



# 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

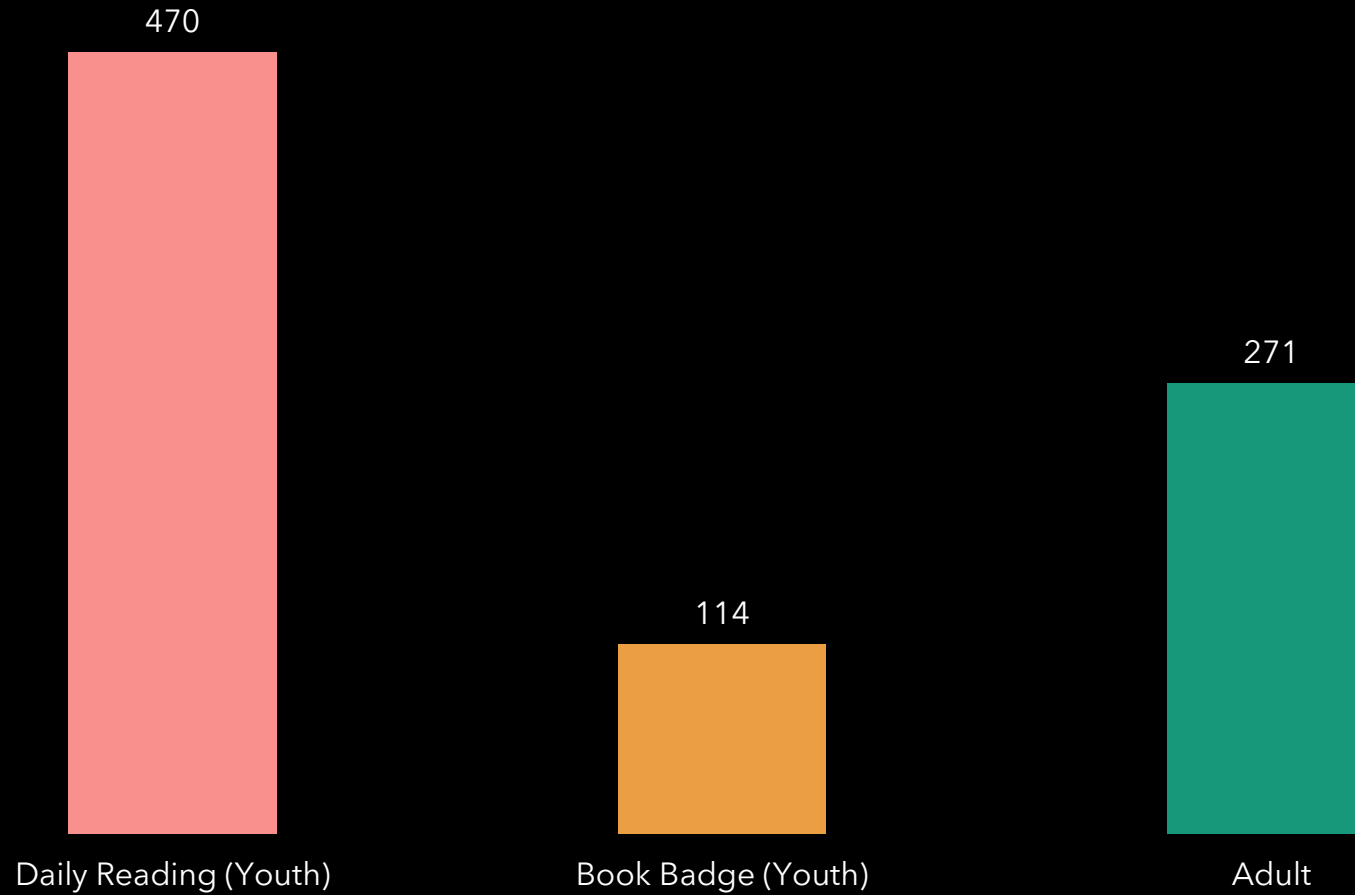


**Free tote bag** for all adults who registered

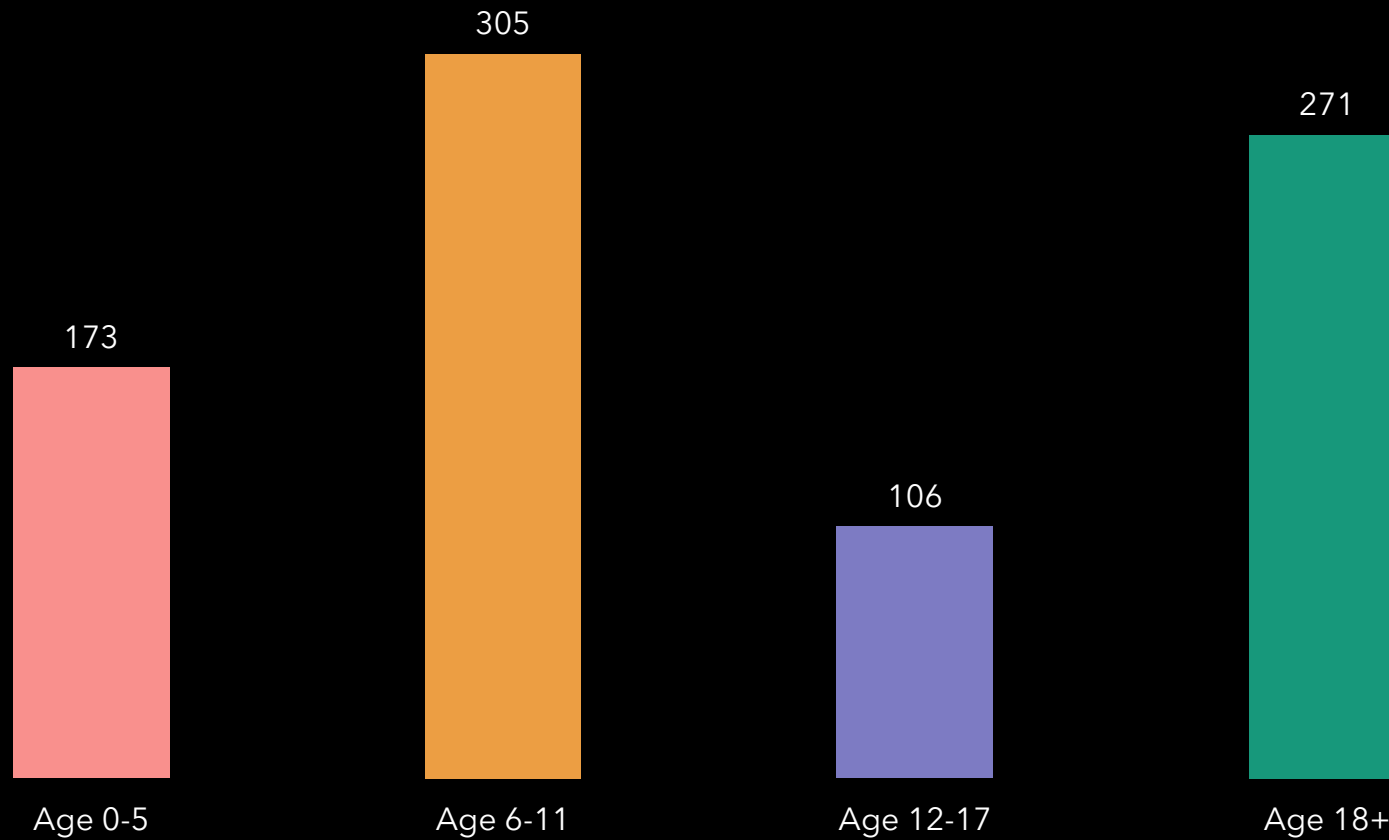


**Prize drawing tickets** for local business gift card (youth) or prize basket (adult) earned with each unlocked badge

# 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

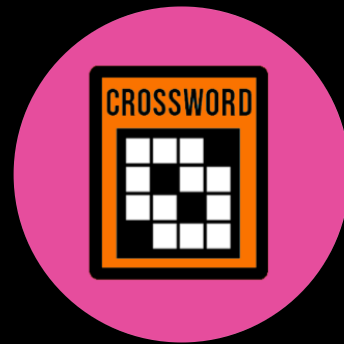
**Activities that earn you prize drawing tickets:**



Read a book



Bingo Card



Crossword



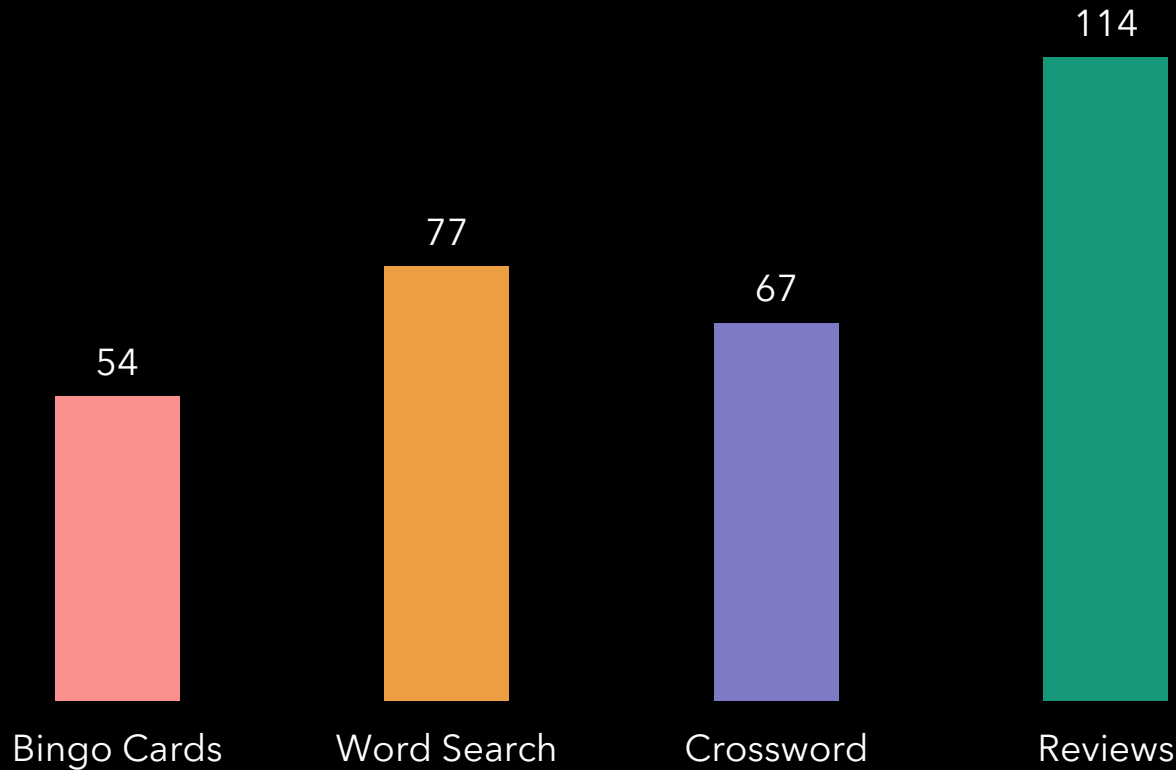
Wordsearch



Write a review

# ADULT SUMMER READING

## Completed activities summary:



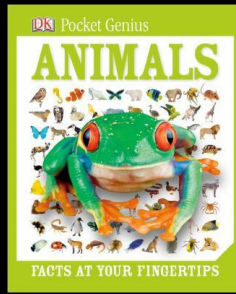
1,423

total books  
read by all  
readers

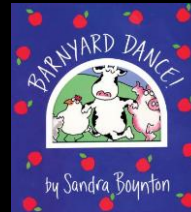
# TOP 10 KIDS & TEEN BOOKS



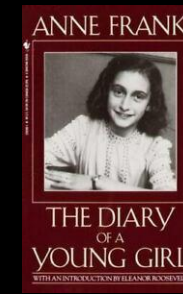
**Amina's Voice** (4)



**Animals: Facts at Your Fingertips** (3)



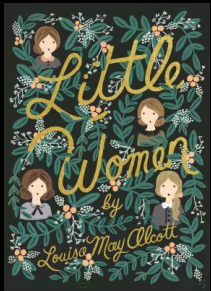
**Barnyard Dance** (3)



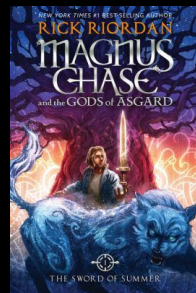
**Diary of a Young Girl** (3)



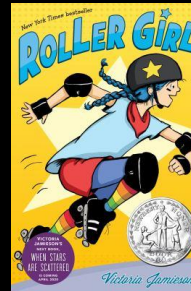
**The Girl I Used to Be** (3)



**Little Women** (3)



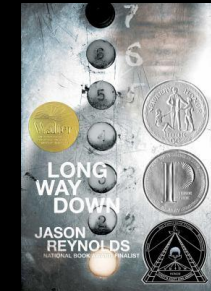
**Sword of Summer** (3)



**Roller Girl** (3)



**Guts** (2)



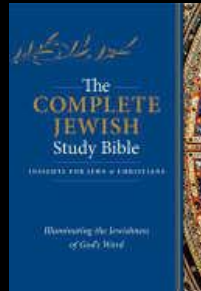
**Long Way Down** (2)



# TOP 10 ADULT BOOKS



**The Four Winds (8)**



**The Complete Jewish Study Bible (8)**



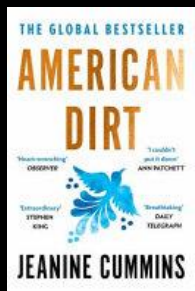
**Our Thoughts Determine Our Lives (8)**



**The Midnight Library (6)**



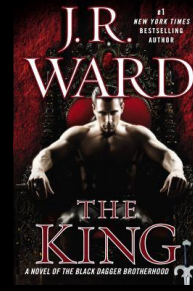
**The Great Alone (6)**



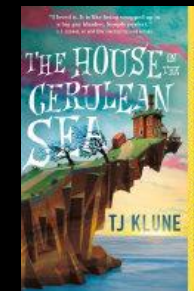
**American Dirt (6)**



**The Last Thing He Told Me (5)**



**The King (5)**

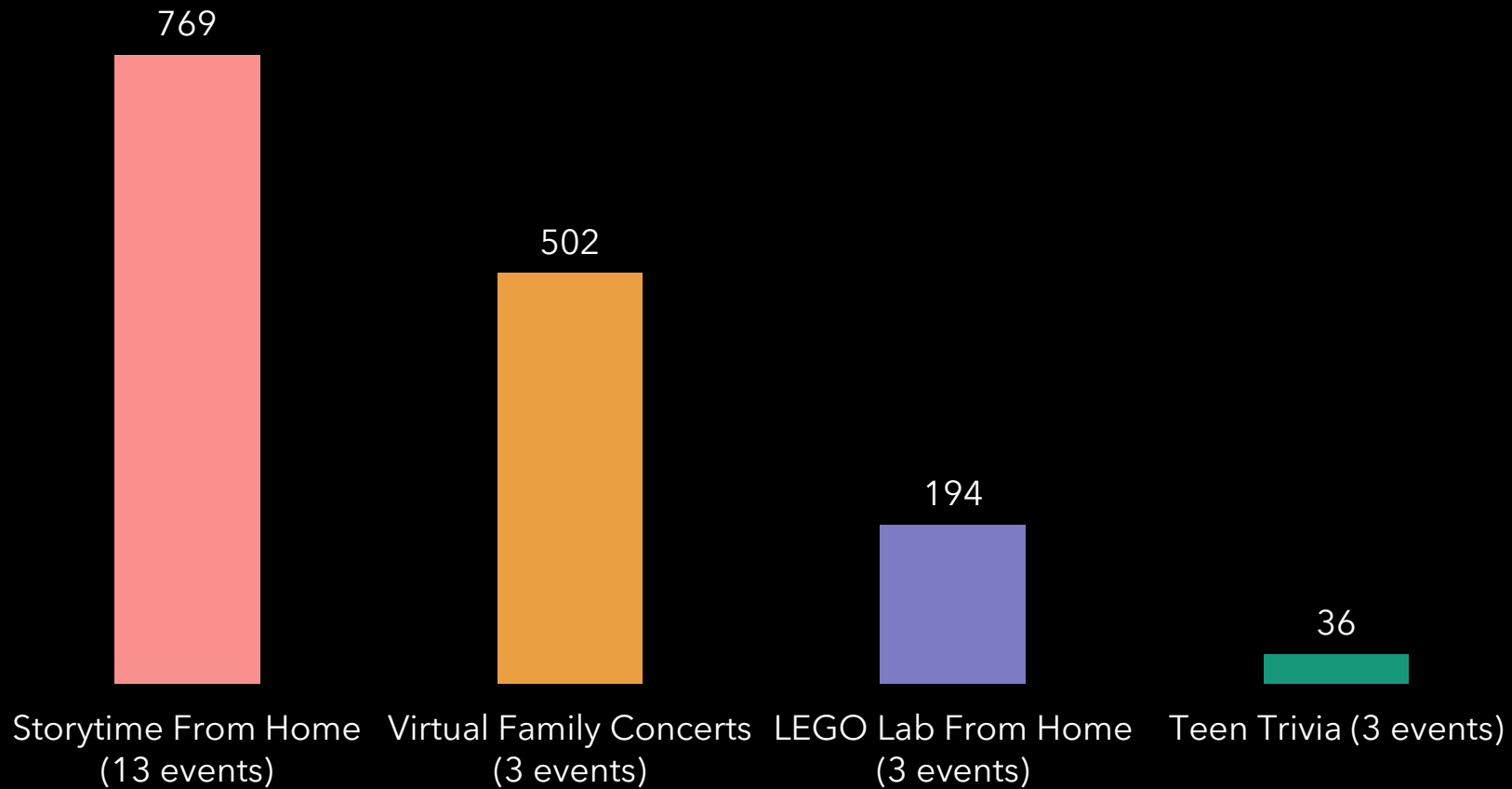


**The House In the Cerulean Sea (5)**

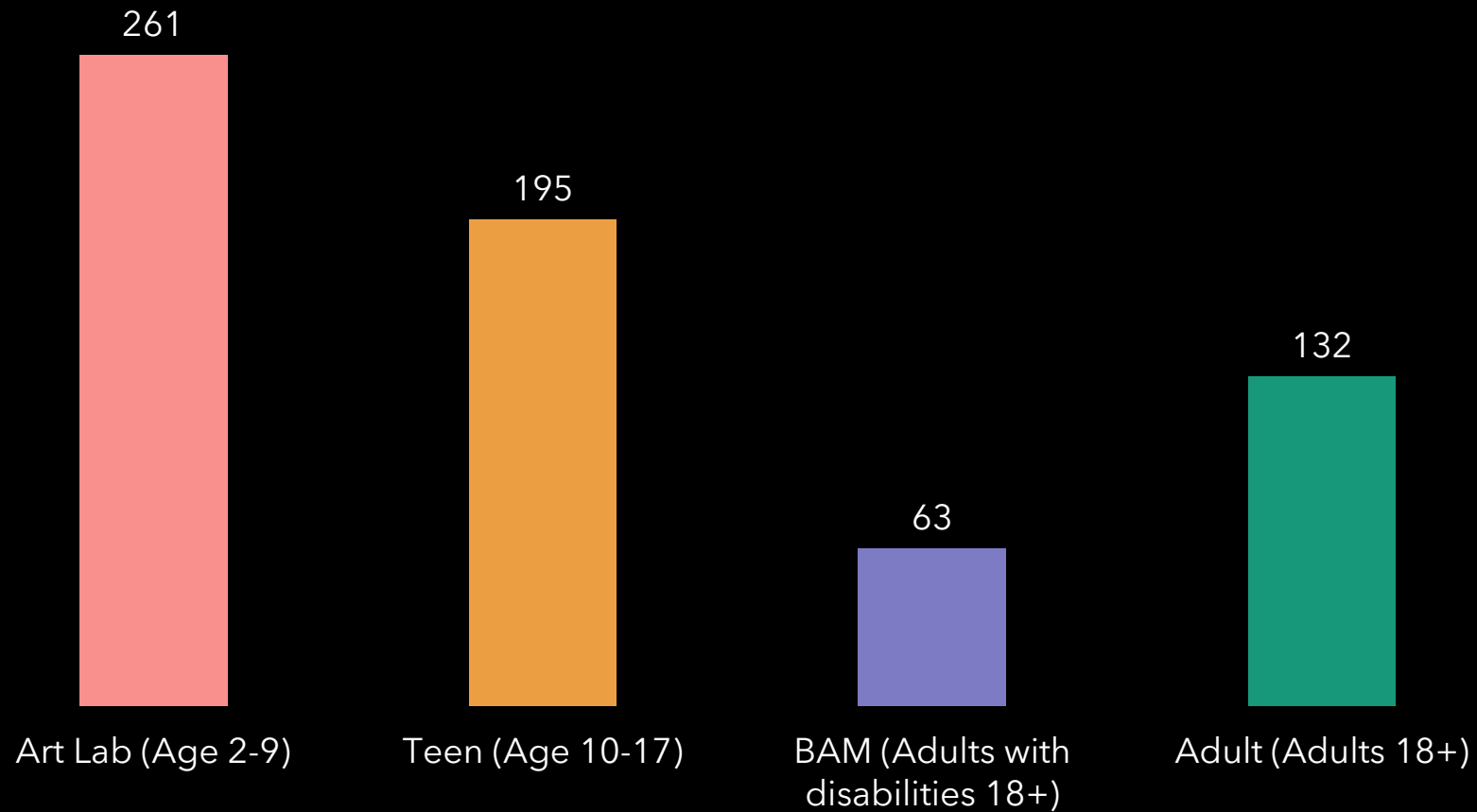


**The Storm Runner (5)**

# 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