

Teen Summer Reading 2021 Wrap-Up:

At a glance:

	2021	2020	2019	2018	2017
Total Registered	211	96	363	202	157
Prize Level 1	131	48	171	129	80
Level 1 Redeemed	116	37	161	121	78
Prize Level 2	121	-	76	68	-
Level 2 Redeemed	112	-	71	63	-
Prize Level 3	95	-	-	-	-
Level 3 Redeemed	85	-	-	-	-

We had 211 teens register for the program, and 131 reach the first prize level. Of those teens, 116 stopped in to pick up books. For the second level of prizes, we had 121 earn a prize and 112 of those teens pick up prizes. For the first time ever we had a third level of prizes for teens, with 95 teens earning the third prize level, and 85 picking those up.

These numbers are very comparable to 2018, and much better than 2020. Looking forward, we would like to make sure teens have more opportunities to redeem prizes, whether that is getting into the schools with prizes in September or finding ways to get out in the community with prizes.

Program Statistics:

The library hosted 21 Events for teens, 12 in person, held outdoors, 6 passive programs and 3 on our Discord server. Teens who attended in-person and Discord events were given an extra entry into the grand prize drawing as well as put in a separate drawing for \$10 Aggies Gift cards.

47 teens attended our 21 Outdoor events, 42 participated in the passive events, and we had 17 active members on our Discord Server.

Highlights: A teen tie-die event attracted 15 teens, and was our largest in person event. Loot Lit boxes were the most popular passive program with at least 10 participants per month. Dungeons and Dragons was the only program on Discord, with about 7 teens attending per month.

Prizes and Winners:

Teen received a free book for reading 4 books, a local coupon packet for the reading an additional 4 books, and an additional coupon packet at 12 books. Coupons were from donations, both through the federated system and with library staff members. The prize winners for the 4 \$25 gift cards were Liam, Kaya, Jasper and Lellarose. All were chosen by random drawing. Aidan and Grace were picked as winners from teen events, and they received a \$10 Aggies Gift Card.

What worked for Teen Summer Reading 2021:

- a. Book as the first prize meant that we got free books to 116 readers this summer. In the past this was the final prize, but moving it up in prize order got more books out to teens.

- b. Of the readers who got the first prize: 112 got the second and 85 got the third. This means teens returned to the library to get prizes, although some did get all 3 prizes at once.
- c. Being able to do outdoor programming. We were able to take on some messier and bigger events by going outside, and I hope that even as we return to indoor programming, we can continue to do outdoor programming in the summer months.
- d. Working with teachers: While we didn't get in the schools we had teachers from all three middle schools in West Allis indicate they would share the program information with their students. Information was shared with High School teachers as well, we just didn't get responses.

What we need to improve on for 2022:

- a. We are still getting about half the kids that sign up to actually come in and get a prize. I don't know what could get this number higher, but with 212 registered only (116) picked up a book, and it would be nice to get a higher percentage there.
- b. Coupons being late. There was so much we could not promote because we didn't know. I know this was an issue from MCFLS, so I don't know how to fix it internally, but knowing when we would get coupons would have been nice.
- c. Making sure program information is complete. There were a few omissions on the teen reading log, such as no place for a name, and we left off how to follow us on social media. While it was in other places, we have learned that people might only look in one place.

Past Goals Met:

In 2019 we set a few goals for the next few years, and here are the goals that we met in 2021.

- 1. Prize books updated to reflect demographics of teens reading, and current reading trends.
- 2. Split Coupons into two groups, creating more opportunities to visit the library for teens.
 - a. This created a 3rd prize level
- 3. Added different programming to reach different demographics of teens.

Goals for 2022:

- 1. Create more opportunities for getting Summer Reading information into the schools
 - a. Create a separate flier about the program for teachers in May of 2022.
 - b. Find opportunities to promote the reading program in the area high schools.
 - c. Have prizes in middle schools September 2022, creating a way for teens who are unable to get prizes in the summer a way to receive prizes.
- 2. Host an end of summer event to highlight the end of the program, giving teens more notice about the end of the program.
- 3. Find ways to engage teens who register, but do not log time, or come in the library with reading logs.
- 4. Continue to adapt teen programming to reflect trends and offer skills teens want.