

Timeline for 2022 Library Card Design Contest

<i>Action/s</i>	<i>Considerations</i>	<i>Date/s</i>
Launch of the contest.	Coincides with National Library Week.	4/4 - 4/9/22
Last day for artwork submission.	Contest runs for 6 weeks (end date is before PUSD's final weeks).	5/15/2022
Artwork selection opens to all City staff and Friends board members.	There is a one-week timeframe for all City staff and Friends board members to cast their vote for the top 5.	5/16-5/23/22
Public participation vote.	Summer Reading Program participants can cast their vote for the top 5 through Beanstack software.	6/4-6/30/22
Library Commission's decision for the final vote.	Artwork selection is made during the July Library Commission meeting.	7/7/2022
Winning artwork will be sent to vendor.	Vendor needs about 5-6 weeks to complete 10,000 new cards for the library.	7/10 - 8/15/22
City Council recognition of the winner.	August (third week) City Council meeting.	8/16/2022
Launch the 2022 Library Card Sign-Up Month with new library card design.	National marketing toolkit is used for graphics. Marketing is done through social media, library website, flyers, e-newsletters, press releases, etc.	9/1/2022