

Summer Reading 2017

A library success story!



The state of Summer - 2016

- Program attendance and registration were down.
- We developed a game plan for 2017:
 - Strongly prioritize outreach.
 - Leverage partnerships for registration.
 - Rethink centralized programming model.
 - Increase visibility of Summer Reading internally and externally.

The Plan in Action - Outreach

- Youth and Tween Outreach:

- 2016 - 15,134

- 2017 - 23,233

- Teen Outreach:

- 2016 - 1,821

- 2017 - 622



The Plan in Action - Partnerships and Registration

We partnered with District 70, who gave us **932** student registrations. These students got summer gameboards and program information directly from their teachers before the end of the school year.



The Plan in Action - New Program Model

Upon consultation with branch managers and librarians, and a lot of thought, we developed a three-track model for family programming:

- Track 1 - Big Performers: Rawlings, Lamb, Pueblo West
- Track 2 - Interactive Presenters: Barkman, Lucero
- Track 3 - Drop-In Station: Greenhorn, Giodone



The Plan in Action - Visibility

We increased the visibility of Summer Reading by:

- Posting countdowns on public and staff webpages.
- Having staff Summer Reading trivia with prizes.
- Posting "Summer Reading Highlights" each week for staff to share summer success stories.
- Galvanizing staff to advertise programs through word of mouth.
- Sharing "Your Week in Summer" emails with all branch staff.



Results

Youth and Tween registration - 6,215

Teen registration - 885

Total registration increased 30%!



Results

Youth and Tween program attendance - 17,091

Teen program attendance - 879

Family program attendance increased 18%.

Total program attendance increased 40%!



Books in the Park

Books in the Park had another fantastic year of growth:

- Circulation - 7,450 (15% increase)
- Visits/Attendance - 2,170 (28% increase)



What Worked?

- Prioritizing outreach.
- School partnership for registration.
- Changed family program structure.
- Increased visibility of Summer Reading, especially among staff.



Game Plan 2018

- Continue to focus on outreach and promotion.
 - Staff incentive for outreach.
 - Focus on outreach to teens.
- Expand school registration partnership to District 60.
- Re-evaluate central tween and teen program structure.
- Explore new ways to promote Summer Reading.
 - Social media.
 - Physical advertising.

