



TD Summer Reading Club

2020 Online Program

Developed by
Développé par



In partnership with
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THE
READY
COMMITMENT
LA
PROMESSE
PRÊTS À AGIR

March 1, 2020

- 5 million pieces of TDSRC print materials printed and getting ready to be distributed
- Library Awards events being planned in Winnipeg and Montreal
- Get Your Summer Read On! Days being planned for three official locations across the country
- 2200 libraries across Canada getting ready to launch the TDSRC

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March 15, 2020

- WHO declares Global pandemic
- Canada closes its international borders
- Canada starts to go into lockdowns
- Schools, daycare centres, everything starts to close
- Employees told to work from home

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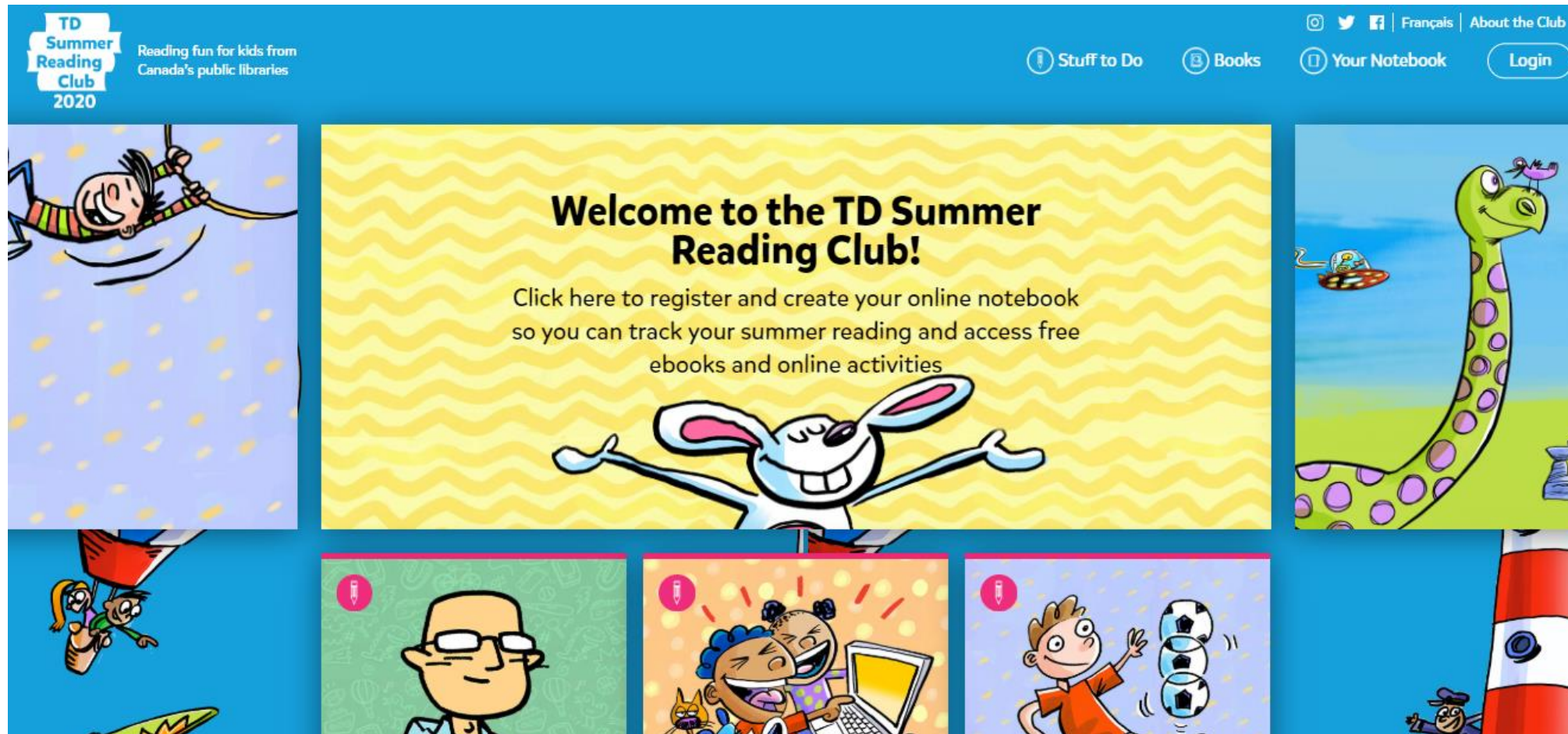
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TD Summer Reading Club – Kids' Site



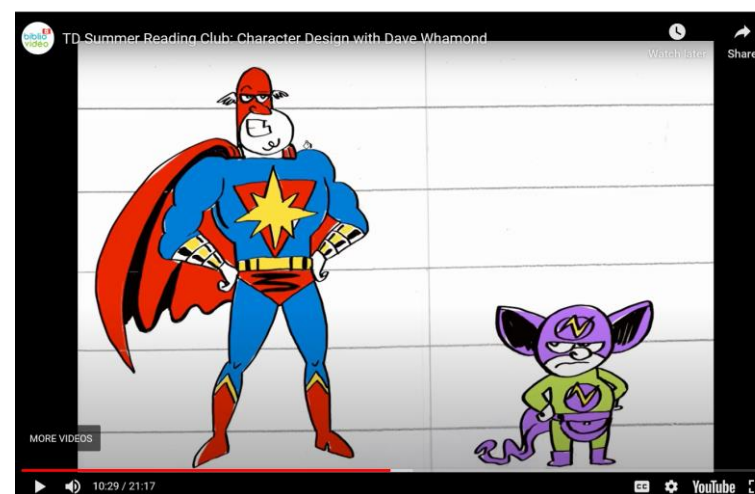
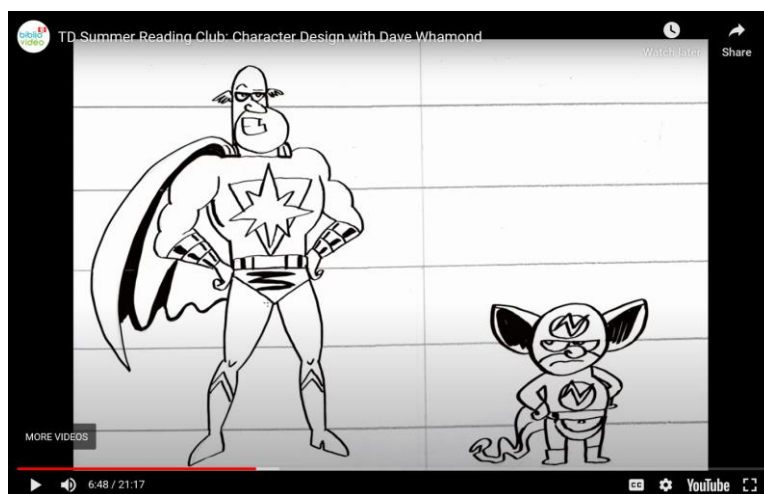
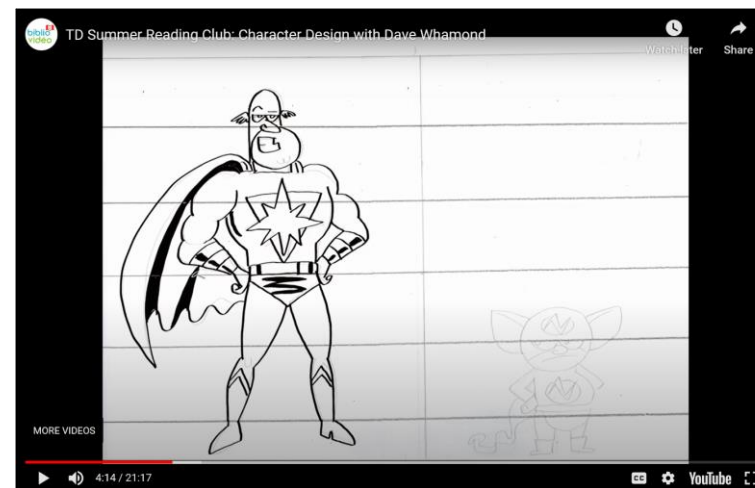
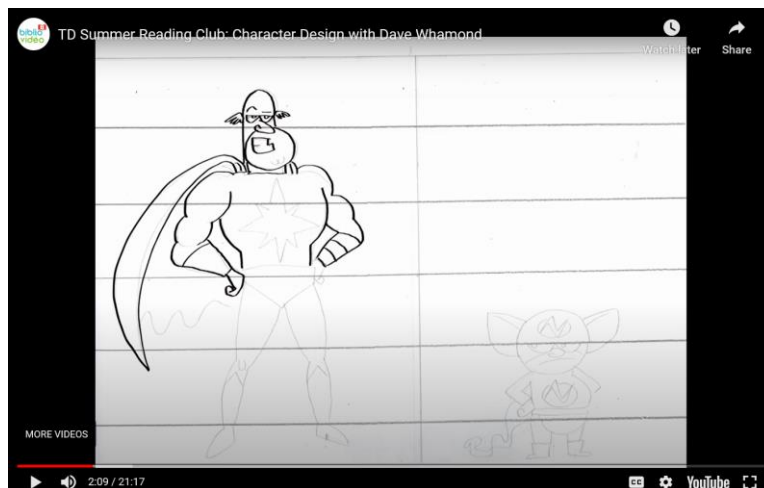
Kids Website - Returning Features

- ✓ eBooks
- ✓ Book finder quiz
- ✓ Jokes
- ✓ Book reviews and recommendations
- ✓ Trivia questions
- ✓ Story Starters
- ✓ Coloring sheets
- ✓ Silly Stories
- ✓ Web Comic (including accessible audio version)

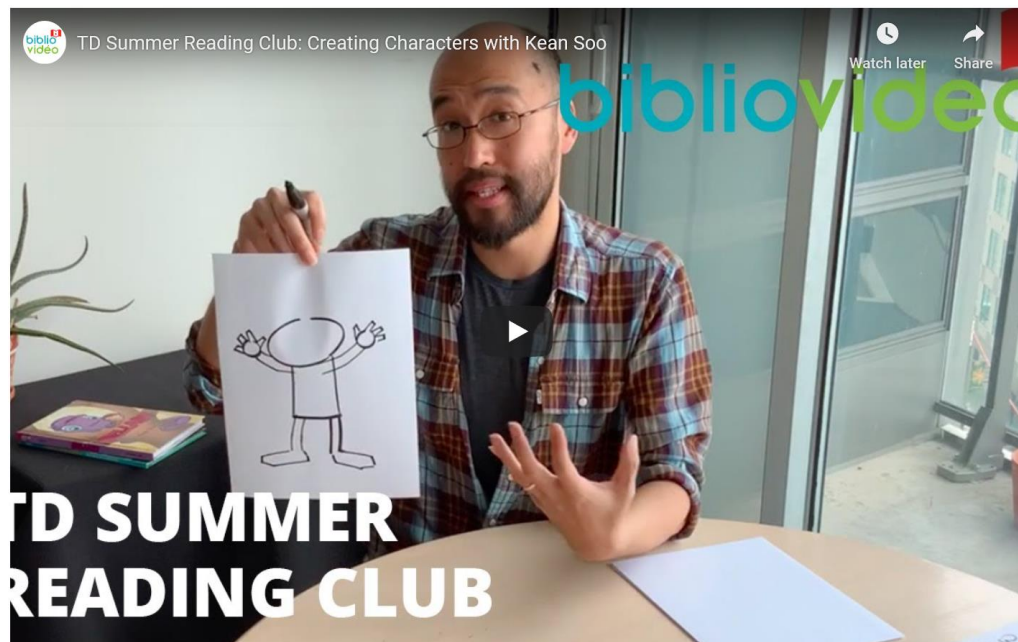
New initiatives for 2020

- ✓ Moved 6 illustrator workshops online
- ✓ Moved 12 Comic book author workshops online
- ✓ Invited 10 authors to do online storytime programs
- ✓ Introduced the Battle of the books
- ✓ Made almost 50% of Recommended Reads titles available online as eBooks without restrictions
- ✓ Increased online social media presence
- ✓ Started a chalk drawing challenge on social media
- ✓ Increased Library staff support and communication
- ✓ Offered staff webinars through SOLS ad ABPQ
- ✓ Created promotional videos
- ✓ Reported on kids' site registrations at a local level

Illustrator Workshops



Web Comic Author/Illustrator Workshops



We invited 10 authors to host storytimes

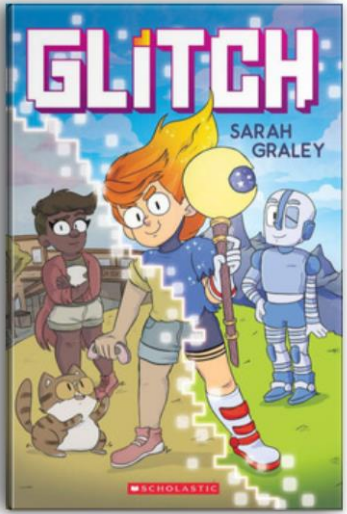
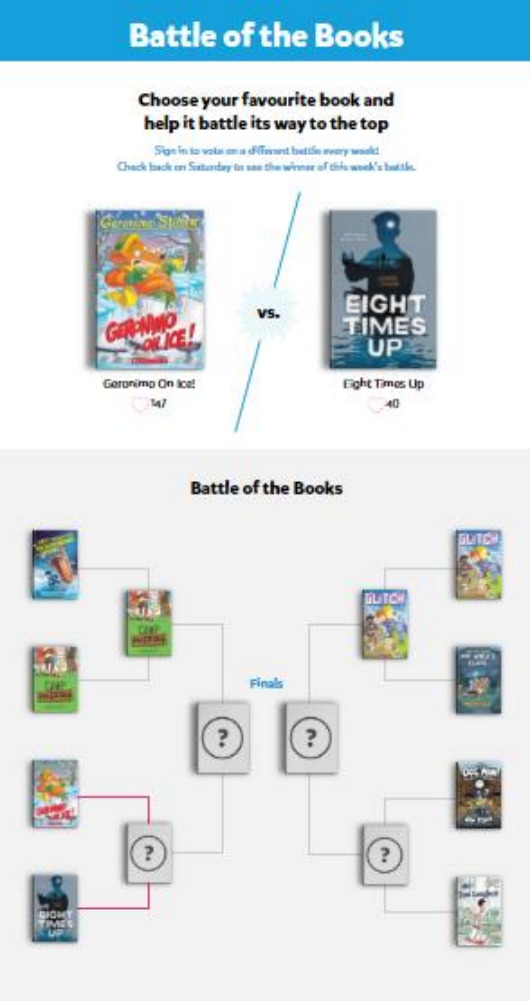
Ashley Spires



Valérie Fontaine



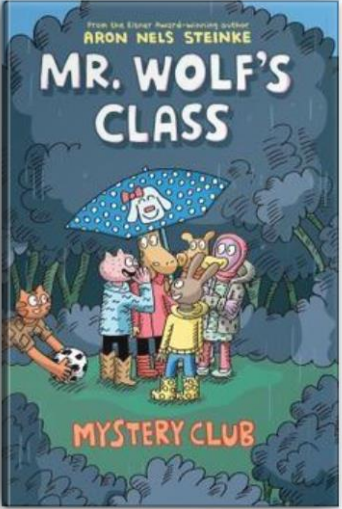
The Battle of the Books



Glitch

♡ 265

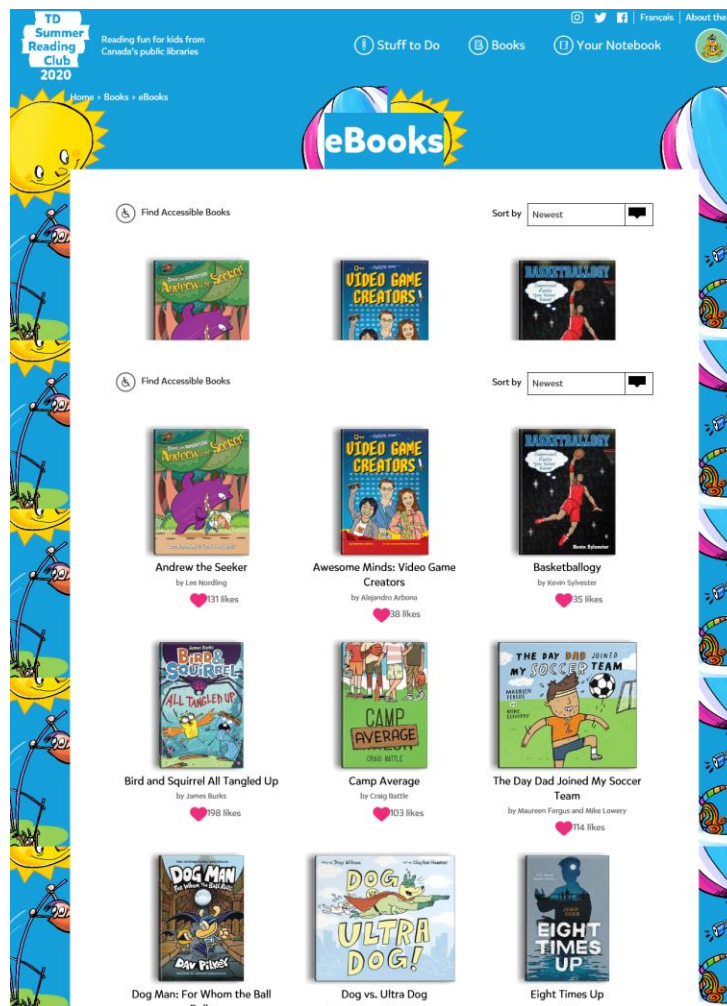
vs.



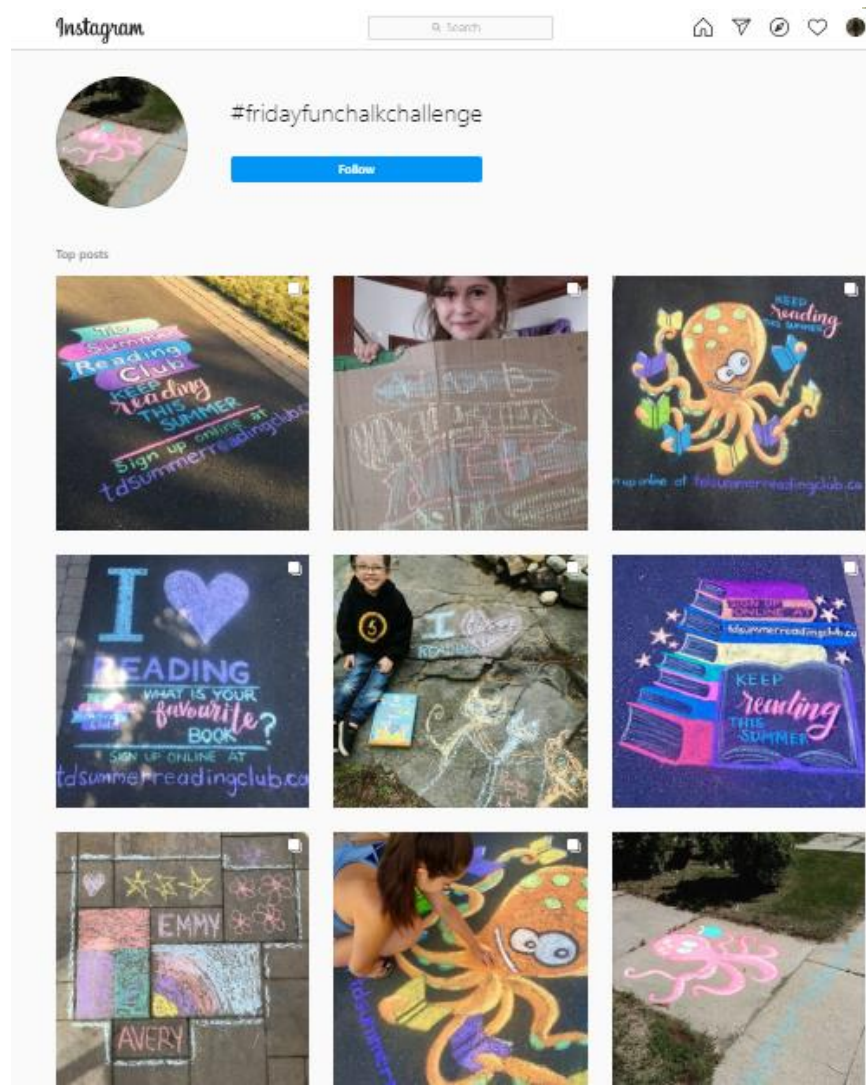
Mr. Wolf's Class:
Mystery Club

♡ 129

eBooks

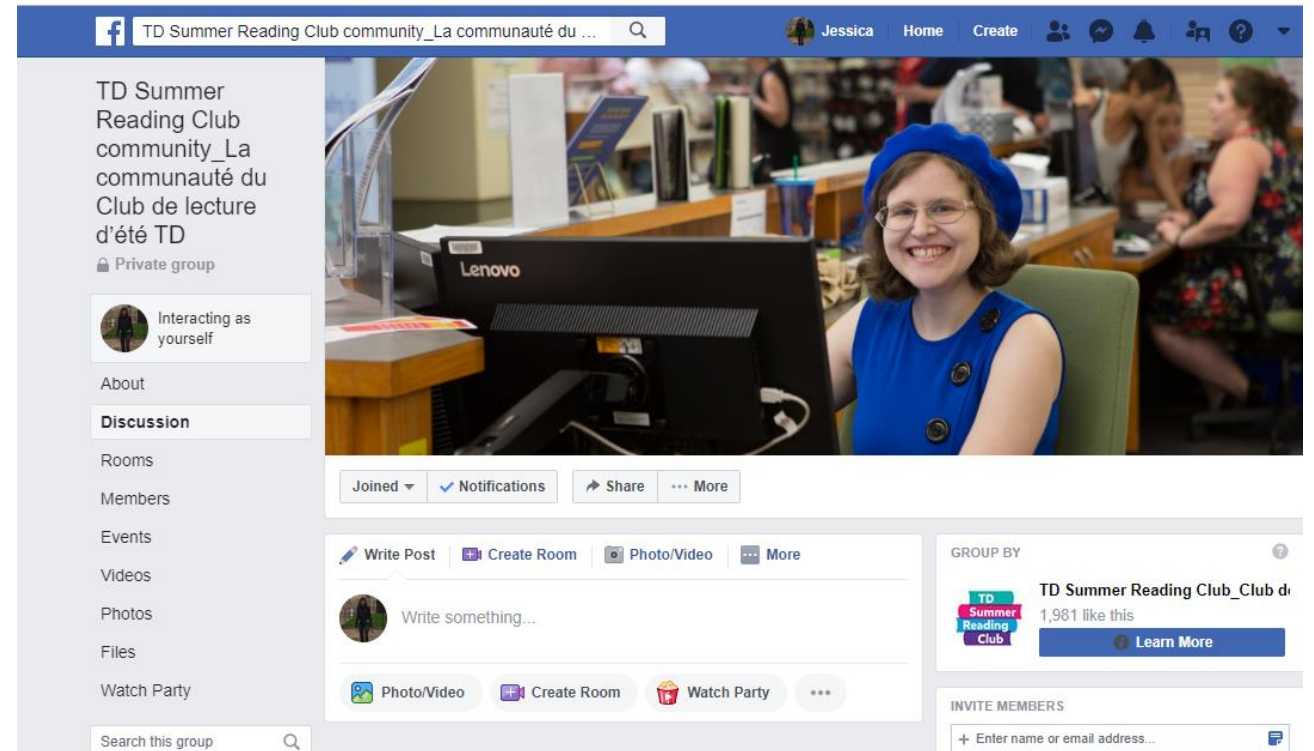


Increased Social Media Presence and Friday Fun Chalk Challenge

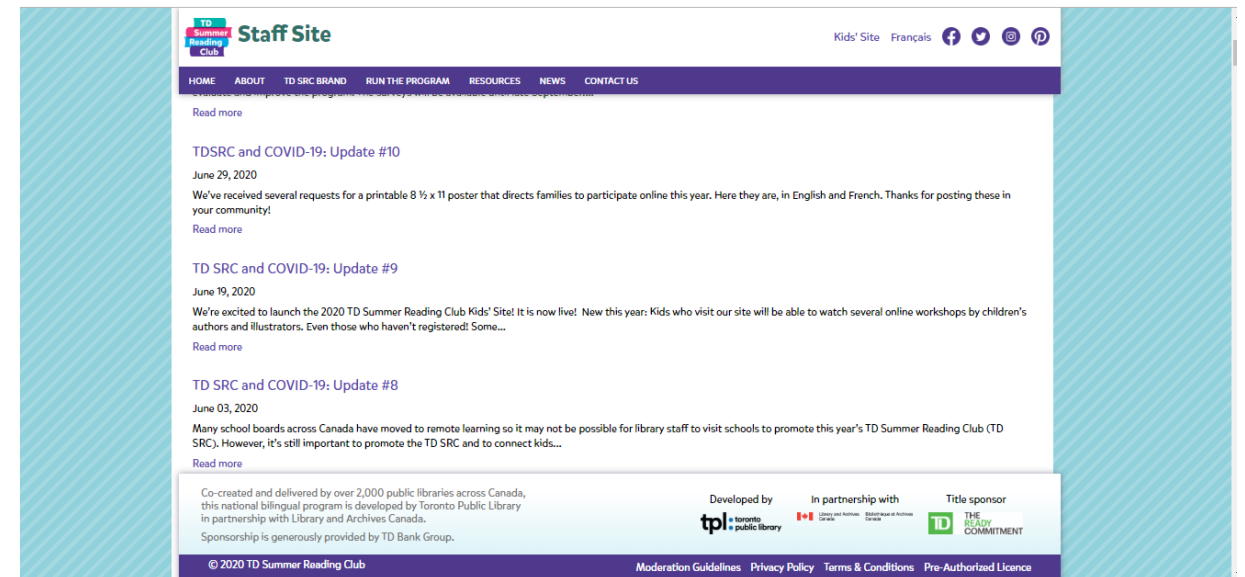


Library Staff Support

- Created staff Facebook group
- Gathered feedback through networks
- Offered webinars

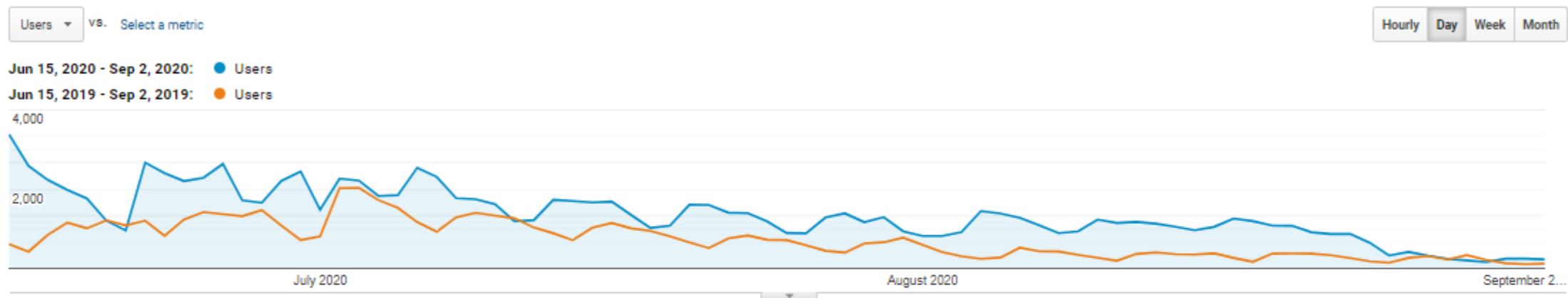


- Offered weekly and bi-monthly blog posts with program status updates
- Created a communication roadmap
- Hosted moderated discussions on our new Facebook group



Kids' Site Analytics – English

Audience Overview June 15 – September 2



Users
107.60%
79,673 vs 38,378

New Users
115.58%
77,881 vs 36,126

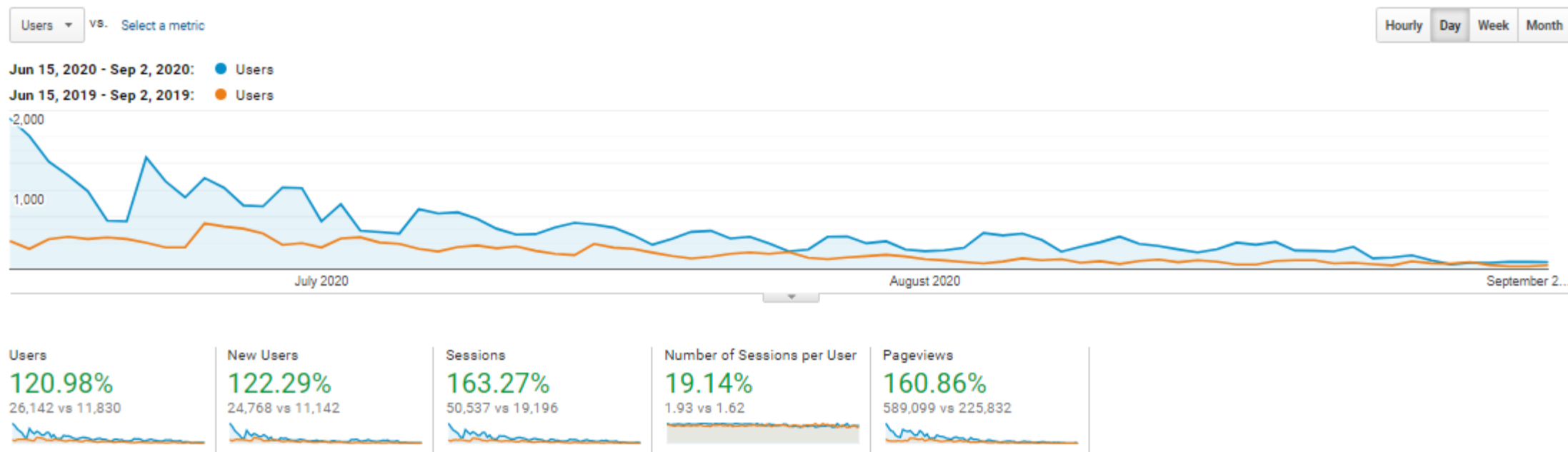
Sessions
99.43%
141,207 vs 70,807

Number of Sessions per User
-3.94%
1.77 vs 1.84

Pageviews
10.57%
1,097,987 vs 993,064

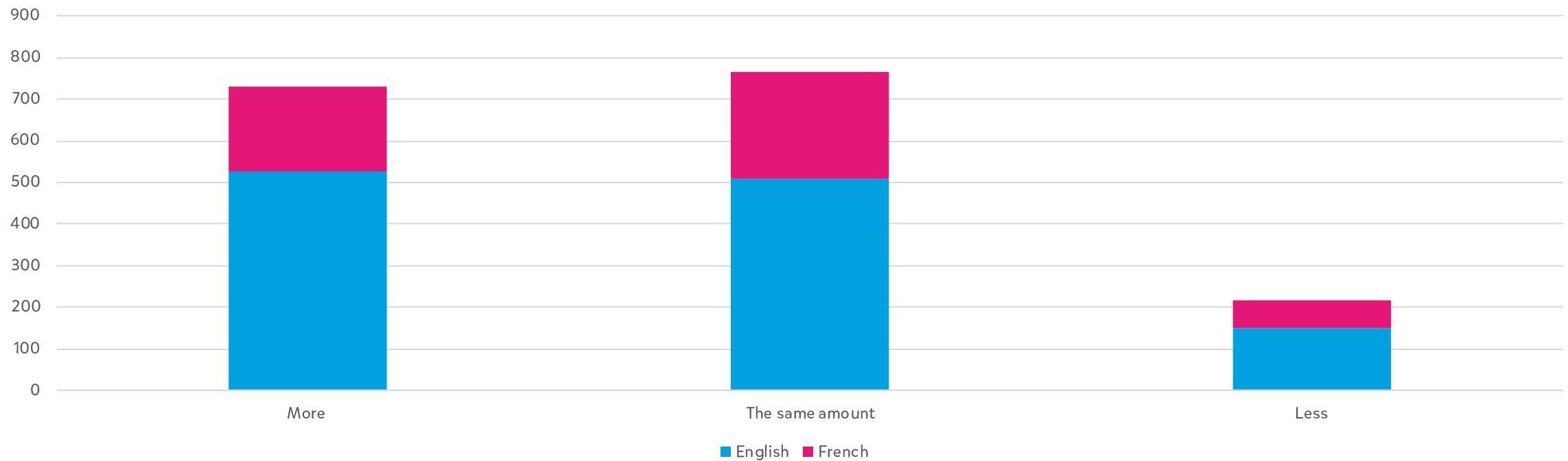
Kids' Site Analytics- French

Audience Overview June 15 – September 2



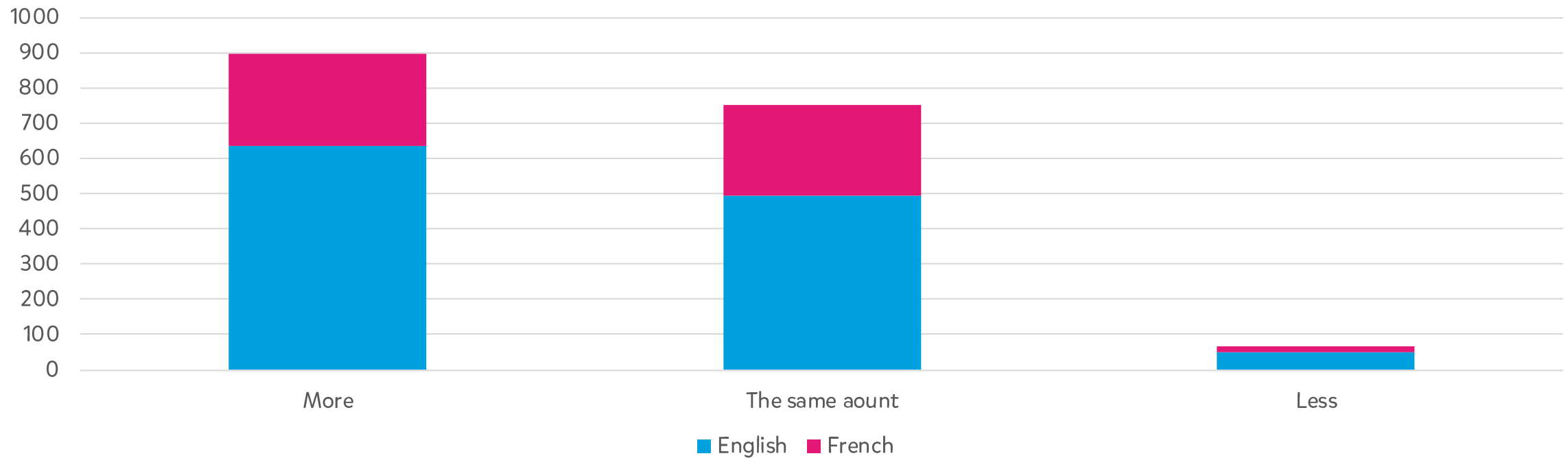
Kids Survey Results

Since joining the Club, I have been reading (by myself or with others)...



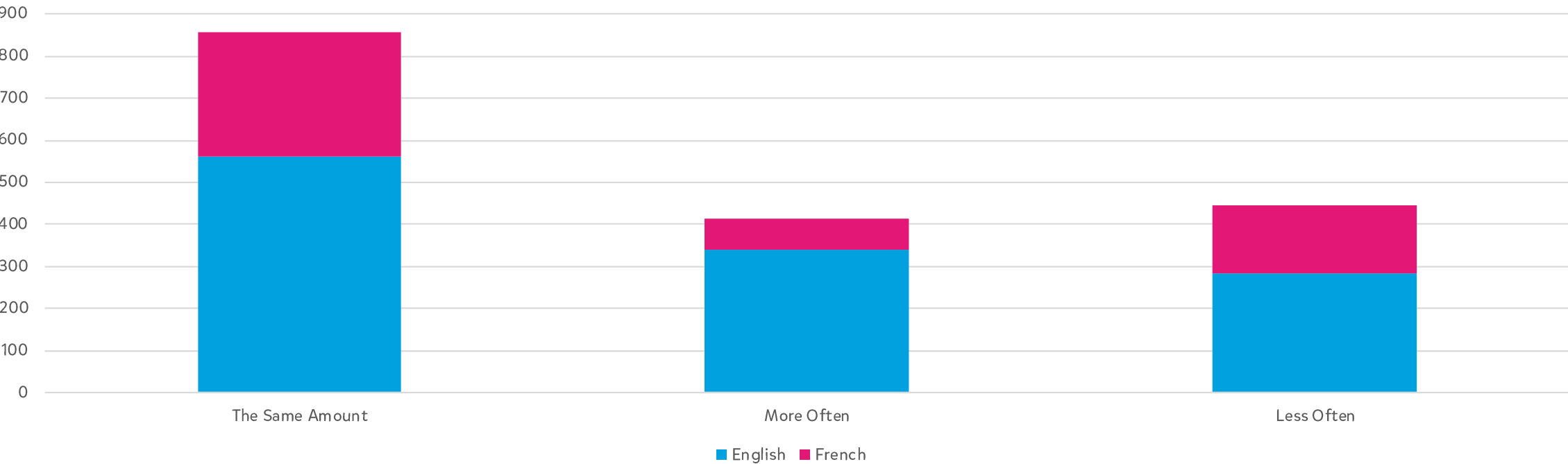
Kids Survey Results

Since I joined the Club, I enjoy reading...



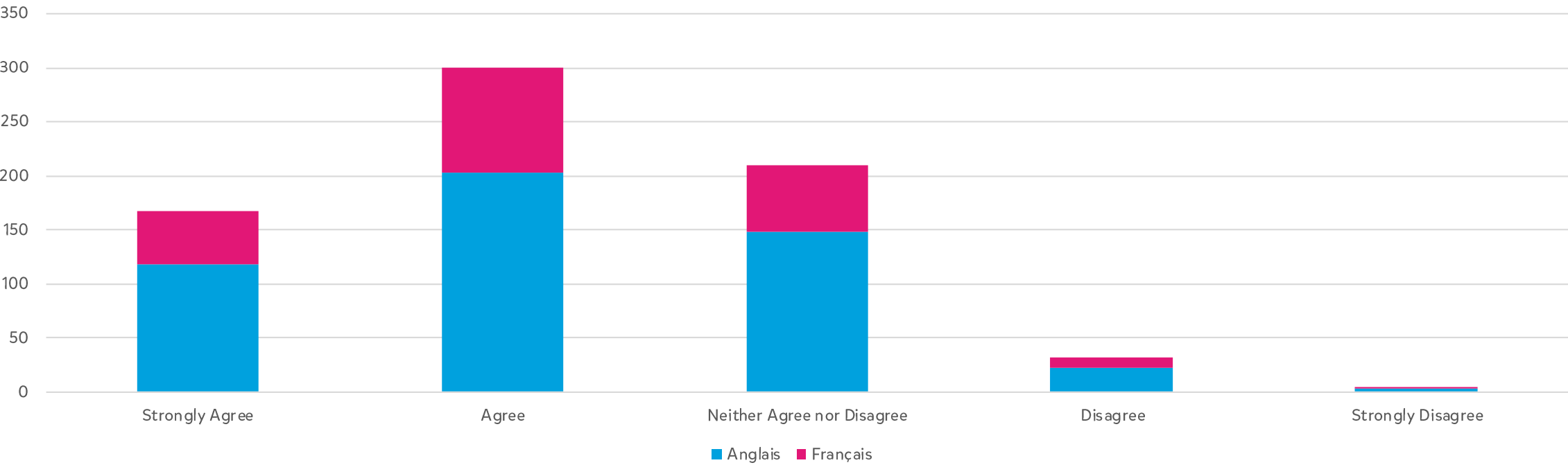
Kids Survey Results

Being a part of the Club allowed me to connect and share with other kids....



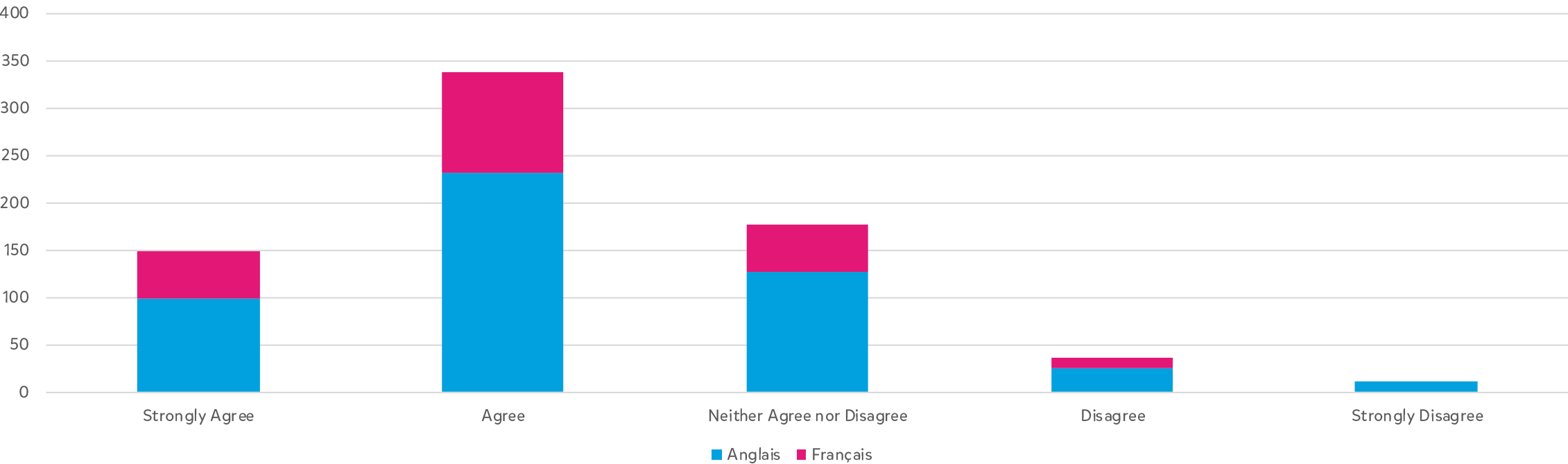
Parent/Caregiver Survey Results

My child is a more confident reader.



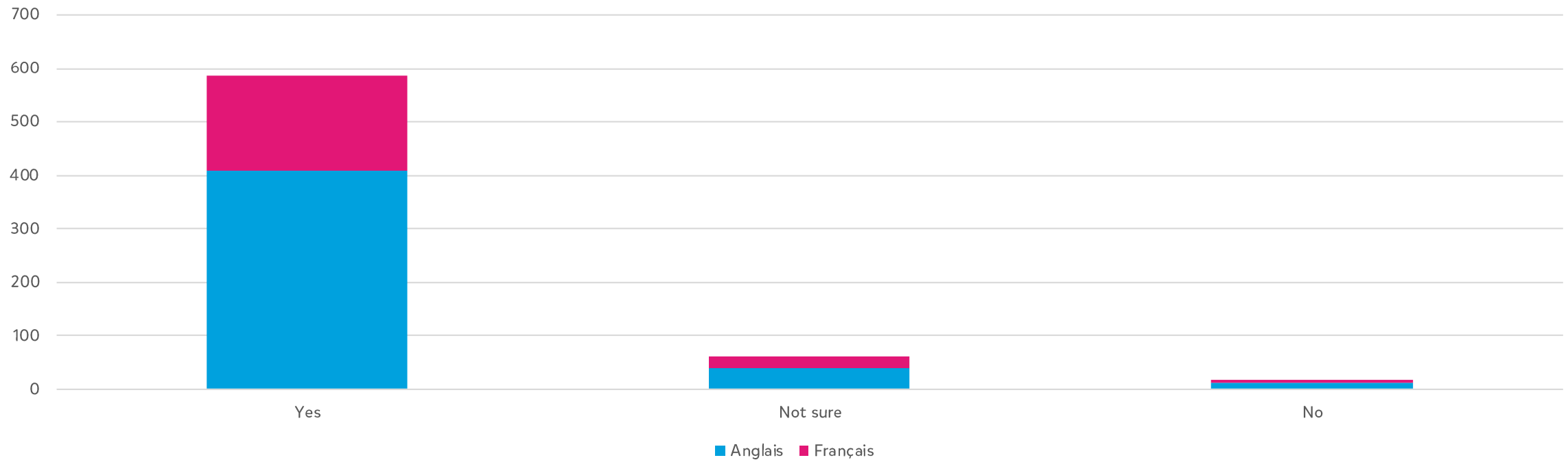
Parent/Caregiver Survey Results

My child was able to find books that reflected their identity and experiences.



Parent/Caregive Survey Results

Will you and your family take part in the TD Summer Reading Club again?



Parent/Caregivers Survey Results

Feedback

- The club has always been an important part of our summertime, more so this year because of COVID isolation
- It has given us something fun to do, particularly during COVID social restrictions
- Thanks for making the program happen even with the difficulty with Covid-19 restrictions and regulations its appreciated for the kids to still have something to do and look forward to over the summer

The TDSRC is moving to a fully hybrid model for 2021

This summer we're looking forward to...

- Carrying over the 2020 theme (Game On!) and artwork;
- Distributing the 2020 print materials to libraries that can receive them;
- Updating the staff site activities, templates, images and Recommended Reads list;
- Refreshing the kids' site content with new illustrations.



The TDSRC is moving to a fully hybrid model for 2021

We will be:

- Doing more online children's author and illustrator programs;
- Supporting 3rd party reading tracking software;
- Offering more staff webinars;
- Creating a new promotional video.



We're also looking forward to offering
free
Storywalk Kits to participating libraries





Questions? Suggestions? Comments?

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