New Directions for Summer Learning @ Your Library

Andrea Vaughn Johnson
Coordinator, School Age Services, Brooklyn Public Library
Brooklyn Public Library

- Est. 1892
- 59 locations
How Brooklyn does Summer Reading

- Outreach campaign
- Citywide booklist
- Posters, bookmarks, certificates
- Gameboard and Challenge
- Contests
How Brooklyn does Summer Reading

- Special events and programs
- Prize drawings
- Website and badges
But what about prizes?
Signup Incentives for Birth-5

- Bus Bank, rhyme book, growth charts, placemat, fingerpuppets
- Paper incentives are inexpensive and travel easily
Why eliminate weekly prizes?

• They eat up your budget.

• If the goal is a prize it encourages participants to write down titles just to get the prize.

• Research shows that external rewards do not change behavior and diminish enjoyment and self-motivation. (Stauffer, Suzanne M. (2009). Summer Reading Incentives: Positive or Pernicious? *Children & Libraries, 7*(2), 55.)
But won’t patrons complain?

"Parents love it. Kids love it (no whiners!). And we love it because we can spend our time providing quality programs and activities instead of dishing out plastic garbage and we can promote our library as a whole experience instead of a log of books.” - Kelsey Cole, Library Bonanza blog, Illinois

“We had as many [kids] coming back for return visits this year...as we did when we gave out weekly doo-dads...we had more time for interactions with the kids and a less stressful summer. - Marge Loch-Wouters, Tiny Tips for Library Fun blog, Wisconsin

“Having taken the plunge this year and offered activity-based prizes and free books instead of our normal toys and grand prize drawings, I can tell you that it went over better than I thought it would...I didn’t hear one complaint all summer.” - Abby Johnson, Abby the Librarian blog, Indiana

“I’ve been hearing more and more librarians mention that they’re moving away from toy prizes/prize baskets. We did that last year and it was one of the best changes we’ve made...Not a single person complained when we got rid of the other prizes – actually several parents thanked us for doing so.” – Rebecca, Hafuboti blog, Nebraska
How can we make Summer Reading even better?

- Offer less stuff and more experiences.

- Limit prizes to signup, special events, and finish, if at all.

- If you offer prizes, make them more meaningful and experiential: books, writing supplies, coupons, activity booklets or kits, etc.

- Offer an opportunity to participate in a collaborative project instead of distributing a prize.
I’m signed up! (Now what?)

I’m a Brooklyn Summer Reader!

FIRST NAME ____________________________

LAST NAME ____________________________

BIRTH DATE _____ _____ / _____ _____
(month) (day)

AGE CATEGORY (Please check one):
☐ Birth to age 5 ☐ Ages 6 to 12 ☐ Teen ☐ Adult
Gameboard for children

Challenge for tweens/teens

Gameboard and Challenge 2015
### Summer Reading Log

<table>
<thead>
<tr>
<th>#</th>
<th>Books I Have Read</th>
<th>My Rating</th>
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<tbody>
<tr>
<td>1</td>
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<td>15</td>
<td></td>
<td>🌟🌟🌟🌟🌟</td>
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</tbody>
</table>

**Visit the Summer Reading Website!**

Earn virtual badges, write book reviews, create your own avatar and more at www.summerreading.org.

If you signed up for Summer Reading with a paper form, your username is the first three letters of your first and last name plus the two-digit month and two-digit day of your birthday in g., the username for Jose Rivera, whose birthday is August 3, would be JOSRIV0803). Your password is “read.” You can change your username and password the first time you log in.

If you haven't already signed up, simply create a username and password on the website.

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**Adventures at Sea!**

Help reunite friends who are lost at sea! Play this game to earn stickers, a prize for finishing the game and a chance to win a grand prize in our end-of-summer drawing! Here's how:

1. Do an activity in each space. Then color in the space and go to the next one.
2. When you reach an octopus, you've reunited him or her with a buddy! Show your game board to a librarian to collect a sticker.
3. After you reach the last octopus, collect your last sticker and your prize. Then fill out your grand prize drawing entry found inside and give it to a librarian for a chance to win!

*Parents, your baby or toddler can play too! Help them move through the spaces by reading to them, checking out books for them or taking them to programs at your library.*

www.summerreading.org
• Each activity is tied to a different area of our collection.
• Activities can be completed with materials from home.
• The game is flexible for children who cannot come to library often.
2014 Robot Engineers Gameboard

3. Will your robot speak? Walk? Decide how studying the human body will help you animate your robot.

Find books on the human body for more research (J 612) or visit Bklynlib.org/animate to learn more and see 3D robots in action.

Read for 20 minutes.

4. You'll need to program your robot's circuit board—that requires understanding electricity! What will happen when you power on your robot?

Explore books about electricity (J 537) or visit Bklynlib.org/program to learn more and see 3D robots in action.

5. Build a model robot using materials you have at home.

Find inspiration in books about the way things work (J 600) or visit Bklynlib.org/program to learn more and see 3D robots in action.

6. Write the story of how your robot will make your summer more fun!

Ask a Librarian for help finding robot stories for inspiration or visit Bklynlib.org/stories to learn more and see 3D robots in action.
Finish

Congratulations!
Fill out and detach your grand prize drawing entry. Give it to a librarian for a chance to win and to receive your Certificate of Participation.

Grand Prize Drawing Entry
When you finish the game, complete this entry form and give it to your librarian by August 29, 2014.

Name

Phone Number*

Library Branch

Email*

Library Card Barcode Number

AGE CATEGORY (Please check one):
- [ ] Birth to age 5
- [ ] Ages 6 to 12

* A librarian will contact you if you are a winner. Your phone number and email will only be used for this purpose.
2014 Robot Engineers Gameboard

Daisy

Age 13

Made out of steel

Rolls

Shovel

Water

 Garten

Daisy plants, flowers, and takes care of them

Weight = 200 pounds

Our seats

Stop

5 ft
My robot made my summer better because it let me do arts and crafts all day.

I named my robot Jerome. My robot is a real artist. My robot does not have any arms, it draws with its mouth. I really don't know why it does not have any arms. I just found it on the street with no arms. I think it got into a fight and just lost its arms. Plus it's really smart. It could do all my work for me. That is why I love it.

Aedan

3/28/14

I really like sports so I made a robot playing sports. His name is Joseph. Today we played cricket at the park so the day would go like this: In the morning we would eat breakfast while he charged, then because the robot is really smart it would do my work. Then we'd watch soccer and go to the playground. While I waited for my friend that I sold to, I would meet up with him and practice cricket with me. When my friend would come we would play cricket. We won 3 matches of 3. Also, we'd get 100 points in each match. Then we'd leave and then go play soccer in the backyard. That's how a day with my robot would go.
2014 Robot Engineers Gameboard
Children advance by being read to, checking out books, or attending programs.

Four simple challenge activities can be achieved with materials from home.
1. Your child is a Botanist!
   Give your child whole fruits and vegetables to feel, like melons, cucumbers and squash. Talk about their colors and textures with your child.

2. Your child is an Astronomer!
   Point out the moon in the sky and talk about its size. With older preschoolers, you can take pictures of it over several nights and watch it change.

3. Your child is a Zoologist!
   Young children love animals; get some books from the Library with large photos of animals and discuss how they are the same and different.

4. Your child is a Chemist!
   Put oil, water and a little food coloring in a clear plastic bottle. Tape or glue the lid closed. Let your child shake up the bottle and observe what happens!
~ Week 5 ~ Week 5 ~ Week 5 ~ Week 5 ~
You can check in for Week 5 on or after July 30th

<table>
<thead>
<tr>
<th>Action</th>
<th>Read/Write</th>
</tr>
</thead>
<tbody>
<tr>
<td>Write a poem or a song</td>
<td><em>READ</em></td>
</tr>
<tr>
<td>Borrow a music CD from the library</td>
<td></td>
</tr>
<tr>
<td>Read a book from the NEW books display</td>
<td></td>
</tr>
<tr>
<td>Find SULLY!</td>
<td></td>
</tr>
<tr>
<td>Sing/dance “I’m a little teapot” for us</td>
<td><em>READ</em></td>
</tr>
<tr>
<td>Put on a puppet show for your friends/family</td>
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<tr>
<td>Visit a local or state park</td>
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<tr>
<td>Paint your sidewalks… with water!</td>
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<tr>
<td>Make a craft with recycled materials</td>
<td><em>READ</em></td>
</tr>
<tr>
<td>Read a non-fiction book</td>
<td></td>
</tr>
<tr>
<td>Read a book about dinosaurs</td>
<td></td>
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<tr>
<td>Read a book by your favorite author</td>
<td></td>
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<tr>
<td>Try a new dance move or two</td>
<td><em>READ</em></td>
</tr>
<tr>
<td>Have someone read to you!</td>
<td></td>
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<tr>
<td>Paint or draw a picture (of anything)</td>
<td></td>
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<tr>
<td>Read for 15 minutes in the library</td>
<td></td>
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<tr>
<td>Read a story that happens in another country</td>
<td><em>READ</em></td>
</tr>
<tr>
<td>Read out loud to someone else</td>
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</tr>
<tr>
<td>Go outside and blow some bubbles</td>
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</tr>
<tr>
<td>Attend a library program</td>
<td></td>
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</tbody>
</table>

* Reading time is 15 minutes for pre-readers or 20 minutes for independent readers.

~ Week 6 ~ Week 6 ~ Week 6 ~ Week 6 ~
You can check in for Week 6 on or after August 6th

<table>
<thead>
<tr>
<th>Action</th>
<th>Read/Write</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take a book on drawing and draw something</td>
<td></td>
</tr>
<tr>
<td>Borrow a DVD from the library</td>
<td></td>
</tr>
<tr>
<td>Read a cookbook and try a new recipe</td>
<td></td>
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<tr>
<td>Read out loud to someone else</td>
<td><em>READ</em></td>
</tr>
<tr>
<td>Listen to a Playaway!</td>
<td></td>
</tr>
<tr>
<td>Sing a song to a VolunTeen</td>
<td><em>READ</em></td>
</tr>
<tr>
<td>Attend a library program</td>
<td></td>
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<tr>
<td><strong>READ</strong></td>
<td></td>
</tr>
<tr>
<td>Read for 15 minutes in the library</td>
<td></td>
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<tr>
<td>Read a magazine article</td>
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<tr>
<td>Put together some puzzles with family</td>
<td><em>READ</em></td>
</tr>
<tr>
<td><strong>READ</strong></td>
<td></td>
</tr>
<tr>
<td>Show us a picture you have drawn!</td>
<td></td>
</tr>
<tr>
<td>Read a non-fiction book</td>
<td></td>
</tr>
<tr>
<td>Play at an area playground</td>
<td><em>READ</em></td>
</tr>
<tr>
<td><strong>READ</strong></td>
<td></td>
</tr>
<tr>
<td>Find SULLY!</td>
<td></td>
</tr>
<tr>
<td>Read a book of poetry or nursery rhymes</td>
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<tr>
<td>Be nice to your parents, clean your room!</td>
<td></td>
</tr>
<tr>
<td><em>READ</em></td>
<td></td>
</tr>
<tr>
<td>Read a book from the NEW books display</td>
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</tr>
<tr>
<td>Read a book from &quot;We the People&quot; Bookshelf</td>
<td></td>
</tr>
<tr>
<td>Request a book from the online catalog</td>
<td></td>
</tr>
<tr>
<td>TURN IN THIS READING RECORD!!!</td>
<td></td>
</tr>
</tbody>
</table>

Be Creative @ Your Library

Full Name: ________________________
E-mail: _______________________ Phone#: _______

How to use your Reading Record:
- Keep track of the activities you complete each week using the BINGO grids inside.
- When you complete the week’s BINGO (vertical, horizontal, or diagonal), you can come in for a prize and a raffle ticket — only ONE per week!
- You can’t jump ahead, but you can come back and make up missed weeks (i.e. you were sick or away).
- Bring this with you every time you come to check in at the library. (You can’t get prizes without it.)
- Find Sully each week for an extra raffle ticket!
- Turn in your reading record by Thursday, August 13th, for 5 more raffle tickets and a FREE book!

Imagine, Create, Participate!

East Greenbush Community Library
10 Community Way
East Greenbush, NY
477-7476 menu # 6

www.eastgreenbushlibrary.org
2009 Multnomah County Public Library (Portland, OR)

How to Play

1. Mark off a space on the path each time you read to your child for 15 minutes or try one of the other fun activities on the board.

2. When you finish a path, bring your child and gameboard to the library to select a prize. You must have your gameboard with you to receive a prize. When you finish all three paths, come to the library by August 31, 2009, to enter the Grand Prize drawing for a family vacation for four to Disney land Resort®. You also receive a T-shirt and a discounted $4 Oaks Park Deluxe Ride Bracelet coupon.

3. Finish the Bonus Path to earn a bookplate and a Book Buck to help buy books for kids and teens in homeless shelters.

Each child may play the game only once. Participant must be present to select own prize.

Parent Information

Children prepare to read long before they enter school. Early literacy is everything children know about reading and writing before they can actually read and write. Early literacy is a baby who chews on a book, a toddler who wants a favorite book read over and over, and a preschooler who "reads" the story to you from memory. Participating in Summer Reading helps build a lifelong reader.

We want participants to enjoy the game, so you may tailor the program to suit your child.

One of Summer Reading’s main goals is to connect youth with their public library. Because of this, participants must be present to select their own prizes.
2014 Challenge for tweens, teens, and adults

What is Summer Reading?
Summer Reading is a great way to connect with other readers, read what you want at your own pace and participate in fun, free activities. Plus, play this interactive challenge where you can earn prizes!

Visit summerreading.org to discover lots of exciting online summer reading activities.

- Rate and review books you’ve read on your online reading log.
- Go digital by creating your own avatar.
- Get reading rewards by earning virtual badges.
- Find reading suggestions from other New Yorkers.

Go to summerreading.org and enter code #Gamer2014 to earn a badge.

Enter for Your Chance to Win

Complete at least four activities and turn in the Entry Form at your Library. To be entered in our prize drawing for an iPad, your form must be received by August 29, 2014.

For prize updates, rules and regulations, go to bklynpubliclibrary.org/summerreading

Library employees and their families are not eligible to enter.

Grand Prize Drawing Entry

Name
Phone Number
Library Card Barcode
Library Branch
Email

* A Librarian will contact you if you are a winner. Your phone number and email will only be used for this purpose.
2014 Challenge for tweens, teens, and adults

**ACTIVITIES**

Complete and check off at least **four activities**.

☐ Post a book review on summerreading.org.

☐ Attend a library program.

☐ Check out a library book.

☐ Earn a badge on summerreading.org.

☐ Read to someone else for 15 minutes.

☐ Recommend a book or post a photo of what you’re reading to Instagram, Tumblr, Twitter, or Facebook and tag it #BklynSR14.
Hashtag for social media
#BklynSR14

2014 Challenge for tweens, teens, and adults
2014 Challenge for tweens, teens, and adults

Hashtag for social media #BklynSR14
Gameboard and Challenge - Improvements for 2015:

- Eliminate minutes requirement.

- Prizes will be books and having work featured in library and on virtual galleries.

- Librarians will schedule programs to support activities.

- Purchase a reference-only collection of books for each activity’s subject area.
**2015 inspiration:**

**Calling All Superheroes!**

- **Allie M.**
- **Name:**
- **Hero Highlight:**
- **My Amazing Adventures Ahead!**
  - I plan to fly to each state to visit the people who need it the most.
  - I will save lives and make the world a better place.
  - I plan to win a medal for the USA.

**Fantastical Picture Of Me!**

**Awesome!**

- **How I Saved The Day!**
  - I was driving on the bus and the bus broke down.
  - I knew all the students to school that day because kids love me!

**Super Secrets About Me!**

- I am 10... years old.
- My favorite food is Pizza.
- My favorite sport is Soccer.
- My favorite book is Maggie's Shoes.
- My favorite TV show is Wizard Girl.
- My favorite music artist is lady Gaga.
- My family has 100 cats and dogs.
- They love me!

**My Special Strengths!**

- My amazing strength are amazing super.
- I am sure to read super fast too.

**SOARING SUCCESS!**

- My special super hero strength is amazing super.
- Help the poor and sick.
- They love me!

**Flying Girl!**

**My Favorite Superhero**

**Tip:**

- Make your use of words as exciting as possible so that the reader can really get a sense of how great your superhero is.

**Try words like:**

- powerful
- fast
- brave
- skillful
- swift
- speedy
- tough
- sturdy
- muscular
- superb
- heroic

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Retrieved from [http://www.mardel.com](http://www.mardel.com)

Retrieved from [http://education.scholastic.co.uk](http://education.scholastic.co.uk)
More Resources and Inspiration

Summer Reading Revolution Pinterest board
http://www.pinterest.com/lochwouters/summer-reading-revolution

Summer Reading ‘15 Heroes Pinterest board

ALA Summer Reading Fact Sheet
http://www.ala.org/tools/libfactsheets/alalibraryfactsheet17

“Summer Reading Incentives: Positive or Pernicious?” by Suzanne M. Stauffer
http://alsc.metapress.com/content/k47632mk65704316/fulltext.pdf
Thank You!

Andrea Vaughn Johnson
avaughn@bklynlibrary.org