OUT OF THIS WORLD
Summer Library Programs!

April Mazza & Christi Showman Farrar
Massachusetts Library System
2019
Today's Agenda

- Introduction
- Activity
- Marketing
Goal Setting

...And Launch!
https://www.youtube.com/watch?v=A-Plx8ZxS80&feature=youtu.be
Summer Library Program Guide

http://guides.masslibsystem.org/slp
Take Me to Your Reader

Trekking Across the Universe

Shoot for the Moon

A Sky Full of Stories

To the Library and Beyond
Bruins Visits

https://vimeo.com/304741620
Take a trip to outer space and learn about the men and women who took us to the Moon

50 years ago, Neil Armstrong became the first human to step on the moon. This would have never been possible without the vision and leadership of John F. Kennedy who helped start this project a decade earlier. As we celebrate and honor the achievements that made the moon landing possible 50 years ago, learn about the roots of this impressive human feat and the role that President Kennedy played in it through resources made available by the John F. Kennedy Presidential Library and Museum.

President John F. Kennedy's Rice University Speech - "We Choose the Moon"

https://libraries.state.ma.us/pages/jfk-moonshot
What's Your Four?

Governor Charlie Baker has his four, do you?

# WhatsYourFour?
Schools & Colleges

Find a local school or college with the MBLC Directory!

https://mblc.state.ma.us/directories/libraries/
Schools

Start Early!
Really. Tomorrow is good.

Have a Plan

**WHO?**
- School secretary
- Librarian
- Literacy specialist

**WHAT?**
- 5min
- 10min
- 15min
- Leave Behind
Colleges

- Student clubs
- Science departments
- English departments
- Libraries
- Writing centers
- Literary publications
- Planetariums

Mendel Observatory, Merrimack College

Astrophysics Society - Bristol Community College
@astroclubbcc
Astronomy Clubs & NASA Volunteers

Night Sky Network
Astronomy clubs bringing the wonders of the universe to the public

About the Network

Welcome to the Night Sky Network!

The Night Sky Network is a nationwide coalition of amateur astronomy clubs bringing technology, and inspiration of NASA’s missions to the general public.

We share our time and telescopes to provide you with unique astronomy experiences at museums, observatories, classrooms, and under the real night sky.

https://nightsky.jpl.nasa.gov
https://solarsystem1.jpl.nasa.gov/ssa/home.cfm
https://youtu.be/Z75QFrGzKcQ
4-H & Rocket Clubs

https://www.nar.org/find-a-local-club/nar-club-locator/
https://ag.umass.edu/mass4h/about/4-h-club-directory
New Bedford Public Library bookmobile visits the Kennedy Summer Day Camp weekly!
Broadening the Theme
Office SPACE Night

YEAH, THAT'S RIGHT.

I MAKE MEMES WHEN I'M SUPPOSED TO BE WORKING.
De-Cluttering SPACE

https://napo-newengland.com/
Universe of STORIES

https://storynet.org/find-a-storyteller
https://www.storycubes.com/play
Promotion ... What Works

- Whole Library
- Promote Yourself
- Visuals
Help us decorate! Jot down your favorite song or album title to share with the library!

My favorite song/record:
Adult Summer Reading Program

- June 23rd through August 14th
- Raffle to be held at the Info Desk at 3:00 pm

You do not need to be present to win. Winnings will be awarded to the first 100 entrants. Everyone who enters the raffle will get a free book. Good luck!
SOCIAL MEDIA

ENGAGEMENT

IMAGES

ENGAGING IMAGES
Cassiopeia A
Remnant of a massive star's death by violent supernova explosion, imaged by NASA's Chandra/Hubble/Spitzer telescopes
EVERYONE’S A STAR WHEN THEY READ

- Whole library community;
- Use taglines & hashtags;
- Create an in-library photo station with props;
- Make it a contest ... offer prizes;
- Print the entries and post them in your library!
SPACE SCAVENGER HUNT

As you complete each task, take a picture and share it on Twitter. Be sure to tag it #outofthisworldMA @masslibsplsystem At the end of the day you might win a prize!

Pose in the MLS Rocket!

Show us your favorite science fiction fandom!

Take a picture of a book about space. Bonus points if the cover has the moon on it!
Free doesn’t mean “free to use”

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Discussion!
LUNCH!
https://youtu.be/xwqlvlHdBxw
Engineering Challenges

Level 1

Level 2

Level 3
Engineering Challenge Ideas

DESIGN squad®
Global

Left Brain Craft Brain
inspiring young engineers, one craft at a time

STEAM Powered Family
50th Anniversary of Apollo 11
Saturday, July 20
Moon Party!

- View Apollo 11 footage
- Moon photo shoot
- Moon phase craft
- Making moon craters
- Moon music (Spotify)
- Story Corps listening/recording
- Virtual Reality moon trip

https://moon-landing.org/storycorps
Virtual Reality on a Budget

- VR Moon Walk
- PBS Lunar Base
- Google Expeditions
Space Story Time

Rosie Revere, Engineer

http://storytimefromspace.com/
Outdoor SPACE Fun

HUMAN SPACE INVADERS!

https://www.youtube.com/watch?v=HuBmtiz1tkk
Starman Night

Ziggy Stardust and the Spiders from Mars (1973)

Labyrinth (1986)
“Starry Night” Paint Night

https://lifeofadailypainter.com/author/kellywalkerstudios/
Glow Party!

Super-Simple Grownup Programs

1. Encourage patrons to share what they read/watch/listen to over the course of the summer
2. Every recommendation gets shared on a star in the library (or on website)
3. For every X number of stars, patron gets X (e.g. for every 5 they get a raffle entry)

1. Encourage patrons to visit library and attend events
2. Give them a punch card (“Frequent Flier” card)
3. For every full card give small prize, like a coupon to a local business
EARLY LITERACY

- Read, Write, Sing, Talk, Play
- Babies, Toddlers, Preschoolers
- Tips for Adults
- Youtube Playlist
- Use for Summer & Beyond
EARLY LITERACY

Moon Rock Collection Station

SPACE
Yoga Pose Ideas
CHILDREN

- STEAM Stations
- Moon Landing Challenge
- Pipecleaner Constellations
STAR WARS

- STEAM Wars – Children’s Manual
- Pictionades Game
- Cubees
- Pinterest
- Books
• Movie Night with a Twist
• Fandom Jeopardy Style Trivia
• Escape Room
• Post-It Art
TEEN VIDEO CHALLENGE
Civic Lab

NASA Made That?

Your Family, Your History, Your Health
Sci-Fi

• Writing Contest
• Writing Prompts
• Booklists & Displays
• Soundtrack
• Book Club
May Literary Horoscope for CAPRICORN
(December 23 – January 20)

Things will hopefully move back to normal after the upsets of last month, Capricorn. You may be looking for familiarity and comfort. The good news is that a lot of your efforts of the last few months are going to start paying off.

Reading suggestions:
- Return to an old childhood favorite, and share that with a young person in your life.
- Spend some time learning about your ancestors – either in the History section (Nonfiction-D), or through the library’s genealogy guide on our website.

Famous Literary Capricorns: Rod Serling, Bruce Springsteen, J.R.R. Tolkien, Lizzy, David Letterman

May Literary Horoscope for AQUARIUS
(January 21 – February 19)

This will be a flirty month for you, Aquarius, both with people and with your ideas. Enjoy the communication and mental stimulation, and check out these reading suggestions:
- Is there a topic you’ve always been curious about but never taken the time to learn about? Check out a book on it and read up.
- Find a book with a lot of adventure and excitement, something that draws you in and gives you energy.

Famous Literary Aquarians: John Grahm, Aiden Lewis, Adamsm, Langston Hughes, Charles Dickens

May Literary Horoscope for PISCES
(February 20 – March 20)

This may be a busy month for you, Pisces, with lots going on at the same time. Pay particular attention to your budget, and heed any advice you feel to risk. Some reading suggestions:
- Learn more about budgeting and finance in the Nonfiction section.
- The library has a lot of free entertainment for your free time – check out a movie, come to a program, or find a book that you just can’t put down!

Famous Literary Pisces: Superman, Ron Howard, Ralph Ellison, Alfred Hughes

Heavenly Book Bingo

<table>
<thead>
<tr>
<th>Aquarius</th>
<th>Cygnus</th>
<th>Gemini</th>
<th>Cancer</th>
<th>Scorpio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water bearer</td>
<td>Swan (ducks, swans)</td>
<td>Twin (twins, Gemini)</td>
<td>Crab (shells, crabs, crabs)</td>
<td>Scorpion (scorpions, spiders, scorpions)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Leo</th>
<th>Libra</th>
<th>Capricorn</th>
<th>Virgo</th>
<th>Sagittarius</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leo (lion, important person)</td>
<td>Libra (scales, equanimity)</td>
<td>Capricorn (goat, hard work, perseverance)</td>
<td>Virgo (virgin, /, /, /)</td>
<td>Sagittarius (archery, archers, hunters)</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Calendar</th>
<th>Free Space</th>
<th>Aquila</th>
<th>Lyra</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any type (years, months, weeks, seasons)</td>
<td>Celestial bodies (planets, constellations)</td>
<td>Eagle (eagles, birds of prey)</td>
<td>Lyre (muses, goddesses, music)</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Taurus</th>
<th>Cassiopeia</th>
<th>Moon</th>
<th>Pisces</th>
<th>Ursa Major/Minor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bull (buds, gold marker indicator)</td>
<td>Corona Borealis (king, queen, constellation)</td>
<td>Moon (moons, moons, lunar phases)</td>
<td>Fish (fish, fish, fish)</td>
<td>Big Dipper (bear, roses, roses)</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Sun</th>
<th>Zodiac</th>
<th>Canis Major/Minor</th>
<th>Aries</th>
<th>Orion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water bearer</td>
<td>Signs (stars, constellations)</td>
<td>Dog (dogs, hunting)</td>
<td>Ram (rams, horns, horns)</td>
<td>Hunter (horn, horn, horn)</td>
</tr>
</tbody>
</table>
NNLM MANUAL

- Stardust
- Bubbles
- Food
- DNA & Genetics
RESOURCES

- STARNET
- NASA
- A MIGHTY GIRL
- PBS LEARNING
GOALS

Why do you run a summer program?

What does your community need in the summer?

What does it mean to have a “successful” program?
Specific Goal-Setting

Goal 1: Something small to make or print

Goal 2: Program Idea

Goal 3: Opportunity for Outreach
Keep in Touch!

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http://guides.masslibsystem.org/slp/2019