



LIBRARY COMMISSION AGENDA REPORT

March 3, 2022
Item 5

SUBJECT: SELECT TWO LIBRARY COMMISSIONERS FOR THE LIBRARY CARD DESIGN CONTEST AND LIBRARY CARD SIGN-UP MONTH SUBCOMMITTEE

SUMMARY

Pleasanton Public Library (Library) will offer a 2022 Library Card Design Contest, with the winning selection featured on the new Pleasanton Public Library card. Submissions will be collected April 4, 2022 through May 15, 2022, with a winner decided by Library Commission (Commission) vote on July 7, 2022.

RECOMMENDATION

Select two library commissioners for the Library Card Design Contest and Library Card Sign-up Month subcommittee.

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.

The commission selected the winning artwork by Afreen Shameem, among five finalists chosen by library staff. On August 15, 2017, she received commendation from the Pleasanton City Council acknowledging her winning design for the new Pleasanton library card. Since 2017, Afreen'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.

DISCUSSION

The Library Card Design Contest in Spring/Summer of 2022 will provide an opportunity for the library and the commission to re-engage the community with the library mission statement, which will be featured in each card design submission. Library card designers of all ages throughout Pleasanton will be encouraged to participate through an active marketing campaign, coincided to launch during National Library Week on April 4, 2022. The selection process will be a community collaboration, as summer reading program participants will be invited to select their favorite design, joined by commissioners, Friends of the Library members, and city staff. The winning design will receive commendation at the August 16, 2022 City Council meeting.

The Library Card Design Contest will lead into Library Card Sign-up Month in September. The American Library Association's (ALA) Library Card Sign-up Month is an annual event that marks the beginning of the school year, and uses an engaging spokesperson and a national marketing campaign to "promote the power of a library card." Throughout the month, the library will offer celebration events and promotional opportunities to reach new library users. Outreach efforts will focus on helping students and community members learn what the library offers and highlighting the new card design. Library Card Sign-up Month supports a key goal from the Library and Recreation Department's Strategic Plan, to "encourage participation in city-sponsored activities and events" (Goal B).

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

The Library Card Design Contest and Library Card Sign-up Month subcommittee will be comprised of two commissioners, two Friends of the Library members, and two library staff members. The subcommittee will meet monthly, from May through August 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

Attachment:

1. Proposed Timeline for Library Card Design Contest and Library Card Sign-up Month Event(s)