

Focus on Summer Reading and Databases FY 2016 Data

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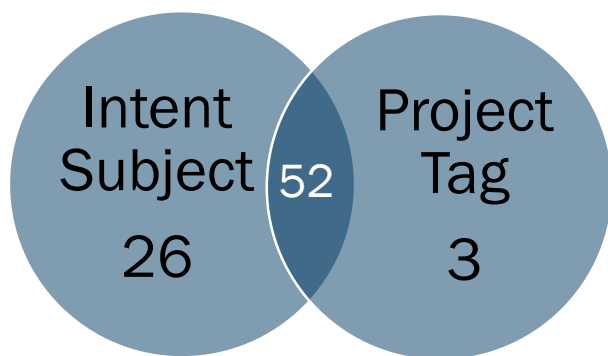
24 April 2018

Identification of Projects

Summer Reading

(35 states; 81 projects (6%);
217 activities (7%))

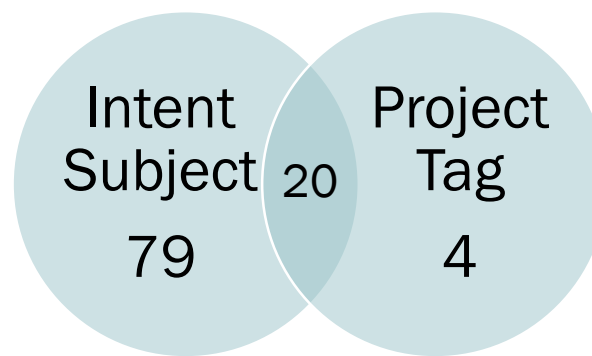
- Intent Subjects
 - READING PROGRAM (SUMMER READING)
- Project Tags
 - SUMMER READING PROGRAMS
 - SUMMER READING
 - SUMMER READING PROGRAM



Databases

(47 states; 103 projects (7%);
235 activities (8%))

- Intent Subjects
 - GENERAL (SELECT ONLY FOR ELECTRONIC DATABASES OR OTHER DATA SOURCES)
- Project Tags
 - ELECTRONIC DATABASES
 - DATABASES
 - DATABASES LICENSING



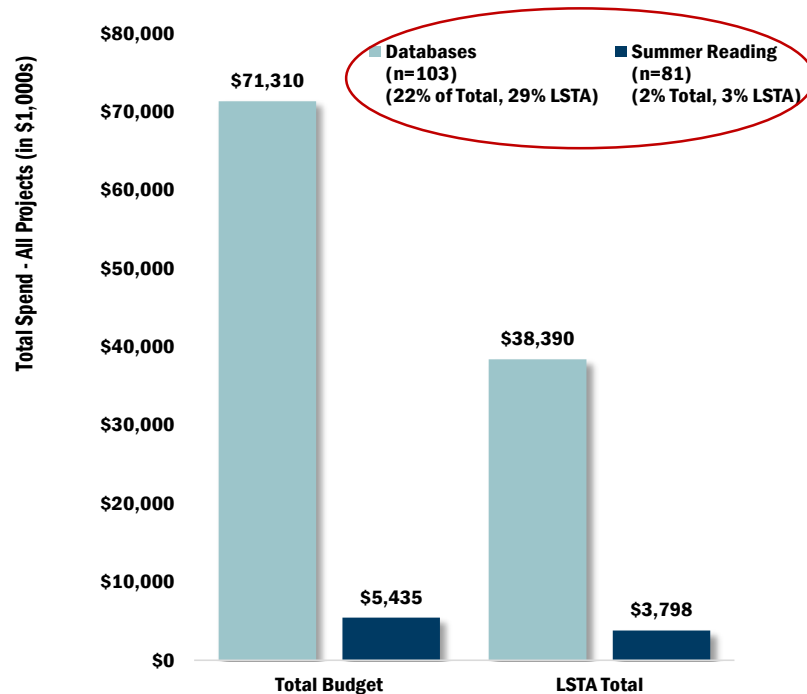
Very few projects (3 summer reading and 4 databases) were identified solely by the Project Tags.

Description Profile

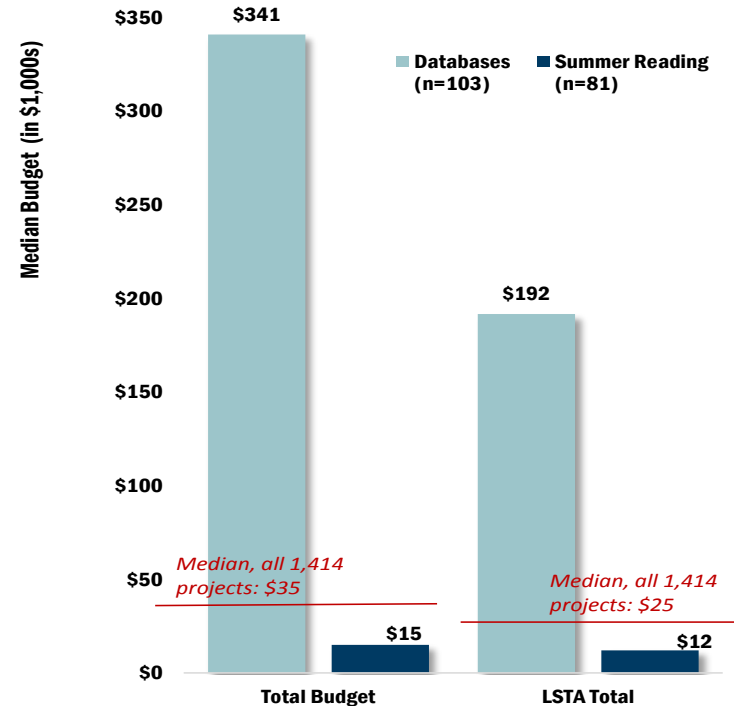
- *How much?* (Project budgets)
- *Why?* (Activity focal areas)
- *How?* (Type, mode, and format)
- *Who?* (Beneficiaries and partners)
- *Where?* (Locales)

Budget

Total Budget across All Projects by Source and Project Topic

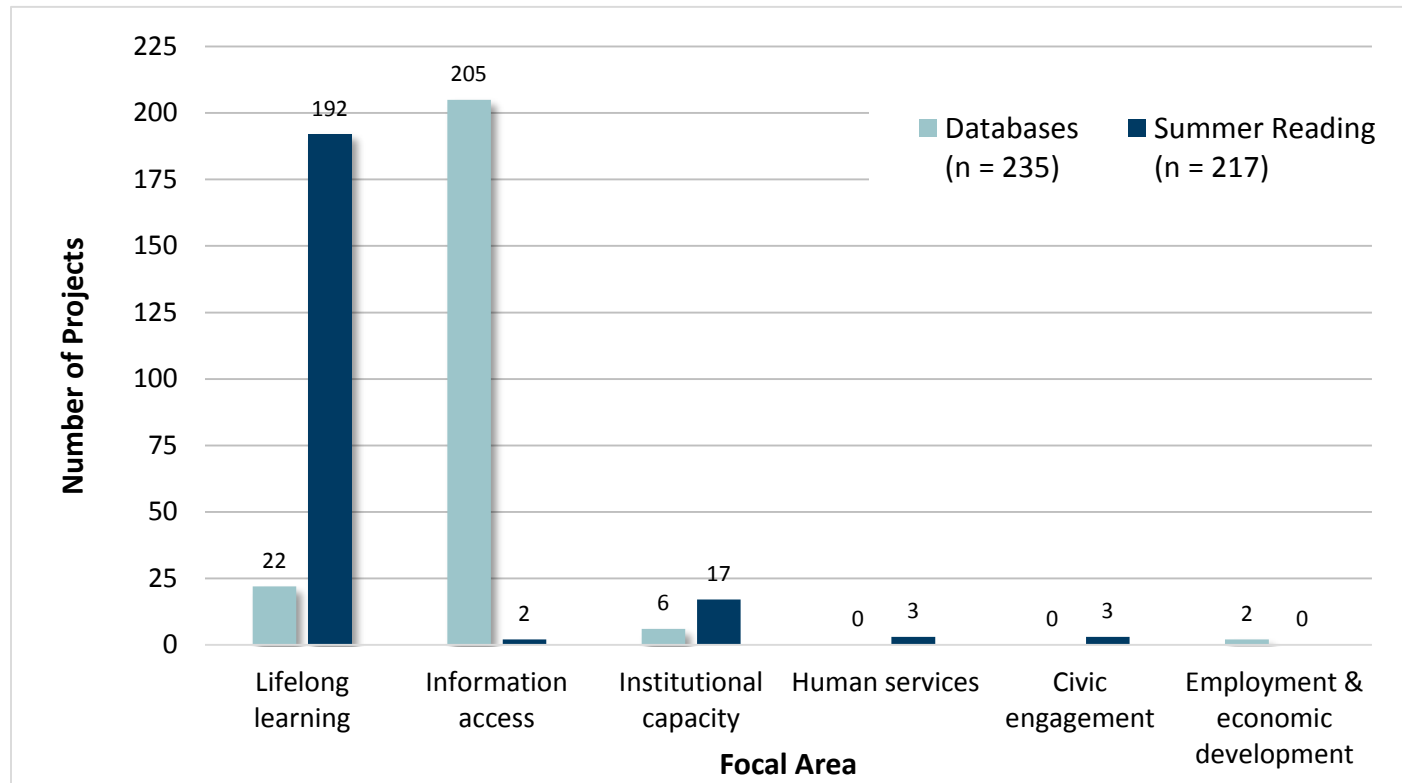


Median Budget by Source and Project Topic



- LSTA funding accounted for 70% of the total budget for summer reading but 54% of the total budget for database projects (chart on left).
- Overall, database projects accounted for 22% of the Total Budget and 29% of the LSTA budget – Summer reading projects accounted for just 2% of Total and 3% of LSTA.
- Database projects are more expensive per project (\$341,000) compared to summer reading (\$15,000) (see chart on right);

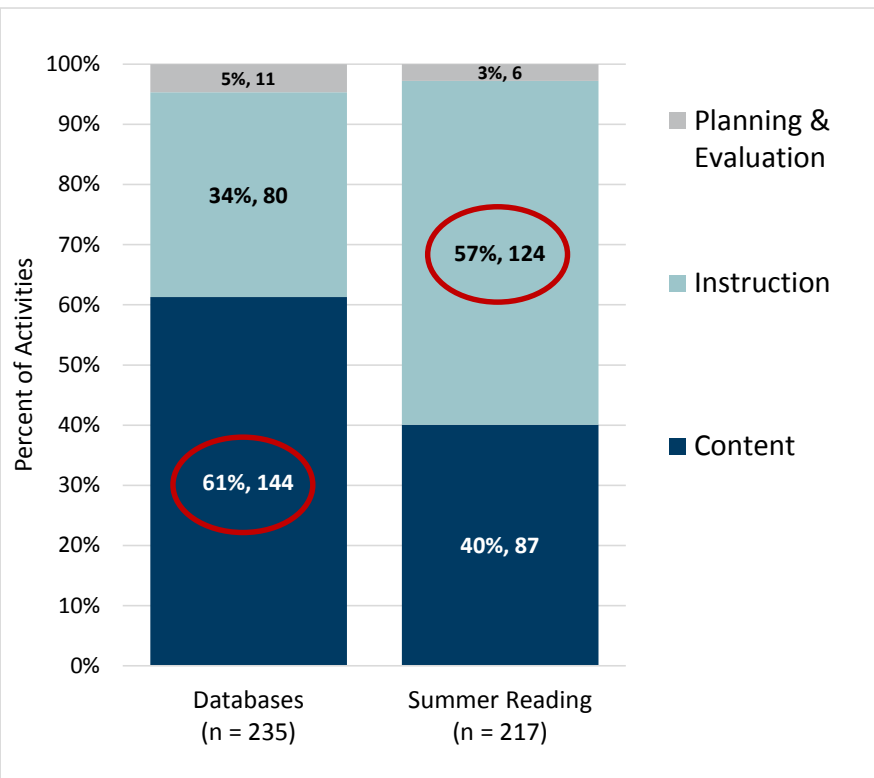
Focal Areas – Databases and Summer Reading Activities



- *Databases are almost entirely about Information access (87%), and occasionally Lifelong learning.*
- *Summer reading is almost entirely about Lifelong learning (88%), and occasionally Institutional capacity.*

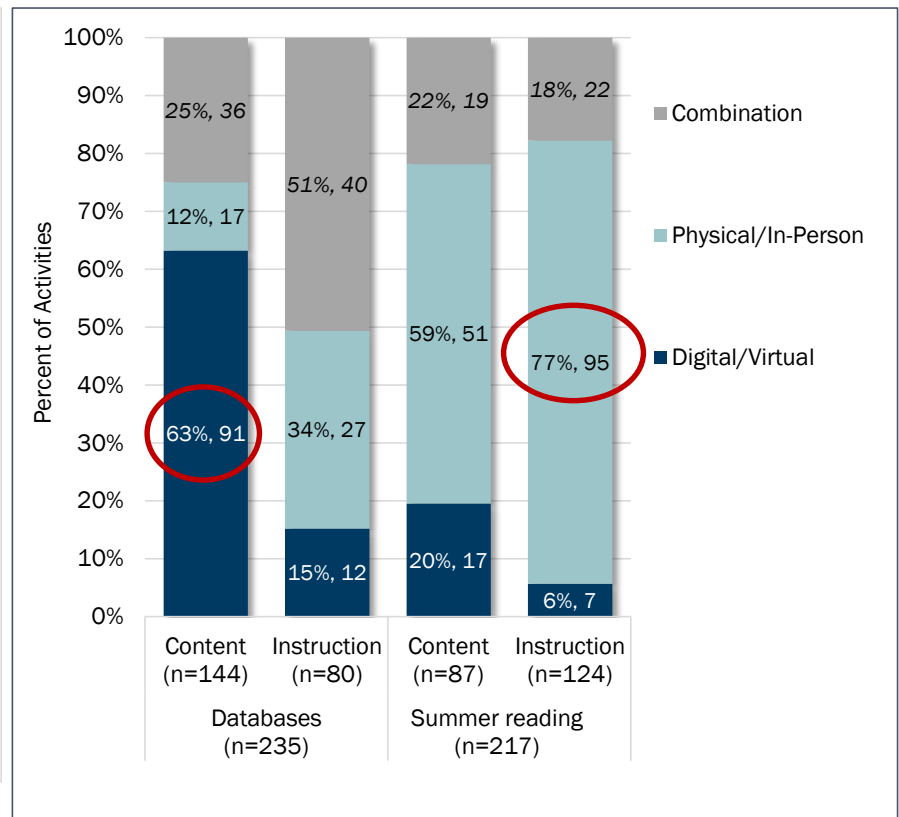
Types of Activities – Databases and Summer Reading

Activity Types



Note: There were no database nor summer reading activities that were procurement.

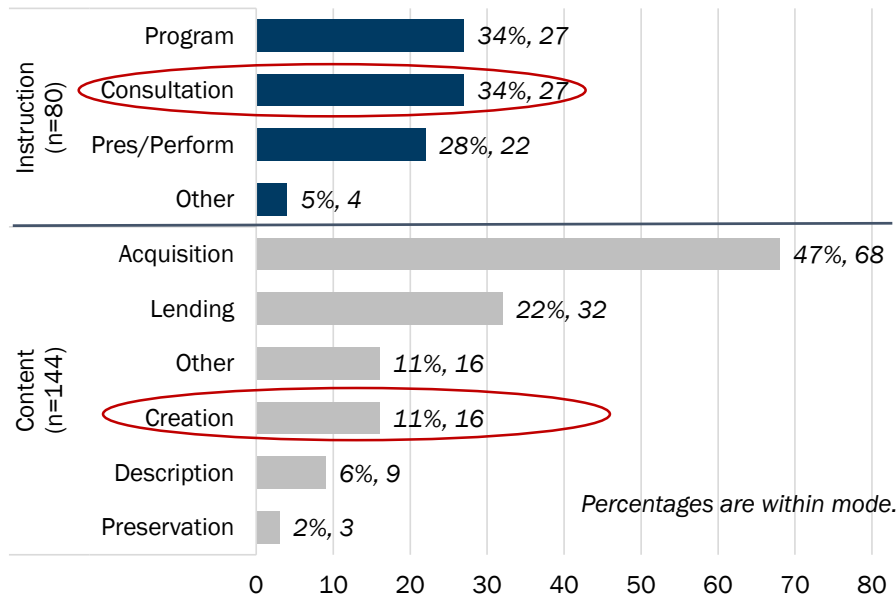
Activity Formats



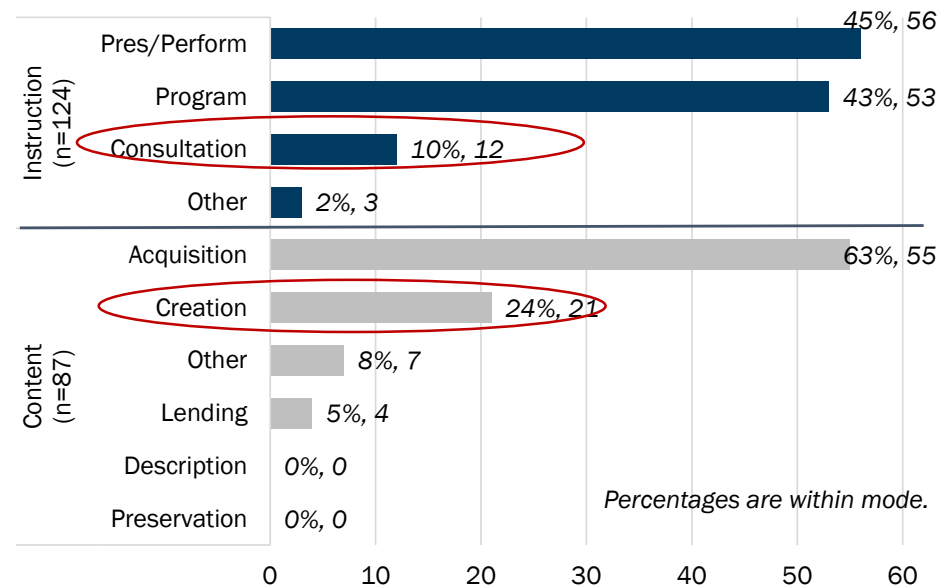
- Most Database activities were Content (61%) and most of these were Digital (63%);
- Most Summer reading activities were Instruction (57%), and most of these were In-person (77%).

Activity Modes, Content and Instruction Activity Types

Database Activity Modes



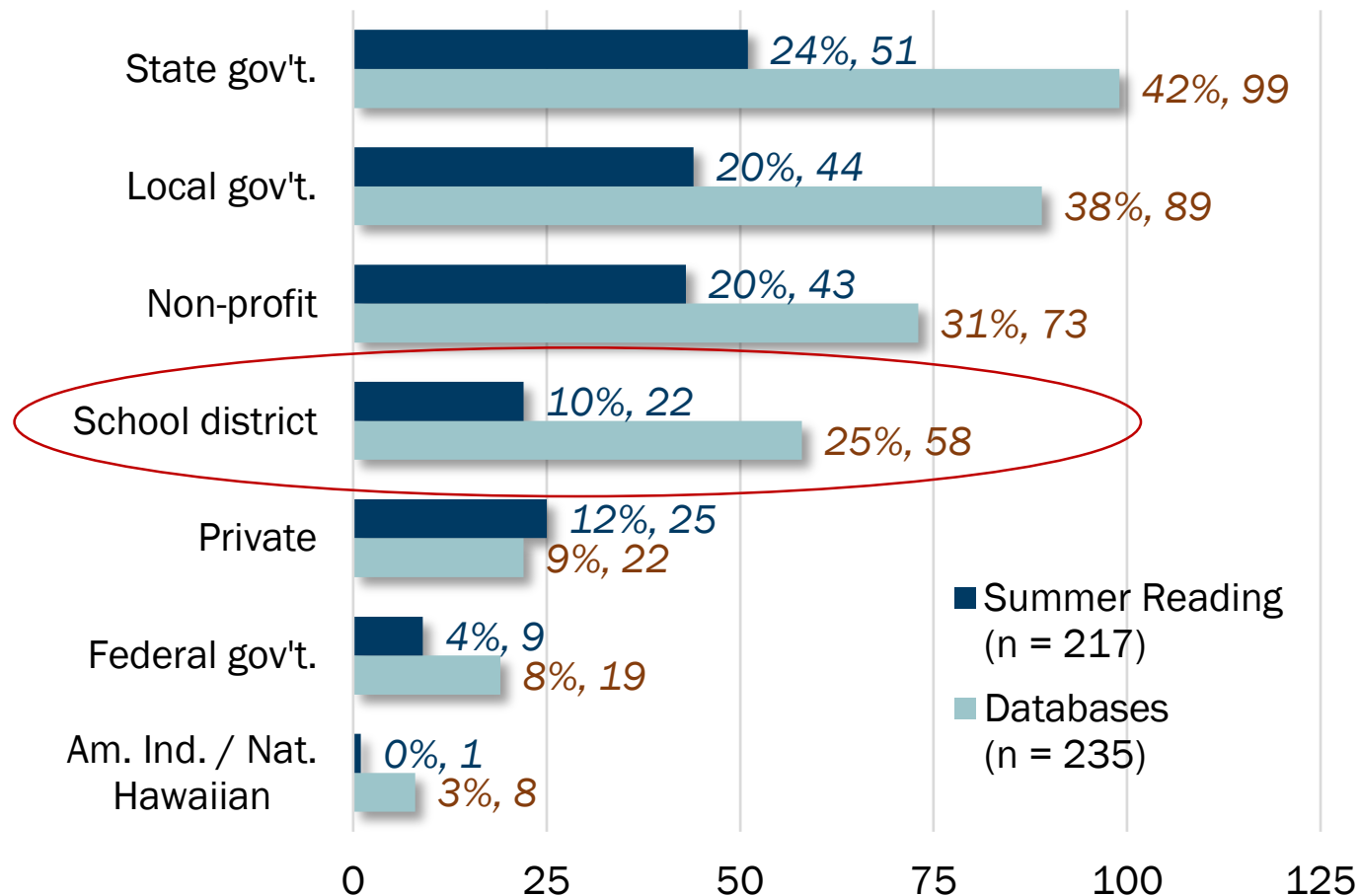
Summer Reading Activity Modes



- Most Database Content activities were Acquisition (47%);
- Likewise, most Summer reading Content activities were Acquisition (63%);
- While 34% of Database Instruction activities were (each) Program and Consultation;
- Most Summer reading Instruction activities were either Presentations/Performances (45%) or Programs (43%).

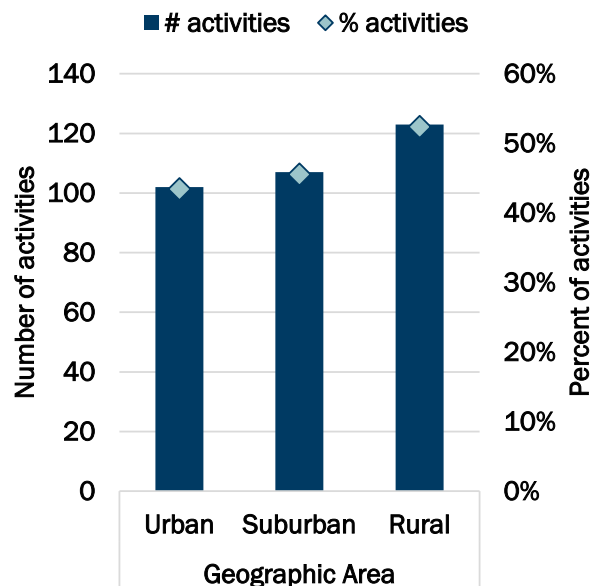
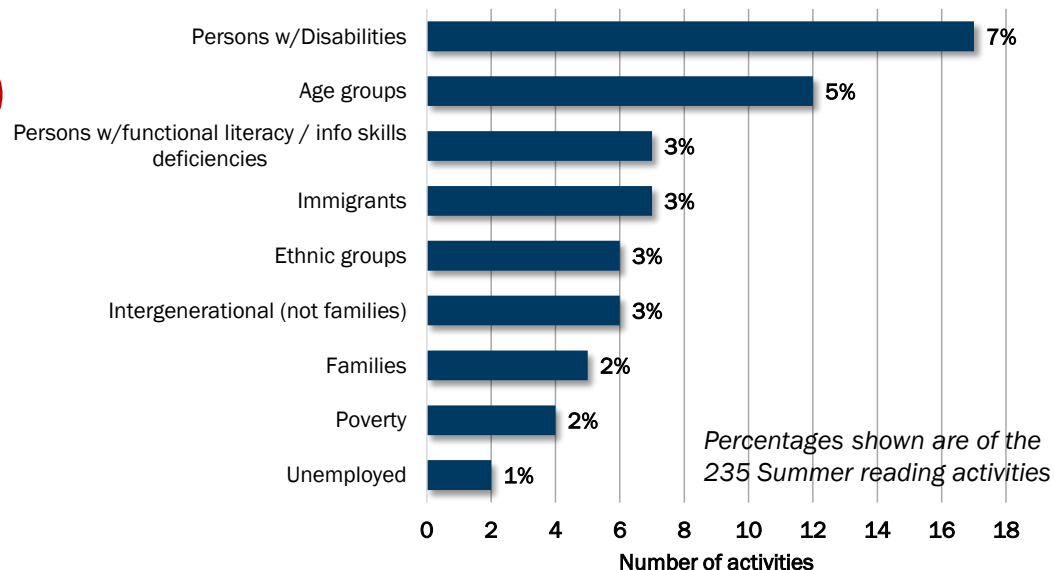
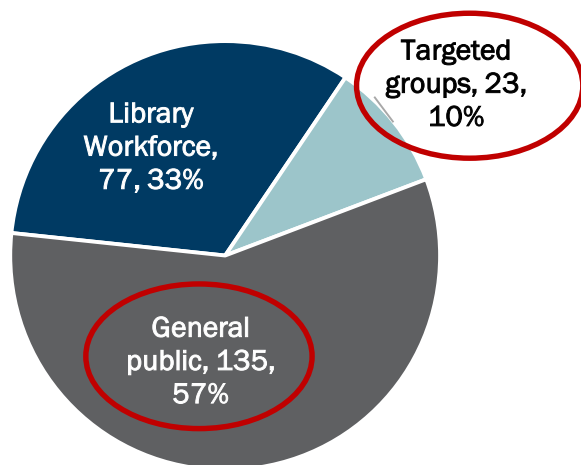
Partner Areas

(Optionally reported)



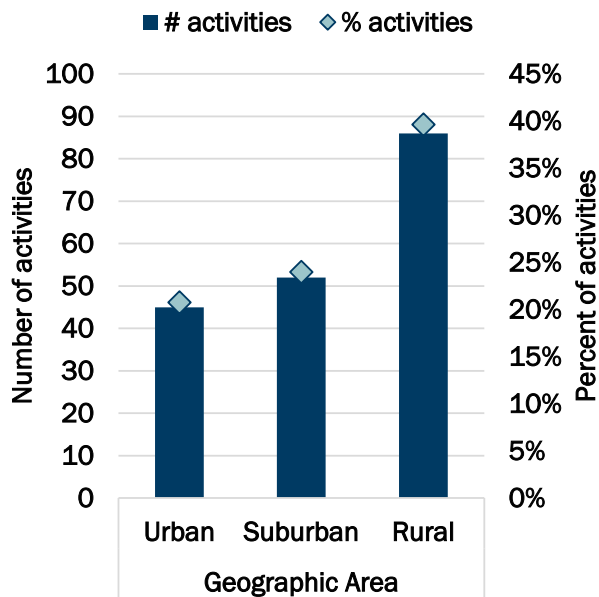
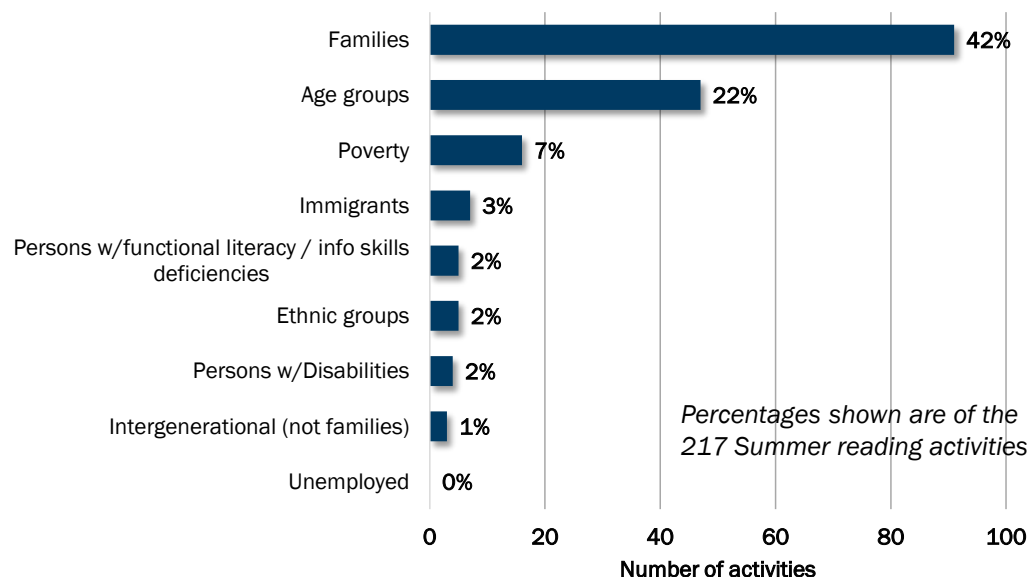
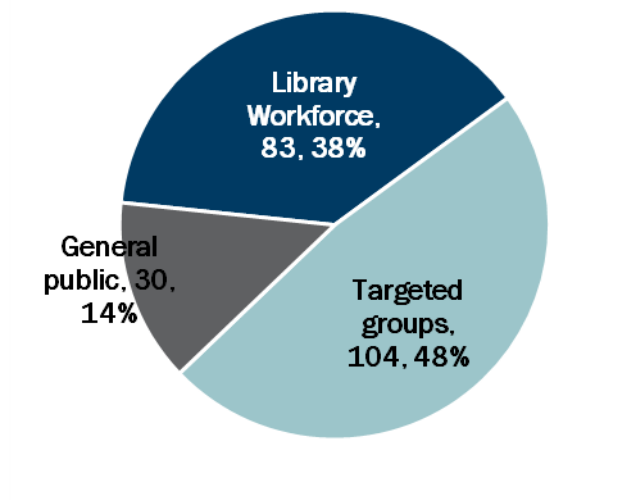
- Partners were more often sought on the more expensive database activities than on the summer reading activities;
- Both database and summer reading activities have a similar distribution of partners, with state and local governments as the predominant partners.

Activity Beneficiaries: Databases



- *One-third of Database activities were focused on the library workforce.*
- *Two thirds of Database Activities were not associated with the library workforce, of these (n=158):*
 - *Database activities **rarely** reported targeted audiences (10%);*
 - *More than half (57%) were for the general public, of which, these slightly more often (52%) focused on rural than on suburban or urban communities.*

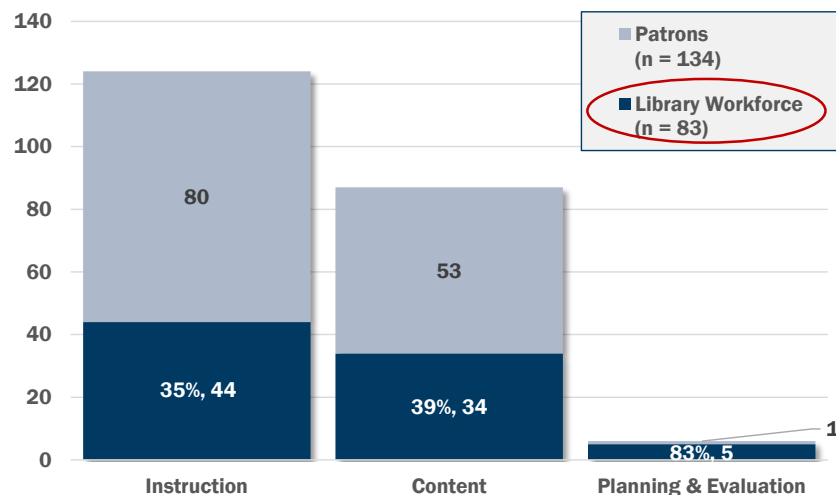
Activity Beneficiaries: Summer Reading



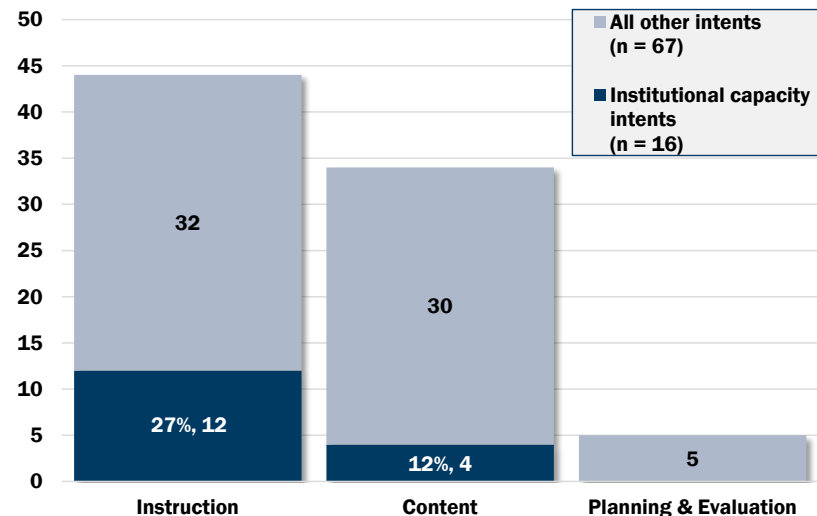
- More than one-third (38%) of summer reading activities were focused on the library workforce.
- Activities associated with summer reading quite often targeted specific audiences (48%):
 - Most often families (42%); and
 - Much more likely rural (40%) communities than other areas.

Summer Reading Beneficiaries: Library Workforce

Activity Type by Beneficiary*



Among Activities for the Library Workforce, Activity Type by Intent



*Note: "Patrons" is used to refer to activities that were reported as not associated with the Library workforce, i.e., that were either "Targeted" or "General".

- Overall, Instructional activities accounted for 57% of Summer reading projects (left chart);
- 35% of Summer reading instruction and 38% of Summer reading content was for the library workforce (left chart);
- Summer reading activities for the library workforce were overwhelmingly intended to improve user access or use of information (78%, right chart).

Summer Reading Instructional Outputs

	Audience	
Median	Patrons*	Library Workforce
<i>Attendance per session</i>	41	33
<i>Number of presentations / performances</i>	7	5
<i>Program sessions</i>	25	1
<i>Program (or session) length</i>	60	60

On average, Instructional Summer reading activities that focused on the library workforce had 33 attendees, while 41 people attended the average Instructional Summer reading session that did not focus on the library workforce.

Overall, 98% of activities that focused on patrons reported attendance per session versus just 70% of those that focused on the library workforce.

	Audience	
Percent Reporting	Patrons*	Library Workforce
<i>Attendance per session</i>	98%	70%
<i>Number of presentations / performances</i>	50%	36%
<i>Program sessions</i>	48%	34%
<i>Program (or session) length</i>	50%	36%

What outputs would be useful for us to analyze in the future?

*Note: "Patrons" is used to refer to activities that were reported as not associated with the Library workforce, i.e., that were either "Targeted" or "General".