

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



Friends of the Oregon City
Public Library



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
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

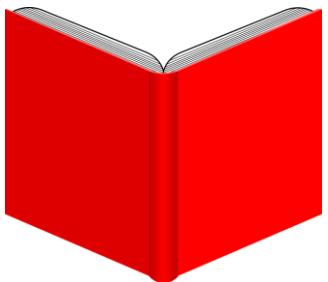
September 2018

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



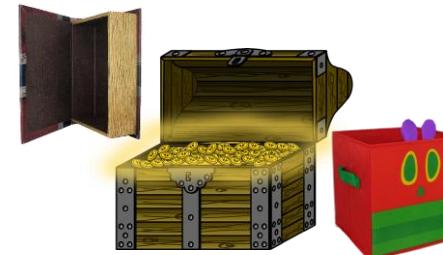
Free toy from the Lakeshore Learning Store
(Wiggle Worms & Kids)



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



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

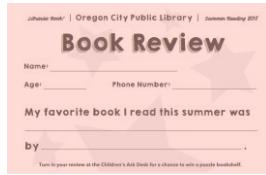


Prize from the treasure chest
(All Ages, one for each completed reading log or 5-in-a-row bingo)



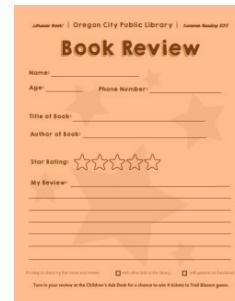
\$5 gift card to White Rabbit Books & Gifts
(All ages for completing 3rd reading log or getting blackout on teen bingo card)

Prize Drawing



Puzzle Bookshelf

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



Family 4-Pack of Trail Blazers Tickets

Each Kid gets one chance to win if they turn in a book review



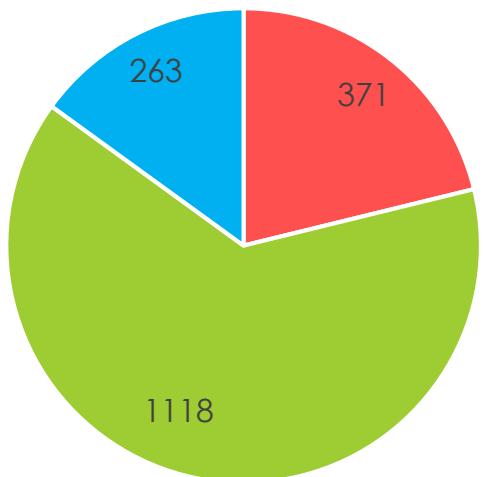
2 Tickets to Verselandia or another Literary Arts event

Each Teen gets one chance to win if they turn in a book review

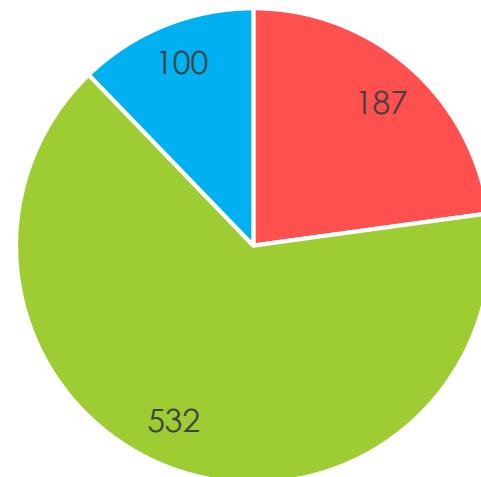
Reading at Home

How many kids participated in Summer Reading this year?

Registered



Completed



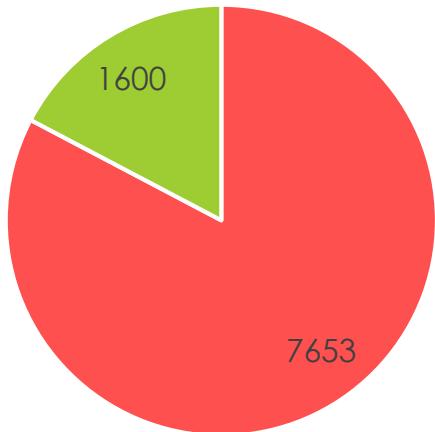
■ Wiggle Worms (21%) ■ Kids (64%) ■ Teens (15%)

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Registration increased by 10% in 2018

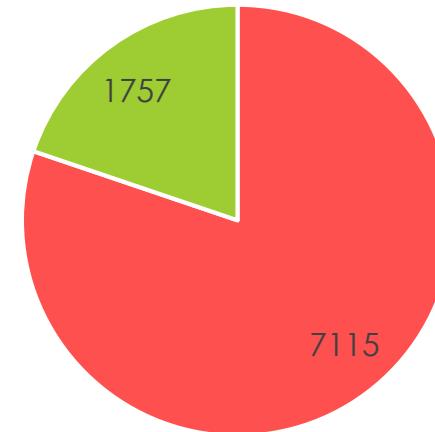
How many kids signed up for Summer Reading this year?

2017



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

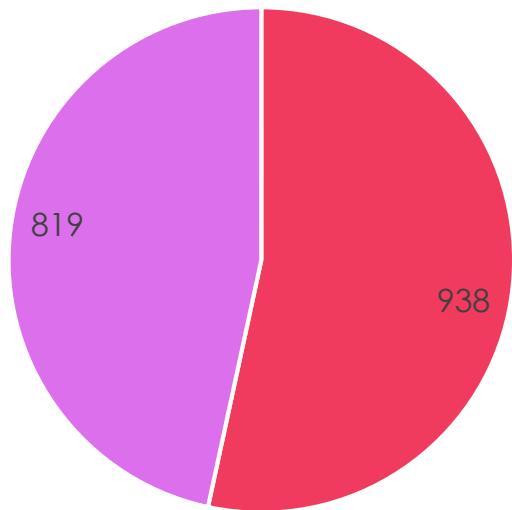
2018



- 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?

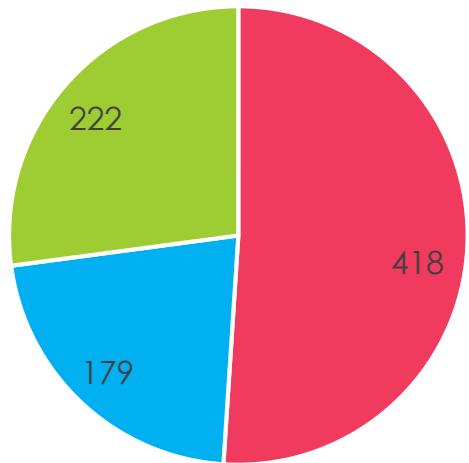


- Did not finish Summer Reading (53% of sign ups)
- Turned in 1 or more reading logs (47% of sign ups)

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?



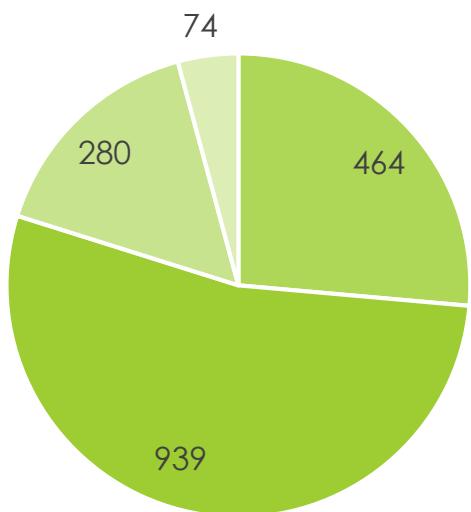
3% of finishers turned in all 3 reading logs in 2017

All 3 reading logs were distributed in registration packet in 2018

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

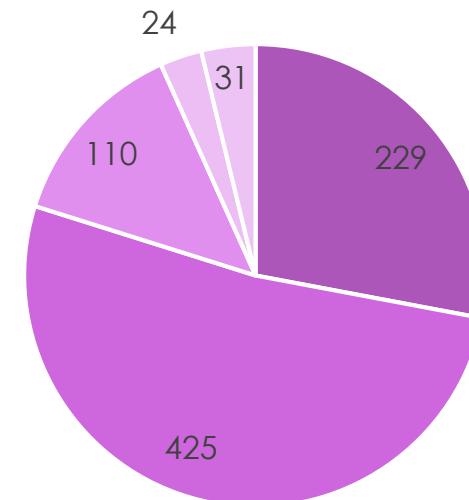
What ages were our Summer Readers?

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)

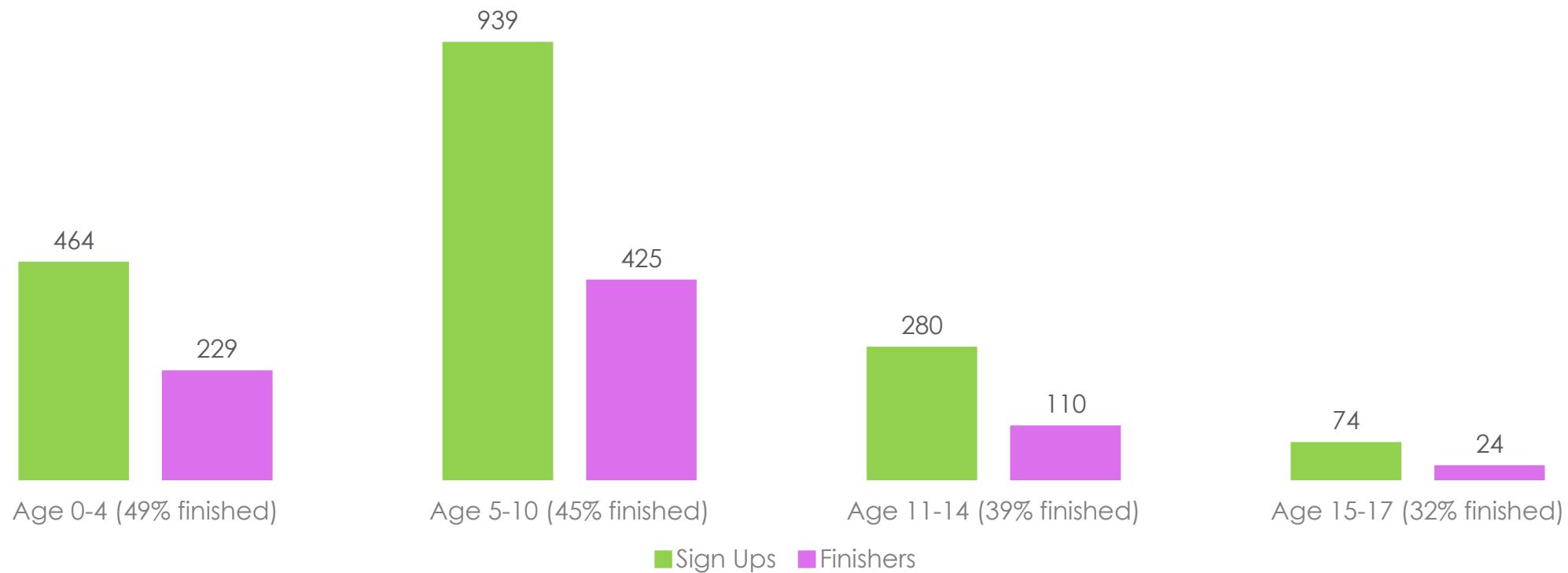
Summer Reading Finishers



- 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

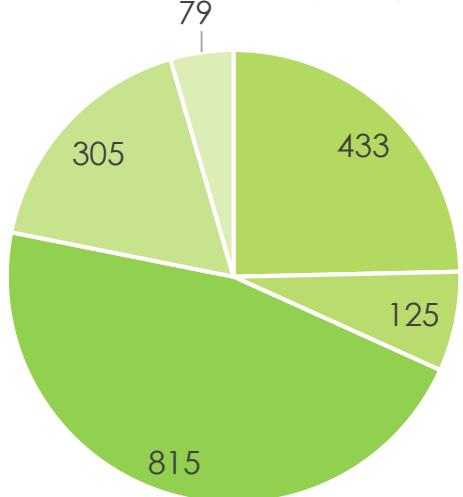
What ages were our Summer Readers?



No significant change from 2017

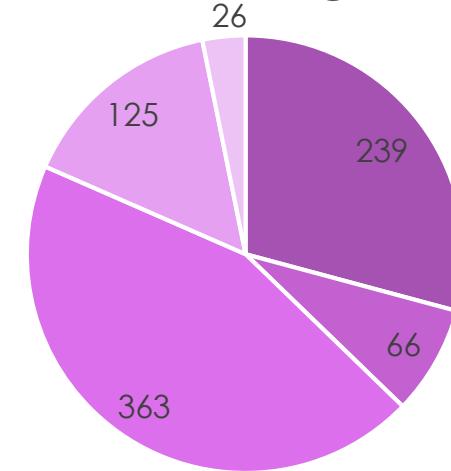
What grades did our Summer Readers just finish?

Summer Reading Sign Ups



- I'm not in school yet (25% of signups)
- Preschool (7% of sign ups)
- Grades K-4 (47% of sign ups)
- Grades 5-8 (17% of sign ups)
- Grades 9-12 (4% of sign ups)

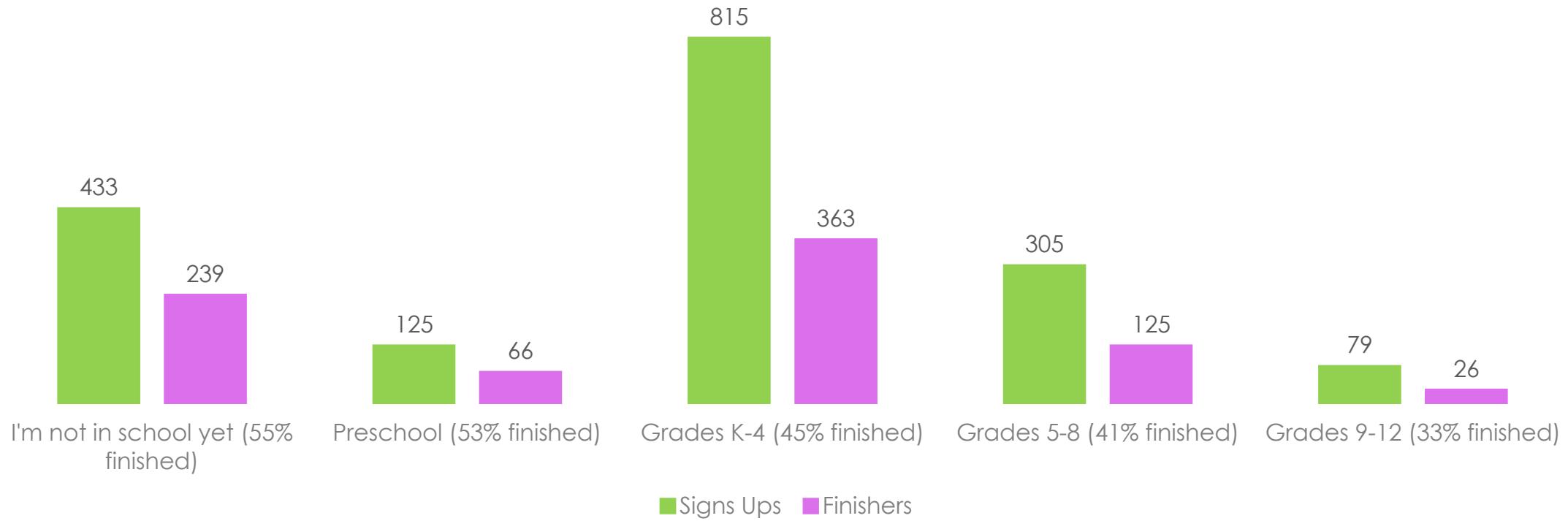
Summer Reading Finishers



- I'm not in school yet (29% of finishers)
- Preschool (8% of finishers)
- Grades K-4 (44% of finishers)
- Grades 5-8 (15% of finishers)
- Grades 9-12 (3% of finishers)

No significant change from 2017

What grades did our Summer Readers just finish?



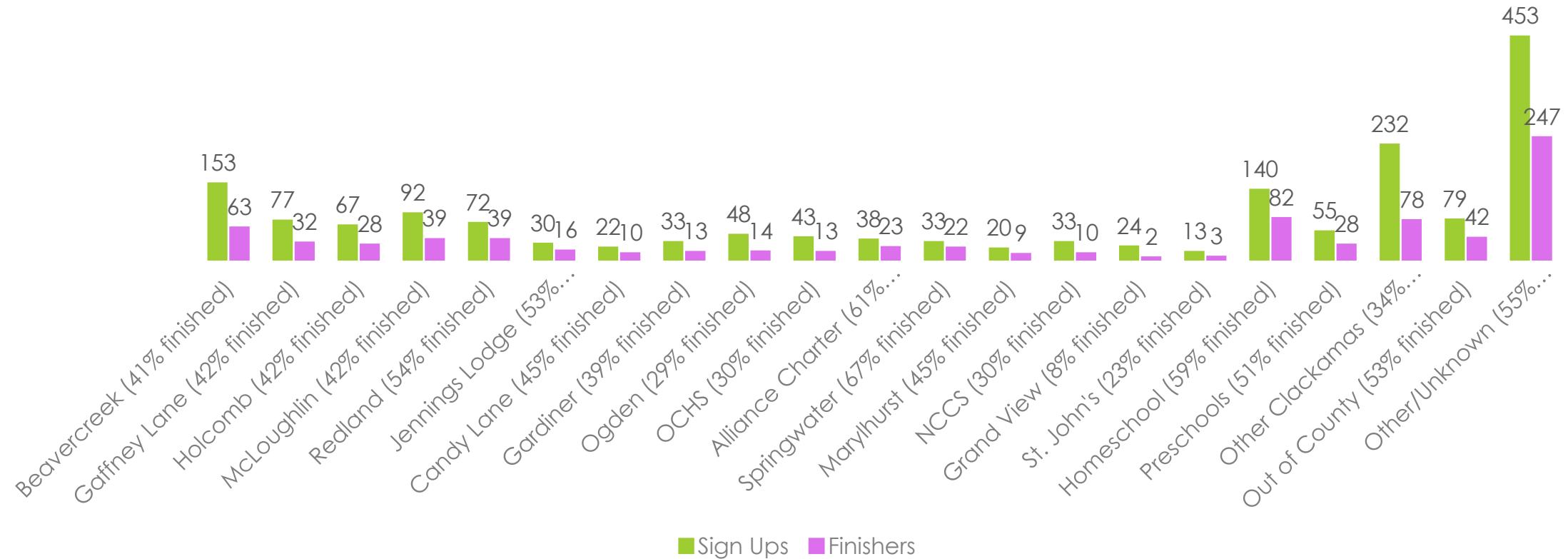
No significant change from 2017

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

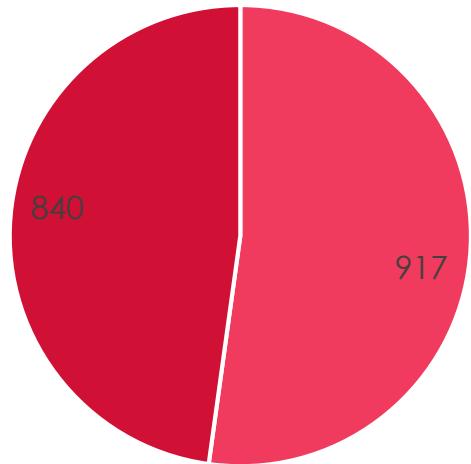
What schools had the highest turnout for finishing Summer Reading?



Springwater had the highest percentage (67%) of finishers

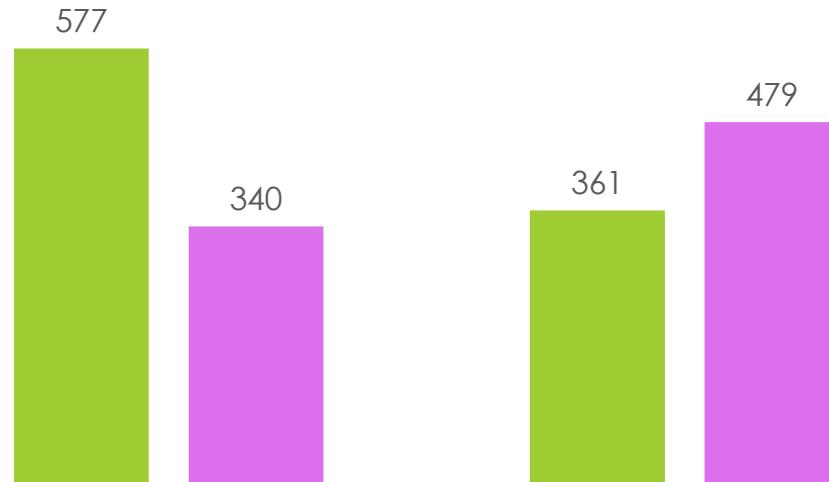
How did reminder e-mails affect Summer Reading finishers?

Summer Reading Sign Ups



- Received e-mails (52% of sign ups)
- Did not receive e-mails (48% of sign ups)

Summer Reading Finishers



Received e-mails (37% finished) Did not receive e-mails (57% finished)

■ Did not finish ■ Finished

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 Cheeseman
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)

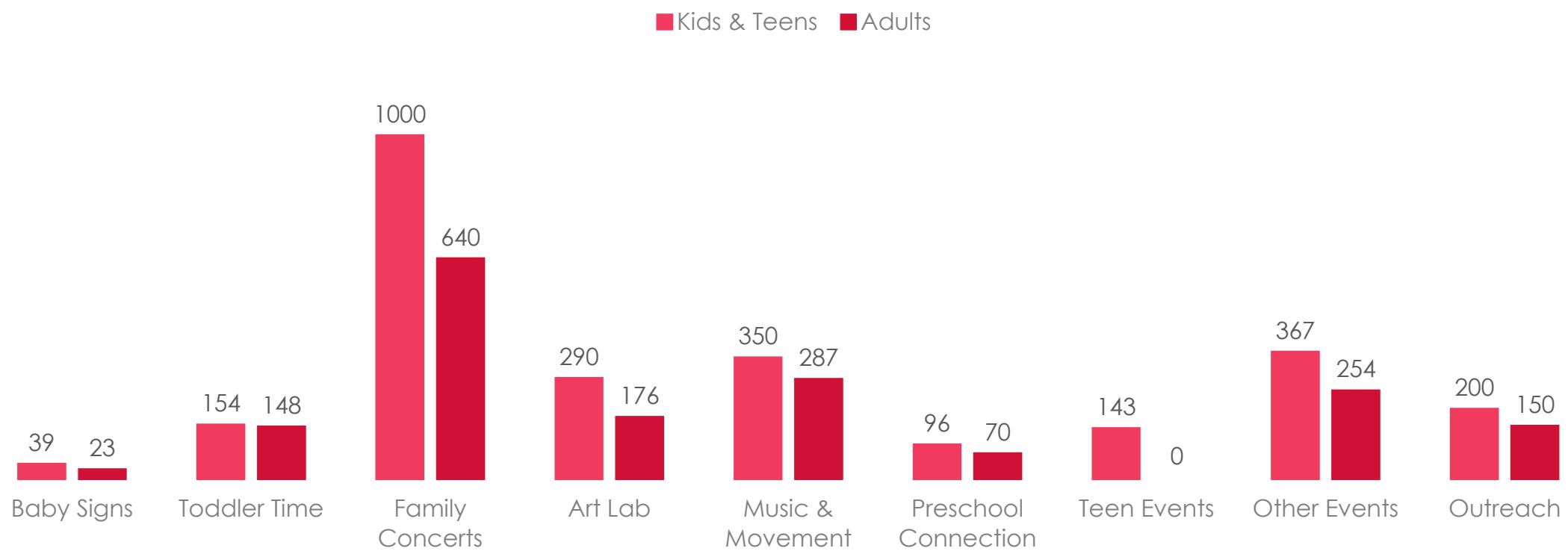


**Chayag Andean
Music & Dance**
August 8
(132 attendees)

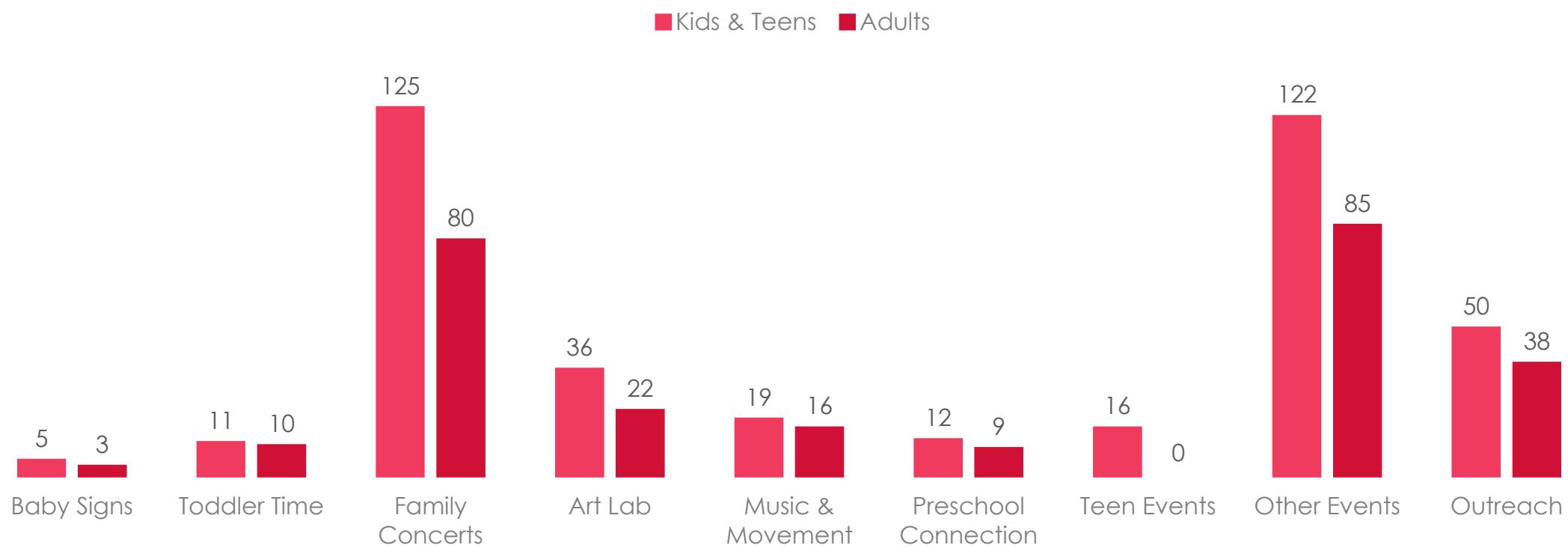


Micah & Me
August 15
(255 attendees)

Total Event Attendance

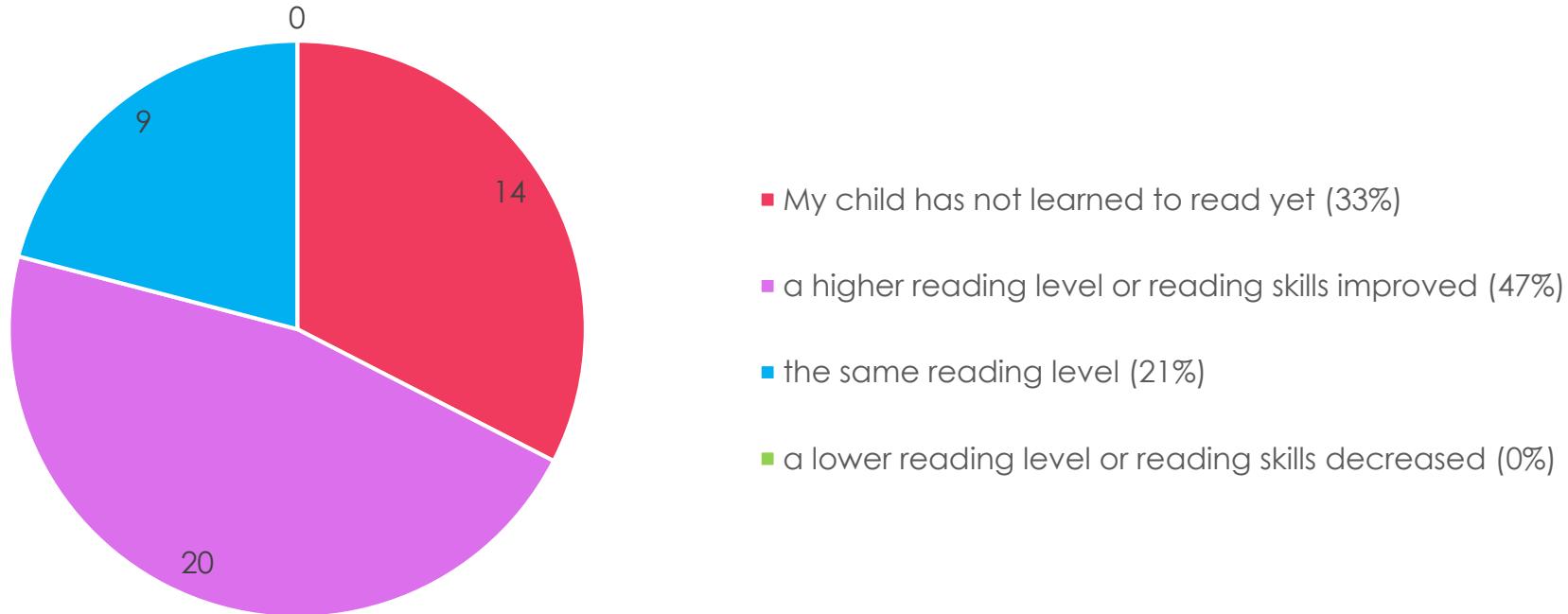


Average Event Attendance



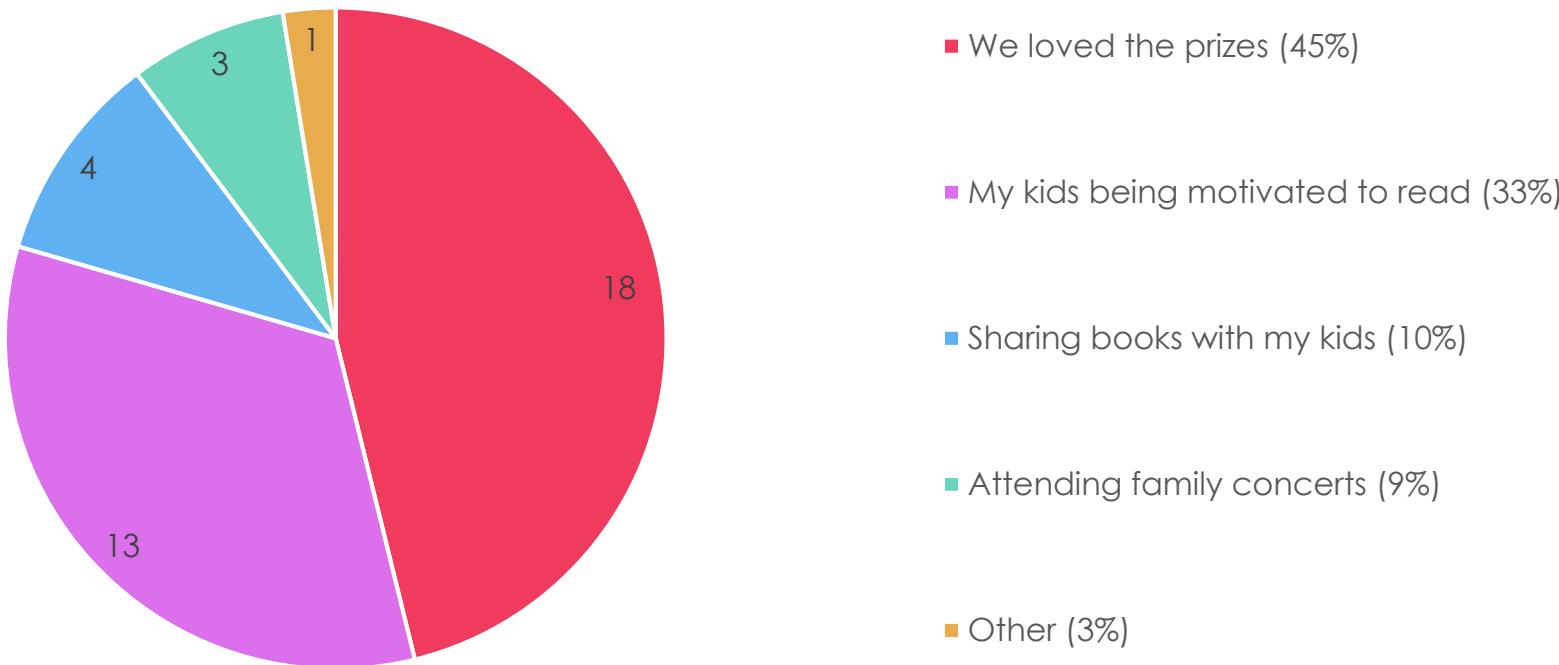
Parent Feedback

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!"

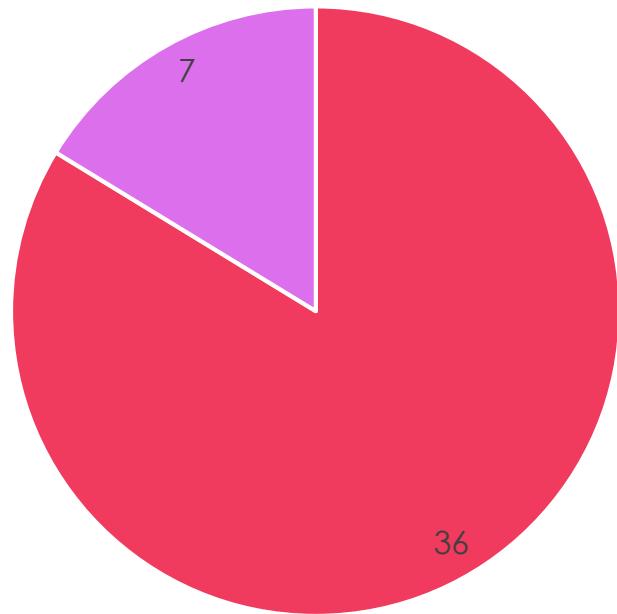
What could we do differently next year to make Summer Reading even better?



- 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."

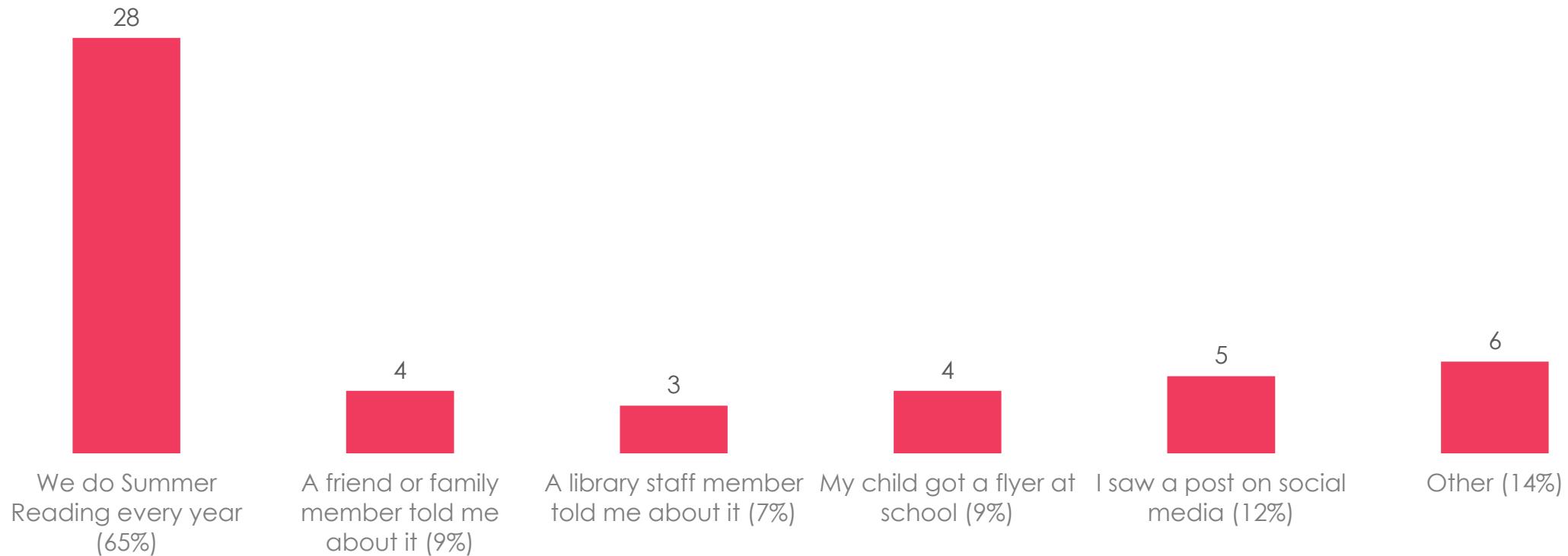
Were the e-mail reminders helpful?



- 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



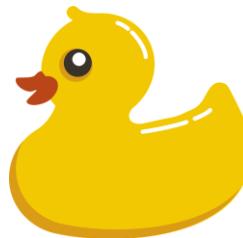
School assembly visits at every elementary school in OC service area



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