READING COLORS YOUR WORLD

iREAD Programming Showcase
Summer 2021

Presented by CLA’s Summer @ Your Library iREAD California Program Committee
Reading Colors Your World - Summer 2021 Showcase Agenda

• Recap of Summer 2020 | Rachelle Lopez, Ontario City Library, Program Chair '20
• iREAD Upcoming Themes 2021, '22 & ‘23! | Jill Donovan and Becca Boland, iREAD Illinois
• Young Children & Families | Rachelle Lopez, Ontario City Library, Program Chair '20
• Older Children & Families | Lisa Ferneau-Haynes, Oceanside Public Library, Resource Guide Coordinator ‘22
• Teens | Nichole King, Santa Clara County Library District, Incoming Chair, Resource Guide Coordinator ‘21
• Adults | Charmaine Mendez, Moreno Valley Public Library & Judy Cunningham, San Diego Public Library
• Outreach, Equity and Inclusion | Edwin Rodarte, Los Angeles Public Library
• Q&A, Statewide Resources | Nichole King, Santa Clara County Library, Incoming Chair, Resource Guide Coordinator '21
Summer 2020 at a Glance

• With most library buildings closed to the public for the majority of Summer 2020, California library staff had to quickly adapt and reinvent what summer programming looked like.
• Though not all libraries offered summer programming, many did.
• CLA is still in the process of collecting statistics so the following numbers will inevitably grow, but let’s take a quick look at Summer 2020!
Impact of Pandemic on SRP Sign-Ups

Summer Reading Program Sign-Ups

- 2016: 800911
- 2017: 788008
- 2018: 770571
- 2019: 770956
- 2020: 226795

*2020 Results not final. Submissions from additional library jurisdictions still expected*
Libraries mobilized to create take-home activities and kits:

339,597 kits assembled and distributed to children, teens, and adults

308,331 at off-site “Pop-Up” locations
31,266 at library locations

*2020 Results not final. Submissions from additional library jurisdictions still expected*
Adapting to the Pandemic – Take-Home Kits

Scratch-Off Bookmarks
STEM Kits
Rubik’s Cubes
Bouncy Balls
Lego Challenges
Movement Activities
Family Games
DIY Kits
Toys
Arts & Crafts Supplies
Bubble Wand Science Kits
Bingo Sheets
Clay
Fabric Bags with Fabric Markers
Mask Kits
Writing Prompts

Nutrition Kits
Playdough
Sidewalk Chalk
Wikki Stix
Activity Placemats
Kinetic Sand
Fridge Magnets
Finger Puppets
Fidget Spinners
Puzzles
Sticker Packets
Glitter Glue
Wind Chime Kits
Plant a Seed Kits
Sports Equipment
Pencil Boxes

Shrink Film
Origami
Slime
Crossword Puzzles
Coloring Pages
Tin Foil Stained Glass Project
Catapult Project
Cooking Utensils
Cookbooks
Toothbrush Kits
Paper Gliders
Recipe Cards
Jump Ropes
Fact Sheets
Binoculars
Tangrams

*2020 Results not final. Submissions from additional library jurisdictions still expected*
Adapting to the Pandemic – Book Giveaways

142,621 new books given away by libraries!

99,834 at off-site “Pop-Up” locations
42,787 at library locations

*2020 Results not final. Submissions from additional library jurisdictions still expected*
Adapting to the Pandemic – Virtual Programming

11,296 Virtual Programs Offered by CA Libraries

1,085,300 Total Views!

*2020 Results not final. Submissions from additional library jurisdictions still expected*
Meal Distribution at Libraries

*2020 Results not final. Submissions from additional library jurisdictions still expected*
Library staff were asked “Would you consider your 2020 summer reading and learning program a success, given the circumstances?”

![Bar chart showing the results of the question]

- Yes: 82.61%
- No: 5.59%
- Other: 11.80%

*2020 Results not final. Submissions from additional library jurisdictions still expected*
Looking Forward to Summer 2021!

• Though we don’t know what Summer 2021 will look like, in today’s presentation we hope to provide you with ideas that cover all contingencies so that you can be ready for whatever Summer 2021 brings!
• Let’s take a look forward at Summer 2021’s iREAD theme, Reading Colors Your World!
Becca Boland
2022 Illinois iREAD Chair
for Read Beyond the Beaten Path

Jill Donovan
2021 iREAD Artists

Oliver Jeffers
OLIVERJEFFERS.COM

Yuyi Morales
YUYIMORALES.COM

Zach Lehner
ZLEHNER.COM

Hervé Tullet
INSTAGRAM.COM/HERVETULLET

Reading Colors Your World | Summer 2021

October 22nd, 2020
Children’s Artist: Yuyi Morales
Teen/YA Artist: Zach Lehner
Adult Artist: Hervé Tullet

Reading Colors Your World | Summer 2021
iREAD: A Fundraiser for CLA

iREAD supports YOUR California Library Association.

• All proceeds above the cost of producing iREAD goes to promote and support the important work of libraries

• A portion of every sale comes to the California Library Association

• Your support and contributions to iREAD helps strengthen YOUR Association
2021 iREAD Catalog

Reading Colors Your World | Summer 2021
Read Beyond the Beaten Path combines camp, adventure, and skill development. Summer camp at the library can encompass many different summer experiences:

- Outdoors: hiking, campfires, stories, and s’mores
- Arts and crafts
- Talent shows
- Animal identification
- Music
- Earning badges

STEM is very easy to work into this theme because of the nature/outdoor aspects but you can also have space camp and math camp and science camp. Those would be additional badges.

Incorporate stories and activities related to favorites like Spy Camp by Stuart Gibbs, Be Prepared by Vera Brosgol, or Camp Half-Blood from Rick Riordan’s Percy Jackson & the Olympians series.
2022 iREAD artists will be:

Dav Pilkey featuring his character DRAGON [pilkey.com]

Jessica Gibson [jessicamgibson.com]

Kayla Miller [kayla-miller.com]

Christina “Steenz” Stewart [oheysteenz.com]
SUMMER 2023 - VOICE
VOTE FOR THEME

Strengthen Your Voice---READ!

Find Your Voice Through Reading

I Am a Reader, Hear Me Roar!

Create Your Story at the Library

Examples

Using camera feature on your phone, scan this QR code to take you to the site to vote for 2023 theme! Your voice counts!
Colorful Object Displays
Color Sorting Displays

1. Pick a bag
2. Sort the colors
3. Put them in a cup

Color Sorting Bulletin Board

Reading Colors Your World | Summer 2021

October 22nd, 2020
Fizzy Rainbows
Homemade Rainbow Bath Paint
Rainbow Shaving Cream Sensory Ideas
Rainbow Sensory Bin Ideas
Early Childhood Programs
Reggio Emilia Rainbow Activities

October 22nd, 2020
“Paint Your Heart Out Program”
Dramatic Play Art Museum Program
Musical Painting Program
Contact:

Rachelle Lopez, Ontario City Library – Lewis Family Branch, Rlopez@Ontarioca.gov

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School Age Children and Families
We’ve Got This!

Reading Colors Your World | Summer 2021
Decorations and Displays

Add a Flower on Frida

Deconstruction Color Sorting

Chuck Close style Color Collage

Vote for your Favorite Color
Programs and Events

Online/In Person Bookmark Contest

Add a Hoop for each book read

Sticky Note Portraits

Reading Colors Your World | Summer 2021

October 22nd, 2020
Alebrijes are brightly colored Mexican folk-art sculptures of fantastical creatures.
School Promotion

• Create presentation boards about the summer reading program for schools to display on their website.

• Send eflyers direct to parents: Many schools now send flyers via email directly to parents using sites like peachjar.com.

• Reach out to after-school enrichment programs and activities. See if you can do a promotion at events in the form of flyers or by setting up a booth.

• Ask your city and council officials to post library activities on their website. Ask local organizations such as churches, day-care centers, park districts, museums, youth centers, history centers, civic centers, health and wellness groups, YMCAs, and homeschool groups to promote the program in their newsletters, calendars, bulletins, online networks, listservs, and marquees or on their websites.
Contact:

Lisa Ferneau-Haynes
Senior Librarian, Youth Services
Oceanside Public Library
lferneau-haynes@oceansideca.org

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Teens
Teen Programs - Crafts

Craft Ideas

Make Your Own GLOWING Bounce Balls

Reading Colors Your World | Summer 2021

October 22nd, 2020
Teen Programs - Crafts

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October 22nd, 2020
Teen Programs - Crafts

- In-person programs – outside, social distancing, follow the rules of your library/county, etc.
- Grab and go programs – provide a video tutorial
- Completely virtual
Teen Programs – The Arts

- Paint Night (in person and outdoors, virtual)
- Photography contests and demos
- Book Cover Redo
- Partner with local museums for virtual exhibits
- Amazing Artists – weekly featured artists
- Collaborative Art Projects – Post-It’s
Teen Programs – Social, but not.

- Teen Streaming
- Teen Trivia
- Teen Open Mic Night
- Virtual Book Clubs (Graphic Novels & LGBTQ+)
- Teen Mental Health
Teen Programs – Social, but not.

- Cooking demos – Eat the Rainbow
- Fashion Show
- LGBTQ+ Discussions (Youth Space in SCC)
- Writing workshops/Journaling
- Galleries and Discussion for interaction
Teen Programs - STEM

- Colorful Gems
- Growing Crystals
- Geodes/Rock programs
- Make Rainbow Slime
- Science Experiments – Rainbow Milk, Density Tower, Rainbow Volcanoes, Lava lamps
Contact:

Nichole King, Santa Clara County Library District – Campbell, nking@sccl.org

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Adults
Adult Programming

Adults are people too!
Encourage parents to sign up for Summer Reading when they sign up their children.
Adults vote! Kids don’t vote. Parents do.
Parents modelling good behavior: Readers make readers
Promote literacy and literacy services
Active brains + social participation = Happy Adults!
Fun opportunities to encourage life-long learning!
Color the Library with Local Artwork

Contact the local schools, colleges, adult schools and art guilds. Explain to them what your summer reading theme is and that you want to fill the library with local art.

Or, post their artwork on the library’s social media to promote art.
Select a painting or sculpture and arrange flowers that are similar in color.
Stained Glass Art

Remove the glass from a picture frame. Trace a picture onto the glass using a mixture of glue and black paint. Coloring book pictures are ideal.

Allow to dry overnight. Focus on one color at a time and paint. Let dry for several hours then return to the picture frame.
Create designs using needle and thread and paper or string and tacks on corkboard.
Positive Words

Positive word cards or kindness rocks for patrons to create and leave around the community

Words of Affirmation kit
- Sticky notes squares of cardstock
- Suggested examples

Courage Cards
- Depending on COVID guidelines
- Patients, elderly, veterans, nurses, doctors, essential workers

DIY note cards kit
Genealogy Programs and Resources

- Family History Society or Genealogical Society presentation
  - DNA
  - Ancestry.com
  - Focus on specific ethnicities

Genealogy book lists and websites
- Provide a diverse array of resources
Paint or Sketch and Sip Night
over Zoom or Facebook Live
- Optional takeaway kit
- Contact a local artist or art studio
- Ask a staff member who knows how to draw
- YouTube tutorials
DIY Natural Tie-Dye

Natural tie-dye made from fruits, vegetables, herbs, plants, and other natural sources

Takeaway kit with instructions and virtual program
Decoration

Use a photography backdrop with a colorful world map as a photo-op. Add artist photo props. Patrons take their own photos.

Encourage patrons to post their pictures to the library’s social media.
Decoration

Display a rainbow of flowers using Lois Ehlert’s *Planting a Rainbow* as inspiration.

Create oversized flowers using tissue or construction paper.

Use yellow or orange tacks to attach flowers to display, they will look like pollen.
This decoration could be used during a family program or storytime. It’s a great visual to show the color wheel and blending colors.

**Materials:**
- Embroidery hoops, variety of sizes
- Colored plastic wrap
- Fishing line or window cling clips

**Directions:** Cover hoops with colored plastic wrap. Hang hoops with some overlapping to create different colors.
Contact:

Judy Cunningham, San Diego Public Library
jcunningham@sandiego.gov

Charmaine Mendez, Moreno Valley Public Library
charmaine.mendez@moval-library.org

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Outreach, Equity, and Inclusion
ALA’s EDI Definitions

- **Equity**: Fair processes and fair outcomes.
- **Inclusion**: The achievement of an environment in which all individuals are treated fairly and respectfully with equal access to opportunities and resources.
Traditional Outreach

- **Print** (flyers, bookmarks, posters, ads)
- **Email** (newsletters, email blasts, due date reminders)
- **Partners** (businesses, community organizations, city departments)
- **Social media** (hashtags, videos, promos)
- **Word of mouth**
Outreach 2.0

- Not a one-size fits all approach.
- Outreach is a process and not a one-time project.
- Outreach demands sensitivity to and eagerness to learn about other cultures.
- Not all cultures communicate the same way.
Language Support
Targeted Outreach

- Demographics
- Know your community
- Set goals

October 22nd, 2020
Key Partnerships

- Community organizations
- Remote location
- Non-traditional venues
Hybrid or Virtual Programming

- Embrace technology
- Incorporate virtual components to your program (Drawing contest, design library card challenge, hashtag threads, coloring sheets, virtual backgrounds, etc.)
- Ensure ADA compliance and video captioning
Contact:

Edwin Rodarte
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Los Angeles Public Library
erodarte@lapl.org

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Wrap up

• Questions? Please use the Q&A

• California State Libraries Online and Remote Programming Resource Database from California libraries: https://www.library.ca.gov/services/remote-resources
  This database is filled with online and distance-friendly programming ideas contributed by California public library staff members.

• This webinar will be added to the resources section of the Summer at Your Library website. We’ll send a follow up email when it is up: https://calchallenge.org/iread-ca/

• Please Join Us! Consider joining the iREAD Program Committee! Contact Nichole King for more information: NKing@sccl.org

• Thank you!
Thank you for Joining us!

Judy Cunningham, San Diego Public Library
Lisa Ferneau-Haynes, ’22 Resource Guide Coordinator
Rhea Gardner, Woodland Public Library
Tonie Jenkins, Lincoln Public Library
Nichole King, Santa Clara County Library, Incoming Chair, ‘21 Resource Guide Coordinator
Rachelle Lopez, Ontario City Library, Committee Chair 2020
Charmaine Mendez, Moreno Valley Public Library
Edwin Rodarte, Los Angeles Public Library