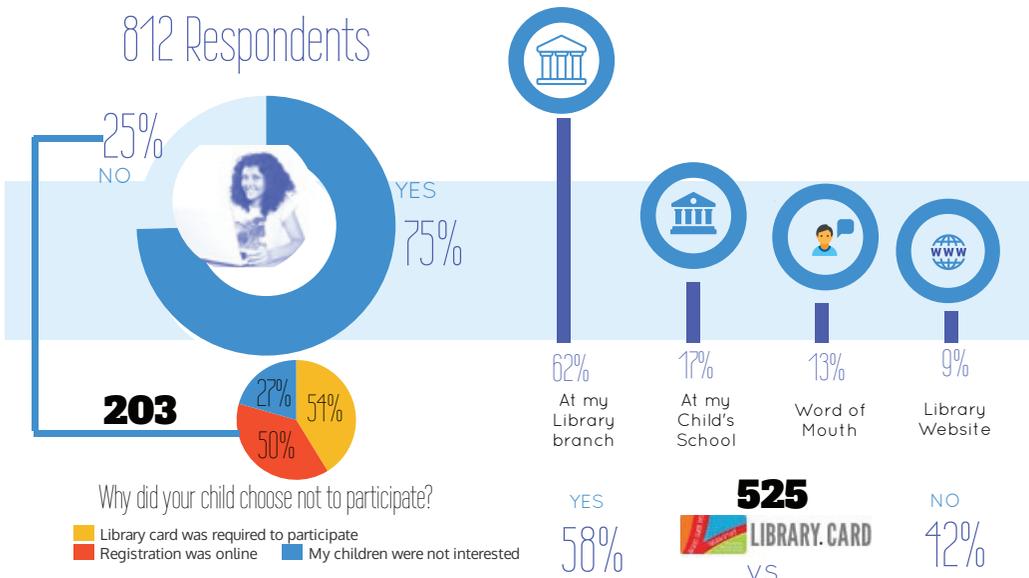
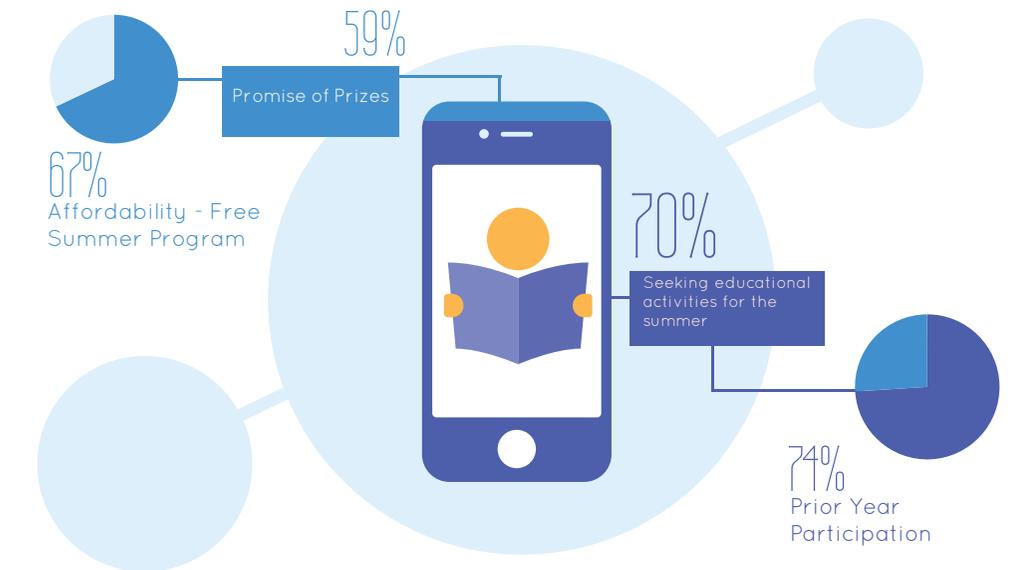


2015 SUMMER READING PROGRAM SURVEY RESULTS AT A GLANCE

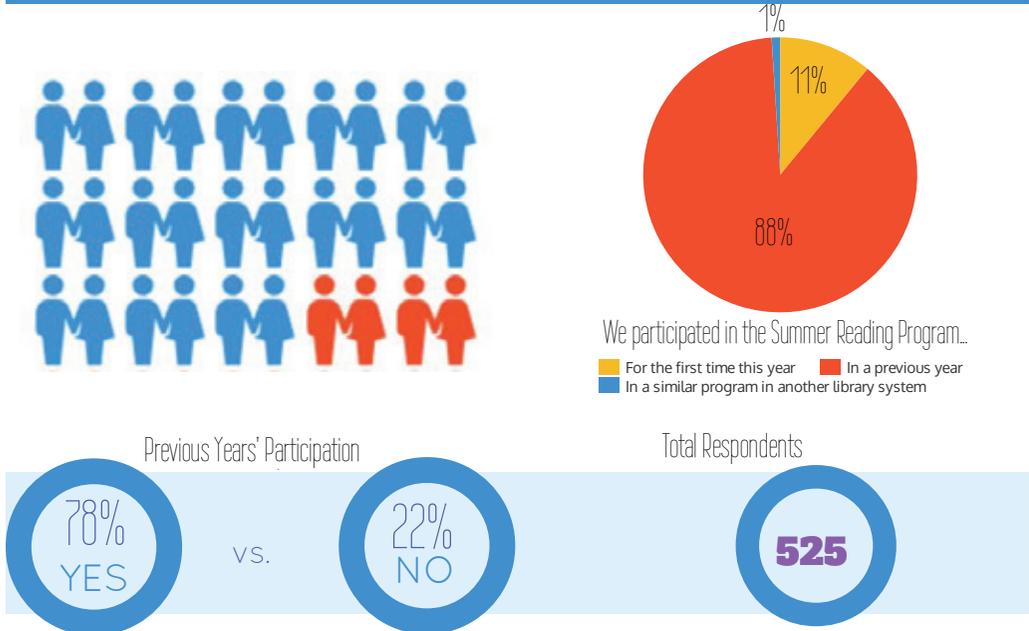
1 Did your child register for SRP? How did you first learn about SRP?



2 What attracted you and your child to participate



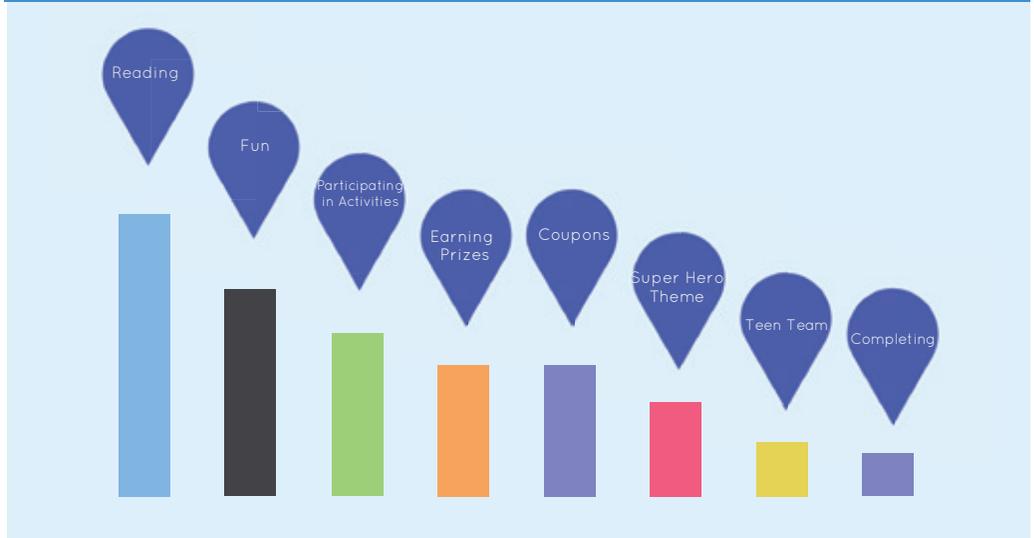
3 Current and Previous Years' Participation



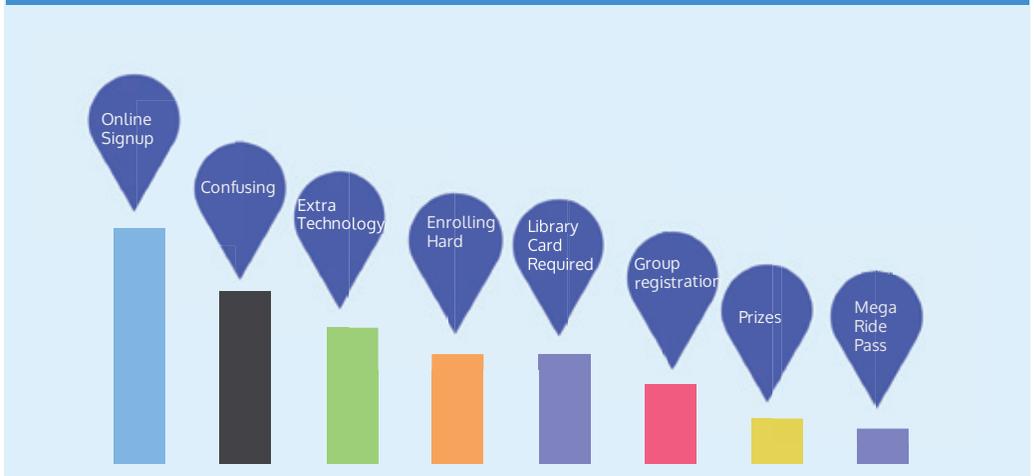
4 Engagement vs. Process

What worked	Agree	Disagree	What didn't work	Agree	Disagree
Participating kept my child's mind engaged throughout the summer	88%	12%	My child enjoyed the online component	19%	81%
My child enjoyed participating	89%	11%	I found the online registration easy to use	40%	60%
We visited the library more because of this program	73%	27%	Recommend Program		
We attended events at the library this summer	46%	54%	Agree		
My child read (or was read to) more because of the program	72%	28%	Disagree		
My child's reading skills improved because of the program	70%	30%	I would recommend this program to others		
My child enjoys reading (being read to) more because of the program	63%	37%	88%		
			12%		

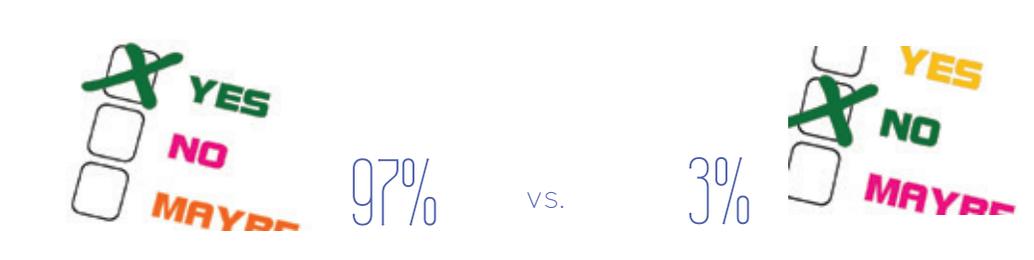
5 What was your favorite part of the SRP?



6 What was your least favorite part of the SRP?



7 Will you continue to bring your children to the library throughout the year?



SUMMER READING PROGRAM LOOKING AHEAD

1

REGISTRATION & COMPLETION PROCESS

Full Paper & Completion

Online & Completion



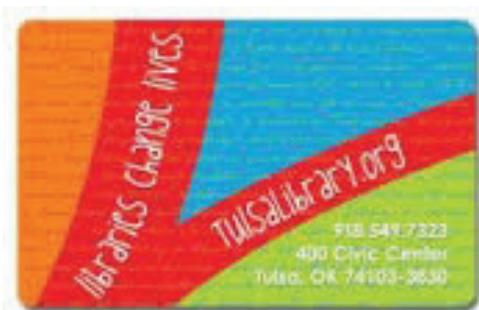
Explore a new online registration tool

Online Registration Tool



A staff committee will assist with planning and exploring a new online tool that is intuitive.

Library Card Optional



While TCCL encourages everyone to have a library card, a library card will not be required to participate in the Summer Reading Program.

THANK YOU



2

PLANNING

Staff Committee



Staff committee will assist with planning, prize selection and explore new online tool that is intuitive.

Community Focus Group



A community focus group of approximately 25 people will assist library staff in identifying and recommending prizes.

FOOTNOTE

Margin of Error: +/- 5%

Confidence level: 99%

Population Size: 20,000

Sample Size: 812 (613 statistically required based on population size)