Summer Reading Feedback Meetings

1. **September 8, 2016- DVS, Central Region**

Positives-
- Frontline staff asking all members about Summer Reading
- adding minutes for members, making it a priority for staff to ask and remind members about them
- Having a food program for children and homeless, the children all signed up as they were there for breakfast until lunch and had tutoring as well during that time period
- Software was easy to use, teens were able to sign people up more quickly
- Incentives were positive with adults being able to choose books and Read it Forward
- Neighborhood Arts went well
- Incentives-especially the book changes with adults being able to choose books
- Beanstack
- Book selections were awesome
- Volunteers were great-getting to meet new people/making new friends, reading with the kids, kind librarians

Negatives-
- Sidewalk upheaval DN (started when SR started and ended after SR was complete)
- Titles did not always pull up and connect to CarlX, so they had hyped the fact that it would keep track of books and they had checked out books and then Beanstack couldn't find the book so there was no corresponding information for the member to look up (book jacket)
- Staffing challenges
- Not enough volunteers
- Weeks with the code input for drawing prizes
- Training for smaller things (ex. gnomes, not aware that the codes were on the bottom of the gnomes, etc.)??
- Awareness of all staff on easily overlooked things
- Volunteers- have all staff know the rules (so one staff member tells them they could do this and another says no), more stuff to do, more hours to work, sign for the Summer Reading table, set up a second table to help with rushes, more tasks, volunteers needs vary at each location, effective use for over the summer, more info on badges that are focuses of the week, more than 2 volunteers at the table, things for them to do, volunteers available for needed times (having 6 with not much to do but for the program later not having any)
- Badge concept- explaining
- Tracking incentives- writing down what title and age range of the books handed out
- Goal 2 some were only giving out 1 book, others only gave 1 to adults but 2 to children

Drawing prizes-
- Nothing that expires too quickly for those cases that we have to bundle and redraw for another week
- With having the Children's drawings all weeks but the grand prize they had some issues with age restrictions on the prizes that were given to an early childhood family (needs to be 8 to claim type thing)
- No qualified members for Neighborhood Arts (many groups at NA that wouldn't qualify for the drawing prize)
- Website on the bottom of the receipts didn't work quite right, had to be in Beanstack or not signed in to Beanstack in order to, staff had to work for quite awhile to figure it out when the member called about it
- Card restriction was also a problem for the drawing prizes as there were people they had to skip over before getting an eligible winner
- Gnome weeks-feel that should be Children's and not Teen focused
- Educational prizes we often get for free from sponsors others we have to pay for
- Some of the favorite things that we get are the Sonic coupons for free food/drinks
- Prizes not being local is a problem (Skate Moore and Clinton Waterpark)- it would be better if they could be location specific

Training-
- It would be great to have role playing different scenarios with staff and volunteers to help them get used questions/situations that might come up
- Actually making more time to complete training so that it doesn't feel rushed and that everyone feels that they got the right info out of them
- Staff enjoyed the in person training
- A quick reference guide

Badges-
- Badges were confusing-staff and members had difficulty explaining their purpose
- Badge concept was trial and error, many members didn't ask about the badges, if they did they wanted a tangible badge, perhaps calling it something different might help with that, maybe have badges that would make a members and staff interact more (a bridge of the virtual and physical world)

Goals-
- Goals for the non-independent readers seemed really hard to reach (10 hours), there was an old way of doing things 8,8,8 that had to do with books, hours and pages, the early childhood sheets weren't clear as to what those activities counted for, or if you had to do the activity for 20 minutes for it to count

Suggestions-
- Have Beanstack send out alerts towards the end of July that remind people that it is time to pick up their incentives (few members who came in after we had sent incentives back)
- Have Beanstack link to the library card sign up page for more buy in for the drawings
- Referral badge- if you convince a friend or family member to get a library card you get a special code to enter for a drawing
- Sign-give up
- Buttons/stickers for goals/badges- not just online, so if someone reaches a goal or earns a badge it is not just online
- Passport/board game sheet to put stickers on
- Punch card for goals/badges
- Training in person for all SR volunteers
- Knowing who would be the volunteer supervisor in January and then keep it the same for the year for better support for those people
- Scheduling issue (volunteers)- be more thoughtful, use for programming, fully staff in the beginning of the summer and taper off depending on needs, communication
- Coming to staff meetings and talking about training/volunteers
- Communication
- T-shirts themed for summer for the staff
- Reach out to the community (ex. call day cares and have schedule for them to come, arrange volunteer schedule for those times)
- Have teens do a Teen Improv to practice customer service ('yes and...')

Connecting with Schools-
- Hard because out of school
- Incorporated it with school summer reading program
- Have flyers come out sooner (April)
- Have something set up so that if the child used their ONEcard or library card they would get an incentive at school at the end of the summer
- Connect with the PTO/PTA, the online schools and the homeschool conferences

For Continuity-
- Create a blog or Ask Tim type forum on the Intranet that the questions and answers could be posted
- Email the managers and have them disperse the information
- Have a FAQ area on the Summer Reading Intranet page

Volunteers-
- SR Volunteers liked taking them around the buildings, talked about the system/building, job shadowed (room setups, LAs), more about the library system (created awareness that the library has things like marketing and the business office), decided that they would like to work for the library
- Rocky at first but it smoothed out, had to 'fire' one volunteer as she would sign in and then go hang out with friends
- 2 great volunteers, one was only 11 and no one on staff believed she was just 11 as her work ethic and attitude was great (emailed if couldn't make assigned times, mom came in and checked), 16 year old was really quiet but really opened up with staff before the end of the summer
- Job shadowing was difficult as short staffed but they were able to help with cleaning shelves and straightening shelves, some days they came back to the SR table as they had to rest as their 'arms hurt too bad to continue'
- Scheduling conflicts made it difficult to have volunteers when they were really needed
- Finding things for the volunteers to do (job shadowing without making the volunteer do staff's job)
- Found Online Volunteer Scheduling to be great
- Had calendar in email for volunteer schedules
- Feedback from the volunteers:
- NW- wanted access to the backroom, loved the new computer program, emailed training, shelving, Reading Buddies, Parachute Play, like that they didn't have to alphabetize cards, more library training, liked teen advisory board, customer service training approaching service interactions in person
- DC-enjoyed helping with science camp, art
- DN- working with staff, exposure to books, more training
- Schedule of tasks with rotations

Props-
- Staff showed members but no one seemed to use them like last year
- Right age group? Friends Board members loved it but they grew up with the Wheaties box, younger generation might not really know about the Wheaties box cover

2. September 14ᵗʰ, 2016- West Region

Positives-
- Software was user friendly
- Front-line staff promoting program
- Celebration Station (volunteers walked members to the catalog computers to sign them up and the use of the netbooks)
- Easy time logging time
- Involvement of the circ staff-continually promoting, awarding prizes, etc.; software was easy to use
- YMCA groups signed up this year
- Adults being able to choose a book
- Read It Forward at all levels
- Books, some frustration over the titles but better than previous years
- Adults being able to choose books
- Prize delivery was as simple as could be, positive response for winners
- Excited that they could pick titles for the Read It Forward this year

Negatives-
- Dealing with members who didn't know when the end of SR was and came in late to claim incentives
- Putnam City summer school didn't have the libraries open many times, had previously had group sign up through that program that didn't happen this year
- Marketing came too late
- Theme was 'blah'
- Badges: needed training, objectives were over-complicated, needs something tangible
- SR not tangible enough, especially for youngest readers
- Staff confused by non-independent readers

Beanstack-
- Possible change to group signup add area for group name- didn't know if groups had signed up, had staff sign up and then not be there the entire summer
- See customer's log on the staff side
- Keep Beanstack for a while and then returning teens would already know the software and it will be easier
- Customer side was easy to use, simple and clear, fewer questions from members so it was simpler
- More info from reports (schools, etc.)
- Awkward asking adults for age, perhaps age range?
- Notate next to library card box that it is required to be entered in to drawings
- Groups it was hard to see who had signed up unless you knew all of the staff at a location, no organization required, more development for the group setting to make it easier to use year round

Drawings-
- Seemed awkward- tying to badges was not clear, by the time it was clear it was too late for some (not clear internally or externally)
- Badges might be easier next year as we've started a core so we can build off of them
- Get more excited about final drawing prize, publicize and talk about it
- Have in person drawings vs all online
- More publicity for drawing prizes

Training-
- Short videos about badges, talking points for internal use

Suggestions-
- Branding with t-shirts, posters etc., branding doesn't seem to be coming across well
- Alerts for badges (tell what is in the drawing this week)
- Short training videos can have a large impact (similar to ONEcard video), to the point
- More tangible things, esp. for early childhood and elementary aged members (Thunder read bus with unique prizes and like previous MLS SR program with medals)
- Gnomes-kids upset when gnomes were traveling need back up or have 2 at each location, one gnome that stays at a location all summer but has different stories/adventures each week to add to folder
- The program seems long for younger children perhaps having 2 'separate' programs one focused in June, the other in July
- Get schools to give something for participating in SR at the library (popcorn party, pizza party, etc. at the school)
- Awkward asking adults for age (age range past teen)
- Sign up for specific titles to Read Forward instead of actually taking the book at that moment, adding them later
- Focus on number of books instead of minutes read

Goals-
- Not relevant for everyone
- Reading blogs that give out reading challenges and push person to read outside of genre
- Track reading throughout year and base goals off of tracked reading- based on number of books read, baseline for minutes tracking as optional (not easy if they haven't been signed up in Beanstack for the year)
- Old way 8, 8, 800 harder to explain but 20 min daily easy to articulate
- Non-independent readers have a harder time with the goals (separate out from other reading groups)
- More explanation for the Early Childhood activities (one activity counts as a 20 min session, etc) for both staff and members

Marketing-
- Came to late
- Decrease in social media-people not excited about props this year
- Need more marketing that shows goals

Supplies-
- Unclear on availability for books at some points
- Titles were good but challenging at times to have a good selection as someone could come in and claim all 4 books at once (Goal 1, 2 and Read it Forward)

Random thoughts-
- Local library should deliver group prizes to make the connection with the local library
- Can take a device and go to daycares to sign up groups
- Picture prop didn't fit correctly (creative and colorful ideas, some barriers, seemed rushed)
- Themes impact participation and it seemed as this theme didn't resonate as well as previous ones
- Have a visual aide that has a list of goals and what you obtain at each level (not specific titles, can be cartoony)
- Have a list of titles available for members to look at
- Have members list books they would like to read towards earning when they sign up and then get those books

Volunteers-
- If they liked to read it was good, if not they were bored
- WA- 2 shifts of 4 hours with substitutes
- Reading Buddies didn't have enough attendance last year so didn't participate this year
- Rocket Readers being a year round program had fairly steady attendance
- Positive story-Volunteer signed up who didn't like to read, started reading a prize book while at the desk and enjoyed it so much wanted to take it home, was told they could if they earned it with the goals, started to read and did earn book

- Negative- absent and eventually dropped out
- DVS-more help with training volunteers- every time we called Heidi she was patient and helpful
- Shadowing- Not systematic- observe while here, time consuming, started with a chart that had to let go of by the end of the summer, shelved DVDs and some shifting
- Switch to have volunteers be an actual teen program
- Train with customer service-talk about it more, easier to sell the more you talk about it
- Videos to help train the teens- customer service as well as how to take criticism
- Idea-have a volunteer GOAL at the individual libraries with onboarding

3. **September 15, 2016- South Region**

Positives-
  • Was less chaotic than last year
  • Beanstack
  • Created special flyer (picture of a Kindle Fire- 'Sign up to win..' ask at reference desk), hadn't done that the year before
  • Went to schools- had sign ups at the schools (had 2 staff, one talked about the program while other signed the groups up)
  • OCCC brought in their summer classes-the older kids helped their younger siblings
  • Passive programming- hung up superhero-match power or name, sports or balls-find in different locations in the library as scavenger hunt like gnomes
  • Minecraft Redstone Program from the Science Museum
  • Good turnout for Neighborhood Arts and other programs, had some daycares attend, held out in the library (2p on Fri)
  • Supplies were easy to order
  • Brain flakes on the table for passive programming
  • Two books at goal 2
  • Book selection

Negatives-
  • When went to schools children didn't know their zip code and some didn't know what school they would be in the next year
  • Needed more training on Beanstack-videos were good but weren't as useful for reference later, perhaps printable instructions
  • Members weren't as motivated by badges
  • Codes were confusing
  • Couldn't log on staff side
  • Can't change passwords
  • Gnomes- should be children's instead of teens, not enough coupons, traveling days are problems at some locations, someone took a gnome home when they found it, some were too big to hide on shelves
  • Wheaties box-wasn't used much
  • Volunteers didn't show up (sometimes they did call)
  • Some confusion at the beginning with Goal 2 with adults only getting 1 book but that got sorted out
  • Members still want something when they sign up
  • Coupons are for places that are too far away for certain locations

Incentives-
  • 2 books at Goal 2 was good
  • Good selection of titles
  • Process for ordering books was good
  • Freddy's bookmarks didn't go over well (confusion about how to use them)
  • Sonic and Whataburger were well received

Drawings-
  • A winner didn't appear to be the correct age for the group that the person was signed up in
  • Siblings won 2 of the grand prizes
  • Prizes not picked up- couldn't get ahold of
  • Problem-those drawing names were Leads or Managers, too much staff didn't know
  • Rolling over prizes became a problem-got multiples (bookmark timer, one child got 4 of them) and were expired when they received them

Volunteers-
- Great way to learn-get a lot of customer service experience
- Possible temp hired position (same tasks assigned as the SR volunteers) similar to the youth assistants for Come Read With Me, perhaps 15 hours a week, guarantee them to be there, would be a position a new volunteer could aspire to
- Volunteer feedback-upset everything changed when it went online, there was nothing for the volunteers to do any longer
- Only used volunteers for Reading Buddies, nothing else
- Spanish speakers were able to help interpret
- Scheduled not for friends to be on desk, but friends would be in the library and they were distracted
- Mentoring- carts in order, straighten shelves, most didn't have time to actually mentor but they did see the staff completing their jobs, helped with crafts, programming, making flyers and helped pull books from weeding lists
- Helped with various programs, i.e. hip hop dance program, held 'Olympics"
- Helped with NA attendance (came and brought friends)
- Post it note murals
- No videos to show the volunteers until after the training was held
- Perhaps move to regional party at the end instead of one, have the Laser Quest Truck come to a location, have a zombie themed breakout (nerf guns and zombies)
- Volunteer training should be available sooner

Reaching schools-
- Contact the right person (had 10 schools Parent Conference Days)
- Talk about it with ONECard

Beanstack-
- Don't require age, only age range or check if over 17
- Don't require zip code
- Staff side-see member's log
- Had an issue with transferring a person
- Add ability to enter badge codes on the staff side

Ideas-
- Have bookmark that only says Kindle- Win one!
- Send bookmarks to schools instead of the flyers with more info on them
- Have scratch and sniff bookmarks or stickers for kids
- Gnomes-match the summer reading theme to the gnomes to make it an obvious connection, have a gnome-vine, volunteers shoot mini videos with kids and the gnomes
- Backpacks as incentives- could have programs that would decorate them during the summer as well
- Want something when they sign up- doesn't have to be big
- Have bigger Goal 1 prizes to try and interest people earlier
- More chances at the end prize when they earn their Goals
- Have Goals be more frequent (perhaps at 5 hours) for those who are reluctant readers
- Teens wanted earbuds and chargers for their incentives
- Backpacks (free marketing with the MLS info on them)
- Staff reading t-shirts that the staff could purchase that fit the SR theme
- Searchable FAQ section
- Post on the Intranet and send out an email with update information
- Staff exchange regionally
- Have a paper with stickers for the younger ones to be able to physically see their progress with their badges
- Have a sign-up sheet to add members to the program after they have left so to avoid the backup at the volunteer table at high traffic times

4. September 19, 2016- North Region

Positives-
- Circ staff were great promoting the program, especially in reference to the fine waivers
- Help from all departments feeling involved
- Beanstack was easy to use
- Gnomes-most popular badge
- Decoration kits were great
- Online ordering of supplies was great
- Staggering prizes over the summer and not all at the end
- Drawings online were better, easy to complete
- Logs that show cover, title, time and date
- 'I read because…' bubbles were popular

Negative-
- Badges weren't an incentive for some, perhaps leveling them up, having a leader board
- No connection for the younger kids
- Had to work hard to get members to use the program as it wasn't clear to them that they didn't have to log a title and author each time they logged minutes, members with multiple children thought that was too much information to require
- It seemed a little rushed this year with getting access to Beanstack later than the previous year
- No luck with members taking pictures with the Wheaties box

Training-
- Have staff facing and non-staff facing training

Incentives-
- Book selection was great
- Adults were picking out books
- Earbuds weren't popular with the adult crowd, but they liked the portable charger
- Staff member story- favorite book for son was 'Mama Bird, Baby Bird' and he got it from reaching a goal in the Summer Reading program
- Books for adults were popular but sometime the only copy was donated of a specific title and the next participant would want that title
- Sometime the selection at the moment that the participant came would not be great enough to satisfy having titles that appealed to them for all 3 books that they picked up
- At times the Fine Waivers weren't well received, almost seemed as though they were offended at the thought that they wouldn't pay their fines
- Read it Forward was great as it offered an alternative for those participants who didn't want books

Drawings-
- Not as many came to pick them up
- More small food prizes
- Prizes with expired coupons
- With only the Leads and Managers having access it was confusing, lack of communication, seemed the weekly drawings crept up on them

Beanstack-
- When the box pops up to add time have an asterisk to notate that the only required field is the minutes
- Add printing certificates to the Admin side
- FAQ was hard to find on the site

- Add something somewhere that has incentive pick up times, explains the time reading counts (only June and July)
- Change so that if you take time off the log that the Goal would show as not obtained again
- Have the system send out an email that would let participants know the last date to pick up incentives by
- Some confusion that the emails Beanstack sent out with recommendations, some thought that they had to read that title that week, some confused as thought they might be similar to the Tailored Titles, also thought that they reserved the title when they clicked the title in the email
- Possible to integrate Beanstack with LS2PAC more? Have a link in their account? Have a running reading time log show up in LS2PAC?

Marketing-
- Postcards need more information (how to sign up, something about the program and goals)
- Bookmarks were great
- Perhaps a full sized poster with what members earn at each goal, table top sized as well

Schools-
- Only made it to 7 or 8 out of the 20 in the service area, video would help this
- Having teacher buy in is important and they will promote it to the parents
- Have the media specialist breakfast earlier
- Give the info about who participated to the schools in Aug/Sept
- Have a contest between the schools for who has the most participation

Volunteers-
- Role playing games for teens in training (suggestion)
- Short videos for volunteer training similar to the staff ones (suggestion)
- Have the videos count as volunteer time (suggestion)
- Everyone liked Rondia's ideas for training
- Have volunteer signup start earlier in the year

Ideas-
- Have a promotional video that schools could show that tell about signing up and a little bit about the program
- Have a staff program prior to SR and have staff role play the different parts and practice using the software
- Have Neighborhood Arts drawing in person
- Have a Scavenger Hunt Badge that incorporated the physical library
- Have a book tote for adults/backpack for children
- Have teens pick adult incentives
- Add more classics to the book selections
- Have Beanstack a more prominent link on our website to encourage members to use it year round
- Having more Sonic and Freddy's Custard, perhaps adding Braum's
- Message that pops up on the Intranet reminding everyone that it is time to draw for the weekly prizes (not emails)
- Offering the options of eBooks instead of physical books
- Extend the time to pick up incentives
- Have Neighborhood Arts earlier in the day than 7p (if still wanting an evening time then perhaps 6 or 6:30 would work better), had performers come late and not complete a full set, perhaps an weekend would be better than an evening
- Clarify vocabulary (badges, goals, incentives, prizes, etc.)
- Give staff pins that have a phrase such as 'Have you logged your reading?' to wear for the summer
- Make participants reach a certain number of badges and then unlock more to level up
- Perhaps no fine waiver offered for early childhood participants

Goals-
- Lower goal for early childhood group or explain the activities better for both staff and members
- Not everyone remembers to log their reading, perhaps giving out a button or something that could remind members
- Have more than 2 goals, include a backpack

Volunteers-
- At times there was difficulty as the volunteers didn't have the members sign up so there was misspelling of names or passwords, had to change perspective to a guide to show how to sign up and not actually completing it, part of this might be because they were bored and there isn't as much of an event without paper
- Celebration station is a great thing but by the end of the summer the volunteers were tired and not as excited about it
- Job shadowing- paired 8 volunteers with 8 staff members, volunteers like feeling useful with shelving, programming, doing different things was good
- Had some unengaged staff with the volunteers, didn't find it useful
- Timing of Laser Tag party- school had already started

5. **September 20, 2016- MAC, DL, OUT**

Positives-
- Almost met goal
- Reached the 25,000 sign ups
- Things went smoothly- software was easier to use
- Summer Reading books were ordered in early January
- Read it Forward went well
- Adults in Books by Mail Read it Forward
- Posted the Read it Forward deliveries on social media

Negatives-
- Drawings-staff time
- Fine waivers were late to MAC
- Need to tell members that supplies of incentives are 'as supplies last'
- Fine waivers were copied when libraries ran out
- Some locations hoarded supplies
- Some locations were too conservative and ran out

Ideas-
- Add question for where did you hear about the program for MAC to help decide where to spend their advertising budget
- Have pre and post surveys
- Gather feedback through social media
- Remind that Summer Reading is ending
- Fine waiver poster

6. September 20, 2016- East Region

Positives-
- Word of mouth-circ staff mentioning Summer Reading, intro to Neighborhood Arts talking about it
- Adults enjoyed being able to pick out books as incentives
- School visits-energizing, going to the schools for assemblies and classes
- Beanstack easier to use for members
- Bookmarks were good

Negatives-
- Adults still don't realize they can participate
- Kids signing up but not reaching goals
- Missed people as didn't emphasize that the software was new this year and easier to use
- Younger children want something tangible
- Wanted something for signing up
- Not exciting art work from the Collaborative this year
- School visits-when they got there their flyers weren't always there
- Wheaties box was awkward
- Photo ops were easier to use last year (always there between the backdrop and the cut out)
- Gnomes-hard to tie to theme, had people upset as prizes were 'stupid', some libraries didn't give out prizes, took too much staff time
- Didn't catch that staff were supposed to order the initial supplies

Incentives-
- Book selection was good
- Teens wanted adult prizes
- Read it Forward option was a great thing
- Teens wanted adult incentives

Drawings-
- Confusion with drawings, not publicized, not all prizes were picked up
- Randomness of emails

Beanstack-
- Hard to search for child if attached to parent
- Card number not on many of the drawing winners, try to incentivize getting a card more
- Add an organization name to a group (positive in that fewer families were trying to use a group account)
- Confusing when asking if signing up for self or child of this age?
- Have it auto populate the group that is appropriate for signup when they sign up
- ½ years were great for the younger kids, they enjoyed that
- Suggested titles weren't similar to what they read even if they did add titles when they logged time
- Liked the drop down menus for the school selection

Training-
- In person training was helpful in order to ask questions
- Allowed staff to come to volunteer training
- Perhaps short videos that would be quick reviews for next year
- Certificates

Badges-
- No training to explain
- Some just stumbled on it

Goals-
- Seeing 600 minutes is overwhelming to some, 20 minutes a day is easier to explain
- Perhaps a return to 8, 8, 800
- Minutes are harder to remember a week later if you've forgotten to log your time, the number of books is easier to remember
- Feeling is that members are reading, just not logging time

Schools-
- Create a challenge for teachers and students-who can read more over the summer?
- Work it into the schools summer school
- Offer something to the schools if they reach certain goals over the summer (popcorn party, Lego Challenge)
- Auto enroll students like we do with the ONECard

Volunteers-
- Hard to do Summer Reading without them
- Training sessions might change slightly next year
- Had a backup person for the volunteers so they had someone they felt comfortable going to when the volunteer supervisor wasn't in the building
- 2 training sessions- one for returning and a second for new, have the returning train the new
- Great volunteers this summer, some even volunteered even though they had jobs
- Staff sat at the table with them
- Easier training materials
- Changed schedules based on the amount of work they had, 5 at the beginning only 2/3 at the end
- No job shadowing-offered but no one took them up on it
- Program help, shadowed library aides
- Difficult to keep them busy, ran out of things to do
- Had to channel enthusiasm to something productive

Ideas-
- Poster with prizes so that members can get excited about them, focus on the larger prizes
- Don't have so many smaller things
- Liked in person drawings last year as it gave the volunteers a task to complete and encouraged people to stay for the program
- Create in house artwork for the program next year
- Have flyers earlier than May
- Put flyers in the Putnam City Schools Pockets that go out on Thursdays
- Working in more school visits, InterReach opportunities
- Have a survey at sign-up have a code that they can enter to be entered in to a drawing
- Need another Spoticus cutout
- Find cutouts that match theme for next year for photo ops
- Instead of gnomes-have something that matches the theme for next year-have buildings to hide like the Eifel Tower, Big Ben or Oklahoma buildings with some sheets with info about them, the info could be used to have a scavenger hunt for those looking for them in the building
- Backdrops with different monuments for photo ops
- Think Carmen Sandiego
- Something similar to the Good Reads challenge like 'read a book over 300 pages', 'read a book in a different genre', etc. need to make it more valuable for the community and be relevant
- Offer different versions of goal attainment
- Perhaps just have badges vs goals
- Badges- gamification of the badges to make it more internal rewards, combine badges to make goal attainment (use databases, Tailored Titles, attending programs, etc.)

- Only have a monthly drawing
- More communication-have a sheet with all of the need to know info
- Have a Summer Reading forum and answer questions there (doesn't have to be Emily or Kristin)
- Sonic coupons-tots were more popular than the slushes (not for all some said it was 'the best day ever' when they got their slush coupon)

Info sent after meetings

Positives-
- Summer programs, incentives, and the volunteers. It was super easy and intuitive to sign up.
- The computer program was visual. You could see your progress, you could track your books, you saw the grey badges light up when you completed a goal.
- The programs we offered were amazing.
- Finding the Gnome.
- Personally seeing the Beanstack software interact with members in a meaningful way by sending out reading suggestions.
- Read it Forward.
- I think members did well with the Read It Forward goals and were excited about being able to share reading with someone in need.
- Read it forward
- Programming
- Help from teen volunteers
- Beanstack software was better overall than last year's software
- Prize awards were problem-free (for me, at least)
- Most of the programs did not require registration

Negatives-
- Laptops not working, not knowing the volunteers schedule, running out of incentives
- I think we didn't meet or increase our goal because we didn't get outside our walls and market the program. We did a great job staying right here and promoting to our existing members. I think the fine wavers encouraged members to participate. But we stayed the same because we did the same.
- There were a lot of people in the library at all times. The amount of work from shelving books to helping members increased significantly during the months of June and July. It was almost overwhelming and it seemed to never end, but yet the summer went by so fast because we did have a lot of work to do. It seemed like there was not enough carts, bins and Library Aides to keep up with the demand. I am so proud of our whole team for pitching in to help maintain the function of our library while serving a larger demand.
- Members not remembering their User Id and Password.
- The Gnome – Members became very frustrated during the travel time of the gnome each week. There is a window of ½ day or 1 full day where the Gnome is not available. One of the badges you could earn was a Gnome badge. If it wasn't here and you searched all over looking for it, only to learn it is traveling, the disappointment level in the whole summer reading program sky rockets.
- We were close to meeting the system goal of 10% at 9%. Northwest increased its participation numbers over last year by 117 people. One reason for not meeting the stated goals would be inconsistent promotion of the 2016 Summer Reading Program by staff and volunteers. Stronger marketing and displays could increase future numbers.
- Some of the features of the software were not discussed in training. For example the number of hours logged had to be within a limit for the software to recognize a goal had been met.
- Some members did not understand badges.
- Some locations provided additional incentives we did not when the gnome was found such as food coupons. Locations should be consistent.
- Advertising
- Keeping everyone's information the same and consistent
- There was way too much noise and destruction. The children's area looked like a tornado hit it every day. The noise levels made the library an unpleasant environment.
- The backroom organization and shelving were disastrous. Surely we can do better.

Beanstack-
- Of course improvements can always be made, but I think our look and our Learning Tracks were amazing this year. Better than what it has been in the past. What I would like to see is more 1-2 minute training videos. The few that we received were very helpful. I would like to see training videos on our specific Learning tracks and especially on how members can customize their reading suggestions and learning tracks.
- It would help of we explained badges better to members and how they fit into the rewards process. Alerts would be great and allow badges to become more interactive.
- More obvious communication about timelines, perhaps temporarily "locking" accounts at a specified date and for a week or so to really drive home the message that the program has ended.
- Beanstack was user friendly. It was nice to have one account for a family instead of having to make accounts for each individual. When speaking with members who did not want to do the program they stated that they did not have the time to do it

Drawing prizes-
- It went well. There wasn't a big celebration about the drawing prizes. Nobody would have even known about the drawing prizes if they had been sent in via e-mail. I would like to see us do a better job of celebrating our members and the prizes they receive.
- I know that in some locations, very few people completed the badges for prize drawing. Clearly, we need to communicate this process better to members
- I think it was well organized, but the Excel sheet that listed all of the drawing prizes and weeks was confusing for me and the Circ. Staff. It also had all the codes on it, so we couldn't display it for customers to see. The signs that showed the current weeks drawing information did not list what the prize was, which was a commonly asked question.
- I WAS involved with this process, and I have to say – the way the prizes were delivered to us was delightful. The online interface for recording the information was rather cumbersome, but considering the scope of the system, I felt like it was appropriate for what we were doing. Any confusion or frustration I had with this was definitely the result of user error or simply forgetting deadlines. But we got it done!
- I thought the drawings went well, but I did wish it would have allowed me to exclude anyone without a library card. Furthermore, the only teens who seemed to participate were volunteers, who surprisingly often did not have a card. I'd love to target teens more and make sure volunteers have a library card. I'd also like the ability to only draw people with a card number listed. Most people seemed pleased by their prizes.
- If we had large posters stating what each week's goal was, I think we'd have had better participation and more eligible for the drawings. It seemed rare people knew what to do to be included in the drawings. I know that circulation and reference didn't always have the time to begin the promotion, without making others wait.

Badges-
- Maybe explain that if you get this badge by this date you will be enter in a drawing
- Communicate in any and every way we can; word of mouth, posters, emails, banners across the summer reading page,
- I think we need to make a point to discuss it with members as a talking point when signing up.
- I think the badges would be more meaningful if there were more concrete incentives for attaining them. A prize for every badge or drawings based on badges, something like that. Of all of the processes, I am still the fuzziest on the badges.
- Teens did not participate in the find the gnome contest at our location. I'm not sure they even should have, since they'd have had an unfair advantage. I had no winners the week that targeted teens who had the gnomes badge. I'd be happy to wear an "Ask Me About Summer Reading Badges" pin, honestly. It seemed to be a pretty undersold concept.

Schools-
- At my daughter's school they have their own summer reading program and it also includes the MLS reading program. If they finish their school's summer reading program and the MLS summer reading program they get a book and get to attend a party during school.

- Go out to the schools before summer reading begins. Partner with the schools to reward their students who participate.
- Go out to the schools if possible. Could we get OKC Public schools to do a tie-in promotion with ONEcard?
- We could do an incentive for teachers. Each teacher that had 85-100% participation from their classroom (previous year or upcoming year class) could get a great incentive for their classroom. Or make it school wide. Each school that has 80-100 percent participation from their students gets a new smart board for their library, or something that would be desirable for the entire school to get behind.
- There's not a lot we can do with them during the summer, but perhaps we could launch a "sign-up" initiative at the very end of the school year? School visits by MLS staff to explain why SRP is awesome and then a school-sponsored signup drive!

Consistency-
- Emails? I did have on member upset because her grandson got like a coupon for free ice cream at one library for finding a gnome but got nothing at our library.
- Training, Cross-training, having people repeat it back, signs, posters, email blast reminders, send cupcakes with message on it (you may think I am being funny, but I am not. What motivates people better than food?)
- Better communication from the system perspective.
- I think customers really liked it, and liked the read it forward option. However, there was confusion with the teens and staff on adults getting only one book for goal two, and everyone else got two books. Some people would let adults take two books, while others understood the goal incentive sheet and gave only one.
- I am not certain. There is a lot to remember with summer reading, especially because it is in addition to our normal responsibilities and there is an increase of customers x10. I think some of the problem is the changes each year. Last year it was one book for each goal for each child, and adults could not pick a book at all for either goals. For the adults they could pick either the post-its each time, or the charger each time. This year it was 1 book for goal one, 2 books for goal 2, but just for children. Adults could pick books this year but only 1 book for goal 1, and 1 book for goal 2. If they did choose the adult prize, unlike last year, it was specified as headphones for goal 1 and the charger for goal 2. No duplicates like last year. This is difficult enough for staff to keep track of, and we are expecting unpaid teen volunteers to keep it straight. I think a lot of miscommunications would end if we picked something and stuck with it for a while. I know we are trying to improve each year, but I think you have to pick your battles. Make changes every year to see what is preferred but risk confusion from all the differences each summer, or find a sweet spot to stick with for a while and implement small changes each year to lower confusion/miscommunication while raising continuity.
- Like with anything, a standardized set of guidelines and expectations is a big help. Designating one person as the "point" from each location would make it easier for the support departments to reach out every week and make sure everything is going well. Perhaps meeting with that person when they come to deliver prizes.

Goals-
- Were the goals obtainable, Yes. I would like to see a better explanation for babies / nonreader goals. I felt like members didn't understand how a baby / nonreader could each 20 minutes a day.
- I think they are easy for some and challenging for others. I think the goals are very challenging for the early aged children that are just learning to read (5-6) and have attention/focusing challenges. <Especially if they have a sibling that blows through their reading quickly.
- I thought the goals were a good balance between being too easy and too difficult. At different times, I found myself thinking that 10 hours was too low, but it's still a significant investment of time, and I feel it struck a good balance. Having a Level 3 was great for those "over achievers." I would like to see something even beyond that next year. A "reach for the stars" level (or something less wild-west stagecoach holdup sounding).

Thoughts-
- I think the volunteers could use more training, not necessarily just in the beginning (pre-summer reading) but throughout summer reading. I noticed that not all the volunteers had the same information about summer reading.

- I think there needs to be more targeted marketing about summer reading within the library. A librarian or LEC can talk SR up before a program or afterward, however, customer don't necessarily always listen because you are either speaking to a group that is focused on wanting to see the program (and not the person rambling before it starts) or they are wanting to leave to check out their books and go on to the next thing. Or a circulation clerk can talk it up while checking books out to a customer, but some customers just don't want to hear it, they want to grab their stuff and go. I think some visual aids with specific targeting in the stacks would be awesome. See other attachment as an example.
- We could get the community more directly involved. Summer Reading is something that we ask people to take part in, but I think it could be more effective if kids asked other kids to get involved in it. We could hold an art program in April/early May and have the kids paint summer reading advertisements for us and display it as an art show at the front during the months of May, June, and July.