Summer Reading Outcome Data Report

DAKOTA COUNTY LIBRARY
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Introduction

In the summer of 2017, Dakota County Library designed a new outcome measurement process to evaluate the effectiveness and impact of the 2017 Summer Reading Program. This was the first time outcome measurement had been implemented into any of Dakota County Library’s Summer Reading Programs.

Dakota County Library’s 2017 Summer Reading Redesign Program Committee wrote four measurable outcomes. These outcomes guided the design and development of the Reader program activity log. They were also used to inform the development of the outcome surveys:

1. Children increase confidence in their reading ability
2. Children learn how to use the library
3. Children learn something new
4. Children develop their appreciation for reading

Using a paper survey as the evaluation method, Youth Services librarians at all 9 Dakota County Library branches distributed surveys to participants who completed the Reader program. Teen Volunteers also assisted in the distribution of the surveys to participants.

This report summarizes the results and findings of the 477 outcome surveys that were completed for Dakota County Library’s 2017 Summer Reading Program.
Summer Reading Survey

Branch:

Grade (Fall):

How did you use the library this summer? Check all that apply.

- Found books
- Checked out books
- Asked questions
- Went to a program
- Talked to a librarian
- Downloaded something
- Used the website/catalog
- Other: ____________________________

After participating in Bookwacky...

Are you a stronger reader? Circle one.

- Yes
- No

Did you learn something new? Circle one.

- Yes
- No

Do you want to read more? Circle one.

- Yes
- No
**Strong Reader**

Of the total 477 total responses, 90% considered themselves to be strong readers, while 10% did not identify themselves as being strong readers.

**Learned Something New**

Of the total 477 total responses, about 88% answered that they completed the program learning something new, while about 12% said they did not learn something new during the program.
Of the total 447 responses, about 94% of the patrons responded that the program had encouraged them to read more, while about 6% felt that the program did not encourage them to read more.
Survey participants had the opportunity to identify which activities they did during the Summer Reading Program. These activities tied to Outcome #2: Children will learn how to use the library. The most popular activities were book and reading related. Talking with a librarian also proved to be a favorite activity.

Of the 477 responses, about 99% found books in the library, while only about 1% said that they did not find books in the library.
**Checked Out Books**

Of the 477 responses, about 96% checked out books, while about 4% did not check out books.

**Asked Questions**

Of the 477 responses, about 47% asked questions, while 53% did not. This data does not include the nature of the questions or to whom the questions were addressed.
Attended a Program

Out of the 477 responses, about 49% attended a library program, while about 51% did not attend any library program.

Used the Website/Catalog

Of the 477 responses, about 43% used either the Dakota County Library Website or the Library Online Catalog, while about 57% did not use either.
Of the 477 responses, about 13% downloaded something, while about 87% did not download anything. This data does not include specifically what the participants downloaded.

Of the 477 responses, about 65% percent talked to a librarian, while about 35% did not. This data does not include information about the specific interaction that took place between librarian and participant.
Encouragement to Read for both Non/Strong Readers

There were a total of 55 participants who identified as “Not A Strong Reader.” However, about 91% answered that the summer reading program encouraged them to read more books. This indicates a strong correlation between participation in the program and developing an appreciation for those who lack confidence as readers.

For those that identified as strong readers, only 2% percent said this program did not encourage them to read more. This indicates a strong correlation between participation in the program and developing an appreciation for reading for participants who identify as readers.
Correlation between the participant who felt this program did NOT help them become stronger readers, but still checked out books.

There were a total of 58 patrons who identified as “Not A Strong Reader.” However, about 97% of those participants identified that they still checked out books. This indicates a strong correlation between participation in the program and developing an appreciation for reading.
Survey participants had the opportunity to identify which branch they used most frequently. Wescott Library received the most completed outcome surveys, followed by Heritage (Lakeville) Library and Galaxie (Apple Valley) Library. Inver Glen Library received the least amount of completed outcome surveys.