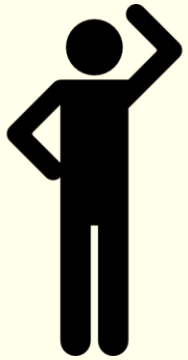
# SUMMER READING REPORT 2022

# CHANGES FOR 2022



**Resumed in-person signups at the library** for all ages

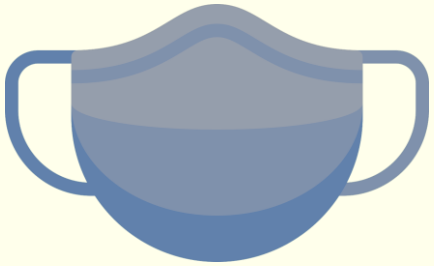
**Mike's Drive-In tokens (or ice cream eraser)** added to youth challenges at halfway point

**Book baskets** added to prize drawing options for youth challenges

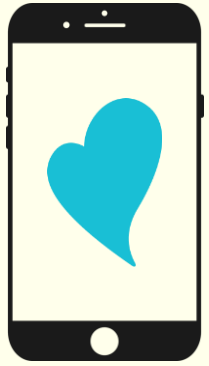
**Adult Summer Reading** went back to paper-only reading logs

**Adult Summer Reading** added weekly drawings back as additional prize option

# CHALLENGES



**Late announcement (March)** of state COVID guidelines, shortening planning time



**Changes to the Beanstack app interface** not discovered until after June 1

**Lack of easily accessible technology for in-house signups** due to unanticipated numbers of parents who couldn't or wouldn't use personal devices to sign up

# BUDGET

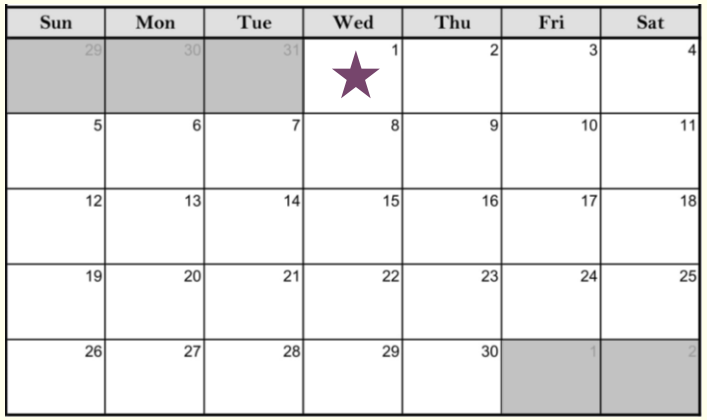
## $6,380

**Ready to Read** grant from State Library for prize books ($3,309) Prizes including prize drawing ($1,170), family concerts ($1,150), and other programs ($751)

## $6,239

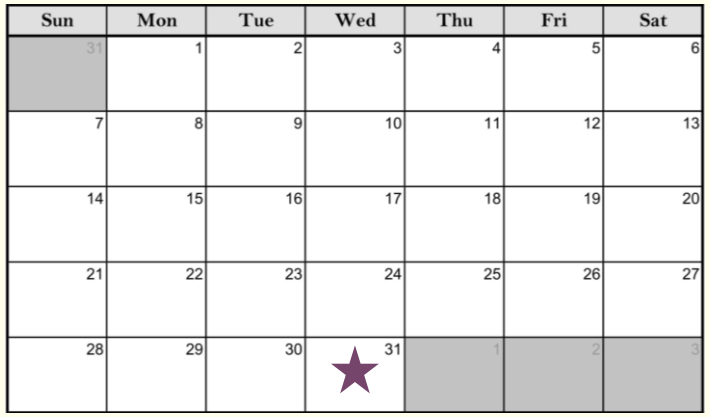
**Library budget** for Beanstack ($2,295), tote bags ($3,079), and adult prize baskets ($865)

# 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 2022**
registration for all challenges began June 1

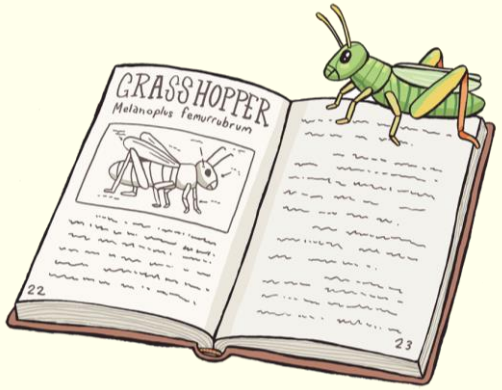


| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|---|---|---|---|---|---|---|
| 31 | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 ★ | 1 | 2 | 3 |

**August 2022**
last day to log reading and enter tickets in a prize drawing was August 31

# PROGRAM OVERVIEW

**Daily Reading Challenge (Age 0-17)**
Set a daily reading goal and keep track of how many days you reach your goal




**Book Badge Challenge (Age 0-17)**
Read up to 24 books of your choosing in categories selected by library staff

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

# INCENTIVES

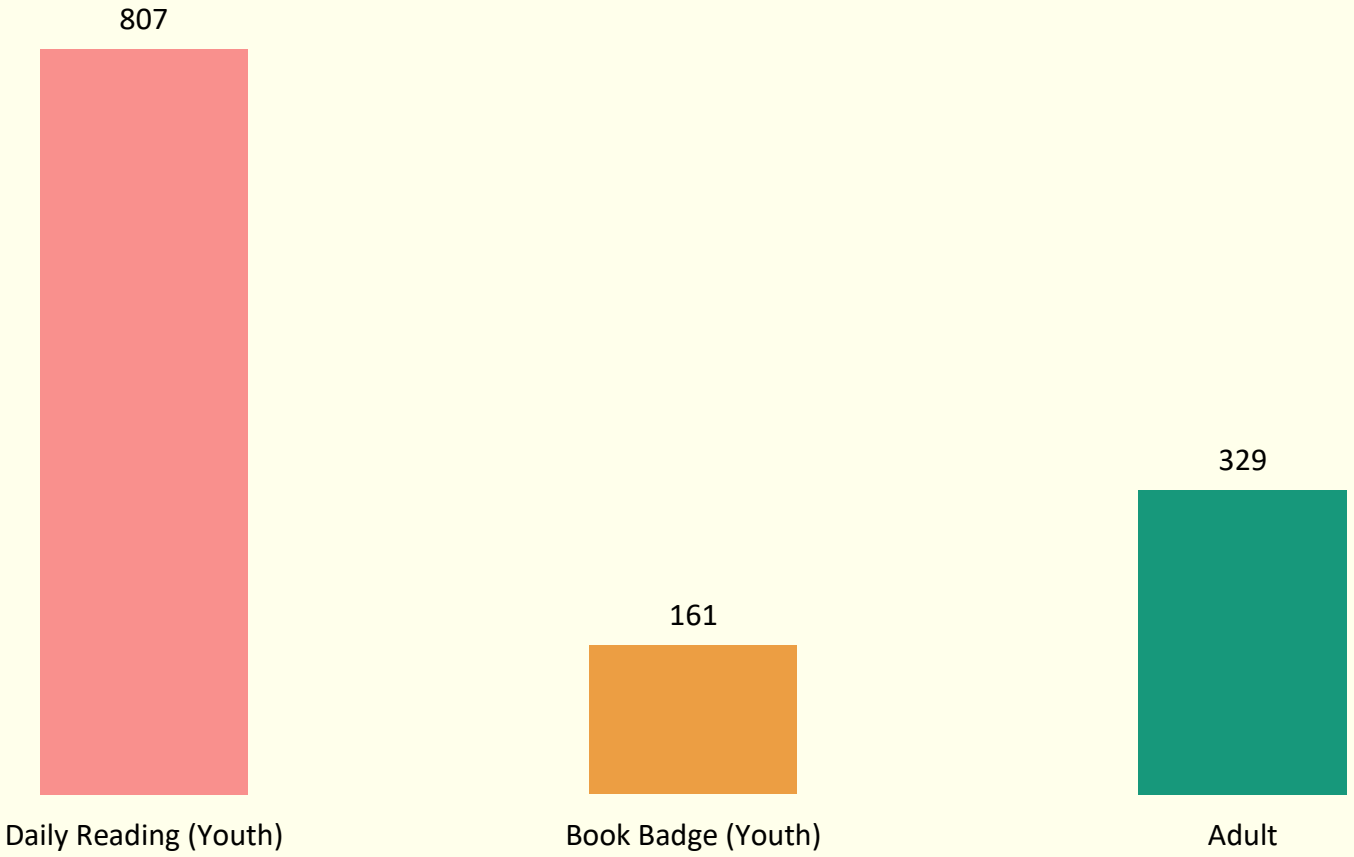
**Free book** for all kids and teens who registered

**Free tote bag** for all adults who registered

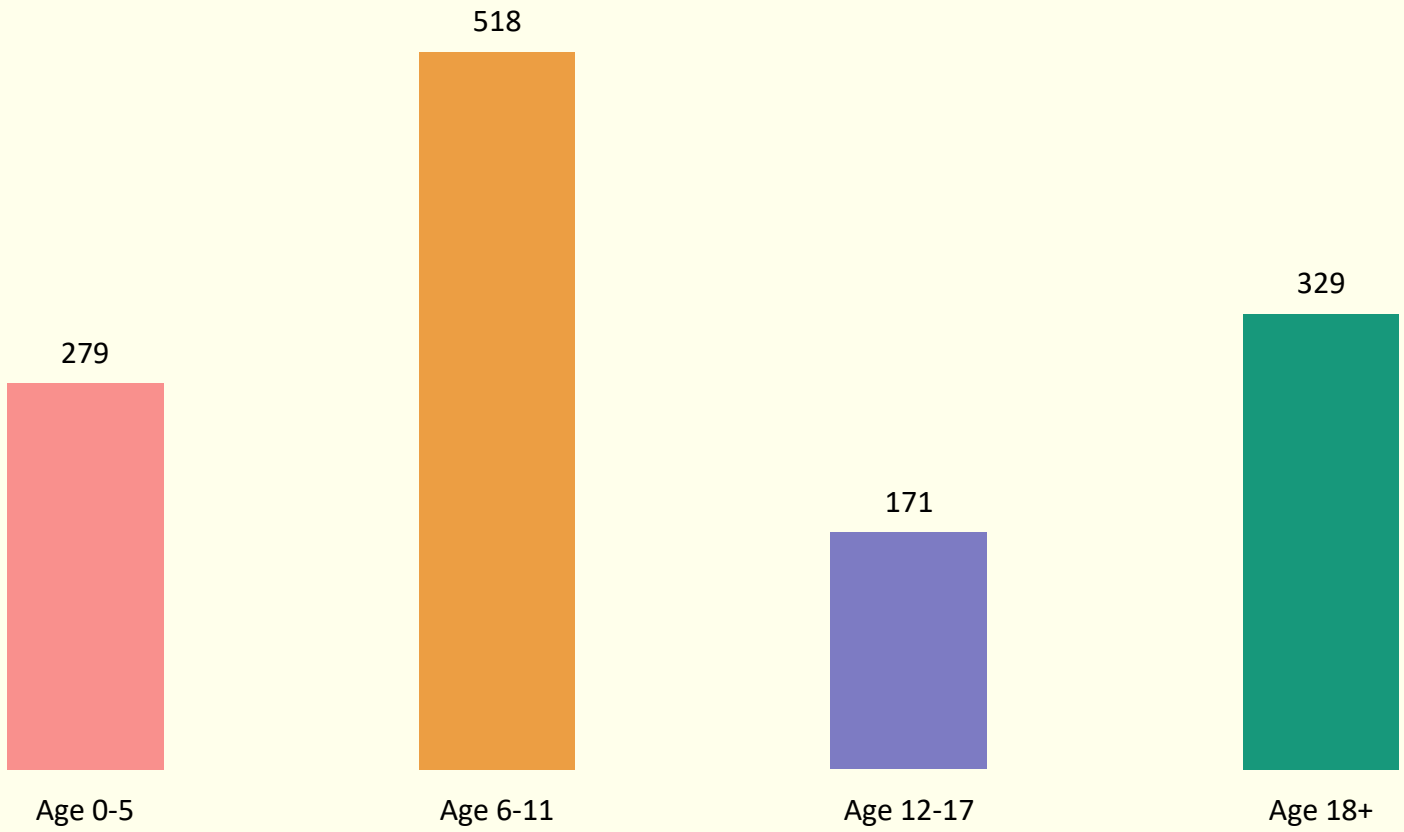
**Free ice cream cone (or eraser)** for all kids and teens who reach halfway point of challenge, 42 days for Daily Reading and 3 Badge Batches for Book Badge

**Prize drawing tickets** for gift card (youth) or prize baskets (all) earned for meeting reading goals in each challenge

# REGISTRATION BY CHALLENGE



# REGISTRATION BY AGE



# DAILY 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.**

**807**
registered for challenge

**492**
logged at least one day of reading

**131**
read on all 72 days

**27**
average days read by each reader

**22,387**
total days read by all readers

# BOOK BADGE CHALLENGE

**Read one book in each of the following categories (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.**

| 161 | 69 | 8 | 4 | 612 |
|---|---|---|---|---|
| registered for challenge | read at least one book | read 24 books | average books read by each reader | total books read by all readers |

# BOOK BADGE CHALLENGE

**To earn a Mike's Drive-In Token, readers had to unlock 3 "badge batches" (3 reading challenges and a book review, each worth 4 prize drawing tickets) in order:**

**Badge Batch 1**
**(42)**

**Badge Batch 2**
**(30)**

**Badge Batch 3**
**(25)**

# BOOK BADGE CHALLENGE

**Most popular reading categories:**

**Cool Cover Art (36)**

**Graphic Novel (35)**

**Diversity (34)**

**Nature (30)**

# WEEKLY ACTIVITY BADGES

X weekly activities completed. Most popular weekly activity badge categories:

**Visit a Park (360)**

**Go For a Walk (286)**

**Read Outside (273)**

**Have a Movie Night (267)**

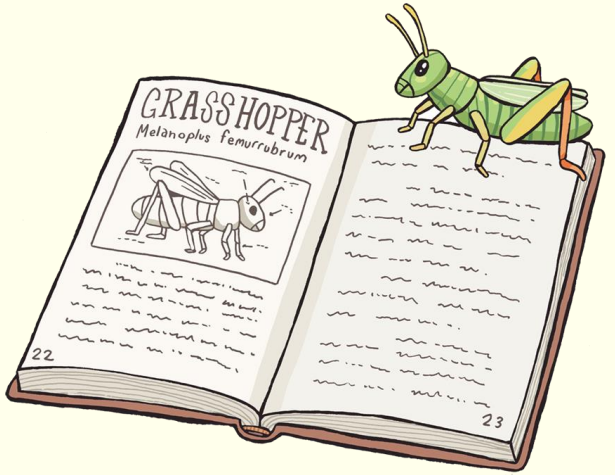
# INCENTIVES

**Daily Reading Challenge**

Free book at sign up **807**

Mike's ice cream token after 42 days of reading **259**

2 prize drawing tickets for every 7 days of reading or 1 weekly activity **6,730**




**Book Badge Challenge**

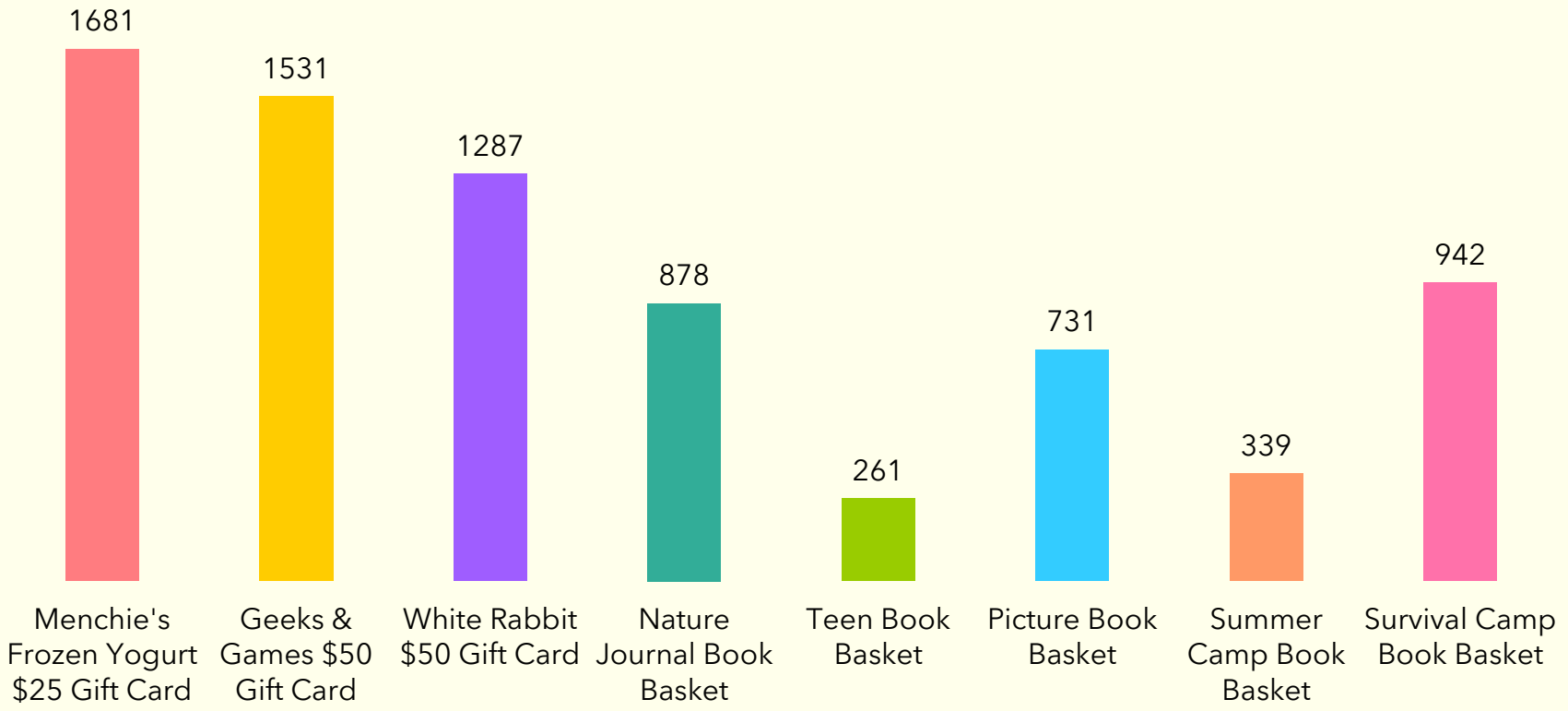
Free book at sign up **161**

Mike's ice cream token after unlocking all 3 Badge Batches in order **25**

1 prize drawing tickets for every 1 book read or 1 weekly activity **920**

# INCENTIVES

**7,650 tickets entered in 8 prize drawing categories:**



# 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.**

**329**

Registered

**466**

Weekly Raffle entries

**785**

Mountain Prize entries

**550**

Beach Prize entries

**471**

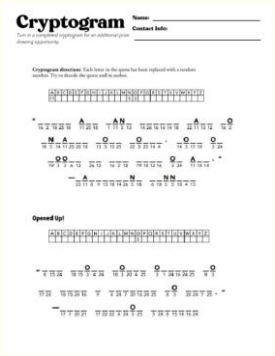
Desert Prize entries

# ADULT SUMMER READING

**Activities that earn you prize drawing tickets:**

Read a book
(1,950)

Bingo Card
(53)




Cryptogram
(82)

Wordsearch
(105)

Maze
(81)

# ADULT SUMMER READING

**21%**

increase in registration

**45%**

increase in entry submissions

**321**

activities completes **(62% increase)**

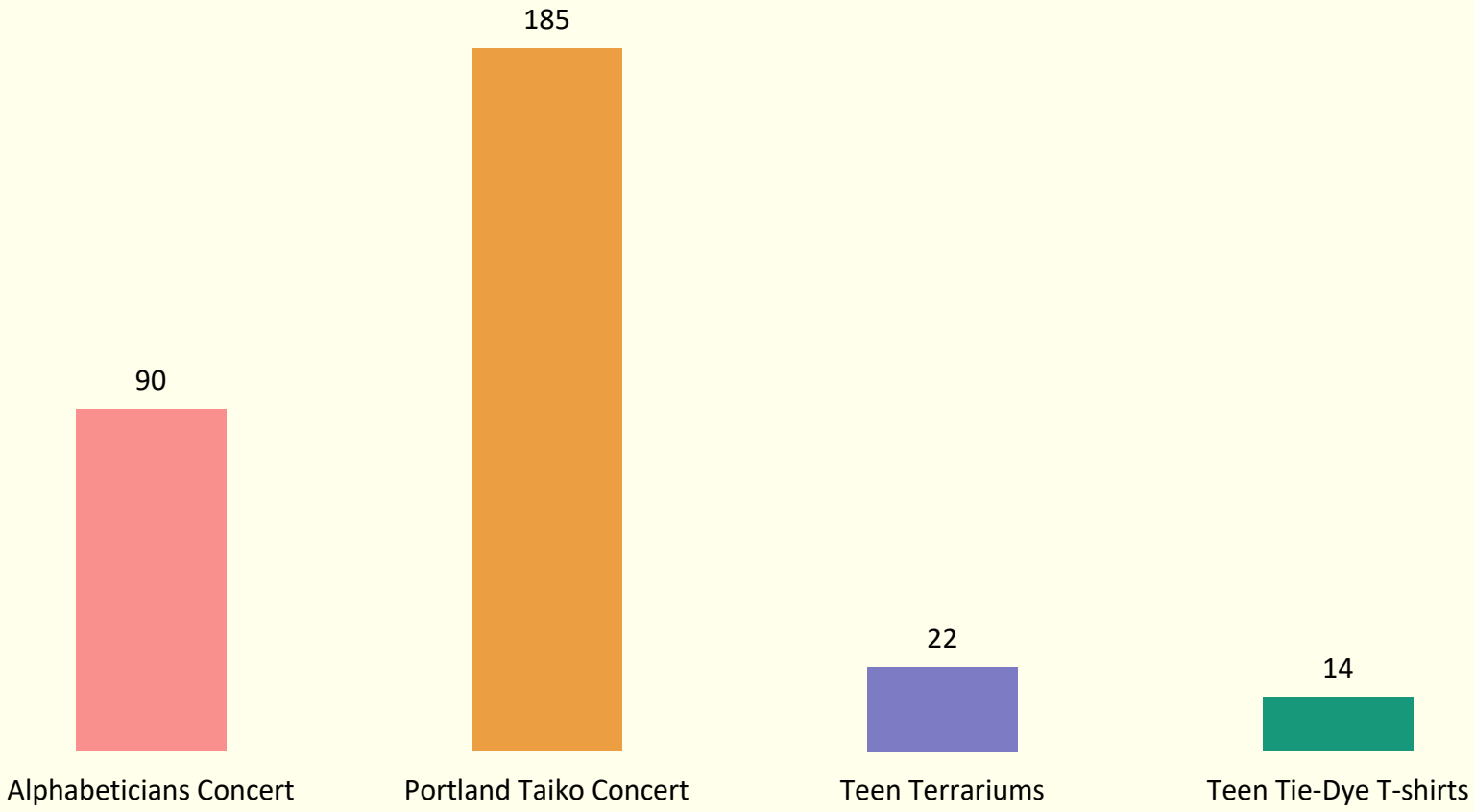
**1,950**

books read **(37% increase)**

**27**

prize winners

# SPECIAL EVENT PARTICIPATION



# COMMUNITY FEEDBACK

*My favorite part of the program was seeing how engaged my kid was in choosing what to read, and taking time to read a lot.*

*[My favorite part] was Reading books based on challenge subject matters. A lot were books we probably would have never tried before.*

*The cryptogram and word search were so much fun, I wish you did them all the time!*

*I love the bingo card. It inspired me to try books outside of my comfort zone.*

# TAKEAWAYS

**Provide Chromebook at Children's Desk** for patrons unwilling or unable to use personal devices to register

**Discourage use of Beanstack app** due to poor user interface and persistent recording issues

**Explore creation of a teen program** for high school students

**Review activities** portion to improve experience for adults

**Explore ways to promote Adult Summer Reading** throughout service area