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- Summer Reading Program 2016

QUARTERLY REPORT

September 6, 2016

The Hawaii State Public Library System (HSPLS) is dedicated to supporting each and every community we serve. Our energy is focused on: a literate Hawaii, 21st Century skills, information connections, cultural heritage, sustainability, community connections, learning opportunities, and spaces for people to gather. The following report is designed to provide highlights of the HSPLS staffing study, new website, and Summer Reading Program 2016.

STAFFING STUDY 2016

In the past, there was a method for evaluating and determining appropriate staffing levels system wide. In 1993, HSPLS had 623.55 positions and in 1997 lost 111.5 positions. With only 512.05 positions remaining decisions were made to decentralize certain services and many branches lost positions. Since then, there has not been a clear method for making strategic decisions about positions. Consequently, the staffing levels are uneven and services and programs to the community are impacted.

In order to develop a best practice staffing model/methodology, a Staffing Study was conducted to evaluate the current staffing (positions and levels within each part of the organization) and to create recommendations for HSPLS to use in the creation of a best practice staffing model/methodology. Denise M. Davis, a professional librarian and nationally recognized expert on library organizations and data analysis, completed the study in June 2016.

Ms. Davis conducted the study through review of all staffing documentation, visiting branches on 3 of the 6 islands, which represented the breadth of differences among our libraries, and finding a peer public library to provide some comparison data.

Three overarching challenges were identified:

- Staffing levels are out of alignment with current service needs and existing vacancies rates (nearly 13%) are an obstacle to maintaining current levels of service.
- Streamline materials handling processes to improve workflow and customer service.
- Island effect increases isolation for library staff, and increases the cost of doing business. Investigation of a stronger regionalized service model should be considered.

In order to address these challenges, the following sixteen recommendations for consideration were made:

1. Establish a regular schedule for reviewing position titles and descriptions.
2. Review and revise position descriptions for selected series in the next 12 months.
3. Improve eligibility list turn around for HSPLS recruitment needs.
4. Improve staffing levels at Pahala and Naalehu to establish best practice for similarly sized libraries.
5. Utilize quartiles analysis and organizational chart with vacancies table to identify most need.
6. Identify vacancy alignment with library or unit tasks.
7. Identify productive work hours.
8. Challenges in hiring at all levels within HSPLS should be investigated.

“The HSPLS has experienced years of inadequate funding and, as a result, infrastructure investments and staffing levels do not meet current community needs. Investment in standard library technologies has been delayed, vacancies have gone unfilled, and the effort required to realign staffing with service needs will be considerable.”

9. King County Library System peer comparison of position classifications and descriptions.
10. Utilize PLA Staffing for Results (SFR) Instructions and workforms.
11. Implement an Acquisitions module.
12. Automate manual tasks.
13. Assess the viability of a “lead library” or regional service approach on each island.
14. Use the mileage matrix to understand cost implications.
15. Assess peer library regional staffing model.
16. Review position crosswalk for HSPLS and peer library King County Library System.

The Staffing Study includes detailed examples and suggestions for each of the challenges and 16 recommendations. It also includes tools to better manage and analyze our staffing on an ongoing basis, including a best practice methodology for determining the staffing needs of our libraries so that we can be more strategic in the future.

We are now very clear about how many staff we have, where they are located, and where we have challenges. Our next step is to review and learn how to use each of the tools, and then build our best practices over the next year.

The Staffing Study will enable us to plan more effectively, and work towards ensuring we have the appropriate staffing levels to meet the needs of our communities.

NEW HSPLS WEBSITE

Our physical and our virtual doorsteps and spaces should be places where people can easily find, use, learn, explore, and imagine possibilities. Over the past several months, HSPLS has been working with the Hawaii Information Consortium to build our new virtual doorstep and space. Rosie Warfield, Rachael Siciliano, Nathan Hutchinson, and Rika Torres lead a team of staff through a complete user design and rethink experience to create something that will hopefully make the world of HSPLS resources open up for our patrons.

We are currently in the final stages of training staff, and inputting upcoming programs and events in all of our branches. The launch of the site will be end of September/early October 2016. More information will be provided as soon as we have an exact date through multiple forms of communication.

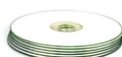


DID YOU KNOW?

While we have a lot of amazing online resources that are available 24/7, we also have an amazing collection of items that you can grab with your hands! When you search HSPLS's online catalog, you are searching:



Books
(2,991,000+)



CDS
(113,000+)



DVDs
(165,000)



Newspapers
(100+)



Magazines
(150+)



INTRODUCTION:

What we did this year was very different. We changed the way the Summer Reading Program (SRP) looked and worked and put into place system-wide tools for improved patron experience and back-end program evaluation.

Measured minutes instead of books to align with Hawaii public school practices and other popular reading programs.

Tracked reliable participation data with a new system-wide tracking methodology that provided solid data for the first time to see where the program stands today and how we can improve it going forward.

Gave a free book for completing 4 weeks or more with the new tracking capability and books provided courtesy of the Friends of the Library of Hawai'i, HMSA and Kristi Yamaguchi's Always Dream Foundation.

Provided all-in-one guides customized for each age group to cover program changes, how to participate, starter reading lists, optional challenges, and reading log for no-fuss start up.

Engaged all with "Reading Buddies" craft activity by sparking creativity, mental relaxation and fun for every week of reading.

15,775 read
18,712,986 minutes

60% completed 4 weeks or more to receive a free book reward



READ. MOVE. GET FIT! KICK-OFF

Over 1,000 family members started their summer of healthy reading and fitness fun at the Summer Reading Kick-off celebration held at the Hawaii State Library on June 4, 2016.

Olympic gold medalist Kristi Yamaguchi's Always Dream Foundation treated attendees to a Reading Adventure with special guests that read a favorite storybook, "talked story" and then took selfies with them afterwards! Kristi Yamaguchi read "Giraffes Can't Dance" by Giles Andreae and Guy Parker Rees. **Auli'i Cravalho** sang along with her reading of "The 12 Days of Hula" by Beth Greenway, previewing her voice as Moana in the upcoming Walt Disney Animation Studio feature "Moana". **Clyde Aikau** recalled the over 40 foot wave he braved that caused his shoulder injury at his final surf competition and espoused "Eddie Would Go" values to do your best and to help others.

A special group reading of "Book! Book! Book!" by Deborah Bruss was performed by Dawn Amano-Ige, Hawaii's First Lady; **Patricia Halagao**, Board of Education Member; **Lynnae Lee**, Friends of the Library of Hawai'i President; **Nainoa Mau**, Friends of the Library of Hawai'i Executive Director; **Stacey Aldrich**, State Librarian; **Marya Zoller**, Acting Director of the Hawaii State Library; and **Meadow Gold Dairies' Lani Moo and Calci**.

Outside on the lawn, sponsors and community partners sprang into action with activities, giveaways and treats to show that being healthy and fit IS FUN! Attendees excitedly got their event passport filled with activity stamps to receive a free water bottle gift, courtesy of Kaiser Permanente.

"LET'S MOVE" Finale Dance lead by YMCA's Gayla Traylor got everyone movin' and groovin' to close out the healthy and good time event!



CHILDREN



9,328 children participated a week or more and achieved reading 8,716,444 minutes. 58% of them completed 4 weeks or more of the program.

KEYWORDS ABOUT SUMMER READING

LoveThinkPrizes
LibraryBooksFun

And this year, Hawaii's First Lady Dawn Amano-Ige was an ambassador for the Scholastic Summer Reading Challenge. In support, we encouraged students to log their SRP minutes for their school in the challenge. 30 schools recorded a total of 522,973 minutes by mid-August. The school with the most minutes will win "Best in the State" recognition in the 2017 Scholastic Book of World Records being announced on September 19, 2016.

HONOLULU Family continued its popular annual contest asking parents to post photos of their keiki showing how they read during our SRP for prize giveaways awarded to weekly winners from May 31 – July 16. A few entries are shown above.

9,328
children read

8,716,444
minutes

Gender

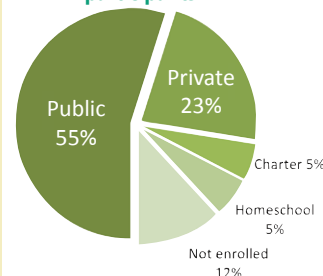


53%
Female

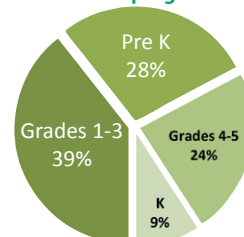


47%
Male

Type of School
*2% increase private school participants



Grade Level
*Grade 6 moved to Teen program

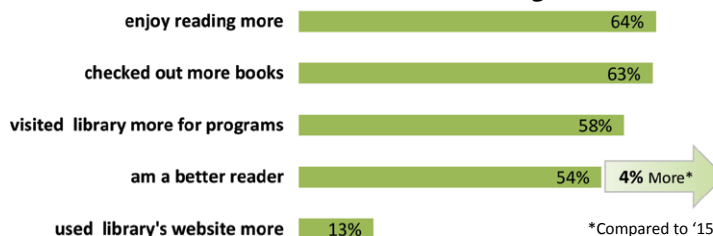


CHILDREN'S PROGRAM EXPERIENCE

Based on 867 survey responses received from children

87% READ MORE
because of the program

Because of Summer Reading, I:



TEEN

KEYWORDS ABOUT SUMMER READING

Books
Love Reading
Prizes Fun Library



2,350 teens participated a week or more and achieved reading 2,790,387 minutes. 62% of them completed 4 weeks or more of the program.

This year 6th graders were moved into the Teen reading program to better align with many Hawaii public middle schools, which include 6th to 8th graders. 684 6th graders participated for a week or more in the Teen program, while 10 participated in the Children's program.

Mahalo to Hawaii Pizza Hut, our dedicated Teen Summer Reading Program sponsor for 24 years! Their sponsorship of the Oahu Teen Finale event and "Get Caught Reading" Instagram Contest provided cool prizes that got teens excited about reading.

TEEN PROGRAM EXPERIENCE

Based on 410 survey responses received from teens

77% READ MORE
because of the program

2,350
teens read

2,790,387
minutes

Gender

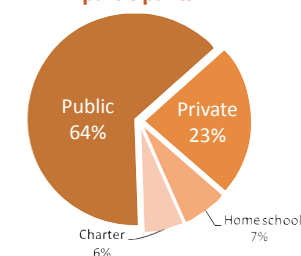


58%
Female

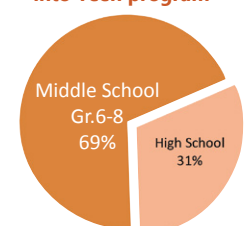


42%
Male

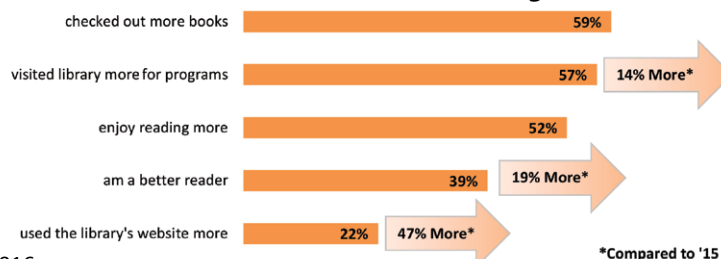
Type of School
*2% increase private school participants



Grade Level
*Moved Grade 6 into Teen program



Because of Summer Reading, I:



PARENTS/CAREGIVERS

KEYWORDS ABOUT SUMMER READING

Fun **Learn**
Family Tradition
Bonding Library

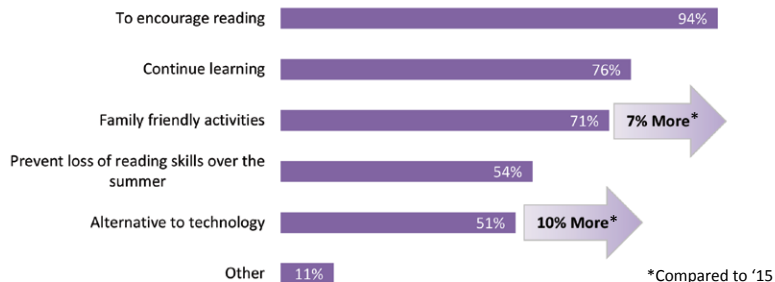


PROGRAM EXPERIENCE

Based on 555 survey responses received from parents/caregivers

78% SAID THEIR CHILDREN READ MORE
because of the program

Why Did Your Family Participate in the Summer Reading Program



MORE PROGRAMS @ LIBRARIES

Mahalo to the Friends of the Library of Hawai'i, Meadow Gold Dairies, McDonald's Restaurants of Hawaii and HouseMart Ace Hardware and Ben Franklin Crafts for making 103 statewide programs available and attended by a total of 5,284 attendees, in addition to the other local programs offered at various libraries throughout the summer.

The statewide programs provided mesmerizing storytellers, entertaining performers and mind-blowing activities. Many of the artists featured were arranged through the Statewide Cultural Extension Program (SCEP) through the University of Hawaii's Outreach College and supplemented with funding from the Hawaii State Foundation on Culture and the Arts and the National Endowment for the Arts.



ADULT

KEYWORDS ABOUT SUMMER READING

Great Program
Enjoy Reading
Books **Library Love**



4,097 adults participated a week or more and achieved reading 7,206,155 minutes. 66% of them completed 4 weeks or more of the program.

For the first time, we requested adults to provide more information at registration to allow us to better understand their needs to build a better SRP for them and the family members they may be participating with.

ADULT PROGRAM EXPERIENCE

Based on 1,322 survey responses received from adults

69% READ MORE
because of the program

4,097
adults read

7,206,155
minutes

Gender

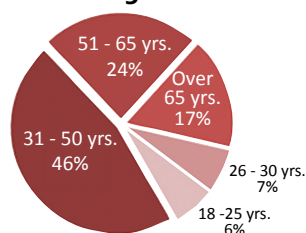


83%
Female

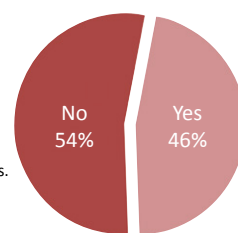


17%
Male

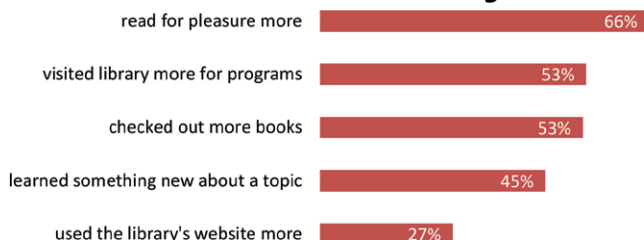
Age Range



Participating with a Child and/or Teen



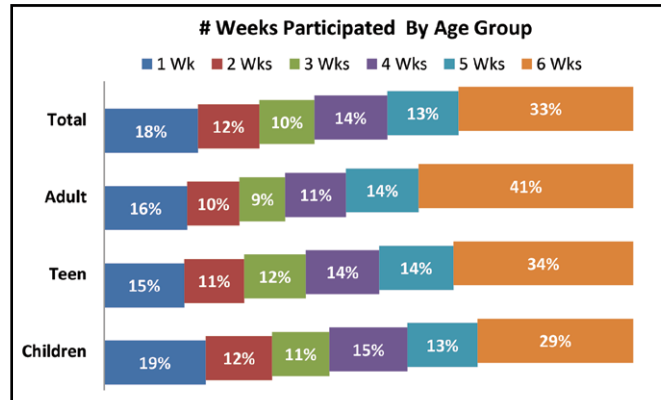
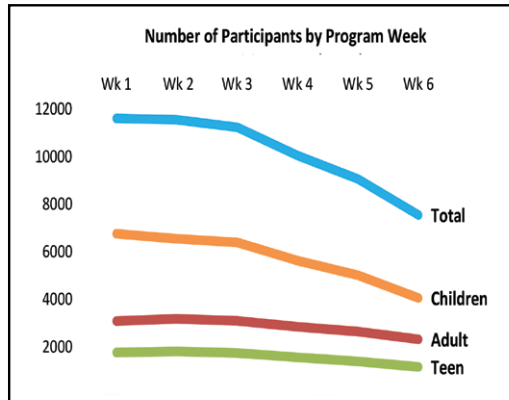
Because of Summer Reading, I:



WHAT WE LEARNED

The new system-wide tracking tool allowed us to get solid data so we can now accurately see how many people registered and how many really participated, identify when they dropped off and ways to make the SRP “stickier” to keep more engaged throughout the program.

From the graphs below, we can see how people participated throughout the program. After week three, there begins to be a drop off of participation.



Overall 39% of those that registered did not go on to participate in the program. Of the 61% that participated for at least one of the 6 weeks, 60% completed 4 weeks or more and 33% of participants completed all 6 weeks of the program. It is interesting to note that adults participating with a child and/or teen showed lower rates of completing 6 weeks (as much as 10% lower for Adults 26-30 years) compared to adults that participated alone.

These new learnings indicate a need to increase the flexibility in the structure of the SRP by changing how incentives are awarded and the process participants use to track reading to attain them. Possible considerations are to move to a point system for receiving incentives rather than weekly incentives requiring in-person library visits and to subscribe to an online tracking system to allow reporting from home or away while on a trip—removing “road blocks” to increase participation and reading.

Tracking minutes instead of books needs further review. Based on 3,068 total participant survey responses received, 60% preferred minutes while 40% vehemently preferred books. It is possible that changing to an online tracking system would simplify the process of tracking minutes; enable recognizing reading achievement in real-time; and allow recording a list of books read during the program to satisfy a major concern of those preferring to track books.

Free book incentives were well received and need to be continued. Will need to find ways to upgrade offerings with more current and diverse options for teens and adults.

Teen reading program only appeals to middle school-ers. Focus groups are needed to discover opportunities to engage high school students in the Teen SRP.

Grow participation by offering programs meeting the needs of key groups. Will look to expand family friendly activities and programs that provide alternatives to technology for Children and Adults participating with a child and/or teen, which account for the greatest number of SRP participants.

Building community volunteer support a win for all. 456 volunteers provided 8,030 hours to help prepare for and implement the SRP. We couldn't have done it without them and they felt appreciated for being able to provide the vital support that we needed.

Fond Aloha



U.S. Representative K. Mark Takai was an ardent library advocate and supporter. He could always be counted on to support our public libraries for “big” things like the new Aiea Public Library and ongoing Federal grant funding. And, also for the “little” things like providing a recipe to include in our guest recipe bookmark reading incentive for this past summer's SRP. His legacy of commitment to his community will always be remembered.

Mahalo to our 2016 Summer Reading Sponsors!

The Summer Reading Programs are funded 100% by monetary and in-kind donations from the Friends of the Library of Hawai'i and other dedicated corporate sponsors.

Sponsors include: FRIENDS OF THE LIBRARY OF HAWAII, HAWAII STATE FEDERAL CREDIT UNION, Hawaiian Electric Maui Electric, Meadow Gold, HMS HOST, Hansen, Roberts Hawaii, MITSUNAGA & ASSOCIATES, INC., SUBARU, hmsa, United Way, The Harry & Jeanette Weinberg Foundation, Inc., Rotary Club of Windward Oahu, THE CHARLES FREDERICK, LOCAL FRIENDS CHAPTER, Pizza Hut, McDonald's, First Insurance Company of Hawaii, family, ACE Hardware, House of Hart, Ben Franklin Crafts, Frito Lay, Starbucks, Oahu Publications Inc., Island Papercraft, LAMINATION HOUSE, INC., DIAMOND, ERIST YAMAGUCHI'S Always Dream Foundation, KAISER PERMANENTE, thrive, Da Andagi Guy, Jamba Juice, the Y, YWCA OF HONOLULU, Liliha BAKERY, Country Shave Ice, Ducky, NATIONAL ENDOWMENT FOR THE ARTS, HAWAII STATE DEPARTMENT OF CULTURE AND RECREATION.



Hawaii State Public Library's Third Quarterly Report Through August 2016

Board of Education | General Meeting | September 6, 2016

Presenters

Mary Okinaka, Library Development Services

Stacey A. Aldrich, State Librarian



HEALTH AND FITNESS: Mind, Body and Soul

June 5 – July 16, 2016

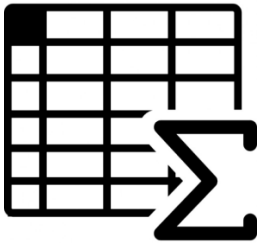
SRP got a workout!



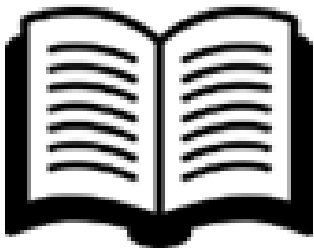
What Was Different This Year?



Measured Minutes instead of Books



Started System-wide Tracking Methodology



Rewarded Completing 4 Weeks+
with a Free Book

Provided All-in-one Guide Start up



Engaged with **READING BUDDIES!**



Getting fit—No pain, No Gain!



A Few Things We Learned...





PARENT/CAREGIVER

KEYWORDS ABOUT SUMMER READING

Fun Learn
Family Tradition
Bonding Library

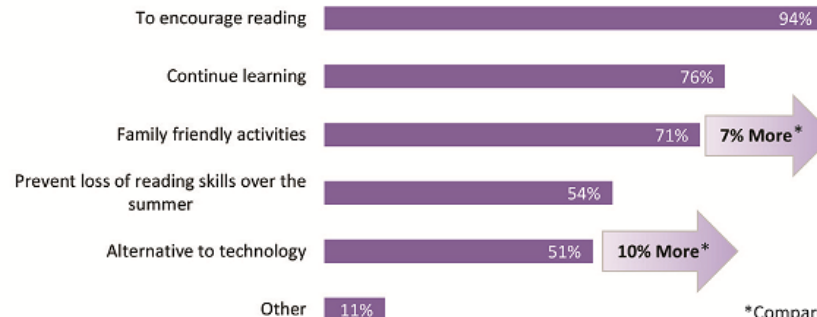


PROGRAM EXPERIENCE

Based on 555 survey responses received from parents/caregivers

78% SAID THEIR CHILDREN READ MORE
because of the program

Why Did Your Family Participate in the Summer Reading Program



*Compared to '15

Thinking about next year...

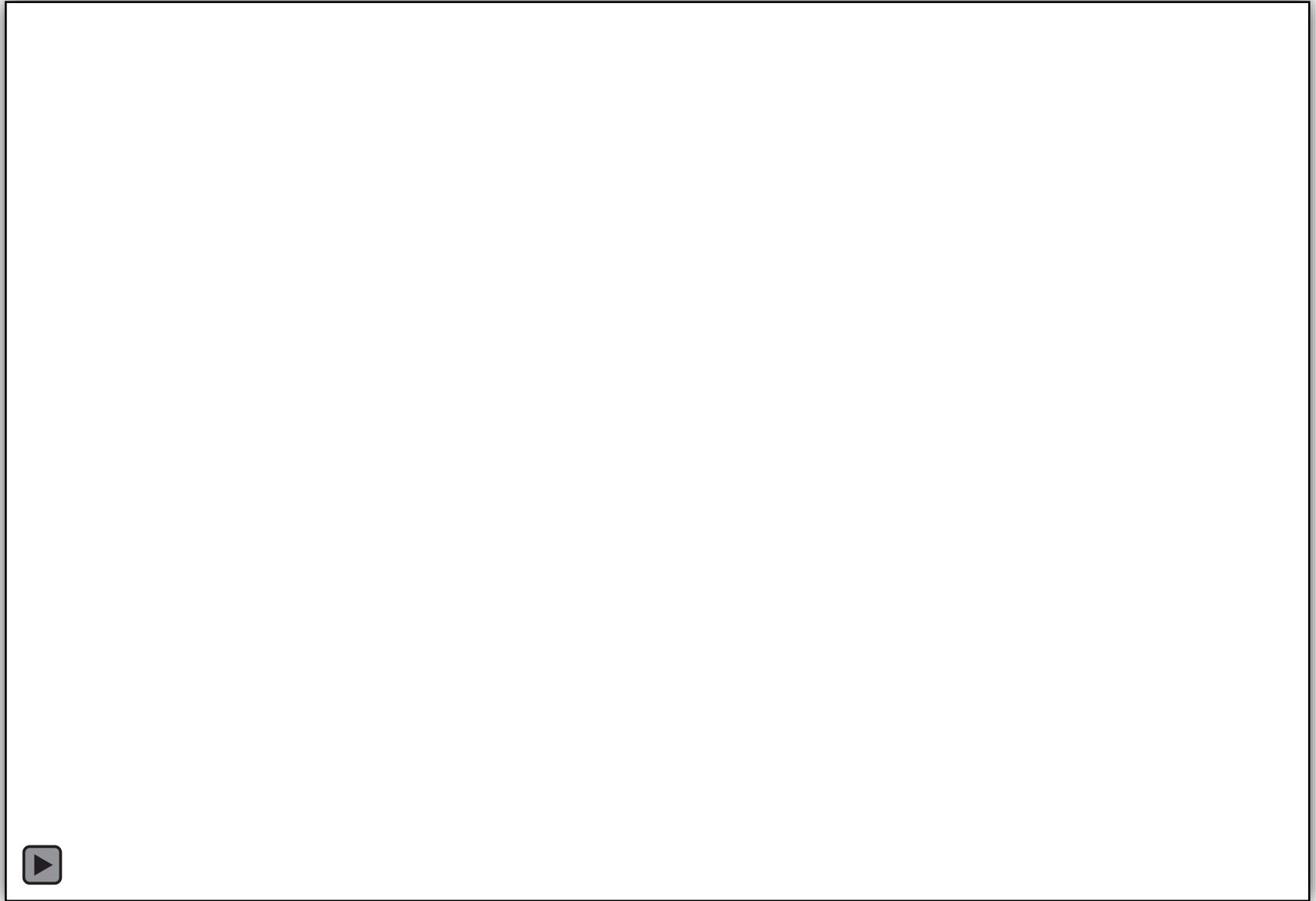


- Needing to increase flexibility in structure and simplify processes
- Considering new ways to increase participation and reading
- Working more closely with partners
- Continue to build better experiences for more to love SRP



SUMMER READING PROGRAM
2017

“Build a Better World”



LET'S SEE IT