

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
ACTION AGENDA SUMMARY

DEPT: LIBRARY

BOARD AGENDA # B-3

Urgent

Routine

AGENDA DATE June 14, 2011

CEO Concurs with Recommendation YES NO
(Information Attached)

4/5 Vote Required YES NO

SUBJECT:

Approval to Accept a Donation of \$30,600 from the Stanislaus Library Foundation to be used for the 2011 Summer Reading Program

STAFF RECOMMENDATIONS:

1. Accept a donation of \$30,600 from the Stanislaus Library Foundation to be used for the 2011 Summer Reading Program.
2. Direct the Auditor-Controller to increase appropriations and estimated revenue in the Library budget in the amount of \$30,600 as detailed in the Budget Journal Form.

FISCAL IMPACT:

A \$30,600 donation has been made from the Stanislaus Library Foundation to the Stanislaus County Library which is recommended to be accepted by the Board of Supervisors and used for costs associated with the 2011 Summer Reading Program for children, teens and adults.

BOARD ACTION AS FOLLOWS:

No. 2011-360

On motion of Supervisor Withrow, Seconded by Supervisor Chiesa
and approved by the following vote,

Ayes: Supervisors: O'Brien, Chiesa, Withrow, DeMartini, and Chairman Monteith

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

1) Approved as recommended

2) Denied

3) Approved as amended

4) Other:

MOTION:



ATTEST: CHRISTINE FERRARO TALLMAN, Clerk

File No.

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DISCUSSION:

The Stanislaus Library Foundation enriches lives in our community by advocating for a vital library, increasing awareness, raising funds, and supporting key library programs. The Library Foundation was established in 1994. Since that time, the Library Foundation has raised funds and supported children's programs and literacy efforts, typically in the range of \$5,000 to \$10,000 per year. Last year, recognizing the need to provide greater support, the Library Foundation committed to raising the needed funds to fully fund the 2011 Summer Reading Program.

The library's Summer Reading Program, which has been conducted for at least 30 years, helps develop early literacy skills in pre-school age children and helps school-age children and teens maintain their reading skills while on summer vacation. Because children model behaviors they see their parents demonstrating, the reading program has been expanded to include adults as well.

Many studies have shown that reading aloud to children is one of the best ways to prepare young children for success in school. Parents are encouraged to read aloud to their babies, toddlers, and pre-schoolers. Children and teens who are independent readers can keep learning skills current by continuing to read throughout the summer. Children and teens who observe their parents reading, learn reading is an important part of living a happy, healthy, literate, fulfilled life.

Children participate in the Summer Reading Program by obtaining a reading log and keeping track of each day they read (or are read to) for 20 minutes a day. After seven days of reading, they come to their local library branch to select a reading incentive. A variety of incentives, including bookmarks, erasers, stickers and bouncy balls, are available to keep the children interested for the 11 weeks of the program. Children's performers, such as storytellers and magicians are also offered as part of the Summer Reading Program. Integral to their performances are key messages about reading, learning and using the library. This summer's performances will be held July 16 through August 13. A complete list of dates and times can be found on the library's website at www.stanislauslibrary.org.

Experience has shown that teens do not respond the same to weekly incentives that younger children do. Teens are more interested in larger prize drawings. The Teen Summer Reading Program offers a bingo-card-style log featuring reading options from various genres. This is designed to encourage participation from both ravenous readers and reluctant readers alike. When teens turn in their bingo logs, they receive donated entertainment vouchers for items like bowling and local amusement parks. Each completed bingo log is then entered into a prize drawing for a limited number of more valuable prizes, such as iPods.

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The Adult Summer Reading Program offers adult participants the opportunity to share their reviews with other participants, which may help them discover new books and authors they may not have otherwise read. Incentives are a small part of the adult program, with one grand prize reading basket, valued at \$100, awarded for adult participants countywide.

POLICY ISSUES:

The recommended actions are consistent with the Board's priorities of Effective Partnerships and Efficient Delivery of Public Services by offering literacy related programming.

STAFFING IMPACT:

There is no staffing impact associated with this item.

CONTACT PERSON:

Vanessa Czopek, County Librarian. Telephone: 558-7801

