More Than Just Summer Reading
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Why incorporate reading programs into your year-round programming?
• Encourage interaction with patrons
• Promote a reading habit
• Promote collection
• Test out ideas on a smaller scale
• Encourage reading for fun
• Patrons like reading programs

Think about how you can take good elements from summer reading programs and use them year round in a manageable way.
• Keep your program simple for staff and patrons
• Draw people in with an appealing display
• Simplify the format and registration

A Reading Program Formula that we have found successful includes a folder that the child takes home, an interactive display, and a simple prize
• The “folder” could also be a punch card, bingo sheet, etc.
• The interactive element is often more exciting than the prize. Draw attention to the program, show progress, make patrons feel a part of something.
• Rethink your registration methods. What information do you actually need from your patrons? What are you going to do with that information?
• Be creative with your theme! Tie it in to library or community events or pick something you are passionate about!

Examples of programs:

“Do you want to build a snowman?”
Circle snowflakes on a take-home folder and then add a snowflake to contact-paper snowman when you check in.

“Build your Brain with Books”
Circle Lego bricks on a folder and then add a Lego to the creation for every hour read. Could color code the Legos for different ages or schools!

“Read a Ton of Books”
Bring in books read to be weighed, work toward a group goal.
Use the same process to create a long term program like 1000 Books Before Kindergarten. Include interactive elements that kids are excited about and make the program as easy for families (and staff) as possible.

For a program that will continue for years, create a recognizable brand or theme.