



TD Summer Reading Club 2015
Arnprior Public Library



Introduction

The Arnprior Public Library has participated in the TD Summer Reading Club since the program spread beyond the Toronto Public Library. It allows small libraries such as Arnprior to provide quality reading incentive materials while giving us the freedom to implement the program in our own unique ways.



Our approach in using the materials offered by the TDSRC has expanded and evolved through the years. Kids in Arnprior have laughed out loud, travelled through time, blasted off into space and have been adventure bound. It has become such a staple in the community, that some of our earliest participants are excited to now be returning with their own children.

“Ava loves to read and the library is a huge contributing factor to that. Ava and I both love the TD Summer Reading Club. Always a great experience!”
- Krista



“I love the new set up this year! It really gets kids in the library and makes it easier for more advanced readers. It lets kids really explore the library and pick books that interest them.”

- Kimberly

In an effort to inspire as many children as possible to participate in our TDSRC, we made changes that resulted in both increased registration and increased circulation of children’s items.

- 12% increase in children’s book circulation
(9822 vs. 8774 in 2014)
- 27% increase in registration rates
(231 vs. 182 in 2014)
- 374% increase in the number of children who reached the milestone of the end of summer extravaganza!
(116 vs. 31 in 2014)

We feel that our TDSRC was successful in attracting children to the library. Children were encouraged to visit often and were given the freedom to read whatever was of interest to them.

The opportunity to choose their own reading material is important if children are going to pursue reading as a lifelong recreational activity. Children who struggle with reading may have a difficult time with assigned reading material at school, and we wanted these children to realize that reading can be a fulfilling personal endeavor.

Outreach and Promotion

Calendars of our TDSRC events and the “Cootie Catchers” that were provided through the TDSRC were delivered to all local elementary schools and went home in the book bags of children in Junior Kindergarten through grade 4 (note: Item #1)



Arnprior Library's Twitter feed used #TDSRC2015 and/or #TDSRC a total of 83 times this summer!

Our children's area was decorated with a bulletin board display of posters with details of all of our TDSRC programs.

This large display became a scrapbook of our summer when photographs and crafts from our completed programs were posted on the display.

An online calendar was posted on our library website.

Hard copies of the calendar were available in the library.

Students attending class visits to the library during the months of May and June were told about our plans for the TD Summer Reading Club.



“We love the TD Summer Reading Club. My children are interested in reading books throughout the summer because they want to earn stickers and be invited to the end of summer party”

-Kim

Outreach and Promotion con't



Getting the Children's area ready for TDSRC 2015

We submitted an article to our local paper, The Arnprior Chronicle Guide, in June to promote our upcoming TDSRC programs (note: item #2)

The "Cootie Catchers" provided by the TDSRC were left in a basket on the circulation desk for patrons to take. They were equally popular with kids and adults.

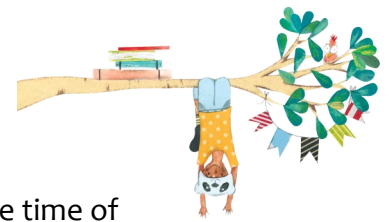
We used sidewalk chalk just outside the library and festooned the front of the library with balloons to encourage families to come in and register for the TDRSC.



We created a book display directly below the TDSRC Tree House highlighting the books in the "Top Summer Reads for Kids" pamphlet provided by the TDSRC.

The Programs

Our TDSRC program ran weekdays from July 2 to August 19.



Children always left story times with a book related craft and lots of smiles!

Registration began on June 15. At the time of registration, children received an information sheet (Note: item #3), TDSRC brochure featuring top summer reads for kids, TDSRC logbook and a laminated bookmark that we created using the fabulous artwork of Josee Bisailon (Note: item #4)

A total of 78 programs were offered, including a BINGO Pizza Party, one-on-one reading with Ottawa Therapy Dogs, Decorate a Book Bag Program and a Toy Hacking Workshop. A full listing of programs is provided on the enclosed calendar.

Our goal this summer was to encourage children to visit the library often and explore our collection.

In previous years library staff would choose a variety books that we designated as the TDSRC selections. The children could choose up to 3 of these books at a time and log them in a log book at the returns desk upon check-in. As kids logged books, they reached goals. For example 40 books logged equaled an invitation to our end of summer party.



TDSRC 2014

TD Summer Reading Club

2015

This summer we decided to give the kids the freedom to read whatever they wanted and we did not tie the number of books they read to achieving TDSRC goals. Instead we counted the number of visits children made to the library and used the bookmark we created and the stickers provided by the TDSRC as a way to track visits. Each time a child came to the circulation desk to borrow items on their card, they were given a sticker to apply to their bookmark. Once children had received three stickers, they were given an "I ♥ my library" pin to wear around town. If they were spotted by library staff wearing their pin they were given a coupon to redeem for a prize from our prize box. Once children had collected eight stickers, they could choose a library book to be affixed with a special name plate in their honour. (Note: item #5)



2015 library pin

We loved the TDSRC ... earning her name in a book was a particular joy for her" - Cameron



Children divided into groups at the start of our extravaganza

Ten stickers transformed their bookmark into a ticket for entrance to our end of summer event. On August 19th we hosted a special visit by the Canadian Museum of Science and Technology. (Note: item#6)

116 children moved through six stations including an inflatable planetarium, stomp rocket workshop and messy science room. Children enjoyed lunch at the library and had the opportunity to win a raffle prize.

Successes

Two hundred and thirty-one children registered for our TD Summer Reading Club and filled 1419 programming spaces. This participation rate marked a 27% increase over 2014.

During the months of July and August, 9822 items were borrowed from our children's collection, an increase of 12% from 2014 circulation.

Our programs included related stories, activities and crafts and are a fun social event for children. Our programmers encouraged children to explore further reading about the program topics on their own by providing a selection of fiction and non fiction titles.



The pirate themed day saw children so excited to come to the library that they dressed the part!

Each child left with their own pirate puppet to practice their story telling!



Each day our bulletin board scrapbook grew with photos and craft samples.



Something different every day at the library. Our TDSRC calendar was jam-packed with activities for all ages



"The library and the reading club are a big part of our family's summer and my preschooler is waiting for when she's old enough to partake!"

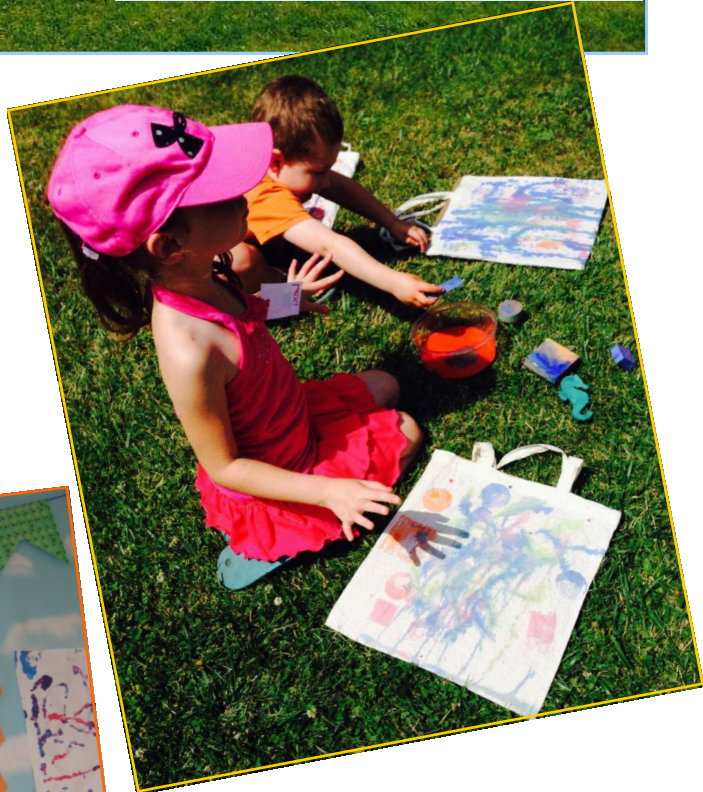
-Susan

Our TDSRC Programs both inside and outside the library



During the first week of programs, there were many opportunities for children to decorate a book bag - a great way to get them excited about leaving with a bag full of books.

Kick Box Painting in the park beside the library.



“A big Thank You...
While we have many books at home, this certainly increased their thirst for reading”
- Joy



Later some of the kick box art makes its way to our scrapbook bulletin board!

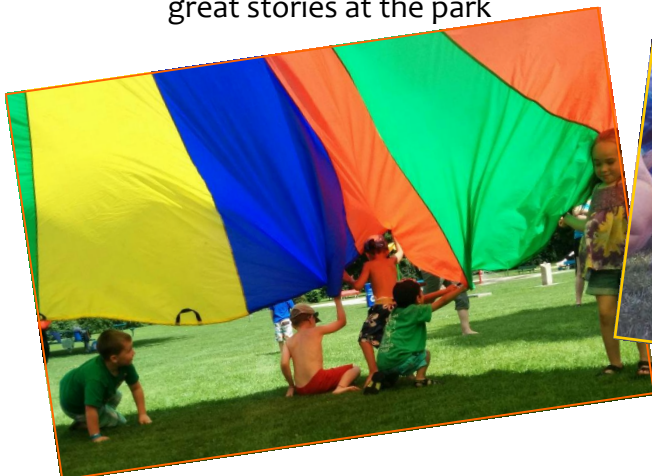
For the first time in Arnprior's long history with the TDSRC, we took our program on the road!

On Friday afternoons we offered stories and activities to children and their families at Robert Simpson Park, a beautiful waterfront setting. It was a great way to reach people who may not visit the library!



Acting out The Pigeon Finds a Hot Dog by Mo Willems

Parachute games and great stories at the park



End of Summer Extravaganza

A visit from Canada's Science and Technology Museum became a great incentive to log those visits to the library. (note: Item #7)

An impressive 116 children attended the event!

A massive inflatable planetarium was the main attraction at our end of summer event.

Stomp rockets and more projectiles at the outdoor station



Learning about artefacts



“Messy Play” station



Thanks for the inspiration Josee Bisailon!



We found the whimsical artwork of Josee Bisailon so inspiring that we created our own treehouse in the children's department.



With every visit to the library, kids received a ballot to drop in our TDSRC ballot box for a chance to win a weekly prize bundle of books and doo-dads. More than 200 ballots were entered every week! (Note: item #8)



The reading incentives using stickers to record visits was much easier to manage and still achieved the goal of encouraging our children to read”

-Lisa

Parents were eager to provide feedback through our comment sheets (Note: item#9)

Children who participated in our Art in Three Parts program created a beautiful banner to brighten our library.



Our Community Partners

TD Canada Trust—provided the promotional and planning support for us to be able to deliver the TD Summer Reading Club to our young patrons

Canada Summer Jobs and **Grants Ontario’s Summer Experience Program** each provided a grant which enabled us to hire two additional summer students to deliver programs

Canadian Museum of Science and Technology brought 6 exhibits and facilitators to our end of summer celebration



Arnprior Optimist Club provided a generous donation to support our TDSRC programs



Rotary Club of Arnprior provided a generous donation to support our TDSRC programs

Northern Credit Union provided a generous donation to support our TDSRC programs

The following businesses supported the TDSRC with reading incentive and participation prizes:

- **O’Brien Theatre** provided movie passes
- **Sweet & Sassy Co.** provided cupcake coupons
- **Wes’ Chips** provided coupons
- **The Ice Shack** provided ice cream cone coupons
- **Dairy Queen** provided ice cream cone coupons

Scotty MacLaren provided home grown vegetables for us to add to the children’s lunch bags during our end of summer celebration



The Opportunity Shop donated used toys for our Toy Hacking Workshop



Ottawa Therapy Dogs provided a PAWS to Read Program providing children with the opportunity to read one-one with two lovely therapy dogs



“My kids are in kindergarten and grade one...the library staff was wonderful offering encouraging smiles and rewards that motivated them to continue reading even though at this stage it seems hard and frustrating at times.”

-Elizabeth