

# TD Summer Reading Club 2021

National program statistics

maru/BLUE

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# STARTING POINT

This report details an evaluation of the 2021 TD Summer Reading Club program delivered by, and through, libraries 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 continue to find themselves in.

## 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 also track their reading and access fun reading activities through the kids' site. 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.

As the COVID-19 pandemic stretched into year two, libraries faced an uncertain summer. The situation on the ground was fluid as provincial governments announced stages of re-opening impacting spaces where the public gathered. In practice, this meant that some libraries were fully open to the public with no capacity restrictions while others continued to be fully closed. Most fell somewhere in between – able to offer a second year of hybrid programming designed to engage while keeping children safe.

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 3<sup>rd</sup> parties

- Club program activities and attendance numbers
- TDSRC website resource use
- Overall satisfaction with the TDSRC program

As we did last year, the data presented here are based on two sources of information:

- Responses to the Maru/Blue evaluation form which collected feedback on the program from the grass-roots point of view including the number of children who registered in-person at their libraries or using a 3<sup>rd</sup> party website as arranged by their library; and
- The TDSRC Kids’ website (<https://www.tdsummerreadingclub.ca> and <https://www.clubdelecturetd.ca>) which provided us with the number of children who registered for the program directly on the site.

## Library inclusion in this evaluation

In total, 2,237 libraries are represented in this report by way of either Maru/Blue’s evaluation form or the TDSRC database of online registrations.

	<b>total # of libraries</b>	<b>Maru/Blue’s form</b>	<b>% of total</b>	<b>TDSRC’s database</b>
Atlantic	207	168	81%	39
Quebec	626	267	43%	359
Ontario	765	482	63%	283
West	634	406	64%	228
Territories	5	3	60%	2
<b>TOTAL</b>	<b>2,237</b>	<b>1,326</b>	<b>60%</b>	<b>911</b>

Please note that most of the information included for libraries in Quebec has come from the TDSRC registration database. This means that the libraries in this area are under-represented in the survey data reported here (i.e., any data beyond the number of children who registered for the program).

## Methodology

Despite the fact that libraries are organized differently in each province and territory and can be managed as 'systems' or as individual entities, we report numbers based on individual libraries. Librarians responsible for the program at each library were invited to submit information about their 2021 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 2,368 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 1<sup>st</sup> of September 2021 and the form was available to complete until the 30<sup>th</sup> of September 2021.

575 responses to the survey were received representing a total of 1,326 individual libraries – a response rate of 60%. Added to these data are the registrations completed on the TDSRC website which accounts for an additional 911 libraries.

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 (2017-2019), 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 many libraries were either closed to the public and/or severely restricted in the services they could provide for at least some of the time the program was running.

## Findings

### Delivering the 2021 TDSRC program

In 2021, nearly all libraries represented in Maru/Blue’s evaluation form delivered at least part of the TDSRC program. This represents just over half of all the libraries across the country. If, however, we assume that all those libraries with registered children delivered at least part of the TDSRC program, then this number jumps to 69% of Canadian libraries. (1,535 libraries in total had children registered for the TDSRC).

The programs were primarily offered in English. 946 libraries (or 75%) offered their program in English; 197 offered their program in French; and 122 offered their program in both official languages.

	# of libraries in form	delivered program	% delivered program	% of total libraries	English	French	Bilingual
Atlantic	168	165	98%	81%	164	1	--
Quebec	267	259	97%	41%	3	196	60
Ontario	482	459	95%	60%	402	--	57
West Territories	406	379	79%	60%	376	--	3
TERRITORIES	3	3	100%	60%	1	--	2
TOTAL	1,326	1,265	95%	<b>56%</b>	946	197	122

Only 55 libraries told us they were unable to offer any programs this year. For the most part, this was a conscious decision based on local COVID restrictions and lack of staff.

*“The library is **too small to have social distancing**. I did have an information package for the children and caregivers to receive at the library. This went well.”<sup>1</sup>*

*“Covid rules meant that programs had to be run outdoors and we have a **one person staff**.”*

*“**Closures**, short staffed, and limited in-person programming.”*



*“Due the **restrictions** placed on the library due to COVID the board decided that all programming was suspended.”*

<sup>1</sup> Please note that all quotes from libraries have been translated from the original English.

## Program promotion

Of the 1,265 libraries who told us they ran at least a portion of the Summer Reading Club program this year, only 6 libraries told Maru/Blue they had not actively promoted the program.

Those who did, delivered information about the program at 6,716 separate events, reaching an estimated 146,879 children in total.

	2016	2017	2018	2019	2020	trend (2016-2020)	2021
Activities	38,326	26,297	45,522	44,765	3,295		6,716
School-based					453		3,717
Day camps					129		594
Childcare centres					130		5634
Other					2,702		1,771
Attendance	718,400	664,073	831,546	783,240	55,919		146,879

In order to promote the program this year, libraries were able to return to a combination of online and community-based promotions.

*“Dropped off promotional materials (invitations; fortune tellers) to elementary-aged children and to primary-aged children. System-wide promotion on **social media**. Posters. Installed two different StoryWalk stories. Weekly socially-distanced **outdoor events** for ages 3-5 and 6-12.”*

*“We included a promotional poster on our Library **Facebook and Instagram** pages, as well as in our monthly **brochures** for June, July and August. We also included a promotional poster for our Summer Club in each students report card at the **local schools**.”*


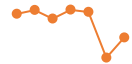




*“We were able to promote the program through **social media** channels, **posters in library** branches as well as around the **community**. We were also able to partner with local daycares and day camps to offer weekly programs to their cohorts.”*

*“We were able to do a few **virtual promotion sessions** with schools and with our virtual programs. We also promoted the program over our **website, social media** sites, throughout our **library space** via handouts and posters, and in our local **newspapers**.”*

## Registration

A total of 135,262 children registered for the TDSRC in 2021. This total includes 622 children who registered using the TDSRC website but did not indicate which library they were affiliated with.

While not a complete return to 'normal' this represents a marked increase since last year. The exception to this is libraries in the Territories who have exceeded historical numbers.

	2015	2016	2017	2018	2019	2020	trend (2015-2020)	2021
Atlantic	16,979	13,664	16,636	15,141	17,030	857		9,222
Quebec	47,229	50,814	42,989	50,927	49,103	7,498		26,269
Ontario	159,437	165,695	162,402	170,243	165,537	15,768		68,292
West	84,746	95,481	104,173	109,333	92,349	8,516		29,130
Territories	296	430	428	197	434	82		1,727
<b>TOTAL</b>						33,024		134,640
Independent	-	1,080	499	762	4,598	303		*
No library indicated	-	-	-	-	-	3,605		622
<b>TOTAL</b>	<b>308,687</b>	<b>327,164</b>	<b>327,127</b>	<b>346,603</b>	<b>329,051</b>	<b>36,629</b>		<b>135,262</b>

\*libraries not affiliated with any particular library system are counted as part of their respective regions in this table this year. To see counts for independent libraries in each region, please see Appendix B.



Of those who registered for the program this year, 92,025 children did so in-person and 21,656 registered by way of a 3<sup>rd</sup> party platform working in partnership with the libraries.

Unlike last year, children were far more likely to register via their local libraries than on the TDSRC website. Those children registering in the Atlantic region and Western region libraries were more likely than those elsewhere to register this way.

	<b>total registrations</b>	<b>in person</b>	<b>3<sup>rd</sup> party platform</b>	<b>%</b>	<b>TDSRC website</b>	<b>%</b>
Atlantic	9,222	6,646	1,272	<b>86%</b>	1,304	14%
Quebec	26,269	20,030	1,741	83%	4,498	17%
Ontario	68,292	42,981	14,578	84%	10,733	16%
West	29,130	22,164	4,065	<b>90%</b>	2,901	10%
Territories	1,727	204	-	12%	1,523	88%
No library indicated	78	-	-	0%	78	100%
Central program	544	-	-	0%	544	100%
<b>TOTAL</b>	<b>135,262</b>	<b>92,025</b>	<b>21,656</b>	<b>84%</b>	<b>21,581</b>	<b>16%</b>

### **3<sup>rd</sup> party platforms**

The most popular 3<sup>rd</sup> party platforms used by libraries continue to include:

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

In addition to these platforms, libraries also continue to use build pages on their own websites that allowed children to register, receiving registrations via email, and some also report sending children directly to the TDSRC website to register there.

## Club programming

In total, 1,251 of the 1,326 libraries represented in the Maru/Blue evaluation form organized at least some TDSRC programming this year. 11,769 separate activities were organized and over 250,000 children attended.

This increases to 1,535 libraries if we assume that every library with at least one child registered for the TDSRC delivered at least part of the program.

	# of libraries	# of activities	online	%	in library	in community	%	attendance	children/activity
Atlantic	165	1,502	251	17%	739	512	<b>83%</b>	31,780	21
Quebec	254	1,246	433	35%	543	270	65%	19,616	16
Ontario	445	4,338	1,950	45%	1,991	397	55%	135,006	31
West	379	4,635	1,002	22%	2,506	1,127	78%	61,225	13
Territories	3	12	1	8%	3	8	92%	509	42
Central program	-	36	36	100%	-	-		3,776	105
<b>TOTAL</b>	<b>1,251</b>	<b>11,769</b>	<b>3,673</b>	<b>31%</b>	<b>5,782</b>	<b>2,314</b>	<b>69%</b>	<b>251,912</b>	<b>21</b>

Unlike last year, most of the 11,769 club program activities were delivered in the libraries or local communities and only 3,673 were delivered online. Libraries in Ontario delivered a larger proportion of their activities online than other regions, but these still accounted for fewer than half of the activities organized. Those in the Atlantic provinces delivered 4 in 5 of their activities in-person.

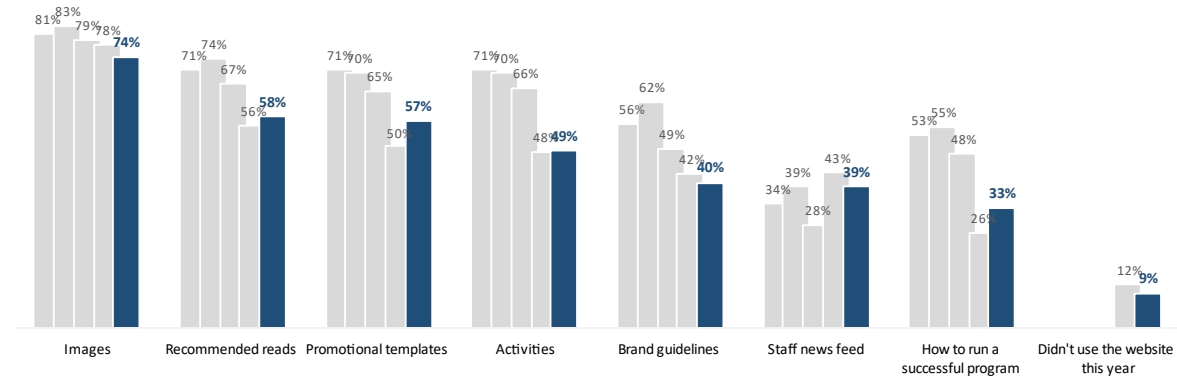
## Website resource use

Among the 1,251 libraries who delivered the TDSRC program in 2021, 9 in 10 used resources made available on the TDSRC website. Three-quarters of libraries (74%) accessed English-language resources and 16% accessed French-language resources and 11% accessed both.

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

### Use of website resources

2017 2018 2019 2020 2021



Q16. 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 (n = 1,257)

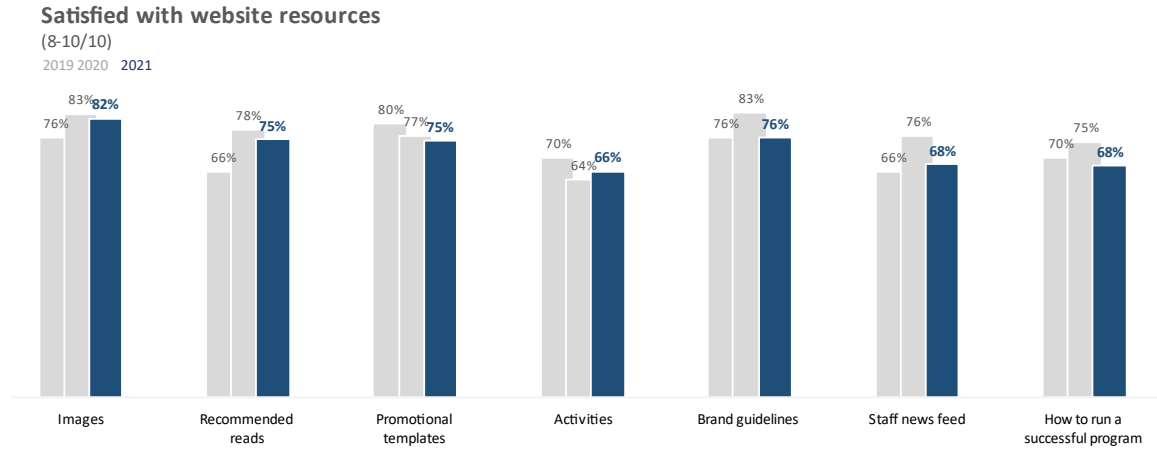
maru/BUE

Regardless of language, most libraries are accessing the images. Those accessing resources in both official languages make use of a wider variety of them, in general. Those accessing French resources make more use of the promotional templates

Use of website resources	English-language resources	French-language resources	Both languages
Images	71%	84%	83%
Recommended reads	56%	59%	76%
Promotional templates	55%	62%	49%
Activities	51%	44%	63%
Brand guidelines	39%	40%	54%
Staff news feed	36%	46%	54%
“How to run a successful program”	34%	32%	29%

## 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 decreased slightly with ‘brand guidelines’, the ‘staff news feed’, and ‘how to run a successful program’.



Q17. And how satisfied are you with each of the following online resources?  
Base: all those who accessed each of the resources (n=varies). Chart in base size order

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Those accessing French resources are more likely to be satisfied than those access English resources.

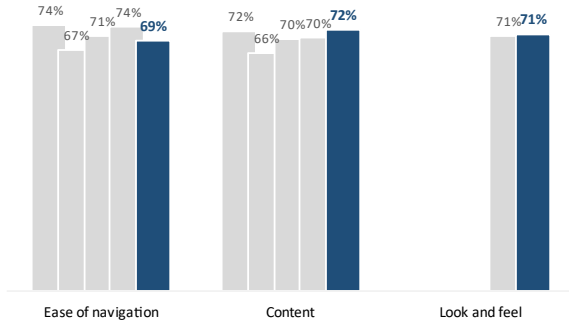
<i>Satisfied with website resources (8-10/10)</i>	<b>English-language resources</b>	<b>French-language resources</b>	<b>Both languages</b>
Images	80%	86%	<b>91%</b>
Recommended reads	74%	81%	<b>84%</b>
Promotional templates	72%	80%	<b>92%</b>
Activities	62%	<b>80%</b>	75%
Brand guidelines	73%	80%	<b>86%</b>
Staff news feed	64%	74%	<b>82%</b>
“How to run a successful program”	65%	75%	<b>83%</b>

## 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)

2017 2018 2019 2020 2021



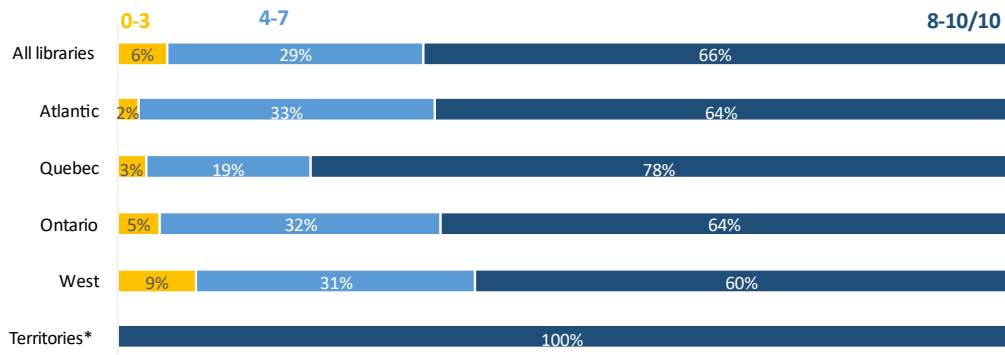
Q18. Thinking about the staff website overall this year, how satisfied were you with the website's...?  
Base: all those who accessed the website's resources

maru/BUE

## Overall satisfaction with the 2021 TD Summer Reading Club

When asked to rate the 2021 TD Summer Reading Club program, two-thirds rate the program as 8-10/10. Libraries in Quebec were most satisfied with the program while those in the West were less satisfied.

### Satisfied with 2021 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 (total n=1,251)

\*caution small base size

maru/BUE

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 addition of the StoryWalk.

*“**Loved the Story Walk.** Your staff is amazing and the materials were wonderful. Good work, we appreciated all the support.”*

*“It is a really well done program and we enjoy taking part each summer.”*

*“Very adaptable this year!”*

*“The TDSRC programs offered were easy to deliver during a time when restrictions were in place and the **Storywalks were great to have as a companion.**”*

*“It's an **awesome program** that is not difficult to implement and the children benefit from it!”*

*“For our use it was great, and we just really appreciate the opportunity to be a part of the program and offer it to the kids in our small community. Maybe next year I will focus more on a hands-on, interactive approach to this program and really dig in and use all the resources available. This summer we focused more on **take home craft kits and summer reading BINGO.** Nice and simple stuff the kids could take home and complete on their own. Covid definitely impacted those decisions, also I am the only staff here, so that always does a s well...”*

*“Considering the limitations and restrictions everyone had to follow, the program was **exceptionally delivered.**”*

That being said, there were many suggestions for improvements to the website and registration system and requests for more ideas for small libraries, small groups of children, and outdoor activities. These were made in the context of children spending more time online than ever before.

*“We registered all kids through the official TD website but you make it **extremely difficult** for staff to get kids registered at the front desk. Having to ask the kids to create a unique nickname is just **cumbersome.** There needs to be an easier way for libraries to register kids if you're going to recommend using your website (which you did and your staff pushed during training sessions).”*

*“An **app** is needed. Most children do not access websites via computer.”*

*“Love the program every year, activities are often hit or miss. Perhaps a wider range of **options for smaller groups**.”*

*“More ideas for **smaller, single staff libraries**.”*

*“Some parents reported that the activities are too infantile, that kids wanted more challenging things to do. Kids are easily bored having **been on online so much**, this may have jaded their opinions. In house programs seem to be more popular, although attendance drops off as summer progresses.”*

## Conclusion

While Canadian libraries recovered somewhat this year, things were far from back to 'normal'. Many were either closed for part of the summer or were severely restricted in their ability to deliver a program by local COVID restrictions or staff redundancies implemented earlier in the year.

That being said, nearly 7 in 10 libraries delivered at least part of the program this year. Having learned from the experience of limited contact with children in 2020, they were more prepared this year to deliver altered, hybrid programming.

Evidence for this can be seen in different areas, including the source of registrations – last year more than half of registrations were completed on the TDSRC website but this year 4 in 5 participants registered with their library (either in-person or using a 3<sup>rd</sup> party website). The number of online program activities dropped as well as far more children joined in in their communities instead. While in 2020, only 1 in 5 programs were delivered in-person, this year 7 in 10 activities were run in-library or in community centres.

Libraries were grateful for suggestions for COVID-safe activities from the TDSRC and implemented many program suggestions in their communities. The StoryWalk, in particular, was a success and many libraries mentioned it in their feedback.

*“We had numerous positive comments from staff, parents, participants and community members about having a program for kids that catered to everyone. Especially the diversity of how they could access the program with COVID measures in place. Staff provided a safe environment that could be accessed in the library, outdoors and in the home. StoryWalk was a huge hit and people thoroughly enjoyed it. Lots of positive feedback from our youngest to oldest members of the community.”*

Enthusiasm for the program continues and overall satisfaction with the program increased across the country although there is still room for improvement. Suggestions include developing an app, easier to use registration system, and more ideas for small groups (likely due to libraries dealing with COVID-based public gathering restrictions).

Participants also continue to love and rely on the TDSRC for their main summer activity.

*“I have been doing the summer reading club for as many summers as I can remember. I started with my mother reading picture books to me and now I am doing it independently. I always look forward to the reading club every summer.”*



# APPENDIX A

## Evaluation form

# TD Summer Reading Club statistics and evaluation form

## **Thank you for participating in the 2021 TD Summer Reading Club (TDSRC).**

We would like you to complete a short survey to report statistics on your library's 2021 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 1 to September 30, 2021 and will allow you to enter the results for your library or library system.

Q1

### **First, are you completing this form for a single library or for a system of libraries?**

For a single library

For a system of libraries

ASK IF SYSTEM AT Q1

Q2

### **What library system are you completing this survey for?**

Name \_\_\_\_\_

Number of service points/branches included in the system \_\_\_\_\_

Please list service points/branch names \_\_\_\_\_

ASK IF SYSTEM AT Q1

Q3

### **Was your library system able to deliver at least some of the TDSRC program this year?**

Yes (please indicate how many libraries in your system were able to deliver some of the program) \_\_\_\_\_

No

ASK IF 'NO' AT Q3 THEN SKIP TO Q16

Q4

### **What was the main reason your system wasn't able to deliver any of the TDSRC program this year?**

ASK IF SINGLE LIBRARY AT Q1

Q5

### **What library are you completing this survey for?**

Name \_\_\_\_\_

ASK IF SINGLE LIBRARY AT Q1

Q6

**Was your library able to deliver at least some of the TDSRC program this year?**

Yes

No

ASK IF 'NO' AT Q6 THEN SKIP TO Q16

Q7

**What was the main reason your library wasn't able to deliver any of the TDSRC program this year?**

ASK IF 'YES' AT Q3 or Q6

Q8

**In which language did you primarily conduct the 2021 TDSRC program?**

English

French

Bilingual

Q9

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

We didn't promote the program this year

ASK IF NOT 'DIDN'T PROMOTE' AT Q9

Q10

**How many times did staff in your library/system interact with each of the following to promote this year's program?**

Schools \_\_\_\_

Day camps \_\_\_\_

Childcare centres \_\_\_\_

Other \_\_\_\_

ASK IF 1+ FOR ANY AT Q10

Q11

**How many children would you estimate you reached with each interaction?**

Schools \_\_\_\_

Day camps \_\_\_\_

Childcare centres \_\_\_\_

Other \_\_\_\_

Q12

**How many (if any) children registered for the 2021 TDSRC program in-person or using a 3<sup>rd</sup> party platform other than the TDSRC kids' site? If you had no children register in these ways, 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.

Please do not count children who registered using the TDSRC kids' site. We have obtained those numbers directly from the TPL and they will be counted toward your total. This question is just to confirm whether children registered any other way.

in-person \_\_\_\_\_  
using your 3<sup>rd</sup> party platform of choice \_\_\_\_\_

Q13

**You indicated that some children registered using a 3<sup>rd</sup> party platform other than the TDSRC kids' site. What platform(s) did you use this year?**

Q14

**We recognize that many libraries may not have offered full programming again this year due to COVID-19 services disruptions, but thinking about all the programs you were able to offer as part of the TDSRC program, how many did you offer...?**

Include programming activities such as story time, author readings, and arts and crafts

Exclude promotional activities such as school visits, contests, or newspaper articles

...in your library system \_\_\_

...online \_\_\_

...in your community \_\_\_

Our library system did not run any programs this year

ASK IF 1+ AT Q14

Q15

**And how many children attended each of the following types of programs?**

Please note that this number should include children who attended activities/programs run by your library system. They may or may not be officially registered for the TDSRC – they are counted as having participated if they took part in any of the programs within the library system or outside of it.

Programs offered...

...in your library system \_\_\_



Q21

**We know that this year has continued to be a disruptive one for everyone and if you were able to deliver even a little part of the TDSRC program, we consider that a success!**

**We would love to hear about any staff who went above and beyond in delivering the program this year or if you had any comments from parents or participants about how the program has impacted them this year.**

**END SCREEN**

**Thank you very much for your time! Below you will find a summary of your answers to the survey questions. Please feel free to print this page for your records.**

# APPENDIX B

## Regional statistics

## The Atlantic region

### Inclusion in the study

There are 207 libraries in the Atlantic provinces who participated in the TDSRC. 168 of them completed the Maru/Blue evaluation form and the remaining 39 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
Atlantic total	207	168	81%	39
Newfoundland & Labrador	98	67	33%	29
Nova Scotia	82	83	41%	2
PEI	26	18	9%	8
New Brunswick	1	-	-	1

### Delivery of the program

Of the 168 libraries represented by the Maru/Blue evaluation form, nearly all were able to deliver at least some of the TDSRC program in 2021. The program was delivered in English in Newfoundland & Labrador and in Nova Scotia. A bilingual program was delivered in PEI.

	# of libraries in form	delivered program	% delivered program	% of total libraries	English	French	Bilingual
Atlantic	168	165	98%	81%	164	1	--
Newfoundland & Labrador	67	66	99%	33%	66	-	-
Nova Scotia	83	83	100%	41%	83	-	-
PEI	18	16	84%	8%	15	1	-

### Promotion


Libraries in the Atlantic region promoted the program by way of a variety of community-based initiatives in 2021 and a total of nearly 7,700 children were reached with their efforts.

	2019	2020	2021
Activities	504	62	191
School-based	283	3	88
Day camps	63	-	33
Childcare centres	89	-	40
Other	69	59	30
Attendance	49,691	511	7,698



## Registration

The majority of registered children in the Atlantic region were associated with libraries in Nova Scotia.

	2015	2016	2017	2018	2019	2020	trend (2015-2020)	2021	% of total
Atlantic	16,979	13,664	16,636	15,141	17,030	857		9,222	
Newfoundland & Labrador	2,453	2,591	2,093	2,104	2,874	174		1,597	17%
Nova Scotia	12,739	9,357	12,739	11,271	12,152	533		6,659	71%
PEI	1,787	1,716	1,804	1,765	2,004	150		961	10%
New Brunswick	-	-	-	-	-	-		5	0.5%

## Club programming

A total of 1,502 club activities were delivered this year – primarily in-person and involving 31,780 children.

	# of libraries	# of activities	online	%	in library	in community	%	attendance	children/activity
Atlantic	165	1,502	251	17%	739	512	83%	31,780	21
Newfoundland & Labrador	67	154	64	42%	83	7	58%	182	1
Nova Scotia	83	991	155	16%	399	437	84%	30,152	30
PEI	19	358	32	9%	257	68	91%	1,446	4

## Overall satisfaction with program

Despite the challenges with delivering the program in 2021, nearly two-thirds of 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	2%	33%	64%

*“Tweaking the TDSRC Program to be mindful that we are living in a pandemic was a bit of a challenge but with a little bit of ingenuity and with the exceptional resources provided by the TDSRC site I was able to implement the program safely whilst making it both a fun and learning experience for both the children and parents.”*

## Website metrics

At least three-quarters of those accessing resources on the website were satisfied with them. Those accessing the 'how to' and 'activities' resources were more likely to be satisfied while those looking at the 'recommended reads' and 'staff news feed' were less so.

	<b>used each resource</b>	<b>satisfied (8-10/10)</b>
Recommended reads 42	55%	73%
Images	48%	78%
Activities	48%	<b>80%</b>
Promotional templates	40%	74%
"How to run a successful program"	33%	<b>81%</b>
Staff news feed	31%	73%
Brand guidelines	29%	75%
		<b>% satisfied (8-10/10)</b>
Ease of navigation		78%
Look and feel of website		75%
Content		72%

## Quebec

### Inclusion in the study

614 libraries in Quebec participated in the TDSRC this year. 262 of them completed the Maru/Blue evaluation form and the remaining 352 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
Quebec	626	267	43%	359
ABPQ	163	66	11%	97
Réseau BIBLIO	413	167	27%	246
Independent/other system	50	34	5%	9

### Delivery of the program

Of the 254 libraries represented by the Maru/Blue evaluation form, nearly all delivered at least some of the TDSRC program in 2021. The programs were delivered in French or a bilingual program was offered.

	# of libraries in form	delivered program	% delivered program	% of total libraries	English	French	Bilingual
Quebec	262	254	97%	41%	1	194	59
ABPQ	66	62	95%	26%	1	52	9
Réseau BIBLIO	167	163	98%	60%	-	114	49
Indie/other system	34	29	85%	11%	-	28	1


### 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	2021
Activities	1,970	834	1,255
School-based	1,209	108	290
Day camps	457	57	181
Childcare centres	143	40	77
Other	170	629	707
Attendance	93,402	3,964	26,219

## 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	2020	trend (2015-2020)	2021	% of total
Quebec	47,229	50,814	42,989	50,927	49,103	7,498		26,269	
ABPQ	36,344	41,141	34,266	37,779	38,486	6,552		13,922	53%
Réseau BIBLIO	10,885	9,673	8,723	13,148	10,618	946		6,347	24%
Indie/other system	-	-	-	-	-	-		6,000	23%

## Club programming

A total of 1,199 club activities were delivered across Quebec this year – nearly all of which were delivered online to an average of 16 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	254	1,246	433	34%	543	270	66%	19,616	16
ABPQ	62	711	317	41%	193	201	59%	12,693	18
Réseau BIBLIO	163	325	38	13%	227	60	87%	4,517	14
Indie/other system	29	210	78	31%	123	9	69%	1,929	12

## Overall satisfaction

Despite the ongoing challenges with delivering the program in 2021, 4 in 5 libraries in Quebec were satisfied with the program and only 1 in 5 were somewhat satisfied.

	0-3 Not satisfied	4-7 Somewhat satisfied	8-10 Satisfied
Quebec	3%	19%	78%
ABPQ	-	16%	84%
Réseau BIBLIO	6%	22%	72%

Please note: because the number of independent libraries is small, they have been omitted from this table.

## Website metrics

At least three-quarters of those who used the French-language resources available on the website were satisfied with them. The images, in particular, generated high scores. Because the number of libraries offering English or bilingual programs is relatively small in Quebec, only the results from those offering French programs is presented here.

	<b># of libraries who used each resource</b>	<b>Satisfied (8-10/10)</b>
Images	82	<b>85%</b>
Promotional templates	61	80%
Recommended reads	57	81%
Staff news feed	46	74%
Activities	43	79%
Brand guidelines	40	80%
“How to run a successful program”	32	75%
		<b>% satisfied (8-10/10)</b>
Look and feel		74%
Content		<b>82%</b>
Ease of navigation		74%

## Ontario

### Inclusion in the study

Of the 765 libraries in Ontario who participated in the TDSRC, 482 of them completed the Maru/Blue evaluation form and the remaining 283 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	765	482	63%	283
SOLS	569	359	63%	210
OLSN	89	45	51%	44
Toronto	100	76	76%	24
Independent/other system	7	2	0.4%	5

### Delivery of the program

Of the 482 libraries represented by the Maru/Blue evaluation form, nearly all report delivering at least some of the TDSRC program in 2021. The program was delivered primarily in English although 57 delivered a bilingual program.

	# of libraries in form	delivered program	% delivered program	% of total libraries	English	French	Bilingual
Ontario	482	459	95%	60%	402	-	57
SOLS	359	353	98%	62%	313	-	40
OLSN	45	40	89%	45%	31	-	9
Toronto	76	64	84%	64%	56	-	8
Independent/other system	2	2	100%	29%	2	-	-


### Promotion

Libraries in Ontario were able to promote the TDSRC on 1,815 separate occasions. The promotions were primarily school-based reach out and an estimated 44,248 children were informed about the TDSRC in 2021.

	2019	2020	2021
Activities	4,762	862	1,815
School-based	2,990	276	1,165
Day camps	632	27	156
Childcare centres	755	81	280
Other	385	597	214
Attendance	277,953	38,512	44,248

## Registration

The majority of registered children in Ontario were associated with SOLS libraries followed by those in Toronto.

	2015	2016	2017	2018	2019	2020	trend (2015-2020)	2021	% of total
Ontario	159,437	165,695	162,402	170,243	165,537	15,768		68,292	
SOLS	116,924	123,587	124,038	134,018	131,845	11,907		46,343	68%
OLSN	4,411	5,358	3,982	6,333	4,717	1,045		1,520	2%
Toronto	38,102	36,750	34,382	29,893	28,975	2,816		20,334	30%
Indie/other system	-	-	-	-	-	-		95	0%

## Club programming

A total of 4,338 club activities were delivered this year – just over half of which were delivered in the community. An average of 31 children took part in each activity. OLSN libraries delivered most of their programming in-person while Toronto libraries were more likely to deliver online programming this year.

	# of libraries	# of activities	online	%	in library	in community	%	attendance	children/activity
Ontario	445	4,338	1,950	45%	1,991	397	55%	135,006	31
SOLS	353	3,689	1,709	46%	1,684	296	54%	129,211	35
OLSN	40	438	130	30%	209	99	70%	3,165	7
Toronto	50	177	103	58%	73	1	42%	2,280	13
Indie/other system	2	34	8	24%	25	1	76%	350	10

## Overall satisfaction

Despite the challenges with delivering the program in 2021, nearly two-thirds of libraries in Ontario were satisfied with the program and a third were somewhat satisfied.

	0-3 Not satisfied	4-7 Somewhat satisfied	8-10 Satisfied
Ontario	5%	32%	64%
SOLS	3%	30%	67%
OLSN	6%	27%	67%
Toronto	5%	34%	61%

Please note: because the number of independent libraries is so small, they have been omitted from this table.

## Website metrics

The images continue to be the most popular resource used from the website followed by the 'recommended reads' and promotional templates. At least three-quarters are satisfied with the resources. The exception to this is 'activities'.

<i>Used each resource</i>	<b>Ontario</b>	<b>SOLS</b>	<b>OLSN</b>	<b>Toronto</b>
Images	<b>77%</b>	90%	63%	66%
Recommended reads	65%	55%	54%	79%
Promotional templates	63%	56%	60%	71%
Brand guidelines	46%	56%	40%	36%
Staff news feed	41%	44%	29%	42%
Activities	35%	54%	54%	36%
"How to run a successful program"	26%	29%	40%	13%

<i>Satisfied (8-10/10)</i>	<b>Ontario</b>	<b>SOLS</b>	<b>OLSN</b>	<b>Toronto</b>
Images	<b>81%</b>	79%	86%	84%
Recommended reads	79%	73%	89%	82%
Promotional templates	75%	68%	90%	80%
Brand guidelines	79%	83%	71%	74%
Staff news feed	74%	76%	70%	75%
Activities	65%	57%	68%	78%
"How to run a successful program"	74%	70%	79%	80%
Look and feel of website	75%	76%	86%	66%
Content	75%	72%	86%	68%
Ease of navigation	70%	72%	79%	59%

Please note: because the number of independent libraries is so small, they have been omitted from this table.



## The West and Territories

### Inclusion in the study

There are 634 libraries in the West who participated in the TDSRC. 406 of them completed the Maru/Blue evaluation form and the remaining 228 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	634	406	64%	228
British Columbia	2	0	0	2
Alberta	268	123	47%	145
Saskatchewan	278	211	76%	67
Manitoba	86	72	84%	14
Territories	5	3	60%	2

### 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	406	379	93%	60%	376	--	3
Alberta	123	108	88%	17%	108	-	-
Saskatchewan	211	202	96%	32%	201	-	1
Manitoba	72	69	96%	11%	67		2
Territories	3	3	100%	60%	1	-	2



### Promotion

The 2021 TDSRC was overwhelmingly promoted in school-based events in the West and online in the Territories.

	2019	2020	2021	2019	2020	Terr
Activities	5,212	1,537	3,125	16	2	113
School-based	1,971	66	2,050	4	1	6
Day camps	197	45	209	4	-	3
Childcare centres	2,215	9	182	4	1	3
Other	829	1,417	684	4	-	101
Attendance	234,445	12,932	63,209	774	352	775

## Registration

The majority of registered children in the West were associated with libraries in Manitoba which saw numbers that equalled their pre-COVID trends.

	2015	2016	2017	2018	2019	2020	trend (2015-2020)	2021	% of total
West	84,746	95,481	104,173	109,333	92,349	8,516		29,130	
British Columbia	-	-	-	-	-	-		23	
Alberta	48,661	55,717	63,814	60,463	46,153	3,269		5,998	
Saskatchewan	21,968	21,943	24,744	29,339	30,421	2,864		7,596	
Manitoba	13,985	17,677	15,449	19,196	15,561	2,123		15,513	
Territories	296	430	428	197	434	82		1,727	

## Club programming

A total of 4,635 club activities were delivered this year and attracted over 61,000 children. 4 in 5 activities were delivered in communities this year – a complete reversal on the way the program was delivered last year.

	# of libraries	# of activities	online	%	in library	in community	%	attendance	children/activity
West	379	4,635	1,002	22%	2,506	1,127	78%	61,225	13
Alberta	108	2,036	436	21%	909	691	79%	24,477	12
Manitoba	69	200	27	14%	123	50	87%	3,233	16
Saskatchewan	202	2,222	362	16%	1,474	386	84%	33,515	15
Territories	3	12	1	8%	3	8	92%	509	42

## Overall satisfaction with program

6 in 10 libraries were satisfied with the program. Those in Saskatchewan were more satisfied than those in Alberta or Manitoba.

	0-3 Not satisfied	4-7 Somewhat satisfied	8-10 Satisfied
West	9%	31%	60%
Alberta	10%	15%	54%
Saskatchewan	7%	28%	65%
Manitoba	11%	30%	59%

Please note: because the number of libraries in the Territories is small, they have been omitted from this table.

## Website metrics

Images were the most used resource by libraries in the West and satisfaction with them is high. They were less likely to make use of the brand guidelines or staff news feed, and satisfaction with the latter is lowest.

<i>Used each resource</i>	<b>West</b>	<b>AB</b>	<b>SK</b>	<b>MB*</b>
Images	<b>55%</b>	51%	57%	59%
Promotional templates	45%	41%	47%	52%
Activities	45%	40%	49%	44%
Recommended reads	43%	41%	43%	52%
“How to run a successful program”	32%	29%	34%	33%
Brand guidelines	27%	28%	21%	44%
Staff news feed	24%	24%	24%	26%

<i>Satisfied (8-10/10)</i>	<b>West</b>	<b>AB</b>	<b>SK</b>	<b>MB*</b>
Images	<b>80%</b>	70%	84%	94%
Promotional templates	69%	72%	67%	71%
Activities	58%	42%	70%	50%
Recommended reads	68%	66%	66%	79%
“How to run a successful program”	58%	65%	58%	44%
Brand guidelines	67%	64%	65%	75%
Staff news feed	53%	53%	48%	71%
Ease of navigation	64%	53%	64%	67%
Look and feel of website	60%	51%	59%	71%
Content	58%	63%	66%	57%

Please note: the results for the Territories is not presented here due to small base sizes.

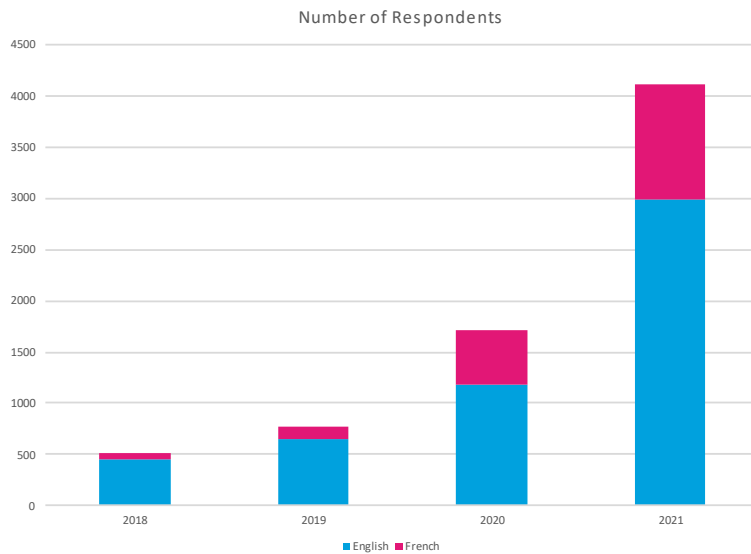
\*caution: small base size

# APPENDIX C

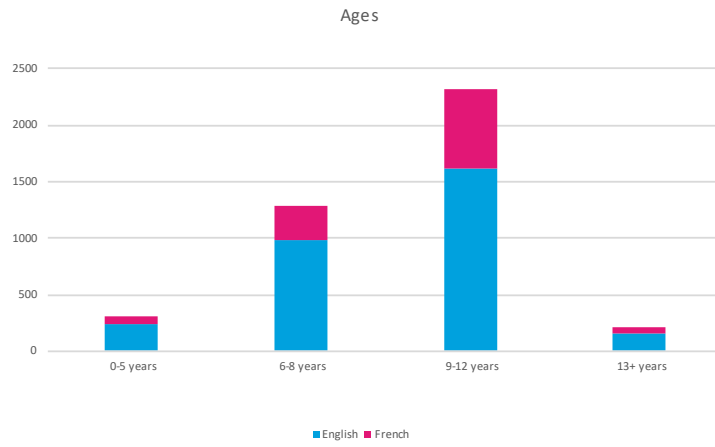
## TDSRC Parent/Caregiver and Kids' Surveys – summary of results

# TDSRC Parent/Caregiver and Kids Surveys Results

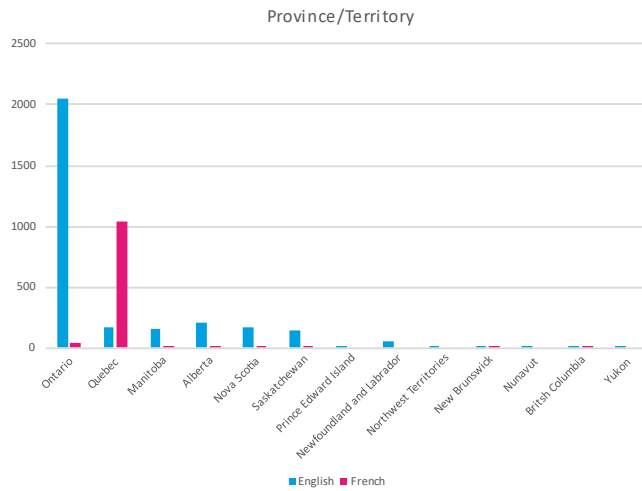
## TDSRC 2021 Kids' Survey Results



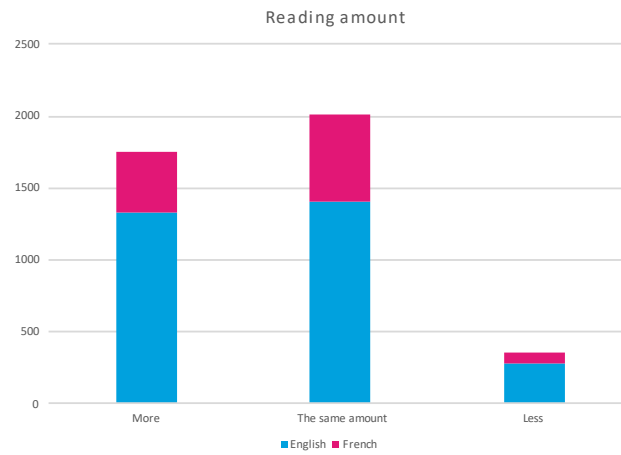
## How old are you?



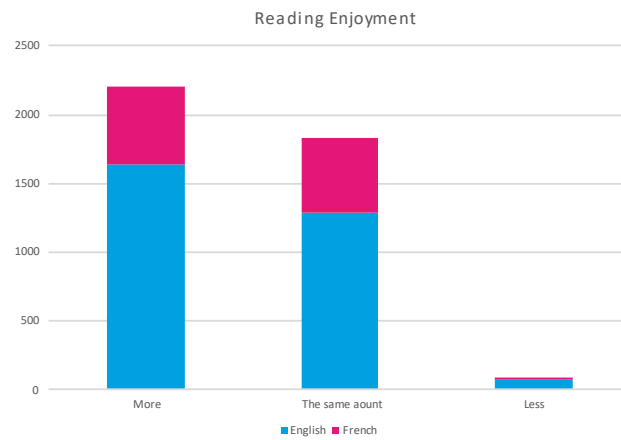
## What province/territory do you live in?



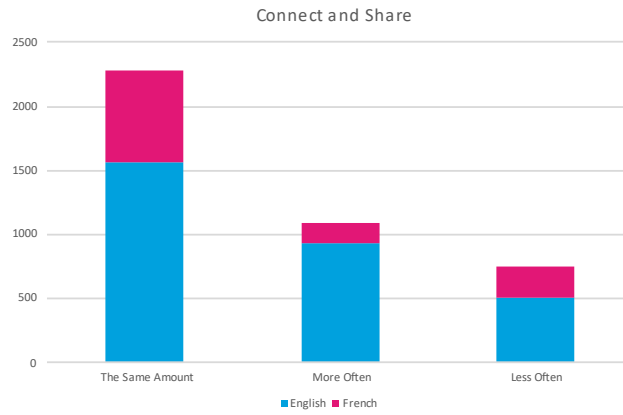
Since joining the Club, I have been reading (by myself or with others)...



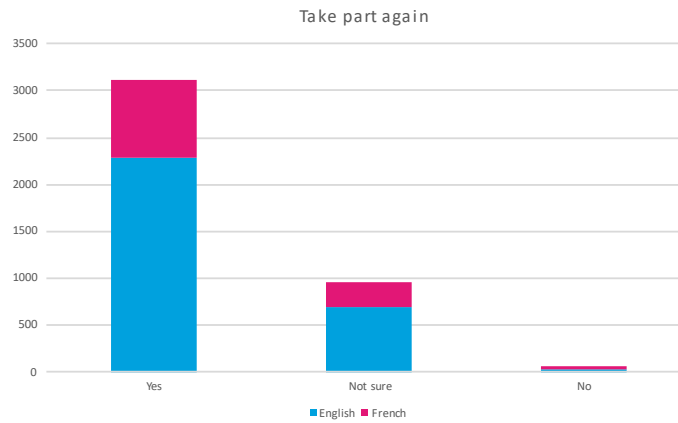
Since joining the Club, I enjoy reading...



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

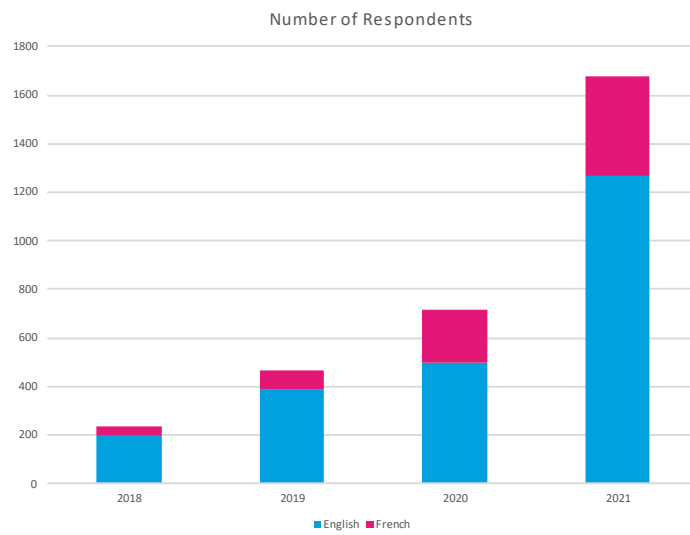


## Will you take part in the Club again?

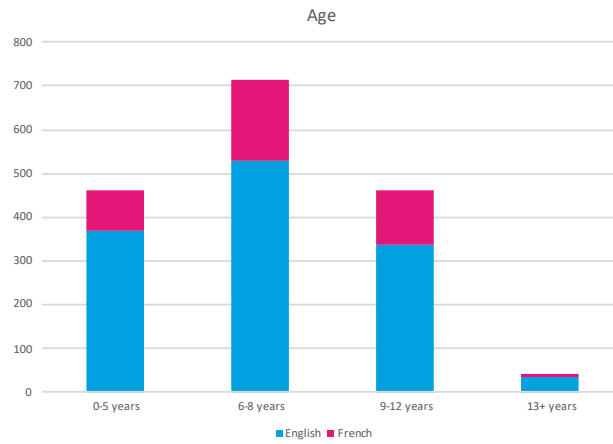




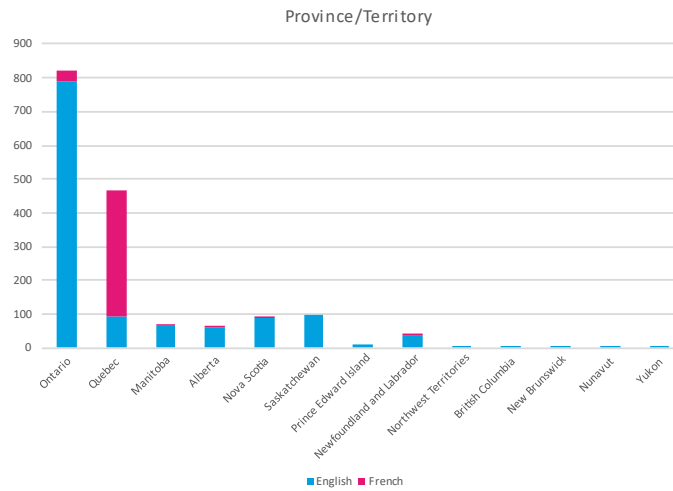
# 2021 Parent/Caregiver's Survey Results



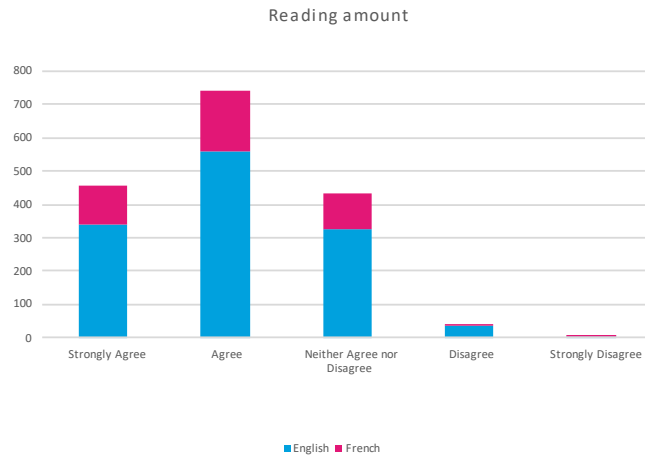
## How old is your child?



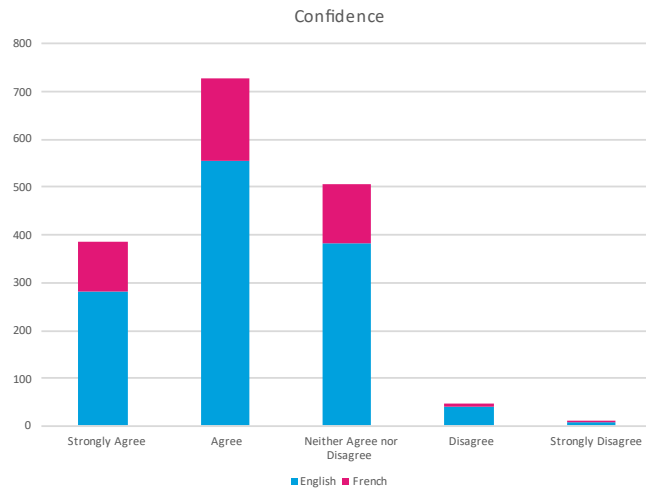
## What province/territory do you live in?



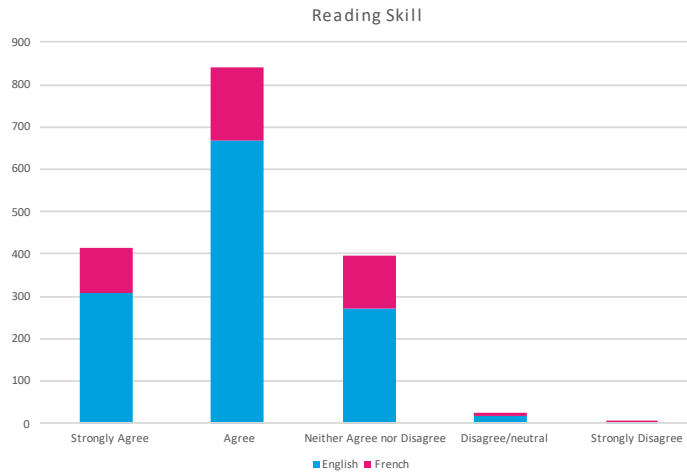
## My child reads more often.



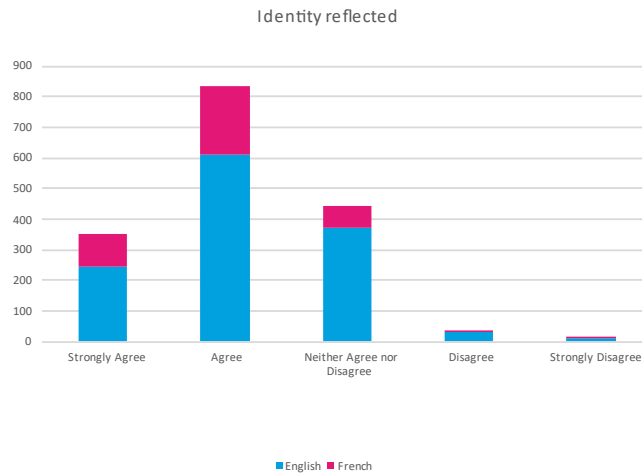
## My child is a more confident reader.



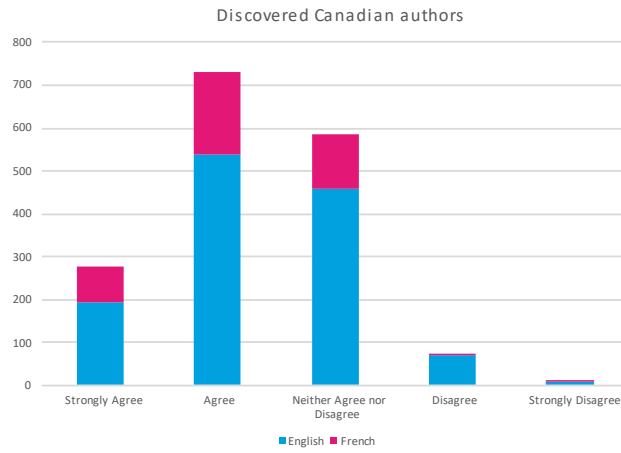
## My child maintained or improved their reading skills.



## 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?

