Summer Reading Planning Tool

If you are overwhelmed and not sure how to proceed with summer reading this year, this document is designed to help you consider the most common options. Most of these options/suggestions assume that in-library programming is unlikely to be an option this summer for most libraries, but barring a state or federal government order this summer, it is up to each library district to decide what level of service is best/safest for their community. This is an unofficial planning tool for your library's internal use, if desired--filling it out it is in no way required. Questions? Beth Yates, byates@library.in.gov

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*What is your library's goal for summer reading 2020, taking these new circumstances into consideration? WHY DO WE DO SUMMER READING? *Don't forget to consider how you will reach patrons without internet/cellular data!*

Our library's program will start:
- At our usual time
- Later in summer
- In the fall
- Other

Requirements for completing the program:
- Will stay the same as past (examples: time/pages read; points, etc.)
- Will be simplified—or was already simplified (examples: one community goal for total books read; patrons set and track own goals; etc.)
- We won't require them to keep track this year

If we track registration/progress/completion, we will use:
- An electronic tracking company we pay for
- A free method of tracking electronically (EngagedPatrons if eligible, Google Forms)
- Paper forms that can be distributed at service points in community, in newspaper, utility bills…
- Registration/tracking by phone
- We won't track progress/completion, only registrations via Google Forms/paper forms/phone

Presenters:
- Already hired? Talk to them about virtual program options.
- Not hired yet? Can your library afford to offer one or two presenters virtually?

Tips / Suggestions

Programs:
- Don't be afraid to cut back on the amount you offer in the summer
- Consider virtual programming like video tutorials and programs as well as more passive challenges posted to your page.
- Consider some options to reach patrons without internet/cell, such as activity/craft packets or partnering with local TV and radio.

Find a list of crowdsourced Indiana Library Virtual Program Ideas here.

Incentives:
- If you have already ordered physical incentives (trinkets, books), how can you safely distribute?
  - Postpone pick-up till later in the year
  - Allow drive-up pick-up if libraries are open and utilizing that service
  - Mail or deliver prizes, pending size of community/participation
- If you don't use physical incentives, some other options are:
  - E-gift cards from local businesses (restaurants who are offering pick-up/delivery, etc.)
  - Consider one big prize for entire community if you collectively reach a certain goal:
    - Contribute to a charity that patrons vote on digitally when meet goals
    - Add something to library services, such as a Story Walk, special collection, etc.
    - Say a librarian will do something wacky if you meet goal (color hair, get "slimed," etc.)
  - Utilize digital badges – some electronic tracking programs already offer these, or you could create some using design software and distribute them electronically.

Equity of Access:
- How can you allow for summer participation *without* Internet access?
- What are ways that you can involve your community with low-bandwidth options?
- How will you reach families that don't use social media?

Partnerships:
Look out into your community to see what others are doing; consider how you can work with them and where there are service gaps the library could fill. How can you work with/support the schools? Local community afterschool/camp organizations such as the YMCA?

Dealing with Uncertainty

Article about dealing with uncertainty from Medium.

How to do strategic planning like a futurist from Harvard Business Review