



# **Summer Reading 2011 Workshop**

**Union University, Jackson, TN**

**February 25th, 2011**







# Committee

Sandy Dowland, Dr. Nathan Porter Library

Sharon Evrard, Memphis Public Library

Sabrina Exum, C.E. Weldon Public Library

Dara Gonzales, Munford Public Library

Betsy Higgins, Mildred G. Fields Memorial 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
- 2013 Illustrators??





# 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](mailto:marion@lindseywessonlibrary.org)







# Dollar General Literacy Foundation Summer Reading Grant



- On-line application  
[www.dollargeneral.com/dgliteracy/Pages/grant\\_programs.aspx](http://www.dollargeneral.com/dgliteracy/Pages/grant_programs.aspx)
- Must target Pre-K-12<sup>th</sup> 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.







# Dollar General Literacy Foundation Summer Reading Grant



Continued...

- Must state project/program design and purpose
- Budget Narrative – break down how you will spend funds
- Must list library board members



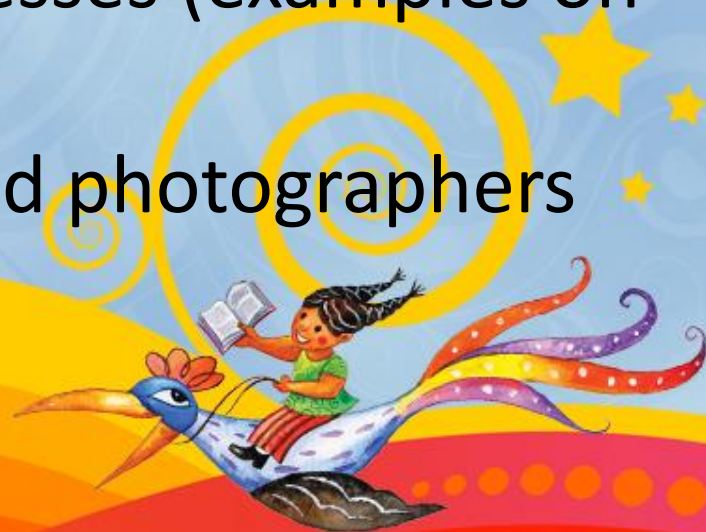




# Use Your Community

- Community Centers
- Patrons
- Teachers (Foreign Language/History/Geography)
- Girl Scouts
- Solicit prizes from local businesses (examples on website)

Adult Program – musicians and photographers







# 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/](http://www.friendstnlibraries.org/)
- Fundraisers/Booksales
- Funding for:
  - Presenters
  - Prizes
  - Materials
  - Food!





# Group Activity

## *Group Coloring Contest*





# 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

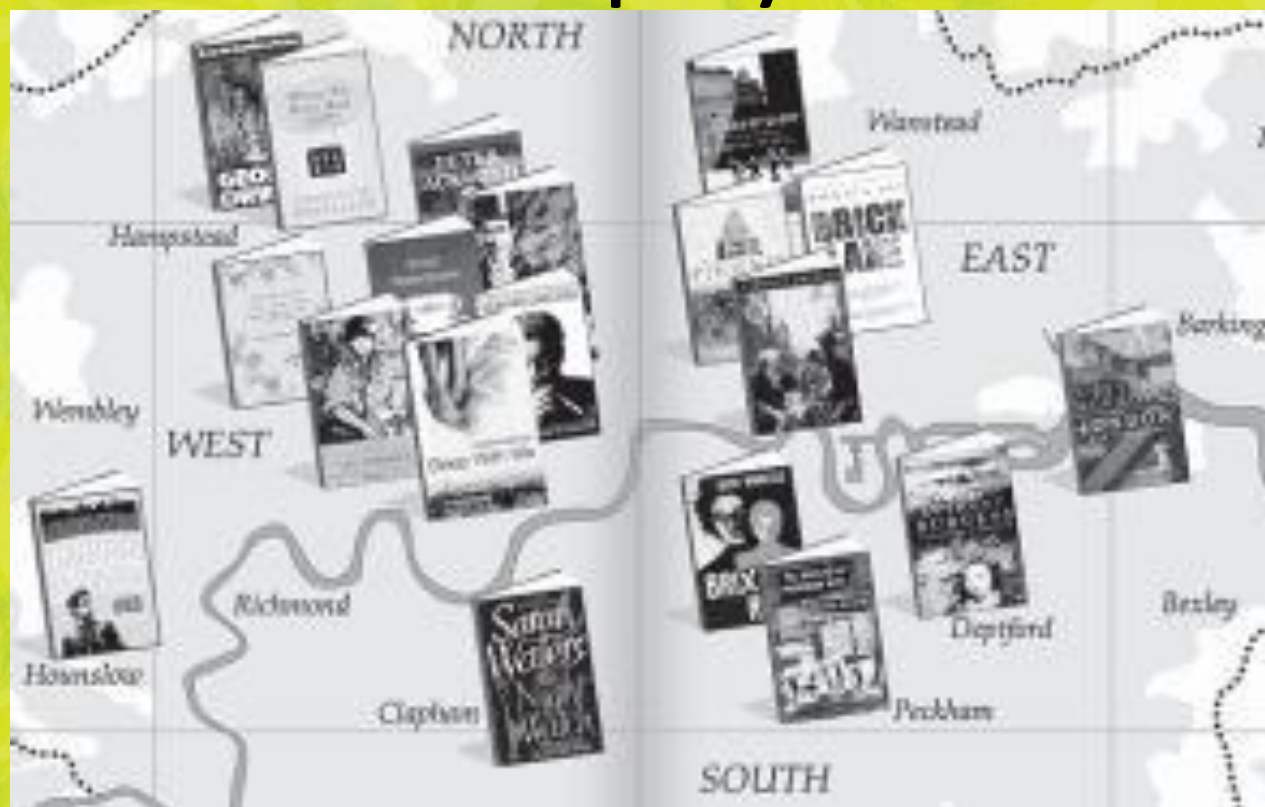
## Kangaroo Display







# 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
- Sample press release on website!





# Social Media





**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](http://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 Storm**  
[ameliapeabody.com](http://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

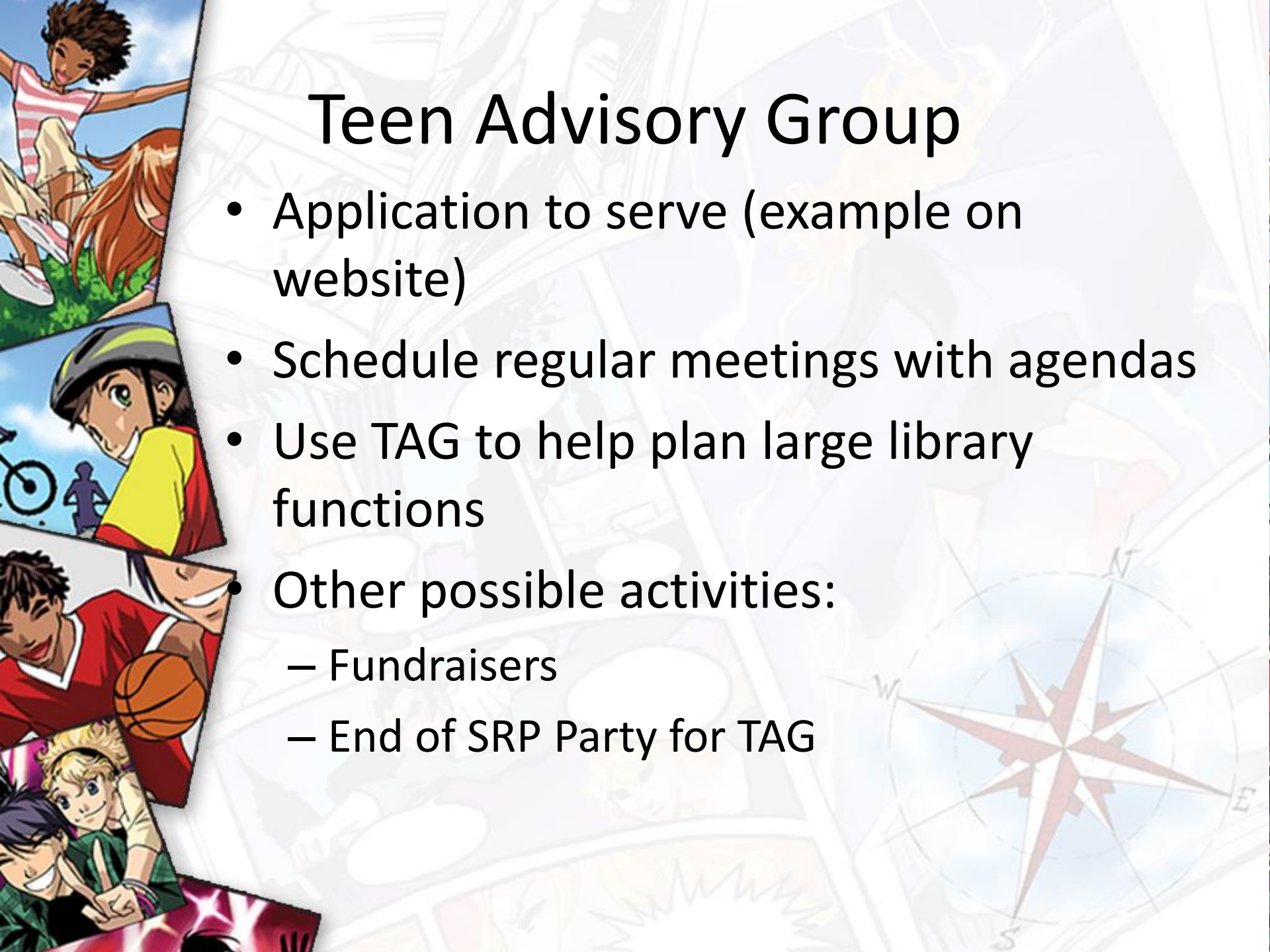
- Recruiting volunteers
- Supervising volunteers
- Volunteer projects
- Running Teen SRP's.







# 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)
- Shelf 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.
- 





# Books For Africa

- [www.w.booksforafrica.org](http://www.w.booksforafrica.org)
- Kick-off Introduction
- Support a local Charity as well.
- Teens will donate a copy of the book(s) they read and include a summary/review.
- \$\$ earned will be sent off on the final day of the program.



# 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!**





# 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







# Storytimes



- Examples on website
- Memphis' Multi-cultural Storytimes.





# 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](mailto:Lindsey.wesson@tn.gov)

615.532.4639

