

Instructions: Please review the questions below with all staff (and volunteers) who assisted in conducting your library's 2009 Summer Reading Program.

Next, complete the online 2009 STATEWIDE SUMMER READING PROGRAM EVALUATION FOR LIBRARIANS at <http://surveys.wmrls.org/2009srpeval>

The deadline to complete the online evaluation form is Friday, September 18.

During the week of September 28, the Massachusetts Regional Library Systems will post a compilation of your feedback to the MRLS SRP WIKI - masummerreading.pbworks.com/

Survey requests the following information:

1. GENERAL INFORMATION: Your Name | Library | City or Town | Population | Region
2. STATISTICS: How many CHILDREN (ages birth to 12 years) registered for your Summer Reading Program?
3. STATISTICS: How many TEENS (ages 12 to 18) registered for your Summer Reading Program? Please provide your library's total registration figure of each if you did some combination of paper and online.
4. STATISTICS: How many ADULTS (ages 18 and up) registered for your Summer Reading Program? Please provide your library's total registration figure of each if you did some combination of paper and online.
5. PUBLIC RELATIONS: How did you promote your Summer Reading Program?
6. PUBLIC RELATIONS: THE MBLC's summer reading promotional campaign included online advertising in the form of banner ads on Yahoo and some newspaper websites, radio ads, collaboration with the Boston Bruins, and promotion on the statewide website: www.mass.gov/libraries . In your opinion, which was most effective in attracting people to your summer reading program? Please check the most effective.
7. EVALUATION: Rate the following program components that were provided to you at no cost (and/or reduced cost) as a benefit of regional library system membership: THEME, POSTER (Astronaut), POSTER (Starship Adventure at Your Library), BOOKMARKS, READING RECORDS, CERTIFICATES, YA CARDS, ONLINE CLIP ART, ONLINE MANUAL, COUPONS, READSINMA ONLINE READING PROGRAM, JANWAY INCENTIVE ITEMS, MRLS SRP WIKI.
8. ONLINE READING PROGRAM: Did you participate in the ReadsInMa.org online summer reading program? [If you checked NO, please share your reasons for not participating.]
9. PUBLIC RELATIONS: Please include any "stories" from parents or children about this year's library summer reading programs; Starship Adventure at your library, Find What's Out There and/or ReadsInMA. These anecdotes are very useful. We would also like to hear how the program worked for you and your library.
10. COMMENTS: Please share general comments about what you liked best about this year's summer reading program as well as your suggestions for improvement. Use this section to amplify any of your survey responses.
11. Next summer's theme is recycling and our slogans are Go Green at Your Library (general slogan) and tkn grEn(teens) Please share your suggestions on ways that the annual Massachusetts Regional Library Systems Statewide Summer Reading Program can save paper (and lots of trees) and truly Go Green in 2010.