



COUNTY OF WELLINGTON

COMMITTEE REPORT

To: Chair and Members of the Library Board
From: Danielle Drimmie, Information Services Librarian
Date: Wednesday, September 14, 2022
Subject: TD Summer Reading Club, 2022

Background: To provide the Library Board with a summary of the 2022 TD Summer Reading Club activities at Wellington County Library.

Summer Reading 2022:

Wellington County Library branches were busy with fun and learning this summer as we participated in the Canada-wide TD Summer Reading Club (TD SRC) as well as running our own Teen and Adult Summer Reading programmes. This was our first summer operating at pre-pandemic levels since 2019, as both 2021 and 2020 programmes were significantly impacted by pandemic restrictions.

TD SRC is a centralized programme that was developed to fill the learning gap for school-aged students. Summer Reading at Wellington County Library also includes preschoolers, teens, adults, and seniors. It draws in reluctant readers with fun activities, encourages lifelong reading, and generates interest in the library. Our aim this year was to re-engage patrons at their home branches and move away from system wide virtual programming of the past two summers. The ability for patrons to browse the library and attend in person programmes has reinvigorated staff and patrons, and had a visibly positive impact on Summer Reading participation.

Our Summer Reading Club launched on June 25 alongside the closing of the Wellington County Writers Festival at our outdoor event at the Hillsburgh library branch. At the event we promoted SRC for all ages, signed up participants and gave out swag bags with registration.

This year's incentive programme included grand prize baskets, beads and brag tags. Participants were asked to read one book to earn one ballot towards branch specific grand prize contest. In order to provide full accessibility to this programme, a "book read" could include any format including audio books, eBooks, or books read to them by another person. Weaker readers could also track their reading time, rather than the number of complete items.

TDSRC participants collected one bead for every book read, and one brag tag for every ten books read. The beads and brag tags were collected on cords that participants could use as bracelets or attach to their bags. These incentives were intended to encourage repeat visits to the branch throughout the summer and keep readers motivated.

Participation was very impressive this year, with 2,145 children ages zero to thirteen registering for our reading programme. Together they read an impressive 44,378 books.

Our Teen Summer Reading challenge for ages 13-19 years saw 241 teens read 1,033 books.

For the sixth year in a row we also offered an Adult Summer Reading challenge. This year we saw 594 patrons registered, collectively reading 3,495 books.

These participants total 2980 people, a number that represents huge increases over both 2021 and 2020 Summer Reading participation, and comes very close to meeting our 2019 total of 3203 participants. This bounce back in numbers is extremely encouraging and demonstrates that patrons are eager to take part in this programme at a pre-pandemic level. The number of books read exceeded even 2019 numbers with 48,991 total books being read across all age groups.

We were fortunate to have two summer students working with us over the course of Summer Reading Club. These two students worked out of our Fergus and Drayton branches. They provided support to library staff by handling SRC registration and reward tasks, preparing programme materials and assisting with activities.

Our guest performers were also very popular this year, with every branch hosting a special guest and drawing a crowd. Patrons enjoyed magicians, musical guests, animal visitors and more. In total we offered 192 Summer Reading themed programmes throughout July and August with 2636 patrons in attendance. These programmes were available to all age groups and encouraged skill building in literacy, STEAM, problem solving, imagination play and more.



Aboyne staff talks to a group of young patrons about Summer Reading Club



TD SRC programme at Erin Branch



A great turn out for special guest Party Safari at Fergus Branch



TD SRC programme at Drayton Branch

Recommendation:

That the report on the TD Summer Reading Club 2022 be received for information.

Respectfully submitted,

Danielle Drimmie

A handwritten signature in black ink that reads "Danielle Drimmie". The signature is written in a cursive, flowing style.

Information Services Librarian