

12:43:55 From Katie Rothley - Northville Library (MI) to Everyone:
Heyooooo

12:44:18 From Laura Warren-Gross to Everyone:
Hi Katie!

12:44:24 From Katie Rothley - Northville Library (MI) to Everyone:
Hey Laura!

12:45:50 From Stephanie Wambaugh to Everyone:
yay Cathy!

12:45:57 From Kristine Quackenbush to Everyone:
Hi

12:46:05 From Deanna Lawson to Everyone:
Hello Kathy!

12:46:10 From Katie Rothley - Northville Library (MI) to Everyone:
I don't know how my background got switched lol

12:46:40 From Lena Crouch to Everyone:
Cari is fantastic!

12:46:51 From Katie Rothley - Northville Library (MI) to Everyone:
yes she is

12:46:54 From Emily Garland to Everyone:
Hi Cathy! :)

12:47:04 From Cathy Pescinski to Everyone:
Hopefully that doesn't go so well for you tonight! lol GoPackGo!

12:47:16 From Cari Hillman to Everyone:
Thank you Lena!!

12:47:18 From Jocelyn Levin to Everyone:
Cathy <3

12:47:45 From Emma Repp to Everyone:
Michigan represent!!!

12:47:50 From Katie Rothley - Northville Library (MI) to Everyone:
whoop whoop

12:48:05 From Melody Peters to Everyone:
Hello everyone!

12:48:07 From Kelly Soerens to Everyone:
I love Katie's canva templates!

12:48:15 From Jocelyn Levin to Everyone:
Katie <3 <3

12:48:17 From Jennifer Hall to Everyone:
Howdy to you both!

12:48:31 From Cathy Lancaster - CSLP Past-President, MI (she/hers) to Everyone:
Go LIONS!

12:48:41 From Emily Garland to Everyone:
Oh my gosh, he was great!

12:48:45 From Katherine Arnold to Everyone:
Hello everyone!!

12:48:52 From Tori Schreur to Everyone:
Go Lions!

12:49:08 From Katie Rothley - Northville Library (MI) to Everyone:
can everyone see the presentation okay?

12:49:14 From Nicole Carrington to Everyone:
Yes

12:49:17 From Lena Crouch to Everyone:
yes

12:49:18 From Sharon Rawlins to Everyone:
Yes

12:49:18 From Shelby Abramowski to Everyone:
I can see it fine

12:49:18 From Beth Pierson to Everyone:
YES

12:49:18 From Katherine Arnold to Everyone:
yes

12:49:19 From Lana Abbott to Everyone:
Yes

12:49:19 From Katie Rothley - Northville Library (MI) to Everyone:
thank you

12:49:19 From Rachel Milburn to Everyone:
Yes

12:49:19 From Amber to Everyone:
yes

12:49:19 From Katie Valtierra to Everyone:
Yep yep

12:49:20 From Hannah Kozlowski to Everyone:
yes

12:49:21 From Donna Throckmorton to Everyone:
Slides look great!

12:49:35 From Janet Ingraham Dwyer to Everyone:
Haha Cari, Lions are having a year at last! Go Lions! (except tonight, from this Packer fan)

12:49:36 From Kathryn Zenor to Everyone:
Yes

12:49:40 From Cathy Lancaster - CSLP Past-President, MI (she/hers) to Everyone:
A detailed schedule is on the Summer Symposium webpage:
<https://www.csllpreads.org/summer-symposium/>

Recordings will be posted when available at:
<https://www.csllpreads.org/summer-symposium/>

Please fill out our Summer Symposium Evaluation here: <http://bit.ly/CSLLPsymposium24>

You can access last month's Inclusion Webinar, "Artful Connections: Stephanie Haines' Vision for Inclusive and Inspiring Communities" by going here:
<https://www.csllpreads.org/inclusion-resources/>

Find more information about joining CSLP: <https://www.csllpreads.org/join-cslp/>

Reminder - If you have specific questions for the hosts, moderators, or speakers please use the Q&A. Thanks!

12:49:41 From Kat Davis McCracken to Everyone:

I love this theme!

12:49:42 From Melodie Hoffman to Everyone:

YES THANK YOU

12:50:24 From Merissa Chapman to Everyone:

I wasn't a library child but I love watching kids now become library kids!

12:52:32 From Helen Wirka to Everyone:

Social Media Posts

12:52:41 From John Goddard to Everyone:

Getting parents to participate as well.

12:52:44 From Emily Garland to Everyone:

Our library has a good Facebook presence about SRP

12:52:45 From Jennifer Johnson to Everyone:

Social media and email newsletters

12:52:45 From Ayoola White to Everyone:

I've started a Teen Advisory Board

12:52:46 From Beth Rohne to Everyone:

Great newspaper ad and weekly social media posts

12:52:47 From Chrisynthia Casper to Everyone:

Word of Mouth marketing

12:52:48 From Rayel Starling to Everyone:

Getting information out to the schools

12:52:48 From Christina Amarillas to Everyone:

We partner with local businesses and tag them.

12:52:49 From Amelia Blackmon to Everyone:

Working with the local school systems

12:52:49 From Tiara Allen to Everyone:

Excellent rotation of programs! I think we've got a really great varieties for all ages

12:52:50 From Carrie Sturgill to Everyone:

School visits and connections

12:52:51 From Christine Brush to Everyone:

School visits

12:52:52 From Nicole Carrington to Everyone:

We do a kick-off rally with the local elementary school

12:52:52 From Kristin Williamson to Everyone:

Direct mailers to communities with low internet access.

12:52:52 From Eileen Denton to Everyone:
Word-of-Mouth referrals for programs

12:52:53 From Mary Mink to Everyone:
Having opportunities for adults as well

12:52:53 From Jennifer Brown to Everyone:
Reach out to local schools !!

12:52:53 From Janet Trout to Everyone:
Sending it out to schools before out for summer

12:52:53 From Angela Martinez to Everyone:
Social media posts that use pictures and videos of library staff

12:52:54 From Tammy Murphy to Everyone:
Posters and in library promotional material

12:52:55 From Hannah Feathers to Everyone:
Magazine ads

12:52:55 From Holly Kirsten to Everyone:
email newsletter

12:52:55 From Chris Newell to Everyone:
local paper and radio, schools

12:52:55 From Marissa Weaver to Everyone:
We have great word of mouth

12:52:55 From Wina Mortenson to Everyone:
Visiting the elementary school and bringing a brochure for every child.

12:52:55 From Emily Matthys Bennett to Everyone:
We have a huge percentage of participation.

12:52:56 From Allison Corbett to Everyone:
social, connecting with local organizations/ schools

12:52:56 From Mindy Roberts to Everyone:
Creativity like dinovember posts

12:52:57 From Bri Campbell to Everyone:
Utilizing our summer reading app to market events

12:52:57 From Shelby Abramowski to Everyone:
we send end the of the year flyers to the local elementart schools

12:52:57 From Denise Ignasky to Everyone:
Decorating and displays

12:52:58 From Jennifer Shea to Everyone:
word of mouth

12:52:59 From Cindy Ambos to Everyone:
School visits in person is the BIGGEST contribution to a good turnout

12:53:00 From Carly Hume to Everyone:
We get a lot of marketing in school summer programs

12:53:00 From Rachee Fagg to Everyone:
Outreach events to speak with the community

12:53:00 From Emma Repp to Everyone:
word of mouth!

12:53:02 From Marisa Olvera to Everyone:

I am from the Ruidoso Public Library and i think that we do good with local schools, and our social media posts

12:53:02 From Patty Dalton to Everyone:

Getting information in all of our schools!

12:53:03 From Tara Engel to Everyone:

Flyers to the school before they let out for Summer break.

12:53:03 From Anjela Martinez to Everyone:

Social media and working with community partners

12:53:03 From Mary Mink to Everyone:

Making funny memes that grab attention

12:53:04 From Tara Montoney to Everyone:

We do a fantastic giant summer calendar

12:53:05 From Wendy Johnson to Everyone:

Posters and flyers

12:53:05 From Yoli Perez to Everyone:

We had vinyl on buses and trains. We had a huge increase in Adults signing up!

12:53:05 From Christine McClelland to Everyone:

Sharing with local schools

12:53:06 From Amber Hadley to Everyone:

I visit every preschool and classes to grade 6

12:53:06 From Jennifer Miller to Everyone:

Our library has an amazing TikTok crew!

12:53:06 From Corrie Douglas Brattin to Everyone:

School visit / social media

12:53:06 From Shannon Bismark to Everyone:

we get out into the community. get on the radio

12:53:07 From Lisa Semenza to Everyone:

We send home information with every child in our elementary school and attend their final assembly

12:53:09 From Katie Guthrie to Everyone:

we send bookmarks to every elementary school child in our county

12:53:09 From Meghan Haar to Everyone:

supporting school summer reading

12:53:10 From Gail Brown to Everyone:

local businesses and organizations

12:53:10 From Amanda Rios-Place to Everyone:

community partnerships

12:53:13 From Shanni Kerr to Everyone:

I am on the local public school Superintendent's committee and he shares a lot of our information school wide.

12:53:13 From Lauren Kozilski to Everyone:

School visits, and last year we had a mascot, Gerald the Giraffe

12:53:13 From Laura Skvarce to Everyone:

We paired up with our community and had a scavenger hunt in businesses around town.

12:53:13 From Emily Kimball to Everyone:
marketing to our outreach partners

12:53:14 From Sully Gama to Everyone:
We like to plan ahead at least a month and create a poster with all the events!

12:53:15 From Corrie Douglas Brattin to Everyone:
Kickoff party

12:53:15 From Kristen Nicholls to Everyone:
We post in local chatter pages on Facebook

12:53:15 From Merissa Chapman to Everyone:
Word of mouth. I talk about summer reading every chance i get

12:53:15 From Yoli Perez to Everyone:
And radio ads, too!

12:53:16 From Allison Kartman to Everyone:
We were on the local news morning show (Indianapolis)

12:53:16 From Jan Houston to Everyone:
Our library uses social media, newspaper and radio

12:53:16 From Jean Fellows to Everyone:
We do SM, local schools, not sure of the effect

12:53:16 From Amber Cristofaro to Everyone:
Our word of mouth marketing from staff and vial patrons is 85% of how people find out about Summer Challenge.

12:53:16 From Jessica Phillips to Everyone:
Local schools, Social Media, Newspaper, Chamber

12:53:17 From Brenna Jaco to Everyone:
We put together an awesome SRP booklet/magazine with all the info for the summer

12:53:17 From Pamela Edholm to Everyone:
Last year, made a video to share with schools because we couldn't see all the classes

12:53:18 From Tiffany Willis to Everyone:
Social media marketing has been growing for us. We're a small branch but it's been working. Also, dropping off flyers to various businesses in the area.

12:53:18 From Katie Valtierra to Everyone:
Partnering with the City for Citywide events.

12:53:20 From Carrie Radman to Everyone:
school visits and social media

12:53:20 From Sheri Miltenberger to Everyone:
partnerships with Penn State for free programs; story times with mayor, fire chief & others

12:53:21 From beth pskowski to Everyone:
We're small library and we have great connection with the school.

12:53:22 From Amanda Rios-Place to Everyone:
kickoff bubble danceparty

12:53:22 From Hannah Brandon to Everyone:

The BookWorm Buzz - a new monthly newsletter for my youth department. Also, elementary school story reading & STEAM activity 2x/month with elementary library

12:53:23 From Nicole Harterink to Everyone:

program booklet. Kickoff party.

12:53:26 From LaVonnia Moore to Everyone:

eblast

12:53:26 From Jane Ellen France to Everyone:

Staff/patron interactions direct marketing, social media presence, featured in our township newsletters/tv program

12:53:27 From Sara Porter to Everyone:

School visits and word of mouth

12:53:28 From Joy Creasong to Everyone:

We start working with our schools early in the year to promote at their large annual art event.

12:53:29 From Patsy Pallone to Everyone:

Outreach. We are at all the school, daycares, clubs, popular restaurants, and event the movie theatre.

12:53:30 From Melody Peters to Everyone:

Decorating and displays a couple of months in advance and attending several career days in May at several local elementary schools.

12:53:30 From Emily Marshall to Everyone:

Our summer reading kick-off party, we get local business to participate in our Touch-a-truck

12:53:30 From Katherine Arnold to Everyone:

community support from small businesses

12:53:32 From Katherine Bunker to Everyone:

Kick off Foam Party!

12:53:34 From Kelly Soerens to Everyone:

School visits!

12:53:35 From Maira Snapp to Everyone:

Digital flyers to different organizations

12:53:36 From Erica Dischinger to Everyone:

I do a summer reading themed storytime at the local schools and daycares.

12:53:37 From Sherry Brecheen to Everyone:

WE NEED YOU!

12:53:39 From Becky Cobb to Everyone:

Summer Reading kick off event and a silly video of librarians introducing the theme on social media

12:53:39 From Heather Granbois to Everyone:

Schools, radio, paper the town, and social media.

12:53:41 From Linda Lee to Everyone:

Summer kick off

12:53:43 From Andy Jackson to Everyone:

We want to have a big opening and closing

12:53:43 From Brandi Duncan to Everyone:

Partnering with Community Businesses to present programs and link our socials for cross promotion.

12:53:44 From Jennifer Johnson to Everyone:

dedicated marketing staff

12:53:44 From Jennifer MacLeod to Everyone:

Collaboration with Parks and Rec summer programs, school collaborations, social media

12:53:45 From Charlene Castronovo to Everyone:

PAID CANVA!!

12:53:46 From Allison Kartman to Everyone:

More staff

12:53:46 From Mindy Roberts to Everyone:

More staff and more training.

12:53:47 From Gwen Sisto to Everyone:

Word of mouth and I do monthly outreach with the all the local kindergarten classes

12:53:51 From Nicole Carrington to Everyone:

Agreed. More Staff

12:53:51 From Sara Porter to Everyone:

Fill in the blank flyers

12:53:51 From Chris Newell to Everyone:

dedicated marketing person!

12:53:52 From Beth Pierson to Everyone:

Robust social media toolkit

12:53:52 From Emily Matthys Bennett to Everyone:

I would love to have more ready materials for social media.

12:53:53 From Christie Scott to Everyone:

easy printable

12:53:53 From Theresa Holley to Everyone:

Local schools as well as daycares and email blast

12:53:55 From Andy Jackson to Everyone:

Consistent access to parents in the community

12:53:56 From Hannah Feathers to Everyone:

social media templates

12:53:57 From Kristen Nicholls to Everyone:

Sample text to include for social media posts

12:53:57 From Patty Dalton to Everyone:

staff for marketing

12:53:58 From Amber Cristofaro to Everyone:

Premade socials

12:53:58 From Carly Hume to Everyone:

We need templates for video marketing

12:53:59 From Tiffany Ohman to Everyone:

Billboards, signs in areas are town

12:54:00 From Shanni Kerr to Everyone:

I agree more staff and paid canva

12:54:00 From John Goddard to Everyone:
Canva templates are great. More adult programs.

12:54:01 From Sheena Cram to Everyone:
Best ways to reach people who don't have social media

12:54:01 From Carrie Sturgill to Everyone:
A flyer template for putting all events in one place

12:54:01 From Rayel Starling to Everyone:
more staff for publicity

12:54:02 From Becky Cobb to Everyone:
a person dedicated to nothing but marketing

12:54:03 From Karen Powell to Everyone:
use local television morning news

12:54:03 From Rachee Fagg to Everyone:
templates to help create flyers. Canva has too many choices!

12:54:03 From Lisa Semenza to Everyone:
Where best to get wider recognition

12:54:04 From Angela Martinez to Everyone:
Premade templates! Our team used Canva to create some too

12:54:04 From Lauren Wise to Everyone:
swag for students

12:54:04 From Lauren Kozilski to Everyone:
Staff

12:54:04 From LaVonnia Moore to Everyone:
already made post

12:54:06 From Emily Marshall to Everyone:
Social media templates

12:54:06 From Serena Buckner to Everyone:
Funding

12:54:06 From Chip Nieto to Everyone:
Bigger Budget

12:54:06 From Tara Engel to Everyone:
Paid Canva would be amazing

12:54:07 From Melody Peters to Everyone:
Love the ready to go social media

12:54:08 From Mary Mink to Everyone:
the local news to mention it!

12:54:08 From Brittnie Hecht to Everyone:
templets! Calendar timeline of when to drop things!

12:54:09 From Mindy Roberts to Everyone:
(if you are a non-profit, Canva should be free)

12:54:09 From Sherry Brecheen to Everyone:
Social media tool kit

12:54:09 From Katherine Arnold to Everyone:

more activity with our socials

12:54:10 From Emily Stratton to Everyone:
Would love to hear more about the foam party someone just mentioned!

12:54:10 From Nicole Harterink to Everyone:
social media templates.

12:54:11 From Robyn Lim to Everyone:
I wonder if there's a way to compile everyone's comments to come back to as suggestions for how to market

12:54:12 From Jennifer Johnson to Everyone:
marketing budget

12:54:13 From Cesilia Enriquez to Everyone:
Text messaging advertising

12:54:13 From Erin Quada to Everyone:
CANVA templates, ready to go social media posts and images

12:54:16 From Martha Avans to Everyone:
Wording for graphics. I can create the graphics but I need help at times with the wording for the post

12:54:17 From Cathy Lancaster - CSLP Past-President, MI (she/hers) to Everyone:
Please only use the Q&A box for direct questions regarding this presentation. Feel free to use the chatbox for responses and networking with the audience at large!

12:54:17 From Ashley Niven to Everyone:
I wish those "pushes" on facebook to be shared with more people were free.

12:54:18 From Jean Fellows to Everyone:
Sate Library promote libraries in general

12:54:18 From Heather Granbois to Everyone:
Printable things

12:54:25 From Emma Repp to Everyone:
monthly newsletters

12:54:26 From STEPHANIE STONER to Everyone:
Promotional videos from Mychal Threats or other library heroes!

12:54:26 From LaVonnia Moore to Everyone:
Canva YESSSSS

12:54:28 From Sharon Phillips to Everyone:
Hoping to do SR kickoff at the State Museum this year to highlight art theme and slogan.

12:54:31 From Angela Greer to Everyone:
We visit local schools and take flyers for each kid to takehome.

12:54:40 From Cesilia Enriquez to Everyone:
178847

12:54:44 From Jessica Phillips to Everyone:
Yes, social media templates

12:55:03 From Susan Luton to Everyone:
I love the graphics!!!

12:55:15 From Lauren Kozilski to Everyone:
They did a great job with the art this year

12:55:17 From Jennifer MacLeod to Everyone:

Great art this year!

12:55:20 From Jessi Peterson to Everyone:

Those who are saying Paid Canva - libraries can get Canva Pro for free, just need to confirm that you are a non-profit entity.

12:55:41 From Nicole Carrington to Everyone:

^This!

12:55:58 From Sherry Brecheen to Everyone:

When you are part of a city, you DO NOT get Canva for Free.

12:56:13 From Kristen Nicholls to Everyone:

I love how many graphics they are, and it doesn't feel like they are as specialized for each age group. Obviously there are a few that are geared more towards kids/teen/adult, but most are good for all ages

12:56:16 From Hannah Brandon to Everyone:

Not all libraries are considered a 501 C(3) Nonprofit which is required to get the free Canva

12:56:29 From Tylanna Jones to Everyone:

June 1

12:56:29 From Danielle Duran to Everyone:

If your Friends of the Library is a non-profit you could always use their information for a free canva account

12:56:34 From Lauren Kozilski to Everyone:

ever ends

12:56:36 From Sherry Brecheen to Everyone:

The Summer before!

12:56:37 From Shanni Kerr to Everyone:

Right we are not a 501c3

12:56:37 From Lauren Kozilski to Everyone:

never*

12:56:40 From Emily Matthys Bennett to Everyone:

End of May.....LOL but it never ends

12:56:43 From Amber Cristofaro to Everyone:

Our 1st committee meeting is next week

12:56:44 From Jennifer Johnson to Everyone:

We are a county library, but our FOL is a nonprofit group, so we take advantage of their status to get nonprofit benefits for library use.

12:56:50 From Merissa Chapman to Everyone:

Exactly! It's always on my mind

12:56:57 From Tonya Stuepfel to Everyone:

The Marketing Dept already has our marketing info.

12:56:57 From Brenda McHugh to Everyone:

If you don't have a non-profit Canva account - see if you can use your Friends of the Library non-profit status to get yourself set up!

12:56:59 From Shelby Abramowski to Everyone:

The official program runs last week of June to last week of August. But we plan all year long.

12:57:02 From Erin Bontempt to Everyone:

The minute last year's program ends

12:57:10 From Katie Rothley - Northville Library (MI) to Everyone:

lol

12:57:30 From Katie Guthrie to Everyone:

our SRP starts the day school ends (May 21 this year) but we're in some form of planning all year

12:57:39 From Rachee Fagg to Everyone:

I feel like there is so much pressure and attention on Summer Reading which is just ONE program for what libraries do.

12:57:43 From Hannah Brandon to Everyone:

The FOL idea is a great option. Thanks! I'm going to mention that to our fiscal officer.

12:58:15 From Emma Repp to Everyone:

I have the hardest time convincing adults that we have programming for them too in the summer--not just for kids

12:58:19 From Ashley Niven to Everyone:

I found a graphic with different Christmas trees inspired by different famous artists/paintings I was going to use on social as a tease to art theme summer.

12:58:30 From Kristen Nicholls to Everyone:

That's my biggest fight as an adult programming librarian - it's not just for kids!

12:58:46 From Emily Matthys Bennett to Everyone:

We do our winter and summer reading programs for ALL ages.

12:58:48 From Robyn Lim to Everyone:

yeah... I feel like adults as a demographic don't want SRP unless we can do Book It for Adults

12:58:56 From Kate Greene Smith - to Everyone:

I love that our manual makes it so that you have access to a year-long program if you'd like. Any of the programs in the manual can be used at any time, with Summer branding or not!

12:59:37 From Monica Brown to Everyone:

It's taken a few years to get our adults involved but we doubled our count this past year.

12:59:39 From Emily Stratton to Everyone:

Swifties, yessss!

12:59:51 From Yoli Perez to Everyone:



12:59:59 From Jean Fellows to Everyone:

Our adults are strong participants

13:00:02 From Allison Kartman to Everyone:

Checkmate I couldn't lose

13:00:10 From Merissa Chapman to Everyone:

yes! Swiftie here also.

13:00:16 From Emily Matthys Bennett to Everyone:

I love TSwift! <3

13:00:25 From Beth Yates to Everyone:

@Robyn I've actually found that sometimes adults are the most competitive (especially seniors) and love to participate!

13:00:33 From Lisa Semenza to Everyone:

Our adults are so excited if they win the weekly ice cream drawing and they always want to know if they can participate in activities (like ukulele camp). We make all programs all-ages. We are just so small

13:00:37 From Kelsey Holmes to Everyone:

Fellow Ohio Swiftie here! <3

13:01:14 From Emily Matthys Bennett to Everyone:

We give everyone who signs up for summer reading a full sized candy bar (food prize, not just candy) and that's sometimes the draw for adults. They "allow" themselves to sign up and then get competitive!

13:02:08 From Cathy Lancaster - CSLP Past-President, MI (she/hers) to Everyone:

We also have yard signs available through the CSLP store!

13:02:37 From Robyn Lim to Everyone:

Emily--- that's a great idea. I think some of the challenge in marketing to Adults is that our prizes have been pure awful

13:03:21 From Bri Campbell to Everyone:

We also do a storywalk in our down town area that promotes our summer reading!

13:03:38 From Emily Matthys Bennett to Everyone:

Robyn, we have great success with small gift certificates for a local coffee shop too. Win a \$15 gift cert per week. We do that with winter reading and use donations for that.

13:03:40 From Jean Fellows to Everyone:

We use a mass-distributed 1/4ly brochure, twice monthly digital newsletters, and posters in stores and in the schools

13:03:50 From Maria Dillon to Everyone:

Visit the schools and talk to the children about SRP

13:04:15 From Danielle Welsh to Everyone:

For adults we have different prizes they put into win. Some are smaller (gift cards), and there is always one big one (last year it was a kayak). We do the same for teens.

13:04:28 From Lisa Semenza to Everyone:

See if a local ice cream stand will partner with you for free coupons. It's a win-win situation and we promote them for being a supporter for the library We give away 3 cones a week for 8 weeks

13:04:29 From Cathy Lancaster - CSLP Past-President, MI (she/hers) to Everyone:

Walking Billboards!

13:04:30 From Sydney Zirkle to Everyone:

Does anyone else advertise on the back of library vehicles?

13:04:30 From Ruby Granberry to Everyone:

Hello everyone.

13:04:31 From Deneen Roach to Everyone:

Our system has run an ad before the movie at our local theaters.

13:04:44 From Nikki Glassley to Everyone:

Billboard companies sometimes give discounts to nonprofits/gov orgs so you can use billboards between contracts at a massive discount!

13:04:46 From Amber Cristofaro to Everyone:

Our schools and churches have digital signage and we ask them to put Summer Reading on them.

13:05:16 From Joanne Beckerich to Everyone:

We set up a table at the Farmer's Market and bring out Book Bike to the town pool.

13:05:42 From Lisa Semenza to Everyone:

Online calendars for local news outlets

13:05:45 From Kathryn Zenor to Everyone:

We visit our local school.

13:06:22 From Emily Garland to Everyone:

We're looking at Beanstack this year.

13:06:22 From Sydney Zirkle to Everyone:

Beanstack!!!!!!

13:06:42 From Donna Loehner to Everyone:

READSQUARED

13:06:44 From Emma Repp to Everyone:

My former library used beanstack and I loved it! My current library just does paper logs.

13:06:54 From Miranda Shreves to Everyone:

We use ReaderZone

13:07:05 From Martha Avans to Everyone:

Beanstalk. Love it.

13:07:06 From Alyssa Harvey to Everyone:

Beanstack

13:07:07 From Aden Rowe to Everyone:

We've been doing a mixture of paper and beanstack

13:07:08 From Maria Dillon to Everyone:

We use Beanstack

13:07:10 From Shanni Kerr to Everyone:

I just heard about ReaderZone.

13:07:12 From Sheri Miltenberger to Everyone:

We're just starting to use Beanstack. We're testing with a staff challenge now.

13:07:15 From Amber to Everyone:

Beanstack is pretty amazing!

13:07:18 From Tylanna Jones to Everyone:

Love Reader Zone

13:07:21 From Deborah Fagnan to Everyone:

We went back to paper logs. Have used both R2 and Beanstack.

13:07:35 From Patty Dalton to Everyone:

We use Reader Zone. Great Customer Service and our Patrons find it very easy to use.

13:07:39 From Lauren Kozilski to Everyone:

NYS libraries have access to ReadSquared, and it's what we use.

13:07:43 From Emily Garland to Everyone:

@Deborah Fagnan - why did you quit?

13:08:18 From Chris Newell to Everyone:
We quit as well - not enough interest in online tracking for cost.

13:08:19 From Kimberly Gallegos to Everyone:
We have used READSquared since 2020, and we love it!

13:08:20 From Shannon Rourke to Everyone:
Beanstack! We doubled our participation numbers in all age levels when we switched.

13:08:21 From John Goddard to Everyone:
Sometimes people become a bit apped out or don't want to use their phone as much.

13:08:31 From Deborah Fagnan to Everyone:
Surveys showed most people wanted paper logs.

13:08:44 From Tonya Stuempfl to Everyone:
We use this free software instead of Beanstack -- it was designed by Maricopa County Library District in Arizona. Plus it is free! <https://www.greatreadingadventure.com/>

13:08:56 From Yoli Perez to Everyone:
We have had Beanstack for years but only get a small percentage of patrons using it. Since it's a bit of a process for our staff to login, we usually just trust the patron's word and don't necessarily log in and do anything to mark off what prizes were picked up.

13:09:01 From Katie Rothley - Northville Library (MI) to Everyone:
We use paper and an app!

13:09:04 From Erin Bontempt to Everyone:
We made the switch back to paper logs-- the families loved the children being able to be accountable and responsible for their own logging which is something they do not always have with the apps

13:09:07 From Jennifer Shea to Everyone:
We use READSquared and a paper log

13:09:13 From Kelly McCabe to Everyone:
ReadSquared in New Mexico

13:09:18 From Yoli Perez to Everyone:
And we have the paper tracker.

13:09:19 From Ann Larson to Everyone:
We've done paper tracking and Beanstack, but unfortunately I don't think that we can afford Beanstack anymore.

13:09:22 From Shannon Rourke to Everyone:
Beanstack is much more user friendly so not one person complained about not having paper logs. We offered them, but to be in the raffles, they needed to use the app. Everyone just switched. Wildly successful

13:09:35 From Beth Pierson to Everyone:
We're resigned to the fact that we need to have an app and still use paper reading logs. We've had Beanstack for two years and it is working well for us but some people just don't want to use it.

13:09:42 From Wendy Rote to Everyone:
Yes, found for our younger patrons the paper logs were what they wanted.

13:09:44 From Melody Peters to Everyone:

I really wish we could get Beanstack in NC

13:09:51 From Maria Dillon to Everyone:
You really do need to start advertising early for SRP

13:09:56 From Gwen Sisto to Everyone:
We use paper logs

13:10:16 From Susan Shewey to Everyone:
How does everyone track participation with paper reading logs for summer reading?

13:10:17 From Robyn Lim to Everyone:
yeah. I definitely feel like some times people are app'd out

13:10:35 From Dakota Vaughn to Everyone:
We used Beanstack for several years, and now are being told that it's too expensive, and have to go back to paper logs...feels like a definite step backwards

13:10:46 From Wina Mortenson to Everyone:
We have a group of adults really using Beanstack, but the kids want "hands on" reading logs.

13:10:56 From Terri Jones to Everyone:
Beanstack sends an email each week with a book recommendation and event reminders and you can edit the message at the bottom as well.

13:10:59 From Jean Fellows to Everyone:
We use Red Squared-- and our community loves paper logs!

13:11:06 From Yoli Perez to Everyone:
We have a strong preference for paper logs. We splurge and buy trackers in booklet form. I heard they cost \$3-4 each to make. It's a big part of the cost of Summer Reading for our system, but seems to be much wanted.

13:11:09 From Lisa Semenza to Everyone:
We have loved the change in the CSLP reading logs in recent year and offer participants the option to read for 20 days, do the 10 activities that are listed, or come to 5 programs in order to say they "completed" the challenge.

13:11:14 From Chris Newell to Everyone:
Paper - Bingo, treasure maps, traditional reading logs to track minutes, books, or pages. Teens like to choose their own goal.

13:11:16 From Jean Fellows to Everyone:
Whoops-- Read

13:11:25 From Meredith Latta to Everyone:
We use Beanstack and students are able to link their school and library accounts together which is nice. We also do Beanstack challenges throughout the year.

13:13:22 From Ashley Niven to Everyone:
I am trying to use the Remind App for Target Audience messages, but its hard to remember to use it because Facebook is my go to most often.

13:14:09 From Jenn Coffill to Everyone:
YES

13:14:17 From Brandi Duncan to Everyone:
Our event schedule is integrated into our reading logs

13:14:26 From Katie Rothley - Northville Library (MI) to Everyone:

If anyone wants a paper log design for any age group, send me an email:
krothley@northvillelibrary.org

13:14:30 From Robyn Lim to Everyone:

YES--- although totally not SRP appropriate 🤔

13:14:58 From Jonathan Greenfeder to Everyone:

the humor that kids love these days tends towards the absurd. if you can lean into that, they'll respond

13:15:13 From Jennifer Johnson to Everyone:

"Unhinged" feels like a great way to describe summer reading in general. 😊

13:15:24 From Lisa Semenza to Everyone:

We use "I Love my Library" tote bags when we do library card sign up outreach programs

13:15:55 From Ann McGinley to Everyone:

How did you create the outside selfie spot?

13:16:15 From Jonathan Greenfeder to Everyone:

and if you're between 45 and 30 years old, you may think "I don't understand the absurd!" you probably do, you just don't see it that way. look back to the dawning years of youtube and remember what you laughed at. same energy.

13:16:16 From Katherine Bunker to Everyone:

Last summer our marketing dept did a mid-summer social media push in July with witty posts about finishing summer reading program and earning the final completion prize.

13:16:41 From Jenna Zombotti to Everyone:

water bottle stickers! with the stanley craze happening

13:17:39 From CSLP- Melissa Hooke to Everyone:

Remember to put any questions into the Q&A

13:17:44 From Shelby Abramowski to Everyone:

We have fridge magnets we give out with our hours on it. they are a big hit

13:17:54 From Jean Fellows to Everyone:

we have to respect that some families want to avoid screens for their kids.

13:18:02 From Emily Garland to Everyone:

@Shelby we did the same thing this year with magnets, they were popular!

13:18:34 From Matt Belanger to Everyone:

My family makes placemats for restaurants in Northern Michigan, If you ever are out to eat and the restaurant has placemats with a calendar on them they will probably advertise your event dates if you contact them. I know we do

13:18:51 From Cathy Lancaster - CSLP Past-President, MI (she/hers) to Everyone:

Great idea, @Matt!

13:19:13 From Terri McDougal to Everyone:

What is a summer experience bag?

13:19:18 From Emily Garland to Everyone:

@Matt we always read those when we're out to eat!

13:19:34 From Tonya Stuempfl to Everyone:

I LOVED your social graphics last summer!

13:19:36 From Matt Belanger to Everyone:

Happy to hear that @Emily!

13:19:39 From Ruby Granberry to Everyone:
Great idea with the lawn signs. Something we can use with our patrons!!

13:20:04 From Deanna Lawson to Everyone:
We use social media, local newspapers and our website. We also make flyers and calendars with our current events!

13:21:17 From Mindy Roberts to Everyone:
I don't have enough staff or time to use TikTok. Some libraries do amazing work with it, but I imagine they have actual marketing folks.

13:21:19 From Erin Quada to Everyone:
beanstack

13:21:25 From Lisa Semenza to Everyone:
We have sent targeted emails and now have a monthly newsletter

13:21:38 From Chris Newell to Everyone:
Ditto @Mindy!

13:22:02 From Katie Rothley - Northville Library (MI) to Everyone:
@Mindy, they usually have marketing people

13:22:07 From Ivy Stover to Everyone:
I appreciate you saying we don't need one! I used to be a 1 person library, and I just didn't have the energy to also make tiktoks. FB and Insta was hard enough

13:23:57 From Nicole Norton to Everyone:
I send a PowerPoint and log/info sheet to local school librarians to use to help promo to students with the information for SRP

13:24:12 From Katelyn Patterson to Everyone:
The video is just muted.

13:24:26 From Shanni Kerr to Everyone:
Hey, I'm in that video!

13:24:30 From Lisa Randolph to Everyone:
Wow nice idea!

13:24:46 From Ivy Stover to Everyone:
This highlights the need for captioning on insta/tiktok videos

13:24:54 From Shannon Rourke to Everyone:
We are in it too! The videos were so great!

13:25:00 From Sherry Brecheen to Everyone:
Would love to participate in a video like this.

13:25:01 From Ivy Stover to Everyone:
No audio, no problem, we can read it :)

13:25:03 From Amber to Everyone:
Really cool idea!

13:25:12 From Jenn Coffill to Everyone:
Yes! Always add captions. They make it easy

13:25:21 From Katie Rothley - Northville Library (MI) to Everyone:
<https://www.instagram.com/p/C7kJ5TtKw7k/>

13:26:37 From Carla Deupree to Everyone:

Hi, I

13:26:39 From Ashley Niven to Everyone:
I love that there will be templates in Canva to use.

13:26:53 From Vanessa Roshong to Everyone:
the canva templates will help so much! Thank you

13:27:05 From Carla Deupree to Everyone:
Hi, I

13:27:07 From Ann Larson to Everyone:
Love the Canva templates!!!!

13:27:21 From Geri Tomaszewski to Everyone:
Love the Canva templates. When will they be available to use?

13:27:21 From Katelyn Patterson to Everyone:
yes, accessibility!!

13:27:32 From Ashley Niven to Everyone:
Whoa! I didn't know that. Thanks

13:27:36 From Lisa Randolph to Everyone:
We love use Canva for flyers too!

13:27:36 From Jennifer Hansen to Everyone:
omg I had no idea!!

13:27:37 From Deanna Lawson to Everyone:
Canva isn't free! We would have to pay!

13:27:38 From Amber to Everyone:
OOOO I didn't know about that!

13:27:43 From Kristen Nicholls to Everyone:
That is awesome! I didn't realize they added that tool

13:27:51 From Rachee Fagg to Everyone:
Could we get links to these canva templates?

13:27:57 From Robyn Lim to Everyone:
it's a new feature! it's a great addition

13:27:58 From Katherine Arnold to Everyone:
This is a fantastic resource!

13:28:07 From Emily Garland to Everyone:
Some Canva is free, but you're right you may have to join & pay.

13:28:07 From Amber Bodenhamer to Everyone:
That's really cool!

13:28:14 From Cari Hillman to Everyone:
Yes! The templates will be in the CSLP Social Media Tool Kit.

13:28:16 From Shayne Plunk to Everyone:
That is amazing! Great to know. I will be running all of our brochures and flyers through this!

13:28:17 From Robin Bajkiewicz to Everyone:
Yes, we love Canva too!

13:28:24 From CSLP- Dawn Krause to Everyone:
Barlow is linked in the manual

13:28:36 From Kelly McCabe to Everyone:

I've been using the free version of Canva for 7 years - always plenty of free stuff to use!

13:28:37 From CSLP- Dawn Krause to Everyone:

You can get it from Google fonts

13:28:38 From Lisa Randolph to Everyone:

Some of the functions you can use for free but you have to kinda play with it to see...

13:28:40 From Amari Pearson-Watts to Everyone:

I love using Canva for work!

13:29:00 From Sierra Percival to Everyone:

Basic Canva should be free for libraries. Canva Pro is a cost account. Canva is increasing their prices in 2025.

13:29:54 From Sherry Brecheen to Everyone:

Awesome work, thank you so much!

13:29:57 From Kristen Tabor to Everyone:

you can get Canva Pro for free as a library.

13:29:57 From Lisa Randolph to Everyone:

I always copy a photo into Canva for some of my flyers. I only use Common use photos from Google though.

13:30:03 From Judy Craigo-Robb to Everyone:

Canva does have a free Pro version for nonprofits

13:30:19 From Lisa Randolph to Everyone:

Oh thanks Judy for the info...

13:30:22 From Kristen Tabor to Everyone:

We've been using Canva Pro for years, haven't paid a dime

13:31:34 From Susan Strnisha to Everyone:

Same... we registered our non-profit status with Canva and never pay for Pro.

13:31:47 From Lisa Randolph to Everyone:

Thanks Kristen and Susan...

13:32:07 From Asako Nakamura to Everyone:

I use it as a free for Pro.

13:32:24 From Emily Quillen to Everyone:

I will add canva is hit or miss with the colorblind checker (I am colorblind)

13:32:38 From Lisa Randolph to Everyone:

Where do you register for the non profit use in Canva

13:32:47 From Nina White to Everyone:

<https://www.canva.com/canva-for-nonprofits/eligibility-guidelines/>

13:33:19 From Lisa Randolph to Everyone:

Thanks Nina!

13:33:28 From Sean Mail to Everyone:

Thank you!

13:33:37 From Susan Strnisha to Everyone:

Nina is awesome! :)

13:33:40 From Deneen Roach to Everyone:

Thank you Nina!

13:33:44 From Charles Suazo to Everyone:

that is very helpful!! thank you been trying to get canva all year...

13:33:46 From Hannah Brandon to Everyone:

Thank you so much!! This was a great training!

13:33:59 From Tiffany Wade to Everyone:

Will we get a copy of this section of the presentation?

13:34:08 From Holly Kirsten to Everyone:

When I applied for free Canva pro for our library I was turned down, but a year later our assistant director applied again and we were approved. Try again.

13:34:25 From Katelyn Patterson to Everyone:

Word of mouth. Have teens help plan your programs and invite their friends.

13:35:01 From STEPHANIE STONER to Everyone:

Summer Reading promo in a zine for teens 😊

13:35:31 From Susan Strnisha to Everyone:

We use WhatsApp for our teen groups. We have a permission form that parents fill out to have their kids added to the list. And we encourage our active teens to share with their friends. Word of mouth is the best.

13:35:53 From Robin Bajkiewicz to Everyone:

Yes, indeed.

13:36:05 From Lisa Randolph to Everyone:

Great advice for TEENS! Man it's very hard to get them in!

13:36:11 From Jennifer Johnson to Everyone:

I haven't tried this, but I know people who've had success with Discord for teens.

13:36:29 From Amber Bodenhamer to Everyone:

Exactly! it helps when they grow up with the library!

13:36:38 From Jean Fellows to Everyone:

Can't copy the chat for links?

13:37:36 From Mindy Roberts to Everyone:

the links should be clickable. Click it to open & then copy the link from the window. I couldn't copy links in the chat either.

13:37:55 From Jean Fellows to Everyone:

I'll try that thanks

13:38:34 From Jenn Coffill to Everyone:

I just want to say that Cari & Katie, I love how engaged and excited you are to share. This makes it engaging and exciting for me :)

13:38:45 From Shelby Abramowski to Everyone:

we find fb events very helpful.

13:38:46 From Mary Harrison to Everyone:

We had magnetic signs made that were designed with a generic advertisement for summer reading that we put on our van for the summer months.

13:38:53 From Jocelyn Levin to Everyone:

Absolutely Jenn! They're the best!

13:40:02 From Ashley Niven to Everyone:

I make all mine events because parents told me they want it to show up in their events and it sends them reminders. Do whatever works for you.

13:40:03 From Holly Kirsten to Everyone:

If the bookmobile frame can hold corrugated plastic, you could get something printed by a sign company. Maybe a local company could donate or discount the printing.

13:40:23 From Sherry Brecheen to Everyone:

Would love to see CSLP offer a magnetic sign for cars for general with the annual logo.

13:40:30 From Kelly Soerens to Everyone:

Canva has a YouTube channel

13:40:36 From Jocelyn Levin to Everyone:

Yes, Sherry!

13:40:37 From Mary Harrison to Everyone:

Yes Sherry

13:40:48 From Jean Fellows to Everyone:

Are your staff encouraged/required to wear the CSLP shirts during SRP?

13:40:51 From Mindy Roberts to Everyone:

Love that idea Sherry!

13:40:53 From Emily Matthys Bennett to Everyone:

I do both....a post and an event. I like events as Ashley mentioned.

13:40:56 From Kate Miller to Everyone:

I was just thinking about magnetic signs for cars too Sherry!

13:41:52 From J Hodnett to Everyone:

We have a couple of staff who don't like tshirts, so I got buttons for them. We don't have to wear them, but a lot of people really look forward to seeing the year's tshirt.

13:41:59 From Sheri Miltenberger to Everyone:

We do a monthly calendar with all our events. The back has details by age in English & Spanish. It's handy to give to patrons & it's on our website as well.

13:42:11 From Katie Rothley - Northville Library (MI) to Everyone:

We don't force our staff to wear the srp shirts but we do get them for those who want them

13:42:18 From Mary Harrison to Everyone:

We have T-shirt Tuesday. Everyone that ordered a summer reading T-shirt wears their shirt on Tuesday. And programming people wear theirs for big programs and when we go out to schools and community events

13:42:32 From Sherry Brecheen to Everyone:

Clear contact paper can help with making things last.

13:42:36 From Lisa Semenza to Everyone:

We use CSLP t-shirts like a "uniform" all summer. I get multiples for the different types of programs we offer.

13:42:55 From Baylee Schultz to Everyone:

We make a little photobooth with a vinyl background! It stays in the children's area for the duration of summer reading

13:43:04 From Ruby Granberry to Everyone:

Like the T-shirt Tuesday idea!

13:44:04 From Katie Guthrie to Everyone:

We get a staff t-shirt our Friends pay for every year and encourage staff to wear them on large program days. We also encourage staff to purchase CSLP clothing to wear all summer long

13:44:13 From Megan Miller to Everyone:

reach out to your local newspapers and radio stations, many times they will announce library programs for free

13:44:15 From Maria Dillon to Everyone:

If you are having a program at the library, that is a great time to advertise the SRP

13:44:18 From Lisa Semenza to Everyone:

Listings in online calendars for the local newspaper are free

13:44:32 From Merissa Chapman to Everyone:

Make sure everyone on staff that does social media is sharing, liking and commenting on all of your social media posts!

13:45:15 From Katherine Bunker to Everyone:

We deliver bookmarks with the QR codes on them to all our area schools in May.

13:45:38 From Caroline Herfindahl to Everyone:

Develop an email list and use Mailchimp or another service for e-newsletters... depending on size of your email list this stays free until you hit a large number

13:45:53 From Susan Strnisha to Everyone:

give your outreach locations flyers

13:45:57 From Lisa Semenza to Everyone:

We do outreach and promotion at our local food pantry.

13:46:54 From Megan Miller to Everyone:

a lot of the schools in our area now use digital communication apps, so this last year I sent each school a digital image of our flyers and asked them to send it out to the parents. this worked AMAZING!! Even better than handing out flyers

13:47:00 From Kate Greene Smith - to Everyone:

Thank you both SO MUCH! This was amazing!

13:47:01 From Erin Ross to Everyone:

You do usually need to get a permit from the police department to go door to door

13:47:07 From Lauren Wise to Everyone:

So many great ideas! Thank you all so much!

13:47:08 From Asako Nakamura to Everyone:

Thank you!

13:47:08 From Lisa Randolph to Everyone:

How about churches and religious institutions?

13:47:15 From Amelia Blackmon to Everyone:

Thank you!!

13:47:17 From Deneen Roach to Everyone:

Thank you!

13:47:18 From Lauren Kozilski to Everyone:

Thank you!

13:47:19 From Emily Garland to Everyone:

Thank you both!

13:47:21 From Hannah Smith to Everyone:
Thank you!

13:47:22 From Jennifer Hall to Everyone:
Thank you both!

13:47:26 From Kelly McCabe to Everyone:
thank you

13:47:26 From Lisa Semenza to Everyone:
Our school district gives us space in their regular newsletter to promote the libraries

13:47:26 From Nicole Birnbaum to Everyone:
Thank you both!!

13:47:26 From Gillian Demeter to Everyone:
Thank you!

13:47:29 From Chris Newell to Everyone:
Much appreciated...happy marketing!

13:47:32 From Melodie Hoffman to Everyone:
Thank you some great ideas ladies!!

13:47:32 From Merissa Chapman to Everyone:
thank you!!

13:47:35 From Lisa Randolph to Everyone:
Thank you!

13:47:37 From Melody Peters to Everyone:
Yes yes! Thank you!

13:47:37 From Janet Ingraham Dwyer to Everyone:
YES to MI & OH collaboration & friendship! ❤️ That rivalry does not extend to libraries.

😏

13:47:44 From Sean Mail to Everyone:
Thank you both!!

13:47:46 From Chip Nieto to Everyone:
How many minutes?

13:47:50 From charlotte cunningham to Everyone:
Thanks so much! Great ideas!

13:47:50 From Lori Kistler to Everyone:
Great job - thank you so much!

13:47:55 From Lana Abbott to Everyone:
You two were wonderful presenters! Learned a lot! Thank you!

13:48:30 From Lisa Randolph to Everyone:
Ok thanks for answering that question, too!

13:48:35 From Amari Pearson-Watts to Everyone:
Thanks for the meeting!!

13:48:36 From Lisa Semenza to Everyone:
We have a whole list of local bulletin boards

13:48:38 From Jennifer Brown to Everyone:
Thank you !!

13:48:40 From Florence LaBeau to Everyone:

Thank you so much. Loved all the ideas!

13:48:47 From Deanna Lawson to Everyone:

Thank you both!!

13:49:02 From Edna Williams to Everyone:

Thanks for the great ideas!