

2018 Summer Reading Challenge

Who?

12,351 Registered for the 2018 Summer Reading Challenge

Surveys were sent to 2475 participants that finished 10 hours or more.

The survey had a 16% response rate

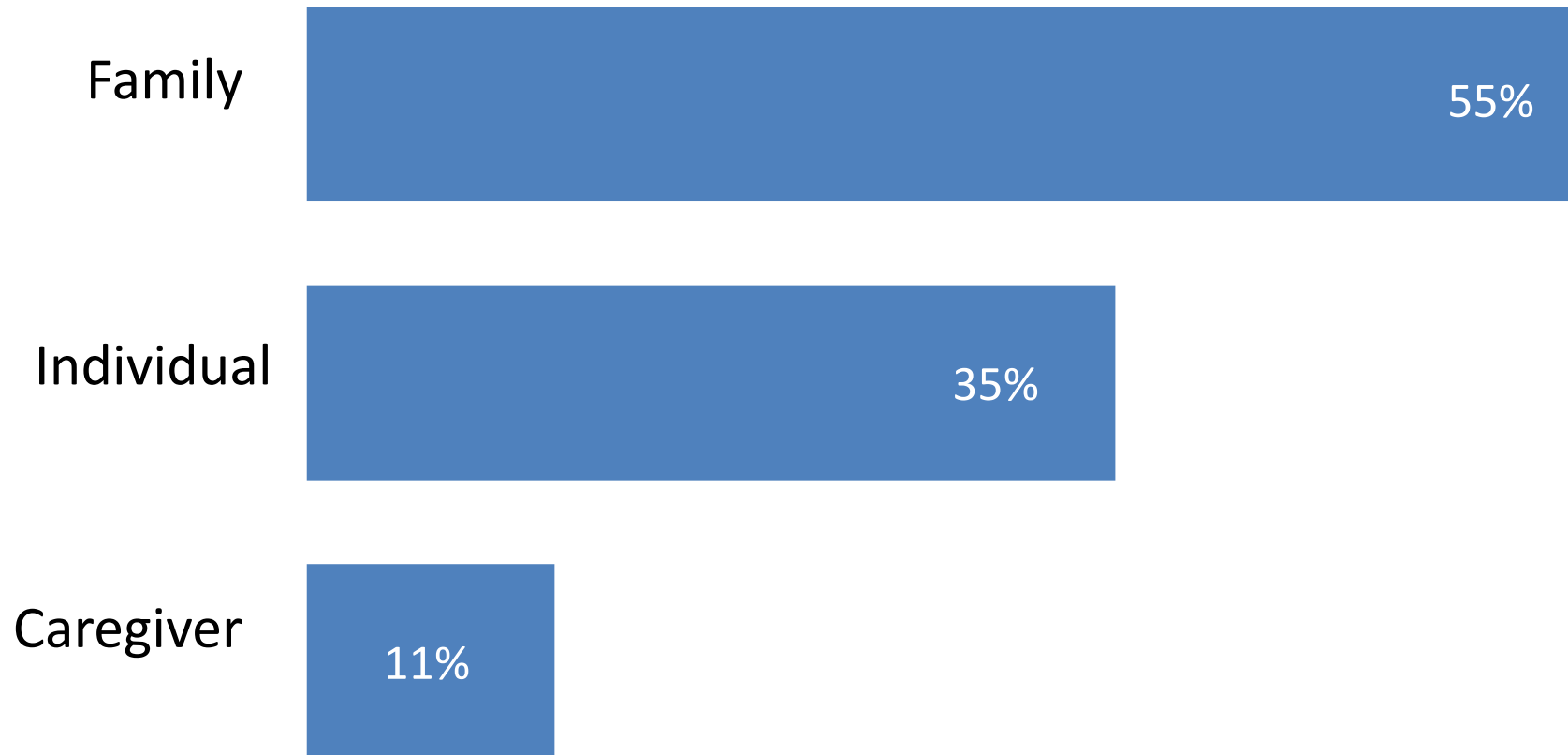
In-library survey respondents : community members that signed up in the library or were surveyed at a program.

Number of respondents : 246

Online : community members that signed up online (remotely)

Number of respondents : 149

Who responded to the survey?



What we learned about Families...

Families agree that the SRC **promotes family involvement** during the summer.

People really seemed to **enjoy** the Summer Reading Challenge. They plan to **participate again next year**.

Families signed up to **motivate their child(ren) to read** and for the **prizes**.
Their favorite part of the In-Library SRC were the **prizes**.

64% of Families **completed at least one STREAM** activity. **Art** activities were the favorite, followed by music and then science/technology.

Most families would like to see **more STREAM activities** next year.

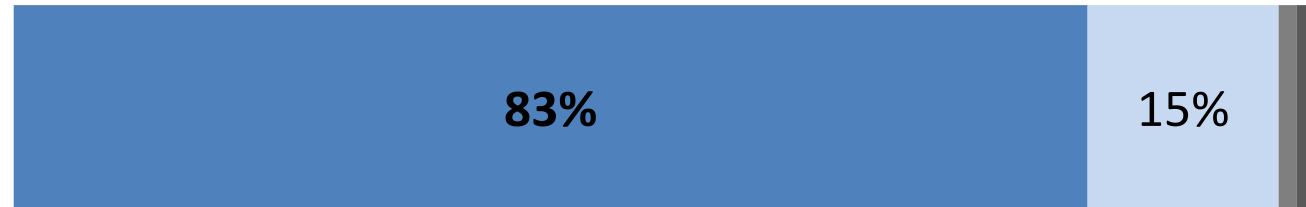
*53% of Families said that they **read more because of the Summer Reading Challenge**.*

How families described their SRC experience...

The Summer Reading Challenge promotes family involvement during the summer



We would like to participate in the Summer Reading Challenge next year

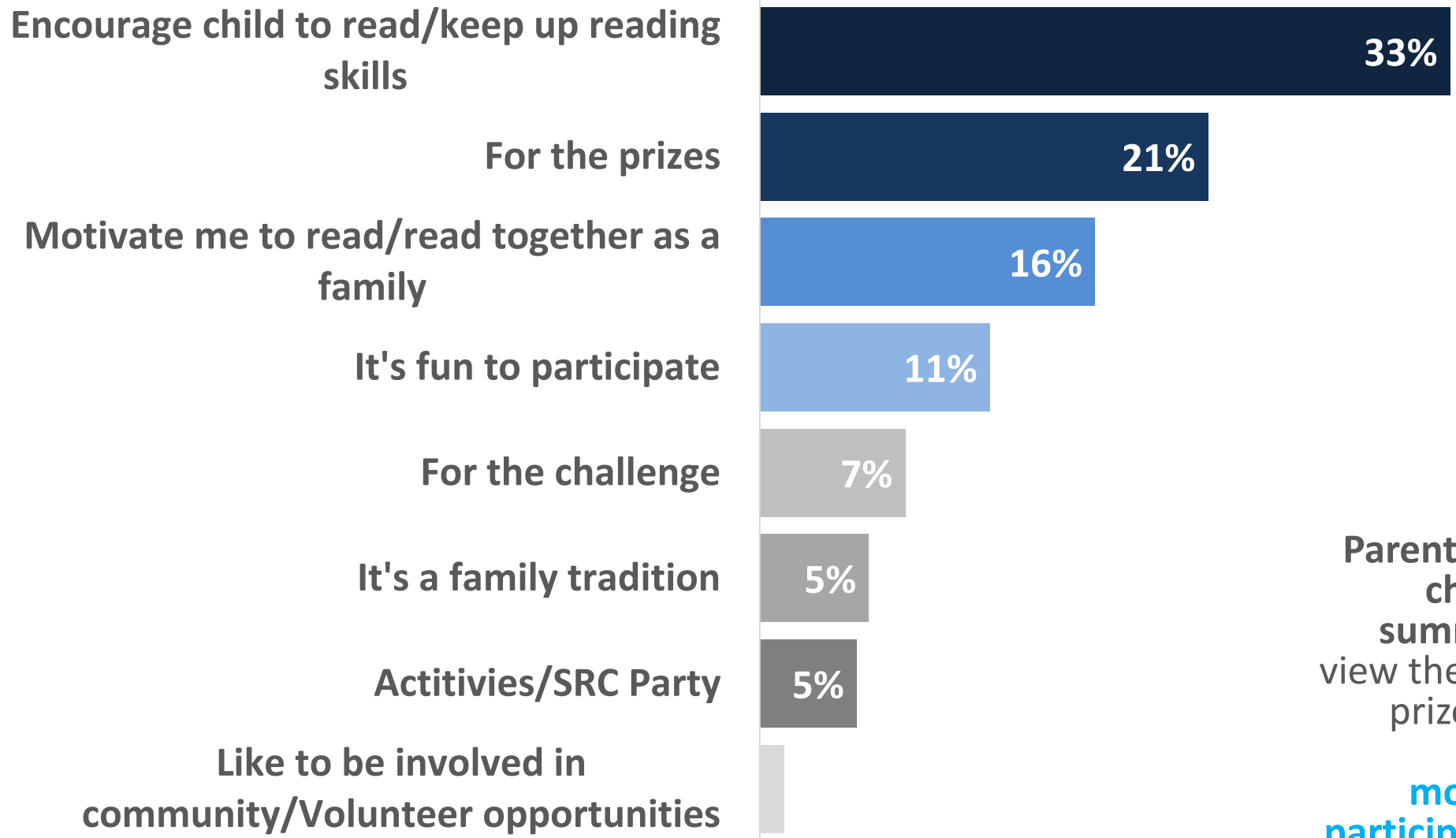


We had a positive experience participating in the Summer Reading Challenge



■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

Why did your family sign up for the SRC?



Parents very much want their children to read over the summer and they appear to view the SRC challenge, with its prizes, as a great motivator. **These are the exact motivations as those who participated in the Online SRC.**

What we learned about Individuals...

People really **enjoyed** the Summer Reading Challenge. They plan to **participate again next year**.

More than any other group, Individuals already love to read and signed up as a way to track their reading and to **motivate themselves to read more**.

Prizes are still important, but they are not the main factor in participation.

Their favorite part of the program is that it is **fun**.

64% of Individuals completed at least one STREAM activity. Their favorite activities were **science/technology** followed by **art** and then **math**.

67% of individuals **knew someone else in the program**. They talked to others about the books they were reading.

Participating in SRC led Individuals to increase their reading 48% of the time.

How individuals described their SRC experience...

I had fun participating in the Summer Reading Challenge



I would like to participate in the Summer Reading Challenge next year

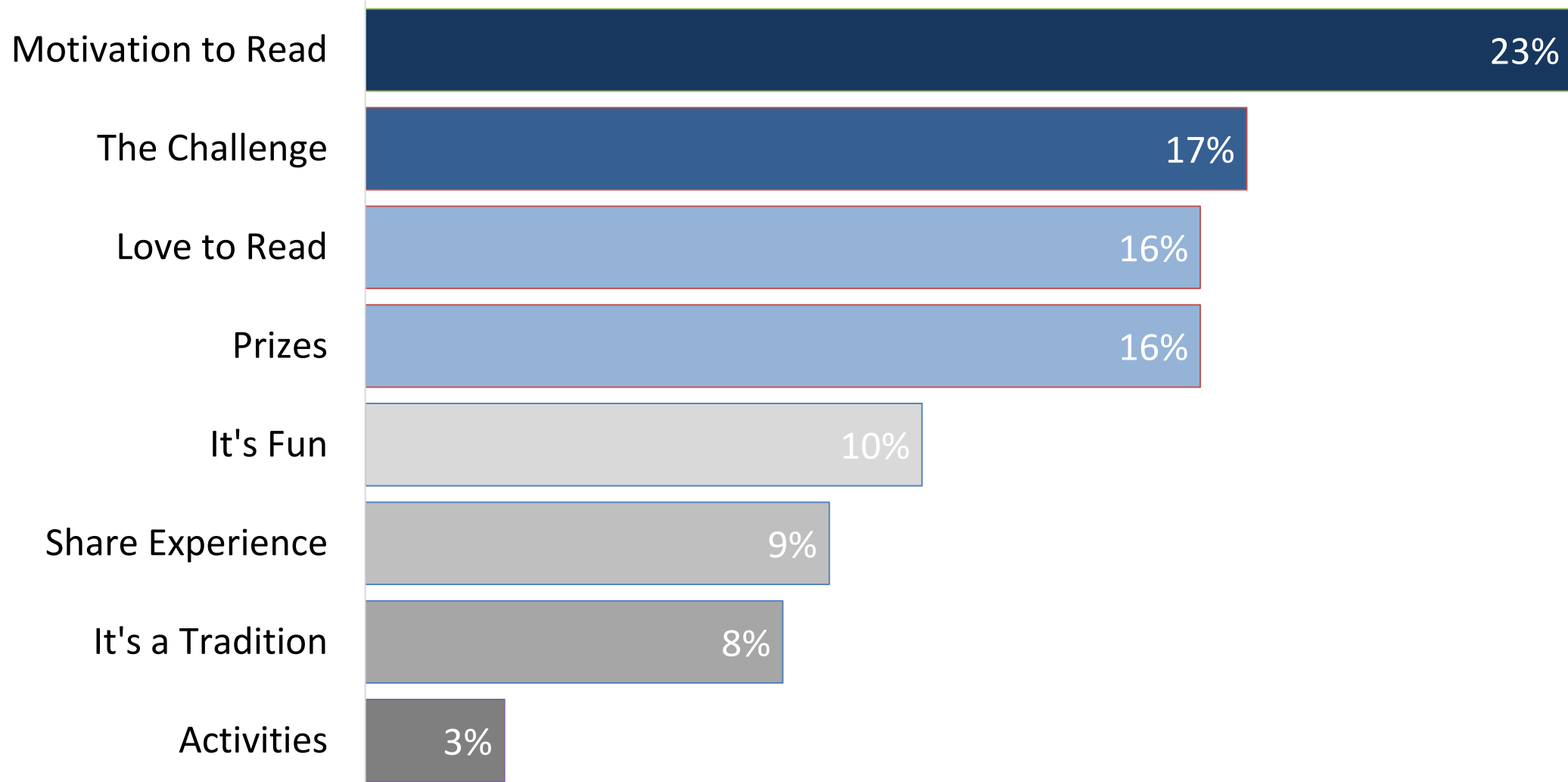


I had a positive experience participating in the Summer Reading Challenge



■ Strongly agree ■ Agree ■ Neutral ■ Disagree ■ Strongly disagree

Why did individuals sign up for the SRC?



What we learned about Online participants...

People really **enjoyed** the Online Summer Reading Challenge.

They plan to **participate again next year**.

81% will likely **invite a friend** to participate next year.

They will invite a friend mainly because the **program is fun**.

It appears that 50% of the respondents were parents whose child(ren) participated and 50% were adults who had participated.

38 % of those that signed up online reported SRC led to an increase their reading time.

They participated because they wanted to **motivate their child(ren) to read** and for the **prizes**.

Both adults and kids really like the prizes.

How online participants described their experience...

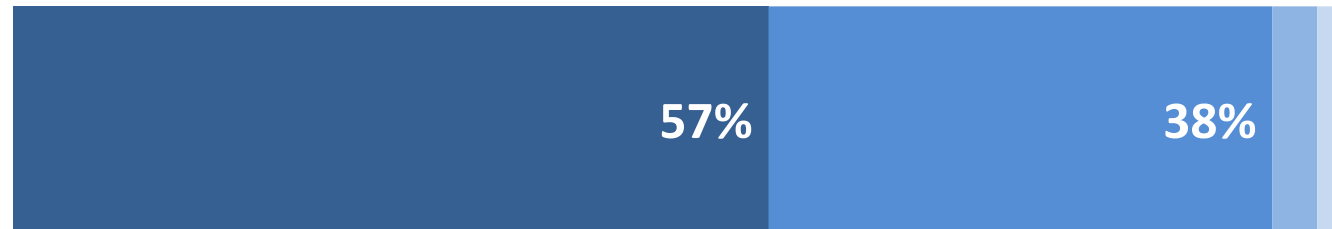
I would like to participate in the Online Summer Reading Challenge next year



I found the website for the Online Summer Reading Challenge easy to navigate



I had a positive experience participating in the Online Summer Reading Challenge



■ Strongly agree ■ Agree ■ Disagree ■ Strongly Disagree

In-Library compared to the Online SRC responses...

Families were more enthusiastic than Individuals and Online SRC respondents about their experience and wanting to participate again next year.

Prizes are a huge motivator for Families and Online respondents.

For Individuals – it was a fun challenge to read and to, secondarily, earn prizes.

Results indicated that **Individuals and Families increased their reading at a higher percentage than the Online SRC respondents.**

The majority of all groups completed at least one STREAM activity.

Families enjoyed: art, music, science/technology

Individuals enjoyed: science/technology, art, math

Online respondents enjoyed: art, science/technology, math

The “Anything else” section.

109 people left comments.

20 comments in the “Anything else” section were very positive.

The remaining comments centered around:

Prizes	22%
Power Hour Party	16%
Milestones	16%
Tracking	11%
Web/Sign Up	11%
Communication	10%
Book suggestions	5%
Activities	5%
Information	3%

A sampling a comments related to *prizes*.

Better prizes for teens after 100 hours the party is for kids not teens

Change the prize for reading 100 hrs- especially for older kids.

continue to develop the prizes-- I tried to get the snow cone for my daughter and was not able to locate the truck despite driving around the stated address for 15min

Could you have smaller prizes/recognition for arriving to 25 and 50 and 75? My oldest (just turned 12) made it to 55 on his very own but with moving etc. we didn't make it to 100.

Have prizes for more than just the 10 hour mark. Maybe one for each ten hours you complete so that people would be encouraged to read even more.

I think everything was great. I would like adults to be able to pick a book off of a shelf (like the teens and kids) instead of a \$2.00 off coupon, but I understand that it could be challenging to organize.

I wasn't a big fan of some of the prizes. I would have been happier with more books than having other random coupons

Maybe making it clearer that you only get one prize once you've reached ten hours. I thought if I read 100 hours, I'd get 10 books, so I was a bit disappointed, even though 1 book is totally reasonable.

One of the prizes expires in August. I won't have time to use it as I just got it. So maybe something that doesn't expire so quickly.

There are a few prize books that are very popular. Any chance you can have more copies of them, or hold a few to the end for the younger (slower) readers? My son worked very hard all summer and when he finished "Dog Man" was gone. We're buying it for him because he did such a great job. But that would be my suggestion for next year. Maybe kids can reserve a title they are working toward?

We did not appreciate the headphones as a free gift. Headphones are isolating; the point of the reading challenge was to encourage community and connection. We felt that headphones defeated that purpose. Kids need to be drawn out, not given tools to withdraw into technology.

We needed some more time to come in and get our prizes.

A sampling a comments related to the *Power Hour Party*.

Better inform participants and volunteers about all program aspects. We didn't know about the 'Power Reader' (I am just learning about it from this survey). We filled out the paper logs and when we tried to turn in the second sheet the volunteer didn't log it or tell about the 100 hours club so we quit turning in sheets. They would have loved being invited to the party.

Maybe not Lee Martinez farm again = the kids have had enough of that - they really loved the pool at city park

My 11 year old son completed the Power Readers 100 hours. We appreciate the program and the party planned at the farm very much. He had a nice time. However, one suggestion going forward it to consider who is reading 100 hours. It is mainly going to be older kids. Is there a way that a party or event might be planned next year to gear toward older kids? We love the farm but he is getting a little too old for many of the activities planned there. He would appreciate something more for his age group if possible. Thank you for all the efforts! We love the summer reading program!

Older readers didn't have as much fun at Lee Martinez cause geared for younger kids.

The 100 hour event was really only for little kids and my older kids (over 7) were disappointed with it :(

The 100hr reward party isn't very extraordinary.

The activity this year was geared towards younger children who were less likely to reach 100 hours of reading. It seemed incongruent with the 100 hour goal. Also in years past the whole family was invited so we didn't turn in all of our sheets because we thought everyone would be invited if we just turned in one. Multiple family members read over 100 hours but we didn't make sure to turn them in.

The party at the farm was exciting for my 6 year old, but not at all exciting for my 9 year old.

Turn the 100 hour power reader party back into a pool party! (My kiddo is a bit older and wasn't interested in going to the farm)

We turned in our reading sheets one day after the end of the challenge. My daughter had completed 98 hours, so I thought she might get invited to the party, but no luck. It was a disappointing end to all that hard work!

We want to change the party place next year.

A sampling a comments related to the Milestones.

Could you have smaller prizes/recognition for arriving to 25 and 50 and 75? My oldest (just turned 12) made it to 55 on his very own but with moving etc. we didn't make it to 100.

Have prizes for more than just the 10 hour mark. Maybe one for each ten hours you complete so that people would be encouraged to read even more.

Maybe more prizes for hours. My son got the free book, and he also read all the way to 100 hours but we couldnt go to the party. Maybe a free book every 20 hours?

I wish there was a prize for 50 hours of reading. Perhaps hold off on one thing (the free book?) that is rewarded at 10 hours.

Include an even higher challenge than 100 hours. :)

It would be fun to somehow mark milestones between the 10 and 100 hours especially for younger participants

It would be great to award grade-level kids extra points if they participated in an AR reading program as well. It allows them to take a mini-quiz on the books they read and tests them on comprehension.

It's really hard for non-readers (age 5) to reach the 100 hours when they are grouped with Kid level

More milestones after 10 hours. The puff ball thing was confusing and not really an incentive.

Our son was 5 and turned 6 over the summer. He got his 10 hours quickly, then tried for the 100 hours but got discouraged. Maybe consider a challenge of 25 or 50 hours for kids older than toddlers but not advanced readers.

Prizes for milestones (25, 50, 75) to keep motivation up.

Provide steps for praise as readers achieve 50 , 75, 100, 125