Take Summer Reading to the Streets:
Partnering to Reach Children with Barriers to Library Access

Kevin Delecki, Programming Manager
Jessica Link, Volunteer Coordinator

Introductions
• Kevin Delecki, Programming Manager
• Jessica Link, Volunteer Coordinator
• The Cedar Rapids Public Library
• The Summer Dare
  – Launched in 2015
  – Multi-generational program
  – Reading
  – Experiential learning (dares)
Summer Reading

IF YOU BUILD IT, THEY WILL COME.

Some truth to that...

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participants</td>
<td>4,964</td>
<td>4,711</td>
<td>4,443</td>
</tr>
<tr>
<td>Minutes Read</td>
<td>924,940</td>
<td>1,3647,907</td>
<td>2,632,123</td>
</tr>
<tr>
<td>Program Attendance</td>
<td>20,536</td>
<td>22,946</td>
<td>18,054</td>
</tr>
</tbody>
</table>
...but what if they can’t?

<table>
<thead>
<tr>
<th>Time</th>
<th>Interest</th>
<th>Transportation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exposure</td>
<td>Library Card</td>
<td>Priority</td>
</tr>
</tbody>
</table>

Source: Reading into Success: The Campaign for Grade Level Reading United Way of East Central Iowa
**Partner Need:** Access to books.

**Library Goal:** Bring the library to kids with barriers to access.

**Partner Resources**
- Target audience
- Space
- Dedicated staff support
- Daily structure and learning environment

**Volunteer Resources**
- Time
- Expertise in child care and education
- Passion
- Transportation

**Library Resources**
- Books
- Tablets
- Transportation
- Existing summer reading program – structure for tracking and rewarding readers; crafts and activities
- Expertise in material selection and program development
- Management/coordination of systems and people
- Financial support
- Volunteers
- Summer VISTAs (2017)
**Partner Resources**

**+ Library Resources**

**+ Volunteer Resources**

**Strengths-Based Program Design**

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**Tracking Reading**

- Get attendee rosters from site
- Mail merge logs
- Put in binder to keep on site
- Transfer data onto spreadsheet
- Enter data into system later
- Keep extra blank logs in binder
- Keep bonus reading logs in binder
Onsite Checkout

- Cart stayed on site
- Bookmarks in materials *(mail merge)*
- Child put name on bookmark
- Bookmark went into file
- Bookmark back in book when returned

Weekly Program

- Reading Center
  - 50 books each week = 35 core collection + 15 regular collection
  - Book requests made for following week
- Crafts Center
  - Extension of onsite library craft programs
- Tablets Center
  - 2 formats for different age groups
- Three totes prepared each week
  - 2016: prepared by staff; delivered by volunteers
  - 2017: prepared and delivered by Summer VISTA members
Volunteers

• Regular library volunteers
• Several with teaching backgrounds
• Shared passion for library’s mission
• Took book requests, pulled materials, brought own ideas to program, delivered weekly materials, checked out books on their own card, attended planning meetings
• Completed additional background checks based on partner requirements
• All four returned for year two

Summer VISTA Program

• Funded through the Iowa Campus Compact
• Federal funding from the Corporation for National and Community Service
  – www.nationalservice.gov/
• Served 8 weeks from June 2 – July 29
• Can work up to 40 hours per week
• Cost share for library was $250/member
• Must be 18 or older and US Citizen

Interested in opportunities for your state?
  – CNCS State Offices: www.nationalservice.gov/stateoffices
  – Talk to Program Officer to learn if summer positions are an option and where to apply
# Impact by the Numbers

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Sites</td>
<td>2</td>
<td>5</td>
<td>150%</td>
</tr>
<tr>
<td>Number of Participants</td>
<td>129</td>
<td>258</td>
<td>100%</td>
</tr>
<tr>
<td>Minutes Read</td>
<td>31,870</td>
<td>95,865</td>
<td>200%</td>
</tr>
</tbody>
</table>

## Community’s Need
+ Partner Resources
+ Library Resources

Design Your Own Strengths-Based Program
Partner Research

- Are your right people at the right tables?
- Where is your target audience congregating?
- Who is working with the kids you want to work with?
- What do these kids do/where do they go?
- How can community data help you?
  - Poverty mapping – https://www.communitycommons.org/maps-data/ "Families Living in Poverty"
  - School reading proficiency scores & free and reduced lunch program participation rates (state level information) – http://reports.educateiowa.gov/Home
  - Registered housing units for Section 8 – https://data.hud.gov/data_sets.html “Active Multifamily Portfolio – Property Level Data”

Your Strengths

- What programs do you already do well for kids?
- What is the basic structure of those programs?
- How could you boil it down to fit in a tote?
- Consider your collection – checked out, donated, rotating, deposit, core collection for program?
- Consider your programs – self-led, trained volunteer, staff?
Your Resources

• Who would be a good champion/coordinator?
• What volunteers have the skills and time you need to run with this?
• Are there other resources you need? Space, people, supplies, books?
• Additional staffing options
  – Internship
  – Practicum
  – Volunteer
  – Friends group
  – Summer VISTA
  – Seasonal staff

Lessons Learned

• Flexibility and adaptability are key for all parties
• Determine how you feel about lost materials – communicate it early and often to internal and external parties
• Meet with all levels of partner staff – planning and training
• Find ways to share the load between staff, volunteers, partners – communicate expectations
• Streamline when possible – mail merge, duo-enrollment forms
• Talk about what you’re going to do, do it, talk about what you did – meetings are critical
• Survey to know more about your participants
Are we reaching the right kids?

### 2016

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you have a library card?</td>
<td>36%</td>
<td>64%</td>
</tr>
<tr>
<td>Do you participate in other library programs?</td>
<td>30%</td>
<td>70%</td>
</tr>
<tr>
<td>Have you done a summer reading program before?</td>
<td>32%</td>
<td>68%</td>
</tr>
</tbody>
</table>

### 2016

<table>
<thead>
<tr>
<th>How many times this summer have you visited the library?</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3-5</th>
<th>6-9</th>
<th>10+</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>45%</td>
<td>23%</td>
<td>8%</td>
<td>14%</td>
<td>8%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Are we reaching the right kids?

### 2017

<table>
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<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you have a library card?</td>
<td>37%</td>
<td>63%</td>
</tr>
<tr>
<td>Do you participate in other library programs?</td>
<td>8%</td>
<td>92%</td>
</tr>
<tr>
<td>Have you done a summer reading program before?</td>
<td>43%</td>
<td>57%</td>
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</table>

### 2017

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</thead>
<tbody>
<tr>
<td></td>
<td>29%</td>
<td>12%</td>
<td>9%</td>
<td>20%</td>
<td>7%</td>
<td>23%</td>
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</tbody>
</table>
We are here to help...

Kevin Delecki, *Programming Manager*

deleckik@crlibrary.org
319-739-0405

Jessica Link, *Volunteer Coordinator*

linkj@crlibrary.org
319-739-0403