



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2022.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

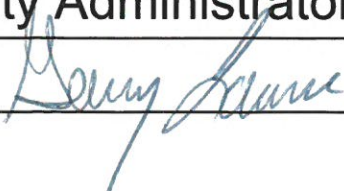
PROGRAM INFORMATION

County: Botetourt County
Program Title: BOCOLibraries: Gold Star Customer Service
Program Category: Customer Service

CONTACT INFORMATION

Name: Tiffany Bradbury
Title: Director of Communications
Department: Communications
Telephone: 5402931251 Website: www.botetourtva.gov
Email: tbradbury@botetourtva.gov

SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Gary Larrowe
Title: County Administrator
Signature: 



Virginia Association of Counties Achievement Awards Application 2022 Botetourt County Libraries: Gold Star Customer Service

Executive Summary:

Botetourt County is a rural county located in southwestern Virginia. The county is 548 square miles and is home to approximately 33,500 residents. Botetourt County Libraries vision is "we fuel a curious, creative and connected community". In our rural county, they achieve this vision by addressing challenges, bridging gaps and being a trusted resource for information and programs. They exemplify Gold Star Customer Service each day and live out their mission statement that states: connecting everyone, everywhere to learn, grow and share.

During the COVID19 pandemic, our libraries faced challenges that had never been seen before. Libraries have traditionally been hubs for in person gatherings and now they had to shutter their doors. But this didn't stop our librarians. They immediately pivoted to offering virtual programs to help parents and caregivers supplement educational opportunities for their children. They also transitioned to provide pick-up and drop-off opportunities for our citizens. Our libraries also served in a pilot program with the Roanoke City and Alleghany Health District to be COVID test distribution sites. They are community focused and centered and continued to fill the needs of our residents during uncertain times.

Each library staff member at each of our four branches provide gold star customer service to our community and visitors and are truly worthy of the VACO Achievement Award in Customer Service.



Background and Program:

Botetourt County is a rural county located in southwestern Virginia. It is home to 33,500 residents and thousands of visitors each day. The Botetourt County Library staff is a trusted member of our community with resources that area available to enrich the lives of our community.

Our library's vision is: We fuel a curious, creative, connected community with a mission of connecting everyone, everywhere to learn, grow and share.

Our library also has core values:

1. We are insatiably curious.
2. We anticipated and adapt to the needs of our community.
3. We treat everyone with respect and kindness.
4. We are excited to empower those around us. We are Botetourt.

Botetourt County Libraries also have very clear objectives:

- Provide all community members with access to resources, services and programs meeting their informational, educational, and recreational needs
- Ensure a safe, neutral means and environment for the free exploration of a broad range of ideas



- Provide encouragement and opportunities for all community members to enrich their lives through reading and lifelong learning
- Support citizens' well-informed decision-making and participation in a democratic society by providing access to reliable, current information representing a wide variety of viewpoints
- Foster an inclusive, innovative community by encouraging the free and civil exchange of ideas and information through personal connections and relationships
- Contribute to and support educational, cultural, and civic activities in Botetourt County

Botetourt Libraries attain and showcase these objectives by meeting our community's needs in many ways. They feature: children's programs, author talks, adult learning, senior citizen programs, free online tutoring, streaming educational videos, virtual programs, outreach events, encouraging positivity and gratitude as part of the #BOCOGrateful campaign, and provide supplies to the community to help with public health emergencies.

During the COVID19 pandemic, our library system had to shutter their doors to the public but they never stopped serving. They serviced as a call center for scheduling of COVID19 vaccinations for our community. They also distributed free COVID19 test kits to the community in partnership with the Roanoke City and Alleghany Health District.

As the pandemic began to recede, there was a problem identified showing that there was a demand for convenient library services in Daleville since the pandemic had limited people's scope



of travel. Through ingenuity and partnerships, a solution was found. A satellite pickup/dropoff location was established through a partnership with our local YMCA. Participants didn't have to be a member to join and not only were books made available, but our library staff also added tactile education materials (crafts), issued library cards, processed requests for book recommendations. This partnership attracted new people to the YMCA and also exposed more people to the library who already visited the Y. This was a win-win for both organizations!

Our library team also seeks equity in programming and services. To ensure programming was available and accessible to everyone, they did many things to enhance a library experience for all our residents. Automatic doors were installed in our libraries to help those with mobility impairments so they could easily enter the building. It was identified that our senior citizens needed more assistance. Through a partnership with a local group that focuses on aging adults, our libraries are now featured on a local senior navigator website to show the resources that the library could assist with. To make a more easily accessible experience for young children, the children's picture books were organized into genres instead of by author. These are just a few of the things that the libraries rolled out in 2021 that reinforced their mission of connecting everyone, everywhere to learn, grow and share.

Our library staff is brilliant and always looking for ways to improve the lives of our community members by lifelong learning. They are also sneaky have figured out many ways to mask learning with fun activities. These activities consist of virtual programs and storytimes, forensic themed programs and genealogy research. Virtual reading and activity challenges via the Beanstack app



have also been a hugely popular way to learn while being rewarded with prizes! And we added Brainfuse HelpNow which is a free online tutoring system and Just for Kids which is a streaming educational video to help our residents continue to learn.

Persons and Organizations Involved:

Botetourt County Libraries teams up with many partners and stakeholders such as: YMCA, Roanoke City and Alleghany Health District, Roanoke Fire & EMS, Botetourt County Parks and Recreation, Botetourt County Schools, Senior Navigator, authors and businesses, such as the Botetourt Christmas Market Storytime which was hugely popular and has extended into the summer season.

Expected Outcomes and Results:

Our librarians have seen growth in all our programs, especially since reopening in 2021 after the COVID19 pandemic. They have continued to grow their team with experienced librarians and staff to deliver the best possible programming and experiences to our Botetourt County residents.

Beneficiaries of the Program:

Botetourt County Libraries are trailblazers providing gold star service to everyone that enters their doors. They are trusted friends, neighbors and community members. Through their insightful thinking and state of the art programs, the children of our community continue reading during the summer months, join virtual programs and are able to access free tutoring. They are also an



access to free internet for so many of our community members that do not have a reliable connection.

Replication:

In order to replicate our library programs, you have to have a team that is dedicated to lifelong learning and people that have a vision to fuel a curious, creative and connected community.

Conclusion:

In conclusion, Botetourt County Libraries are truly shining stars in our community providing gold star customer service. They have strived to develop and deliver programs for everyone in our community, whether it be the young or young at heart. They also make sure their resources are equitable and accessible to all and they are always looking for ways to nurture and empower our residents and visitors. To learn about our libraries, visit: www.botetourtva.gov/libraries or follow them on [facebook](#) or [Instagram](#).