

**Grolier National Library Week  
Grant Application Form  
“Future librarians @ your library”™  
The Kansas City Public Library**

**Name of organization (s):** The Kansas City Public Library.

Name of partner libraries/organizations: The Kansas City Public Library and The boys and girls Club of Independence, Missouri

**Campaign Coordinator:** Jami Schaefer and Serge Danielson- Francois of the Kansas City Public Library and Shannon Owings of the Boys and Girls Club of Independence, Hawthorne Unit.

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**1. Summary of program**

*Give a brief overview of your program, its goal and how it relates to the ALA brand. “@ your library™” and its goal.*

**“Future librarians @ your library”™**

The project “**Future librarians @ your library™**” is a unique three-month partnership between one youth and a Kansas City Public Library staff person. A one-on-one connection is made between 25 youth (ages 6 – 14) from the Boys and Girls Club of Independence and 25 Library staff members. Together they will participate in fun activities, staff will have an opportunity to mentor their profession to youth, and all will participate in a special event during National Library Week, April 6 –12, 2003.

The goal of “**Future librarians @ your library™**” is twofold: 1) to introduce youth to opportunities in the library profession by pairing them with library staff; and use the experience as a catalyst for a staff-youth mentoring program, and 2) to host the first annual Library Olympics – a fun, informative community event – that will emphasize the need for skilled librarians in the future.

There will be two activities in February and March for the staff and youth to meet and prepare for the April special event, called “Library Olympics.” The first activity in February will be a “meet and greet” event. Staff and teens will participate in a scavenger hunt, tour the Library together and take time to get to know each other. During the March event, staff and youth will have a pizza and bowling party. It will be

a team building time, as well as some well-deserved “fun time” for Library staff. Partnering librarians and youth offers a unique chance to learn first hand what it takes to be a librarian. It also gives staff a chance to learn how to better “market” their own profession. The final event will be a public awareness campaign to promote librarianship as a profession. All Library staff and families, Boys and Girls Club kids and their families, the media, community sponsors and the metropolitan Kansas City community will be invited to participate in the first annual "Library Olympics" event.

The "Library Olympics" will feature librarians and **"Future librarians @ your library™"** in four fun events during National Library Week, either April 10 or 11, 2003. The event will be hosted by a celebrity MC (TV personality), open to the public, held at a large venue such as Arrowhead Football Stadium or Kansas City's historic Union Station and will serve as a community awareness campaign for the library profession. The Library will invite several organizations, such as colleges and universities in the area that offer a masters in library science, non profits, community organizations and the Friends of the Library, to host fun activity booths for people that come out to the National Library Week celebration. The Library will approach the media for partner or sponsorship of **"Future librarians @ your library™"** to reach as much of the community as possible.

## 2. Objectives of program

*Describe specific results you would like to achieve.*

- ◆ Involve staff in an exchange with youth about the profession of librarianship.
- ◆ Inspire kids with Boys and Girls Club to act as ambassadors and promoters of the library profession to their friends, family and community.
- ◆ Showcase skills and talents of librarians in a fun, informative manner.
- ◆ Only 25 staff will be selected, so the activities serve as an "appreciation" to selected staff.
- ◆ Highlight the profession of librarians to metropolitan Kansas City through print, radio and television media at the "Library Olympics" and before and during National Library Week.
- ◆ Provide Library staff the opportunity to "market" their profession by interacting with individuals or groups in the activities and events of **"Future librarians @ your library™."**
- ◆ Inspire Library staff to volunteer or mentor youth in Kansas City.

## 3. Program plan

*Provide a brief description of activities, including target audience and media plans.*

### *Activities*

The February activity will be a "meet and greet" at the Main Library. Project coordinators will arrange an afternoon for staff and youth to get acquainted, participate in a scavenger hunt, receive a tour of the Library and finish by providing time for partners to discuss the library profession. The March activity will be held at a bowling alley. Partners will bowl, have pizza and discuss preparations for the upcoming Library Olympics event. April 10 or 11 will be Library Olympics day. There will be information

booths, food, giveaway prizes and four fun events that the partners will participate in. The events include:

- ◆ **Do You Know Your Dewey?** This competition will have individuals from each team responding with Dewey classification to book titles that will be called out by a moderator.
- ◆ **Book Cart Race.** This competition is a race, with one person (staff or youth) sitting on the cart and the other pushing the cart to the finish line.
- ◆ **Spelling Bee.** Youth would assist staff and compete in lightning round spelling competition. The Kansas City Public Library staff team won Literacy Kansas City's corporate spelling bee in 2002. This match will help prepare staff and youth for upcoming bees.
- ◆ **Library Bowl.** Librarians will test their reference skills by answering questions posed by a community celebrity moderator. Youth will have a fun part in the bowl - yet to be determined - that will help decide whether their reference "partner" would advance to the next round.

#### *Target Audience*

There will be 25 Library staff members matched with 25 youth, ages 6 -14, for the February and March events. They will work as teams for the April Library Olympics event. The two target audiences for the Library Olympics event are:

- a) Families and friends of Kansas City Public Library staff and Boys and Girls Club children, families and staff.
- b) The city of Kansas City for general media promotion, and targeted promotion to students (elementary through college) to spark curiosity about the library profession.

Marketing and promotion of the Library Olympics event will include:

- ◆ Pitch two in-depth human-interest stories for the project to the Kansas City Star, major regional print newspaper -one story featuring a librarian and the other about the Library Olympics event.
- ◆ Secure television and possibly radio sponsor to produce PSA' s for National Library Week and to have a live remote during the Library Olympics event.
- ◆ Promotion of "**Future librarians @ your library™**" will be posted on the Library Web site and partner organizations Web sites.
- ◆ Submissions to community newsletters and articles for the LINK, the Library's quarterly newsletter, will be prepared prior to and as a follow up after National Library Week.
- ◆ Printed bookmarks and flyers featuring National Library Week and the Library Olympics event will be distributed at all ten Kansas City Public Library locations, at Boys and Girls Clubs throughout Kansas City, and at participating organization locations.

#### 4. Time Line

*List the date, of your campaign, action to be taken and who will implement.*

Coordinators for promotion pieces, activities and the Library Olympics event will be handled by Jami Schaefer, Marketing Department of the Kansas City Public Library, Serge Danielson-Francois, I.H. Ruiz Branch Manager of the Kansas City Public Library with assistance from Shannon Owings of the Boys and Girls Club of Independence, Hawthorne Unit.

##### **January, 2003**

- ◆ Secure media and organization partnerships for Library Olympics event.
- ◆ Schedule and reserve locations for February and March activities.
- ◆ Promote Library Olympics event in Library LINK, quarterly newsletter.

##### **February, 2003**

- ◆ Meet and greet activity for Library staff and their Boys and Girls Club partner.

##### **March, 2003**

- ◆ Pizza and bowling for Library Olympic pairs. Staff appreciation as well as an interactive activity for the partners before the April competition.
  
- ◆ Posters, flyers and additional promotion will begin for Library Olympics.

##### **April 10 or 11, 2003**

- ◆ Library Olympics will be held at a major venue in Kansas City.

#### 5. Budget

*Describe your total budget, your source and include how the \$4,000 Grolier Grant will be used. (Grolier funds are intended for promotional purposes only, i.e. printing/design of flyers, advertising, and other campaign expenses, not capital expenses.)*

*See attached spreadsheet*

#### 6. Evaluation

*Explain how you will evaluate the effectiveness of your program.*

Staff will fill out a survey that will examine the mentoring process, as well as the Library Olympics event so that the coordinators can determine any changes for next year. Staff will also write a short piece outlining the skills they feel will be necessary for future librarians; the piece will include an "everything they never taught me" in library school section.

Teens will have their photo collage and will write a quick journaling of their favorite competition during the Library Olympics. They will also list the skills they think will be needed if they want to study to become a **"Future librarian @ your library™."**

## **7. Commitment**

The Kansas City Public Library has highlighted several services and programs using the @your library™ theme since 2000. For example, document delivery and readers advisory services have been featured as well as Teen Read Week, Black History Month and Hispanic Heritage Month programs @ your library™. In January 2002, the Library started First Fridays @ your library™, a monthly series with local musical entertainment over the lunch hour at the Main Library.

Additionally, the Kansas City Public Library will be celebrating its 130th Anniversary in 2003, as well as the opening of a new Central Library in downtown Kansas City in November 2003. The @ your library™ logo has been used on many posters, signs, displays and additional promotional materials and the Kansas City Public Library will continue to utilize "@your Library™" through several promotions through the year 2005.

Kansas City Public Library  
**Future librarians @ your library™**  
**BUDGET**

Project Items	Requested Grant Funds	Library costs	Total
<b>Personnel:</b> Administrative: a) Marketing, graphic design b) Branch staff time c) Facility staff		\$960 <i>(15% of total budget for Library staff time, wages and other miscellaneous costs)</i>	\$960
<b>Media Coverage:</b> Media partner & promotion (advertisements, news coverage)		\$1,000 <i>donated by media organization</i>	\$1,000
<b>Marketing/Promotional Tools</b>			
Posters		\$100	\$100
Flyers	\$75	\$25	\$100
Signs and banner for Olympics	\$200	\$200	\$400
<b>Activities/Events:</b>			
<b>1. Meet and Greet Event</b>			
Booksmarks		\$100	\$100
Scavenger Hunt items	\$175	\$25	\$200
Disposable cameras for youth	\$250		\$250
<b>2. Bowling Alley (Rental)</b>		\$100	\$100
Shoe Rental for 50 people	\$150		\$150
1 game per person (50 people)	\$200		\$200
Pizza and drinks		\$300	\$300
<b>3. Library Olympics</b>			
a) Facility Rental	\$1,000		\$1,000
b) Props, decorations	\$200		\$200
c) Sound Equipment	\$100		\$100
d) MC Honorarium	\$250		\$250
e) Medals, ribbons, flowers for closing ceremony	\$400		\$400
f) Team numbers/tags		\$75	\$75
g) Stopwatches		\$100	\$100
h) Beverages, snacks	\$200	\$350	\$550
i) T-shirts (100 total – 50 for team, 50 for officials, media sponsors and other VIPs)	\$800		\$800
Total Grants Funds Requested	\$4000		
Total Library Costs		\$3,335	
<b>TOTAL</b>			<b>\$7,335</b>