

2007 Marketing Implementation Grants

Grant Number: 07-MI-001

Award: \$10,000.00

Organization: Liberty Lake Municipal Library

Abstract: The Liberty Lake Municipal Library's "Got Homework? We Can Help." Campaign seeks to encourage young adults (ages 10 to 18) to visit the library, as well as utilize the library's online services and databases. To improve the well-being of adolescents in the community and advance their academic success, the library will begin offering Live Homework Help.

Grant Number: 07-MI-002

Award: \$10,000.00

Organization: Whatcom Community College Library

Abstract: The "Xtreme Makeover @ the WCC Library: Web & Print Presence" project will focus on increasing campus-wide knowledge of library services and promoting specific services by revising the library's website and publications. This requires hiring a web designer and a graphic designer, purchasing new software, and providing training for staff.

Grant Number: 07-MI-003

Award: \$10,000.00

Organization: Port Townsend Public Library

Abstract: The "Spreading the Word: Port Townsend Public Library Embraces Its Community!" project will allow the Port Townsend Public Library to complete the implementation of its marketing plan so that it will be positioned to build public awareness and support for future growth and community enrichment.

Grant Number: 07-MI-004

Award: \$10,000.00

Organization: Spokane Public Library

Abstract: "Spokane Public Library: In Sight, On Screen & In Mind": Spokane Public Library will expand awareness of the library to the citizens of Spokane by being more visible, not just so that people see the library's logo often but they remember it and think of the library as a valuable and important resource in their community. They will improve visibility of their brand (in sight), bring the library to the public via their computers (on screen), and sustain that visibility so that citizens think of, and remember to use and support, their public libraries often (in mind).

Grant Number: 07-MI-005

Award: \$10,000.00

Organization: Whitman County Rural Library District

Abstract: "Get a Clue @ Your Library!" is the theme and project name of the Summer Reading kick-off campaign to increase awareness, use, and support of all thirteen branches of the Whitman County Library System. WCL welcomes special guest Kevin Adair and the Library Book Bear to announce this year's program in a visit to every rural county K-8 school and a variety of media locations. A program of Adair's caliber will bring Whitman County Library to the forefront of their community while attracting children of all ages to their local Summer Reading Program.

Grant Number: 07-MI-006

Award: \$9,915.00

Organization: Seattle Central Community College Library

Abstract: "Information Literacy is Central": This proposal seeks to implement several goals related to promoting the library's information literacy program and activities. The library proposes to engage key audiences, faculty and students, to develop and use graphical materials that support and promote a unified approach to information literacy for the college.