

2013 Ohio Summer Reading Program Evaluation Report
Prepared by Janet Ingraham Dwyer, Library Consultant, State Library of Ohio
Updated 05/2014

286 individuals representing 247 Ohio public library systems responded to the online survey, “2013 Summer Reading Program Evaluation” between July 2013 – February 2014.

These respondents reported a total of **453,935** individuals participating in summer reading programs across Ohio in 2013 as registrants in a library summer reading program.

The respondents also reported a total attendance of **564,397** at SRP-related library programs .

This report describes participation in 2013 Ohio library summer reading programs, themes and tracking methods 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.

All evaluative comments and suggestions have been shared with the Collaborative Summer Library Program, Regional Library Systems, Ohio State Fair, and/or Ohio Department of Natural Resources as appropriate.

Participation:

247 Ohio public libraries (systems and stand-alones) reported their 2013 summer reading program (SRP) results using the Ohio SRP Evaluation Survey.

All responding public libraries indicated that they offered a children's SRP in 2013. 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	304,170	428,436	10 – 53,356
Teen	62,463	32,413	1 – 9,390
Adult	87,302*	25,073	1 – 14,094
Family/All-ages		78,475	
Total	453,935**	564,397	

*Includes 120 inmates at Richland Correctional Institution, which used the CSLP Adult Summer Reading Program materials and reported results on the Ohio SRP Evaluation Survey.

**This is the number of people who registered for a summer reading program at a responding library. Four 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 460,000-480,000.

***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.

155 respondents (56%) reported that SRP participation increased over last year, while 60 (21%) reported that SRP participation decreased. More libraries reported increases, and fewer reported decreases, than in 2012.

Most frequently cited factors that may have contributed to increased participation include more/better prizes and incentives; publicity efforts, and collaboration with schools.

Most frequently cited factors that may have contributed to decreased participation include competition with other family activities, and administrative/programmatic changes (e.g. change of tracking method, age group realignment, adoption of Evanced Summer Reader).

Overall, across Ohio, reporting libraries indicate that more children and adults registered for SRP in 2013 than 2012, but registration by teens is slightly down.

Themes:

About 73% of responding libraries used CSLP themes (Dig Into Reading / Beneath the Surface / Groundbreaking Reads) in 2013. Several used one CSLP slogan and artwork, typically "Dig Into Reading", for all ages/levels.

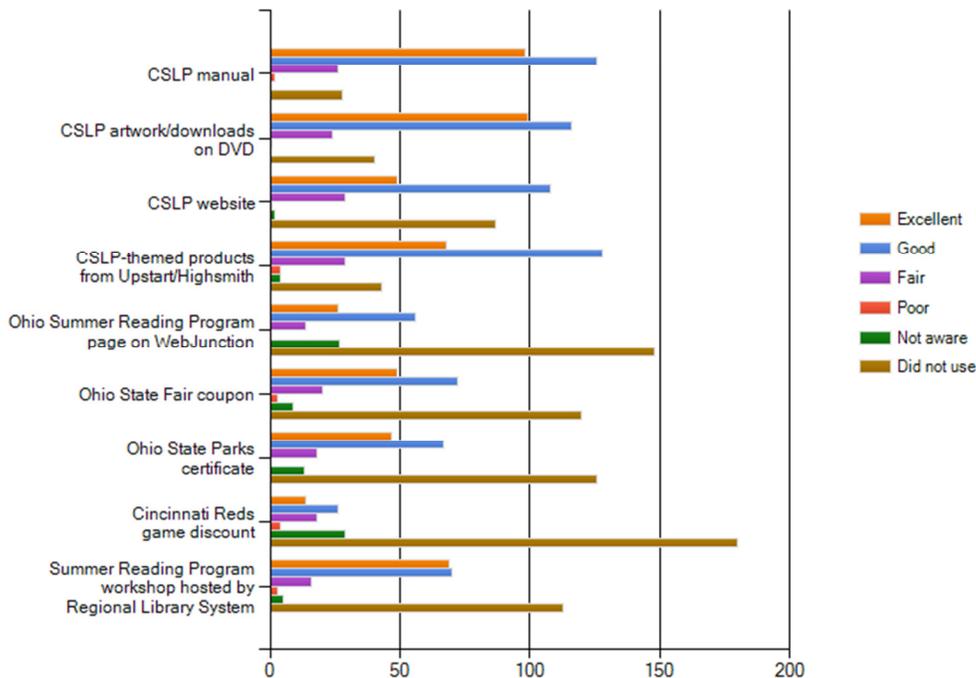
Other libraries developed or adapted different themes, including:

Surf's up – READ; Dig Deeply Into Reading; Mysteries Beneath the Surface (teen); War of 1812; Summer Reading Laboratory; Feed Your Mind; Team READ for children/GAME ON for teens; Reading Takes You There (teen); Dig In, READ! (tween); Hollywood; A Summer for Teens; Reading is a Treat; Reading is Dino-mite!; There's More than Just Books at Your Library; "Reading...Dig It! (60s/hippie theme); Dragons, Dreams & Daring Deeds; Book Camp; Rolling into the Next Century (library started bookmobile service and celebrated the library's centennial); Saddle Up and Read; The Amazing Library Circus; dinosaur theme; construction theme; Summer Reading League.

Resources and Incentives:

Libraries were asked to rate shared SRP resources from the CSLP, State Library, partnering state agencies, and Regional Library Systems. Here is a chart of responses:

Please rate the following services and products made available to Ohio public libraries for 2013 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, and to suggest additional resources that would be of benefit. Many respondents posted comments and offered suggestions. These are compiled in the report appendices “2013 Ohio SRP Evaluation – Services & Products Ratings” and “2013 Ohio SRP Evaluation – Services & Products Wanted”.

127 respondents distributed the Ohio State Fair coupon, with a total of 20,317+ coupons distributed. 114 respondents distributed the Ohio State Parks certificate, with a total of 24,258+ 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:

2013 Ohio SRP Evaluation – Services & Products Ratings

2013 Ohio SRP Evaluation – Services & Products Wanted

2013 Ohio SRP Evaluation – Additional Feedback

2013 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.