# TD Summer Reading Club STATISTICS AND EVALUATION FORM 2019

**Individual Library Form**

## Introduction / Splash Screen

Thank you for participating in the 2019 TD Summer Reading Club (TD SRC). Below is a form for you to report statistics at the conclusion of your library’s 2019 program, as well as an opportunity to provide feedback.

Our interest in conducting this study is to submit 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 continue to make improvements to the TD Summer Reading Club program.

The online survey 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:** Enter the total number of children who were registered with your library for the 2019 Club 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 TD SRC activities *(see the “Program Participation Statistics and Materials Module” for more information).*

*(NOTE: We no longer require staff to record children’s gender at registration.)*



Children Registered For The Summer Reading Program

***Number***

0-5 years old

6-8 years old

9-12 years old

13+ years old

**TOTAL # of registrants**

**[Exclusive Option]** No children registered for The TD Summer Reading Club.

**Q2 – AWARENESS METHODS**: Record the number of children registered in your library who had participated in the TD Summer Reading Club in previous years, and the number that 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 Q1- Registration.*

|  |  |
| --- | --- |
| **How many registrants participated in the TD SRC in previous years?** |  |
| **How many registrants are new to the TD SRC?** |  |

## 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. (This is to enable us to measure the total reach of the TD SRC 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 TD SRC as described in the “Registration” section. A child is counted as having participated if they took part in any number of TD SRC programs within the library or outside of it. Include programming activities such as story time, author readings, and arts and crafts. Exclude promotional activities such as school visits, contests, or newspaper articles.

*NOTE: this section is asking about* ***programming activities****, NOT* ***promotional*** *outreach*.

|  |  |
| --- | --- |
| Number of Club programs **in your library** |  |
| Number of Club programs **in your community** |  |
| = Total number of programs |  |

|  |  |
| --- | --- |
| Number of children attending programs **in your library** |  |
| Number of children attending programs **in your community** |  |
| = Total attendance by children at programs |  |

## Promotion of Program

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Location | No | Yes |  | **If Yes**, Number of Staff Visits | **If Yes**, Estimated Number of Children in Attendance |
| Schools |  |  |  |  |
| Day camps |  |  |  |  |
| Childcare centres |  |  |  |  |
| Other |  |  |  |  |

## Language of the Program

**Q5 -** In which language did you primarily conduct the TD SRC programs?

|  |  |
| --- | --- |
| Language | Check One |
| English |  |
| French |  |
| Bilingual |  |

## Q6 - Satisfaction with the TD SRC Program

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Q6 – Overall Satisfaction** | **0 - Not Satisfied at All** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10 -**  **Completely Satisfied** | **No Information Provided** |
| Overall, how satisfied were you with the TD SRC in 2019? |  |  |  |  |  |  |  |  |  |  |  |  |

**Q7 - Staff Website Evaluation**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Q7 - Web Content for Library Staff** | **0 - Not Satisfied at All** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10 -**  **Completely Satisfied** |
| Overall satisfaction with **the website and web content for library staff** |  |  |  |  |  |  |  |  |  |  |  |
| Ease of navigation |  |  |  |  |  |  |  |  |  |  |  |

**Q8 – LIBRARY STAFF WEBSITE**: Identify the resources on the library staff website you used and give your level of satisfaction with them.

|  |  |  |  |
| --- | --- | --- | --- |
| **Q8 - Resources for Library Staff** | **Yes I Used This** | **No I Did Not Use This** | **If Used, Rate Level of Satisfaction  (0 - Not Satisfied at All to 10 - Completely Satisfied)** |
| Recommended reads |  |  |  |
| Images |  |  |  |
| Activities |  |  |  |
| Staff news feed |  |  |  |
| How to run a successful program |  |  |  |
| Brand guidelines |  |  |  |
| Promotional templates |  |  |  |

QD9 - Do you have any suggestions on how to improve any of the web resources for library staff?

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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 to improve the collection of statistics and the program evaluation?

Do you have any testimonials from parents, caregivers or teachers that may indicate an increased love of reading?

|  |  |
| --- | --- |
| If one or more TD employees played a role in your library’s TD SRC 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!