Reading Colors Your World:
Making Your 2021 SRP Cheerful & Bright

Presenters

Lindsey Herron
Library Director - Wood River Public Library
lindsey@woodriverlibrary.org

Ashley Stewart
Library Director - Caseyville Public Library District
acstewart@caseyvillelibrary.org

Topics Covered

I. iREAD
II. Planning
III. Marketing
IV. Activities
V. Resources
VI. Q&A

Presentation Rules:

NO WORRIES!

- The slides and video recording will be available after the live presentation.
- Links are embedded throughout the presentation, including many of the images.

HAVE FUN!

iREAD® READING PROGRAMS

CLICK HERE to view the latest iREAD newsletter!

iREAD® has a mission is to provide high quality, low-cost resources and products that enable local library staff to motivate children, young adults, and adults to read.

Each year, librarians across the United States work together to create the iREAD® Summer Reading Program. Based on the theme, librarians write the programs, craft projects, and bibliographies that make up this Resource Guide.

LINKS:

- Summer 2021 Public Service Announcement
- Prevent Summer Slide
- 2022 Resource Guide Submissions
- iREAD History

SOCIALS:

- iREAD Facebook
- iREAD Pinterest

Let's Start Planning!

WHO?

- Target Audiences & Ages
- Keep Goals Similar (easier to track)

WHERE?

- Virtual
  - Facebook, Zoom, YouTube
- Hybrid
  - RSVP for headcount
- In Person
  - Open House style

WHEN?

- Start Date | End Date
  - Coordinate with local schools and other summer programs.

HOW?

- Ways to participate
  - Activities & Goals
- Methods
  - Web-based vs packets
- Prizes

Which model should I choose? Things to consider

State/municipal mandates

- Max number of people?

Space in your building

- Can you maintain distance?
- Is there proper airflow
- Will this exceed any time restrictions you have already placed on your building?

Outdoor options

- Ease of set up for outdoor programs?
- Weather plays a factor

Patrons/community

- Are they comfortable meeting in person?
- Will they register? Or does a drop-in model work best for your library?

Staff

- Will virtual or in person be unnecessary stress?
- Is my staff comfortable enough with technology to do a successful virtual option?

Participation

WAYS TO PARTICIPATE

- Reading
- Writing
- Completing Activities or Tasks
- Craft Take-&-Makes
- Coordinate with Schools or other Programs
- Volunteering | Service Hours

HOW TO TRACK & RECORD

- Reading Logs
- Weekly Challenges
- Bingo Activity Cards
- Earning Badges
  - Virtual | Buttons | Stickers

METHODS

- Google Forms
- Web-Based Platforms
- Facebook Group(s)

Methods of Participation

Here are a few examples of some web-based interfaces that can be used with your program.

- iREAD provides themed artwork that can be incorporated!

Google FORMS

beanstack

BookPoints

READ r2 SQUARED

Wandoo Reader

Click on each image for more info about each product | service.

No Internet? - No Problem!

OLD SCHOOL METHODS

- Create activity packets
  - Logs, Worksheets, Puzzles, etc.
  - Send SRP packets when school distributes their summer packets.
- Partner with local lunch programs or other community programs. (VBS, Summer School)
- Post weekly challenges on library's door or in the library.
- Advertise using yard signs, banners, local marques, etc.

INTERNET ACCESSIBILITY

- Extend WiFi coverage to reach the library parking lot
- Provide a list of available WiFi spots in town
- Mobile Hotspots

Let's gooo!

Prep Period

- Take the time to train your staff.
- Provide simplified, written & oral instructions and make sure they are accessible on a variety of platforms.
  - Website, email newsletter link, video(s)
- Coordinate with an existing program or service like school | summer lunch programs.
  - Pick up or drop off times | locations
- Build your packets (Old School Methods)
- Build in "support hours" with your work schedule and | or extend normal work hours.
  - Monitor SM accounts more frequently
- Develop standardized responses that can be modified (email templates, chat templates, etc.).
  - Prepare a F.A.Q.
  - Create an "Ask a Librarian" button on website

Your key to everything - Library Cards!

- Encourage residents to get a library card
  - Challenge | initiatives
- Consider offering eCards
  - "You don't even have to leave your home!"
  - Online application

Perks

- Increases you accessibility
- Increase attendance and circulation stats
- Promotes online resources and databases

Other Terms: eCards, E-Library, Digital Branch

Shout it From the Rooftop!

MARKETING & ADVERTISING

- Signs & banners inside library
- Signs, banners, and yard signs outside library
- Marquees - library, community partners & sponsors (schools, civic organizations, community center, businesses, etc.)
- Direct Mailers: letters & newsletters
  - Inserts (ex: water bill insert, bank insert)

- There are plenty of tools to make it easier on yourself!
  - Some are free (like Canva) to help you with flyers, email templates, social media templates, and more!

Shout it virtually!

EMAIL

- Take time to update email lists
- Consider using MailChimp, Constant Contact, or a similar program or service
- Ask local governments, partners, and sponsors to include SRP in their emails and correspondence

SOCIAL MEDIA

- Try utilizing other platforms
  - YouTube, TikTok, SnapChat
- Try using other features
  - Feeds & Stories, Surveys,
- Don't be afraid to post more frequently
- Make sure to tag partners & sponsors (@___)
  - Ask them to share on their pages

Prizes

MATERIALS & ITEMS

- Levels | Frequency
- Delivery Methods
  - Curbside or Scheduled Pick-Ups
  - Electronic Gift Cards
  - Porch Drop Off
  - Mail

PAYING IT FORWARD

- Instead of awarding prizes to individual readers... What if you used the budgeted amount for a collective goal for a greater good?
  - Donate to a local charity
  - Assist with COVID relief
  - A new feature at the library
- Consider it a community goal that everyone works for and one that everyone benefits from.
- This can be a great way to increase interest in your challenge and possibly gain new sponsors or partnerships.
- You may also peak the interest of local media outlets.

Prizes

A LITTLE SOMETHING TO MAKE YOU LAUGH!

LUNCH at the LIBRARY

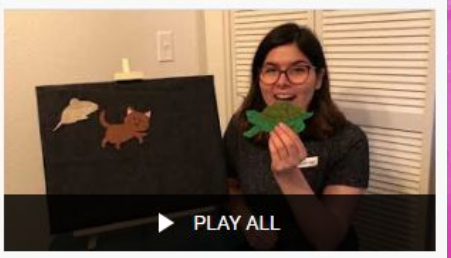
Summer Meals @ the Library

- Resources available at ireadprogram.org
  - "Free Lunch at the Library" – New York Times article
  - No Kid Hungry

Diversity & Inclusivity

PROGRAM FEATURES

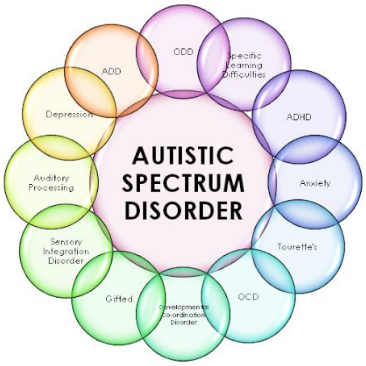
- Interpretation | Translation
- Visual Impairments
  - Closed Captioning
    - Multi-Lingual
  - Screen Readers
  - Special Collection(s)
  - Library of Things
- ASL Interpreters
- Sensory Activities | Fidget Toys
- Visual Schedules



¡Es la hora de cuentos! / It's Spanish Storytime!

Multnomah County Library
1.03K subscribers

Awareness & Educational Topics



NEURODIVERSITY

19

Awareness & Educational Topics

List of LGBTQ+ Awareness, Visibility, and Remembrance Dates

"Notable LGBTQ Awareness Dates"
by Queer Events

20

Diversity & Inclusivity (con't)

PAY ATTENTION TO:

- Pronouns
- Titles

Simple phrasing and title changes can make all the difference.

Partnerships! – It Takes A Community

- Schools & Daycares
  - Public, Private, Homeschoolers
- Civic Organizations
  - Churches - VBS, Rotary, Kiwanis, Lion's Club
- Local Governments
  - Citys, Villages, Townships, Parks, Police, and Fire
- Parks & Recreation
  - National Parks, Sports Complexes, Gyms
- Nature Institutes & Conservations
  - Trails, Community Gardens. Etc.
- Local Businesses
  - Restaurants, Bakeries & Ice Cream, T-Shirt Shops, Home Improvement, Bus Lines, etc.

Consider Incorporating Awareness|Observations|Holidays

Example: July is Parks & Recreation Month
Includes social media posts, activities, and more!
2021 info yet to be released – stay tuned!

Helpful Links:

- 2021 National Day Calendar
- 2021 Health Awareness Calendar
- Conservation & Environmental Days
- Literary Holidays to Celebrate All Year Long
- Diversity Awareness Calendar

Let's Have Fun!

Activities For All Ages

Socially Distant Activities

- Activity Packets
- Scavenger Hunts
- Virtual Library Tours
- Virtual Storytimes
- Nature Cams
- Presentations

Photo taken from: Chatham Area Public Library Facebook

Socially Distant Activities (con't)

- Virtual Field Trips
- Virtual Hikes
- Incorporate Outdoor Activities
  - Recreation
  - Community Gardens
  - Story time in the park
  - Concerts, Poetry Slams
  - Arts & Crafts
    - Make-&-Take Kits
    - Sidewalk Chalk

Socially Distant Activities (con't)

Sunatchers are so fun. I saw this one with wax paper and glue. You can switch it up with a paper plate border and contact paper of course. Has anyone ever tried the second one with just clear glue and gems? Does it melt when you put it in the window?

https://artfulparent.com/tissue-paper-suncatchers.../

https://preschoolinspirations.com/glass-gem-glue-suncatcher/

ARTFULPARENT.COM

Tissue Paper Suncatchers Look Great in Embroidery Hoop Frames!

Socially Distant Activities (con't)

Hi All, here is the take and make I made for March. Kit includes mini canvas 4" x 4", paint brush, and six color paint pots strip to mix your own colors.

Check out this video I did of a fun St. Patrick's Day themed craft for older kids and teens! I'm making these into craft bags.

YOUTUBE.COM

Paper Quilled Shamrock Card ☘ | Do it Yourself!

Learn how to make a paper quilled shamrock card just in time for S...

The Hayner Public Library District
August 7, 2020

Looking for something (free!) to do as a family this weekend? Check out the new Hayner Library StoryWalk® story that was just posted yesterday! This month's story is "Summer Days and Nights" by Wong Herbert Yee.

Hayner Library's StoryWalk® is an outdoor reading experience in which a children's book is deconstructed, the pages laminated, placed in weatherproof wooden story boards, and then arranged along a walking path. The StoryWalk® books, chosen by our children's librarian, are posted along The Frog Trail at The Nature Institute. The Nature Institute, located at 2213 South Levis Lane, Godfrey, is a nonprofit land conservation and environmental education organization. The Frog Trail is approximately one mile in length and is located behind the Talahi Lodge. Visitors are encouraged to stop at the first storyboard and use a smartphone to scan the QR code, located at the bottom of the introduction page. Scanning the QR code will help the library keep track of participation in the program. The Nature Institute

Misc Fun!

Mukwonago Community Library
March 4 at 4:29 PM ·
These are words many of us have been waiting to hear! Stop in today and browse the Seed Library...and maybe browse for a new book too! 🌿

Tom Green County Library System
Yesterday at 3:42 PM ·

We are celebrating Earth Day this spring by participating in the 12th Annual Neighborhood Forest "Free-tree" program. Since 2010, Neighborhood Forest has reached over 60,000 families and planted over 30,000 trees across North America.

To participate, register your child by March 21; the free 6-12 inch sapling will be ready to pick up from the library on or around Earth Day (April 22nd).

Planting instructions and species information will be emailed a few days prior to the ... See More

Register your child to receive a free sapling for Earth Day. Neighborhood Forest + TGC Library

Why Work Yourself To Death?! - Sharing is Caring!

Video views and participation will not count towards your library stats for annual reporting. But if don't care about that - Share Away!

Saint Louis Zoo
March 8 at 9:21 AM ·

Recently, Dr. Sathya Chinnadurai, Director of Animal Health at the Saint Louis Zoo, performed annual exams on our two critically endangered Asian striped narrow-headed softshelled turtles (Chitra chitra). Both turtles are around 22 years old and weigh between 100 and 105 pounds each. Careful planning and communication were needed for the safety of the animals and the animal care team. A soft cargo net is used to cradle each turtle during the exam, with the staff adding a seco... See More

Saint Louis Art Museum posted a video to playlist Virtual Art in Bloom.
March 10 at 4:00 PM ·

Spring is on its way, bringing the blossoming of the natural world around us! 🍁 Take a virtual tour of Urban Buds: City Grown Flowers and discover the art of the cut-flower business in this Art In Bloom on demand video tour. #ArtInBloom #UrbanBuds #Flowerstagram #Flowers

Discover more Virtual Art in Bloom content at slam.org/bloom.

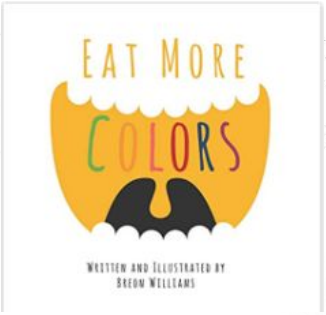
Why Work Yourself To Death?! - Sharing is Caring!

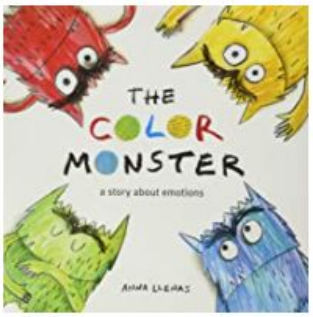
Video views and participation will not count towards your library stats for annual reporting. But if don't care about that - Share Away!

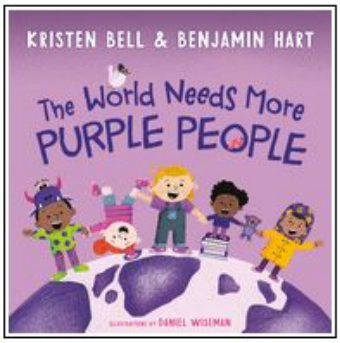
Making Your Collection Bright, Cheerful, and Inclusive!

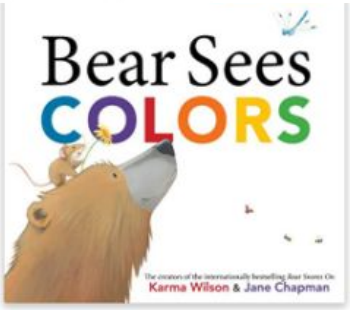
Collection - Books

CHILDREN & JUVENILES



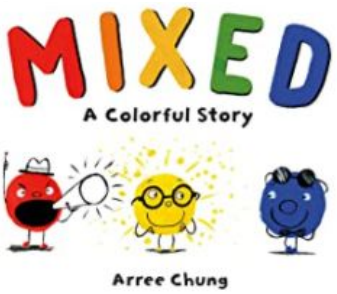


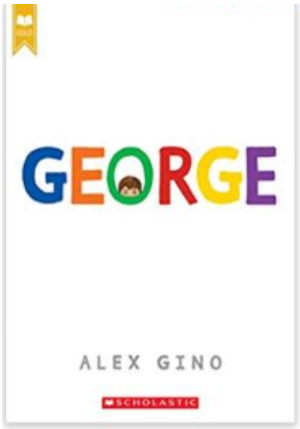


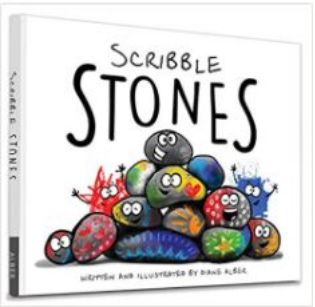


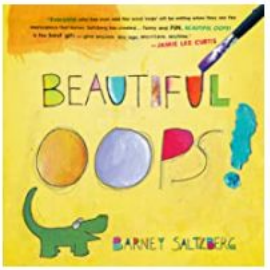
Collection - Books

CHILDREN & JUVENILES



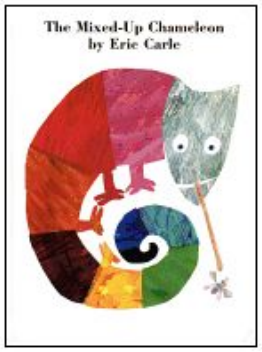






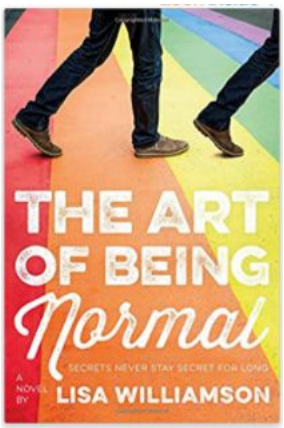
Collection - Books

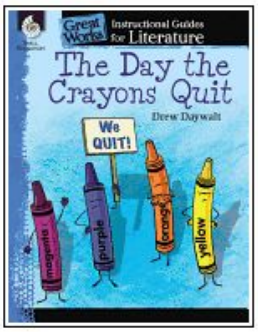
CHILDREN & JUVENILES

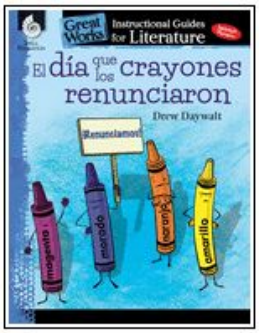


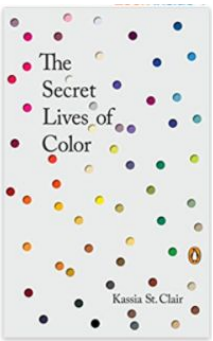
Collection - Books

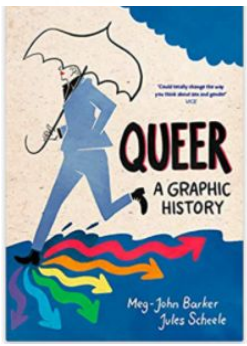
ADULT











Collection - Kits

- Memory Kits
- Sensory Backpacks
- Hiking
- Mental Health
- Mindfulness
- Nutrition
- Recreation | Outdoor Games
- Puzzles | Board Games
- Arts & Crafts
- Take Home Job Fair

HTRNEWS.COM

Memory kits at Manitowoc library help those with memory loss 'see all of their magic'

37

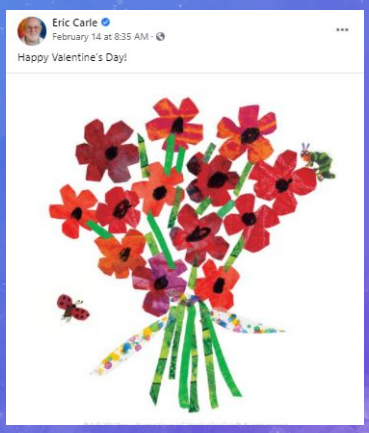
Authors & Illustrators

SHARE THEIR CONTENT & ACTIVITIES

- Children & Adults
- Storytimes
- Drawing
- Writing

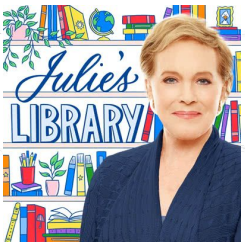
"A List of Authors Doing Virtual Storytime or Art Lessons"

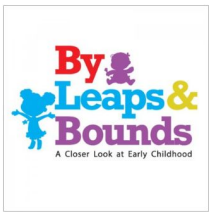
- By Everyday Reading



38

Podcasts
Kids & Family





"Banish Boredom with These 50 Fun Kids Listen Podcast Activities"

NPR's List of Kids & Family Podcasts

The New York Times – "A Big List of Podcasts for Little Kids"

The 25 Best Podcasts for Kids by Common Sense Media

Shamelessly Plug Your Online Resources

CloudLibrary

Tumblebooks

CreativeBug

Overdrive & Libby

Hoopla

Ancestry

Highlight material that aligns with the theme found on your online resources and post to social media or newsletters. Encourage patrons to utilize these online resources.

Remember to add links or info on how to access these resources including if a library card is required!

Free Apps

Learning

- Starfall (PreK-1st)
- ABCya (early-mid elementary)
- Funbrain (PreK-8yr)
- Cool Math Games (13+)
- Fish School (2+)
- PBS Kids Games (2+)
- Phonics Ninja (4+)

Fitness

- GoNoodle (kids)
- Fitness Blender (adults)
- Cosmic Kids Yoga (found on YouTube)
- SilverSneakers Go (seniors)
- MyFitnessPal
- Map My Run

Free Apps

Outdoor Activities

- Recreation.gov
- iNaturalist
- MO Outdoors

Hiking

- AllTrails
- Best Illinois Trails

Geocaching

Bird Watching

- Audubon Bird Guide
- eBird - Cornell Lab of Ornithology

Astronomy

- SkyView Lite
- Star Walk 2

Gardening

- From Seed to Spoon
- Gardenia

Plants

- PictureThis
- PlantSnap
- Illinois Wildflowers

References FOR Librarians

Because we ALL need some inspiration now and again...

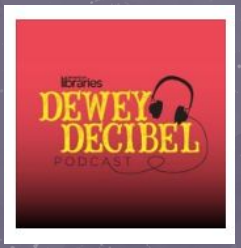
- iREAD Program & Resource Guide
- Association for Library Service to Children (ALSC)
- Young Adult Library Services Assocation (YALSA)
- NNLM - Health Programming for Summer Reading
- LibrariesandAutism.org
- "Digital Marketing Tactics to Drive Registrations and Engagement" - By ZooBean | BeanStack
- TechSoup - Resources for Nonprofits

Like & Follow!

Facebook | Social Media Groups & Pages:

- iREAD Program
- Lets Move In Libraries
- Library Think Tank - #ALATT
- Tiny Library Think Tank
- Libraries Step Up (in times of crisis)
- Storytime Underground
- Programming Librarians Interest Group
- BeanStack User Group
- Other Libraries!
- Like & Follow on multiple platforms:
  - Facebook, YouTube, Instagram, TikTok, Pinterest

Podcasts Librarians



"Podcasts of Interest" - By Circulating Ideas

13 Must-Hear Librarians Podcasts" - By BookRiot

"18 Excellent Podcasts for Librarians"

The Wonderful World of Library Podcasts - By Librarian to Librarian

Questions?!

THANK YOU!

Please do not hesitate to reach out to us.
Contact information is provided in the intros.