

2019 Collaborative Summer Library Program Evaluation Survey Results

Survey Dates:

Monday, July 29th, 2019 to Friday, September 27th, 2019

Survey Context:

In previous years, MSL had sent out their own survey through Survey Monkey to Montana libraries to evaluate the Summer Reading program. This year, Montana joined a group of other CSLP member states in the CSLP Annual Survey Pilot Program. This two-year pilot program offers annual end-of-summer surveys to public library staff about their experience using CSLP materials. While CSLP provides a section of questions that all public library staff receive, each participating state was able to submit their own section of questions to address state-specific resources, support, and experience with summer reading in general. After the two-year pilot program finishes, CSLP will assess the results and see if the program was successful enough to offer this survey annually at the conclusion of the summer reading program.

Survey Overview:

46 responses total

CSLP Materials Section Summary:

1. 45 of 46 libraries used CSLP materials
2. 43 of 46 libraries said they were Satisfied/Very Satisfied with CSLP materials meeting their library's needs
3. CSLP asked respondents to rank satisfaction for the individual parts of the materials they provide: artwork, manuals, and incentive/prize/purchased materials. Across the board, the strongest support and satisfaction came from the children's and early literacy materials that CSLP provided, with a majority of respondents saying they were Satisfied/Very Satisfied with the materials. A majority of libraries did not use any of the Spanish materials, or the Summer Health programming ideas.
4. Qualitative Feedback:
 - a. Artwork: Overwhelmingly positive, with praise for the colors and how engaging it was.
 - b. Manuals: Generally positive, although a few respondents commented on how programming ideas were geared towards older kids, and difficult to adapt for preschoolers. A few comments also expressed a preference for a non-online format, such as a paper manual, or a CD copy.

General Summer Reading Program Questions

1. Children's Program (25 libraries answered questions in this section)
 - a. Tracking Participation – 11 libraries track number of books read, 7 libraries track hours spent reading, 13 track minutes spent reading, 2 libraries track pages read, and 13 libraries track activities completed. Other tracking methods included book bingo, story hour attendance, and show-and-tells

- b. Attendance – 3012 children participated in 254 summer library programs across the 25 Montana libraries that responded. The total number of individuals attending summer library program events was 7065.
- 2. Teen Program (7 libraries answered questions in this section)
 - a. Tracking Participation – 3 libraries track number of books, 2 libraries track hours read, 1 library tracks minutes read, and 4 libraries track number of activities completed
 - b. Attendance – 178 teens participated in 47 summer library programs across the 7 libraries that responded. The total number of individuals attending summer library program events was 666
- 3. Adult Program (5 libraries answered questions in this section)
 - a. Tracking Participation – 2 libraries track number of books, 2 libraries track hours read, 1 library tracks minutes read, 1 library tracks number of activities completed.
 - b. Attendance – 218 adults participated in 4 summer library programs across the 5 libraries that responded.

Montana-Specific Questions

- 1. Biggest Challenges
 - a. 17 mentions of gaining and maintaining participation in summer reading programs
 - b. 6 mentions of not enough funding or staff time
 - c. 5 mentions of engaging teens
 - d. 4 mentions of scaling programs to fit a wide variety of ages
 - e. 2 mentions of not being a babysitting/childcare service
 - f. 2 mentions of promotion/marketing
- 2. Biggest Successes
 - a. The responses in this section were quite varied, but many libraries expressed pride in their attendance, in the programs that they organized, in partnerships, and in getting their patrons to learn, participate, and read.
- 3. MSL-provided Resources Used (please mark all that apply)
 - a. MSL Summer Reading Website: 31 libraries
 - b. 2019 MLA Session in April, Summer Reading Brainstorm: 15 libraries
 - c. 2019 Webinar in May, Summer Reading Brainstorm: 13 libraries
 - d. NASA @ My Library Summer Reading Kit: 35 libraries
- 4. Which MSL resources were most useful?
 - a. MSL Summer Reading Website: 25 libraries
 - b. 2019 MLA Session in April, Summer Reading Brainstorm: 8 libraries
 - c. 2019 Webinar in May, Summer Reading Brainstorm: 7 libraries
 - d. NASA @ My Library Summer Reading Kit: 25 libraries
- 5. Recommendations for future Summer Reading support?
 - a. Kits that can be used by multiple libraries to keep costs down
 - b. Summer reading brainstorming should happen before April, maybe in February
 - c. Themed commercials if MSL has funds
 - d. More ideas incorporating food
 - e. Want a more user-friendly website
 - f. Really enjoyed the NASA kits
 - g. More STEAM programs and simple support

Success Story Quotes

1. "Space was such a fun subject to learn about, and while the children learned through projects, the staff members also learned a lot through the prior research."
2. "Most of the children who attended the Summer Reading Program continued to use the library after its completion."
3. "Of our 91,000 minutes read goal our child patrons have read nearly 54,000 min which was fantastic given about 31 of the 70 registered were actively reading."
4. "Kids LOVED the NASA activities provided in the kit!"

Recommendations for 2020 Summer Reading

1. Continue with CSLP membership as it is very useful for many of the libraries across Montana
2. Working with MOR to make sure that the activities we select for the kit have more scaffolding ideas built in for a wide range of age levels, especially ages 0 – 5.
3. Provide Summer Reading brainstorming sessions earlier in the year, starting in January or February
4. Reach out individually to libraries with information about CSLP, particularly regarding manual access and download, so everyone is aware of when it is available.