

BC
SUMMER
READING
CLUB
2020
ONLINE
FINAL
REPORT

SECTIONS OF THE REPORT

1. [Executive Summary](#)
2. [Program Innovations, Accomplishment, Highlights Linked to the BC Government Strategic Plan for Public Library Service](#)
3. [Fast Facts](#)
4. [About the Website](#)
5. [Website Visits](#)
6. [Participation in Online Events and Programs](#)
7. [Registrations](#)
8. [Completion](#)
9. [Program Reach](#)
10. [Participant Feedback and Program Evaluation](#)
11. [Executive Conclusion](#)
12. [Accounting of Expenditures](#)
13. [Appendix A – Parent & Caregiver Exit Survey](#)

EXECUTIVE SUMMARY

Please note this report refers primarily to the BC SRC online program. For details related to the traditional program offered this year, please refer to: BC Summer Reading Club 2020 Report.

For the first time in 30 years, the public libraries' BC Summer Reading Club (BC SRC) was offered virtually to young readers and their families across the province. This was made possible by a \$65,000 investment from the Government of British Columbia, Ministry of Education, via the BC Libraries Co-operative. Thank you to both organizations for recognizing that a virtual BC Summer Reading Club would provide needed support to children and families now, during a pandemic, and in the future, to meet and help mitigate challenges of accessibility and inclusion.

On June 15th, we joined together to flatten the curve of COVID-19. Throughout the summer a virtual BC SRC meant that young readers were able to follow their passion for reading and still participate in BC SRC by registering and tracking their progress online. For Parents this meant a home-based activity that they could support and monitor while sheltering in place. Activities mounted by BC SRC, specifically to help young readers and their families acclimatize to the virtual SRC, included weekly online programs and events. *Ask an Astronomer* events, in partnership with the HR Macmillan Space Centre, was a huge hit with families. Feedback from this event encourages us to partner with other community groups in upcoming years to deliver sophisticated and innovative programming through BC SRC for children across the province.

Building and mounting a virtual BC SRC meant that, for the first time, we were able to monitor registration in real time. We were able to provide valuable data and insights to libraries, who could, in turn, build large or small marketing campaigns to promote BC SRC, showcase new reading material and track how effective their efforts were. Data and insights collected through online registration was also important to funders, and programming staff. For funders, particularly the Ministry of Education, Libraries Branch, we were able to provide weekly registration statistics that helped the Ministry realize the impact of their investment in real time.

By the end of the summer 2020, more than 11,360 Parents or Caregivers had registered more than 16,000 children in the BC Summer Reading Club. Those 16,096 children made more than 300,380 reading entries. This was an astonishing number as we had not discussed the possibility of a virtual BC SRC publicly until 5 weeks before the virtual program was launched. We believe that this level of participation will continue to increase as word of the virtual programs spreads throughout the province.

Parents repeatedly expressed their gratitude for making the 2020 BC SRC possible – children were able to track their reading and participate in online programming, despite library closures over the summer. Virtual BC SRC helped keep the idea of the public library in the forefront of community members thinking. If a child was participating in BC SRC the library was never closed. Services continued, an emphasis on the library's role in supporting education and literacy continued, and through their children, parents also remained connected to the services of the public library.

Launching virtual BC SRC in the spring of 2020 was an unexpected and unplanned response to an unpredictable situation. The work done to date represents the first part of a two-part program to anchor BC SRC in the appropriate technology needed to meet the future of library programming that is accessible and inclusive for all British Columbians.

Annette DeFaveri
Executive Director
BC Library Association

PROGRAM INNOVATIONS, ACCOMPLISHMENT, HIGHLIGHTS LINKED TO THE BC GOVERNMENT STRATEGIC PLAN FOR PUBLIC LIBRARY SERVICE

This project aligned with the following strategies of the [Ministry's Strategic Plan for Public Library Services](#):

Program Innovation, Accomplishment or Highlight	STRATEGY 1: Improving Access For BC	STRATEGY 2: Building Capacity	STRATEGY 3: Advancing Citizen Engagement	Policy for Student Success
Created an online application that allowed BC children and their families to participate in the 2020 BC SRC In spite of no or limited library access due to COVID-19.	x	x	x	x
Provided an online way for children and their families to track and monitor their reading progress throughout the summer	x	x	x	x
Navigated COVID-19 impact on libraries and suppliers and produced and delivered all SRC materials ensuring libraries were still able to provide reading records via various "curbside" services and/or partnerships , especially relevant in communities and neighbourhoods where connectivity and caregiver capacity is an issue	x	x	x	x
Provided weekly online activities for two different age groups in multiple formats, including downloadable PDFs and videos for children	x	x	x	x
Provided self-directed activities to engage children and support caregiver capacity	x	x	x	x
Designed a more flexible print reading record layout to accommodate reluctant readers and increase accessibility	x		x	x
Used Google analytics to monitor site visits and page use		x	x	

Created on-demand training for library staff and stakeholders to support their participation and promotion of the online SRC		x	x	
Partnered with the H.R. MacMillan Space Centre to enrich and engage BC kids in theme-related learning	x	x	x	x
Provided professional development for library staff in partnership with Space Centre; equipped library staff with increased theme-related knowledge	x	x	x	x
Engaged a new T-shirt/tattoo supplier; streamlined distribution and accounting		x		x
Engaged a Tween Coordinator to benchmark participation of and resources for this demographic	x	x	x	x
Engaged a Tween Coordinator to create tween-oriented digital content to better meet the needs of this demographic; many libraries lack the staff to do tween-specific programming	x	x	x	x
Released the " What is the BC Summer Reading Club? " Brochure. Created to welcome and support the participation of newcomer families to BC SRC, it has been translated into multiple languages and is intended for use by libraries, settlement organizations, and community groups. The brochure is an "evergreen" display intended for use year after year.	x	x	x	x
Directed children and their families to libraries' digital collections and worked alongside the Libraries Co-op to promote access to OverDrive's donation of summer reading titles	x	x	x	x

FAST FACTS

PARTICIPATION

71	16,096	11,366	300,388
BC libraries participated	Children registered online	Parents registered online	Reading entries logged online

SURVEY
RESPONSES

80%	69%	77%	45%
of respondents indicated their children completed their SRC reading goals	of respondents <i>strongly agree</i> and <i>agree</i> that their children read more this summer	of respondents <i>strongly agree</i> and <i>agree</i> that their children built up their reading confidence this summer	of respondents <i>strongly agree</i> or <i>agree</i> that their children felt connected to a reading community this summer through SRC

WEBSITE VIEWS

414,965	600,961
website page views	Reading Tracker page views

ABOUT THE WEBSITE

The new public facing website provided children and their families with many online activities and resources to help participate in SRC while libraries across the province dealt with reduced services and capacity to host the program. It is important to note that while the programming resources were available to children across the province, BC SRC encouraged participants to still connect with their local library and make community connections. We facilitated this by linking directly to every participating library in the province whenever possible (how to pick up a reading record, looking for digital reading content, library websites, question about picking up medals, etc.).

The website had three main components:

- BC SRC Online Reading Tracker (app.bcsrc.ca)
- Parents and Caregivers Page
 - How BC SRC works (value of summer reading, “What is the BC SRC?” brochure, in multi-languages), the changes for 2020, and FAQ page
 - Website Terms of Use and Privacy Policy
 - Parent & Caregiver Survey
 - Completion Certificate

- Younger and Older Kids Stay-at-Home Activity Pages - See *Participation in Online Events and Programs*

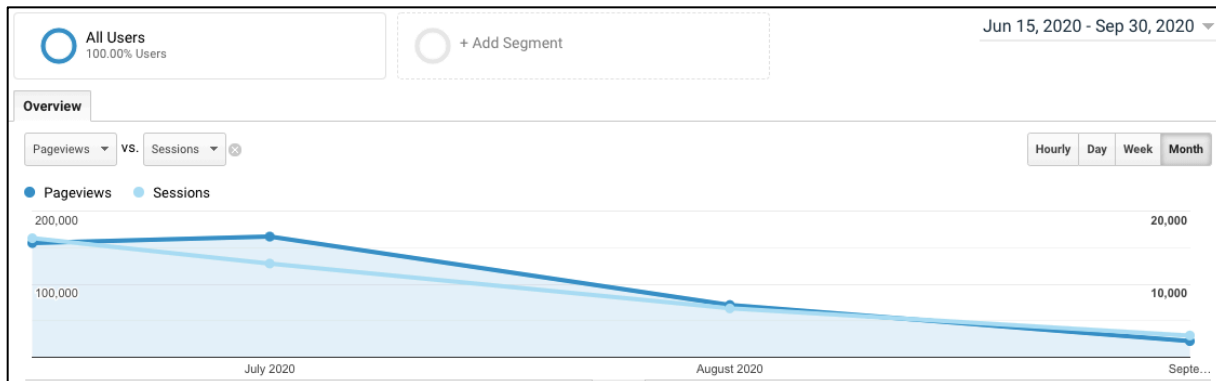
WEBSITE VISITS

Analytics for BC SRC Website (bcsrc.ca)

The numbers presented below capture the number of visits and page views between June 15 and September 30, 2020 (the first and last dates that children could enter in their reading). Analytics for the Reading Tracker can be found below.

The numbers below are specific to the bcsrc.ca landing page that included the “Join Here” button that directed visitors to the Reading Tracker and links to the activities and parent/caregiver pages.

BCSRC.CA LANDING PAGE STATS	NUMBERS
Page Visits	414,965
Sessions (active engagement w/site)	38,775
Average session duration	3 min and 07 sec
Users (initiated at least 1 session)	22,362
New users (first time visitors)	21,978
Number of sessions per user	1.73
Bounce rate	0.62%
Pages per session	10.70



Google Analytics Screen Shot of Page Visits vs Number of Sessions between June 15-September 30 for the bcsrc.ca landing page

MONTH	PAGE VISITS	NUMBER OF SESSIONS	AVERAGE SESSION DURATION
June 15-30	156,226	16,284	2 min 44 sec
July 1-31	165,100	12,822	3 min 42 sec
August 1-31	71,531	6,889	3 min 05 sec
September 1-30	22,104	2,980	2 min 52 sec

27% of our page visits came from our two main activity pages and parent page (top 3 page visits), indicating that users were bookmarking or searching specifically for these pages.

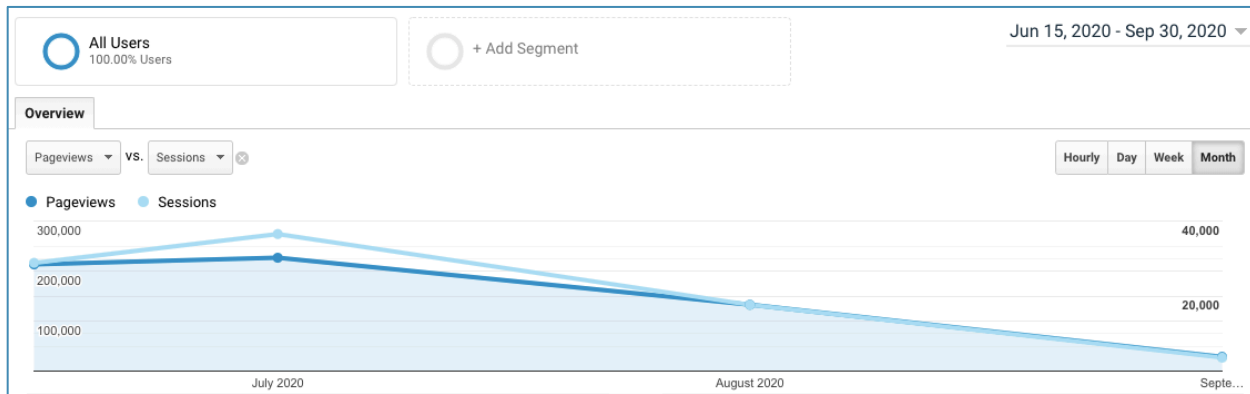
TOP 10 PAGE VISITS	VISITS
Fun Things for Younger Kids	44,115 (10.41%)
Parents Page (bcsrc.ca/parents)	41,090 (9.69%)
Cool Things for Older Kids	32,750 (7.73%)
BC Summer Reading Club 2020 (staff site)	21,699 (5.12%)
Weekly Activities (main page that leads to younger and older kids)	16,870 (3.98%)
Manual, Graphics, and Documents BC Summer Reading Club 2020 (from staff site)*	13,159 (3.10%)
Online Reading Tracker (this was an individual page on bcsrc.ca that explains reading tracker and directs them to visit app.bcsrc.ca)	11,519 (2.72%)
Mission Control Home Page	10,251 (2.42%)
Battle of the Books	8,731 (2.06%)
Weekly Caption Contest for Older Kids	7,931 (1.87%)

* bcsrc.ca linked to this page on the staff site for access to activity sheets and completion certificate

Analytics for Reading Tracking App (app.bcsrc.ca)

The numbers presented below capture the number of visits and page views between June 15 and September 30, 2020 (the first and last dates that children could enter in their reading).

APP.BCSRC.CA READING TRACKER STATS	NUMBERS
Page Visits	600,961
Sessions (active engagement w/site)	86,628
Average session duration	3 min and 19 sec
Users (initiated at least 1 session)	25,767
New users (first time visitors)	25,804
Number of sessions per user	3.36
Bounce rate	19.91%
Pages per session	6.94



Google Analytics Screen Shot of Page Visits vs Number of Sessions between June 15-September 30 for the Reading Tracker (app.bcsrc.ca)

MONTH	PAGE VISITS	NUMBER OF SESSIONS	AVERAGE SESSION DURATION
June 15-30	213,235	28,843	4 min 35 sec
July 1-31	226,546	36,528	2 min 52 sec
August 1-31	132,589	17,663	2 min 34 sec
September 1-30	28,591	3,594	2 min 9 sec

PARTICIPATION IN ONLINE EVENTS AND PROGRAMS

Each week of the program, children and their families found a variety of new activity content including:

- a short instructional activity video and PDF
- colouring sheets
- puzzles/games
- caption contests
- quizzes
- tween specific content (DIYs, Book BINGO, Battle of the Books)

In addition, children were able to:

- create their own stop motion video (instructional video courtesy of SRC artist Bambi Edlund)
- play the [Mission Control Trading Card Game](#)

Content was released on a weekly basis in order that it be fresh and new for kids each week. Libraries were provided access to the videos, etc. for their own use, once released on bcsrc.ca via the staff site.

Having a central source for online programs and events made it possible for children from all over BC to participate and have the opportunity to win prizes.

Winners came from the Fort St. John, Port Alberni, Kelowna, Surrey, Richmond, and Vancouver. Thanks to generous prize donations from **The Association of Book Publishers of British Columbia (ABPBC)**, **H.R. MacMillan Space Centre**, **Indigo Books**, and **Vancouver Kidsbooks**.

EVENT/PROGRAM	NUMBER OF PARTICIPANTS	NUMBER OF VISITS/VIEWS
Weekly Activity Videos – Younger Kids	n/a	1,993 total views for videos
Weekly Activity Videos – Older Kids	n/a	843 total views for videos
Ask an Astronomer – July Session	59 total questions submitted in advance for the two events.	186 views as of Nov. 6, 2020
Ask an Astronomer – August Session		188 views as of Nov. 6, 2020
Battle of the Books	755 votes throughout 7 weeks	8,731 page visits
Caption Contest – Younger Kids	256 caption submissions	1,940 caption submission form visits
	650 votes	1,226 caption vote form visits

Caption Contest – Older Kids	394 caption submissions 435 votes	1,363 caption submission form visits 1,455 caption vote form visits
Content Submissions – Activity submissions, activity sheets, colouring sheets, BINGO sheets, Weekly DIY crafts,	211 total submissions	1,552 “Share Your Work” ^{**} form visits ^{**} where participants can submit their work, not individual page visits to activities
Weekly Quizzes	2,282 submissions	7,026 visits

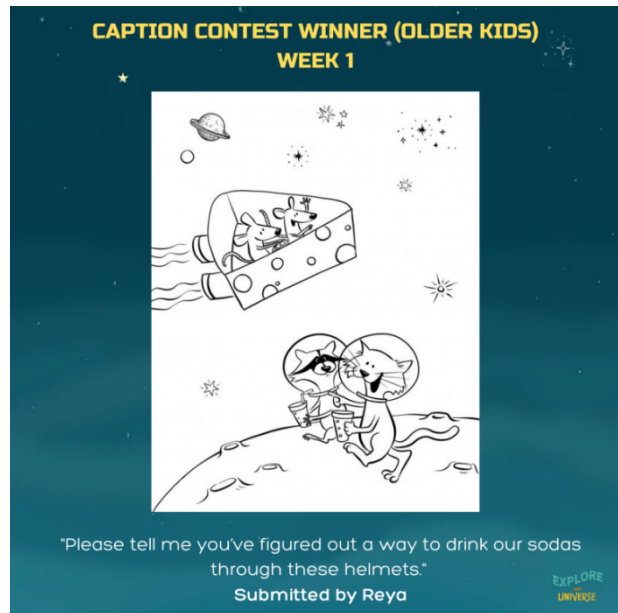
A sample of one of the caption contests can be found below. Participants would submit their captions at the start of the week and it would be narrowed down to three finalists and children could then vote for their favourite. The winning caption would be featured on our website and Instagram account.

VOTE FOR THIS WEEK'S CAPTION:

Week 1 Caption Contest Selections

- "Please tell me you've figured out a way to drink our sodas through these helmets." by Reya
- "Well, I guess that's what you call fast food!" by Froggo
- "If they get hungry they can eat their ship." by Dreydon

Submit



REGISTRATIONS

The reading tracker was available to children and their families for a total of 15.5 weeks, from June 15 – September 30, allowing children flexibility and opportunity to complete their reading challenges.

During that time, we saw the following registrations and entries:

- **Parents: 11,366**
- **Children: 16,096**
- **Reading entries: 300,388**

Children were welcome to register all the way up to the end of the summer. As anticipated the majority of registrations occurred in the first 4 weeks of the program.

WEEK	NUMBER OF CHILDREN REGISTERED
Week 1: June 15-20	5,256
Week 2: June 21-27	4,718
Week 3: June 28-July 4	2,901
Week 4: July 5-11	1,406
Week 5: July 12 -18	655
Week 6: July 19 - 25	393
Week 7: July 26 - Aug 1	250
Week 8: Aug 2- 8	164
Week 9: Aug 9-15	111
Week 10: Aug 16 - 22	96
Week 11: Aug 23 - 29	56
Week 12: Aug 30 - Sep 5	59
Week 13: Sep 6-12	12
Week 14: Sep 13-19	8
Week 15: Sep 20-26	6
Week 16: Sep 27-30	5
TOTAL:	16,096

COMPLETION

One of the things the reading tracker has allowed us to see is how long children continue with their summer reading. This provides us with future insight and information in terms of providing encouragement and motivation – something we have never had access to before.

3,190 children completed seven weeks or more of the program. A large percentage of children (44%) registered but did not make entries in the reading tracker. This shows us the profound importance of early encouragement and the need for libraries to be able to connect with their participants.

PROGRAM REACH

The SRC Reading Tracker made it possible for children from all over the province to participate in the BC SRC, even if their library remained closed for the summer. Children in remote and rural areas were able to track their summer reading and participate in online programs.

Participating Libraries

All BC public libraries participated in the 2020 BC SRC except Tumbler Ridge. Tumbler Ridge chose to participate in the TD SRC and has done so since 2014. The Toronto Dominion Bank sponsors the TD SRC reading program run through the Toronto Public Library.

LIBRARY SYSTEM / BRANCH	NUMBER OF CHILDREN REGISTERED
Alert Bay Public Library	14
Beaver Valley Public Library	12
Bowen Island Public Library	21
Burnaby Public Library	1481
Burns Lake	2
Cariboo Regional District Library	62
Castlegar & District Public Library	57
Chetwynd Public Library	12
Coquitlam Public Library	695
Cranbrook Public Library	153
Creston Public Library	19
Dawson Creek Municipal Public Library	59

Elkford Public Library	15
Fernie Heritage Library	31
Fort Nelson Public Library	34
Fort St. James Public Library	5
Fort St. John Public Library	327
Fraser Lake Public Library	7
Fraser Valley Regional Library	612
Gibsons & District Public Library	36
Grand Forks & District Public Library	31
Granisle Public Library	6
Greater Victoria Public Library	1043
Greenwood Public Library	3
Hazelton District Public Library	20
Houston Public Library	70
Hudson's Hope Public Library	5
Invermere Public Library	24
Kaslo Public Library	7
Kimberley Public Library	31
Kitimat Public Library	4
Lillooet Area Library Association	0
Mackenzie Public Library	7
McBride & District	5
Midway Public Library	0
Nakusp Public Library	22
Nelson Municipal Library	47
New Westminster Public Library	267
North Vancouver City Public Library	195
North Vancouver District Public Library	440

Okanagan Regional Library	1378
Pemberton Public Library	23
Pender Island Public Library (also orders for other Gulf Islands)	22
Penticton Public Library	41
Port Moody Public Library	207
Pouce Coupe Public Library	3
Powell River Public Library	27
Prince George Public Library	54
Prince Rupert Public Library	6
Radium Hot Springs Public Library	6
Richmond Public Library	1112
Rossland Public Library	31
Salmo Public Library	15
Salt Spring Island Public Library	23
Sechelt Public Library	23
Smithers Public Library	39
Sparwood Public Library	16
Squamish Public Library	80
Stewart Public Library	5
Surrey Public Library	2309
Taylor Public Library	11
Telkwa Reading Centre	0
Terrace Public Library	46
Thompson-Nicola Regional Library	415
Trail Public Library	34
Valemount Public Library	12
Vancouver Island Regional Library	963

Vancouver Public Library	3022
Vanderhoof Public Library	21
West Vancouver Public Library	232
Whistler Public Library	28
Nunavut *	0
Yellowknife *	11
TOTAL ONLINE REGISTRATIONS	16,096

*Nunavut and Yellowknife participate in the traditional BC SRC. As “external” library systems they are required to purchase their materials.

Age Range of Children Participating

While the BC SRC is funded for and specifically aimed at children K-7, all children are welcome to participate. Children and their families were asked to enter their grade as of June, with the option to enter “other”, accommodating younger and older children. As anticipated, the majority of children who participate are in grades K-3, with a reduction in registrations by Grade 7.

GRADE (AS OF JUNE)	NUMBER OF CHILDREN REGISTERED
Kindergarten	2,666
Grade One	2,464
Grade Two	2,464
Grade Three	2,238
Grade Four	1,890
Grade Five	1,497
Grade Six	1,034
Grade Seven	670
Other (includes preschool, secondary, etc.)	1,173
TOTAL REGISTERED:	16,096

SUPPORTING LIBRARY STAFF AND PARENT/CAREGIVERS' PARTICIPATION

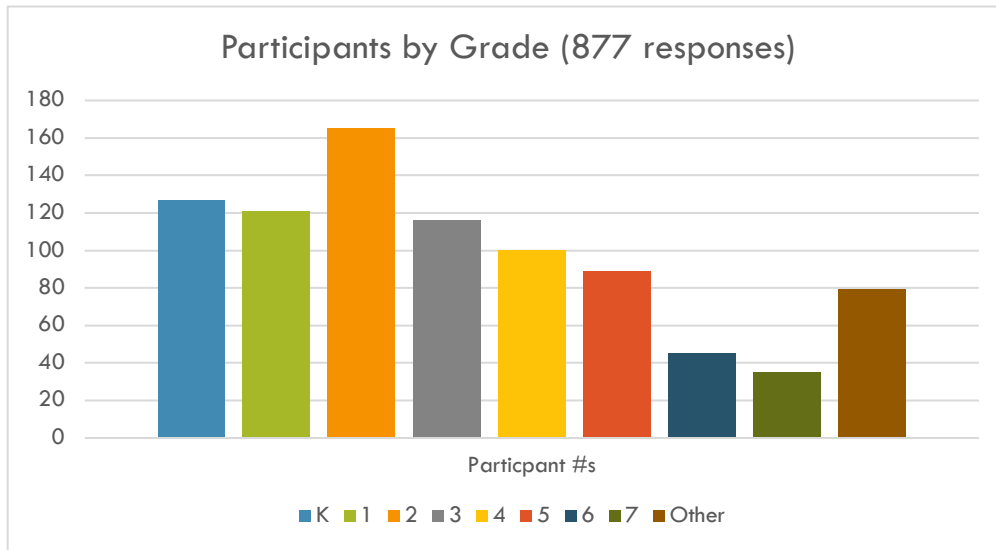
1. Library staff were provided with an early “preview” of the [registration app](#) wireframes on May 22. This was made available as a recording and a PDF from the staff site so all staff would have the opportunity to get a sense of how things would work and to watch on demand. There were 424 views for this video
2. Document outlining weekly video activities was sent to staff and posted on staff site, providing assistance with library planning and preventing duplication of work
3. Site orientation recorded and released to library staff via BCSRC staff site and BCLA lists: <https://youtu.be/dlmYne-6zyQ>. There were 388 views for this video
4. Timing markers were added to the video description to make it convenient for staff to review relevant sections as needed
5. The recording and FAQ were available throughout the summer on staff site
6. A pdf of the annual survey, and template to adapt for tracking any in-person registrations, was provided to library staff; also, explanation of how in-person and online registrations calculated
7. The weekly activity videos were released on staff site for use by libraries in their own promotion and online programming
8. A document outlining weekly video activities was sent to staff and posted on staff site
9. A pamphlet was created for schools and parents welcoming them and introducing them to the online format, including how to register
10. An online FAQ was created for staff (staff site) and for parents and caregivers (public site). As needs became evident, additional content was added
11. A contact form was provided for staff (staff site) and for parents and caregivers (public site) and monitored all summer long
12. An exit survey was made available for parents and caregivers (public site); a link to the survey was sent out to every parent who agreed to receive communications from the BC SRC
13. Information was shared via the staff site blog, as well as the listservs and SRC programmers were encouraged to share knowledge and collaborate
14. Worked with Ministry of Education, Libraries Branch, to create a communications plan to support Ministry promotion of the BC SRC program to schools and families

PARTICIPANT FEEDBACK AND PROGRAM EVALUATION

This year, we created a Parent & Caregiver Survey to receive direct feedback on how this year’s SRC worked for families in BC. By increasing our online presence and directly connecting with parents and caregivers through the website and reading tracking app, we were able to send out a survey for the first time. The survey provides insight into completion rates, new program benchmarks, any challenges and limitations, and more. A copy of the survey can be found in **Appendix A**.

Numbers at a Glance

- **676** surveys were submitted
- **1,038** children were represented in the responses (please note that parents and caregivers had the option to complete a single survey for one or more children)
- **877** participants from all grades were represented in the survey as illustrated in the chart below
- **657** respondents included the languages they read in



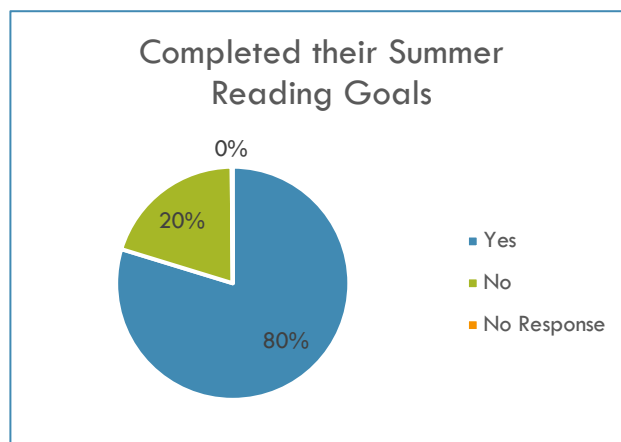
As for languages, respondents primarily read in English with some bilingual participants. The program encourages children and families to read in whatever language is preferred in the household.

ENGLISH	FRENCH	ENGLISH & FRENCH	ENGLISH & OTHER*	OTHER**
599	5	31	19	3

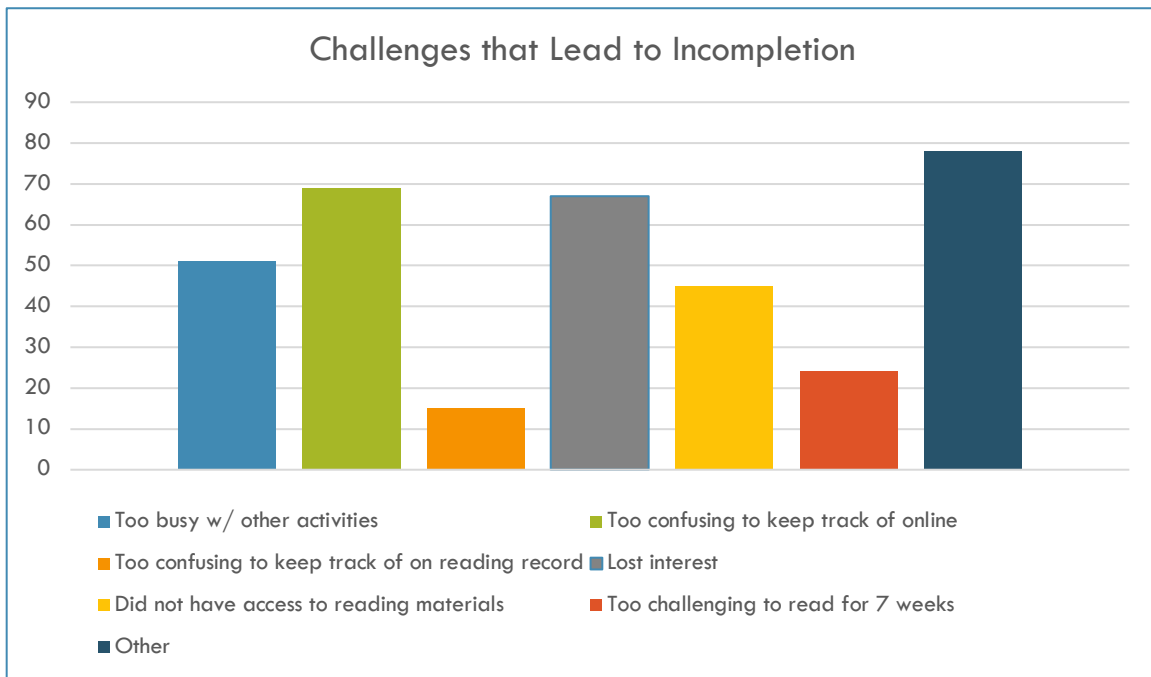
* Chinese, Farsi, Hebrew, Italian, Japanese, Korean, Persian, Polish, Punjabi, Russian, Serbian, Spanish,
 ** Chinese

Completion Rates

80% of respondents indicated that their child(ren) completed their summer reading goals. Completion is defined by completing 7 weeks of meeting their individual reading goals. Participants were asked to select their own goals (for example: read for 15 minutes a day) to increase accessibility of the program.



For the 20% that did not complete their summer reading goals, the following reasons were provided:



The majority of participants who responded with *Other* indicated that they did in fact read, but forgot to keep track of their reading, competing against other media and screens (social media, limiting screen time, etc.), or indicated being unable to visit their local library as an obstacle.

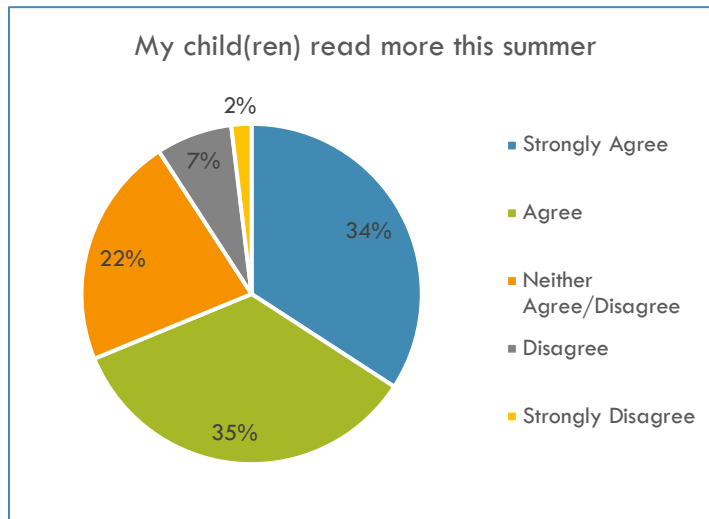
Benchmarks

For this year, we created three benchmarks to measure the success of the program and to continue to track in future years. These benchmarks were based on SRC’s values: get children to read more throughout the summer, build up their reading confidence and literacy skills, and create connections to a reading community through participation in SRC and their local library.

It is important to note that the measure of success for SRC is not how many children have completed 7 weeks of reading, but rather how many participants were able to find value in the program. Being able to complete 7 weeks of reading provides participants with additional motivation to continue their reading and involvement with the program throughout the summer. With that said, the three benchmarks indicated below provide us with a snapshot with how SRC impacts the children who register for the program.

The following numbers were based on the **676** respondents (and not the total number of children individually represented in the responses).

Benchmark #1: Read more

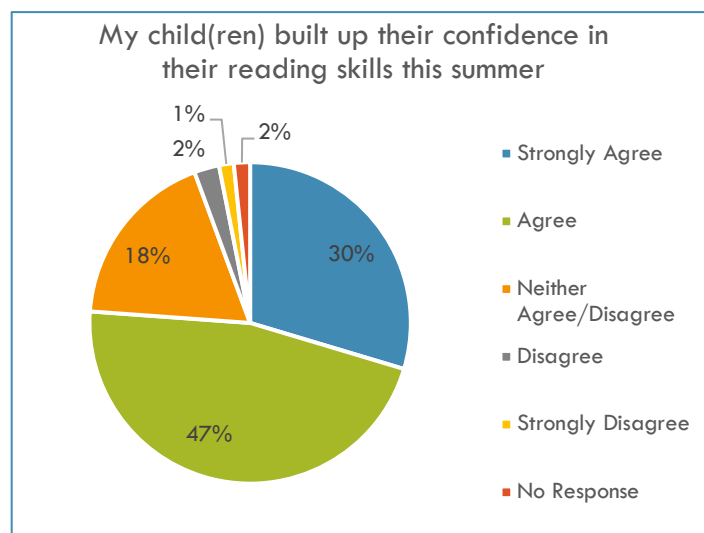


69% of caregivers *strongly agree* and *agree* that their children read more this summer. 409 out of 465 of these respondents completed their summer reading goals.

Two respondents out of the 13 who *strongly disagreed* completed their summer reading goals. 11 of the respondents did not complete their reading goals and some attributed it to:

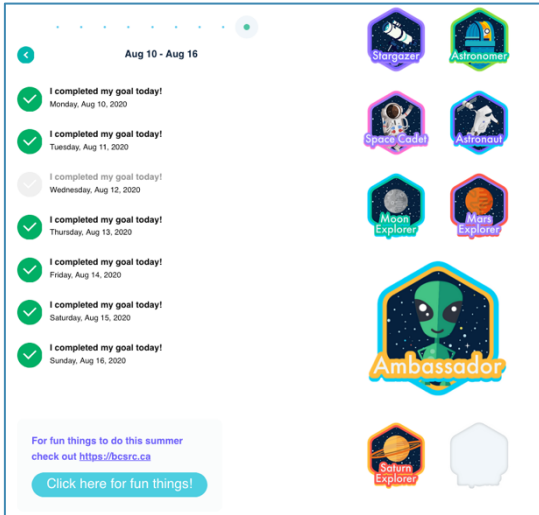
- Being unable to visit their library
- Struggled with reading online/online activities
- Needing support to understand the online program
- Felt their children were too young for the program

Benchmark #2: Built up reading confidence



77% of respondents *strongly agree* and *agree* that their children built up their reading confidence this summer.

19 out of 27 respondents who indicated *disagree* or *strongly disagree* did not complete their reading goals this summer. However, one caregiver provided additional feedback for selecting *strongly disagree* and noted it was only selected because their children were already strong readers. We will add this to our list of recommendations to provide parents an opportunity to make the distinction.

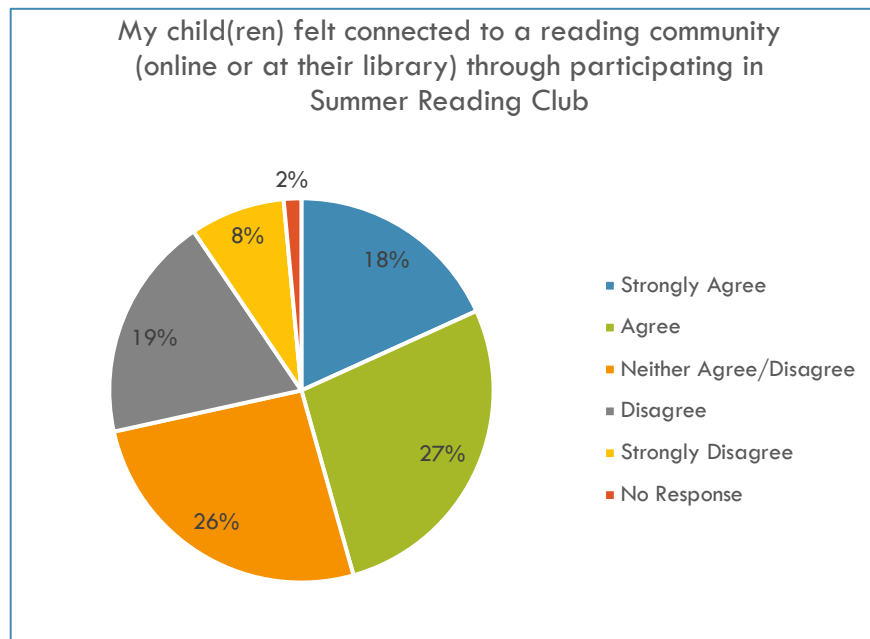


Children were able to gain confidence and motivation throughout the summer by earning digital badges as shown to the left. One parent shared the wonderful impact that the digital badges had on her child who has ADHD (see parent feedback below for longer quote):

My daughter didn't want to miss a reading day, because she really wanted to click the button on the days she read.

Shared by Anita Shum, parent of SRC Participant

Benchmark #3: Felt connected to a reading community



45% of respondents *strongly agree* or *agree* that their children felt connected to a reading community this summer through SRC. 27% of respondents *disagree* or *strongly disagree* that their children felt connected to a reading community. Based on additional feedback provided in the comments section of the survey, caregivers

indicated how much their families missed their local library and the community connection it brings. It will be interesting to see how this statistic changes once libraries can offer in-person programming or more virtual programming in following years.

Respondents were also asked additional questions to determine what their interactions with the program were such as using the online reading tracker, participating in weekly SRC activities, picking up a physical reading record from their local library, and if they borrowed material from the library (either digital or physical).

	YES	NO	NOT SURE
Used Online Reading Tracker	382 (57%)	253 (37%)	40 (6%)
Participate in Weekly Activities	154 (23%)	472 (70%)	46 (7%)
Picked Up Reading Record	313 (46%)	354 (52%)	n/a 2% of applicants chose not to respond
Borrowed Material (physical or digital)	458 (68%)	213 (32%)	n/a

Based on these numbers, it is worth noting that 116 of the respondents who did participate in weekly activities answered that they *strongly agree* or *agree* that they felt connected to the SRC community this summer. 168 respondents who picked up a reading record from their library answered that they *strongly agree* or *agree* that they felt connected to their SRC community this summer. 226 respondents who borrowed materials from their library responded that they *strongly agree* or *agree* that they felt more connected to their SRC community this summer.

It is also worth noting that 20 caregivers wrote in that they would have appreciated email reminders to log onto the tracker and information about new activities. This will be added to our recommendations for next year.

Confirmed Outcomes of the Online SRC Program

AS DEMONSTRATED THROUGH QUANTITATIVE AND QUALITATIVE DATA

The 2020 BC SRC provided a free, online SRC Reading Tracker to:

- support kids throughout the province to keep reading and learning throughout the summer months and prevents skills loss in spite of library closure due to COVID-19
 - provide children and families—particularly those living in remote or rural locations – with access to the BC SRC
- provide the support and flexibility needed to help children benefit from participating in BC SRC remotely over the summer months

- provide an online platform to track reading progress that was adaptable to how children and their families chose to set their daily reading goals
- increase confidence in readers and provide motivation through collecting digital badges and a printable completion certificate
- connect parents and caregivers to a dashboard to track their child's reading progress and the digital badges they have earned
- foster learning opportunities through online and at-home (offline) events and activities for SRC participants; create live events and video demonstrations, including hands-on crafts and experiments
- allow for safe online participation with robust security measures, including privacy policy and terms of use for parents and caregivers; and
- support social distancing guidelines for libraries during COVID-19

Staff were provided with resources and supports to ensure they felt comfortable and knowledgeable about the tracking app, the program and events. This included:

- Training for library staff and stakeholders to support their participation and promotion of the online SRC
- Staff were encouraged to share knowledge, activities, and information, and collaborate
- Weekly registration statistics were provided to libraries throughout the summer providing them with current data

Parent Feedback

Throughout the summer, BC SRC received feedback directly from parents and caregivers through our Contact Form and Parent & Caregiver Survey. Parents used this as an opportunity to share what a difference the new online platform made for their families this summer.

I just wanted to write to personally thank you for the work that you and your group does to ensure our children have good reading experiences through the summer reading club. Two years ago, I watched my pre-Kindergarten son go through a time where he was interested in reading, but the frustrations of trying to read were too much to be enjoyable. It was the seven weeks of the summer reading club that pushed him over that exceptionally challenging hump of learning to read full sentences and got him to a place of reading that was no longer too overwhelming. He was so motivated to complete the reading tracker during those seven weeks that the frustrations paled in comparison with the reward of completing his tracker. He is now in Grade 2 and reading books like the unabridged version of The Secret Garden. Now this year, my daughter is about to start Kindergarten and she has gone through the same process - wanting to read, but being very frustrated by it, both expressing desire and resistance. It was once again the excitement of the summer reading club that mitigated the frustration, allowing for incredible progress in her reading. Thank you for providing these opportunities for our children to learn, grow, and challenge themselves. We so appreciate your work for the BC community! Shared by Brenda Gaynor, a parent of an SRC participant

I recently found out my daughter has ADHD... I hope you will continue to do this virtual badge next year. My daughter didn't want to miss a reading day, because she really wanted to click the button on the days she read. She doesn't even want to sleep until she reads her book. Over the last 5 years since we started doing the summer reading, we had to remind her to read and write down what books she read. Shared by Anita Shum, a parent of an SRC participant

The following comments were shared anonymously through our Parent and Caregiver Survey:

Thank you so much for running the Reading Club despite the unprecedented times. The online reading tracker was very cool. It was a highlight of my child's summer to pick up her medal. We went as soon as the medals were available. She has medals for every year since she was in kindergarten!

The digital format for this year's club worked so well for my 7 year old son! He loved earning the digital badges and we picked up our medal at our local branch at the end. We also learned how to take e-books out of the library for this and it has worked out very well. I am so happy the BCSRC could move to this online option this year - it worked so wonderfully for us!!! Plus it was very motivating for my son to meet his goal because of the reading club - I definitely think he did more reading because of it! Thanks and keep up the great work!!!

This is a great program that he's done for the past 5 years. He really enjoys this program and looks forward to it each year. He has become an advanced, confident, and accomplished reader - he reads a lot. This program keeps him motivated throughout the summer. We tell all our friends about it every year. This year was a bit different but are thankful for everyone that kept it going! THANK YOU!

We love the summer reading club and thank you for all the wonderful work you all do in making summer reading fun for kids in BC! In past years, we have enjoyed the experience of going to the local library and getting stamps/stickers for each week's reading from our librarians. This year, with covid, we weren't able to do that, but we still really appreciated having this wonderful program available online. Thanks so much!!

We were happy to know that the program was still running this summer and took the program online. My child was always looking forward at the end of each week to see what badge was going to be revealed after her reading was done. It's great that libraries are still able to open and distribute medals to participants! Thank you!!

EXECUTIVE CONCLUSION

We were delighted with the response from BC families and libraries. It was very evident that providing online access to the program increased accessibility in many ways, providing a way for children to participate if they lived in remote or rural areas, if their library was closed due to a pandemic or a wildfire or flood, and if their abilities were better supported by an online format.

Recommendations

1. The program needs a way to connect directly to the children and families via the platform to provide ongoing encouragement and support, especially during those crucial early weeks following registration.
2. Children and their families needed a way to connect directly to their local libraries for information on reading materials, prizes, and community events, including picking up their medals
3. Libraries needed a way to connect directly to their patrons to provide information on reading materials, prizes, and community events, including picking up their medals, as well as encouragement.
4. The Parent and Caregiver survey should be adapted to allow for more variation in responses.

During these uncertain times, supporting virtual, remote participation has become even more important. We look forward to continuing and additional support from the Ministry of Education so we can continue to build on the foundations of this year, and incorporate more and more ways for communities to access BC SRC.

Acknowledgements

The BC SRC could not have completed this project in such a short period of time were it not for the outstanding work and generous efforts of the following people:

- Michal Utko and the development team
- SRC Co-Chairs, Alicia Dobbs (New Westminster Public Library) and Laura Zaytsoff (Castlegar & District Public Library)
- BC Libraries Cooperative (Scott Leslie, Jonathan Schwartz, Kevin Wooley)
- Neil Firkins (staff site and more)
- Jon Whipple and Will Hopkins (Mission Control site)

ACCOUNTING OF EXPENDITURES

Budget, BC Summer Reading Club - Online Project, April 2020 to September 30th, 2020

Expenditures	Description
\$50,000	Utko Creative*
\$14,500	Norton Rose Fulbright**
\$475	Forms, shipping, additional web setup
\$4,500	Project Manager (150 hours)
\$1,785	Project Administration (35 hours)
Total Expenditures: \$71,260	
Revenue	Description
\$65,000	Ministry of Education via BC Libraries Cooperative
\$6,260	BC Library Association
Total Revenue: \$71,260	

*Utko Creative designed and built a year-round, online registration and resource site that is branded and accessible and incorporates the BC SRC annual theme and artwork.

**To ensure the privacy standards were met as outlined in the contract with the Ministry of Education, BCLA hired Norton Rose Fulbright to guide the Privacy Policy preparation process. Unfortunately, the guidelines stipulated by the Branch were incorrect and thus the Privacy Policy had to be done twice. The lawyers are paid regardless of the mistake.

The BC SRC 2020 Report was prepared by:

Cynthia Ford
BC SRC Provincial Coordinator

Stephanie Hong Usher
BC SRC Tween Coordinator

Executive Summary by
Annette DeFaveri
BCLA, Executive Director

November 20th, 2020

APPENDIX A – PARENT AND CAREGIVER EXIT SURVEY

The BC SRC Parent and Caregiver Exit Survey was made available on the bcsrc.ca website under the parent/caregivers tab. Those who registered for the Reading Tracker were asked to opt-in to email notifications regarding any SRC communications. An email was sent out to parents and caregivers in mid-late August as a reminder that SRC was coming to an end, and that they should connect with their local libraries to pick up medals, print a completion certificate, and to complete the parent survey.

Responses were filled in throughout September and October.

The full survey can be found below:

BC SRC Parent Exit Survey

Thank you for supporting the BC Summer Reading Club and taking the time to complete this Parent Exit Survey. We look forward to hearing your feedback about this provincial program and the impact that it's had on your child(ren) and developing their literacy skills. Please feel free to complete this survey with your child(ren) if possible. If you have multiple children in your family that participated in Summer Reading Club, please feel free to complete the survey as a family or for each child. Note: BC Summer Reading Club defines reading to include both reading and listening. Listening can include oral storytelling and listening to audiobooks.

Name

First

Last

Email

How many children are you completing this survey for?

One
Two
Three
Four
Five
Six or more

Child(ren)'s Grade in June

- Kindergarten
- Grade One
- Grade Two
- Grade Three
- Grade Four
- Grade Five
- Grade Six

To select more than one: Windows, hold down the control (ctrl) button; Mac, Hold down the command button.

School attended in June:

'Na Aksa Gyilak'yoo ▼

Please select school, including "homeschool" or "other", if applicable.

If additional schools are applicable please enter here:

Your local library:

Alert Bay Public Library & Museum ▼

Please select a library from the drop down menu.

Your local library branch (if applicable)

Alert Bay Public Library & Museum ▼

Please select a library branch from the drop down menu.

Part 1: SRC Program Measurements

1. My child(ren) read more this summer

- Strongly agree
- Agree
- Neither agree/disagree
- Disagree
- Strongly disagree

2. My child(ren) completed their weekly goal(s) and read for the equivalent of 7 weeks this summer

Viewport (Width : 1583px , Height :762px)

Yes

No

3. Optional: If you answered no to the previous question, what were some of the obstacles and challenges you may have encountered? (Please select all that apply.)

We were too busy with other activities

It was too confusing to keep track of the program online

It was too confusing to keep track of the program through a paper reading calendar/log

They lost interest in the program

We did not have enough access to reading materials

It was too challenging for them to read for 7 weeks this summer

Other

if you selected other, please describe:

4. My child(ren) built up their confidence in their reading skills this summer

Strongly agree

Agree

Neither agree/disagree

Disagree

Strongly disagree

5. My child(ren) felt connected to a reading community (online or at their library) through participating in Summer Reading Club

Strongly agree

Agree

Neither agree/disagree

Disagree

Strongly disagree

Viewport (Width : 1583px . Height : 762px)

Part 2: SRC Online

1. Did your child(ren) track their weekly reading goals for Summer Reading Club with their online profile?

- Yes
- No
- Not sure

2. Did your child(ren) watch or participate in the weekly activities released on bcsrc.ca this summer?

- Yes
- No
- Not sure

3. How did you hear about BC Summer Reading Club's Online Registration (select all that apply)

- Local library advertisement in person
- Local library digital advertisement
- Library staff member
- School/Teacher
- BC Summer Reading Club Website
- Previously participated in club
- Word of mouth
- Community hub/attraction
- Other

Part 3: SRC in the Community

1. Was your family able to pick up a reading record from your local library or city/town this summer?

- Yes

Viewport (Width : 1583px . Height : 762px)

No

2. Did your family borrow (either physical books or digital books/audiobooks) materials from your local library this summer?

Yes

No

3. What is the preferred language that your child reads in:

Additional Feedback

Please feel any additional feedback or suggestions that you have for BC Summer Reading Club :