

## **Boosting SRP Enrollment**

May 2019

Elementary school SRPs--partner or competitor?

- CMPL goal is to get schools to use our program--but not always feasible
- Share kids who participate at library so school can recognize those kids
- Encourage kids to "double dip"
- Get schools to do a similar program
- Try to get all or as many schools as possible to promote library's program

Window decoration to get schools to "compete" against each other--tag PTOs on social media to drum up participation

Provide gameboard materials to schools for them to use (print themselves) and send kids to library to sign up for our program

Go to daycares to check them in/use abbreviated program for groups with shorter summer duration

Kickoff party--bigger than finale. Host on Saturday from 10-4 or last day of school in afternoon

CSLP: free PSAs, not theme specific--use, send to media on website and YouTube channel

National SRP champions announced around Memorial Day

How to do school visits:

- Ask school for preferences on grade groupings
- Video to explain what SRP is
- Be flexible for school needs
- Grade level presentations
- Prizes
- Show gameboard
- 3 people to do a skit (usually K-2, 3-4) for 25 minutes
- Repetition--kids need to hear at least 7 times
- Promoting at PTA/PTO meetings--they're the ones who have to bring the kids
- Where are the families going in the summer? Go there to promote
- Give kids a code word at school visits and give them a prize if they come in and remember it

How to count reading?

- Days--daily reading goals levels playing field
- Minutes

Prizes after 15-30-45 days

Prizes as supplies last--no guarantees