



## Appleton Public Library

Survey Results and Community Implications

### Report Information

Topic: Summer Reading

Program:

2017 Summer Library Program - Children and Teens

Date Range: 05/31/2017 to 09/01/2017

### Overview

Wherever public libraries are working, possibility lives. People who work in public libraries know that library services open new opportunities for anyone who enters – putting people on the path to literacy, technological know-how, or a better job. Libraries see evidence of this every day – what they are often missing is the data to support it. Measuring outcome data helps libraries demonstrate the good they are doing and the value their impact is having in the community. For example, the Project Outcome: Year in Review 2016 Annual Report sites that nearly 80% of library users surveyed report that library programs and services have had some kind of positive impact on their lives in the last year, with a majority of patrons reporting that the educational aspect of these programs and services is what they like most. And these patron benefits are in high demand. Patrons most commonly suggested improvement for the library is new, more, or more frequent classes and programs.<sup>1</sup>

### Appleton Public Library Survey Work

Appleton Public Library conducted follow-up surveys to program participants to collect data and insights about how their summer reading services and programs are supporting community needs. Appleton Public Library surveyed patrons using the Project Outcome Summer Reading Teen/Child Survey, which measures the impact of services designed to provide continuous reading and learning opportunities for children and teens between school breaks to limit learning gaps. A total of **54** survey responses were collected.

### Results

A total of **54** survey responses were collected. Of the percentage of children or teens surveyed who either **agreed or strongly agreed** that they benefited from the service or program:



**85%** learned something new from what they read or experienced



**84%** read more often



**81%** enjoy reading more



**87%** want to use the library more often

The full results of the survey(s) are shown below.

AVERAGES: Ranges from 1.0-5.0

SCORING: ■ Strongly Disagree ■ Disagree ■ Neither ■ Agree ■ Strongly Agree

#### Filtered Average

#### Library



Knowledge

Library



Confidence

Library



Application / New Skills

Library

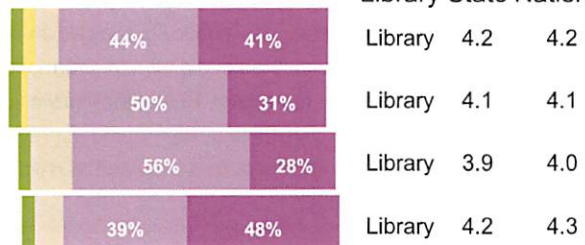


Awareness of Resources

Library

#### Topic/Outcome Averages

#### Library State National



A total of **54** survey responses were collected across **1** surveys. The list of programs surveyed are shown in the table below.

Program Name	Survey Name	Attendance	Response Rate
2017 Summer Library Program - Children and Teens - 6/1/2017	2017 Summer Library Program - Children and Teens - 06/01/2017	0	N/A

### Additional Survey Information

The library also asked the following questions:

- What did you like most about the program/service?
- What could the library do to help you continue to learn more?
- What is your age?
- What did you think of our simpler instructions for teens and log sheet for kids?
- For the Teen SLP this year we used snacks and treats as prizes. What did you think?

### About the Surveys

The Project Outcome surveys were developed by the Public Library Association's Performance Measurement Task Force, which is comprised of a diverse group of public and state library leaders, consultants, data researchers and analysts. The surveys are designed to help libraries measure the outcomes of programs and services and the impact they have on patrons. The results are intended to show a direction of change, not rigorous statistical proof of change. To learn more about Project Outcome, visit [www.projectoutcome.org](http://www.projectoutcome.org) (<https://www.projectoutcome.org>).

### Implications for Community Impact

Summer reading programs are an essential public library service that benefits a range of patrons from children, teens and adults. Public libraries intend summer reading programs to be engaging and fun while providing structure that supports ongoing learning opportunities for adults and protects against literacy backsliding for children out of school.

- Summer reading programs are particularly important for children transitioning from "learning to read" to "reading to learn" education levels. According to a three-year study by Dominican University's Graduate School of Library and Information Studies, students who participate in their local library's summer reading program significantly improve their reading skills.<sup>ii</sup>
- Children who participate in summer reading programs end up ahead of those who don't. The Lexile Framework provides a way to match a reader with an appropriate text within their reading level. Research shows that there is a 52 Lexile point gain for children who participate in summer reading programs.<sup>iii</sup> Summer reading programs reduce summer learning loss. Instead of losing knowledge and skills during the summer months, kids who attend summer reading programs actually show gains.
- Summer reading programs improve more than reading skills. In the Dominican University study, teachers report that children who participate in summer reading programs return to school with a more positive attitude about reading and higher level of confidence in the classroom, read beyond what is required, and perceive reading as important.<sup>iv</sup>
- Most people in the United States view public libraries as an integral part of the education system by providing resources to everyone, while also being advocates of digital and information literacy. A recent report produced by the Pew Research Institute found that those over the age of 15 feel that public libraries have an important role in fulfilling the educational needs of the community they serve. Specifically, 85% of the surveyed population feel that public libraries need to coordinate with schools in literacy programs and resources provided to children. In addition, 78% feel libraries adequately encourage literacy and an enthusiasm for reading.<sup>v</sup>



Topic: Summer Reading

Survey Type: Teen/Child | Report Created On: 9/11/2017

project **OUTCOME**  
MEASURING THE TRUE IMPACT  
OF PUBLIC LIBRARIES