



TD Summer Reading Club

STATISTICS AND EVALUATION FORM 2017

Individual Library Form

Introduction / Splash Screen

Thank you for participating in the 2017 TD Summer Reading Club. The form below contains the statistics and feedback that you will be asked to provide at the conclusion of your library's 2017 program.

Our interest in conducting this study is to provide information about the success of the program 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 to continue to make improvements to the TD Summer Reading Club program.

The online file will be accessible between August 21st and September 30th and will allow you to enter the results for your library. You will also be able to print your results and/or have an electronic version emailed to you for your records.



Program Registration Module

Q1 – REGISTRATION: Please enter your totals for the number of children who registered to participate in the TDSRC 2017. This refers to the total number of children who were registered with your library and were given program materials. The counts can be transcribed from the appropriate category of your registration form. Registration is distinct from participation in activities – children must be registered to be counted here, not just participate in TDSRC activities (see the ‘Program Participation Statistics and Materials Module’ for more information).

(NOTE: Please note that we no longer require staff to record children’s gender at registration.)

<u>Children Registered For The Summer Reading Program</u>	<u>TOTAL</u>
0-5 years old	
6-8 years old	
9-12 years old	
13 + years old	

TOTAL # of registrants	
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[Exclusive Option] No children registered for The Summer Reading Program [Skip to Q4]

Q2 – AWARENESS METHODS: How many of the children registered in your library had participated in the TD Summer Reading Club in previous years and how many were new to the program? Please transcribe the totals from your registration form below.

Note: Please ensure the total number of registrants (previous years + new to the program) is equal to the total number of registrants listed in Q1- Registration.

How many registrants joined the TDSRC last year (or in previous years)?	
How many registrants are new to the TDSRC?	

Program Participation Statistics & Materials Module

Q3 - PARTICIPATION: Participation refers to the total number of children who attended any or all of the programs* conducted by your library – it is designed to measure the total reach of the TDSRC program. This number refers to the total attendance (**children only**) at activities/programs conducted by your library for the Summer Reading Club - these children may or may not be registered for the TDSRC as described in the ‘Registration’ section. A child is counted as having participated if they took part in any number of TDSRC programs within the library or outside of it. **PLEASE NOTE:** this section is asking about **program** outreach (i.e. activities), NOT **promotional** outreach*.

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

*Exclude promotional activities such as school visits, contests, newspaper articles.

Number of Club programs in your library	
Number of Club programs in your community	
= Total number of programs	

Attendance at programs for children in your library	
Attendance at programs for children in your community	
= Total attendance by children's at programs	

Promotion of Program

Q4 – STAFF PROMOTION: Did any library staff promote the program at schools, day camps, child-care centres, or other locations (community/public housing projects/faith-based programs, etc.)? **If yes, please answer the follow-up question:**

	No	Yes	(If Yes) Number of individual visits	(If Yes) Estimated number of children in attendance
Schools				
Day Camps				
Child Care Centres				
Other				

Language of Program

Q5 - In which language did you primarily conduct the TDSRC?

	Please check one
English	
French	
Bilingual	

Q6 - Satisfaction With Program

<u>Q6 – Overall Satisfaction</u>	<u>0 - Not Satisfied At All</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10 - Completely Satisfied</u>	<u>No Information Provided</u>
Overall, how satisfied were you with the TDSRC in 2017?												

Staff Website Evaluation and Suggestions for Improvement

<u>Q7 - Web Content For Library Staff Module</u>	<u>0 - Not Satisfied At All</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10 - Completely Satisfied</u>
Overall satisfaction with the website and web content for library staff											
Ease of navigation											

Q8 – LIBRARY STAFF WEBSITE: Please identify which of the resources on the library staff website you used and, for each resource that you did use, please give your level of satisfaction with it.

<u>Q8 - Resources For Library Staff Module</u>	<u>Yes I used this</u>	<u>No I did not use this</u>	<u>If used, please rate level of satisfaction (0 - Not Satisfied At All to 10 - Completely Satisfied)</u>
Recommended Reads			
Images			
Activities			
Programs			
Staff News feed			
‘How to run a successful program’ section			
Brand Guidelines			
Promotional Templates			



QD9 - Do you have any suggestions on how to improve any of the web resources for library staff?	
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Q10 - Program Evaluation and Statistics Process	0 - Not Satisfied At All	1	2	3	4	5	6	7	8	9	10 - Completely Satisfied
Overall satisfaction with program evaluation process											
The ease of using the system											
The evaluation asks about relevant concerns											

Do you have any suggestions for how to improve the statistical collection and program evaluation process?	
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Do you have any testimonials from parents, caregivers or teachers that may indicate an increased love of reading?	
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Thank You for Your Participation!