



READING COLORS YOUR WORLD

SUMMER READING REPORT 2021

CHANGES FOR 2021



**Eliminated
design-your-
own youth
challenge
based on low
participation in
2020**



**Added weekly
activity
badges** to
youth
challenges



**Re-instated
registration
prize books**
for youth
challenges via
online sign-up
form



**Added more
grand prizes**
for the adult
program.



**Added
challenge
badges** for
adults who
completed
each activity.

BUDGET

\$7,071

Ready to Read grant from State Library for prize books (\$4,571), prize drawing gift cards (\$1,450) and 3 virtual family concerts (\$1,050)

\$11,488

Library budget for Beanstack (\$2,195), tote bags (\$1,048), prize baskets (\$1,776), and creative kits (\$6,469)

TIMELINE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		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 2021

registration for all challenges began June 1

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				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

July 2021

youth prize book pickups began July 1

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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 2021

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

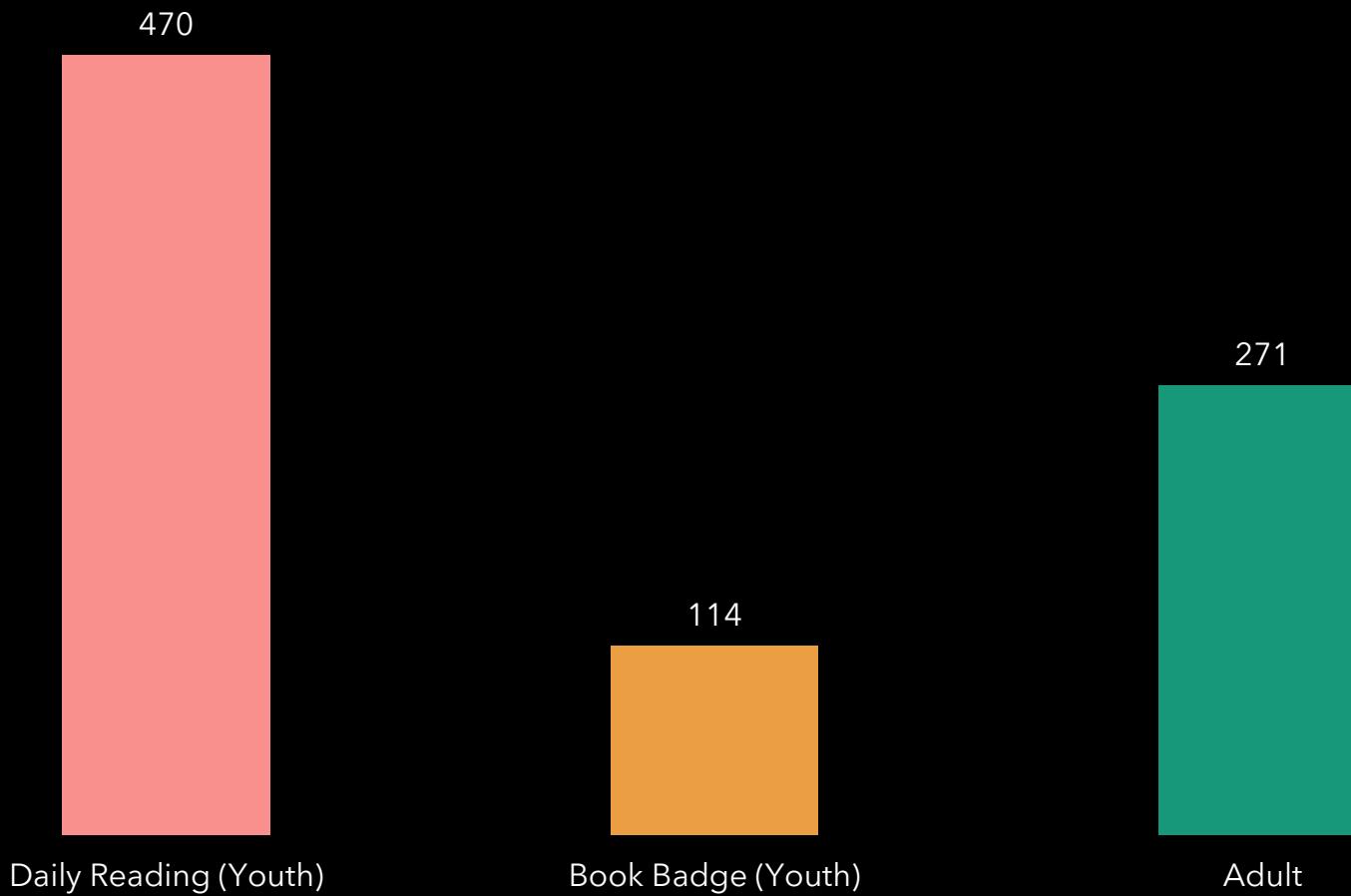


Free tote bag for all adults who registered

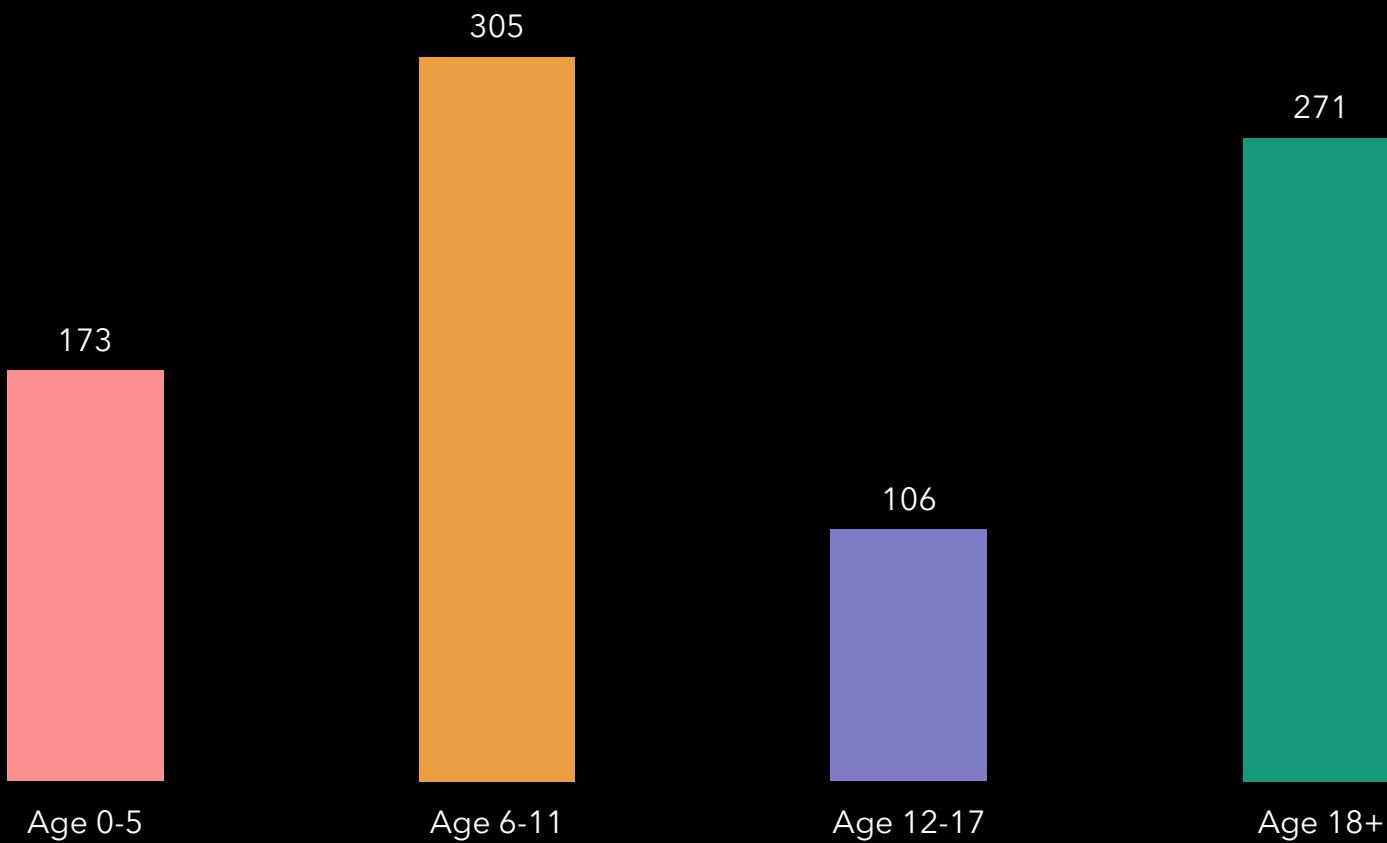


Prize drawing tickets for local business gift card (youth) or prize basket (adult) earned with each unlocked badge

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.

470

registered for
challenge

306

logged at least
one day of
reading

88

read on all 72
days

30

average days
read by each
reader

14,194

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.

114

registered for
challenge

50

read at least
one book

6

read 24 books

4

average books
read by each
reader

475

total books
read by all
readers

BOOK BADGE CHALLENGE

Most popular reading categories:



Cool Cover Art
(31)



Cover Is Blue
(28)



Name in Title
(24)



**Fantasy or
Science
Fiction** (24)



**Graphic Novel
or Manga** (24)

WEEKLY ACTIVITY BADGES

635

weekly activities completed. Most popular weekly activity badge categories:



Have a Picnic
(70)



Read Outside
(57)



**Draw a Self
Portrait (54)**



**Have a Movie
Night (54)**



**Go For a Walk
(53)**

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.

271

registered for
challenge

152

read at least
one book

23

readers who
completed
activities

5

average books
read by each
reader

1,423

total books
read by all
readers

ADULT SUMMER READING

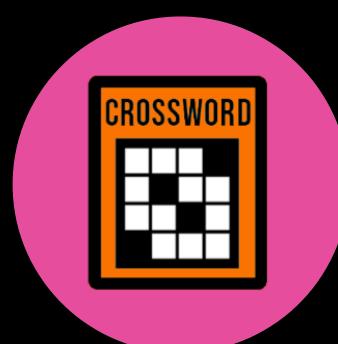
Activities that earn you prize drawing tickets:



Read a book



Bingo Card



Crossword



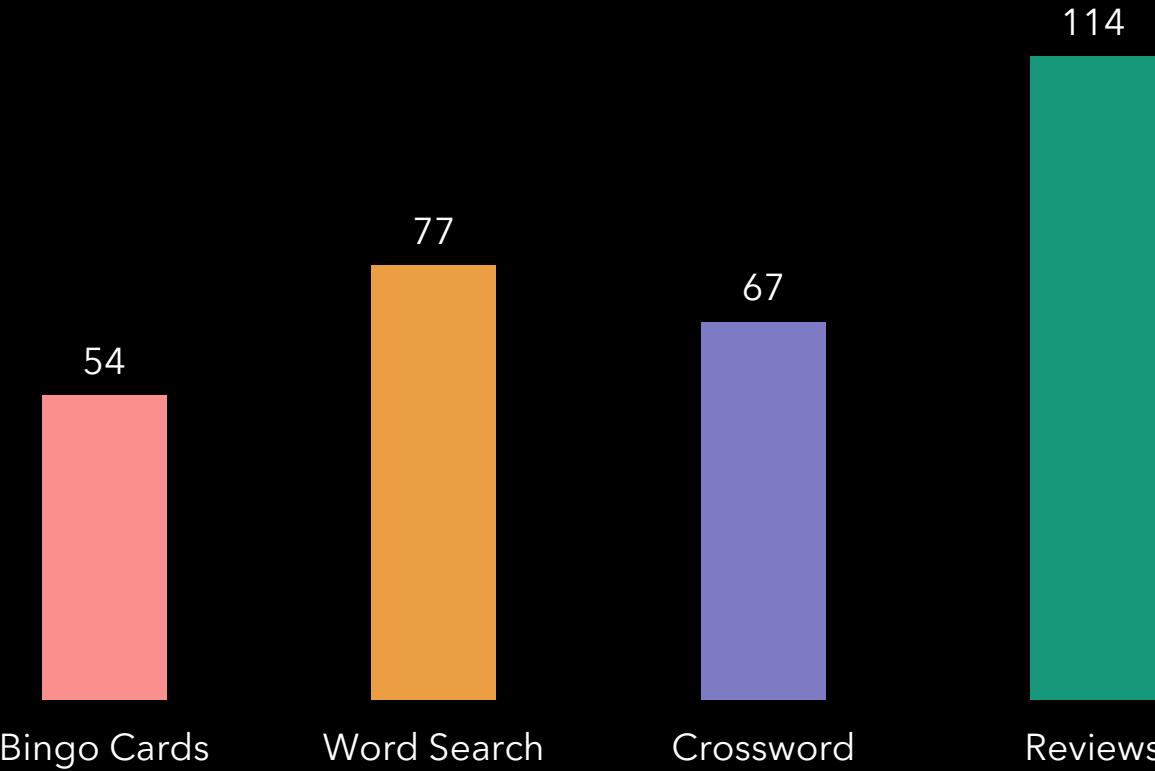
Wordsearch



Write a review

ADULT SUMMER READING

Completed activities summary:



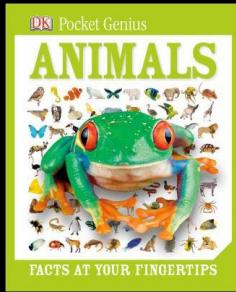
1,423

total books
read by all
readers

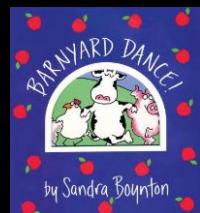
TOP 10 KIDS & TEEN BOOKS



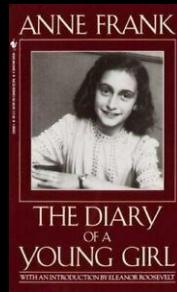
Amina's Voice (4)



Animals: Facts at Your Fingertips (3)



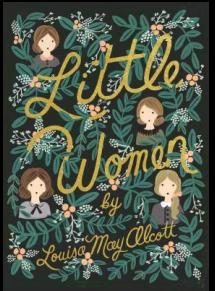
Barnyard Dance (3)



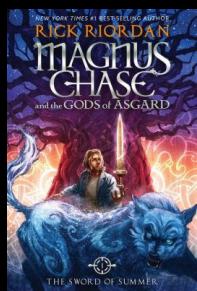
Diary of a Young Girl (3)



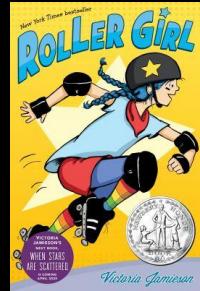
The Girl I Used to Be (3)



Little Women (3)



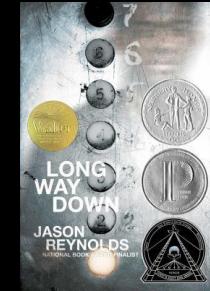
Sword of Summer (3)



Roller Girl (3)

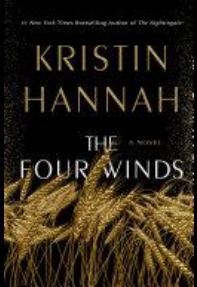


Guts (2)

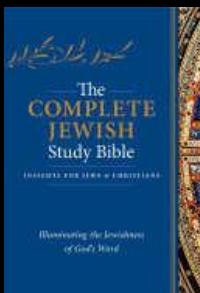


Long Way Down (2)

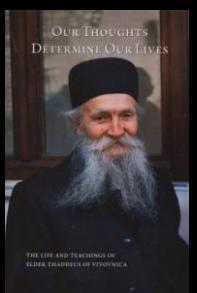
TOP 10 ADULT BOOKS



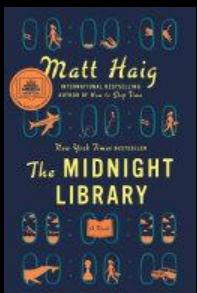
The Four Winds (8)



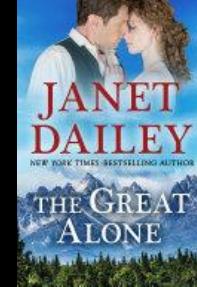
The Complete Jewish Study Bible
(8)



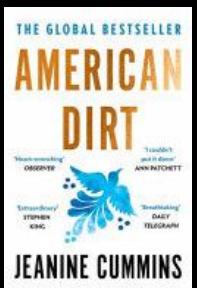
Our Thoughts Determine Our Lives
(8)



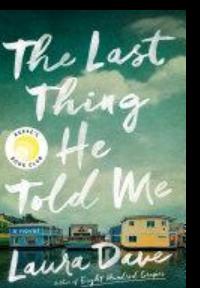
The Midnight Library (6)



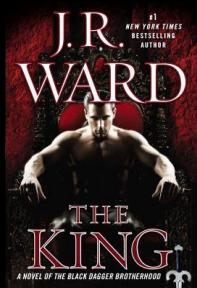
The Great Alone (6)



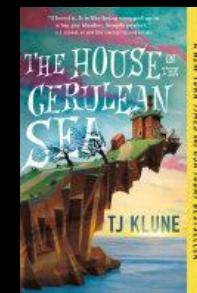
American Dirt (6)



The Last Thing He Told Me (5)



The King (5)

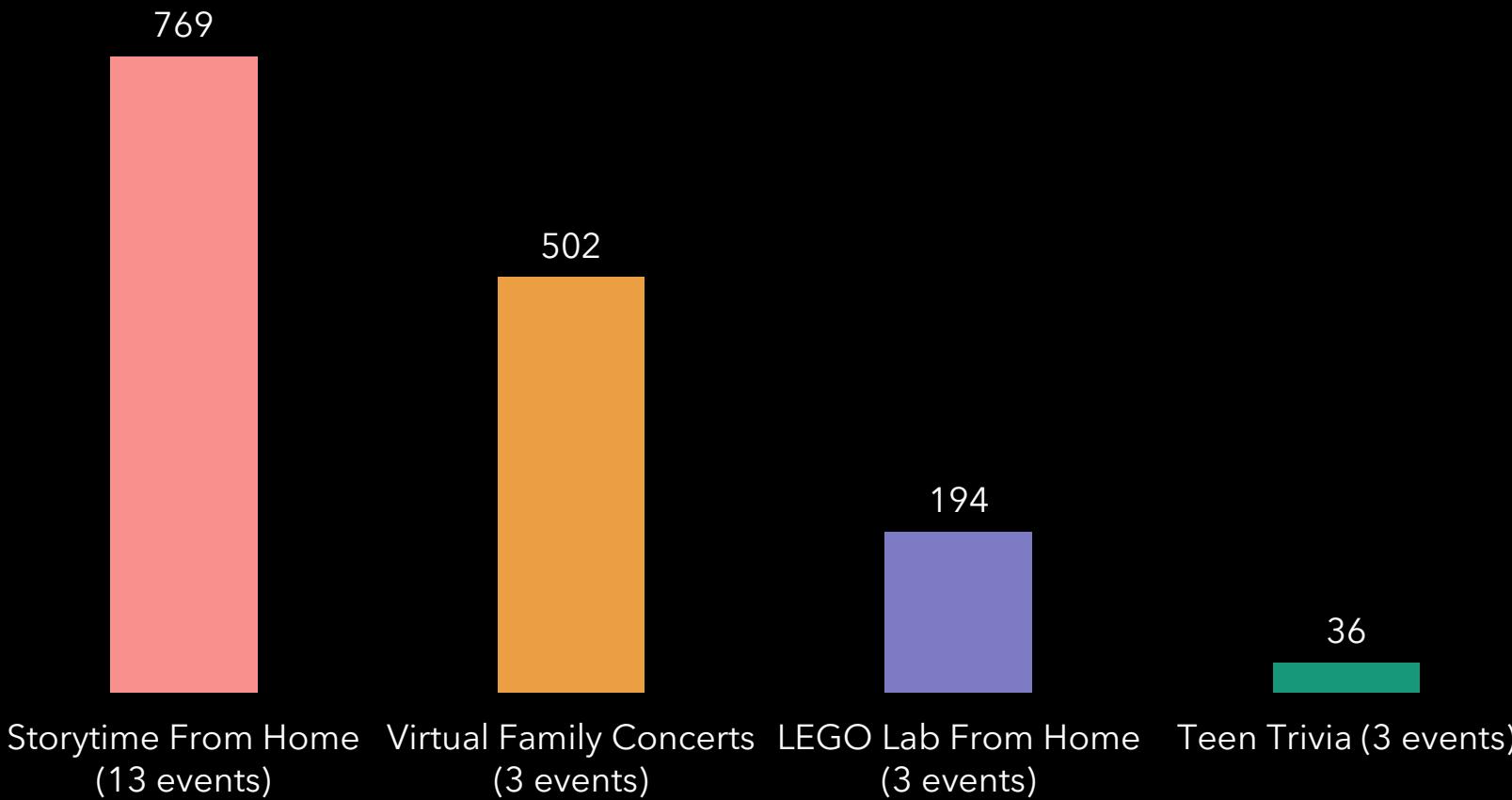


The House In the Cerulean Sea (5)

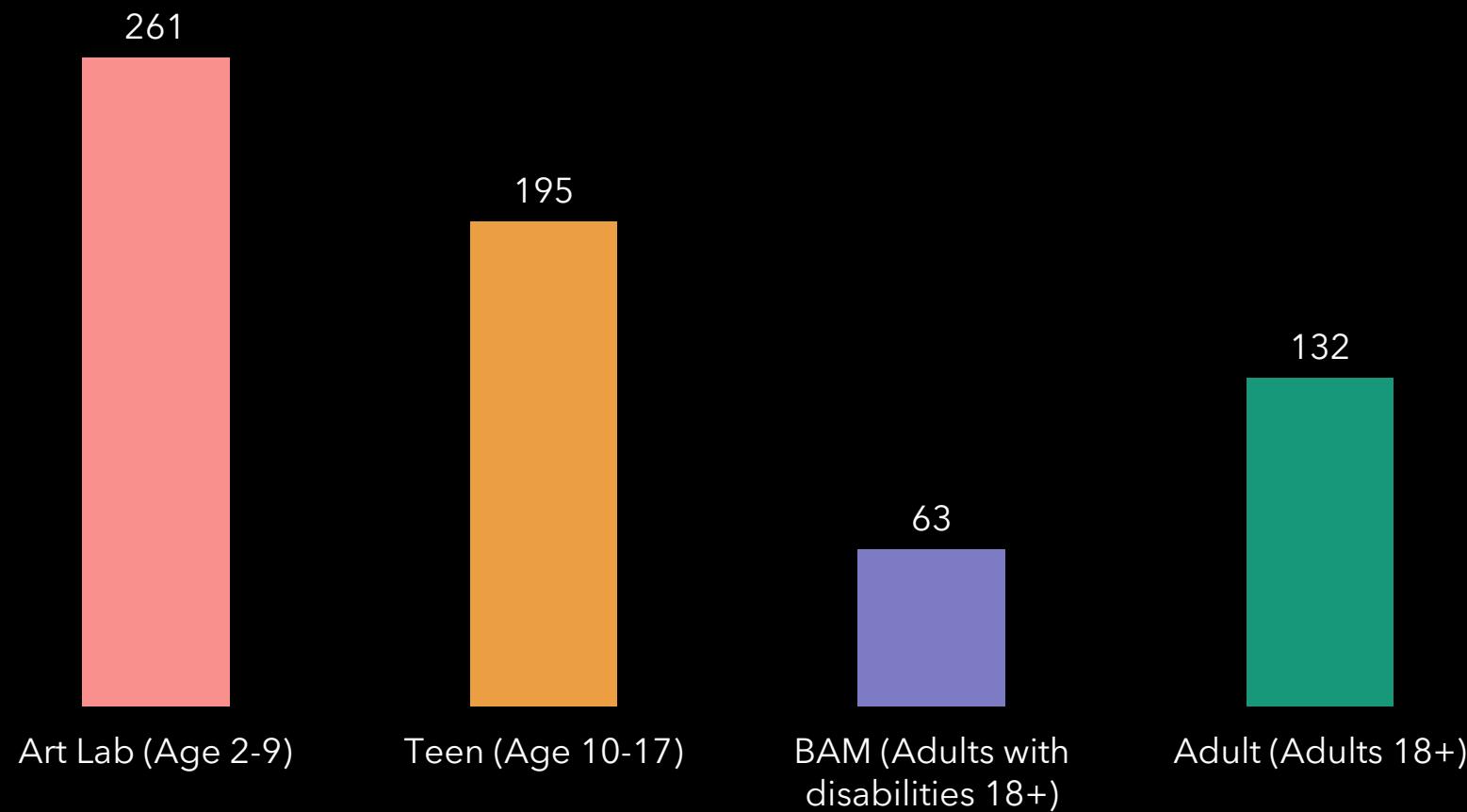


The Storm Runner (5)

VIRTUAL EVENT PARTICIPATION



CREATIVE KIT PARTICIPATION



COMMUNITY FEEDBACK

I loved getting the free book at the start because I was looking for something good to read and that was perfect! Also just being to have a chance at winning a gift just by reading which I love to do anyway.

[My favorite thing about Summer Reading this year was] watching my kids gain fluency in reading and more confidence in their abilities.

I had no idea they had summer reading for adults! I did this every summer as a kid! I AM SO EXCITED!

Thank you for offering an adult program, I enjoy being able to participate alongside my kids.

TAKEAWAYS



Improve communication using Beanstack landing pages and e-mail newsletters for youth



Review rewards structure and prize offerings for youth



Create book lists for kids and teens tied to the Summer Reading theme



Explore creation of a teen program for high school students



Explore different program formats for adults