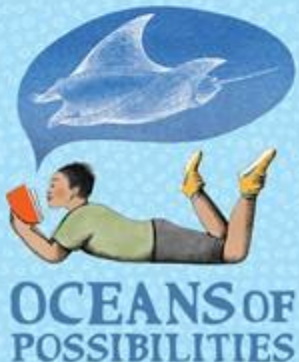


CSLP Theme/Slogan Brainstorm

February 22, 2022

Goals:

- Gather SLOGAN suggestions for CSLP members to vote on for 2025
- Gather THEME suggestions for CSLP members to vote on for 2026



Admin Stuff

- Recording available on Vimeo
- Chat box/microphone
- OPI credit available
- MSL CE available in ASPeN



Definitions

- Theme: A single concept, described in one or two words
 - 2019: Space
 - 2020: Fairytales
 - 2021: Animals
 - 2022: Oceanography
 - 2025: Art

- Slogan: Short, striking, and memorable phrase that promotes libraries, summer programming, and CSLP
 - 2019: A Universe of Stories
 - 2020: Imagine Your Story
 - 2021: Tails and Tales
 - 2022: Oceans of Possibilities



Desired Qualities

- Theme:
 - Short
 - Concise
 - Easily recognizable
- Slogan:
 - More specific than broad theme
 - Easily remembered
 - Appropriate for all ages
 - Translatable to Spanish (aka puns can be difficult)



*Slogans not chosen may be used by the Manual committees for chapter headings

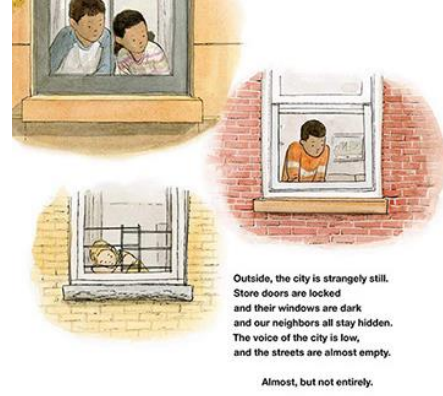
Submission/Voting Process

- CSLP votes on themes/slogans three years in advance
- Often have three years of artists contracted before theme/slogan determined
- State Reps collect suggestions from member libraries, submit to CSLP, due by 2/28/22
- CSLP reviews suggestions, cleans up options
- CSLP holds national listening/wordsmithing session to get short list
- CSLP sends out short list survey to state reps at Annual Meeting
- Theme/Slogan decided by early fall



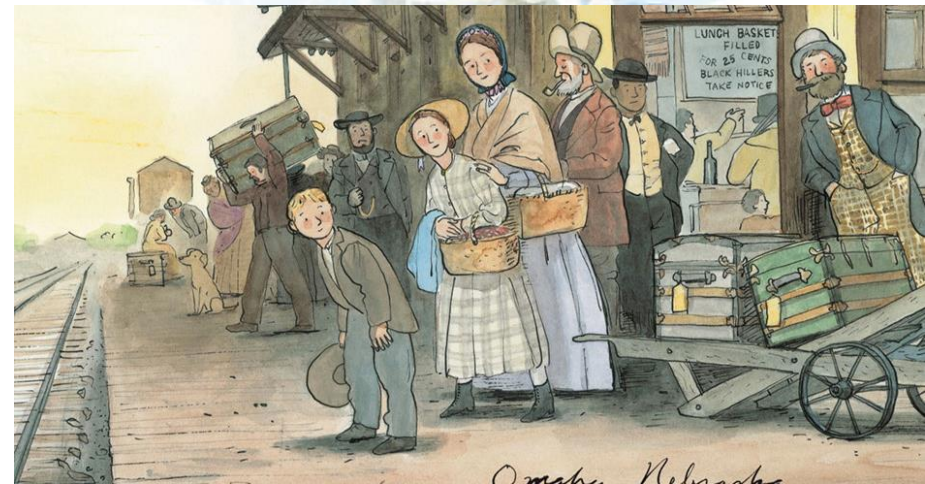
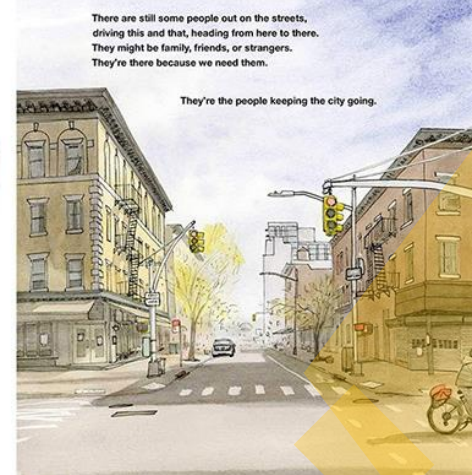
2025 Information

- Theme: Art
- Artists: Brian Floca



Outside, the city is strangely still.
Store doors are locked
and their windows are dark
and our neighbors all stay hidden.
The voice of the city is low,
and the streets are almost empty.

Almost, but not entirely.



2026 Information

- No theme yet! No artist yet
- You can resuggest past themes from years ago

