



Cleveland READS Recap

15 February 2024

Campaign Vision & Goals

Vision: A city that reads is a city that succeeds.

Goal: To raise awareness on the importance of reading literacy & to nurture a love of reading
~~1 million books and/or minutes~~ **10 million minutes** read by Cleveland readers



Cleveland READS Campaign Co-Chairs



Felton Thomas, Jr.
Cleveland Public Library

Executive Director, CEO



Connie Hill-Johnson
Cleveland Foundation Board

Chairperson



Thomas Dewey
Medical Mutual

**Executive Vice President, Corporate
Initiatives and Chief People Officer**



Cleveland READS Honorary Chairs



Justin M. Bibb
City of Cleveland

Mayor



Blaine A. Griffin
Cleveland City Council

President



Chris Ronayne
Cuyahoga County

Cuyahoga County Executive

Campaign Audiences & Metrics

Audience(s):

- Scholars – Ages 0-18; Strivers – Ages 19 – 54; Seniors – Ages 55+

Metrics:

- # of books read
- # of minutes read
- # of CPL card sign ups
- # of books distributed/give-a-ways
- # of reading literacy strategies shared with families and educators
- # of people attending Cleveland READS events/programs



Metrics: Results

- Readers: **Over 28,000**
- Books Read: **More than 1.6 million**
- Minutes Read: **Over 10,000,000**
- Badges Earned: **92,000+**



**Books
Distributed
Over
400,000**





Survey Results

Out of 419 completed surveys, the results were resoundingly positive.

Of the percentage of patrons surveyed who either agreed or strongly agreed that they benefited from the service or program:

- 96% learned something new from what they read or experienced
- 90% read more often
- 91% enjoy reading more
- 92% want to use the library more often



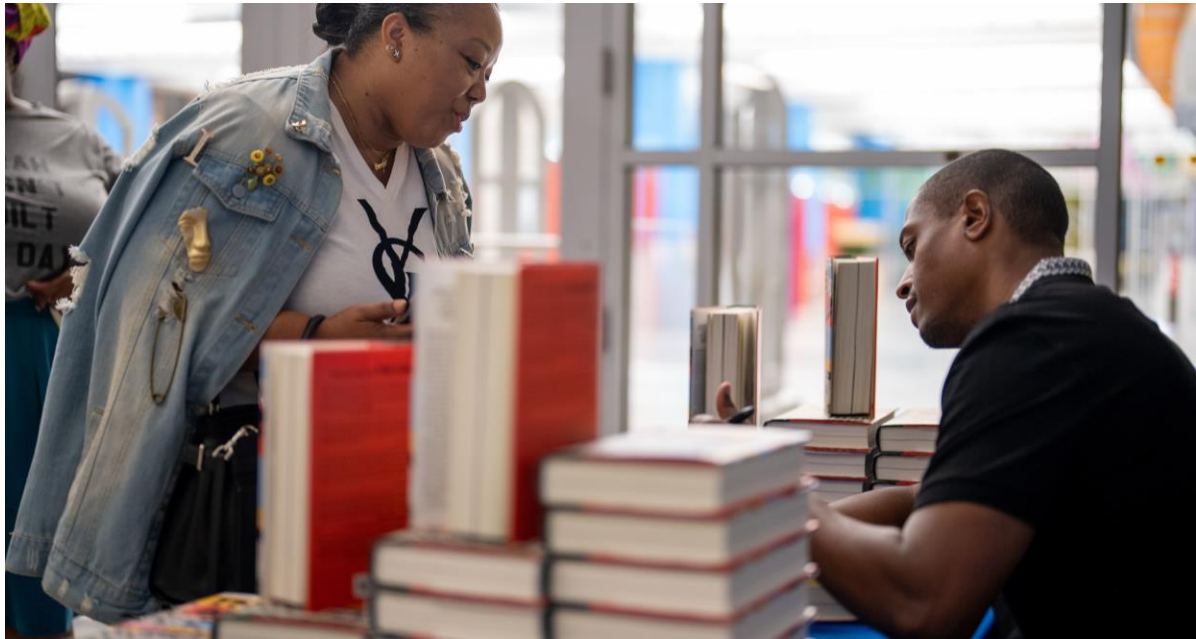
Survey Results

In addition, library circulation for CMSD students increased 234%, up from 6,768 to 22,606 this past year!



Events & Programs









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Marketing

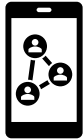


Telling Our Story





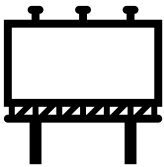
SOCIAL MEDIA
FB, IG, X, LinkedIn



WEBSITE
cpl.org & clevelandreads.com



DIGITAL DISPLAYS
CPL, City of Cleveland



E-NEWSLETTERS & E-BLASTS



ADVERTISING

TV, Radio, Print, Social Media



EARNED MEDIA
TV, Radio, Print



PARTNERS & OUTREACH

E-Newsletters, Email, Social Media,
Websites, Word of Mouth



VIDEO



ROBOCALLS

CMSD, City of Cleveland



PRINTED MATERIALS

Postcards, Posters, Banners,
Bookmarks, Stickers

DIRECT MAIL





Telling Our Story

Cleveland READS
FREE BOOK BASH

CLEVELAND READS

Free Books | Gaming | DJ Phatty Banks | Prizes | Roller Skating

12:00 - 3:00 p.m.
Saturday, December 17, 2022

Public Auditorium | 500 Lakeside Avenue E
Cleveland, OH

FREE transportation available
Register at clevelandreads.com

READ TO WIN: Join the Cleveland Reads Challenge for a Chance to Win Prizes & a Lifetime of Positive Results

Cleveland READS® is a city-wide initiative to get Clevelanders reading. Our goal is to read one million books or minutes in 2023.

CLEVELAND READS

Read to Win!

Join the Challenge: clevelandreads.com

READ LOG WIN

Join the challenge!
clevelandreads.com

READ TO YOUR OWN BEAT!

CLEVELAND READS

Join the challenge!
clevelandreads.com

KID READER
BY LILY JAMES

I ♥ READS

READING

clevelandreads.com

READ More BOOKS

CLEVELAND READS

CLEVELAND READS

Join the Challenge!

READ. LOG. WIN!

Track your books and reading minutes on Beantack. Earn chances to win prizes!

A Nintendo Switch, an Apple iPad, Southwest Airlines gift cards, and more!

How do I sign up?

- Go to our Beantack website or scan the QR code: c2l.beantack.org
- Click on "Register an Individual or Family."
- Fill in your info! Beantack allows families to be linked together, so all family members can be accessed with one login.

CLEVELAND READS VICTORY BASH
SAT | DEC 2, 2022

Let's Celebrate!

PARADE to City Hall
Cleveland Reads RESULTS
Victory PARTY in Public Auditorium

FREE Books | Food Trucks | Prizes | Bumper Cars | Roller Skating | Face Painting | Music & More!

SCAN ME

TO REGISTER
clevelandreads.com/events

Cleveland Reads Minute Challenge

Join the Challenge!

CLEVELAND READS

January 1 – December 1, 2023

READ LOG WIN

#ClevelandReads

- 30 mins a day for 10 days = 300 minutes
- 30 mins a day for 14 days = 420 minutes
- 30 mins a day for 30 days = 900 minutes
- 45 mins a day for 14 days = 630 minutes
- 45 mins a day for 30 days = 1350 minutes
- 45 mins a day for 45 days = 2025 minutes
- 60 mins a day for 14 days = 840 minutes
- 60 mins a day for 30 days = 1800 minutes
- 60 mins a day for 45 days = 2700 minutes
- 90 mins a day for 14 days = 1260 minutes
- 90 mins a day for 30 days = 2700 minutes
- 90 mins a day for 45 days = 4050 minutes

Log your minutes online at c2l.beantack.org

Read to Win!

CLEVELAND READS

Join the Cleveland Reads Challenge for a Chance to Win Prizes & a Lifetime of Positive Results

READ LOG WIN

Sign up at clevelandreads.com

Cleveland READS® is a city-wide reading initiative to get Clevelanders reading. The Goal: Read 1 million books and/or 1 million minutes in 2023. Sign-up at clevelandreads.com

Writers UNPLUGGED

Presented by Cleveland Public Library

CLEVELAND READS

In Conversation with Tracy Clark
Thursday, February 2 | 7:00 p.m.

Awards-winning author, Tracy Clark discusses her latest book, *HIDE*.

HIDE is a page-turning mystery featuring hard-boiled Chicago detective Heron Foster, who's on the hunt for a serial killer with a deadly affinity for headphones.

Register at clevelandreads.com/unplugged

I ♥ READS

READING

READ

read more books!

I'm a READER

I'm taking the CHALLENGE

READ

BOOKS

B♥♥KS

CLEVELAND READS

BLACK, WHITE & READ

Celebration Gala
Hosted by Cleveland Public Library Foundation

SAVE THE DATE

Friday, October 20, 2023
6:30PM - 10:00PM
Main Library, 325 Superior

CALLING ALL READERS!

FREEZE READING FLASH MOB

Saturday, November 4 | 11:00 a.m.
Cleveland Public Library, Main library

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Fundraising



Goal: \$279,300
Raised: \$297,524

107% of Goal

OverDrive[®]



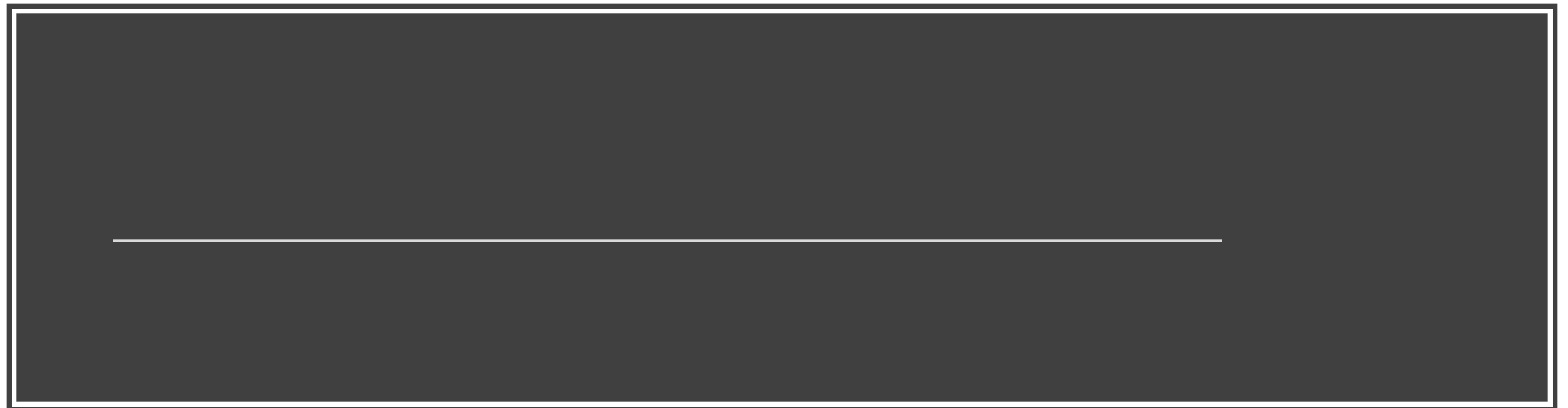
Nestlé

HBM

ARCHITECTURE
INTERIOR DESIGN



MARGARET W. WONG
& ASSOCIATES LLC
ATTORNEYS AT LAW





Neighborhood Reading Ambassadors

**\$25,000 grant
from the Gund
Foundation**



Donor	Value	Description
Molina Foundation	\$ 314,000.00	113,000 giveaway books
Molina Foundation	\$ 250,000.00	90,000 giveaway books
Northeast Ohio Goodsbank	\$ 164,200.00	13,500 giveaway toys
Lighthouse Immersive	\$ 7,000.00	Disney Animation Immersive Experience (200 tickets)
Mitchell's Ice Cream	\$ 4,650.00	1,000 free scoop coupons
Cleveland International Film Festival	\$ 2,100.00	21 tickets to opening night
Kalahari	\$ 2,000.00	10 "Family Four Packs"
North Pointe Ballet	\$ 88.00	Family Four pack
Cleveland Museum of Art	\$ 60.00	Exhibition passes

Campaign Incentives

\$740,000 +



Our Partners and Sponsors

- 100 Black Men
- A.E.S. Management Corp.
- Applied Industrial Technologies
- Baldwin Wallace College
- Benesch Law
- Bostwick Design Partnership
- Case Western Reserve University
- Center for Community Solutions
- City of Cleveland (Mayor's Office)
- Cleveland Cavaliers
- Cleveland International Film Festival
- Cleveland Kids' Book Bank
- Cleveland Metropolitan Housing Authority
- Cleveland Museum of Art
- Cleveland Public Theater
- Cleveland State University
- Cleveland Teachers Union
- CMSD
- Goods 360
- Greater Cleveland Foodbank
- Greater Cleveland Regional Transit Authority
- Haslam Sports Group
- HBM Architects
- Huntington
- HW&Co.
- Ideastream
- J. Kurtz Architects
- John P. Murphy Foundation
- Jumpstart
- Kalahari
- Kastner Westman & Wilkins, LLC
- KPMG
- Lighthouse Immersive
- Literacy Cooperative, The
- Literacy in the Hood
- Northeast Ohio Goodsbank
- Organizational Architecture, Inc.
- Osborn Engineering
- OverDrive
- Panzica Construction
- Phe'Be Foundation
- PNC
- Reach Out and Read Greater Cleveland
- Regency Construction/The AKA Team
- Roetzel & Andress
- RPM International
- Sea Land Chemical Company
- Seeds of Literacy
- Sisters of Charity Foundation
- SO-IL
- Taylor Oswald
- TEGNA Foundation
- The American Federation of Teachers (AFT)

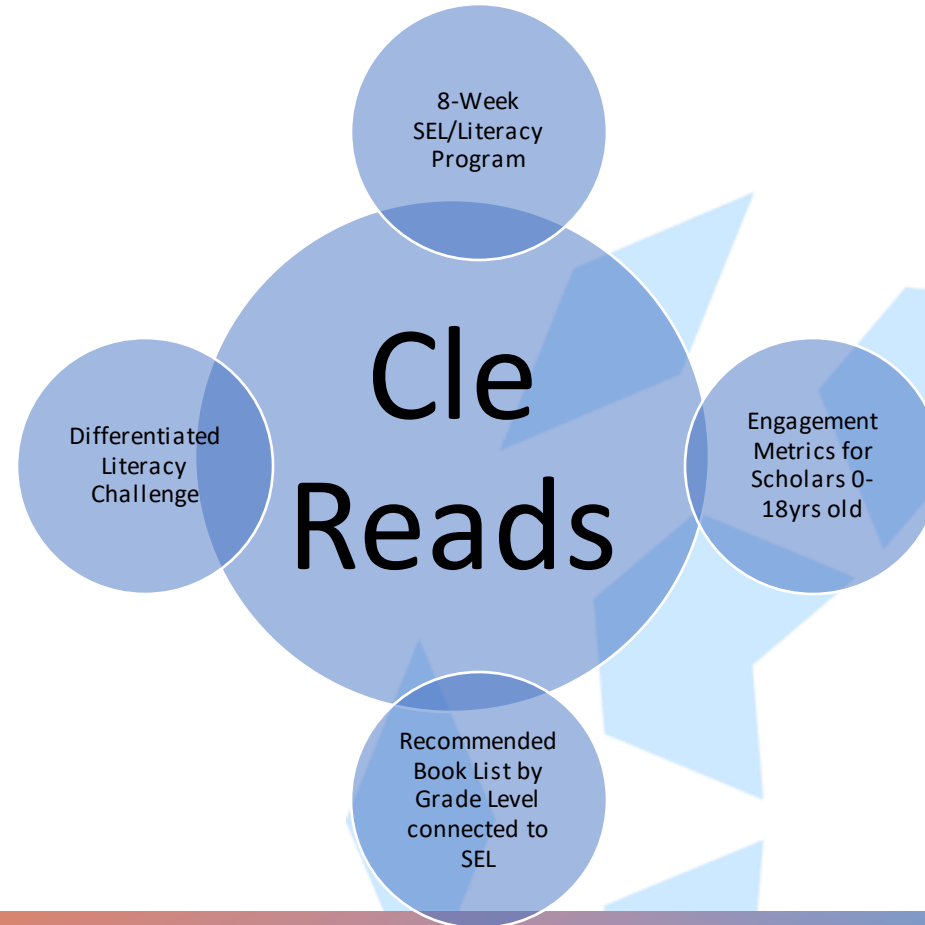


2024 Cleveland READS

Literacy challenge & programs that excite, engage, and encourage children and families while promoting student academic achievement



Differentiated Experience that Meets the Needs of Children & Families





8-Week Cleveland READS Program

June 10, 2024 – August 2, 2024 – Tuesdays & Thursdays

Theme: Celebrating our ABC's: Authenticity, Bravery, & Creativity

- **Week 1: Introduction of ABC's**
- **Week 2 & 3: Authenticity**
- **Week 4 & 5: Bravery**
- **Week 6 & 7: Creativity**
- **Week 8: Support Scholars with submitting their digital reading challenge projects. (District Winners)**



Ohio SEL Standards

Competency A – Self-Awareness

- A2 & A4

Competency E – Responsible Decision Making

- E3 & E4

[Ohio SEL Standards](#)

	Points for each age/grade band		
Activities	Preschool: age 0-5	K-8	9-12
Each book Read	100	200	200
Pre K-12 students: each book review completed	-	200	200
Attend the Cleveland Reads Kickoff event	200	200	200
Week 2-3: attend a Cleveland Reads Authenticity Program	100	100	100
Week 4-5: attend a Cleveland Reads Bravery Program	100	100	100
Week 6-7: attend a Cleveland Reads Creativity Program	100	100	100
Week 1-8: attend a Branch Program	100	100	100
Preschoolers: attend a "0 to 3: Read to Me Playdate" at CPL	200	-	-
Preschoolers: attend a FamilySpace program at CPL	100	-	-
Point boost at registration	200	200	200
Point boost after attending 4 programs	100	100	100
Point boost at reaching 1000 points (50% completion) by July 6, 2024	200	200	200
Internal Note: Subtotal Points for the above items	1500	1500	1500
Total Points needed for completion	2000	2000	2000

Some Examples: How to achieve 1000 points –
Preschoolers:
read 10 books
OR read 4 books and attend 3 "0 to 3: Read to Me Playdate" at CPL
Pre K-12 Students:
read 5 books
OR read 3 books and attend 4 programs
OR read 3 books and write 2 book reviews



THANK YOU!