Teen Summer Reading at SPPL

The most exciting presentation you’ll see

(in the next five minutes.)
Big Takeaway Messages:

• NUMBER ONE: Invite teens to participate-directly and personally
• Know why you’re doing it
• Get staff on board
• Ease of use is good => Simplify, simplify, simplify
• Be adaptable. Learn from what works, learn from what doesn’t work; apply what you learn to make it work better the next time around.
Summer Reading Program Statistics, 2007-2014

Teens, Goals Achieved
(1st = 15 Hour or 3 Badges; 2nd = 30 Hours or 5 Badges)

<table>
<thead>
<tr>
<th>Year</th>
<th>1st Goal</th>
<th>2nd Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>257</td>
<td>0</td>
</tr>
<tr>
<td>2008</td>
<td>271</td>
<td>0</td>
</tr>
<tr>
<td>2009</td>
<td>298</td>
<td>0</td>
</tr>
<tr>
<td>2010</td>
<td>216</td>
<td>0</td>
</tr>
<tr>
<td>2011</td>
<td>724</td>
<td>562</td>
</tr>
<tr>
<td>2012</td>
<td>505</td>
<td>440</td>
</tr>
<tr>
<td>2013</td>
<td>107</td>
<td>70</td>
</tr>
<tr>
<td>2014</td>
<td>112</td>
<td>93</td>
</tr>
</tbody>
</table>

2011 was the first year of having a 2nd reading goal for teens and having a Teen Grand Prize.

2013 was the first year of the switch to earning badges instead of tracking time read.

Summer Reading Program - Teen Goals Achieved:
1st = 15 Hour or 3 Badges
2nd = 30 Hours or 5 Badges
Before you start

Figure out what your goals are. Why are you doing a Teen SRP?

Make sure you can explain your to staff and get them on board (especially if it’s a new program or has significant changes)
Goals of the Saint Paul Public Library Summer Reading Program: Summer of Learning

• To promote self-directed learning
• To prevent loss of learning and academic/literacy skills over the summer
• To enhance interaction with the neighborhood communities in which each library is located
• To provide quality services and opportunities for children and youth around reading, literacy, and learning
Learning will be:

• Experiential
• Active
• Enhanced by reading
• In and out of the libraries
It will include:

• A reading program
• Learning by doing
• Efforts to help children and teens regain use of their library cards
Family Read Down

Our goals with the Read Down are:

• To reinforce the importance and (quite literally) the value of reading.

• To remove obstacles to kids, teens, and their families to using the library for both academic development and personal enjoyment.
Family Read Down

To read down, participants will:

• Sign in at the beginning of their reading time and sign out at the end.

• Read for 15 minute increments.

• Read in the library.

• Read books, e-books, comics, magazines, newspapers, textbooks, etc. If participants can’t read on their own, time spent listening to audiobooks or being read to also counts.

• Earn $1.00 for every 15 minutes of reading (no limits on amount earned).

• Adults and kids reading together each earn $1.00 for every 15 minutes of reading. Read Down amounts are non-transferable: each person can only apply read down rewards to their own card.
Marketing

• Schools
• Parks and Rec
• Other community orgs that serve kids
• Facebook, twitter, etc. if your library has it
• NUMBER ONE: Invite teens to participate- a personal invitation and connection is the best way to motivate them to participate
Logistics

Evolution of SPPL Teen SRP

– Pages read
– Hours read
– Badges- combination of reading and related activity
I challenge myself
to read ____ hours
this summer!
Set your own goal! (Minimum of 15 hours)

Read on!
Once you’ve met your reading goal, bring
this list to the library and select a paperback
book for even more reading adventures.

Read any
of these
Books, magazines,
graphic novels, websites,
newspapers — all of these
quality toward your reading hours.
List what you read on the other side, total
up your hours, and turn it in for your book.

Name ______________________
Age ______
Add your email address if you would like to
be informed about upcoming teen events.

Use these clocks to keep track of
your time spent reading!

www.sppl.org
Read 15 hours to earn a book. Read 15 MORE hours to enter to win big prizes.

Book, magazines, websites, graphic novels, newspapers...

Track your reading on the back of this card.

Name ____________________________  Age _______  E-mail ________________________________

Phone ______________________________

Fill in the boxes to record your time spent reading.
One box = 30 minutes.
Earn rewards after 15 hours and 30 hours. No duplicate entries will be allowed.

0  5 hours  10 hours  15 hours  20 hours  25 hours  30 hours

Bring this card to the library for your free book.

Bring this card to the library to enter a grand prize drawing.
SAINT PAUL PUBLIC LIBRARY
Teen Summer Reading Program

This summer, collect badges for a chance to win prizes like your own custom designed Converse shoes! To earn badges like Tasty Travel, Mother Earth, and Haunted Minnesota, read books related to these topics and then get involved — visit an international grocery store, go camping, investigate a haunted place. Most importantly, have a fun and active summer!

more at sppl.org/summer/teens

Do something cool? Read about it!
Read something cool? Do something with it!
You can do the Read and Engage steps in any order, but you need to do both to earn the badge.

What did you read?
☐ Played sports  ☐ Went to a sporting event  ☐ Fixed/rode a bike  ☐ Danced
☐ Went fishing  ☐ Helped kids play a sport  ☐ Checked out an exercise DVD  ☐ Did yoga  ☐ Wrote a response  ☐ Other:

Tell us about it (pictures ok!):

What did you do?

Earn three badges for a free book.
Earn five badges and get entered into a drawing for an iPad!
You can earn the same badge multiple times.

Be Real  Create  Other Worlds
Just Move  Open  Social

Resources and suggested books at sppl.org/summer/teens

SAINT PAUL
PUBLIC LIBRARY

THE FRIENDS
OF SAINT PAUL
PUBLIC LIBRARY

melsa
metro public libraries

BOOKAWOCKY
Your Summer Reading Experience
bookawocky.org


sppl.org  651-266-7000
Logistics: Incentives

Over the years SPPL has used:

- Magazine subscriptions
- Books
- Starting in 2011 books and grand prize drawings
  - iPod Touch, iPad, Customized Converse shoes, iPad
Logistics: Incentives

Prizes and rewards are good, but they won’t do the work by themselves.
Teens,
Do you want to win an iPad?
Read for 30 hours this summer, and you’ll be entered into a drawing to win one. It’s that simple.
Logistics: Registration

Nope
Logistics: Statistics

What do we track and why do we track it?

• Number of participants
• Age
• Contact information
• Newsletter Opt-in
• Goals met/ level of participation
• Open ended request for feedback
# Teen Summer Reading Program

<table>
<thead>
<tr>
<th>Name</th>
<th>Age</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jane D.</td>
<td>17</td>
<td>BR</td>
<td>JM @ Central</td>
<td>SN</td>
<td>✔️</td>
<td>OP - video gaming</td>
</tr>
</tbody>
</table>

**Badges key:**
- BR = Be Real
- CR = Create
- OW = Other Worlds
- JM = Just Move
- SN = Social Network
- OP = Open

*(Please send completed sheets to Peter by September 6th.)*
Summer Reading Program Prize Drawing Slip

First Name: _______________________________  Last Name: _______________________________  Age: ______________

Phone: _______________________________  Email: _______________________________

☐ Check this box if you would like to receive emails about library programs and services.

☐ First goal (10 hours/activities)  ☐ Second goal (20 hours/activities)  ☐ Third goal (30 hours/activities)

☐ Three badges (teens)  ☐ Five badges (teens)

Please tell us about something you learned by participating in the library's summer programs
or something you liked at the library this summer:
Teens, Goals Achieved
(1st = 15 Hour or 3 Badges; 2nd = 30 Hours or 5 Badges)

<table>
<thead>
<tr>
<th>Year</th>
<th>1st Goal</th>
<th>2nd Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>257</td>
<td>0</td>
</tr>
<tr>
<td>2008</td>
<td>271</td>
<td>0</td>
</tr>
<tr>
<td>2009</td>
<td>298</td>
<td>0</td>
</tr>
<tr>
<td>2010</td>
<td>216</td>
<td>0</td>
</tr>
<tr>
<td>2011</td>
<td>724</td>
<td>562</td>
</tr>
<tr>
<td>2012</td>
<td>505</td>
<td>440</td>
</tr>
<tr>
<td>2013</td>
<td>107</td>
<td>70</td>
</tr>
<tr>
<td>2014</td>
<td>112</td>
<td>93</td>
</tr>
</tbody>
</table>

2011 was the first year of having a 2nd reading goal for teens and having a Teen Grand Prize.

2013 was the first year of the switch to earning badges instead of tracking time read.
Big Takeaway Messages:

• NUMBER ONE: Invite teens to participate- a direct personal invitation is the best marketing you can do
• Know why you’re doing it
• Get staff on board
• Ease of use is good => Simplify, simplify, simplify
• Be adaptable. Learn from what works, learn from what doesn’t work; apply what you learn to make it work better the next time around.