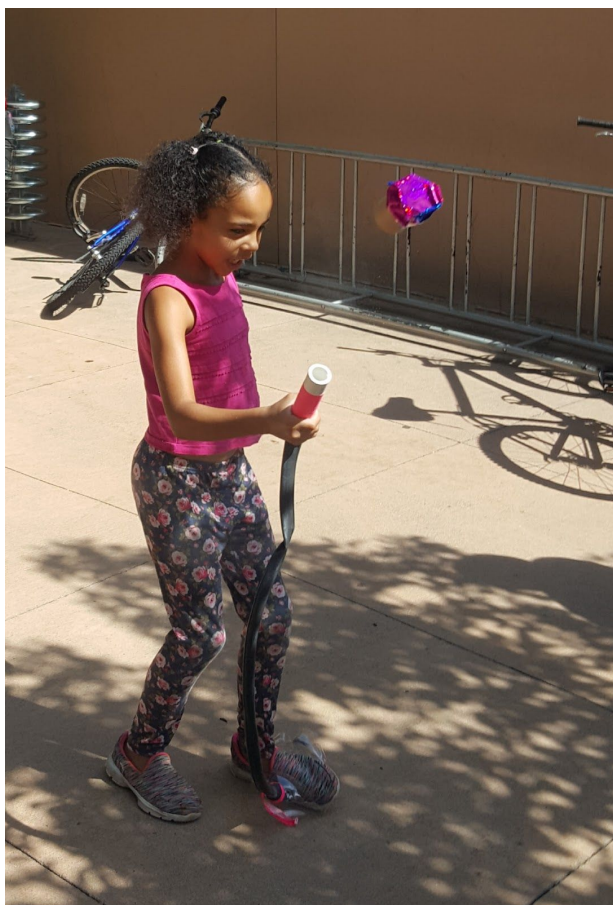


Youth and Teen Summer Reading Report – 2019



3-2-1...Blast off!

Five-Year General Overview:

<u>Year</u>	<u>Programs</u>	<u>Attendance</u>	<u>Youth Registration</u>	<u>Tween Registration</u>	<u>Teen Registration</u>	<u>Total Registration</u>	<u>Total Finishers</u>
2019	735	27,766	6,948	6,293	8,009	21,250	1,829
2018	787	27,440	5,551	7,781	8,480	21,812	1,928
2017	975	17,970	6,215	2,842	885	7,100	967
2016	709	12,869	4,824	NA	649	5,473	967
2015	686	16,553	6,281	NA	940	7,221	2,070

***2,104** youth completed at least one reading board. **11,938** total reading boards were turned in to libraries this summer!

*The highest participation rate was among **4-8 year olds**, who accounted for **40% of completed boards** despite comprising only 30% of registrants.

*The number of programs presented decreased for the second year in a row - yet attendance is still very healthy, basically holding steady from last year's wonderful increase.

Registration:



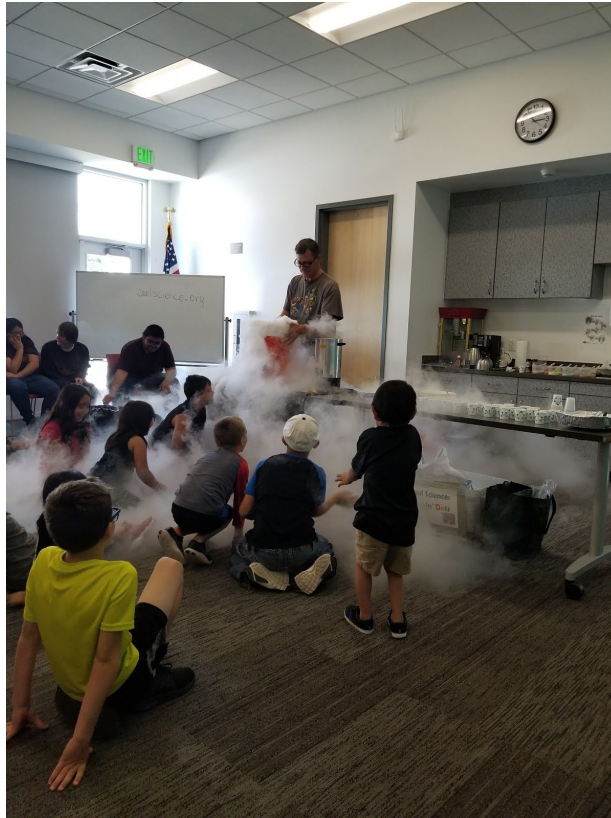
Experiencing bubbles in the Rawlings courtyard.

Age Category	Registration
Age 0-3	627
Age 4-8	6,321
Tween (Age 9-12)	6,293
Teen (Age 13-18)	8,009

Total Registration - 21,250
Registration 2018 - 21,812
3% decrease

Once again, both of our public school districts provided student information for the purpose of automatic registration. Any decrease in registration - especially one so proportionally minor - is probably the result of normal fluctuations in public school enrollment.

Program Attendance:



“Cool” takes on a whole new meaning at Lucero’s Cool Science program.

Note: The table below includes both centrally-funded and branch-funded events.

	2018	2019
Youth and Tween Promotion	23,007	23,798
Youth and Tween Attendance	25,767	25,288
Tween Attendance (Subcategory)	2,287	842
Teen Promotion	50	1,948
Teen Attendance	1,104	2,478

There are some particularly interesting points to consider from this table:

Attendance at promotional visits increased by 12% this year - in part due to efforts to attend community festivals during the summer to continue promoting the program. **Special mention goes to the Giodone team, who reached over 4,000 people - including almost 1,300 teens!**

While tween attendance decreased by 63%, **teen attendance increased by 124%**. Perhaps the tweens of previous years have “graduated” into teen programs, or perhaps branch and central efforts to cultivate a group of teens throughout the year have begun to bear fruit.

Another possible cause for this decline in tween numbers is that, in 2018, Rawlings was able to run several tween programs during the week. Due to staffing pressure caused by the experimental St. Anne’s outreach, we were able to run only one. Certainly, the number of tweens hanging out in YS has not decreased. Since the St. Anne’s experiment was not successful, next year we will focus on serving tweens inside Rawlings.



Piglet Power at Giodone.

Family Programs

The “track” system was liberalized somewhat this year, with different types of programs scheduled at different branches based on fit, interest and availability. Instead of referring to these programs as “tracks”, I will instead categorize them based on their general program type - and attempt to draw some conclusions based on trends.

Performers - 1,420 (24% decrease)

Much of this decrease can probably be attributed to a single cause - moving the Rawlings family performer to Saturday. After last year’s dip in attendance on Fridays, I tried moving the program to Saturday. This experiment was unsuccessful, resulting in a large drop in attendance at Rawlings.

Hands On Programs - 619 (22% increase)

This year, we were excited to offer many fun hands-on science and art programs for families. Attendance at these hands-on programs increased for the second year in a row. With the growth of our maker programming all over the District, perhaps this is something our community has come to expect and desire from their Library.

Drop-in Activity Stations - 253 (51% decrease)

Greenhorn Valley received fewer drop-in activity kits from YS this year, since more performers visited them.

Total Centralized Family Program Attendance: 2,292

Total Centralized Family Program attendance 2018: 2,898

21% decrease



The Rawlings tweens and their Galaxy Creations.

Tween/Teen Tracks

Note: These numbers represented centrally-funded teen and tween programming and do not include branch-funded programming.

Tween Kits - 590

Teen Kits - 492

Lock-ins/Parties - 162

Pop-Up/Passive/Drop-In Programs - 119

Mini-Camps - 177

Total Centralized Teen and Tween - 1,754

Centralized Teen and Tween 2018 - 1,576

11% increase



Robot-making was challenging but fun at Giodone.

Books in the Park:



A princess visits BIP at Bessemer Park.

Due to the growth of Books in the Park at our two customary locations, this year I expanded the program to a third site - St. Anne's Park on the East Side. Despite positive reception from community, attendance at this third "BIP Mini" location was very low, especially considering the staff time required to run it. Next year, I will continue to focus time and resources on BIP's two main locations, perhaps revisiting the third location idea farther in the future.

Total Circulation – 6,758 (3% increase)

Thanks to a partnership with EPIC, I was able to get \$18,000 in grant funding to purchase books from First Book. The community absolutely loved the broad selection of diverse, new books. One homeschool parent in particular was overjoyed that her reluctant reader son found a book he loved at Books in the Park and was able to find the other books in the series there later in the summer.

Thanks to the sheer number of books that came to YS through the First Book grant, I decided to also make new books available for distribution at outreach events. We gave away books at Cinco de Mayo, Juneteenth, The Big Latch On, Family Fun Day at Lake Pueblo, and Pueblo Pride, to name just a few events. The community responded very positively to the presence of free books at outreach events - often going from event to event to look for books in a particular series their children loved. We gave away an estimated **700 books** at these events - these books are **not** reflected in the above BIP circulation total.

I am so grateful to EPIC Pueblo and First Book for enabling us to foster a culture of reading in Pueblo!

Total Visits/Program Attendance – 2,895 (0.1% decrease)

With such a negligible decrease in attendance, we can say that BIP attendance is basically holding steady at the excellent baseline set up last year.

Snacks – 609 (38% decrease)

Despite snacks being offered to all youth at BIP, and our attendance number remaining constant, snacks given out at the park decreased dramatically. I can only speculate that perhaps families in those communities are experiencing more food security and may be able to give their children breakfast before they go to the program.

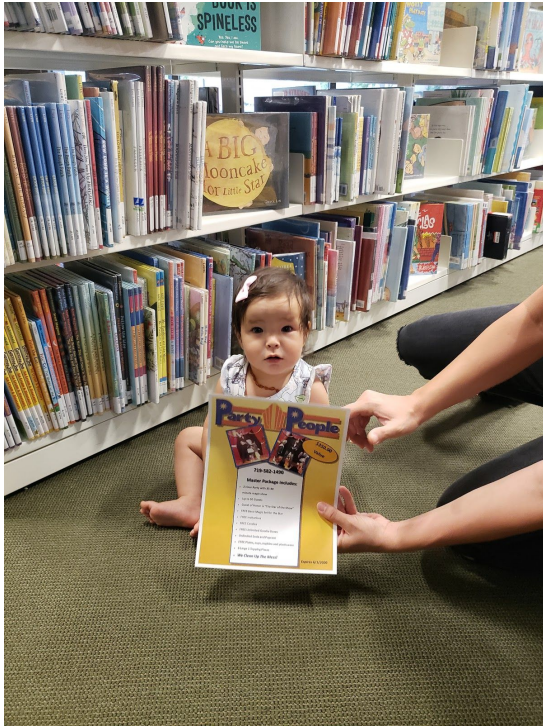
Lunches – 2,171 (2% decrease)

After last year's 46% increase in lunch attendance at BIP, this year's 2% decrease is negligible and still shows the great service BIP provides in Bessemer and the Northside - feeding body and mind!



BIP staffer Brynda Acker reads to children at BIP Fairmount.

Grand Prizes



Participants were randomly selected to win one of eleven youth and ten teen grand prizes.

Youth grand prizes included a signed set of Princess in Black books, a set of dragon kites, and many passes and gift certificates to awesome local venues.

Left: The year's tiniest winner poses with her prize - a free birthday party with Mr. E and Kyle!

Below: Teens were excited to get their prizes - we swear.



Takeaways – What worked this year?



When you find the right book, you can't even look up for a photo.

*Kickoffs and Sendoffs

Kickoff parties continue to be well-attended at Rawlings and the branches. The Kids Parade and Party in the Park at the end of Summer Reading on August 10 was also very well-received. Pueblo has a “festival culture” - community parties, parades and street fairs are very popular here. Summer kickoff and sendoff events tap into the same energy, and get the whole community excited about reading!

*Hands-On Programming for Families

For the second year in a row, families responded positively to programs that went beyond the traditional performance style, incorporating hands-on science and art.

*Cultivating Tweens and Teens

Perhaps due to year-long efforts to cultivate an audience of teens District-wide, weekly teen program attendance experienced a big boost. Efforts to reach tweens and teens go hand-in-hand, as tweens who find a home in the library are much more likely to come back as teens.

*Books Everywhere

Having so many new books to give away at Books in the Park and community events was wonderful. Seeing parents and children in the community react so positively to books is an inspiration!



Fireman Tim wants you to try the Fire Fit course at the Party in the Park!

Summer Game Plan 2020



Giant chess and water play in the Rawlings courtyard.

*Add more hands-on programs for families.

Collaborate with the Idea Factory and seek presenters that give families a more active experience. Perhaps change the Rawlings performer to a more hands-on “play date” style program.

*Continue to cultivate teens and tweens.

Encourage and support branch efforts to grow TAB’s and teen and tween hangouts.

*Incorporate more community input into Summer Reading planning.

I was able to arrange one focus group of District 60 educators before Summer Reading 2019, which produced some very interesting results. Before Summer 2020, I plan to arrange at least a focus group of District 70 educators.

*Seek grant funding for Outreach books.

YS staff will seek grants to provide books for giveaway at Books in the Park and community festivals.



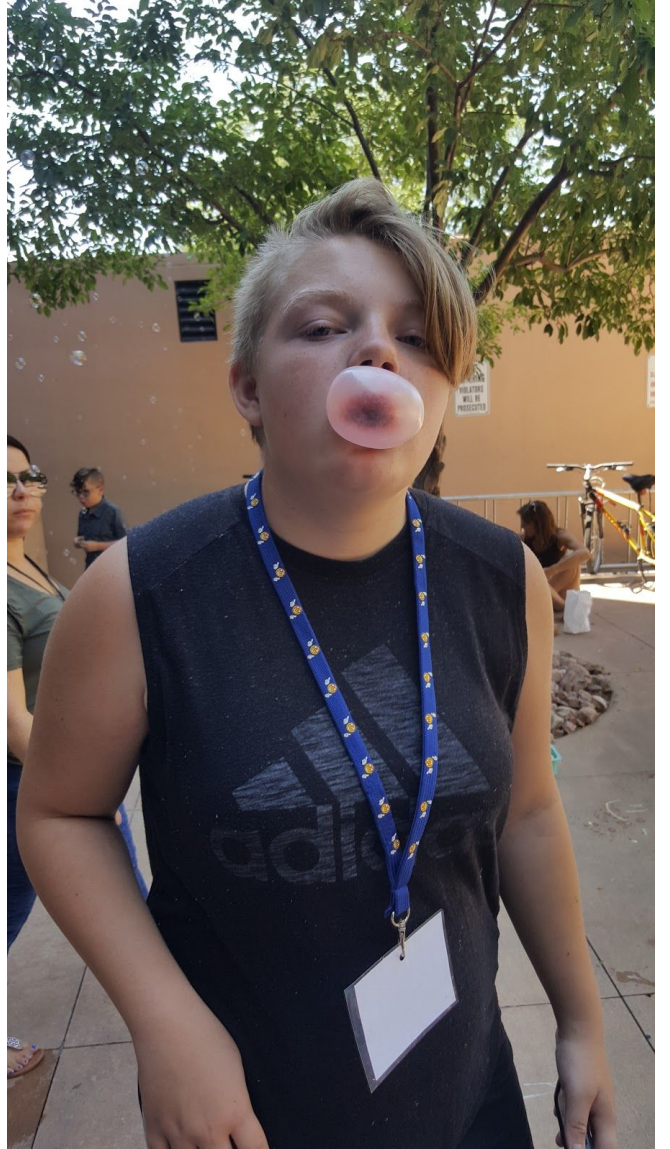
A teen at Lamb is proud of his food creation.

A Big Thank You To:

EPIC - thanks to whom we were able to acquire \$18,000 in funding for Books in the Park.
Councilman Ray Aguilera for his continuing moral and financial support of Books in the Park.
The Party People, Epic Entertainment and The Rio Grande Scenic Railroad for their grand prize donations.
School Districts 60 and 70.
The Pueblo YMCA.
Pueblo Parks and Recreation.
All our community coupon donors.
Everyone who worked to make Summer Reading a success!



Above and below - some of the faces of summer from Rawlings kickoff and family events.





Dinosaurs and aliens walk with the Library for the Kids Parade.