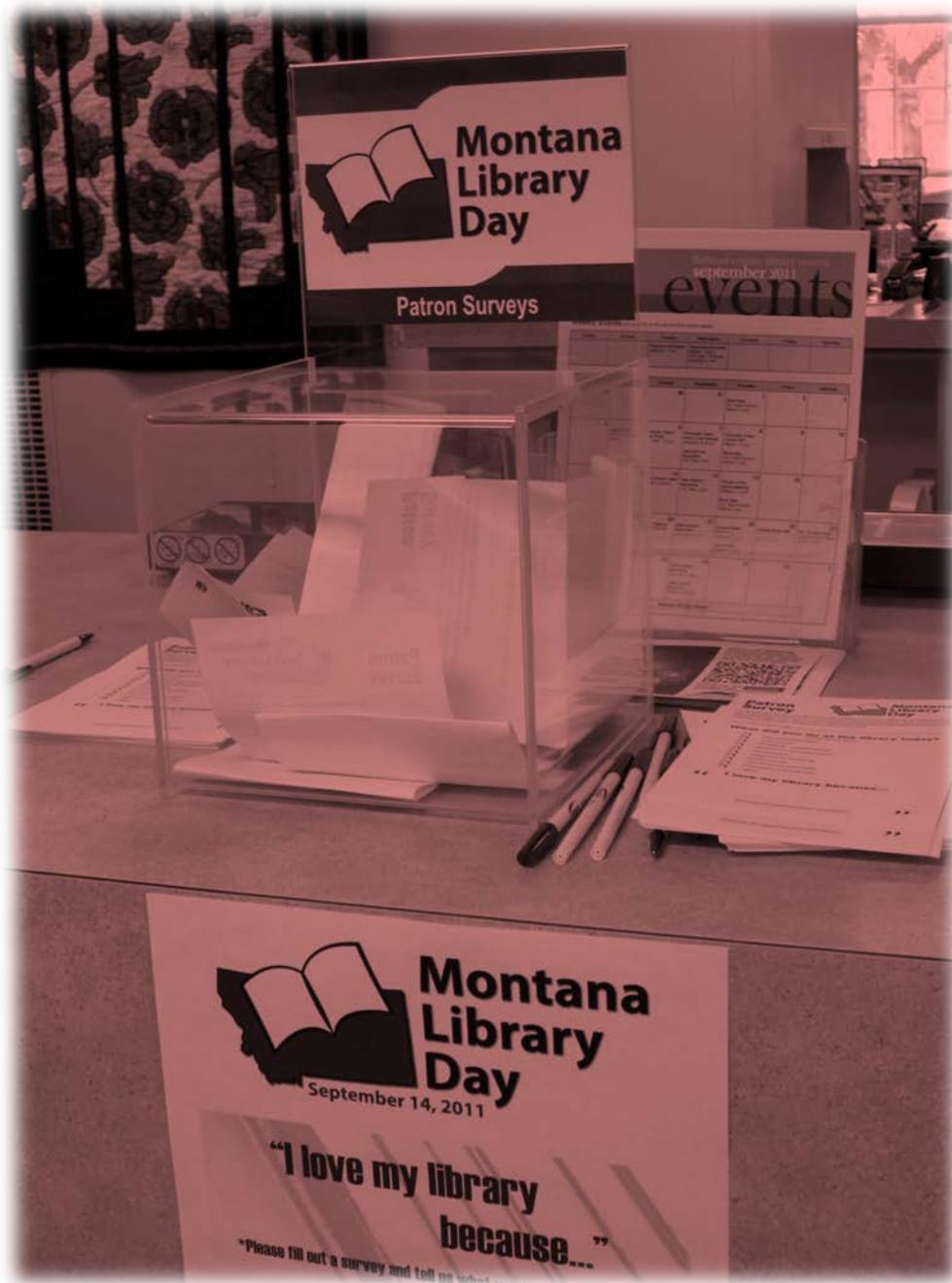


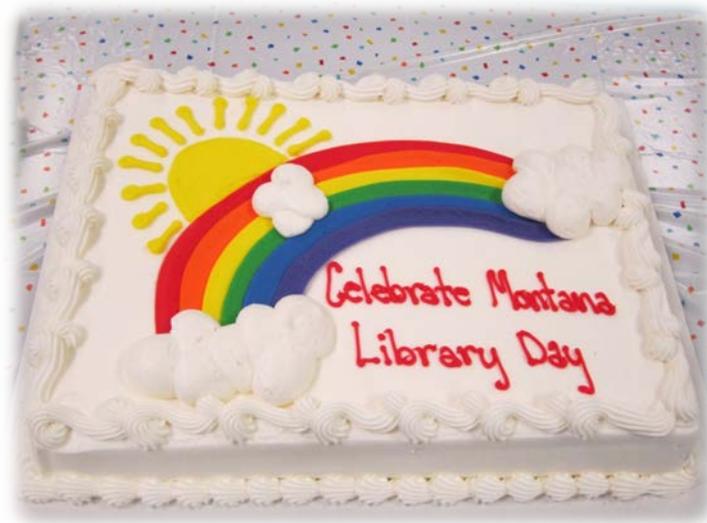
# MONTANA LIBRARY WEEK TOOLKIT

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## **GENERAL INFORMATION**

*MARK YOUR CALENDARS!*

### **Montana Library Week – September 29-October 5, 2013**

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An invitation to all Montana librarians: Please join other libraries around the state in celebrating libraries and collecting statistics on one day to highlight “a day in the life of libraries.”

#### **What is Montana Library Day?**

You will be asked to document what happens in your library on a day of your choice during the week. In addition, a short survey will be available for library users. Your patrons will have an opportunity to tell the world why they love their library.

#### **How will this information be used?**

This information may be shared with patrons, government officials, library trustees, and others in effort to explain why libraries make a difference in the lives of Montanans.

#### **Background about this initiative**

Montana Library Day is based on the “Library Snapshot Day” initiative of the American Library Association. States around the nation have participated in this initiative. To learn more please visit the Library Snapshot Day website at <http://www.ala.org/advocacy/advleg/statelocalefforts/snapshotday>.

#### **Who can I contact for help or information?**

Marketing materials – Sara Groves, [sgroves@mt.gov](mailto:sgroves@mt.gov), (406) 444-5357

Help with activity reporting– Colleen Hamer, [chamer@mt.gov](mailto:chamer@mt.gov), (406) 444-3115



## IDEAS FOR SUCCESS

1. Share the results with your elected officials, mayors and council members, legislators, members of the school administration or school board, the deans at your academic institution, or your department head or boss at your company.
2. Set up an appointment with the above mentioned individuals. If you haven't already, begin to establish a friendly relationship with your elected officials, so that they know you and your library's concerns.
3. Use the quotes, comments and photos that you collect in your annual report.
4. Feature your participation and your customers in your next newsletter.
5. Share your results with your board.
6. Share the results on your website and link to the photo group.
7. Make a slideshow of your photos and run it in the library near the circulation desk.
8. Make bold signs with your customer comments and display them throughout the library.
9. Take your results and your handout when you visit schools, senior centers, community agencies, and any kind of outreach.
10. Customize the model handout (add your own information, logo, etc.)
11. Welcome new library card holders with your custom handout.
12. Send an email blast to your customer list or community contacts featuring customer quotes.
13. Let your Friends group know about your participation in Library Day.
14. Develop your own slideshow or web page featuring the comments and photos.
15. Ask if your town website can feature the activity, the comments, and/or the slideshow.
16. Ask your local cable station if they can use the results, the comments, and/or the slideshow.
17. Ask your local newspaper to run a photo and caption. Provide the customer's name and phone number if you have permission so they can contact them for an interview.
18. Design a poster in color (or use the ones provided for you).
19. Print even more copies and share them with your customers.
20. Have Fun! Please join in this national experiment in telling the library story to our elected officials and the general public.



## PRESS RELEASE EXAMPLE

SAMPLE NEWS RELEASE—PERSONALIZE AND SEND TO YOUR LOCAL MEDIA  
FOR IMMEDIATE RELEASE

Date:

For more information:

Name:

Phone Number:

E-mail:

### (NAME OF LIBRARY) TAKING PART IN “MONTANA LIBRARY WEEK”

(YOUR TOWN)—The NAME OF LIBRARY is joining libraries across the state in participating in “Montana Library Week” September 29-October 5, 2013 to show how important academic, public, school, and special libraries are to the state of Montana.

During the week, **NAME OF LIBRARY** will document activity, customer comments, and photographs chronicling a typical library day. The results collected at NAME OF LIBRARY will be added to those of other libraries across Montana to show how libraries provide invaluable services to Montana citizens.

**NAME OF LIBRARY** Director \_\_\_\_\_ said, “I hope our loyal patrons will stop by and be a part of this historic day. Libraries are more important than ever to our communities, and library usage is at record levels. We want all the citizens of Montana, and particularly our Montana lawmakers, to see what a typical day is like for a Montana library.”

Montana State Librarian, Jennie Stapp, added, “Montana libraries are issuing more library cards, circulating more materials, providing more computers and Internet service, and hosting more programs than at any other time in our collected history of serving Montanans. Montana Library Week is a wonderful time to show support for your local libraries by paying them a visit, seeing all that they have to offer, and participating in the weeklong celebration.”

“Montana Library Week” is a project of the Montana Library Association, the Montana State Library, all 750 Montana libraries, and **NAME OF LIBRARY**. For more information on Montana Library Week, please contact the State Library at (406) 444-3115 or visit:

[http://libraries.montanastatelibrary.org/library\\_development/marketing/for\\_the\\_public/](http://libraries.montanastatelibrary.org/library_development/marketing/for_the_public/) .

#### FILL IN BOILERPLATE INFO ABOUT YOUR LIBRARY.

Through its statewide programs, the Montana State Library empowers Montanans; enhances learning in families and communities; builds 21st Century skills; and provides opportunities for civic participation. For more information about the Montana State Library, visit <http://msl.mt.gov>.

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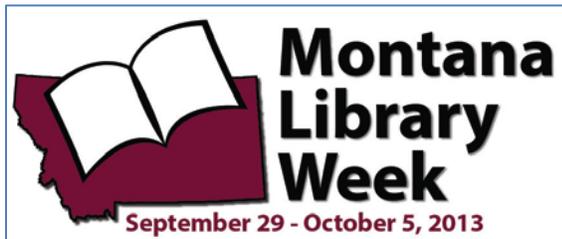
## MARKETING ITEMS INVENTORY

There are lots of items to help promote library week:

- Bookmarks
- Logos
- Posters
- Print Ads
- Tabletops
- Web buttons

To download and then print items, visit:

[http://libraries.montanastatelibrary.org/library\\_development/marketing/for librarians/whats\\_your\\_story/tools/](http://libraries.montanastatelibrary.org/library_development/marketing/for_librarians/whats_your_story/tools/)





## INSTRUCTIONS FOR REPORTING

Activity and comments/stories will be entered through the Library Directory. Images will be forwarded to a DropEvent internet site. Librarians may enter part or all of their information and later edit their entries. Please be sure to use the materials created for your library type.

**PATRON SURVEY:** The hardcopy “Patron Survey” is provided in this toolkit to allow you to collect data from your patrons. The Librarian survey will assist you in collecting librarian generated data and tallying the results of the hardcopy “Patron Survey” that patrons complete. An online Patron Survey is also available at: <http://www.surveymonkey.com/s/9LRDKFP>

**ACTIVITY, COMMENTS:** To submit activity, comments/stories, go to the Montana [Library Directory](#).

Enter your username and password that you use to access your library’s directory listing. (If you don’t have your username or password, choose the appropriate help item).

Click on the “Login” button. This will bring you to the Main Menu.

From the Main Menu, select the “Manage Library Week Statistics” menu item.

From the Library Day Menu, select the “Statistics - Add” menu item. Enter your data and select the “Submit” button at the bottom of the page.

From the Library Day Menu, select the “Comments/Stories - Menu” item. Add as many comments or stories as you would like.

**PHOTOS:** Provide Library Week photos via <http://www.dropevent.com/Gallery/get602120> . Do not email or upload photos unless you have the appropriate photo releases. Include your library name in the photo file names or email subject line. Upload or email photos. Either email photos to [get602120@dropevent.com](mailto:get602120@dropevent.com) or visit our [DropEvent site](#) to upload photos.

**RESULTS:** Montana State Library will announce when results will be displayed at: [http://libraries.montanastatelibrary.org/library\\_development/marketing/for\\_the\\_public/library\\_week/](http://libraries.montanastatelibrary.org/library_development/marketing/for_the_public/library_week/)

Congratulations, you have finished entering your snapshot.

**Contact Colleen Hamer at [chamer@mt.gov](mailto:chamer@mt.gov) or (406) 444-3115 if you have questions or suggestions.**



**Photograph, Movie Film, Videotape, and/or  
Sound Recording Authorization And Release**

I, \_\_\_\_\_ hereby grant (your library) \_\_\_\_\_ and the Montana State Library and their legal representatives, agents, successors or assigns, permission to use my likeness in photographs, movie films, videotapes and/or sound records, or any part thereof in any and all of their publications, including website entries, without payment or any other consideration. I understand and agree that these materials will become the property of (your library) \_\_\_\_\_ and the Montana State Library and will not be returned.

I hereby irrevocably authorize the (your library) \_\_\_\_\_ and the Montana State Library to edit, alter, copy, exhibit, publish or distribute the photographs, movie films, videotapes and/or sound records, for purposes of publicizing the (your library) \_\_\_\_\_ and the Montana State Library programs or for any other lawful purpose. In addition, I waive the right to inspect or approve the finished product, including written or electronic copy, wherein my likeness appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of the photograph.

I hereby hold harmless and release and forever discharge the (your library) \_\_\_\_\_ and the Montana State Library, legal representatives, agents, successors or assigns, from all claims, demands, and causes of action which I, my heirs, representatives, executors, administrators, or any other persons acting on my behalf or on behalf of my estate have or may have by reason of this authorization.

**I am 18 years of age** and am competent to contract in my own name. I have read this release before signing below and I fully understand the contents, meaning, and impact of this release.

\_\_\_\_\_  
(Signature) (Date)

\_\_\_\_\_  
(Printed Name)

\_\_\_\_\_  
(Address)

If the person signing is **under age 18**, there must be consent by a parent or guardian, as follows:

I hereby certify that I am the parent or guardian of \_\_\_\_\_, named above, and do hereby give my consent without reservation to the foregoing on behalf of this person.

\_\_\_\_\_  
(Parent/Guardian's Signature) (Date)

\_\_\_\_\_  
(Parent/Guardian's Printed Name)

\_\_\_\_\_  
(Address)

# Patron Survey



Today libraries across Montana are participating in Montana Library day by collecting information, comments, and photographs from events in a typical library day. The results will exemplify the invaluable services and benefits of libraries in Montana communities.

Your name (optional) \_\_\_\_\_

## What did you do at the library today?

*(Check all that apply.)*

- Got a library card
- Job search
- Research - health issues
- Research - miscellaneous
- Homework
- Program or meeting
- Volunteered
- Checked out materials
- Internet/computer use
- Other

“

**I love my library because...**

”

*Thank you for supporting your local library!*

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- Other

“

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# Librarian Survey

Bookmobile, Branch, Institutional, Other, Public, Special



**Montana  
Library  
Week**

September 29 - October 5, 2013

## ***Tally or calculate from system***

Library Visits

---

Circulation - Non-Juvenile

---

Circulation - Juvenile

---

Reference Questions

---

New Library Cards Issued

---

Programs (Including Computer Classes)

---

Program Attendance - Adult

---

Program Attendance - Young Adult

---

Program Attendance - Children

---

Computer Classes Taught

---

Internet Users

---

Volunteer hours

---

## ***Tabulate from patron survey***

Got a library card

---

Job search

---

Research - health issues

---

Research - miscellaneous

---

Homework

---

Program or meeting

---

Volunteered

---

Checked out materials

---

Internet/computer use

---

Other

---

# Librarian Survey

Academic, School



## ***Tally or calculate from system***

Library Visits

---

Circulation - Non-Juvenile

---

Circulation - Juvenile

---

Reference Questions

---

New Library Cards Issued

---

Programs (Including Computer Classes)

---

Program Attendance - Adult

---

Program Attendance - Young Adult

---

Program Attendance - Children

---

Total Classes

---

Internet Users

---

Volunteer hours

---

## ***Tabulate from patron survey***

Got a library card

---

Job search

---

Research - health issues

---

Research - miscellaneous

---

Homework

---

Program or meeting

---

Volunteered

---

Checked out materials

---

Internet/computer use

---

Other

---