

Vancouver Public Library

The Roots of Reading



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Who has felt nervous about going somewhere with a group of people for the first time?

Who has completely forgotten about an appointment?

Who has been late due to traffic/transit?



**What makes
Library
Storytime
different?**





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NUTS & BOLTS

- 1 Librarian
- 4 Months
- Provincial Grant \$



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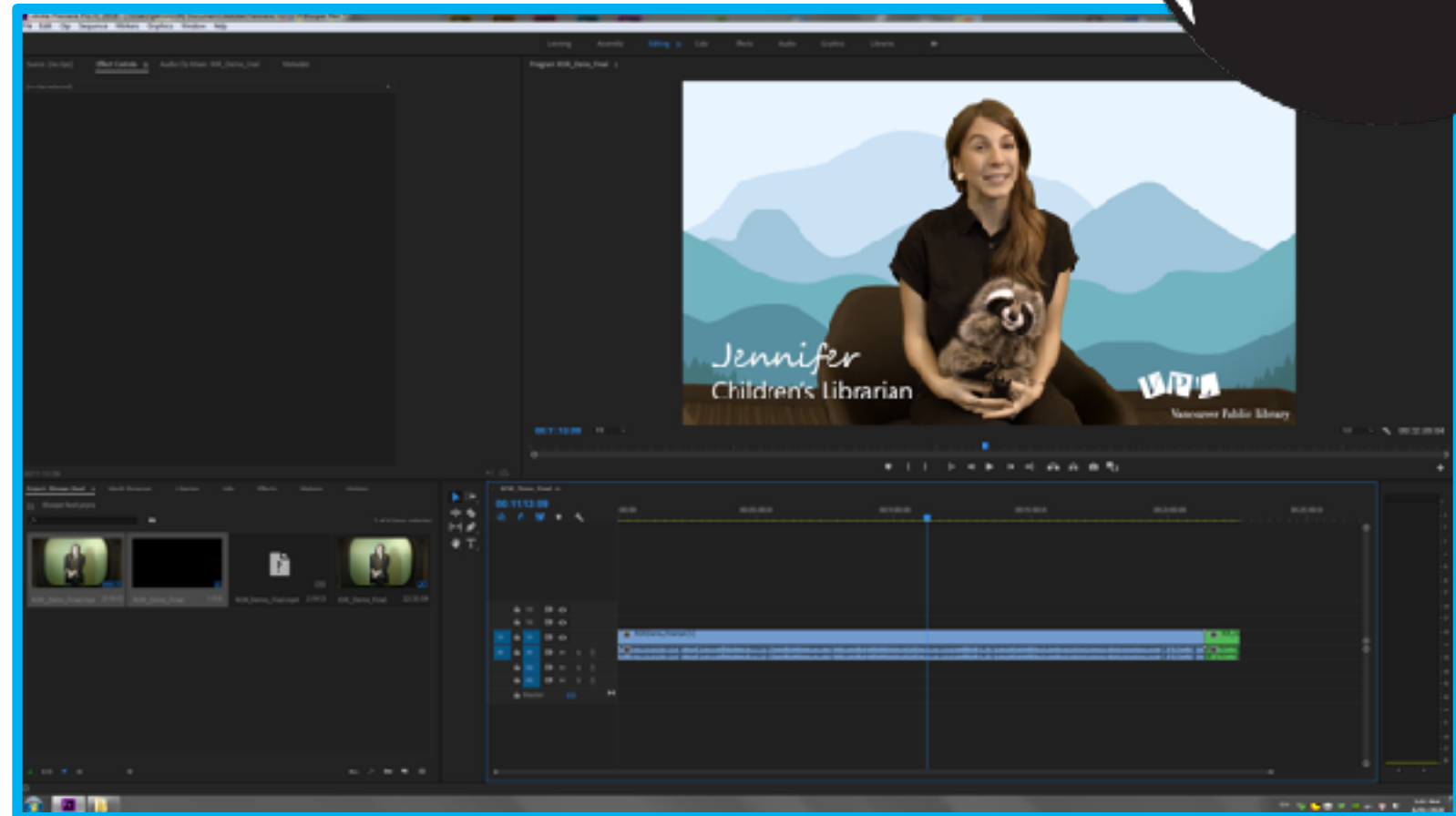
EQUIPMENT

- Green Screen
- 4 Standing Lights
- Digital Camera + Tripod
- Lapel Mic
- Adobe Premiere Pro (or equivalent)



RESOURCES

- YouTube Videos
- Lynda.com
- Other Staff



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TIMELINE

Research
Similar
Resources

Identify
Key
Priorities +
Content

Identify #
of Videos

Assemble
Content

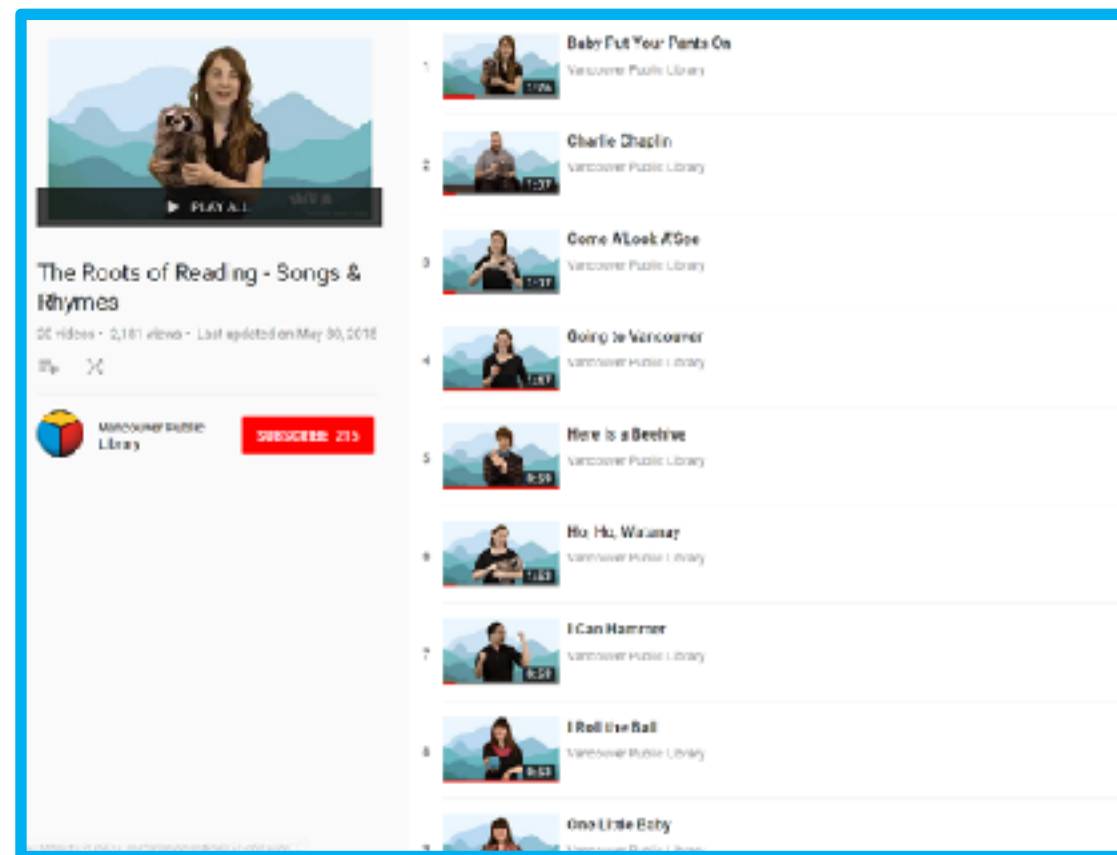
Film

Edit +
Upload



DETAILS

- Be flexible
- Keep it short & simple
- Give Staff time to learn
- Standardize



CHALLENGES

- Green Screen Drama
- Flexible Scheduling
- Equipment
- Time to Learn
- Memorizing Lines
- Communication



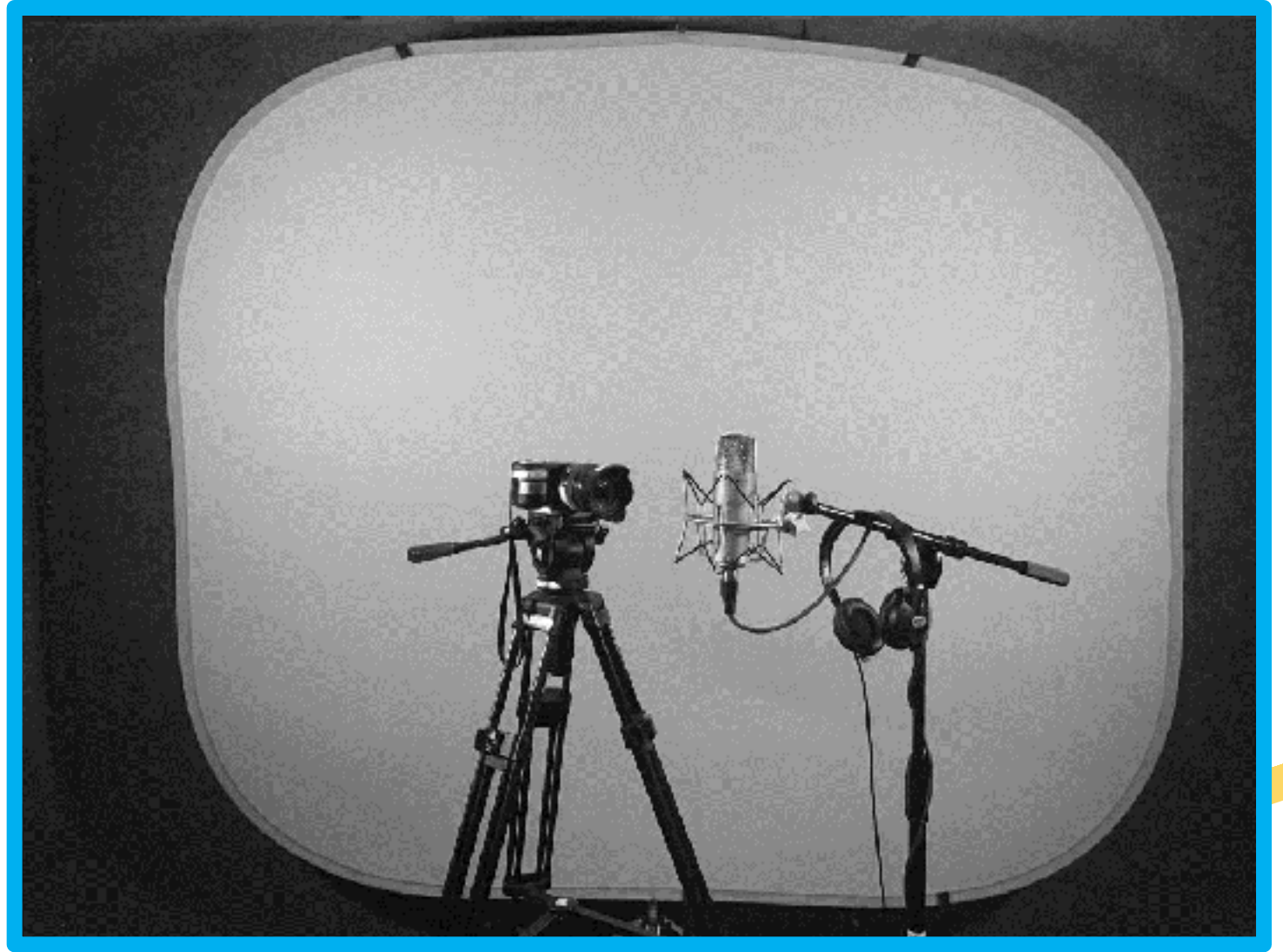
TECHNICAL DIFFICULTIES

- Website Capabilities
- Microphone
- Lighting



PLUS+

- Build Staff Capacity
- Foster Creativity
- Get Excited!



PERSONAL GAIN

- New technical skill set
- Project management experience
- Departmental coordination
- Presentation practice
- Confidence!



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STAFF FEEDBACK

- 100% of staff mention this resource during a session of storytimes.
- Newer staff use the resource to develop their own skills.
- Staff find it useful when speaking with ECE workers and at literacy workshops.



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PUBLIC FEEDBACK

- “I loved that she recognized some of the librarians in the videos”
- “It makes me feel less guilty when I don’t make it to Storytime”
- Patrons who are learning English have been very enthusiastic about listening to songs on their own so that they can use them more fluently with their children. - Staff



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PROMOTION

- Babytime
- Little Babytime
- Family Storytime
- Toddler Storytime
- Family Childcare Storytime
- Sensory Storytime
- Mother Goose
- Man in the Moon
- Alligator Pie
- Baby Welcoming
- Tablet Tales
- Parent Time-outs
- Early Language and Literacy Workshops
- Read, Sing, Engage! (ECE Conference)
- Community Visits (Family Drop-ins, Strong Starts, etc.)



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A VANCOUVER PUBLIC LIBRARY VIDEO SERIES

The Roots of Reading

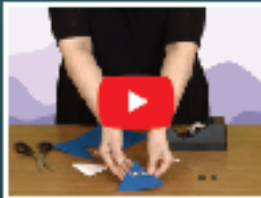
Learn new songs, rhymes and activities to grow your child's literacy skills with VPL's new online video series!



Start watching: vpl.ca/kids



SONGS & RHYMES



MAKE & TAKES



EVERY CHILD READY TO READ

 For more information: 604.673.6000 | vpl.ca/kids

Join the conversation: [@vplkids](https://twitter.com/vplkids) | www.facebook.com/vplkids

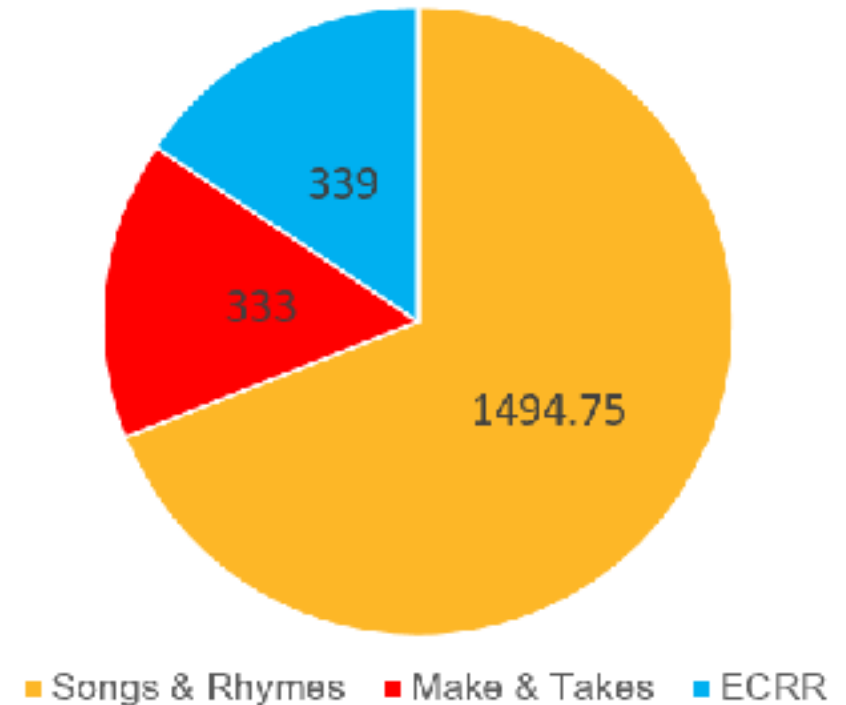
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EVALUATION + MOVING FORWARD

Average View Time?

.58 seconds

Average Views Per Video



QUESTIONS?



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THANK YOU!

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