Books & Baking

Easton Area Public Library

Children

|

Tweens (10-12)

Books & Baking

Jan 18, 2022

$1-50

$

Byline

Libby Ortiz, Youth Services Assistant, Easton (Pa.) Area Public Library

Books and Baking is a pre-recorded read-aloud program followed by hands-on learning (using a take-and-make kit) in attendees' home kitchens. The goal is for families to participate in everyday STEM, tied in with literacy, to learn the science behind baking.

Advanced Planning

I started planning this program two months ahead of time. The inspiration was the book titled "Libby Loves Science: Mix and Measure" by Kimberly Derting. Since I am a baker, library worker and my name is Libby, I figured it was divine intervention from the programming gods. After picking the book, I wrote a donation request letter to my local grocer explaining the program and asking if they would donate all the supplies, which they graciously did!

I put all the donated items (cake mix and icing) into Collaborative Summer Library Program bags and filmed the read-aloud, which was followed by a process video on how to make the cupcakes. Kits were then distributed to registrants with the QR code linking them to the unlisted YouTube video.

Marketing

We chose a soft marketing approach. We only had 15 available take-and-make kits to distribute, so we mainly marketed the program through print flyers and one single poster. If you have more kits available, I would market this through social media and community bulletins.

Budgeting

Free! If you cannot secure a local sponsor, the total of 15 cake mixes and 15 icing containers was around $50.

Day-of-event Activity

As this was a take-and-make, all that was needed was my cart of bagged kits and the registration sheet. Patrons were able to pick up their kits starting on a Monday and were able to pick them up any time after that day.

Program Execution

Since the program was passive, I was able to do all the heavy lifting beforehand. I filmed the read-aloud first, then picked up filming again on a different day with the actual baking. I edited all the clips on a separate night.

Patrons enjoyed the concept of going at their own pace in terms of program viewing. They could watch the story at night, and by the end of the week, they could bake the cupcakes and discuss the science prompts that were in the video.

Patrons loved this program so much that we already have another Books & Things program in the works! We were also able to begin building relationships with the various organizations local to us.

Advice

Write your donation request letter months before you actually need the supplies in case you need to find a Plan B, C or D in terms of financing this program.

Did you try this program at your library? Share your experience using this form.

Supporting Materials

Download this Program as a PDF

- Programming Librarian Facebook Group

Slideshow Images







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Adults (21 and up)+ | $$
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Audiences:

Adults (21 and up)
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Adults (21 and up)+ | □□
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Audiences:

Adults (21 and up)
Intergenerational
Aug 5, 2020
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STEAM-y Wonderful Wednesday

Audiences:

Children (9 and under)
Tweens (10-12)