

Item Title: Recognition of Recent Awards

Specific Action Requested:

That the Board of Commissioners recognizes recent regional award winners.

Item Summary:

North Carolina Public Library Directors Associations Honors WCPL Facilities, Programs

Best New or Renovated Facility - Wake Forest Community Library

The North Carolina Public Library Directors' Association (NCPLDA) has recognized Wake Forest Community Library with an award for Best New or Renovated Facility.

In September 2017, Wake County Public Libraries began a project to renovate the Wake Forest Community Library and expand library service in this burgeoning community. Situated at the southern edge of Wake Forest's downtown, the library serves the communities of Wake Forest, Rolesville and North Raleigh and shares a campus with Kiwanis, an EMS station and the Wake County Northern Regional Center. It originally opened in 1996.

The renovation project nearly doubled the library's size and expanded programming, staffing and hours of operation. The library is now open seven days per week, offering youth programs and adult services, as well as public computers and WIFI access.

The expansion was a part of a \$45 million bond approved by voters in 2007 to build, expand, renovate or repair libraries. Project costs totaled \$2.64 million for construction, \$272,800 for furniture and equipment, and \$675,000 for books.

Public Relations/Promotional Project – Summer @ the Library

NCPLDA also recognized Wake County in the Public Relations/Promotional Project category for the Summer @ the Library program rebranding.

With the knowledge that the summer season for libraries is akin to the holiday season for retail, WCPL sought to elevate and enhance the summer program of service and began looking at ways to improve promotional campaign for the Summer Reading program. In advance of the 2019 summer season, the Summer Reading program was rebranded and repositioned to increase awareness about all that WCPL has to offer.

The Summer Reading tagline was changed to Summer @ the Library, and program's overarching goals were Read, Visit, Connect. The program's new branding used brighter colors and a distinctive sunburst graphic was incorporated into posters, buttons, banners, flyers, stickers and more. In addition, WCPL focused its summer advertising budget on digital advertising, including e-calendars, Google advertising and promoted posts on social media platforms such as Facebook and Instagram.

Participation data shows that the fresh approach and updated branding was very effective at reaching target audiences, with school-age participation increasing by 33%, teen participation increasing by 21% and adult participation increasing by 8%.

Attachments:

None.