Summer Library Program 2022

*Missouri State Library*

# Project Information

## Project Name\*

The name of the project is attached to each and every form within the process. The project title should be meaningful, and not just be the name of the grant program.

*Character Limit: 100*

Oceans of Possibilities: 2022 Summer Reading Program

## Project Director Name\*

Enter the first and last names of the Project Director.

*Character Limit: 50*

Sarah Pauley

## Project Director Email Address\*

Enter the project director's email address.

*Character Limit: 254*

pauleysarahe@gmail.com

## Target Audience\*

Identify the project's target audience from the list below. More than one may apply, but please do not select more than three.

### Choices

Ages 19+ (Adults)

Locale: Rural

This program is targeted to adult residents of Grundy County, Missouri, including current patrons as well as current non-patrons.

## Priority

### Choices

### Priority-Projects targeting at risk and underserved audiences.

# Program Description

## Explain your project:\*

Who, what, when, where, and most importantly, why are you applying to hold a summer library program? Be sure to address target audience(s), length and depth of program, theme, requirements, events, and outreach plans.

*Character Limit: 3000*

**The Program**

The Grundy County Library in Trenton, Missouri will hold its 2022 summer reading program, Oceans of Possibilities, from June to August 2022. The purpose of this initiative is to promote the library’s current collection and programming, encourage reading and enrichment activities, and reach currently underserved community members. We have a history of success with children’s and teen programming, as well as the senior population. While we will continue to serve these populations, this year’s summer reading program will specifically reach out to working adults (ages 19-65). Through this year’s theme, Oceans of Possibilities, we will match patrons with the “oceans” of resources and learning opportunities available through the library.

The adult summer reading program will include a summer enrichment challenge, which will encourage patrons to read books from the library’s collection, explore library resources, participate in the summer reading program activities, and pursue other volunteer or enrichment opportunities in the community.

**Tentative Schedule of Events**

All Monday events will begin at 6:00 pm and will include refreshments. Movie nights will begin at 7:00 pm.

* June 3 - movie night and program kick-off
* June 13 - Nautical Needles
  + This activity will be a collaboration with the Scrappy Quilters, a local quilting club. Participants will create a nautical-themed quilt square. After the event, the Scrappy Quilters will compile the squares into a quilt. This quilt will be raffled at the program celebration on August 12
* June 27 - Cruise and Compose
  + This activity will be a celebration of writing and of places in the community. Participants will be placed in teams. They will then travel to different places in the community, writing at each place. At the conclusion of the evening, participants will share their writing. Participants may choose to display some of their writing in the library.
* July 11 - Navigating Community Archives o This activity will familiarize patrons with the library’s genealogy collection and digitized microfilm collection.
* July 15 - movie night
* July 25 - Paddle into Painting Application
  + This activity will be led by a local artist or art student (TBD). Using paint-by-steps, participants will create a nautical-themed painting. Participants may choose to display their work in the library.
* August 12 - movie night and program celebration
* TBD - Maritime music performance o This event is contingent upon the receipt of this grant. We will book an artist or performing group that specializes in maritime folk music. This event will be for the whole community, part of the adult and children’s reading programs.

**Outreach and Publicity**

Beginning in the spring, we will advertise the summer reading program on the library’s website and social media page, local radio and newspaper outlets, and via traditional postcards and flyers. We will order bookmarks and postcards that show the theme, dates, and schedule of events for the program. In early May, we will mail postcards to all current registered users. In late May, library staff will participate in KTTN’s (a local radio station) open line program to explain the program and events. Beginning in May and continuing through the summer, library staff will promote the program to patrons; this includes handing out bookmarks. Throughout the summer, we will maintain publicity through social media posts and newspaper coverage of each event. Additionally, work produced by patrons during the various events will be displayed in the library.

## Project implementation\*

What steps will you take to implement this project? Please include a brief timeline of activities, from the award of the grant, through the final report.

*Character Limit: 3000*

* January 2022
  + Compile preliminary lists for recommended reading lists and movie night selections o
  + Prepare surveys to determine final recommended reading lists and movie night selections
* February 2022
  + Book maritime musical or storytelling performer(s)
  + Determine and order supplies for program events:
    - Inflatable movie screen for outdoor movie showings
    - Paints, brushes, and canvases for Paddle into Painting activity
    - Fabric and sewing materials for Nautical Needles (note: these materials may also be acquired by asking for donations) o
  + Order additional current ocean-themed reading materials and resources
  + Conduct surveys to establish recommended reading lists and movie night selections
* March 2022
  + Finalize plans with collaborators (Scrappy Quilters, Trenton R-9, leader for Paddle into Painting activity)
  + Finalize event schedule; place on community calendar o Finalize recommended reading lists, movie selections
  + Purchase showing rights for movie selections
  + Prepare publicity materials
    - Flyers
    - Postcards
    - Bookmarks
    - Social media materials
* April 2022
  + Finalize publicity materials and submit order to printer by April 11
  + Finalize elements of summer enrichment challenge; create handout
  + Write press releases
* May 2022
  + Submit press releases to local media
  + Begin social media publicity campaign
  + Mail postcards to current registered users
  + KTTN open line
  + Promote summer reading program to all library visitors
* June 1 - August 12, 2022
  + Summer Reading Program
  + Collect participation and circulation data
  + Document events; submit stories to local media, post stories on social media
  + Conduct Library Satisfaction Survey
* September 2022
  + Analyze data (event participation, enrichment challenge participation, library visits, total circulation, survey data)
  + Write and submit final report

## Collaboration\*

Who will you collaborate with, and how, to ensure your program is successful in reaching and meeting the needs of your target audience? For the purposes of this grant, partnerships do not include distributing flyers or providing funds for prizes, incentives, food and/or decor.

If no partnerships will be used, simply write "No partnerships needed."

*Character Limit: 3000*

* **Trenton Republican-Times:** We will submit press releases on our summer reading program and the individual events to this local newspaper.
* **KTTN:** We will submit press releases to this local radio station and promote the summer reading program on their open line program.
* **Trenton R-9 School District:** Indoor movie night activities will be held at Trenton High School’s Performing Arts Center. We will partner with the school district to ensure that all venue requirements are met.
* **Scrappy Quilters:** We will collaborate with this local quilting club to conduct the Nautical Needles event.
* **Local artist/ art teacher:** We will collaborate with a local artist, art teacher, or art student to conduct the Paddle into Painting event.
* **North Central Missouri Mental Health Center** and **Preferred Family Healthcare:** We will collaborate with these local mental health providers to reach underserved adult populations. One of the primary goals of case managers is to connect clients with community resources, for both education and social-emotional wellness. The library will provide case managers with materials on the summer enrichment challenge and program events and encourage case managers to share these materials with clients.

## Partnership Letters

If you have any letters of support from a partner, outlining the partner's commitment to the project, including contributions of staff time, resources, or funding, please upload them here. ***The partnership letters must be combined into a single file before uploading.***

*File Size Limit: 2 MB*

## Promotional Efforts\*

How will you promote the project to your target audience, including the unserved and underserved?

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**Social Media:** Our social media campaign will be the most frequently-updated and thorough component of our publicity efforts. Beginning in April, we will post “teaser” stories and videos on our social media, including Facebook, Instagram, and TikTok. Beginning in May, we will post at least weekly, advertising books on the recommended reading list, decor or exhibits in the library, activities or resources that are part of the enrichment challenge, and especially, upcoming events. During the Summer Reading Program (June through August), we will use social media to advertise upcoming events, post photos and stories after the events, and share users’ comments and creations.

**Traditional Media**: The overall program, as well as individual events, will also be advertised in the local newspaper and on local radio stations. The library will submit press releases for individual events and add these events to the community calendar. Library staff will participate in the radio station’s open line program to promote the Summer Reading Program in May. Additionally, because the local newspaper primarily prints local human-interest pieces, we will work with newspaper staff to produce at least one story on the program, its inception, and its impact on patrons.

**Mailing Campaign:** Because many registered users may not subscribe to local media or to the library’s social media, a mailing campaign will be an effective way to inform these individuals about the Summer Reading Program and to encourage them to follow the library on social media.

**In-Person Promotion:** The library’s frontline staff is one of the most effective ways to reach current library users. Beginning in May, staff will promote the Summer Reading Program and provide users with promotional bookmarks and other information on the program, enrichment challenge, and events.

**Mental Health Providers:** As described above, the library will collaborate with case managers at two local mental health providers to reach underserved community members.

**Other Community Organizations:** Some businesses and workplaces provide incentives for employees to participate in wellness campaigns, such as weight loss or water consumption programs. Workplaces may be able to collaborate with the library to incentivize participation in the summer enrichment challenge. We will contact local employers to suggest this collaboration.

# Project Evaluation

## Current Data\*

Provide the current (baseline) data you have to show your project's starting point. If no baseline data is available, indicate that this is a new service and no baseline data is available.

*Character Limit: 3000*

In FY2020, Grundy County had a population of 10,261; the Grundy County Library had 5072 registered borrowers, 49% of the total population. There were 24,128 annual library visits (2.35 visits per capita). Total circulation was 32,276 (3.14 checkouts per capita). Children’s materials circulation was 8861 (27.5% of total circulation). These are relatively strong numbers, but we want to reach more than 50% of the community. Higher visit and circulation numbers are feasible, as shown by data from neighboring counties. For example, in neighboring Daviess County, the Daviess County Public Library has 5654 registered borrowers, which amounts to 67% of the county’s population.

## Outputs\*

What statistics will you collect to document the project's success? *In accordance with IMLS guidelines, program attendance numbers must be reported and circulation statistics must be reported if you include library materials in your grant project.*

*Character Limit: 3000*

Through the Summer Reading Program, we want to increase the library’s visits, total circulation (including electronic resources), and number of registered borrowers. We also want to increase public perception of the quality of services provided by the library.

To obtain quantitative data, we will record library visit, circulation, and event attendance data for the duration of the program (May 31 - August 12, 2022). We will record the number of registered borrowers in May, and again in September. Because signing up for a library card is one of the activities on the adult summer enrichment challenge, we hope to see an increase in this area.

We will collect qualitative data throughout the program as well as through a survey conducted in August. Throughout the program, we will request feedback on the enrichment challenge, the events, and the program as a whole. The August survey will be available to all library users in the library and via social media, but we will particularly encourage Summer Reading Program participants to complete the survey so that we can determine the impact of the program on users.

## Survey Use\*

The Institute of Museum and Library Services (IMLS) requires a survey for this project.

You may choose to use the [sample surveys](https://www.sos.mo.gov/CMSImages/LibraryDevelopment/2020SurveyGuidelines.pdf) (see pages six and eight) that is available on the LSTA grants webpage. These surveys contain the required IMLS and Missouri State Library questions. If you use the sample, no survey approval is required.

If you wish to modify the sample or create your own survey, you must comply with the [IMLS](https://www.sos.mo.gov/CMSImages/LibraryDevelopment/2020SurveyGuidelines.pdf) [survey guidelines](https://www.sos.mo.gov/CMSImages/LibraryDevelopment/2020SurveyGuidelines.pdf) and have the final draft of your survey approved by a State Library Consultant before it can be issued to the public.

Indicate which type of survey you intend to use:

### Choices

Will use the sample survey(s)

Instructional Program for General Public – To be completed by the general public

## Survey Tool

If you plan to use customized survey(s), please upload any draft(s) you have created here. For guidance on constructing your survey, see [Survey Guidelines.](https://www.sos.mo.gov/CMSImages/LibraryDevelopment/2020SurveyGuidelines.pdf)

*File Size Limit: 2 MB*