

**Massachusetts Regional Library Systems
2008 Statewide Summer Reading Programs**

Evaluation for Librarians



Region

- Boston – 31 responses
- Central – 73 responses
- Metrowest – 44 responses
- Northeast – 51 responses
- Southeastern – 70 responses
- Western – 85 responses

Summary: The completed compilation of 2008 Summer Reading Program Statistics is posted online at <http://www.wmrls.org/sum/2008/eval/2008-final-stats-region.pdf>

Goal was to have a point person for each library interviewing staff – using the “Library Review Copy” of evaluation – and then completing the survey for the library. This did not happen. In several cases, many people from one library completed the evaluation form. Some provided statistical figures from their departments “children, teen, adult”. While others provided conflicting figures. I choose to delete the lower number for each category (that is, if 2 staff provided statistics for children, I selected the higher number). Having several people from one library complete the evaluation form posed little difficulty in tabulating this survey.

Recommend for 2009 Online SRP Evaluation Form:

- Include a field that indicates community population
- Request that librarians provide statistics via numerals only (several respondents provided statistics using text)
- Include “does not apply” fields as a part of all multiple choice questions
- Strongly encourage librarians to review “Librarian Review Copy” of survey with co-workers before completing the online survey.
- Recruit a few librarian volunteers to test the online survey before going live. This year’s survey was tested by regional youth consultants and co-workers only.

CHILDREN

How many **children** (ages birth to 12 years) 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.

GRAND TOTAL: 89868 (as of 9/29/08)

TEENS

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.

GRAND TOTAL: 9281 (as of 9/29/08)

ADULTS

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.

GRAND TOTAL: 5304 (as of 9/29/08)

PR | MBLC PR | PROGRAM COMPONENT RATING | READSINMA RATING

Summary: The complete results of this section of the survey are reported online at <http://www.wmrls.org/sum/2008/eval-2008-final.html>. A summary of this portion of the survey follows:

Flyers are the most popular means of promoting the library's summer reading program followed by **Promotions On The Library's Homepage** and in **Newspaper Articles And Advertisements**.

In the opinion of the librarians who completed this survey, the MBLC's summer reading program promotional campaign **Banner Ads** were the most effective in attracting people to the library's summer reading program.

45% of the librarian respondents utilized the **Readsinma Online Reading Program** within their library's summer reading program. Most used the children's and teen component.

Overall, librarians give **Good Ratings To Each Of The Program Components** that were provided by the MRLS.

Other Uses For The Readsinma Online Reading Program

Summary: The complete compilation of responses to this question are posted online at <http://www.wmrls.org/sum/2008/eval/readsinma-comments.pdf>. In addition to other uses, respondents also reported problems that they are experiencing along with tips that they have learned in using this program.

ReadsinMAComments: Please share any observations you had of ReadsInMa.org use.

Summary: The complete compilation of responses to this question are posted online at <http://www.wmrls.org/sum/2008/eval/readsinma-general-comments.pdf> Librarians shared concerns, failures, insights, other uses for ReadsInMA, praise, recommendations, and a listing of concerns which reinforce the need for more trainings. Some of the respondents seemed to be unaware of the ReadsInMA email discussion list and noted that they communicated with others via the MASSYAC email discussion list. Several of the comments that are listed under “failure” point to a strong need for more ReadsInMA trainings.

Recommend:

- Request that Evanced provide more webinar trainings that cover the specific topics that are noted in the “failures” and “concerns” sections of this document.
- Evaluate the ReadsInMA email discussion list. Establish a ReadsInMA blog in order that librarians have both text and visual information and updates. See <http://readsinma.blogspot.com/>

SRPComments: Please include any "stories" from parents or children about this year's library summer reading programs; *Wild Reads at your library, X-Pect the Un-X-Pected, and/or ReadsInMA*. These anecdotes are very useful. We would also like to hear how the program worked for you and your library.

Summary: The complete results of this section of the survey are reported online at <http://www.wmrls.org/sum/2008/eval/anecdotes-librarycomments.pdf> This section of the SRP Evaluation is divided into the following two sections: Anecdotes and Comments about how the SRP worked for the Library. All in all, our 2008 statewide library summer reading program was a grand success and many of the anecdotes are heart warming. The inspiring comments that are provided by librarian often include step-by-step instructions on how to plan and conduct an outstanding summer reading program.

Benefit: What do you consider is the most important benefit for member libraries of the annual Massachusetts Regional Library Systems Statewide Summer Reading Program?

Summary: The complete results of this portion of the survey are reported online at <http://www.wmrls.org/sum/2008/eval/benefits-of-statewide-collaboration.pdf> Librarians provide detailed documentation on the following benefits of participating in the Annual MRLS Statewide Summer Reading Program:

- Having A Central Theme And Corresponding Materials
- Community Involvement
- Continuity And Collaboration
- Coupons – Very Popular!
- Janway – Librarians Note that Bulk Purchase of Incentive Items is A Key Program Benefit
- Planning Materials
- Public Relations
- Promotional Items – Materials That MRLS Funds Are Recognized As A Benefit
- ReadsInma Online Summer Reading Program – Benefits of incorporating technology into statewide summer reading program

- Regional Program Support – Librarians Appreciate Having A Contact Person At Their Region
- Saves Time & Money
- Unity
- Wiki ~ Benefits of ongoing communication throughout summer reading program season.

GeneralComments: 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.

Summary: The complete results of this section of the survey are reported online at <http://www.wmrls.org/sum/2008/eval/comments.pdf> In addition to general comments and recommendations, librarians provided both positive and negative feedback on the following topics:

- Artwork,
- Bookmark
- Coupons
- JanWay
- Logs
- Manual
- MBLC
- ReadsInMA
- Survey
- Teens
- Wiki

Within numerous sections of this report, librarians strongly request a return to the colored reading records (mini posters – Example: What's Buzzin' at your library and Catch the Beat at your library). Colored artwork is very popular. Coupons are very popular and librarians want more and closer to home. Librarians also want a strong teen component and a better manual. The good news is that our 2009 Summer Reading Program addresses the later requests with the following general and teen summer reading program manuals already produced and ready for reading:

Starship Adventure at your library Manual:

<http://state.tn.us/tsla/lps/srp/2008/Manual2008Childrens.pdf>

Find What's Out There @ Your Library Manual:

<http://state.tn.us/tsla/lps/srp/2008/2008TEENMANUAL.pdf>

*Compiled by Janet Eckert for the Massachusetts Regional Library Systems
Monday, September 29, 2008*