**Thank you for participating in the 2024 TD Summer Reading Club (TDSRC).**

We would like you to complete this short survey to report statistics on your library’s 2024 program. This is also an opportunity to provide feedback on the program and to let us know how we can best support you in future.

Our interest in conducting this study is to submit information about the state of the program this year to the program's partners (Toronto Public Library, Library and Archives Canada and TD Bank Group), as well as to participating libraries. The feedback gathered will help us continue to make improvements to the TD Summer Reading Club program (TDSRC).

The online survey will be accessible between September 1 and September 30, 2024 and will allow you to enter the results for your library.

**1****. Which library are you completing this survey for?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2. In which language(s) did you primarily conduct the 2024 TDSRC program?**

|  |  |
| --- | --- |
|  | English  |
|  | French  |
|  | Bilingual, French and English |

**3. How many times (if any) did staff in your library interact with each of the following to promote this year’s program?**

|  |  |  |
| --- | --- | --- |
| Schools |  |   |
| Day camps  |  |   |
| Childcare centres |  |   |
| Other |  |  |

**4. How many children (if any) would you estimate you reached with each interaction?**

|  |  |  |
| --- | --- | --- |
| Schools |  |   |
| Day camps  |  |   |
| Childcare centres |  |   |
| Other |  |  |

**5. How many children (if any) registered for the 2024 TDSRC program in-person or using a 3rd party platform other than the TDSRC kids’ site (e.g. READsquared, Beanstack)? If you had no children register in these ways, please enter 0.**

*Please note that registration is distinct from participation in activities. Children must be registered to be counted here, not just participate in TDSRC activities.*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| age |  | In-person |  | Using 3rd party platform of choice |  |  |
| 0-5 years old |  |   |  |  |  |  |
| 6-8 years old |  |   |  |  |  |  |
| 9-12 years old |  |   |  |  |  |  |
| 13+ years old |  |  |  |  |  |  |
| TOTAL |  |  | + |  | = |  |

**6. If you used a 3rd party platform other than the TDSRC kids’ site. What platform(s) did you use this year?**

|  |
| --- |
|  |

**7. How many children registered in your library who had participated in the TD Summer Reading Club in previous years, and how many were new to the program?**

*NOTE: Ensure the total number of registrants (previous years + new to the program) is equal to the total number of registrants listed in Q5.*

|  |  |  |
| --- | --- | --- |
| Registered in previous years |  |   |
| New to the TDSRC  |  |   |

**8. Thinking about all the programs you were able to offer as part of the TDSRC program, how many did you offer…?**

*Include programming activities such as story time, author readings, and arts and crafts*

*Exclude promotional activities such as school visits, contests, or newspaper articles*

|  |  |  |
| --- | --- | --- |
| in your library |  |   |
| online  |  |   |
| in your community |  |   |

**9. How many children attended each of the following types of programs?**

*Please note that this number should include children who attended activities/programs run by your library. They may or may not be officially registered for the TDSRC – they are counted as having participated if they took part in any of the programs within the library or outside of it.*

|  |  |  |
| --- | --- | --- |
| in your library |  |   |
| online  |  |   |
| in your community |  |   |

**10. Which, if any, of the following resources on the library staff website have you made use of this year?**

|  |  |
| --- | --- |
|  | Recommended reads |
|  | Images |
|  | Activities |
|  | Staff news feed |
|  | How to run a successful program |
|  | Brand guidelines |
|  | Promotional templates |
|  | Plan for Accessibility |
|  | Other (please specify) **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
|  | Didn’t use the website this year  |

**11. How satisfied are you with each of the following online resources?**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Not at all satisfied |  |  |  |  | Completely satisfied |  |  |
|  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  | N/A |
| Recommended reads |  |   |   |   |   |   |   |   |   |   |   |  |   |
| Images |  |   |   |   |   |   |   |   |   |   |   |  |   |
| Activities |  |   |   |   |   |   |   |   |   |   |   |  |   |
| Staff news feed |  |   |   |   |   |   |   |   |   |   |   |  |   |
| How to run a successful program |  |   |   |   |   |   |   |   |   |   |   |  |   |
| Brand guidelines |  |   |   |   |   |   |   |   |   |   |   |  |   |
| Promotional templates |  |   |   |   |   |   |   |   |   |   |   |  |   |
| Plan for Accessibility |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Other (please specify) \_\_\_\_\_\_\_\_\_\_ |  |   |   |   |   |   |   |   |   |   |   |  |   |

**12. How satisfied were you with the website’s…?**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Not at all satisfied |  |  |  |  | Completely satisfied |  |  |
|  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  | N/A |
| Look and feel |  |   |   |   |   |   |   |   |   |   |   |  |   |
| Content  |  |   |   |   |   |   |   |   |   |   |   |  |   |
| Ease of navigation |  |   |   |   |   |   |   |   |   |   |   |  |   |

**13. Thinking about the program overall this year, how satisfied are you with the 2024 TDSRC?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Not at all satisfied |  |  |  |  | Completely satisfied |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

**14. Is there anything the TDSRC could have done to better support you in delivering the program?**

|  |
| --- |
|  |

**15. We would love to hear about any staff who went above and beyond in delivering the program this year or if you had any comments from parents or participants about how the program has impacted them this year.**

|  |
| --- |
|  |

**16. If one or more TD employees played a role in your library’s TDSRC programming, please indicate how many employees were involved and the approximate hours of their involvement. Please also highlight any extraordinary contributions made by TD staff.**

## Thank you for your participation!