

WILD ABOUT READING!

Summer Reading 2019 *Committee Overview & Structure*

SUMMER READING STEERING COMMITTEE

Emily Williams-Lead (EPS), EPS Staff, Vicki Thompson (PLA), Chris Stofel (CH) & Abby Stout (DN)

SUB COMMITTEES:

- **COMMUNITY AND SCHOOL ENGAGEMENT (5 STAFF)**
School breakfast - School mailing / School & Organization Visits - Determining RIF recipients
- **IN-LIBRARY ENGAGEMENT (5 STAFF)**
Displays – Exhibit – Collection - Passive Programming
- **LOGISTICS (3 STAFF)**
Supply - Inventory - RIF
- **STAFF & VOLUNTEER ENGAGEMENT (4 STAFF)**
Training (Staff & Volunteer) – Internal Communication
- **SR ENGAGEMENT (SOFTWARE & PROGRAMMING) (4 STAFF)**
Core group setting direction of Summer Reading through Software & Programming Engagement



Core Values for Committee and Subcommittee Members

- **Library Customers First**
- **Integrity and Trust in Us and by Us**
- **Individual Growth & Organizational Development**
- **Respect for Customers and Each Other**
 - Respect each other's ideas
 - Respect the other group members
 - Don't interrupt each other
 - Everyone's opinions count
 - Be honest with each other
- **All group members contribute the same amount and quality of work**
 - Everyone should share the responsibility of the tasks
 - Follow through on what you say you will do
 - Don't take over and don't let others take over
- **Develop a collective understanding of goals that need to be achieved**
 - Help each other to understand all concept
 - Don't be afraid to ask questions
- **Be open to compromise**
 - Be willing to cooperate with others on their ideas
 - Keep an open mind
- **Effective communication**
 - Make sure everyone is comfortable in being vocal about their ideas and problems
 - Give ideas no matter how "off" you may think they are
 - Listen effectively
 - Voice concerns without being critical
- **Time management**
 - Attend and arrive on time to all group meetings
 - Be flexible about meeting times
 - Keep on task (limit talk about non-related events)
- **Understand Impact**
 - Impact on implementing systemwide changes
 - Impact on resources
 - Impact on team
- **Commit**
 - Understand your commitments
 - Keep your commitments
 - Voice concern when you're overwhelmed

Summer Reading Steering Committee

Lead: Emily Williams (EPS)

Team: EPS Staff, Vicki Thompson (PLA), Chris Stofel (CH) & Abby Stout (DN)

Term Commitment: November 2018 – August 2019

Tasks

- Providing input to the development of the project, including evaluation
- Overall responsibility for:
 - Community and school engagement
 - In-library engagement
 - Logistics
 - Staff/volunteer engagement
 - Summer reading software/program engagement
- Cohesion of subcommittees
 - Provide advice and direction as needed
 - Ensure delivery of subcommittee tasks and projects
- Defining and helping to achieve Summer Reading outcomes
- Identifying Summer Reading priorities – where the most energy should be directed
- Identifying potential risks and roadblocks
- Monitoring budget, timelines, and the quality of the Summer Reading as it develops
- Providing advice (and sometimes making decisions) about changes to Summer Reading as it develops

Community and School Engagement

Lead: Chris Stofel (CH)

Team: Daniel Chesney (WA), Katherine Hickey (BI), Robin Miller (RE), Kelley Riha (OUT)

EPS Representative: Kellie Delaney (EPS)

Term Commitment: November 2018 – August 2019

Tasks & Potential Time Commitment per Task

- School Mailing (4-6 hours)
- School & Community Organization Visits (2-4 hours)
- School Media Breakfast (10 hours)
- Select RIF recipients (2 hours)
- Best Practices for Engaging with Community (2-4 hours)
- Outreach (2-4 hours)

Constraints

Be aware of budget constraints, as well as the desire to maintain a feeling of consistency for staff. We have struggled with getting adults and teens to sign up for Summer Reading. However, adults and teens have higher engagement in the program. We have been successful in increasing the number of signups each year, but need to also increase on-going engagement in the program after a customer signs up. Staff also indicated a desire to get out in the community more to promote the program and build partnerships.

Topics to discuss

- How to increase adult and teen signups
 - Best practices for getting out in the community
 - How to increase signups among our current customers?
- How to increase juvenile engagement in SR
 - How to encourage customers to log one hour
 - How to encourage ongoing engagement in program, indicated by logging 10 hours
 - How to encourage each location to do school visits?
- What can we do to encourage engagement among virtual/digital participants? How can we promote to them?

Outcomes

Increase adult and teen registrations in Summer Reading. Promote ongoing engagement in SR.

Indicator: 4% of community members participate in Summer Reading (31,200 participants)

Based on 780,000 population figure / Estimated 10% growth from 2018

In-Library Engagement

Lead: Abby Stout (DN)

Team: Sadie Bruce (CD), Natalie Currie (ED), Regan Kloiber (DN), Beth Loecke (CL)

EPS Representative: Kristin Williamson (EPS)

Term Commitment: November 2018 – August 2019

Tasks & Potential Time Commitment per Task

- Displays (10 hours)
- Maurice Sendak Exhibit (24 hours)
- Maurice Sendak Exhibit Opening Night Party *if sponsorship level commitment met* (5-6 hours)
- Collection Integration (2-3 hours)
- Passive programming (10 hours)
- Talking Points to Engage with In-Library Customers / Upsell Summer Reading (2-3 hours)

Constraints

Be aware of budget constraints, as well as the desire to maintain a feeling of consistency for staff. We have struggled with getting adults and teens to signup for Summer Reading. However, adults and teens have higher engagement in the program. We have been successful in increasing the number of signups each year, but need to also increase on-going engagement in the program after a customer signs up.

Topics to discuss

- Our highest program attendance in the last four years (during Summer Reading) occurred when we had the lowest number of programs offered. How can we improve the quality of programs over quantity, to increase attendance? Less programs would also be easier to promote.
- Passive programming
- How can we increase engagement in Summer Reading through in-library or virtual programs, services, and promotions?

Outcomes

Increase engagement in SR.

Indicator: 55% log 1 hr / 60 points; 45% log 10 hrs /600 points; plus local indicators

Logistics

Lead: Teresa Matthews (EPS)

Team: Jerod Gerfen (MC), Margo Engelmann (EPS)

Term Commitment: November 2018 – August 2019

Tasks & Potential Time Commitment per Task

- Supplies (4-5 hours weekly starting in June)
- Inventory (30 – 40 hours)
- RIF delivery and logistics (5 hours)

Constraints

Nearly everything ran smoothly last year. No major changes appear necessary. Potential improvements were listed in the 2018 closing documents/debrief, such as school mailing labels, increase the number of printed fine waivers, etc.

Topics to discuss

- How can we provide efficiencies in supplies and inventory management?
- How can we streamline the process for libraries ordering supplies?
- What is the best way to communicate changes in inventory/supplies?
- How can we best work to meet the needs of the libraries during the summer months?

Staff /Volunteer Engagement

Lead: Jessica Gonzalez (EPS)

Team: Julia McConnell (EPS), Heidi Port (DVS), & Victoria Stephens (MaC)

Term Commitment: November 2018 – August 2019

Tasks

- Staff Training
- Volunteer Training
- Internal Communication

Time Commitment

November–March: 2-4 hours/month

April–August: 4-6 hours/month

Constraints

Staff attributed last year's success to having fewer changes to the program. This resulted in less time training and more time promoting. We would like to maintain a feeling of consistency while still improving the program. Staff also indicated an occasional difficulty in keeping up with the SR information they need to know.

Topics to discuss

- How can we increase staff buy-in in Summer Reading?
- How to improve communication – how to make sure everyone knows what they need to
 - Should we draft best practices for promoting the program to customers (both signups and ongoing engagement)?
- How to help libraries reach their individual goals?
- Volunteer supervisor training was rated highly, though some staff indicated an interest in expanding the training. Staff's primary issues were volunteer coverage, retention, and sometimes engagement.

Outcomes

Positive feedback from staff in post-survey

Summer Reading Software/Programming Engagement

Lead: Emily Williams (EPS)

Team: Kellie Delaney (EPS), Vicki Thompson (PLA), Kristin Williamson (EPS)

Tasks

- Adult Prizes
- Badges
- Book Order
- Goal Break Down
- Marketing Request
- System-wide SR Programming
 - Neighborhood Arts
 - Grant-Funded Programs (Science Museum, Zoo)

Outcomes

Increase engagement in Summer Reading based on overall outcome and indicators. Provide operational excellence.