



APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 1, 2018.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

PROGRAM INFORMATION

County: Augusta
Program Title: Valley Libraries Connection's Library Trivia Nights
Program Category: Regional Collaboration

CONTACT INFORMATION

Name: Diantha McCauley
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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Timothy K. Fitzgerald
Title: County Administrator
Signature: [Handwritten Signature]



VALLEY LIBRARIES CONNECTION'S LIBRARY TRIVIA NIGHTS

Program Summary: As part of the Valley Libraries Connection, the Augusta County Library partners with the city libraries in Staunton and Waynesboro to serve the area's population of over 120,000. The library offered programs and services for children, teens, and seniors, but young adults ages 20-40 were underrepresented. Since the area's growing microbrewery businesses are a popular gathering place for this age group, the library proposed a partnership with them. Library Trivia Nights began in the fall of 2017 at a nearby brewery, and over 100 people attended. The event rotated quarterly among the area microbreweries with the three libraries alternating responsibility. Interest continued and grew into a library-sponsored book club held at one of the breweries on Sunday afternoons when library services are not available.

Problems/Issues: The mission of the Augusta County Library (ACL) is to create an environment for people to learn, to explore, to enjoy, to create, and to connect with each other and their community. It provides materials and services to the residents of Augusta County to meet their educational and recreational needs at its six locations. The two city libraries in the area, Staunton Public Library and Waynesboro Public Library, share a catalog and a courier service with ACL so that patrons can use their cards at any library. Together it is known as the Valley Libraries Connection (VLC).

Budgets and staff, however, remain separate and often inadequate. Past emphasis has often been to provide programs and services for children, teens, and senior citizens since they represent the user majority. The young adult population, age 20-40, is approximately 7,300. It has not been actively targeted for programs and services unless they are bringing young children to library programs.

Previously, most library programs for adults were offered in the library. We had been looking for ways to serve the county's population who did not use our library, especially younger adults without children. However, the budget for programming is very small and we rely heavily on volunteer presenters.

A new staff member, a recent library school graduate, was hired to assist with adult programming and provide outreach into the community in 2016. Since she brought with her many contacts within the young adult population, she began to look for ways to reach out to them, many of whom support libraries in theory, but not always in practice.

Situation: Augusta County is part of the Shenandoah Valley, which has seen a recent increase in the number of local wineries and breweries. They are popular spots for locals and tourists to gather to eat, drink, and relax. These local businesses are thriving and interested in community involvement. Often games and trivia nights are part of their offerings.

After learning about other libraries who had successfully reached out to breweries for library related trivia nights, our staff contacted some local breweries and our VLC partner libraries with the idea of offering something similar. All greeted the idea enthusiastically. We decided that responsibility for programs would rotate among the three libraries and that the breweries would

be chosen based on location and would alternate among the three jurisdictions (Augusta County, Staunton and Waynesboro).

Program: The first Library Trivia took place on Wednesday, October 4, 2017 at Seven Arrows Brewery, located near the Augusta County Library's main building in Fishersville and midway between the Staunton and Waynesboro libraries. Participants had the option of joining teams of up to six. ACL library staff chose the questions beforehand, and over 100 people came for the event, quickly taking over all the chairs in the brewery. There were seven rounds containing eight questions, each relating to books, librarians, or beer. Teams answered the questions and then turned in their answers after each round. First and second place winners received gift certificates to the brewery, provided by the owners. The competition was fierce, but friendly and fun.

The next program took place in January at Redbeard Brewing Company, a smaller brewery in Staunton, and Staunton Library staff members planned a similar format as the previous Library Trivia. Participants registered in advance, and the event was full to capacity. April's event took place at Basic City Brewery in Waynesboro and was equally successful.

As a result of their successful event in January, Redbeard Brewery asked library staff if they would be interested in hosting a monthly book club at their Staunton location. Redbeard Readers Book Club began to meet on third Sundays in the afternoon. Librarians decided on categories, titles, and authors, and also set up a Goodreads page for participants. Since over 180 people expressed interest on the brewery's Facebook page, librarians selected genres with a number of recommended titles rather than a specific title for all participants to read and discuss.

Eight participants attended the first monthly meeting on March 18. Fourteen attended in April, and ten in May. Planners noted that each club drew different attendees who often participated based upon that month's genre. Redbeard Readers' Goodreads group has 39 members.

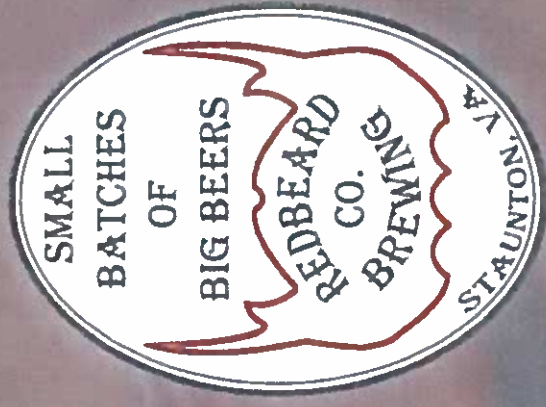
Of the small number of evaluation surveys received, all agreed or strongly agreed that they had learned something new, had enjoyed reading more, read more often than they usually did, and wanted to use the library more after attending Redbeard Readers Book Club. This summer's reading schedule has been published with plans to continue indefinitely.

Expenses for both Library Trivia and Redbeard Readers are minimal. Marketing for these events includes the library's quarterly activities guide and website events page, media press releases, and printed posters, flyers, and bookmarks. Staff time is limited to one employee developing a list of trivia questions for two programs per year. After an initial planning meeting with Staunton Library staff, the Redbeard Readers decided to meet once a month for an hour. Staff moderators receive comp time for their participation.

Results: Both Library Trivia and Redbeard Readers have been successful community outreach programs. They provide a fun way for library staff and friends from all the city and county libraries to meet and bond. While the programs targeted young adults ages 20 to 40, older adults attended too, creating a rare multigenerational experience. Many contestants became familiar with our local libraries for the first time and formed new relationships with library staff. The area breweries were pleased with the publicity, participation, and community spirit and were enthusiastic about continuing the programs. Library Trivia Nights have exceeded our expectations by taking the library to the gathering place of an underserved population while also dispelling the common stereotype of the quiet and reserved public library.

REDBEARD'S READERS

BOOK CLUB



TRUE CRIME

Please choose one of the following:

- *Devil in the White City* by Erik Larson
- *Killers of the Flower Moon* by David Grann
 - *Missoula* by Jon Krakauer
- *The Man from the Train: The Solving of a Century-Old Serial Killer Mystery* by Bill James
- *In Cold Blood* by Truman Capote

Sunday
May 20th
3:00P - 4:00P

“YOU GO! DRINK BEER! READ BOOKS!”

**STAUNTON**
PUBLIC LIBRARY



AUGUSTA COUNTY
LIBRARY