

WASHINGTON STATE LIBRARY



Washington
Secretary of State
SAM REED

2010 Renew Washington Communication Grants Final Narrative Report Cover Sheet

Date September 27, 2010 Contract # G-10/276 Grant # 09-RW-c-014

Library Whitman County Library

Title of Grant 2010 Renew Washington Communications Grant

Amount Awarded \$6000

Grant Period

Start Date April 13, 2010 Through September 17, 2010

Submitted by Kristie Kirkpatrick

Signatures Certifying the Final Report

We certify that all of the information contain herein is correct to the best of our knowledge. We certify that 2 of 2 objectives of this grant have been achieved. We certify this report includes an analysis of each objective of this grant and an evaluation of the impact this grant has made on our services. We certify \$ \$5685.10 has been claimed and \$ \$314.90 of the amount originally awarded was not used and the reasons are explained in this report.

Signatory _____ Date _____

Fiscal Agent _____ Date _____

Signatory: Defined as the person who would sign the grant contract and whose signature will be a representation that the legal entity submitting this report has authority to enter into the grant contract; and that the signatory has the authority to sign the grant contract on behalf off the legal entity.

Fiscal Agent: Defined as an individual authorized by the Grantee's governing body to obligate it to the financial liabilities and accountable to the Grantees governing body for the integrity of the official accounting system and the financial statements that the system provides.

Submit this form and the Final Narrative Report to:

Anne Yarbrough
Grants Program
Washington State Library
Post Office Box 42460
Olympia, WA 98504-2460

In addition, send electronic copy to:

anne.yarbrough@sos.wa.gov

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Final Narrative Report (2010 Renew Washington Communication grant)

1. This grant has helped amplify the value of our library with decision-makers in our community.

x	Strongly agree
	Agree
	Neutral
	Disagree
	Strongly disagree

Please explain:

This communication grant was highly effective in amplifying our library's value to decision makers, especially when combined with our Renew WA project (Whitman County Occupation Resource Connection, WORC) and communication plan.

This communication grant specifically allowed us to accomplish a number of important things.

Our WORC program contained many technical aspects and resources yet our library's website wasn't reflective of this, user friendly or conveying of the message we were needed to relay. The communications grant allowed us to make our website easier to navigate and better marketed our programs and resources. Changes to the library's logo convey a modern, people-oriented agency versus the old wheat/farming logo that conveyed our landscape but the benefits people receive from the library.

Finally, the official website launch event brought the success we had envisioned with many key donors, decision-makers and partners being present. They were enthralled with all the library had to offer and also with our stories of success related to the WORC program.

2. Summarize the project, the situation it was intended to address, and the objectives of the project.

As Whitman County Library worked through our very detailed Renew WA marketing plan, we realized that our website and logo did not reflect the quality of the services or programs being provided through our WORC project and resources and by the library as a whole. Our website was dated, clunky and hard to navigate.

The Library proposed updating the site and logo, and presenting a fun website launch event, to educate decision makers about our WORC project and the library in general, raising the library's value with these key individuals. Below were our stated project and objectives:

- Contract with a web designer/company to re-design the WORC related web pages and all WCL's web pages and logo to relay the key messages to WCL's decision makers (which is voters in our tax supported library district.) The new website will amplify the library's message that *"Unemployment and the economy are affecting everyone. At Whitman County Library we are busier than ever. To meet the community's needs, the library offers job and skill assistance classes, added computer access, educational and recreational programs, resources and services. Whether visiting in person or online, WCL has what you need."*
 - Invite the community, WCL's key decision maker, state and local legislators, library partners and the media to attend a grand announcement and demonstration of the library's new website. Because the library will be in a newly renovated location with new presentation equipment, WCL will have the perfect opportunity to reiterate our key message verbally and visually through our new website and WORC online resources.
3. Summarize the results of the project, including activities accomplished, and any problems or unexpected outcomes encountered.

As a result of our project, I believe most community members and key decision makers have a better understanding of the WORC project and place a higher value on the library's value as a vital community resource. I also believe this communications project helped us reach more people in need of the WORC resources.

WCL was able to accomplish all of the activities that were outlined in our plan but not without problems. We had a very difficult time locating someone to complete the website work in the allotted time frame. When we did actually locate a willing party, they were not able to fully expend the allotted funds due to time constraints. That is why we are asking \$300+ shy of our initial proposal.

4. In the context of your communication effort, quantify where possible, the results of the project. (For example, number of decision makers reached; number of people who received printed materials; number of staff that have participated in internal messaging or communications training; media coverage resulting from communications effort; changes in support from public decision makers; changes in funding levels for the library or services offered through the Renew Washington grant)

I believe we were very successful in reaching key decision makers at our website launch event and WORC presentation. Some of the key attendees included two Whitman County commissioners, the county auditor and county treasurer and the mayor of Colfax. Although a key legislator had to cancel at the last minute, she sent a representative in her place. Also present were respected business leaders, educational leaders and community members. Total attendance was 35.

It is difficult to quantify whether you've actually changed the way people perceive and value the library. Based upon the comments I've heard from people, I am certain the value of our library

has improved for many people. Just after our website launch event, I received many positive comments along with the following email from our County's auditor:

What a lovely luncheon; not only was the food and its presentation delicious and beautiful, the program included so much useable information and was also presented in a manner that was fun and interesting.

The Auditor's Office actually does have a login to both the Daily News and the Whitman County Gazette, and through my husband's subscription to the Lewiston Tribune, I have access to that paper on line also. We have paid subscriptions to the News, and Gazette through our Elections mandates that allow obituaries printed in the papers to be used for purging voter rolls.

Mostly I was thinking of the other County Departments who would like to read county news, but don't have a departmental or governmental need to pay for the paper, such as the Treasurer or Assessor. For them to be able to go through the Library's website would be a real boon, and in some cases, would save a little budget.

In any case, I know that Bob, Michael and I will be passing on word of how much can be accessed through your page beyond checking to see if a book is in or on the road.

Thank you again for a very nice lunch,
Eunice Coker
Whitman County Auditor
PO Box 350
Colfax, WA 99111
509-397-6270

18 of the 35 attendees completed the survey after the WORC/Website launch event. All said "YES" they find it easy to locate career information.

When asked, "Are you aware of any group or individual that would like to learn more about career and library resources?" the replies were as follows:

county workers
the auditor
returning military and veterans
i will keep uyour program in mind and let you know
photography/printing photos etc.
Rosalia Association for Community Enrichment RACE
A class for senior to help them navigate for travel info, medical things

Obviously, WCL will follow up with these groups and suggestions.

5. Did the project meet its stated objectives? Compare the project objectives to actual accomplishments.

Whitman County Library accomplished both of the goals of our project objectives as listed above. I am very pleased and proud of the new message relayed by our logo, the user friendly website and our success in communicating the value of the library and the WORC project to key decision makers and our entire community through not only the website launch event but the entire marketing campaign of the Renew WA project.