



## REPORT TO THE LIBRARY BOARD

**MEETING DATE: WEDNESDAY, JANUARY 16, 2008**

Session:	Public Session
Subject:	Service Excellence Model: Literacy Core Service
Prepared By:	Susanna Hubbard Krimmer, Julie Brandl, Danna Bushfield, Frances Cutt, Rebecca Faber, Brian Rhoden,
Presented By:	Susanna Hubbard Krimmer
Purpose of Report:	For Receipt and Information Only

---

### Recommendation

It is recommended that this report be received.

### Issue / Opportunity

The purpose of this report is to provide an update on the **LPL Services Excellence Model** and strategic actions designed to support literacy and reading in our community. This report provides information on the following service initiatives that took place during the summer, 2007:

- TD Summer Reading Program;
- Summer R.E.A.D.;
- Book Buddies; and
- Teen Extreme Reading Machine.

Under usual circumstances, this report would have been provided to the Library Board at the same time as the report on metrics for the same period but given other matters of importance was deferred.

### Update

#### 2007 TD Summer Reading Program

The TD Summer Reading Club is sponsored by TD Bank Financial Group in co-operation with the Toronto Public Library and Library and Archives Canada. The program is developed by a team of Children's Librarians from the Toronto, Ottawa, and Montreal public libraries and is offered in over 350 public libraries across Canada. The theme for 2007 was "Lost Worlds." Participation in the TD program provides us with high-quality TD funded materials on which to base our in-house program.

On Tuesday, June 12, 2007 the national TD Summer Reading Club was launched from LPL Children's Library. Typically this launch is held in Toronto so this was an honour for LPL. Anne Becker, Lindsay Sage and Julie Brandl hosted the TD Canada Trust Deputy Chair, former New Brunswick Premier and Canadian ambassador) Frank McKenna who said a few words, and played the SRP game with invited children from St. John French Immersion.

### Goals

The SRP is designed to

- Foster a love of reading;
- Encourage children of all ages to read and use the library throughout the summer;
- Act as a reading bridge between school years;
- Be flexible enough to be tailored to meet the needs of individual locations; and
- Be fun!

### 2007 Overview

This summer 5265 children participated in the LPL "Lost Worlds" Summer Reading Program (SRP), representing a decrease in registration of 6% from 2006. Total attendance was 22,269, a 5% decrease over the previous year. Part of this decrease may be attributed to this year's theme, which did not resonate with the children as much as themes of previous years. The majority of program registrants were between 6 and 9 years old.

### London Regional Children's Museum Partnership

This year, LPL forged a partnership with the London Regional Children's Museum. This partnership allowed us to offer free admission to the Museum for all children participating in the SRP, and to promote library services at the Museum through programs and displays. Library staff visited the Museum each Friday afternoon to read books to general public and day camp participants. The summer partnership culminated in "London Public Library Day" on August 15 where library staff and volunteers welcomed Museum visitors with stories, face painting, balloon animals, and cookie decorating. Staff and public response to this initiative were highly positive.

### Funding

In addition to the London Public Library Summer Reading Program budget of \$6025, and a budget line for related printing costs from the Marketing and Development Department, we were fortunate to receive donations from the following organizations:

Friends of the London Public Library	\$7500
Jones Packaging, Inc.	\$1000
McDonald's Restaurants of Canada	\$ 500

With this added funding we were able to enhance the program in a variety of ways including: inviting storyteller Bonnie Logan to share her *Worlds: Lost and Found* program with children at 10 library branches; participating in LPL day at the London Regional Children's Museum; purchasing books and gift certificates from local book stores for draw prizes; and purchasing additional reading incentive prizes for daily play of the game.

The following organizations generously donated goods in-kind or gift certificates that were used as reading incentives for the Summer Reading Program participants:

Adventures on Wonderland  
Black Opal Promotions  
Cineplex Odeon Huron Marketplace  
Cineplex Odeon Westmount  
City of London Aquatic Centre  
East Park Golf Gardens  
Eldon House  
Fanshawe Pioneer Village  
Fleetway Bowling Centre  
Girl Guides of London  
Kellogg's Canada Inc.  
London Regional Children's Museum  
McDonald's Restaurants of Canada  
Museum of Ontario Archaeology  
Ontario Place  
Ontario Science Centre  
Scholar's Choice  
Storybook Gardens  
The Toy Shoppe of London  
Western Fair.

Additionally, the following organizations allowed the library to purchase reading incentive prizes at a discounted rate:

Indigo Books & Music Inc.  
That Party Place.

#### Participation and Satisfaction

Total Registration: 5265  
Total Attendance: 22,269  
Age Breakdown: Ages 7 and younger: 2566 (49.5%)  
Ages 8 and older: 2620 (50.5%)  
Gender Breakdown: Males: 2404 (46.3%)  
Females: 2790 (53.7%)

The following is a sample of comments from participants and parents:

"We would love if the board could be left out with a die (or a spinner) so we could play through the year. We love it so much!"

"One of the most wonderfully encouraging Reading Clubs ever! My kids can't wait to play the game and read the books. They totally enjoy doing the book reports and talking about their books to the 'supervisor'."

"I think the Lost World summer reading club is awesome! It makes me love reading. It even helps me to get smarter. The summer reading club is fun. It makes me read books almost every day. I hope next summer that the "Lost Worlds" Summer Reading Club comes back."

"IT ROCKS!! Very well organized! Very fun! Very popular! All in all... GREAT!!!!!!"

"The Summer Reading Club was a great way to keep my kids focused on reading and to keep reading as part of our daily routine over the summer."

"I think it's a really good program and I really enjoy that they get more people to read in the summer and I think in all the libraries in Canada this is my favourite."

## **Summer R.E.A.D.**

### Goals and Funding

Summer R.E.A.D is a one-on-one program in which a facilitator provides individualized activities to help build literacy skills and confidence in children aged 7-12 who are having difficulty reading. Registrants came by way of school referrals, R.E.A.D. referrals and promotion of the program in the community.

Supported by funding from a Canada Summer Jobs (Service Canada) Grant, 13 Summer Literacy Facilitators were hired to oversee and run 3 literacy programs at 15 locations. Children were given the opportunity to participate in the Summer Reading Program, read books and complete a craft. Funding from the Canada Summer Jobs grant, with matching funds provided by LPL, determined the number and placement of the Summer Literacy Facilitators.

### 2007 Overview

The 2007 Summer R.E.A.D. program served 224 children. The age range for most children registered was between 7 and 9 years. There were 26 children who could not be accommodated because they inquired about the program too late in the summer and/or appropriate times could not be found for their sessions. These families were given information about the LPL R.E.A.D. program which operates during the school year at 4 locations.

The formalization of the registration process and the full day of training for CSJ students contributed to a smoother and more accountable program. CSJ students were better informed than in previous years and felt connected to the whole program through communication on the LPL intranet LIBBI and via email. The result was a consistent and accountable program being run at all locations.

### Participation and Satisfaction

The Summer Literacy Facilitators were instructed to focus more on the individual needs of each child rather than creating a "theme based" program. This allowed them to identify problem areas, create activities to address those areas and track each child's progress. Most parents and Facilitators reported improved confidence and literacy skills. The Summer Literacy Facilitators provided each parent with a progress report at the end of the summer and approximately 47 children were referred on to one of the 4 LPL R.E.A.D. locations for further assistance. The summer program provided a vital service to many families throughout the city. Many of the children were just beginning to fall behind their classmates and only needed one summer in the program to gain necessary confidence and address minor problem areas. It is much more effective to address their problems at an early age before they compound and their confidence deteriorates greatly. The summer program also provides a useful referral process for children who do need more attention.

## **Book Buddies**

Book Buddies is a new literacy initiative where children between the ages of 5 and 12 signed up for time slots and read to a Volunteer. Interested children are not necessarily experiencing difficulties with reading; rather, the program is designed to provide an opportunity to show their love of reading and practice their literacy skills with an interested partner. This summer over 529 children participated.

## **Teen Extreme Reading Machine**

The Children's and Youth Services Committee and the Central Teen Annex Committee created a reading challenge for London youth this summer. The goals of the Teen Extreme Reading Machine (TERM) were to foster a love of reading and to celebrate teens reading. This supports LPL's strategic goal to "promote and nurture life-long literacy and learning for children and youth."

The TERM ran on a drop-in basis from July 3 – August 31 for teens aged 12 -18 years. Teens registered at their local library and reported the number of pages they read throughout the summer. Staff tracked these numbers and the locations that read the most pages per registrant won a party at their location. Additionally, the top two highest readers won an MP3 player. 195 teens registered with 150 reporting and together they read 583 413 pages. Cherryhill won the grand prize party however the participants of the top 5 locations were also invited to ensure a good attendance. Sponsors included Boston Pizza: Pizza for grand prize party and Best Buy: 2 MP3 players.

This initiative was successful in its first year and the staff group recommended that LPL offer this program next summer.