



Modernizing Library Reading Programs for Adult Patrons

Saskatchewan Library Association Webinar,
February 6th 2025 - Devon Stolz

Access Check



Access is a shared responsibility.

I aim to create an online space where you don't need to disclose a disability to get accommodations. Together, we can welcome disability and its changes here and beyond.

Is there anything about the space (display, sound, speaking speed, etc.) that I should address now?


Are there any other access needs that might affect your participation in the conversations that we could also address?



I wish to acknowledge this Land of which I am an uninvited occupant.

I come to you today from Toronto Ontario, for thousands of years it has been the traditional land of the Huron-Wendat, the Seneca, and the Mississaugas of the Credit.

I also want to acknowledge Treaty 4 Land, the homelands of the Cree (nehiyawak), Ojibwe, Sauteaux, Dakota, Nakota, Lakota, and on the homeland of the Métis Nation.



What I'll be talking about today:

01

Welcome!

Learning objectives & Hopes for this webinar

02

Background & Motivation

Challenges faced, why change is necessary, conceptualizing change

03

The Process

Research & Planning, Implementation, Results & Impact

04

Key Takeaways & Q&A

Lessons learned, Advice for other scaling, Q&A



This Webinar: Learning Objectives

Understand the Revamp Journey: Discover the steps and key lessons from redesigning the RPL adult reading program.

Enhance Engagement: Explore research-driven strategies to boost program engagement and effectiveness.

Apply Practical Insights: Get actionable tips to innovate and elevate your own library programs.



Who am I?

Devon Stolz

- Bachelor of Education
- Bachelor of Arts
- Masters of Library & Information Studies
- PhD in Education Studies (in progress)

-English Teacher

-Learning Resource Teacher

-Information Management/Archives (Government)

-Community Librarian (RPL)

-Adult & Teen Programming Lead (RPL)

-Student Engagement (Academic, U of T)

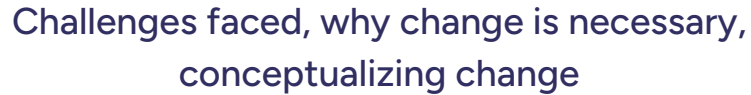




02



Background & Motivation



Challenges faced, why change is necessary,
conceptualizing change



Adult Summer Reading Book Bingo Card

Read one book from your To Be Read pile	Read one book that is a part of a series	Read 1 book that was published in 2018	Read a self-help book	Read one book with terrible reviews
Read a book translated from another language	Read two books that are part of a series	Read a book on a best-seller list	Read a play	Read a book published over a century ago
Read a book written by someone under 30	Read a book that will scare you	Read a book chosen by someone else	Read a YA novel	Read a book from the year you were born
Read a banned book	Read a book about a place you have never visited	Read 1 book because you like the cover	Read a novel in any genre	Read a book that was turned into a movie
Read a book you started but never finished	Read a book by an author with your same initials	Read a graphic novel or comic book	Read a book of poetry	Read a book you own but have never read



CALLING ALL ADULTS & TEENS!

Summer Reading Library Program!
May 24 through August 13

- Register & Set a Reading Goal @ the Library!
- Check Out Library Books!
- Return Your Books!
- Tracking ends each Friday!



Each time you meet your goal twice you'll receive a certificate to use at either Bean Grinders or Bloomers for drink or Bloomers for ice cream!



Courtesy of the

Niobrara County Library Foundation, Inc.

Niobrara County Library

425 S. Main St. – Lusk, WY – 307-334-3490



PEI Public Library Services presents:

Book-opoly: A virtual summer reading program for teens & adults!

Read your way around our game board & enter our weekly prize draws.

Registration:

- Complete all responses in a color category for 2 weeks (1 week a draw)
- Complete registration categories in alternate weeks (draws & prize selections)
- Submit your entries by 6:00pm (Mountain Time) on all our social media platforms
- PEI Library on Facebook Instagram or Twitter. Contest ends August 13.



ADULT WINTER READING CHALLENGE

JAN 1ST- MAR 31ST



THE CHALLENGE:
READ OR LISTEN TO AT LEAST 5 BOOKS BETWEEN JANUARY 1ST AND MARCH 31ST!

SIGN UP ONLINE:
UMFPL.BEANSTACK.ORG
OR DOWNLOAD THE BEANSTACK APP



HOW TO PLAY:
TRACK PROGRESS, EARN BADGES & PRIZES BY LOGGING YOUR READS IN BEANSTACK.

UPPER MORELAND FREE PUBLIC LIBRARY

beanstack



WE'RE BREWING UP A GREAT WINTER READING PROGRAM WITH A LATTE OF HOT READS AND EXCITING PRIZES THIS YEAR!

STOP BY THE LIBRARY AND PICK UP YOUR BOOKMARK AT THE INFO DESK TODAY!

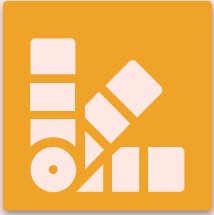


2016 WINTER READING PROGRAM FOR ADULTS & TEENS

JANUARY 4 - FEBRUARY 14



Conceptual Priorities



Flexible

- No hard deadlines
- Participants can engage as little or as much as they want



Simple

- Easy to explain quickly
- Avoids complexity



Rewarding

- Participation and larger rewards
- Rewards existing habits



Non-prescriptive

- Suitable for all literacy levels
- Inclusive for all readers

Overall Goals



Promote lifelong reading



Building reading habits & goal setting



Celebrate our community of readers

The Process

Research & Planning, Implementation, Results & Impact

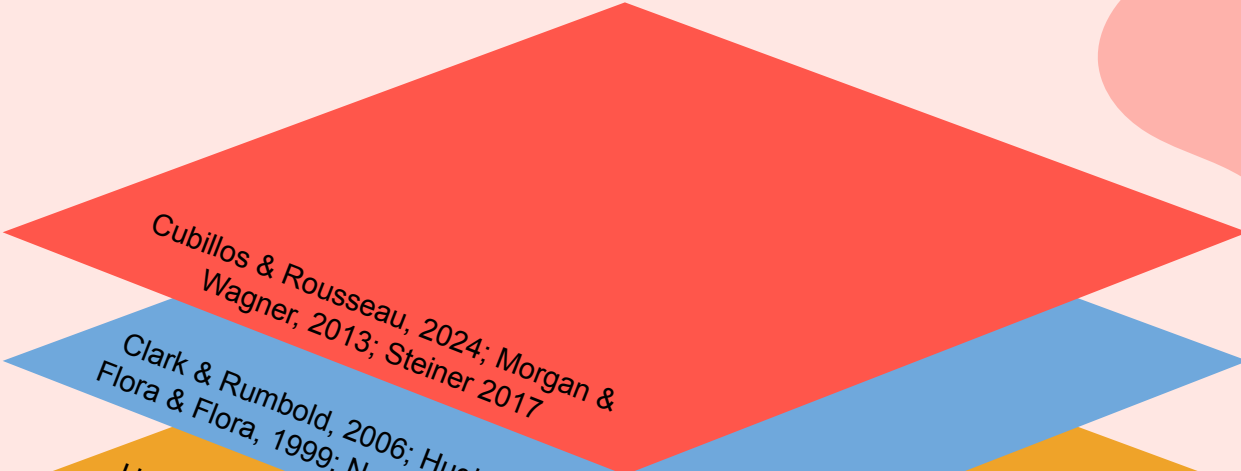
03



What does the literature say?



Adult literacy program scholarship



Cubillos & Rousseau, 2024; Morgan & Wagner, 2013; Steiner 2017

Motivation & Reward



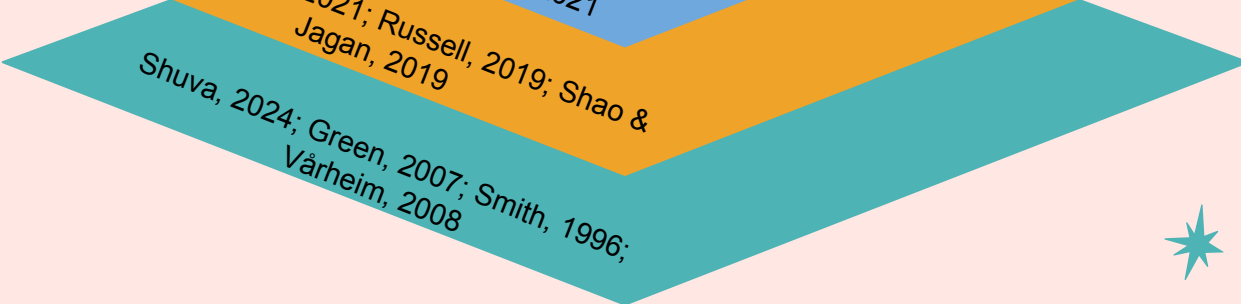
Clark & Rumbold, 2006; Hughes, 2024; Flora & Flora, 1999; Norazlan et al., 2021

Bullet journaling



Henry & Stahl, 2021; Russell, 2019; Shao & Jagan, 2019

Newcomer & English language learner



Shuva, 2024; Green, 2007; Smith, 1996; Vårheim, 2008



Planning & Roll out

RPL Reading Challenge Branch Kit

More information will be provided to branch staff on this kit when they arrive at your branch.



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RPL Reading Challenge FAQ's Anticipated FAQ's & Key Messages

Who is eligible to participate in the RPL reading challenge?
The reading challenge is open to anyone who identifies as an adult or teen reader and lives in the city of Regina. There is no specific age minimum. SILS members who live outside of Regina are not eligible to win prizes for the same reasons why they cannot borrow our video games, etc. Certain collections items and programs are only for those who live within the city in which the library is funded.

Do participants need a library card to participate?
We do not ask for or require a library card number to be included on the submission entry.

Why does the RPL Reading Challenge card look so blank?
Academic studies have indicated that older learners are more interested in self-directed learning with immediate rewards. The structure of the card is free to allow creativity and personalization in goals. While blank space may be intimidating, it's designed to allow freedom and customization.

Can staff members participate in the reading challenge?
Yes, you sure can! I really want staff to get excited about this program and part of being excited is knowing that you can participate. Staff members can keep a card, read books and earn a sticker.

Staff who enter will be put in their own draw. The winning staff member from each draw will win a choice of one of two food rewards for themselves and their unit. If you are the winning staff member you can choose from:

- Catered coffee break: think coffee carafes, teas, donuts, muffins, etc.
- Pizzas delivered to your next staff meeting.

*Dietary restrictions can be met. And we'll work with each winner to choose food and a delivery time that works for you.

What types of materials qualify for the challenge (e.g., books, eBooks, audiobooks, graphic novels)?
Everything qualifies. We want to celebrate reading in all its forms and styles and don't care what people read. This is about celebrating reading.

Are there specific reading goals or requirements for participants?
No! We have not set specific goals for participants but instead want to encourage participants to come up with a goal that is personal and meaningful to them. For some, leisure reading a single

2



READING CHALLENGE

(THE NOT SO CHALLENGING CHALLENGE)



HOW TO PLAY:

You're busy. Set your own pace!

Get rewards for reading what you want, when you want.

Complete self-directed reading challenges for chances to win a Kobo and \$250 bookstore gift card! Play all through the year.

1. Adult and teen readers, set a reading goal and log your progress.
2. When you reach your goal, bring this gamecard to any RPL branch for an official stamp and contest entry. One completed gamecard gets you one entry ballot for the upcoming prize draw.
3. Celebrate! Choose a prize sticker designed by a local artist.
4. Grab another gamecard and start a new challenge. More completed gamecards means more contest entries!

Discover goal ideas, tracking inspiration, contest details, and prize draw timelines at: reginalibrary.ca/reading-challenge



follow us  



MY READING GOAL:

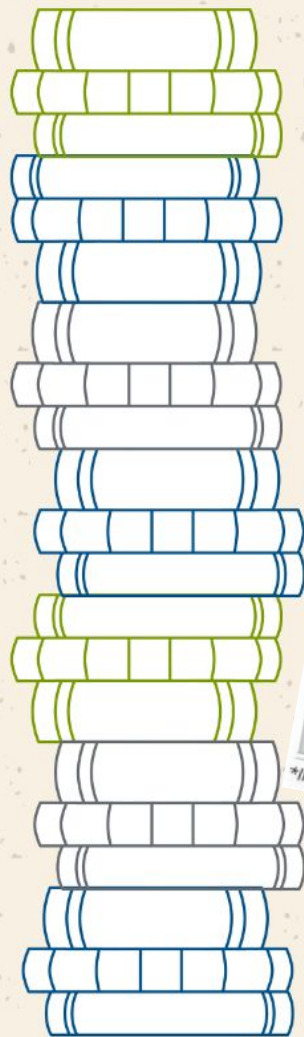
E.g. Read 15 minutes a day this month; read a series; read 3 classics; try a new genre...



MY TRACKER:

Use this space your way! E.g. Notes, lists, graphs, star ratings, doodles...

A large rectangular area with a dotted grid pattern, intended for tracking reading progress or notes.



RPL READING CHALLENGE

ONE ENTRY

Name: _____

My Challenge Summarized: _____

Phone or email*: _____

Branch: _____

Date Submitted: _____

RPL Stamp: _____



*Information will only be used to contact prize winners



Launched program

The basics

- **Pick up a game card** from any RPL branch, or **download and print a game card** at home.
- **Set a reading goal** that feels fun and achievable. For example, you could read 15 minutes a day this month; read a series; read 3 classics; try a new genre...whatever inspires *you*.
- **Log your progress** on the game card in the way that works best for you, from just the basics to graphs and star ratings. You can also keep logging in other locations, such as your Goodreads account.
- When you reach your goal, bring this game card to any RPL branch for an **official stamp and contest entry**. One completed game card gets you one entry ballot for the upcoming prize draw.
- You did it! **Choose a prize sticker** designed for us by a local artist.
- Grab another game card and **start a new challenge**. More completed gamecards means more contest entries!



Inspiration



RPL READING CHALLENGE

Community Engagement and Programming December 8, 2023, 10:56 AM



The not-so-challenging challenge: Bullet journaling techniques to track your reading

Dot grids, made popular (beyond geometry class) by the bullet journaling trend, are a great tool to track your reading goals because they're so flexible. That's why we've put one on the **RPL Adult Reading Challenge gamecards**: so that you can record your reading in the way that makes sense to you! Here are some techniques we get you started.

The not-so-challenging challenge: Goal tracker inspiration

Let your creativity run wild – or not! Find some inspiration below for how to use bullet journal techniques to keep track of your personal reading goals using the dot grid tracker on your **RPL Adult Reading Challenge gamecard**.

The no brainer:

Keep it simple by tracking your reading progress in one month. Add your own decorations and doodles or keep it minimal. Update your stats as you go to keep yourself accountable.

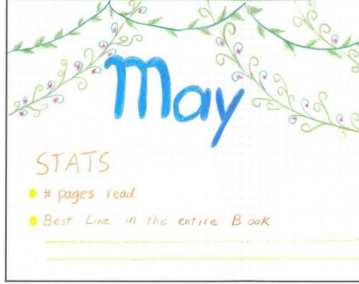
MY READING GOAL:

E.g. Read 15 minutes a day (or more), read 1 series, read 3 classics by a new genre

Read a book for fun + read for an hour each week.

MY TRACKER:

Use this space your way! E.g. Notes, lists, graphs, star ratings, doodles.



The not-so-challenging challenge: New year, new reading goals

Set your New Year's resolution with some help from the library. We've compiled a list of reading goals that you can use to power your reading in 2024!

- Read a book from every major literary movement (e.g., Romanticism, Modernism, Postcolonialism...)
- Read a book by a Nobel Prize-winning author
- Read a book by an Indigenous author
- Read a book written by an author from each Canadian province... or just one from Saskatchewan!
- Read a book from each major religion or spiritual tradition
- Read a book that has been adapted into a stage play or musical
- Read a book from each of the major literary prizes (e.g., Pulitzer Prize, Man Booker Prize, National Book Award)
- Read a book from a different subgenre within your favorite genre
- Read a book written by an author of a different race or ethnicity for each month of the year
- Read a book from each of the New York Times Best Seller lists for fiction, non-fiction, and young adult literature
- Read a book by a 2SLGBTQIA+ author
- Read a book by an author who has won multiple literary awards
- Read a book from each of the major publishing houses (e.g., Penguin Random House, Hachette Book Group, Harper Collins Publishers, Simon & Schuster, Macmillan Publishers)
- Read a book from each of the major time periods in literature (e.g., Ancient Greek, Renaissance, Victorian...)
- Read a book that starts with the letter of your name
- Read one book in multiple formats (print, graphic novel, audiobook) and reflect on your experience
- Read a non-fiction book (e.g., autobiographies, self-help, popular science, investigative journalism)
- Read a book from each of the seven continents
- Try reading outside your normal format (link to lists for graphic novels and audiobooks)
- Read a book from a genre you have never tried before (Western, Romance, Mystery, Horror, Historical Fiction, Fantasy, Sci Fi...)
- Create a reading bingo from some of these prompts, and get a blackout!

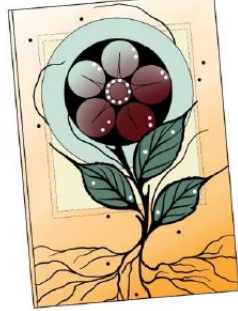
INSPIRATION AND GUIDES

Join the RPL Adult Reading Challenge to embark on a literary journey of your own design! Track your reading progress, set personal goals, and watch your bookshelf come alive.

- Five tips to set inspiring reading goals
- Bullet journaling techniques to track your reading
- Challenge tracker inspiration
- New year. New reading goals.
- Reading is good for you

The not-so-challenging challenge: 5 tips to set inspiring reading goals

Immediate gratification stickers

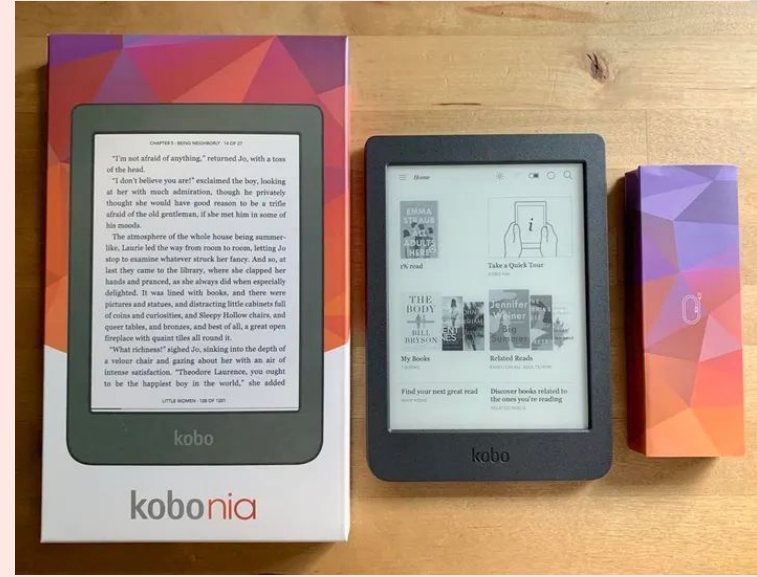


By Brian Neufeld

By Cole Pacunayen

By Nolan Malbeuf

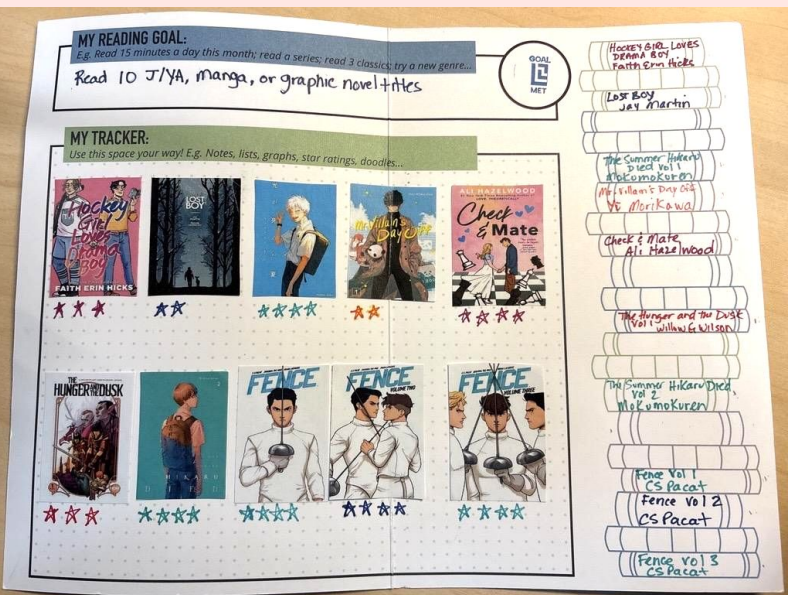
Grand Prize Draw



\$250



Staff



RPL Reading Challenge for Adults & Teens

	AB		CA		CO		GB		GE		PW		RP		SV		SU		Cycle Total Returned
	Public	Staff	Public	Staff	Public	Staff	Public	Staff	Public	Staff	Public	Staff	Public	Staff	Public	Staff	Public	Staff	
Cards Returned Cycle 1 (Oct 2023-Jan 2024)	86	11	66	17	10	4	76	5	4	0	19	2	16	1	59	3	88	2	469
Cards Returned Cycle 2 (Jan - April 2024)	41	13	56	21	23	5	85	2	44	0	30	1	22	3	165	0	138	5	657





4,272 website visits via ads

Across 4x two week targeted ad runs



13,920 website interactions

13,920 website interactions (link clicks,
downloads, page scrolls, etc)

2,674 entries

2,440 public and 234 staff



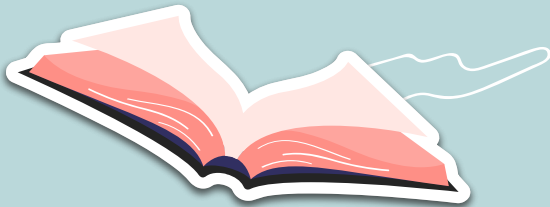


04

Key Takeaways + Q&A



Lessons learned, Advice for other scaling, Q&A



Key Learnings

#1

Branding

- Clarify that the program targets both adults and teens, and create targeted cards for teens.

#2

Participation

- Participation counted by entry, not individuals; consider a checkbox for first-time entries

#3

Communication & Logistics

- Focus on in-branch displays.
- Digital and social media had low impact.
- Stickers and flexible draws are key.

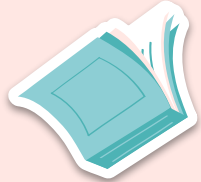
#4

Workload

- Long term planning a focused - but the workload was significant.



What I'll take forward



Keep it simple



Celebrate your participants



Ensure accessibility



Communicate proactively





Questions?



Thank you!

Feel free to reach out to me!

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