

APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 3, 2019.** 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: _____

Program Title: _____

Program Category: _____

CONTACT INFORMATION

Name: _____

Title: _____

Department: _____

Telephone: _____ Website: _____

Email: _____

SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: _____

Title: _____

Signature: _____

CCPL Millennial Committee:

Increasing Library Knowledge and Engagement

in Millennial Population

Executive Summary

With the millennial population making up 83.1 million of the U.S. population Chesterfield County saw a need to attract and retain the millennial population within the county's walls. The library joined in on this initiative by forming the Millennial Committee, a committee dedicated to developing new programs, garnering feedback from the community, gathering and giving support to millennials in the community and developing a stronger millennial focus throughout the library system. To achieve these goals the committee was given a 2-year focus, roughly \$1,000 to \$2,000/per year for programs, and a goal of 5 to 7 programs a year.

So far, the Millennial Committee has been operating for a little over 1 year. During that time frame it has set up government and private partnerships, tested new programs, surveyed and received feedback from the community, and improved on outreach efforts to millennials. The results from the committee have been increased program attendance, more millennials in library communications, and feedback on what the millennials in the community want and their support for the library. This program is to continue for about another year and in that time the committee plans to expand their efforts.

The Problem, Challenge or Situation

The Millennial Generation who were born between 1980 to 2000 now make up about 83.1 million of the United States population. This population, however, was not the leading demographic in Chesterfield County as of 2018. The county was largely made up of those under the age of 14 and saw an increase in those aged 65 and older. Chesterfield County recognized the need to attract and retain the millennial population within the county's walls. The county wanted to offer competitive incentives that would fulfill and cater to this group's needs. Departments within Chesterfield County have taken various initiatives to make Chesterfield County a community that millennials would like to work, live, and visit. Chesterfield County Public Library joined the initiative by forming the Millennial Committee to focus on programming that would be geared to the millennial group, a group that was not a primary focus at the time.

How the Program Was Carried Out

Mike Mabe, the Director of the Chesterfield County Public Library, began preliminary work on forming the Millennial Committee in the summer 2017 with feedback from staff and the county. He appointed one person the head of the committee, let them pull in the appropriate staff, allocated roughly \$1,000 to \$2,000 per year towards programming, and set the requirement of 5 to 7 programs a year. The committee formally launched in January of 2018 and was given a 2-year focus. During this time the goals were to define their target audience, develop new programs, garner feedback from the community, gather and give support to millennials in the community, and develop a stronger millennial focus throughout our branches. To achieve these the committee set out

to brand the initiative, conceptualize and test new ideas, outreach to individuals, groups, and businesses within the community, and form partnerships.

The Millennial Committee is composed of millennial aged librarians and library staff as well as the coordinators of library programs (the assumption being that a committee primarily of the target audience would make it easier to reach out to that audience in the community.) This also allows for members to report out to local young professional groups. The committee did need guidance on how to set up programs, market, and gain approval on programs. A balance of perspectives was created by having the program coordinators, marketing coordinator, and frontline and behind the scene librarians on the team. The front-line librarians were also encouraged to engage customers about the committee, while the ones who worked in behind the scenes areas could work on other forms of communication.

When trying to think of programs that the library would offer, the committee focused on what they or their friends would be interested in doing and what was currently popular. They also kept in mind what the library had as far as resources and the budget that was provided. The committee was given permission to pursue programs that might not have fulfilled all of CCPL's standard programming criteria, so that the committee had the freedom to experiment with different approaches. While most library programs have to demonstrate a clear learning objective, these programs tended to focus more on the fun and interactive aspects, in order to bring the target demographic into the library.

Eventually, the committee provided surveys at the programs and on Facebook and Instagram to see what people in this age range wanted from the library and adjusted their programs according to the feedback gathered. Hours, branch locations, and incentives like snacks and alcohol were also explored. The committee opted for programs that were after

hours or on weekends so that the programs would be more convenient, used library branches that were in areas with the younger population, tried programs with and without snacks/alcohol, and explored venues outside of the library walls where younger crowds tended to go.

When reaching out to these groups, various approaches were taken. Through marketing on social media, we opted to use the verbiage “20- and 30- somethings” in order to be inclusive of all millennials, but not to label them as just “millennials.” This verbiage was also chosen so that it didn’t exclude people in other age ranges, but it showed who the program was geared to and would deter people not in the target age range. The committee opted for the hashtag SocialLit that would be specific for the 20- and 30- somethings so that if one searched that hashtag on social media sites, that the results provided would be Chesterfield County Public Library programs created by the committee would show.

The committee also reviewed which social media sites would be most effective for publicity purposes. Instagram was acquired since this is one platform that is heavily used by this age demographic. Facebook and Eventbrite were also used so that tickets could be sold for events, an estimate of attendees could be given, and dual advertisement between the library and programming partners could be shared. When marketing some of the Millennial Committee events and the survey on these sites paid promotions were made so that they could be promoted to social media users who fell within the target age range.

On the surveys that were promoted at programs and on social media there were areas that asked how individuals would prefer to hear about our events. People were given an opportunity to be added to a listserv to hear about more 20- and 30- somethings events. This listserv allowed for these individuals to keep up with events and allow the

committee to promote events to an audience that were already open and engaged with the library.

The committee also reached out to local young professional groups to help communication and advertising efforts. Committee members reported out to the county's young professional group which is made up of millennials who work for the county. In that young professional group was a member who helped report out on programs to another young professional group that was composed of individuals who work for small businesses within the county.

The committee turned to government and private partnerships to help with the goals of the committee. Government partnerships included partnering with other county departments and with the county young professional groups. These partnerships allowed for free instructors to be brought in for areas that other departments would have an expertise. This cut down on programming costs and allowed for cross departmental promotion. The young professional groups provided feedback on what those in the millennial age range would like for the library to offer and it allowed for free promotion to over a thousand people in the age range who worked in Chesterfield County. The committee also had private partnerships with different local businesses that helped provide free event space, free expert instructors, discounts on programming supplies, and gift cards and other incentives for those attending the partnered program.

The goal in the next year of the committee is to expand on developing new programs, garnering feedback from the community, and gathering and giving support to millennials in the community. Eventually, the goal is to have these committee goals be absorbed into systemwide goals. The approach will be shifted from testing programs, and building a brand, partnerships, and a communication list that were done in the first year to

providing larger programs every other month. The committee will also work on communication, marketing, and the library's social media platforms during the months that there is no Millennial Committee program scheduled. The committee will use Meetup and research what other 20- and 30- somethings groups are in the area and will promote to these directly. On social media and at programs, more incentives will be advertised for those who fill out surveys or those that come to events.

The committee will also take this time to explore how programs and the survey can be improved. The survey will be edited to track on more specific details of the millennial population for a better understanding of who they are. Things like occupation, education level, whether they have children or not, and what area does one live will be added to the survey. Also, the committee will reexamine what library resources are available and use these for more programming opportunities or to help with incentives for people to go to programs, fill out the survey, or to interact more effectively with the target audience.

Financing and Staffing

The Millennial Committee was allotted \$1,000 to \$2,000 for programming per year. This was strictly for programming expenditures covering outside instructors, tools, and supplies needed to run the programs. This money primarily came from the library's programming budget and ticket sales that went to the Friends of the Chesterfield County Public Library would be reimbursed back to programming. To help offset cost the committee looked towards partnering with local businesses and community agencies. Partnering with local businesses led to free event venues, gift cards, discounts on supplies, and instructors who specialized in a certain field. Eventually, as the millennial focused programs continue and become a part of normal programming across all

branches, the funding for these will come out of the normal program funding. The continuation of partnerships will be recommended to help be more efficient and effective with funds. Funding also went into promotion on social media for event promotion and surveys.

Funding for some resources were not allocated but incorporated into preexisting resources. Staffing the committee meetings and program set ups were worked into regular staff time and responsibilities. Also, program promotional material like, 3D prizes, banners, and flyers, were funded by the county supplies budget.

The costs to replicate this initiative would be dependent on various factors such as how high of a priority one wanted to make this program and current budgets. However, some cost would be inherent. One would have to allocate funds for programming, staffing (if needed), promotional material, and social media marketing. Partnerships with a Friends of the Library group and/or local businesses and organizations would be encouraged to help fund programs, supplies, instructors, and incentives. It would be encouraged to set a reasonable budget, to be mindful of it, and take that into consideration. To help with that it would be encouraged to set goals and research, plan, and prioritize programs and events.

The Results

The results of the committee work are measured qualitatively and quantitatively. The committee examine the feedback on the surveys, social media responses, program attendance, library card sign ups, and verbal exchanges between individuals and library staff. These results were tracked and used to improve what the committee was doing, to help guide decisions, and to know if what the committee was doing was effective or not.

So far, the committee has offered 9 programs spread out over 14 months. The attendance for these events was 253 people. Through the print and social media survey, we were able to find out a little bit more information on those that came to the programs. Of those that filled out the survey 172 respondents were under the age of 40 and most found out about our events through Facebook, family or a friend, or by other means. On what programs these respondents would like the library to offer, the most responses were trivia, a paint night, or arts/crafts/makerspace/DIY. We were also able to grow our listserv by 72 people and had 6 requests for library cards. This is in addition to the millennials that have already been attending our regular programs or the library itself.

Besides the quantitative feedback on the surveys and what we were able to track at the events there were numerous verbal comments. The committee garnered a lot of attention and feedback on Facebook and Instagram posts that promote committee events. After events several people have come into the library branches expressing their thoughts and appreciation of the events. During events, attendees came up to staff and expressed how much they love this specific programming, how they love the library, or inquired about librarianship. We've also been able to promote our other library programs and millennial specific programs as well as other library resources like databases, 3D printing, and special collections during events. Also, the committee had an article written about their Bob Ross paint night in the American Libraries magazine. Some results gathered from the surveys and verbal feedback can be found on infographic.

How the Program Fulfilled the Awards Criteria

Chesterfield County recognized the need to attract and retain the millennial population within the county's walls based on statistical data. The public library wanted to

contribute to the efforts of this initiative with other departments to support this goal.

Chesterfield County Public Library in response formed the Millennial Committee to help achieve this goal.

The committee through its efforts has increased programming to this target audience, helped support county goals, has been able to establish partnerships with other county departments and local businesses, and has been able to serve and delivery a library experience to people that may not have interacted with the library in the past. Most importantly, the Millennial Committee continues to provide quality library resources and services to all of those that live, visit, and work not only Chesterfield but the surrounding areas.

Brief Overview of the Program

The Millennial Generation who were born between 1980 to 2000 now make up about 83.1 million of the United States population. This population, however, was not the leading demographic in Chesterfield County as of 2018 and the county saw a need to attract and retain this population within the county's wall. Chesterfield County wanted to offer competitive incentives that would fulfill and cater to this group's needs. These incentives were geared to making Chesterfield County a community where millennials would like to work, live, and visit. The public library wanted to contribute to the efforts of this initiative with other departments to support this goal. Chesterfield County Public Library in response formed the Millennial Committee.

The Millennial Committee was made up of mostly individuals who fit the desired demographic. This committee met and discussed ways to achieve the county's goal. The committee developed the charge which was to develop new programs, garner feedback from the community, gather and give support to millennials in the community and

developing a stronger millennial focus throughout the library system. This project was given a 2-year focus, roughly \$1,000 to \$2,000/per year for programs, and a goal of 5 to 7 programs a year.

In the first year the committee gathered information on who their millennial demographic was and their wants and needs, reexamined program logistics like hours, branch locations, and incentives, tested new types of programs, communicated with local millennial groups, and tried different social media approaches. The committee explored everything from themed events, like a Bob Ross paint night, to hashtags on social media, to providing alcohol and snacks at events, offering programs after hours and communicating with local young professional groups. Some of the feedback from their efforts have included attendees coming up to staff and expressing how much they love millennial specific programming, how they love the library, inquiring about library cards and other services the library offers.

Overall, the Millennial Committee through its efforts has increased programming to this target audience, helped support the county goal, established partnerships with other county departments and local businesses, and has been able to serve and deliver a library experience to people that may not have interacted with the library in the past. In the next six months the committee plans to expand their efforts on reaching out and supporting this demographic into a systemwide effort.

Reaching Millennial Population in Library Programs and Marketing

Supplemental Materials



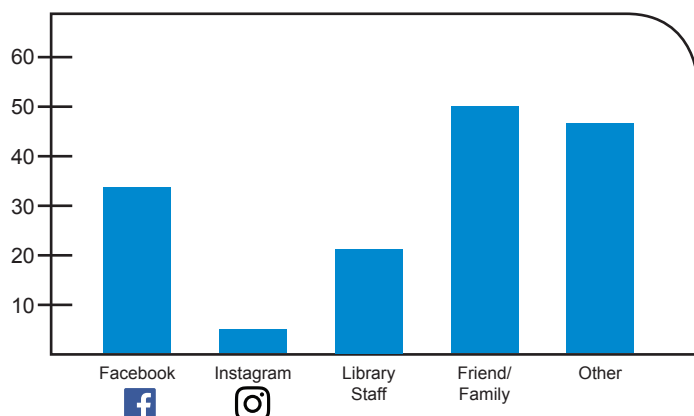
Millennial Committee Assessment



What other event do Millennials want at the library?

118	Trivia
108	Paint Night
94	Arts/Crafts/Makerspace/DIY
64	Yoga/Exercise
59	Book Club/Discussion Groups
39	Cooking Classes
27	Financial Planning
26	Movie/Documentary Screenings
23	Live Music
21	Board Games

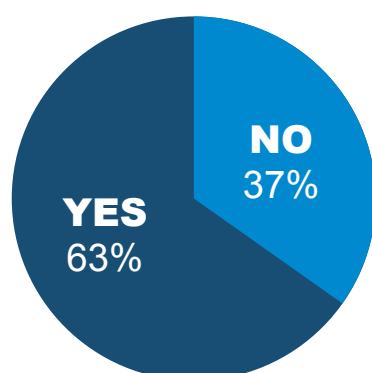
Communication of Events



Age of Respondents

17-20	6
21-25	26
26-30	44
31-35	61
36-40	23
40+	21

Do they have children?



Noteworthy Feedback

- "Thank you for planning things for people without kids and people who aren't seniors. I appreciate it!"
- A patron "thought it was cool that we have started doing programs like this and could tell that we are trying to reach out to the 20- and 30- somethings."
- A patron expressed his love for our libraries and programs. Visiting CCPL reminded him of his mother and childhood.
- One lady inquired about 3-D printing and librarianship.
- We've had 4 library card requests.
- We had an article written about us in American Libraries for our Bob Ross Paint Night.

<https://americanlibrariesmagazine.org/2018/11/01/bob-ross-painting-with-purpose/>