



TD Summer Reading Club

STATISTICS AND EVALUATION FORM 2017

Library System 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 system'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 system. You will also be able to print your results and/or have an electronic version emailed to you for your records.

How many service points/branches in total participated in the TDSRC 2017 in your system?

How many of the service points/branches that participated in the TDSRC 2017 are you reporting data for?



Program Registration Module

Q1 – REGISTRATION: Please enter your totals for the number of children who registered to participate in the TDSRC 2017 at all of the libraries in your system. This refers to the total number of children who were registered with your library system and were given program materials. The counts can be transcribed from the appropriate category of your registration form(s). 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 | |
|-------------------------------|--|

[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 system** 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(s) 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 at **ALL** of the **libraries in your system** – 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 system 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 activities/programs within the libraries or outside of them. **PLEASE NOTE:** this section is asking about **program** outreach (*i.e.* activities), NOT **promotional** outreach*.



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

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

Please enter the totals for all libraries in the system that you are reporting for:

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

| | |
|--|--|
| Attendance at programs for children in your libraries | |
| Attendance at programs for children in your community | |
| = Total attendance by children at programs | |

Promotion of Program

Q4 - STAFF PROMOTION: How many of **the libraries** in your system made visits to promote the program at schools, day camps, child-care centers, or other locations (community/public housing projects/faith-based programs, etc.)?

| | Schools | Day Camps | Child Care Centres | Other |
|---|---------|-----------|--------------------|-------|
| # of libraries in your system that made visits to: | | | | |

If any libraries made visits, fill in the total number of individual visits made in total and the total number of children in attendance at each type of visit

| | No | Yes | <u>(If Yes) Number of individual visits</u> | <u>(If Yes) Estimated number of children in attendance</u> |
|--------------------|----|-----|--|---|
| 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

You are reporting data for multiple service points/branches. Please enter the number of libraries who gave each response on the 10-point scales below. If some service points did not supply information, enter that number under 'No Information Provided.' Each row should total the number of service points you are reporting data for.

| <u>QD7 - Web Content For Librarians 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> | <u>No Information Provided</u> |
|--|---------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------------------------------|--------------------------------|
| Overall satisfaction with the website and web content for librarians | | | | | | | | | | | | |
| Ease of navigation | | | | | | | | | | | | |

Q8 – LIBRARY STAFF WEBSITE: Please enter the **number of libraries** that used each resource below and the number that did not use the resource.



| <u>Q8-A - Resources For Librarians Module</u> | <u># of Libraries that used this resource</u> | <u># of Libraries that DID NOT use this resource</u> | <u>No Information Provided</u> |
|---|---|--|--------------------------------|
| Recommended Reads | | | |
| Images/Illustrations | | | |
| Activities | | | |
| Programs | | | |
| Staff News feed | | | |
| 'How to run a Successful Program' section | | | |
| Brand Guidelines | | | |
| Promotional Templates | | | |

QD8-B - If any libraries in your system used the resources above, please enter the number of libraries who gave each satisfaction score for that resource on the 10-point scales below.

| <u>Q8-B – Satisfaction With Resources For Librarians</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> |
|--|---------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------------------------------|--------------------------------|
| Recommended Reads | | | | | | | | | | | | |
| Images/Illustrations | | | | | | | | | | | | |
| Activities | | | | | | | | | | | | |
| Programs | | | | | | | | | | | | |
| Staff News Feed | | | | | | | | | | | | |
| The 'How to run a successful program' section | | | | | | | | | | | | |

| | |
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| <p>QD9 - Do you have any suggestions on how to improve any of the web resources for library staff?</p> | |
|--|--|



| <u>Q10 - Program Evaluation and Statistics Process</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 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? | |
|---|--|

Thank You for Your Participation!