

WASHINGTON STATE LIBRARY



Washington
Secretary of State
SAM REED

2010 Renew Washington Communication Grants

Final Narrative Report Cover Sheet

Date Jeff Kleingartner Contract # G-10/268 Grant # 09-RW-c-006

Library Timberland Regional Library

Title of Grant Renew Washington communication – advocacy focus

Amount Awarded \$6,000

Grant Period

Start Date April 13, 2010 through September 17, 2010

Submitted by Jeff Kleingartner

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 1 of 1 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 Michael Crose, Library Director Date 10/20/2010

Fiscal Agent Rick Homchick, Accountant Date 10/20/2010

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.

| | |
|---|-------------------|
| X | Strongly agree |
| | Agree |
| | Neutral |
| | Disagree |
| | Strongly disagree |

Please explain:

The WSL Communications grant for TRL was used to pay the printing expense for nearly 10,000 “Passport to Timberland” 80-page guides created to reach out to businesses, library patrons and citizens in the communities we serve and function as a “Staycation” guide for summer travelers. The Passports included a map of the 27 public libraries in TRL’s five-county district, library programs and services, interesting facts about each community, directions to each library, a place for a unique stamp from each library, a contest with prizes sponsored by TRL’s Foundation.

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

The project was to create a “Passport” to educate people in our communities about the library as a district and the value of being a system. Also, to build partnerships with local business leaders and organizations by encouraging travel to our libraries/communities that are spread several hours apart. The Passport was TRL’s first step into library advocacy intending to excite kids, teens and adults to travel the district, see the amazing sights that stretch from the mountains to the coast, learn about the breadth and value of TRL’s district and enter a contest in hopes of winning prizes provided by sponsors.

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

Over 9,500 Passports were printed and more than 9,000 were given out to library patrons across TRL’s District which includes Grays Harbor, Lewis, Mason, Pacific, and Thurston counties. Businesses joined in as sponsors and saw increased customer traffic, people of all ages came into libraries to get stamped, check out the library and the area.

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 "Passport to Timberland" was not only accessible by library patrons in TRL branches, but also given out by 27 TRL building managers at local community events, chamber of commerce and city council meetings, local visitor centers and also at sponsor business locations. Also, received newspaper coverage by several daily and weekly newspapers across our region that printed articles highlighting how the Passport connects libraries, communities, local businesses, and travel into a fun exploration for all ages that comes with the Timberland Passport. .

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

The objective of the "Passport to Timberland" was to reach out to communities to educate on the great value available to citizens by having a TRL library card. The Passport provided a fun way users could learn about each unique community in the TRL district, library benefits and programs, and most of all become a library advocate spreading a positive message about TRL to each advocates circle of people they communicate with. Results show the Passports were popular among all 27 library communities and enabled building managers in each library to better connect with their local business leaders and public officials showing what an important partner the library is in making each community a better place to live, learn and grow.