Virtual Program Successes

    Mario Kart tournament

        Uncertainty about platform, but thinks it may be Zoom

Synchronous vs. asynchronous

    Some storytimes are prerecorded, while some are live. There are pros and cons to each.

    If it's live, attendees can talk amongst themselves

    It can be awkward to perform live; it's unlike in-person storytimes, where attendees engage more readily

    One library does live storytimes on Facebook then archives them. This is the best of both worlds, since it means patrons can visit them at their convenience.

One library is doing Spanish language storytime

Consider copyright issues

    Most publishers extending permissions for online storytime videos through July or August

    ALA Virtual Event had a session on this

One library is asking participants to create weekly videos

Challenges are optional - not required to complete Summer Reading

Consider collaborating with local businesses to offer challenges

Platforms - Some are provided for free through the state library

    Beanstack

        Relatively expensive if not provided through your state

        Can share links, has surveys built-in

    Readsquared

    Wandoo

    Reader Zone

        Less expensive than Beanstack, but also less functionality

Challenges in Summer Reading program

    Low participation numbers due to lack of outreach opportunities

        One library gave out tracking sheets to kids who were picking up lunches from the local school district

    High learning curve for staff who are used to Summer Reading programs that aren't online

Purchase gift cards from small local businesses as prizes

Challenges

Communication with public

    One library has many families who don't have access to email and social media and is hoping to start using a text message platform

        Unique offers a texting platform

    Email blasts

        Some libraries are doing emails for bigger programs only, to ensure patrons don't get info overload

        Some are doing a weekly email with highlights

    One library attempted a mailing campaign, but most patrons didn't participate

    Marketing departments aren't always able to work effectively to promote programs

Staffing

    Security concerns require staffing in many areas, with open libraries/libraries providing curbside

    This means there aren't always enough staff to work on programs

    Furloughs are causing more hardship, as are staff that are taking the opportunity to retire

Technology

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