Goodbye Reading Logs!
A New Way To Do Summer Reading

Jenny Trushenski, Director
Amber Sternitzke, Children’s Librarian
Martin County Library
Introductions

Jenny Trushenski: Library Director

Amber Sternitzke: Children’s Librarian
Martin County Library

- Located in rural south-central MN, countywide population of 20,000
- Main Library in Fairmont, MN
- Branch Library locations in Sherburn, Trimont, and Truman
- Part of the TdS federated regional library system
Why change Summer Reading?

- Asked ourselves: what is our goal?
- We wanted kids in the library and people checking out materials
- We didn’t care about sign-ups, tracking logs, completion rates, etc.
- Don’t keep stats you don’t need or won’t use!
The “Old” Way...

- Sign-up

- Fill out and turn in your reading logs/tracking sheets/bookmarks/etc.

- Prizes at various milestones, and grand prizes at the end
Challenges of the “old way”...

- High use of staff time
- High cost of prizes
- Lost reading logs
- Complicated to keep track of all the paperwork
- Parents didn’t like tracking/counting/timing all summer
- Participants didn’t pick up grand prizes
LAUNCH YOUR VOTE HERE!

**Space ABC's**
- In the middle of the room.
- In front of the whiteboard.
- In the library.
- In the corner.

**A Space Read USA**
- On the shelf.
- In the display.
- In the corner.

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**Martin County Library**
**Summer Reading Program**
**June 1 - July 2019**

This year’s check-out goal is 40,000 items!
That includes all materials, physical and digital. If it shows on it, count it!
AND IF we reach it?
Libraries will add whichever receives the most votes.
- Reading groups in the library
- STEAM engineering kits to put in the library
- Free library adventure backpacks to check-out.

PLUS,
With every item you check-out, you have a chance to win a "Rocket Reader" surprise!
The more times you check out, the better your chances to win!
Reimagined Summer Reading Program

- Set a countywide checkout goal

- Choose voting options for grand prizes to be added to each library

- Mark popular books with prize pop-up messages in the ILS—Ask businesses/organizations for coupons, passes and giveaways

- Encourage “reading with reading!”—All kids get a free book to start the summer

- Keep updating goal status throughout the summer
Reimagined Summer Reading Program

- Eliminated paperwork - no more sign-ups or reading logs!
- Eliminated overdue fines, help eliminate barriers and access to materials
- Community and staff engagement (get everyone on-board and involved!)
- Library card sign-up expands to all ages!
Libraries Rock-2018

- Countywide checkout goal of 35,000 items. Everything counts!

- Patrons could vote anytime they visited the library for one of the following: (Board Games, Family Adventure Backpacks, or Video Game Collection)

- Keep community updated on progress of the goal via social media and with an in-library display.

- Thank businesses for donations by sharing photos of recipients on social media
Martin County Library
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Raegan & Violet are 🚀 Reading Surprise Winners!

Thank you Bowlmor Lanes and Lounge Fairmont for supporting our summer readers!

819 People Reached 79 Engagements

Boost Post

Most Relevant

Helen Olson Congratulations Girls!!
Like Reply Message 6w

Bowlmor Lanes and Lounge Fairmont
You're welcome!
Like Reply Message 6w

Write a comment...
Universe of Stories - 2019

- Countywide checkout goal of 40,000

- Patrons could vote anytime they visited the library for one of the following: (Family Adventure Backpacks, STEM kits, or Board Games)

- Keep community updated on progress of the goal via social media and with an in-library display.

- Thank businesses for donations by sharing photos of recipients on social media
THE SUMMER COUNTDOWN IS ON...

40,113 CHECKOUTS!

HELP US REACH OUR GOAL OF 40,000 BY THE END OF JULY!!
Benefits of the New System

- Less work for staff--Less confusion/questions/need for clarification
- Less wasted paper
- Parents love not having to track--and kids love voting
- Encourages people to check-out materials
- Add materials to your collection and library
- No need to track down kids with grand prizes after SRP is over
STEM kits

FAMILY ADVENTURE BACKPACKS!
Hiccups of the New System

- No SRP stats available, other than checkout numbers and program attendance

- People try to figure out which books will get them a prize—We used phrase “computer randomly generates” the winners

- Deciding how many pop-up prizes to give when a family checks-out together
And a little fun for the adults...

- Facebook giveaways: Beach bag contest, State Fair tickets, Fill in the blank contest
- Reader’s Dozen challenge—Monthly genre reading challenge
- Main Display—Dedicated to adult titles, easy to grab when in library with kids
What's in your beach bag? Show us with a photo below and you could win a prize!!
Questions?