Theme:
Communities matter
@your library

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

Name of organization(s):
Salinas Public Library

Name of partner libraries/organization(s):
Monterey-Salinas Transit District (MST) and The Arts Council for Monterey County (Arts Council)

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**Brief overview**

With funding from Scholastic Library Publishing, the “Communities matter@ your library” campaign will launch a mobile library collection on the public transit buses. Transit buses in Monterey County will be supplied with “Communities matter @ your library” tote bags as well as an array of library books for all ages. The project will give a new definition to library as a place for circulating printed work that can be shared by the entire community. The “Communities matter @ your library” campaign will also kick off a larger, year-long program that promotes literacy in our community, that serves the library, transit, and the art communities. Coinciding with the tote bag distribution, the Salinas Public Libraries, with assistance from local arts organization Arts Council for Monterey Count and local transit agency Monterey-Salinas Transit, will hold a county wide poetry contest for children, teens, and adults in the community. The “Communities matter @ your library” campaign will announce the project both in the libraries and public transportation stations and buses through a series of bilingual marketing materials and identify local libraries as key institutions to find resources and support to build literacy and writing skills. A promotional event will occur during National Library Week, when the first 5 winners will be announced at a public event at the Salinas Public Library’s Cesar Chavez branch. Local poets will be invited to participate in a poetry-reading at the event.

**Objectives of program**

The objectives of the project are to: get the community involved in library activities, publicly promote literacy in a positive way, acknowledge the talents of people within our communities, make the public transit experience more interesting, and to form long-term partnerships with community organizations.

**Object 1** - Increase community involvement in library activities by circulating literature in tote bags affixed to the interior of the public transit buses. The project will publicize the library as a community resource available to the public not only for access to books, but a variety of digital technologies, art courses, professional development clinics, after school programs, educational enrichment, as well as health and nutrition programming for children and families.

**Object 2** - Promote literacy. The project encourages reading and writing through increased recognition of library services, in addition to increased access to the physical materials such as magazine and books that will be placed on public buses and transition stations throughout the county.
Object 3- Acknowledge that our community matters. The project will honor the talents of community members who contribute quality poetry to be shared with the entire community. This recognition will increase the confidence, and engagement of youth and adults throughout the county in literacy based events and create a lifelong love for learning among those who participate.

Object 4- Make the transit experience more interesting. Community members can read poetry while riding the bus.

Objective 5- Form long-term partnerships with community organizations that generally serve different purposes. Salinas Public Library will partner with Monterey-Salinas Transit and the Arts Council for Monterey County to show that all “Communities matter @ your library.” The project will extend beyond the initial kickoff event, scheduled to occur during National Library Week, and has the potential to be a sustainable partnership for years to come.

Program plan

Beginning in February 2013, tote bags displaying the “Communities matter @ your library” will be placed on all county transit buses. One tote bag in each bus will contain a variety of books from the library’s collection as well as new donations from the “Friends of the Salinas Public Library” non-profit group. The books are to be read, shared, and traded among the various tote bags. The books are also meant to be resources and sources of inspiration for the public poetry contest that will be announced the same time the tote bags are placed on the buses. The poetry contest will be held each quarter in 2013. A project committee will announce the opening of public submissions for poems at the time the tote bags are placed on the buses. The committee will review and select poems to be printed and displayed in MST buses throughout Monterey County and posted on the Internet. The first quarter winners will be announced during National Library Week. Five winners throughout the County will be selected each quarter, and the submission categories will be: 1) Adult, 2) High School Student, 3) Middle School Student, 4) Elementary School Student, and 5) Employee of one of the Community Partners. The poetry project will celebrate creativity and promote literacy in our community. The efforts of the “Communities matter @ your library” campaign will culminate in a public event that will occur during National Library Week. The five winners of the first quarter poetry contest will be announced at a public event at the Salinas Public Library’s Cesar Chavez branch, a neighborhood library that is currently undergoing renovations. Local poets throughout Monterey County will be invited to participate in a poetry-reading at the public event. A report documenting the success of the kick-off event will be submitted to American Library Association’s Public Awareness Committee by May 20, 2013. It is anticipated that publicity and initial promotional events of the “Communities matter @ your library” will gain momentum, and word will spread through the community. The project would continue
throughout the year. Thousands of Monterey County residents, workers, and students will be impacted by the positive benefits of the project.

Beginning with notification of award at the end of January 2013, Salinas Public Libraries staff will coordinate a committee kick-off planning meeting the first week of February.

By mid-February, Salinas Public Libraries will order the tote bags that will be printed with the “Communities matter @ your library” logo. The library, MST, and the Arts Council will issue press releases announcing the grant and providing information on the solicitation for poems.

Poems will be collected through March 30, 2013. The committee will meet again at the beginning of April to select five winning poems. Printing, posting to the website, and letter notifications mailed to selected winners will take place the second week of April.

A public event will be held at the Salinas Public Library’s Cesar Chavez branch the week of April 15th.

**Timeline**

**January 2013**

- Award announcement

**February 2013**

- Committee planning kick off meeting with Salinas Public Library, MST and Arts Council
- Issue Press Releases announcing contest and order tote bags and advertisements
- Place tote bags and donated books on 100+ transit buses.
- Outreach to local school districts, adult schools, colleges, and other community organizations
- Collect poem entries

**March 2013**

- Continue to collect poem entries
- Re-stock tote bags as needed
• Poem submission period ends March 30th

April 2013

• Committee meets, evaluates poems, and selects 5 winners

• Winning poems are printed for displays and posted on websites. Winners notified by mail.

• National Library Week- public event announcing poetry winners and opening quarter 2 submission period.

May 2013

• Evaluation report prepared and submitted to the American Library Association.

Budget

“Communities matter @ your library” $3,000 grant:

Advertisements Monterey County Weekly Newspaper advertisements for 6 weeks- $1,615

Bus Tote Bags imprinted with “Communities matter @ your library”- $275

Bus Advertisements- $250

Poetry printing for bus displays- $200

Giveaways for contest winners 1 Adult monthly bus pass- $190

3 Student monthly bus passes ($95/pass)- $285

1 Employee winner coffee shop gift card- $20

Staff resources donated $750:

Salinas Public Library- $250

Monterey-Salinas Transit- $250
Arts Council- $250

Book donations to fill tote bags- value to be determined

Evaluation

The project’s success would be evaluated by a number of measures including the number of books removed by transit customers from the bus tote bags, the number of poetry submissions, the number of attendees at the National Library Week event, and the amount of public inquiry. A survey will be distributed at selected transit stations to encourage comments and suggestions from public transit riders in regard to not only the program, but to gauge areas of subject interest to better provide relevant materials based on community interest and need.

Commitment

Salinas Public Libraries is very committed to a long-term public awareness program. Library staff has been coordinating with MST and the Arts Council on ways to extend the “Communities matter @ your library” past April 2013. All community partners are committed to seeking future funding from public donations and small local grants to ensure the project can continue.