



APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 2, 2017.** Please include this application form with electronic entry.


PROGRAM INFORMATION

County: Loudoun
Program Title: Library Card Signup Month: Limited Edition Art
Program Category: Communications (Public Relations)

CONTACT INFORMATION

Name: Mary Frances Forcier
Title: Deputy Director, Public Affairs & Communications
Department: County Administration
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SIGNATURE OF COUNTY ADMINISTRATOR OR CHIEF ADMINISTRATIVE OFFICER

Name: Tim Hemstreet
Title: County Administrator
Signature: 

Loudoun County Library Card Sign-up Month: Limited Edition Art

State the problem, challenge or situation faced by the locality and how the program fulfilled the awards criteria (innovation, partnering or collaboration and a model for other localities).

Since 1987, September has been celebrated as Library Card Sign-up Month - a time when the American Library Association and libraries across the country remind parents that a library card is the most important school supply of all. For many years, Loudoun County Public Library celebrated Library Card Sign-Up Month by focusing on outreach to first-grade students and their parents.

In 2016, Library staff identified an opportunity for increasing library usage among all ages and attracting new customers across the county, following the successful implementation of a new integrated library management system that included a new online catalog and enhanced access to digital materials for all ages.

In Loudoun County, a constant stream of new residents needs to be introduced to the services offered through the County's library system, which has grown concomitantly with the population. Loudoun County is one of the nation's most rapidly growing counties: in 1990, the population of the county was 86,129. With the rise of the Dulles Technology Corridor and diversification of industries, that number nearly quadrupled to 383,949 in 2017. Between 2010 and 2016, Loudoun County added 73,016 residents, a rate of nearly 34 residents per day, and a

23.4 percent increase in total population. This growth leads Virginia counties by a wide margin, and is more than five times the national average of 4.1 percent growth.

A second, and related, opportunity involves the major role played by the Library in developing the cultural and social fabric that unites the County during a time of rapid change. The Library, through its nine branches and outreach services, serves communities from the suburban eastern sector of the County through the western rural and agricultural sector. Celebrating Loudoun's distinctive character is closely tied to the Library's mission of celebrating the joy of reading and learning.

To highlight the benefits of Library services and broaden participation in Library Card Signup Month, Loudoun County Public Library launched an initiative to commission a commemorative, limited-edition library card from Loudoun artists. Twenty-one artists submitted their artwork for the contest, the Loudoun County Art Advisory Committee chose four winners, and the cards were available to the community at branches during September (Library Card Signup Month). An exhibit of works entered in the contest was held during August at the Loudoun County Government Center under the auspices of the Loudoun County Art Advisory Committee.

This initiative:

- Extended Library Card Signup Month to a system-wide, all-ages, monthlong initiative;
- Focused on individuals "outside of the library" to attract new patrons;
- Involved the Loudoun County art community in the solicitation and selection of artwork;
- Involved close collaboration between County departments, linking Library Services and Parks, Recreation and Community Services.

- Significantly increased public awareness and engagement.
- Dramatically increased the number of library card signups over the previous year.

This program could effectively serve as a model for other localities; it represents a collaborative celebration of local arts and culture, while highlighting the benefits of library services that may often be overlooked.

Tell how the program was carried out, including financing and staffing, and the program's results.

Loudoun County Public Library staff led the program, working closely with Loudoun County Parks, Recreation and Community Services staff and the Loudoun County Art Advisory Board.

Publicity and promotion

The Library's Communications, Technology, Programming and Public Services staff worked collaboratively to publicize the contest and promote the new cards during school visits, in-person contact with patrons, and regional news media. Samples of the promotional materials and news coverage are included with this application.

Promotions included:

- "The Most Valuable Card in Your Wallet" news release and infographic, highlighting the benefits of a library card and promoting the limited-edition card
- Posters, flyers and bookmarks distributed in library branches and through school visits, promoting the "most important back-to-school supply" to students.

- News releases announcing the winning artists and highlighting the availability of the limited-edition cards.
- A feature in the Library’s bi-monthly program guide, featuring the winning art.



Logistics

Twenty-one artists submitted their designs to the Library Communications Division, and the Loudoun County Art Advisory Committee selected four works to be featured on the limited edition commemorative cards. Two were submitted by adult artists, and two by children.

The winning entries were reproduced on 5000 cards: 1500 each of the children’s cards and 1000 each of the adult cards. The original art was on display at the Loudoun County Government Center during August, and an opening reception honored the winning artists.

Budget

The total budget was minimal: it included printing 5000 new cards at a cost of \$1500, refreshments for the exhibit opening, and staff time – including Library and Parks, Recreation, and Community Services staff -- involved in promotions and logistics.

Results

The program was highly successful in attracting new patrons, promoting local artists and a sense of “place” in Loudoun County, and increasing knowledge and awareness of library resources that can benefit County residents.

- In September 2015, when the Library conducted its customary outreach to first-graders, new registrations totalled 1903; in September 2016, given the limited-edition library card and extended outreach, they totaled 2888 -- an increase of **52 percent**.
- The Library system also processed 1780 “swaps” during September 2016 --- in which patrons traded in their old cards for the new limited edition cards -- and re-registered 462 customers whose accounts had expired: a measure of **re-engagement** among patrons with their library system.
- The total of new, “swapped,” or re-registered cards for September 2016 totalled 5130, which represents 4 percent of all library cardholders.
- The Library conducts an annual survey to assess customers’ knowledge of library services; in answer to the question, “How aware are you of Loudoun County Public Library services such as e-book downloads, Interlibrary Loan, request a title, help with online research, or self-publishing?” the percentage of patrons who indicated in March 2016 that they were “Very aware/Somewhat aware” was 85%; in March 2017, that percentage had risen to 86.3.

- One customer posted on Instagram: *“So, I couldn't help but post about this because it's super cool and exciting. Loudoun County Public Libraries are featuring limited edition cards, with the works of local artists on them!! Mine has "Goose Creek" by Penny Hauffe of Leesburg on it. All four designs are beautiful, so go support public libraries and local art! They can be picked up at any Loudoun public library branch - all you need is your ID or old card to get it :)”*

Include a short overview of the program (no more than one page double-spaced) that can be used as a quick reference guide for judges)

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Include a brief summary of the program (3-4 paragraphs) that could be used for press releases, brochures, etc.

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celebrate Library Card Sign-up Month with Loudoun County Public Library

VIP Backstage Pass Raffle

Ever wondered just what goes on in the “Employees Only” section of the library? Where do books go after they are returned? How do books travel from one library to another? Stop by the Youth Services desk for a VIP Backstage Pass raffle ticket for a chance to win a behind-the-scenes tour of the library.

For *Preschool-Grade 5*.

Cascades Library

Thursday, Sept. 1-Friday, Sept. 16

“Show Us Your Library Card” Raffle

Did you know that even babies can have a library card? Celebrate Library Card Sign-up Month by getting your child a library card! Then stop by the Children’s Desk, show us your child’s library card and get a chance to win a book bag filled with new books and other library goodies.

For *Preschool-Grade 5*.

Gum Spring Library

Thursday, September 1-Friday, September 30

Fall for Reading

Activities encouraging families to read together, play together and learn together. Presented in partnership with the Loudoun Literacy Council.

Rust Library

Sunday, Sept. 11

1-4 p.m.

2 p.m.: *Books are a Blast* with Tom Lilly followed by balloon sculpting



The Uncle Devin Show

A musical extravaganza!

Sterling Library

Tuesday, Sept. 13

7 p.m.

Lovettsville Library

Saturday, Sept. 24

2 p.m.



Alice in Wonderland

Follow Alice down the rabbit hole on an imaginative journey.

Purcellville Library

Saturday, Sept. 17

11 a.m.

Gum Spring Library

Saturday, Sept. 17

3 p.m.



Once Upon A Time

A comic duo brings to life *Cinderella & Jack and the Beanstalk*.

Cascades Library

Saturday, Sept. 24

11 a.m.

Rust Library

Saturday, Sept. 24

2:30 p.m.



Throughout September, stop by any Library branch and get your

LIMITED EDITION CARD

featuring the work of Loudoun artists.

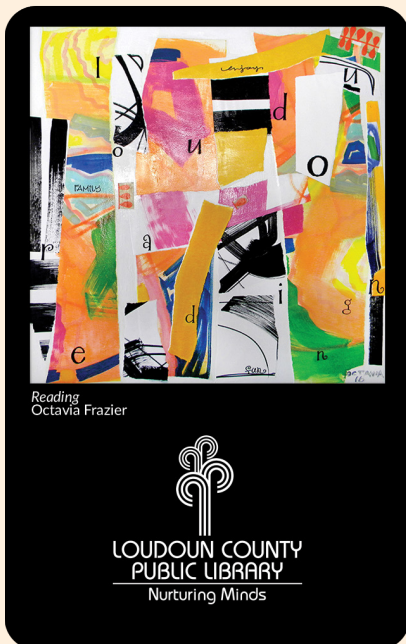


Twenty-one artists submitted their imaginative visions of Loudoun County to this summer's competition. The Loudoun County Art Advisory Committee chose four that represented original, creative and interesting artwork reflecting the spirit of Loudoun and the Library's work.

"Reading"

Octavia Frazier
Sterling, Va.

Octavia creates vivid and colorful stillifes, interiors and collages.

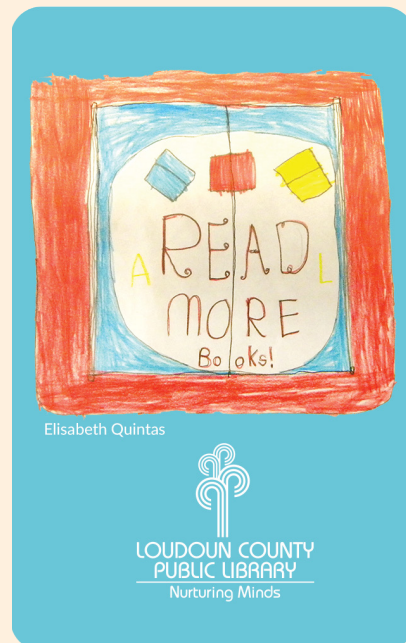


"Goose Creek"

Penny Hauffe
Leesburg, Va.

Penny is a painter, sculptor and teacher inspired by nature.

Available
September
1st

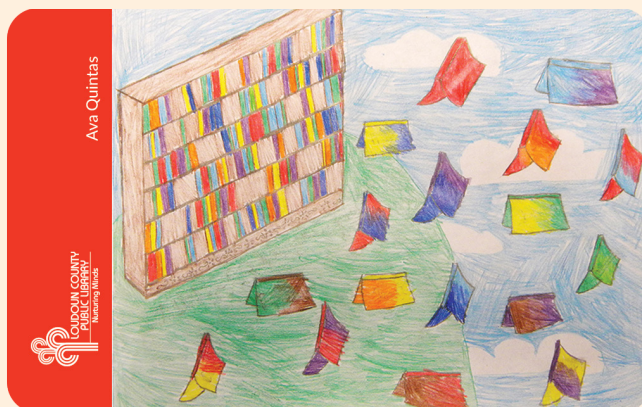


Elisabeth Quintas

Ashburn, Va.
Elisabeth is a second-grade student at Hillside Elementary.

Ava Quintas
Ashburn, Va.

Ava is a fourth-grade student at Hillside Elementary.





Your library card
also unlocks great digital
resources at
www.library.loudoun.gov.



Beanstack provides personalized recommendations of children's books and apps, matching each child's interests, age and reading level. Email recommendations arrive weekly, and families can access an online profile anytime.

library.loudoun.gov/Services/beanstack



TumbleBooks
e-books for e-kids

TumbleBooks offers animated, talking picture books, also in Spanish! Each story comes with puzzles and games to develop reading comprehension.

library.loudoun.gov/Kids-Page/eBooks



BookFLIX

BookFlix pairs children's video storybooks with factual ebooks for pre-schoolers, kindergartners and beginning readers. Related games and puzzles reinforce early reading skills. Some titles in Spanish.

library.loudoun.gov/Kids-Page/Homework-Help



ScienceFlix is a great learning resource for students: videos, articles and readalouds on all kinds of science topics.

library.loudoun.gov/Kids-Page/Homework-Help



Credo Reference Live Homework Help:

Free online live tutoring in math, science, reading and writing for students in Grades 3-12.

library.loudoun.gov/Kids-Page/Homework-Help

Your Loudoun County Public Library Card is the *most* **important** back-to-school supply!

Did you know...?

*Your card opens the door to
all library branches,
where you'll find...*

Early Reader programs
for parents and children

Open Door Storytime
for children on the autism
spectrum or with
developmental disabilities

Home School Enrichment

Language Learning

**Children's Book Clubs and
Activities**

**Makers in Loudoun Libraries
(MILL) Studio**

at Gum Spring Library, which
features a 3-D printer, recording
booth, robotics, laser cutting,
a sewing machine, and other
cool "maker" stuff.

STEAM programs teach coding
skills and develop math and
science interests

Free wifi and helpful staff!

The most valuable card in your wallet?

Your Loudoun County Public Library card.

You'll be amazed at what your library card can do!
It unlocks digital resources available at home or on the go...



1 Read a magazine.

Zinio: access to digital magazines, including dozens of high-profile titles like Vogue, National Geographic, Wired, and Rolling Stone.

2 Learn a new skill.

High-quality instructional video courses on almost any topic, including software, creative and business skills. Learn coding, Photoshop, graphic design, marketing, and time management.



lynda.com



3 Read an ebook.

Overdrive gives you access to the latest bestsellers in e-book or e-audiobook formats.

4 Learn a new language.

Deliciously simple language and culture learning in over 70 languages.



And at your library, you'll find...



Books and technology.



Helpful staff.



Fun events.



Get a card online or visit any branch.

library.loudoun.gov



LOUDOUN COUNTY
PUBLIC LIBRARY
Nurturing Minds