

WASHINGTON STATE LIBRARY



Washington  
Secretary of State  
SAM REED

## 2010 Renew Washington Communication Grants Final Narrative Report Cover Sheet

Date September 24, 2010 Contract # G-10/262 Grant # 09-RW-c-001

Library Columbia County Rural Library District

Title of Grant Renew Washington Communications Grant

Amount Awarded \$5,617

Grant Period

Start Date April 13, 2010 Through September 17, 2010

Submitted by Janet Lyon

### 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 4 of 4 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 \$ 5,392.68 has been claimed and \$ 224.32 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

# WASHINGTON STATE LIBRARY



*Washington*  
**Secretary of State**  
SAM REED

## 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.

|                                     |                   |
|-------------------------------------|-------------------|
| <input checked="" type="checkbox"/> | Strongly agree    |
| <input type="checkbox"/>            | Agree             |
| <input type="checkbox"/>            | Neutral           |
| <input type="checkbox"/>            | Disagree          |
| <input type="checkbox"/>            | Strongly disagree |

Please explain:

For the Columbia County Rural Library District (CCRLD), the 2010 Renew Washington Communication Grant made possible an introduction. Grant funds helped our state's newest library district formally introduce itself—and its services/resources—to Columbia County's 4,000 citizens. The introduction was made possible through a uniquely-crafted booklet, *What's in it For You?: 2010-2011 Guide to Library Services*. This guide presents information about the district along with details and examples of the library's ongoing role as a vital community resource. A key feature of the publication, however, is its offset-tabbed design.

With services and resources listed by age/interest group, the tabbed sections makes it easy for residents, as well as visitors, to quickly see exactly what the library has available to meet each person's needs. Consequently, the library guide serves two purposes: 1) it shares information about what the library offers and, 2) it spotlights the library's ongoing role as an important community resource. And we are experiencing results. For example, through its WinWay Resume software program, the Columbia County Rural Library District is now helping a growing number of people write resumes—for some, it's their very first resume ever.

In addition, the Career Library online database is currently being used for a careers class at the local high school. By offering a selection of books on GED, SAT, financial aid, scholarships, as well as information on two and four year colleges, homeschoolers, college students, and high school students are being helped. Popular with adults who are going back to work, or those starting new careers, are our jobs-oriented DVDs.

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

Although CCRLD's Dayton Memorial Library now offers far more than printed books, communicating this fact to current library users, potential library users, and community decision makers has been an obstacle. It seems that after 70-plus years as a city-owned/operated library, communicating the recently formed (2005) district's role—along with information about the many new services the district has made possible to better meet our community's 21st-century needs—have both been very slow to circulate in the community. Therefore, the goal of this grant project was to 1) to introduce what the district's role is and 2) raise community awareness that there's far more of value available at the library than just printed books.

Realizing that the Renew Washington Communications grant provided an insightful way through marketing and publicity to communicate to the public what the library offered Columbia County residents, the Director talked with the staff and trustees about an idea. A team was formed, and past Board Member, Diane Longanecker, was hired and brought on board as writer/graphic designer.

Our first meeting included Diane, the Director, two library staff members, and one library board trustee. A brain storming session was held to sleuth out all the services that the library offered. This information was initially collected on individual Post-it-Notes—one service per note—and put up on a board. After weighing different ways the services could be categorized, the consensus was to group them by age/interest group. Out of some more discussion, the idea of creating a multi-paged guide to library services that would be delivered directly to each household in Columbia County was agreed upon. Creating such a guide became our objective.

The objective was met when 1,515 guides were mailed to all households in Columbia County. (Based upon the positive response from the public coming into the library, nearly everyone we talked to said they were going to keep their library guide for future reference.)

Throughout the project Diane kept staff and one trustee up-to-date on the proposed guide. Our team met a couple of other times discussing the guide and how it was coming together, giving input as needed.

Via email and phone, GMMB staff provided the Director and Diane with great feedback and excellent suggestions. As a result, the text was refined and polished to best communicate to Columbia County residents not only what the library offers, but also the value of the library as a community resource.

Thirty carefully selected full-color stock photos complement the text. The guide was arranged in categories, beginning with a welcome announcement, information about the CCRLD, and then a section called "About This Guide"—which contained a tear off, self-addressed, postage-paid, return survey card.

There are six age/interest categories: 1) Birth thru Pre-Schoolers; 2) Kindergartners thru 6<sup>th</sup> Graders; 3) Teens – Junior High/High Schoolers; 4) College Students/Continuing Education; 5) Job Seekers/Entrepreneurs (Education/Job Information Center); and 6) Adults. Sections titled "Our Community" and "Summary of Services" complete the library guide.

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

During the entire process—from hiring a writer/graphic designer to sending the proof to the local printer in Walla Walla to having the guide mailed out by the printer—the project remained on schedule.

- A writer/graphic design artist was hired mid-April to design and create a tabbed 20 page directory plus 4 page cover printed in color that has final measurements of 8 ½” x 5 ½”. The graphic design artist’s services include:
  - Develop a theme
  - Design a layout
  - Deliver mock-up directory to CCRLD
  - Execute the layout
  - Write text
  - Provide directory proofs
  - Make any changes based upon proofs
  - Deliver to printer
  - Work with the printer to see project through the printing process
- ColorPress, a local print shop in Walla Walla, created one improof and one hi-res proof for customer approval and printed a 24-page guide, 8 ½” x 5 ½” finished size. Total quantity to be printed was 1,800 guides.
- Writer/graphic design artist, Director approved proof on June 28<sup>th</sup>.
- ColorPress found one error that was corrected prior to printing.
- Director took postage stamps that were going to be put on the survey cards to Color Press first part of July.
- 1,300 guides were mailed by Color Press to all Columbia County households who had a physical address and to Starbuck Post Office boxes on July 16<sup>th</sup>. Color Press put the stamps on the guides as well as the return postage stamps on the survey card.
- It was discovered by July 19<sup>th</sup> that people living in Dayton with Post Office boxes did not receive a guide. This was learned when people came into the library saying, “Where’s mine?” ColorPress was informed of the error.
- ColorPress had overlooked obtaining the list of Dayton households that had post office box addresses.
- Color Press printed 215 additional labels for Dayton post office boxes.
- A student volunteer put the labels and stamps on the guides, as well as put the post card stamps on the survey cards. CCRLD mailed out the guides to the Dayton post office boxes on July 25<sup>th</sup>.
- Evaluation of the project changed from having the Friends call every 10<sup>th</sup> household in September to ask people three questions to instead including a survey card with the guide that had a postage paid return address.

The only problem that occurred (yet it was corrected immediately) was that the Dayton post office box holders initially were forgotten. All of the objectives were met.

An "unexpected outcome" was the pride that many folks expressed (staff, trustees, patrons) at how much their library has to offer. So, gathering all the information on the services and assembling it in one easy to access form offered a side benefit.

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)

The results of the project were as follows:

- 1,800 "What's In It For You?" library guides were printed.
- 1,300 guides were mailed to county residents and Starbuck post office box holders.
- 215 guides were mailed to Dayton post office boxes.
- 1,1515 total number of guides mailed (with a postage paid return survey card inside).
- Remainder of the guides are being kept on hand to distribute at the library, organizational meetings, the fair, or at any other event where guides will be given to people who did receive one.
- 45 survey cards or 3% (out of the 1,438 guides that were successfully delivered) have been filled out and received back by the library as of September 21<sup>st</sup>.
- 17 guides sent to Dayton post office boxes were returned as undeliverable.
- 60 guides with a physical address were returned as undeliverable.
- 49 new library cards were issued between July and August, which is a jump in new library card activity. In contrast, between January and June, an average of 18 cards a month (or 110 new cards total) was issued in the first six months of 2010. From what we could tell at the library, the guide people received in the mail had a positive impact on prompting them to come in for first-time library cards—and these individuals were not necessarily new to the community.
- In September, a local teacher had every student in his career class get a library card so they could access the Career Library database for their assignments. This represented an additional 27 cards just from that class.

Since the survey cards were already addressed and stamped, the Director had hoped for a better survey return percentage than 3%. However, the Director has heard that some people did not even notice that a survey card was included. Therefore, more survey cards may yet trickle in. A spreadsheet is included with the final narrative showing the response to the three questions the return survey card contained. Also included are people's comments, which will be quite helpful to the Director and Board for future planning.

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

Yes, the project met its stated objective. All accomplishments were met as stated above.

Hearing people's comments about the guide and reading their comments on the returned survey cards was reassuring:

- 1) "The Library has come a long way! It's wonderful!"
- 2) "Brochure/pamphlet is excellent. I will be using our library more"
- 3) "Thank you for sending this out"
- 4) "Great job to our librarians for the programs in Dayton."

Of course, these are just a few of the comments we received.

The stories below say a great deal about the guide's strength in meeting our objective.

- ❖ Recently, a local Friends' of the Library member had a conversation with someone who had a booth at our Columbia County fair, but did not live in this county. This person wanted the Friends Member to give up being part of the Friends Group and join her organization instead.

However, the Friend said she could not do that. To help underscore her point, the Friend went to her car, and returned with the library's What's In It For You? guide, which she handed to the person in the booth. This person was amazed at all that our library had to offer. She then told the Friend that she should not join her organization. Rather, she should remain a member of the Friends group instead. As the person in the booth continued reading through CCRLD's guide, she remarked out loud that she wished her library would create a similar type of handy guide for their library.

- ❖ "My students have benefited greatly by using the many resources available online from Columbia County Rural Library. Of particular benefit is the Education and Jobs Information Center. We have found this and the research tools to be especially helpful in our day-to-day work at school. We appreciate the support we receive from the folks at the library. Thank you." Rob Moore