



LIBRARY COMMISSION AGENDA REPORT

July 7, 2022
Item 4

SUBJECT: REVIEW AND SELECT THE 2022 WINNING LIBRARY CARD DESIGN

SUMMARY

In the spring and summer of 2022, Pleasanton Public Library (Library) held the 2022 Library Card Design Contest. The Library received 88 design submissions and five finalists were selected by The Friends of the Pleasanton Library and City staff. These five designs were posted online and Summer Reading Program participants voted for their favorite design. The winning selection will be decided by the Library Commission (commission) and featured on the new Pleasanton Public Library card.

RECOMMENDATION

Review the 2022 Library Card Design Contest final five design submissions and select the winning library card design.

FINANCIAL STATEMENT

Library card printing and fabrication costs are estimated at \$5,000 and budgeted in the Library Circulation Supplies account, 00152201-433154.

BACKGROUND

The Library's inaugural Library Card Design Contest took place in 2017. Submissions were accepted April 14, 2017 through May 26, 2017. All Pleasanton residents were eligible and encouraged to create a design that focused on the library's newly adopted mission statement, "Start Your Journey Here: Discover, Connect, Share." A total of 70 artistic designs were submitted by Pleasanton community members.

Among five finalists chosen by library staff, the commission selected the winning artwork by Afreen Shameem. On August 15, 2017, Shameem received commendation from the Pleasanton City Council acknowledging her winning design for the new Pleasanton library card. Since 2017, Shameem's winning design has been featured on library cards issued to over 50,000 community members and on the library website, promotional materials, and in e-newsletters to the community.

As determined at the March 3, 2022 Library Commission meeting, the subcommittee responsible for coordinating the 2022 Library Card Design Contest and Library Card Sign-up Month was formed to help students and community members learn what the library offers, to highlight the new card design, and to support a key goal from the Library and Recreation Department's Strategic Plan: to "encourage participation in city-sponsored activities and events" (Goal B). This subcommittee is comprised of two commissioners, two Friends of the Library members, and two Library staff members. Submissions for the 2022 Library Card Design Contest were accepted from April 4, 2022 through May 15, 2022. The contest kicked off National Library Week and residents were asked to submit designs that focused on the Library's mission statement, "Start Your Journey Here: Discover, Connect, Share." The Library received 88 design submissions and five finalists were selected by The Friends of the Pleasanton Library and City staff. These five designs were posted online and Summer Reading Program participants voted for their favorite design. Online public voting ended on June 30, 2022, with the following results:

- Design 1 received 145 votes
- Design 2 received 166 votes
- Design 3 received 44 votes
- Design 5 received 293 votes

DISCUSSION

As determined in the March 3, 2022 Library Commission meeting, commissioners will pick the winning design from these final five designs, referencing the online public vote in their decision-making. The winning design will be featured on the new Pleasanton Public Library card and the artist will receive commendation at the August 16, 2022 City Council meeting.

The Library Card Design Contest and Library Card Sign-up Month subcommittee will then work alongside staff to develop and implement promotional events for the Library Card Sign-up Month in September 2022.

Submitted by:

A handwritten signature in black ink, appearing to read "Jennifer Young". The signature is cursive and somewhat stylized.

Jennifer Young
Supervising Library Clerk

Attachments:

1. Top Five Finalists of the Library Card Design Contest
2. Timeline for 2022 Library Card Design Contest
3. Staff Report from the March Library Commission Meeting