

Summer Reading Program 2022: Oceans of Possibilities

READING

KIDS	# of Registrations	# of Completions	%	Minutes Logged
2022	428	226	52.80%	513,002
2021	373	221	59.25%	518,663
2020	225	64	47.41%	110,936
2019	493	196	40%	274,520

TWEENS	# of Registrations	# of Completions	%	Minutes Logged
2022	100	58	58.00%	211,494
2021	131	76	58.02%	261,190
2020	47	24	51.06%	83,509
2019	176	66	38%	209,291

TEENS	# of Registrations	# of Completions	%	Minutes Logged
2022	85	58	68.24%	270,508
2021	89	48	53.93%	354,027
2020	50	31	62%	170,670
2019	116	54	47%	194,539

ADULTS	# of Registrations	# of Completions	%	Minutes Logged
2022	256	147	57.42%	785,994
2021	219	89	40.64%	354,027
2020	141	71	50.35%	324,851
2019	319	117	37%	449,677

TOTAL	# of Registrations	# of Completions	%	Minutes Logged
2022	869	489	56.27%	1,780,998
2021	812	434	53.45%	1,334,723
2020	373	190	50.94%	689,966
2019	1104	433	39%	1,128,027

COMMUNITY ADVENTURE

	# of Registrations	# of Completions	%	Tasks Completed
2022	606	101	16.67%	2,588
2021	360	76	21.11%	1,818
2020	119	20	16.81%	880

COMPLETION PRIZES

	KIDS		TWEENS		TEENS		TOTAL YOUTH		ADULTS	
	Earned	Redeemed	Earned	Redeemed	Earned	Redeemed	Earned	Redeemed	Earned	Redeemed
2022	494	330	143	102	150	94	787	526	385	187
2021	306	227	189	110	129	65	624	402	197	91
2020	114	48	103	45	113	32	330	125	192	27
2019	193	180	134	123	97	94	424	397	250	195

PROGRAMS

	KIDS		TWEENS		TEENS		ADULTS	
	# of Programs	Attendance	# of Programs	Attendance	# of Programs	Attendance	# of Programs	Attendance
2022	26	1517	0	0	14	158	8	174
2021	34	1,214	0	0	18	153	9	62
2020	33	144	0	0	9	44	24	78
2019	60	2,663	2	22	10	79	2	11

Highlights

- **Kids:** City Friends Storytime with Recreation Manager Terry Moore and Storytime with a Cop were a big hit. LEGO Club in June and July, each had over 100 participants! Comedian and magician Oscar Muñoz's June performance at the Bastrop Convention Center had 358 people in attendance, which broke *his* audience record! The Tropical End of Summer Party had over 370 participants, and everyone left with big smiles on their faces—even if they didn't win a grand prize.
- **Teens:** Thirty teens participated in the Bermuda Triangle Escape Room! Multiple teens have shared that their goal in attending Teen Thursdays is to make friends and that they have been successful in that!
- **Adults:** Coffee with Catherine drew in record numbers this summer thanks to the variety and abundance of guest speakers including PanPastels®, local kid-trepreneurs Sisters 'N Goods, and others.
- **Patriotic Shoebox Parade:** The first Patriotic Shoebox Parade included partnering with local nonprofits—and an opportunity for kids and families to create their own shoebox-size float entry, too. Everyone's masterpieces blew visitors out of the water with the Bastrop Area Pickleball Association receiving the most votes. As the winner, they will receive a month of promotion on the library's channels including a newsletter cover story, Facebook posts, and more. This promotion is slated to happen in the fall, when it's a bit cooler and more people are apt to be interested in joining an outdoor group.

Partnerships/Collaborations:

- Lions Club – Noon
- Friends of the Bastrop Public Library
- Ladies of Charity Thrift Store
- Family Crisis Center
- Bastrop Pickleball
- Bastrop County Museum and Visitor Center
- Bastrop County Emergency Food Pantry
- Bastrop Recreation Center

- Bastrop Police Department
- Introduction to Pan Pastels®
- Portrait Sketching
- Sisters 'N Goods
- Dr. Allison Bumstead

GOALS

Library staff created goals when planning summer 2022 mindful that we would be hiring two new staff members in the late spring, including a programming associate. We wanted to provide high quality and high engagement programs that were manageable with the current staff without placing unreasonable expectations on new staff members. As such, we created external goals to meet with our patrons and internal goals to meet as a staff.

FOR PATRONS:

- **Engage** with patrons to build rapport and relationships in order to facilitate **positive patron experiences** from the moment visitors walk through the door
 - Outcomes demonstrating success:
 - The 56% completion rate happened because staff and volunteers engaged with readers and talked with them about what they were reading, encouraged them to keep logging minutes, and enthused with them on their reading accomplishments.
 - Teens, the most finicky of age groups, returned week after week for Teen Thursdays. The eight weeks of Teen Thursdays had an average attendance of 17, which is fantastic for this age group.
 - Catherine Lombardo scheduled a variety of programs to delight the Wednesday Coffee crowd. Her engagement with this group brought new people into the library as they learned from others and enjoyed getting to know one another. This group had an average of 22 people attending each week.
 - Positive comments received this summer:
 - "We just cannot thank you enough! We are continually amazed and impressed with all of you at our beautiful Bastrop library." – Kean H.
 - "Story time [sic] is wonderful 😊" -Sheena P.
 - "Thank you to all the volunteers and to the [Bastrop Public Library] staff. We had a great time [at the Opening Week mural]!" -Sherry H-M.
 - "I sure love having a personal shopper!" A comment received after Bethany Dietrich assisted a patron in finding an audiobook via the catalog and then walking the patron to the shelf to retrieve the item.
- Continue with the high **completion** rate
 - Outcomes demonstrating success:
 - This summer, 56.27% of participants reached their goal of logging 500 minutes! In comparison, in summer 2021, 53.45% of participants reached their goal.
 - Positive comments received this summer:
 - "We're registered! So excited!" – Inge W.

- “Already logging time over here!” -April L.
 - “Just registered! We’ve read Dr. Seuss and Zack’s Alligator.” -Judah R.
- Have a summer that gets programming back on track with the **community’s expectations** of library programs and services
 - Outcomes demonstrating success:
 - Attendance was through the roof, and participants had a great time!

	Total # of programs	Attendance	People per program
2022	64	2,988	59.83
2021	61	1,429	23.43
2020	66	266	4.03
2019	74	2,775	37.5
2018	92	3,317	36.05

- Positive comments received this summer:
 - “My kiddos had a blast [sic] thank you so much!” – Marcy M.
 - “I wanted to say a BIG CONGRATULATIONS on such a successful program [Magician and Comedian Oscar Muñoz] yesterday. The entertainer was top notch, the crowd was engaged and loving every minute and the Bastrop Library was shining!” -Kathy D.
 - “Enjoyed Story time [sic] with Luka at Bastrop Public Library. We also had fun looking at Shoe box [sic] floats.” -Danielle P.

FOR STAFF:

- Build on **teamwork** and **support one another**
 - Anecdotal evidence demonstrating success:
 - From Terry Carwell: “We empower one another, as staff, to ask questions. We don’t roll our eyes or say ‘that’s a dumb question’ or huff; we just respond with patience and grace. As the person who asks lots of questions, this is a great quality to have amongst coworkers!”
 - From Bethany Dietrich: “Cary (Kittrell) and I work closely together on creating the monthly newsletter. In July, I was going to be out for a wedding for a week during newsletter crunch time. When I reached out to Cary to help cover my while I was gone, she quickly agreed to help me out. Then, when Cary was out at the beginning of August, I returned the favor without a bat of the eye. Doing each other’s ‘parts’ of the newsletter, I think, reminded us of what the other has to do each month to get the newsletter out to our thousands of subscribers!”
 - Several staff members commended the set-up and tear-down plan for the Tropical End of Summer Party and Catherine Lombardo’s volunteer check-in procedure at the Party, both of which were instrumental in making the party run so smoothly!
- **Know what’s happening** in regard to programming, events, Beanstack, and summer reading logistics
 - Anecdotal evidence demonstrating success:

- Kat Durham created the Summer Reading binder this year, and she did a phenomenal job! More than one staff member complimented the work she did in creating a cohesive and easily search-able resource.
 - The Beanstack training and refresher that Bethany Dietrich led during the May Quarterly Staff Meeting helped everyone. Even staff who have worked with Beanstack for several years now finally feel comfortable using it!
 - The morning briefings during Opening Week gave everyone an idea of what was going on that day and what to promote for the following day or week. This information is very necessary for a positive patron engagement experience at the Circulation Desk.
- **Empower everyone** to use their best judgment when making decisions
 - Anecdotal evidence demonstrating success:
 - From Amie Cuvelier: “We had a young girl come up and report her minutes. After we got those in, she asked if she had enough to finish her 500 minutes. She was sitting at 470 minutes. I suggested she go read in the children's area for thirty minutes so we could get that last bit in and be done. She excitedly agreed and went off to read. She came back a little while later (I think it was ten to fifteen minutes, but I wasn't watching the clock) and asked if she had read long enough. I am pretty sure she had to head home since her ride had arrived. I told her yes, she had! I figured how hard she was trying should count, and we entered in those last thirty minutes. She was excited to have finished and was able to pick up her prize and enter into the drawing. It was a really nice moment.”
 - From Ronni Nunez: “When Bonnie (Pierson) went on vacation and left me in charge of the Shoebox Parade and the nonprofits aspect of it, I used my experience from the Open House graham cracker house voting to help me make decisions, but I just made them without worrying too much about it!”
 - From Bonnie Pierson: “Catherine Lombardo really gained confidence as she was given the freedom to plan and schedule programs for her Coffee with Catherine group. Prior to the summer, she was uncertain of her boundaries, but with a little guidance, she took charge and really made the program a success this summer.”

