

CSD Fall Workshop
October 17, 2015
Lebanon Public Library

Introductions

Announcements:

- thank you to Lebanon librarians for being awesome hosts and providing bagels and cream cheese

Summer Reading Structures:

- Corvallis PL teen program:
 - teens could turn in up to two reading/listening logs (10 items per log)
 - for each activity they attended they got a ticket to turn in, and library did prize drawings - Kindle Fire tablets for ultimate prizes
 - let teens choose how they wanted to participate
 - encouraged teens to attend events
 - gave out prize books at the beginning instead of the end so that books got into teen hands (R2R funds and FoL donation)
- Newberg PL teen program:
 - gave out children's books as a sign-up prize
 - program focused on interacting with the library
 - avid readers could just do reading if they wanted; busy kids found time to make the connection; slower readers were still able to learn and interact with the library without reading a lot
 - or could list an activity they did during the summer and then connect it with a library resource (book, database, magazine, article, etc. - not internet); must use a different resource each time
 - examples: Ran a 5k - connected to the book *The Running Dream* by Van Draanen
 - examples: Worked on my car - connected to the Chilton database online
 - example: Traveled to Brazil - connected to Global Road Warrior database or Mango Languages database
 - all participants got Oregon State Fair tickets; prize drawings for large and small items
 - programs included after-hours events including gaming and Humans vs. Zombies event in the dark
- Deschutes PL:
 - had 25% increase in kids and 18% in teen participation (partly due to theme, and partly due to staff wearing capes everywhere, and partly due to design change for game boards).
 - going with the idea of 24/7 (24 minutes for 7 days) - encouraged people to read/listen every day; took it on the honor system
 - Have a big gameboard to keep track and also had weekly slips that were turned in for prizes (a book the first week, coupons the weeks after) AND for weekly drawings for Folkmanis puppet and coordinating book, science kits, superhero swag
 - large prize drawing at the end - family membership to High Desert Museum or OMSI, their choice; one membership prize given at each of the 6 branches
- Suggestions:
 - Monmouth:
 - had Friends group help with SR registration - helped librarian get to know the Friends group and give them a chance to do something besides financial donation;
 - they let the teens set their own reading challenge and most set the bar high and surpassed it;

- also put out weekly challenge to offer kids a chance to participate in SR program above the reading log - pick a book you read where the cover wasn't great and redesign the cover, or draw a map of the adventure a character went on in the book
 - Challenges to having kids set their own goals:
 - takes more time to explain
 - important to give examples (read a certain # of books, or a certain amount of time total or per day, or read at least 20 minutes a day for a certain # of days during the SR period)
 - know you are going to have coaching conversations with parents on how to work with their kids to set their goals; let parents know you can re-negotiate higher or lower as needed.

Program-a-Looza (Kristy is having a volunteer transcribe the notes from this)

Troubleshooting Your Summer Reading Program Struggles

- How to connect with schools?
 - make connections near the beginning of the school year (mid-September) and try to arrange a 30 minute meeting just to make contact and let them know what you can do to make their lives easier
 - go to schools during lunch periods if they can't get you in for special assemblies
 - offer a teacher card - fines waived, offer to collect books for them on themed or curriculum topics, extended due dates
 - set up a table at school conference nights
- What format for school visits?
 - 30 minutes, hand out SR info; wear a costume or have a wacky prop to be memorable
 - 10 minutes (7 minute spiel, 3 minute Q&A from kids) - talk to kids about the terrible illness, the brain drain
 - focus on one grade to do classroom visits - booktalk high interest titles (especially that use words like puke or poop), and talk not just about the reading part of the program but also the activities (the snake guy will be here, you can learn magic, etc.)
 - utilize any other outside activities that you are part of - volunteer as a classroom reader, share at church, post it on your personal Facebook, Tumblr, or Twitter.
- How do you deal with kids who are disappointed they didn't get prizes?
 - make sure you have prizes for everyone, even if it's a sign-up prize - books are a great if you can only afford one thing for everyone.
 - seek out prizes that don't cost money - ride in a firetruck, ride in a police car, librarian come and do a storytime in your class, etc.
 - seek money for books from Friends of the Library groups, community groups
 - Make it clear on entry tickets so it says "Enter for a chance to win" instead of "Enter to win." Think about how you phrase it so it's clear to kids and parents that not everyone wins, parents help explain to kids they may not win
 - Have a big party that everyone has equal access to - recruit community groups to help (Girl Scout and Boy Scout groups do duck pond game or balloon toss, high school theater department do face painting, Rec Center do three-legged races, fire department has trucks there, etc.). If you have it outside (library property? city park?), it's good PR for city officials and non-participants to see the community impact.
 - Sometimes you have to have the conversation about why they won't want to gamble when they get older. :) It helps to have statistics to show how many people won out of how many participated.

- Give choices for drawings, which also gives them a chance for a math “lesson” in odds - do you put your ticket in for the extremely awesome thing that everyone is trying to get or the good thing that you have a better chance of winning?
- Have random drawings for small prizes throughout the summer that aren’t advertised.
- Have a big activity that kids could do like pop balloons even if they don’t get to take something home.
- How do you handle people showing up at programs that are not for their age group?
 - if you have enough supplies, let them do it.
 - if you don’t have enough supplies, explain they aren’t the target age but they can watch.
 - let preschool parents know that it’s for an older age, so when their kid gets bored you’ll be happy to help them find their way out.
 - remind them that it’s for a specific age and kids outside that age range might not be engaged.
 - sometimes you have to be a stickler about the age limits; explain why it’s developmentally appropriate to have age-ranged programs
- What if you have kids trying to get prizes outside their age range?
 - make the sign-ups look different so they are easily recognizable
 - toss out outliers or give them a chance to resubmit in the correct age group

CSD Updates

- bylaws changes
 - CSLP - now a 2 year position.
 - Webmaster is now a voting member
- Children’s Services Guidelines - [survey up on website](#) to solicit comments
- Early Literacy Calendar - have good content with 365 days worth of activities; team is working on a template for the calendars and it will be available for downloading and printing by the April conference.
- website: Taylor has been hard at work, and please send feedback to her at tworley@springfield-or.gov or using the [Contacts page](#) on the site.
 - also looking for CSD members to sign up to help create blog posts
 - some themes are available, and we’re also looking for content including book reviews and epic successes and epic failures/learning experiences
- budget: CSD came in just under \$5 *under* budget - yay us!
 - part of budget is scholarships for conference attendance, including purchasing a webcam so you can do online professional development
 - also in very early stages of planning author event with OASL and OYAN for 2017.
- Like [CSD’s Facebook page!](#)
- Beverly Cleary 100th birthday celebration - send activity ideas to Natasha Forrester Campbell at natashaf@multcolib.org
- Silent Auction: it will be a fundraiser at the spring workshop. If you are really good at soliciting goods and services from businesses, or if you are crafty and have some wonderful things to contribute, contact Rebecca Mayer at RMAYER@westlinnoregon.gov
- OLA Conference: it will be in Bend in April. Let Rebecca know **if you have any feedback on session topics or conference activities that you’d like to see in 2016.**
- Upcoming online Storytime Share on Thursday, Oct. 2, from 2-3pm - RSVP to Barratt Miller at bmiller@crooklib.org by Wednesday, Oct. 21.
- Mock Pura Belpre Workshop on Saturday, December 12, from 10am-4pm, at Hillsboro Public Library.

- The morning will be a workshop on using multicultural resources in programs and outreach, and the afternoon will be a discussion of books eligible for the Pura Belpre Award. Books will be given away as prizes to some attendees.
- Spring Workshop will be Saturday, March 12, location to be determined.
 - focus will be on hands-on programming for ages 6-11.
 - Possibility of a prize swap to exchange some of your “heritage” prizes and get someone else’s “heritage” prizes which will now be new prizes for your patrons. :)
 - if you have an **awesome hands on school age** program **you’d like to present at the Spring Workshop**, let Barratt know at bmiller@crooklib.org

State Library Report

- Don’t forget the [Oregon Afterschool Network \(Oregon ASK\) conference](#) coming up in November.
- **Letters About Literature:** Letters About Literature is a national reading and writing contest for 4th-12th graders, with a local component. Students write a letter to an author, living or dead, explaining how the author’s book changed them. It’s a wonderful opportunity for underserved youth because the contest is more about how books change people’s lives and less about writing skills—although they are important too. In the past, the Oregon State Library administered the local component of Letters About Literature. Starting this year, Willamette Writers is administering it. Information about the contest is on the Willamette Writers website: <http://willamettewriters.com/letters-about-literature/>
- **Ready to Read:** The only state funding public libraries in Oregon receive is through the Ready to Read grant program. Ready to Read is a non-competitive grant, meaning the State Library uses a formula to calculate exactly how much money each library receives and all public libraries that apply by the deadline receive the grant. Libraries may only spend state funds on early literacy activities for children birth to age six and/or summer reading programs for youth birth to age 14. Libraries report once a year to let the State Library know how state funds were used and the impact those funds had on youth. The State Library compiles your reports into a big report that goes to the Legislature. This report is used advocate for continued state funding for public libraries.
 - MaryKay is developing a strategy for taking the proposed changes to the Ready to Read grant program (a.k.a. Reading for Success to include school age programming) to the Legislature again. We will let the library community know more when we know what the strategy will be and have something concrete to report.
 - Reports on your 2015 Ready to Read grants are due on December 1, 2015, as always. Report forms were mailed to library directors and Ready to Read key contacts two weeks ago and they are available on the State Library’s website. (also, applications are always due Aug. 1st and reports are always due Dec. 1st)
 - Please contact Katie Anderson with any questions about Ready to Read or if you need help filling out your 2015 report. Katie.anderson@state.or.us, 503-378-2528.
- **Vrroom:** There is a statewide effort to encourage families with young children to download and use the free [Vroom early learning app](#) on their smart phones. Essentially, Vroom sends one developmentally appropriate early learning activities per day to families. Activities are simple, no or low-cost, integrated into typical daily activities, and align with Every Child Ready to Read’s early literacy skills and practices. If a caregiver chooses, they can touch the brain icon that’s with the activity to learn how that activity helps children develop and why it’s important. Parents can sign-up for multiple children of different ages. In this case, the parent is sent one activity with different ways to engage each child at their level. For example, if the activity is ‘do the laundry’ the parent will be encouraged to work with the young child to sort the clothes into piles by color while the older child counts how many garments are in each pile and identifies which pile has the most garments. If you get a chance, download and try the Vroom app

yourself... even if you don't have kids. I did! In the next couple weeks, I will send an email out on kids-lib with more information about how libraries can support the statewide effort to sign families up for Vroom.

- **Summer Reading:**

- The *Save for College Save the Day* summer reading sweepstakes winners have been selected in a random drawing. They have until the end of this month to claim their prize. The names of the winners can't be announced until they've claimed their prizes, but as each winner claims their prize the Oregon College Savings Plan notifies that winner's library. Winners receive a \$529 Oregon College Savings Plan or, if they already have an account, \$529 is added to their existing Oregon College Savings Plan. Libraries with winners receive \$500 to do with as you wish.
- In conjunction with the summer reading sweepstakes, the Oregon College Savings Plan (OCSP) sponsored one free performer for libraries serving fewer than 10,000 people and a media partnership with KATU to promote summer reading at public libraries and *Save for College Save the Day*. This summer year 55% of Oregon public libraries were eligible to receive a free performer.
- Thank you all for submitting your summer reading statistics to the State Library. I will be compiling them into the Summer Reading Annual Brief which is shared with key stakeholders and with the national Institute of Museum and Library Services because we use the Library Services and Technology Act funds we receive from them to pay for your summer reading manuals and membership in the Collaborative Summer Library Program. When I send you the Summer Reading Annual Brief at the end of the month or beginning of November I will include a template that you can plug your own library statistics in to create a summer reading report specific to your library to share with your local stakeholders. If you are looking for ways to tell your library's story and communicate the impact your summer reading program has on kids, then this template may be a resources to help you do that so be on the look for it.

Summer Reading Program 2016 and Community Reading Challenges

- Themes: Kids = On Your Mark, Get Set, Read!, Teens = Get in the Game: READ; Adults = Exercise Your Mind: READ
- Million Page Challenge (Lorene, Jefferson County Library) - Used to compete with Crook County to see who could win the most pages, winner got a trophy and a picture of their library director in both local newspapers. Population disparity made it an unequal contest, which ended when Jefferson County counted pages read by Deschutes County residents.
- Community Reading Challenge (Rebecca Mayer, West Linn) - partnered with an animal shelter and used e-vanced for online tracking. Local businesses pledged to donate a specific amount of money if community readers met a specific goal. There was a competition aspect between the age groups, and it benefited a beloved local organization.
- There is an open source online library reading program software called [Great Reading Adventure](#).
- Crook County Library and Driftwood Library had an online Facebook Batman vs. Superman challenge, dressing life-size cutouts of the superheroes in costumes each week and posting the pictures on Facebook.