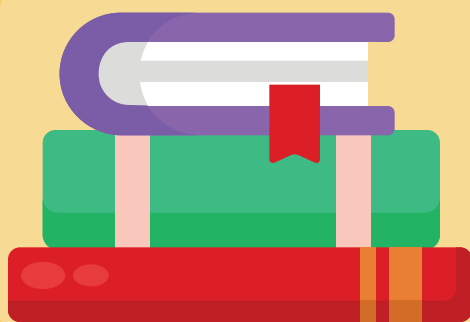


2023 Summer Reading Report

♥ beanstack



Intro

Our mission is to help educators and librarians encourage reading in their communities. In today's climate, we believe supporting you—school and public librarians—is more important than ever. Across the nation, summer reading programs serve as key touchstones used to connect with readers of all ages and invest in students' development. Continuing reading routines beyond the classroom prevents known summer setbacks, and tools like Beanstack help sustain reading momentum year-round.

Digital distractions and the hustle and bustle of everyday life can overshadow the importance of reading. Offering fun and gamified digital reading challenges allows readers to explore new interests and activities wherever they are. This past year, we've especially recognized how community goals, friendly competition, and offering exciting and creative rewards inspire readers. Collectively, your efforts led readers to log over 1 billion minutes last summer! That's a new record for us!

We firmly believe in the transformative power of reading and are committed to your success. Building a vibrant reading culture is a collective effort, and we're grateful we get to do it with the best of the best. Through our partnerships with schools and public libraries, we have witnessed positive summer reading outcomes year after year. This annual report shares what we've learned through data analysis and your insights. Read on to find recommendations for designing engaging reading challenges, testimonials from our partners, and more.

So Much Summer Reading

Summer 2023 proved our most successful yet, with the participation of more than 1,800 public libraries and 200 school districts. In total, librarians and educators created 21,399 reading challenges. And together, millions of readers logged over a billion minutes.

Beanstack helped readers log:



1.009 billion
minutes



44.8 million
pages



9.65 million
books



8.85 million
days

“As a county library system, our registration and participation levels were up from last year—and even more excitingly, from our pre-COVID numbers! Beanstack is an integral part of our Summer Reading Program, and we couldn’t be more proud of our readers logging more than 2.3M minutes this summer!”

Kristine (Spyker) Holyfield

Library Services Manager
Auglaize County Public District Library System in Ohio

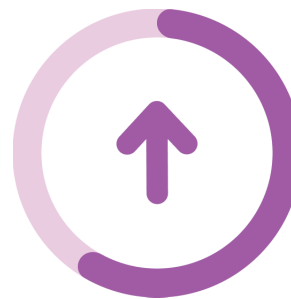
Summer Reading Sentiments

At the end of every summer reading season, we survey our partners to learn more about how summer reading went from their perspective. The results? Approximately 60% of our partners reported increased participation between summer 2022 and summer 2023, while almost 90% of polled libraries agreed that they reached their goals for summer 2023 with help from Beanstack.

“This year’s reading program was amazing. Our theme, ‘Blast Off with Books!’ engaged patrons of all ages from our community. The library benefitted from a great partnership with the City of Madison, and Arvin Sango, Inc. Beanstack helped everyone track their reading and earn cool rewards. Families appreciated being able to help their kids track their reading goals using the Beanstack app.”

Kara Motsinger

Children’s Librarian
Jefferson County Public Library in Indiana



60% reported increased participation between 2022 and 2023



Almost 90% agreed they reached their goals with help from Beanstack

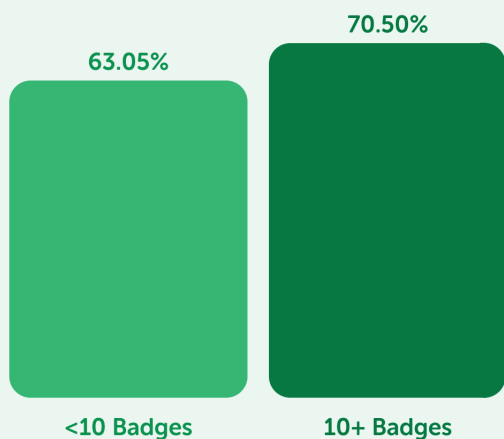
Reading Challenge Design Trends & Recommendations

Running a reading challenge doesn't have to be hard. Beanstack provides themed templates you can choose from, or you can opt to design your own. Once you choose your theme, Beanstack allows you to set and track goals, including total minutes or total books read per participant.

Our data shows that providing a variety of badges for readers to earn leads to increased participation. For example, challenges offering 10 or more badges saw an average of 70.50% active participation, while those offering fewer than 10 badges saw an average of 63.05% participation.

Offering 10 or more badges correlates with increase in participation

Percent active participation



“Adding personalized custom photos for badges was a real motivator.”

Teresa Davis

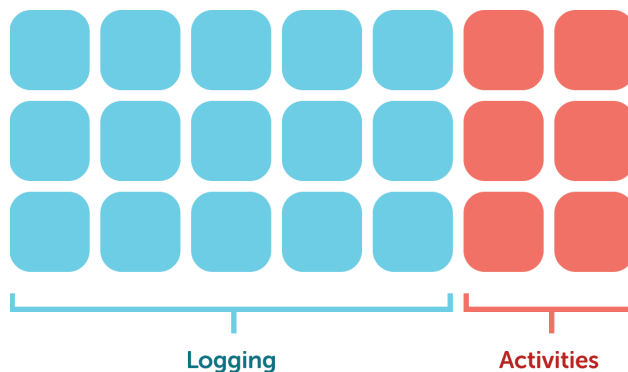
Library Media Specialist

Christ the King School Library in Tennessee

Including a reading log type in your challenge also boosts participation. Activity-only challenges average a 51% participation rate, while all other log types had a higher participation rate of 65%.

When it comes to different types of logs, it depends on the reader's age. Minutes are the most popular and widely used, offering a more balanced approach. This method creates fairness between struggling and advanced readers and accommodates busy adults. Additionally, it provides educators and librarians with valuable insights into students' reading habits. For young readers whose parents often read multiple short picture books to them daily, logging books may be the more suitable method.

The average challenge featured 21 badges



Make Reading Social

Harness the power of community to boost reading engagement. Whether setting a community-wide reading target or fostering connections among readers, building social components into summer reading programs clearly makes a positive impact. Data indicates that readers with friends logged 87.19% more minutes during the summer of 2023. These readers also engage more deeply with reading programs. A recent analysis of school reading challenges found that students completed 55.27% more reviews and 49.11% more activities when schools activated friends and leaderboards. Across the nation, summer reading programs are key touchstones used to connect with readers of all ages and invest in students' development.

“Once we enabled the community goal, we regularly posted about it on Facebook! We kept our patrons updated, and they loved seeing our progress toward our goal. The Facebook post that celebrated us reaching our goal got some of the most engagement we saw all summer, and we saw our Beanstack participation and completion numbers increase this year as well!”

Maria Bilello

Adult Programming and Outreach Librarian
St. Charles Parish Library in Louisiana

Reviews Completed

- Without friends and leaderboards
- With friends and leaderboards



Activities Completed

- Without friends and leaderboards
- With friends and leaderboards



Boost Activity Participation With Bingo

Beanstack's bingo challenges allow librarians to create game boards and award badges for earning bingo and filling cards. With various pathways to completion available to participants, readers can choose the set of badges they work toward earning.

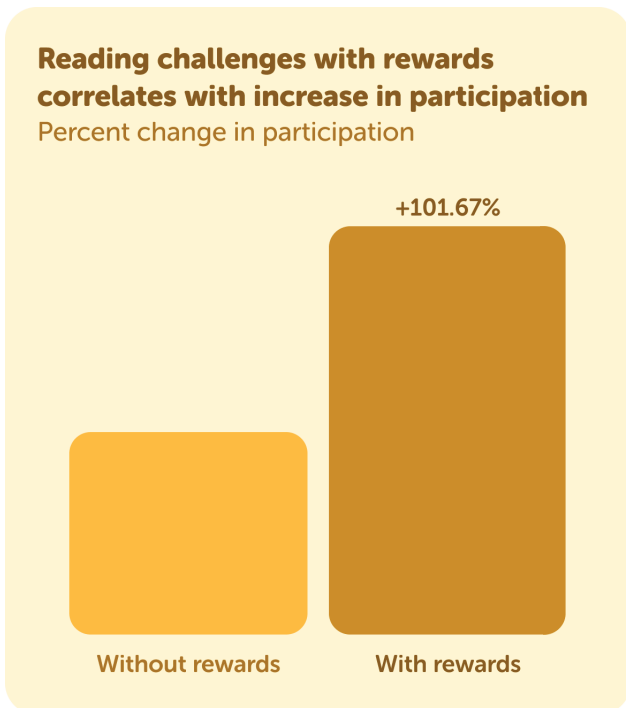


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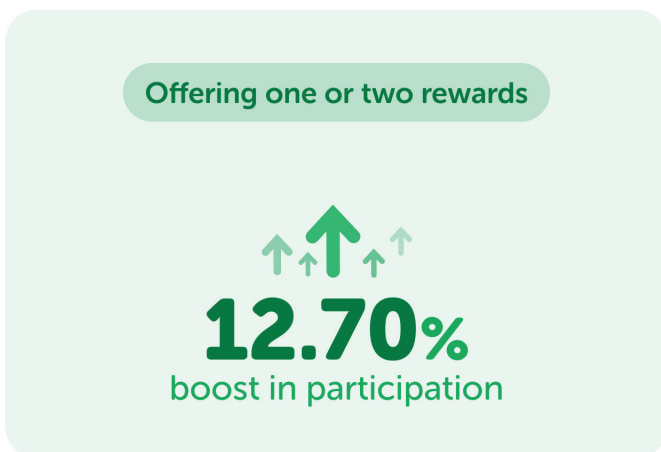
Readers completed **68.33%** more activity badges in bingo challenges.

Incentives Work

Don't underestimate the power of incentives! Over the past year, across all challenges, we found that engagement increases when challenges offer rewards. In a recent Beanstack school analysis, reading challenges with rewards averaged **101.67% more active participation** than challenges without.



During the summer of 2023, offering one or two rewards boosted participation in public library reading challenges by 12.70%, while offering three or more rewards boosted participation by 26.61%.



Schools and libraries are coming up with innovative ways to provide rewards. Many offer smaller prizes throughout the challenge, such as gift cards, book drawings, and the opportunity to earn raffle tickets. To celebrate the conclusion of their program, one library recognized winners with a pancake breakfast. At the same time, the students at an elementary school earned a PTA-sponsored roller skating night with the principal. While rewards can come in many forms, not all rewards have to be tangible.

"We hold a summer reading breakfast for students who read 360 minutes or more. Students learn the gift of giving, too! Students who read 720 minutes select a book to gift to a child in foster care. We will keep the challenges going throughout the year. My goal is for our students to give at least 100 books this year to foster children in our community."

Jaime Rearley
Media Specialist
Frances Meeks Elementary School in Georgia



Collaborate Using Tandems

Tandems make it easy for communities to unite to promote a strong reading culture. This allows local public libraries and schools to connect their Beanstack sites, making it easy for readers to link their accounts and simultaneously participate in library and school reading challenges.

Our data shows that tandems also boost engagement. As a matter of fact, library sites with tandems average 203.47% more total minutes logged, 127.46% more total days, and 167.98% more books read.

“We love working with our partnership with the Indianapolis Public Library. This has really helped us to promote our Beanstack reading challenges throughout the year!”

Meghan Alexis
Media Specialist
Harrison Hill Elementary School in Indiana

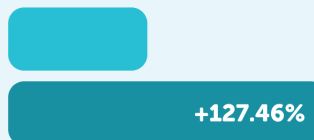
Tadems boosts engagement

- Without tandems
- With tandems

Total minutes logged



Total days



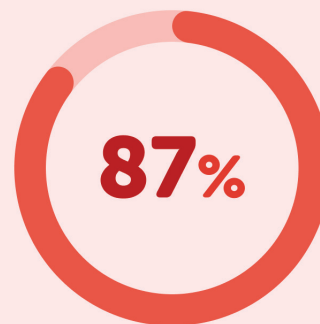
Total books read



Go Beyond Summer

Summer reading is the cornerstone of many public libraries' learning programs and is a great way for schools to promote reading while schools are out. However, 87% of summer survey respondents report running reading challenges outside of summer—more than ever before.

Providing your community with year-round reading programming is a breeze with our user-friendly templates. We offer hundreds of options, from author-curated reading lists to seasonal and heritage themes and beyond. Let's work together to cultivate a vibrant reading community and foster a love for reading among avid readers.



report running reading challenges outside of summer



 **beanstack**

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