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Final Program Narrative Report
(LSTA Form 9)

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Grant Information

Library Jurisdiction	California Library Association
Project Title	California Summer Reading Program
Grant Award #	40-8268
Grant Period	July 1, 2013 - June 30, 2014
Amount of Grant Award	\$76,798
Amount of Grant Expended	\$76,798
Local Match	\$0
In-Kind	\$9,755
Total Amount of Project (amount expended + match + in-kind)	\$86,553
Number of Persons Served (should not include total population of service area or potential population to be reached)	1.1 million

Project Director

Name	Natalie Cole
Title	Interim Executive Director
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This report is due on the date listed in the LSTA Grant Guide for this project. Follow this link to view the Grant Guide. <http://www.library.ca.gov/grants/lsta/manage.html>

Email this report in "word format" to lsta@library.ca.gov then mail ORIGINAL and 2 copies to:

California State Library
P.O. Box 942837
Sacramento, CA 94237-0001
Attention: Fiscal Office - LSTA

SIGNATURE:

Natalie Cole

(Please sign in blue ink)

DATE:

1 July 2014

Project Final Report

A final narrative report is required on the use of federal Library Services and Technology Act (LSTA) funds following the completion of a project during each project year. The information you report will be used to complete the California State Library report of how funds were expended. Excerpts from this report may be submitted to the Federal government in their evaluation, or may be published by the State Library or shared with other institutions. Please answer all of the questions thoroughly. Please attach any reproduction copies of photographs of project activities or media produced for the project.

Project Purpose

Include your program purpose statement here

The California Summer Reading Program (CSRP) provides California's public libraries with pre-packaged resources, tools, training, and support to help them plan, present, and evaluate high-quality, low-cost summer reading programs.

Project Activities and Methods

How did you accomplish the project? What were the steps involved? How did you engage the target audience?

The 2014 summer reading theme is animals and the slogan is Paws to Read. We provided libraries with theme-based Resource Guides (in print and electronic form), professionally-designed graphics, and access to high-quality incentives and promotional materials from iREAD.

To enable librarians to make the most of their iREAD materials, we provided the following training and resources:

- We presented a half-day training workshop that included presentations on programming, marketing, and outreach; small group discussions; hands-on crafts; a show and tell idea exchange; and opportunities for librarians to meet with iREAD staff, provide feedback on the program, and offer suggestions for the 2016 summer reading slogan. The workshop was sponsored, in part, by ScholarShare.
- We continued to maintain a resource-rich website that includes PowerPoints from the training workshop; grant opportunities; evaluation tools; planning tips; a body of research on the value of summer reading; programming ideas; and links to additional summer reading information.
- CLA and iREAD staff and volunteers disseminated information about the summer reading program and outcomes-based planning and evaluation at the Membership Booth at the CLA conference.
- We developed the annual statewide altruistic summer activity. In 2014, CLA will help libraries partner with animal welfare organizations to collect much-needed supplies and promote initiatives such as pet adoption and spaying and neutering. The program is designed to draw attention to library partnerships, to the community events that take place in libraries, and to the libraries' partner organizations.
- We obtained summer reading incentives from LEGOLAND, Round Table Pizza, and ScholarShare.
- We sent announcements and updates about the summer reading program to the library community, and provided support by email and telephone.

To help libraries measure and demonstrate the value and impact of their summer reading programs, we conducted the following:

- We implemented the annual participation survey for summer 2013, through which we provided libraries with a framework for reporting their summer reading output data and we captured those data. Survey results are reported in the project outputs section below.
- We coordinated the Five Book Summer Challenge, through which we encouraged libraries to identify, report, and promote how many patrons read five or more books during the summer.

- We continued to support and encourage outcomes-based summer reading. We: promoted outcomes-based planning and evaluation (OBPE) and California's summer reading outcomes initiative; maintained OBPE resources on the website; distributed informational flyers which also demonstrated to libraries how they can promote their local summer reading results in flyer form; gave a presentation on OBPE for San Diego Public Library staff; presented a webinar on the summer reading initiative for the Ontario Library Association with state library consultant, Cindy Mediavilla; created online surveys for libraries to collect and submit their OBPE summer reading data to CLA in 2014; and created personalized summer reading reports for librarians who took an OBPE approach in 2013.

- To ensure that the summer reading outcomes initiative stays relevant, we formed an action research working group that met to review the initiative and advise on its development. The group included librarians who are familiar and those who are unfamiliar with OBPE, and representatives from a variety of public library types and locations. The working group convened at a meeting led by outcomes consultant, Virginia Walter. As a result, the survey instrument was streamlined, a mentoring group was formed, and the members of the working group began to encourage colleagues to adopt OPBE methods.

To draw attention to the value of summer reading both within and beyond the library community we did the following:

- We publicized the achievements of California's summer reading programs using press releases, emails to listservs, social media tools, and the program website.
- We met with staff from the Campaign for Grade Level Reading to discuss the role that public library summer reading programs can play within the Campaign.
- We continued to promote summer reading to the community partners we work with on other projects such as the Summer Matters Initiative and Lunch at the Library.

The relationship between CLA and iREAD continued to go from strength to strength. To continue improving the iREAD California program and to ensure that it meets the needs of California librarians, CLA and READ staff, and the California Summer Reading Advisory Council worked together to develop upcoming summer reading themes and resources.

- CLA staff and council members developed content for the 2015 Resource Guide in partnership with iREAD staff and volunteers.

- CLA staff discussed program and partnership development with iREAD staff on an ongoing basis, and the current and incoming advisory council chairs attended iREAD planning meetings by phone and, once, in-person at the Illinois Library Association conference. We gave input on the development of the program, provided feedback from California librarians, and liaised between iREAD and the advisory council.

- The Council met twice by telephone and once in-person at a meeting attended by iREAD staff. The meetings focused on providing feedback to iREAD, developing the program and California's relationship with iREAD, and identifying how California librarians will play a greater role in the development of the iREAD program.

- CLA staff and council members obtained feedback on the iREAD program from California librarians and encouraged them to submit programming suggestions for the 2015 Resource Guide.

Project Outputs

What was created for the project and how much? (For instance three promotional brochures were created and 75 copies distributed; or three training classes were designed; two sessions of each were held, and 80 people were trained)

The 2013 summer reading outputs include the following:

- 89% of public library jurisdictions reported summer reading participation data.
- 118 public library jurisdictions participated in the Reading Is So Delicious! California Summer Reading Program; 34 jurisdictions used the CSLP program; 5 used both programs; and the remainder either developed their own program, did not respond to the participation survey, or were unable to present a summer reading program.
- Over 685,000 children, teens, and adults signed up for summer reading programs in California's public libraries.
- 1,053 libraries presented summer reading programs for children, 965 presented teen summer reading programs, and 708 presented adult summer reading programs.
- Libraries presented almost 26,000 summer reading events and activities in which over 1.1 million people participated.
- Over 170 library outlets participated in the Acquire a Taste for Giving Food Drive and collected over 40,000 pounds of food for those in need.

In addition:

- We presented one summer reading training workshop and idea exchange which was attended by approximately 120 people. Workshop materials were made available for download by librarians from the program website.
- We presented one training webinar for the Ontario Library Association and gave one system-wide presentation for the San Diego Public Library on outcomes-based summer reading.
- We maintained one resource-rich website.
- We created a downloadable flyer on the value of summer reading that libraries can use to promote summer reading in their communities.
- We created and distributed a set of informational flyers promoting the outcomes initiative.
- We formed a summer reading outcomes action research group to review and advise on the outcomes initiative.
- We created 19 reports of summer reading outcomes data for libraries in fall 2013, and created 22 online surveys for libraries to capture outcomes data in 2014 (fewer than the number of participating libraries because some will create their own e-surveys and all libraries in the Peninsula Library System will use the same survey).
- Three programs were accepted for presentation at the 2014 CLA conference: the annual training workshop; a session on integrating summer reading with the Campaign for Grade Level Reading; and a session introducing the new California Summer Reading Challenge.

Project Outcomes (if applicable)

Please state the outcomes and the results of your evaluation.

Survey data from 2013 confirm that children, teens, adults and families who participate in summer reading programs belong to communities of readers and library users. In 2013, summer readers in 15 libraries where summer reading was presented using OBPE methods told us that:

- They enjoy the summer reading program (90% of children | 82% of teens | 80% of adults)
 - They share books and talk about the books they read (61% of children | 66% of teens | 78% of adults)
 - They plan to come back to the library after summer (86% of children | 83% of teens | 85% of adults)
- (Surveys were completed by 9,996 library users.)

In addition, over 4,000 previously-underserved children, teens, and adults took part in summer reading as a

result of targeted outreach by librarians in nine library jurisdictions. Underserved groups targeted by libraries include low-income children and teens, boys, teens in a transitional housing facility, and Spanish-speaking families.

34 library jurisdictions are planning to present outcomes-based summer reading programs in 2014, and we are encouraged by the continued growth of the initiative.

Additional Project Outcomes

Please state any additional intended or unintended outcomes and what data sources you used.

The meeting of the outcomes action research group not only helped us refine the outcomes initiative, it stimulated a lively, thoughtful, and provocative conversation about the reasons for presenting summer reading programs, the characteristics of quality summer reading programs, and the need for summer reading to remain relevant both to the local community and to other initiatives that are addressing summer learning loss and literacy. Furthermore, as the conversation proceeded, the idea of replacing the California Summer Reading Program with a California Summer Reading Challenge – an initiative that would encourage libraries to enhance and revitalize summer reading through community engagement, creative programming, and rigorous evaluation – was born.

The group immediately embraced the idea, as did the summer reading advisory council. After testing it with colleagues, among whom it was also received enthusiastically, CLA staff and the advisory council developed the concept of the Challenge and will implement it for summer 2015. In addition, to capitalize on the energy generated at the outcomes meeting, CLA will continue to convene the original group with other librarians through 2015 to facilitate further conversations about summer reading programs and develop quality standards for summer reading. Funding for the meetings and the development of the standards will come from ScholarShare.

Anecdotal Information

Tell us a story. Give two or more examples of how the project has helped an individual or group in your community.

Public library summer reading programs help children maintain and improve their reading skills during the summer and they are an effective tool in addressing summer learning loss. The California Summer Reading Program helps California librarians present effective and high-quality programs that communities want to participate in. This year, librarians told us:

- We couldn't possibly do the quality SRP we do without all of the great programming ideas, booklists, and other excellent resources provided to us each year.
- We are a very small library system with only 2 full-time staff. We cannot create our own materials. We also have users who go to several libraries outside the county and it's great when we can all do something similar.
- A huge weight is lifted when we receive our manual. The ideas, graphics, and collaboration are so helpful in planning!
- All libraries benefit from the opportunity to use the California Summer Reading Program materials. This effort brings libraries together as one voice for the community to hear how they can get involved in reading during the summer.
- We absolutely depend on the Summer Reading materials! Our staff has been cut back so much in recent years, we simply wouldn't have time to plan programs without the manual and all the wonderful suggestions and program outlines.

When libraries reach out to low-income youth, many of whom have few opportunities for summer enrichment and are at high risk for learning loss while school is out, summer reading programs can have a particularly significant impact. In 2013, libraries in Gilroy, Glenn County, Oakland, Sacramento, San

Bernardino, San Francisco, Santa Ana, and Whittier strategically engaged almost 2,000 underserved, low-income children and their families with summer reading programs and activities. The outreach efforts were part of libraries' ongoing participation in the statewide Summer Matters initiative, which creates partnerships between public libraries and community-based summer enrichment programs, and they had a positive impact on many of the participating youth. 490 students completed CLA's outcomes surveys, 57% reported that they enjoyed summer reading, and 55% said they will return to the library after the summer. The libraries will continue working with their community partners to engage participating children, teens, and their families year round and in future summers.

Exemplary Project

If you feel your project was exemplary and others could learn from it and replicate it, please tell us why.

With its emphasis on high-quality materials, training, and resources, and on output- and outcomes-based evaluation, we believe that the California Summer Reading Program is an exemplary program. Furthermore, with the introduction of the Challenge, its focus on creativity and partnerships, and its renewed emphasis on evaluation, we anticipate that the program will remain exemplary in the coming years.

FEEDBACK FOR THE CALIFORNIA STATE LIBRARY ON THE GRANT PROCESS

We want to learn and improve our grant processes. Please let us know what worked and what we could do differently to make it a better experience. Thank you!

We continue to appreciate the State Library's streamlined application and reporting process and the support, enthusiasm, rigor, and engagement of our consultant, Cindy Mediavilla.

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