

Summer Reading Report 2018

Oregon City Public Library

Compiled by Barratt Miller, Youth Services Librarian

September 2018

Introduction

Funding



\$8,234

Ready to Read Grant
(State of Oregon for
Summer Reading
activities for youth
age 0-14)



\$1,000

Friends of the
Oregon City Library



\$500

Oregon City
Optimist Club



Additional Funds

Oregon City Public
Library budget

Timeline

June 2018

SUN	MON	TUE	WED	THU	FRI	SAT
					★ 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

June 1

Registration begins

June 2018

SUN	MON	TUE	WED	THU	FRI	SAT
					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

June 25

First day of prize pickups

August 2018

SUN	MON	TUE	WED	THU	FRI	SAT
			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	

August 9

Last day to register

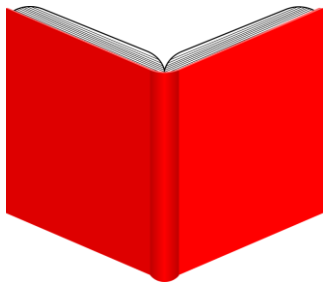
September 2018

SUN	MON	TUE	WED	THU	FRI	SAT
						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						

September 2

Last day to pick up prizes

Registration Prizes



Free book
(All Ages)



**Free mini-golf or
playland admission
at Bullwinkle's
Family Fun Center**
(All Ages)



**Free soft serve ice
cream cone from
Mike's Drive-In**
(All Ages)



**Free ticket to a
Thorns or Timbers
2 soccer game**
(All Ages)



**Free class at
MyGym**
(Wiggle Worms &
Kids)

Reading Logs



Wiggle Worms (Can't Sit Still Yet)

Share at least 1 story,
song, or rhyme with
a caregiver each day
on 25 days

*Extra prizes for 2nd & 3rd
reading logs*



Kids (Up to Grade 5)

Read (or listen to
stories) for at least
25 minutes each day
on 25 days

*Extra prizes for 2nd & 3rd
reading logs*



Teens (Just Finished Grades 6-12)

Complete 5 in a row
on the bingo card

Extra prizes for blackout

Finishing Prizes



\$5 off library late fees
(All Ages)



Half Off Oaks Park Ride Bracelet
(All Ages)



Free ticket to a Trail Blazers game
(All Ages)



Oregon State Fair ticket
(2 for 1 adult admission for all ages, free admission for Wiggle Worms and Kids)



Chipotle coupon
(free kids meal for Wiggle Worms & Kids, buy one get one free coupon for teens)

Finishing Prizes



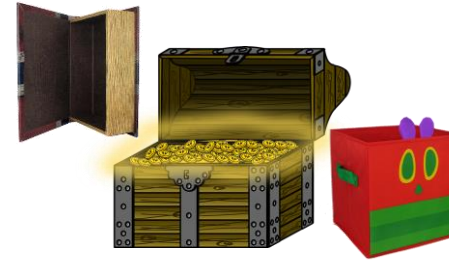
**Free toy from the
Lakeshore Learning
Store**
(Wiggle Worms &
Kids)



**Free Papa Murphy's
Mini-Murph Take-
and-Bake Pizza Kit**
(Kids)



**Free 6 oz. frozen
yogurt from
Menchie's**
(Kids & Teens)



**Prize from the
treasure chest**
(All Ages, one for
each completed
reading log or 5-in-
a-row bingo)



**\$5 gift card to
White Rabbit
Books & Gifts**
(All ages for
completing 3rd
reading log or
getting blackout on
teen bingo card)

Prize Drawing



Children's Book Shelf | Oregon City Public Library | Summer Reading 2022

Book Review

Name: _____
Age: _____ Phone Number: _____

My favorite book I read this summer was _____
by _____

Turn in your review at the Children's Book Shelf for a chance to win a puzzle bookshelf.



Puzzle Bookshelf
Each Wiggle Worm gets one chance to win if they turn in a book review



Children's Book Shelf | Oregon City Public Library | Summer Reading 2022

Book Review

Name: _____
Age: _____ Phone Number: _____

Title of Book: _____
Author of Book: _____

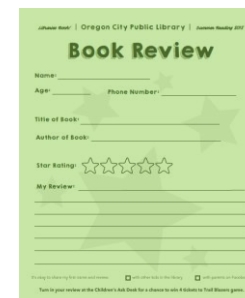
Star Rating: ☆☆☆☆☆

My Review: _____

Turn in your review at the Children's Book Shelf for a chance to win a family 4-pack of Trail Blazers game tickets.



Family 4-Pack of Trail Blazers Tickets
Each Kid gets one chance to win if they turn in a book review



Children's Book Shelf | Oregon City Public Library | Summer Reading 2022

Book Review

Name: _____
Age: _____ Phone Number: _____

Title of Book: _____
Author of Book: _____

Star Rating: ☆☆☆☆☆

My Review: _____

Turn in your review at the Children's Book Shelf for a chance to win 2 tickets to a Literary Arts event.

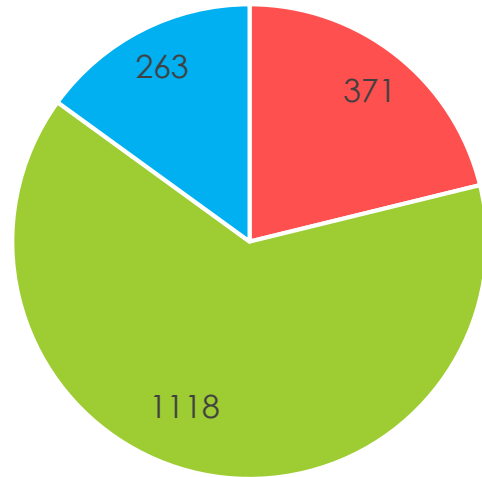


2 Tickets to Verselandia or another Literary Arts event
Each Teen gets one chance to win if they turn in a book review

Reading at Home

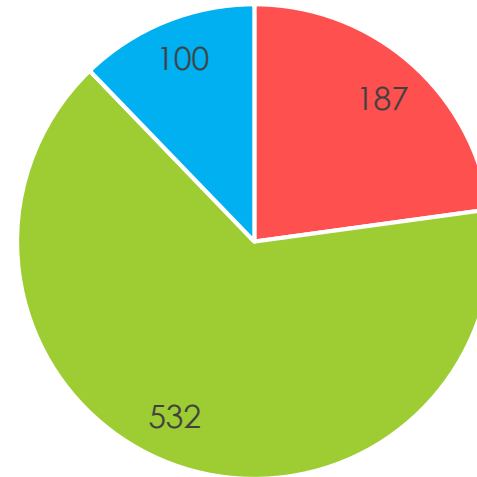
How many kids participated in Summer Reading this year?

Registered



■ Wiggle Worms (21%) ■ Kids (64%) ■ Teens (15%)

Completed

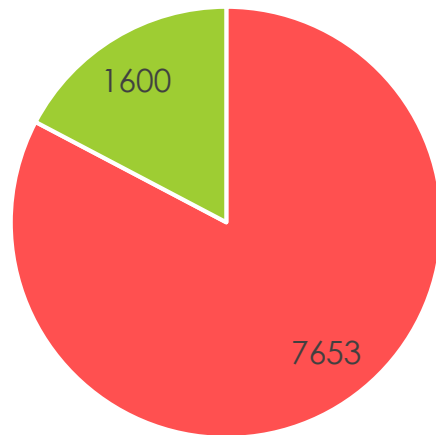


■ Wiggle Worms (21%) ■ Kids (64%) ■ Teens (15%)

Registration increased by 10% in 2018

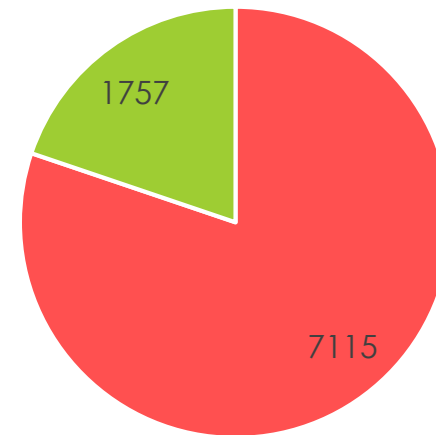
How many kids signed up for Summer Reading this year?

2017



- Kids in OC who didn't participate in Summer Reading (83%)
- Signups at OC Library (17%)

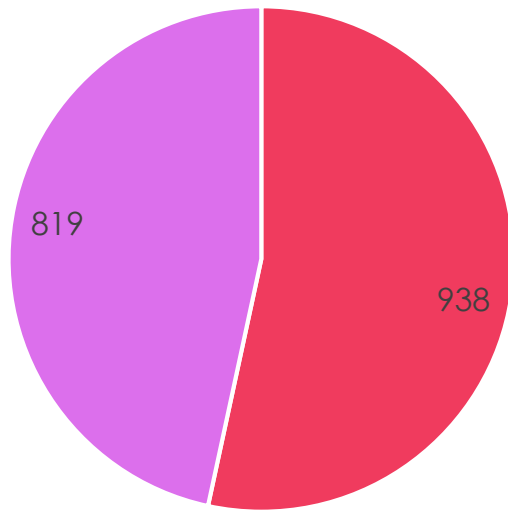
2018



- Youth in OC who didn't participate in Summer Reading (80%)
- Signups at OC Library (20%)

1 in 5 OC youth signed up for SRP in 2018 (up from 1 in 10 in 2016)

How many kids finished the Summer Reading Program?

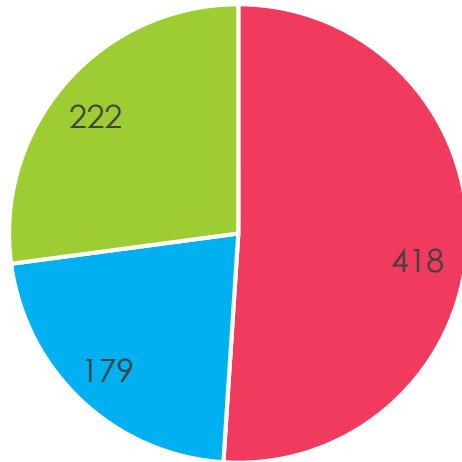


- Did not finish Summer Reading (53% of sign ups)
- Turned in 1 or more reading logs (47% of sign ups)

38% of registrants turned in 1 or more reading logs in 2017

Due date was added to reading logs in 2018

How many kids finished the Summer Reading Program?



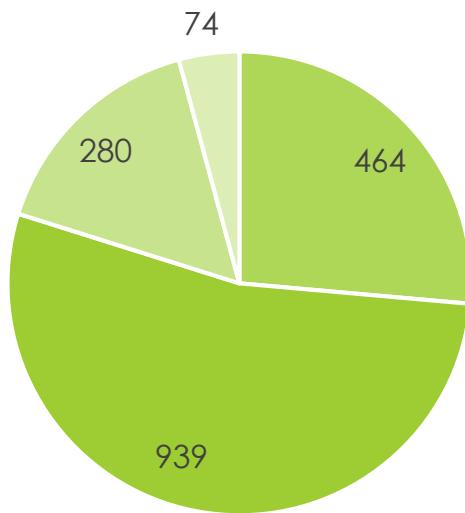
- Turned in 1 reading log (51% of finishers)
- Turned in 2 reading logs (22% of finishers)
- Turned in 3 reading logs (27% of finishers)

3% of finishers turned in all 3 reading logs in 2017

All 3 reading logs were distributed in registration packet in 2018

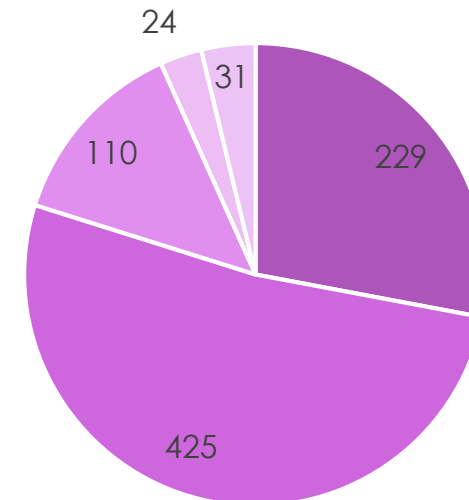
What ages were our Summer Readers?

Summer Reading Sign Ups



- Age 0-4 (26% of sign ups)
- Age 5-10 (54% of sign ups)
- Age 11-14 (16% of sign ups)
- Age 15-17 (4% of sign ups)

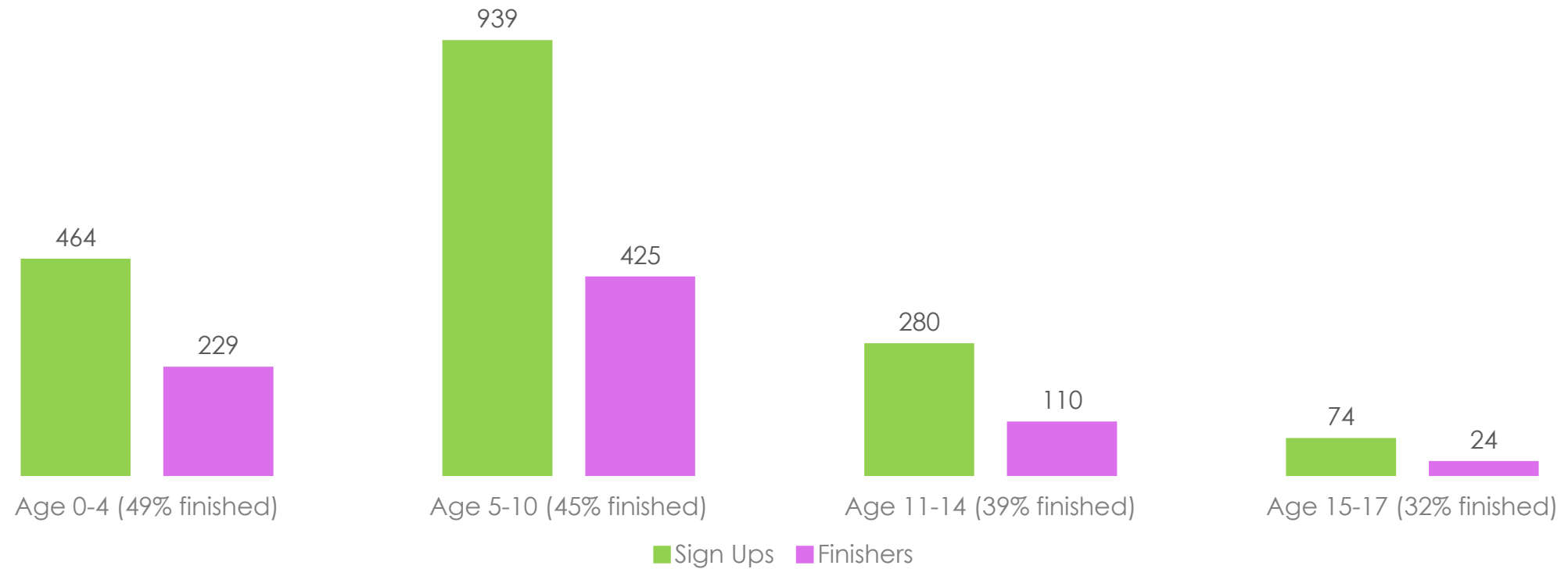
Summer Reading Finishers



- Age 0-4 (28% of finishers)
- Age 5-10 (52% of finishers)
- Age 11-14 (13% of finishers)
- Age 15-17 (3% of finishers)
- Unknown (4%)

No significant change from 2017

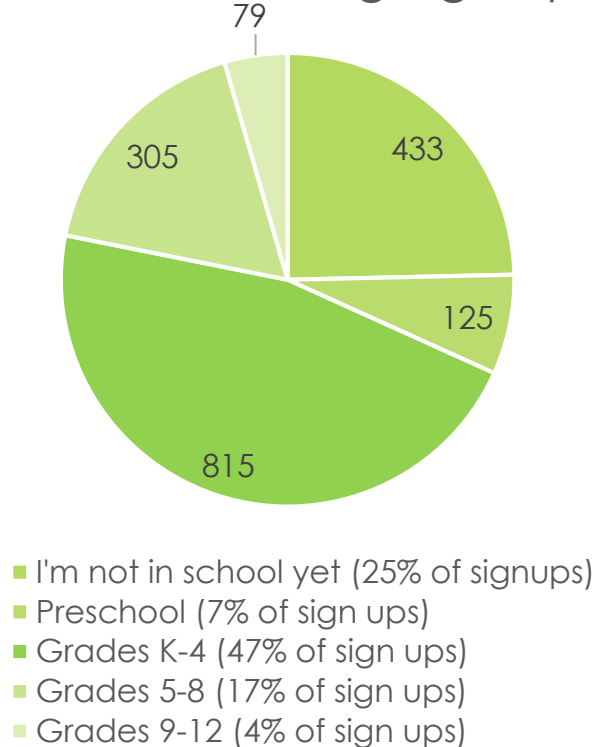
What ages were our Summer Readers?



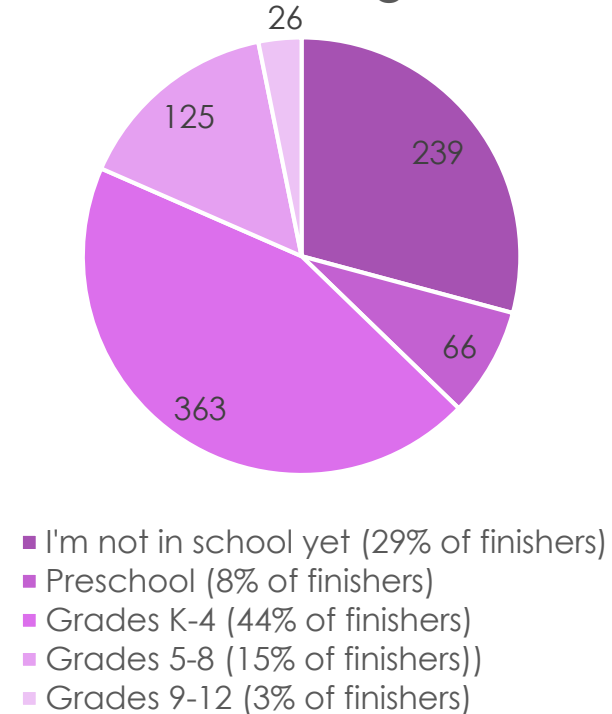
No significant change from 2017

What grades did our Summer Readers just finish?

Summer Reading Sign Ups

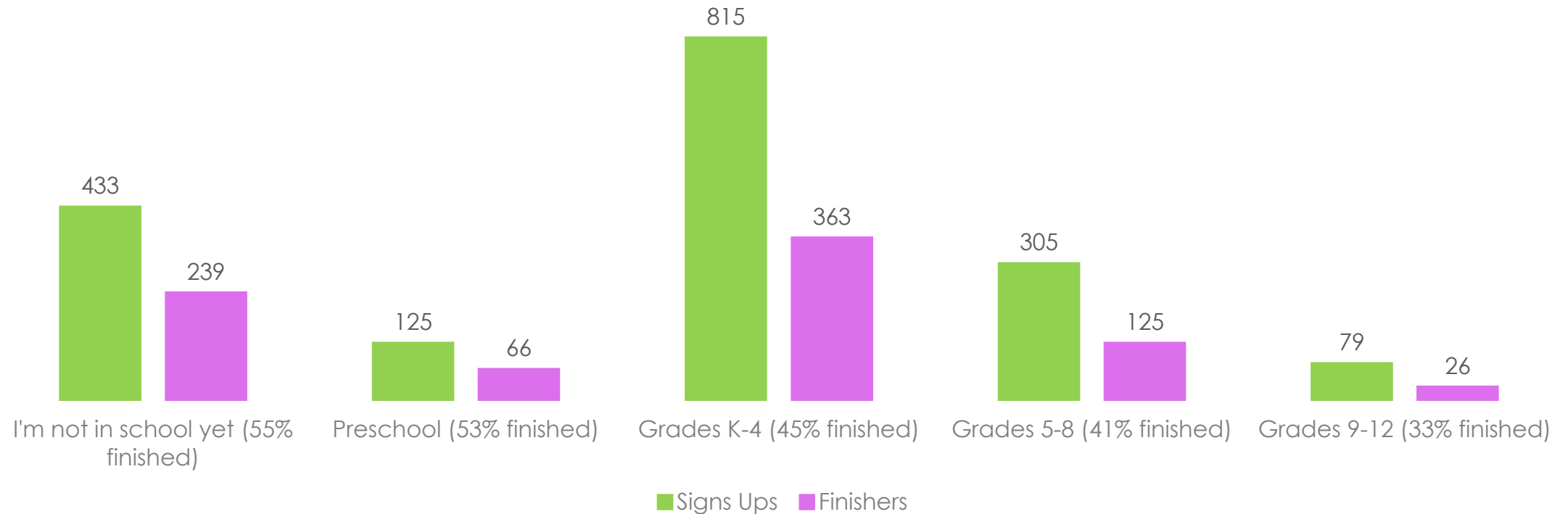


Summer Reading Finishers



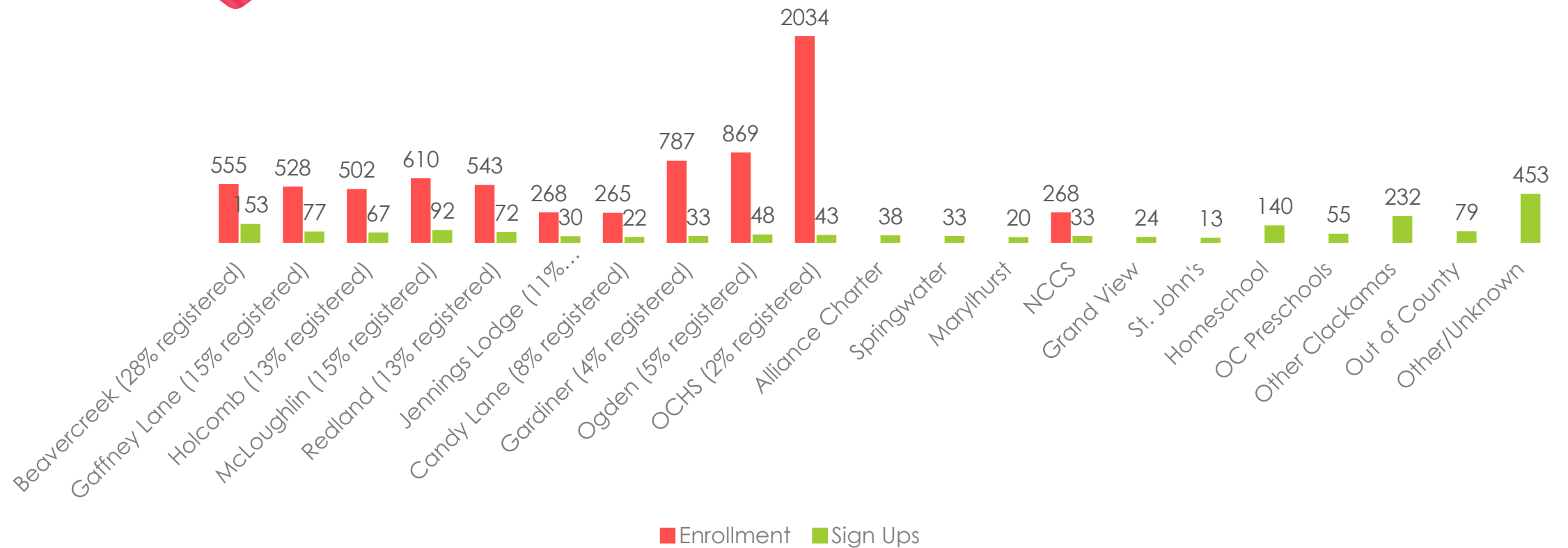
No significant change from 2017

What grades did our Summer Readers just finish?



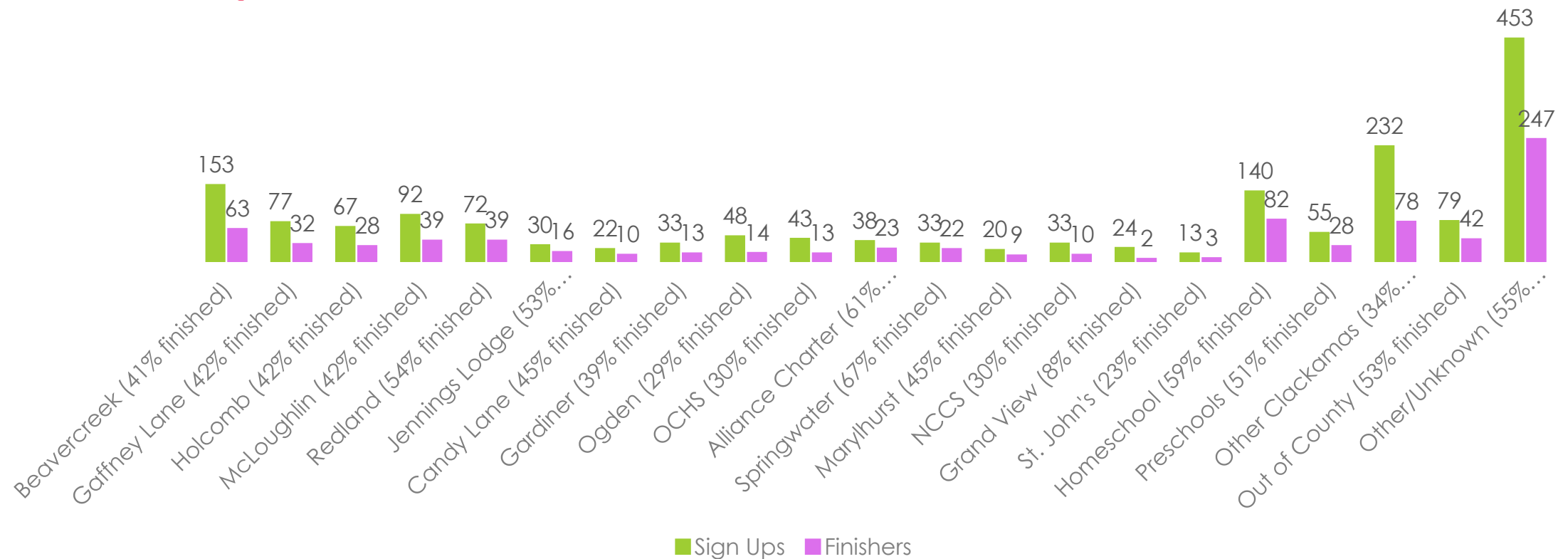
No significant change from 2017

What schools had the highest turnout for Summer Reading sign ups?



Beavercreek Sign Ups increased by 72% this year following a school assembly on June 1

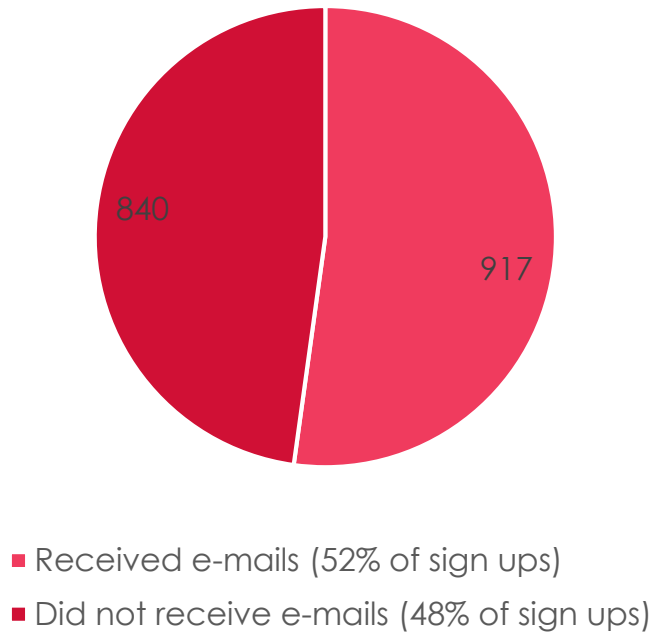
What schools had the highest turnout for finishing Summer Reading?



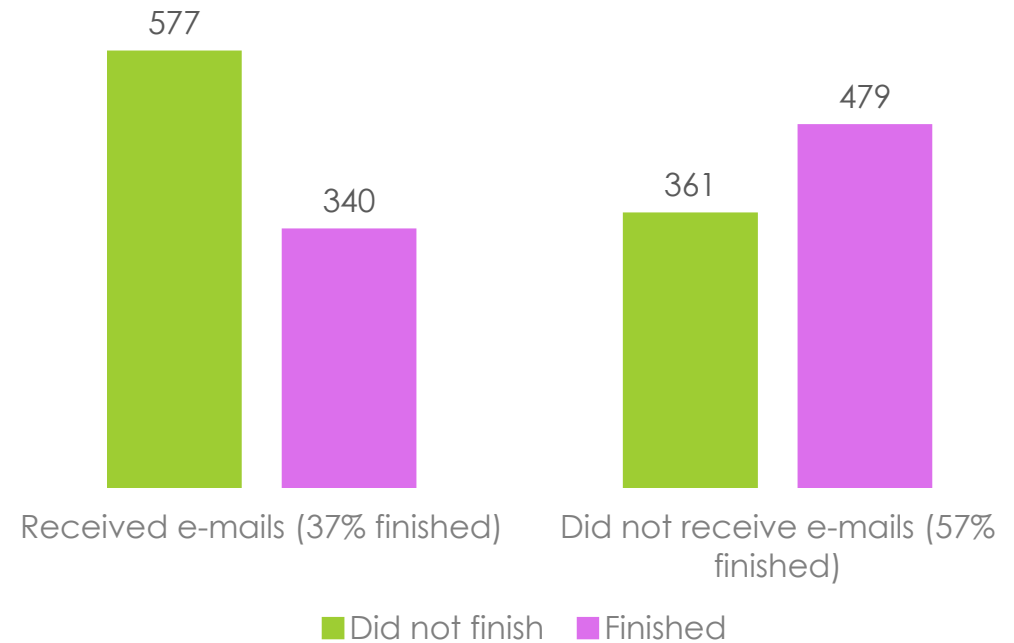
Springwater had the highest percentage (67%) of finishers

How did reminder e-mails affect Summer Reading finishers?

Summer Reading Sign Ups



Summer Reading Finishers



E-mails do not appear to increase finishing rate

Events at the Library

Event Attendance Overview



Chayag Andean
Folk Music & Dance
August 8, 2018

**4,430 people
attended our
80 events**

**Average event
attendance
was 55**

**Most popular
family concert
was Portland
Taiko (400
attendees)**

**Most popular
teen program
was Hamilton
Sing-a-Long (26
attendees)**

Family Concert Series



Touch a Truck
June 18
(500 attendees)



Red Yarn
June 20
(300 attendees)



Chuck Cheesman
June 27
(163 attendees)

Family Concert Series



Greta Pedersen

July 11
(125 attendees)



**Hula Halau Ohana
Holo'oko'a**

July 18
(160 attendees)



Nathalia

July 25
(105 attendees)

Family Concert Series



Portland Taiko
August 1
(400 attendees)

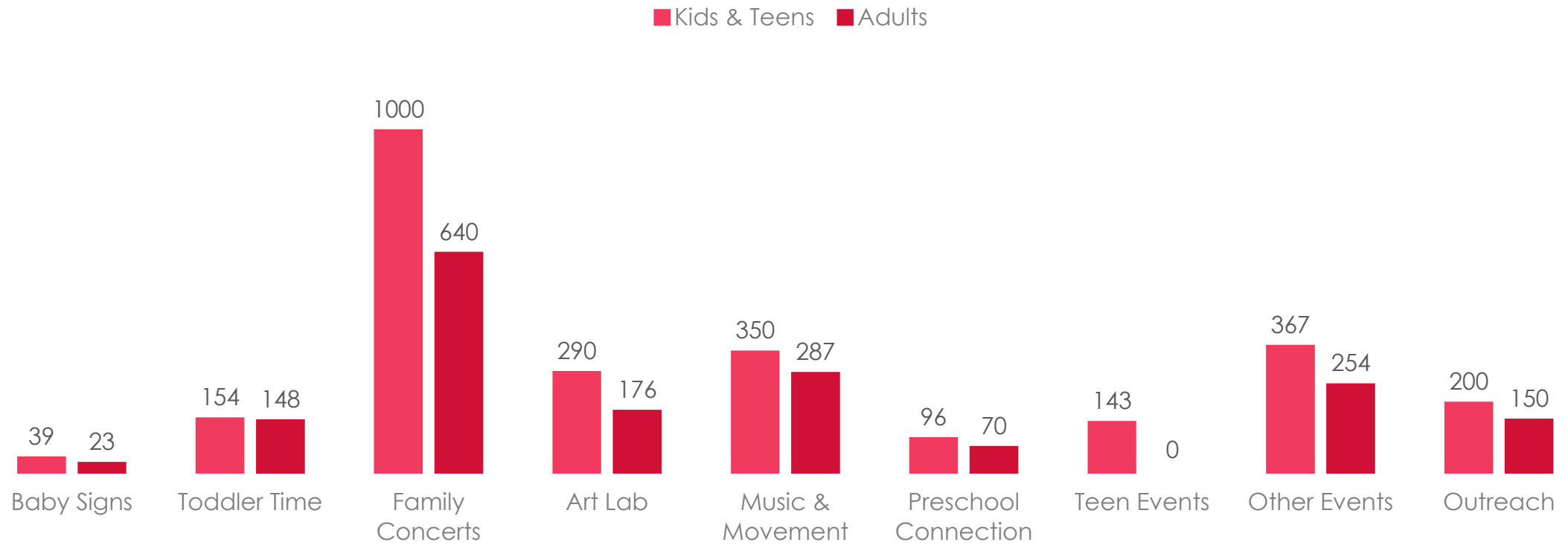


**Chayag Andean
Music & Dance**
August 8
(132 attendees)

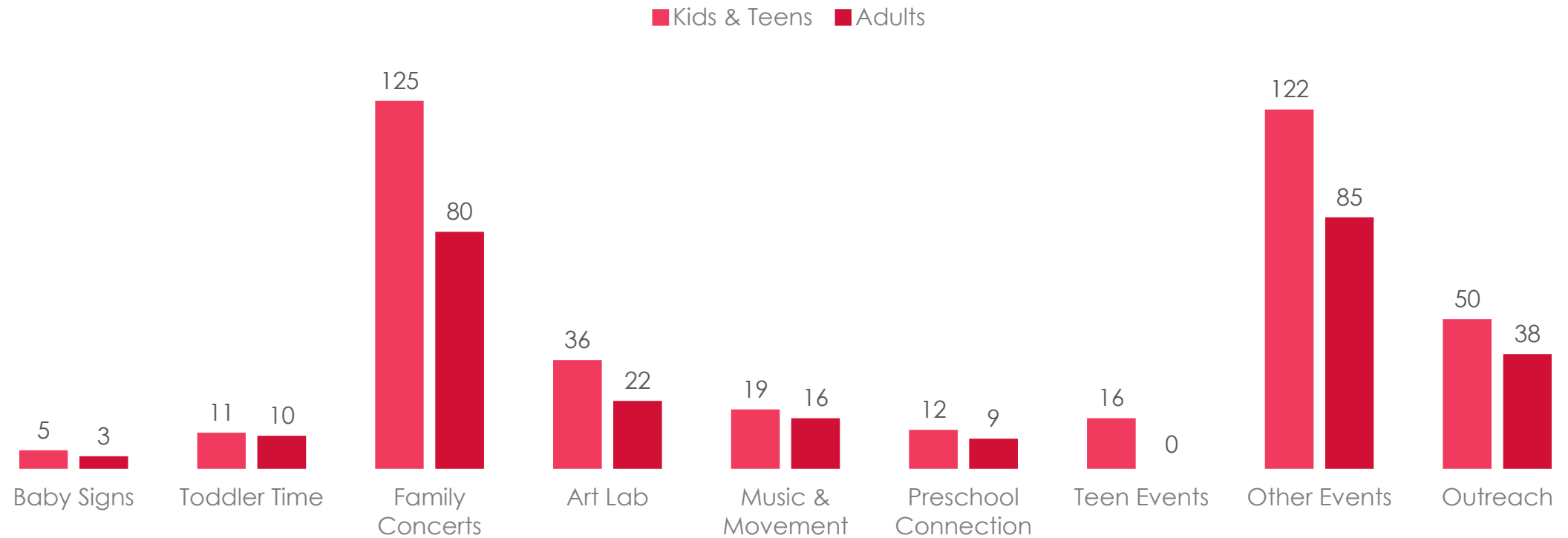


Micah & Me
August 15
(255 attendees)

Total Event Attendance

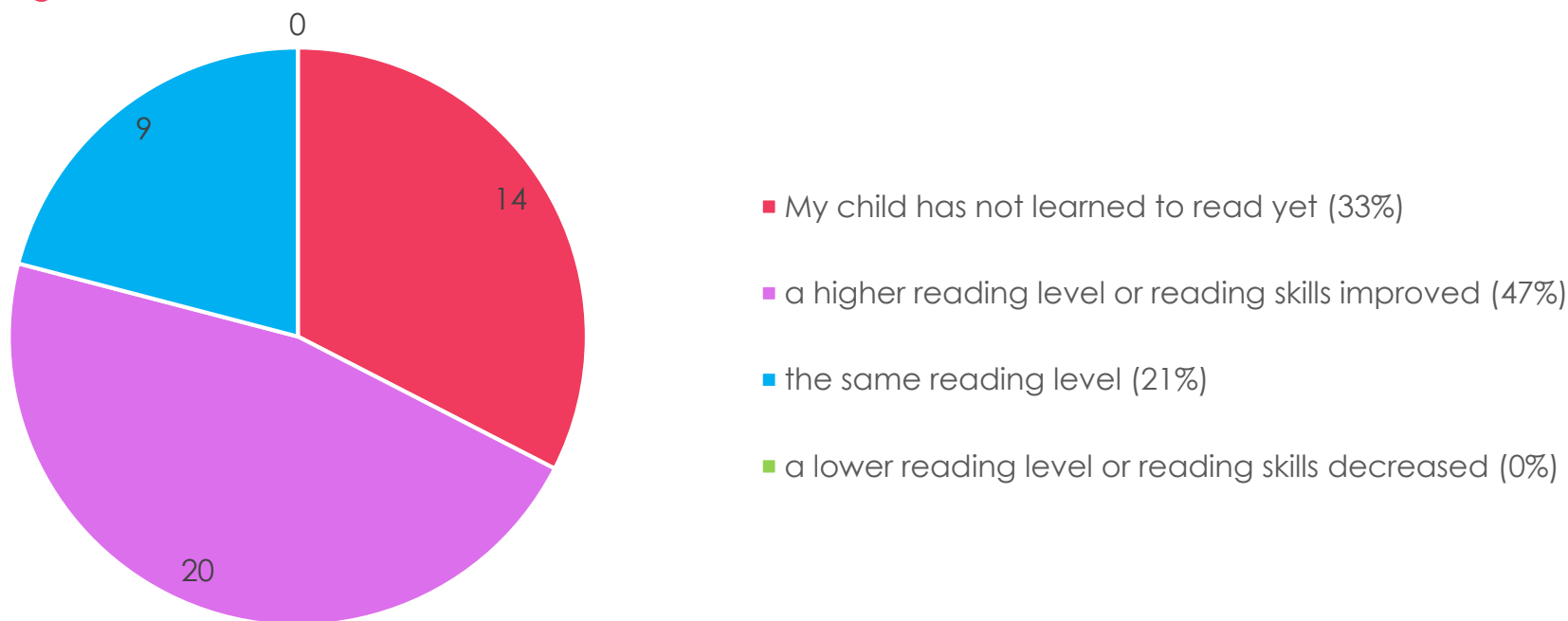


Average Event Attendance



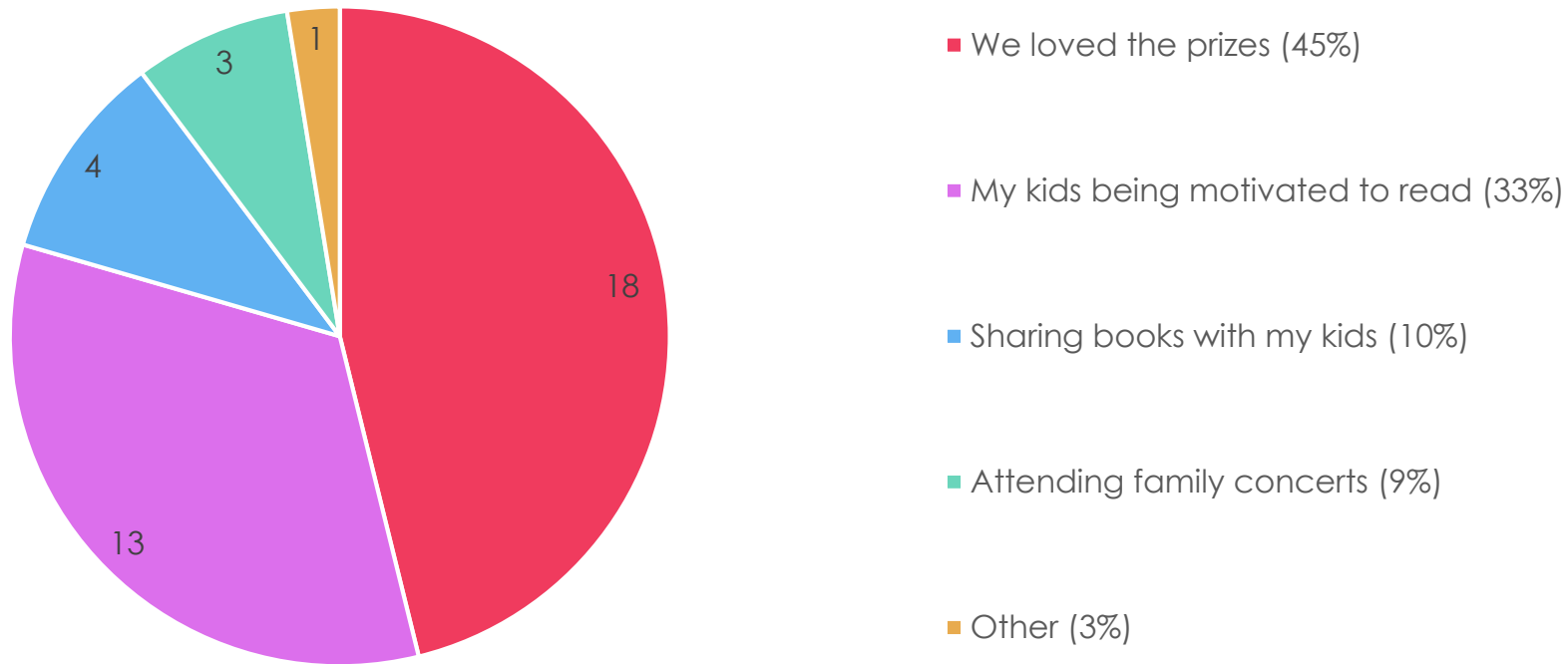
Parent Feedback

Compared to the books they were reading in May, my child is now reading at...



My favorite thing about Summer Reading was my "kids getting confidence reading and moving into more complicated books."

What was your favorite thing about Summer Reading this year?



"Quality time spent with my kids, making memories! Listening to lots of audiobooks on road trips! Making them laugh with books!"

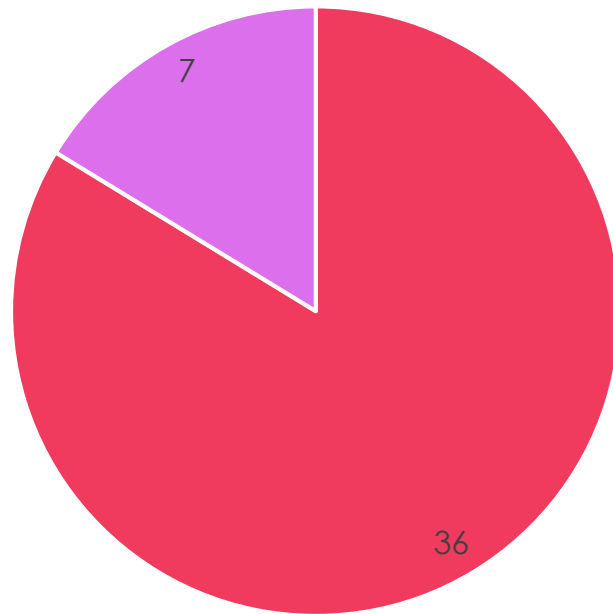
What could we do differently next year to make Summer Reading even better?



- We want different or more events (11%)
- Nothing! We like the program as it is (33%)
- We'd like a different selection of prizes (25%)
- We'd like a different structure to the program (25%)
- Other (4%)

"I noticed that some of the other libraries in the area had like celebrations/events to start off their summer reading programs, maybe something to hype it up more when it starts. I know a few parents I talked to didn't really even know that the reading program had begun."

Were the e-mail reminders helpful?

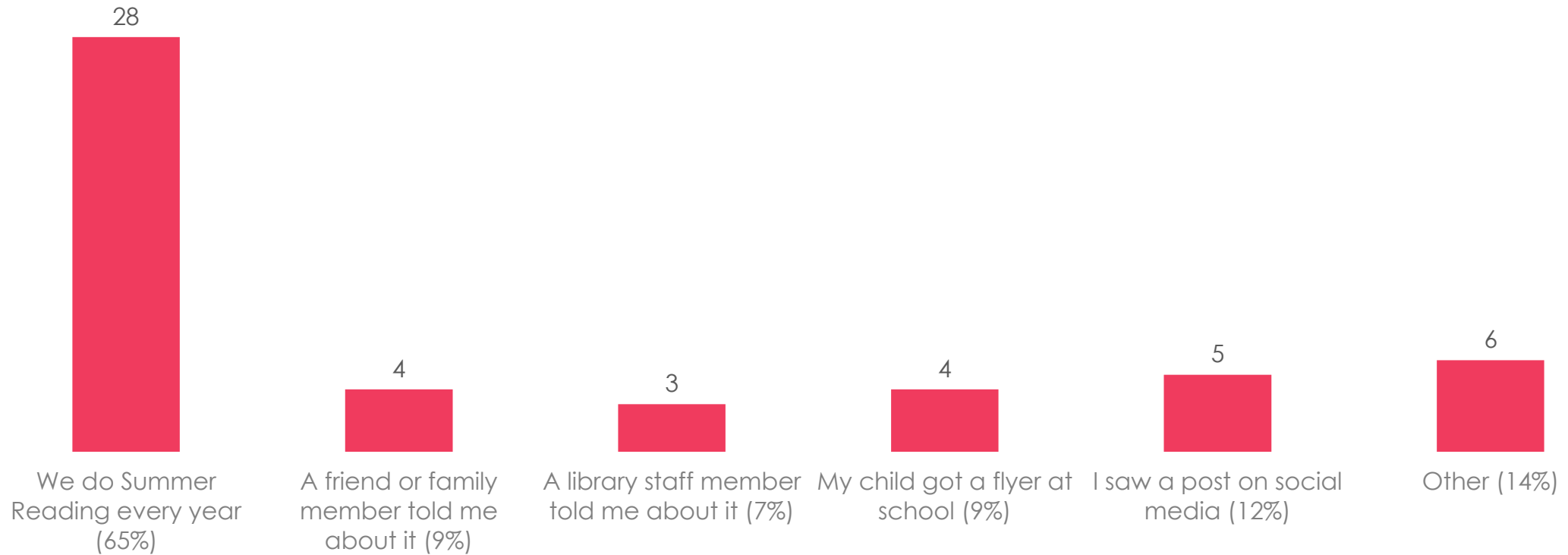


■ Yes, they helped me keep track of the reading deadlines (84%)

■ No, they didn't help me keep track of the reading deadlines (16%)

I'd like "more email reminders of encouragement" next year.

How did you learn about Summer Reading this year? (Select all that apply.)



Conclusion

Changes for Summer Reading 2019



**School
assembly visits
at every
elementary
school in OC
service area**



**Continue
family concert
series**



**Plan for
double the
attendees
(2,000 kids,
500 wiggle
worms, and
350 teens) and
a completion
rate of 50% for
each tier**



**Fewer prize
bin options
for wiggle
worms, stick
to novelty
school
supplies for
kids & teens,
replacement
for White
Rabbit card**



**Offer tween
events for 10-
14 year olds**



**Limit teen
bingo card
prize
redemption to
5-in-a-row,
20/25, and
blackout**