

TO: Melody Pittman
FROM: Jan Colbert
DATE: August 1, 2012
RE: After Action Report for Summer Reading 2012

Purpose

o What did we set out to do?

Plan and execute a Summer Reading Program for children and teens.

o What was supposed to happen?

Children and teens were supposed to register for the program, read throughout the summer and collect prizes. Special events were scheduled throughout June and July.

o Is there a process or procedure in place for this activity?

This activity falls under the library's Programming Policy.

Executive Summary

o What actually happened?

2,425 children and teens signed up for the program and read throughout the summer. Additionally, we held 34 programs that were attended by 2,491 people.

o What worked well that needs to be sustained?

Children and parents were excited by the theme and prizes. The Friends of the Library's yearly donation of t-shirts serves as prizes and marketing for library services.

o What did not work well and needs to be changed?

Although participation seems to increase each year, there are still many families that do not know about the library or the SRP.

Lessons Learned

o What can we do better next time?

Find better ways to market the program.

Action Items

o Develop a list of the actions to fix specific needs

Work with both the City and the local public and private schools to get information about the SRP to the community.

o Timelines and responsibilities

Plans are already in place for next year. We've created a 2013 idea file to which staff contributed throughout the summer. By January 2013 we will have a theme, begin booking performers, and prepare to go out to the schools to advertise the program.