

WASHINGTON STATE LIBRARY



Washington
Secretary of State
SAM REED

2010 Renew Washington Communication Grants

Final Narrative Report Cover Sheet

Date 10/21/2010 Contract # G-10/265 Grant # 09-
RW-c-003

Library Sno-Isle Libraries

Title of Grant _____

Amount Awarded \$6000.00

Grant Period 4/13/2010

Start Date _____ Through September 17, 2010

Submitted by _____

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 14 of 14 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 \$ 5135.01 has been claimed and \$ 864.99 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.

Renew WA Grant Final Narrative Report

1. The Renew WA grant enabled us to show library stakeholders how Sno-Isle Libraries is relevant and valuable to the community by helping people find the information they need. In our “Online Tools for Success” campaign, nine short videos were used to engage community groups at presentations facilitated by librarians. Each video features an electronic resource, or “eResource.” The videos show how eResources help students, job seekers and businesses succeed, which contributes to the economic growth of the region and improves quality of life.

2. Summary:

Community Relations, along with a local video production company, Emerald City Pictures, produced nine four-minute videos designed to amplify the value perception of libraries in Snohomish and Island counties. The videos demonstrate how the free resources provided by public libraries are a key factor in the return to a strong economy and stable communities.

The videos were shown to community leaders and influencers such as elected officials, Chamber of Commerce meeting attendees, and Rotary members, as the focal point of presentations designed to demonstrate the real-world value of libraries in their communities.

The nine videos each feature one eResource product, introducing the product and showing testimonies about how that particular eResource has changed lives. The eResources with the video links are as follows:

1. HelpNow Live Tutoring: <http://www.sno-isle.org/?ID=5185> (homework)
2. HelpNow Writing Lab: <http://www.sno-isle.org/?ID=5181> (homework)
3. History Resource Centers: <http://www.sno-isle.org/?ID=5183> (homework)
4. Opposing Viewpoints: <http://www.sno-isle.org/?ID=5184> (homework)
5. Job & Career Accelerator: <http://www.sno-isle.org/?ID=5224> (employment)
6. LearningExpress Library: <http://www.sno-isle.org/?ID=5225> (employment)
7. BusinessDecision: <http://www.sno-isle.org/?ID=5226> (business)
8. Business Plans eBookshelf: <http://www.sno-isle.org/?ID=5227> (business)
9. Reference USA: <http://www.sno-isle.org/?ID=5228> (business)

Situation intended to address:

The primary purpose of the videos is to communicate the impact Sno-Isle Libraries' eResources have on improving our local communities. The secondary purpose is to introduce relevant eResources to the people who can be helped by using them.

Objectives of the project:

- 1) To communicate to stakeholders how Sno-Isle Libraries is relevant and valuable to the community.
- 2) To increase use of eResources.
- 3) To increase awareness of eResources.

3. Summary of results:

To produce the nine four-minute videos, we hired a local production company, Emerald City Pictures. Their expertise in lighting, shooting, and editing contributed to the high production value in bringing to life nine scripts written by the Sno-Isle Libraries' Community Relations department.

Real Sno-Isle customers with eResource success stories were recruited as featured testimonials and three librarians volunteered to host the tutorial parts of the video. On an ambitious five-day shooting schedule, footage for all nine videos were shot, online screen images were captured, and voiceover narration was recorded. After three weeks of postproduction, the first four videos premiered on the Sno-Isle website, and two weeks later the last five videos made their premiere.

We drove customer traffic to the videos on the Sno-Isle Libraries website by using direct mail (approximately 4,000 postcards to principals and teachers), Facebook posts, Facebook ads, Twitter, YouTube, librarian blogs, links on the Sno-Isle website, and an article in our customer subscribed e-newsletter.

To supplement the librarians' presentations to community stakeholders, we provided presentation outlines and printed four versions of leave-behind brochures: 1) Homework Help; 2) Job Search; 3) Business; and 4) General, which includes the previous three topics combined. The brochures were designed to supplement the videos and used images captured from the videos.

Librarians used the videos to attract fair attendees to their booth during school fairs and job fairs where the videos played on a loop from a laptop. Also, the City of Marysville agreed to run the videos in between their programs on their public access cable TV channel.

Problems or unexpected outcomes:

One month after the videos for History Resource Center and Opposing Viewpoints were completed the vendor, Gale Cengage Learning, changed the name of the eResources and the look of their websites. The new names became History in Context and Opposing Viewpoints in Context. This change rendered two of our videos outdated. We pulled them off of our website where they were listed next to the eResource itself. The videos were still used in presentations where a librarian could explain that although the name and look of the eResource website have changed, the benefits remain the same.

In our attempt to target teachers to encourage them to watch the homework oriented videos, we used Facebook ads. Unfortunately, there were no responses/clicks on these ads. However, since this was a pay-per-click campaign, we did not incur any expense.

4. Quantified results:

of views of videos from SIL website: 1,464 (from Google Analytics)

of presentations: 36

of people present at presentations where one or more videos were shown: 1,526

eResource usage: In all cases where we have reliable data, we can show a substantial year-over-year increase in usage of the featured eResources, anywhere from 62% to a high of 440%. In addition, seasonal month-over-month loss percentages were reduced and in some cases turned around into a gain. The greatest increases we saw were for the product, HelpNow, that was featured in the majority of the external communications, including the approximately 4,000 postcards sent to educators.

eResource Usage Report on featured products						
	April	May	June	July	August	September
HelpNow						
2009	1229	1310	858	141	213	1331
2010	1381	1372	736	239	1427	7191
Learning Express						
2009	152	146	305	308	273	218
2010	368	376	415	341	423	353
Job & Career Accelerator						
2009	no data (new subscription)					
2010	78	62	88	129	no data from vendor	
ReferenceUSA						
2009	1351	1677	1721	2769	2351	1886
2010	4142	4877	2966	3163	3138	3516

5. Project objectives vs. actual accomplishments:

Objectives:

- 1) To communicate to stakeholders how Sno-Isle Libraries is relevant and valuable to the community.
- 2) To increase use of eResources.
- 3) To increase awareness of eResources.

The Online Tools for Success campaign has met its stated objectives. Sno-Isle Libraries was able to communicate how we are relevant and valuable to the community. The nine videos conveyed how eResources help students do better in school, help job seekers find jobs and marketable skills, and help businesses succeed.

The usage statistics prove that in the time period of July through September of 2010, there was an increase compared to the same time period in 2009.

At this time, we were not yet able to measure if an increased awareness of eResources occurred. Our annual customer and non-customer survey, which takes place in the spring, will reveal whether we met this objective.