

Imagine *Your* Story*

Summer Reading for Kids, Teens, and
Adults at Oregon City Public Library



SUMMER READING REPORT 2020

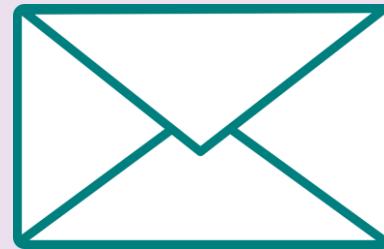
CHANGES IN 2020



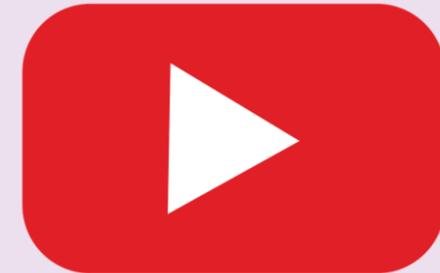
581 people participated in online-only program using Beanstack
website and app for all ages (optional print-at-home PDFs for kids & teens)



\$1,850 in prizes
distributed through prize drawings for all ages (no coupons or treasure chest prizes for kids & teens)



1,030 free books, tote bags, and take & make craft kits
distributed by mail or no-contact pickup



2,352 people watched or attended our 26 virtual programs including family concerts, fairy tale videos, virtual escape rooms, trivia, and bingo

BUDGET

\$7,655

Ready to Read grant
from State Library for
2,500 prize books to
distribute to kids and
teens in OCPL service
area

\$3,500

Friends of the Library
donation for Virtual
Family Concert series

\$7,253

Library budget for
Beanstack (\$2,195),
prize drawing gift
cards (\$1,850), tote
bags (\$1,215),
mailings (\$1,503), and
young teen crafts
(\$490)

\$250

Mike's Drive-In
donation of gift cards
for Youth SRP prize
drawing

TIMELINE

APRIL						
MO	TU	WE	TH	FR	SA	SU
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

April 2020
reviewed 5 software options and signed contract with Beanstack

MAY						
MO	TU	WE	TH	FR	SA	SU
			1	2	3	4
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

May 2020
designed challenges in Beanstack and prepared optional print-at-home reading logs, book suggestion lists, etc.

JUNE						
MO	TU	WE	TH	FR	SA	SU
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

June 2020
made instructional videos, trained staff, and promoted program online for June 15 release date

AUGUST						
MO	TU	WE	TH	FR	SA	SU
					1	2
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

August 2020
program ended August 31 and prize drawing winners were selected

PROGRAM OVERVIEW



Daily Reading Challenge (Age 0-17)
Set a daily reading goal and keep track of how many days you reach your goal



Book Badge Challenge (Age 0-17)
Read up to 24 books of your choosing in categories selected by library staff

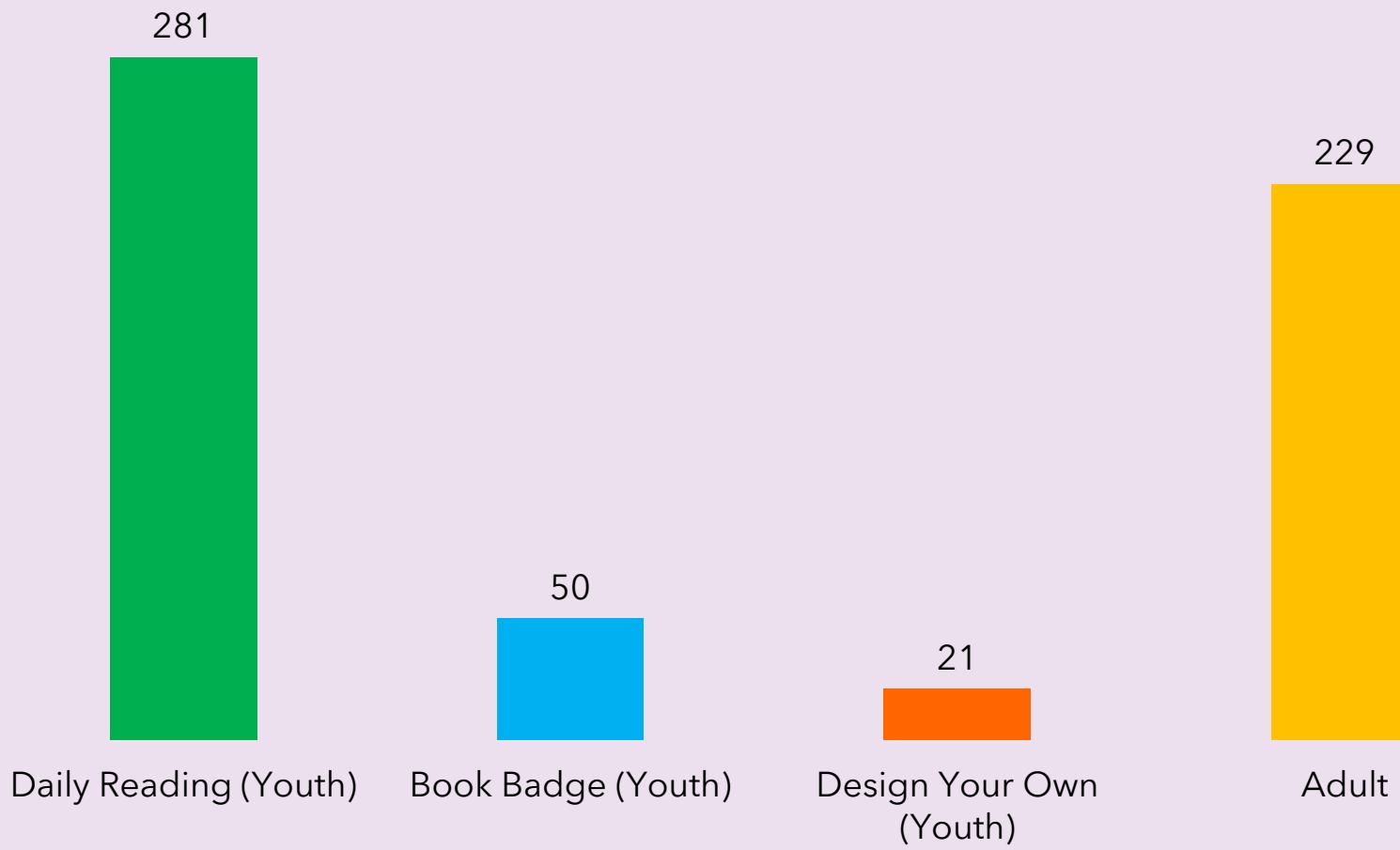


Design Your Own Challenge (Age 0-17)
Set your own reading goal to track offline and report back at the end of the summer

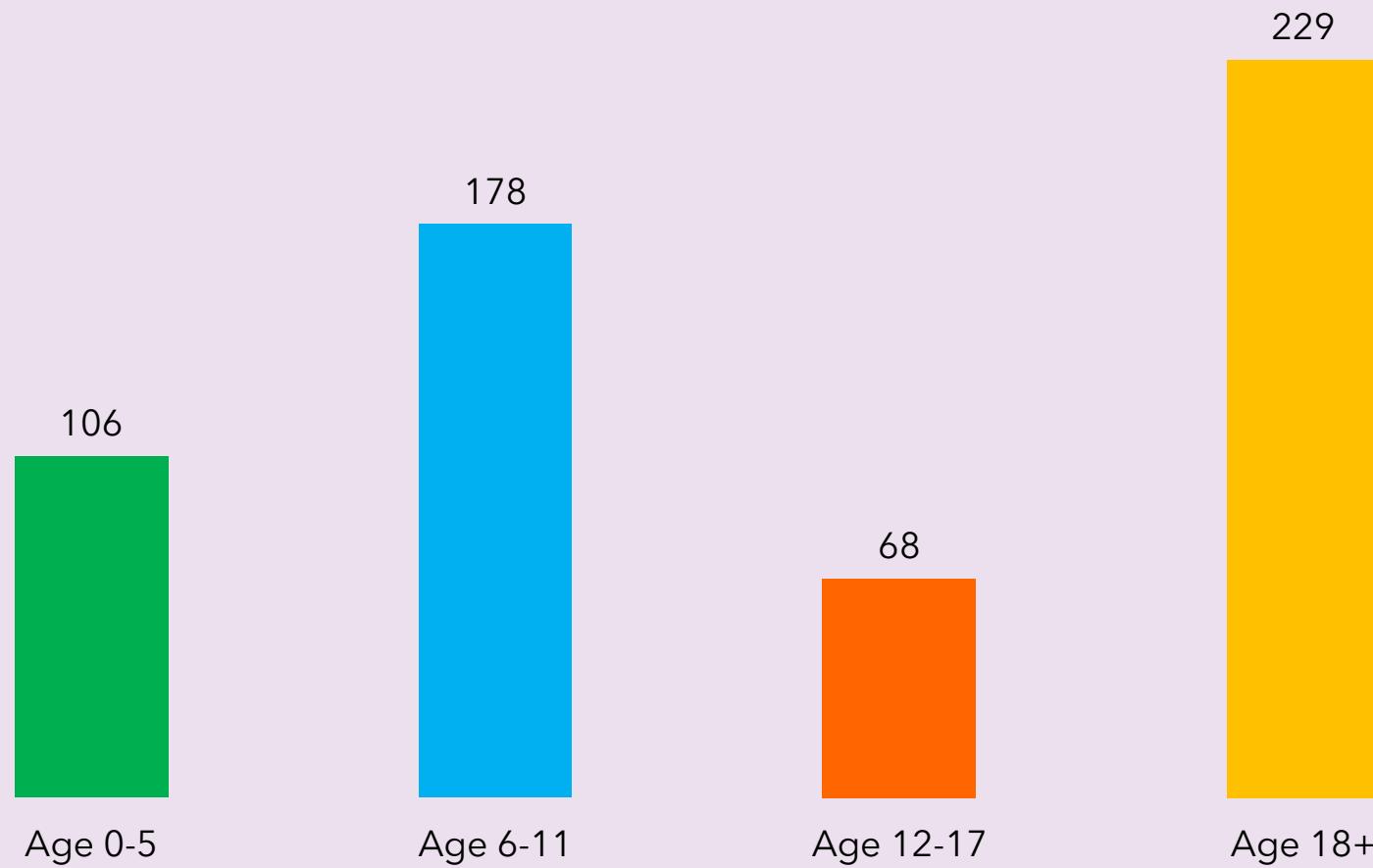


Adult Summer Reading (Age 18+)
Log books and complete activities to earn prize drawing tickets

REGISTRATION BY CHALLENGE



REGISTRATION BY AGE



DAILY READING CHALLENGE

Set a daily reading goal. You can choose 1 story, song, or rhyme each day (best for kids age 4 and younger), 25 minutes of reading/listening each day (best for kids age 5 and older), or your own goal.

281

registered for
challenge

213

logged at least
one day of
reading

65

read on all 60
days

28

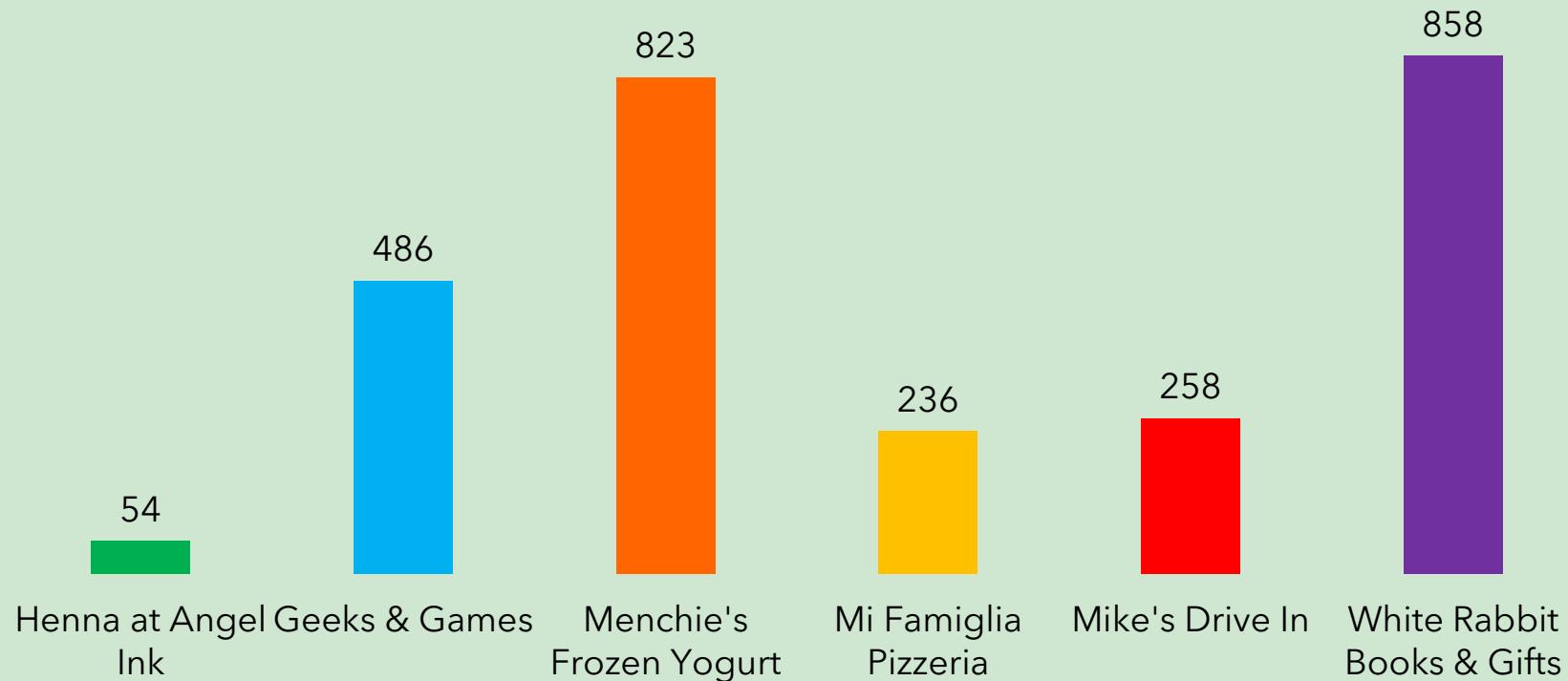
average days
read by each
reader

7,981

total days read
by all readers

DAILY READING CHALLENGE

Earn 2 prize drawing tickets for every day of reading (up to 60 days) for a maximum of 24 tickets.



BOOK BADGE CHALLENGE

Read one book in each of the following categories (e.g. fantasy or science fiction book, a book that makes you smile, a poem, etc.). Print books, e-books, audiobooks, and graphic novels all count as reading.

50

registered for
challenge

25

read at least
one book

8

read 24 books

9

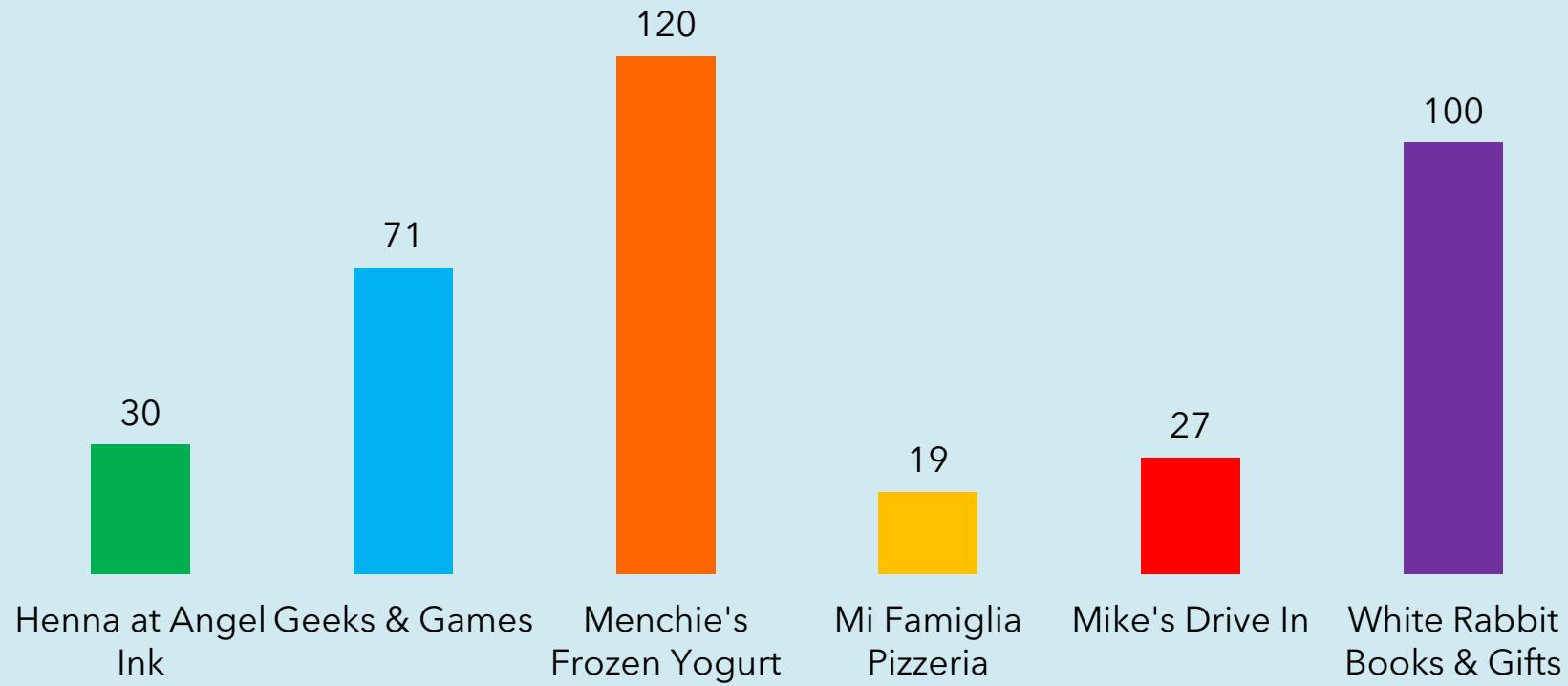
average books
read by each
reader

440

total books
read by all
readers

BOOK BADGE CHALLENGE

Earn 1 prize drawing ticket for each book read (up to 24 books) for a maximum of 24 tickets.



BOOK BADGE CHALLENGE

Most popular reading categories:



Readers' Choice (21)

Read any book
you want



Cool Cover Art (21)

Read a book
that has a cover
you really like



Happiness (20)

Read a book
that makes you
happy



Movie or TV Show (18)

Read a book
that was turned
into a movie or
TV show



Classic (18)

Read a book
that's
considered a
classic

DESIGN YOUR OWN CHALLENGE

First, set a reading goal for yourself (example: read 10 books) and tell us about it. Then, track your goal offline. Finally, tell us how you met your goal.

21

registered for
challenge

12

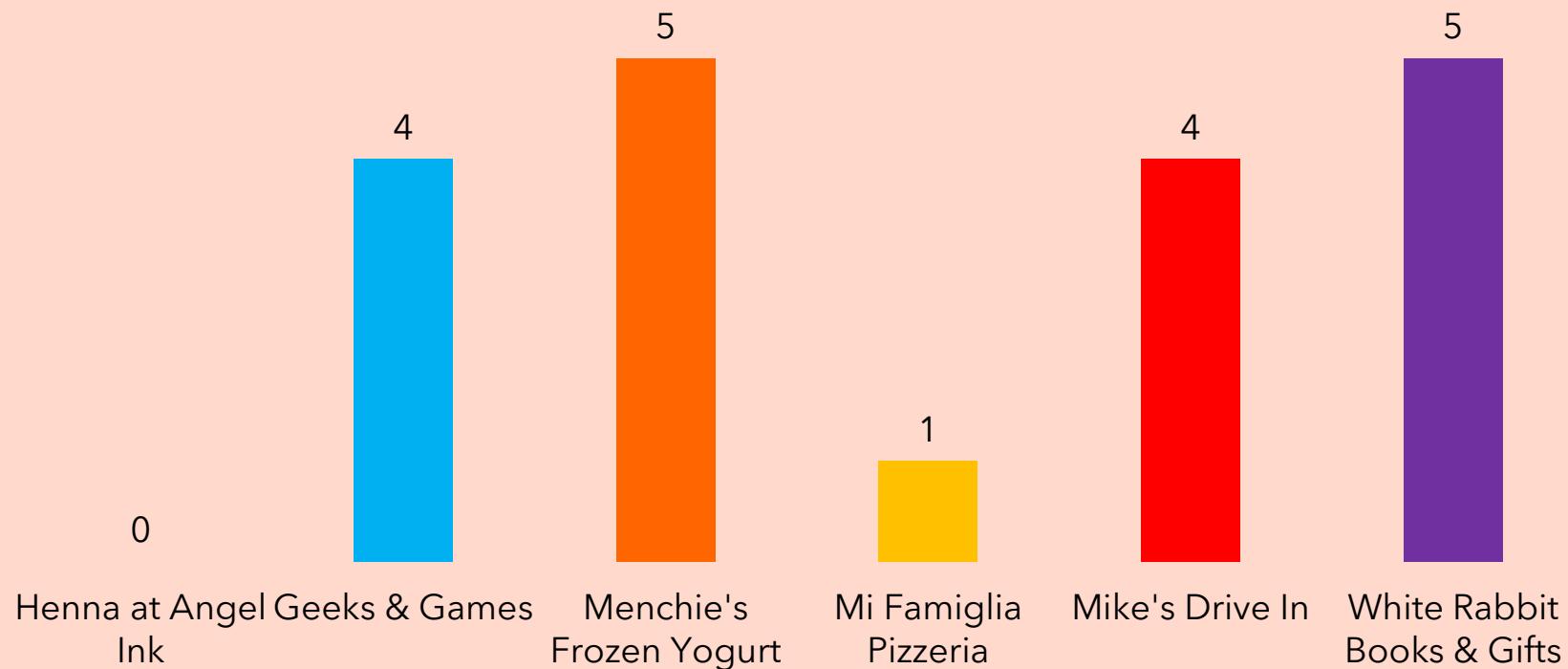
set their goal

0

met their goal

DESIGN YOUR OWN CHALLENGE

Earn 2 prize drawing tickets for setting your goal and 22 tickets for meeting your goal.

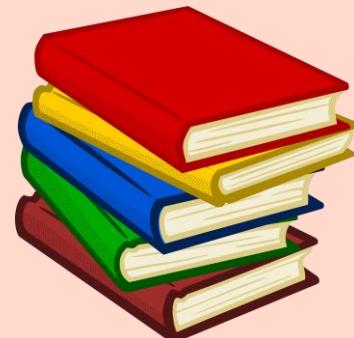


DESIGN YOUR OWN CHALLENGE

Example goals from the “Set Your Goal” badge



My goal is to read at least 120 hours total this summer.



Read or listen to 30 books this summer.



To read 20 books this summer and plant a raised garden bed.

ADULT SUMMER READING

Log books and complete activities to earn prize drawing tickets. Participants earn one drawing ticket for every book they read or activity they complete.

229

registered for
challenge

119

read at least
one book

79

readers who
completed
activities

12

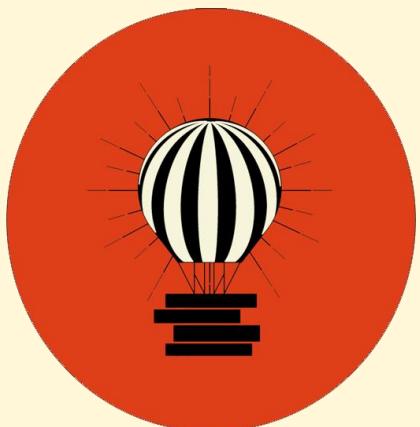
average books
read by each
reader

1,544

total books
read by all
readers

ADULT SUMMER READING

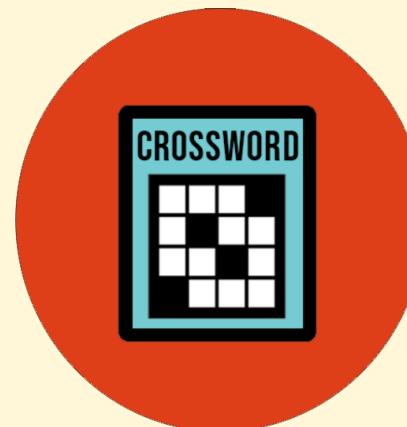
Activities that earn you prize drawing tickets:



Read a book



Bingo Card



Crossword



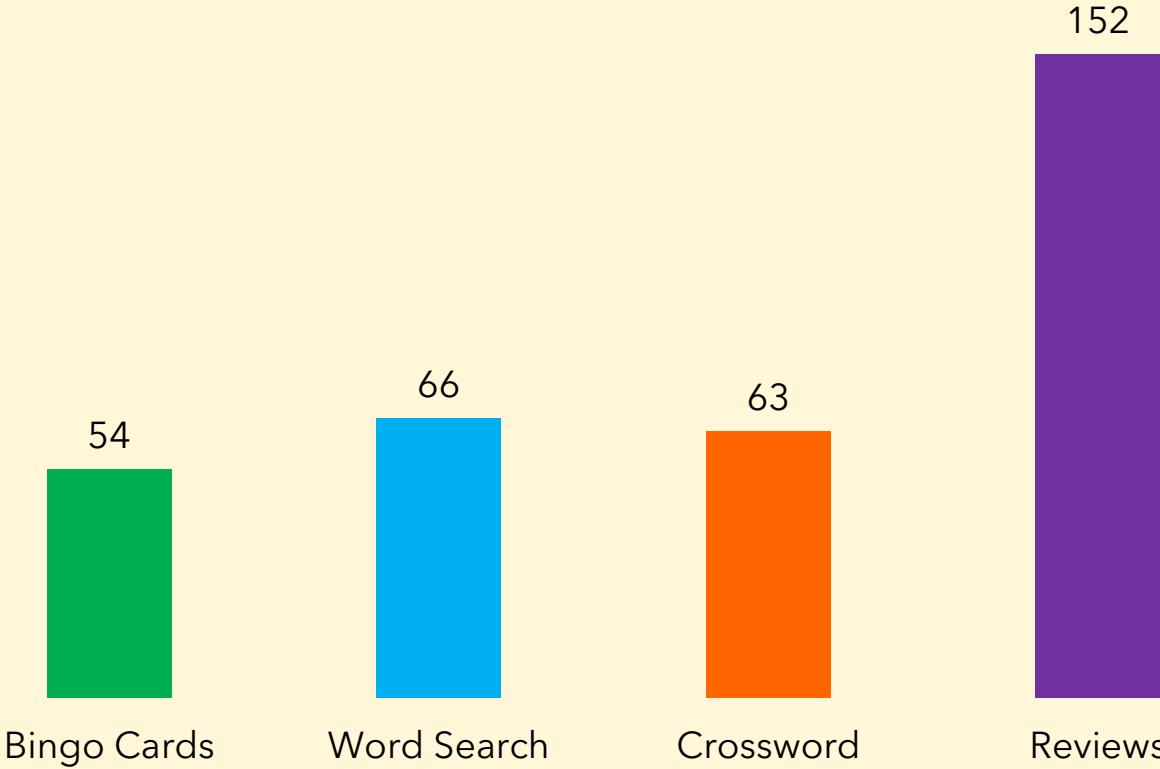
Wordsearch



Write a review

ADULT SUMMER READING

Completed activities summary:

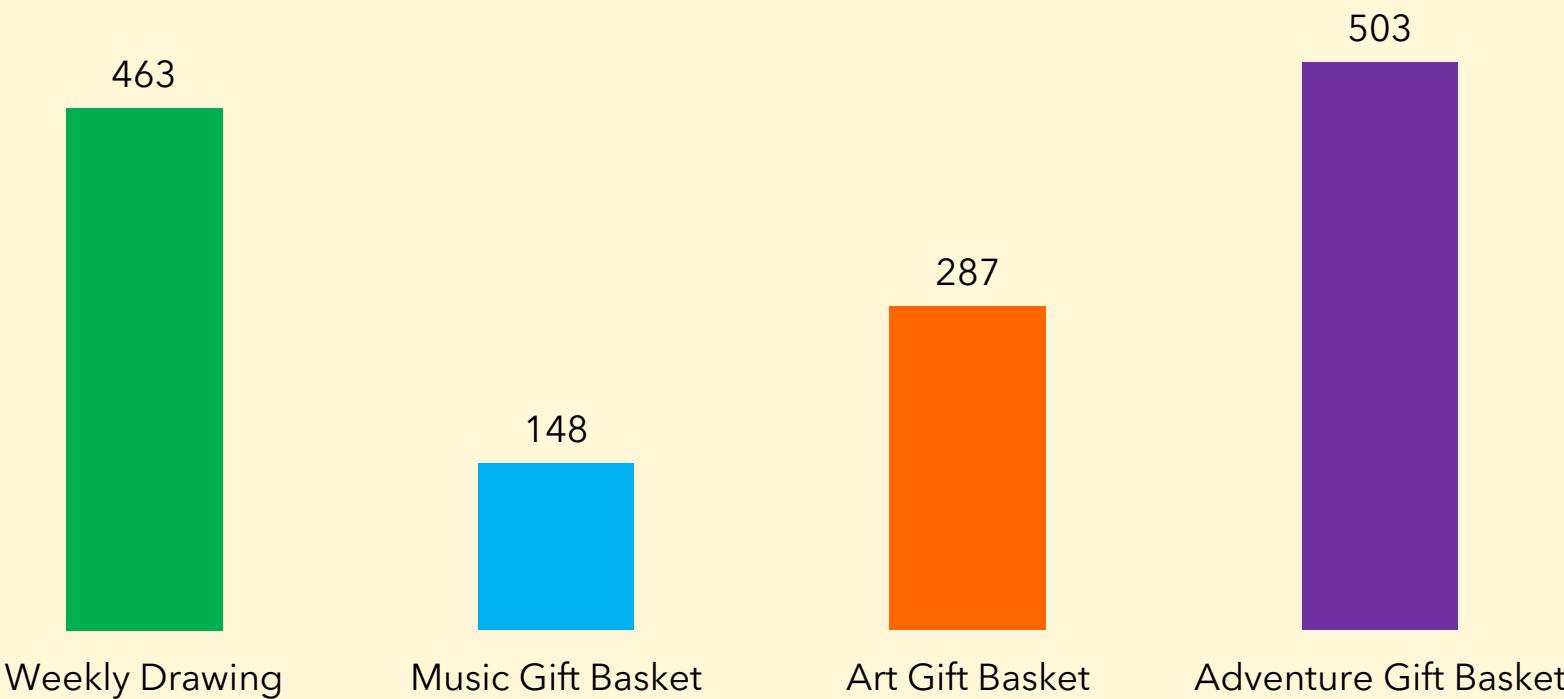


1,544

total books
read by all
readers

ADULT SUMMER READING

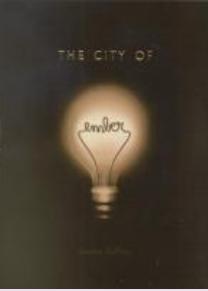
Prize drawing entries summary:



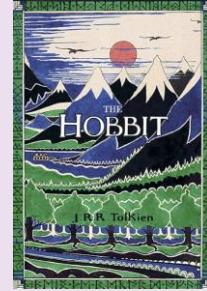
TOP 10 KIDS & TEEN BOOKS



Brown Girl Dreaming (4)



The City of Ember (4)



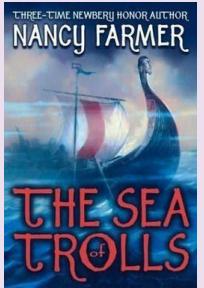
The Hobbit (4)



The Lightning Thief (4)



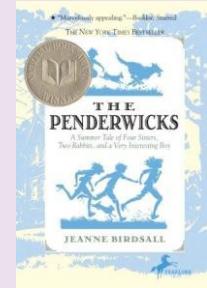
Real Friends (4)



The Sea of Trolls (4)



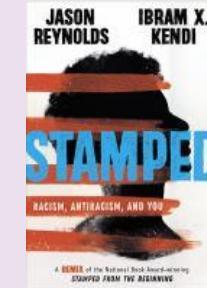
George (3)



The Penderwicks (3)



Ramona the Pest (3)

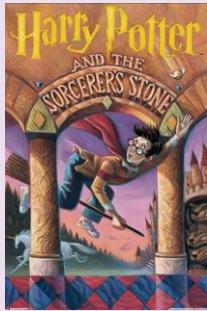


Stamped (3)

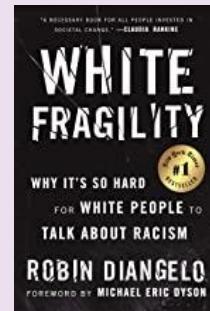
TOP 10 ADULT BOOKS



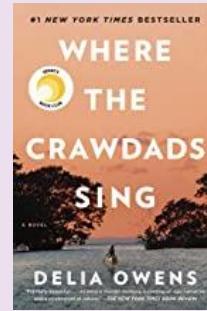
The Hate U Give (3)



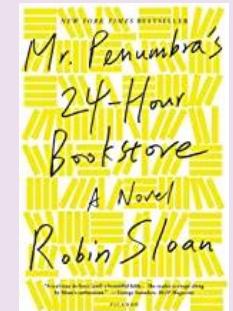
Harry Potter (3)



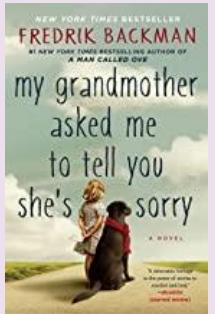
White Fragility (2)



Where the Crawdads Sing (2)



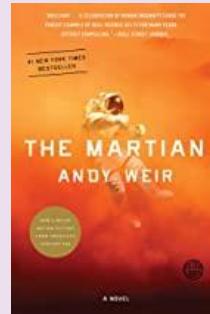
Mr. Penumbra's 24-Hour Bookstore (2)



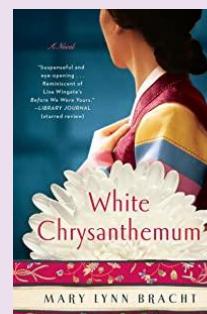
My Grandmother Asked me to tell you She's Sorry (2)



Lord of the Flies (2)



The Martian (2)

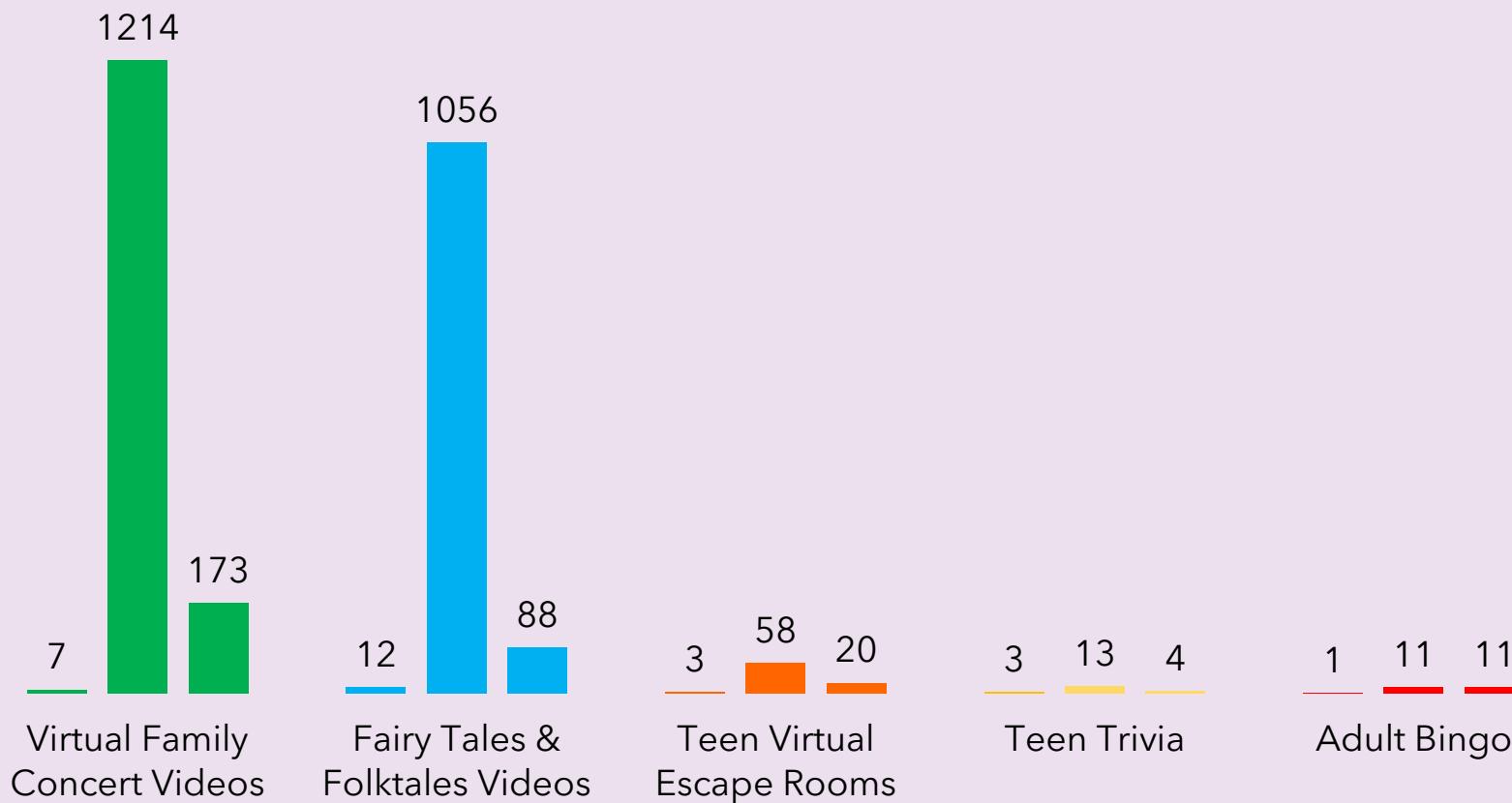


White Chrysanthemum (2)



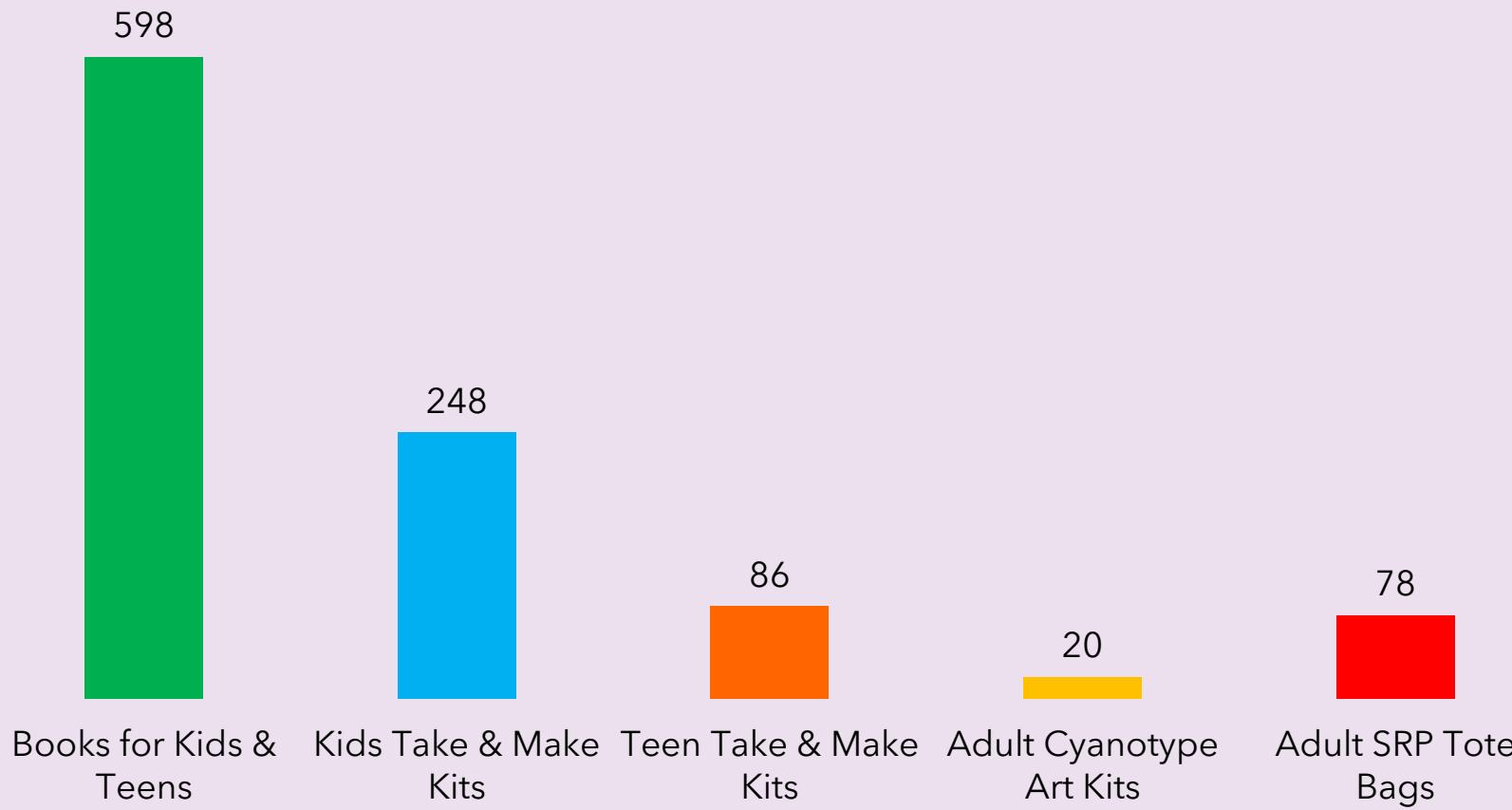
The Home for Unwanted Girls (2)

ONLINE ACTIVITIES



of programs/videos, total attendance/views, average attendance/views

BOOKS & KITS BY MAIL



COMMUNITY FEEDBACK



"The summer reading program was great...the site was user friendly and getting to pick from different themes was a challenge."



"Thank you for the craft in the mail! It has been a lifesaver on an otherwise day of my kids bored...again. ☺"



"Thank you very much for putting on the reading program and thank you in advance for sending the tote bag. I've missed the library tremendously and appreciate all you do!"



"So excited to have this to look forward to with the kids and hubby this summer! I'm so thankful I work in Oregon City, so I can utilize the gorgeous library!! Can't wait to see those shelves again!! Thank you so much for putting it all together and thanks for the free tote as well!"

TAKEAWAYS



Offer online SRP for all ages through Beanstack in 2021



Evaluate & refine design of youth program based on data and feedback



Explore take & make kit options to supplement in-person craft programs for kids & teens



Experiment with Beanstack capabilities for the Adult Summer Reading Program



Investigate hybrid programming for Adult SRP and limited supplemental reading logs for Youth SRP