

Why Summer Reading Program?

SRP Workshop 2013 opening brainstorming and discussion

What's the peril libraries seek to address with SRP?

Most compelling:

- **Summer learning loss**
- **Early literacy-helping children become successful learners**

Others:

- Prevent Summer Slide/learning loss.
- Propaganda-entice to come to the library.
- Keep Reading Fun.
- Keep off streets-something to do.
- Make a staycation: visiting all local libraries roadtrip.
- Theme-expose kids to new ideas and library play too.
- Taxpayer - demonstrate value.
- Collaboration with schools.
- Library employment.
- Increases circulation
- Uses volunteers

What's the remedy we offer?

Summer Reading Program: motivation to read and learn through programs, activities, prizes

To whom do we need to articulate our value, and how might we do that?

Parents--by library newsletter,website, email, facebook, talking and casual conversation.

School Districts—handout, scripts, casual conversations, newsletter.

Politicians/Funders—send an invitation to a media event. Website.

Other partners in community—B&G club etc.

Taxpayers

Library board—invite to event, attend meetings, do a board presentation.

Anyone who does PR-news releases, invited, keeping in touch, email, photos.

Circ staff/coworkers – notify, alert to program, involve them, consult with them, thank them!

Library directors – personal invitation-keep informed.

Library users—Alert