

OBE - The Cruise into Kindergarten Initiative

Purpose:

Cruise into Kindergarten is a multi-year initiative designed to provide high quality early childhood programming and outreach by public libraries throughout the state of Pennsylvania. As of October 1, 2016 the initiative is moving into year four.

Goals:

- Educate and train library staff to provide high quality early literacy experiences for families, while increasing librarians' knowledge of brain development, ECRR, and Early Learning & STEM Standards applied to programming
- Increase awareness of the importance of early learning in all communities in Pennsylvania. Collaborate with other state and local agencies involved with early learning.
- Promote the role of libraries in providing early learning support to parents, care providers, and early childhood educators.
- Improve the school readiness practices of adults who provide services and/or care for young children.

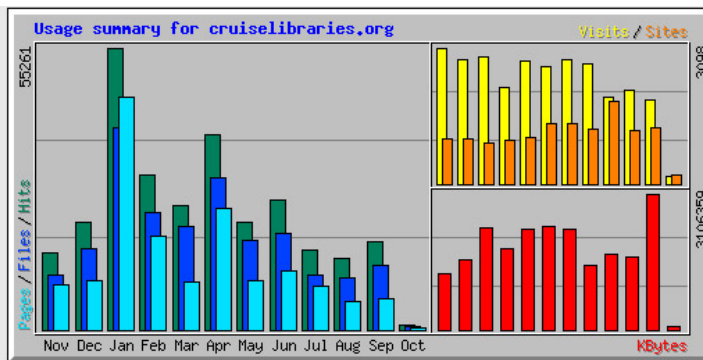
Outcomes & Indicators

- **Outcome #1:** Librarians participate in professional development opportunities designed to increase their knowledge of brain development, ECRR, and Early Learning & STEM Standards applied to high quality early literacy programming.

Indicator #1: Number of librarians utilizing the Cruise into Kindergarten internal website for professional development. This website contains information for librarians on brain development, ECRR, early learning best practices, and a wide variety of programming resources for children and families.

Target: 25 percent of children's librarians will utilize the internal website developed through the Cruise into Kindergarten initiative.

Evidence: Statistics gathered from the Cruise Libraries website, www.cruiselibraries.org support this indicator. In the past 12 months, the site has been visited 28,250 times. That's an average of 2,354 visits per month or 78 visits per day. Also significant, once librarians are on the site, they're exploring the resources. The total number of page views for the year was 157,548. Each visit is generating approximately 5 page views.



Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Oct 2016	324	243	115	53	208	90817	159	345	730	973
Sep 2016	572	422	208	64	1281	3106359	1927	6251	12688	17186
Aug 2016	450	328	184	69	1207	1662103	2139	5715	10170	13978
Jul 2016	501	347	279	63	1869	1739764	1962	8669	10784	15560
Jun 2016	846	631	387	91	1263	1481827	2730	11619	18935	25400
May 2016	679	570	314	91	1387	2288133	2822	9747	17670	21077
Apr 2016	1275	993	789	88	1380	2355757	2668	23697	29795	38261
Mar 2016	782	654	298	90	1068	2286722	2792	9257	20292	24248
Feb 2016	1050	795	632	76	981	1866602	2211	18350	23080	30456
Jan 2016	1782	1276	1470	93	919	2331089	2904	45571	39575	55261
Dec 2015	679	517	308	91	1033	1596652	2838	9567	16046	21057
Nov 2015	502	354	292	103	1034	1285404	3098	8760	10631	15063
Totals						22091229	28250	157548	210396	278520

Indicator #2: Librarians trained on the Play K curriculum developed through the Cruise into Kindergarten initiative improved their knowledge of early literacy best practices.

Target: 50 percent of children’s librarians in Pennsylvania will increase their knowledge of Pennsylvania’s Learning Standards for Early Childhood and the early literacy skills and practices that form the foundation of Every Child Ready to Read @ your library (ECRR).

Evidence: A total of six Play K workshops were presented across the state in year three of the initiative, serving 145 libraries and 171 participants (librarians). Pre and post-test data from the Play K workshops found participants gained substantial knowledge in these two key areas important to early literacy programming. Participants reported an average gain of 3 points on a 5-point Likert type scale.

Outcome #2: Public libraries collaborate with state and local agencies involved with early learning to provide high quality early learning experiences in all communities in Pennsylvania.

Indicator #1:

Children’s librarians receiving Play K training will apply the curriculum and resources to improve their programming and outreach efforts.

Target: 70 percent of children’s librarians who received Play K training apply the curriculum and resources to improve their programming and outreach efforts.

Evidence: Survey results after the trainings support this target:

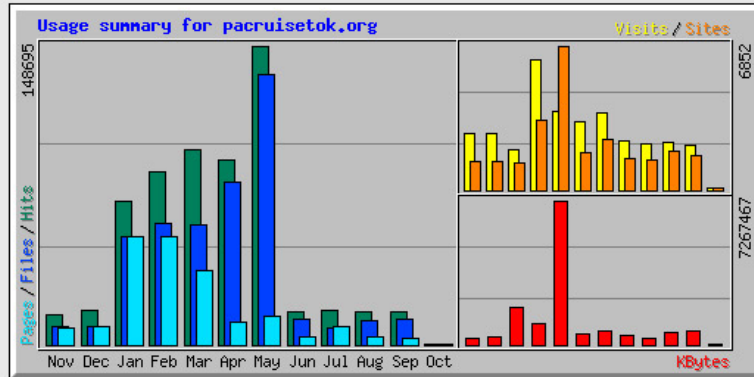
- 70 percent of participants have connected with their local schools and/or childcares as a result of the Play K initiative.
- 83 percent of participants have provided enhanced storytime programs supporting the five practices of talk, sing, read, write, and play utilizing the Play K curriculum and materials.
- 86 percent of participants have provided Play K programming targeted to kindergarten readiness with the pre-k age group in their communities.
- 78 percent of participants now have a “passive play” area in their libraries.

Outcome #3: Parents, childcare providers, and early childhood educators utilize the early learning programs provided by public libraries.

Indicator #1: Number of parents and caregivers who utilize the online site developed through the Cruise into Kindergarten initiative. This website contains an interactive game board linking to a wide of online early learning activities for parents and children to explore and enjoy together.

Target: 25 percent of parents and caregivers who learn of the online game site developed through the Cruise into Kindergarten initiative utilize the site.

Evidence: Statistics gathered from the website support this target. Approximately 100,000 parents and caregivers have learned about the Cruise into Kindergarten game website, www.pacruisetok.org, through our public awareness campaign. In the past 12 months, this site has been visited 33,304 times. That’s an average of 2,775 visits per month or 93 visits per day. Also significant, parents, caregivers and children are playing the game by visiting the sites on the game board while on the site. The total number of page views for the year was 208,415. Each visit to the site is generating approximately 6 page views, or clicks on the game board links.



Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Oct 2016	185	122	68	39	125	26825	118	204	366	556
Sep 2016	550	435	115	70	1666	726502	2106	3459	13065	16525
Aug 2016	542	387	128	74	1818	661837	2303	3992	11999	16819
Jul 2016	552	271	291	70	1430	338872	2172	9024	8411	17132
Jun 2016	541	422	133	78	1486	485865	2362	3994	12665	16242
May 2016	4796	4346	464	118	2419	700335	3663	14399	134739	148695
Apr 2016	3069	2702	385	109	1768	585780	3272	11576	81060	92087
Mar 2016	3142	1936	1182	121	6852	7267467	3753	36662	60019	97409
Feb 2016	2960	2096	1851	214	3356	1075919	6212	53686	60795	85844
Jan 2016	2296	1736	1740	61	1290	1905839	1912	53955	53840	71182
Dec 2015	547	300	301	87	1337	385196	2719	9352	9326	16984
Nov 2015	499	312	270	90	1356	319961	2712	8112	9372	14995
Totals						14480398	33304	208415	455657	594470

Outcome #4: Adults who attend library programs are made aware of best practices to promote school readiness.

Indicator: Parents and caregivers who participate in Play K programming with their children report increased knowledge of early literacy best practices.

Target: 75 percent of parents indicate that participation in Play K improved their child's school readiness and their own awareness of how to support early literacy development in the home.

Evidence: Data will be collected on this target through parent surveys beginning in 2017.