



2015 Summer Reading Program

Board of Education | General Meeting | August 18, 2015

Presenter

Stacey A. Aldrich, State Librarian

SUMMER READING 2015

“Every Hero Has a Story” Participation



TOTALS | 29,055 Participants
400,477 Books Read

2015 SUMMER READING KICKOFF

Super Hero Bon Dance Kickoff Highlights



More than 1,500 people, including **First Lady Dawn Amano Ige** helped kick off the statewide summer reading program with a "Super Hero Bon Dance" at the Hawaii State Library on June 6.



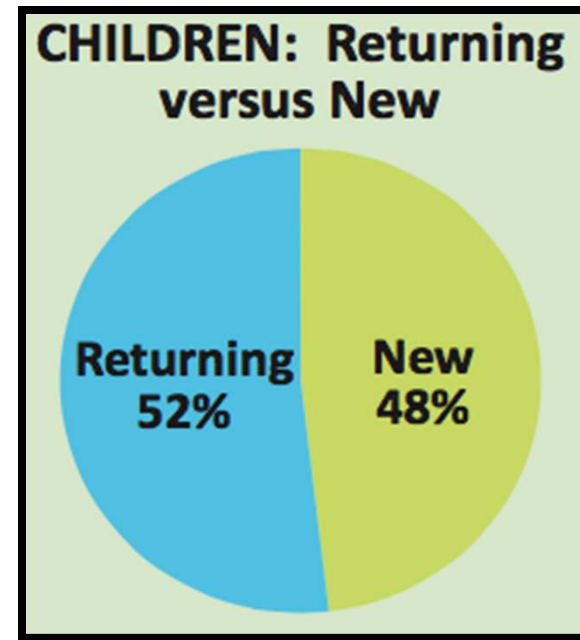
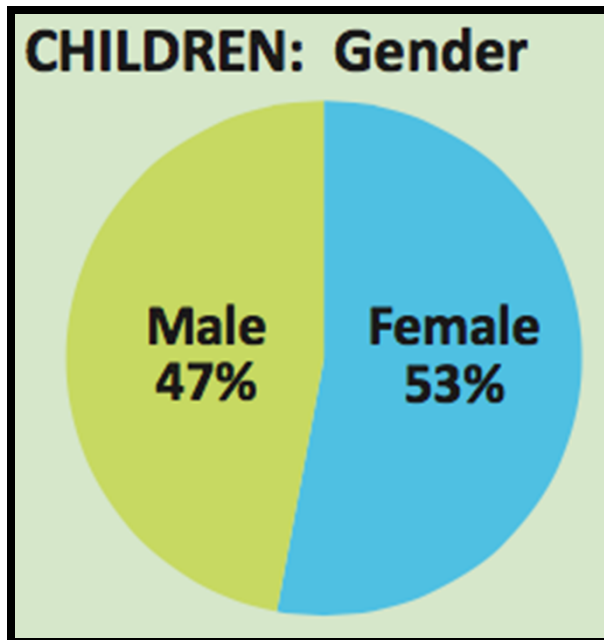
Keiki to kupuna donned their capes and happi coats to dance and celebrate reading and our ancestor heroes! Batman, Wonder Woman, Kikaïda and Star Wars' Storm Troopers joined real-life law enforcement, military and safety personnel at the event to exemplify the various kinds of heroes that were explored throughout the Summer Reading Program. Sponsors and community partners joined in the fun by hosting booths with free refreshments, kid-friendly activities, make-it and take-it crafts and live demonstrations.

**1,500 people participated in
the Summer Reading Kickoff
in Honolulu**

WHAT WE LEARNED

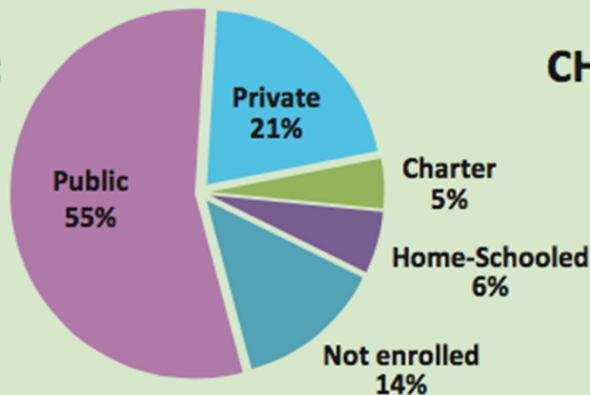
CHILDREN

No. of Registrants	No. of Books Read	Avg. No. of Books read per person
18,916	320,242	17

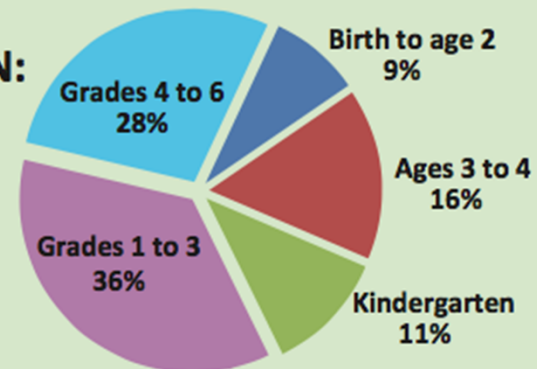


CHILDREN

**CHILDREN:
Type of
School**

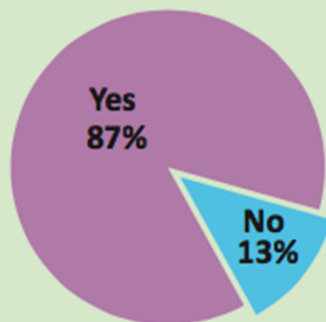


**CHILDREN:
Grade
Level**

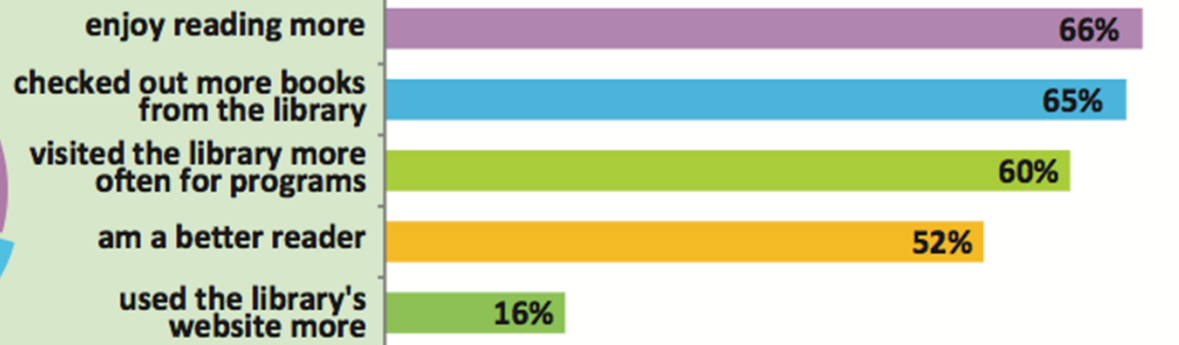


2015 CHILDREN'S SUMMER READING PROGRAM EXPERIENCE

**Read More Because of
Summer Reading
Program**

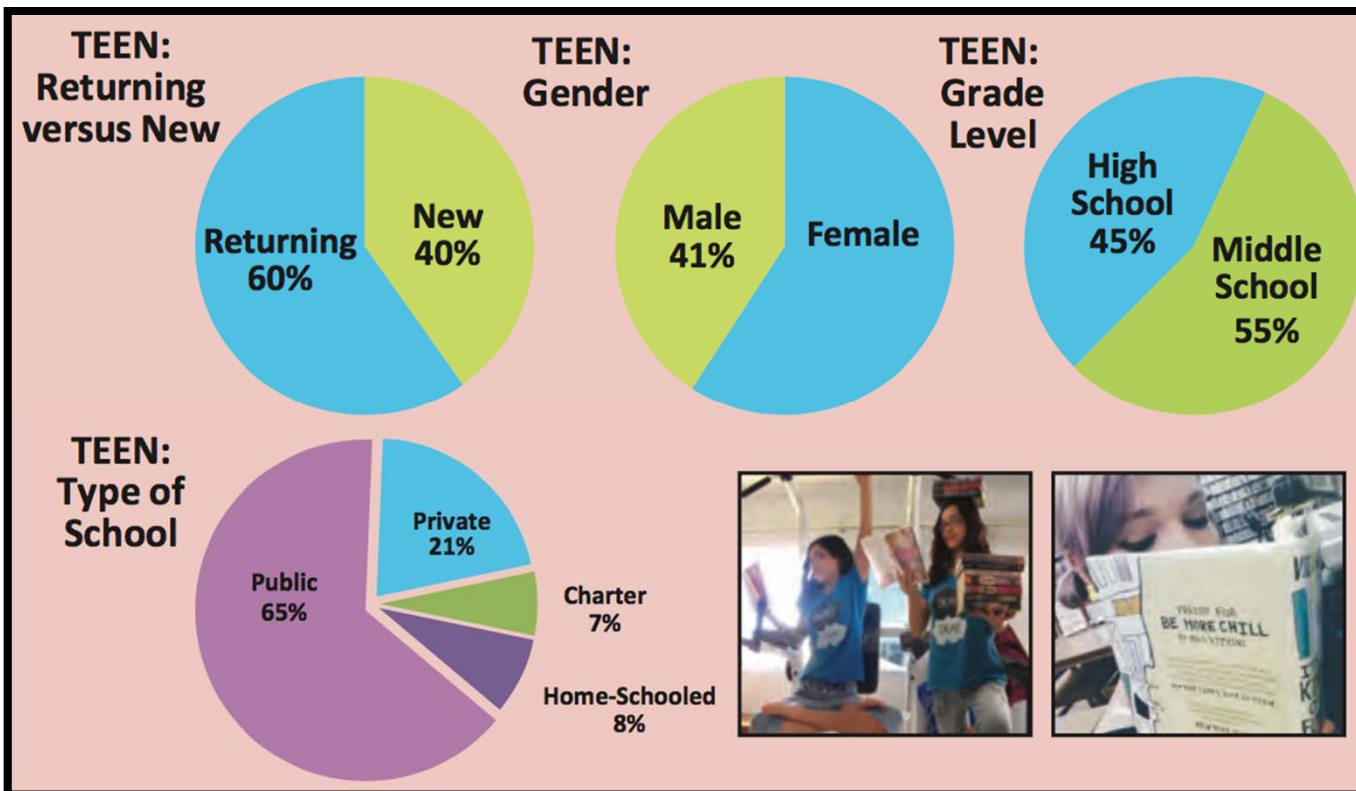


Because of Summer Reading, I:

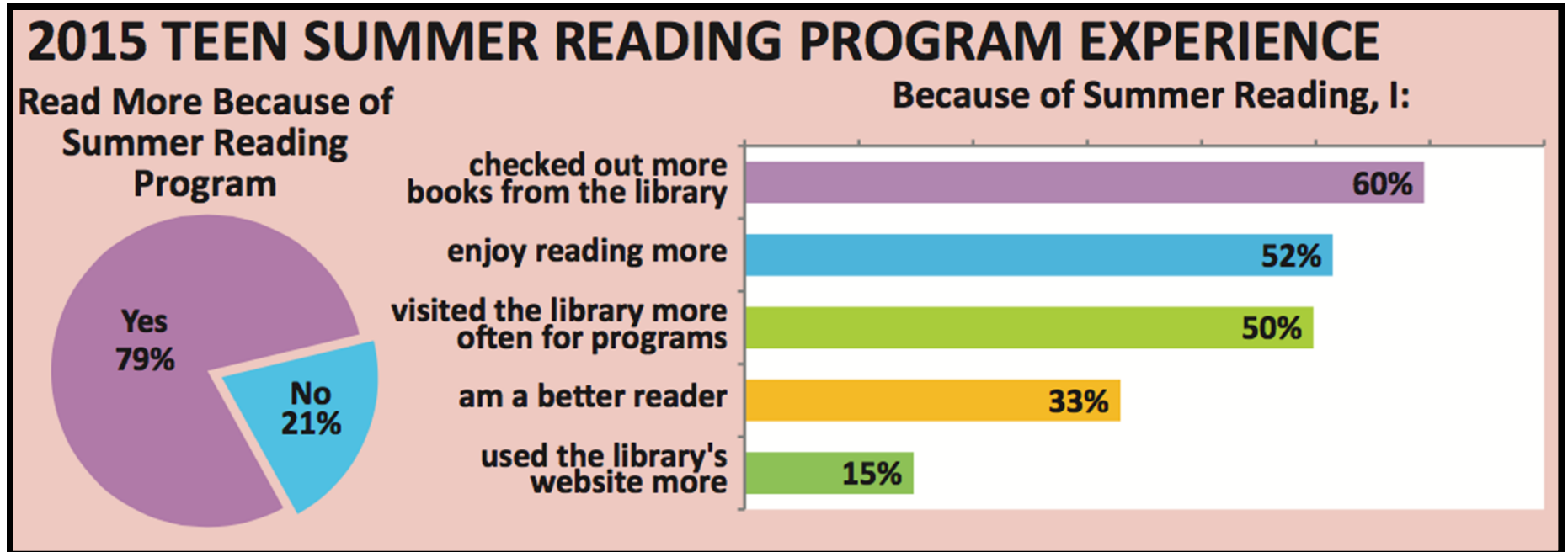


TEENS

No. of Registrants	No. of Books Read	Avg. No. of Books read per person
3,284	30,899	10



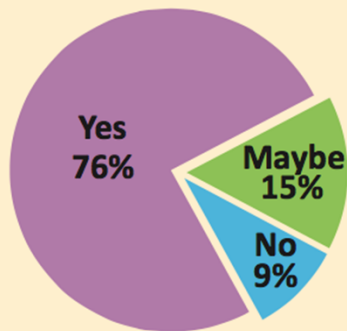
TEENS



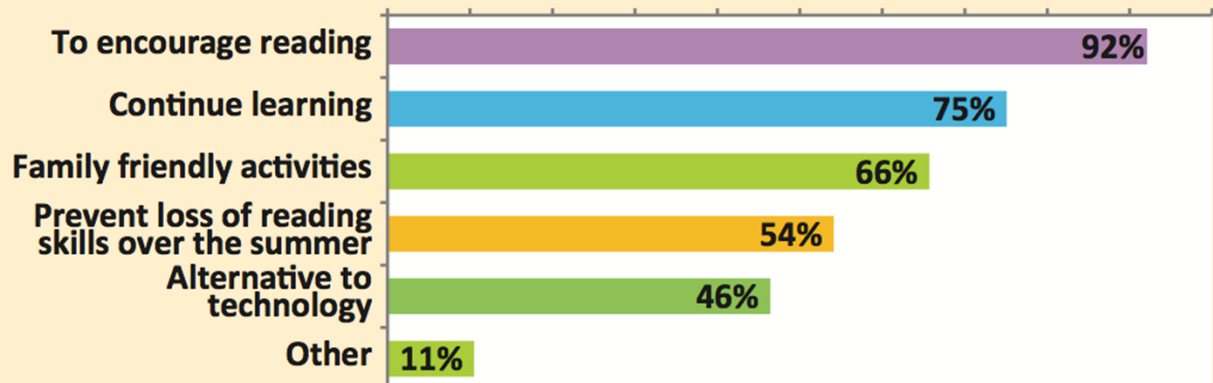
264 teens volunteered a total of **5,671** hours to support the HSPLS Summer Reading Program

PARENTS AND CAREGIVERS

Child(ren) Read More Because of Summer Reading Program

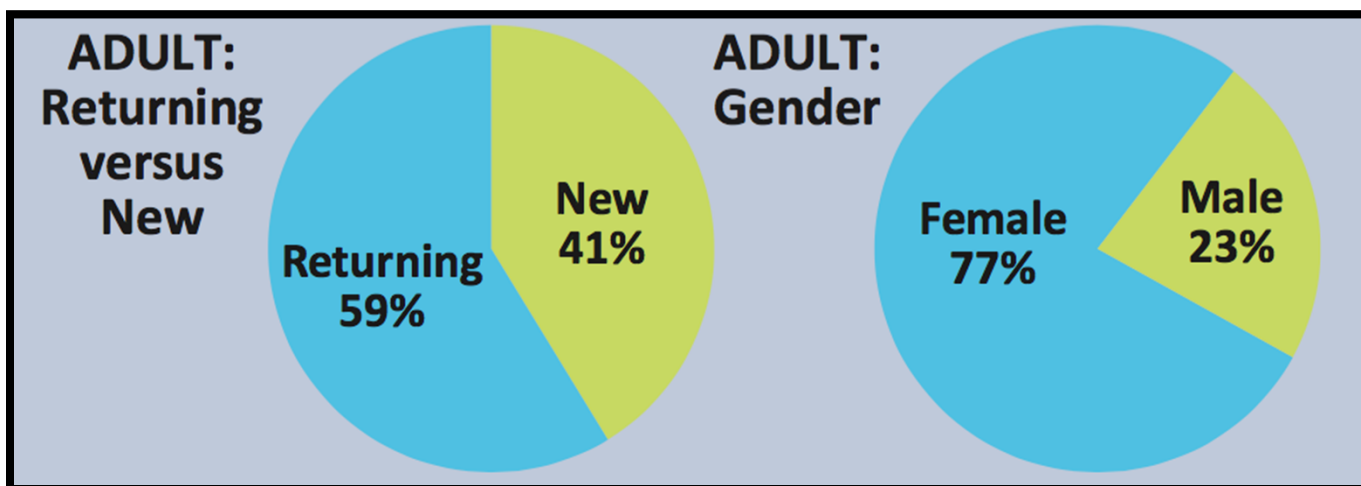


Reason for Participating in Summer Reading Program:



ADULTS

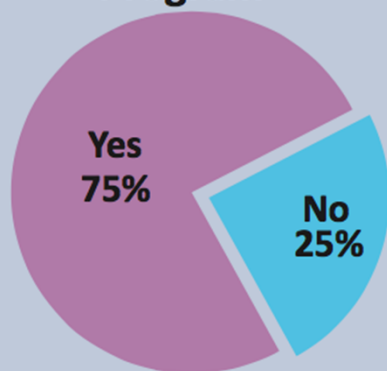
No. of Registrants	No. of Books Read	Avg. No. of Books read per person
6,855	49,336	7



ADULTS

2015 ADULT SUMMER READING PROGRAM EXPERIENCE

Read More Because of
Summer Reading
Program



read for pleasure more

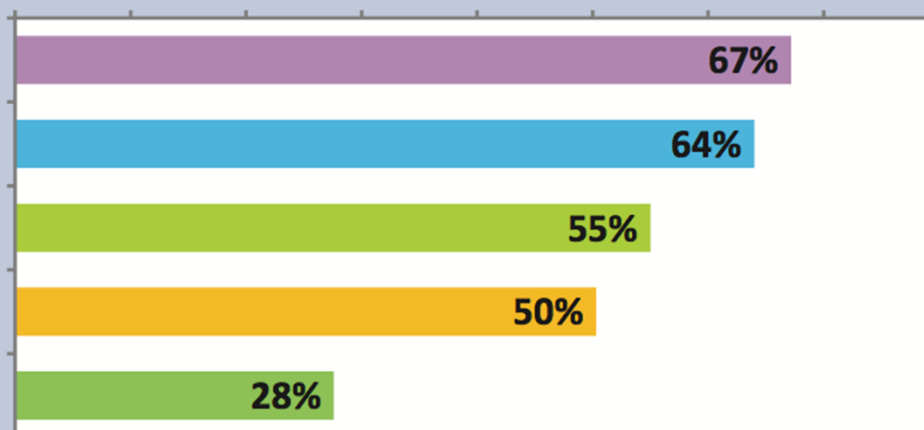
checked out more
books from the library

visited the library more
often for programs

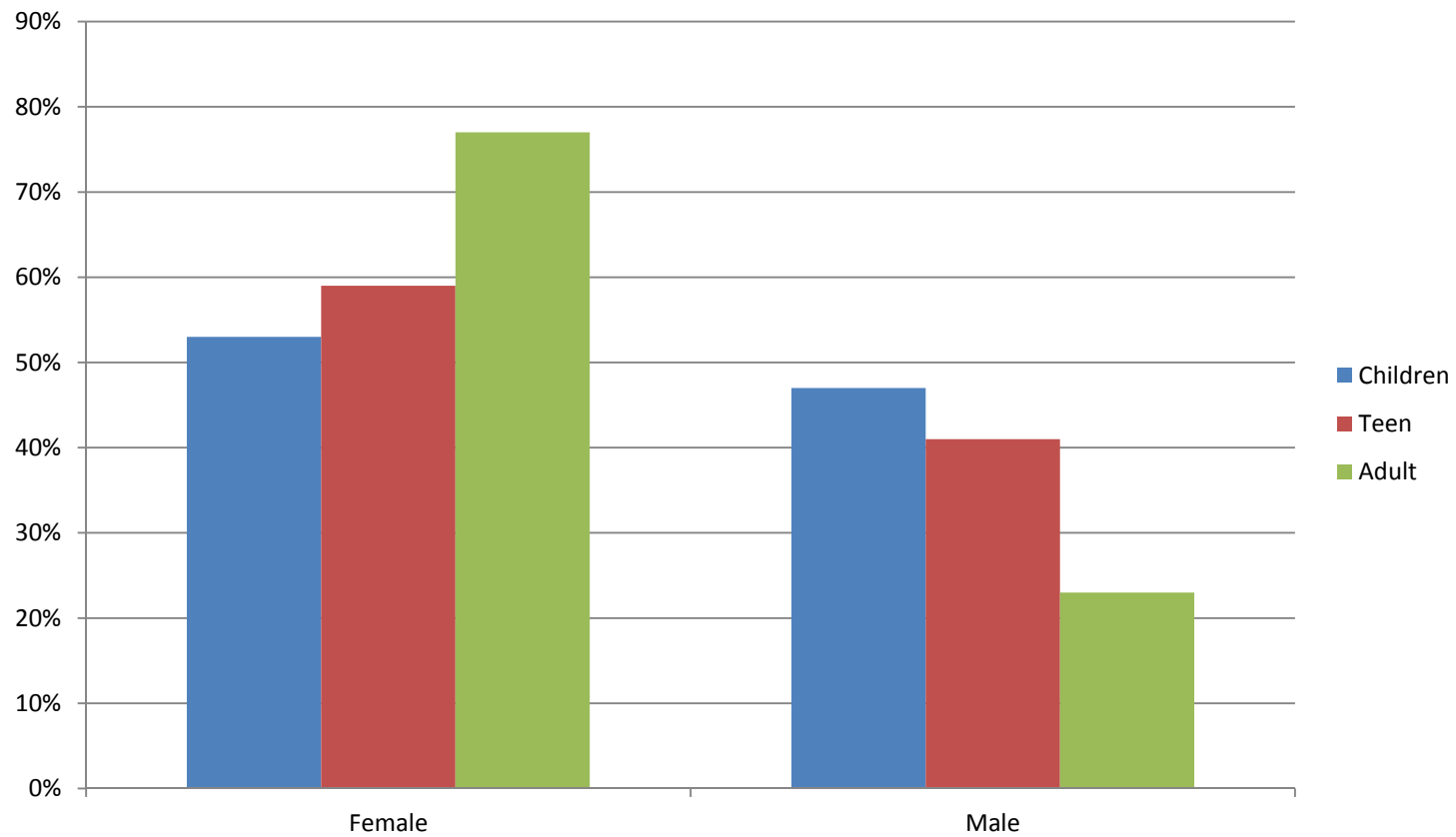
learned something new
about a topic

used the library's
website more

Because of Summer Reading, I:



PARTICIPATION BY GENDER/AGE



KAPAA' PILOT PROJECT

“Goal is to create a summer reading program that is more about pleasurable reading and community engagement and less about reading incentives and the number of books read.”

-Lani Kawahara
Branch Manager



KAPA'A PILOT PROJECT

“get kids doing/trying/thinking rather than counting/earning/winning.” –Association for Library Service

Instead of weekly prizes, all participants will take part in a “group build” or collaborative project. Bingo cards will be given to Toddlers through Young Adults to encourage reading and activities. All Participants will be asked to record number of minutes spent reading.

- **Toddlers thru Pre-K** will be filling in a fun, oversized superhero poster with stickers they earn by playing Summer Reading Bingo
- **K-6th graders** will earn puzzle pieces for a large 700+ piece superhero puzzle on the library wall by playing Summer Reading Bingo
- **YAs** will participate in a Read to Feed program donating \$50 to KIFB Backpack program. YA's will use Bingo cards to race two superheroes to the end of the program by reading the most minutes. Minutes read will activate the donation at the end of the program.
- **Adults** will participate in a Read to Feed program where time spent reading is converted into a \$250 donation to Kauai Independent Food Bank from the Friends of the Kapa'a Public Library.

KAPA'A PILOT PROJECT

	Children	Teens	Adults
Number of Participants	147	21	123
Total Minutes Read	61,920	15,780	357,420
Total Hours Read	1032	263	5957

- Enjoyed multitude of activities around stories and reading
- Incentives were focused around literacy – 140 new books were given to children
- Adults were highly motivated to compete against other countries and read for a good cause

KAPA'A PILOT PROJECT

Kapaa Public Library Adult Summer Reading Program 6/1/15 - 7/17/15

Read to Feed

Help the community by reading to feed Kauai families!





The Friends of the Kapaa Public Library will donate \$250 to the Kauai Independent Food Bank which is equivalent to 157 lbs. of food. A target of 840 hrs. over six weeks will match the donation amount. We encourage our participants to exceed that target!

840 total hrs. over 6 weeks


157 lbs. of food

For more info call 808-822-4422

How it works:


Read	Log	Weekly Results	Bonus
			
Read a minimum of 2 hrs. per week	Log your hrs. per week	See each week if we are on track to match or exceed our target hrs.	You may also donate any amount of food

Can we beat the average?



Country	Rank	Reading Time
U.S.A	23rd.	5:42 hrs. per week
India	1st.	10:42 hrs. per week

Source: http://pew.com/multimedia/infographics/2013/06/26/readers_around_the_world_27511.html

 Piktochart

“As long as it’s for a good cause,
gave me a reason to participate.”

KAPA'A PILOT PROJECT

"It's a way to make reading a priority during the summer. I liked the way the bingo cards encouraged us to read different things: poetry, non-fiction, newspapers and magazines. It encouraged us to be pro-active in relating stories to others and writing, not only reading."

NEXT STEPS

- Finish review of all of the data
- Debrief on this year with staff
- Build Summer Reading Program team to develop next year's program

Mahalo to All of the Generous Supporters of the HSPLS Summer Reading Program!



Friends of the Library of Hawai'i

- Hawaii Federal Credit Union
- HEI Charitable Foundation
- Meadow Gold Dairies
- HMS Host
- Hansen Distribution Group
- Armstrong Produce
- DFS Hawaii
- Roberts Hawaii
- Toshiba Business Solutions
- The Harry & Jeanette Weinberg Foundation
- National Football League Charities
- Aloha United Way
- Local Friends Chapters
- The Islander Group
- First Hawaiian Bank
- McDonald's Restaurants of Hawaii,
- First Insurance Company of Hawaii,
- HouseMart Ace Hardware
- HouseMart Ben Franklin Crafts
- Honolulu Family
- Starbucks Coffee Company
- Wholesale Unlimited
- Diamond Bakery
- University of Hawaii's Outreach College
- Hawaii State Foundation on Culture and the Arts
- National Endowment for the Arts

Questions?

Please feel free to contact

Susan Nakata

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808-831-6878

What We Learned this Year

This year, HSPLS posed different questions to participants to learn more about their experiences and to better understand the impact made by the Summer Reading Program. Feedback was received from 2,007 patrons representing 60% of the libraries who shared these perspectives:

CHILDREN

In seven weeks, 18,916 children flexed their brain powers and collectively read a colossal 320,242 books, for an impressive average of 17 books per reader! The following charts describe our keiki participants:

CHILDREN: Gender

Male 47%

Female 53%

CHILDREN: Returning versus New

Returning 52%

New 48%

CHILDREN: Type of School

Public 55%

Private 21%

Charter 5%

Home-Schooled 6%

Not enrolled 14%

CHILDREN: Grade Level

Birth to age 2 9%

Ages 3 to 4 16%

Kindergarten 11%

Grades 1 to 3 36%

Grades 4 to 6 28%

2015 CHILDREN'S SUMMER READING PROGRAM EXPERIENCE

Read More Because of Summer Reading Program

Yes 87%

No 13%

Because of Summer Reading, I:







enjoy reading more 66%

checked out more books from the library 65%

visited the library more often for programs 60%


am a better reader 52%

used the library's website more 16%




Power Program Partners

HSPLS collaborated with generous corporate partners to provide exciting experiences for children and families.



"Super Hero Academy" programs, sponsored by **HouseMart Ace Hardware** and **HouseMart Ben Franklin Crafts**, featured demonstrations and interactive stations that encouraged children to explore hardware science experiments to test their reflexes and repelling ability and using their imagination to create super hero crafts. **Thirty-one Super Hero Academy Programs** were attended by **1,782 children and their families**, on Oahu, Hawaii Island, Kauai, Maui, Lanai and Molokai.



McDonalds Restaurants of Hawaii sponsored **Ronald McDonald's "It's Book Time!"** shows, which blended music, magic and humor, while encouraging the message that reading is fun and books are an important part of everyday life. **Fourteen shows** had a combined attendance of **1,448 attendees**.

TEEN: Returning versus New

Returning 60%

New 40%

TEEN: Gender

Male 41%

Female 59%

TEEN: Grade Level

High School 45%

Middle School 55%



TEEN: Type of School

Public 65%

Private 21%

Charter 7%

Home-Schooled 8%



2015 TEEN SUMMER READING PROGRAM EXPERIENCE

Read More Because of Summer Reading Program

Yes 79%

No 21%

Because of Summer Reading, I:

checked out more books from the library 60%

enjoy reading more 52%

visited the library more often for programs 50%

am a better reader 33%

used the library's website more 15%

Super Teen Summer Volunteers

The majority of libraries (70%) utilized teen and adult volunteers to register patrons, distribute weekly incentives and assist with special activities. A total of **408 volunteers** contributed **7,758 hours** and their invaluable service contributed to the overall success of the Summer Reading Program.

Special recognition goes to the **264 dedicated teen volunteers** who donated **5,671 hours** of their free time to engage and support their library and community through the summer reading programs. Their support allowed library staff to continue providing core services such as reference and readers advisory, assisting with technology services, and circulation of materials.

How many libraries used volunteers for SRP?

No 30%

Yes 70%


Do the number of volunteers increase just to support SRP in the libraries?

No 20%

Yes 80%

What is the breakdown of ages of SRP volunteers and hours provided by each?

Age	No. of Vol.	Hours
Up to 18 yrs	264	5,671
18 yrs & older	144	2,086
Total	408	7,758



In 2015, 3,284 teens throughout the islands "unmasked" their reading passion, exuberant creativity and commitment to their communities by joining the Teen Summer Reading Program. Showcasing their love of reading, youthful creativity and social media, nearly a hundred teens entered our "Get Caught Reading" Instagram photo contest. HSPLS marked 23 years of partnership with **Hawaii Pizza Hut**, through the Teen Summer Reading Program and their corporate support provided funding for regional prizes of tech gadgets, entertainment and apparel gift cards.

"Thank you to the volunteers. Very professional, courteous and informative."

"The teen volunteers are fantastic—it's great to see so many young people donating their time during the summer and help make our summer reading program a big success!!! Kudos!"

"I thought it was fun to volunteer for this program!"