2008 Scholastic Library Publishing National Library Week Grant  
- Application Form-  

Theme:  
Join the circle of knowledge  

@your library®  
In support of  

@your library®  
The Campaign for America's Libraries  

A. Name of organization(s):  
The Public Library of Charlotte & Mecklenburg County (PLCMC)  

B. Name of partner libraries/organization(s):  
This grant requires the applicant library to partner with one or more libraries or organizations in its community. Please state here the name of partner libraries/organizations who will be participating in your program.  

- New York Public Library, Donnell Central Children’s Library  
- The Children’s Theatre of Charlotte  
- The Friends of the Public Library (PLCMC)  
- Charlotte-Mecklenburg School System  
- Animal Control of Charlotte & Mecklenburg County  
- Lunch Money, nationally recognized band for youth and families  
- Black Forest Books & Toys  

C. Campaign coordinator:  
What is the name of your campaign coordinator; provide job title and give a brief background on each indicating how their qualifications relate to coordinating this program.  

Tony Tallent, Director of Youth & Outreach Services, PLCMC  

Tony Tallent has coordinated several high-impact programs and initiatives for the Public Library, including the 17 year old Novello Festival of Reading. He was a driving force behind the conceptualization and creation of the partnership facility ImaginOn, located in Charlotte, NC. Tony has been involved in web content development for the Public Library for several years and helped create the first-ever completely online reading program, Train Your Brain, as a partnership effort between PLCMC and the NFL’s Carolina Panthers. Tony serves on the outreach and development board of Smart Start of Mecklenburg County as well as several other teams and committees. In his role as Director of Youth & Outreach Services, he encourages the Public Library to reach beyond the common into the extraordinary—knowing that our community and staff deserve it.
Submission checklist:
X My library’s program includes the “Join the circle of knowledge @ your library®” theme.

X I understand that if my library wins, I will be required to use the @ your library® brand as it is trademarked on all related promotional materials.

X My program involves at least one other community organization.

X I have enclosed 7 copies of my library’s application.

X I have proofread my application.

1. Brief overview
Give a brief overview of your program and its goal in your library community, and your target audiences. Be sure to explain how your National Library Week program will use the “Join the circle of knowledge @ your library®” theme. (NOTE: Failure to use this theme, including the trademarked @ your library® logo, will immediately disqualify your application.)

There is no better place to bring knowledge to life and attention to the wealth of resources and opportunities offered in a community than The Public Library. Through the campaign we are proposing, Join the circle of knowledge @ your library, we will feature this wealth of community good and help “illustrate” the circle of knowledge in engaging and fun ways, including developing a partnership with another library system. We will express that the Public Library creates strong bonds in the community and beyond—both through our daily interactions and in the broader Virtual World. This outreach effort and promotional campaign will build upon sound commitments that connect to the theme Join the circle of knowledge @ your library and are all outlined below.

1. Broadening the Circle: Building on a growing conversational and idea-sharing relationship between New York Public Library’s (NYPL) Donnell Children’s Room staff and PLCMC staff, we intend to strengthen this collaborative relationship. It will, in essence, be a cornerstone for the campaign. To support this “circle of connection,” a virtual community sharing will evolve through an intentional web log that we will construct to share photos, knowledge-bytes, lessons learned and information about our two cities and the people who live there. Through this blog, we will share the
importance, relevance and fun that libraries bring to the lives of their communities everyday. An appropriate blog address has been secured and will be developed at www.circleofknowledge.blogspot.com.

2. **Knowledge Flies**: To bring awareness to this outreach effort, we will give away a thousand or more “flying circles” at PLCMC and NYPL library branches, book stores, and collaborating agencies. These “flying circles” (also called folding flyers) are collapsible discs that can be playfully propelled through the air much like Frisbees. What’s more—they will be imprinted with the message “Join the circle of knowledge @ your library.” These whimsical and recreationally useful items will be distributed during key events and dates through the run of the campaign. To see an example of this item, please take a look at this link: http://www.epromos.com/product/8822588.html

3. **Circle of Knowledge**: During the days leading to National Library Week, library users and community members will be encouraged to share “knowledge bytes” on strategically placed “Knowledge Boards” in several different library and community locations. These Knowledge Boards will carry the “Join the circle of knowledge @ your library” tag at the top. Each will be accompanied by circular post-it notes and writing utensils for jotting down brief bits of community wisdom, messages of library support, and personal learning maxims. This will allow community members to take part in a simple yet visually interesting way.

4. **Circle of Giving**: Our community is made up of so many agencies that do intense and meaningful work to build awareness, protect, and serve all the parts of our city and beyond. Included in this helpful group is Charlotte-Mecklenburg’s Animal Shelter. The Animal Shelter, which depends heavily on volunteer support, assists with the adoptions, health and general welfare of thousands of animals who are neglected, sick or in need of homes each year. What better time than during the “Circle of Knowledge” campaign is there to show support for such a worthy agency? During the campaign, circular tubs will be placed in several of PLCMC’s regional locations to collect animal supplies and food to support the Animal Shelter. These collected items will be granted to the Shelter at the end of the campaign on behalf of the caring and attentive community members who use our libraries every day.

5. **Knowledge Rocks**: We’re going to set our love of libraries to music during National Library week by hosting rock concerts at the Public Library. These rock concerts will be appropriate for the whole family and will feature the nationally recognized band, Lunch Money. The band, which is based in Columbia, South Carolina, will rock out in Charlotte before hitting the road to take the “Circle of Knowledge” Rock Tour to New York City where they’ll play a concert in NYPL’s Donnell Central Branch. What a way to end a library-loving celebration!

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2. **Objectives of program**

*What are the objectives of your program? Describe the specific results you would like to achieve. (You will be judged on how well you state your objectives and goals.)*

**Objective One**
To create a dynamic, effervescent partnership between two library systems in two very different cities.

**Objective Two**
To offer community members opportunities to express themselves and their personal knowledge and learning through the theme “Join the circle of knowledge @ the library.”

**Objective Three**
To encourage a virtual exchange of ideas and experiences through the creation of a blog that supports the “Circle of Knowledge” outreach effort.

**Objective Four**
To promote the Public Library through a unique and visually interesting product that will delight community members.

**Objective Five**
To offer high energy, non-traditional program opportunities to library users (by helping them rock-out with the band Lunch Money both in Charlotte, NC and in New York City).

3. **Program plan**
   *How will your program work? Please be clear and thorough in stating the details of your plan. (Your application will be judged on the completeness of your plan as well as on its creativity and originality).*

**Stage One: Setting the Stage**

1. Confirm all partner agencies and seek out further support from potential community partners.
2. Seek the input and support of PLCMC staff who can help advocate for the effort.
3. Create tentative agreement between the band Lunch Money and PLCMC.
4. Obtain printing mock-up and quote from Epromos for “flying discs.”
5. Secure an appropriate blog address.
6. Draft line item budget.

**Stage Two: Getting it Rolling.**

1. Finalize calendar of events and happenings.
2. Set-up “Circle of Knowledge” blog for “go-live” status.
3. Create Knowledge Boards.
4. Purchase items to support Knowledge Boards.
5. Distribute Knowledge Boards to all locations.
6. Finalize contract with Lunch Money.

**Stage Three: Closing the Circle**

1. Go live with “Circle of Knowledge” Blog.
2. Set-up all Knowledge Boards in library and community locations.
3. Send out press releases, newsletter articles and other promotional material.
4. Concerts happen at PLCMC and at NYPL.
5. Gathering Feedback and success stories.

4. Timeline

Please give a timeline indicating the date of the campaign and any other relevant dates and times of when activities will be accomplished. (Your program must be directly tied to National Library Week but need not be limited to one week.)

October–November 2007
- Complete and submit grant
- Secure blog address for campaign
- Contact all parties involved in campaign proposal
- Alert appropriate staff about grant submittal
- Dream large and earnestly

November-December 2007
- Brainstorm with staff about ways to deploy the message of our campaign
- Craft ways to fold campaign into existing publications, newsletter, and local media outlets
- Complete price quotes and shopping lists
- Excite staff about the possibilities of this opportunity

January 11-16, 2007
- Notification of grant acceptance
- Ongoing communication with NYPL staff

January 17-31, 2007
- Contact all parties involved in regards to acceptance
- Initial celebrations and “ground-and-focus” time with partners and staff who will work directly with the project
- Communication and planning with NYPL staff

February 2007
- Prepare promotional material
- Draft press release
- Contact media, local talk-shows for air time
- Place order for flying circles with Epromos
- Complete contracting with the band Lunch Money
- Fabrication of Knowledge Boards
- Shop for items necessary for Knowledge Board component
- Attend PLCMC Public Service Managers Meeting to discuss campaign
- Information relayed to all standing service teams in PLCMC and NYPL
- Crafting of initial content for “Circle of Knowledge” Blog

March 2007
- Go live with “Circle of Knowledge” Blog
- PLCMC Newsletter headline article regarding “Join the circle of knowledge @ your library”
- All Knowledge Boards and material in place
- Celebratory kick-off with partners and advocates
High-energy information sharing with library staff to encourage promotion and support the “Circle of Knowledge” campaign
Giveaway flying circles during storytimes, Knowledge Board “unveilings” and during community happenings

April 1-12, 2008
Meetings with Library Leadership Group to prepare for campaign
Press releases sent
Preparedness check with all locations housing Knowledge Boards
Ongoing giveaways of flying circles

April 13-19, 2008
National Library Week’s “Circle of Knowledge” Campaign fully launched
Local media connections follow-up; talk-show plugs and appearances
Lunch Money Rock Concert(s) in Charlotte
Lunch Money Rock Concert(s) in NY
Info and Image boost in “Circle of Knowledge” Blog
Log information and idea sharing from Knowledge Boards
Ongoing giveaways of flying circles

April 19- May 2008
Continued logging of Knowledge Board Information
Continued administration of Blog
Ongoing communication with partners and advocates
Collection of feedback from partners and participants
Run statistics of blog usage
Submit written report to ALA’s Public Awareness Committee

June – August 2008
Continue administration of blog
Consider impact of the campaign on community awareness
Meet with library leadership team to assess campaign success
Answer the question: how do we keep up the momentum of this partnership and positive awareness campaign energy?
Send thank-yous to all partners, advocates, and participants

5. Budget
Describe your total budget for the program, where the money and resources needed will come from and how the $5,000 grant funds for promotion of the program will be used. A line-item budget is preferable. (The $5,000 Scholastic Library National Library Week Grant funds can only be used to pay for promotional aspects of the program, i.e., printing/design of flyers, advertising, honoraria, and other campaign expenses related only to promotion. Funds cannot be used for library staff stipends or capital expenses such as books or equipment.)

The Youth & Outreach Services Department of PLCMC, working in tandem with the Web Services Department and with branch services will do much of the “in action” work of this project. The Youth & Outreach Services Director and staff will work to keep communications in tempo with NYPL as well as with all project partners and participants. The following budget outlines the funding needs to implement our vision for a successful “Join the circle of Knowledge @ your library” campaign.
Flying discs promotional items $2000  
Lunch Money band fees $1400  
Band Travel Expenses $900  
Knowledge Board Materials $800  
Celebratory and Reception Supplies $500  
Circle of Giving Collection Tubs $100

Total $5700

PLCMC Youth & Outreach Services pledges to cover up to $800 of the cost of this project as needed, including the projected $700 overrun of the $5000 grant funds.

6. Evaluation
*Explain how you will evaluate the effectiveness of your program for 1) National Library Week and 2) the long-term goals of increased support and visibility for your library.*

The following methods will be used to evaluate the effectiveness and impact of this campaign:

1. Number of unique views and posts to the “Circle of Knowledge” Blog; the online service StatCounter will be used to track usage.
2. Evaluations by partner organizations and participants
3. Amount of donations contributed to the “Circle of Giving” component of the campaign
4. Feedback from leadership and public service managers and staff
5. Number of smiles counted in pictures taken during campaign-connected interactions and rock concerts

7. Commitment
*Describe your library's commitment to an ongoing public relations program.*

The Public Library of Charlotte & Mecklenburg County is committed to serving the needs of its community. PLCMC pursues excellence through promoting the efforts it is taking to offer meaningful and supportive programs and services. In addition to a well-formed and maintained web site ([www.plcmc.org](http://www.plcmc.org)) and over ten free-standing virtual service-specific sites, PLCMC produces CIO, a monthly newsletter that features programs, success stories and images of the Public Library at work in the community. The Youth & Outreach Services Department of PLCMC is committed to building relationships within our immediate community and as well as partnerships nation-wide, including library systems across the country and globe. We welcome visitors from all over the world to visit our facilities, share in our insights as well as celebrate the people who make up our community and planet.

1. **Optional – Participation in the @ your library campaign**
*Please indicate if your library is already involved in @ your library®, The Campaign for America’s Libraries, and if so, how. (Your application will not be judged on the library’s previous participation in the @ your library campaign. This is for story collection purposes only.)*

PLCMC has purchased @ your library campaign material in the past but is not currently involved in an actual @ your library campaign.