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SAM REED

2010 Renew Washington Communication Grant

Final Narrative Report Instructions

1. The final report will stand alone as a complete summary of this project. It must address the project objectives and the implementation of the project. Complete ALL questions on the following form.

Please note that if any portion of the contract/grant agreement was amended, the approved amendment will be used in the final report.

2. Complete the signatures certifying the final report on the cover sheet. Be sure that all required signatures are included. Deadline for submission of the report is **September 30, 2010**.
3. Submit one original of the final report. Where appropriate, include the following as attachments:
 - a. A copy of publicity and promotional items
 - b. A copy of any survey instruments used
 - c. A copy of any non-print or audiovisual material produced for the project

Mail original to:

Anne Yarbrough
LSTA Grants Program
Washington State Library
PO Box 42460
Olympia, WA 98504-2460

4. Include an electronic copy of the report on disc, or send as an email attachment to anne.yarbrough@sos.wa.gov. Please do not scan or .pdf the electronic file.

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2010 Renew Washington Communication Grants Final Narrative Report Cover Sheet

Date September 30, 2010 Contract # G-10/273 Grant # 09-RW-c-011

Library Whatcom County Library System

Title of Grant Renew Washington Communications Grant

Amount Awarded \$6,000.00

Grant Period

Start Date April 13, 2010 Through September 17, 2010

Submitted by Lizz Roberts, WCLS Community Relations Coordinator

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 12 of 15 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 \$5,461.48 has been claimed and \$538.52 of the amount originally awarded was not used and the reasons are explained in this report.

Signatory _____ Date September 30, 2010

Fiscal Agent _____ Date September 30, 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

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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:

Decision makers are patrons and public

Library has been very visible with programs, brochures, posters, news media coverage

Press has been responding

Public has been responding

Developed public pieces that will be used

Numerous Partnerships that help spread the word of our value

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

Goal:

Whatcom County Library will train staff to better communicate the value of the library to the public; meet with local officials; translate library brochure into Spanish and Russian; and develop cards, brochures, posters, and radio ads that show the value of the library in the community.

Situation to address:

- As a junior taxing district, WCLS receives funding from property taxes, which are decided by vote of the public. Though voters in Whatcom County approved the 2009 WCLS levy lid lift, passage was by a smaller than comfortable margin. The economic downturn caused a surge of use, but some local populations were still not library users. WCLS received a Renew Washington grant to target low-income and underserved populations, which created an opportunity to advertise and market library services to these groups as well as to enlist support for the library from community leaders. Whatcom County Voters are our local key decision-makers for library funding in our levy-supported library system. One of the stated goals of our Communications Plan is to "educate the general public about how libraries represent a valuable community asset worthy of ongoing support despite constrained budgets."
- Front-line staff, as the library's primary contact with the public, are frequently cited by voters as a valued resource and one of the library's best assets. Front-line staff need

ongoing training in library resources and services related to the grant, and in the key messages of the grant, to fulfill another stated Communications Plan goal: to "continue to build the capacity of library staff to share with patrons the value of the library to the community—including both specific responses to the economic downturn and ongoing programs, resources, and services."

Objectives

- Communicate with local decision makers about the particular community services—including those offered through the Renew Washington grant program—that our library provides in these tough economic times.
- Build the capacity of library staff to share with patrons the value of the library to the community—including both specific responses to the economic downturn and ongoing programs, resources, and services.
- Educate the general public about how libraries represent a valuable community asset worthy of ongoing support despite constrained budgets.
- Increase participation in the library's Renew Washington grant program to demonstrate the value of libraries to larger audiences, including the unemployed and those who support them.

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

- Library staff received key messages at staff meetings and were given training on two key databases available only with a library card; ResumeMaker and Learning Express. Completion of a "virtual toolkit" of local resources for difficult times was delayed and staff will be trained to use the toolkit when it becomes available
- Local decision makers and community organizations were presented with information on the value of WCLS to their communities
- "Welcome" library brochure was updated and translated into Spanish and Russian to promote library services to library decision makers and welcome underserved populations into the library
- Posters of library patrons using library services were created and distributed to schools and communities - "best place to begin" campaign
- Creation of Spanish and Russian library cards so those communities can "see themselves" at the library
- Advertising - WCLS does very little paid advertising, so this was a chance to test the waters with different forms of advertising and judge effectiveness through comments from patrons and staff.
 - Newspaper ads were placed in the 5 community newspapers.
 - Online advertising was placed in the primary county newspaper.
 - A sixty-second radio spot played on several radio stations in Whatcom County. We were advised by the Cascade Radio Group advertising team that public service announcements received at their stations were so numerous that any PSA we gave them would be unlikely to be heard. So we focused our efforts on crafting the 60-second spot. I received comments from more than 15 people who heard and liked the radio spot. This form of advertisement seemed the most effective.
 - When I realized my original plan to place classified ads in the Bellingham Herald wouldn't work because there was no space for grant attribution, I decided to work with a different form of ad that would appear to computer savvy job searchers -

online advertising in the form of a web ad that would appear throughout the Bellingham Herald's web site.

Meetings to discuss value of library services

- Lynden Mayor, Scott Korthuis with new Lynden Public Library Manager Sarah Foster
 - Scheduled to meet with Sumas Mayor Bob Bromley with Sumas Public Library Manager Penny Leenders in early October
 - Gina Barrieau-Gonzales, Programs Manager for Whatcom Literacy Council
 - Adult Basic Education Advisory Council (I am now a member of this council)
 - Brandi Gist of Bellingham Technical College's "East 542" program
 - Anjali Englund of the Opportunity Council
 - Friends of the Library groups for all branch libraries (10 groups) and the board of the Whatcom County Library Foundation - Discussed the two grants received, key messages, and the value of the library and services offered.
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)
- 17 Decision makers, community leaders, or community groups reached through direct meetings
 - 150 invitations to Job Shop "Open Houses" were mailed directly to mayors, city council members, school board officials, and state and federal legislators. Unfortunately, none of those invited came to any of the open houses.
 - An estimated 200 "Welcome" brochures have been handed out at School start-of-the-year open houses. 750 English brochures were distributed to branch libraries, 375 in Spanish, and 250 in Russian.

Advertising and media coverage

- 624,000 impressions of 6 ads appeared in local newspapers: Lynden Tribune, Ferndale Record, All Point Bulletin, The Northern Light, Foothills Gazette, and on the web site of the Bellingham Herald.
- 82 plays of the 60-second radio spot gave key library value messages. Heard on 3 local radio stations in Whatcom County - we received many compliments and "I heard it" comments from the public.
- Read On! Newsletter with event information and articles on library news and services was sent to more than 9000 subscribers each month. Articles in each month highlighted services
- 3 news stories specifically about library value and work of the Hard Times grant. Another article on library value is currently being developed with GMMB staff.

Staff impact

- 67 public services staff heard key messages and updates on library work at staff development day
- 20 Public services staff were trained in use of key library databases to directly assist patrons

- 38 public services and support staff heard key messages and updates on library grant work at one staff meeting

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

Yes! The statement of work outlined an ambitious agenda, considering the short timeline, available staff time, and staff workloads. Of the 15 listed activities, 12 are completed, 3 are partially complete, with plans in place to continue the work.

From Statement of Work for Communications Grant

<ul style="list-style-type: none"> • Design, print, and distribute library brochure; translate into Russian and Spanish 	<ul style="list-style-type: none"> • Completed
<ul style="list-style-type: none"> • Develop targeted talking points for departments 	<ul style="list-style-type: none"> • Completed
<ul style="list-style-type: none"> • Purchase laptop to be used to train staff and to demonstrate library resources at city council meetings, individual meetings with local officials, and meetings with low-income, Hispanic, and Russian voters 	<ul style="list-style-type: none"> • Completed
<ul style="list-style-type: none"> • Train staff on use of virtual toolkit and methods of assisting the public 	<ul style="list-style-type: none"> • Toolkit training to be completed when toolkit is ready, training on methods of assisting public completed
<ul style="list-style-type: none"> • Issue library cards in Spanish and Russian 	<ul style="list-style-type: none"> • Completed
<ul style="list-style-type: none"> • Invite decision makers and the media to see at least 4 classes in action in each community where classes are held 	<ul style="list-style-type: none"> • Completed
<ul style="list-style-type: none"> • Attend 6 meetings of local service organizations (e.g., Rotary) to give value of library presentation 	<ul style="list-style-type: none"> • Completed
<ul style="list-style-type: none"> • Produce PSAs and Radio Ads 	<ul style="list-style-type: none"> • Completed paid radio ads, advised to forgo PSAs
<ul style="list-style-type: none"> • Schedule visits with at least 6 local city and county officials 	<ul style="list-style-type: none"> • Met with Lynden Mayor, Scott Korthuis, scheduled to meet with Sumas Mayor Bob Bromley in October. More visits planned.
<ul style="list-style-type: none"> • Produce series of posters 	<ul style="list-style-type: none"> • Completed

<ul style="list-style-type: none"> • Provide key messages to staff on intranet and updates on progress of grant work at staff meetings • Issue press releases on WCLS reaction to latest economic numbers for Whatcom County, classes, stories, posters, toolkit, and other help available at library • Purchase classified ads in local newspapers • Post on social networks • Develop “Key Communicators” list and send regular updates about library’s value; communicate library services available that can help these organizations in their own work 	<ul style="list-style-type: none"> • Completed • Completed • Completed - Used Web ads instead. Classifieds did not have room for attribution statement • Completed • Developed, will begin regular updates this fall
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Objectives

- Communicate with local decision makers about the particular library and community services—including those offered through the Renew Washington grant program—that WCLS provides in these tough economic times.

As stated previously, our local decision makers are the voters and residents of Whatcom County. Everything we do has the potential to communicate our library’s value, and we work to create effective public pieces with key message content. The work with GMMB on a communications plan and developing key messages was extremely helpful.

Job Shop Open Houses were held and invitations were sent to key community leaders to attend, regular publicity releases were created for all library programming, including programs developed for the Renew Washington grant, WCLS stepped into the world of social networking with a Twitter account and began to spread the word about the value of WCLS, and we reached-out to underserved populations at specific locations with programming, library cards, and translated printed materials.

We also met with local community leaders and groups to talk specifically about the library’s value. I was able to participate in several meetings and have more scheduled. We have learned the value of this form of outreach and relationship-building. Branch managers are scheduling meetings with their community leaders and visiting their local service organizations to share the value of their libraries to their communities.

- Build the capacity of library staff to share with patrons the value of the library to the community—including both specific responses to the economic downturn and ongoing programs, resources, and services.

New collateral materials - library cards in Spanish and Russian which are used as promotional giveaways (as with all our various library cards) that help staff show that the library is an open

and welcoming environment to these formerly underserved populations. "Welcome" brochures highlighting library services (also translated into Spanish and Russian), give staff a way to introduce non-users to the library at school open houses, visits with local community organizations, and visits with community leaders.

Training - With the development of Job Shops (collections of materials, local community resources, and a designated computer station in most branch libraries), library staff began to better understand their role in helping patrons during tough times. Using grant funds, a trainer taught branch library staff how to use of 2 key computer resources available only with a library card; Learning Express and ResumeMaker.

Heightened awareness -

- Educate the general public about how libraries represent a valuable community asset worthy of ongoing support despite constrained budgets.

This objective is met each time a member of the public learns something new about library services

- Increase participation in the library's Renew Washington grant program to demonstrate the value of libraries to larger audiences, including the unemployed and those who support them.

By participating in Elluminate sessions and working with GMMB staff, WCLS was able to share our experiences and garner ideas and techniques from others.