

2016 Summer Reading Program

HEALTH AND FITNESS: Mind, Body and Soul

June 5 - July 16, 2016



Office of the State Librarian • Library Development Services Section • September 2016

INTRODUCTION:

What we did this year was very different. We changed the way the Summer Reading Program (SRP) looked and worked and put into place system-wide tools for improved patron experience and back-end program evaluation.

Measured minutes instead of books to align with Hawaii public school practices and other popular reading programs.

Tracked reliable participation data with a new system-wide tracking methodology that provided solid data for the first time to see where the program stands today and how we can improve it going forward.

Gave a free book for completing 4 weeks or more with the new tracking capability and books provided courtesy of the Friends of the Library of Hawai'i, HMSA and Kristi Yamaguchi's Always Dream Foundation.

Provided all-in-one guides customized for each age group to cover program changes, how to participate, starter reading lists, optional challenges, and reading log for no-fuss start up.

Engaged all with "Reading Buddies" craft activity by sparking creativity, mental relaxation and fun for every week of reading.

15,775 read
18,712,986 minutes

60% completed 4 weeks or more to receive a free book reward



READ. MOVE. GET FIT! KICK-OFF

Over 1,000 family members started their summer of healthy reading and fitness fun at the Summer Reading Kick-off celebration held at the Hawaii State Library on June 4, 2016.

Olympic gold medalist Kristi Yamaguchi's Always Dream Foundation treated attendees to a Reading Adventure with special guests that read a favorite storybook, "talked story" and then took selfies with them afterwards! Kristi Yamaguchi read "Giraffes Can't Dance" by Giles Andreae and Guy Parker Rees. **Auli'i Cravalho** sang along with her reading of "The 12 Days of Hula" by Beth Greenway, previewing her voice as Moana in the upcoming Walt Disney Animation Studio feature "Moana". **Clyde Aikau** recalled the over 40 foot wave he braved that caused his shoulder injury at his final surf competition and espoused "Eddie Would Go" values to do your best and to help others.

A special group reading of "Book! Book! Book!" by Deborah Bruss was performed by Dawn Amano-Ige, Hawaii's First Lady; **Patricia Halagao**, Board of Education Member; **Lynnae Lee**, Friends of the Library of Hawai'i President; **Nainoa Mau**, Friends of the Library of Hawai'i Executive Director; **Stacey Aldrich**, State Librarian; **Marya Zoller**, Acting Director of the Hawaii State Library; and **Meadow Gold Dairies' Lani Moo and Calci**.

Outside on the lawn, sponsors and community partners sprang into action with activities, giveaways and treats to show that being healthy and fit IS FUN! Attendees excitedly got their event passport filled with activity stamps to receive a free water bottle gift, courtesy of Kaiser Permanente.

"LET'S MOVE" Finale Dance lead by YMCA's Gayla Traylor got everyone movin' and groovin' to close out the healthy and good time event!



CHILDREN



9,328 children participated a week or more and achieved reading 8,716,444 minutes. 58% of them completed 4 weeks or more of the program.

KEYWORDS ABOUT SUMMER READING

LoveThink Prizes
Library Books Fun

And this year, Hawaii's First Lady Dawn Amano-Ige was an ambassador for the Scholastic Summer Reading Challenge. In support, we encouraged students to log their SRP minutes for their school in the challenge. 30 schools recorded a total of 522,973 minutes by mid-August. The school with the most minutes will win "Best in the State" recognition in the 2017 Scholastic Book of World Records being announced on September 19, 2016.

HONOLULU Family continued its popular annual contest asking parents to post photos of their keiki showing how they read during our SRP for prize giveaways awarded to weekly winners from May 31 – July 16. A few entries are shown above.

CHILDREN'S PROGRAM EXPERIENCE

Based on 867 survey responses received from children

87% READ MORE
because of the program

9,328
children read

8,716,444
minutes

Gender

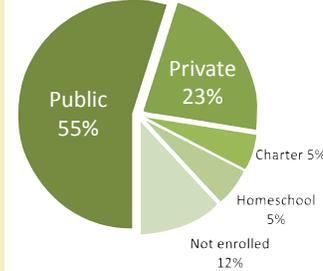


53%
Female

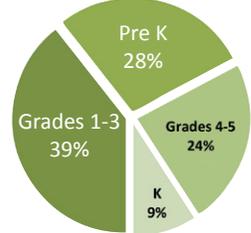


47%
Male

Type of School
*2% increase private school participants



Grade Level
*Grade 6 moved to Teen program



TEEN

KEYWORDS ABOUT SUMMER READING

Books
Love Reading
Prizes Fun Library



2,350 teens participated a week or more and achieved reading 2,790,387 minutes. 62% of them completed 4 weeks or more of the program.

This year 6th graders were moved into the Teen reading program to better align with many Hawaii public middle schools, which include 6th to 8th graders. 684 6th graders participated for a week or more in the Teen program, while 10 participated in the Children's program.

Mahalo to Hawaii Pizza Hut, our dedicated Teen Summer Reading Program sponsor for 24 years! Their sponsorship of the Oahu Teen Finale event and "Get Caught Reading" Instagram Contest provided cool prizes that got teens excited about reading.

TEEN PROGRAM EXPERIENCE

Based on 410 survey responses received from teens

77% READ MORE
because of the program

2,350
teens read

2,790,387
minutes

Gender

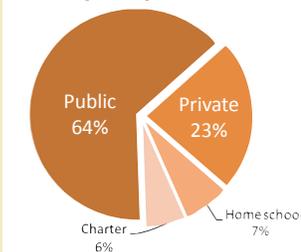


58%
Female

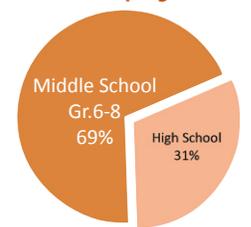


42%
Male

Type of School
*2% increase private school participants



Grade Level
*Moved Grade 6 into Teen program



Because of Summer Reading, I:

checked out more books **59%**

visited library more for programs **57%** **14% More***

enjoy reading more **52%**

am a better reader **39%** **19% More***

used the library's website more **22%** **47% More***

*Compared to '15

PARENTS/CAREGIVERS

KEYWORDS ABOUT SUMMER READING

Fun Learn
Family Tradition
Bonding Library

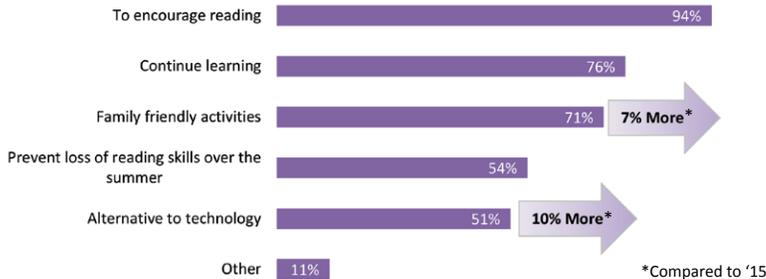


PROGRAM EXPERIENCE

Based on 555 survey responses received from parents/caregivers

78% SAID THEIR CHILDREN READ MORE
because of the program

Why Did Your Family Participate in the Summer Reading Program



MORE PROGRAMS @ LIBRARIES

Mahalo to the Friends of the Library of Hawai'i, Meadow Gold Dairies, McDonald's Restaurants of Hawaii and HouseMart Ace Hardware and Ben Franklin Crafts for making 103 statewide programs available and attended by a total of 5,284 attendees, in addition to the other local programs offered at various libraries throughout the summer.

The statewide programs provided mesmerizing storytellers, entertaining performers and mind-blowing activities. Many of the artists featured were arranged through the Statewide Cultural Extension Program (SCEP) through the University of Hawaii's Outreach College and supplemented with funding from the Hawaii State Foundation on Culture and the Arts and the National Endowment for the Arts.



ADULT

KEYWORDS ABOUT SUMMER READING

Great Program
Enjoy Reading
Books Library Love



4,097 adults participated a week or more and achieved reading 7,206,155 minutes. 66% of them completed 4 weeks or more of the program.

For the first time, we requested adults to provide more information at registration to allow us to better understand their needs to build a better SRP for them and the family members they may be participating with.

ADULT PROGRAM EXPERIENCE

Based on 1,322 survey responses received from adults

69% READ MORE
because of the program

4,097
adults read

7,206,155
minutes

Gender

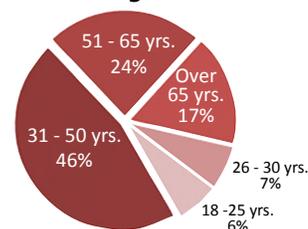


83%
Female

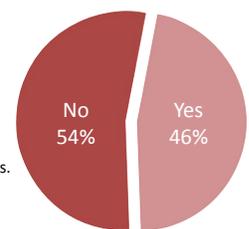


17%
Male

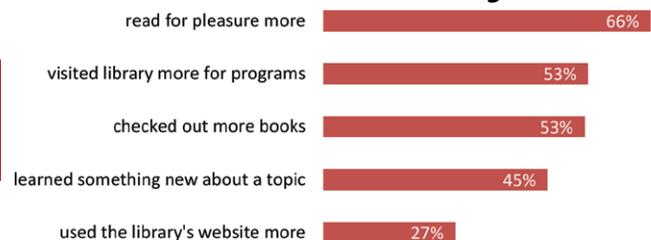
Age Range



Participating with a Child and/or Teen



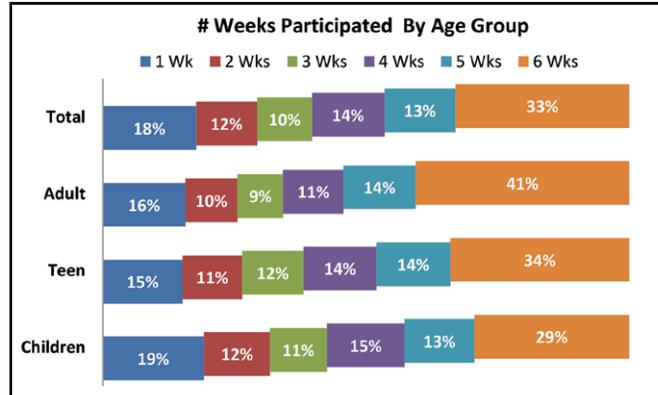
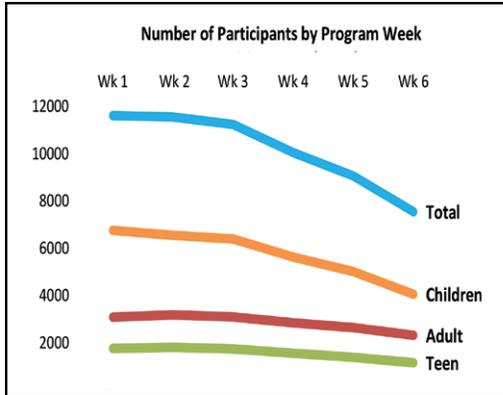
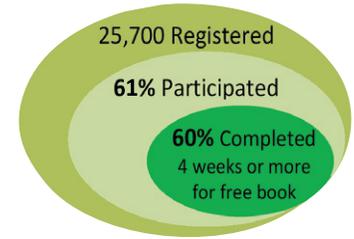
Because of Summer Reading, I:



WHAT WE LEARNED

The new system-wide tracking tool allowed us to get solid data so we can now accurately see how many people registered and how many really participated, identify when they dropped off and ways to make the SRP “stickier” to keep more engaged throughout the program.

From the graphs below, we can see how people participated throughout the program. After week three, there begins to be a drop off of participation.



Overall 39% of those that registered did not go on to participate in the program. Of the 61% that participated for at least one of the 6 weeks, 60% completed 4 weeks or more and 33% of participants completed all 6 weeks of the program. It is interesting to note that adults participating with a child and/or teen showed lower rates of completing 6 weeks (as much as 10% lower for Adults 26-30 years) compared to adults that participated alone.

These new learnings indicate a need to increase the flexibility in the structure of the SRP by changing how incentives are awarded and the process participants use to track reading to attain them. Possible considerations are to move to a point system for receiving incentives rather than weekly incentives requiring in-person library visits and to subscribe to an online tracking system to allow reporting from home or away while on a trip—removing “road blocks” to increase participation and reading.

Tracking minutes instead of books needs further review. Based on 3,068 total participant survey responses received, 60% preferred minutes while 40% vehemently preferred books. It is possible that changing to an online tracking system would simplify the process of tracking minutes; enable recognizing reading achievement in real-time; and allow recording a list of books read during the program to satisfy a major concern of those preferring to track books.

Free book incentives were well received and need to be continued. Will need to find ways to upgrade offerings with more current and diverse options for teens and adults.

Teen reading program only appeals to middle school-ers. Focus groups are needed to discover opportunities to engage high school students in the Teen SRP.

Grow participation by offering programs meeting the needs of key groups. Will look to expand family friendly activities and programs that provide alternatives to technology for Children and Adults participating with a child and/or teen, which account for the greatest number of SRP participants.

Building community volunteer support a win for all. 456 volunteers provided 8,030 hours to help prepare for and implement the SRP. We couldn't have done it without them and they felt appreciated for being able to provide the vital support that we needed.

Fond Aloha



U.S. Representative K. Mark Takai was an ardent library advocate and supporter. He could always be counted on to support our public libraries for “big” things like the new Aiea Public Library and ongoing Federal grant funding. And, also for the “little” things like providing a recipe to include in our guest recipe bookmark reading incentive for this past summer's SRP. His legacy of commitment to his community will always be remembered.

Mahalo to our 2016 Summer Reading Sponsors!

The Summer Reading Programs are funded 100% by monetary and in-kind donations from the Friends of the Library of Hawai'i and other dedicated corporate sponsors.