

Summertime Outreach: Bringing Summer Learning into the Community

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[speaking to teens] “...we are going to serve you and give you what you need where you are and we don’t care whether you come into one of our buildings. It’s not about us and our buildings—it’s about you and your needs.”

Linda Braun, “Who Cares Where?,”
VOYA, Oct 2015

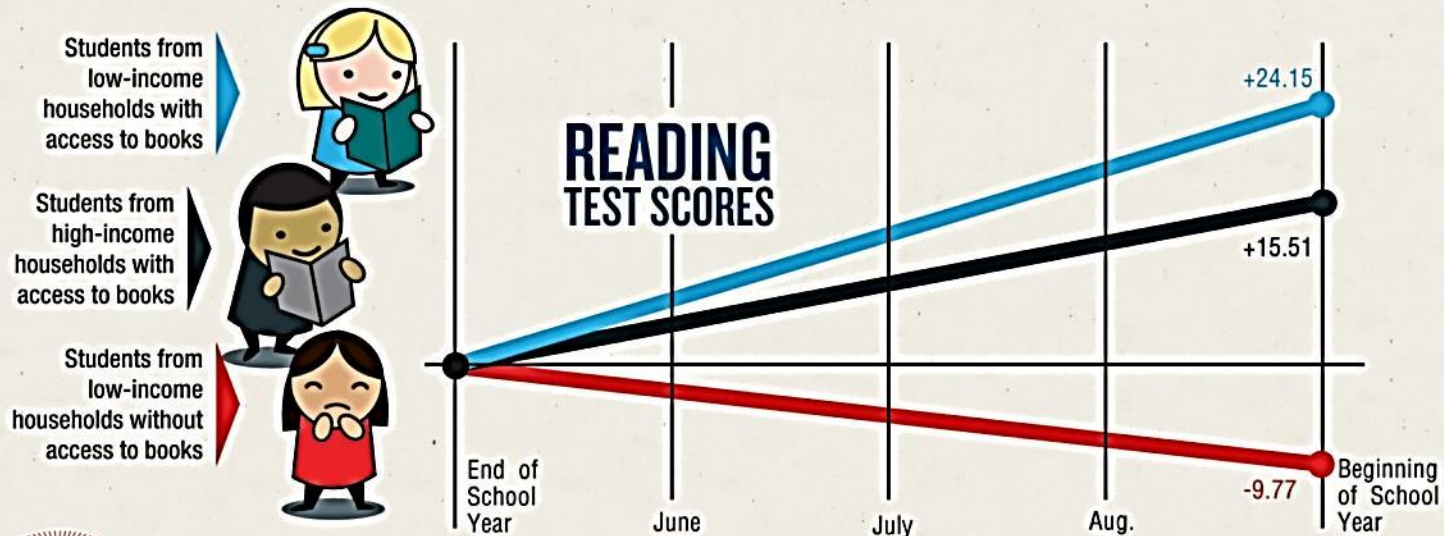
“The services the library offers are as important for those who don't walk into the library as for those who do.”

– Sharon Smitty Miller, “Advocates: Think Outside the Cube,” *Library Journal*, 3/15/2014

Why do outreach in the summer?

KIDS WHO READ BEAT SUMMER SLIDE

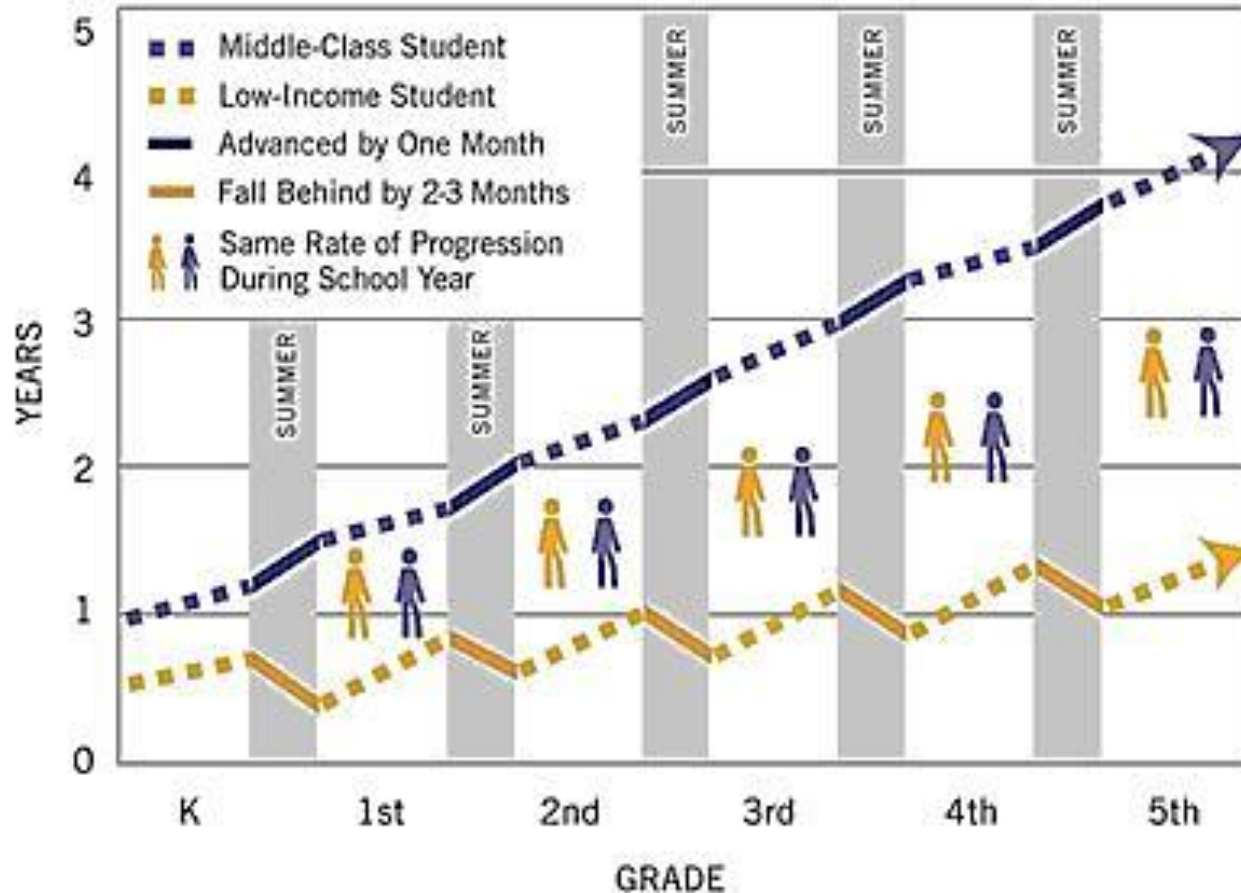
Studies show that access to books during the summer prevents a drastic loss in reading skill – especially for kids in need.



SOURCES: 1. Change in scores between end-of-year and following year testing as shown by the California Aptitude Test. (Slates, S. L., Alexander, K. L., Entwisle, D. R., & Olson, L. S. (2012). Counteracting summer slide: Social capital resources within socioeconomically disadvantaged families. Journal of Education for Students Placed at Risk, 17(3), 165.)

First Book, <https://blog.firstbook.org/wp-content/uploads/2013/05/summer-slide-infographic-BLOG.jpg>

Low-Income Students Fall 2.5 to 3 Years Behind by Fifth Grade



Source: Cooper, H., Borman, G., & Fairchild, R. (2010). "School Calendars and Academic Achievement." In J. Meece & J. Eccles (Eds.), *Handbook of Research on Schools, Schooling, and Human Development* (pp. 342-355). Mahwah, NJ: Erlbaum.

Campaign for Grade Level Reading,
gradelevelreading.net/our-work/summer-learning-loss

How can you provide summertime outreach?

Start with a close look at your community:

- Review the current demographics, and look ahead too
- Who *isn't* coming to your library? *Why* aren't they coming?
- Select a target audience

Planning

- Reach out to leaders and organizations in target communities early in planning
- Set goals that focus on outcomes, not outputs
- Collaborate with organizations and individuals
- Listen to partners and target audience

But who has the *time*??

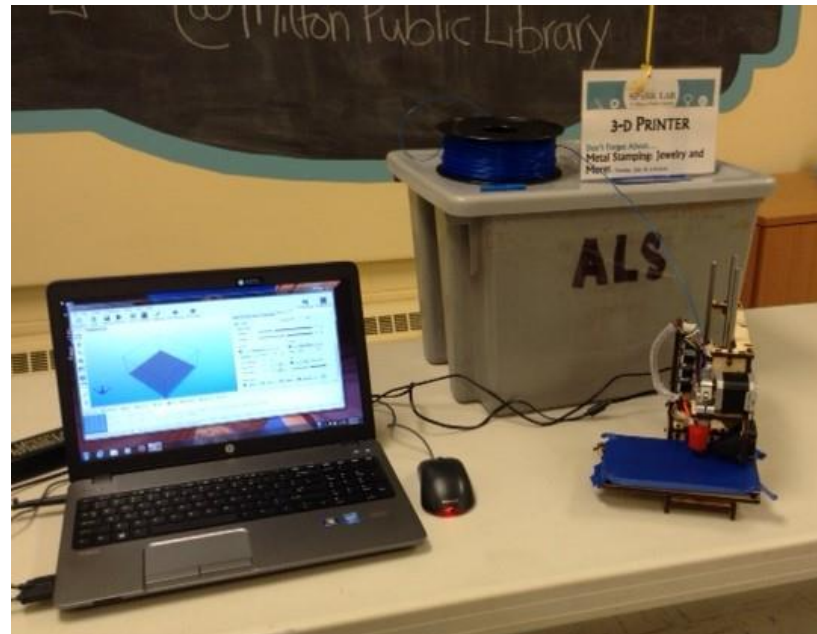
- Free up staff time by simplifying your summer program
- Prioritize outreach
- Collaborate with partners to deliver library services
- Train volunteers to deliver library services

And the *funding*??

- Same as above!
- Seek funds from library Friends group
- Ask local businesses for funds & in-kind contributions
- Seek grant funds

What might it look like?





Passive programs



Partner: Summer Food Service Program

School's Out!

POWER UP
for
Summer Fun!

**Summer Meals for Kids and Teens
Being Served in Your Community**

To find a nearby site:
Call 1-866-348-6479

Go to www.fns.usda.gov/summerfoodrocks
Text FOOD to 877-877 operated by a USDA partner

**Open to all children 18 and younger
NO Enrollment, NO Cost!**



USDA
USDA is an equal opportunity employer and provider.



Partner: Reach Out and Read



where great stories begin™



More partners



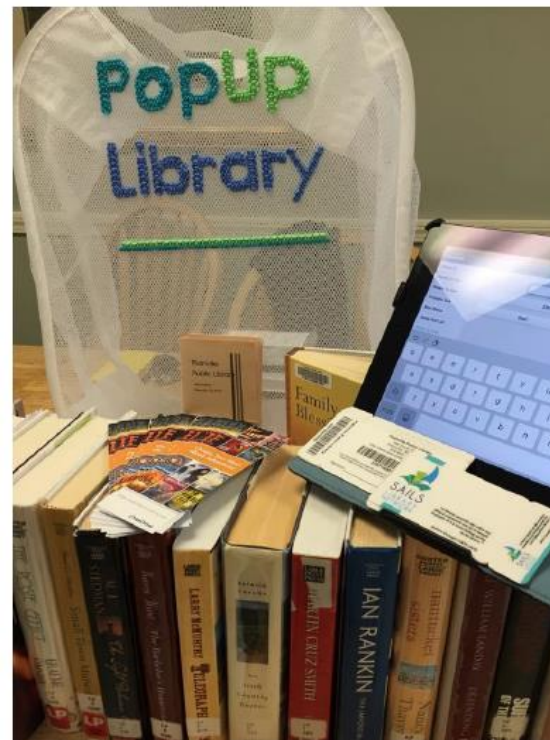
Be mobile





**No bookmobile
needed!**





PopUp
Library
@ Senior
Center

Plainville
Public Library



Take it community wide



Thank you!



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