

Winter Reading: Book Bingo

Leadership Team Proposal

Prepared by Engagement & Program Services



Introduction

"Read More Books" is the fifth most popular New Year's resolution for individuals. Data pulled from the Beanstack website (our online reader management software) and mobile app confirms that the month of January is the second-best month of the year to run a reading challenge. This proposal will outline deploying an adult-focused winter reading challenge to increase circulation and grow a culture of readers in our community while looking at the historical context of winter reading programs in our system.

Background

Beanstack hosts an annual Winter Reading Challenge. This year, Penguin Random House is sponsoring the challenge. Top-performing libraries will earn Golden Penguin and Random House awards. Penguin Random House pledged a \$50,000 donation in prizes, including author visits and new books to be shared among the winners.

Responding to community need and taking advantage of programming opportunities when they present themselves are important considerations of the Engagement and Program Services department. Customers and staff continue to ask about Winter ReadFest, an annual program that was discontinued by Outreach when the Adult Services Coordinator retired after the 2013 program. EPS has been preparing for the right time to reintroduce an adult-focused winter reading challenge.

2018's approved Engagement Proposal outlines a Reading Events project team to take place in 2020, which would benefit from the data provided by a reintroduction of a winter reading

program. Beanstack's annual Winter Reading Challenge has continued to improve and would be simple to implement this coming year with the tools they now provide. Last year's Winter Reading Challenge through Beanstack enrolled 65,323 readers nationwide, who logged over 150,000 books and 13.5M minutes of reading.

Winter is an ideal time during which there may be great potential to increase readership. The reading challenge structure is effective for a narrative that inspires customers.

Purpose

Deploy an adult-focused Winter Reading program for customers.

Goals & Outcome

Goals

- Increase customer engagement during winter months, a traditionally slower period for program attendance and engagement.
- Promote a culture of reading in Oklahoma County.
- Focus on adults and their needs, as they are a newer audience for our Summer Reading program. Staff indicate that Summer Reading engagement for non-parents is low.
- Participate in Beanstack's 3rd Annual Nationwide Winter Reading Challenge to qualify for free author visits and new books.
- Winter Reading is a way to test aspects of the Adult Summer Reading program prior to Summer Reading.
- Leverage existing Beanstack subscription to maximize its value.

Outcome: Literacy

Outcome Statement

Adult customers belong to a community of readers and library users.

Indicators

- .5% of community members participate in Winter Reading.
3,900 participants (Based on 780,000 population figure)
- 40% of Winter Reading online participants log one book.
- 25% of Winter Reading participants log 5 books online or receive a Bingo!

Timeline

| Date | Action | Responsible Party |
|-------------------------------------|---|---------------------------------|
| October 16, 2019 | Present Proposal to Leadership Team | EPS Representative |
| October 18, 2019 | MAC Project Request Submitted | EPS |
| Late October 2019 | Work with supporting departments (list on following page) to let them know about Winter Reading: Book Bingo | EPS |
| Mid-November 2019 | Complete & Print MAC Materials | MAC |
| | Create Online Training Video for Public Service Staff & Customers / Create Toolkit for Libraries | EPS |
| Early December 2019 | Send Program Posters & Bingo Cards to Locations | EPS |
| December 2019 | Display Winter Reading poster in library locations | Library Locations |
| | Staff Training Completed | Public Service Staff |
| | Passive Programming / Displays Created | Public Service Staff |
| December 31, 2020 | Staff Training Due | Public Services Staff |
| January 1, 2020 | Winter Reading Starts | |
| January 2, 2020 – February 29, 2020 | Bingo Cards Distributed to Customers | Public Service Staff |
| | Market Program in Libraries, Community, Online, and Print | Public Service Staff, Marketing |
| | Hand-delivered and mailed completed Bingo Cards manually entered into Beanstack software | EPS |
| February 29, 2020 | Winter Reading Ends | |
| March 6, 2020 | Printed | |
| March 9, 2020 | Drawing Prizes Drawn & Winners Notified | EPS |
| March 10-11, 2020 | Prizes Delivered to Locations | EPS |
| March 20, 2020 | Last day for Drawing Prizes to be picked up | Winners |
| March 2020 | Evaluation of Winter Reading 2020 / Formulate Recommendations for 2021 | EPS & PLA |

Budget

| Account | Item | Quantity | Cost | Total Amount |
|---------|------------------|--------------------------------|------------------------|----------------|
| 5158 | Book Bingo Cards | 4,500 | \$0.32 | ~\$1,500 |
| 5173 | Digital Ads | At the discretion of Marketing | | \$300 |
| 5172 | Print Ads | At the discretion of Marketing | | \$2,200 |
| | | | Estimated Total | \$4,000 |

EPS will apply to use Commission Special Funds to cover the printing costs of Book Bingo Cards and ads upon approval from Leadership Team.

Beanstack is our current reading management software and has already been paid for and budgeted for use in Summer Reading. Using Beanstack for Winter Reading would not accrue additional costs. This will not only give us better value for our current subscription, but also provide our customers more experience using the software, which may lower barriers that some experience using it during our Summer Reading program.

There is no budget line item needed for prizes. We have unclaimed Summer Reading drawing prizes we will utilize for Winter Reading program.

Supporting Departments / Locations

- **Access Services:** evaluation and administration of the Golden Ticket Fast-Track Wait Pass for a physical book
- **Administration:** mailroom assistance for customer mailed Book Bingo Cards
- **Central Information Services:** customer support before, during and after Winter Reading Book Bingo
- **Collection Anywhere:** creation of book rivers and reading lists / evaluation and administration of the Golden Ticket Fast-Track Wait Pass for an OverDrive book
- **Development & Volunteer Services:** administration of Commission special funds
- **Information Technology:** adding advertisements to the Catalog and Public Computer homepage and self-check computers. Creation of the bookbingo@metrolibrary.org email address.
- **Learning & Development:** add Winter Reading Training to EduBrite and make a requirement for Public Service Staff. Follow up for those Public Service Staff who have not completed by deadline.
- **Marketing:** creation of printables, downloadables, and digital assets. Promotion of Winter Reading Book Bingo.

- **Public Services:** on the ground customer support and program promotion
- **Strategic Planning & Projects:** evaluation analysis of the program through staff and customer surveys / data analytics & program statistics
- **Warr Acres Library:** helped with the development of bingo concept and contributed bingo slot ideas

How it Works

Program Outline

Book Bingo! Play online or through a special Book Bingo Card!

Customers can participate in the Winter Reading program online or through a special Book Bingo card. Once they reach their goal, they are eligible for an entry to win a drawing prize.

Book Bingo Online

Log 5 books you read from January 1 through February 29, 2020 through our online software.

Printed Bingo Card

Keep track of the books you read from January 1 through February 29, 2020 by writing the title and author in the matching square on a Book Bingo card. Book titles may be used only once per card, and only one entry per person.

The Specifics

Age Group: Adults

Goal: Read 5 books in January & February or create a Bingo on Book Bingo Card

Registration & Goal Prizes: None

Prize Eligibility: Receive a Bingo or log 5 books (on Beanstack)

Have a valid library card on their Beanstack account or listed on the Book Bingo Card

Prize Drawings: Winners will be drawn from all eligible participants. Prizes include:

- 1 iPad
- 4 Kindle Fires
- 5 Metro Library Prize Bundles with a Golden Ticket Fast-Track Wait Pass
 - Prize Bundles include branded Metro Library Swag

- Golden Ticket Fast-Track Wait Pass allows a customer to move up on the waiting list for a physical book or an OverDrive digital book

Marketing

EPS will work with Marketing to create a Marketing Plan to promote and advertise Winter Reading Book Bingo. Suggested ideas include:

- **Printed Pieces**
 - In-Library Posters (24x36)
 - In-Library Posters (11x17)
 - Full-Sheet Book Bingo Cards (8.5x11)
 - Printed Advertisements
- **Downloads**
 - General Book Bingo Posters (8.5x11)
 - On-Site Library Book Bingo Posters (8.5x11)
 - Book flags
 - Shelf Talkers
- **Digital Marketing**
 - Email sent to existing Beanstack customers highlighting program
 - Email sent to Page Turners in Beanstack with link to print off Book Bingo Card
 - Google Ads
 - Facebook & Instagram Promoted Posts / Sponsored Ads
 - Local Instagram Influencer Promotion
 - Digital Badges
 - Digital Art files
 - Integration on Tailored Titles Newsletters
 - Dedicated Webpage (metrolibrary.org/bookbingo)
 - Webpage Slider
 - Public computer landing page graphic
 - Catalog computer landing page graphic
 - Self-Check computer graphics

Outreach

EPS will work with Outreach to create an Outreach plan to reach Books by Mail and On-Site Library customers. A plan to distribute Book Bingo Cards to Senior Centers will also be developed.

Training

Beanstack is offering a training webinar this fall for libraries administering a winter reading challenge, which would be optimal for EPS staff to attend. Library Journal and School Library Journal's webcast with their clients from Suffolk Public Library in Virginia and the Maryland State Library of the Blind and Physically Handicapped, who will share 5 best practices for employing a winter reading challenge to increase circulation and grow a culture of reading.

EPS will create an online training video through Screencast-O-Matic. EPS will work with Learning & Development to add online training to EduBrite and require for all Public Service staff.

Evaluation Criteria

Data & Statistics Gathered

Engagements in Winter Reading at our Libraries

- Active card holders
- Circulation of physical and electronic materials
- Library visits
- New card holders
- Participation in programs
- Program attendance

Engagements in Winter Reading Program

- Books logged
- # of Winter Reading signups

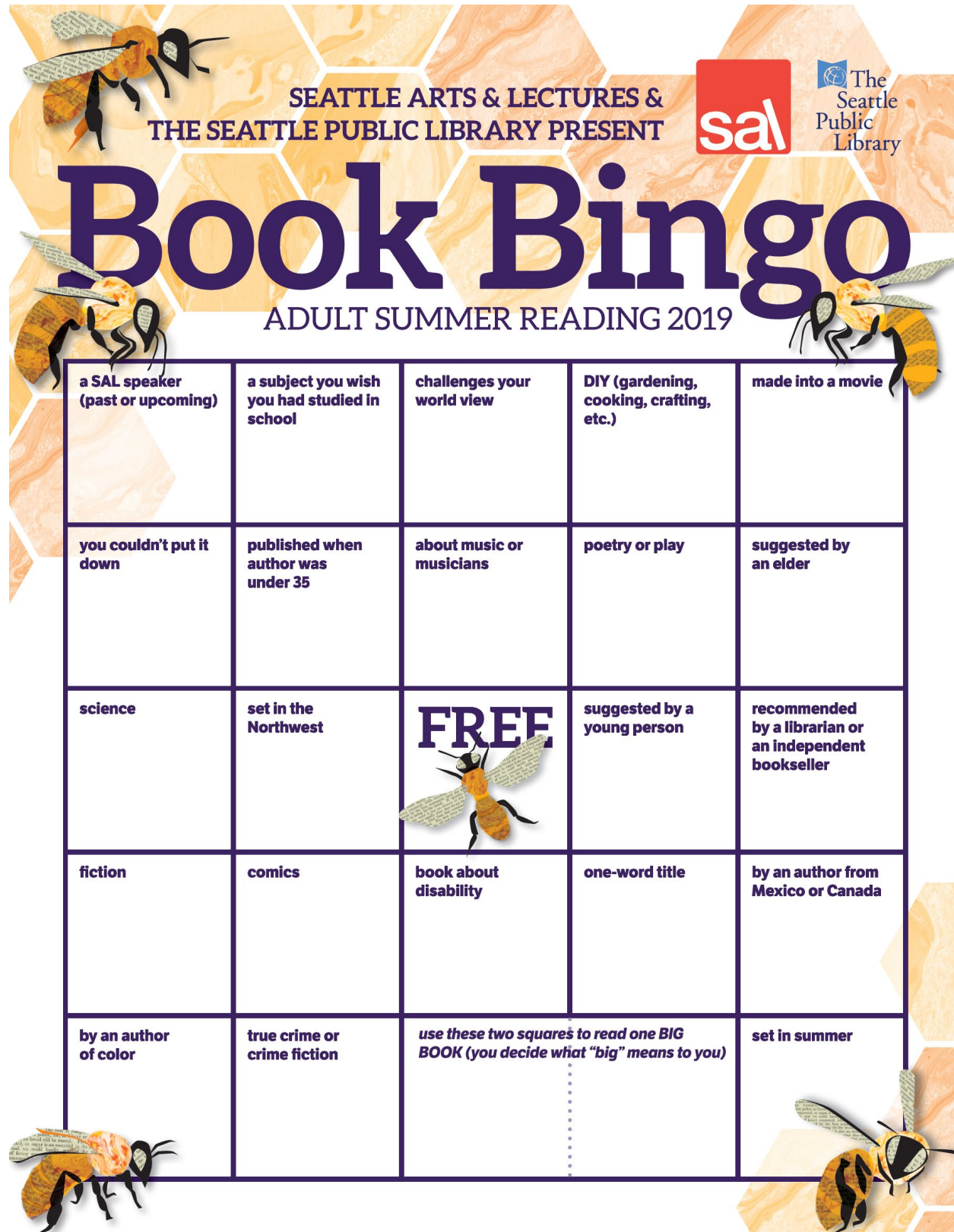
Customer & Staff Surveys

EPS will work with Strategic Planning & Projects to develop a staff and customer survey to evaluate the success of Winter Reading Book Bingo.

Planning for the Future

Following the 2020 Winter Reading Book Bingo program, we will use participant data as a benchmark to make suggestions for the following year.

Example



SEATTLE ARTS & LECTURES &
THE SEATTLE PUBLIC LIBRARY PRESENT

sal The Seattle Public Library

Book Bingo

ADULT SUMMER READING 2019

| | | | | |
|-------------------------------------|--|--|--|--|
| a SAL speaker (past or upcoming) | a subject you wish you had studied in school | challenges your world view | DIY (gardening, cooking, crafting, etc.) | made into a movie |
| you couldn't put it down | published when author was under 35 | about music or musicians | poetry or play | suggested by an elder |
| science | set in the Northwest | FREE | suggested by a young person | recommended by a librarian or an independent bookseller |
| fiction | comics | book about disability | one-word title | by an author from Mexico or Canada |
| by an author of color | true crime or crime fiction | use these two squares to read one BIG BOOK (you decide what "big" means to you) | | set in summer |