

2014 Ohio Summer Reading Program Evaluation Report
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261 individuals representing 227 Ohio public library systems responded to the online survey, “2014 Summer Reading Program Evaluation” between July - October 2014.

These respondents reported a total of **449,586** individuals enrolled in public library summer reading programs across Ohio in 2014.

The respondents also reported a total attendance of **839,250** at SRP-related library programs.

This report describes participation in 2014 Ohio library summer reading programs, themes used, assessment of state and CSLP resources and incentives and of regional workshops, and additional feedback from libraries. Evaluative comments and suggestions are included in an appendix. If you would like to review all the responses to a particular question or would like a copy of the complete survey results, please contact Janet Ingraham Dwyer at jdwyer@library.ohio.gov.

A video summary report is available at <http://library.ohio.gov/ohio-summer-reading-program> and on YouTube at <http://youtu.be/1mVleWHUAuE>. Libraries are welcome to share this video and to link to it and/or embed it on library websites and social media sites.

Evaluative comments and suggestions are shared with the Collaborative Summer Library Program, Upstart, Regional Library Systems, Ohio State Fair, and/or Ohio Department of Natural Resources as appropriate.

Participation:

227 Ohio public libraries (systems and stand-alones) reported their 2014 summer reading program (SRP) results using the Ohio SRP Evaluation Survey.

All responding public libraries indicated that they offered a children's SRP in 2014. 88% of respondents offered a teen SRP, and 78% offered an adult SRP.

This table shows total statewide SRP enrollment and participation by age level.

Program type	Total enrollment*	Total program attendance**	Enrollment range per library system
Children	306,406	571,766	11 – 51,849
Teen	61,713	42,074	1 – 8,064
Adult	81,467	54,056	4 – 13,066
Family/All-ages		171,354	
Total	449,586	839,250	

*This is the number of people who registered for a summer reading program at a responding library. 24 Ohio public libraries did not respond to the survey, so their SRP enrollment is not reflected in this number. Also, a small but growing number of libraries are offering SRPs without traditional registration. The actual number of Ohioans participating in library SRPs is likely closer to 465,000-475,000.

**These numbers are total attendance at responding libraries' SRP-related library programs (storytimes, performers, parties, etc.). It is not expected that these numbers indicate unique attendees, because of the likelihood that individuals attended multiple programs.

Overall, across Ohio, reporting libraries indicate that more children enrolled in SRP in 2014 than 2013, but reported enrollment by teens is slightly down, and by adults is down about 7%. However, more libraries reported their results in 2013 than in 2014, so this change likely reflects a drop in reporting, rather than a drop in participation.

Program attendance is significantly up from 2013 to 2014. Even with fewer libraries reporting, overall reported attendance for adult programs and for all-ages programs each increased more than 100%.

Libraries were also asked to describe any methods they use (other than traditional registration) to track SRP participation. Alternate or additional methods used include: raffle entry forms, scratch-off tickets, book reviews, events/programs attended, take home crafts, worksheets distributed, reading bags distributed, scavenger hunt completion, bingo sheets, game boards, reading journals, summer camp participation, early literacy activities, and library visits.

Traditional methods of tracking progress continue to be popular; many libraries report counting the number of books (or pages) read, the number of hours (or minutes) read, and/or the number of days (or weeks) of participation in reading or literacy activities.

A significant number of libraries are now using tickets/entry forms that readers turn in upon completion of a book, a week of reading, or some other stated goal.

Themes:

About 77% of responding libraries used CSLP themes (Fizz Boom Read / Spark a Reaction / Literary Elements) in 2014. About 8% of responding libraries did not use CSLP themes. The remaining approximately 15% reported that they adapted the CSLP themes, such as using one CSLP slogan and artwork, typically “Fizz Boom Read,” for all ages/levels.

Other libraries developed or adapted different themes, including:

Humans vs. Zombies (teen); Mind, Body & Sole: Read at your own pace; Once Upon a Time...; Paws to Read; Ice Cream for Books!; Get a Clue, Read!; Imagine Your Story. Read; Discover the enchantment of reading (children’s); Plant a Seed...READ; celebration of library’s 90th birthday; Recipe for Reading (children’s); Travel the World with Books (adult); Camp Lakewood Public Library (children’s); Survive the Summer: Read (teens); Open A Book-Let the Magic Begin; Recycle; Medieval Mayhem; Every Reader, Every Day; general Summertime theme (adult); Blast Off with Books! (children’s); Books Are a Blast! (adult); Get Into Your Element, READ! (tween); Read On! @ Your Library; Get Creative -- READ!; Experiment with Reading; Experiment with a Good Book; Read, White and Boom; Choose Your Own Journey.

Resources and Incentives:

Libraries were asked to rate these SRP resources available from the CSLP, State Library, partnering state agencies, and Regional Library Systems:

CSLP manual

CSLP artwork/downloads on DVD

CSLP website

CSLP-themed products from Upstart/Highsmith

CSLP partnerships (Bedtime Math, Nat'l Geographic Kids, Xist Publishing, etc.)

Ohio Summer Reading Program webpage

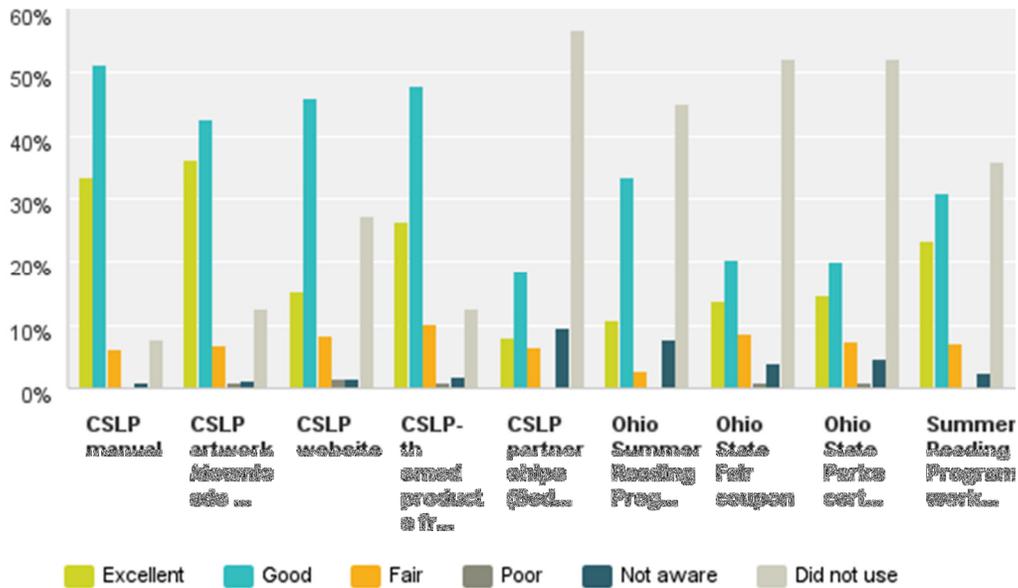
Ohio State Fair coupon

Ohio State Parks certificate

Summer Reading Program workshop hosted by Regional Library System

Here is a chart of responses:

Please rate the following services and products made available to Ohio public libraries for 2014 summer reading programs. If you were unaware of the availability of a service/product, select "Not aware".



Respondents were invited to comment on any of these SRP resources. Many respondents posted comments and offered suggestions. These are compiled in the report appendix “2014 Ohio SRP Evaluation – Comments and Suggestions”.

98 respondents distributed the Ohio State Fair coupon, with a total of 49,890+ coupons distributed. 87 respondents distributed the Ohio State Parks certificate, with a total of 26,208+ certificates distributed.

Additional information:

Additional comments or suggestions about Ohio Summer Reading Program resources are welcome at any time. Contact library consultant Janet Ingraham Dwyer at jdwyer@library.ohio.gov or 614-644-6910 to share your feedback.

See also these appendices:

2014 Ohio SRP Evaluation – Comments and Suggestions

2014 Ohio SRP Evaluation – List of questions asked

If the appendices are not attached to this report or available at the same location you downloaded the report, please contact jdwyer@library.ohio.gov to request copies.