

PCCLD Rocks!



Summer Reading Report 2018

Highlights

Readers 0-18 - 21,812 - 99% increase and five-year high - details follow

Readers 18+ - 1,805

Program attendance 0-18 - 27,440 - 53% increase from 2017 and a five-year high!

Program attendance 18+ - 4,833 - Also a five-year high!

How did this great year happen?

- Automatic registration - D60 and D70.
- New program offerings for tweens and teens.
- The Kids Parade.
- Collaborative programs.
- Hands-on programs.
- Books in the Park



Automatic registration - D60

D60 joined D70 in providing student names and grades for us to enter in our tracking system, increasing registration from 9,941 in 2017 to 21,812 in 2018.

D60 and D70 faculty and staff, along with PCCLD branch staff and Community Relations, coordinated a massive effort to get Summer Reading program information and reading logs to every student.



More Readers Than Ever!

The number of youth age 0-18 who completed at least one reading board increased by 7%.

The number of youth “finishers” increased by 99%, to 1,928 - higher than all previous years except 2015.

New Teen and Tween Programs

In 2017, we diversified our family program into three tracks, and this year we tried something similar for teens and tweens - with the help of a \$5,000 grant from the Kinder Morgan Foundation. In addition to regular programs, and in consultation with branches, we provided:

- Parties and lock-ins
- Make and Take programs
- Mini-camps



Kids Parade

This was managed by PCCLD for the first time ever, thanks to the awesome Community Relations team. Attendance at this event was 800!

Rawlings Kickoff



Rawlings Kickoff

A collaboration between Youth Services and Community Relations - Attendance: 1,545!

- Bounce house
- Visiting Paw Patrol characters
- Live music and food
- Rock painting
- Visiting police and fire vehicles

IDEA Con

A collaboration between all the Rawlings public services departments and external partners, IDEA Con had a fantastic year. Attendance almost doubled from 2017, to an all-time high of 1,249.



Hands-on Programs

Family programs maintained last year's three-track model - with some interesting shifts in attendance:

- Attendance at performance-style programs decreased by 11%.
- Attendance at hands-on programs increased by over 80%.

Books in the Park

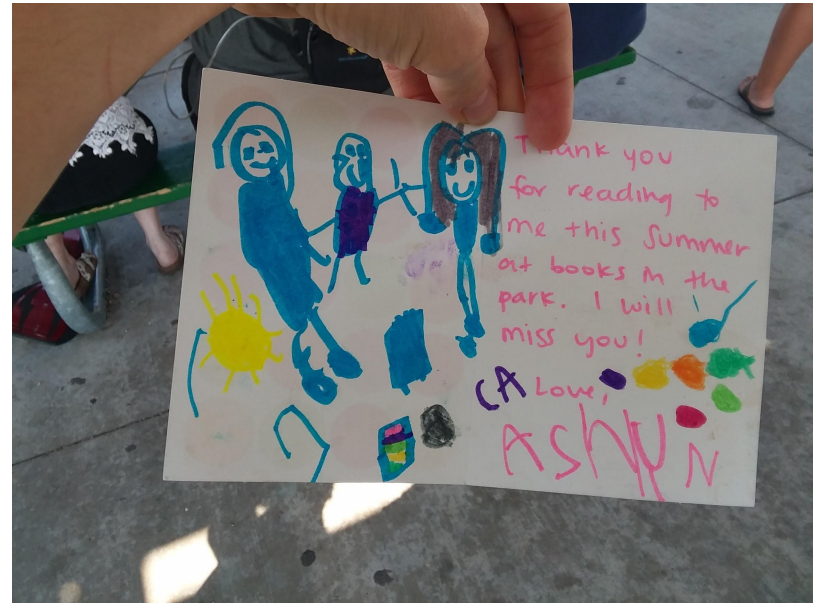
Based on last year's success, we expanded Books in the Park.



Books in the Park Expansion

- Monday-Wednesday at Bessemer (1 additional day per week)
- Thursday and Friday at Fairmount

34% increase in attendance!



Game Plan 2019

- Continue to fine-tune branch customization, balancing logistical complexity with the needs of our diverse community.
- Incorporate more community input into program design for 2019 and beyond.
 - Arrange educator focus group and parent survey.
- Lean into the success of Books in the Park by adding a third “mini” location open one day a week.
- Move Rawlings show to the weekend or change to hands-on program.
- Look into alternative venues for IDEA Con, such as CSU-P.

See you in 2019!

