



NEKLS Destination Libraries Grant Proposal

Destination Library Committee:

Janice Garcia, BCL Staff

Chris Miller, BCL Library Board Chair

David Miller, BCL Library Board Member

Diana Weaver, BCL Director

Statement of Need

a. The Basehor Community Library is a legally established library district in Leavenworth County, which includes the city of Basehor and encompasses the majority of the Basehor-Linwood School District. Demographic data was collected using the Business Decision software and American Fact Finder. In addition, a survey of patrons was conducted in late 2013.

Here is a summary of important findings from Business Decision analysis as identified by committee:

- The population of our district increased approximately 3.5% between 2000-2010; housing units increased by the same amount during that time. This means a new population, which may not be familiar with our library's services.
- The population is split almost equally by gender; the median age is 41; 87.5% is under age 65.
- Over 80% of housing units are owner occupied (64% mortgaged; 19% owned free and clear). This suggests a population likely to value spending time at home and willing to take on do-it-yourself projects.

In 2013, we had some very successful programs for adults. In fact, our average attendance at adult programs increased by 140%. Exercise and make-and-take type programs (bread making, terrariums, container gardening) were the most successful. This is as expected according the data analysis. However, the majority of attendees of our adult programs were female. Our data shows that half of our population is male, but our programs and services primarily target a female audience. The committee identified this as an area of concern. It is also notable that during a recent focus group meeting, several men in attendance were unaware that the library subscribes to *Consumer Reports*.

b. Therefore, we propose to target our Destination Libraries Grant toward programs and collections that would interest men, a population that our data shows does not fully utilize the library. We propose:

1. To create a series of programs targeted at men and boys
2. To partner with community groups whose primary membership is men
3. To increase awareness of library services relevant to men

Project Background

a. Our mission is "To provide recreational, educational and reference information materials and services to residents of the library district to stimulate ideas, advance knowledge and enhance quality of

life." According to our Vision Statement, we want our library to be "a valued and highly relevant community resource for everyone in our community." With this project, we hope to increase awareness of library services relevant to men.

b. Project Success Indicators:

1. Increased attendance by men at library programs
2. At least one program that initiates a new partnership with a local community organization
3. At least two programs that build on current partnerships
4. Successful completion by two staff members of the Word of Mouth Marketing online training presented by InfoPeople, resulting in a specific marketing plan for the Destination Library project (see Appendix B)

c. The desired outcomes we identified for this project:

Patrons from the targeted group will say:

- I earned a Boy Scout merit badge at the library, or my son/grandson earned a merit badge at the library.
- I found the resources I needed to do a home improvement project at the library.
- I learned how to do something new because of a program at the library.
- I found value in a discussion of community concerns at a program at the library.
- I found new items in the library collection of interest and relevance to me as a male library user.

Project Design

a. Objectives

1. We will host six programs targeted at men and boys, under the general themes of Hobbies, Merit Badges, Discussion series, and Home Improvement.
2. We will identify new partnerships or build on existing partnerships to help us plan and implement the programs.
3. We will increase the skills of staff for marketing library services to men and boys.

b. Integration

- We received a grant from the National Science Foundation in 2013 to host a series of programs called Pushing the Limits. The series was created through a collaboration of Dartmouth College, The Califa Library Group, the Association of Rural and Small Libraries, Dawson Media Group, and Oregon State University. The purpose of the series was to promote science discussion in rural communities through events that include feature film quality videos of author interviews and human interest stories and recommended popular books. The discussions were led by local science partners, including two teachers from our school district, the Director of the Kansas Geological Survey, and a nationally known nutritionist. Each program included a light meal. The Pushing the Limits program series was very successful and well attended. About one-third of the participants were men. We want to build on this success with two similar programs this fall. The Destination Library grant will help us with this goal.
- Offering the opportunity to earn Cub Scout and Boy Scout merit badges will continue our service to children in our community.
- In addition, we believe success will largely depend on marketing. Two staff members will sign up for "Build a Buzz for Your Library: Word-of-Mouth Marketing in Person and Online," a four-week online training provided by Infopeople (California State Library). We will create a new marketing

plan that will involve all staff members and will utilize partnerships within the community to reach non-library users (See Appendix B).

c. Partners

We have identified these partners for identifying relevant and interesting programs to our target population and for promoting attendance at our programs.

- Staff at our local USD #458 for discussion leaders
- Boy Scout Troop 169 for identifying merit badges
- Homeowners Associations registered with the city of Basehor for identifying topics for programs on home improvement
- Basehor Chamber of Commerce
- VFW Post 11499
- Leavenworth County Humane Society
- Kansas Department of Fish and Wildlife
- Home Depot of Leavenworth
- Basehor Sentinel for advertising and promotion

d. Sustainability

- We budget 2% of our expenditures each year on programs, in addition to pursuing grants like Pushing the Limits and the Kansas Humanities Council grants.
- We continually look for new programs of interest and suspend programs that no longer draw good attendance.
- Focusing on programs that interest men will carry over into collection development. We have created a bibliography of books, videos, and magazines that will be relevant to men (See Appendix A). Circulation will be tracked for one year and measured against average circulation rates for new items in our collection.
- Marketing is always an ongoing effort. The Word of Mouth Marketing course and resulting marketing plan will help all our staff learn strategies to effectively promote our programs and services (See Appendix B).

e. Innovation

The data gathered as a part of the Destination Libraries grant shows that half of our population does not fully utilize our library's services. Targeting this population by specifically designing programs, in combination with marketing, is a creative solution to meet these patron needs.

f. Project Plan and Budget

Timeline: July, 2014 through April, 2015

Hobbies (programs):	
Bring in an instructor to teach a class on how to home brew beer. This program will be presented at the local VFW post, in partnership with them. Two of their goals are to reach out to younger vets with programs of interest to them and to promote use of their building for community events. This partnership will help them with these goals.	October 2014
Partner with Fish and Game Commission to offer a program geared to hunters or fishermen	November 2014

Merit Badges (programs):	
Partner with Troop 169 to identify two merit badges that can be earned at the library; contact instructors and offer programs	August-September 2014
Discussion Series (programs):	
Bring in a well-known coach or athlete to lead a coaches clinic for youth sports coaches	March 2015
Invite Director of Kansas Geological Survey to speak on the practice of fracking	March 2015
Home Improvement (programs):	
Invite instructor from the Home Depot in Leavenworth to present a home improvement class, topic to be decided by consensus of Home Owners Associations	April 2015
Marketing (class):	July-August 2014
Two staff members will attend and complete "Build a Buzz for Your Library: Word-of-Mouth Marketing in Person and Online" and will lead staff in creating and implementing specific marketing plan (See Appendix B: Marketing Plan)	

Budget

The project budget for the six programs is based on expenses for similar programs held by the library in the past year.

Materials needed for programs	\$500
Program expenses, including meal/refreshments	\$750
Speaker fees, including mileage	\$1500
Word of Mouth Marketing course through InfoPeople	\$150
Advertisements in newsletters and newspaper	\$500
Items to add to collection (See Appendix A)	\$1600
Total	\$5000