



## 2010 Renew Washington Communications Grants

### Final Narrative Report Cover Sheet

Date September 28, 2010 Contract # G-10/266 Grant # 09-RW-c-004

Library Port Townsend Public Library

Title of Grant Renew Washington Communications

Amount Awarded \$6,000

#### Grant Period

Start Date April 15, 2010 Through September 17, 2010

#### Reporting Period

Start Date \_\_\_\_\_ Through \_\_\_\_\_

Submitted by Theresa Rini Percy

#### Signatures Certifying the Final Report

We certify that all of the information contain herein is correct to the best of our knowledge. We certify that 7 of 9 objectives of this grant have been achieved. We certify this report includes an analysis of each objective of this grant and an evaluation of the impact this grant has made on our services. We certify \$6,000 has been claimed and \$ 00 of the amount originally awarded was not used and the reasons are explained in this report.

Signatory \_\_\_\_\_ Date \_\_\_\_\_

Fiscal Agent \_\_\_\_\_ Date \_\_\_\_\_

**Signatory:** Defined as the person who would sign the grant contract and whose signature will be a representation that the legal entity submitting this report has authority to enter into the grant contract; and that the signatory has the authority to sign the grant contract on behalf off the legal entity.

**Fiscal Agent:** Defined as an individual authorized by the Grantee's governing body to obligate it to the financial liabilities and accountable to the Grantees governing body for the integrity of the official accounting system and the financial statements that the system provides.

Submit this form and the Final Narrative Report to:

**Anne Yarbrough  
Grants Program  
Washington State Library  
Post Office Box 42460  
Olympia, WA 98504-2460**

## Final Narrative Report

### 1. Do you feel this grant has helped you provide better service to your customers?

x	Strongly agree
	Agree
	Neutral
	Disagree
	Strongly disagree

Please explain:

The redesign of the library's website (new address: [www.ptpubliclibrary.org](http://www.ptpubliclibrary.org)) was a tremendous success for showcasing the library and all of its programs and services to the community and beyond; thus becoming the library's most important public communications tool. This new design and format is not only user friendly but also captures the atmosphere, look, and style of the library's brand and culture. The promotion of the website to the public, city government, and community organizations became a "teaching opportunity" about all aspects of library service. As the website was unfolded to various audiences, they were impressed by the range of services available at their public library. It was an "AHA" moment for sure! In addition, a decision was made to utilize a blast email service to connect with library card holders for targeted purposes. This will be implemented this fall as part of the library's capital campaign kick off.

### 2. Summarize the project, the situation it was intended to address, and the objectives of the project.

The project focused on redesigning the library's website to make it a more effective communication tool for informing the public about library programs and services. While there is a place for printed "take aways", they are limited in their ability to reflect changing programs and services. By refocusing the library website to become the superhighway of information which can be delivered in a more timely and efficient manner, the library can reach more of the community, more frequently and more cost effectively. Today, the website has emerged as the "go to" place for current information about any organization. This project transformed the library's cluttered out of date site into a user-friendly, effective vehicle that delivers library information and news directly to the community. Once the website was redesigned it was aggressively promoted to various community audiences including the city council, service clubs, library users, schools, as well as to the press.

**3. Summarize the results of the project, including activities accomplished, and any problems or unexpected outcomes encountered.**

The results of the project were a redesigned website, an internal process for site maintenance, and an energetic campaign to promote the new site to the community at large. Media consultant Jonathan Stratman and web designer, Ann Welch, met with library staff to gather content and design direction. The overall design objective was to make the website function more like a magazine, less cluttered, more user-friendly, and to incorporate existing library branding and evocative flavor.

Stratman took the content developed by staff and translated it into everyday language. In addition, a process was developed to maintain the website involving a staff person as web master with support from other library staff for posting specialized departmental information. For example, the youth services staff can update their own web page.

Decisions were made to utilize an email delivery service such as Constant Contact, to connect with library card holders. This system will be tested this November with an invitation to a public celebration for the kick off of the library's capital campaign for its expansion and improvement project. As part of this process, there will be an option for the recipient to opt out of future emails.

The website ad campaign was delayed due to the extended time needed to complete the design and content phase and the temporary absence of the city's IT staff. However, the website was previewed by the city council, school district staff, and went live officially on September 28. Scheduling demonstrations at service clubs proved to be problematic due to their crowded program schedules. However, website presentations are scheduled throughout the fall with Rotary, Kiwanis, and the chamber of commerce. In addition, a public open house showcasing the website will be held in the library with staff demonstrating and answering questions. There was a front page article in the local press featuring the launching of the new and improved website as well as an article in the Friends newsletter and has been posted on Facebook. There will be additional coverage in the city newsletter.

**4. Quantify, where possible, the results of the project, including how many people have directly used the new services and resources provided by the project.**

Google analytics is used to track website hits. Informal feedback from the public presentations held has been positive and very enthusiastic. To date, the website has been shown to 10 city council members and staff, plus 50 members of the general public, and 75 school district staff. Many very favorable comments were made to library staff after launching the site. There will be an evaluation form in various places in the library for public comment and it will be reviewed regularly. It is anticipated that another 250 people will be reached at service clubs and the library public reception. In addition, the website is the default setting on all library staff and public computers.

**5. Did the project meet its stated objectives? Compare the project objectives to actual accomplishments.**

The project met seven of nine of its stated objectives. The main difference between the objectives and accomplishments was the timeframe. Due to more time needed to complete the design and content development and the temporary absence of the city IT staff, the launching of the website was delayed. This impacted some of the public presentations before the end of the grant period. However, previews of the website did happen to key audiences including the city council and schools. In addition, news of the website did appear prominently in the local press and on Facebook. The rest of the website presentations have been scheduled and will be completed during the fall. Another result of the delay, is the timing of the evaluation of hits on the website. This process will be conducted October to December 2010.