



Imagination Library and The Power of Research: A Case Study of Central New York

Presented by Ginny Carmody and Frank Ridzi at the 2011 Dollywood Foundation Homecoming Conference

Research Conducted by Frank Ridzi, Dr. Monica Sylvia (Psychology) and Dr. Sunita Singh (Education) of the Le Moyne College Center for Urban and Regional Applied Research



CENTRAL NEW YORK
COMMUNITY
FOUNDATION, INC.

Where the Smart Money Gives.



Center for Urban and Regional Applied Research



Session Overview Part I -Context

- The Syracuse Context – Literacy Coalitions as Driving Force for Imagination Library
 - Why a Literacy Coalition?
 - A Case Study of Implementing Imagination Library in Syracuse New York
 - Centerpiece of Early Childhood Initiative
 - Literacy Champions
-

Session Overview Part II - Measurement

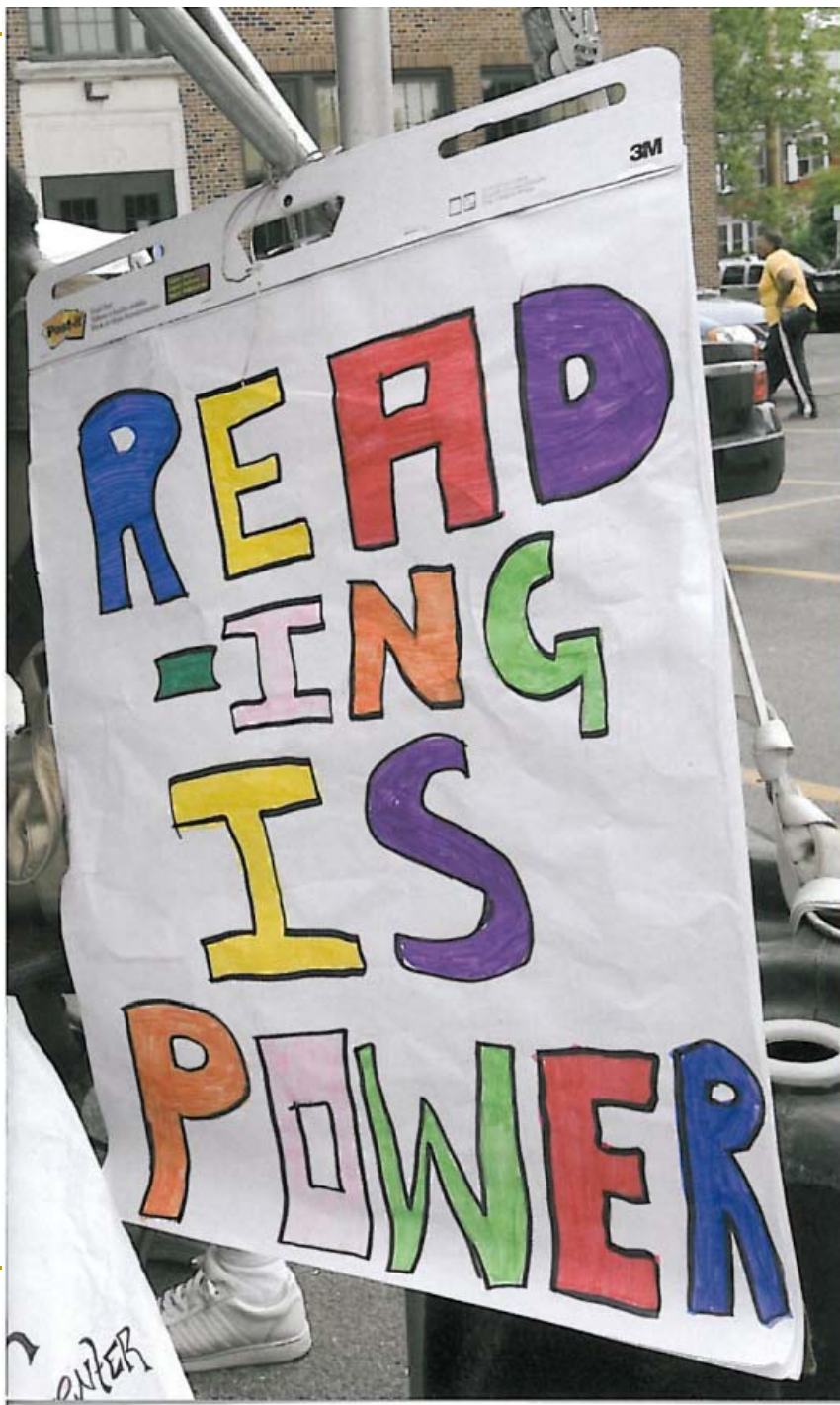
- Process Measures
 - The Dashboard
 - Outcome Measures
 - The Survey
 - DIBELS assessments
 - Preliminary Research to Date –
“Imagination Library: Do More Books in
Hand Mean More Reading?”
-

Literacy Coalition of Onondaga County

Vision

100% Literacy through 100% Community Engagement





We made
history here,



as the global
birthplace of
the modern adult
literacy movement.


LiteracyCoalition
OF ONONDAGA COUNTY

Measure what you treasure:

- 1. Increased number of incoming kindergarteners prepared for school*
- 2. Increased number of K-12 students meeting proficiency standards on NY State English and Language Arts (ELA) assessments*
- 3. Increased high school graduation rates*
- 4. Increased number of adult learners who make educational gain.*



Measure what you treasure:

5. *Increased number of children who read or are read to daily*
6. *Increased number of literacy and community programs using scientifically based practices to serve people with diverse learning needs and styles*
7. *Increased funding and community support for literacy related programs and services*
8. *Increased number of adult learners entering or retaining employment*



Early Childhood Initiative



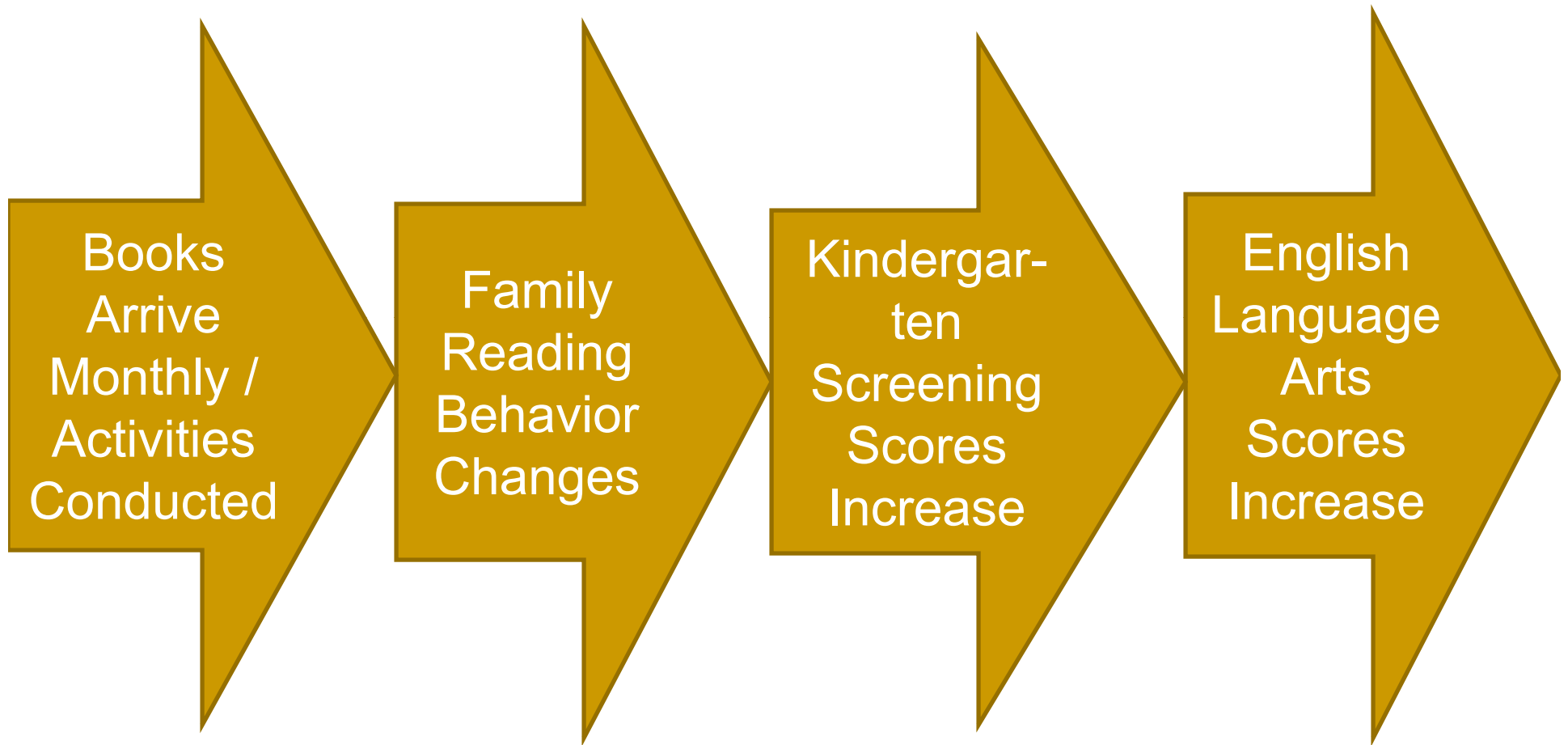
Literacy Champion Grants



-
- We have scientifically evaluated Imagination Library and it does not work.
-

-
- We have scientifically evaluated Imagination Library and it does not work.
 - Our Null Hypothesis (what we are trying to prove wrong statistically)
 - We want to be 95% or 99% confident that this statement is wrong
-

Imagination Library Logic Model



Literature	Results	Strengths	Caveats
Morgan County Schools (2007)	Kindergarten readiness ↑ from 46% to 90% in 3 yrs (scoring 7 or higher on the DIBELS) / 90% reading on grade level by grade 2	Noticed increased community engagement as a result	Observation rather than a scientific design
Des Arc Arkansas (2009)	Reading Scores ↑ 12 points on Stanford 10 test	Noted importance of connecting home and school books (90% of kids in district received IL books for 3 yrs)	Observation rather than a scientific design
University of Hawaii (2007)	Parents Read to Children more often. Once a day or more ↑ from 52% to 81%	Surveyed all participants, high response rate	Asked participants to compare in retrospect at time 2 (not surveyed both time 1 & 2)
High/Scope Educational Research (2003)	Child Excitement is key, ↑ impact on family reading when parents have low education	High response rate	Formative evaluation only. No comparison group, biased to include higher SES
Thomason (2008)	↑ years of exposure lead to improved home literacy environment	High Response rate, focus on process of family change	Few control variables, focus on process not outcome
Trovillo (2006)	Multiple programs can have overlapping effects	Distinguished at risk vs not students	Sample in Jasper Tx too few IL participants
Ferst Found Impact Eval (2008)	Study not completed. Using Peabody and qualitative data	Random Experimental & Control Grp	Control grp gets treatment after 1 st year, selection bias only interested included



Welcome to the Imagination Library Database



Please use the appropriate buttons below.

Enter a New Child

Enter Outcomes for a Child

Enter Event Attendance for a Child

Record A Book Distribution for a Child

Make a New Dashboard as of Today

Open Most Recently Made Dashboard

Create Mailing List by Dates Avery 5160

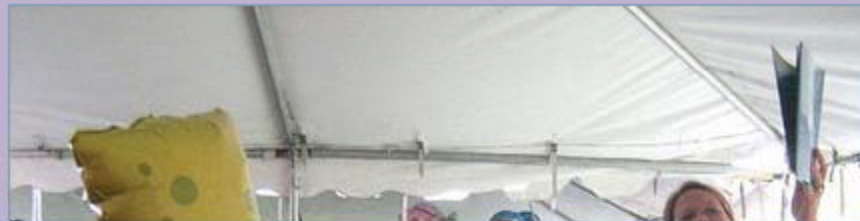
Record A Mailing List Time Range as a Pre-Test Mailing Wave (will allow Duplicates)

[Pre-Test Web Link - to add data](#)



http://blog.syracuse.com/neighbors/2011/01/gain_a_new_literacy_group_to_help_50000_to_promote_family_literacy.html

Navigation Pane

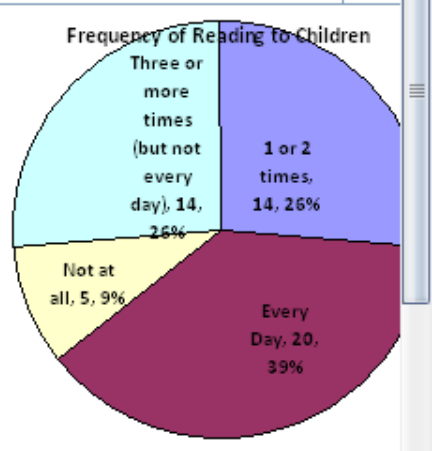
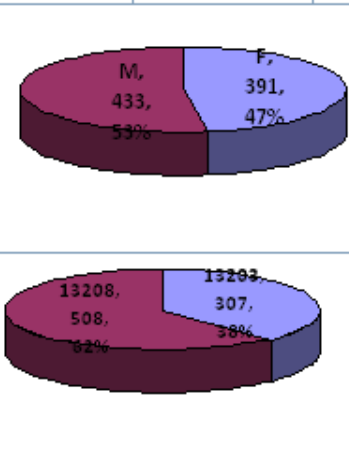
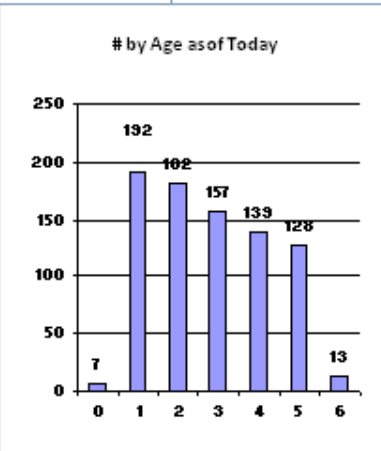
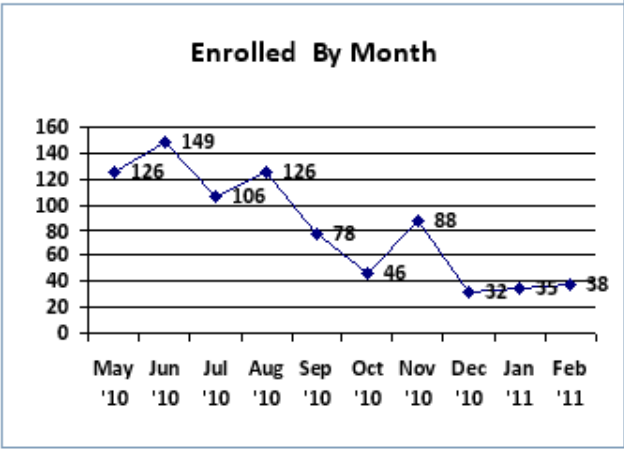




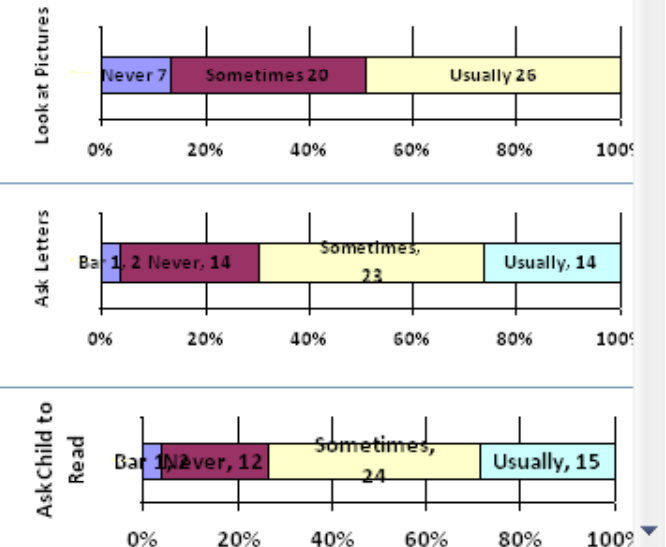
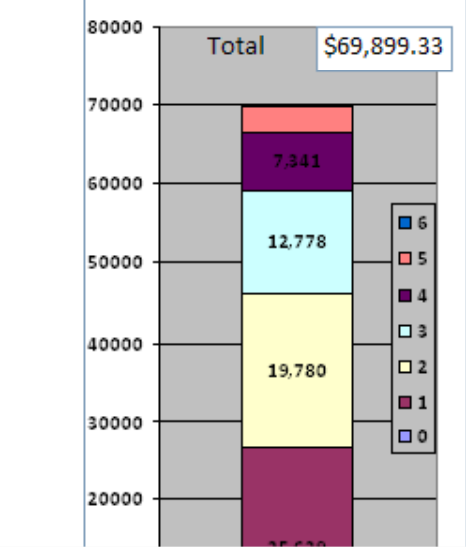
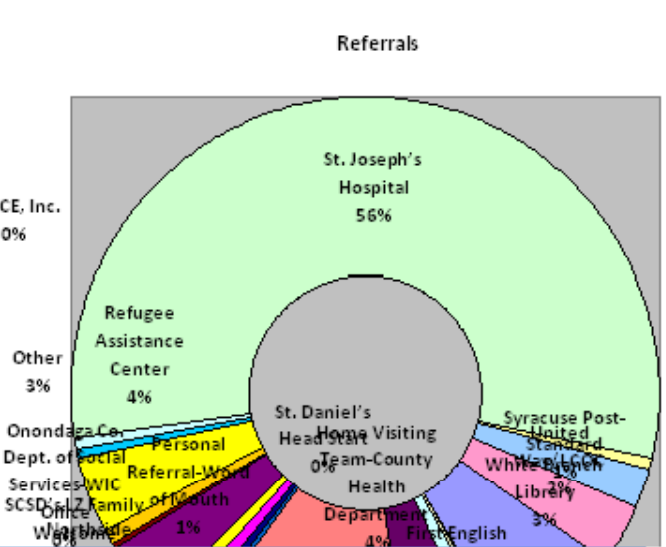
Imagination Library of Onondaga County Dashboard

As of: 2/15/2011
 Months since launch: 9
 Ever Enrolled: 824 Moved Out: 13 Graduated: 141 Enrolled Now: 664 In Zip Codes: 2668 Pct of Zip Enrolled: 25.37%

Number of Welcome Books Distributed in person: 205 Books Distributed by Mail: 4751 Total Handed Out and Mailed: 4956



Navigation Pane





Dear Parents or Guardians:

Welcome to the Imagination Library! We are very pleased to help bring this exciting program to our community.

Did you know that by reading with your preschool-age children now, you are helping them learn and be successful once they are in school?

We would like your help to see if the "Imagination Library" is successful by answering the questions on the enclosed survey for each child enrolled in the program. Your answers will be kept confidential and will be shared with research staff only. Your help in this survey is voluntary. You do not have to answer any question that you do not want to. You do not need to complete this survey to receive Imagination Library Books. However, your help will give us ideas that may improve the program.

You must be over 18 years old to complete this survey. Before you start, please read "your rights" on the reverse side of the survey and make any corrections to your mailing label. When you finish answering the questions on the survey, please return the survey in the envelope provided.

This survey has been reviewed by LeMoyne College's Institutional Review Board. If you have any other questions, please contact me at 428-8129 or info@onliteracy.org.

The love of books is one of the greatest gifts that you can give your child. We encourage you to read to your child and visit your local library too!

Sincerely,

A handwritten signature in black ink that reads "Virginia B. Carmody".

Virginia B. Carmody
Executive Director

518 James Street, P.O. Box 2129,
Syracuse, NY 13220 • P: 315.428.8129 • F: 315.428.2227

TOGETHER WE CAN ACHIEVE 100% LITERACY THROUGH 100% COMMUNITY ENGAGEMENT
www.onliteracy.org

Imagination Library Survey:

Label

Sponsored by the Literacy Coalition of Onondaga County

1. What language do you mostly speak at home?
 English
 Other Language: _____
2. How many children age 5 and older live in your home? _____
3. How many times have you (or someone in your house) read to your child in the past 7 days?
 Not at all
 1 or 2 times
 Three or more times (but not every day)
 Every Day
4. When you or someone in your house reads to your child, how often do you:
 - a) Stop reading and ask your child to tell you what is in the picture?
 Usually Sometimes Never
 - b) Stop reading and ask what a letter is?
 Usually Sometimes Never
 - c) Ask your child to read with you?
 Usually Sometimes Never
 - d) Talk about the story and ask your child questions about the story?
 Usually Sometimes Never
5. How many hours does your child spend in pre-school each week?
 Less than 1 hour each week
 1 – 10 hours each week
 11 – 20 hours each week
 21 – 30 hours each week
 31 – 40 hours each week
 40 or more hours each week
6. In the past seven days, how many times has your child asked that you read to him or her?
 Usually Sometimes Never
7. In the past seven days, how often has your child spent time looking at books by himself?
 Usually Sometimes Never
8. Our total household income last year was:
 \$0 – \$15,000
 \$15,001 – \$30,000
 \$30,001 – \$45,000
 \$45,001 – \$60,000
 \$61,001 – \$75,000
 \$75,001 – \$90,000
 More than \$90,000
9. What is the highest grade you finished in school?
 8th grade or less
 High School (circle grade) 9 10 11 12
 Some college (no degree)
 Associate's Degree
 Bachelor's Degree
 Master's Degree or higher
10. What is your race?
 White
 Black, African American
 Latino/Hispanic
 American Indian
 Asian
 Other Race: _____
11. What country were you born in?
 United States
 Other: _____
12. How long have you been in the United States?
 All my life
 Other: _____
13. Please look at the mailing label at the top of the page. If any of the information is not correct, please put the correct information below:

Your Rights and Consent to Participate:

At this time, your consent is being sought to participate in our research to learn if the Imagination Library is successful. Your responses will be kept confidential and will be available only to professional researchers and staff. If the results of this study are published, the data will be presented in group form and individual participants will not be identified.

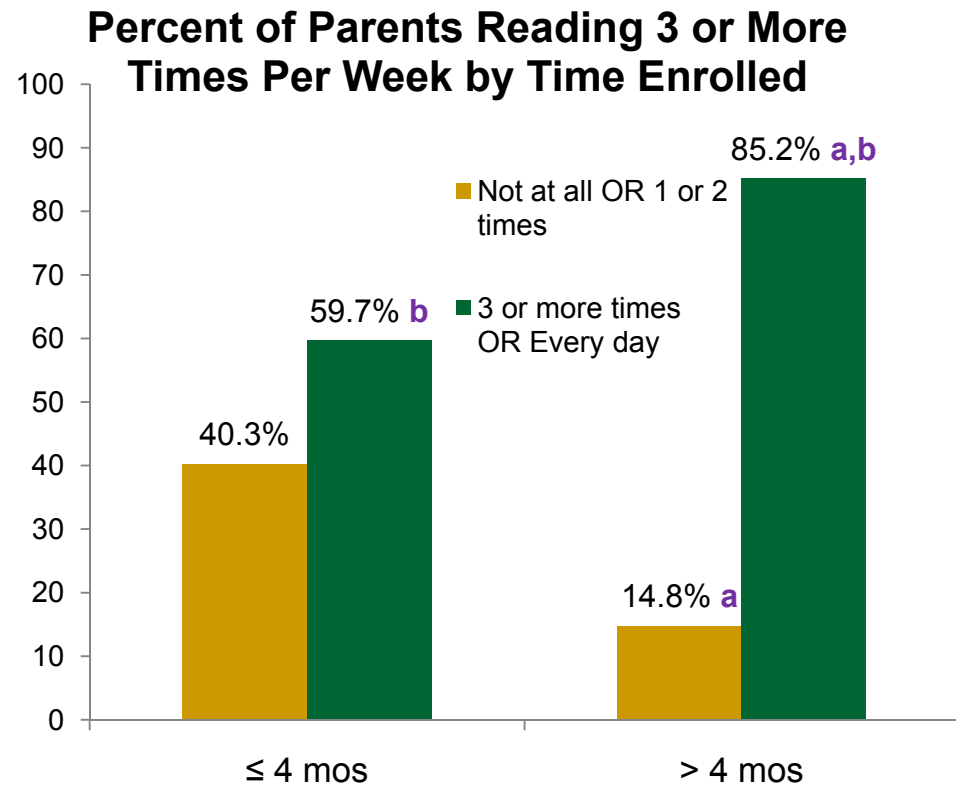
Completion of the enclosed survey indicates you are over 18 years of age, have read your rights and consented to participate. Then just put your completed survey in enclosed postage paid envelope and mail it back to us.

This research has been reviewed and approved by the Le Moyne College Institutional Review Board. You will be asked to respond to a few survey questions. The risks in this study are minimal and are no greater than those ordinarily encountered in daily life.

You may choose not to answer any question(s) that make(s) you uncomfortable, and you do not need to complete this survey to continue receiving Imagination Library Books. However, your participation will help us to improve the program.

Thank you so very much!

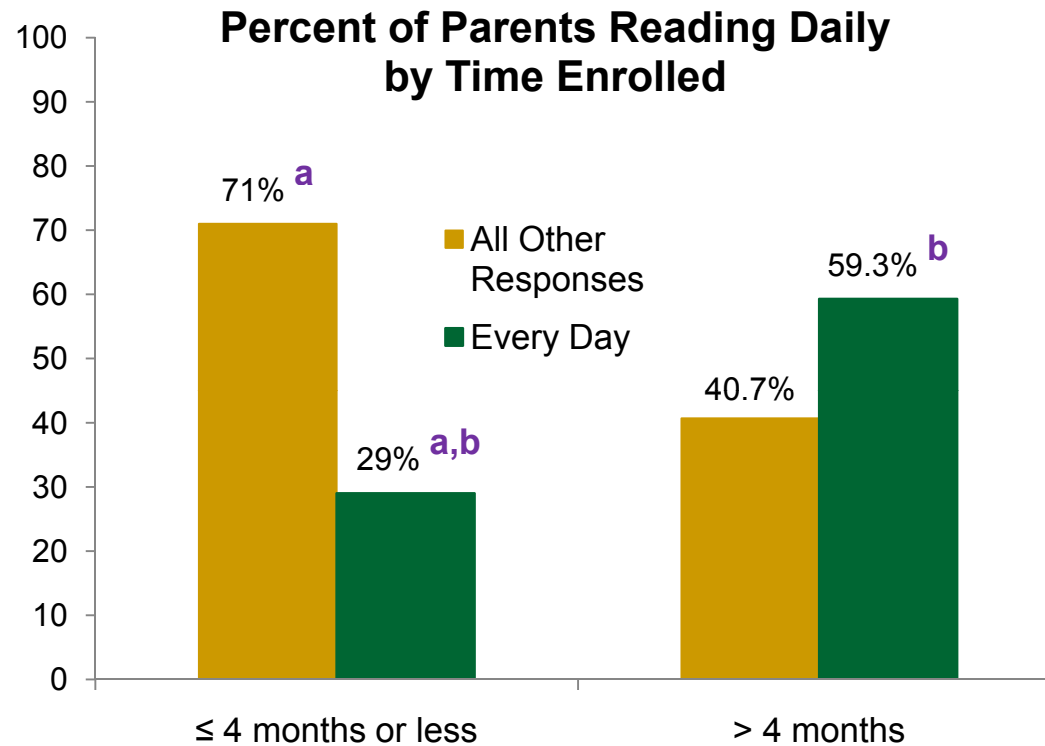
How many times have you (or someone in your house) read to your child in the past 7 days?



There was a significant difference in the number of times participants reported reading to their children based on length in the program, $\chi^2(1) = 14.0, p < .001$.

Post-hoc Chi Square analyses with a Bonferroni correction ($\alpha = .008$) revealed that of the participants who had been enrolled in the program for longer than 4 months, significantly more (85%) reported reading to their children 3 times per week or more, $\chi^2(1) = 53.48, p < .001^{(a)}$. More importantly, of participants who reported such behavior, significantly more (71%) came from the group that had spent greater than 4 months in the program, $\chi^2(1) = 23.45, p < .001^{(b)}$.

How many times have you (or someone in your house) read to your child in the past 7 days?



There was a significant difference in reports of daily reading to one's child based on length in the program, $\chi^2(1) = 14.4$, $p < .001$.

Post-hoc Chi Square analyses with a Bonferroni correction ($\alpha = .008$) revealed that of the participants who had been enrolled in the program for 4 months or less, significantly fewer (29%) reported reading to their children every day than at other frequencies, $\chi^2(1) = 10.9$, $p = .001^{(a)}$. Of participants who read to their children daily, significantly more (78%) had spent more than 4 months in the program, $\chi^2(1) = 25.8$, $p < .001^{(b)}$.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Months in Program at Time of Survey	170	0	10	5.66	2.876
Age in Months at Time of Survey	170	2	62	31.55	19.135
8th grade or less	170	.00	1.00	.1118	.31601
9 th grade	170	.00	1.00	.0941	.29285
10th grade	170	.00	1.00	.0647	.24673
11th grade	170	.00	1.00	.0647	.24673
12th grade	170	.00	1.00	.2824	.45147
Some college (no degree)	170	.00	1.00	.1353	.34305
Associate's Degree	170	.00	1.00	.0588	.23599
Bachelor's Degree	170	.00	1.00	.1059	.30860
Master's Degree or higher	170	.00	1.00	.0412	.19929
\$0 – \$15,000	170	.00	1.00	.3824	.48740
\$15,001–\$30,000	170	.00	1.00	.2412	.42906
\$30,001 – \$45,000	170	.00	1.00	.1118	.31601
\$45,001 - \$60,000	170	.00	1.00	.0588	.23599
more than 60,000	170	.00	1.00	.0588	.23599
Asian	170	.00	1.00	.1588	.36659
Black, African American	170	.00	1.00	.1706	.37726
White	170	.00	1.00	.4647	.50023
Latino/Hispanic	170	.00	1.00	.0471	.21239
United States Born	170	.00	1.00	.6941	.46214
lived all life in US	170	.00	1.00	.6647	.47349
English	170	.00	1.00	.7294	.44558
Female	170	.00	1.00	.5471	.49925
BinaryEveryDayRead	170	.00	1.00	.4824	.50116
Valid N (listwise)	170				

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	MoSurvey	.211	.060	12.270	1	.000	1.234
	AgeMoSurvey	.007	.009	.618	1	.432	1.007
	Constant	-1.492	.438	11.591	1	.001	.225

a. Variable(s) entered on step 1: MoSurvey, AgeMoSurvey.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	MoSurvey	.245	.067	13.327	1	.000	1.278
	AgeMoSurvey	.008	.009	.696	1	.404	1.008
	b8thgradeorless	-1.900	.878	4.680	1	.031	.150
	b9thgrade	-1.104	.828	1.776	1	.183	.332
	b10thgrade	-.010	.878	.000	1	.991	.990
	b11thgrade	-.518	.861	.362	1	.548	.596
	b12thgrade	.080	.658	.015	1	.903	1.083
	bSomecollegeno	.184	.729	.063	1	.801	1.202
	bAssociateDegree	1.043	.930	1.258	1	.262	2.839
	bBachelorDegree	.192	.767	.063	1	.802	1.212
	Constant	-1.547	.729	4.509	1	.034	.213

a. Variable(s) entered on step 1: b8thgradeorless, b9thgrade, b10thgrade, b11thgrade, b12thgrade, bSomecollegeno, bAssociateDegree, bBachelorDegree.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	MoSurvey	.251	.070	12.880	1	.000	1.285
	AgeMoSurvey	.007	.010	.587	1	.444	1.007
	b8thgradeorless	-1.710	.900	3.613	1	.057	.181
	b9thgrade	-.910	.856	1.130	1	.288	.402
	b10thgrade	.248	.904	.075	1	.784	1.281
	b11thgrade	-.581	.919	.400	1	.527	.559
	b12thgrade	.174	.677	.066	1	.797	1.190
	bSomecollegeno	.369	.755	.238	1	.626	1.446
	bAssociateDegree	.769	.970	.628	1	.428	2.157
	bBachelorDegree	.219	.782	.079	1	.779	1.245
	b\$0	-.261	.500	.273	1	.602	.770
	b\$15k	-.470	.523	.808	1	.369	.625
	b\$30001	.366	.671	.298	1	.585	1.442
	b\$45001	.751	.880	.729	1	.393	2.120
	Constant	-1.526	.834	3.352	1	.067	.217

a. Variable(s) entered on step 1: b\$0, b\$15k, b\$30001, b\$45001.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	MoSurvey	.225	.076	8.757	1	.003	1.252
	AgeMoSurvey	.010	.010	.900	1	.343	1.010
	b8thgradeorless	-1.817	.960	3.584	1	.058	.163
	b9thgrade	-1.157	.926	1.562	1	.211	.314
	b10thgrade	.014	.965	.000	1	.988	1.014
	b11thgrade	-.969	1.009	.923	1	.337	.379
	b12thgrade	.254	.730	.121	1	.728	1.289
	bSomecollegeno	-.081	.824	.010	1	.921	.922
	bAssociateDegree	.691	1.032	.448	1	.503	1.995
	bBachelorDegree	.324	.854	.144	1	.704	1.383
	b\$0	-.183	.529	.119	1	.730	.833
	b\$15k	-.773	.559	1.910	1	.167	.462
	b\$30001	.274	.695	.155	1	.694	1.315
	b\$45001	.514	.888	.335	1	.563	1.673
	bAsian	-1.217	.617	3.890	1	.049	.296
	bBlackorAfricanA merican	-1.532	.539	8.075	1	.004	.216
	bLatinoHispanic	1.947	1.145	2.890	1	.089	7.010
	Constant	-.958	.889	1.161	1	.281	.384

a. Variable(s) entered on step 1: bAsian, bBlackorAfricanAmerican, bLatinoHispanic.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	MoSurvey	.242	.078	9.556	1	.002	1.274
	AgeMoSurvey	.011	.011	.970	1	.325	1.011
	b8thgradeorless	-1.921	.998	3.705	1	.054	.146
	b9thgrade	-1.373	.985	1.946	1	.163	.253
	b10thgrade	-.123	1.014	.015	1	.903	.884
	b11thgrade	-.952	1.079	.777	1	.378	.386
	b12thgrade	.079	.773	.010	1	.919	1.082
	bSomecollegeno	-.115	.896	.017	1	.898	.891
	bAssociateDegree	.647	1.094	.350	1	.554	1.910
	bBachelorDegree	.465	.959	.235	1	.628	1.592
	b\$0	-.267	.564	.224	1	.636	.766
	b\$15k	-.899	.594	2.291	1	.130	.407
	b\$30001	.049	.744	.004	1	.947	1.050
	b\$45001	.165	.942	.031	1	.861	1.180
	bAsian	-.413	.843	.240	1	.624	.662
	bBlackorAfricanAmerican	-1.526	.563	7.335	1	.007	.217
	bLatinoHispanic	2.130	1.188	3.212	1	.073	8.412
	bUSborn	1.850	.815	5.152	1	.023	6.360
	bEnglishPrimaryLanguage	-.860	.842	1.044	1	.307	.423
	bFemale	.629	.388	2.622	1	.105	1.875
Constant	-2.028	1.043	3.778	1	.052	.132	

a. Variable(s) entered on step 1: bUSborn, bEnglishPrimaryLanguage, bFemale.

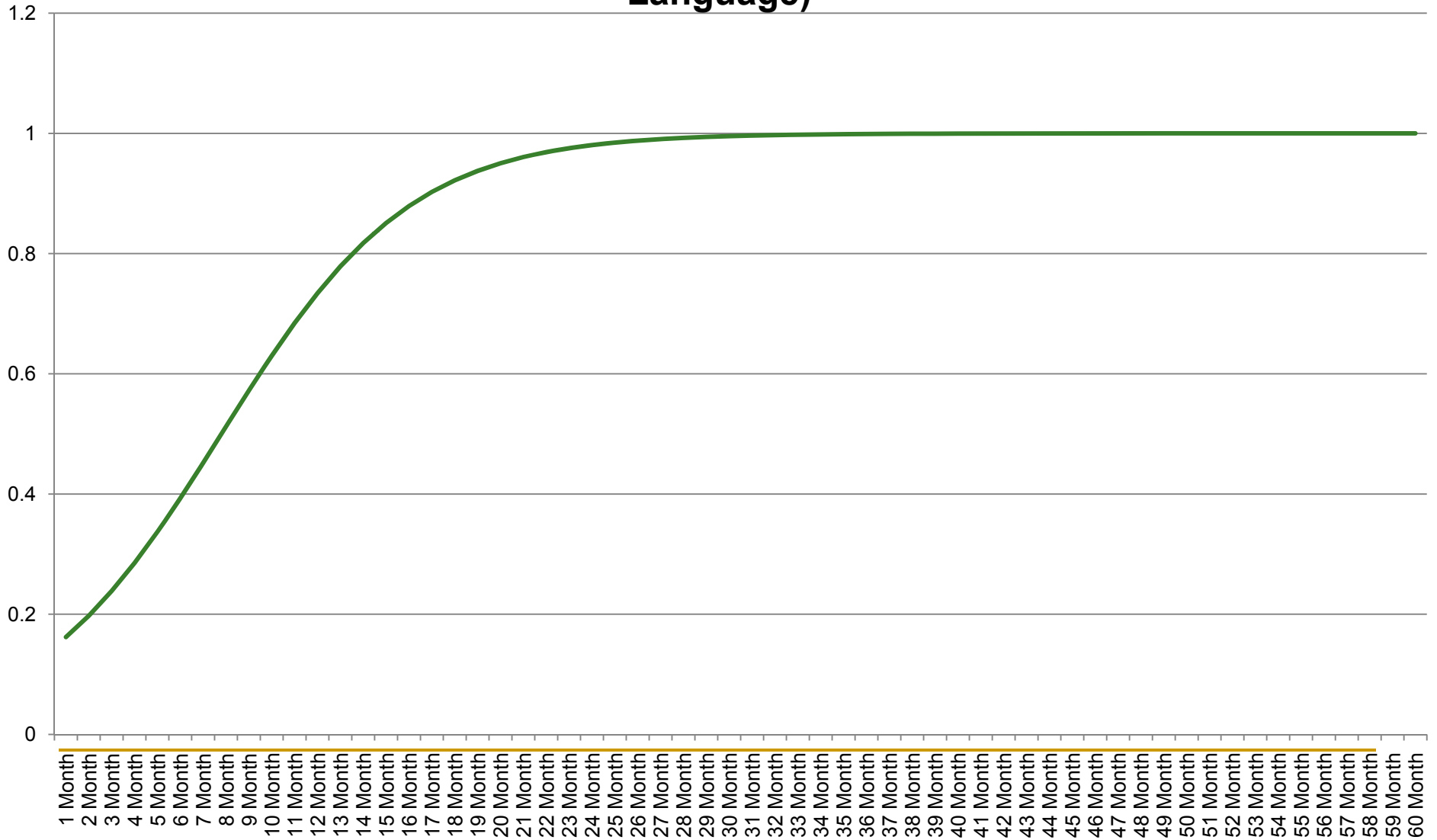
	B	S.E.		B	S.E.		B	S.E.		B	S.E.		B	S.E.		B	S.E.
Months in Imagination Library	0.211	0.06	* *	0.245	0.07	* *	0.251	0.07	* *	0.225	0.08	* *	0.242	0.08	* *		
Age in Months at time of Survey																	
b8thgradeorless				-1.9	0.88	*	-1.71	0.9		-1.82	0.96		-1.92	1			
b9thgrade				-1.1	0.83		-0.91	0.86		-1.16	0.93		-1.37	0.99			
b10thgrade				-0.01	0.88		0.248	0.9		0.014	0.97		-0.12	1.01			
b11thgrade				-0.52	0.86		-0.58	0.92		-0.97	1.01		-0.95	1.08			
b12thgrade				0.08	0.66		0.174	0.68		0.254	0.73		0.079	0.77			
bSome college				0.184	0.73		0.369	0.76		-0.08	0.82		-0.12	0.9			
bAssociate Degree				1.043	0.93		0.769	0.97		0.691	1.03		0.647	1.09			
bBachelor Degree				0.192	0.77		0.219	0.78		0.324	0.85		0.465	0.96			
\$0 – \$15							-0.26	0.5		-0.18	0.53		-0.27	0.56			
\$15,001-\$30,000							-0.47	0.52		-0.77	0.56		-0.9	0.59			
\$30,001 -45,000							0.366	0.67		0.274	0.7		0.049	0.74			
\$45,001 - \$60,000							0.751	0.88		0.514	0.89		0.165	0.94			
bAsian										-1.22	0.62	*	-0.41	0.84			
bBlack or African American										-1.53	0.54	* *	-1.53	0.56	* *		
bLatino Hispanic										1.947	1.15		2.13	1.19			
bUSborn													1.85	0.82	*		
bEnglishPrimaryLanguage													-0.86	0.84			
bFemale													0.629	0.39			
Constant	-1.49	0.44	* *	-1.55	0.73	*	-1.53	0.83	* *	-0.96	0.89		-2.03	1.04			

*= p< .05, **= p< .01

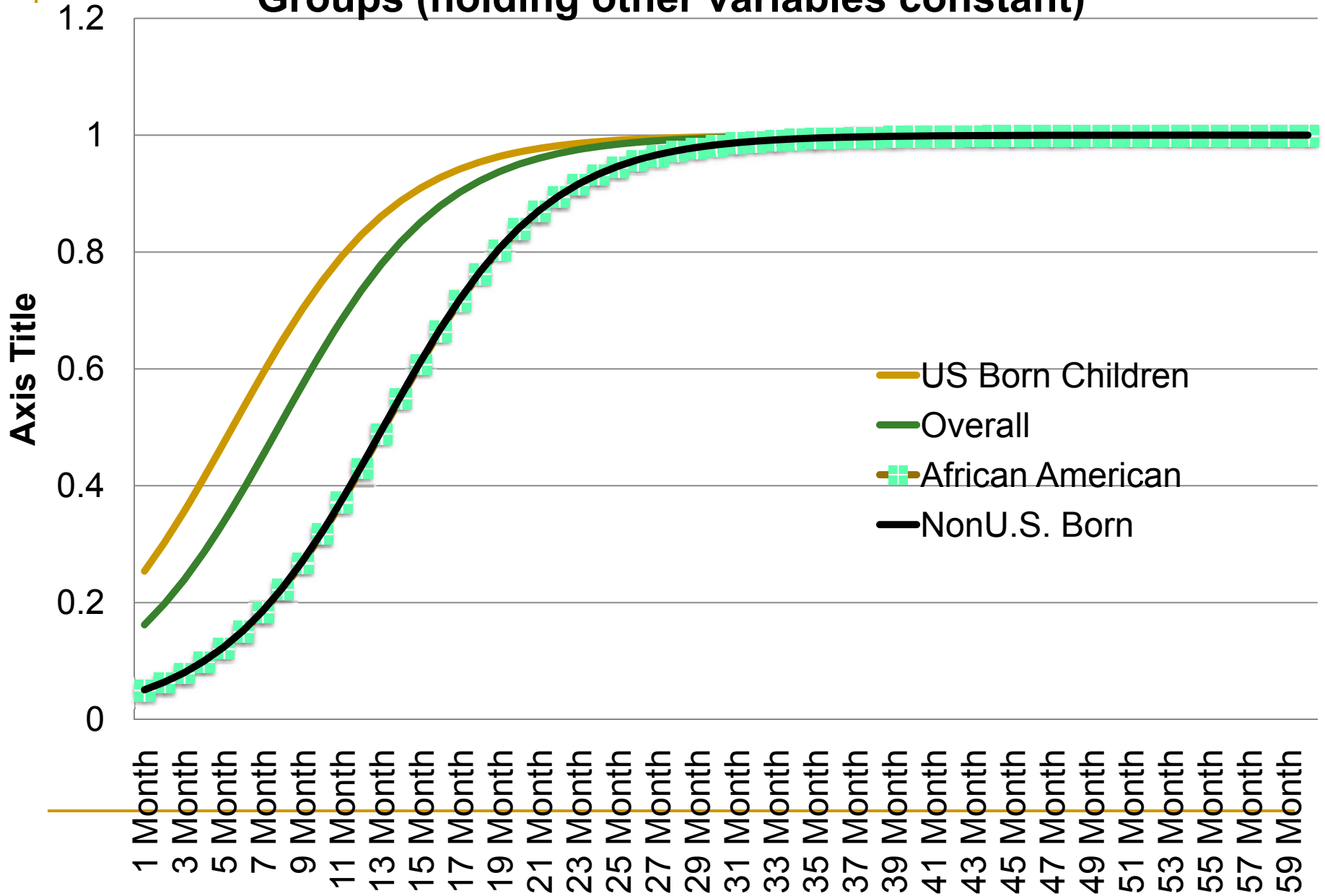
	B	S.E.		B	S.E.		B	S.E.		B	S.E.		B	S.E.		B	S.E.
Months in Imagination Library	0.211	0.06	* *	0.245	0.07	* *	0.251	0.07	* *	0.225	0.08	* *	0.242	0.08	* *		
Age in Months at time of Survey	0.007	0.01		0.008	0.01		0.007	0.01		0.01	0.01		0.011	0.01			
b8thgradeorless				-1.9	0.88	*	-1.71	0.9		-1.82	0.96		-1.92	1			
b9thgrade				-1.1	0.83		-0.91	0.86		-1.16	0.93		-1.37	0.99			
b10thgrade				-0.01	0.88		0.248	0.9		0.014	0.97		-0.12	1.01			
b11thgrade				-0.52	0.86		-0.58	0.92		-0.97	1.01		-0.95	1.08			
b12thgrade				0.08	0.66		0.174	0.68		0.254	0.73		0.079	0.77			
bSome college				0.184	0.73		0.369	0.76		-0.08	0.82		-0.12	0.9			
bAssociate Degree				1.043	0.93		0.769	0.97		0.691	1.03		0.647	1.09			
bBachelor Degree				0.192	0.77		0.219	0.78		0.324	0.85		0.465	0.96			
\$0 – \$15							-0.26	0.5		-0.18	0.53		-0.27	0.56			
\$15,001-\$30,000							-0.47	0.52		-0.77	0.56		-0.9	0.59			
\$30,001 -45,000							0.366	0.67		0.274	0.7		0.049	0.74			
\$45,001 - \$60,000							0.751	0.88		0.514	0.89		0.165	0.94			
bAsian										-1.22	0.62	*	-0.41	0.84			
bBlack or African American										-1.53	0.54	* *	-1.53	0.56	* *		
bLatino Hispanic										1.947	1.15		2.13	1.19			
bUSborn													1.85	0.82	*		
bEnglish PrimaryLanguage													-0.86	0.84			
bFemale													0.629	0.39			
Constant	-1.49	0.44	* *	-1.55	0.73	*	-1.53	0.83	* *	-0.96	0.89		-2.03	1.04			

*= p< .05, **= p< .01

Overall: Predicted Probabilities for impact of months enrolled in Imagination Library on liklihood of reading everyday to your child (Controlling for Age, Education Level of Parents, Income, Race, Gender, Nation of Birth and Primary Language)



Predicted Probabilities of Reading Everyday for Three Groups (holding other variables constant)



The Conversation Continues...

Any thoughts or questions?



Contact Ginny Carmody, MPA
(315) 428-8129

vcarmody@unitedway-cny.org

Or

Frank Ridzi, Ph.D.
(315) 883-5553

frank@cnycf.org