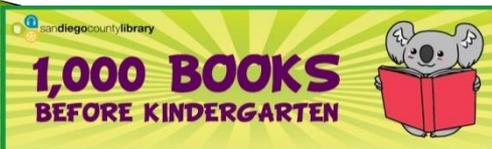


1,000 Books Before Kindergarten



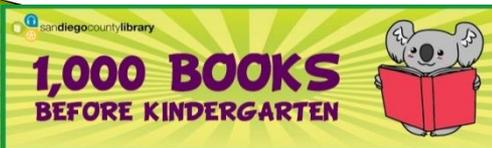
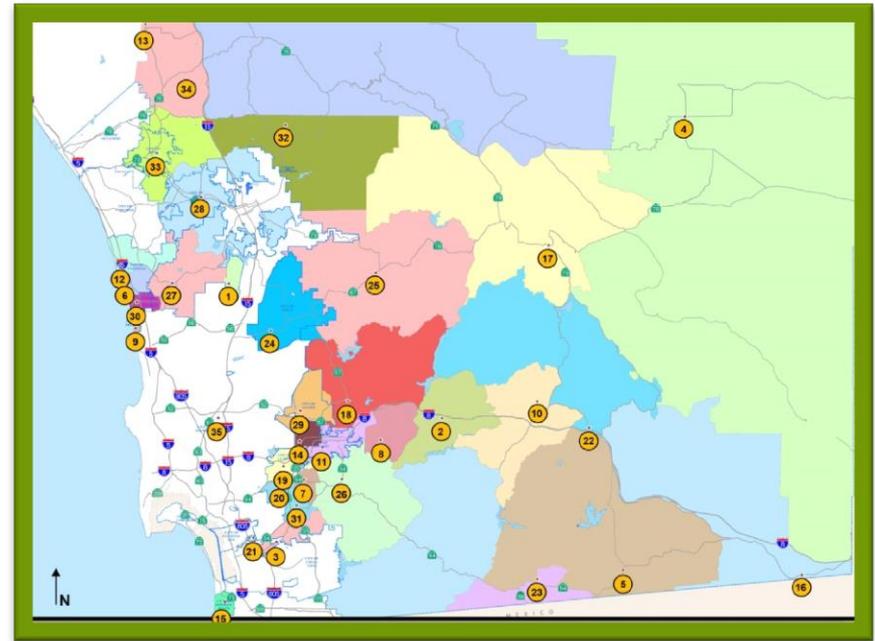
1 000 Books Video

- ▶ <https://www.youtube.com/watch?v=L53HTJT2qhg>



San Diego County Library

- ▶ 33 Branches, 2 bookmobiles
- ▶ Include all staff, at all levels.
- ▶ Train all staff and provide staff with promotional tools and resources.



Early Literacy @ SDCL



Storytime @ Your Library

Join us as we read books, sing songs, and play games together.

Hora de Cuentos Bilingüe Familiar: Martes a las 10:00 am

Baby Storytime: Wednesdays at 11:30 am

Toddler Storytime: Wednesdays at 10:00 am

Preschool Storytime: Thursdays at 10:00 am

Family Storytime: Fridays at 10:00 am

Lemon Grove Branch • 3001 School Ln, Lemon Grove, CA 91945 • (619) 463-9819



www.sdcl.org



Discovery WORKSHOPS

Hablar | Cantar | Leer | Escribir | Jugar



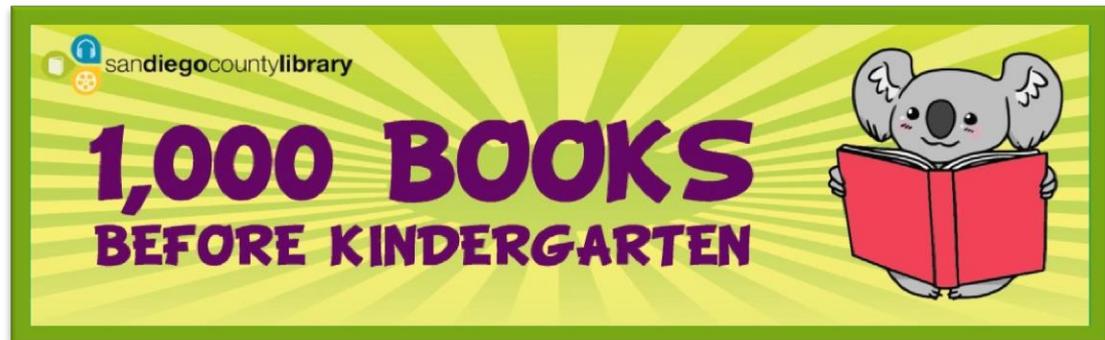
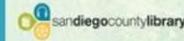
¡Prepare a su hijo a leer!
Acompáñenos en un taller gratuito e interactivo para padres, guardianes y personal de guardería. Aprenda divertidas formas de desarrollar la alfabetización temprana en niños de 0-5 años. ¡Se favorece la asistencia de los niños!

Cuándo

Sábado a las 1 pm
10, 17, 24, 31 de mayo, del 2014

Dónde

Biblioteca de San Marcos
#2 Civic Center Drive
(760) 891-3014 • www.sdcl.org



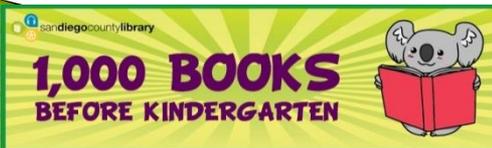
Goals of Program

- ▶ Extend Early Literacy experiences beyond library and storytimes.
- ▶ Promote the behavior of reading and make it a habit before entering school.
- ▶ Educate parents about the importance of reading.
- ▶ Increase circulation.



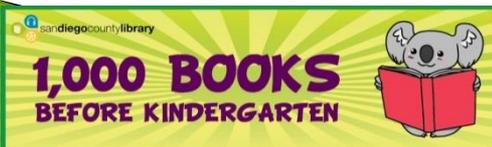
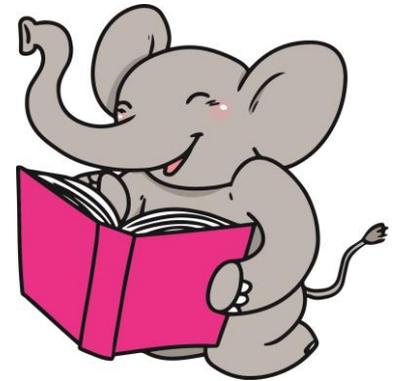
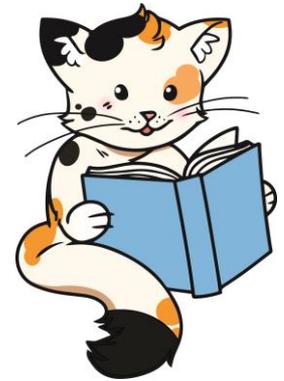
Planning

- ▶ Interdepartmental development
 - Collection Development, Facilities, Program Services, Community Relations
- ▶ Researched existing program models
 - Incentive levels
 - Website Design
 - Promotional Materials
 - How to track sign ups (online vs paper)



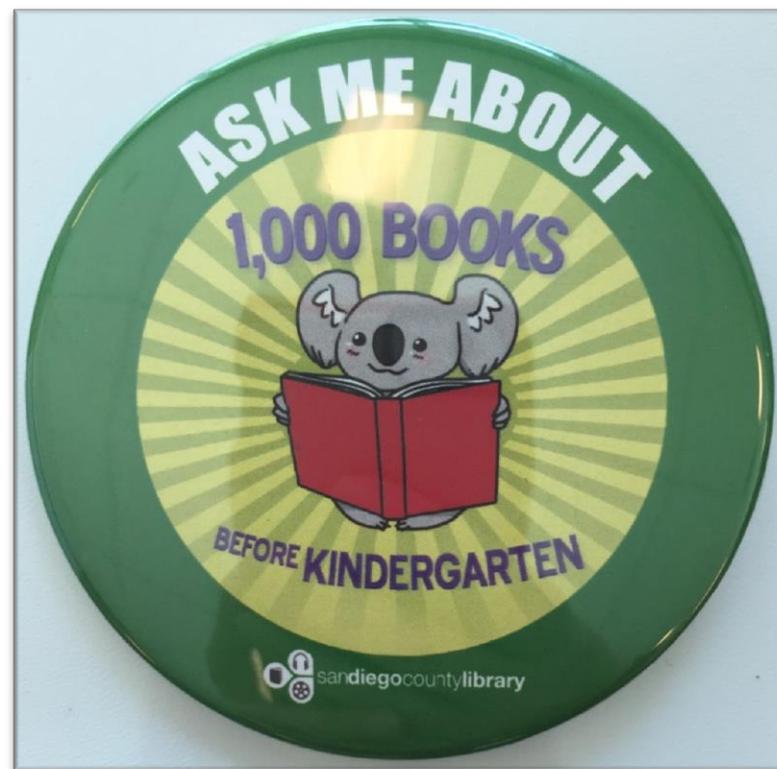
Design

- ▶ Art created by former teen volunteer and in-house graphic designer.
- ▶ Integrated throughout 1,000 Books Campaign
 - Publicity
 - Incentives
 - Graphics



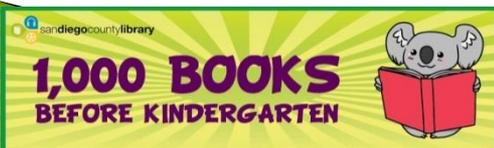
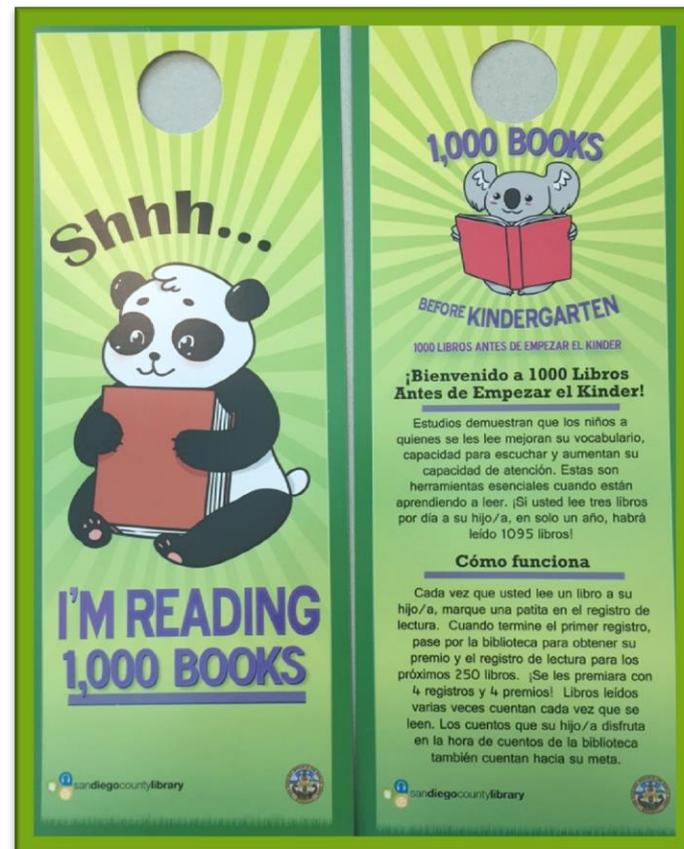
Products: Buttons

- ▶ Promotional tool for staff to encourage 1,000 Books Before Kindergarten registration.
- ▶ Also provided to partner organizations.



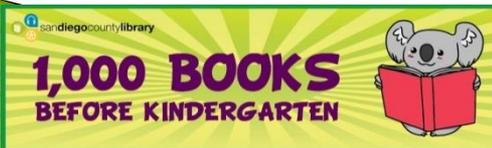
Products: Door Hangers

- ▶ Informative door hangers describing the 1,000 Books Before Kindergarten program in Spanish and English.
- ▶ Doubles as a door hanger to remind families to read.



Products: Reading Logs

- ▶ Reading logs to track the number of books read.
- ▶ Also able to track online and print log from internet.
- ▶ Kids stamp, cross off, color a paw print for every book read.
- ▶ 4 Logs in total:
 - 0–250
 - 251–500
 - 501–750
 - 751–1000



SDCL Structure of Program

- ▶ Kids receive an incentive for every 250 books read.

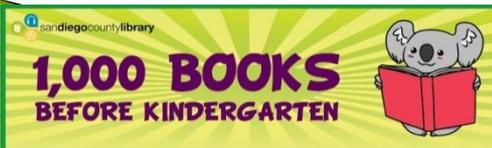
Milestone	Prize
250 Books	Drawstring Backpack
500 Books	Book
750 Books	Activity Book
1,000 Books	Certificate and Stickers

- ▶ Upon completion families return to library to receive prize and collect next reading log.



Products: Backpacks

- ▶ Received after completing 250 books.
- ▶ Encourage books to be checked out from the library.
- ▶ Used as an ongoing reminder to participate in the program.



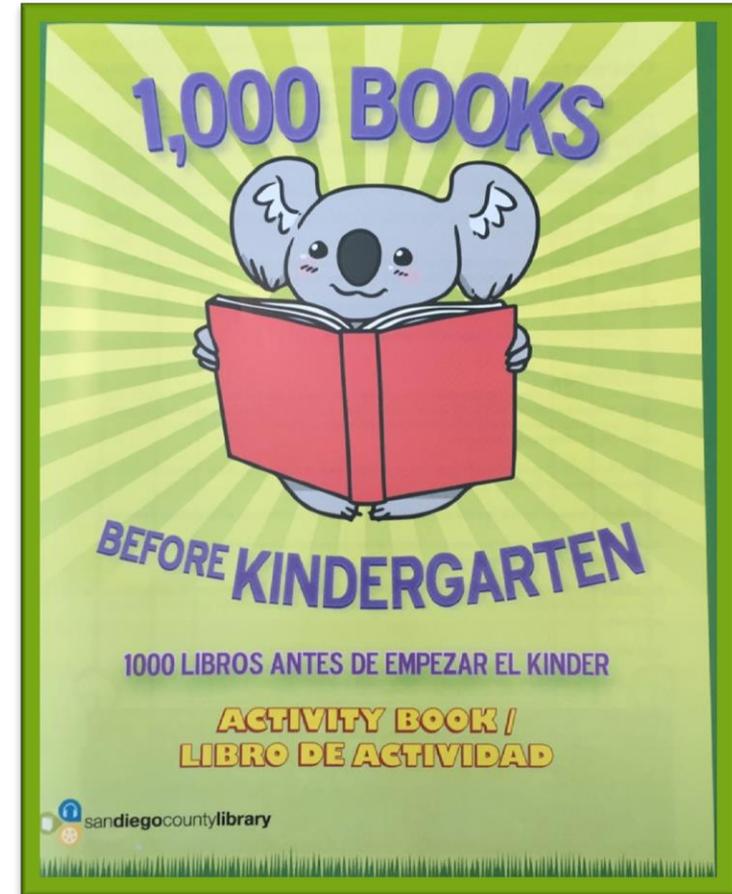
Products: Books

- ▶ Received after completing 500 books.
- ▶ Paperback picture books or board books.
- ▶ Branded stickers affixed to book prizes.



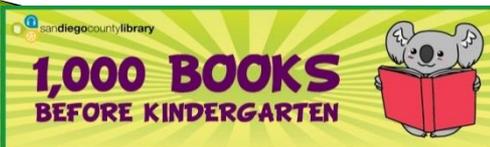
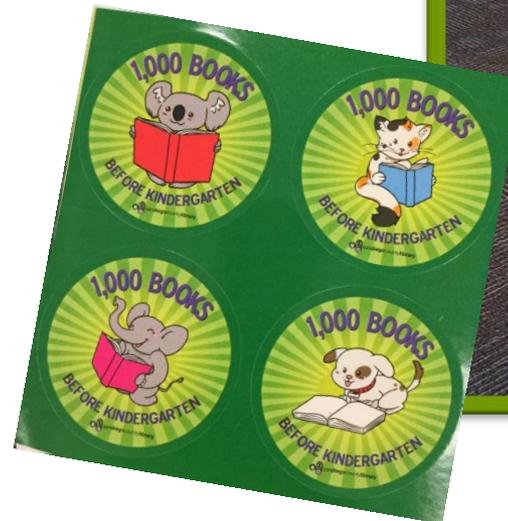
Products: Activity Book

- ▶ Activity Book incentive received after reading 750 books created In-house by Graphic Designer and Youth Specialist.
- ▶ Include Early Literacy activities for kids and information for parents.



Products: Stickers and Certificate

- ▶ Upon completion, children receive a set of stickers of all the characters and a certificate of completion to honor their achievement.



Intranet

1,000 Books Before Kindergarten

1,000 Books Before Kindergarten is an early literacy program that SDCL launched in January 2015. By encouraging caregivers to read 1,000 books to their children, the program helps kids improve their vocabularies and gain other skills necessary when learning how to read in kindergarten.

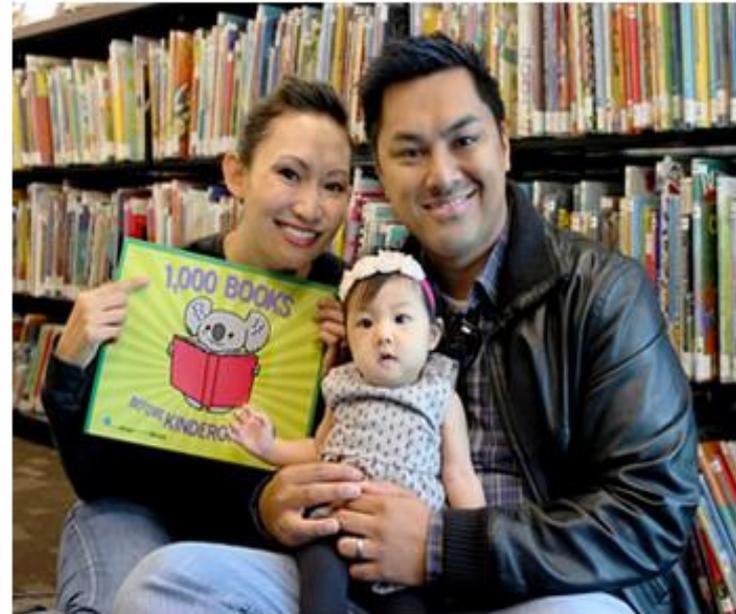
[Staff Guide](#)

[Staff FAQ](#)

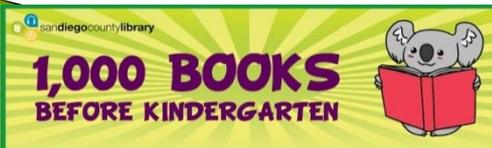
[Monthly Reporting](#)

[Tally Mark Record](#)

[Parent Survey](#)

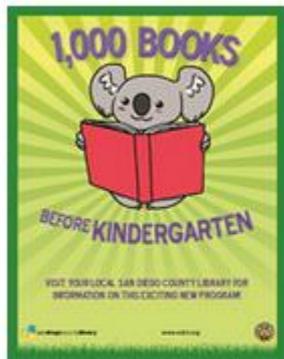


Lana Ibarra, SDCL's very first 1,000 Books Before Kindergarten registrant, with her parents.



Intranet

Outreach Kit



Poster

This poster is available in 11" x 17".

Place your order by emailing libcommunity@sdcounty.ca.gov.

Download: [English](#) • [Spanish](#)

A form titled "1,000 BOOKS BEFORE KINDERGARTEN" with two columns. Each column has a koala reading a book icon. The text in each column says: "Today we read to your child! While being read to, children expand their vocabulary and practice sitting. Both are skills that prepare your child for kindergarten." Below this, it says "Record the following books on your child's reading log." and "Record the following number of books on your child's reading log." There are lines for "Book Title" and "Author". At the bottom, it says "1,000 Books Before Kindergarten helps kids get ready to read!" and the San Diego County Library logo.

Reading Report for Schools

Download: [English](#) • [Spanish](#) • [Arabic](#)

A form titled "1,000 BOOKS BEFORE KINDERGARTEN" with a koala reading a book icon. The text says: "How can I help my child get ready for kindergarten? One of the best ways is to read to your child. While being read to, children expand their vocabulary and practice sitting. Both are skills that prepare your child for kindergarten." Below this, it says "1,000 Books Before Kindergarten helps kids get ready to read!" and the San Diego County Library logo.

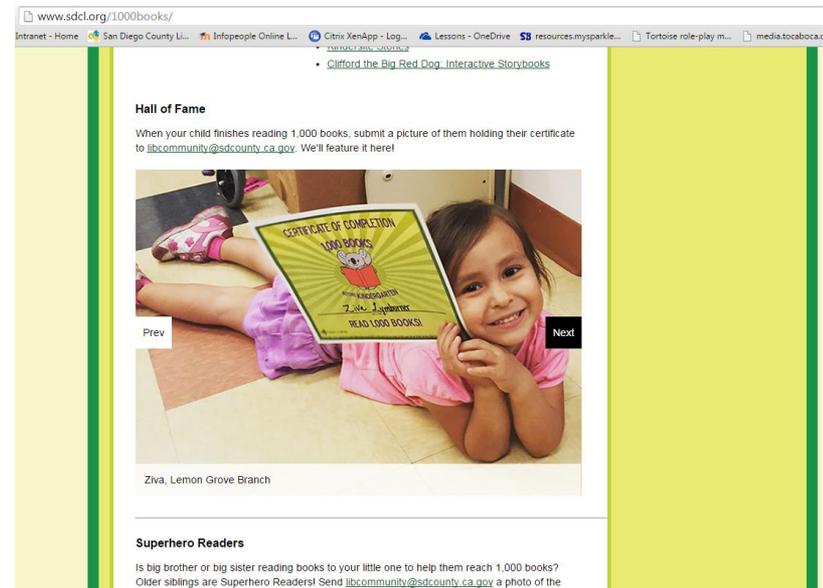
Parent Letter

Download: [English](#) • [Spanish](#) • [Arabic](#)



Marketing

- ▶ Press Releases
- ▶ Video created by County.
- ▶ Community Events
- ▶ Website
 - Program information
 - Pictures of kids who have completed 1,000 books featured in the Hall of Fame
 - Sibling Superhero Readers who helped their younger sibling reach 1,000 Books



Marketing cont..

- ▶ Internal Marketing displays.
- ▶ Promotion at storytimes and other related programs.
- ▶ Staff promoting to customers at checkout.



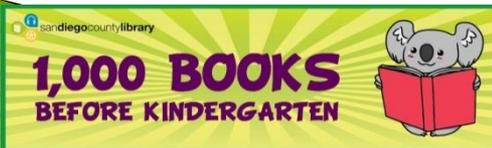
Community Kick-Off Party

- ▶ Event to garner community participation and support.
- ▶ Backing demonstrated by Library Director and City of La Mesa Mayor.



Community Goals

- ▶ Encinitas and Ramona libraries challenged communities to sign up 1,000 kids during the kick-off year.
- ▶ Track the number of sign ups with moving Koala.
- ▶ Celebration once goals were met



Encinitas 1000 Sign up Celebration



Outreach

- ▶ Head Start, preschools and day cares.
- ▶ In-branch promotion at storytimes.



Tracking and Statistics

- ▶ Keep it simple!
- ▶ Monthly tally sheets
 - New sign ups
 - When a prize is earned
 - Completions
- ▶ Branches submit tally statistics monthly through an online form.

January

Make a tally mark for all sign up and completions.

Sign Up	250	500	750	1000
Total Sign Ups				

February

Make a tally mark for all sign up and completions.

Sign Up	250	500	750	1000
Total Sign Ups	Total 250	Total 500	Total 750	Total 1000

Smaller Libraries

- ▶ Can be sized for any library or budget.
- ▶ Purchase materials through vendors or develop in-house.
 - Upstart
 - 1000booksbeforekindergarten.org
- ▶ Simple incentives
 - Stickers, stamps, printed certificates, donated books/prizes
 - Work with a partner or find a funder



New 1,000 Books Before Kindergarten Book Display Bins

- ▶ Promote books with 1,000 Books Before Kindergarten reading program.
- ▶ Display books popular with young children in a small collection for easier browsing.



Materials Infusion

- ▶ Favorite picture book author list
- ▶ \$150,000 for new picture books, board books and early readers
- ▶ 13,000 new books
- ▶ Reduces need for holds

sandiegocountylibrary

1,000 BOOKS BEFORE KINDERGARTEN

Favorite Authors for Preschoolers

- [Mac Barnett](#)
- [Margaret Wise Brown](#)
- [Peter Brown](#)
- [Eric Carle](#)
- [Donald Crews](#)
- [Doreen Cronin](#)
- [James Dean](#)
- [Anna Dewdney](#)
- [Lois Ehlert](#)
- [Kevin Henkes](#)
- [Rachel Isadora](#)
- [Steve Jenkins](#)
- [Teruyuki Komiya](#)
- [Grace Lin](#)
- [Bill Martin](#)
- [Yuyi Morales](#)
- [Jane O'Connor](#)
- [Jerry Pinkney](#)
- [Dr. Seuss](#)
- [David Shannon](#)
- [Rosemary Wells](#)
- [Mo Willems](#)
- [Karma Wilson](#)
- [Audrey Wood](#)
- [Jane Yolen](#)

Other Resources

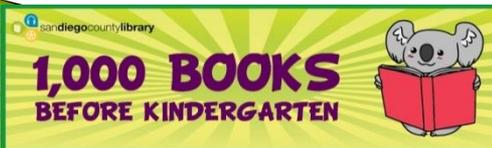
[Early World of Learning](#) has stories, games, and fun facts.

[Picture eBooks](#) has digital picture books to read to your child.



Outcomes

- ▶ 18,121 kids signed up in first year.
- ▶ Picture Book circulation is up by 17% and Early Reader circulation is up by 43%.
- ▶ 19% increase in storytime offerings.



For More Information

- ▶ Sara Coney, Bonita–Sunnyside Branch Youth Librarian
sara.coney@sdcounty.ca.gov
- ▶ Anna Hartman, Youth Specialist
anna.hartman@sdcounty.ca.gov
- ▶ Ramona Price, Youth Materials Selector
ramona.price@sdcounty.ca.gov

