



For meeting to be held on: <b>September 24, 2013</b>	Submitted by: Patricia Wallace, Children’s Librarian and Julie Gonyou (DeVries), County Librarian	For: <b>Information</b>
Subject: <h3>2013 SUMMER READING PROGRAM UPDATE</h3>		

**BACKGROUND**

This year we made some changes to the way we planned our Summer Reading Program. Together with the County Librarian and Children’s Librarian, Area Librarians planned the enhancements to the basic TD Summer Reading Club format. This year TD provided Preschool Activity Booklets, School Aged Activity Booklets, and a terrific “Passport” where the kids recorded the books they had read and saved the nine stickers provided. The staff at Library Office provided materials for one completely prepared, self-directed activity per week, tied to that week’s theme.

The big addition to the 2013 program came in answer to the question “do you have anything going on at the library today?” The Area Librarians group developed a series of activities that could be delivered on particular days of the week. For instance, Thursday at Ailsa Craig was Hide and Seek Day. The Hide and Seek Activity could be a Scavenger Hunt, a mystery question or a Find Waldo challenge. Hide and Seek Day in Mt Brydges might be on a Tuesday, Wednesday in Thorndale. The other ‘days’ we suggested were Creation Nation Days, all ages Storytimes and Puzzle Party Days.

These activities were advertised in “area” brochures that promoted all activities in all branches in specific areas: Western Middlesex, Middlesex Centre, Northern Middlesex, Mt. Brydges/Strathroy and Thames Centre. These brochures also include the performers that entertained the kids this year: Storyteller Diane Halpin, Judy Anne Sadler, Amazing Corbin (magician) and the Summer Nature Programs offered by the Ausable Bayfield Conservation Authority.

The Hot or Not Program was also offered again. This is a self-directed reading and review program for tweens and teens.

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## Participants in Summer Reading Programs

	2013	2012	2011	2010	2009
AC (Alisa Craig)	93	98	125	90	114
CS (Coldstream)	67	63	75	52	86
DW (Delaware)	25	15	53	37	63
DC (Dorchester)	135	117	179	92	102
GC (Glencoe)	136	123	119	81	63
IT (Ilderton)	86	77	100	101	43
KM (Komoka)	188	186	161	125	154
LC (Lucan)	233	238	249	205	207
MB (Melbourne)	38	45	60	51	70
MT (Mt Brydges)	143	183	171	170	221
NB (Newbury)	16	17	16	24	19
PH (Parkhill)	104	112	136	108	103
SR (Strathroy)	265	274	289	191	190
TD (Thorndale)	86	70	124	106	128
WV (Wardville)	14	12	11	18	33
Total	1,629	1,630	1,868	1,451	1,596

**ANALYSIS**

Although our numbers remained steady for this year, the general feeling from the Area Librarians and branch staff was that things went more smoothly this year. Branches found the prepared weekly activity gave a focus to their plans and ensured a fun activity with no work on their part.

The concept of the themed days surprised them. The public perception was that each branch had something different on the go most days of the week, but the actual preparation time for staff was minimal. Staff are coming to the realization that a successful program doesn't always require a whole lot of work on their part. Sharing good program ideas and repeating programs with slight tweaks makes planning less difficult.

The idea of advertising through the area brochures met with mixed reviews. The brochures themselves were enthusiastically received by branch staff who used them to share with patrons the activities in neighbouring branches. But staff did miss having the activities in their own branch summarized on a single sheet.

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The incentives were missed by surprisingly few children. For the instances when tantrums threatened, staff kept a couple of giveaways at the circ desks, but the majority of kids didn't even notice. The weekly prize draws were a big hit.

At the end of the program we asked staff to evaluate the changes to the 2013 program in order to polish and improve the 2014 program. They offered well thought out comments and suggestions, indicating to me a higher level of interest on their part and a feeling that their input does make a difference.

**Summer Reading 2014** – We will continue with this method of planning and execution of the program. The theme for 2014 is Maker Culture.