



Early Literacy and Communications and Marketing Report July through September 2014

Prepared for the October 8, 2014 Commission meeting
by Sara Groves, Communications and Marketing Coordinator

This report represents the accomplishments of Sara Groves

Goal Three – Training - *MSL provides libraries, agencies, its partners and Montanans with appropriate trainings and training resources so that they can make the best use of the resources offered.*

The third Ready 2 Read Rendezvous was rescheduled for April 25 – 27, 2014 in Bozeman, MT from our original October date (the original Rendezvous was cancelled because of the federal government shutdown). We were able to secure our major speaker, Saroj Ghoting, a nationally-renowned early literacy expert. However, we had to make some adjustments to the schedule because one of our original October speakers could not attend in April. We also lost some attendees because of rescheduling. In October, we had 50 people signed up to attend, including representatives from each of Montana's reservations. Our April event was smaller with 37 attendees. Unfortunately, we also only had one tribal library represented. In spite of having to reschedule and the conflicts that ensued, we still had a great Rendezvous. We conducted a pre- and post-evaluation to determine how learners advanced their skills and knowledge on how to: 1. Use play effectively to promote emerging learning and literacy; 2. How to engage strategies for managing multi-age learners at Story Time; and 3. How to achieve effective community engagement. Of the more than three dozen attendees, more than ½ completed the pre- and post- evaluation forms successfully and improvement was observed in all three designed outcomes.

Additionally, the attendees all rated the Rendezvous as one of the best education experiences of their professional lives. Comments received included:
"The Rendezvous is far and away the most informative training I've ever attended – and has been so every year that I've come. I always leave the Rendezvous feeling re-energized about my job and excited to return to work to immediately put into practice everything I've learned."

"I've attended the Rendezvous all three years and it has changed my life – personally and professionally. In a field where we are not financially compensated very well and which can often be draining, I was on the verge of leaving and doing something else. However, the Rendezvous helped me to understand that what I'm doing is important for these kids and for our community. I have left every year feeling invigorated about my job, my new professional network, and ready again to serve."

Goal Four – Consultation and Leadership - *MSL provides consultation and leadership to enable its patrons and partners to reach their goals.*

After months of negotiating with partners including MontanaPBS, Montana Fish, Wildlife & Parks, and the Montana Head Start Collaborative – not to mention all of the writing, research, filming, and editing – we now have a complete set of videos that support the "Ready 2 Read Goes Wild" program. Each of the six videos supports the Growing Up Wild curriculum and the Ready 2 Read Goes Wild! trunks that are available through MT libraries. These six short training videos are now a permanent part of MT PBS' Learning Media site and are available to parents, teachers, and whoever else may be interested in accessing these materials. The videos feature Montana experts on the trunk themes, which are ungulates, owls, bears, tracks, creepy-crawlies, and fish. Educators, librarians, and other interested individuals can access the videos to discover basic information on the subject matter, learn how experts explain scientific material to children, and access data on the subject that can promote learning in the library or in classrooms. The MT Head Start Collaboration Office paid for development and editing of the videos.

Summer Reading

I attended the Collaborative Summer Library Program (CSLP) Conference in Biloxi, MS to represent Montana this year, along with Cindy Christin of the Bozeman Public Library. To further support the summer reading program, I partnered with AWE, a leading company that provides children's educational information technology, to have Montana participate in a beta project to try to capture more information about our summer reading program. I recruited a number of libraries to participate and our Montana libraries represented some of the most rural libraries that participated, so we added an important voice. The MT libraries that participated represented a wide range of libraries, including very rural, large libraries and east and west libraries. AWE is still generating data based on the project, and I will report back on that at a later time. Additionally, I am working with Cindy Christin to do an online evaluation of summer

reading programs in Montana, including the value of our participation in CSLP and how the State Library might better support summer reading.

Share Your Story

I have been working with Cara Orban, Lauren McMullen, and Pam Henley on the new Share Your Story project. I worked closely with a designer, Luke Duran, to coordinate a new branding image for this project. Additionally, I am working with Cara and Luke to develop a web site that will be geared to the public so that they can find out how to participate in this project. Finally, I am working with a videographer who will shoot two PSAs for us (a 30-second and a 60-second) that we will use to promote the videos. These will be distributed to television stations in the areas in which the Share Your Story kits are available. Additionally, I have put together a media plan with which we will launch the project this fall.

Outside the Lines

This summer, Jennie approached Sarah McHugh and me to put forth the idea of "Outside the Lines", a national effort spearheaded by Colorado libraries and conceived at the R-Squared conference a few years back. Jennie thought it might be an interesting new approach to replace "Montana Library Week". The goal of Outside the Lines is to reconnect communities with the creativity, technology, discovery and all of the fun and unexpected experiences happening in libraries today. Nationally, the celebration was scheduled for September 14 – 20, 2014. In Montana, we are encouraging libraries to participate in the event from September 14 – November 15. We felt this would give ample time for libraries to participate and provide MSL with enough time to collect the many great stories out there to utilize during the legislative session. To help libraries get motivated, I sent out a series of emails, launched a new blog (<http://otlmontana.tumblr.com/>), and conducted webinars to help generate some ideas from around the country and from Montana libraries that were participating. Some of the great things that happened in Montana include:

Stillwater County Library

The Stillwater County Library is marching in our county high school homecoming parades. Our small county has 4 high schools, so we will be busy doing those. We will be carrying our banner with our new logo on it and handing out candy and library materials.

Rosebud County Library

We are planning an "Outside the Lines" event for Tuesday, September 16th from 4:00-7:00. It is open house format, and we are using all of the library, as well as the basement Community Center. Several volunteers and all 4 staff members will be present for the event, with one staff person working the desk, one in charge of the Maker Space/crafts area, one featuring available technology, and I will welcome people/give them tours/explain all the changes we are making. (We are going to re-arrange/swap some spaces within the library and it looks like we will be getting a "facelift" with new flooring, windows, and removal of the dated paneling!) Each public computer will feature a different online resource, such as HomeworkMT and MontanaLibrary2Go. We are collaborating with the local high school shop classes and will have some of their projects, like a bookcase that looks like a tree for the children's area, ready to reveal. We will introduce STREAM programming that we will incorporate over the next several months. Due to an aggressive weeding project, we will begin a Book Sale during the event which will run through the end of the month. The Wii will be set up in the Teen Territory with games available for all ages. We are trying to secure a school group in need of a fundraiser to serve snacks or a meal during the event. Maker Space/fun/craft tables will be set up where we hope to feature our Eggbot, Origami, Moon Sand, a Stomp Rocket, and more. Visitors will have the opportunity to sign up for technology classes and enter to win door prizes. We also have a survey so they can share their ideas.

Bitterroot Public Library

In celebration of Montana Library Week, September 15th – 20th, the Bitterroot Public Library will sponsor Community of Kindness activities. Perform an act of kindness this week and submit a story or poem about it to have your fines removed. Information cards will be available throughout the community with suggestions for acts of kindness, or you can create your own. Libraries are a place to gather and build connections, so join us this week to bring joy to the lives of those around us.

Make a card to thank someone Wednesday, September 17th 5:30-6:30 p.m. on the main floor of the library. Show a Random Act of Kindness by making a thank you card and passing the kindness on. Make someone's day -- the person who makes you coffee, the bus driver, a teacher, a friend, a person you see every day but don't know their name...

On Thursday, September 18th, you can create your own Act of Kindness Cards. We will be distributing cards all week with ideas for random acts of kindness. Be creative with Tamara from 3:30-5:00. Card materials will be available all day on the main floor of the library.

Kindness Celebration for Everyone! Join us after hours Friday September 19th 5:00-7:00 p.m. on the main floor of library. Enjoy music, kindness arts and crafts, a puppy kissing booth, a hug station, learn a peace dance, celebrate kindness and make new friends! Read your favorite kindness quote, short story, or poem beginning at 6:00 p.m. Be inspired and pay it forward/say it forward.

Imagine! Libraries

Explore Your Community

Look around town at local businesses and bulletin boards for 3D images. Make your own 3D glasses at the library, or use the ones you find on the spot. Find something you didn't see before.

Bigfork, Columbia Falls and Kalispell

September 14-20

DIY 3D Glasses

Make your own 3D glasses with red and blue acetate. Put them on to see things in a whole new way.

Bigfork

September 17, 3-5 pm

Columbia Falls and Kalispell

September 15-20

DIY 3D Images

Get high-tech with the DeepSketch iPad app or keep it simple with special sketching paper to make your own 3D images. Take it with you or pin it up to share.

Bigfork

September 16-20: sketching paper

Columbia Falls and Kalispell

September 15-20: sketching paper and DeepSketch

Go Old-School

Travel the world in 3D with a vintage stereoscope. It may be old-fashioned but it's still pretty legit.

Columbia Falls and Kalispell

September 15-20

Missoula Public Library

We aren't doing anything specifically for Outside the Lines, but I thought we would capture stories and maybe some pictures from the cool things we have going on during

the week of September 14th. For example, family storytime, Make-It Monday, MakerSpace stuff, Gamers Club, middle school writers group, READ dogs, Lego Club, young adult writers, cheap date night, WOW bus at the Clark Fork Market, etc.