



MCFL

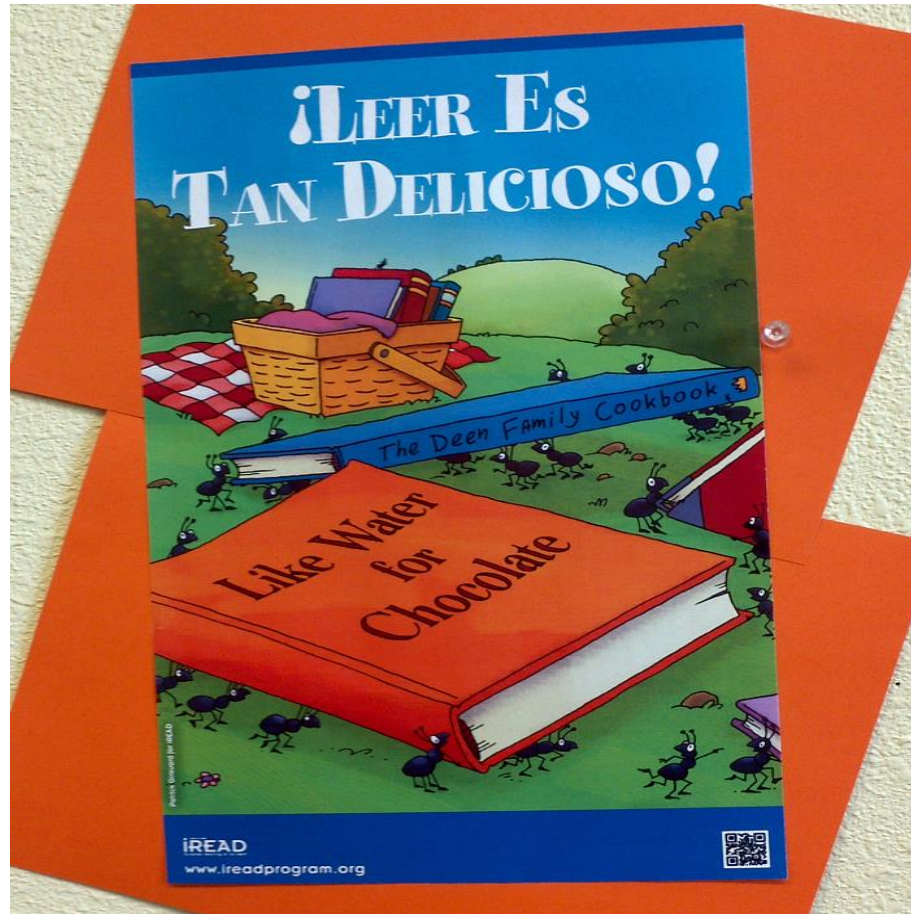
Summer Reading 2013

What is the Summer Reading Program?

Through fun programs and reading incentives, MCFL's Summer Reading Program engages children and youth and:

- ✓ Keeps children reading
- ✓ Encourages an interest in the arts and culture
- ✓ Broadens minds through fun programming
- ✓ Inspires children and youth to try new things
- ✓ Includes the whole family (including adults)
- ✓ Introduces the community to all the services available at the library

Reading is so delicious!



Some fun facts about MCFL's Summer Reading program

- Children (and adults) must sign-up to receive incentives/prizes for reading
- MCFL gets an average of 3,000 sign-ups every summer, of which about 2,500 are children aged 0-12



Some fun facts about MCFL's Summer Reading program

- Offers over 100 programs at various MCFL branches and county locations
- Approximately 6,500 - 7,000 total attendance at the events



Just in case the joy of reading is not enough, MCFL offers exciting incentives



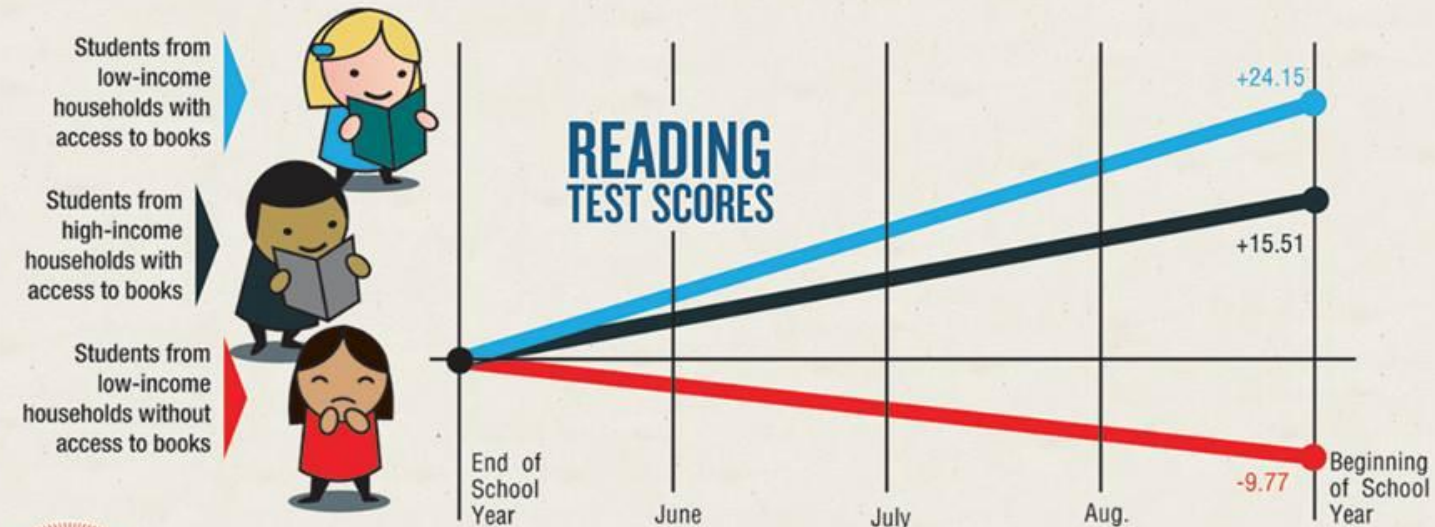
Incentives are structured to help teach math, financial planning, and thoughtful spending



What are the benefits of Summer Reading?

KIDS WHO READ BEAT SUMMER SLIDE

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



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

The research:

A highly respected and detailed study that is still used as an industry standard, concluded that two-thirds of the 9th grade reading achievement gap among students can be explained by

- **Unequal access to summer learning opportunities during the elementary school years**

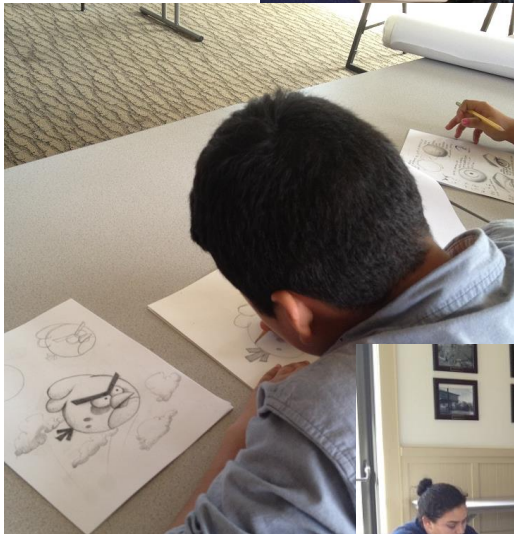
The remaining one-third of the gap is already present when children begin school

(Alexander, Entwistle & Olsen, 2007)

More benefits: Introduce children to new ideas, arts and culture



Programs for teens



Children are inspired to be bold and step out of their comfort zone



Bring families and the community together



The Monterey County Gang Task Force points out that:

- **Gangs exist in urban and rural areas**
- **There is an increasing trend of people joining gangs for economic reasons**
- **Gang violence often claims innocent victims**
- **Prevention is the key to controlling gang activity**

The library is a safe place to hang out during summer



In a recent Pew survey:

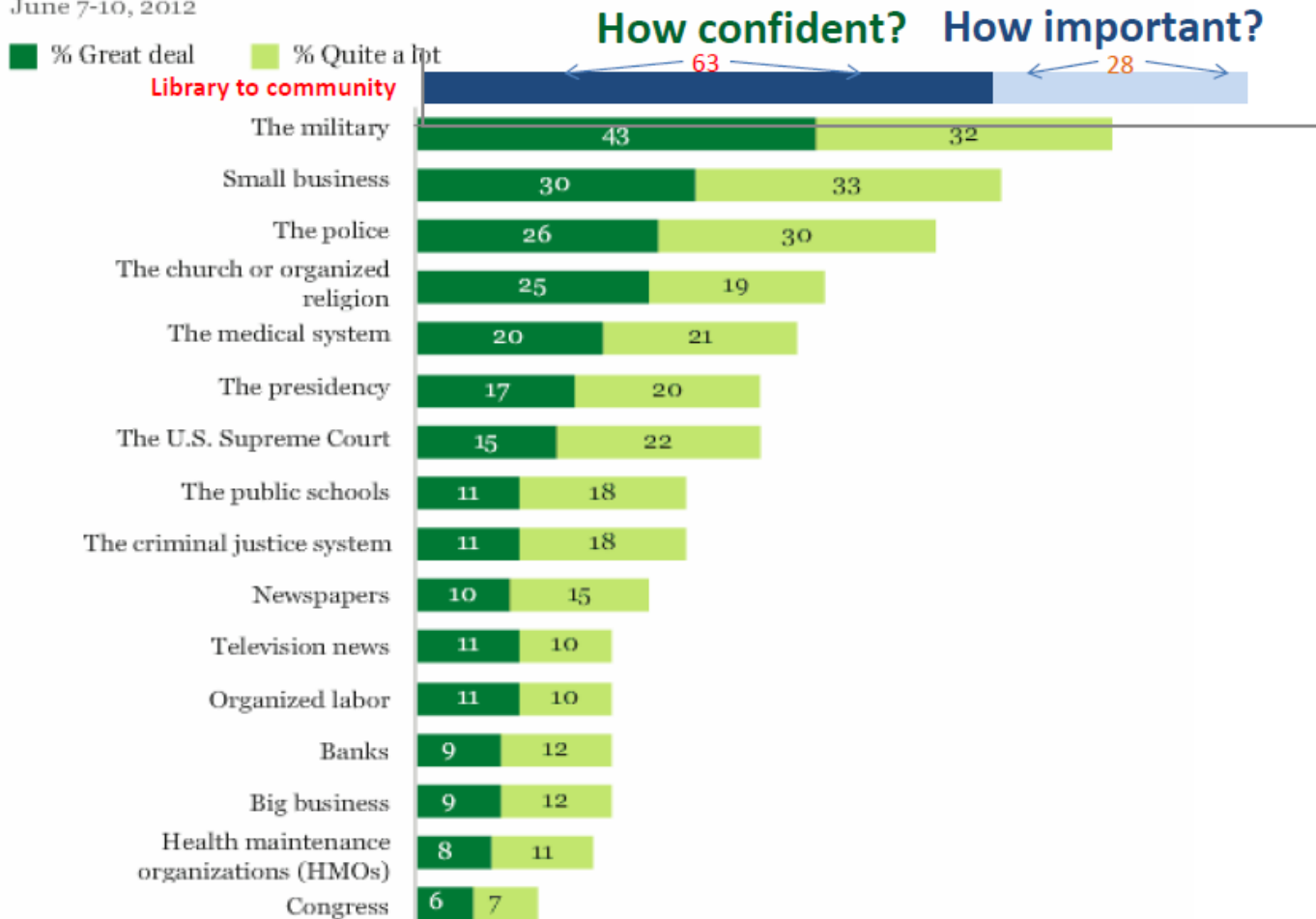
91% of all respondents said libraries are important to their communities (including 91% of parents)

76% said libraries are important to them and their families (84% of parents)

84% of these parents said a major reason they want their children to have access to libraries is that libraries help inculcate their children's love of reading and books

Libraries stack up well vs. other institutions

June 7-10, 2012



**It makes sense that the library is the
“go to” place in summer**



**Thank you to our
sponsors and donors!**



Thank you!

Jayanti Addleman
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MontereyCountyFreeLibraries.org

