Outreach –Elementary

- 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!





Outreach –High School



- Place posters in HS in May
- 1st week of May visit English classes
- 2nd week of May set up booth during lunch.
- Good time to secure a booth for freshman orientation.
- Don't forget posters at end of school year.





Outreach –Seniors

- Speak to Center directors
- Place poster in centers
- Send SRP flyers with delivered meals.
- Don't forget to pick up posters at the end of the SRP.




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
- Sample press release on website!



Social Media





Where Books Are Just The Beginning

Wall

Info

Discussions

Events

Notes

Photos

443
people like this

**Montgomery County,**

**Mango Languages**

Subscribe via SMS

Unlike

Create a Page

Clarksville-Montgomery County Public Library

Local Business · Clarksville, TN



Wall

Everyone · Clarksville-Montgomery Co...

Share:  Post



Clarksville-Montgomery County Public Library

1040 FORMS ARE FINALLY AVAILABLE at the library. You'll find all available forms upstairs.

Tuesday at 4:21pm · Like · Comment · Share



Clarksville-Montgomery County Public Library

Hours for Volunteer Income Tax Assistance (VITA): 10:00 am to 2:00 pm Monday, 10:00 am to 7:00 pm Tuesdays and Thursdays, 10:00am to 4:00 pm Fridays and Saturdays through April 15th. This is a free service for the public. VITA is located at the rear of the 1st floor of the library, behind the staircase.

Tuesday at 11:25am · Like · Comment · Share



Clarksville-Montgomery County Public Library

The library has a limited selection of tax booklets and forms at this time. We currently have the 1040A and the 1040EZ available. We DO NOT currently have the 1040 available -- it has not been shipped by the IRS. Please be patient as we do not know when it will arrive; soon, we hope!

Tuesday at 11:23am · Like · Comment · Share



Marketing – Don't Forget

Homeschoolers!



Volunteers and Teens

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



Volunteers

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



Volunteer Tasks

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





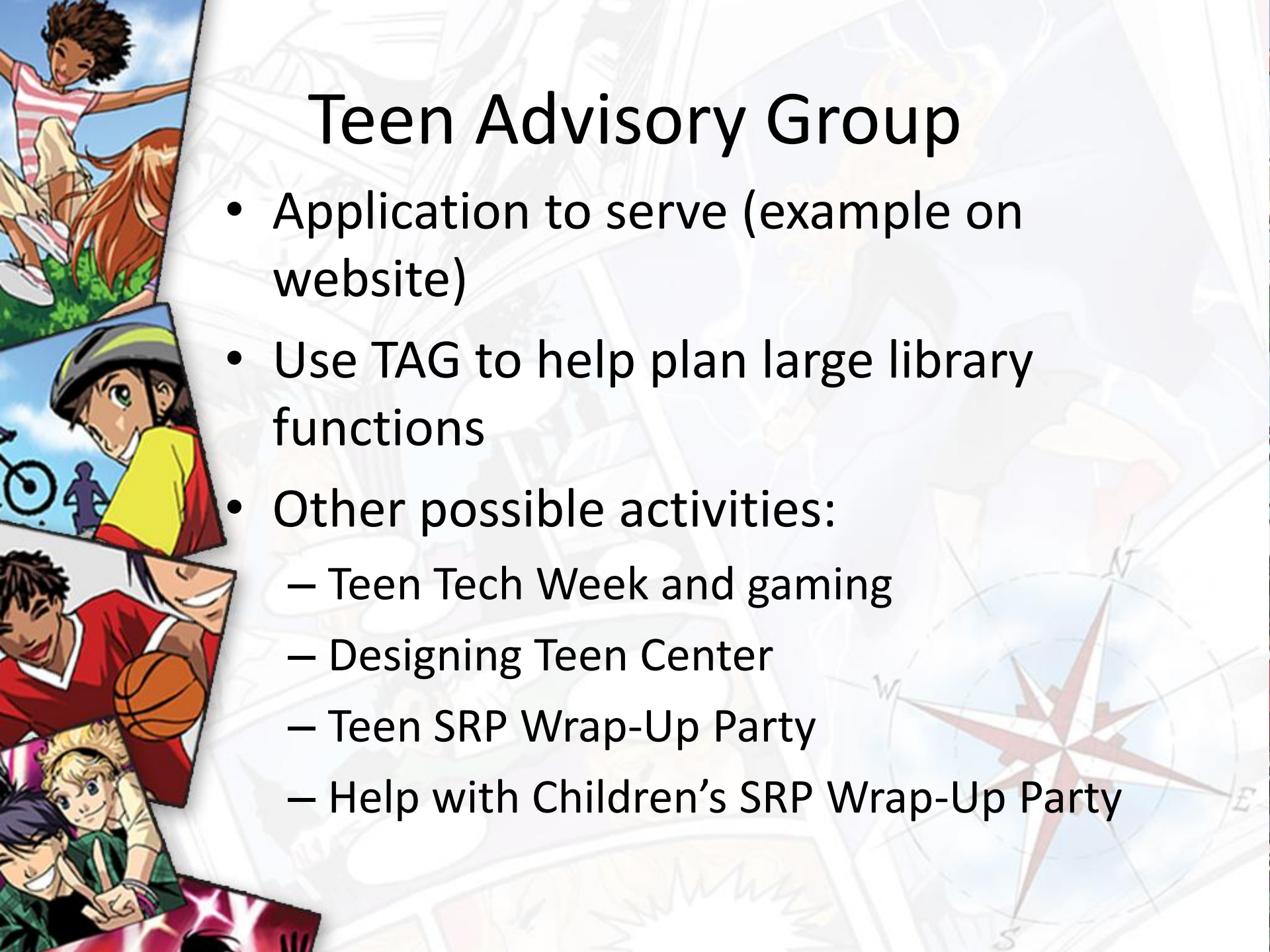
Other Sources for “Volunteers”

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



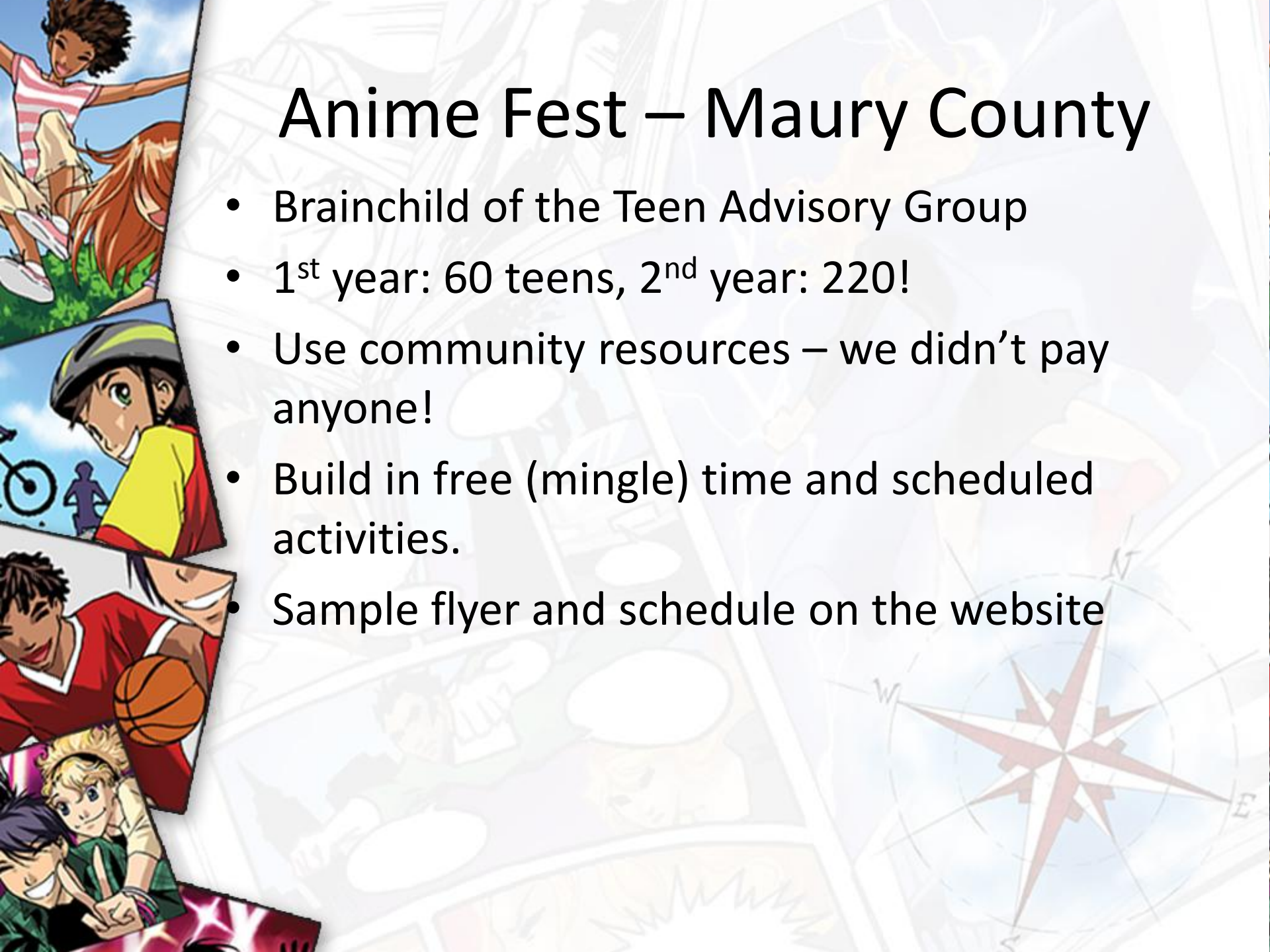


Teen Advisory Group

- Application to serve (example on website)
 - 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
- 



Anime Fest – Maury County

- Brainchild of the Teen Advisory Group
 - 1st year: 60 teens, 2nd year: 220!
 - Use community resources – we didn't pay anyone!
 - Build in free (mingle) time and scheduled activities.
 - Sample flyer and schedule on the website
- 

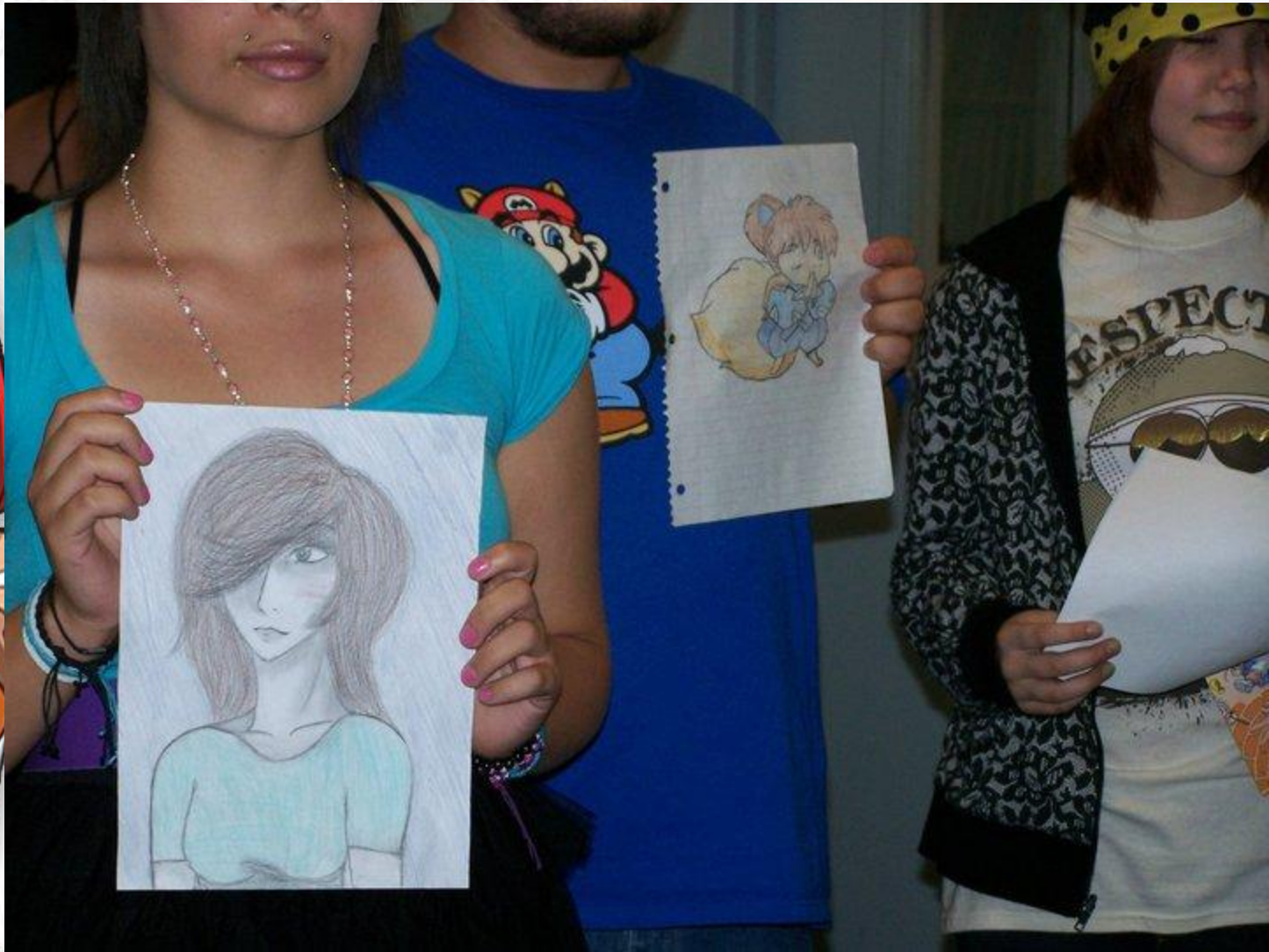


Anime Fest – Maury County

- Activities:
 - Anime character drawing contest
 - Marketplace by local comic shop (they should even donate prizes for contests!)
 - Japanese culture presentation
 - COSPLAY (costume) contest
 - Demo from local Martial Arts studio
 - Video gaming
 - Origami, Kanji
 - Manga book scavenger hunt
 - Anime movies – get them FREE from www.operationanime.com
 - Check with local college, high school to see if they have Anime clubs!



Anime Fest – Maury County- MM



Anime Fest – Maury County- MM



Anime Fest – Maury County- MM

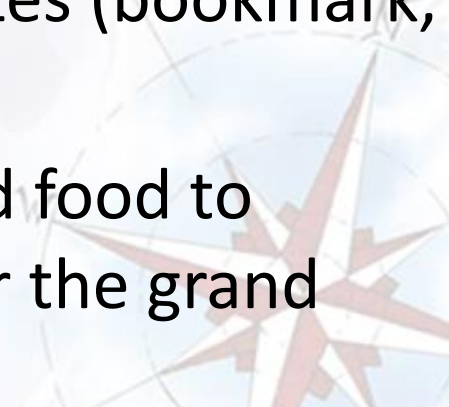


Anime Fest – Maury County- MM





Super Simple Teen SRP

- 3 Ring Binder with individual logs and dividers
 - To register, teen writes name on top of log
 - Teens record title of book and # of pages
 - 500 pages = pass to the Swimplex
 - 1000 pages = backpack o' prizes (bookmark, pencil, candy, local coupon)
 - End of Summer: live band and food to celebrate and draw names for the grand prizes.
- 



Mabella the Clever

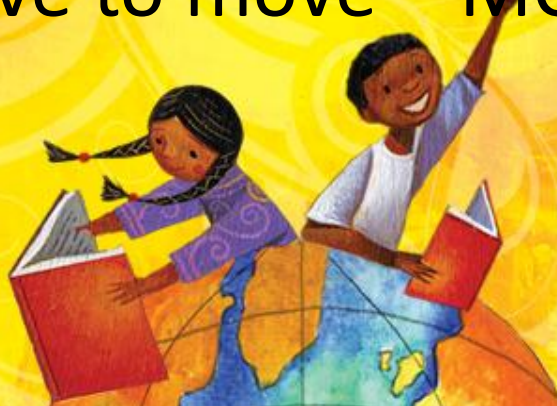
Retold by Margaret Read MacDonald

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!**



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??





A Cinderella Program

- Cinderella Stories from Around the World
- Culminating in a Cinderella Tea Party
- Each participant will receive:
 - Cinderella folder with map on back
 - Learning materials and comparison chart inside.
 - Alternatively: a bulletin board display





A Cinderella Program



Fan



Slipper



Big Dipper
Constellation





Crafts

- Coloring Pages with multicultural children dressed in native dress.
- Flags and Animals of Different Countries
- Boom-a-rang
- Chopstick Picture Frames





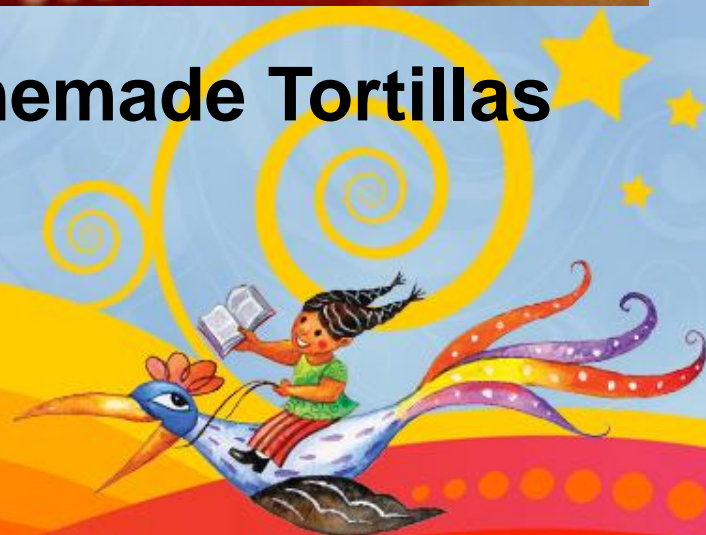
Crafts



Candy Sushi



Homemade Tortillas



Crafts – Taste of Australia

Vegemite



Biscuits





Crafts

Twirling Palm Puppet



Pet Rock



Twirling Palm Puppet



GAMES!





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

