

TD Summer Reading Club 2023

National program statistics

maru / BLUE

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STARTING POINT

This report details an evaluation of the 2023 TD Summer Reading Club program delivered by, and through, libraries across the country.

Introduction to this year's report

The TD Summer Reading Club (TDSRC) is a national bilingual program that engages Canadian children in the joy of reading while championing Canadian writers and illustrators. Children who register at their local library receive free program materials and can also track their reading and access fun reading activities through the kids' site. Participating libraries are provided with thematic booklists, access to illustrations, programming and activity ideas and free outreach materials for promoting the program in their community.

As Canadians are becoming more acclimated to life with COVID-19, Canada has returned to a new normal state. With libraries open to the public operating at normal hours, an increased number of children continue returning to the TDSRC with in-person programs running for the second year in a row post COVID-19.

The main objective of this study has been to provide information about the reach and success of the program to the TDSRC Partners, Toronto Public Library, TD Bank Group and Library and Archives Canada as well as to participating libraries. The specific research objectives have continued to be focused around two key things:

- Measure the number of programs, activities and attendance attributed to, organized by, or otherwise associated with, the TD Summer Reading Club; and
- Provide recommendations for how the TDSRC program may be improved.

As we did last year, the data presented here are based on two sources of information:

- Responses to the Maru/Blue evaluation form which collected feedback on the program from the grass-roots point of view including the number of children who registered in-person at their libraries or using a 3rd party website as arranged by their library; and
- The TDSRC Kids' website (<https://www.tdsummerreadingclub.ca> and <https://www.clubdelecturetd.ca>) which provided us with the number of children who registered for the program directly on the site.

Library inclusion in this evaluation

In total, 1,862 libraries are represented in this report by way of either Maru/Blue’s evaluation form or the TDSRC database of online registrations. In total, 89% of Canadian libraries are represented here - 75% by way of Maru/Blue’s form and an additional 14% by way of the TDSRC’s registration database.

Table 1: total number of libraries in Canada compared to libraries included in this report

	total # of libraries in Canada	total # of libraries in this report	Maru/Blue’s form	% of total	TDSRC’s database
Atlantic	195	194	194	99%	-
Quebec	545	474	344	63%	130
Ontario	779	726	622	80%	104
West Territories	562	466	415	74%	51
TOTAL	2,087	1,862	1,575	75%	287

Methodology

Despite the fact that libraries are organized differently in each province and territory and can be managed as ‘systems’ or as individual entities, we report numbers based on individual libraries. Librarians responsible for the program at each library were invited to submit information about their 2023 program online by way of an email containing a unique link that took them directly to the evaluation form where they entered their information.

Please note that the registration numbers presented in this report represent a combination of those provided by the libraries themselves by way of that form, as well as those provided by the TDSRC team by way of their online registration system.

Using the most recent contact information available for all participating libraries provided by the TDSRC team, Maru/Blue sent out ~1,000 email invitations in both official languages. The invitations were sent on the 1st of September 2023 and the form was available to complete until the 1st of November 2023. Although the initial end date was 30th of September, an extension was granted to accommodate libraries willing to participate but required additional time to complete the survey.

We received 558 responses to the survey, representing a total of 1,575 individual libraries – a response rate of 75%. Added to these data are the registrations completed on the TDSRC website which accounts for an additional 287 libraries.

In 2020 and 2021, no weighting was applied as we believed that an extrapolation to population-wide totals within each region would inappropriately over-inflate registration in years when many libraries were either closed to the public and/or severely restricted in the services they could provide for at least some of the time the program was running.

We reinstated the weighting scheme as Canada returned to close-to-normal registration levels in 2022. Therefore, the weighted results in 2023 are in their correct proportion within the total of all Canadian libraries who participated in the program. In other words, we are adjusting the results slightly to account for libraries missing from the data we collected in the Maru/Blue form. We believe that this replicates the weighting scheme applied in 2017-2019.

Table 2: response rate per region and calculated weight

	total # of libraries in Canada	# of libraries in form	form response rate	weight applied
Atlantic	195	194	99%	1.00
Quebec	545	344	63%	1.11
Ontario	779	622	80%	1.05
West	562	415	74%	1.17
Territories	6	-	-	-
TOTAL	2,087	1,575	75%	

Findings

Delivering the 2023 TDSRC program

The programs were primarily offered in English. English-only programs were offered by 985 libraries (or 63%) offered their program in English, French-only programs offered by 276; and bilingual programs offered by 314.



Table 3: number of libraries in each region that offered the program in English, French or both languages

	# of libraries in form	% of total libraries	English	French	Bilingual
Atlantic	194	99%	83	1	110
Quebec	344	63%	1	267	76
Ontario	622	80%	549	8	65
West Territories	-	-	-	-	-
TOTAL	1,575	75%	985	276	314

Program promotion

Those libraries that took part in the Summer Reading Club program this year promoted the program at 16,206 separate events, reaching an estimated 684,765 children in total.







Table 4: tracking location and number of promotion activities and attendance over time

	2016	2017	2018	2019	2020	2021	2022	trend (2016-2023)	2023
Activities	38,326	26,297	45,522	44,765	3,295	6,716	9,669		16,206
School-based					453	3,717	4,468		7,788
Day camps					129	594	1,697		1,947
Childcare centres					130	5634	1,160		1,833
Other					2,702	1,771	2,344		4,637
Attendance	718,400	664,073	831,546	783,240	55,919	146,879	442,206		684,765

Registration

A total of 263,621 children registered for the TDSRC in 2023, an increase of 8% from last year. The program has rebounded most strongly in Atlantic Canada and Quebec. In Ontario and the West, numbers continue to climb year on year but are still short of pre-pandemic registration.

Table 5: registration in each region over time

	2017	2018	2019	2020	2021	2022	trend (2015-2023*)	2023
Atlantic	16,636	15,141	17,030	857	9,222	15,616		18,236
Quebec	42,989	50,927	49,103	7,498	26,269	47,459		41,096
Ontario	162,402	170,243	165,537	15,768	68,292	110,448		122,521
West	104,173	109,333	92,349	8,516	29,130	57,478		79,814
Territories	428	197	434	82	1,727	102		8
TOTAL	-	-	-	33,024	134,640	231,104		261,675
Independent	499	762	4,598	303	-	-		1,946
No library indicated	-	-	-	3,605	622	-		-
TOTAL	327,127	346,603	329,051	36,629	135,262	231,104		263,621

*Please note that 2015 and 2016 data has been removed from the table but is included in the chart.

Of those who registered for the program this year, 210,633 children did so in-person and 38,520 registered by way of a 3rd party platform working in partnership with the libraries.

Only 5% of registrations occurred by way of the TDSRC website and with no direct contact with the libraries.

Table 6: total registrations by channel

	total registrations	in person	3rd party platform	%	TDSRC website	%
Atlantic	18,236	15,458	1,261	92%	1,517	8%
Quebec	41,096	37,644	1,050	94%	2,402	6%
Ontario	122,521	94,890	21,057	95%	6,574	5%
West Territories	79,814	62,641	15,152	97%	2,021	3%
No library indicated	8	-	-	-	8	100%
	1,946	-	-	-	1,946	100%
TOTAL	263,621	210,633	38,520	95%	14,468	5%

3rd party platforms

The most popular 3rd party platforms used by libraries continue to include:

- Beanstack
- Google Forms
- READsquared
- Facebook

In addition to these platforms, libraries also continue to offer online registration via email or through their own websites.

New Registrations

Libraries reported nearly two-thirds of the children who registered this year were new to the program. The West recorded the highest proportion of new registrations while Quebec recorded the highest proportion of repeat participants.

Table 7: new registrations and repeat participants

	total registrations	new registrations (2023)	% new registrations	% repeat participants
Atlantic	16,719	10,554	63%	37%
Quebec	38,694	19,197	50%	50%
Ontario	115,947	76,714	66%	34%
West	77,793	53,592	69%	31%
Territories	-	-	-	-
TOTAL	249,153	160,057	64%	36%

Club programs

In total, 39,060 separate activities were organized across the 1,575 libraries who completed the form, and nearly 685,000 children attended.

Table 8: number of club activities, where they took place, and attendance

	# of libraries	# of activities	online	%	in library	in community	%	attendance	child/activity
Atlantic	194	3,829	66	2%	3,502	261	98%	89,618	23
Quebec	344	5,458	59	1%	4,493	906	99%	86,905	16
Ontario	622	21,021	161	1%	16,629	4,231	99%	371,016	18
West	415	8,754	92	1%	7,492	1,170	99%	137,227	16
Territories	-	-	-	-	-	-	-	-	-
TOTAL	1,575	39,060	377	1%	32,116	6,567	99%	684,765	18

The 38,683 club program activities were delivered in the libraries or local communities and only 377 were delivered online. The libraries in Atlantic Canada provided the largest proportion of activities online, but these accounted for approximately 1 in 50 of the activities organized.

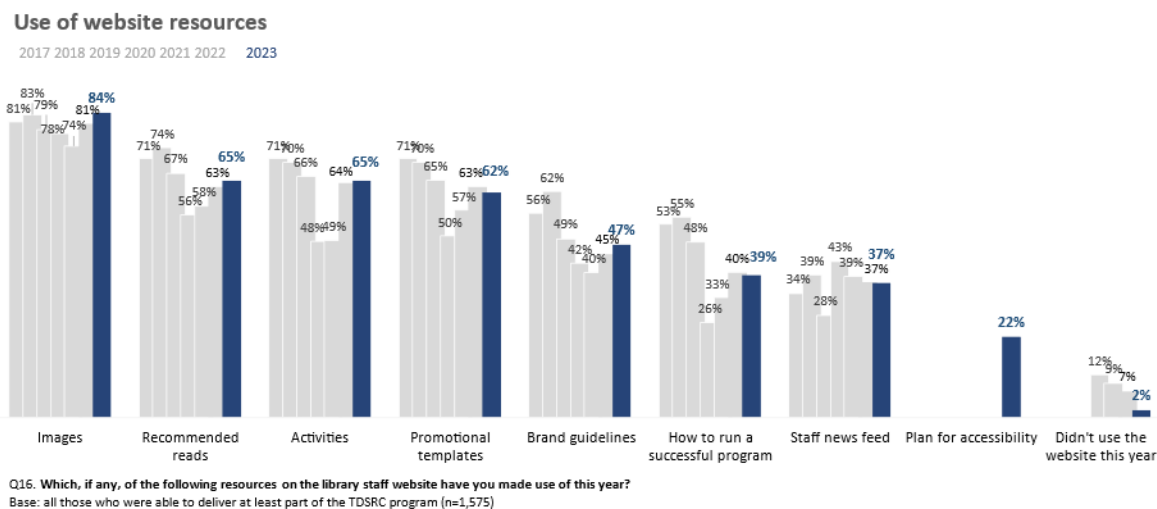
Website resource use

Just over three-in-five libraries (62%) accessed English-language resources on the website, 27% accessed French-language resources, and 12% accessed both.

Libraires used most of the available website resources with Images the most popular. However, with the exception of Images, usage continues to lag pre-COVID-19 numbers. On a positive note, usage has been steadily trending upward since 2020 across most resources.

Plan for accessibility was recently added as a resource to evaluate. The initial read shows 22% of libraries utilized the resource.

Figure 1: Use of individual website resources over time



Regardless of language, most libraries are accessing the Images. Those accessing resources in both official languages make use of a wider variety of them, in general.

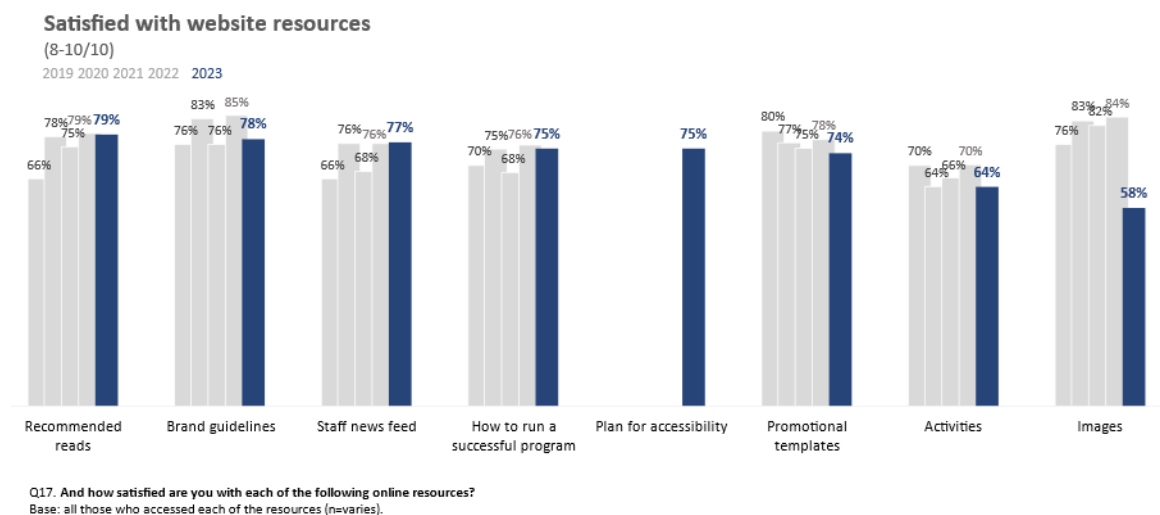
Table 9: use of website resources by resource language

Use of website resources	English-language resources	French-language resources	Both languages
Images	84%	81%	85%
Activities	67%	53%	66%
Recommended reads	63%	65%	74%
Promotional templates	61%	60%	67%
Brand guidelines	52%	47%	56%
“How to run a successful program”	51%	20%	42%
Staff news feed	42%	28%	49%
Plan for accessibility	24%	14%	31%

Satisfaction with website resources

When asked to rate each resource on a scale running from 0 “not at all satisfied” to 10 “completely satisfied”, satisfaction with the materials is on par with recent years with the exception of Images. A stark decrease in satisfaction from 2022 is observed for Images. Three-in-four libraries were satisfied with Plan for Accessibility.

Figure 2 : Satisfaction with individual website resources over time



Those accessing both the French and English resources appear to be more satisfied than those accessing English or French resources alone.

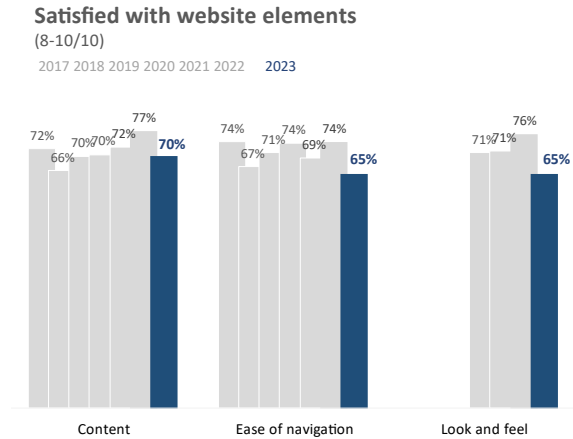
Table 10: Satisfaction with individual website resources by resource language

Satisfied with website resources (8-10/10)	English-language resources	French-language resources	Both languages
Brand guidelines	78%	76%	81%
Recommended reads	77%	83%	77%
Staff news feed	76%	77%	78%
Plan for accessibility	76%	62%	81%
How to run a successful program	72%	77%	85%
Promotional templates	70%	78%	81%
Activities	63%	63%	71%
Images	60%	52%	61%

Overall satisfaction with website

When asked to rate the website with respect to the ease of navigation, the content, and the look and feel, librarians are less satisfied with each than they have been in the past. Satisfaction is near or at its lowest since monitoring the website first began.

Figure 3: Satisfaction with individual website elements over time

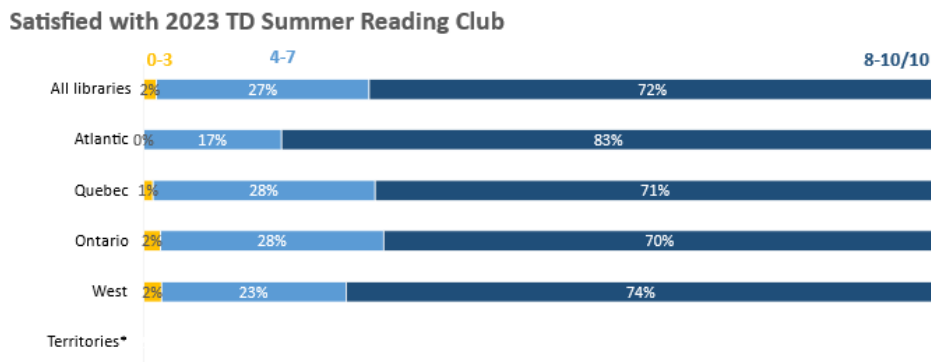


Q18. Thinking about the staff website overall this year, how satisfied were you with the website's...?
Base: all those who accessed the website's resources

Overall satisfaction with the 2023 TD Summer Reading Club

When asked to rate the 2023 TD Summer Reading Club program, nearly 3-in-4 rates the program as 8-10/10, a decline from last year. Libraries in the Atlantic were most satisfied with the program while the other regions were at similar levels of satisfied.

Figure 4: Satisfaction with 2023 TD Summer Read Club by region



Q19. Thinking about the program overall this year, how satisfied are you with the 2023 TD SRC?
Base: all those who were able to deliver at least part of the TDSRC program (n=1,575)
*caution small base size

When asked what the TDSRC could have done differently to better support individual libraries in delivering the program, there was mix of complimentary reviews about the overall program and concerns primarily regarding the materials received with a few discussing the website.

Generally speaking, many libraries have positive feedback regarding the programming:

*“**Love the program!** There is nothing that needs to be improved that I can think of.”*

*“You do a **wonderful job!** We just need more kids in our little community!”*

*“We are **very satisfied with the website and the content.** The theme always helps with the crafts and games.”*

*“Everything was presented in **a timely manner.** It was **great!**”*

*“Thank you for another fun summer! We **enjoyed the Story Walk** and were happy to share it in the community.”*

*“The TDSRC has done an **excellent job in supporting us** delivering the program.”*

However, libraries did raise concerns regarding the theme, resources provided and the website.

Theme

*“We found the **theme this summer too broad to be able to really plan anything with the theme.** We are much more excited about 2024’s theme ‘Reach for the Stars’...”*

*“I found the theme description kind of vague. I would have appreciated a more **detailed explanation of what “check this out” was supposed to mean.**”*

Images

*“We were **not big fans of the promotional images** this year. They **didn't really grab your attention,** or work super well as promotional images on posters etc.”*

*“This year's **images weren't cohesive and the colours were difficult to use** with the TDSRC branded colours. This made it difficult to market the program within the brand guidelines. The suggested activities were not appealing to our demo.”*

Activities and Recommended Reads

*Many branches in the library system found **the booklets and the Recommended Reads lacking**. So much of the **content is repeated year to year**, it's not as new to the children who have done the program before. Families that participate year to year are really looking for something much different each summer, and we have noted that they are **not excited or interested in the activity booklets or the corner bookmarks**. Our programs for the summer are usually almost completely planned by the time the activities appear on the staff site, so it's hard to incorporate them into our programming. Would be helpful for us to receive the materials earlier to have more time to assemble our kits.*

Website

*The **website was difficult to navigate**. Parents had to **log books for children because they often would not come up in search** and it was not simple to figure out how to "add book". It is a reading program the first page should have something like - What did you read today? with a place to enter the book title. They shouldn't have to search for where to enter the book and struggle to add titles to the page. We didn't do many inhouse activities because we are a farming community and people are away over the summer or working. We focused on tracking reading and having participants come in to collect rewards for reading but the website was not a good way of tracking this.*

Conclusion

Canadian libraries remain very satisfied with the TDRSC program overall as well as the resources provided and program website. They continue to be appreciative of the support received. Libraries increased their efforts to promote the program resulting in an increase of registrations this past summer.

"We appreciate the free resources so much, its an amazing opportunity for families and children!"

"I really appreciate the website for the TDRSC, especially all the French content. Since we are a small library in a minority situation, I will happily use all the help I can find."

"I am happy with the support I received from the TDRSC. The children and parents were very happy with the programs we delivered at the library. I don't have any complaints about this year's program."

With that said, libraries did find areas where the program is lacking. A recurring concern among the libraries is with the content of the resources provided. They feel the activities and incentives need a refresh, especially given increasing registrations among repeat children since COVID-19. The children need new content and incentives to keep them excited about the program. Additionally, the images this past summer were underwhelming. More color was needed to capture the attention of participants.

"We would love to see something entirely new (materials, prizes and the way the club works). -Unfortunately, the Recommended Reads were not popular nor were the fold over bookmarks this year. Kids say they need more to entice them to join and stay in the club (keep returning). -This year's images were not very attractive; many people commented on how the design didn't work well and kids didn't love it. - We used to love it when the themes were more fun/less broad (ie. Going on Safari, LOL, Let's go to the beach, Canada, Travel, etc)."

The website, although helpful, has presented some challenges to a few libraries. The search function appeared to be inefficient as many of the books were not found forcing parents to manually log titles. One suggestion to improve the website experience, that is currently in the works for future years, is to link the children's activity tracked in the TDRSC website so the library in order to track and reward active participants.

“The disconnect between the third party apps that many library's need to use to offer a successful library program - such as Beanstack or Read Squared - and the actual TD Summer Reading website (and the need to create a login for both) is quite confusing for our patrons. However, it is difficult for us as a system to administer the program / local incentives for reading without using a 3rd party software. Is there any way we could have the same sort of access through the national TD Summer Reading Website where people create a login and we can see their activity? I know we have reports of the number that register, but that does not help us monitor progress / administer incentives.”

Smaller libraries have different challenges than the larger libraries so certain considerations are needed. Smaller libraries are more likely hire younger staff with less experience to help run the program requiring more guidance. The number of participants for an activity is generally smaller than larger libraires which can result in a larger age disparity in a given group. A more detailed guide on running a successful program and activities that are enticing to a wider age group would be beneficial.

Most small libraries are hiring younger people to run their program. This means they have less experience. It would be nice to have a more detailed ‘how to run a successful program’. It would be nice if was more of a training document that covers topics like: working with a group of children successfully, templates of programs like craft clubs or storytimes etc.

Include activities that would work for multiple age groups as oftentimes in our small community, families attend the program together with children of various ages.

APPENDIX A

Evaluation form

TD Summer Reading Club statistics and evaluation form

Thank you for participating in the 2023 TD Summer Reading Club (TDSRC).

We would like you to complete a short survey to report statistics on your library's 2023 program. This is also an opportunity to provide feedback on the program and to let us know how we can best support you in future.

Our interest in conducting this study is to submit information about the state of the program this year to the program's partners (Toronto Public Library, Library and Archives Canada and TD Bank Group), as well as to participating libraries. The feedback gathered will help us continue to make improvements to the TD Summer Reading Club program (TDSRC).

The online survey will be accessible between September 1 and September 30, 2023, and will allow you to enter the results for your library.

1a. Which library are you completing this survey for? _____

1b. What library system are you completing this survey for? _____

Please provide the number of service points/branches included in the system _____

Please list service points/branch names below:

2. In which language(s) did you primarily conduct the 2023 TDSRC program?

- English
- French
- Bilingual, French and English

3. How many times (if any) did staff in your library interact with each of the following to promote this year's program?

Schools	<input type="text"/>
Day camps	<input type="text"/>
Childcare centres	<input type="text"/>
Other	<input type="text"/>

4. How many children (if any) would you estimate you reached with each interaction?

Schools	<input type="text"/>
Day camps	<input type="text"/>
Childcare centres	<input type="text"/>
Other	<input type="text"/>

5. How many children (if any) registered for the 2023 TDSRC program in-person or using a 3rd party platform other than the TDSRC kids' site (e.g. READsquared, Beanstack)? If you had no children register in these ways, please enter 0.

Please note that registration is distinct from participation in activities. Children must be registered to be counted here, not just participate in TDSRC activities.

age	In-person	Using 3 rd party platform of choice
0-5 years old	<input type="text"/>	<input type="text"/>
6-8 years old	<input type="text"/>	<input type="text"/>
9-12 years old	<input type="text"/>	<input type="text"/>
13+ years old	<input type="text"/>	<input type="text"/>
TOTAL	+	=

6. If you used a 3rd party platform other than the TDSRC kids' site. What platform(s) did you use this year?

7. How many children registered in your library who had participated in the TD Summer Reading Club in previous years, and how many were new to the program?

NOTE: Ensure the total number of registrants (previous years + new to the program) is equal to the total number of registrants listed in Q5.

Registered in previous years	<input type="text"/>
New to the TDSRC	<input type="text"/>

8. Thinking about all the programs you were able to offer as part of the TDSRC program, how many did you offer...?

Include programming activities such as story time, author readings, and arts and crafts.

Exclude promotional activities such as school visits, contests, or newspaper articles

in your library	
online	
in your community	

9. How many children attended each of the following types of programs?

Please note that this number should include children who attended activities/programs run by your library. They may or may not be officially registered for the TDSRC – they are counted as having participated if they took part in any of the programs within the library or outside of it.

in your library	
online	
in your community	

10. Which, if any, of the following resources on the library staff website have you made use of this year?

<input type="checkbox"/>	Recommended reads
<input type="checkbox"/>	Images
<input type="checkbox"/>	Activities
<input type="checkbox"/>	Staff news feed
<input type="checkbox"/>	How to run a successful program
<input type="checkbox"/>	Brand guidelines
<input type="checkbox"/>	Promotional templates
<input type="checkbox"/>	Plan for accessibility
<input type="checkbox"/>	Other (please specify) _____
<input type="checkbox"/>	Didn't use the website this year

11. How satisfied are you with each of the following online resources?

	Not at all satisfied										Completely satisfied			
	1	2	3	4	5	6	7	8	9	10				

N/A

Recommended reads											
Images											
Activities											
Staff news feed											
How to run a successful program											
Brand guidelines											
Promotional templates											
Other (please specify)											

12. How satisfied were you with the website's...?

	Not at all satisfied					Completely satisfied					
	1	2	3	4	5	6	7	8	9	10	N/A
Look and feel											
Content											
Ease of navigation											

13. Thinking about the program overall this year, how satisfied are you with the 2023 TDSRC?

Not at all satisfied					Completely satisfied				
1	2	3	4	5	6	7	8	9	10

14. Is there anything the TDSRC could have done to better support you in delivering the program?

15. We would love to hear about any staff who went above and beyond in delivering the program this year or if you had any comments from parents or participants about how the program has impacted them this year.

16. If one or more TD employees played a role in your library's TDSRC programming, please indicate how many employees were involved and the approximate hours of their involvement. Please also highlight any extraordinary contributions made by TD staff.

Thank you for your participation!

APPENDIX B

Regional statistics

The Atlantic region

Inclusion in the study

There are 194 libraries in the Atlantic provinces who participated in the TDSRC and all of them completed the Maru/Blue evaluation form.

	total # of libraries	Maru/Blue's form	% of total	TDSRC's database
Atlantic total	194	194	100%	0
Newfoundland & Labrador	93	93	100%	0
Nova Scotia	76	76	100%	0
PEI	25	25	100%	0
New Brunswick	1	-	-	-

Delivery of the program

Of the 194 libraries represented by the Maru/Blue evaluation form, all were able to deliver at least some of the TDSRC program in 2023. The program was delivered in English in Nova Scotia. Bilingual programs were delivered in Newfoundland & Labrador and New Brunswick.

	# of libraries in form	English	French	Bilingual
Atlantic	194	84	1	109
Newfoundland & Labrador	93	1	-	92
Nova Scotia	76	76	-	-
PEI	25	7	1	17
New Brunswick	-	-	-	-


Promotion

Libraries in the Atlantic region promoted the program by way of a variety of community-based initiatives in 2023 and a total of 89,618 children were reached with their efforts.

	2019	2020	2021	2022	2023
Activities	504	62	191	290	1,617
School-based	283	3	88	136	1,410
Day camps	63	-	33	69	87
Childcare centres	89	-	40	66	107
Other	69	59	30	19	13
Attendance	49,691	511	7,698	13,510	38,317

Registration

The majority of registered children in the Atlantic region were associated with libraries in Nova Scotia.

	2017	2018	2019	2020	2021	2022	trend (2015-2023)	2023
Atlantic	16,636	15,141	17,030	857	9,222	15,616		16,719
Newfoundland & Labrador	2,093	2,104	2,874	174	1,597	2,601		2,689
Nova Scotia	12,739	11,271	12,152	533	6,659	11,110		10,783
PEI	1,804	1,765	2,004	150	961	1,410		3,247
New Brunswick	-	-	-	-	5	495		-

Club programming

A total of 3,829 club activities were delivered this year – primarily in-person attendance.

	# of libraries	# of activities	online	%	in library	in community	%	attendance	child/activity
Atlantic	195	3,829	66	2%	3,502	261	98%	89,618	23
Newfoundland & Labrador	93	521	20	4%	400	101	96%	2,550	5
Nova Scotia	76	2,175	45	2%	2,058	72	98%	74,890	34
PEI	25	1,133	1	0%	1,044	88	100%	12,178	11
New Brunswick	1	-	-	-	-	-	0%	-	-

Overall satisfaction with program

Satisfaction with the program is high in Atlantic Canada with better than 4-in-5 libraries satisfied.

	0-3 Not satisfied	4-7 Somewhat satisfied	8-10 Satisfied
Atlantic*	-	17%	83%

*Please note that because the number of libraries providing a response at this question is small, they are presented as a region rather than individually.

Website metrics

Libraries in the Atlantic are very satisfied with the resources on the website. At least two-thirds of those accessing the resources were satisfied with all resources with the exception of Images.

	% libraries used each resource	satisfied (8-10/10)
Activities	95%	81%
Images	86%	53%
Recommended reads	73%	75%
“How to run a successful program”	59%	77%
Staff news feed	55%	67%
Promotional templates	55%	75%
Brand guidelines	45%	80%
Plan for accessibility	27%	100%
		% satisfied (8-10/10)
Ease of navigation		77%
Content		73%
Look and feel of website		64%

Please note that because the number of libraries providing a response at this question is small, they are presented as a region rather than individually.

Quebec

Inclusion in the study

In Quebec, 545 libraries participated in the TDSRC this year and 344 of those completed the Maru/Blue evaluation form. The remaining 201 are represented here by way of the TDSRC's database of registered children.

	total # of libraries	Maru/Blue's form	% of total	TDSRC's database
Quebec	474	344	63%	130
ABPQ	86	86	100%	-
Réseau BIBLIO	244	177	73%	67
Independent/other system	144	81	56%	63

Delivery of the program

Of the 344 libraries represented by the Maru/Blue evaluation form delivered at least some of the TDSRC program in 2023. The programs were delivered in French, or a bilingual program was offered. However, 2 libraries delivered the program in English only.

	# of libraries in form	English	French	Bilingual
Quebec	344	2	259	83
ABPQ	86	-	79	7
Réseau BIBLIO	177	2	112	63
Indie/other system	81	-	68	13


Promotion

Libraries in Quebec were able to promote the program using a variety of activities including both in-person and online promotion (listed as 'other' in table below).

	2019	2020	2021	2022	2023
Activities	1,970	834	1,255	3,428	4,856
School-based	1,209	108	290	1,158	1,980
Day camps	457	57	181	791	551
Childcare centres	143	40	77	267	185
Other	170	629	707	1,212	2,140
Attendance	93,402	3,964	26,219	81,961	86,905

Registration

The majority of registered children in Quebec were associated with individual libraries and their contribution to the regional total number of registrations increased compared to previous years. However, ABPQ is contributing less to the provincial total, more so than last year while contributions from independent libraries/systems have significantly increased.

	2017	2018	2019	2020	2021	2022	trend (2015-2023)	2023
Quebec	42,989	50,927	49,103	7,498	26,269	47,459		38,694
ABPQ	34,266	37,779	38,486	6,552	13,922	15,044		11,902
Réseau BIBLIO	8,723	13,148	10,618	946	6,347	9,486		11,811
Indie/other system	-	-	-	-	6,000	22,930		14,981

Club programming

A total of 5,458 club activities were delivered across Quebec this year – nearly all of which were delivered in-person had an average of 16 children per activity. Réseau BIBLIO libraries delivered their programming to more children than ABPQ and independent libraries/systems combined.

	# of libraries	# of activities	online	%	in library	in community	%	attendance	child/ activity
Quebec	545	5,458	59	1%	4,493	906	99%	86,905	16
ABPQ	86	1,999	28	1%	1,357	614	99%	22,032	11
Réseau BIBLIO	305	2,226	26	1%	2,040	160	99%	46,200	21
Indie/other system	154	1,232	4	0%	1,096	132	100%	18,673	15

Overall satisfaction

Satisfaction with the program is high at 70% with just over a quarter somewhat satisfied. Independent libraries/systems were least satisfied.

	0-3 Not satisfied	4-7 Somewhat satisfied	8-10 Satisfied
Quebec	2%	28%	70%
ABPQ	0%	29%	71%
Réseau BIBLIO	4%	23%	73%
Indie/other system	2%	35%	63%

Website metrics

Images, Recommended reads and Promotional templates are the most used resources among libraries in Quebec. Although satisfaction is high for most resources, Images, the most popular among the resources, is found to have the lowest satisfaction.

Approximately four-in-five libraries in Quebec are satisfied with the website content while just over two-thirds are satisfied with the look and feel and ease of navigation.

<i>Used each resource</i>	Québec	Réseau BIBLIO	ABPQ	Indie
Images	90%	68%	91%	94%
Recommended reads	74%	53%	84%	73%
Promotional templates	64%	56%	72%	48%
Activities	56%	49%	57%	50%
Brand guidelines	50%	41%	59%	40%
Staff news feed	29%	19%	33%	33%
"How to run a successful program"	24%	21%	31%	13%
Plan to accessibility	16%	10%	24%	10%

<i>Satisfied (8-10/10)</i>	Québec	Réseau BIBLIO	ABPQ	Indie
Images	54%	70%	49%	41%
Recommended reads	81%	85%	78%	82%
Promotional templates	78%	80%	79%	76%
Activities	65%	66%	67%	62%
Brand guidelines	77%	81%	79%	67%
Staff news feed	78%	80%	95%	59%
"How to run a successful program"	78%	75%	83%	71%
Plan to accessibility	70%	63%	79%	60%
Look and feel of website	68%	64%	78%	60%
Content	79%	68%	86%	79%
Ease of navigation	68%	64%	71%	67%

Ontario

Inclusion in the study

Of the 726 libraries in Ontario who participated in the TDSRC, 622 of them completed the Maru/Blue evaluation form and the remaining 104 are represented here by way of the TDSRC's database of registered children.

	total # of libraries	Maru/Blue's form	% of total	TDSRC's database
Ontario	726	622	86%	104
SOLS	506	439	87%	67
OLSN	118	97	82%	21
Toronto	100	84	84%	16
Independent/other system	2	2	100%	0

Delivery of the program

Of the 622 libraries represented by the Maru/Blue evaluation form, all reported delivering at least some of the TDSRC program in 2023. The program was delivered primarily in English although 66 delivered a bilingual program and 8 a French program.

	# of libraries in form	English	French	Bilingual
Ontario	622	548	8	66
SOLS	439	373	8	58
OLSN	97	92	-	5
Toronto	84	81	-	3
Independent/other system	2	2	-	-


Promotion

Libraries in Ontario were able to promote the TDSRC on 4,762 separate occasions. The promotions were highest in school-based reach out and an estimated 371,000 children were informed about the TDSRC in 2023.

	2019	2020	2021	2022	2023
Activities	4,762	862	1,815	4,180	5,296
School-based	2,990	276	1,165	2,374	2813
Day camps	632	27	156	609	849
Childcare centres	755	81	280	485	906
Other	385	597	214	713	729
Attendance	277,953	38,512	44,248	165,902	371,016

Registration

The majority of registered children in Ontario were associated with SOLS libraries followed by those in Toronto despite a decline in registered children from the previous year.

	2017	2018	2019	2020	2021	2022	trend (2015-2023)	2023
Ontario	162,402	170,243	165,537	15,768	68,292	110,448		115,947
SOLS	124,038	134,018	131,845	11,907	46,343	77,629		85,942
OLSN	3,982	6,333	4,717	1,045	1,520	12,261		12,051
Toronto	34,382	29,893	28,975	2,816	20,334	20,548		17,902
Indie/other system	-	-	-	-	95	9		52

Club programming

A total of 21,020 club activities were delivered in 2023 – with majority of them delivered in the library. An average of 18 children took part in each activity. In all the regions libraries delivered most of their programming in-person.

	# of libraries	# of activities	online	%	in library	in community	%	attendance	child/activity
Ontario	779	21,020	161	1%	16,629	4,231	99%	371,016	18
SOLS	543	12,626	114	1%	11,618	895	99%	276,343	22
OLSN	134	6,496	24	0%	3,410	3,062	100%	63,273	10
Toronto	100	1,897	23	1%	1,600	274	99%	31,394	17
Indie/other system	2	1	-	0%	1	-	100%	6	6

Overall satisfaction

Overall, 7-in-10 libraries in Ontario are satisfied with the program with the highest among the Ontario Library Service.

	0-3 Not satisfied	4-7 Somewhat satisfied	8-10 Satisfied
Ontario	1%	28%	71%
OLSN	0%	22%	78%
SOLS	1%	31%	68%
Toronto	2%	31%	67%

Please note: due to the small number of independent libraries, they are not included here.

Website metrics

Images remain the most popular resource used from the website followed by the Activities and Promotional templates. However, Images and Activities have the lowest satisfaction ratings across resources.

<i>Used each resource</i>	Ontario	SOLS	OLSN	Toronto
Images	85%	88%	89%	79%
Activities	71%	71%	65%	80%
Promotional templates	66%	65%	64%	69%
Recommended reads	64%	65%	69%	58%
Brand guidelines	51%	64%	55%	34%
“How to run a successful program”	46%	44%	60%	33%
Staff news feed	44%	44%	54%	36%
Plan for accessibility	28%	34%	25%	25%

<i>Satisfied (8-10/10)</i>	Ontario	SOLS	OLSN	Toronto
Images	59%	55%	66%	57%
Activities	64%	63%	64%	66%
Promotional templates	74%	78%	67%	76%
Recommended reads	80%	80%	76%	86%
Brand guidelines	78%	85%	81%	59%
“How to run a successful program”	74%	84%	71%	68%
Staff news feed	77%	84%	78%	68%
Plan for accessibility	73%	76%	57%	86%
Look and feel of website	67%	74%	71%	56%
Content	71%	75%	71%	66%
Ease of navigation	67%	68%	71%	61%

Please note: Please note: due to the small number of independent libraries, they are not included here.

The West and Territories

Inclusion in the study

There are 466 libraries in the West who participated in the TDSRC of 415 completed the Maru/Blue evaluation form. The remaining 51 are represented by way of the TDSRC's database of registered children.

	total # of libraries	Maru/Blue's form	% of total	TDSRC's database
West	466	415	89%	51
British Columbia	3	2	67%	1
Alberta	204	186	91%	18
Saskatchewan	198	172	87%	26
Manitoba	61	55	90%	6
Territories	6	-	0%	2

Delivery of the program

Of the 415 libraries represented by the Maru/Blue evaluation form, the program was delivered primarily in English with a few libraries delivering a bilingual program.

	# of libraries in form	English	French	Bilingual
West	415	349	-	66
British Columbia	2	2	-	-
Alberta	204	186	-	-
Saskatchewan	172	106	-	66
Manitoba	55	55	-	-
Territories	-	-	-	-



Promotion

The 2023 TDSRC was primarily promoted in school-based events and other means in the West. The number of children attending decreased from last year despite the increased promotion.

	The West					Territories				
	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
Activities	5,212	1,537	3,125	1,694	4,437	16	2	113	77	-
School-based	1,971	66	2,050	792	1586	4	1	6	9	-
Day camps	197	45	209	181	461	4	-	3	47	-
Childcare centres	2,215	9	182	339	636	4	1	3	3	-
Other	829	1,417	684	383	1754	4	-	101	18	-
Attendance	234,445	12,932	63,209	180,411	137,227	774	352	775	423	-

Registration

Registration to the 2023 TDSRC increased significantly in the West with Alberta registering the most children followed by Manitoba.

	2017	2018	2019	2020	2021	2022	trend (2015-2023)	2023
West	104,173	109,333	92,349	8,516	29,130	57,478		77,793
British Columbia	-	-	-	-	23	158		146
Alberta	63,814	60,463	46,153	3,269	5,998	27,326		43,160
Saskatchewan	24,744	29,339	30,421	2,864	7,596	9,011		10,164
Manitoba	15,449	19,196	15,561	2,123	15,513	20,983		24,323
Territories	428	197	434	82	1,727	102		8

Club programming

A total of 8,814 club activities were delivered this year and attracted a total of 137,227 children. Most of the activities were delivered in libraries this year with Alberta providing the most.

	# of libraries	# of activities	online	%	in library	in community	%	attendance	child/ activity
West	562	8,814	93	1%	7,543	1,178	99%	137,227	16
British Columbia	3	47	-	-	43	4	100%	1,139	24
Alberta	216	6,422	74	1%	5,503	846	99%	105,216	16
Saskatchewan	265	1,314	23	2%	1,192	99	98%	19,376	15
Manitoba	78	1,031	1	0%	834	196	100%	11,495	11
Territories	6	-	-	-	-	-	0%	-	-

Overall satisfaction with program

Nearly 3 in 4 libraries were satisfied with the program with those in Manitoba the most satisfied.

	0-3 Not satisfied	4-7 Somewhat satisfied	8-10 Satisfied
West	2%	23%	74%
Alberta	5%	26%	68%
Manitoba	0%	28%	72%

Please note because the number of libraries in British Columbia and Saskatchewan are small so they have been omitted from this table.

Website metrics

Images is the most used resource by libraries in the West followed by Activities. However, less than two-thirds of the libraries satisfied with either. Satisfaction is high for lesser used resources: Plan for accessibility, Brand guidelines and Staff news.

Better than 7-in-10 are satisfied with the ease of navigation and look/feel of the website.

<i>Used each resource</i>	West	AB	MB
Images	81%	74%	81%
Activities	68%	68%	64%
Recommended reads	59%	45%	67%
Promotional templates	58%	55%	56%
“How to run a successful program”	52%	58%	42%
Brand guidelines	40%	39%	33%
Staff news feed	32%	29%	25%
Plan for accessibility	21%	18%	19%

<i>Satisfied (8-10/10)</i>	West	AB	MB
Images	63%	68%	69%
Activities	54%	54%	48%
Recommended reads	72%	71%	67%
Promotional templates	62%	52%	65%
“How to run a successful program”	72%	82%	67%
Brand guidelines	78%	73%	75%
Staff news feed	76%	73%	89%
Plan for accessibility	79%	57%	86%
Look and feel	73%	72%	67%

Ease of navigation	71%	72%	67%
Content	66%	72%	61%

Please note: the results for British Columbia and Saskatchewan are not presented here due to small base sizes.

APPENDIX C

TDSRC Parent/Caregiver and Kids' Surveys – summary of results

TDSRC Parent/Caregiver and Kids Survey Results

Online surveys were made available to parents/caregivers and kids through the TDSRC Staff and Kids sites to measure changes in behaviour and attitude, which are key indicators of the program's impact on preventing summer learning loss, improving literacy outcomes and increasing a child's chance for future success in life. We received 3,958 responses from across Canada. As in past years, results were overwhelmingly positive, with most participants maintaining or increasing reading skills and confidence as a result of the program.

Here are a few highlights from the survey:

- 95% of parents/caregivers report that their child maintained or increased their confidence as a reader.
- 96% of parents/caregivers say their kids read the same amount or more over the summer.
- 98% of parents/caregivers agree their child has maintained or improved their reading skills over the summer.
- 99% of kids will consider joining the Club again.

Here are comments from parents/caregivers:

"All of my kids participated in the program throughout the years. It had a positive impact on their development and interest in reading for pleasure. This helped improve their skills for the school year."

"My son was easily motivated to keep reading. The program allowed us to maintain good reading habits as a family without the fight. This program helped us keep reading positive and fun. Thank you so much for all your time and dedication to the program."

"We have joined for a few years and each summer my daughter is excited to begin. We feel it has helped with literacy and she is a strong reader as a result"

Here are comments from kids:

"This summer reading club is really fun. I think lots of kids benefit from it because they can learn about what others are reading, which encourages them to read more on their own and to share their opinions which is sometimes hard to do."

"It's great. I love the community, the experience and the enjoyment of putting a new book in my log book."

"I have been in this club every year since 2018 and I love it! The atmosphere here is always so positive and welcoming. I have made a lot of friends here and I look forward to coming back next year."

"TD Summer Reading Club is an excellent way to encourage reading to children, and I've been motivated to read since I've been in the club."

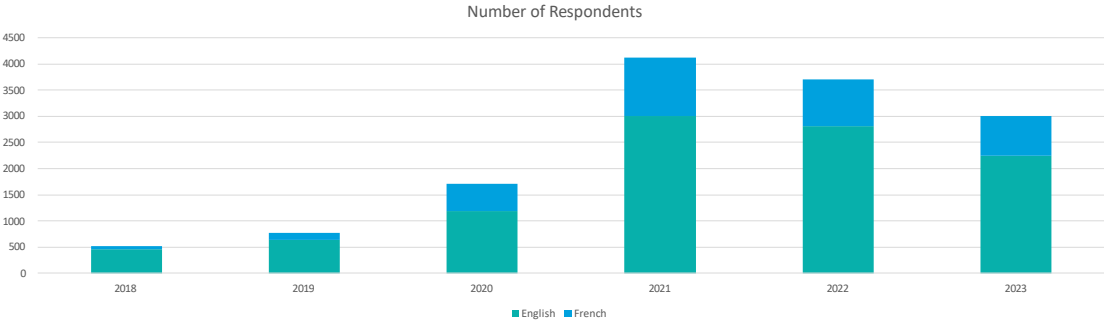
TDSRC Kids Survey

2023 Results



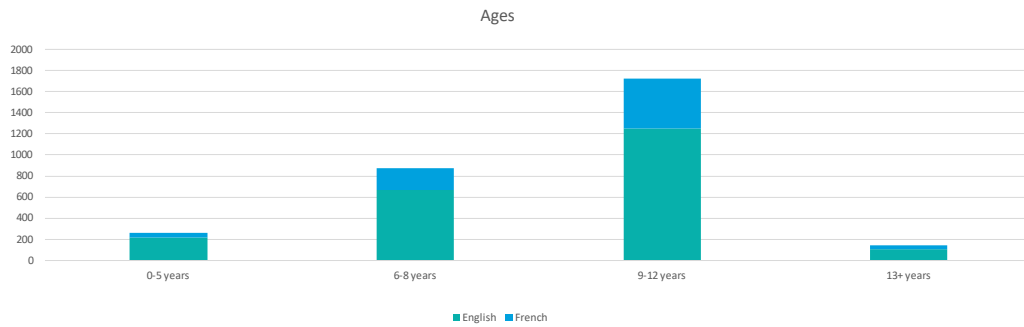
2023 Kids Survey

Number of Respondents 2018-2023



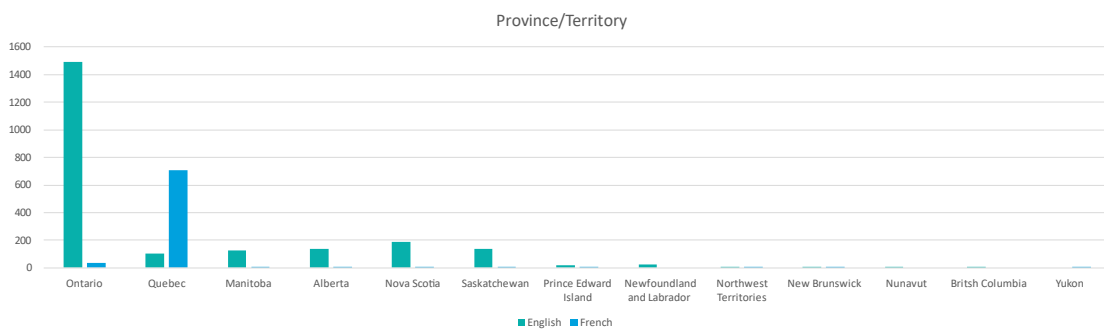
2023 Kids Survey

Age of Respondents



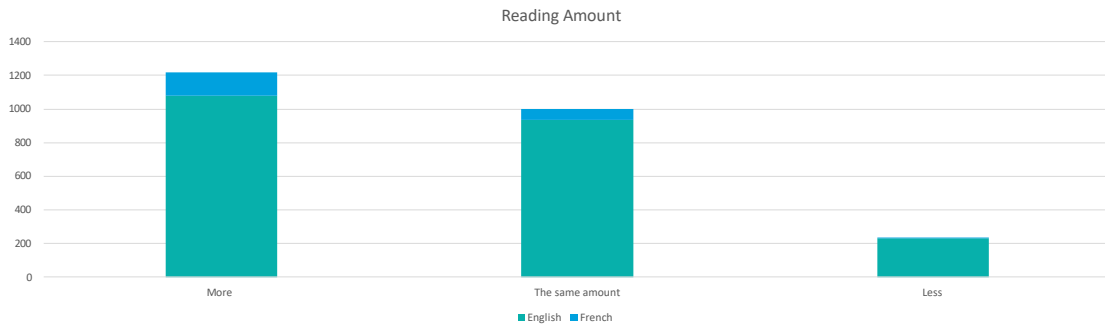
2023 Kids Survey

Province/Territory



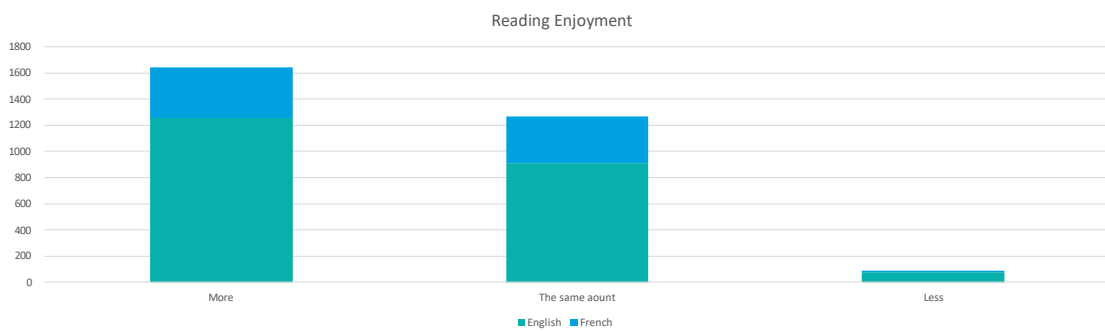
2023 Kids Survey

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



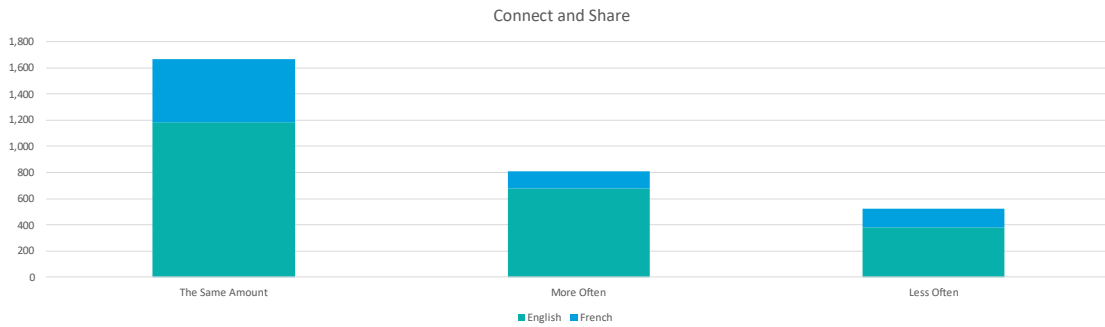
2023 Kids Survey

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



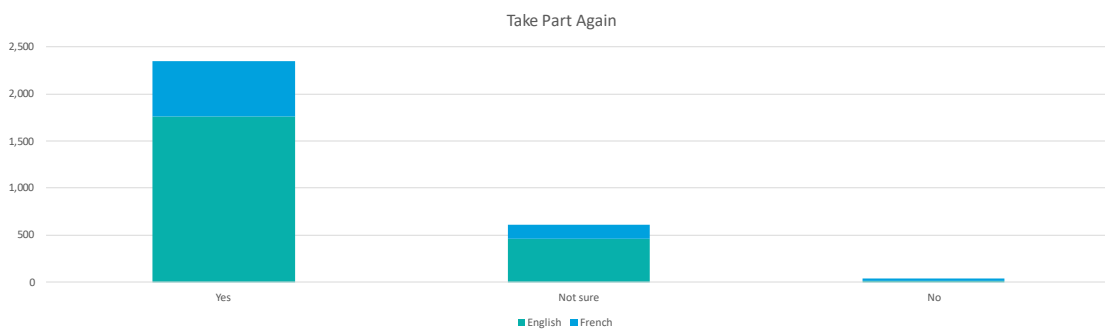
2023 Kids Survey

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



2023 Kids Survey

Will you take part in the Club again?



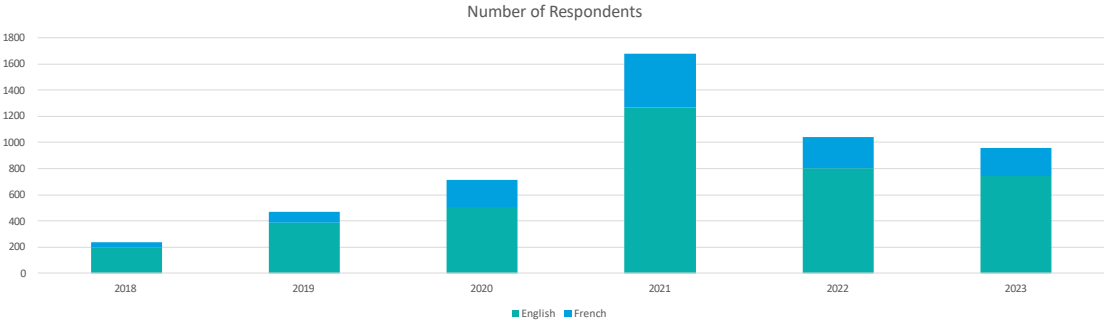
TDSRC Parent/Caregiver Survey

2023 Results



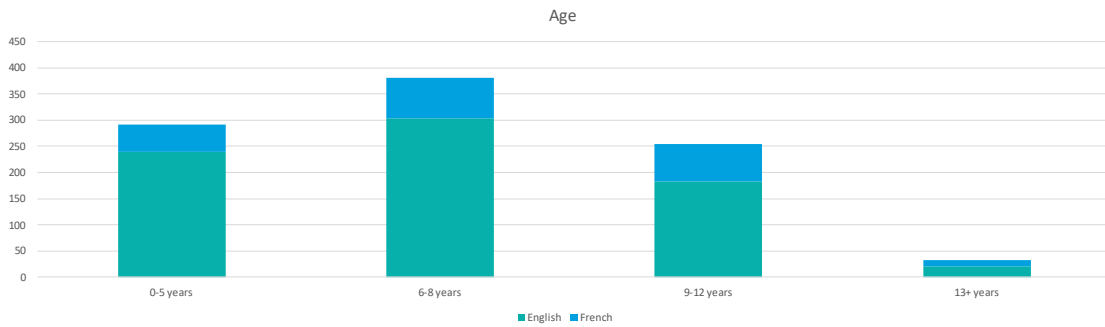
2023 Parent/Caregiver Survey

Number of Respondents 2018-2023



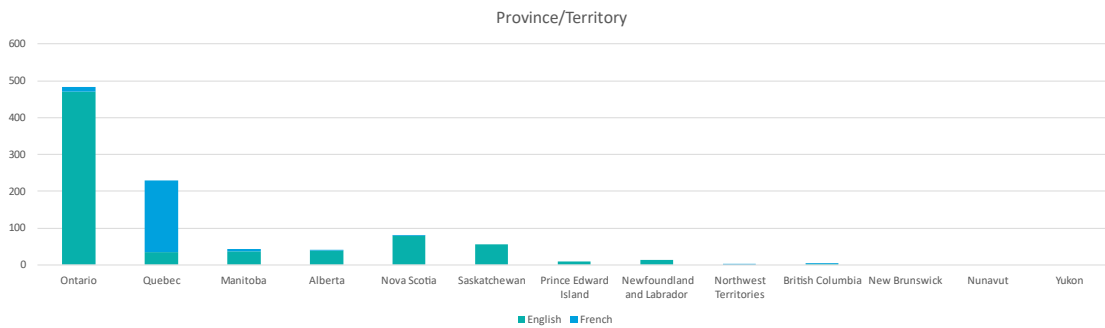
2023 Parent/Caregiver Survey

Participant Age



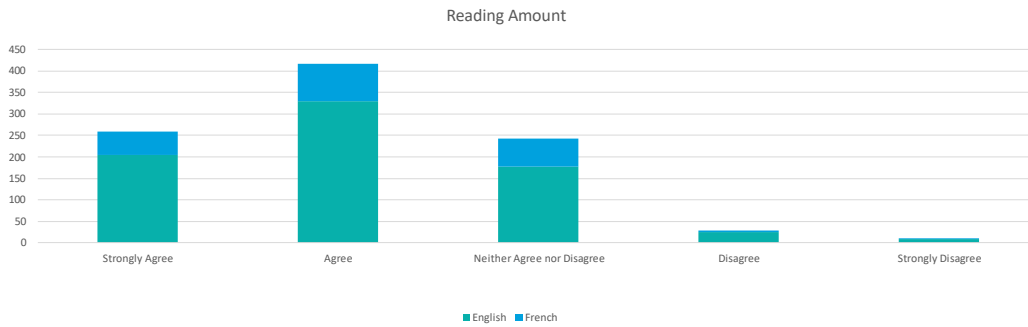
2023 Parent/Caregiver Survey

Province/Territory



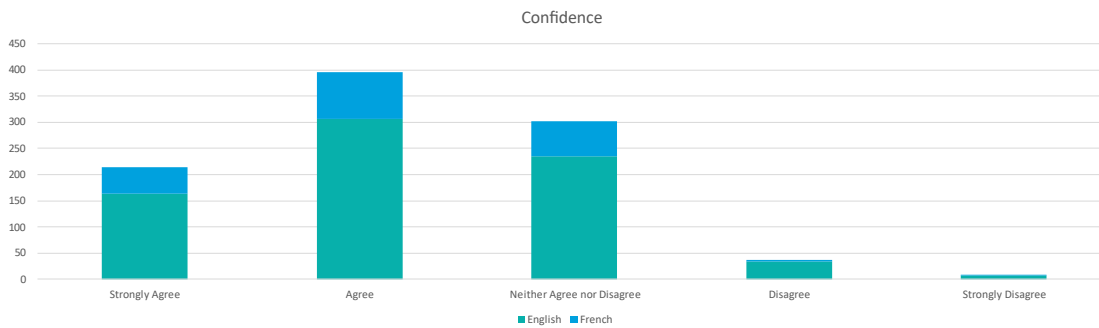
2023 Parent/Caregiver Survey

My child reads more often.



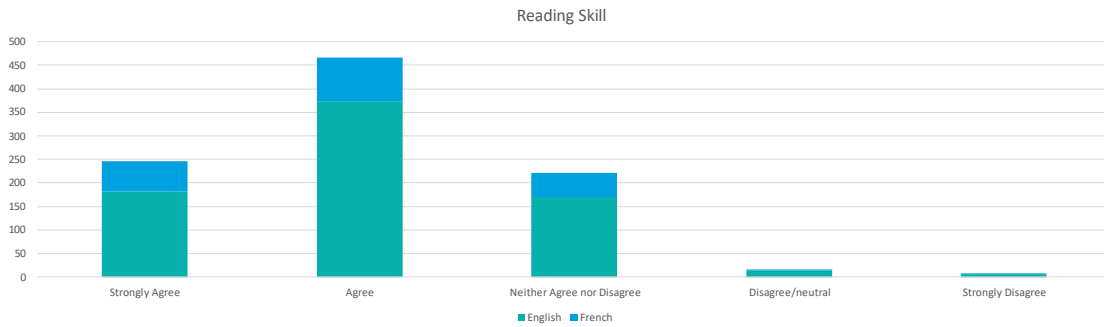
2023 Parent/Caregiver Survey

My child is a more confident reader.



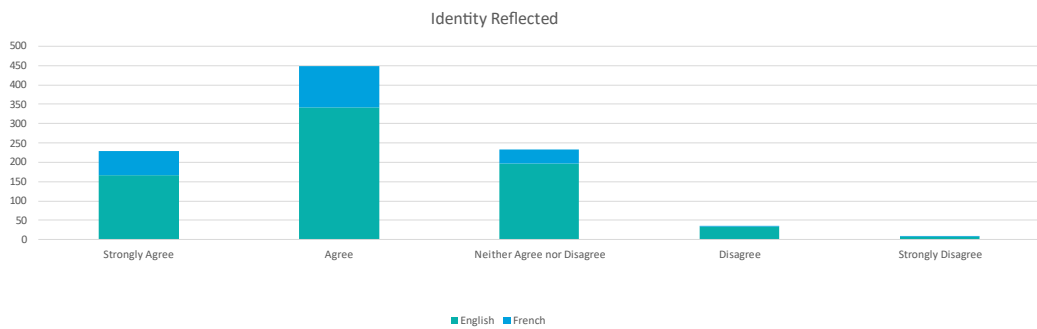
2023 Parent/Caregiver Survey

My child maintained or improved their reading skills.



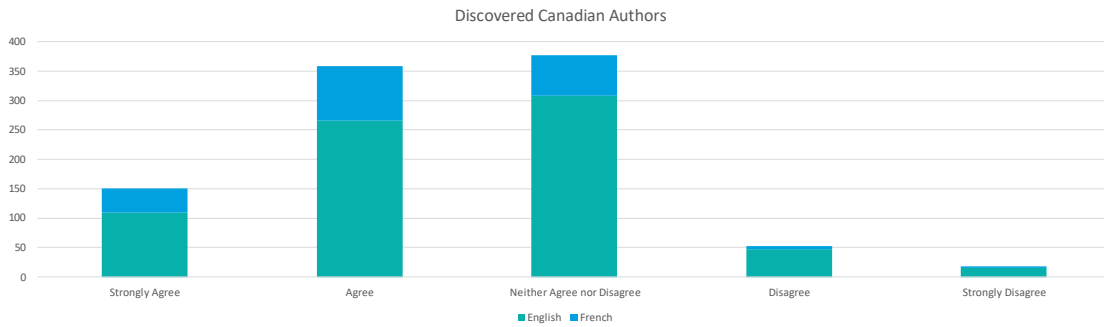
2023 Parent/Caregiver Survey

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



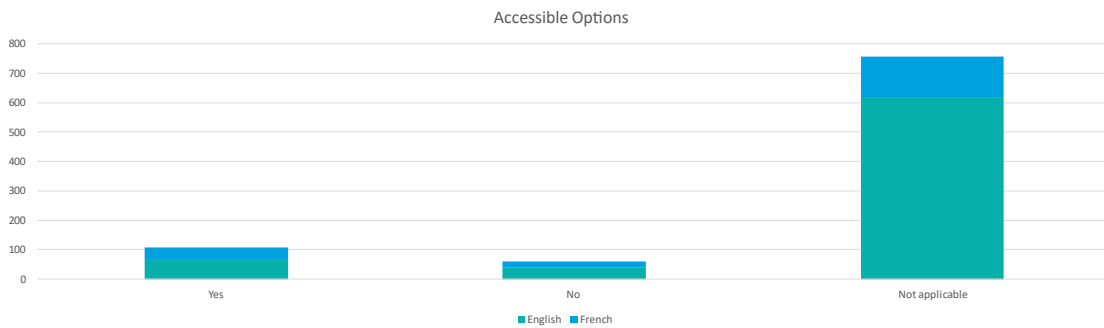
2023 Parent/Caregiver Survey

My child discovered Canadian children's writers and illustrators.



2023 Parent/Caregiver Survey

If your child has a print disability, were you able to find information about accessible options for reading and activities?



2023 Parent/Caregiver Survey

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

