

A YEAR IN THE LIFE

Rochester Public Library: National Medal Year in Review

Being nominated for a National Medal win is a prime opportunity to share the library's value with your community, as well as celebrate alongside community partners, supporters, and library customers.

In 2018, as a finalist and eventual winner, the Rochester Public Library used traditional PR, social media, community engagement activities, and other tools to publicize the honor. The following "Year in the Life" highlights how RPL used multiple strategies to ensure community members were aware of the distinguished honor.

February 2018

Upon learning about the library's nomination, we pulled together a small team to work on embargoed graphics, press releases, draft emails, and the announcement celebration. The team collaborated to:

- Create a cohesive set of graphics to use across all elements
- Develop a poster series
- Order outdoor flags
- Build a large National Medal to use as a visual
- Plan an Announcement Event for library staff (to use in publicity)
- Write a press release and series of emails to distribute the day of the announcement

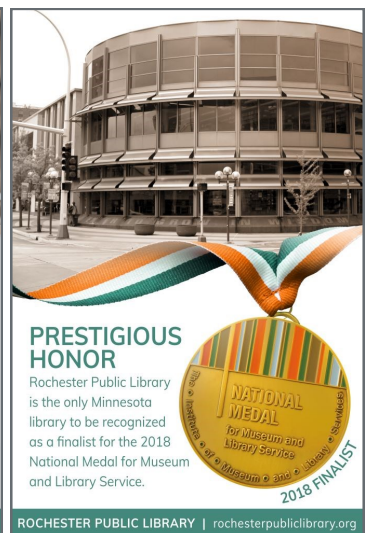
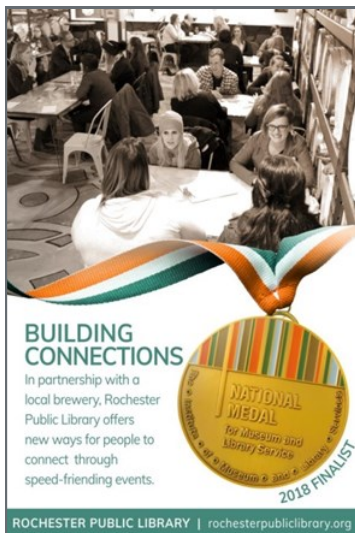
Large National Medal: Used at the Public Service Desk and at various locations inside the library. This item was created by using a large format printer and foam core.

Results: The medal was used in the announcement photo and later hung prominently above the Public Service Desk to spark conversation at the library's main entrance.



Poster Series: 12 posters created

Results: Displayed throughout the library to spark conversations



A YEAR IN THE LIFE

March 5, 2018: Announcement Day

The day of the finalist announcement, RPL used several channels to share the message.

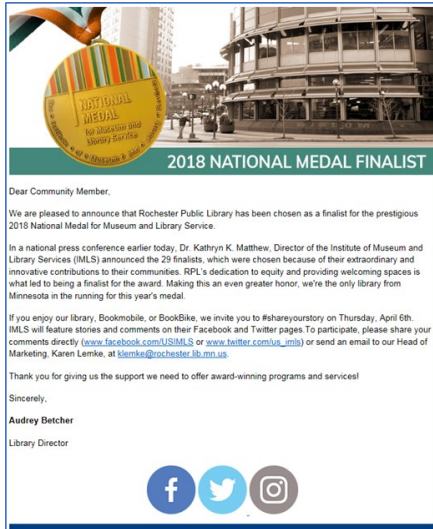


Emails: Messages to all library cardholders, library partners, community leaders, etc.

Results: 40,000+ emails sent, open rate 33%

Press Release: distributed to 52 contacts

Results: 3 news stories (2 TV, 1 newspaper)



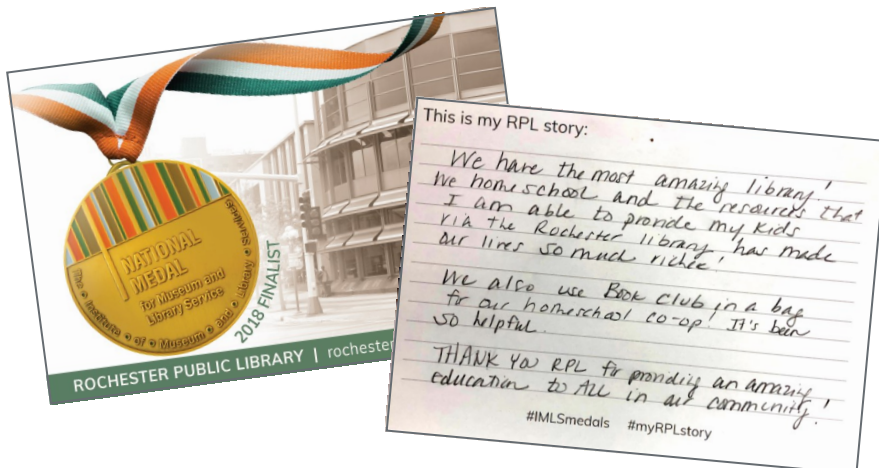
Nathaniel Egelston, 3, looks at his 2-year-old sister, Henrietta's, book as their dad, Brian Egelston, all of Mantorville, browses Monday at the Rochester Public Library in downtown Rochester. The Rochester Public Library is a finalist for the National Medal for Museum and Library Science for the second time in two years.

Once the finalist announcement was public, library staff used various methods to promote the nomination.

#myRPLstory Selfie Station and postcards

To encourage social media posting and collect patron stories, RPL's graphic designer created a smaller National Medal, a step-and-repeat backdrop using the IMLS logo, and signage for a selfie station. Postcards were also created for patrons to their RPL story.

Results: Six #myRPLstory social media posts were collected and shared. Fewer people utilized the Selfie Station, but 75 people filled out postcards.



RPL AS A FINALIST

A YEAR IN THE LIFE

April 2018

Rochester Public Library Day Proclamation:

At a City Hall event, Rochester's Mayor Ardele Brede declared April 6, 2018 as RPL Day in the city. The day coincided with the day IMLS selected to highlight RPL.

Results: 30 attendees, 2 additional news stories



IMLS Finalist Flags:

Flags were hung outside the library building.

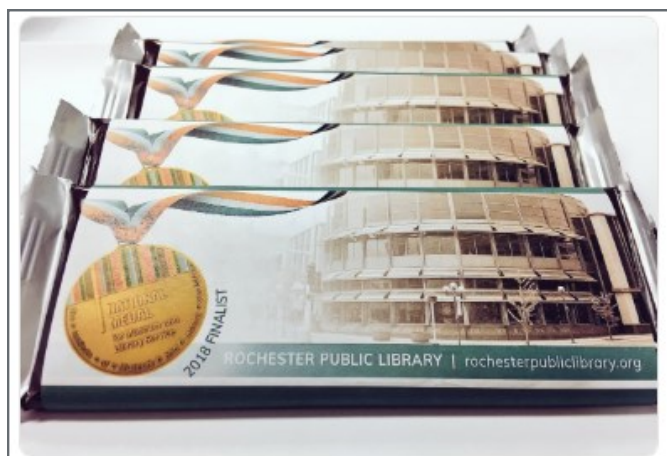
Results: Six flags were displayed outside the library



Custom candy-wrappers

To encourage #myRPLstory-sharing, marketing staff created custom candy wrappers to distribute at the RPL Proclamation Day event and at the library.

Results: 400 treats distributed



IMLS Finalist Video:

Community members were interviewed, and their stories collected for a promotional video about the award. Selected quotes and images, as well as the video, were shared through social media.

Results: 9,600 video views, 3,200+ people reached through quotes and still images



A YEAR IN THE LIFE

May 1, 2018: Announcement Day

The day of the award announcement, RPL used several channels to share the message.



Staff Announcement event: Staff were invited to meet in the library's Reference area where they were greeted with treats and a photo op

Results: A majority of staff attended the event, along with some library board members

Press Release: distributed to 52 contacts

Results: 7 news stories (3 TV, 2 radio, 1 news blog, 2 newspaper)



Emails: Messages to all library cardholders, library partners, community leaders, etc.

Results: 40,000+ emails sent, open rate 33%

Community Announcement Event: As the doors opened and members of the media arrived, library customers were greeted with treats and sparkling cider. A special "Celebration Package" was also sent out with the library's Bookmobile to celebrate outside the building.

Results: Approximately 100 community members celebrated with library staff, with many posing for photos.



Senator Carla Nelson presented a resolution to the Minnesota State Senate, recognizing RPL for the National Medal win.



RPL AS A WINNER

A YEAR IN THE LIFE



May 24, 2018: Ceremony Day

The day of National Medal ceremony, RPL used several channels to share the message.

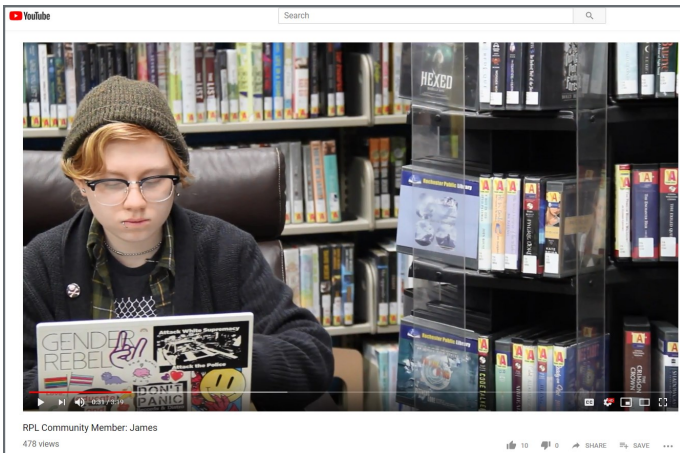
Community Member Video: RPL staff created a video about James Arnold, the community member selected to represent Rochester at the National Medal ceremony event in D.C.

Results: 2,700+ Facebook views and 478 YouTube views

Ceremony Watch Party:

Community members were invited to the library's Watch Party in RPL's Auditorium

Results: 53 attendees



Ceremony Social Media: Throughout the day, RPL staff utilized social media to highlight the ceremony and share information about the award.

Results: 2 Instagram posts (98 likes), 3 Facebook posts (6,687 people reached, 439 reactions), and 6 Tweets (36 reactions)



RPL AS A WINNER

A YEAR IN THE LIFE

June-September 2018

After the ceremony, work continued to both highlight the win and celebrate with the community.

Outdoor Flags:

The National Medal was incorporated into new outdoor flags that were being used for other promotions: one set promoted the Summer Playlist program and the second set highlighted the library's new brand.

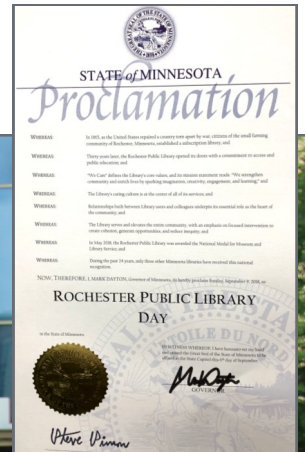
Results: 12 flags created for Summer Playlist, 12 flags created for rebrand



RPL Block Party & RPL Day in Minnesota: Governor Mark Dayton declared Sunday, September 9, 2018 as Rochester Public Library Day in Minnesota, and the RPL Foundation hosted a community Block Party.

The celebration included games, live music, and food outside the library's front doors.

Results: 1,192 people attended the event, 3 media outlets covered the party



RPL AS A WINNER

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October 2018

As part of the National Medal win, RPL received a visit from StoryCorps in October.

StoryCorps, pre-promotion: To encourage engagement, the library hosted a "Your Story StoryCorps Contest." RPL asked community members to nominate themselves or someone they knew to be a part of the recording event with StoryCorps.

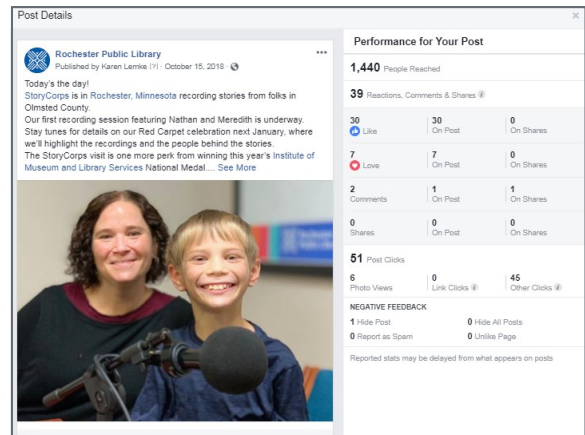
Results: 31 contest entries, with 6 entries chosen for StoryCorps recordings.



StoryCorps Recording Days:

Throughout the recording period, we used social media to share information about the visit from StoryCorps.

Results: 35 Instagram likes, 39 Facebook Engagements (reaching 1,440 people), 2 media outlets covered the story



November 2018

National Medal award funding was to create a new wrap for the library's bookmobile. Since the Bookmobile travels throughout the county and makes approximately 1,820 stops annually, the wrap will highlight the National Medal win to a larger audience.

Results: 100 people attended a Bookmobile reveal event, 3 media outlets covered the reveal event



RPL AS A WINNER

A YEAR IN THE LIFE

January 2019

StoryCorps Red Carpet Event: To celebrate the stories collected by StoryCorps, and to reveal the professionally-produced story, RPL hosted a “Red Carpet” event featuring all participants.

Results: 65 people attended, 2 media outlets covered the event

StoryCorps Poster Series: A dozen posters were created, featuring the StoryCorps interviewees and information on how to access the recordings.

Results: 12 posters created, 53 users accessed recordings between January-February 2019



ROCHESTER STORIES

"I got a text at work that the police had...broke down our front door... and that my husband was in the back seat of a police car."

Meredith Dezutter with Nathan Dezutter

This story and others were collected by StoryCorps and are now available at: www.rplmn.org/recordings, thanks to:

ROCHESTER STORIES

"Because my grandfather was a national war hero, and because China had learned that the world famous Mayo had perfected throat re-construction, he was flown to Mayo in Rochester to be successfully treated in 1941."

David Tsang with Vicki Tsang

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ROCHESTER STORIES

"We all of a sudden got woke up. America is not the best country in the world and what are we really doing? Are we really humanitarian or are we actually promoting war?"

Laura Rice with Anandi Rice

This story and others were collected by StoryCorps and are now available at: www.rplmn.org/recordings, thanks to:

ROCHESTER STORIES

"The Bush Foundation has given me so much opportunity. Now I have to find a way to embrace who I am, what I have to offer, and find a way to let a little heart in it."

Kim Norton with Randy Stone

This story and others were collected by StoryCorps and are now available at: www.rplmn.org/recordings, thanks to:



NATIONAL MEDAL BY-THE-NUMBERS

- 1540 people attended National Medal-related events
- 22 news stories about IMLS-related content and activities
- 48 Tweets, 26 Facebook posts, 21 Instagram posts with hundreds of likes, retweets, and shares
- 71% of library survey respondents (1533 of 2159 people) were aware of the library's National Medal win
- Two Proclamations (one from the Mayor and one from the Governor)
- One Senate floor resolution, presented by State Senator Carla Nelson
- 187 visits to the library's webpage dedicated to the National Medal

rplmn.org

RPL AS A WINNER