

# FINAL REPORT



# Table of Contents



S  
T  
E  
T  
N  
O  
C

Page 1

Registration

Page 3

Participation

Page 7

Rewards

Page 8

Programming

Page 9

Parent Survey Results

Page 11

Adult Summer Survey Results

Page 13

Feedback & Suggestions

Page 18

Volunteer Report

2024

# REGISTRATION

## Pre-Registration Totals

**2,689**

Youth

**898**

Adult

**3,587**

Total

## June Registration Totals

**6,003**

Youth

**2,058**

Adult

**8,061**

Total

## July Registration Totals

**6,915**

Youth

**2,324**

Adult

**9,239**

Total

## Ending Registration Total

**7,029**

Youth

**2,359**

Adult

**9,388**

Total

## YEARLY COMPARISON

Sign Ups	2024	2023	2022	2021	2020
Youth	7,029	8,005	7,443	6,016	5,051
Adult	2,359	1,956	1,745	1,054	NA
Total	9,388	9,961	9,188	7,070	5,051

2024

# REGISTRATION DEMOGRAPHICS

## Registration by Grade Level

Babies and Toddlers	683
Kindergarten	608
Preschool	879
1st Grade	741
<b>2nd Grade</b>	<b>991</b>
3rd Grade	695
4th Grade	729
5th Grade	504
6th Grade	312
7th Grade	269
8th Grade	164
9th Grade	139
10th Grade	114
11th Grade	84
12th Grade	46
No Grade Level	63

## Registration by Age

0	80
1	159
2	265
3	421
4	513
5	533
6	655
7	861
<b>8</b>	<b>1,025</b>
9	622
10	541
11	389
12	308
13	201
14	124
15	135
16	92
17	60
18	43

## TOP TEN LOCATIONS

### Branches with Most Youth Sign Ups

Lancaster-Kiest Branch Library	1,209
Arcadia Park Branch Library	551
Audelia Road Branch Library	508
Hampton-Illinois Branch Library	393
Lochwood Branch Library	354
Fretz Park Branch Library	348
Polk-Wisdom Branch Library	340
North Oak Cliff Branch Library	326
Lakewood Branch Library	316
Preston Royal Branch Library	315

### Branches with Most Adult Sign Ups

Central Library	199
Lochwood Branch Library	181
Hampton-Illinois Branch Library	155
Audelia Road Branch Library	145
Lakewood Branch Library	121
Fretz Park Branch Library	116
North Oak Cliff Branch Library	113
Skillman Southwestern Branch Library	109
White Rock Hills Branch Library	106
Oak Lawn Branch Library	93

2024

# PARTICIPATION

## Youth

Participants: **4,919**Participation Percentage: **70%**

## Adult

Participants: **1,812**Participation Percentage: **77%**

*Participation is defined as logging any amount of reading and/or activities.*

# READ

## Youth

Total Readers Who Logged: **3,927**Logged Days: **136,226**Logged Minutes: **2,724,520**

## Adult

Total Readers Who Logged: **1,422**Logged Days: **49,457**Logged Minutes: **1,978,280**

# DISCOVER/CREATE ACTIVITIES

## Youth

Total Readers Who Logged : **990**Total Activities Logged: **16,161**Total Discover Activities: **6,690**Total Create Activities: **9,065**

## Adult

Total Readers Who Logged : **389**Total Activities Logged: **3,041**Total Discover Activities: **1,487**Total Create Activities: **1,555**



2024

# YOUTH LOGGED DISCOVER ACTIVITIES

"Discovered a new park at grandparents house."

"Attended the Creepy Critters at Arcadia Park."

"Tried roller skating for the first time at Southern Skates as part of Dallas Parks and Rec summer camp."

"Explored volunteer opportunities."

"Visited a new library and got a library card."

"I got to be a camp counselor and help other kids. I discovered that I am capable of being in charge of others."

"I attended the Perot event at Lochwood library and learned how to make rocket ships from paper."

"Learned about Olympic runners. Watched Olympic relays. Pretended to be an Olympian."

"Riley visited a Reading Ready Play Space at the Skillman Southwestern branch. He played with some puzzles. He also learned about fruits and vegetables."

"Learned about planes, trains and cars. Rode on a plane and a train for the first time! Learned how to say, 'vroom'."

2024

# YOUTH LOGGED CREATE ACTIVITIES

**"MADE SOME  
HOMEMADE  
APPLESAUCE"**

**"I wrote a poem  
about my favorite TV  
show."**

**"Talked about how artists use  
various mediums to create their  
art. Made our own medium to  
sculpt with by making  
homemade play dough &  
making sculptures with it."**

**"Created a mad  
scientist costume for  
kids camp."**

**"After watching  
break dancing in  
the Olympics, I  
created a dance."**

**"Made a terrarium with  
his grandma using chia  
seeds and wheat grass  
seeds."**

**"I am learning to dance the  
cupid shuffle. Dancing is a  
great fun way to exercise.  
Exercise it great for my  
health."**

**"Learned about musical instruments  
and make a tambourine out of  
recyclable material."**

**"Save the dinosaurs! By using  
different types of materials  
(wax paper, foil, plastic, etc.)  
I made a hypothesis to see  
which material would keep  
the dinosaurs dry during the  
rainy season."**

**"He used the book  
FINGERPRINT BUGS that  
he checked out at the  
library to create a scene  
of different bugs made  
from his fingerprints!"**

2024

## ADULT DISCOVER & CREATE ACTIVITIES

**"Creating a business mission statement."**

**"Calligraphy via book I got from DPL."**

**"Discovered The Funny Library Coffee shop at The Virgin Hotel.  
Neat place to read."**

**"I learned how to improve my abilities as a teacher thanks to DPL's books."**

**"Visited the First Folio and the Declaration of Independence at the Central library."**

**"Created a poster board for my kids to know what chores to do every week."**

**"Created a poster board for my kids to know what chores to do every week"**

**"Made a haiku poem with my child at Bachman Lake library."**

**"Finger painted with my kids, each displayed and talked about our art."**

**"I made DIY, Eco-friendly cleaning products."**



2024

# REWARDS

## Youth

Total Completions: **1,542**

Total Earned Rewards: **14,502**

Total Redeemed Rewards: **9,811**

## Adult

Total Completions: **591**

Total Earned Rewards: **4,774**

Total Redeemed Rewards: **2,685**

# GRAND PRIZES

## Youth

Total Grand Prizes Redeemed: **13**

Total Branch Prizes Redeemed: **30**

## Adult

Total Grand Prizes Redeemed: **5**

One of the youth SMART Summer grand prize winners was Isaac, whose Dad mentioned that Isaac has dyslexia and worked very hard to complete the SMART Summer program. Seeing Isaac win a Nintendo Switch was the perfect ending for his hard work.



2024

# PROGRAMMING

## Youth Programming

Program Attendance: **41,818\***

Total Programs: **2,096**

*\*Includes all programs with the Event Type=Out of School Time as well as storytime and other regular programs for an under 18 audience held between June and August*

## Adult Programming

Program Attendance: **13,301\***

Summer Saturdays: **2,024**

*\*Includes all programs with the Event labeled Adult and Seniors*



## SUMMER MEALS

Total Lunches Served: **8,622**

Total Snacks Served: **7,018**

Total Breakfast Served: **189**

Total Locations: **15 sites**



Site Locations:

- Dallas West Branch
- Forest Green Branch
- Grauwlyer Park Branch
- Hampton-Illinois Branch
- Highland Hills Branch
- Kleberg-Rylie Branch
- Lancaster-Kiest Branch
- Martin Luther King Branch

- Pleasant Grove Branch
- Polk-Wisdom Branch
- Prairie Creek Branch
- Skyline Branch
- Timberglenn Branch
- Vickery Park Branch
- White Rock Hills Branch

2024

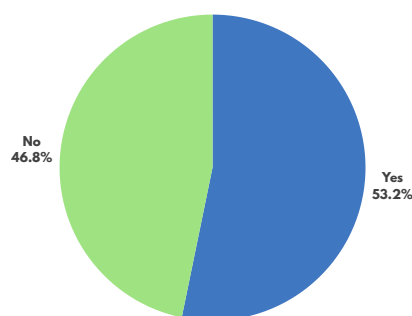
# PARENT SMART SUMMER SURVEY

## Responses: 125

My child/ children attended library programs frequently (at least once a week) during the summer.

Yes = 66

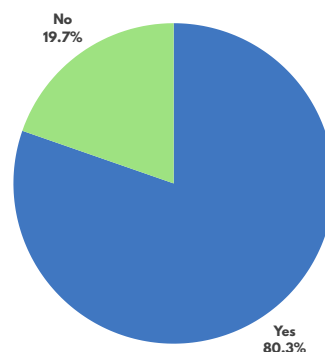
No = 58



As a result of attending library programs, my child/ children had educational experiences they otherwise would not have during the summer.

Yes = 98

No = 24



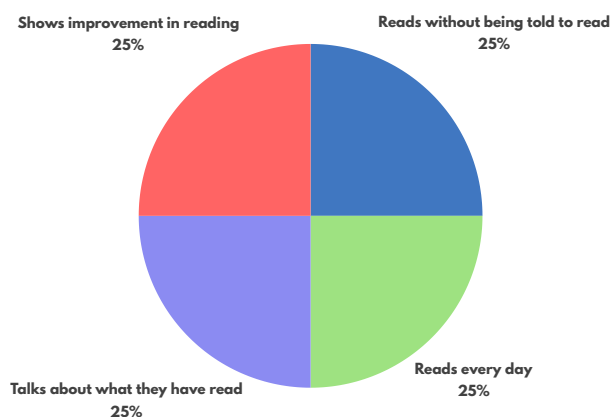
Since attending summer programs at the library, my child has shown signs of the following behaviors:

Reads without being told to read = 64

Reads everyday = 69

Talks about what they have read = 66

Shows improvement in reading = 63



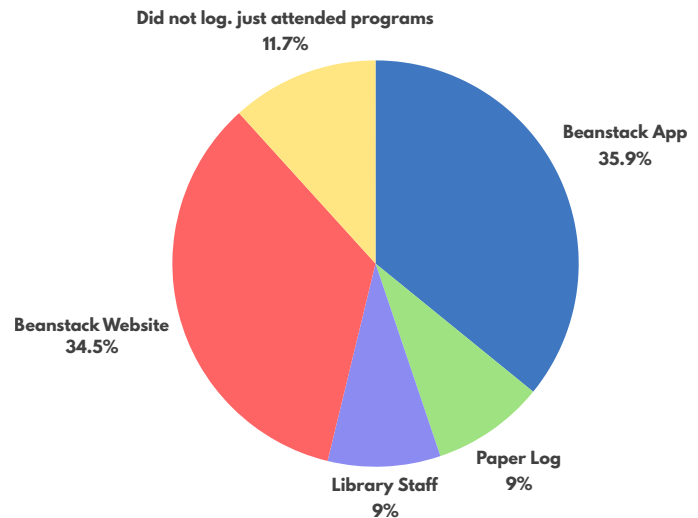
2024

# PARENT SMART SUMMER SURVEY

## Continued...

I logged my child/ children's summer reading through the:

Beanstack App = 52  
 Paper Log = 13  
 Library Staff = 13  
 Beanstack Website = 50  
 Attended events only = 17



### Overall SMART Summer Experience

**4.57**  
**Average Rating**

*Based on a 5 star rating scale*

**“We appreciated the emphasis on other learning goals for the summer besides reading. The create and discover goals were fun to work on!”**

“My 1 year old showed gross motor and social development through read with me program as well as language development.

“This program is so fun and helpful in encouraging reading, learning, exploring, and creating! Even when on vacation with grandparents, my child wants to make sure she meets her goals.”

“Loved doing create and discovery activities. [My child] now uses a scissors well at only 2.5 years! She has started "reading" by herself much more but also shows a great interest in how words look on the page. She's also shown an increased interest in learning more Spanish (a result of some of the free books she received as prizes).”

2024

# ADULT SMART SUMMER SURVEY

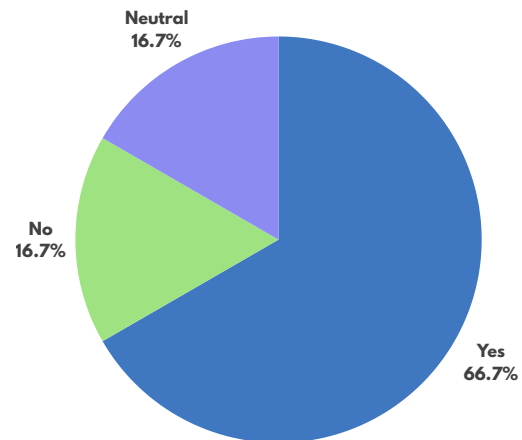
**Responses: 208**

I was able to discover or create something new or attended specific library programs frequently (a least once a week) during the summer.

Yes = 124

No = 56

Neutral = 28

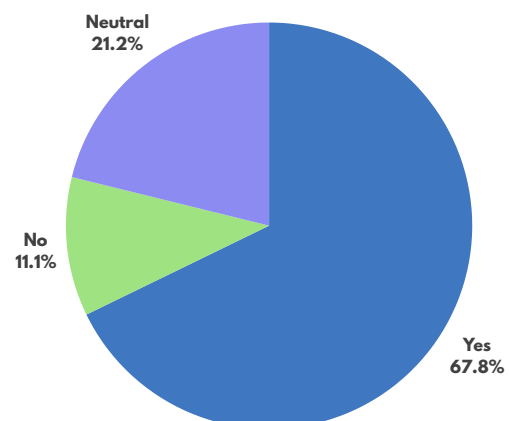


The options I had to create, discover, or create were fun and/or informative experiences that fostered my creativity that I otherwise would not have entertained during the summer.

Yes = 141

No = 23

Neutral = 44





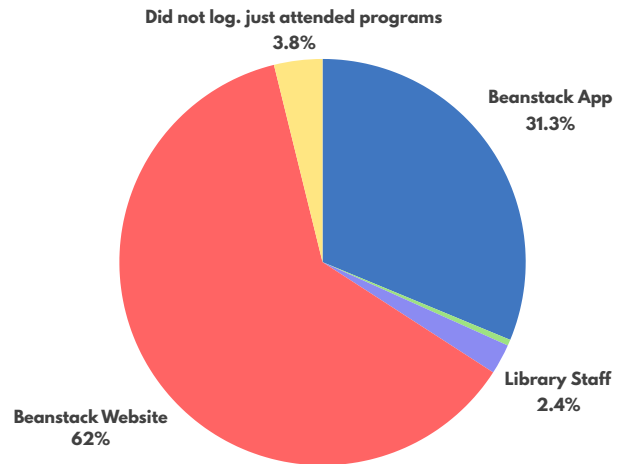
2024

# ADULT SMART SUMMER SURVEY

## Continued...

I logged my results through the:

Beanstack App = 65  
 Paper Log = 1  
 Library Staff = 5  
 Beanstack Website = 129  
 Attended events only = 8



### Overall Adult SMART Summer Experience

# 4.49

### Average Rating

*Based on a 5 star rating scale*

**“Loved the new  
create/discover challenges!  
A great change from the  
samurai/etc. challenges  
from years past.”**

“I was able to create a new garden, with inspiration from the Master Gardeners lesson and Fairy Gardens for adults. I also read more books about gardening that helped me in my decision making for plants to put in the new garden.”

“I really enjoyed being able to participate in this program with my child. There were a lot of in person events that we enjoyed attending together, such as meeting mini-horses, music and movement, and sensory playtime. We also enjoyed checking out new books and reading them at home. The challenge also motivated us to check out new places and tackle on new projects.”

“We truly enjoy participating in the summer reading challenge as a family. When the kids observe my enthusiasm for logging my reading time, they are inspired to join in!”

2024

# SUGGESTIONS

## FROM PARENT SURVEY

### Prizes

- Also the book prize was a bit underwhelming. We were already getting books from the library, so earning one didn't seem so exciting.
- We miss Whataburger and Chipotle kid meals!
- My children have been participating for a few years and this year they did not get any prizes which they were sad about. They looked forward to the Pizza Hut prizes.
- We would really enjoy getting tickets to the children's theatre and baseball games.
- Motivated him to read to be entered in grand prize. Really liked the ranger prize and years there were prizes besides books - seemed to motivate more but very thankful for this program
- Maybe offer prizes beyond books for each week rather than waiting for the raffle.
- Our library offered book prizes only this year. I'm all for reading, but not having the other food prizes did little to motivate my young male teen.
- Honestly the prizes and book selections are pretty underwhelming, especially for a huge library system like Dallas. Bring back the days of personal pan pizzas or free ice cream cone from DQ, etc!
- Please add more summer activities, teen workshops, free lunches and prizes along free book like in previous years. Thank you
- Always love the quality of books offered. Wish more libraries offered the for coupons along with the books, just a nicer incentive for the kids and saves money on dinner for a night!
- Have prizes other than just books
- They're motivated to read more. Suggestion: better book selection for younger advanced readers because my kids have difficulty choosing books at their reading level that aren't adult themed or graphic novels.
- Need better prize book selection for children. More classic books and Spanish children's books. Beanstack is annoying to use so we did a paper log then added to Beanstack in bulk.
- My only suggestion is clarifying the grand prize process. We never heard who won in 2023 and didn't see the prizes for 2024. So clarification would be helpful.

2024

# SUGGESTIONS

## FROM PARENT SURVEY

### General Feedback

- Make nearby libraries have programs at different times so we can attend both locations. Example: Grauwylar and Bachman not both at 3pm.. have one at 1pm and the other at 3pm.
- The app had trouble recording activities and experiences. I had to input them two or three times.
- I found the Beanstack app/site to be confusing. I would add my books but it didn't actually log my reading. The app wasn't intuitive. I ended up tracking my reading in Goodreads instead.
- One suggestion would be for Library staff know how to access program. The past 2 years when we go pick up free books, the staff struggle with knowing how to verify our request by logging in.
- Swan Strings has been amazing! Please bring them back during the year and next summer!
- More programs at small libraries like ours
- The programs were nice but the time didn't always work out with nap schedules. Having an early morning option or later afternoon would be great.

2024

# SUGGESTIONS

## FROM ADULT SUMMER SURVEY

### Prizes

- A sign up prize of a coupon for a popular fast food restaurant.
- Really great experience - only thing I wish there was more clarity on was 1) what the grand prize was and 2) who won/announcement of the drawing completion. THANK YOU FOR ALL YOU DO!
- Have more book options available at each location
- My only suggestion would be to make the prize distribution easier to understand. The prizes-free books!!- were phenomenal but the instructions on how/where to claim your prize were unclear.
- I already read a lot - posting a book review every day, mostly kidlit. The adult prizes I liked are the stickers or magnets, and especially the book tote bag (altho it is smallish) or a t-shirt. I am not interested in winning a print book since I mostly read on my kindle. How about a prize of letting the winner select a new ebook or audio book for the DPL collection? There are so many good books that come out on Tuesdays that DPL doesn't have yet and the Libby app doesn't let you recommend a title for purchase like the old overdrive one did.
- It helped hold me accountable for reading. I'd like more adult books as prize options.
- Send an email for who won the grand prizes. Better variety of books on the intermittent prizes throughout and or gift cards. Thanks!
- For next years program, it would be great if the prizes were larger such as Chromebooks, tablets, gift cards, trips, etc.
- I do understand that this program is primarily to encourage kids to read. It's nice that you "include" adults, but I didn't see any specific contests, programs, book lists or incentives that were for adults. It was mostly me reading on my own and logging it on my own and then showing my app to the librarian who offered me a free book from their meager (8 books?) selection.
- I really enjoyed this year's challenge. In past years I never won anything so it was less motivating. I did check out more available programs than I would have without the challenge. I was already a frequent library user so that didn't change. My suggestion would be to have a reward sheet to show: complete challenge 1=get a book, challenge 2=book, challenge 3=pick an item and have a visual of various items (stickers/tote/etc). This would let people know what's possible to receive and motivate them to keep going for further rewards.
- Wish there were better prizes!
- More communication regarding prize drawings, more chances to win since a lot of people are participating throughout the summer).

2024

# SUGGESTIONS

## FROM ADULT SUMMER SURVEY

### Prizes Continued

- My kids have aged out of most of the programming, but we enjoyed the reading challenge. I was disappointed to see that so many of the book prizes at our local branch were leftover from last year's reading challenge. I'd love to see new books added each year (and throughout the summer).
- While I enjoyed the ability to win prizes by tracking my reading, I often forgot to log my reading each day in Beanstack. I wonder if there is a more streamlined way to track reading. Perhaps by only tracking the books you completed rather than tracking each day you read? I also wonder if there is a way to do this through a more popular reading app like Goodreads, which many readers use already, instead of requiring another app.
- This year not very good books available. Selection was poor. Staff not friendly or helpful
- Having separate adult prizes that are not the same as the kid's prizes would be more motivating. Also, being able to choose from more than fifteen books for the adult book prize would be nice :)
- I would like to see notifications in the app; if they were there, I never saw them.
- I missed the Chipotle coupons for my kids. They really enjoyed it but overall I feel it's an amazing program.
- Please bring back the coupons to Pizza Hut and other snacks. Our kids love it!
- I really did enjoy reading with my daughters during the summer, I think that it showed them a good example plus they loved it when we read together. A suggestion might be to have a prize adult raffle to make it fun maybe like a giveaway gift basket or tickets to somewhere fun like museums, restaurants, etc.
- There were not too many Adult programs, but we had lots of fun at many child programs.
- I participated in the Adult SMART Summer in parallel with my child doing the kids summer reading. I would have like to have seen options for new adult books as prizes similar to what the children receive. The prizes saddened my child and she felt bad for me participating and not being able to receive the same cool books each week.
- More prizes!
- I appreciated recognizing how many creative and discovery things I already do, and having extra motivation to do more! Would suggest including a wider range of adult prize books to choose from, especially non-fiction options. Was difficult to find prize books I valued.
- Fun activity to do with the family. Please make public the prizes for the drawing adults are entered in. Last year we were able to see them but not this year. Add another book the prize for the adults. I like stickers, but I prefer books. Thank you for this great program and looking forward to next summer's program!



2024

# SUGGESTIONS

## FROM ADULT SUMMER SURVEY

### Prizes Continued

- It was nice to get rewarded with more books for the summer reading challenge, but next year I would love to see more classic and 20th century work options :)
- Whats the point in only claiming 5 awards only when it says we got more got finishing the program but out of all those prizes we could only choose 5.
- We enjoyed that there were prizes for consecutive days read (rather than amount of books). I would have liked it to be a bit more of an interactive experience for the kids when going into the library, to celebrate their accomplishments and encourage them to read.

### General Feedback

- Make paper logs available at central. I couldn't remember to log the stuff in I was busy. my art is on fispy
- Impact-Encouraged me to seek out various activities to completion, and to seek out places to visit.
- Suggestion-Each week every library should have an activity-a-week. Every 2 weeks- a discovery place within the library that has an example of someplace real in the DFW Metro that allows a virtual visit. (Include restaurants w/samples, (unique ice cream, snow cones, foods, etc) Flower garden w/plant give aways (free seeds, plants, etc)
- Maybe send at home activities with the kids so parents can interact with block stories like three little pigs etc
- I would like to be able to log audiobooks in addition to hard copy books. I didn't find a good way to do that in the Beanstack app since I only saw the opportunity to log pages read and can't easily track that with audiobooks. I asked on the library's social media posts a couple times and never received an answer. I would also like to know what the grand prizes are throughout the summer so as to know what we're working towards. I am happy to have won one of the drawings though!

2024

# SMART SUMMER 2024 VOLUNTEER REPORT

The SMART Summer Kick-Off parties were generally well covered likely due to the incentive of double hours. This incentive is not a regular occurrence and was only enacted to ensure staff had help for these events.

As a whole, Summer Saturday events fall within popular vacation times, which effects volunteer signups. Often volunteers are requested for decorating help the day before which is hard to fill as it is during weekday work hours.

## Hours Overview

Kick-Off Parties - June 1, 2024	Activity Hours	Volunteers Registrations
SMART Summer Kick-off Party at Central Downtown Library	32	4 of 5
SMART Summer Kick-off Party at Fretz Park Branch Library	24	3 of 3
SMART Summer Kick-off Party at Hampton-Illinois Branch	40	5 of 8
SMART Summer Kick-off Party at Lochwood Branch Library	56	7 of 12
SMART Summer Kick-off Party at Park Forest Branch Library	15.5	5 of 6
SMART Summer Kick-off Party at Pleasant Grove Branch Library	12.22	2 of 2
<b>Grand Total - (Participants were credited for double hours as an incentive.)</b>	<b>179.72</b>	<b>26 of 36</b>

Summer Saturdays (SMART Summer Adults)	Activity Hours	Volunteer Registrations
Bridgerton Ball at J. Erik Jonsson Central Library	23	7 of 20 (6 attended)
Nature Expo at J. Erik Jonsson Central Library	12	3 of 3 (3 attended)
Shakespeare's Ren Day at J. Erik Jonsson Central Library	15	8 of 22 (5 attended)
Unity Concert: Your Vote Rocks at Dallas Central Library	23.25	9 of 10 (5 attended)
<b>Grand Total -(Totals include pre-event set-up and actual event.)</b>	<b>73.25</b>	<b>27 of 55</b>

While volunteers make more than a quantitative impact, there are ways to measure the “Value of Volunteer Time”. Each year the Independent Sector calculates an hourly rate for volunteer hours based on the average earnings of private sector workers. In 2023, the volunteer value per hour served is \$31.94 for the state of Texas. Using this figure, the volunteers contributed about \$5,136 in service to the Dallas Public Library. This is based off 163.11 hours served after removing the double hour credit for the Kick-Off Parties.

For more information about how the value of volunteer time is calculated, go to:  
<https://independentsector.org/resource/value-of-volunteer-time/>