

All handouts will be available at the bottom of the symposium webpage. Slideshows will be added shortly.

CSLP is working on customizable products, downloadable templates, grant programs, donor support, more professional development, increased partnerships, improved product quality, continued focus on inclusion, and a new program manual format.

For summer 2024, Beanstack will have a challenge available for each age group. It should be relatively easy for each library to setup if they want to use it.

### **Session 1: Simplifying the Adventure of Summer Reading: Observations from a Seasoned Storyteller by Jenifer Strauss (storyteller, speaker, narrative coach)**

- Session started with a welcome song “On the Road to Anywhere.”
- We are living in sensitive and tumultuous times. It’s been difficult to work in public libraries- covid, book banning, politics, and increased mental health issues.
- In the chat, participants were asked to answer: Who Inspired You? Who have you inspired?
- This speaker presents about 40 programs at public libraries during the summer. She creates a new program each summer.
- Today is about building excitement and enthusiasm for the 2024 program.
- Definition of adventure- an unusual remarkable exciting experience; a daring and exciting activity.
- Adventurous is the willingness to try something new; to push beyond your comfort zone; to embrace the unfamiliar and unknown for the sake of learning something new.
- The presenter suggested a passive activity- on a bulletin board, ask participants to list an adventure they’ve had in the past and watch the responses grow throughout the summer.

- Adventures teach you that trying new things helps you grow; caring mentors (such as librarians) provide support and knowledge to try something new.
- Summer reading is like summer camp except the kids don't stay overnight.
- Libraries are life-long learning hubs.
- What psychologists say about the value of adventure is that it's good for you at any age; need for adventure is on our DNA; stimulates curiosity; increases the release of dopamine; produces higher self-esteem; lowers stress and anxiety; improves ability to think quickly; makes us feel good; focusing on new activity ignites creativity; and improves brain health by increasing learning and adaptability.
- Adventure promotes 21<sup>st</sup> century skills such as critical thinking, creativity, collaboration, information literacy, flexibility, leadership, initiative, productivity, communication, social skills, and media literacy.
- The presenter has noticed an increased level of exhaustion or burn-out in her librarian friends in the last few years as libraries are still working to bring their audiences back.
- Suggestions to simplify and streamline are to be realistic (consider your space, time, staff, and budget available and don't take on too much); simple is good (consider all ages programs so you can reduce your overall program count); determine who can help? (can volunteers make the tracking journals, go get donations, or complete other activities); offer 6 weeks of summer reading instead of more.
- Choose program ideas that best fit your community and your patrons (this "adventure" theme is limitless, but you don't have to do it all)
- Pick a focus such as adventure seekers, explorers, superheroes, or time travelers to help narrow your planning.
- Venture out into your community for library programs such as parks, trails, gardens, museums, nature centers, skate parks, bike trails, theaters, or community gardens.
- Hold programs off-site and then lead patrons back to your library by hosting programs at movie theaters, campsites, farmer's markets, or senior centers (host children's programs at senior facilities because the seniors enjoy this

kind of interaction). Take your programs where patrons are already hanging out.

- Community book walk and scavenger hunt a great passive activities because patrons can complete them on their own time and generally unassisted.
- There's no need to re-invent the wheel. Use the CSLP manual, recycle or adapt previous programs that went well, or collaborate with other librarians for ideas.
- Keep your tracking log simple! Make it small to fit into a purse or bag, use one log for all ages, or consider digital tracking instead of physical tracking.
- Marketing is very important yet also time consuming. Some ideas are flyers, posters, newspapers, community calendars, TV, radio, email, social media, videos, spring school visits, connections at summer schools, religious organizations, youth groups, day camps, daycares, preschools, parks & recreation department, and senior centers. The presenter shared that people need to see an event 9 times before making a commitment to attend.
- Good quality programming is important.
- Simple is better.
- Community partners are key.
- The presenter stressed surveying your audiences (children, teens, adults) as part of your planning process to find out what types of programs to offer at the library.

### **2024 Manual Highlights: Adventure Begins at your Library (programming) by Alyssa Graybeal**

- Online, the manual is organized differently than last year.
- You can download the whole manual or targeted sections.
- The manual has six themed chapters: travel, adventures in nature, adventures in imagination, solve this! puzzles, scavenger hunts and mysteries, adventures close to home, and adventures in the dark.
- There are booklists throughout the manual.
- Bird Quest program (page 69)- there are booklets you can print and cut; QR codes link directly to the sound of the bird; you can use the QR codes in the

library in displays or use them outside; birds highlighted are common throughout the US. There are many bird apps that would work well with a bird watch program.

- Standalone Printables at the end of each chapter includes bookmarks, reading logs, BINGOs for every age group, and a sleepover checklist for the “In the Dark” chapter.
- These Early Literacy activities were highlighted:
  - Books: Grace and Box, Let’s Go Ted, Con Pollo, Wiggle-Waggle Toes, and The Year We Learned to Fly.
  - Stay-and-Play (page 69): bring out toys or other activities for those that stay after story time; have activities divided by age appropriateness; there are several sensory activities in the section.
  - Move Like an Animal (page 104).
  - Play with bubbles (page 104, page 164-166).
  - Melissa & Doug toys were mentioned as a resource. They usually have a long life, are made from quality material, and are washable.
  - Play tunnels were mentioned as a resource.
- These Children’s activities were highlighted:
  - You Choose the Adventure (page 105-106)- make a display in the library, or video, or live action during a program; allow the children to select from two options how to proceed through the story.
  - Great Book Chase (page 134-136)
  - Roller Coaster fun (page 169-170)- scale the roller coaster to the size you want; use recyclables you have laying around.
  - Library Scavenger Hunts (page 167-168).
  - Sensory Scavenger Hunts (page 141-142).
  - Road Trip Bingo (page 48)- printables available in Spanish and English.
- These Teen activities were highlighted:
  - How to Grow Oyster Mushrooms (page 79-81)- instructions are very good and detailed; activity takes 1-3 weeks to complete; could be a multi-generational program. The instructions are available in Spanish and English.
  - Glow in the Dark Paint-Along (page 205).
- These Adult activities were highlighted:

- Many of the activities in the adult section are all ages or multi-generational.
- Where Have you Been? Wall map (page 55-58)- possible passive program; available during all library open hours for a specific timeframe; neat way to decorate your library with the adventure theme; patrons can add to it all summer; make a map sized the way it works for your library; adapt in a way that works for your library.
- Virtual National Park Excursion (page 91)- for only \$25, you can do a group virtual tour during as a program at the library; or have people take the tour together from their own homes/places. Tours are led by Wilderness Inquiry.
- Bucket List journal (page 116-121).
- Community Adventure game (page 173-174)- a passive program for multiple generations; take photos around town and post at the library then patrons must guess where the picture is from in your community.
- Scavenger hunt- hide items around town that participants must find; items can be hidden in public places or in public businesses with their cooperation.
- Geocaching Scavenger hunt (page 180)- teach patrons about geocaching; the library can also create their own; multi-generational; could have an event to create the geocaches and then hide them.
- These Spanish activities were highlighted:
  - Tips for facilitating English-Spanish bilingual programming (page 5)- consider viewing another bilingual program elsewhere to become more familiar with bilingual programs.
  - Learn about your local Spanish-speaking community.
  - Tips for dispelling myths (pages 7-8).
  - Let's explore the Spanish speaking world (page 59-61).

### **Once Upon an Adventure: Practical Tips for Gathering Stories to Promote Your Library- Angela Hursh**

- Pottsboro Library (TX, population 2500). Recent successes:

- Installed Community Garden.
- Raised funding for AC unit for patron comfort.
- Installed Wi-Fi during pandemic years.
- Patrons could do tele-medicine visits from the director's office during the pandemic. Then the library raised funds through grants/donations to convert a storage room to an individual study room for tele-medicine visits and other purposes.
- "The only way we can differentiate ourselves is in how we communicate."
- Libraries should be story-telling more than pushing promotions:
  - Stories make us feel things and emotions are memorable.
- Simon Sinek's Golden Circle concept-
  - What: Library staff can easily describe what they do and how they do it- these can be communicated clearly.
  - How: library staff can generally describe how they do what they do.
  - Why: library staff have more difficulty describing why they do what they do; if you can articulate this better, you can be more memorable.
  - "People don't buy what you do. People buy why you do it." ~Sinek
- 4-part structure of a good marketing story:
  - The characters- introduce the people; describe what they look like; what they're wearing; what the room looks/feels like.
  - The complication- what is motivating the people and what problems are they encountering; describe these to others.
  - The turning point- how can you solve their problem(s) and how does that impact the characters.
  - The resolution- how has the library changed the character's life; what's the outcome; help viewers understand the resolution can be applied to them as well.
- 2 types of library marketing stories:
  - Patrons as heroes- highlight how the library has had a specific, positive impact on a patron's life.
  - Story of Self- share "why" you are passionate about your work.
- Ideas of how to collect your own stories:

- Sources of story content includes your social media, patron stories, and staff stories.
- Be specific as possible and give examples.
- Ask staff what they see patrons struggling with or what brings joy to patrons; ask what staff like most about their role.
- Take advantage of the moment by asking the patron/staff member if they will share their story.
- How to interview effectively- build connection, be prepared, listen, ask “anything else you would like to add?”, get their contact information if a follow-up is needed.
- Sometimes patrons are OK with their experience being shared but not of their personal details or don’t want to be on camera.
- You can ask patrons to share their own stories- they can write it ahead of time and you can use those in your marketing.
- Show your successes through social media, email, your website, your blog, newspaper, print out on a flyer, add to a display, or by newsletter.
- Infographics are good to use to visualize data or to outline essential points. Use a short catchy title. Infographics are good for sharing data.
- The most successful marketing promotions are about the people who use the library, not about the library.
- The best way to reach out to patrons for their stories is when they are at the front desk or through email.
- How to protect patron anonymity- ask for permission to share the patron’s story; they can be on camera or not; and you can use their name or not, depending on the patron’s wishes.

### **Taking the Adventure Outdoors: Programming and Partnerships**

- 1000 Hours Outside program @ your library (Grosse Pointe Public Library in Michigan)
  - What is 1000 hours outside?
    - <https://www.1000hoursoutside.com/>
    - For all ages.
    - A movement to replace screen time with green time.

- Benefits of nature connection
  - Boost immune system.
  - Reduce stress levels.
  - Sharpen your mind.
  - Improve your sleep.
  - Lift your spirits.
- How to get started:
  - This library plans 1 program a month outside.
  - Anything you do inside, try to do it outside. (Such as story times, yoga, book club, crafts, games, bubbles, or science experiments).
  - Haul the needed equipment and supplies outside.
  - Messes are easier to clean up outside.
  - Use resources you already have.
  - Use a shade tent for hot days.
  - Use ready-made resources. This library requested and received permission to use resources on the 1000 hours outside website. There is also a 1000 hours podcast.
- Program ideas:
  - Full Moon parties
  - Solstice programs
  - Lantern Walk
  - Mud faces
  - Bat Walk
  - Butterflies
  - Smash flowers
  - Make confetti and throw it around!
  - Seed paper
  - Snow volcanoes
  - Freeze colored water to have ice balls to play with
  - Celebrate Mud Day annually (get bags of dirt and a hose to get it wet- then patrons do whatever they want)
  - Neighborhood walks
  - Seasonal celebrations
  - Scavenger hunts

- Sidewalk chalk
  - Magnifying glasses
  - Hot cocoa for winter / popsicles in summer
  - This library made To Go kits- lantern for a walk, bird feeder, recycled paper kit, grow a bean in a bag, nature basket, butterfly glider, nature weaving, and origami.
- Connections that the library and patrons made:
  - Raise awareness of green spaces.
  - Gives those with limited green spaces the opportunity to enjoy more outside time.
  - Opportunities to partner with local park(s), nature center, school librarians, 4H, county extension, local gardening groups, girl scouts, discovery centers, museums, dams, hatcheries, national parks, or national forest service.
  - Focus on intergenerational / all ages programming.
  - This library partnered with [scistarter](#), [Symbolic Migration Project](#)
- Celebrate Smoky Bear's 80<sup>th</sup> Birthday Reading Challenge (in 2024)
  - State libraries can enroll their state's public library systems at [www.smokeybear.com](http://www.smokeybear.com). Wisconsin is already enrolled.
  - Smokey Bear Reading Challenge
    - Challenge is available in Beanstack and through a printable log.
    - Available Jan 1-Nov 28, 2024.
    - Geared for ages 4-10 but anyone can complete it.
    - Participating libraries get 500 Smokey stickers, 50 Smokey cards, and a Smokey stamp. These will be distributed by DPI at some point.
    - A digital toolkit will be available.
    - A Smokey Reading book list will be available (picture books, chapter books).