## TD Summer Reading Club statistics and evaluation form – library system

## INTRO SCREEN

**Thank you for participating in the 2020 TD Summer Reading Club (TD SRC).**

We would like you to complete a short survey to report some statistics on your library’s 2020 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 (TD SRC).

1. **What was the main reason you weren’t able to deliver any of the TD SRC program this year?**

Q2a **How many service points/branches in total participated in the TD SRC 2020 in your system?**

Q2b **How many of the service points/branches that participated in the TD SRC 2020 are you reporting data for?**

1. **In which language did you primarily conduct the 2020 TD SRC program?**

English

French

Bilingual

**Promotional outreach**

1. **Thinking about library staff promoting the 2020 TD SRC program, how many times did library staff in your library system interact with each of the following in order to promote this year’s program?**

Schools \_\_

Day camps \_\_

Childcare centres \_\_

Other \_\_

Library staff did not promote the program this year

1. **Can you tell us a little bit about what you were able to do with respect to promoting the program this year?**
2. **How many children would you estimate you reached with each interaction?**

**Program registration**

1. **Please enter the number of children who registered with your library system for the 2020 SRC in the boxes below. If you had no children register this year, 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 TD SRC activities.

**In addition to registrations using the TPL website, how many (if any) children registered for the 2020 TD SRC program…?**

in-person

using your 3rd party platform of choice

Q7b. **You indicated that some children registered using a 3rd party platform. What platform(s) did you use this year?**

**Club programs**

1. **We recognize that many libraries may not have offered full programming this year due to COVID-19 services disruptions, but thinking about all the programs you were able to offer as part of the TD SRC 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 system \_\_

…online \_\_

…in your community \_\_

Our library system did not run any programs this year

1. **And 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 system. They may or may not be officially registered for the TD SRC – they are counted as having participated if they took part in any of the programs within the library system or outside of it.

Programs offered…

…in your library system\_\_

…online \_\_

…in your community \_\_

**Website resources**

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

Recommended reads

Images

Activities

Staff news feed

How to run a successful program

Brand guidelines

Promotional templates

Other (please specify)

Didn’t use the website this year

1. **And how satisfied are you with each of the following online resources?**

Recommended reads

Images

Activities

Staff news feed

How to run a successful program

Brand guidelines

Promotional templates

Other (please specify)

Didn’t use the website this year

**SLIDER**

0 – not at all satisfied

1

2

3

4

5

6

7

8

9

10 – completely satisfied

1. **Thinking about the staff website overall this year, how satisfied were you with the website’s…?**

Look and feel

Content

Ease of navigation

**SCALE**

0 – not at all satisfied

1

2

3

4

5

6

7

8

9

10 – completely satisfied

**Program satisfaction**

1. **Thinking about the program overall this year, how satisfied are you with the 2020 TD SRC?**

0 – not at all satisfied

1

2

3

4

5

6

7

8

9

10 – completely satisfied

1. **Is there anything the TD SRC could have done to better support you in delivering the program?**
2. **We know that this year has been a disruptive one for everyone and if you were able to deliver even a little part of the TD SRC program, we consider that a success!**

**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.**

END SCREEN

**Thank you very much for your time! Below you will find a summary of your answers to the survey questions. Please feel free to print this page for your records.**