

We Are ALSC Chat  
Hosted by School-Age Programs and Service Committee  
Thursday, June 25, 2020

**Virtual Program Successes**

Mario Kart tournament

Uncertainty about platform, but thinks it may be Zoom

We Are ALSC Chat  
Hosted by School-Age Programs and Service Committee  
Thursday, June 25, 2020

Synchronous vs. asynchronous

Some storytimes are prerecorded, while some are live. There are pros and cons to each.

If it's live, attendees can talk amongst themselves

It can be awkward to perform live; it's unlike in-person storytimes, where attendees engage more readily

One library does live storytimes on Facebook then archives them.

This is the best of both worlds, since it means patrons can visit them at their convenience.

One library is doing Spanish language storytime

Consider copyright issues

Most publishers extending permissions for online storytime videos through July or August

ALA Virtual Event had a session on this

We Are ALSC Chat  
Hosted by School-Age Programs and Service Committee  
Thursday, June 25, 2020

One library is asking participants to create weekly videos  
Challenges are optional - not required to complete Summer Reading  
Consider collaborating with local businesses to offer challenges  
Platforms - Some are provided for free through the state library  
Beanstack  
    Relatively expensive if not provided through your state  
    Can share links, has surveys built-in  
Readsquared  
Wandoo  
Reader Zone  
    Less expensive than Beanstack, but also less functionality  
Challenges in Summer Reading program  
    Low participation numbers due to lack of outreach opportunities  
        One library gave out tracking sheets to kids who were picking up  
        lunches from the local school district  
    High learning curve for staff who are used to Summer Reading programs  
    that aren't online  
Purchase gift cards from small local businesses as prizes

## Challenges

Communication with public  
    One library has many families who don't have access to email and social  
    media and is hoping to start using a text message platform  
        Unique offers a texting platform  
Email blasts  
    Some libraries are doing emails for bigger programs only, to ensure  
    patrons don't get info overload  
    Some are doing a weekly email with highlights  
    One library attempted a mailing campaign, but most patrons didn't  
    participate  
Marketing departments aren't always able to work effectively to promote  
programs  
Staffing  
    Security concerns require staffing in many areas, with open  
    libraries/libraries providing curbside  
    This means there aren't always enough staff to work on programs  
    Furloughs are causing more hardship, as are staff that are taking the  
    opportunity to retire  
Technology

We Are ALSC Chat  
Hosted by School-Age Programs and Service Committee  
Thursday, June 25, 2020