



## REPORT TO THE LIBRARY BOARD

MEETING DATE: NOVEMBER 24, 2011

Session:	Public Session
Subject:	Service Report: 2011 Summer Programs and Activities for Children and Teens
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Purpose of Report:	For Receipt <input checked="" type="checkbox"/>

### RECOMMENDATION:

It is recommended that the Library Board receive this report.

### ISSUE/OPPORTUNITY

There were many opportunities for children and teens to engage in Library programs and activities during the summer of 2011 that were designed to promote literacy and to promote the Library as a positive and popular destination for families.

### BACKGROUND & REVIEW

#### TD Summer Reading Club – Splash! Celebrate Summer:

Our annual summer reading program was once again a popular activity for families. 5,752 children signed up for the program with the theme: **Splash! Celebrate Summer**. This was an increase of 7% over 2010. During the 8-week program, attendance was up 2% with 20,358 visits to report on books and play the board game. Designed for children 2-12 years, the program was promoted at schools in the spring; 575 visits were made and 11,659 children were reached through this promotion. Built around a national program with a poster, stickers and bilingual activity book sponsored by TD Canada Trust, a sub-committee of the Library's Children's and Youth Services Committee (CYSC) created its own game board, book report forms and craft activities to encourage regular and frequent visits to the Library. Staff interaction with children in the program is a key to its ongoing success. Children receive personalized attention from staff as they

share what they have read and receive recommendations for what to read next, as well as reading incentives. The TD Summer Reading Club is offered at every location; children also can participate through our outreach with the Libro Library Road Show and the Library's Literacy Facilitators in high needs neighbourhoods where a Branch Library is not easily accessible. A special element added this year was a partnership with ReForest London, "I Read For Trees". ReForest London pledged to plant one tree for every 25 books read. The result was that over 800 trees were planted at two sites this fall! This was a wonderful way to reward reading, promote literacy and support the environment.

### **Get Caught Reading:**

Offered during the same 8-week period as the TD Summer Reading Club, another sub-committee of CYSC planned Get Caught Reading, a reading challenge to 11-17 year olds offered at each location. Throughout the program, participants keep track of the number of pages they read and become eligible for weekly draw prizes. This year there were 343 participants (up 57%) and 893,618 pages were read (up 5%). In August, a wrap up party was held at the Central Library with food, games, activities and a LOUD concert; 63 participants attended along with 30 guests (guests were welcome to the concert and to see top readers acknowledged). This party is a great way to bring teen readers together from across the city to celebrate their accomplishments. An online component, added this year, was Get Caught Blogging. A total of 21 book reviews were added to our website by the teens with 162 views of the individual reviews and 294 views of the Reviews page.

### **Summer R.E.A.D.(Reading for Enjoyment and Development):**

With a Canada Summer Jobs grant the Library was able to hire 15 students to offer the R.E.A.D. program at all locations (except Glanworth) for 8 weeks in the summer. Thanks to the Friends of the Library, an additional 2 students were hired to offer this one-on-one assistance in French. This year, 332 children between the ages of 7 and 12 received individualized help once a week from the students. The Summer R.E.A.D. program is a very worthwhile initiative giving children who struggle to read much needed support to bridge the school years and the program provides senior secondary school and university students a rewarding summer work experience.

### **Program Offerings:**

Again this year, a wide variety of programs and activities for children and teens were offered. A total of 14,084 children and teens came through our doors to participate in 271 different programs. Children attended arts and craft workshops, were amazed by magic shows, got to know all about venomous snakes, enjoyed drop-in crafts, and many other programs at London Public Library branches. Many of these programs were coordinated by yet another sub-committee of CYSC; this is cost-effective and efficient way to communicate with a number of presenters/performers who deliver programs. In response to recommendations from previous years we offered many location specific programs to target each community's individual needs. Many programs for teens were

included in these program offerings such as clothing exchanges, writing workshops, and learning the art of henna painting.

### **NEXT STEPS**

Evaluate and make any needed changes to these initiatives to ensure that high quality programs continue to be offered next summer.