Play & Read: A Partnership to Engage Young Readers

Wisconsin Library Association 2016 Annual Conference
In This Session, You Will Learn About:

● The Play & Read project
● How different libraries responded to community needs
● The impact trained volunteers can make
● The importance of actively building relationships
Wisconsin Department of Public Instruction

- Literacy and Mathematics Team
- Public Library Development Team

Laura Adams, *Project Manager*
Tessa Michaelson Schmidt, *Project Manager*
Claire Parrish, *Project Coordinator*
Play & Read Project Genesis

Based on the successful early literacy efforts of Growing Wisconsin Readers, public libraries were an ideal host site for service-based outreach.

The focus was improving rural communities by building on children’s early literacy skills to position them for academic and social success.
1. Beloit Public Library
2. Brewer Public Library (Richland Center)
3. Hedberg Public Library (Janesville)
4. Kenosha Public Library
5. La Crosse Public Library
6. Watertown Public Library
7. Irving L. Young Memorial Library (Whitewater)
Play & Read Representatives

- Who is in the room today?
  - Project Staff
  - Library Directors
  - Youth Services Staff
  - AmeriCorps Members
Three Main Goals

- Increasing literacy among 3 and 4 year-olds
- Family engagement with libraries and literacy
- Library outreach, especially to non-library users.
Pilot Year = Experimentation

- **Flexibility**
  - For libraries
  - For families

- **Creativity**
  - Marketing
  - Programming

- **Relationships**
  - Through weekly playgroups and 1:1
  - Through new partnerships
Play and Read Playgroup

• Hit the ground running

• Mondays, Tuesdays, and Wednesdays
  ○ Morning, early afternoon, late afternoon

• Loved it!

• Tweaked it!
Success at the Library

- Parents loved it!
- Facebook page
- Early Literacy mini-grant
- Play and Read Express - summer library club
Success in the Community

- Day Care Centers
- Farmer’s Market Story Time
- Bushel and Peck’s Story Time
- YMCA Story Book Walk
IF AT FIRST YOU DON'T SUCCEED

HIRE A TIME LORD AND TRY AGAIN

- Beloit College Bookstore
- Pinterest
- Headstart
- Elementary schools (stayed tuned...)
ABC (All Beloit Children) Playgroup

- It started with a dream...
- ...and a lot of enthusiasm...
- ...and then it became a reality
  - With a lot of help (and some $$)
ABC (All Beloit Children) Playgroup
Community Partners

All Beloit Children is a growing task force of volunteers and the following community partners:

- Beloit College
- Beloit Public Library
- Blackhawk Technical College
- Neighborhood Works
- Stateline Family YMCA
- Turtle Creek Bookstore
- WIC

- Beloit Head Start
- Beloit Public Library Foundation
- Community Action
- School District of Beloit
- Stateline Literacy Council
- UW Rock County
ABC-123 Approach

- One playgroup at the library
- Two playgroups at local day care centers
- Three playgroups at elementary schools
- 4k afterschool programs

**Funding**
- Beloit Library Foundation
- Grants, grants, grants!
- In-kind volunteers from the community
Binder and a Box of Shiny Stuff
ABC Playgroup in Action
Partnerships Are What You Make Them!

Emily Zorea
Brewer Public Library
ezorea@swls.org
Richland Center Play & Read Structure

- Programs twice a day, 2-3 days a week,
- Programs only held at library,
- 2-4 kids in each program,
- 8 week sessions,
- Flexibility in program attendance
What Made Our Site Successful

- Show volunteers they are part of the library team,
- Staff use a “Yes...and!” vocabulary,
- Stay in close contact with everyone,
- Keep detailed records of everything!
Play & Read Promotion

- Flyers printed and given to schools,
- Local radio interviews,
- Personal conversations,
- Adding programs to library calendar,
- Facebook! :)

Try this EASY activity at home to jumpstart a conversation with your kids about gardening! Fill a plastic cup 3/4 full with soil, sprinkle grass seeds on top and cover with more soil, water, and set in the sun! The kids will love watching the grass grow and they can take ownership over making sure it gets watered everyday! We also had the kids make a face out of paper for the side of the cup so the grass that grows will be like hair! 😄
Begin Your Own Program!

- 100 pages of lesson plans, activity sheets, and interactive early literacy activities developed at Richland Center’s Play & Read!
- Happy to share!

Email me at: ezorea@swls.org
Lessons Learned

Jen Fait
jfait@mykpl.info
Playgroups

- Fall 2015: 4 12-week playgroups
- Spring 2016: 7 12-week playgroups
- Summer 2016: 6 6-week playgroups
- Held at all four KPL branches
- Daytime, evening, and Saturday sessions offered
Sample Program

Additional Components:

- Handouts
- Monthly Newsletter
- Take-Home Literacy Activities
- Family Visits

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<th>Theme</th>
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<td>Goals</td>
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<td>First Book</td>
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<td>Second Book</td>
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<td>Movement Song</td>
<td>Old McDonald Had a Zoo</td>
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<td>Third Book</td>
<td>A Sick Day for Amos McGee</td>
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<td>Song/Rhyme</td>
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<td>Fourth Book</td>
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<td>Connect-the-dot Z</td>
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<td>Coloring sheet</td>
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<td>Craft</td>
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<td>Play</td>
<td>Animal Yoga: You Are a Lion!</td>
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Resources:
https://koudeslibrarian.com/2013/05/20/going-to-the-zoo/
https://www.perc.commons.org/authoring/5469-zoo-storytime-lesson-plan/view
https://yogilibrarian.wordpress.com/2016/05/24/dear-zoo-yoga-storytime/

Books:
A Possum’s Tail by Gabby Dawnay & Alex Barrow
Stop Snoring, Bernard! By Zachariah O’Hora
A Sick Day for Amos McGee by Philip Stead
Never Ever Shout in a Zoo by Karma Wilson
The View at the Zoo by Kathleen Long Bostrom
Preschool STEM Programs

Topics:
● Building
● Colors
● Weather
● Water
● Human Body
● Animals

Format:
● 3-4 science stations
● free play activities
● craft
In the Community

Head Start:

- 2 playgroups during spring session
- Spanish translator
- Average attendance of 11 children per week
Lessons Learned

Brooke Newberry
bnewberry@lacrosselibrary.org
Playgroups

- 6 groups
- 23 kids
- 3 locations
- Daytime and nighttime hours offered
Playgroups

Avery The Little Caterpillar

One Sunday morning, a little caterpillar popped out of his egg. Her name was Avery and she was very hungry.

On Monday she ate an Apple.

On Tuesday she ate a Yummy.

On Wednesday she ate an Eggplant.

On Thursday she ate a Raspberry.

And on Friday she ate a Fanta.

Avery the caterpillar was very full. She wrapped herself in a cocoon and took a very long nap. She woke up and rubbed her eyes. Her chrysalis had become a beautiful butterfly.
Outreach

- 15 centers
- Farmers Market
- 630 people visited in one quarter!
- Did it work?
Future?
Session Check-in

Did you learn about...?

- The Play & Read project
- How different libraries responded to community needs
- The impact trained volunteers can make
- The importance of actively building relationships
Questions?