

TALK News



March 2023

TALK Survey Results

HighScope finished analyzing the data from the Caregiver Perception Survey and the findings confirm that parents and caregivers think TALK is a valuable, easy-to-use tool to help them prepare their children for school. 92% say TALK has increased their awareness about ways they can build their child's early literacy skills. Read more on page 2.

Tip of the Month

Use your MCLS account to promote events at your library. Caregivers like to know about library events and the survey showed parents who received library messages used the library more.

However, only 32% of respondents reported receiving messages from their library. Send one today, or plan ahead and schedule your entire programming season now.

Need a refresher? Review the [Sending Library Messages Guide](#) or watch [this short tutorial video](#). We will be sending a message to all users with a link to the [Google map of TALK libraries](#) so they can find you!



I haven't heard about any information with my local library. I wish TALK could send me information about that.

TALK Survey Results (continued)

- Most users read every message and do the activities at least once a month
- 95% would recommend TALK to a friend
- Most TALK users learned about the service at the library, followed by on social media and at their child's school
- TALK increased the quantity and quality of the interactions caregivers have with their children, and this is especially true for users who report living in rural areas, those with lower incomes, and those with lower educational attainment.

Upcoming TALK Trainings

Kickstart TALK at your Library

Need help making TALK a success in your community? Drop in!

Wednesday, April 12, 2 pm

<https://us06web.zoom.us/j/83062720165>

Gear up for Summer

Get tips for promoting TALK this summer at your library.

Monday, April 17, 1 pm

<https://us06web.zoom.us/j/87018203477>

Find previous newsletters on the [TALK website](#) for more tips. I am also happy to answer questions or set up a Zoom meeting to help you make the most of the TALK service in your community. Contact talk@ypsilibrary.org or 734-879-1304.



Thank you for being a TALK library!

Jodi