



**FIND YOUR VOICE!**

**SUMMER READING REPORT 2023**

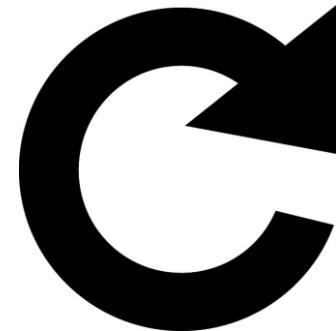
# CHANGES FOR 2023



**Created separate challenges for children (age 0-11) and teens (age 12-17)** for the first time since 2019



**Reinstated teen bingo card** due to upgrades to Beanstack software that now support this style of reading log



**No major changes to Adult SRP in 2023** due to Adult Services Librarian 2 vacancy from late February to late May

# CHALLENGES



**Partial reinstatement of countywide incentives for Children's SRP** was not announced until mid-May and official # of incentives allocated not received until early June



**Many teen readers split their reading between Young Teen & Teen collections**, which meant we had to offer signups at both Children's & Reference desks, cross-train staff



**Limited Adult Services staffing during peak planning time** and loss of graphic design expertise during ASL2 transition

# BUDGET

**\$9,337**

**Source: Ready to Read**

Kids Prize Books \$3,663  
Kids Prize Drawing \$829  
Kids Creative Kits \$768  
Family Events \$1650  
Beanstack Software \$2195

**Source: Library Budget**

Staff Shirts \$232

**\$1,303**

**Source: Ready to Read**

Teen Prize Books \$611  
Teen Prize Drawing \$315  
Teen Book Boxes \$377

**\$3751**

**Source: Friends of the  
Library**

Book Prizes - donated  
Book Store Coupons - donated

**Source: Library Budget**

Adult Prize Baskets \$687  
Book Bags \$2964  
Weekly Prizes \$100  
3 Events - No charge

# TIMELINE

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

## June 2023

registration for all challenges began June 1

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

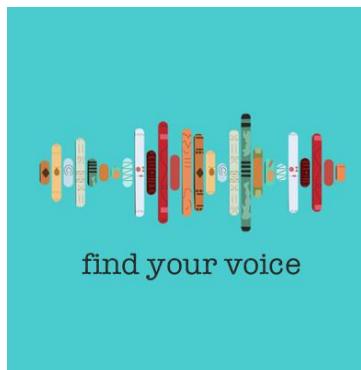
## August 2023

last day to log reading and enter tickets in a prize drawing was August 31

# PROGRAM OVERVIEW



**Children's Summer Reading Challenge (Age 0-11)** Set a daily reading goal and keep track of how many days you reach your goal, with bonus weekly activities



**Teen Summer Reading Challenge (Age 12-17)** Bingo card of books/activities in categories selected by library staff



**Adult Summer Reading (Age 18+)** Log books and complete activities to earn prize drawing tickets

# INCENTIVES

## KIDS

- **Free book** at sign up
- **Mike's Drive-In token (or eraser)**, Trail Blazers ticket, and State Fair ticket at 42 days
- **Prize drawing tickets** for every 7 days of reading plus 13 weekly activities for grand prize drawing for gift cards and prize baskets

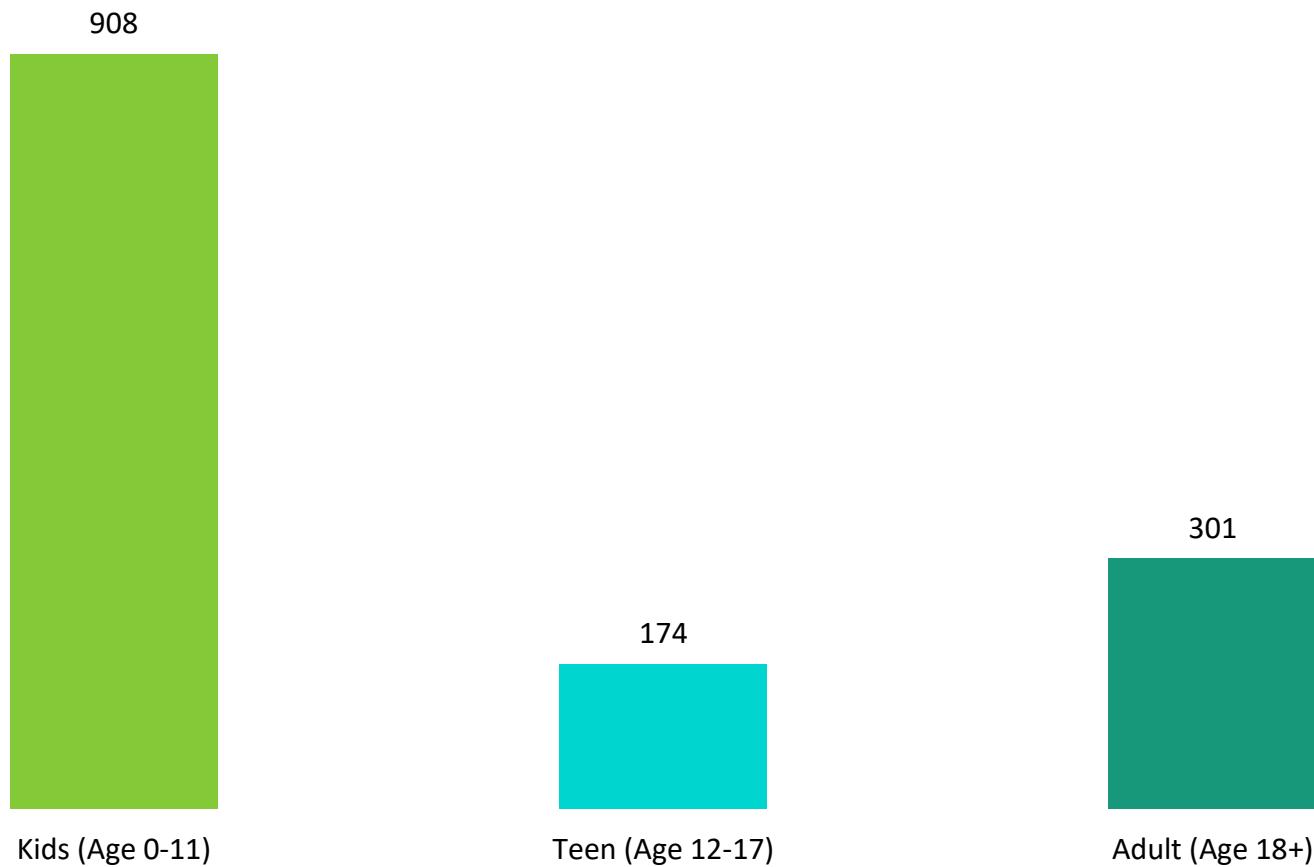
## TEENS

- **Free book** and Egyptian papyrus bookmark at sign up
- **\$5 Friends bookstore gift certificate** for 5-in-a-row
- **Mike's Drive-In token (or eraser)** for bingo blackout
- **Prize drawing tickets** for each completed bingo square, with bonus tickets for 5-in-a-row and blackout for grand prize drawing for gift cards or prize basket

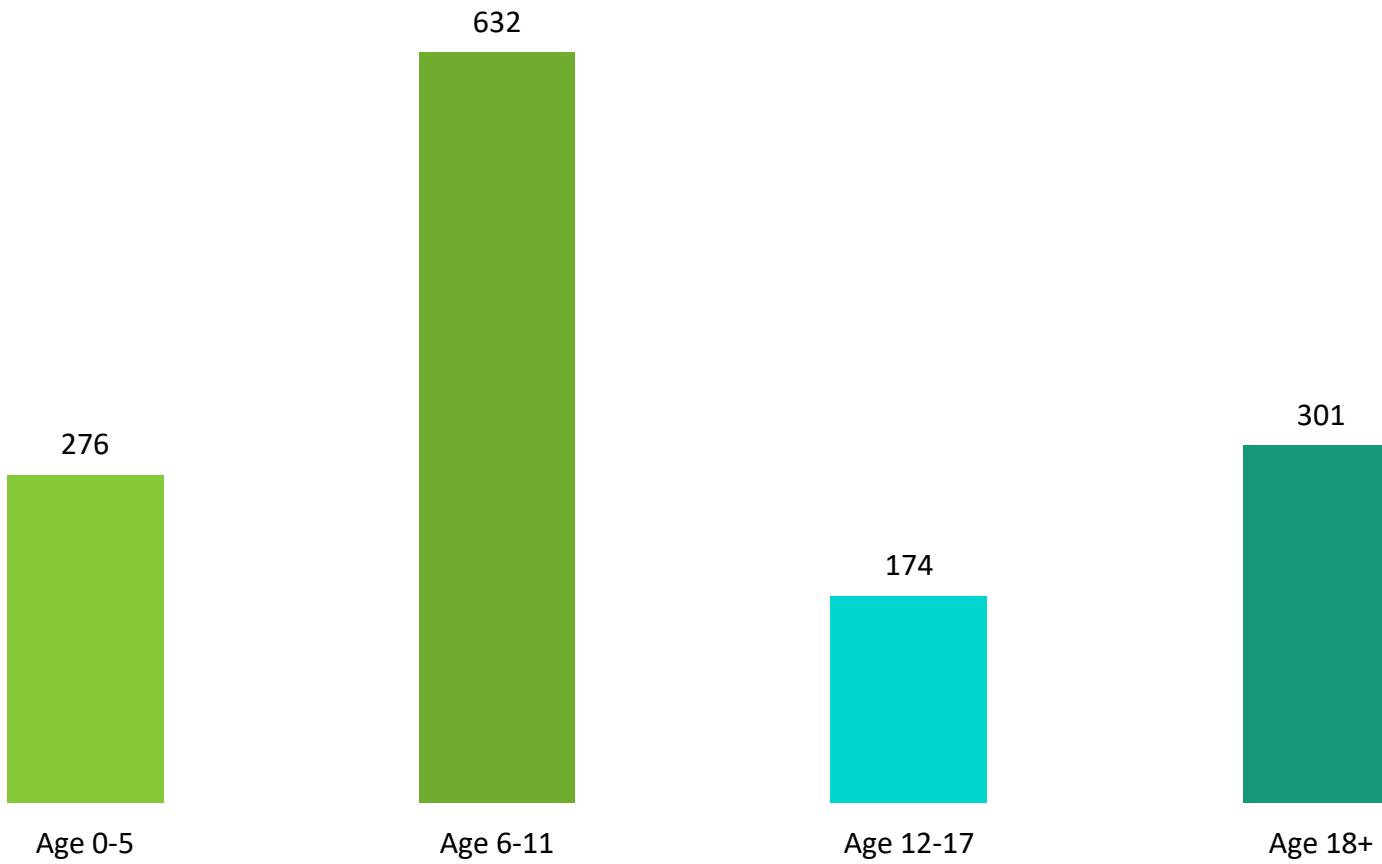
## ADULTS

- **Free tote bag** at sign up
- **Prize drawing tickets** for each completed book review, word search, cryptogram, and bingo card
- **Weekly prize drawings** of free book, gift card, and treasure chest prize
- **Grand prize drawing** of prize baskets

# REGISTRATION BY CHALLENGE



# REGISTRATION BY AGE



# KIDS SUMMER READING CHALLENGE

**Set a daily reading goal. You can choose 1 story, song, or rhyme each day (best for kids age 4 and younger), 25 minutes of reading/listening each day (best for kids age 5 and older), or your own goal.**

**908**

registered for  
challenge

**281**

readers read  
on 42 days

**23**

read on all 91  
days

**26**

average days  
read by each  
reader

**23,999**

total days read  
by all readers

# KIDS SUMMER READING CHALLENGE

**Most popular weekly activities:**



**Visit a Park**  
(400)



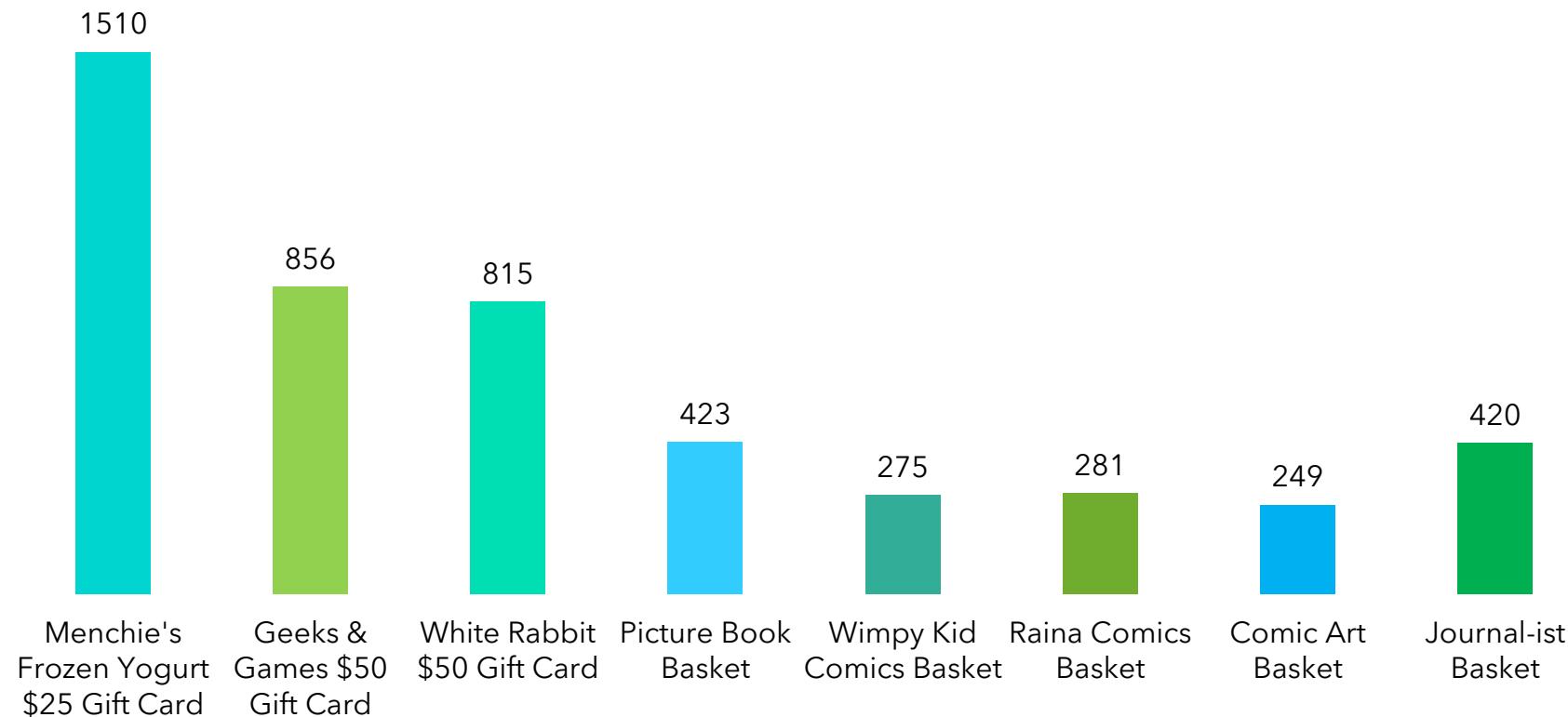
**Write a Letter**  
(314)



**Read Outside**  
(294)

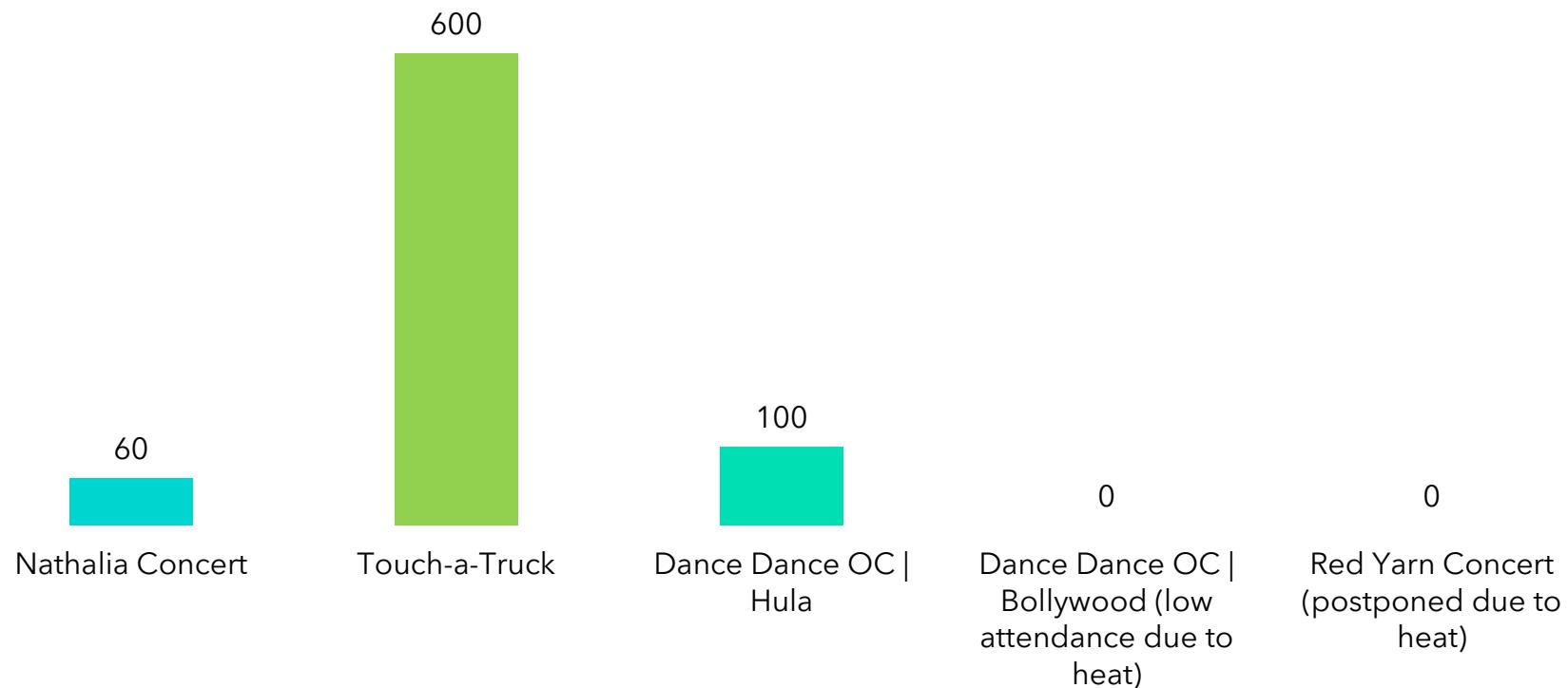
# KIDS SUMMER READING CHALLENGE

**4,829 tickets entered in 8 prize drawing categories:**



# KIDS SUMMER READING CHALLENGE

**Special Event participation (doesn't include year-round programs like storytime, Creative Kits, Art Lab, LEGO Lab:**



# TEEN SUMMER READING CHALLENGE

**Read one book in each of the categories listed on the bingo square (e.g. fantasy or science fiction book, a book that makes you smile, a poem, etc.). Print books, e-books, audiobooks, and graphic novels all count as reading.**

**174**

registered for  
challenge

**42**

earned 5-in-a-  
row on bingo  
card

**42**

Earned  
blackout on  
bingo card

**6**

average books  
read by each  
reader

**1,050**

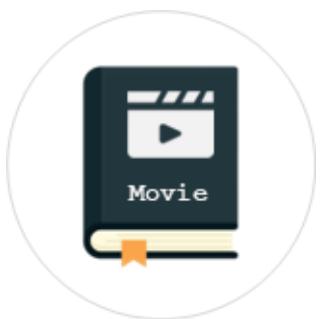
total books  
read by all  
readers

# TEEN SUMMER READING CHALLENGE

## Most popular bingo categories:



**Music From a  
Different  
Decade (55)**



**Book Made  
Into a Movie  
(54)**



**Read Outside  
(52)**



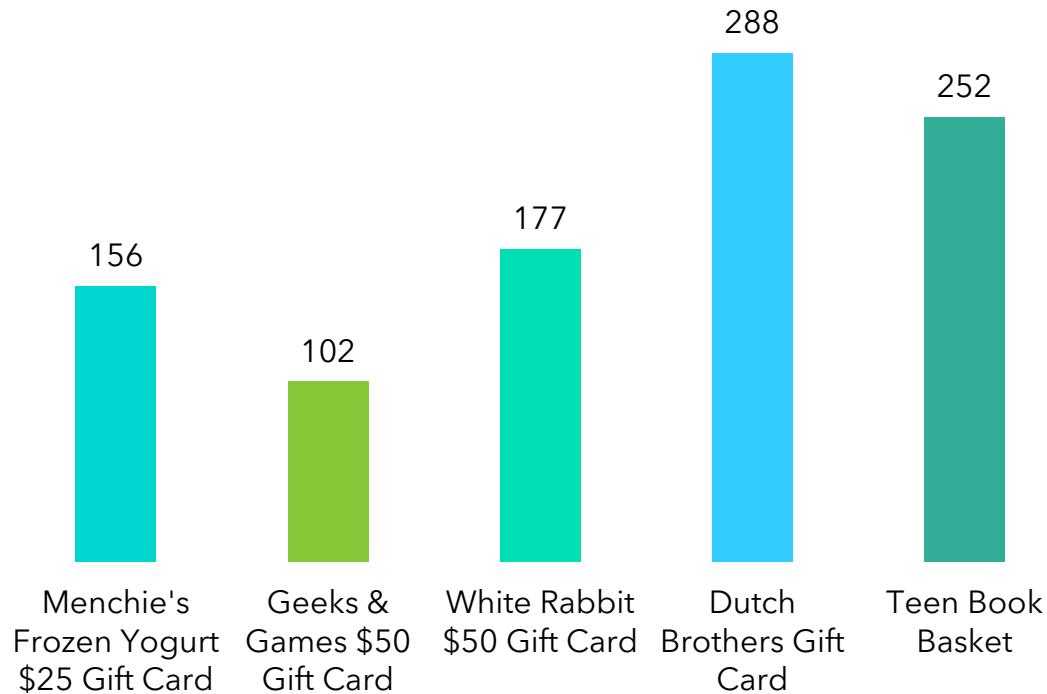
**Graphic Novel  
(50)**



**Adventure  
Book (48)**

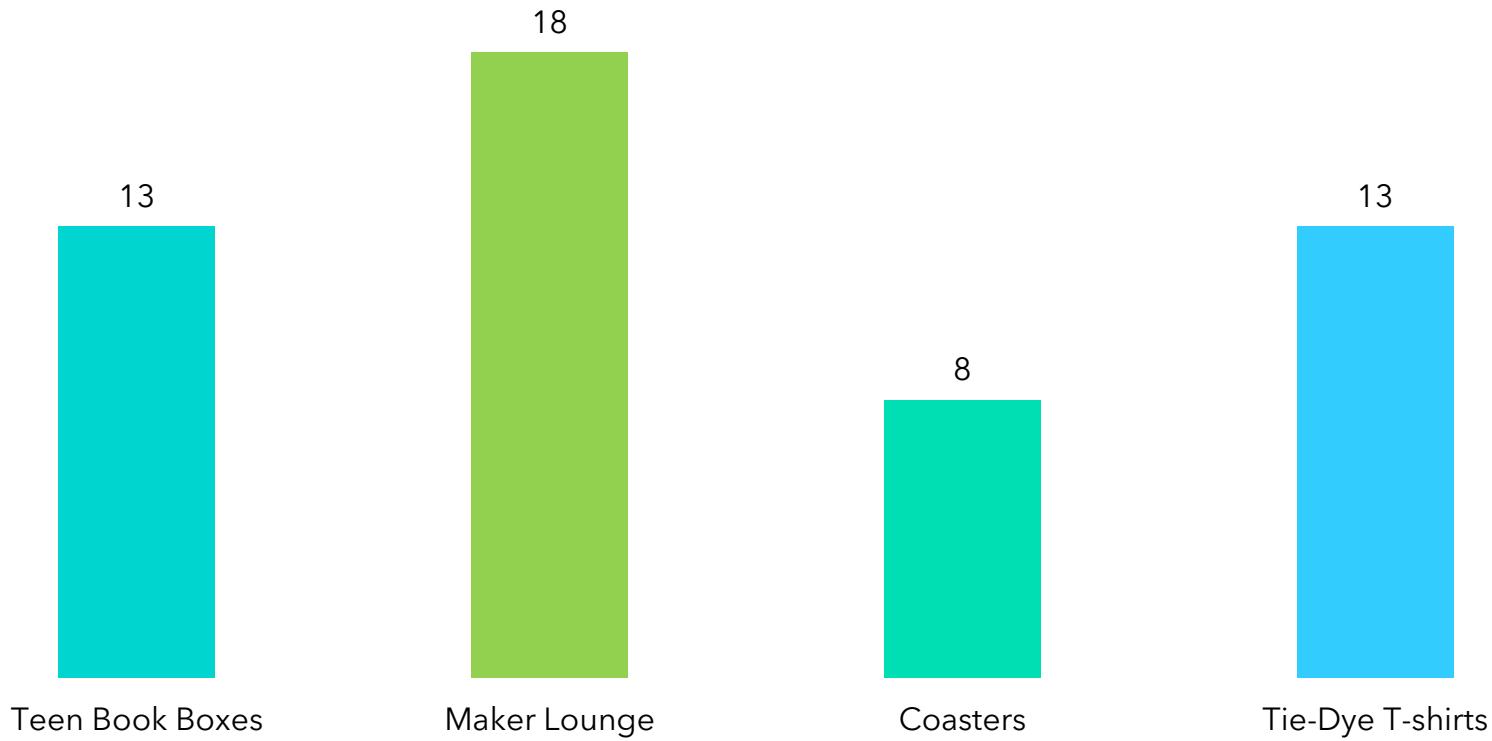
# TEEN SUMMER READING CHALLENGE

**975 tickets entered in 5 prize drawing categories:**



# TEEN SUMMER READING CHALLENGE

## Teen event participation:



# ADULT SUMMER READING

**Log books and complete activities to earn prize drawing tickets. Participants earn one drawing ticket for every book they read or activity they complete.**

**301**

Registered

**563**

Weekly Raffle  
entries

**530**

Music Prize  
entries

**543**

Art Prize entries

**676**

Writing Prize  
entries

# ADULT SUMMER READING

## Activities that earn you prize drawing tickets:



Turn in a slip every time you complete a book/audio book and be entered into our prize drawings!



1,997 Books  
Read

11 Bingo Card  
Blackout  
Winners

### Cryptogram

Name: \_\_\_\_\_  
Contact Info: \_\_\_\_\_

This is a completed cryptogram for an additional prize drawing opportunity.

Cryptogram directions: Each letter in the puzzle has been replaced with a random letter. Try to decode the given code and submit.

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Opened up!

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# CHANGES TO NOTE

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**22%**

increase in  
elementary  
student  
participation  
(age 6-11)

**71%**

increase in the  
number of  
books read by  
teens

**24%**

decrease in  
youth prize  
drawing ticket  
entries

**8%**

decrease in  
adult entries

**13%**

Increase in  
adult prize  
entries

# COMMUNITY FEEDBACK

*My daughter has always loved reading, that was easy and having opportunities to win prizes was just an extra. But this truly motivated my son and he's reading independently now.*

*A great way to encourage my early reader (going into 1st grade) to keep up her reading skills during summer break.*

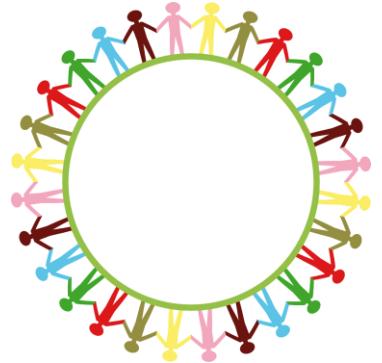
*[An additional activity that would motivate Summer Readers would be] getting to talk to other kids about the books they are reading.*

*I loved the Adult Bingo game, it got me to read things I would have never considered.*

# TAKEAWAYS



**Explore alternate children's "incentive" to measure community reading progress** similar to 2017's Race of the Chiefs



**Find creative ways to meet demand for more varied youth programs** using our limited staffing resources



**Offer all-ages End of Summer Reading Party(ies)** for additional socialization, celebration, and incentive to bring in completed reading logs



**Implement hybrid Adult Summer Reading program** to offer both online and paper participation options (with possibly volunteer support for paper data collation)