

Memorandum



CITY OF DALLAS

DATE June 13, 2014

TO Honorable Members of the Arts, Culture & Libraries Committee:
Philip T. Kingston (Chair), Monica R. Alonzo (Vice Chair), Vonciel
Jones Hill, Jerry R. Allen, Carolyn R. Davis, Jennifer S. Gates

SUBJECT Summer Programs at Dallas Public Library

The attached briefing will be presented to the Arts, Culture & Libraries Committee on Monday, June 16, 2014.

If you have questions or need additional information, please contact me.

A handwritten signature in black ink, appearing to read 'Joey Zapata'.

Joey Zapata
Assistant City Manager

Attachment

C: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Judge Daniel F. Solis, Administrative Judge
Rosa A. Rios, City Secretary
Craig D. Kinton, City Auditor
Ryan S. Evans, Interim First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Charles M. Cato, Interim Assistant City Manager
Theresa O'Donnell, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Shawn Williams, Interim Public Information Officer
Elsa Cantu, Assistant to the City Manager, Mayor and Council
Jo Giudice, Director of Libraries

Summer Programs at Dallas Public Library

Presented by

Jo Giudice
Director of Libraries

Melissa Dease
Youth Services Administrator

Arts, Culture &
Libraries Committee

June 16, 2014



Key Summer Programs

- Mayor's Summer Reading Club (MSRC)
- STEAM programs
- City of Learning
- Programs by our partners
- Adult programs
 - Points Summer Book Club
 - SMU Summer Author Series



Goals for Summer Programs

- More kids in the library – keep them engaged!
- Parents looking for something FREE to do with their kids
- Educational enrichment





MAYOR'S
**SUMMER
READING CLUB**
DALLAS PUBLIC LIBRARY

- Established in the 1970's
 - Branding with the Mayor's office began in 1993
 - More than 250,000 children have participated over the years
- Participation increases every year
- 2013
 - 37,681 registered – an 85% increase
 - Added adult component – 3,175 participated



MAYOR'S
**SUMMER
READING CLUB**
DALLAS PUBLIC LIBRARY

- June 7 to August 2
- Kids (ages 7-18) read 5 hours a week to get the incentive
 - younger kids read 3 hours a week
 - report hours online or at the library
 - option to write anonymous reviews
 - talk to librarian about reading and reading comprehension
 - incentives include coupons and discount tickets to restaurants, museums and events including the circus, the Mesquite Rodeo, the Nasher, the Dallas Zoo, LEGOLand, the SMU Meadows Museum
 - grand prize drawings for kids who log hours 6 out of 8 weeks
- Adults log the title of each book they read and write a short review
 - each book logged = 1 entry in the prize drawings
 - held at 4 weeks and 8 weeks
 - prizes include hotel stays, restaurant gift cards, theater tickets

MSRC Programs

(made possible by The Dallas Foundation)

- two performers per branch
 - Magic
 - Puppets
 - Animals
 - Music
 - Art
- STEAM programs created and led by staff
 - Playing with Puppets
 - Dynamic Detectives
 - Totally Tie-Dye
 - Deep Sea Diver
 - LEGO Challenge
 - Colorful Chemistry
 - Crazy Catapults
 - Let's Play Music
 - Super Snap Circuits



THANK YOU TO
OUR SPONSORS!



Donors: Carol and Steve Aaron; Judy and Phillip Askew; Emy Lou and Jerry Baldrige; Lucy and Henry Billingsley; Randal Brown; CBRE, Mara and David Deniger; Gina and Scott K. Ginsburg, Boardwalk Auto Group; Al G. Hill, Jr.; Herb Kelleher; Ashlee and Chris Kleinert; Lisa and Peter Kraus; Lincoln Property Company; Sarah and Alan Losinger; Mankoff Family Foundation; Honorable Anita N. Martinez; Alice and Erle Nye; Peter O'Donnell, Jr.; Sam Pack; Margot and Ross Perot; Deedie and Rusty Rose; Mrs. Harold Simmons; Gay and Bill Solomon; Mary and Mike Terry; and Shannon S. Wynne.

Weekly prize donors: Auntie Anne's Pretzels; Dallas Children's Theater; LEGOLand; Ringling Bros. and Barnum & Bailey Circus; Benihana; SMU Meadows Museum; Texas Rangers; Chipotle; Nasher Sculpture Center; Dallas Zoo; FC Dallas; Mesquite Rodeo

Grand Prize donors: Al Biernat's Restaurant; AMC North Park 15; American Airlines Center; ASI Gymnastics; Bahama Beach; Billy Bob's Texas; Brinker International; Build-A-Bear Workshop; Casa Manana Theatre; Celebration Restaurant, Catering and Market; Chuy's Restaurant; Creative Arts Center of Dallas; Dallas Arboretum; Dallas Film Society; Dallas Marriot City Center; Dallas Museum of Art; Dallas Stars; Dallas Summer Musicals; Dallas Zoo; Fort Worth Zoo; Gene and Jerry Jones Family Foundation; HP; James Avery Jewelry; Jumpstreet; Ken's Man's Shop; Learning Express; LOOK Cinemas; Maggiano's Little Italy- North Park; Magic Time Machine; Medieval Times; Mesquite Arena; Neiman Marcus NorthPark; Perot Musuem of Nature and Science; Place at Perrys; Plano Symphony Orchestra; Pocket Sandwich Theatre; Richardson Bike Mart; SeaWorld San Antonio; Six Flags Over Texas; Speedzone Dallas; State Fair of Texas; Terillis Restaurant & Bar; Texas Motor Speedway; The Aaron Family Jewish Community Center of Dallas; The Dallas Opera; The Fairmont Dallas; The First Tee of Dallas; Theatre Three; Tootsies; YMCA

Dallas City of Learning



All summer programs for children at Dallas Public Library are posted on www.dallascityoflearning.org for parents and kids looking to find educational and fun activities this summer.

Certain learning activities are issued digital badges, a simple emblem that represents completion of a particular program and the skill learned in that program.

Kids can register with the Dallas City of Learning and collect these badges as a “report card” for their summer education.

Dallas Public Library will issue digital badges for 11 different programs, including summer reading and the STEAM programs.





Summer Reader



Forensic Science



Simple Machines



LEGO Builder



Discovery



Acids & Bases



Rhythm



Snap Circuits



Puppet Theater



Deep Sea Diver



Tie-Dye

Partners

- Perot Museum of Nature and Science
- Big Thought/Library Live!
- YMCA
- Junior Players
- Shoulders of Giants
- Dallas Children's Theater
- Dallas Museum of Art
- Southwest Dairy Farmers



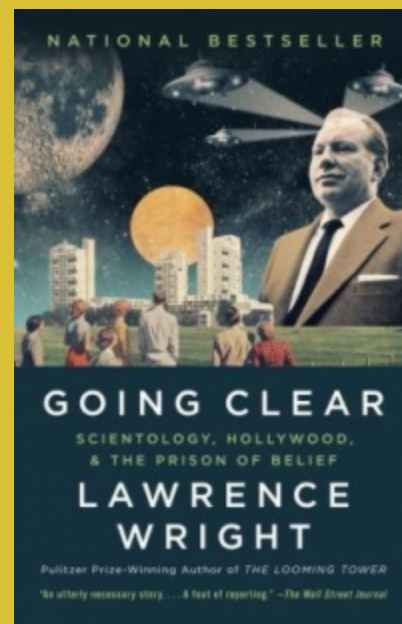


Points

The Dallas Morning News
dallasnews.com

Points Summer Book Club

- cross-promotional opportunities to increase adult participation in MSRC through *The Dallas Morning News*
- engagement of our book club members as bloggers
- tie-in with the Mayborn Literary Nonfiction Conference
- Q&A event with author July 20
 - author is a Dallas native





SMU Summer Author Series

MEADOWS MUSEUM &
FRIENDS OF THE SMU LIBRARIES

- Alan Elliot, *Legendary Locals of Oak Cliff*
6:30 pm June 26, North Oak Cliff Branch
director of the Statistical Consulting Center
- Eric Bing, *Pharmacy on a Bicycle*
1:30 pm July 24, Lochwood Branch
professor of global health
- Jeffrey Kahn, *Mrs. Shipley's Ghost*
6:30 pm August 7, Preston Royal Branch
professor of law
- David Haynes, *A Star in the Face of the Sky*
6:30 pm August 21, Audelia Road Branch
professor of creative writing