

Summer Loving: Teen SRP and Its Partnerships

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Why Change SRP? Our Story

- We had wanted to have more autonomy over what our SRC looked like and tailor it for our community.
- We decided to break from our traditional library partnerships and try to create our own SRC program.
- Feedback from community that they mostly wanted less trinkets (but some still wanted a physical item for completing), more experience-based SRC.

Our Solution
Columbus
Clippers
Baseball
Team!



Luckily, they were keen to partner.

- Clippers (and their mascot, Krash) came on SRC visits with us and sent baseball players out for programs that were baseball specific.
- They also supplied us lower price tickets for three summer games to serve as our final prize (hold that thought...).



The Format

- First prize: small useful prize (puzzle erasers, flashlight, keychain, pencil)
 - Tried to keep with theme and what would not be considered junk



Second Prize

BUY ONE BOOK, GET ONE FREE
AT THE FRIENDS FOUNDATION BOOK SALE
JULY 19-21, 2013 | OLD WORTHINGTON LIBRARY MEETING ROOM

WORTHINGTON LIBRARIES
SUMMER READING LEAGUE

20% OFF ALL MERCHANDISE
EXPIRES AUGUST 31, 2013

california coffee roasters
SWEET REWARD
FREE DESSERT WITH A MEAL PURCHASE

Worthington PARKS & RECREATION
\$3 CHILD DAY PASS
REDUCED ADMISSION to the COMMUNITY CENTER

FREE INDIVIDUAL, 7" T-TOPPING PIZZA

BARBEQUE
\$3 OFF 1/2 LB. SANDWICH PLATER

FREE BOOKMARK YOUR CHOICE

10% OFF ART OR DANCE CLASSES

\$3 off public skate admission or free skate rental

DQ FREE SMALL CONE

FREE ADMISSION & SKATE RENTAL

\$2 OFF Our fresh made-to-order BREAKFAST, BRUNCH or LUNCH!

cmA columbus museum of art
FREE FAMILY ADMISSION

Half Off One Child's Admission

Worthington POOLS
\$3 OFF ONE REGULAR DAILY GATE FEE

MAGIC MOUNTAIN
BUY ONE ATTRACTION, GET ANOTHER OF EQUAL OR LESSER VALUE FREE

2013 Prize Coupons ★ worthingtonlibraries.org/SRL

- Second prize: coupon sheet-completely community partnerships-one of biggest roles community partners played.
 - Patrons liked being able to frequent local businesses and check them out with less of a monetary investment to try.

Final prize: tickets to a Columbus Clippers game



- Patrons could choose from one of three games that were WPL games (we bought up whole sections of these games based on our previous year's completion numbers).
- They got one ticket for every kid or teen of their family who completed SRC with one adult per kid to accompany. Two adults were the maximum.
- Clippers allowed everyone from the program to come early and walk on the track around the baseball field before the game (adults loved this even more than kids).
- Everyone who completed was also put into a raffle to throw out the opening pitch. We picked one winner from each age group: babies, kids, and teens.

Even MOAR SRP Partnerships!

- Volunteered thank you party: local restaurant donated food, Worthington Recreation Center hosted (pool party! Basketball courts! Gaming! Button making!).
- Pro Tip: Give a framed certificate to businesses/organizations that indicate they support the library & their summer reading program.



Making SRP Teen Friendly



- Consider a different prize—even if only one prize differs, teens like to be in exclusive clubs their little brothers and sisters can't.
- If you have a few ideas and don't know which one they'd like the best, **ask your teens**—through social media, your TAB, or just your regulars. Then TELL THEM (and remember, a picture's worth a thousand words) when you buy the prizes.
- Big time buy-in.

Making SRP Teen Friendly

- Promote something just for them-offer to dye your hair crazy, let them pie you in the face, host a special program/ event just for them if they get their friends to join or if a certain number of them complete.
- Remember: you'll cry less if you don't make it a numbers game. Make it about quality, not quantity. The stories will be priceless (and you can bring those back to your admin no problem).



Making SRP Teen Friendly



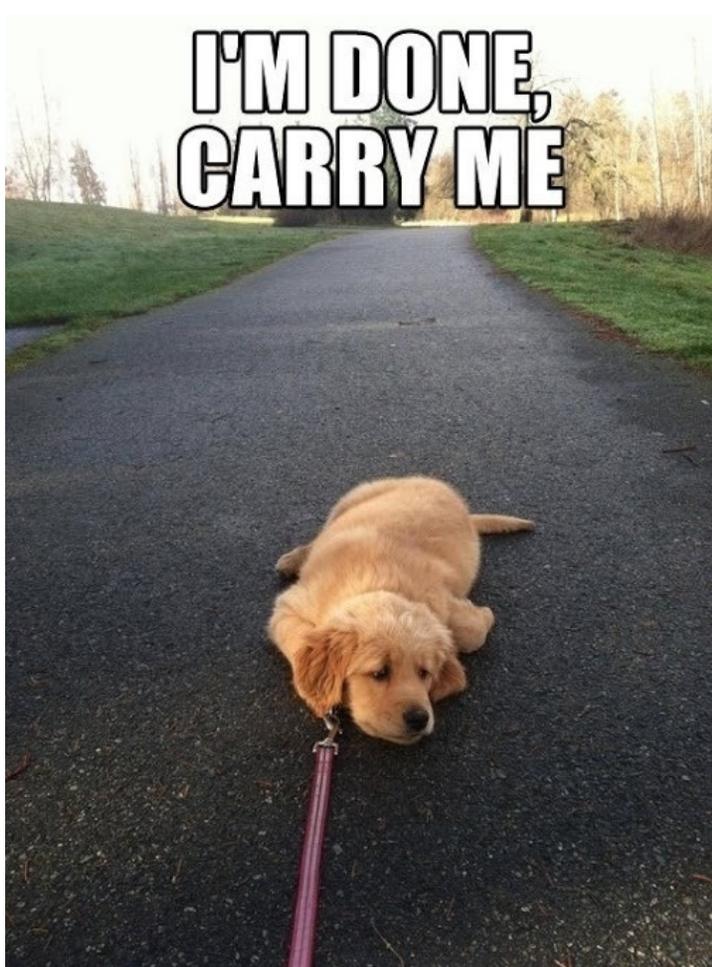
- Communicate **a lot** with your YS people. The Clippers program emerged as a program that read as cool for kids and teens because we tweaked and talked about different ways to go about things so much.
- Evaluate volunteer program and training afterward-give the teens input and see what they'd like to see in the future!
 - We sent out volunteer orientation evaluations to our volunteers with prepaid envelopes to get them back.
 - You could certainly do it differently though-make them fill it out before they get a final hour certificate, email it, pin it to a timesheet, or however else you usually communicate with your teens.

What's Next or More Ideas for Perusal

- Pool partnership!
- Adding giveaways throughout the program. We've done a big prize raffle before, but this year, we're focusing more on completions. It encourages reading and visiting the library often.
- Let more experiences count towards getting to reading goal (writing a review for a book they love for a teen Facebook post (or Tumblr!), tagging us in an Instagram picture, art for the teen room, etc.),
- Online badges and online tracking for mobile devices and home computers (with an analog version for those who prefer).
- Online timesheets for volunteers to track hours.



Thank You!



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