



2009 Renew Washington Communications Grant

Final Narrative Report Cover Sheet

Date September 30, 2010 Contract # G-10/275 Grant # 09-RW-c-013

Library Pierce County Library System

Title of Grant Renew Washington Communications

Amount Awarded \$6,000

Grant Period

Start Date April 13, 2010 Through September 30, 2010

Reporting Period

Start Date April 13, 2010 Through September 30, 2010

Submitted by Mary Getchell, Communications Director

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 3 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 \$6,000 has been claimed and \$0 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**

Final Narrative Report

1. Do you feel this grant has helped you provide better service to your customers?

X	Strongly agree
	Agree
	Neutral
	Disagree
	Strongly disagree

Please explain:

Although the total benefits of the advertising purchased with the Renew Washington Communications grant are not fully known as yet, this grant allowed Pierce County Library System to use new communication vehicles beyond our normal print brochures and flyers to reach opinion makers and community leaders outside of the Library. The intended result will promote the new services and demonstrate the Library's relevancy and value in today's challenging economic climate.

The relationship in working with the local Chamber of Commerce organizations in the Library's service area further strengthened our role as a community leader. This fall two articles will run in the Tacoma Pierce County Chamber of Commerce's newsletter as a result of those strengthened communications and relationship. Also, an advertisement running in the chamber online newsletters directly reaches opinion makers and community leaders.

The online advertisements on both GoogleAds and The News Tribune's website directly reached people of influence where they spend their time —online.

"The Web is the only way to reach professional people during the day," says Greg Strakosch, CEO of TechTarget, an IT portal and newsletter publisher in Needham, Mass. "Executives don't generally watch TV or listen to the radio in the office."

A 2008 study of High-Net-Worth Investors reveal that the Internet is increasingly the primary source of business information for affluent investors (up from 2005 results).

On average, they spend 18 hours per week on the Internet. The High-Net-Worth Investor study reinforces our long-held belief that affluent investors are increasingly turning to the Web as their primary source of business information," said Jim Spanfeller, CEO and President of Forbes.com.

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

When the economic downturn hit, Pierce County Library was struggling to find funding to respond to the crisis by adding more job and business related resources and services. The Renew Washington grant was the first of several funding opportunities that recognized the

unique and vital role of public libraries in providing assistance, information and technology to those in our community who were looking to regain their financial footing.

The communication goals for the Job and Business Center project were to:

1. Inform target audiences about Pierce County Library services for people looking for jobs and small business assistance.
2. Communicate with local decision/opinion makers about the jobs and small business services and the role of the library in tough economic times.
3. Reach individuals and groups who need assistance to improve marketability in the workplace with improved job skills, apply and get jobs, and help entrepreneurs successfully develop small businesses.

By choosing advertising in chamber newsletters, Pierce County Library directly reached business leaders who would respond to relevancy and value of the new Job and Business Centers in today's competitive workforce environment. By choosing online advertising to promote the Job and Business Centers, Pierce County Library reached a broad base of decision makers, including property taxpayers, registered voters, and community leaders who access their news on the Internet and search for information using Google, with the purpose of increasing awareness and advocacy of Pierce County Library's value in the community.

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

A. Run ad in Chamber of Commerce newsletters

- Four ads ran weekly throughout the month of July in the Fife Milton Edgewood Chamber of Commerce online newsletter
- Four ads ran weekly throughout the month of July in the Puyallup/Sumner Chamber of Commerce newsletter.
- One ad ran in the Tacoma-Pierce County Chamber of Commerce newsletter.
- The Tacoma-Pierce County Chamber changed the timing of the large summer newsletter to run a larger ad for the Job and Business Centers in the fall.
- The Gig Harbor Peninsula Area Chamber of Commerce ran a free news article in its online newsletter four times in the month of July.

1. Place on-line advertising

We continually changed and updated a set of four online Google AdWords that ran online in the month of July and then for five days in August/September. We changed the ads based upon keywords and impressions, clicks, and click through rates. Our total ad impressions were 309,561, 870 clicks, and 28% click through rate. The strongest ads pertained to jobs, whereas the one ad regarding small business was the weakest response. The job ads often ran top of the page.

Advertisement	Clicks	Impr.	CTR
Find a Job Free time on computers and training Resume help and interview coaching! piercecountylibraryjbc.org/	515	158,987	0.32%
Free Resume Help Free help finding and getting a job Free resume and interview help! piercecountylibraryjbc.org/	76	35,893	0.21%

Free Job Assessment Help Learn your job skills. Computer classes. Free job help 7 days/week! piercecountylibraryjbc.org/	24	18,135	0.13%
Free small business help Free help 7 days/week + online Build a business plan. Market info! piercecountylibraryjbc.org/	4	6,460	0.06%

Attached to this report is a copy of the Job and Business advertisement running on The News Tribune’s website during the month of September. In the first three weeks of the one month running of this ad, total ad impressions were 719,906, 306 clicks, and .04% click throughs.

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)

- Weekly ads in the Fife Milton Edgewood Chamber of Commerce online newsletter reaches 378 business leaders.
- The Tacoma Pierce County Chamber of Commerce’s “Chamber E-Vision” is reaches approximately 2,500 business leaders, as does the chamber’s print newsletter.
- The NewsTribune.com has more than 6.9 page views per month on average, 1,130,000 unique visits per month, and more than 150,000 registered users.
- In total, 33 verified media stories ran regarding the Library’s Job and Business services.
- 16 Adult Services librarians participated in guerilla marketing efforts.
- An additional \$130,000 in funding was received from six funding sources (not including WSL Renew Washington Grants).

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

Yes, we met the goals in the Library’s Job and Business Communications Plan:

1. Inform target audiences of and engage them in Pierce County Library’s offerings for people looking for jobs and small business assistance.
 - Verified 33 media articles from variety of media sources.
2. Communicate with local decision makers about the jobs and small business services that the Library provides, especially during these tough economic times.
 - Ran ads in print and online in four Chamber of Commerce newsletters
 - Ran online ads on Google and The News Tribune website
 - Made presentations to local Rotary Clubs and WorkForce-Central.

3. Reach individuals and groups who need this service to help achieve the program goal to improve people's marketability in the workplace with improved job skills, help people apply for and get jobs, and assist entrepreneurs develop small businesses.
 - Distributed brochures in 17 branch libraries
 - Distributed brochures in more than 35 community locations