SUMMER READING 2019
SUPPLEMENTAL MATERIAL
LISA HECHESKY
YOUTH SERVICES CONSULTANT

WEST VIRGINIA LIBRARY COMMISSION
1900 KANAWHA BLVD., EAST
BUILDING 9, CULTURE CENTER
CHARLESTON, WV 25305

PHONE: 304-558-2041
FAX: 304-558-2044

LISA.A.HECHESKY@WV.GOV
Each purchase of any CSLP *A Universe of Stories* program manual format will also give access to the on-line version. Below are the steps to access the on-line manual.

- Go to: [http://cslpreads.org](http://cslpreads.org)
- You must have a CSLP login and password. If you are not registered on the CSLP website, please [create an account](http://cslpreads.org) by clicking on Login/Register in the upper right hand corner of the CSLP website.
- Once you are logged into the site, click on Proprietary Downloads located on the tool bar.
- The first time you enter this section, you must request the on-line manual access code for the 2019 manual by clicking on On-Line Manual Request, located in the left-hand column of the page.
- Choose your STATE code.
- Complete the request form with your: City, Library Name, first and last name, and e-mail address and then click the Submit button.
- The 2019 manual access code will appear on your screen and an e-mail confirmation will be sent to you. You should only share this code with those staff members in your building who have a CSLP website account.

Once you have the building access code, go back to the CSLP website Proprietary Downloads and click on: On-Line Manual Access. From here you will be able to see each of the four manuals to download or print any part you are researching.

If you have any problems with accessing your manual, please contact the CSLP office at [contact@cslpreads.org](mailto:contact@cslpreads.org) or by phone at: 866-657-8556.
Rules of Use

Through your affiliation or employment with a CSLP member library, and your use of the CSLP Summer Reading Manual, you agree to adhere to the Rules of Use which govern how CSLP’s trademarks and copyrighted material (Intellectual Properties) in the Manual may be used.

Updates or revisions are posted to the CSLP website: www.cslpreads.org. For questions regarding this document or other copyright issues, please contact the CSLP National Office or the Rules of Use committee chair. Contact information can be found at: www.cslpreads.org.

Businesses interested in CSLP’s trademarks and copyrighted material should contact the CSLP National Office. Contact information can be found at: www.cslpreads.org.

CSLP Name and Logo

Collaborative Summer Library Program’s acronym, CSLP and its logo (in color or black and white versions) are its most important assets. CSLP wants to share these assets with its members as well as U.S. military bases and Native American reservations so they can promote their library reading programs. Additionally, CSLP shares the logo with allies in support of member libraries and summer reading.

Permitted use by CSLP members

- Use on promotional materials for library reading programs.
- Use on members web pages, social media sites, professional media sites, and electronic discussion listservs.
- Use for programming activities.
- Use by certain third parties as defined below.

Restricted/Prohibited Uses

- No alteration other than changing the size of the approved name and logo is permitted. Members may use in color or black and white versions in the Proprietary Downloads section of the CSLP website.
- If a CSLP member contracts with a partner or sponsor (see below for definition), the partner or sponsor may only use the approved name and logo on promotional material to indicate an affiliation with CSLP, and for no other purpose.
- If a CSLP member contracts with a consultant (see below for definition), the consultant may not use “CSLP” or the logo to promote its relationship with CSLP or on any consultant materials. (see third parties)
**Manual and Artwork**

Every year CSLP creates a manual based on a new slogan and artwork which includes an early literacy program, children’s program, a teen program, an adult program. One of the major benefits of membership is that only CSLP members and their partners may order the manual which includes the artwork. Each purchase of an online manual entitles the member to use it multiple times in one library building. No part of any manual can be downloaded or used in other library buildings, even within the same system.

**Permitted uses by CSLP members**

**During the program year (Oct 1-Mar 31 of the following year-18 months):**

- Use in programming activities.
- Train librarians in preparing for the summer program.
- Cooperate with other state agencies in offering summer library programs.
- Translate into any language or adapt into a format to serve persons with special needs.
- Display all activity pages from the manual on a member’s website.
  (Please note they must be removed by the end of the member’s program)
- In the event member’s use any type of social media, credit must be given to CSLP. Attribution must be given as: “Image copyrighted by CSLP” or “Idea curated from CSLP manual.”
- Use of the Slogan must include the TM symbol.
- The manual may be used by only one library building per purchase however it can be shared among staff or volunteers within that individual library building.

**Restricted/Prohibited Uses:**

- No copying or distributing the USB/DVD.
- No sharing or distributing the manual to non-CSLP members.
- No displaying or transmitting the manual or artwork online.
  - except for the limited exception of activity pages on member websites
  - except for social media with attribution

**Slogans and Artwork**

Slogans: Every year CSLP creates slogans used in the manual and on promotional material. Slogans are CSLP’s trademarks, and may only be used as permitted below.

Artwork: CSLP contracts with a nationally recognized artist to create artwork to illustrate the slogans. CSLP is the owner or licensee of the copyright to the artwork. CSLP is pleased to offer its members use of this artwork, but restrictions apply.

**Permitted uses by CSLP members**

**During the program year (Oct 1-Mar 31 of the following year-18 months):**
• Use, copy, distribute and display the slogans and artwork on promotional materials for summer library programs.
• Use for programming activities.
• Use, copy, distribute, display and transmit the slogans and artwork on members’ websites, social media sites, professional media sites.
• Use only the copyright embedded images (whenever possible) for posting online, when not possible use picture protection script available under the proprietary downloads on the CSLP website in order to protect artwork. If unable to use the picture protection script, you must include the following wording with the image. Images are copyrighted. Contact CSLP at contact@cslpreads.org for more information.
• Use, copy and distribute the slogan wording on non-paper products (without artwork) but only if the member uses a font other than the font on the artwork.

After the program year

• Continue to use for internal library purposes, but not promote publicly.
• Members must request use of CSLP owned art to be used digitally, printed on paper and non-paper items. Costs will be determined by the purpose of the item.
• Non-members can request use of CSLP owned art, costs will be determined based on purpose of item and amount printed. Fair use permission will be given, if requested.

Restricted/Prohibited Uses

• No use, copying, display or transmitting of slogans or artwork separate from members’ promotional or programming use of CSLP summer reading or library programs.
• No alteration other than changing the size of the artwork is permitted. Members may use color or black and white versions as available on the media DVD/USB or in the proprietary downloads section of the CSLP website.
• No use or copying of items similar to products offered for sale by CSLP exclusive vendor.

Products offered by Exclusive Vendor

CSLP contracts with a vendor to be the distributor of a range of products bearing the CSLP’s name, logo, and slogans. In exchange, CSLP receives a licensing fee on vendor sales, which are used to support CSLP’s mission.

Permitted uses by CSLP members

• Members may customize products purchased from exclusive vendor with member’s name and the names of partners and sponsors.
• Members may resell products purchased from the exclusive vendor, solely for the purpose of supporting the charitable or educational purpose of the CSLP member.

Restricted/Prohibited Uses

• CSLP members may not contract with third parties to produce items that are similar in function to products offered by exclusive vendor, unless exclusive vendor and CSLP agree. (See custom items for more detail.)
Custom items

Exclusive vendor has the right of first refusal for all paper and non-paper custom orders that use CSLP art. Intent to custom order paper products with CSLP art must be communicated to exclusive vendor in reasonable manner.

- Custom paper orders refused by exclusive vendor may be printed in house by the CSLP member or by a local printer.
- Members must request a copyright release to use CSLP art for a custom non-paper order refused by the exclusive vendor for a product not available in the CSLP catalog.
- Customized product proposal can be found at: www.cslpreads.org.
- Paper promotional items specific to your organization can be printed in house or by a local printer regardless of size/shape/format. ALL other customized items must be sent to exclusive vendor for right of first refusal. (e.g. flyers)

Third Parties (partners, sponsors, consultants, performers, schools)

Third Parties are individuals, organizations or businesses that desire to support the mission of CSLP and the charitable and educational activities of CSLP member libraries for public, not commercial purposes.

- Partners are defined as non-profit organizations or government entities.
- Sponsors are defined as individuals or organizations in the business community.
- Consultants are defined as an individual or organization hired by a CSLP member to perform a service related to CSLP programs, typically but not limited to in-service trainings.
- Performers are defined as individuals or groups that entertain audiences.
- Schools are defined as organizations that educate.

Third Parties may not:

- Do anything that reflects negatively on CSLP and its members.
- Use any form of CSLP logo, slogans or artwork without written permission from CSLP or CSLP member library.
- Sell or manufacture as their singular business the following products and services: alcohol products, illegal drugs or drug paraphernalia, weapons, tobacco products, or any other business that would be inconsistent with CSLP’s mission.
- Consultants, specifically, may not use CSLP publications in any form other than for the training contracted by CSLP member, may not post content other than on CSLP member’s website or CSLP member’s social media outlets.
- Performers, specifically, may not use CSLP images and slogans in any way other than to promote their performance to member libraries.

Third Parties may:

- Display the CSLP logo or approved logo on promotional material to indicate that it supports CSLP member library programs.
- Display the approved program artwork on printed promotional material to indicate that it supports CSLP member library programs.
- Display the copyright protected artwork and slogans on third party’s websites to indicate that it supports CSLP member library programs.
Performers, specifically, must contact CSLP State Representative for permission to use slogans and approved artwork found on CSLP website to facilitate this for each individual state. Any local performers requesting permission to use the slogan can be given the approved logo if the performer has a local or regional focus and provides a service that benefits libraries. The approved logos have the copyright statement attached.

- Schools and other nonprofit providers may purchase CSLP products including the manual from the CSLP website and exclusive vendor. Member libraries must communicate with the CSLP national office to request website login for school access.

CSLP makes available a partnership agreement (for your use, but not required) for use when working with Third Parties. This form should be used to inform the partner, sponsor, consultant, school of the CSLP Rules of Use and their agreement to abide by the Rules of Use.

**Proprietary Information**

Members may not share CSLP proprietary information including RFP’s, RFQ’s, contracts, annual program planning information, and the CSLP registered users list with any CSLP non-member.

**Frequently Asked Questions**

1. **As long as I do not use CSLP Artwork, am I allowed to have items made by a vendor, other than CSLP exclusive vendor, with the words of the summer reading program slogan on it?**
   - Yes, as long as the words of the slogan appear in a font different than the font used by CSLP.

2. **May I create a custom reading certificate, reading record or bookmark and not use the ones in the manual or from the exclusive vendor?**
   - Yes, but you may not use CSLP artwork. If you desire to create and print an item similar in function with products offered by the exclusive vendor you must submit a custom product proposal.

3. **Is it OK to edit/alter the CSLP artwork—such as changing colors or adding color to the line art or photo shopping a piece of art to remove part of it or add a new element to it?**
   - No, it is not acceptable to alter (other than increasing or decreasing the size) the CSLP theme art. You may not manipulate the CSLP artwork in any manner that changes its original appearance.
   - Yes, you can colorize the clipart.

4. **I am a school librarian. I want to use the CSLP program manuals at my school and order items from the CSLP website. How do I gain access?**
   - Only public libraries, as defined by the CSLP bylaws are eligible for full and unrestricted membership in CSLP. CSLP members can work with third parties to promote and support their library programs. A
partnership is needed between a public library and a school or non-profit provider to allow access to CSLP materials. A partnership between a public library and school or nonprofit is subject to the guidelines of the CSLP rules of use. Member libraries must communicate with the CSLP national office to request website login for schools or nonprofits in order to gain access.

5. **May we use an image from the DVD/USB on a cake, quilt or other one-of-a-kind item?**
   - Yes, creating original, unique one-of-a-kind items with the CSLP artwork is acceptable if you submit a customized product proposal to receive a copyright release.
   - Members may resell these unique one-of-a-kind items created with CSLP artwork solely for the purpose of supporting the charitable or educational purpose of the CSLP member (e.g. quilt raffle).

6. **Is it OK to put CSLP artwork on a shirt we did not purchase from CSLP’s exclusive vendor?**
   - No, A variety of shirts with CSLP artwork on them are available from CSLP’s exclusive vendor. If you want to create your own shirts, you cannot use CSLP artwork.
   - If a customized shirt is needed a customized product proposal must be submitted for exclusive vendor right of first refusal.

7. **Is it possible to have the t-shirts we purchased from CSLP’s exclusive vendor customized locally?**
   - Yes, you can purchase your shirts from CSLP’s exclusive vendor and have them customized locally with the logos of your program sponsors, your library’s imprint, names of staff, etc.

8. **Do CSLP members have permission to use CSLP themed images in our library publications beyond the current year?**
   - Yes, CSLP members may use manuals and artwork after the program year for internal library purposes that are created in house.
   - Members must request use of CSLP owned art to be used digitally, printed on paper and non-paper items. Costs will be determined by the purpose of the item.
   - Non-members can request use of CSLP owned art, costs will be determined based on purpose of item and amount printed. Fair use permission will be given if requested.
9. When reading programs are completed, are CSLP members allowed to give away their old manuals and artwork? What about extra materials purchased from the exclusive vendor?

- CSLP members are not allowed to give away or sell new or used manuals or artwork to a person or organization that is not a CSLP member.
- CSLP members can give away items purchased from the exclusive vendor if they do not wish to keep them for their own internal use.

Still have questions? Contact CSLP National Office.

Contact information can be found at: www.cslpreads.org.
STAR NET Libraries

- http://www.starnetlibraries.org/

The Space Science Institute’s National Center for Interactive Learning (NCIL) provides interactive STEM exhibits, programming, and training to public libraries nationwide through its Science-Technology Activities and Resources Library Network (STAR Net).

STEM Clearinghouse

- http://clearinghouse.starnetlibraries.org/

In the STEM Activity Clearinghouse, librarians and library staff can find high quality, vetted STEM activities that are appropriate for library use.

NASA @ My Library

- http://www.starnetlibraries.org/portfolio-items/nasa-my-library/

A five-year project working to help public libraries and state library agencies engage patrons with NASA and earth and space science related activities for increasing STEM education in communities. The project focuses on librarian professional development, partnership work with subject matter experts (SMEs), and science kits, activities, and events to engage mostly rural libraries.
RESOURCES

NASA Space Place

- [https://spaceplace.nasa.gov/](https://spaceplace.nasa.gov/)

A website engages upper-elementary-aged children in space and Earth science through interactive games, hands-on activities, fun articles, and short videos. Material in both English and Spanish and numerous resources for parents and teachers.

NASA Jet Propulsion Laboratory's “Visions of the Future.”


A poster series created by JPL. Nine artists, designers, and illustrators were involved in designing the 14 posters, which are the result of many brainstorming sessions with JPL scientists, engineers, and expert communicators.

Star Talk

- [https://www.startalkradio.net](https://www.startalkradio.net)

Science, pop culture & comedy collide on StarTalk's podcast network! Neil deGrasse Tyson, his fellow science educators, comic co-hosts & guests bring the universe down to Earth in StarTalk Radio, StarTalk All-Stars & Playing with Science.
Dear Public Libraries:

This letter is to introduce you to a special service provided in your state. This service is for those who have a visual impairment or a physical disability that prevents the use of standard printed materials. The service is also available to those who have a reading disability that is physically based and of sufficient severity to prevent reading standard printed materials. Public librarians are able to certify potential applicants with the exception of those with a reading disability.

The National Library Service for the Blind and Physically Handicapped (NLS) is a division of the Library of Congress that administers a free library program of braille and audio materials circulated to eligible borrowers by pre-paid postage mail. The mission of this division is “That All May Read.” To fulfill this mission, each state has at least one Library for the Blind and Physically Handicapped (LBPH) that provides readers with audio books, braille books, magazines, and a digital player, free of charge. Many LBPHs also provide additional services for their patrons, such as large print books, descriptive videos and DVDs, book clubs, and summer reading programs (many use CSLP materials).

This service is provided through a cooperative partnership between federal, state, and local governments, all of which fund this program to ensure that all blind and physically handicapped citizens have a library service they can readily use.

LBPHs offer a broader collection of talking books and magazines than can be found in the commercial audio market. NLS operates under a copyright exception, the Pratt-Smoot Act of 1931, which permits not-for-profit agencies for the blind to produce copyrighted books in audio format so that blind and physically handicapped patrons may access them.

NLS also provides online access to audio, braille, and magazines through the Braille and Audio Reading Download (BARD) site. These books can be downloaded to a computer, transferred onto a blank audio cartridge, and used in the provided digital player. Patrons who have an Android, iOS, or Kindle Fire device can download their books through the BARD Mobile app. An individual must first be a patron of an LBPH and register for BARD services before he or she can use the download site or the app.

Each book created by/for NLS or LBPH has a specific Book Number. Books from NLS may have one of the following prefixes:
BR (Braille)
DB (Digital Book)  
DBC (Digital Book created by an LBPH)

Book numbers in an LBPH catalog will have the above prefixes and additional prefixes for books created or purchased locally for that LBPH.

To find your local LBPH, go to [http://www.loc.gov/nls/find.html](http://www.loc.gov/nls/find.html).

Sincerely,

Lisa J. Hellman  
Youth Services Librarian  
Wolfner Talking Book and Braille Library
West Virginia Library Commission
Special Services

Blind and Physically Handicapped Services
Cultural Center
1900 Kanawha Boulevard East
Charleston, WV 25305-0620

Librarian: Donna B. Calvert
Library Code: WV1A
Telephone: (304) 558-4061
Toll-free (In-state): (800) 642-8674
FAX: (304) 558-6016
E-mail: talkbks@wvlc.lib.wv.us or Donna.B.Calvert@wv.gov
Web site: https://librarycommission.wv.gov/special-services/Pages/default.aspx

Hours of Operation: 8:30-5:00 M-F

Subregional Libraries:

Services for the Blind and Physically Handicapped

Cabell County Public Library
455 Ninth Street Plaza
Huntington, WV 25701-0000

Librarian:
Library Code: WV1C
Telephone: (304) 528-5700
FAX: (304) 528-5866
E-mail: tbooks@cabell.lib.wv.us
Web site: http://cabell.lib.wv.us/pages/talkbook.htm

Hours of Operation: 9:00-5:00 M-F

Serves: Cabell, Mason, Mingo, Putnam, and Wayne counties
SERVICES FOR THE BLIND AND PHYSICALLY HANDICAPPED

Parkersburg and Wood County Public Library
3100 Emerson Avenue
Parkersburg, WV 26104-2414

Librarian: Stacey Varner
Library Code: WV1E
Telephone: (304) 420-4587
FAX: (304) 420-4589
E-mail: bhdept@wvlc.lib.wv.us or stacey.varner@wvlc.lib.wv.us

Hours of Operation: 9:00-5:00 M-F

Serves: Calhoun, Jackson, Pleasants, Ritchie, Roane, Tyler, Wirt, Wood

WEST VIRGINIA SCHOOL FOR THE BLIND

Library
301 East Main Street
Romney, WV 26757-0000

Librarian: Monica Morris
Library Code: WV1F
Telephone: (304) 822-4894 or (304) 822-6656
FAX: (304) 822-4896
E-mail: mnmorris@k12.wv.us

Hours of Operation: 8:00-3:30 M-F

Serves: Berkeley, Grant, Hampshire, Hardy, Jefferson, Mineral, Morgan, and Pendleton counties
**How to Participate in Summer Meals**

The U.S. Department of Agriculture’s (USDA) Summer Food Service Program (SFSP), also known as the Summer Meals Program, provides kids and teens in low-income areas free meals when school is out. There are a number of ways that local organizations can be a part of the Summer Meals Program.

**What is the Summer Food Service Program?**
The SFSP is a federally-funded, state-administered program. The SFSP reimburses providers who serve free healthy meals to children and teens in low-income areas during the summer months when school is not in session. Check out our video to learn more.

**Who Does the Program Serve?**
The SFSP serves children and teens age 18 and younger.

**How Does It Work?**
There are three main players involved: State agencies, sponsors, and sites.

- State agencies administer the program and communicate with USDA.
- Sponsors enter into agreements with State agencies to run the program. Schools, local government agencies, camps, faith-based and other non-profit community organizations that have the ability to manage a food service program may be SFSP sponsors. Sponsors get reimbursed by the Program and may manage multiple sites.
- Sites are places in the community where children receive meals in a safe and supervised environment. Sites may be located in a variety of settings, including schools, parks, community centers, health clinics, hospitals, apartment complexes, churches, and migrant centers. Sites work directly with sponsors.

**How Can Your Organization Participate?**

1. **Contact your State agency** to see if you can become a site that serves summer meals. The State agency will help to see if you are located in an eligible area that can serve summer meals and connect you with a sponsor organization.

2. **Promote the Summer Meals Programs** to your community. Put up flyers and door hangers with information on where free summer meals are being served to help families find a nearby Summer Meals site.

3. **Provide fun activities for the kids & teens at your site to keep them coming back and to keep them physically and mentally active.** Recruit teens to help at your site to give them responsibilities and new skills.

4. **Volunteer at other sites.** Help serve meals or transport meals for other organizations that are involved with the Summer Meals Program. Organize physical or learning activities for the kids & teens.

**Resources:**

- Check out the Summer Food Service Program website: [www.summerfood.usda.gov](http://www.summerfood.usda.gov)
- Learn why organizations throughout the country serve Summer Meals: [https://www.youtube.com/watch?v=U_93W0U3E8U&index=5&list=PLBccton-6gOdp0d5Ydli3TtRcSDItCdmzH](https://www.youtube.com/watch?v=U_93W0U3E8U&index=5&list=PLBccton-6gOdp0d5Ydli3TtRcSDItCdmzH)
- Contact your State agency to talk about how you can get involved: [www.fns.usda.gov/sfsp/sfsp-contacts](http://www.fns.usda.gov/sfsp/sfsp-contacts)
- Discover ways to recruit teens: [https://www.youtube.com/watch?v=5A5K0qsVels&list=PLBccton-6gOdp0d5Ydli3TtRcSDItCdmzH&index=2](https://www.youtube.com/watch?v=5A5K0qsVels&list=PLBccton-6gOdp0d5Ydli3TtRcSDItCdmzH&index=2)
- Find Summer Meals sites close to you: [http://www.fns.usda.gov/summerfoodrocks](http://www.fns.usda.gov/summerfoodrocks)
SUMMER FOOD SERVICE INFORMATION

West Virginia Department of Education
1900 Kanawha Boulevard, East
Bldg 6, Room 248
Charleston, WV 25305-0330
304-558-2708

http://wvde.state.wv.us/child-nutrition/

- Child and Adult Care Food Program (CACFP)
- Fresh Fruit and Vegetable Program
- National School Lunch Program (NSLP)
- School Breakfast Program (SBP)
- School Meals
- Special Milk Program
- Summer Food Service Program (SFSP)

West Virginia, Department of Agriculture
4496 Cedar Lakes Drive
Ripley, WV 25271
304-558-0573

Lora Hammack, Program Manager

- Child and Adult Care Food Program (CACFP)
- Commodity Supplemental Food Program (CSFP)
- Food Distribution
- Schools/Child Nutrition Commodity Programs
- Summer Food Service Program (SFSP)
Dear CSLP Reps,
The 2019 Teen Video Challenge (TVC) is a go—with some exciting changes! The TVC Ad-Hoc Committee wanted to outline the program here for you as you announce it in your states. An overview of the TVC is—for the first time!—in the CSLP Teen Manual (pages 33-35) as well.

First, what will stay the same:

- The TVC invites teens to create and submit a PSA-type video promoting reading and library use to other teens.
- Each video needs to include the teen/teen team’s interpretation of the 2019 CSLP theme, A Universe of Stories.
- Videos need to adhere to copyright law and be appropriate for all ages.
- Each of the 5 winning teens/teen teams will receive a $200 cash prize and the winners’ local libraries will each receive a $50 gift certificate from Upstart.

Now, for the changes:

- Instead of state winners, there will be 5 national winners (this means that teens will submit videos directly to the national judging panel without having to go through State Reps).
- The program will accept submissions June 1-Aug 2, 2019, so that the program can be incorporated into summer programs (it’s still a great opportunity to partner with schools with video production classes or clubs; students can produce the videos as a class project and submit them in June!).
- Videos will be up to 60 seconds long.
- Permission and model release forms won’t be required until the finalists are selected, who will then need to supply the forms, completed correctly, to be able to win. The only form required upfront will be a simple online submission form.
- The TVC Ad-Hoc Committee will convene a judging panel from CSLP partners and members.
- Video uploads will not be limited to YouTube and Vimeo; rather, teens can upload their creations to the social media outlet of their choice.

These changes were crafted to make the contest simpler for you and public librarians in your state to promote and administer, and simpler too for teens to enter. Hopefully these changes will boost interest and participation in the contest and make it more accessible for all involved.

Soon there will be additional resources about the 2019 TVC on the CSLP website for public librarians to use to more easily promote the contest to teens, including the submission form, a program logo, flyer, social media blurbs, and additional tools.

Please let us know what questions you have about the contest. Thanks for your patience with the lateness of this announcement; we hope that the librarians and teens in your state will be excited about the updated 2019 TVC!

Thanks,
The TVC Ad-Hoc Committee
Using Project Outcome with Summer Reading and Digital Literacy Programs to Support Partnership Development and Expand Services at a Small Library

Burnsville Public Library (BPL) is an important community anchor within the rural county it serves. BPL has used Project Outcome surveys to better understand the impact of the library’s programs, and has developed new partnerships and designed new programs based on community input.

Summer Reading Program Survey Results Support a New Partnership and Enhanced Programming for Children

Project Outcome surveys showed that caregivers of young participants in BPL’s Summer Reading Program wanted tutoring and extra help for their children. Equipped with this information and evidence of program impact, BPL worked with the local school district to have two teachers offer tutoring at the library the following summer, for three days each week. A library staff person whose two children participated in the program shared, “[The children] work on reading, math, they get on the computer… It’s really benefitting them. And some of the kids are here because they need the extra help, and some of them are here just to try to beat the summer slide. It’s working very well.”

BPL also started a new after-school program because surveys showed an appetite for additional programming for children. Children shared that they wanted to learn more about science and technology, so one of the after-school classes will include hands-on Science, Technology, Engineering, Arts, and Mathematics (STEAM) activities.
Survey Data Helps Secure Technology Grant

Project Outcome surveys showed that a basic digital literacy skills class at the library helped adult participants feel more confident using technology and become more active email users. Participants also shared their desire for access to better technology. This feedback from Project Outcome surveys helped BPL secure a technology grant from the West Virginia Library Commission, and next fall the library’s public computer lab will be upgraded and expanded.

Factors That Supported Successful Use of Project Outcome

In a prior job in the nonprofit sector, BPL’s new director gained experience in the collection and use of outcome data and was excited when she discovered Project Outcome. Since adopting Project Outcome, BPL’s board has been interested in and supportive of the library’s use of Project Outcome. As one board member told us, “The reason we do it is we are trying to find out the interests of the community so we can serve the community better. Any library can use it.”

What’s Next?

BPL is committed to an outcomes-based approach to measuring the impact of their programs, and learning how to improve them. BPL recently included survey data in a grant request to support its new after-school program, and they discussed survey results at a recent town meeting. BPL will continue using Project Outcome to understand impact and community needs, and communicate the value of the library’s programs and services with various audiences, including town council members. A library leader shared, “It seems like [town council members’] support is a little more evident since we actually have the data to back up what we’re claiming, rather than just saying, ‘Well, we had 80 kids here this summer…’ We can say, ‘Well, we had 80 kids this summer, but we also asked them what they would want to change, and this is what they said.’ …It offers some validation… it’s more transparent, [now] that we actually have the data to back up what we’re saying. They haven’t increased our funding or anything… but they are more vocal and supportive. They have given us a couple of letters of support for different grants that we’ve tried to obtain. And I don’t think that would’ve happened without… the knowledge that we are doing the outcome measures.”

Prepared by ORS Impact, September 2017
Space Monkey Blast Off!
Build a rocket and launch Curious George into space!

1. Build a Rocket

- Flatten the tip of one end of the short wide straw with your fingers. Seal with tape.
- Cut out one of George's rockets (below) and fold in half.
- Tape the rocket to the sealed end of the straw.

2. Launch It!

- Place the open end of George's rocket over the thin straw.
- Aim the rocket upwards, and blow into the bottom of the thin straw. Watch it fly!
- How do you launch your rocket if you want it to go far? How do you launch it if you want it to go high?

3. Test a Different Design

- What will happen if you change the design of your rocket? Make a prediction, then test it out.
- Try launching your rocket with a paperclip attached to the top of it.
- Then try the rocket without the paperclip.
- Which design flies farther? Why do you think that is? What does testing help you discover about your rocket?

Materials
- wide straw, cut into thirds
- thinner straw, full length
- tape
- scissors
- Curious George rocket cut-out, folded in half
- paper clips

Visit pbskids.org/curiousgeorge and check out curiousgeorge.com for more online fun.
Play the Star Finder game:

1. Stick your thumbs and first two fingers into the four pockets on the bottom of the Star Finder.

2. Ask another person to choose one of the top four squares. Then, depending on the number on the square she chose, open and close the Star Finder that many times (open up and down, close, open side to side, close, etc.). For example, if she chose number 6, open and close the Star Finder 6 times.

3. Then, ask the person to look inside the Star Finder and pick one of the four visible constellations. This time, open and close the Star Finder once for each letter to spell out his choice. For example, if he chose "Lyra," you would open and close the Star Finder 4 times, once for each letter: L - Y - R - A.

4. Ask the player again to pick one of the four constellations visible. Open the panel to see the name of a constellation (highlighted in red) she will try to find in the sky for this month.

For some of the months, not every part of the Star Finder may show a highlighted constellation for you to find. In this case, just try to find the constellation that is nearest to the part of the sky you picked. Or, just find any constellation!
Design your own Mars rover!

What kinds of scientific instruments would your rover need to explore the surface of Mars and collect information? How does your rover communicate back with Earth? Does it need special wheels to drive on the surface of this rocky, red planet?

My rover's name is: ____________________________________________

When you imagine the design of a Mars rover, you're doing a little bit of science. People here on Earth carefully plan the Mars rover missions. Teams of scientists, engineers, artists, and many others work together to make rovers that can look for signs of life, study the planet's climate and geology, and prepare for human exploration.

Learn more about the new Mars 2020 rover: mars.jpl.nasa.gov/mars2020