



Illinois Library Association

### **ILA Forum and Committee Reports**

This form is to be completed by committee chairs/forum managers in collaboration with board liaisons. The ILA Executive Board will have meetings on the following dates in 2018-19: September 20, 2018; November 29, 2018; January 31, 2019; April 11, 2019; and June 13, 2019. Reports should be submitted two weeks before each board meeting to the board liaison and the ILA office, 33 W. Grand Ave., Ste. 401, Chicago, IL 60654-6799; fax: 312-644-1899; email: [dfoote@ila.org](mailto:dfoote@ila.org).

Forum or Committee: iREAD

Report completed by: Brandi Smits

Date: 5/31/19

#### **Activities underway or completed since the last report:**

At our last meeting, we revisited possible incentives for 2020's theme, "Dig Deeper: Read, Investigate, Discover." There was a lot of positive response to offering more craft kits than toys. Libraries are looking to these crafts as ways to promote summer reading with programs. The committee pared down the list of possible incentives to a finalized list. We should have messenger bags ready to sell at ALA in Washington, DC. We discussed the t-shirt designs which will also be for sale at ALA. We came to a consensus on the color of the Youth shirt. As of the April meeting, we learned that sales were down this year. Libraries are starting to move away from prizes as incentives. We discussed the possibility of offering collectible items instead like charms, sticks, badges, etc. This way the kids try to reach the different levels of the reading program to collect all of the items rather than receiving a toy of some kind.

All Resource Guide submissions were received and the guide is underway. This was the first year we used the Form Plus software to collect submissions. It seems to be very successful and easier to use than the Google Form of the past.

iREAD had a table at Reaching Forward. We sold items from the 2019 catalog and promoted the 2020 theme. This is always a great way to reach the staff members who don't always get to go to the ILA conference.

#### **Projected activities during the upcoming months:**

iREAD will once again be represented at the ALA conference. We have four committee members going to work the booth plus Diane Foote and Cyndi Robinson from the ILA office. We have two booths this year, which will help greatly with the space issues we had last year. There will be some kind of activity at the booth. Discussions leaned towards some kind of sensory digging activity to promote the theme. Prizes will be hidden within some kind of medium (oatmeal flakes, beans, popcorn kernels, slime, etc.) and the booth visitors will have to dig out the prizes.

Unboxing videos are very popular amongst kids lately. We thought we could create our own unboxing videos to promote some of the new incentives for 2020. There was also talk about using green screen apps to create short videos for our Facebook pages to try to increase traffic and content.

We have our first meeting with our new committee members in July. We were hoping to have a new members introductory meeting in June, but the new members were not available to meet. Instead, they are in contact with the current coordinators to better understand their position in the committee. We hope that these meetings can happen in the future, but in order to make them successful, we will have to begin our selection process earlier than we have in the past.

Questions or concerns that need to be addressed by the ILA Board: