Final Report
November 1, 2019

Prepared jointly by
Summer Reading at New York Libraries and myON® by Renaissance®

Partnership Initiative Team
Contents

Initiative Overview............................................................... page 3
Outreach, Communications, and Support ......................... page 4
Summer Reading Results .................................................... page 6
End-of-Project Survey Results ............................................. page 8
Appendix A: Outreach and Communications Examples .......... page 11
Appendix B: Partnership Initiative Team .............................. page 18
Appendix C: Library System Partners .................................... page 19
Initiative Overview

As part of *Summer Reading at New York Libraries*, the State Education Department and Renaissance partnered to bring thousands of enhanced digital books to children from birth through 12th grade and their families throughout the state, from May through September. Our shared goal was to provide access to more books for more children and families in support of NYSED’s focus on summer reading.

This summer reading partnership initiative was designed to serve all children who were not already reading with myON® by Renaissance® through their own school-assigned accounts—which provide them with access during the summer as well as throughout the school year.

Children and families who accessed the myON digital library through this summer reading partnership initiative were reading using a single, shared account. This free access to myON digital books, along with resources and services to support the summer initiative, were provided by Renaissance at no cost to New York State.

At the direction of the Commissioner, the summer initiative was rolled out through New York State’s state-established and state-funded network of 40 School Library Systems and 23 Public Library Systems, coordinated by the NYSED State Library Team and supported by the myON by Renaissance Team.

The school library systems rolled out to all the member schools and school libraries in their service areas, including public school districts, nonpublic schools, and charter schools.

The public library systems rolled out to public libraries in their regions to also reach students attending nonpublic schools and charter schools, homeschooled students, and families with young children from birth to school-age in their respective service areas.

Regular (weekly) activity updates were provided by the Renaissance Team to the NYSED State Library Team throughout the project period.
Outreach, Communications, and Support

The NYSED State Library Team and Renaissance Team collaborated on the following activities:

- **Resource web pages** on the Summer Reading at New York Libraries website including a dedicated page for Educators and Librarians, and a separate page for Parents and Families.

- Regular, ongoing communication between the NYSED State Library Team and School Library System Directors and Public Library System Summer Reading Coordinators, covering all aspects of the summer initiative.

- **Professional development** (two live webinars) for School Library System Directors and Public Library System Summer Reading Program Coordinators to provide them with an orientation to the summer initiative and the myON digital books platform, along with needed information to support their rollout to schools, students, public libraries and families. Webinars were archived within dedicated resource portals for PLS and SLS leads. A “Welcome to myON” video tutorial was created for use by staff, students, and families.

- A secure **resource portal** set up by the Renaissance Team to provide library system leads with resources and materials for distribution to the schools, districts, and public libraries for the students and families they serve.

- A dedicated **email account** set up by the Renaissance Team to handle queries and recommendations from library and school/district personnel re: the rollout.

- Access to the **myON Support Team** by phone or email for all educators, librarians, students, and families who requested assistance accessing and reading on the myON platform.

**Additional NYSED Outreach and Communications Activities**

- Inclusion in the Commissioner’s *Summer Reading at New York Libraries* kickoff event (June) and related news release

- Regular communication between the NYSED State Library Team, Office of Cultural Education, and Communications Offices throughout the project period

- Updates and messaging in the Commissioner’s *News and Notes*, NYSED Weekly, Commissioner’s Parent Update, and NYSED/Commissioner’s social media throughout the project period

- Targeted communication from the NYSED State Library Team to each Summer Reading partner organization
• Informational messages were sent to the NY State PTA and to regional offices for dissemination to their members
• NYLINE messages with engagement information and project updates were routinely deployed throughout the project period
• Regular communication to Public Library System Youth Services Consultants from the Summer Reading at New York Libraries Program Manager

Copies and samples of Outreach and Communications activities are included in Appendix A on page 11.
Reading Results

Usage Data

The following usage data was captured within the myON platform as students and families were reading on the special shared account set up for this summer initiative.

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books Opened / Browsed</td>
<td>118,569</td>
</tr>
<tr>
<td>Books Read / Completed</td>
<td>114,128</td>
</tr>
<tr>
<td>Minutes Spent Reading</td>
<td>1,635,585</td>
</tr>
</tbody>
</table>

Aggregated usage data was captured when students were logged into the myON platform to browse or read books while they were connected to WIFI.

Students and families also were able to use free mobile apps to download up to 20 books at a time to read offline when WIFI was not available. If these students and families logged back into the myON platform using WIFI after browsing or reading the downloaded books, their activity also was captured and reported in the totals above.

In addition to the data points above, information was captured about which books readers were accessing during the project period. The 20 most popular books for the period May 1–September 30 are listed on the following page.

Comments from the Field

These comments were among several the project team received during the project period:

“I wanted to know how we receive our login for myON for my building … I would LOVE to share this with students.” *(From an Elementary School Principal)*

“Thank you so much! This is great!” *(From a School Literacy Specialist)*

“I was approached by a homeschooling parent whose children participated in our summer reading program...They loved the access and the option of having books read to their children whose desire for knowledge out paces their reading skills. I was definitely inspired to add more digital content to my summer reading initiatives for next year.” *(Shared by a Public Library System Youth Services Consultant)*
Most Popular Books

The Legend of the Zombie

Bone-Chilling Ghost Stories

Attack of the Mutant Lunch Lady: A Buzz Beaker Brainstorm

Day of the Field Trip Zombies

Poop and Puke Eaters of the Animal World

Super Scary Ghosts

From Puppy to Dog: Following the Life Cycle

The Truth About Unicorns

Night of the Homework Zombies

Secret of the Summer School Zombies

Super Scary Stories

Why Rabbits Eat Poop and Other Gross Facts about Pets

The Unsolved Mystery of the Loch Ness Monster

The Unsolved Mystery of Ghosts

Invasion of the Gym Class Zombies

Caring for Your Guinea Pig

Jimmy Sniffles vs the Mummy

Bloodsuckers of the Animal World

Scary Ghosts

The Boy Who Burped Too Much
End of Project Survey

A brief 10-question survey was administered to the field (via School and Public Library System lists as well as the general NYLINE list) from September 13 through September 23, 2019. The purpose of the survey was to gain feedback that would be used to inform the myON and NYSED support teams and assist with the evaluation of the 2019 Summer Reading partnership project.

Information gained will be used to help with planning for future Summer Reading partnerships and will be included in the final report. A total of 98 responses were received, along with many helpful comments and suggestions for improvement.

The responses to 9 survey questions are included below. Question 10 simply asked the respondent to check OK if interested in participating in a myON/SR focus group. They were then instructed to send an email to NYReadswithmyON if they wanted to be considered for a focus group.

Survey Responses

Q1. Did you clearly understand the 2019 myON/Summer Reading at New York Libraries (NY Reads with myON) partnership initiative?

97 responses were received, with one respondent skipping the question. 89% of respondents indicated that they clearly understood the myON/SR partnership initiative with the information that was distributed during the initial roll out phase and throughout the project time period of May through September.

Q2. Did your library use and promote the 2019 myON/Summer Reading digital library resource?

98 responses were received. 65 (66%) respondents answered that their library did use and promote the 2019 myON/Summer Reading digital library resource. 33 (33%) did not promote myON.

Q3. Did you have all the information and resources needed to support the initiative (login credentials, how-to information, handouts and tip sheets, web badge, etc.)?

97 responses were received, with one respondent skipping this question. 79% of respondents indicated that they received sufficient information and resources needed to support and promote the initiative. 19% said they did not receive all the information and resources.

Q4. How did you communicate information about the NYSED/myON Summer Partnership Initiative to staff, students and families?

93 responses were received, with five respondents skipping the question. Respondents indicated a variety of means used to communicate information about the myON/SR
initiative to their customers. The most popular methods were flyers and newsletter blurbs, which were used 45% of the time. Other responses included using the website (36%), e-mail (27%), event or meeting announcement (16%), and social media posts (18%). A sufficient number of respondents (48%) used other methods to communicate. Zero respondents answered phone messages as their choice of communication.

Q5. Do you think it was helpful to have myON as a free additional Summer Reading digital resource for students and families during the summer?

94 responses were received, and 4 respondents skipped this question. 61% felt that myON was a good additional resource to include in the 2019 Summer Reading program. 37% do not think it is a helpful resource.

Q6. Did your library, library system, or school receive any feedback from families and/or students about using myON this summer?

96 responses were received. 80% did not receive any feedback from their customers, and 19% did indicate they had received some type of feedback.

Q7. Do you think it would be beneficial for your users, students, and families to have access to the myON/SR digital resources next year?

96 responses were received with 2 skipping the question. 69% of survey respondents felt the myON/SR project should be repeated in 2020.

Q8. What else can the State Library or myON do to help you use and promote this resource next year if the partnership is repeated? Comments/Suggestions

64 respondents offered comments or suggestions about what the State Library or myON can do to help libraries and library systems use and promote these resources next year if the partnership is repeated.

Q9. Please indicate your affiliation.

98 responses were received. The responses from the field were broken down as follows: 14% School Library System or BOCES; 29% Public Library System; 34% Public Library staff; 19% School Library staff; 2% other.

Summary

Once again, overall results from the 2019 survey feedback from School and Public Library and Library System participants indicate a high degree of understanding of and interest in the myON/SR partnership initiative resources. A substantial percentage of respondents indicated that they actively promoted these resources to their member libraries and to library patrons, students, and their families. Once again, the NYSED team felt that the myON/SR partnership helped to increase awareness of the overall Summer Reading at New York Libraries program and related Summer Reading resources among school library and district personnel and administrators. Ensuring that all relevant myON/SR information reaches down to the library building and classroom
level remains a challenge, as some respondents indicated they had not received any information about the partnership initiative or were unclear about how to login and access the myON/SR resources.

Information gathered from the 2019 survey will be used to evaluate the possible continuation of the myON/SR partnership in 2020 and may also be used to investigate and consider Summer Reading partnerships with other vendors. Increased access to free e-books and resources for all students in NY state to help boost student success and minimize “summer slide” remains a primary goal and a desirable outcome of future collaborative efforts involving School and Public Libraries and Library Systems. If the myON/SR partnership initiative is repeated in 2020, the timeline for rollout, outreach, and promotion will be moved up to early 2020 so that the information can be included in Summer Reading planning sessions and meetings that often take place in January and February. Information gathered from focus groups is also expected to provide additional feedback and guidance for this effort and collaborative efforts going forward.
Appendix A

Outreach and Communications Examples

There are two distinct and mutually supportive sections:

1. Examples of resources that have been developed and distributed or posted on informational websites for students, families, and staff.

2. Examples of messaging from NYSED Library Systems and the Commissioner’s office regarding summer reading through this initiative.

Special thanks to the national Collaborative Summer Library Program (CSLP) for granting permission to use the “Universe of Stories” graphic to promote this summer reading initiative.

Official handout for the summer reading partnership.

Front and back panels
Section 1. Resource Examples

These resources were distributed to School Library Systems and Public Library Systems for incorporation into their outreach activities. They were also posted on the Summer Reading at New York Libraries website.

A. Materials and Resources

- **Login Bookmark**—Include shared login credentials for easy reference by all children, families, and school/library staff. Available in English, Mandarin, and Spanish.

Front panel above and back panel below
• **Online and Offline Reading Tip Sheets**—Provide easy-to-follow instructions for logging in and reading online and for accessing and using free mobile apps for offline reading. Available in English, Mandarin, and Spanish.

![Tip Sheet Image](image)

Front and back panels

• **Web badge**—Designed for use on any website to simplify logging into the myON digital library. Includes an embedded link to the myON login screen with the first credential prepopulated.

![Web Badge Image](image)
• **Video Tutorial**—Provides a narrated step-by-step tour of the myON digital library, from logging in through selecting and reading a book using the optional supports within the book reader, to downloading and using free mobile apps for offline reading.

![Video Tutorial Image]

B. Media and Messaging

• **Digital Resources Flyer created by the New York State Library and the School Library Systems**—includes information on the myON digital library

![Digital Resources Flyer Image]
• Summer Reading Launch News Release and Related Coverage
  o Launch News Release from NYSED Communications Office
  o Launch Announcement: Channel 2 coverage

  o Utica Observer-Dispatch Opinion piece
    “OUR VIEW: With summer underway, book some library time”

• NYSED Web Sites
  o Summer Reading at NY Libraries Web Pages
    For Librarians and Educators
    http://www.summerreadingnys.org/myon/
  o For Parents and Families
    http://www.summerreadingnys.org/parents/myon-for-families/
  o Summer Reading at New York Libraries Resource page
    http://www.nysl.nysed.gov/libdev/summer/facts.htm
  o Summer Reading on NYSED School Library Services site
• NYSED Social Media

National Read a Book Day on Facebook  (top left)
https://www.facebook.com/NYStateEd/posts/2914264581923901

General Summer Reading Facebook post (top right)
https://www.facebook.com/NYStateEd/posts/284308995708037

Themed awareness message on Twitter  (top left)
https://twitter.com/NYSEDNews/status/1156217993501773825

Back to school on Twitter (top right)
https://twitter.com/NYSEDNews/status/11721652627386694147
• From the Commissioner’s Office

Commissioner’s News and Notes (June 2019)

2019 Summer Reading at New York Libraries Program

Summer is just around the corner, which means it’s time to register your children and students for a summer reading program! NYSED and the State Library are partnering with 1,100 public libraries and neighborhood branches statewide to launch the 2019 Summer Reading at New York Libraries program. The free, annual program gives children the opportunity to access the vast resources of New York’s public libraries to support their summer reading.

This year’s summer reading program slogan is “A Universe of Stories.” Children and teens participating in the program receive book recommendations and engage in creative and fun educational activities at their local libraries. Library staff help children select reading materials and provide literacy-enhancing programs such as storytelling, music, creative arts and performances. At the end of the program, participants receive formal recognition and celebrate their summer reading goals and achievements.

Students can download free e-books too this summer thanks to NYSED’s partnership with myON by Renaissance. Now through September 30, New York State children and their families can access a digital library of more than 6,000 e-books.

Learn more about summer reading and find out how to access free e-books.

Parent Newsletter (August 9, 2019)

Dear Parents,

The summer is flying by, and it’s August already. The first day of school is around the corner, but we still have a few weeks of summer left. If you’re looking for some fun, educational activities for the whole family, I have a few suggestions:

• Participate in Summer Reading at New York Libraries

Reading is a great way to keep kids engaged during the summer. Summer Reading at New York Libraries is a free, annual program that gives you and your children the opportunity to access the vast resources of New York’s public libraries.

Students can download free e-books too this summer thanks to NYSED’s partnership with myON by Renaissance. Now through September 30, New York State children and their families can access a digital library of more than 6,000 e-books. Learn more about summer reading and find out how to access free e-books.
Appendix B

Partnership Initiative Team

<table>
<thead>
<tr>
<th>NY State Education Department</th>
<th>myON by Renaissance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Office of Cultural Education</strong></td>
<td><strong>Leadership Team</strong></td>
</tr>
<tr>
<td><em>Deputy Commissioner’s Office</em></td>
<td>Sarah DiFrancesco</td>
</tr>
<tr>
<td>Antonia Giuliano, OCE Communications</td>
<td>Chief Marketing Officer</td>
</tr>
<tr>
<td><em>Division of Library Development, New York State Library</em></td>
<td>Haygood Poundstone</td>
</tr>
<tr>
<td>Carol A. Desch</td>
<td>Area Vice President-East</td>
</tr>
<tr>
<td>Coordinator of Statewide Library Services</td>
<td>Chris Rudderow</td>
</tr>
<tr>
<td>Robert Drake</td>
<td>Regional Vice President for Sales</td>
</tr>
<tr>
<td>Website Content Development and Maintenance Creekside Systems</td>
<td></td>
</tr>
<tr>
<td>Jessica Y. Hoffman</td>
<td></td>
</tr>
<tr>
<td>Graduate Student Assistant</td>
<td></td>
</tr>
<tr>
<td>Katy Kukulich</td>
<td></td>
</tr>
<tr>
<td>Graduate Student Assistant</td>
<td></td>
</tr>
<tr>
<td>Sharon Phillips</td>
<td></td>
</tr>
<tr>
<td>Program Manager Summer Reading at New York Libraries</td>
<td></td>
</tr>
<tr>
<td>Mary Anne Waltz</td>
<td></td>
</tr>
<tr>
<td>Team Leader Public Library System Services Team</td>
<td></td>
</tr>
</tbody>
</table>

*myON Summer Reading Project Team*

| Anna Eddie  | Anna Eddie  |
| Customer Success Manager | Customer Success Manager |
| Seth Grieshaber  | Seth Grieshaber  |
| Content Program Manager | Content Program Manager |
| Joan Grossman  | Joan Grossman  |
| Senior Consultant for Special Projects | Senior Consultant for Special Projects |
| Elizabeth Herwald  | Elizabeth Herwald  |
| Customer Assistance Supervisor | Customer Assistance Supervisor |
| Doris Linville  | Doris Linville  |
| Customer Success Director | Customer Success Director |
| Anthony Proulx  | Anthony Proulx  |
| Digital Marketing Manager | Digital Marketing Manager |
| Stacy Reeder  | Stacy Reeder  |
| Brand and Creative Services Manager | Brand and Creative Services Manager |
| Kim Shoemaker  | Kim Shoemaker  |
| Senior Director of Field Marketing | Senior Director of Field Marketing |
| Ken Stoflet  | Ken Stoflet  |
| Communications Specialist | Communications Specialist |
| Heather Trapp  | Heather Trapp  |
| Customer Experience Coordinator | Customer Experience Coordinator |
Appendix C
Library System Partners

School Library Systems in New York State

http://www.nysl.nysed.gov/libdev/slssap/slslinks.htm
Public Library Systems in New York State

http://www.nysl.nysed.gov/libdev/libs/publibs/1pls.htm