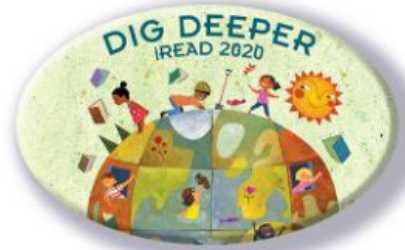


"DIGGING DEEPER"

INTO THE 2020 SRP



iREAD Committee Members

Ashley Stewart, Library Director, Caseyville Public Library District

Lindsey Herron, Library Director, Wood River Public Library

CONTACT US



Ashley Stewart

acstewart@caseyvillelibrary.org



Lindsey Herron

lindsey@woodriverlibrary.org

- I. CONSIDERATIONS
- II. OPERATIONS
- III. MARKETING
- IV. IREAD
- V. PROGRAMMING
- VI. RESOURCES

-HELLO-

THERE ARE EMBEDDED LINKS
THROUGHOUT THE PRESENTATION

- BLUE & UNDERLINED TEXT
- ALL OF THE IMAGES RELATING
TO PRODUCTS AND EXAMPLES OF
PROGRAMS & RESOURCES

-ENJOY!-

CONSIDERATIONS

- Include All Ages
- Keep goals similar
- Changing the Start Date
 - Earlier or Later (not July)
- Internet Accessibility
 - Extend WiFi coverage to reach the library parking lot
 - Provide a list of available WiFi spots in your town



- Participation
 - **WHAT**
 - Reading
 - Writing
 - Playing Musical Instruments
 - Arts & Crafts
 - Volunteering
 - **HOW**
 - Reading Logs
 - Weekly Challenges
 - Themed Activities
 - Badge System (like Scouts)
 - Stickers|Button Maker
 - **METHODS**
 - Google Forms
 - Links
 - Web-Based Interfaces|Databases
 - Facebook Group(s)

CONSIDERATIONS (CON'T)

PRIZES

- Porch Drop Off
- Electronic gift cards
- Scheduled Pick-Ups
- Mail



- Instead of awarding prizes to individual readers (those may be tricky to handout anyway, with branches closed), perhaps your summer reading challenge can donate to a charity that is working on COVID-19 relief.
- Set a community goal for everyone to read toward.
 - Funds must come from your Friends group or a partnering business|sponsor.
 - Ex: Penny for every minute; dollar for every book
 - This can be a great way to increase interest in your challenge and possible gain additional sponsors and/or funding
 - Peaks the interest of local media outlets

PAYING IT FORWARD

CONSIDERATIONS (CON'T)

- Translation|Interpretation
 - Forms & Instructions|Videos
 - [Google Translate](#)
 - ASL (Ex. [DEAFinc.org](#))
- Visual Impairments
 - Font Size
 - Color Blindness (Contrast Colors)
 - [Braille and Audio Reading Download \(BARD\)](#)
- [Storyboards & Social Stories](#)
- [Visual Schedules](#)
- Screen Readers
 - [Desktop](#)
 - [Apps](#)
- [Closed Captioning](#)
 - Multi-Lingual

INCLUSIVITY



LIBRARY eCARDS OR TEMPORARY CARDS

- Residents can get a library card without leaving their home!
- eCard applications available on library's website
 - Ex: Google Form
- Increases accessibility to materials and resources
- Promotes online databases

Other terms: eCards, E-Library, Temporary Cards, Digital Branch

Click the image to see how Lincoln Library advertised their eCards! →



WEB-BASED PLATFORMS

These virtual programs provide iREAD artwork along with web-based interfaces, tools, and databases to help support your summer reading program:

(Click on Images for more info)



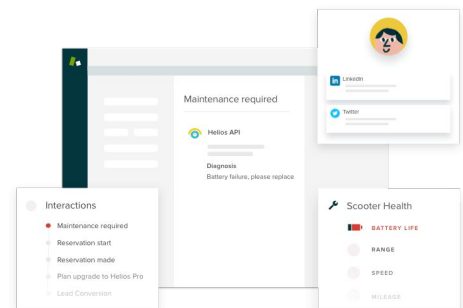
OPERATIONS



- Take the time to train your staff
- Provide simplified, written & oral instructions and make sure they are accessible on a variety of platforms
 - Website, email newsletter link, video(s)
- Coordinating with an existing program or service
 - Consider coordinating with school|summer lunch programs for pick up or drop off times|locations
- Implementing “Old School” Methods
 - Printing|Copying|Mailing packets, worksheets, activities, prizes for the families that do not have internet access
- Create standardized responses that can be modified
- Establish “support hours” that are built into the work schedule and|or extend normal work hours

OPERATIONS (CON'T)

- Create auto-responses to set an expectation
 - “Someone will respond within the next 24 hours”
- Monitor social media accounts more frequently and be able to respond to issues, questions, and feedback
- Add a “Ask a Librarian” button on your website
- Create a F.A.Q.
- Establish a ticket system for help
 - Ex: [Zendesk](#)



NO INTERNET? - NO PROBLEM!

- Make sure that schedules, packets, and worksheets are available before school is out for the summer.
 - Coordinate with the school to ensure that all families receive SRP packets
- Partner with summer meal programs
 - Leave flyers and reading logs there
 - Can also deliver prizes this way
- Post weekly challenges on the Library's door
 - Patrons can visit each week to find the challenge
- Advertise using yard signs and banners
- Utilize local media channels and/or local radio stations
 - Advertise SRP, storytimes, feature SRP activities|performers
- Pick up activities and craft kits at the library
- Pen and Paper reading/activity logs
 - Hang a small mailbox for people to return their logs



MARKETING MULTI-CHANNEL LAUNCH

- Yard Signs
- Banners
 - Building(s)
 - Intersections
- Direct Mailers
 - Letters
 - Newsletters
- Newspapers
 - Press Releases or add to their events
- Community LED signs (banks, community center, etc.)
- Water Bill Insert



EMAIL



- Make sure your email lists are up to date
 - Use of [MailChimp](#) or the likes
- Consider asking email subscribers to share|send to their friends and family
- Ask sponsors, schools, and local government to mention your SRP in their emails
 - Offer to advertise them as a community partner or sponsor

MARKETING (CON'T)

- Don't be afraid to post more often
- Try other platforms
 - YouTube, TikTok, SnapChat
- Try different formats
 - Images, stories, videos, links, etc.
- There are plenty of online tools that make it easy to market yourself!
 - [Canva](#) for image banners, post templates, and more
 - [Animoto](#) for easy videos and slideshows

SOCIAL MEDIA



- Utilize other pages
 - Don't be afraid to ask others to share on **their** pages
 - Businesses, City Departments, Schools, Community and Neighborhood Groups
 - (Form of sponsorship)
 - Make sure to **tag** them in your posts and comments



- [CLICK HERE](#) for the latest iREAD newsletter
- FREE Resource Guide
- Order Delays
- Web-Based Platforms
- Virtual Performer Showcase
- Library of Congress & Dav Pilkey At Home
- Child Nutrition Resources



iREAD® has a mission is to provide high quality, low-cost resources and products that enable local library staff to motivate children, young adults, and adults to read.

Each year, librarians across the United States work together to create the iREAD® Summer Reading Program. Based on the theme, librarians write the programs, craft projects, and bibliographies that make up this Resource Guide.

FREE Resource Guide – Home Edition



SUMMER MEALS @ THE LIBRARY

- If your library typically provides summer meals or you are considering providing summer meals – there are a variety of resources available:
- The [USDA Food and Nutrition Service has compiled a resource](#) in response to COVID-19 that provides information on Child Nutrition Programs, additional funding for Special Supplemental Nutrition Program for Women, Infants and Children (WIC), USDA Food Programs, and more.
- [No Kid Hungry](#) is offering emergency grants to support school districts and nonprofits in efforts to ensure kids get nutritious food even while schools and libraries remain closed.
- [Feeding America](#) is partnering with school districts and local government agencies to ensure that kids who typically rely on school meals continue to have access to food outside of the classroom.

PERFORMERS

- Cancel
- Postpone | Reschedule
- Live Options
 - Performers Facebook Pages
- [“The Music Must Play On In Our Hearts, In Our Homes, and... On Live Stream!”](#)
- In person options
 - Drive-In, Concerts, Speakers

VIRTUAL PERFORMANCE SHOWCASE

This website is meant to be used as a resource for finding performers for library events. The Illinois Library Association and iREAD Summer Reading Programs do not explicitly recommend or endorse any of these performers.

Please contact iread@ila.org if you have any questions about this website or wish to be added to this website as a performer.

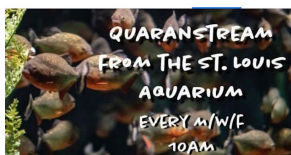


PRESENTERS

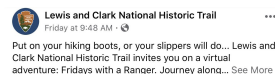
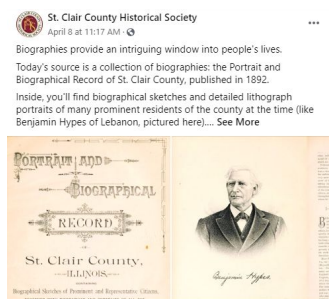
- Create, Share, Tag
 - Live Streams
 - Recorded Videos
- Examples:
 - Historical Societies
 - Parks & Recreation
 - St. Louis Astronomical Society
 - Illinois Department of Natural Resources
 - Zoo
 - Aquarium



WED, APR 15 AT 10:00 AM - 10:30 AM
STLZoom - A to Zoo: Learn the ASL Alphabet
 Saint Louis Zoo - St. Louis, MO



Live Quaranstream at the St. Louis Aquarium
 St. Louis Aquarium at Union Station - St. Louis, MO



YOUTH PROGRAMMING

- SCAVENGER HUNTS
- ACTIVITY SHEETS
 - BINGO, PASSPORT
- CRAFT BAGS/KITS
- VIRTUAL STORYTIMES
 - STORYTIME KITS
- LIBRARY TOURS →



YOUTH PROGRAMMING

VIRTUAL ESCAPE ROOMS

- [Amanda McKee Jones' List](#)
- [Teachers Pay Teachers](#)

VIRTUAL FIELD TRIPS

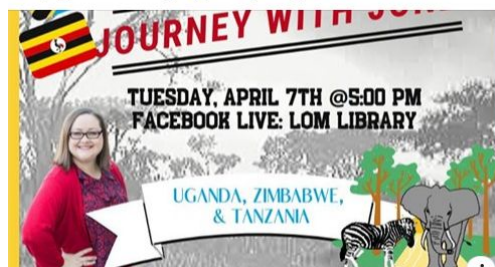
- Local Places in Town
 - Police|Fire Stations, Restaurants, Local Landmarks
- [Kid Activities Blog](#)
- [We Are the Mighty](#)
- [LOM Library](#)

NATURE CAMS

Amanda McKee Jones shared her first post.
 New Member · April 5 at 12:34 PM · 🌐

I created a Wakelet with several digital escape room options for anyone interested.
<https://wke.lt/w/s/0e-jli>

I also lead virtual field trips live on my library's FB page (LOM Library). My website has videos of previous trips, a Wakelet of virtual trip ideas, and links to presentations. Feel free to use! We are stronger together.
<https://www.lomlibrary.org/journey-with-jones.html>



YOUTH PROGRAMMING



Williamsburg Regional Library

Thursday at 2:00 PM · 🌐



It's time to put on your dancing shoes for a fabulous virtual dance party! YS Librarian Sara will bring the fun with a blend of action songs and free dance in a variety of styles.

All you need to bring for a great time is enthusiasm, but if you can scrounge up some shakers and and scarves, go for it. Visit the WRLibrary FB page on Saturday, 4/4, at 11 a.m. to join the fun.

You can also access the playlist at <http://ow.ly/D96F50z3Bwy>



In the small town of Randolph, Vermont (pop. 4,778) "for those seeking to stretch their legs, Kate Branstetter, outreach librarian, set up a scavenger hunt throughout the village. Participants find 16 different clues each bearing one letter, which spell out a secret message" What a great idea!

[#SocialDistanceWalk](#)

<https://www.ourherald.com/articles/wrv-libraries-continue-to-serve-residents/>

[Kimball Public Library America Walks](#) [New England Library Association](#) [Vermont Department of Libraries](#) [Vermont Library Association](#) [Association for Rural & Small Libraries \(ARSL\)](#)



Let's Move in Libraries

2 hrs · 🌐



"Library storytime is more than just reading a story; it includes dancing, singing and exploring. That's why children love it so much" - Veronica Defazio of Illinois's [Plainfield Public Library District](#). You can now experience the joy online!

[Illinois Library Association RAILS Active for Life ALSC - The Association for Library Service to Children](#)



PATCH.COM

Online Kits Bring Library Storytime Into Your Home

One of your neighbors posted in Kids & Family . Click thro...

YOUTH PROGRAMMING



Laois Libraries

March 27 at 7:04 AM · 🌐



The Library Teddy had some worry squirming in his tummy this morning because of all the things going on so we decided it was a good day to practice... See More



← Pick a mascot or character and show them doing all different activities at the library. This library has several different posts.



Hays Public Library

March 26 at 10:29 AM · 🌐



Participants can create an uplifting image or write a positive message on their sidewalk, snap a photo, post it, and nominate two friends. Stay safe and share some creativity and positivity in our community! [#HPLchalkchallenge](#)



PARTNERSHIPS

Click images for related articles & pages →

- Explore these potential partnerships:
 - Boys Scouts & Girl Scouts
 - Incorporate activities and goals in your SRP that will allow scouts can earn certain badges.
 - Comfort Dogs, Shelters, K-9 Units
 - Virtual Read-To-A-Dog Programs
 - Retirement Communities & Nursing Homes
 - Create a Pen Pal program encouraging youth to write to the residents
 - YMCA's, Yoga Studios, Nutritionists
 - Health & Wellness Virtual Classes
 - U of I Extension & 4H Programs



Online Learning with 4-H

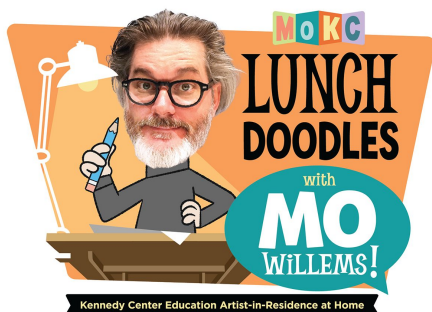
Join us on Facebook at 2:30 p.m. CT on the dates below for a hands-on, virtually guided 4-H activity!

Videos will be posted on LIVE at the following Facebook Page: [University of Illinois Extension Madison, Monroe, and St. Clair Unit](#)
Videos will also be shared to the Madison, Monroe, and St. Clair Facebook pages.

<ul style="list-style-type: none"> ● April 14-16: Healthy Cooking with Limited Items ● April 21-23: Life Skills ● April 28-30: Spread Kindness ● May 5-7: Forensic Science ● May 12-14: Explore the Outdoors ● May 19-21: College and Career Readiness ● May 26-28: Generosity 	<ul style="list-style-type: none"> ● April 17: Cloverleaf Friday! ● April 24: Cloverleaf Friday! ● May 1: Cloverleaf Friday! ● May 8: Cloverleaf Friday! ● May 15: Cloverleaf Friday! ● May 22: Cloverleaf Friday! ● May 29: Cloverleaf Friday!
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ILLINOIS Extension University of Illinois

FOLLOW AUTHORS|WRITERS|ILLUSTRATORS



[“The Big List of Children’s Authors Doing Online Read-Alouds & Activities”](#)
By: [WeAreTeachers.com](#)

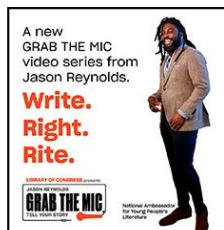


Jason Reynolds Connects with Young People at Home with Video Series

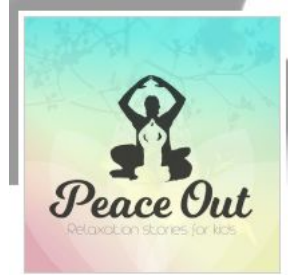
In his new role as National Ambassador for Young People's Literature, Jason Reynolds will connect directly with young people online during the coronavirus pandemic, in collaboration with the Library of Congress, the Children's Book Council and Every Child a Reader.

On April 14, Reynolds will debut his first initiative in support of his platform Grab the Mic: Tell Your Story—including a monthly newsletter for parents and educators focused on relevant topics of the day and a biweekly video series intended to inspire creativity in young people, titled “Write. Right. Rite.” Both will be hosted on Reynolds’ Grab the Mic Resource Guide at [guides.loc.gov/jason-reynolds/grab-the-mic](#).

[Click here for more information.](#)



PODCASTS KIDS & FAMILY



[“Banish Boredom with These 50 Fun Kids Listen Podcast Activities”](#)
[NPR’s List of Kids & Family Podcasts](#)
[The New York Times - “A Big List of Podcasts for Little Kids”](#)

“DIG DEEPER” INTO THE PAST

- Encourage SRP participants to use this time to “Dig Deeper” into the past (family, local, state, federal)
 - Encourage families to use this time to go through old photos and keepsakes
 - Organize, Label, Preserve
- Offer Genealogy Resources & Trainings
- [Share your COVID experiences and stories with the Illinois State Museum](#)
- Celebrate the Centennial of 19th Amendment
 - **Click image for more information**
- Provide a list of free historical resources
 - [Illinois Digital Archives](#), [Abraham Lincoln Presidential Library & Museum](#), and Local Historical Societies
- Volunteer Opportunity (adults)
 - Transcribing for the Smithsonian, Library of Congress, and Newberry



ADULT PROGRAMMING



Cary Area Public Library
Monday at 11:29 AM · 🌐

New Seed Library mail order! CAPL cardholders can request up to five varieties to be mailed to them. We don't want our seeds to linger and we want to encourage a safe, hopeful activity. Mailing will take place Thursdays each week, beginning April 9: <https://bit.ly/3aPkXqv>



In Kentucky "Beginning April 7 and continuing from 8 a.m. to noon every Tuesday and Thursday while supplies last, the library will place bags with a variety of seeds on a book cart outside the library's front entrance on Bethel Street."

<https://hoptownchronicle.org/during-coronavirus-closure-public-library-still-offering-free-garden-seed-packets>



"OLEAN, NY — The Olean Public Library and Canticle Farm have teamed up to host a podcast to introduce people to gardening while being stuck at home. "Ask a Farmer — Q&A" is scheduled to run every Sunday until April 19.

Hosted by Stephanie Beneng, a library assistant, and her guest, Mark Printz, who manages the farm, the podcast focuses on topics that introduce people to gardening and offers a chance to have their questions answered."



TAPINTO.NET

Olean Public Library Hosts 'Ask a Farmer' Q&A Podcasts on Sundays Through April 19

ADULT PROGRAMMING



Warren County Public Library
Monday at 5:00 PM · 🌐

We are so excited to share our newest online program in partnership with [Warren County Parks and Recreation Department](#)! #SilverStreaming is coming to you LIVE every week with FREE Fitness and Knowledge classes through our Facebook page! Please share with your friends and loved ones to help us get this message out!

This week's lineup:
- Tuesday, April 7th at 11:00am - CHAIR YOGA
- Thursday, April 9th at 11:00am - ZOOM TUTORIAL

#WCPLatHome #HealthyAtHome #TeamKentucky #TogetherKY



SILVER STREAMING

Tune in to WCPL and WCPR Facebook pages every Tuesday and Thursday for free LIVE classes!

Tuesday @ 11:00 AM:
Fitness

Thursday @ 11:00 AM:
Knowledge



Six Mile Regional Library District added an event.
13 hrs · 🌐

Join SMRLD via Zoom for our first Throw Back Thursday (TBT) Craft Night!

We'll provide instructions for a variety of throwback crafts using common household items such as:

Pasta
Toilet Paper Rolls
Old T-Shirts
Tin Foil
Baking Soda

Thursday, April 23rd
6:30 PM

THU, APR 23 AT 6:30 PM

Throw Back Thursday Craft Night
Granite City

☆ Interested

FREE APPS

LEARNING

- Starfall (PreK-1st)
- ABCya (early-mid elementary)
- Funbrain (PreK-8yr)
- Cool Math Games (13+)
- Fish School (2+)
- PBS Kids Games (2+)
- Phonics Ninja (4+)

FITNESS

- GoNoodle (kids)
- Fitness Blender (adults)
- Cosmic Kids Yoga (found on YouTube)
- SilverSneakers Go (seniors)
- MyFitnessPal
- Map My Run



FREE APPS

OUTDOOR ACTIVITIES

- Recreation.gov
- iNaturalist
- MO Outdoors



HIKING

- AllTrails
- Best Illinois Trails



GEOCACHING



BIRD WATCHING

- Audubon Bird Guide
- eBird - Cornell Lab of Ornithology



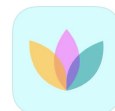
ASTRONOMY

- SkyView Lite
- Star Walk 2



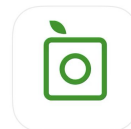
GARDENING

- From Seed to Spoon
- Gardenia



PLANTS

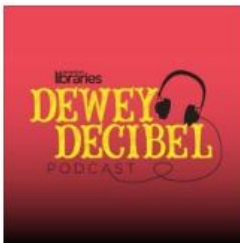
- PictureThis
- PlantSnap
- Illinois Wildflowers



NEEDING SOME INSPIRATION?!

- [Association for Library Service to Children \(ALSC\)](#)
- [Young Adult Library Services Association \(YALSA\)](#)
- Social Media
 - Recommended Pages & Groups
 - iREAD Program
 - Library Think Tank - #ALATT
 - Let's Move in Libraries
 - Libraries Step Up (in times of crisis)
 - Storytime Underground
 - Programming Librarians Interest Group
 - BeanStack User Group
- Pinterest
 - iREAD Program
 - Search **Boards** for "Librarians"

PODCASTS LIBRARIANS



["Podcasts of Interest" - By Circulating Ideas](#)

["18 Excellent Podcasts for Librarians"](#)

[The Wonderful World of Library Podcasts - By Librarian to Librarian](#)

RESOURCES

[NNLM HEALTH PROGRAMMING RESOURCE LIST](#)

[LIBRARIESANDAUTISM.ORG](#)

["DIGITAL MARKETING TACTICS TO DRIVE REGISTRATION AND ENGAGEMENT"](#) BY: ZOOBEAN

[TECHSOUP - RESOURCES FOR NONPROFITS](#)

QUESTIONS?!

THANK YOU!