2015 Adult Summer Reading Program
Read to the ESCAPE the ORDINARY

Friday, April 10, 2015

Morgan Pershing, Santa Clara City Library
Heather Cousin, Simi Valley Public Library

Why?

• Kids don’t vote. Parents do.
• Parents modelling good behavior: Readers make readers
• Promote literacy and literacy services
• Active brains + social participation = Happy Adults!

Who?

• Know your audience
• Think beyond the usual suspects
• Engage the whole spectrum
**Summer Reading Program for Adults**

**What?**
- Virtually ANYTHING!
- Show adventure-related movies
- Local music talent concert
- Exercise to the rhythm
- Music instruction
- Lives of the music makers
- Local band competition
- Poetry as music
- Hooping (for Reals!)
- Learn a skill "Fantasy Camp"
- Challenge Yourself
- Extraordinary People Oral History Mixer
- Storytime for Grown-Ups
- Magic Show – Yes, adults can enjoy performers, too!
- Homebrewing
- Quiz Night at a local Bar/Restaurant
- New To You: Trying New Genres

**Read to the Rhythm**
- Host a Drum (or other percussion instrument) Circle
  - Open to all to participate
  - Previous experience (and talent) not required
  - Inexpensive but potentially transformative

**Making the Ordinary, Extraordinary**
- Creating art from found objects
  - Center-style, multiple options
- Previous experience (and talent) not required
- Encourage participation from local "experts"
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How?

• Doing it yourself...
• Hiring talent
• Getting volunteers

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Yes, but...where’s the money coming from?

• Make the case to your administration – Ask us how!
• Sponsors, partnerships and donations from adult-friendly business and services
• Don’t forget the Friends and your Foundation

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When?

• Coordinate with your Children’s and Teen Services
• Check bus/dial-a-ride schedules
• Evening programs may be harder for seniors
• Consider weekend programs

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Getting the Word Out

- Exploit all the traditional avenues
- Go beyond
- Invite your electeds

During the Event

- Promotion, promotion, promotion
- Enjoy the noise!
- Ask for feedback

Additional Resources

Take the Summer Reading Challenge!
http://calchallenge.org/

iRead http://www.ireadprogram.org/

CSLP http://www.cslpreads.org/

Pinterest, Instagram and all the usual suspects…
Summer Reading Program for Adults

Questions?

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