



**STATISTICS AND EVALUATION FORM 2009**  
*Revised on June 18, 2009*

In order to provide TD Bank and your provincial/territorial authorities with accurate information about the success of the TD Summer Reading Club (TDSRC) program, the participation of each library in the evaluation is of critical importance.

Individual library branches are asked to fill out the following evaluation form and to provide their responses to their main branch. Your main library will then fill out a unique online form for the entire library system.

Please make sure you fill out all **fields**. Please give an estimate if you did not collect specific data. If the information is not available, please enter **(N/A)**; and if there was none for this category, please enter a zero **( 0 )**.

**PART I – STATISTICS**

**INFORMATION ON LIBRARY**

If you are reporting at the branch level, provide the name of the library branch

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If you are reporting for a system, provide the name of the library system

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**STATISTICS ON PARTICIPATION**

**REGISTRATION:** Total number of participants who registered for the TDSRC 2009 with the intent to read books. Please transcribe the totals from the appropriate category of your registration form.

	Total
Boys 0-5 years old	
Boys 6-8 years old	
Boys 9-12 years old	
Boys 13 + years old	
Total number of boy participants	
Girls 0-5 years old	
Girls 6-8 years old	
Girls 9-12 years old	
Girls 13 + years old	
Total number of girl participants	
Total number of participants – boys and girls	

## STATISTICS ON PARTICIPATION

**MATERIAL PROVIDED:** Total number of reading kits or posters given out to children coming into your library, and any materials provided to summer day camps, child-care centres, community/public housing projects, faith-based programs, etc.

Posters only

Reading kits (includes poster, activity booklet and stickers)

### Circulation data during July and August

Circulation recorded on children's library cards

Circulation of children's materials

## PROGRAM STATISTICS

### Programs/activities conducted in the library

	Total
Total number of club programs/activities	
Total attendance at programs/activities for boys and girls	
Total attendance at programs/activities for boys	
Total attendance at programs/activities for girls	

### Programs/activities conducted outside the library

	Total
Total number of club programs/activities	
Total attendance at programs/activities for boys and girls	
Total attendance at programs/activities for boys	
Total attendance at programs/activities for girls	

**METHODS:** If you are reporting for more than one branch, indicate how the majority ran the program.

Did you run this as a drop-in program?

Yes      No  
     

Did you run the program as a club? (e.g., with distinct meeting times) (can do both)

Yes      No  
     

	Total
Total number of children who collected all 9 stickers	
Total number of books reported on	
Total number of books read	
Total number of hours read	

**PROMOTION OF PROGRAM**

Please transcribe the totals from your registration form to the appropriate methods below (only one method per participant):

Number of participants that first heard about the TDSRC by the following methods

	Total
1. Presentation to schools by library staff	
2. Presentation to summer day camps, child-care centres, community/public housing projects, faith-based programs, etc.	
3. Staff promotion in branch	
4. Word of mouth	
5. School invitations	
6. Joined last year	
7. Media (radio, newspaper, website, library program guide, transit ads)	
8. Other – Describe here:	

Did any library staff promote the program to schools/summer day camps/child-care centres/community/public housing projects/faith-based programs, etc.

Yes      No  
     

If yes, total number of visits.

If yes, total number of children reached.

**LEVEL OF SATISFACTION**

Rate your level of satisfaction with the program elements below:

	Very Dissatisfied	Dis-satisfied	Neutral	Satisfied	Very Satisfied
Overall appreciation of the theme					
Visual representation of the theme in the materials					
Quality of the logbook/activity booklet					
Relevance of the content of the logbook/activity booklet					
Program poster					
Relevance of the content of the Staff Manual					
Promotional materials					
Menus and navigation on the website www.td-club-td.ca					
Content of website					
Materials available on the website					
The website for kids					
Overall satisfaction with the website					

**PART II - COMMENTS AND SUGGESTIONS**

**PROGRAM READING OUTCOMES**

Do you have any indicators of a child's increased enjoyment of reading? Of reading successes? Changes in attitude toward reading? (max. 60 words)

Do you have any testimonials from parents, caregivers or teachers that may indicate an improvement in reading level? (max. 60 words)

**SUGGESTIONS ON PROGRAM**

Do you have any suggestions on the program's future themes? (max. 20 words)

Do you have any suggestions on the TDSRC overall? (max. 70 words)

**LIBRARY AND ARCHIVES CANADA THANKS YOU FOR YOUR PARTICIPATION!**