

# Thinking “Outside the Box...”

## *2012 Adult Summer Reading Program*

### Tips & Lessons Learned



Linette Porter-Metler, Community Relations  
Public Library Of Mount Vernon & Knox County  
201 N. Mulberry Street, Mount Vernon, Ohio

# Background

- Who are we?
- Who am I?

Thank you for opportunity to share some of our “in” and “outside” the box thinking that contributed to our successful Adult Summer Reading Program.





# Results

“Dramatic” best describes  
our ASRP participation last year

- Distributed 350 ASRP Sign Up Packets with 95 percent return rate
- Received 1518 ASRP Entry Forms
- 615 ASRP Book Reviews Completed
- Hosted 14 ASRP Special Events
- Over 1000 participated in ASRP

# Confession

This was my first adult summer reading program and I was nervous...



# Biggest Lesson Learned:

If I can do it...*Anyone can do it!*



# My very first step...

I attended a webinar last year, just as you are today, to listen to “what worked, what didn’t” and to “borrow” ideas!



# In the Beginning...

- Listened to Circulation Staff, Adult Programming Team, Administration and anyone connected to the program in the past to gather more information.
- Front line staff had the **best** insight into the likes/dislikes of our patrons.



# What makes our patrons happy??

- The majority of patrons wanted a “set” adult summer reading program
- Some patrons wanted to sign up and receive adult summer reading program information at the beginning
- However, an equal amount wanted the freedom to NOT sign up for the program at the beginning, but still be welcome to attend ASRP events at will



# Re-creating the wheel...



After listening and researching options, we decided to use the Collaborative Summer Library Program, “Between the Covers.” Materials were modified, removed or added as needed. We will follow the same approach with the “Groundbreaking Reads” CSLP this summer.



 **BETWEEN THE COVERS** 



**2012 Adult Summer  
Reading Program**

**June 2 - July 28**

**Prizes, Programs & Fun!**

**Pick up your free registration kit  
beginning June 2**

Public Library of Mount Vernon & Knox County  
201 N. Mulberry Street, Mount Vernon  
740-392-BOOK [www.knox.net](http://www.knox.net)

The Between the Covers Adult Summer Reading Program included our weekly Brown Bag Chats, monthly Adult Book Discussions, monthly Movie Nights, and special event programming.

Program was scheduled for 8 weeks – kickoff was same as teen, children’s and branch libraries scheduled date but end date different.

Lesson Learned:

4-6 weeks maximum  
8 weeks too long

# To Sign Up or Not to Sign Up?

- Participants could sign up at front desk and receive a Between the Covers Activity Packet. First 100 also received book tote w/goodies.

---

*Items in 18-piece packet: Word games from CSLP, FOL Warehouse Scavenger Hunt, 2 prize drawing entries, book review forms, reading list, Between the Covers bookmark/schedule, etc.*

---

# Or... Not to Sign Up!

Participants could simply show up at Between the Cover programs or activities and were eligible for event door prizes and entry forms for weekly prizes.



# ★ BETWEEN THE COVERS ★



2012 Adult Summer Reading Program  
Activity Packet

*For additional copies of forms, please visit the main desk at:*

The Public Library of Mount Vernon & Knox County  
201 N. Mulberry Street, Mount Vernon, Ohio  
740-392-2665 Ext. 243      [www.knox.net](http://www.knox.net)

## Can't Sleep? Read a Book!



### ★ BETWEEN THE COVERS ★

2012 Adult Summer Reading Program  
Registration

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_



# BETWEEN THE COVERS

Registration not required, but the more activities and programs you participate in, the more chances you have to win a prize! Pick up your registration kit to get started or simply attend one of the programs below for a contest entry form. All programs are free and open to the public and will be held in lower level multimedia room unless specified. Turn in activity sheets and book review sheets for even more chances to win a weekly prize.

For questions, call 740-392-BOOK Ext. 243, email [communityrelations@knox.net](mailto:communityrelations@knox.net) or visit [www.knox.net](http://www.knox.net).

## June Adult SRP Activities

- Saturday, June 2: Adult Summer Reading Program Registration**  
First 100 to sign up receive free kit and bag!
- Wed, June 6: Tantalizing Tea - Noon**  
Speaker: Don Bovinett - Samples and More!
- Wed, June 13: You're the One that I Want- Noon**  
Visit with Cast of Grease! Mt Vernon Arts
- Tues, June 19: Adult Book Discussion - 7 PM**  
Bedtime Stories - Not Suitable for Children  
Speaker: Ted Dingler
- Wed, June 20: Writing Songs - Noon**  
Speaker: Sarah Goslee Reed
- Thurs, June 21: Where Stories Are Born:**  
An Evening with Author P.F Kluge - 7 PM
- Tues, June 26: Knox County Chamber of Commerce Business After Hours/Tour - 5 PM**
- Wed, June 27: Sounds of the Night - Noon**  
Speaker: Heather Doherty, BFEC
- Wed, June 27, Free Movie Night: "Real Steel"**  
(Rated PG 13) - 6:30 PM

## July Adult SRP Activities

- Wed, July 4: Holiday - Library Closed**
- Wed, July 11: Manifesting the Life of Your Dreams - Noon**  
Speaker: Author Freda M. Chaney, D.D.
- Thurs, July 12: Interpreting Dreams Class - 6:30 PM**
- Tues, July 17: Adult Book Discussion - 7 PM**  
Classic "Frankenstein," by Mary Shelley  
Speaker: Director John Chidester
- Wed, July 18: Living the Dream: Jerrie Mock- Noon**  
First Woman to Fly Around the World  
Speaker: Susan Reid (sister)
- Wed, July 25: Forget Counting Sheep - Noon**  
Sleep Disorders and You- KCH
- Wed, July 25, Free Movie Night: "The Artist" - 6:30 PM**  
(Rated PG-13), Music begins at 6 PM  
(Deadline for Grand Prize Drawing: July 28, 5 PM)



Public Library of Mount Vernon & Knox County

Adult Summer Reading Program

June 2 - July 28, 2012

This schedule was folded to hold a "Between the Covers" bookmark (ex. Scarlet above). Back page is example of back of bookmark sheet before folded.

**PUBLIC LIBRARY**  
- MOUNT VERNON -  
- KNOX COUNTY -

281 N. MULBERRY STREET  
MOUNT VERNON, OHIO 43050  
(740) 392-BOOK  
[WWW.KNOX.LIB](http://WWW.KNOX.LIB)

All Summer Reading Programs at the public libraries in Mount Vernon, Danville, Gambier and Fredericktown receive funding from the Friends of the Library and are made possible thanks to the support of our community.

Thank you!

**FRIENDS**  
OF THE PUBLIC LIBRARY  
OF MOUNT VERNON & KNOX COUNTY



**BETWEEN THE COVERS**

2012 Adult Summer Reading Program  
Prize Drawing Entry

Name: \_\_\_\_\_

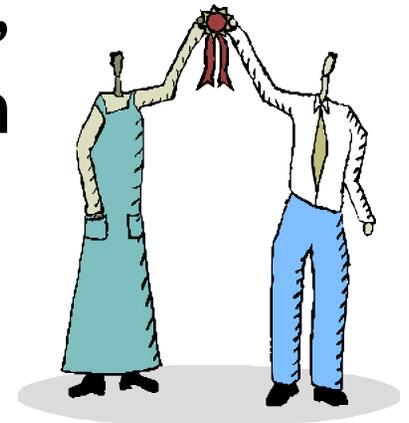
Best Way to Contact: \_\_\_\_\_

Open to Adults Over Age 18



# Circulation Staff – Key to Success

- Main floor circulation staff held a contest to see who could sign up the most participants.
- This good-natured competition brought excitement, enthusiasm, and camaraderie to the program and helped with marketing.



# PEOPLE OF ALL AGES:

- Love free “stuff”!
  - Initial sign-up packet, bookmarks, gadgets, and promotional items,
- Enjoy being challenged
  - Quiz sheets, Scavenger Hunt, Book Review Posts
- Love to win prizes
  - Prize cart at events, book discussion raffles, weekly prize giveaways and final grand prize drawings



# Prizes...prizes...prizes...

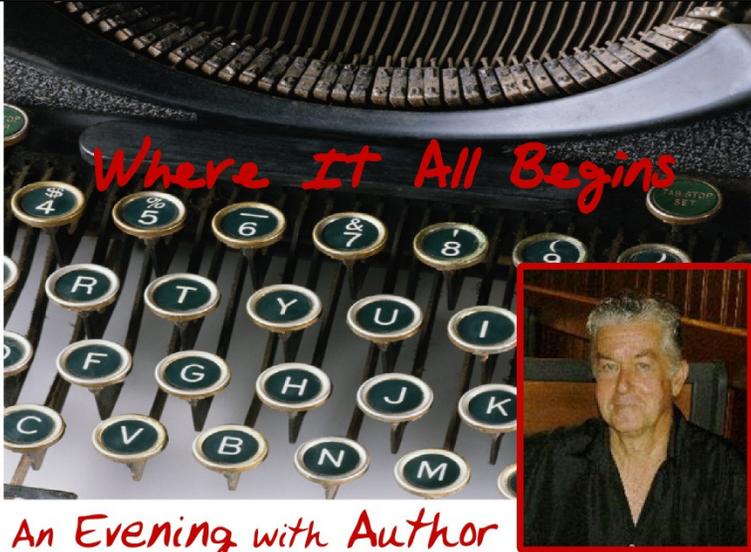


*Friendly's*





*Where It All Begins*



*An Evening with Author*

# P. F. Kluge

Join prolific writer, novelist, journalist and professor P. F. Kluge in a discussion about where stories come from and how he found the inspiration to write his latest critically acclaimed novel, "The Master Blaster," and nearly a dozen other books and hundreds of other stories in his illustrious career. Books will be available.

**THURSDAY JUNE 21 7:00** p.m.

 **PUBLIC LIBRARY OF MOUNT VERNON & KNOX COUNTY**  
 201 N. Mulberry Street Mount Vernon  
 www.knox.net Multimedia Room A/B 740.392.BOOK



**BETWEEN THE COVERS**

Special Events included guest authors, musical programs, group online dream interpretation class, a Behind the Scenes evening tour at the library and reception and a visit by the sister of the first woman to fly solo around the world.

Refreshments, prizes, background music and room décor were chosen to add to the program atmosphere.



**BROWN BAG CHAT**

**7 Days**

**Manifesting the Life You Want**

Join *Freda Chaney*,  
author, speaker and owner of Chaney Manor as she discusses techniques and tips to help people overcome stumbling blocks and create the life of their dreams through her latest book, "7 Days to Manifesting the Life You Want."

**WEDNESDAY**  
**JULY 11 @ 12 noon**

PUBLIC LIBRARY OF MOUNT VERNON & KNOX COUNTY  
201 N. Mulberry Street Mount Vernon  
www.knox.net Multimedia Room A/B 740.392.BOOK  
Bring a Sack Lunch - Beverages Provided - OPEN to the Public

**BETWEEN THE COVERS**

**FORGET COUNTING SHEEP,**



**SLEEP DISORDERS AND YOU**

Can't Remember when you had a good night's sleep "Between the Covers?" How much sleep does a person need to be healthy, happy and wise? What do you do if you need a sleep test? **Camalia Woods**, KCH Sleep Lab coordinator will answer questions and teach us a thing or two about the importance of sleep, why we should pay attention to our sleeping habits and what symptoms could signify an underlying problem.

**BROWN BAG CHAT** **WEDNESDAY**

**JULY 25 @ 12 NOON**

**PUBLIC LIBRARY OF MOUNT VERNON & KNOX COUNTY**  
201 N. Mulberry Street Mount Vernon  
www.knox.net Multimedia Room A/B (740) 392-BOOK  
Bring a Sack Lunch - Beverages Provided - Open to Public

**BETWEEN THE COVERS**

**the chamber**  
KNOX COUNTY CHAMBER OF COMMERCE

**After Hours**  
Behind the Scenes Library Tour

**TUESDAY JUNE 26 5 p.m.**

Tours of the newly renovated facility will be available.  
Be sure to join us! All are welcome to attend. Open to the public.

**PUBLIC LIBRARY OF MOUNT VERNON & KNOX COUNTY**  
201 N. Mulberry Street Mount Vernon, Ohio  
www.knox.net 740.392.BOOK

**BETWEEN THE COVERS**

**Mary Shelley's FRANKENSTEIN**

Library Executive Director **John Chidester** will lead this discussion into the horror classic. Take a look at the history behind the tale and why this story has remained a classic spine-tingler for so many years.

**ADULT BOOK DISCUSSION**

**TUESDAY JULY 17 7:00 p.m.**

**PUBLIC LIBRARY OF MOUNT VERNON & KNOX COUNTY**  
201 N. MULBERRY STREET MOUNT VERNON  
www.knox.net (740) 392-BOOK

Copies of the books may be checked out of the Library,  
or purchased at Colonial Book Shop or Paragraphs Bookstore.

**BETWEEN THE COVERS**



# Sarah Goslee Reed

## Recipe for a Song

How do you make a song? Singer/Songwriter Sarah Goslee Reed has her own recipe for success—Slowly simmer ideas, sounds, words and rhymes with a potful of notes for a while; add large pinch of images and a story, continue to simmer until a song emerges! Join us as Sarah gives tips and answers questions on how to get a song out of your heart and onto the page.



PUBLIC LIBRARY OF MOUNT VERNON & KNOX COUNTY  
201 North Mulberry Street Mount Vernon  
www.knox.net 740.392.BOOK  
Bring a Sack Lunch - Beverages Provided - OPEN to the Public

**WEDNESDAY JUNE 20 @ 12 NOON**

BETWEEN THE COVERS



## BROWN ENVIRONMENTAL CENTER

**BROWN BAG CHAT WEDNESDAY**

# JUNE 27 @ 12 NOON

### THINGS that GO BUMP in the NIGHT: NIGHT SOUNDS

Heather Doherty from the Brown Family Environmental Center will take us through a fascinating journey to enjoy and identify "Night Sounds." Wildlife, insects and other night creatures can make an evening hike enjoyable and a learning experience for all ages.



PUBLIC LIBRARY OF MOUNT VERNON & KNOX COUNTY  
201 N. Mulberry Street Mount Vernon  
www.knox.net 740.392.BOOK  
Multimedia Room A/B  
Bring a Sack Lunch - Beverages Provided - OPEN to the Public

BETWEEN THE COVERS

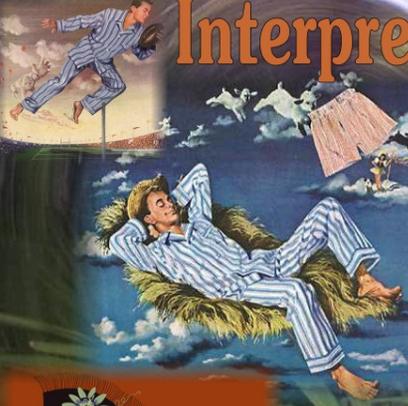
# Interpreting Dreams

## Interactive Class

Why do we dream? Do dreams give messages or are they simply flashes of our subconscious? How do we interpret dreams? Join us for an interactive multimedia online class and find out!

# Thursday JULY 12 @ 6:30 p.m.

PUBLIC LIBRARY OF MOUNT VERNON & KNOX COUNTY  
201 N. Mulberry Street Mount Vernon  
www.knox.net 740.392.BOOK  
Multimedia Room A/B  
FREE Class OPEN to the PUBLIC



BETWEEN THE COVERS



**BROWN BAG CHAT @ 12 NOON**  
**JUNE 13**  
**WEDNESDAY** Multimedia Room A/B

*You're the One that I Want!*

Members of the Mount Vernon Arts Cast of "Grease" will entertain us and answer questions about their upcoming performance.

PUBLIC LIBRARY OF MOUNT VERNON & KNOX COUNTY  
 201 N. Mulberry Street www.knox.net  
 740.392.BOOK

Bring a Sack Lunch - Beverages Provided - Open to the Public



**Bedtime Stories**  
**NOT Suitable for Children**

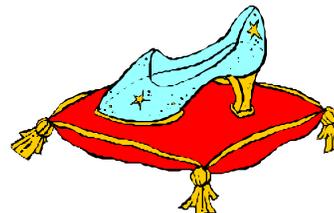
**BETWEEN THE COVERS**

With the popularity of hit TV shows like "Grimm" and "Once Upon A Time," and movies, do we really know the origin of fairy tales? Now's your chance to read from the originals as **Ted Dingle** leads a discussion into these tales not originally written for children.

**ADULT BOOK DISCUSSION**  
**TUESDAY JUNE 19 7:00 p.m.**

PUBLIC LIBRARY OF MOUNT VERNON & KNOX COUNTY  
 201 N. MULBERRY STREET MOUNT VERNON  
 www.knox.net 740.392.BOOK

Copies of the books may be checked out of the Library, or purchased at Colonial Book Shop or Paragraphs Bookstore.



**Living the Dream:**

**Jerry Mock, First Woman**  
**to Fly Solo Around the World**

As a child, Jerrie Mock had three childhood dreams - to ride a camel across the Sahara Desert, to ride an elephant in the jungle, and to fly around the world. She fulfilled two of her three dreams. Join us as someone who knows her best tells the story of how her sister set a world record, and how she never let the stereotypes set for women stand in the way of making her dreams come true. Native of Newark, Ohio

**BROWN BAG CHAT WEDNESDAY**  
**JULY 18 @ 12 NOON**

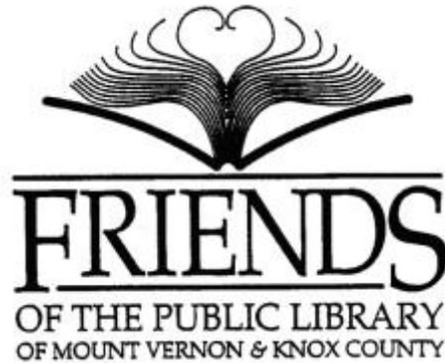
PUBLIC LIBRARY OF MOUNT VERNON & KNOX COUNTY  
 201 N. Mulberry Street Mount Vernon  
 www.knox.net Multimedia Room A/B (740) 392-BOOK  
 Bring a Sack Lunch - Beverages Provided - Open to Public

**BETWEEN THE COVERS**



Guest Speakers Signed two copies of poster –  
One as Prize, One to Save

# Collaborations



- Friends of the Library provided financial support, free annual membership for all registered participants, prizes and collaborated on book store scavenger hunt.

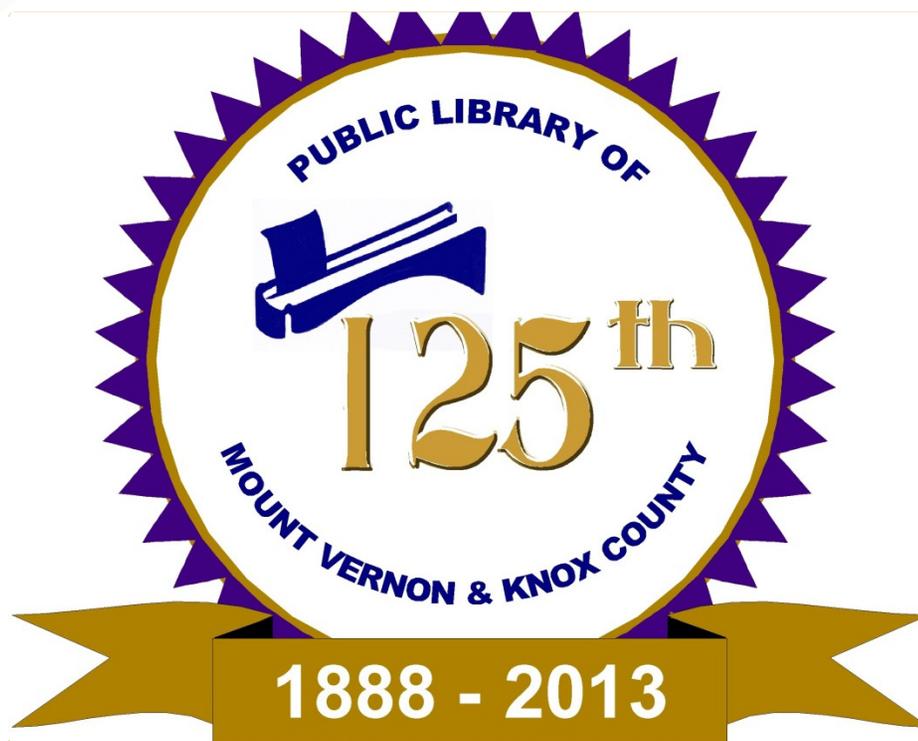
## Other Collaborators Included:



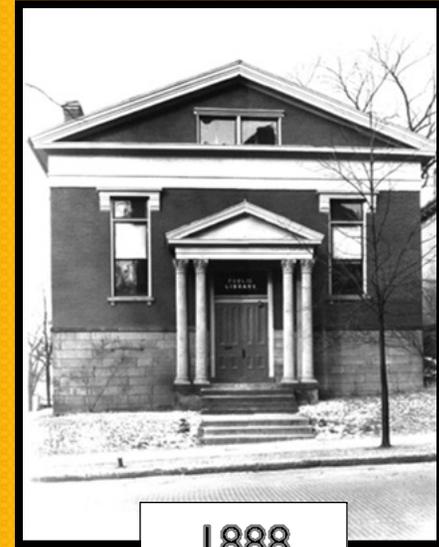
# Top Tips:

- Brainstorming can be FUN!!
- Change is NOT a four-letter word
- Don't be afraid to try...always next year!
- Stay flexible – surprises are often blessings in disguise!

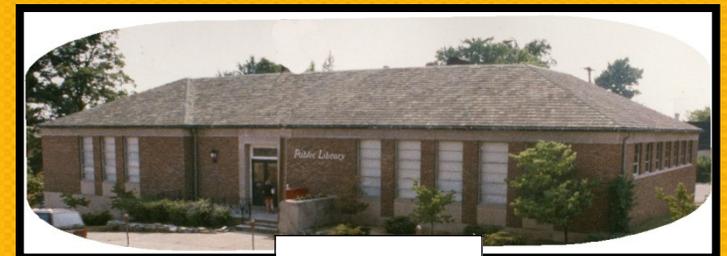




*Come Celebrate With Us!*



1888



1951



Current

# Thank You!

## Any Questions?



Linette Porter-Metler, Community Relations  
Public Library Of Mount Vernon & Knox County  
201 N. Mulberry Street, Mount Vernon, Ohio