

TD Summer Reading Club 2020

National program statistics

maru/BLUE

2 Bloor St E
Suite 1600
Toronto M4W 1A8

Table of Contents

Introduction to this year’s report	1
Library inclusion in this evaluation	2
Methodology	3
Findings.....	4
Delivering the 2020 TDSRC program	4
Program promotion	5
Promotion success	6
Registration.....	7
3 rd party platforms	8
Club programming	9
Website resource use	10
Satisfaction with website resources.....	11
Overall satisfaction with website	12
Overall satisfaction with the 2020 TD Summer Reading Club	13
Conclusion	15
Appendix A – evaluation form	16
Appendix B – regional statistics	21
The Atlantic region.....	22
Quebec.....	25
Ontario.....	28
The West and Territories	31
Appendix C – TDSRC Parent/Caregiver and Kids’ Surveys – summary of results.....	34

STARTING POINT

This report details an evaluation of the 2020 TD Summer Reading Club program delivered by, and through, libraries in every province and territory across the country. It includes tracking data from previous years but not an in-depth look at those trends due to the unique situation libraries found themselves in this year.

Introduction to this year's report

The TD Summer Reading Club (TDSRC) is a national bilingual program that engages Canadian children in the joy of reading while championing Canadian writers and illustrators. In a typical year, kids who register at their local library receive free physical program materials and can access the program materials through the website. Participating libraries are provided with thematic booklists, access to illustrations, programming and activity ideas and free outreach materials for promoting the program in their community.

The COVID-19 pandemic, however, meant that all of this had to change, and change quickly, as Canadian libraries began announcing building closures in mid-March 2020 (starting with the City of Toronto on the 13th of March, followed by shutdowns across the country over the following weeks).

Unfortunately, for a few libraries, building closures also meant staff layoffs. But whether staff were laid off or continued to work, everything about the services provided had to change as Canadians began accessing most things online rather than in-person. While some libraries had pre-existing infrastructure and digital collections, others scrambled to adjust their processes for everything from providing new library cards to lending books via curbside pickup – all with an eye to supporting their communities however they could.

In the past, the main objective of this study has been to provide information about the reach and success of the program to the TDSRC Partners, Toronto Public Library, TD Bank Group and Library and Archives Canada as well as to participating libraries. The specific research objectives were to:

- Measure the number of programs, activities and attendance attributed to, organized by, or otherwise associated with, the TD Summer Reading Club; and
- Provide recommendations for how the TDSRC program may be improved.

In past years, the data for this study was collected by way of a single form completed by libraries and detailing all manner of information about their TDSRC program, including:

- Promotional outreach efforts – activities and attendance numbers
- Program registration – in-person and via 3rd parties
- Club program activities and attendance numbers
- TDSRC website resource use
- Overall satisfaction with the TDSRC program

Given the fact that Canadian libraries were not in a position to deliver on the TDSRC as they had in previous years, and were unable to respond to the evaluation form, the data collected for inclusion in this report has been pulled from two different sources: responses to the evaluation form and the number of children who registered for the program directly using the TDSRC Kids’ website (<https://www.tdsommerreadingclub.ca> and <https://www.clubdelecturetd.ca>). As a result, both the English and French TDSRC kids’ sites saw marked increases in use – 193,063 sessions (a 108% increase from 92,605 in 2019) and 106,230 users (a 99% increase from 53,497 in 2019).

Our overall assumption is that any library where data is lacking in both these places were unable to deliver any aspect of the program.

Library inclusion in this evaluation

2,176 libraries are represented in this report by way of either Maru/Blue’s evaluation form or the TDSRC database of online registrations.

	total # of libraries	Maru/Blue’s form	% of total	TDSRC database
Atlantic	203	44	22%	159
Quebec	592	144	24%	448
Ontario	769	356	46%	413
West	591	376	64%	213
Territories	5	2	40%	3
Independent LAC	16	6	38%	10
TOTAL	2,176	928	43%	1,244

Please note that the information included for both the Atlantic region libraries and those in Quebec has come primarily from the TDSRC registration database. This means that the libraries in those two areas are under-represented in the survey data reported here (i.e., any data beyond the number of children who registered for the program).

Methodology

Because libraries are organized differently in each province and territory and can be managed as 'systems' or as individual entities, individual libraries were chosen as the common denominator to evaluate the program this year. Librarians responsible for the program at each library were invited to submit information about their 2020 program online by way of an email containing a unique link that took them directly to the evaluation form where they entered their information.

Please note that the numbers presented in this report represent a combination of those provided by the libraries themselves by way of that form, as well as those provided by the TDSRC team by way of their online registration system.

Using the most recent contact information available for all participating libraries provided by the TDSRC team, Maru/Blue sent out 561 email invitations in both official languages. Each email contained a unique link that pre-identified individual libraries or systems and allowed them to directly access the evaluation form. The invitations were sent on the 8th of September 2020 and the form was available to complete until the 8th of October 2020.

433 responses to the survey were received representing a total of 928 individual libraries – a response rate of 77%. Added to these data are the registrations completed on the TDSRC website for an additional 1,244 libraries. This means that all but two libraries from the original database are represented here in one form or another.

Most of the data presented here are based on the information collected using the Maru/Blue form. The only exception to this is the number of children registered which considers both the information provided in the form and the numbers provided by the TDSRC team.

While in previous years every effort was made by the research firm and regional coordinators to follow-up with individuals who did not respond initially, due to the situation this year, only two reminder emails were sent to encourage participation.

Unlike in previous years, no weighting has been applied here as we believe an extrapolation to population-wide totals within each region would inappropriately over-inflate registration in a year when most libraries were closed to the public for most, if not the entire, time the program was running.

Findings

Delivering the 2020 TDSRC program

In 2020, 4 in 5 libraries represented in Maru/Blue’s evaluation form delivered at least part of the TDSRC program. The programs were primarily offered in English. 569 libraries (or 76%) offered their program in English; 66 offered their program in French; and 118 offered their program in both official languages.

	# of libraries in form	delivered program	% delivered program	% of total libraries	English	French	Bilingual
Atlantic	44	38	84%	19%	13	-	25
Quebec	144	124	86%	21%	-	62	62
Ontario	356	256	72%	33%	229	2	25
West	376	329	87%	56%	325	-	4
Territories	2	2	100%	40%	2	-	-
Independent LAC	6	4	67%	67%	-	2	2
TOTAL	928	753	80%	35%	569	66	118



Although only 220 libraries told us they were unable to offer any programs, we have assumed that all of the 1,244 libraries *not* represented in the Maru/Blue form did not deliver the program this year. This means that around two-thirds of libraries across the country were unable to deliver the program due to COVID-related shutdowns, staff layoffs, and lack of interest in, or ability to access, an online version of the program.

*“We promoted on social media, word of mouth, targeted emails, and posters. Nobody signed up. I heard that **kids/parents were tired of all the online stuff done prior and wanted a break from programmed screen time.**”*

*“The **best we could do** at the branch level was to refer patrons via a TDSRC flyer placed in their hold pick up bags during curbside service.”*

Program promotion

Of the 753 libraries that ran at least a portion of the Summer Reading Club program this year, 516 libraries told Maru/Blue they had actively promoted the program. Those able to, delivered information about the program at 3,295 separate activities, reaching an estimated 55,919 children in total.

	2016	2017	2018	2019	trend (2016-2019)	2020
Activities	38,326	26,297	45,522	44,765		3,295
School-based						453
Day camps						129
Childcare centres						130
Other						2,702
Attendance	718,400	664,073	831,546	783,240		55,919

In order to promote the program this year, libraries relied heavily on social media.

*“We promoted the program **online** due to COVID 19 restrictions. A provincial program was created and we as a local branch shared content for each day from Monday to Friday.”*

*“Many reminders and information were posted on **Facebook**. Many of these posts were from our Marketing and SRC coordinators and several were taken from the SRC site.”*

*“We were holding Live with a Librarian on **Facebook Live** and were able to **stream live promotions** discussing how the Library was holding the TDSRC this year.”*

Libraries were also able to use local connections like daycare centres or teen youth groups and participated in radio interviews to promote the program. Many were relying on word-of-mouth to make their communities aware that the program was running this year despite the restrictions.

*“For our local schools, we utilized connections in the library board and our **teen youth group** to pass on the info along to their peers. We contacted our **local daycare center** and informed them that we were hosting a summer program and asked them to pass this info along.”*

*“We **partnered a couple of times virtually with daycares**, to do an online story time. We talked about TD Summer Reading Club then. Also did a **radio interview**. Also, when we did **virtual programs**, we told our families about TD Summer Reading Club and encouraged them to participate.”*

And some used more traditional promotion methods including newsletters, postcards, and flyers in books picked-up curbside.

*“TD Summer Reading Club was also promoted in our **e-newsletter**.”*

*“We also sent out 'snail-mail' **postcards** to our usual TDSRC members as well as some other library families.”*

*“Local newspaper, city e-newsletter, library newsletter, and flyers in all the borrowed children`s books during **curbside pickup**.”*

*“A couple staff members also wrote **promo ads in chalk** on the neighbourhood sidewalks in early July.”*

Promotion success






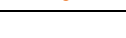

Despite the drop in the number of activities and attendance numbers, the promotions delivered this year can be said to have been more successful than in previous years. Looking at the number of children reached by way of the activities organized by libraries and the number of children who ultimately registered for the program, the ‘conversion rate’ is higher this year than previously.

	2016	2017	2018	2019	trend (2016-2019)	2020
Activity attendance	718,400	664,073	831,546	783,240		55,858
Registrations	327,164	327,127	346,603	329,051		36,629
Conversion	46%	49%	42%	42%		66%

Registration

A total of 36,629 children registered for the TDSRC in 2020. This total includes 3,605 children who registered using the TDSRC website but did not indicate which library they were affiliated with. While this represents a significant decrease compared with previous years, the fact that this many children were able to participate at all is a testament to the strength of the program in past years and the work of librarians to ensure their communities knew the program was running this year.

We have included the numbers from previous years below but have refrained from any detailed analysis of the decreases due to the nature of the program this year. It is interesting to note, however, that the proportion of registrations has remained relatively stable this year with one exception: Quebec – libraries in that province registered more children as a proportion of the total than would have been expected in a normal year.

	2015	2016	2017	2018	2019	% of total	trend (2015-2019)	2020	% of total
Atlantic	16,979	13,664	16,636	15,141	17,030	5%		857	3%
Quebec	47,229	50,814	42,989	50,927	49,103	15%		7,498	23%
Ontario	159,437	165,695	162,402	170,243	165,537	50%		15,768	48%
West	84,746	95,481	104,173	109,333	92,349	28%		8,516	26%
Territories	296	430	428	197	434	0.1%		82	0.2%
Independent LAC	-	1,080	499	762	4,598	1%		303	1%
TOTAL								33,024	100%
No library	-	-	-	-	-	-		3,605	
TOTAL	308,687	327,164	327,127	346,603	329,051	100%		36,629	

Of those who registered for the program this year, 2,974 children did so in-person in 61 libraries, and 13,587 registered by way of a 3rd party platform working in partnership with the libraries. More than half of registrations were completed directly on the TDSRC website.

	total registrations	in person	3rd party platform	%	TDSRC website	%
Atlantic	857	-	12	1%	845	99%
Quebec	7,498	693	1,668	31%	5,137	69%
Ontario	15,768	546	7,257	49%	7,965	51%
West	8,516	1,578	4,488	71%	2,450	29%
Territories	82	52	-	63%	30	37%
Independent LAC	303	105	161	88%	37	12%
No library	3,605	-	-	0%	3,605	100%
TOTAL	36,629	2,974	13,586	45%	20,069	55%

3rd party platforms

The most popular 3rd party platforms used by libraries include:

- READsquared
- Beanstack
- Facebook
- Book Points
- Eventbrite
- Wufoo
- Google Forms

In addition to these platforms, libraries also built pages on their own websites that allowed children to register and some also report sending children directly to the TDSRC website to register there.

Club programming

In total, 753 of the 928 libraries represented in the Maru/Blue evaluation form organized at least some TDSRC programming this year.

	# of libraries	# of activities	online	%	in library	in community	%	attendance	children/activity
Atlantic	38	205	205	100%	-	-	-	675	3
Quebec	124	628	483	77%	59	86	23%	4,923	8
Ontario	256	3,714	3,241	87%	188	285	13%	31,081	8
West	329	2,690	1,992	74%	490	208	26%	26,858	10
Territories	2	20	7	35%	-	13	65%	130	7
Independent LAC	4	9	2	22%	6	1	78%	820	91
TOTAL	753	7,266	5,930	82%	743	593	18%	64,487	9

For the most part, the 7,266 club program activities were delivered online, however, over 1,300 program activities were delivered in-person, either in the library or in the community. Libraries in the Atlantic region were active only online and Ontario delivered the vast majority of their activities online. Those in the West delivered just over a quarter of their activities in-person.

*“We organized online Storytimes just like in the past 12 years, except these took place over **Zoom**. We prepared craft bags for all of the children who came to pick them up at the start of the summer.”*

*“When the program first started, we also **contacted last year’s participants** of the program by phone to let them know we’re doing a reading then a craft every Tuesday and Thursday.”*

*“Offered **curbside pick up of kits and books**.”*

*“Weekly Zoom Tuesday morning TDSRC support to navigate the online program, share what they are doing, visit etc. We held **5 Zoom Workshops** registration required and kit pickup to complete the workshop - Yoga, Cooking, Sign Making, Birdhouse making and Journal Writing - each workshop had a professional presenter We also organized a TDSRC **summer end prize pickup** - parents emailed their child(ren) book reading numbers and we held outside pickup of prize and Popsicles given out.”*

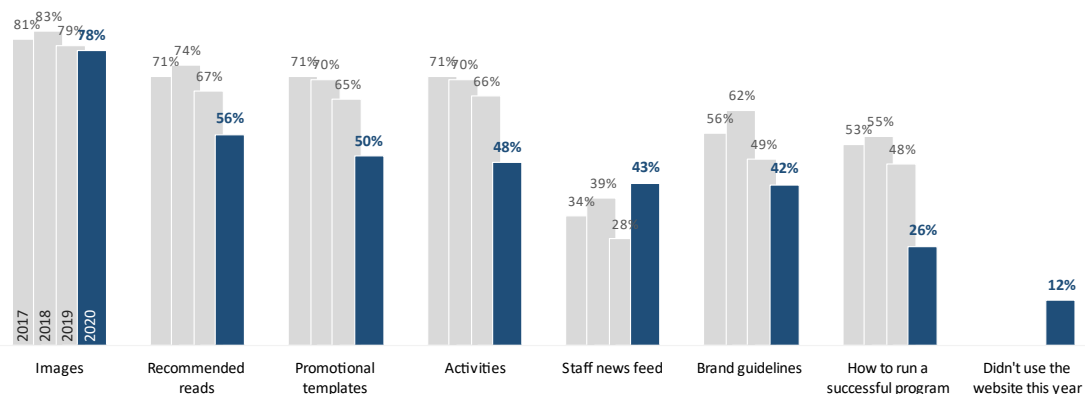
Website resource use

Among the 753 libraries who were able to deliver on at least a portion of the program in 2020, 9 in 10 used resources made available on the TDSRC website. 4 in 5 libraries (81%) accessed English-language resources and 19% accessed French-language resources.

The images provided on the website continue to be the most popular resource, followed by recommended reads, promotional templates, and activities.

While images were just as likely to be used this year, the other resources were less likely to be used this year with the exception of the staff news feed which was more likely to be used this year than ever before.

Use of website resources



Q10. Which, if any, of the following resources on the library staff website have you made use of this year?
Base: all those who were able to deliver at least part of the TDSRC program

maru/BUE

Those accessing French-language resources make use of a wider variety of them, in general, and are far more likely to access images, recommended reads, and the staff news feed than those access English-language resources.

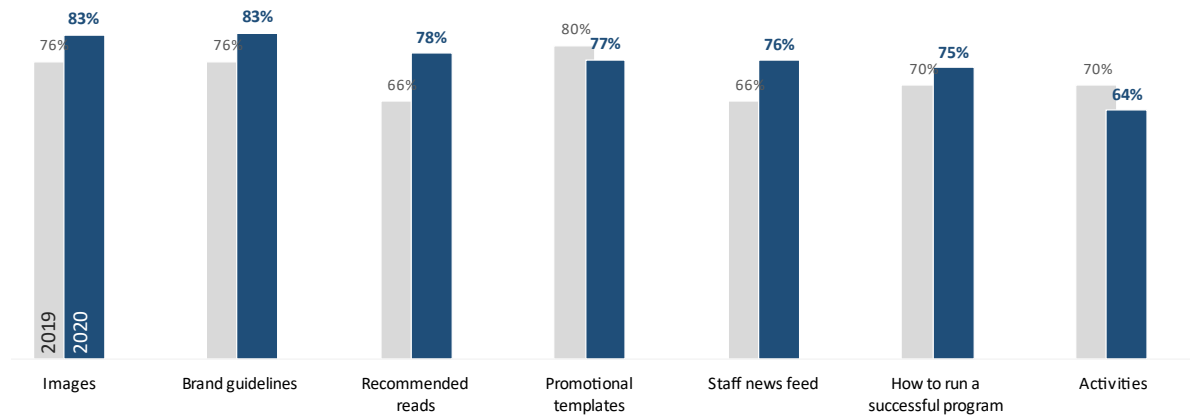
<i>Use of website resources</i>	English-language version	French-language version
Images	41%	85%
Recommended reads	28%	75%
Promotional templates	27%	52%
Activities	26%	48%
Staff news feed	21%	63%
Brand guidelines	22%	50%
“How to run a successful program”	15%	21%

Satisfaction with website resources

When asked to rate each resource they used on a scale running from 0 “not at all satisfied” to 10 “completely satisfied”, satisfaction with the materials remains high. Satisfaction has increased slightly in most cases – ‘activities’ and ‘promotional templates’ being the exceptions.

Those who accessed the images and brand guidelines were more likely to be satisfied with them, while those using activities were less satisfied overall.

Satisfied with website resources
(8-10/10)



Q11. And how satisfied are you with each of the following online resources?
Base: all those who accessed each of the resources

maru/B^LUE

This is true whether the library is accessing English-language resources or French-language resources.

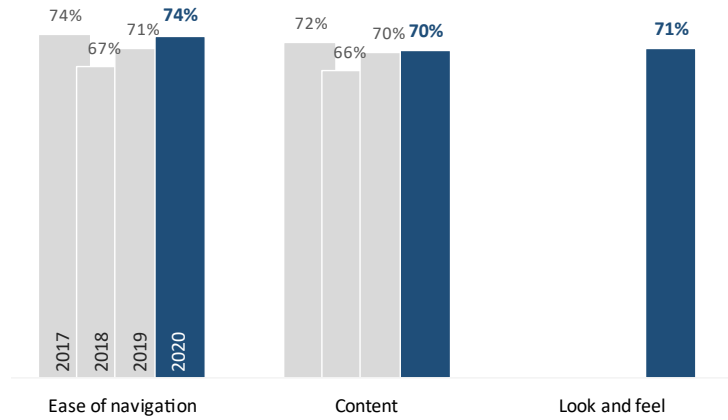
<i>Satisfied with website resources (8-10/10)</i>	English-language resources	French-language resources
Images	81%	90%
Brand guidelines	81%	92%
Recommended reads	80%	72%
Promotional templates	76%	80%
Staff news feed	73%	87%
“How to run a successful program”	70%	100%
Activities	64%	61%

Overall satisfaction with website

When asked to rate the website with respect to the ease of navigation, the content and the look and feel, librarians are just as satisfied with them as they have been in the past. Around 7 in 10 rate them an 8, 9 or 10 out of 10.

Satisfied with website elements

(8-10/10)



Q12. Thinking about the staff website overall this year, how satisfied were you with the website's...?

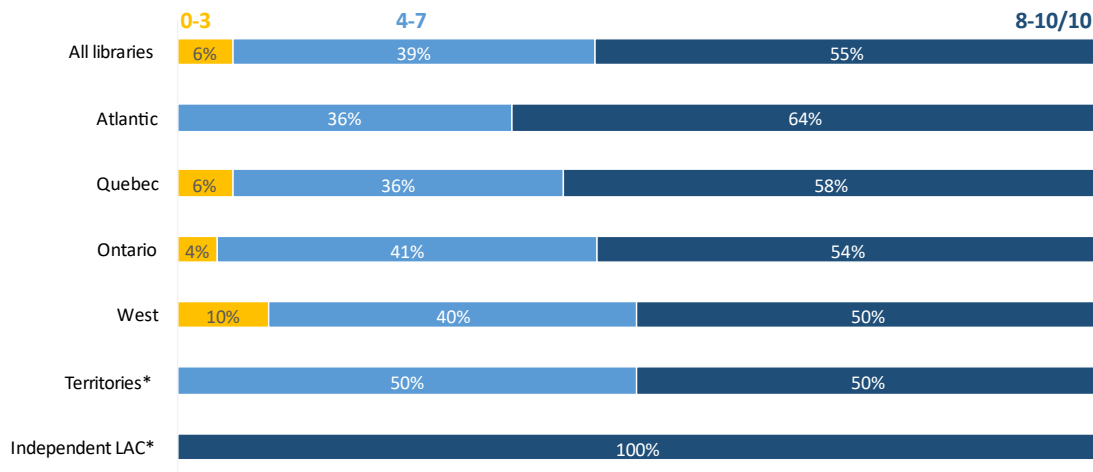
Base: all those who accessed the website's resources

maru/B^LUE

Overall satisfaction with the 2020 TD Summer Reading Club

When asked to rate the 2020 TD Summer Reading Club program, just over half rate the program as 8-10/10. Libraries in the Atlantic region were most satisfied with the program while those in the West were more likely than those elsewhere to rate the program as 0-3/10.

Satisfied with 2020 TD Summer Reading Club



Q13. Thinking about the program overall this year, how satisfied are you with the 2020 TD SRC?
 Base: all those who were able to deliver at least part of the TDSRC program *caution small base size

maru/BLUE

When asked what the TDSRC could have done differently to better support individual libraries in delivering the program, there was an acknowledgement the TDSRC did a great job given the circumstances and several called out the TDSRC webinar organized before the official launch.

*“I feel like TD Summer Reading Club **did everything they could** to support and help in the delivery of programs.”*

*“The **TDSRC webinar** at the beginning of June before the official program launch was **very helpful** in delivering information to library staff regarding the TDSRC virtual program and how to incorporate the resources while using a 3rd party platform.”*

“Given the circumstances, we were very pleased with what TDSRC had to offer.”

That being said, there were many suggestions for additional support with online content, ideas for how to engage their communities online, regular check-ins so libraries could learn from each other, and requests for transparent access to registration numbers and other metrics on an individual library basis.

*“Maybe **monthly check ins** to better help? Or an **online platform for kids** to use like google classroom as many kids don't have access to Facebook, which was our primary platform.”*

*“It would have been helpful to hear more **suggestions about how to engage** patrons through virtual programming.”*

*“**More options for take home program** ideas as we did not do any virtual programs.”*

*“A **mid-summer webinar or live FAQ session** may be beneficial to answer questions that library staff have come across after using the live program for a few weeks.”*

*“I wish we as libraries would have been able to **look up the online registration statistics for our library systems** at any time throughout the summer so that we could have a better grasp on how many children were participating. This would've allowed us more time to further promote the program.”*

*“A **structured online program** that works for libraries across the board, with basic activities and materials lists would be great, then with enough flexibility to modify based on library budgets.”*

*“As a rural community with spotty internet the online site wasn't much use for us and **not having paper promotional material made it harder** to bring the TD theme in, we did appreciate the images and what we could download and print for our community.”*

*“Help with social media. Have **TD videos and posts that we could share.**”*

*“If there was an **app** developed for the Summer Reading program that allows them to **track their minutes, books and progress and lets them play the games** as well.”*

*“It would be nice if the TDSRC registration had **more analytics specific to each individual library**, so a 3rd party was not necessary to capture this data.”*

Conclusion

In every way, 2020 was a remarkable year. Community services were shut down for the greater good while families scrambled to maintain a sense of ‘normal’ and find activities to keep their children engaged at home.

Despite the challenges of layoffs and library closures, what we’ve found here is a core of resilience in both the program itself and in the individual libraries who went above and beyond to deliver an escape from the day-to-day stress in the form of the TDSRC for children in their communities.

They were **creative** – finding 3,295 new ways to promote the program using social media, word of mouth, local radio stations, community leaders and influencers, postcards, newspaper articles, sidewalk promo ads in chalk, etc.

They were **resourceful** – just over a third managed to deliver at least part of the program using virtual programming, curbside pick-up, and Zoom workshops. Over 7,000 individual activities were organized reaching, on average, 9 children per activity.

9 in 10 libraries continued to make use of the resources available on the TDSRC website. The images are still, by far, the most popular resource, although around half accessed the recommended reads, promotional templates, and activities. More than ever before, the staff news feed was well used in 2020.

Given the disappointments and frustrations inherent in running the program this year, more than half of libraries were satisfied with the 2020 TDSRC. In the event of a second year of disrupted community services, however, there are things to be learned from the way the TDSRC was rolled out in 2020. There are requests from libraries for more regular check-ins, more suggestions of ways to engage communities, and more help with social media posts.

Even with the setbacks in 2020, the core strength of the program built up over the past few years meant that the work of individual libraries paid off. The results of the TDSRC parent/caregiver and kids’ surveys, in particular, attest to the positive impact the program had on families in 2020 despite the limitations.

“Thanks for making the program happen even with the difficulty with Covid-19 restrictions and regulations it’s appreciated for the kids to still have something to do and look forward to over the summer” (from the parent/caregiver survey)

APPENDIX A

Evaluation form

TD Summer Reading Club statistics and evaluation form

Thank you for participating in the 2020 TD Summer Reading Club (TDSRC).

We would like you to complete a short survey to report some statistics on your library's 2020 program. This is also an opportunity to provide feedback on the program and to let us know how we can best support you in future.

Our interest in conducting this study is to submit information about the state of the program this year to the program's partners (Toronto Public Library, Library and Archives Canada and TD Bank Group), as well as to participating libraries. The feedback gathered will help us continue to make improvements to the TD Summer Reading Club program (TDSRC).

The online survey will be accessible between September 8 and October 8, 2020 and will allow you to enter the results for your [library/library system].

QS1

What [library/library system(s)] are you completing this survey for? Please provide the name below

Q1

Was your [library/library system] able to deliver any part of the TDSRC program this year?

Yes

No

ASK IF 'NO' AT Q1 THEN SKIP TO Q14

Q2

What was the main reason you weren't able to deliver any of the TDSRC program this year?

Q2a

How many service points/branches in total participated in the TDSRC 2020 in your system? __

Q3

In which language did you primarily conduct the 2020 TDSRC program?

English

French

Bilingual

Q4

Thinking about library staff promoting the 2020 TDSRC program, how many times did library staff [in your library system] promote this year's program at each of the following locations? If you had no staff promote the program this year, please enter 0.

Schools __

Day camps __

Childcare centres __

Other __

Library staff did not promote the program this year

Q5

Can you tell us a little bit about what you were able to do with respect to promoting the program this year?

Q6

How many children would you estimate you reached when promoting the program in the following locations?

Schools __

Day camps __

Childcare centres __

Other __

Q7

Please enter the number of children who registered with your [library/library system] for the 2020 TD SRC in the boxes below. If you had no children register this year, please enter 0.

Please note that registration is distinct from participation in activities. Children must be registered to be counted here, not just participate in TDSRC activities.

In addition to registrations using the TPL website, how many (if any) children registered for the 2020 TDSRC program...?

in-person __

using your 3rd party platform of choice __

Q7b.

You indicated that some children registered using a 3rd party platform. What platform(s) did you use this year?

APPENDIX B

Regional statistics

The Atlantic region

Inclusion in the study

There are 203 libraries in the Atlantic provinces who participated in the TDSRC. 44 of them completed the Maru/Blue evaluation form and the remaining 159 are represented here by way of the TDSRC's database of registered children. Please note that libraries in New Brunswick did not participate in 2020 so there are no results presented here for that province.

	total # of libraries	Maru/Blue's form	% of total	TDSRC's database
Atlantic total	203	44	22%	159
Newfoundland & Labrador	94	18	20%	76
PEI	26	25	96%	1
Nova Scotia	83	1	1%	82

Delivery of the program

Of the 44 libraries represented by the Maru/Blue evaluation form, nearly all were able to deliver at least some of the TDSRC program in 2020. The program was delivered in English in Newfoundland & Labrador and a bilingual program was delivered in PEI.

	# of libraries in form	delivered program	% delivered program	% of total libraries	English	French	Bilingual
Atlantic	44	38	86%	19%	13	-	25
Newfoundland & Labrador	18	12	67%	6%	12	-	-
PEI	25	25	100%	12%	-	-	25
Nova Scotia	1	1	100%	0.5%	1	-	-


Promotion

Libraries in Newfoundland & Labrador were the only ones able to promote the program in 2020 and they did so almost exclusively using Facebook.

	2019	2020
Activities	504	62
School-based	283	3
Day camps	63	-
Childcare centres	89	-
Other	69	59
Attendance	49,691	511

Registration

The majority of registered children in the Atlantic region were associated with libraries in Nova Scotia. While the total number of registrations is down compared to 2019, each province contributed roughly the same proportion of participants as they have in the past.

	2015	2016	2017	2018	2019	% of total	trend (2015-2019)	2020	% of total
Atlantic	16,979	13,664	16,636	15,141	17,030	5%		857	3%
Newfoundland & Labrador	2,453	2,591	2,093	2,104	2,874	17%		174	20%
PEI	1,787	1,716	1,804	1,765	2,004	12%		150	18%
Nova Scotia	12,739	9,357	12,739	11,271	12,152	71%		533	62%

Club programming

A total of 205 club activities were delivered this year – all of them online and involving 675 children. While the library in Nova Scotia reported that they delivered at least a portion of the program in 2020, they did not provide any additional details of the number of activities or the estimated number of children in attendance.

	# of libraries	# of activities	online	%	in library	in community	%	attendance	children/activity
Atlantic	38	205	205	100%	-	-	-	675	3
Newfoundland & Labrador*	12	165	165	-	-	-	-	233	1
PEI*	25	40	40	-	-	-	-	442	11
Nova Scotia*	1	-	-	-	-	-	-	-	-

* results are presented as whole numbers rather than percentages due to small base sizes

Overall satisfaction with program

Despite the challenges with delivering the program in 2020, most libraries in the Atlantic region are satisfied with the program. Please note that because the number of libraries providing a response at this question is small, they are presented as a region rather than individually.

	0-3 Not satisfied	4-7 Somewhat satisfied	8-10 Satisfied
Atlantic	-	4	7

* results are presented as whole numbers rather than percentages due to small base size (n=11)

“I am so proud of what our staff accomplished on very short notice this year. Completely changing the way we think about connecting with families and delivering programs was a huge pivot, especially considering how much stress everyone was dealing with outside of work as well.”

Website metrics

For the most part, those who used the resources available on the website were satisfied with them. Those accessing the 'activities' and the 'staff news feed', however, were less likely to be satisfied. Again, because the number of libraries responding to these questions, the data are provided at aggregate level and as numbers rather than percentages.

	# of libraries who used each resource	# satisfied (8-10/10)
Images	7	5
Recommended reads	6	5
Activities	6	3
Staff news feed	6	2
Promotional templates	5	4
Brand guidelines	4	4
"How to run a successful program"	4	3
		# satisfied (8-10/10)
Look and feel of website		6
Ease of navigation		6
Content		5

* results are presented as whole numbers rather than percentages due to small base size (n=11)

Quebec

Inclusion in the study

592 libraries in Quebec participated in the TDSRC this year. 144 of them completed the Maru/Blue evaluation form and the remaining 448 are represented here by way of the TDSRC's database of registered children. While the ABPQ libraries and Réseau BIBLIO libraries are equally represented in the Maru/Blue form, more Réseau BIBLIO libraries took part in the program.

	total # of libraries	Maru/Blue's form	% of total	TDSRC's database
Quebec	592	144	24%	448
ABPQ	210	74	35%	136
Réseau BIBLIO	382	70	18%	312

Delivery of the program

Of the 144 libraries represented by the Maru/Blue evaluation form, more than 4 in 5 were able to deliver at least some of the TDSRC program in 2020. The program was delivered in French or a bilingual program was offered. ABPQ offered their program primarily in French while Réseau BIBLIO libraries offered a bilingual program.

	# of libraries in form	delivered program	% delivered program	% of total libraries	English	French	Bilingual
Quebec	144	124	86%	21%	-	63	61
ABPQ	74	61	82%	29%		48	13
Réseau BIBLIO	70	63	90%	16%	-	15	48


Promotion

Libraries in Quebec were able to promote the program using a variety of activities but relied primarily on online promotion (listed as 'other' in table below).

	2019	2020
Activities	1,970	834
School-based	1,209	108
Day camps	457	57
Childcare centres	143	40
Other	170	629
Attendance	93,402	3,964

Registration

The majority of registered children in Quebec were associated with ABPQ libraries and their contribution to the regional total number of registrations increased compared to previous years. Réseau BIBLIO libraries, on the other hand, contributed less to the provincial total than would have been expected.

	2015	2016	2017	2018	2019	% of total	trend (2015-2019)	2020	% of total
Quebec	47,229	50,814	42,989	50,927	49,103			7,498	23%
ABPQ	36,344	41,141	34,266	37,779	38,486	78%		6,552	87%
Réseau BIBLIO	10,885	9,673	8,723	13,148	10,618	22%		946	13%

Club programming

A total of 628 club activities were delivered across Quebec this year – nearly all of which were delivered online to an average of 8 children per activity. Réseau BIBLIO libraries delivered nearly all their programming online while ABPQ libraries delivered a quarter of theirs either in the library or community.

	# of libraries	# of activities	online	%	in library	in community	%	attendance	children/ activity
Quebec	124	628	483	77%	59	86	23%	4,923	8
ABPQ	61	545	405	74%	58	82	26%	4,286	8
Réseau BIBLIO	63	83	78	94%	1	4	6%	637	8

Overall satisfaction

Despite the challenges with delivering the program in 2020, 6 in 10 libraries in Quebec were satisfied with the program just over a third were somewhat satisfied.

	0-3 Not satisfied	4-7 Somewhat satisfied	8-10 Satisfied
Quebec	5%	35%	60%
ABPQ	2%	36%	62%
Réseau BIBLIO*	2	4	7

* results are presented as whole numbers rather than percentages due to small base size (n=13)

Website metrics

For the most part, those who used the resources available on the website were satisfied with them. Those accessing the French language ‘activities’, however, were less likely to be satisfied.

	English-language version used*	Satisfied (8-10/10)	French-language version used	Satisfied (8-10/10)
Images	4	2	85%	90%
Recommended reads	4	2	74%	71%
Staff news feed	3	3	62%	86%
Promotional templates	3	3	51%	79%
Brand guidelines	3	3	49%	91%
Activities	1	1	47%	59%
“How to run a successful program”	-	-	21%	100%
Look and feel		4		70%
Content		3		70%
Ease of navigation		4		66%

* results are presented as whole numbers rather than percentages due to small base size (n=5)

Ontario

Inclusion in the study

Of the 769 libraries in Ontario who participated in the TDSRC, 356 of them completed the Maru/Blue evaluation form and the remaining 413 are represented here by way of the TDSRC's database of registered children.

	total # of libraries	Maru/Blue's form	% of total	TDSRC's database
Ontario	769	356	46%	413
SOLS	598	240	40%	359
OLSN	73	43	59%	30
Toronto	98	73	74%	25

Delivery of the program

Of the 356 libraries represented by the Maru/Blue evaluation form, just under three-quarters report delivering at least some of the TDSRC program in 2020. The program was delivered primarily in English although a handful of libraries delivered a bilingual program.

	# of libraries in form	delivered program	% delivered program	% of total libraries	English	French	Bilingual
Ontario	356	256	72%	33%	229	2	25
SOLS	240	205	76%	34%	202	-	3
OLSN	43	36	84%	49%	18	-	17
Toronto	73	15	21%	15%	12	1	2


Promotion

Libraries in Ontario were able to promote the TDSRC on 862 separate occasions. The promotions were conducted primarily online, although they were also able to deliver on 276 school-based reach outs. An estimated 38,512 children were informed about the TDSRC in 2020.

	2019	2020
Activities	4,762	862
School-based	2,990	276
Day camps	632	27
Childcare centres	755	81
Other	385	597
Attendance	277,953	38,512

Registration

The majority of registered children in Ontario were associated with SOLS libraries although their contribution to the regional total number of registrations is down compared to previous years. OLSN libraries, on the other hand, contributed more to the provincial total than would have been expected.

	2015	2016	2017	2018	2019	% of total	trend (2015-2019)	2020	% of total
Ontario	159,437	165,695	162,402	170,243	165,537	50%		15,768	48%
SOLS	116,924	123,587	124,038	134,018	131,845	80%		11,907	76%
OLSN	4,411	5,358	3,982	6,333	4,717	3%		1,045	6%
Toronto	38,102	36,750	34,382	29,893	28,975	17%		2,816	18%

Club programming

A total of 3,714 club activities were delivered this year – nearly all of which were delivered online to an average of 8 children per activity. SOLS libraries reached the most children per activity while Toronto libraries reached the fewest.

	# of libraries	# of activities	online	%	in library	in community	%	attendance	children/ activity
Ontario	256	3,714	3,241	87%	188	285	13%	31,081	8
SOLS	205	2,766	2,323	84%	181	262	16%	27,749	10
OLSN	36	911	882	97%	6	23	3%	3,283	4
Toronto*	15	37	36		1	0		49	1

* results are presented as whole numbers rather than percentages due to small base size (n=15)

Overall satisfaction

Despite the challenges with delivering the program in 2020, just over half of libraries in Ontario were satisfied with the program and 4 in 10 were somewhat satisfied.

	0-3 Not satisfied	4-7 Somewhat satisfied	8-10 Satisfied
Ontario	4%	41%	54%
SOLS	4%	44%	52%
OLSN	9%	22%	69%
Toronto*	-	9	6

* results are presented as whole numbers rather than percentages due to small base size (n=15)

Website metrics

The images were the most popular resource used from the website and, for the most part, those who used the resources on the website were satisfied with them.

<i>Used each resource</i>	Ontario	SOLS	OLSN	Toronto*
Images	84%	90%	92%	7
Promotional templates	55%	52%	79%	5
Recommended reads	54%	56%	67%	4
Activities	53%	53%	71%	3
Brand guidelines	47%	51%	50%	3
Staff news feed	42%	44%	38%	6
"How to run a successful program"	27%	25%	42%	2

<i>Satisfied (8-10/10)</i>	Ontario	SOLS	OLSN	Toronto*
Images	86%	84%	91%	6
Promotional templates	82%	78%	88%	3
Recommended reads	86%	88%	81%	3
Activities	69%	75%	58%	3
Brand guidelines	85%	85%	83%	3
Staff news feed	82%	82%	78%	5
"How to run a successful program"	77%	79%	80%	1
Content	70%	69%	88%	7
Ease of navigation	69%	69%	88%	6
Look and feel of website	69%	70%	83%	6

* results are presented as whole numbers rather than percentages due to small base size (n=15)

The West and Territories

Inclusion in the study

There are 591 libraries in the West who participated in the TDSRC. 376 of them completed the Maru/Blue evaluation form and the remaining 213 are represented here by way of the TDSRC's database of registered children.

	total # of libraries	Maru/Blue's form	% of total	TDSRC's database
West	591	376	64%	213
British Columbia	2	2	100%	-
Alberta	268	147	55%	119
Manitoba	88	66	75%	22
Saskatchewan	233	161	69%	72
Territories	5	2	40%	3

Delivery of the program

Of the 376 libraries represented by the Maru/Blue evaluation form, nearly 9 in 10 report delivering at least some of the TDSRC program in 2020. The program was delivered primarily in English although a handful of libraries delivered a bilingual program.

	# of libraries in form	delivered program	% delivered program	% of total libraries	English	French	Bilingual
West	376	329	87%	56%	325	-	4
British Columbia	2	1	50%	0.2%	1	-	-
Alberta	147	139	95%	24%	138	-	1
Manitoba	66	61	92%	10%	59	-	2
Saskatchewan	161	128	80%	22%	128	-	-
Territories	2	2	100%	40%	2	-	-

Promotion



The 2020 TDSRC was overwhelmingly promoted using social media, although some libraries managed to promote the program in schools and day camps as well.

	2019	2020	BC	AB	MB	SK	2019	Terr
Activities	5,212	1,537	32	1,025	271	209	16	2
School-based	1,971	66	8	30	8	20	4	1
Day camps	197	45	1	8	1	35	4	-
Childcare centres	2,215	9	2	5	1	1	4	1
Other	829	1,417	21	982	261	153	4	-
Attendance	234,445	12,932	267	7,416	1,983	3,265	774	352

Registration

The majority of registered children in the West were associated with libraries in Alberta although their contribution to the regional total number of registrations is down compared to previous years.

Manitoba, on the other hand, contributed more to the regional total than would have been expected.

	2015	2016	2017	2018	2019	% of total	trend (2015-2019)	2020	% of total
West	84,746	95,481	104,173	109,333	92,349	28%		8,516	26%
British Columbia	-	-	-	-	-	-		260	3%
Alberta	48,661	55,717	63,814	60,463	46,153	50%		3,269	39%
Manitoba	13,985	17,677	15,449	19,196	15,561	17%		2,123	25%
Saskatchewan	21,968	21,943	24,744	29,339	30,421	33%		2,864	34%
Territories	296	430	428	197	434	-		82	-

Club programming

A total of 2,690 club activities were delivered this year – three quarters of which were delivered online.

While Alberta delivered the program to the greatest number of children (16,760 in total), Manitoba can be said to have delivered the program more efficiently than any other provinces in the West – delivering their program activities to an average of 14 children/activity.

	# of libraries	# of activities	online	%	in library	in community	%	attendance	children/activity
West	247	2,690	1,992	74%	490	208	26%	26,858	10
British Columbia	1	70	35	50%	-	35	50%	563	8
Alberta	134	1,760	1,230	70%	423	107	30%	16,760	9.5
Manitoba	53	234	163	70%	67	4	30%	3,286	14
Saskatchewan	124	626	564	90%	-	62	10%	6,249	10
Territories	2	20	7	35%	-	13	65%	130	6.5

Overall satisfaction with program

Despite the challenges with delivering the program in 2020, most libraries in the West were at least somewhat satisfied with the program.

	0-3 Not satisfied	4-7 Somewhat satisfied	8-10 Satisfied
West	10%	38%	48%
British Columbia*	-	-	1
Alberta	10%	32%	67%
Manitoba	7%	40%	53%
Saskatchewan	13%	56%	25%
Territories*	-	1	1

* results are presented as whole numbers rather than percentages due to small base size (BC n=1; Territories n=2)

Website metrics

Images were the most used resource by libraries in the West and, for the most part, those who used the resources were satisfied with them. Those accessing the ‘activities’, however, were less likely to be satisfied.

<i>Used each resource</i>	West	BC*	AB	SK	MB	Terr*
Images	70%	1	63%	69%	87%	0
Recommended reads	47%	1	41%	50%	53%	1
Activities	44%	1	46%	44%	33%	2
Promotional templates	42%	1	41%	38%	47%	1
Brand guidelines	33%	1	37%	31%	20%	1
Staff news feed	30%	1	22%	44%	33%	1
“How to run a successful program”	29%	1	34%	19%	20%	1

<i>Satisfied (8-10/10)</i>	West	BC*	AB	SK	MB	Terr*
Images	75%	0	69%	82%	85%	0
Recommended reads	74%	0	32%	63%	88%	1
Activities	50%	0	58%	29%	60%	2
Promotional templates	68%	1	65%	50%	86%	1
Brand guidelines	67%	1	53%	80%	100%	1
Staff news feed	55%	1	44%	43%	80%	1
“How to run a successful program”	57%	0	71%	0%	67%	1
Look and feel of website	51%	1	58%	50%	67%	2
Ease of navigation	47%	1	52%	44%	67%	1
Content	42%	1	52%	38%	67%	2

* results are presented as whole numbers rather than percentages due to small base size (BC n=1; Territories n=2)

APPENDIX C

TDSRC Parent/Caregiver and Kids' Surveys – summary of results

TDSRC Parent/Caregiver and Kids Surveys Results

Surveys were distributed online to parents/caregivers and kids through the TDSRC kids' site. We received 2,429 responses (up 97% from 1,231 in 2019). Results indicate the 2020 TD Summer Reading Club is having a positive impact on families. Here are some of the results at a glance:

- **96%** of parents/caregivers (English) say their child maintained or improved their reading skills
- **97%** of kids will consider joining the Club again
- **96%** of children increased or maintained their enjoyment of reading
- **95%** of parents/caregivers say the club has maintained or increased their child's confidence as a reader
- **87%** of children read more often or the same amount

Respondents to the kids' survey were mostly age 9-12 while respondents of the parents/caregivers answered on behalf of kids age 6-8. This was the first year that we saw every province and territory represented in the responses, although, most English respondents were from Ontario, while the bulk of French respondents were from Quebec.

The kids' survey results indicate that participants are reading the same amount or more, enjoying reading more and connecting with other kids as a result of participating in the program. An overwhelming 97% of kids say they would participate again next year. Reasons given for a 'not sure' or 'no' answer included aging out of the program, not yet knowing their plans for next summer and having to check in with their parents/caregivers first.

Results from the parent/caregiver surveys were equally positive, indicating that caregivers are aware of the importance of reading and that kids are reading more, feeling more confident, improving their reading skills, reporting higher self esteem and finding books they can identify with.

In the qualitative data, we saw several comments about COVID-19 service disruptions and how the club provided access to a variety of books, activities and opportunities for social contact during quarantine.

Comments from **parents/caregivers**:

"The club has always been an important part of our summertime, more so this year because of COVID isolation"

"It has given us something fun to do, particularly during COVID social restrictions"

"Thanks for making the program happen even with the difficulty with Covid-19 restrictions and regulations it's appreciated for the kids to still have something to do and look forward to over the summer"

Comments from **kids**:

"I really love it all my books are old and I have read them a lot and because of quarantine I can't get more but the td summer reading club I can read a lot of new books that I enjoy."

"I like how I can join even in the pandemic."

"I think it is a great experience for kids, because we can read books during Covid, since we are at home and cannot go to our local library."

"It is really cool because you can share your thoughts and jokes about books with other readers."



TD Summer Reading Club

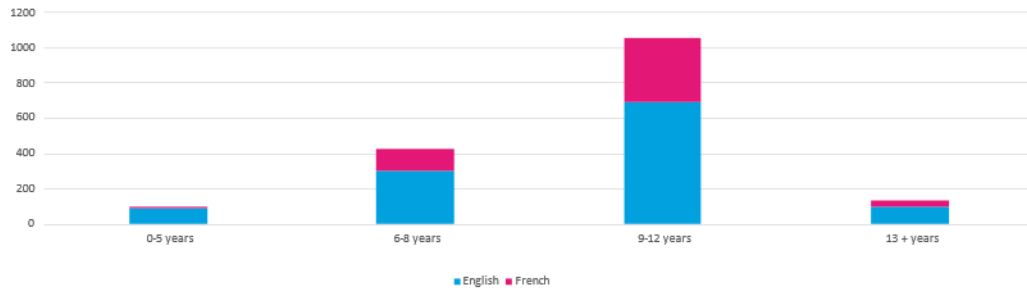
2020 Parent/Caregiver and Kids Survey Results



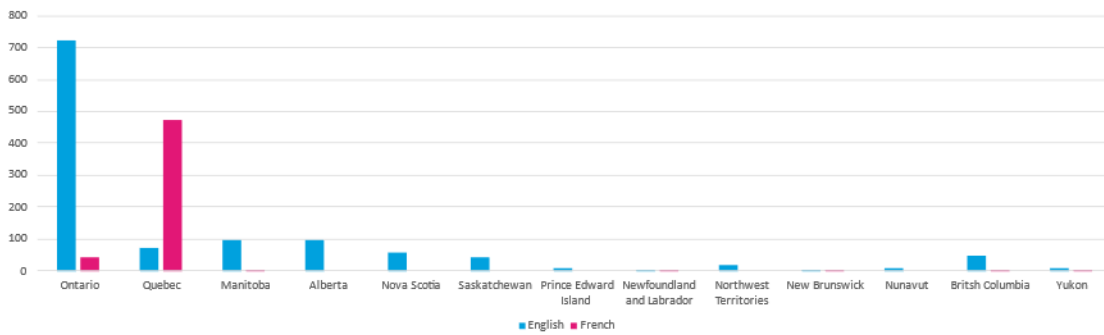
2020 Kids Survey Results



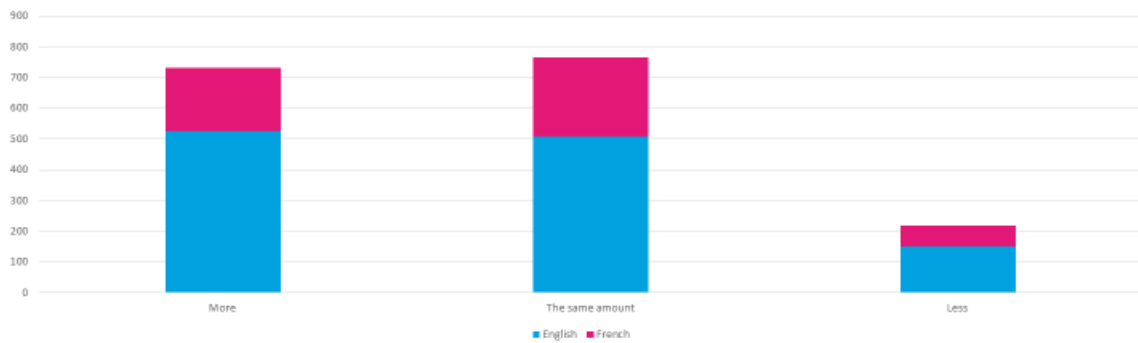
How old are you?



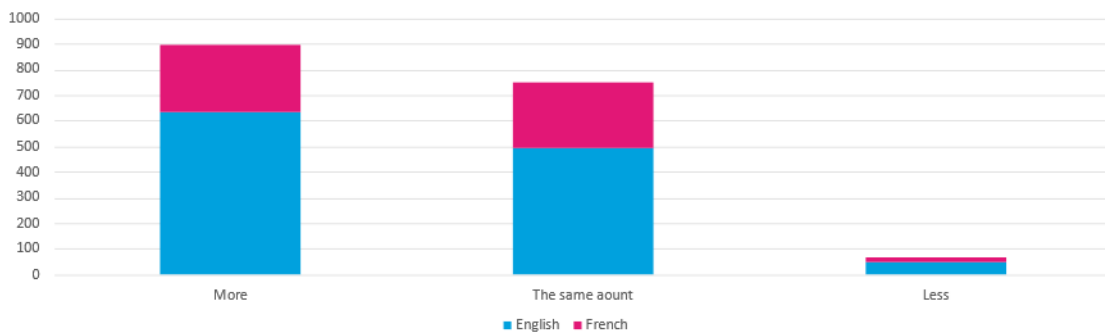
What province/territory do you live in?



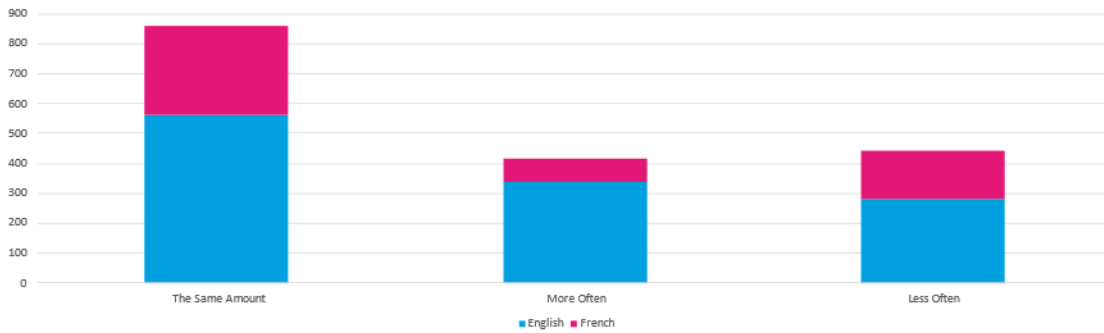
Since joining the Club, I have been reading (by myself or with others)...



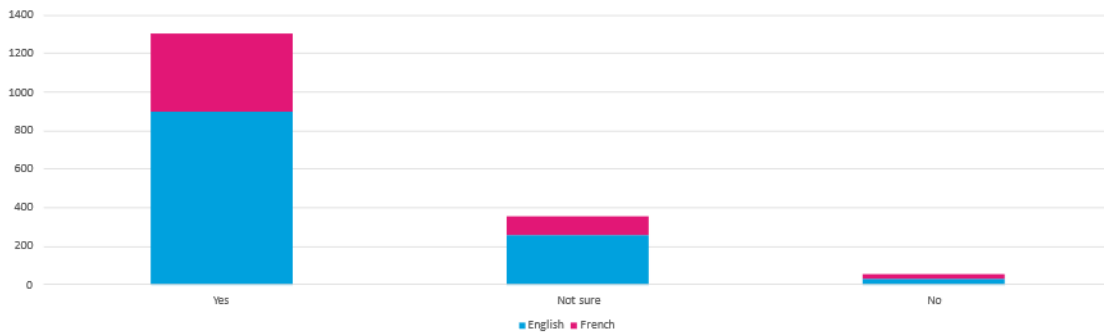
Since I joined the Club, I enjoy reading...



Being a part of the Club allowed me to connect and share with other kids....



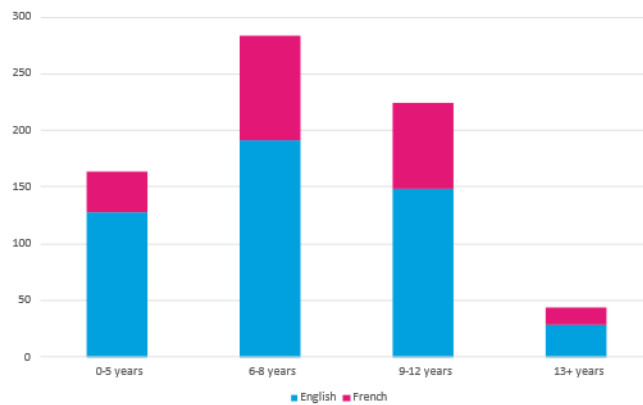
Will you take part in the Club again?



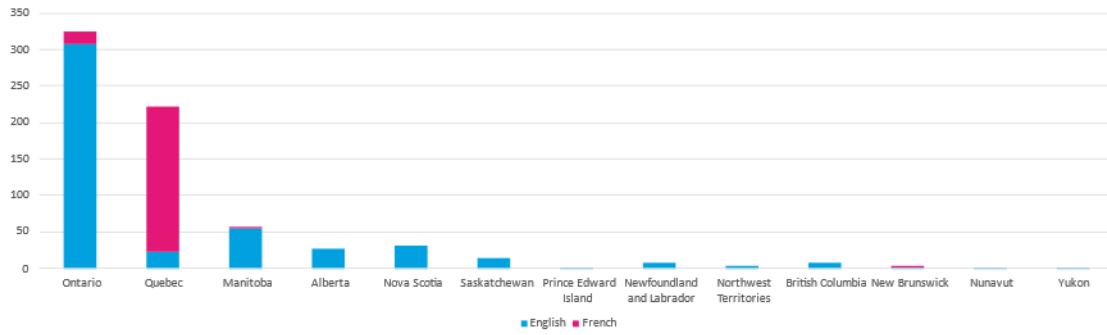
Parent/Caregiver Survey Results



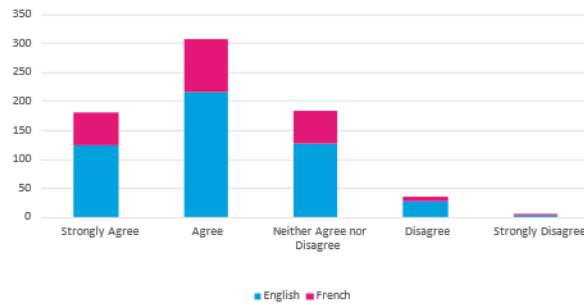
How old is your child?



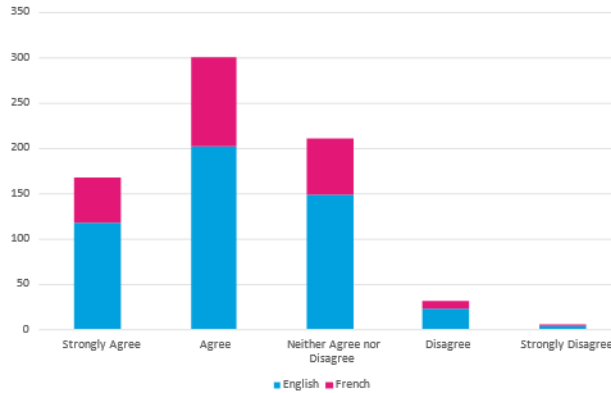
What province/territory do you live in?



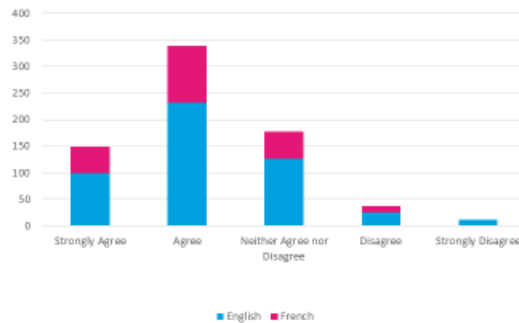
My child reads more often.



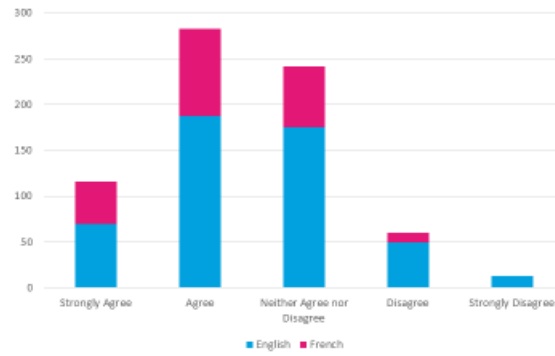
My child is a more confident reader.



My child was able to find books that reflected their identity and experiences.



My child discovered Canadian children's writers and illustrators.



Will you and your family take part in the TD Summer Reading Club again?

