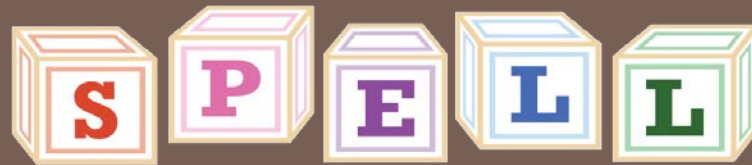


SUPPORTING PARENTS IN EARLY LITERACY THROUGH LIBRARIES:



Dec 12, 2013

11:00am – 12:30pm (MST)

<http://spellproject.weebly.com>



Webinar Team

□ **Beth Crist**

Project Director, SPELL Project
Youth & Family Services Consultant
Colorado State Library
303-866-6908

crist_b@cde.state.co.us

□ **Sharon Morris**

Advisor, SPELL Project
Director, Library Development
Colorado State Library
303-866-6730

morris_s@cde.state.co.us

□ **Mary Stansbury, PhD**

Consultant, SPELL Project
Chair, Department of Research
Methods, and Information Science
Associate Professor, Library and
Information Science Program
University of Denver

Mary.Stansbury@du.edu

□ **Duan Zhang, PhD**

Consultant, SPELL Project
Associate Professor, Research
Methods and Statistics Program
University of Denver

Duan.zhang@du.edu



Community Agency Partners

[Aurora Public Library](#)

[Bright Beginnings](#)

[Colorado State Library](#)

[Colorado Libraries for
Early Literacy \(CLEL\)](#)

[Colorado Humanities'
Motheread/Fatheread
and Teacheread](#)

[History Colorado](#)

[High Plains Library
District](#)

[Invest in Kids](#)

[Lake County Public
Library](#)

[Pikes Peak Library
District](#)

[Reach Out and Read
Colorado](#)

[Rocky Mountain PBS](#)

[Temple Hoyne Buell
Foundation](#)

[University of Denver
Early Childhood
Librarianship](#)

[Learn more about our Partners on the SPELL Project website](#)

Roadmap

- Part A - Environmental scan and literature review
- Part B - Mixed methods Research Design
 - ▣ Survey followed by
 - ▣ Focus group interviews
- Results – Quantitative and Qualitative
- Triangulation of the findings from Parts A & B
- Reflections on SPELL Project



Environmental Scan

- Examined wide array of early literacy projects both inside and outside of the library landscape
- Determined 10 patterns amongst the programs most successful in reaching and changing the behavior of low-income parents of young children



Literature Review

- Reviewed 4 subject and practice areas within library science and early childhood literature
- Identified 4 important overlapping concepts in the literature, plus the interaction of those concepts:
 - Attitudes
 - Relationships
 - Knowledge base
 - Culture



SPELL Survey

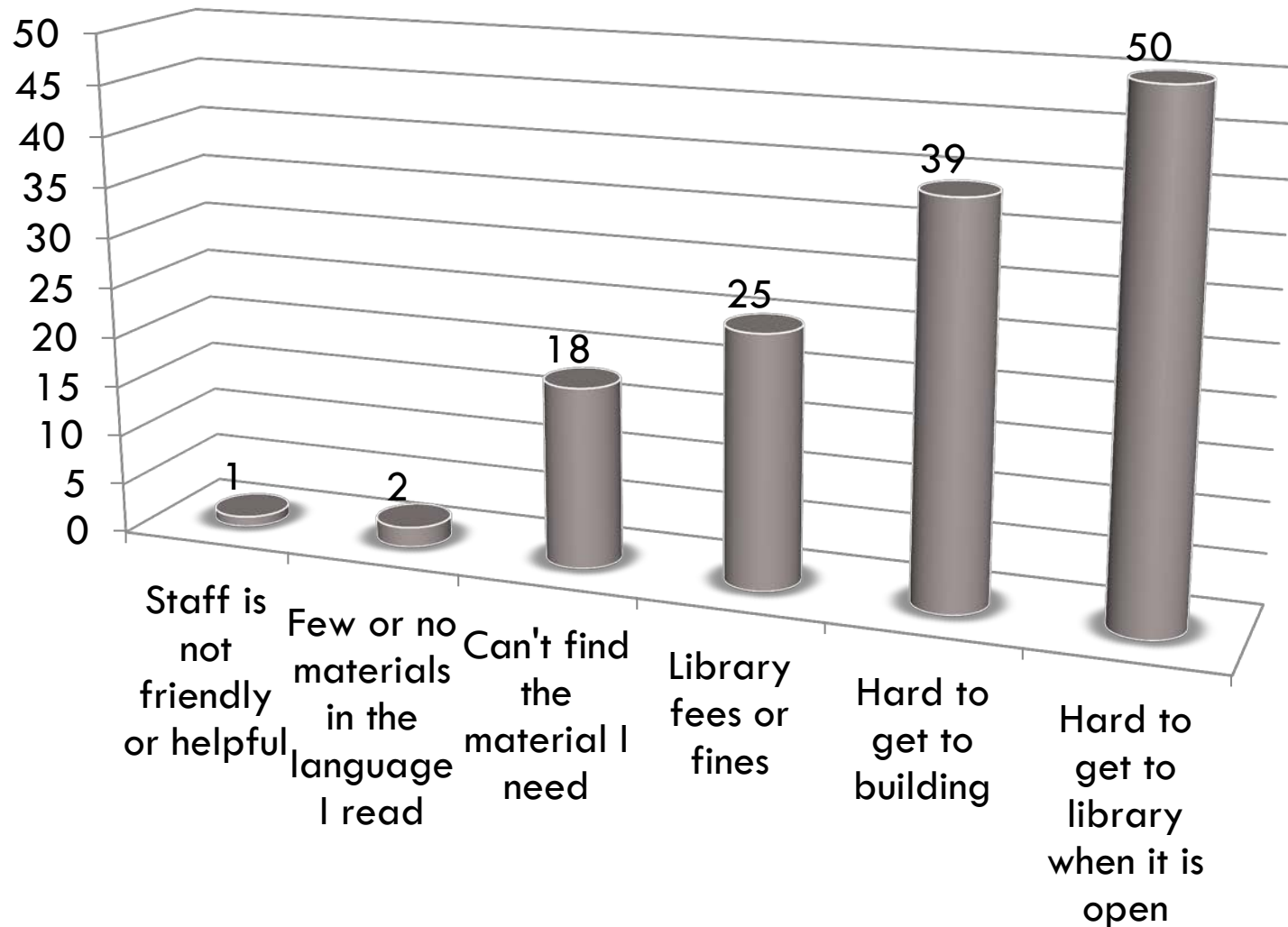
- Instrument
 - ▣ 3-page questionnaire with mostly quantitative questions and a few qualitative ones.
- Administration
 - ▣ Distributed in person at 4 public libraries
 - 2 metro and 2 rural
- Sample size - 223 (with missing data)
 - ▣ 164 from metro libraries and 59 from rural libraries



Respondents' Demographics

- Majority – female English speakers
- 50% of families' income was below \$50k
- Education – 37% didn't have college degrees
- Ethnicity – 70% Caucasians, 15% Hispanics, 8% African Americans, & 7% others
- Age – 75% between 25 – 45
- 30% of families have three or more kids under 18

Barriers to Use the Library





Key Findings from the Survey

- Low-income families attend programs for young children, but less frequently than higher-income families
- Parents consider raising children to be separate from the topic of encouraging reading and literacy
- Parents find library staff valuable resources for info on encouraging children to enjoy reading



Key Findings cont.

- 100% of respondents believe in the importance of reading to young children
- However, how much parents actually read to their young children changes based on their income and education levels
- The Internet is the most important source of information for parents of 0-3 year-olds



Feedback

- Did any of the survey findings surprise you?
- Did you expect to see anything that's not here?
- What questions do you have for us?

Please type your ideas & questions in the chat box!



SPELL Focus Group Interviews

- 6 groups at 4 locations:
 - Group size ranged from 4 to 20
 - Each interview took about 60-90 minutes
 - Every participant received a bag with books and other fun and educational materials, with a family portrait.

Impediments to Library Use

- Scheduling issues
- Geographic location, including parking issues
- Challenges of using the library with children





Suggestions for Library Facility

- A more clearly separate children's section
- A “jam” room for kids to safely release their energy
- Better child-proof measures to address parents' safety concerns
 - ▣ Stairs/sharp edges and corners
- Organization of children's books
 - ▣ Alternative to alphabetical order



Suggestions for Library Service

- More variety in story time offerings
 - ▣ By age, topic interest, and schedule
 - ▣ Digital story time
- New programs for both young children and parents
- Improved collection development
 - ▣ Broader spectrum of books on certain subjects
 - ▣ Educational computer programs
- Pre-packaged sets of books for kids in specific age ranges

Challenges for Kids to Love Books

- No. 1 – Destruction!
- Time
- Kids won't be still
- Siblings
 - ▣ Could be good and bad



Info Sources on Parenting

- Internet tops the list for almost all
 - ▣ Social networking sites, search engines
- Other important info sources:
 - ▣ Print materials such as books and magazines
 - ▣ Doctors and Nurse-Family Partnership programs
 - ▣ Religious institutions, groups, and books
- Further exploration of young families' information-seeking behavior would be useful



Info Sources on Library

- No. 1 – Library staff
- Flyers, mailing lists, and text messaging
- More marketing needed for library programs, especially to urban low-income parents
 - ▣ *“I only know that they provide story time, so. I don’t know what they provide.”*
 - ▣ Partnering with grocery stores and gas stations
 - ▣ *“More people go to Walmart than they go to the doctor’s office.”*



How to Reach Parents

- A big bulletin board in the library
- Doctor
- Email / Mails
- Flyers
 - ▣ Distributed at places such as grocery stores or schools
- Keyword searching on internet

Triangulation – Attitudes

- Importance of early literacy
 - ▣ Expectant mothers
 - ▣ Parenting education programs
- Attitudes vs. actions
 - ▣ How to resolve the inconsistency?
 - ▣ Access to literacy resources



Triangulation - Relationships

- Development of new partnerships
- Work through existing infrastructure
 - ▣ Build on long-standing relationships with families via trusted advisors
- Parental trust in various support providers
- Active involvement of parents
 - ▣ Sustained efforts over time



Triangulation – Knowledge Base

- What's known already
 - ▣ Evaluation data from previous literacy projects
 - ▣ Group dynamic that's beneficial for working toward the same goals
- How has knowledge been used
 - ▣ Improved story time
 - ▣ Fun or gaming element
 - ▣ Digital dissemination of information



Triangulation - Culture

- Cultural proficiency
 - ▣ Cultural barriers
 - ▣ Individual attention to forge mutual respect
- Preference for means of interacting with providers
 - ▣ Parents' information seeking patterns
 - ▣ How to reach parents with various demographics
 - ▣ Communication channels





Feedback

- Did any of the focus group findings surprise you?
- Did you expect to see anything that's not here?
- What questions do you have for us?

Please type your ideas & questions in the chat box!



What's Next for Librarians?

- Program schedules to meet parents' needs
- More welcoming, child-friendly environment
- Collection organizations and labeling
- Book packages for checkout
- Separate/tiered mailing lists for parents of different aged kids
- Bookmobiles for rural areas
- Market to parents via grocery stores/gas stations



What's Next for SPELL?

- Finalize and disseminate blueprint
- Apply for grant funds to test blueprint (Feb 2014); if successful, implement grant in Colorado (Oct 2014-2016)
- Hold training for Colorado libraries on blueprint (Nov 2014)



Blueprint

- Approach
- Structure: Timeline and Influences
- Application of Blueprint



Feedback

- What would be most useful to you in the blueprint?
- What would be most useful to you in our report?
- How will you use the blueprint and report?
- Do you have other questions or comments about SPELL?

Please type your feedback in the chat box!



What's Next for Researchers?

- Test of Blueprint
- Parents' Internet browsing strategies
- Need for parenting education about literacy
- Evaluating existing literacy programs
- Piloting nontraditional partnerships with community agencies including churches and stores
- Exploring digital educational programs



Reflections on SPELL Research

- Expand sample to library nonusers
 - ▣ Work with gov't offices, businesses or agencies
- Survey wording and organization
- Focus group interviews
 - ▣ More probing needed on project objectives such as parenting info and library usage
 - ▣ Be careful with leading questions given by facilitators
 - ▣ Background info on participants to make more use of data



Thank you!

Please complete our webinar evaluation:

<https://www.research.net/s/SPELLfindings>

Follow the project at spellproject.weebly.com/ !

Questions, comments, or suggestions? Contact:

Dr. Mary Stansbury, Mary.Stansbury@du.edu

Dr. Duan Zhang, duan.zhang@du.edu

Beth Crist, crist_b@cde.state.co.us

