

The Scholastic Library Publishing National Library Week Grant

Theme:
You belong
@your library®

In support of
@your library®
The Campaign for America's Libraries

A. Name of organization(s):

Sacramento Public Library

B. Name of partner libraries/organization(s):

Lavender Library: Archives and Cultural Exchange Rainbow Chamber of Commerce

C. Campaign coordinator(s):

Jessica Zaker – Branch Supervisor, North Sacramento branch of Sacramento Public Library 3 years as Youth Services Librarian 1 year as Programming Librarian

Lori Easterwood – Programming Supervisor, Sacramento Public Library 2 years Programming Librarian 2 years Teen/Adult Librarian Designs, develops and implements system-wide library programming.

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1. Brief overview

With the “You belong @ your library” campaign, the Sacramento Public Library would like to ensure the GLBTQIA community knows that the library offers services, materials and resources for all types of people, including those who are gay, lesbian, transgendered, bisexual, questioning, intersex, and allies. A week-long suite of programs to recognize and celebrate this underserved Sacramento community is planned to coincide with National Library Week. Attendees of the 2011 ALA Conference in New Orleans present for the opening session were privileged to hear author and activist Dan Savage discuss his “It Gets Better” project, a response to the significant increase in GLBTQIA teen suicides due to bullying. His message to the GLBTQIA youth community is that “it gets better”—that there is a place for them in society and

they belong. This message of belonging will be underscored by the Sacramento Public Library's programming efforts during National Library Week. Although the library has offered some programming geared toward the GLBTQIA community in the past, the efforts have been sporadic, and not highly publicized. The program series is aimed mainly at adults, but several events will be appropriate for teens as well. To further reinforce the message of belonging to all segments of the community "You belong @ your library" window clings will be placed at each library branch and given to members of the community—particularly to partnering GLBTQIA organizations. There is a vibrant GLBTQIA community in Sacramento—it is time to welcome them to their library.

2. Objectives of program

Objective 1) Increase public awareness of the all inclusive nature of the library and its value to the Sacramento GLBTQIA community by promoting relevant materials, services, and resources.

- Attendance at National Library Week GLBTQIA series in excess of 200 participants
- GLBTQIA book displays at multiple library branches
- Posters and book displays placed in partner locations
- Ad campaign online, on buses, and in area businesses

Objective 2) Form lasting partnerships with community and international groups like the Lavender Library, Gay and Lesbian Center, Rainbow Chamber of Commerce, Outword magazine, GLSEN, PFLAG, HRC and others to assure members of these groups that they have a stake in their library.

- "You belong @ your library" window clings at partner locations
- Seek feedback from partner organizations about what library services would most benefit them
- Promote library business resources at Rainbow Chamber of Commerce meeting

Objective 3) Create a welcoming atmosphere and sense of investment in all 28 library branches for all members of the community, so everyone truly feels that "You belong @ your library".

- "You belong @ your library" window clings at each library location
- GLBTQIA book displays at multiple library branches
- Promotional flyers for National Library Week GLBTQIA series available at each library location

3. Program plan

Using "You belong @ your library" as a tag line, the Sacramento Public Library will present a suite of programs during National Library Week in April 2012, targeted at the GLBTQIA community. These programs are designed to become part of the library's ongoing programming repertoire. Annual events like "Come Out! for Aerobics" and "Same Sex Speed Dating for Book Lovers" will be presented, as well as new events such as an "It Gets Better" video recording session, a brown-bag lunch and GLBTQIA book talk, a "Works of David Levithan and Queer Themes in Teen Literature" speaker event that will serve as a series kick-off, and "But I'm a Cheerleader" movie night with costume contest and Just Dance Wii gaming. A GLBTQIA book club will also be featured following National Library Week. Each of these programs is designed to fit within the library's current programming plan and promote the value of the library's materials, services, and resources, yet adapted only slightly to have a more inclusive focus. Up to this point, Sacramento Public Library has provided only occasional programs for the GLBTQIA community, but presenting a series of targeted programming in

conjunction with a comprehensive marketing campaign will ensure this community is welcomed into the library—and truly made to feel that they belong at their library.

4. Timeline

January

- Event series schedule finalized
- Create/design promotional materials—in partnership with local GLBTQIA designers
- Confirm “Works of David Levithan and Queer Themes in Teen Literature” speaker
- Meet with GLBTQIA community organizations
- Make connections with print news writers and photographers to promote and cover events

February

- Finalize press release
- Order give away items and print materials
- Teaser announcements on library Facebook, alt+library blog, and alt+library Twitter
- List events on alt+library meetup group

March

- Distribute promotional materials to all 28 library branches, partnering community organizations, and local businesses
- Promote event series on online events calendars (Sacramento 365, Sacbee.com, SN&R.com, sacpress.com, etc.)
- Strategically placed poster campaign featuring Lipstick Librarian of the Sac City Roller Derby team
- Online ads run on SN&R.com
- Interest poll placed on www.altlibrary.com

April

- E-mail blast to registered library cardholders
- GLBTQIA book and series displays in multiple library branches
- Ad run in Outword—first week of the month
- Sunday, April 8th Series kickoff and “Works of David Levithan and Queer Themes in Teen Literature” presented at the Central Library
- Tuesday, April 10th “Come Out! For Aerobics” Central Library
- Wednesday, April 11th GLBTQIA brown bag lunch/booktalk & community partner showcase
- Thursday, April 12th “It Gets Better” video recording session community drop-in
- Friday, April 13th “But I’m A Cheerleader” movie night with costume contest and Wii Just Dance gaming.
- Saturday, April 14th 3rd Annual “Same Sex Speed Dating for Book Lovers”
- Saturday, April 28th monthly meeting of GLBTQIA book club, North Sacramento Library

May

- Follow up survey sent to those who sent RSVPs to www.meetup.com/altlibrary and placed on www.altlibrary.com
- Evaluations sent to GLBTQIA community and national partners
- Submit a written report to ALA's Public Awareness Committee

June

- Annual Sacramento Public Library presence at Sacramento's Pride Festival—"You belong @ your library" themed materials included, a survey will be available here also

5. Budget

From grant:

Advertisements:

- SN&R online 20,000 impressions / \$100 per week, 4 weeks = \$400
- ½ page ad in Outword magazine = \$650
- Bus ad tail light display \$350 each for 4 week run = \$750

Giveaways and other promotional materials:

- "You belong @ your library" window cling giveaways = \$515
- 15 posters at \$25 each = \$375
- You belong @ your library digital download package = \$110

Speaker honorarium = \$200

From library:

- Promotional flyers & lobby sign: \$1000
- USB giveaways for "It Gets Better" drop-in: \$100
- "But I'm a Cheerleader" movie purchase: \$25
- Food and drinks for "Same Sex Speed Dating for Book Lovers": \$60
- Handouts for "Works of David Levithan and Queer Themes in Teen Literature": \$20
- Evaluation/Feedback forms printing: \$30

6. Evaluation

Success will be judged according to the number of attendees during the program series and their enjoyment of the programs. Feedback surveys will be available at each event in the series. A follow up poll will be sent to those who RSVP for the series on meetup.com. A Survey Monkey poll will be placed on altlibrary.com, first to gauge interest in the program series, and then another after the series, to see whether the entire series should be repeated the following year during Gay Pride month (June 2013). Each evaluation method will allow those who answer to provide feedback about the quality of the programming, the method by which they learned of the events, and what impact they believe the library's GLBTQIA programming has on the value they see in the library. Evaluations will also be sent to community and national partners to determine whether or not those groups do indeed feel more welcome at the library after this programming effort. This survey will also be made available at the library's yearly outreach presence at Sacramento's Pride Festival. Combined results of all the feedback, polls, and surveys will be taken into account when planning future library programming for this audience.

7. Commitment

All libraries will have “You belong @ your library” window clings to provide a visible emblem of ongoing GLBTQIA support. The message of belonging is applicable to anyone in the community as Sacramento Public Library strives to serve all. The library’s programming department will add program suggestions and celebration of GLBTQIA holidays and events like Gay Pride Month, National Coming Out Day and others into existing programming calendars. The evaluation surveys and gathered data will be used to inform future programming decisions and materials needs. The partnerships formed with community and international organizations like the Lavender Library, PFLAG and others will be maintained and partner organizations will be invited to present in Sacramento libraries. In turn, the library will work to establish an ongoing library presence in community partner locations.

1. Optional – Participation in the @ your library campaign