SUMMER READING IN A RURAL COUNTY

Rhonda Kendzierski & Holly Daugherty
WHO ARE WE?

Holly Daugherty
Children’s Librarian

Rhonda Kendziorski
Bookmobile & Outreach

McCreary County Public Library
Population 18,306

2,297 McCreary Co. Citizens are under the age of 18 (Our Target Audience for the SRP)

11,875 McCreary Co. Citizens are library Card Holders

505 McCreary County Citizens are new borrowers in the 17-18 Fiscal Year

337 Children, Tweens, and Teens participated in the 2018 SRP.
START YOUR SUMMER READING ENGINES!!

Planning, Dates, Supplies, Orders, Where do we begin??

- Set Your Dates
- Look at your Theme (A Universe of Stories)
- Brainstorm and let your creative mind roam with possibilities.
- 4-6 Week Breakdown of programs, books, & crafts (McCready Co. Offers 4 weeks)
WE HAVE A PLAN

Books, Orders, and Organization is the Key!!

- Books, Books and More Books. What is on your shelves already? What do you need to order for the theme?
- Weekly activities or crafts. Do you have supplies? Will you need to order supplies?
- Resources we use: Dollar Tree, Oriental Trading, Amazon, PINTEREST!!!
PUT IT ALL TOGETHER

- Weekly Kits are prepared with books, crafts or activity supplies for easy pull or traveling.
- Kits are rotated weekly between in-house and bookmobile, so that themes are shared throughout the 4 weeks.
- Estimate your numbers and plan accordingly.
PROMOTE, PROMOTE, PROMOTE

Where and how do you advertise your Summer Reading Program???

- Schools, After School Program
- Grocery Stores
- Banks
- Daycare Centers
- Boys and Girls Clubs
- Homeschool Co-ops
- Social Media – Facebook, Instagram, Twitter,
ALL ABOARD THE BOOKMOBILE!!!

Bookmobile Stats:

**Annual Circulation:** Over 6,000 checkouts for 17-18 fiscal year

Where all do you go???

- Apartment Outreach
- Daycare Outreach
- Community Housing
- Individual Homes

Data is important:

- Track Program #'s
- Track Circulation #'s

Do you do SRP on your bookmobile?
SUMMER READING ON THE BOOKMOBILE

2018 Summer Reading: 117 Children, Tweens, and Teens participated via the Bookmobile

What Can I do on the Bookmobile?

- Register for Summer Reading
- Check-Out Books
- Receive Prizes and Incentives
- Crafts and Activities are offered at each stop or location
- Bookmobile Children are invited to the SRP Finale
WHAT'S GOING ON IN YOUR LIBRARY??

- Budget, Programs, and Cost Savers in your Community

Who do you partner with??

- Extension Office
- Local Gyms
- School System
- Community Centers
- Grocery Stores

Prizes & Incentives

- Water Parks
- Theaters
- Music Stores
SUMMER READING AT THE LIBRARY

*REGISTER  * PROGRAMS  * PRIZES

MCPL
NO COST/LOW COST PROGRAMS

- Make it Monday/Book Cook/Bird House Building with Extension Office
- Yoga Class with Shaker Village
- Local Gyms-Dance, Pound and exercise Classes
  - Smokey the Bear
- On the Move Art Studio, Lexington, Ky.
  - STEM Maker Monday-Recyclables/Donations
- Reading Ranger, Bobber the Water Safety Dog, Animal Program with the Park Service, Army Corps of Engineers
- Mr. Molar and Scrubby Bear with Cumberland Family Medical Centers
  - Truck Day
- Science Programs with your local high school science clubs
LOGS OR NO LOGS

Does your library use logs? Do you require a certain number? How is your Data Tracked?

Reading is for fun!!

- Logs are given for family/personal tracking but not required by us
- No certain number of books is required to participate in programs or Finale celebrations

Data is important:

- Track Program #’s
- Track Circulation #’s
WHAT WORKED & WHAT DIDN’T

What Worked:
1. No Logs
2. Sharing Themed Kits between Bookmobile and Library
3. Having the Same Final Prize for all Participants
4. Offering Door Prizes at all Programs

What Didn’t:
1. Quantity vs. Quality
2. Adjusting Community Location Stops
3. Same Finale every year, time to switch up and move on
4. Too Themed Driven
ARE YOU LOOKING IN YOUR COMMUNITY FOR PRIZES AND INCENTIVES?
THANK YOU

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