

WASHINGTON STATE LIBRARY



Washington
Secretary of State
SAM REED

2010 Renew Washington Communication Grants Final Narrative Report Cover Sheet

Date September 30, 2010 Contract # G-10-271 Grant # 09-RW-c-009

Library Camas Public Library

Title of Grant Washington State Library Renew Washington Communications

Amount Awarded \$3,933

Grant Period

Start Date April 28, 2010 Through September 17, 2010

Submitted by Sandy Glover

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 3 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 \$ 3250.58 will be claimed and \$ 682.42 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



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.

	Strongly agree
X	Agree
	Neutral
	Disagree
	Strongly disagree

Please explain: Frontline staff and some Board of Trustees and Friends and Foundation (FFCL) members are more proficient and confident in promoting the value of the library. The brochure will be used to promote the library to decision makers of the community.

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

A marketing professional was identified and contracted to provide two training workshops: one to library staffers and one to members of allied organizations like the Board of Trustees and FFCL. The workshops addressed the need to be better prepared to communicate the value of the library to others in casual, conversational settings.

A second objective was to have a printed brochure designed and produced to promote the value of the library to decision makers of the community.

A third object (not completed) was to have a postcard designed and produced in larger quantity to promote the value of the library to the community.

3. Summarize the results of the project, including activities accomplished, and any problems or unexpected outcomes encountered.

The trainings were very successful. Staff responded well to the materials presented. The second session for allied organizations was not as well attended, possibly because of the time (summer vacations).

The brochure is produced but not yet in use. It will be deployed in the near future as part of a concerted effort to positively influence decision makers during budget time about the value of the library to the community.

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)

14 Staff attended the communications training

8 Board of Trustees or FFCL members attended communications training.

Efforts to get an article published in the *Camas Washougal Post Record* to influence decision makers during the upcoming budgeting process are underway.

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

Two of the objectives (training and brochure design and production) are met.

The brochure has been well received by those that have seen it, but has not gone into wide distribution yet.

Due to time constraints (the post card didn't get designed before the project end date) the post card didn't get accomplished and the brochure is yet to be distributed.