



Getting the Story Out: State Perspectives





Overview

Share successful ways of showing impact of LSTA funds.

Participants:

- **Mary Rayme, MD**
- **Rob Favini, MA**
- **Evan Struble, OH**
- **Susan Mark, WY**



Telling the Story



— Maryland —
State Library
Agency

Mary Rayme, LSTA Coordinator

Maryland State Library Agency

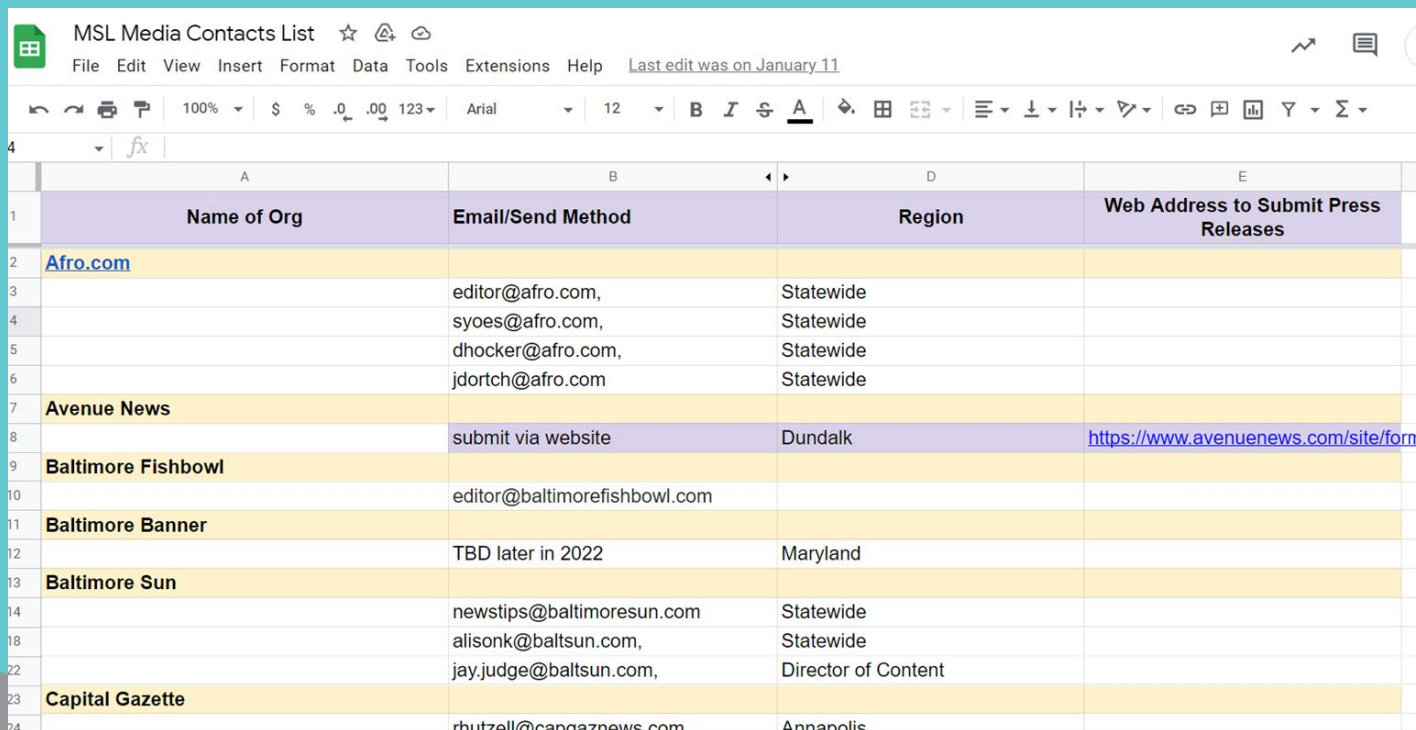
- Separated from state board of education in 2017
- Very small state agency, we have 11 people in our main office
- No full-time marketing staff



Press List

Our old media list had a dozen contacts.

The new list has 78!



	A	B	D	E
	Name of Org	Email/Send Method	Region	Web Address to Submit Press Releases
1				
2	Afro.com			
3		editor@afro.com,	Statewide	
4		syoes@afro.com,	Statewide	
5		dhocker@afro.com,	Statewide	
6		jdortch@afro.com	Statewide	
7	Avenue News			
8		submit via website	Dundalk	https://www.avenuenews.com/site/form
9	Baltimore Fishbowl			
10		editor@baltimorefishbowl.com		
11	Baltimore Banner			
12		TBD later in 2022	Maryland	
13	Baltimore Sun			
14		newstips@baltimoresun.com	Statewide	
18		alisonk@baltsun.com,	Statewide	
22		jay.judge@baltsun.com,	Director of Content	
23	Capital Gazette			
24		rhutzell@caggaznews.com	Annapolis	

Press Release

- Created press release about how ARPA funds were distributed to public library systems in Maryland.
- We started writing it in late August 2021 and released it in mid-October.



22 S. Charles Street • Suite 1310 • Baltimore, Maryland 21201 • 667-219-4800

Irene M. Padilla
Maryland State Librarian

NEWS RELEASE

For immediate release:
October 12, 2021

Contact: Mary Rayme
Grants Coordinator
667-219-4804
maryp.rayme1@maryland.gov

American Rescue Plan Funds Enhance Maryland Library Programming, Services and Collections

BALTIMORE, Maryland - The Maryland State Library Agency (MSL) is proud to announce that public library customers will soon benefit from \$3.2 million in special American Rescue Plan Act (ARPA) funding from the Maryland State Library Agency provided by the Institute for Museum and Library Services (IMLS). This money will be used to provide enhancements to programming, services and collections across Maryland libraries. In the coming months, customers will start to see the impact of these funds on library services.



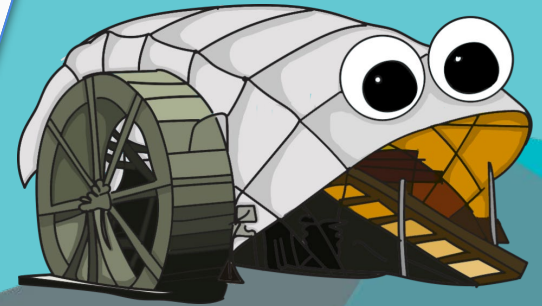
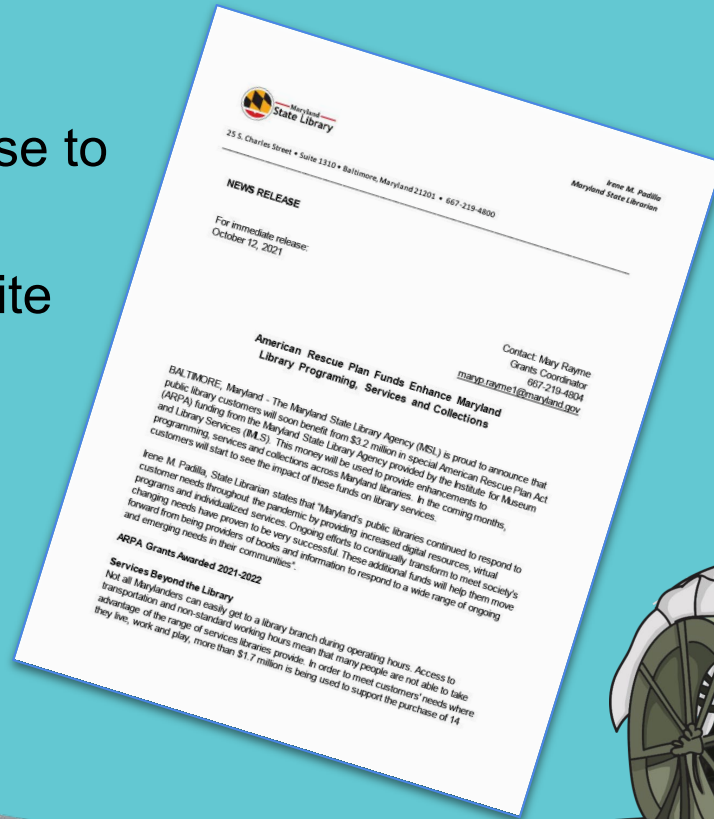
Birth of the Boilerplate

“As the state library agency for Maryland, MSLA administers State and Federal funds to support Maryland public libraries in their mission to offer outstanding resources, programs, and excellent customer service. The State Library Resource Center, at the main branch of the Enoch Pratt Free Library, serves as the official state library. MSL has oversight of the Maryland State Library for the Blind and Print Disabled; Maryland’s Public Libraries; the State Library Network; the Library Capital Grants Programs; and the Deaf Culture Digital Library.”



Sent!

- We sent the press release to our media list and we uploaded it on our website as well.
- We also sent the press release to Madison, our program officer at IMLS.



Thanks!

Questions?

Mary Rayme, Grants Coordinator
maryp.rayme1@maryland.gov



Maryland
State Library
Agency

Telling the LSTA Story



INSTITUTE *of*
Museum and Library
SERVICES

Massachusetts Libraries

BOARD OF LIBRARY COMMISSIONERS

Rob Favini

Head of Library Advisory
and Development
robert.favini@mass.gov



MBLC History



**C.B
Tillinghast**

**Samuel Swett
Green**

**Henry S.
Nourse**

**E.P
Sohier**

**Anna E.
Ticknor**



The LSTA Story is the Library Story

Massachusetts Libraries:
Getting it Done



Who We Tell The Story To



MMA | Massachusetts
Municipal
Association



Massachusetts Library
Trustees Association



**CENTRAL MASSACHUSETTS
LIBRARY ADVOCATES**

A VOICE FOR OUR COMMUNITIES



W *A Voice*
M *for Libraries*
L *in Western*
A *Massachusetts*



Massachusetts Libraries

BOARD OF LIBRARY COMMISSIONERS

How We Tell the Story

Massachusetts Libraries
BOARD OF LIBRARY COMMISSIONERS

Legislative Agenda **FY2023** ☰

Massachusetts Libraries:
Getting it Done

An illustration featuring a central stack of seven large, colorful books (red, green, blue, orange, purple, grey, and teal) stacked vertically. Various stylized human figures are shown interacting with the books: some are sitting on top of the books reading, some are standing next to them, and one is sitting on the ground reading. The scene is decorated with stylized green leaves and blue flowers.

<https://www.mblclegislativeagenda.com/>



Massachusetts Libraries: Getting it Done

No matter where you live or where you're from, how much you earn, what your ability or age, how you identify, or who you love, Massachusetts libraries are in your corner. Effective and efficient, we've leveraged pandemic-related funding to tackle some of the challenges facing the Commonwealth, and we're not done yet. **Increased funding to State Aid to Public Libraries (7000-9501) and State Aid to Regional Libraries (7000-9401) will help us keep going.**



Addressing Mental Health

We've trained public and school librarians in teen mental health so they recognize warning signs in teens and refer them to the help they need. Libraries are piloting programs that put social workers in libraries; others are training librarians in working with people experiencing homelessness.



Internet and Technology for Everyone

We've distributed thousands of hotspots to communities across the Commonwealth, narrowing the digital divide and increasing access to job information, telehealth, e-government, and schoolwork. Librarians continue to teach technology skills to all ages.



Back to Work

Libraries are holding resume writing and job-hunting workshops to teach people the ins-and outs of applying for a job. They're offering English language and literacy programs and librarians are teaching computer and internet skills so people can get back to work in a job they want and that will support them.



Meaningful Inclusion

Libraries are offering innovative learning opportunities like Brockton Public Library's new culturally based ELL and citizenship curriculum; Longmeadow's Storrs Library's Hidden Voices of History series featuring stories that dominant historical narratives have neglected; and a recent statewide Watch Party and Conversation with over 400 people talking about social hierarchies, race, ethnicity and the roots



Learning Year-round

With more than 400,000 participants, summer library programs stop the summer learning slide and build skills needed for the upcoming school year. The National Women's Hockey League champions, Boston Pride, joined the Boston Bruins and First Lady of the Commonwealth Lauren Baker for our library program. Kids read more than 5 million minutes this summer.



Food Insecurity

In communities with high food insecurity or limited access to healthy food, libraries are providing information about local sources and are coordinating with local organizations to offer programs that teach residents about healthy eating, wellness, and how to feed families with available resources. During the summer, many libraries collaborate with Project Bread to be lunch sites.



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Massachusetts Library System (MLS)

7000-9401



MLS provides services to member libraries, often at no direct cost to the library or library users, to promote equitable access to excellent library services and resources for all who live, work, or study in Massachusetts.

We

- Share resources: books, magazines, videos and more from around the state and world to our local libraries. Even when physical buildings were closed to the public, we moved millions of items across the Commonwealth ensuring access to information.
- Help libraries become future ready: we offer hundreds of training sessions and hours of consulting services, as well as lead special initiatives and programs to help libraries tackle big challenges, like the "Summer slide" that affects students during the summer months between school and workforce development, a critical component of the pandemic recovery.
- Provide 24/7 access to Digital Resource: Partnering with the Massachusetts Board of Library Commissioners, we provide a suite of databases and eContent. Our Commonwealth eBook Collection offers over 50% more titles than in 2020, to help support the over 500 school libraries that participate in this program.

The LSTA Story

LSTA & Federal Funding in Massachusetts Libraries

Library Services and Technology Act (LSTA)

Whether it's developing STEAM programming, help for entrepreneurs and small businesses, creating a Maker Space, or finding innovative ways to meet residents' needs, the Massachusetts Board of Library Commissioners' (MBLC) direct grant program is helping local libraries. Using federal LSTA from the Institute of Museum and Library Services, the MBLC develops grant opportunities for public, school, academic, and special libraries that go beyond what local funding can do.

American Rescue Plan Act of 2021 (ARPA) & Coronavirus Aid, Relief, and Economic Security Act (CARES Act)

The MBLC is targeting ARPA and CARES Act funding to programs and initiatives that support education, access, and equity such as a statewide hotspot lending program, increased funding to our #1 ranked school eBook program, and mental health training for librarians who are seeing the pandemic's toll on their communities first-hand.

[VIEW 2021 GRANTS](#)

[VIEW 2022 GRANTS](#)



<https://mblclsta.com/>

Massachusetts Libraries
BOARD OF LIBRARY COMMISSIONERS



LSTA & Federal Funding

in Massachusetts Libraries

CLOSE MENU 

STATEWIDE

DISTRICT 1

DISTRICT 2

DISTRICT 3

DISTRICT 4

DISTRICT 5

DISTRICT 6

DISTRICT 7

DISTRICT 8

DISTRICT 9

Massachusetts Libraries

BOARD OF LIBRARY COMMISSIONERS

Massachusetts Board of Library Commissioners | 90 Canal St., Suite 500 | Boston, MA 02114
Phone (in state only): **800-952-7403** | Phone (general): **617-725-1860**
Consumer Portal: mass.gov/libraries | Agency Site: mass.gov/mblc





LSTA Direct Grants to Libraries

Massachusetts uses LSTA funding to provide libraries with direct grants to meet the needs of their community. **There were eight LSTA direct grants awarded to libraries in the First Congressional District in 2022 totaling \$72,061.**

Below are examples of direct grant funded projects in the First Congressional District:



At the Table – Westfield Athenaeum \$10,000

This project provides the Westfield community with information about local resources, workshops, and programs that give residents a better understanding of healthy eating and wellness. The Westfield Athenaeum's community-wide partnerships will allow the Athenaeum and the City of Westfield to foster a more cohesive focus on healthy eating and culinary literacy as part of a healthy lifestyle.



Protecting Priority Collections – Peru Library \$5,200

Historic archives and artifacts held by Peru Library have been neglected due to funding issues, lack of trained staff, and limited hours. With improved care and management, the library's collections can provide a meaningful trove of local and regional history of interest to the town of Peru. This project focuses on taking fundamental steps to better preserve and share historic resources by creating an accessible and inviting Local History Area.

Story Telling Tips

- Don't assume they've heard it
- And even if they have heard it...
- Tap into their culture
- You have to do all of the lifting

Thank you!

Rob Favini

Head of Library Advisory and Development

Massachusetts Board of Library Commissioners

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Getting the Story Out: Amplifying Grants' Impact

- Identify the target audience(s)
 - Legislature
 - Board of Trustees
 - Library community
- Tailor your approach
 - Data vs. “story”
 - Delivery method

American Rescue Plan Act (ARPA)

- ARPA Outreach Grant awardees are making the news! Even though the [45 institutions](#) that were awarded ARPA Outreach Grants have until July 31st to complete the project outlined in their respective grant applications, some recipients have already *wrapped up* their initiatives, or publicly put forth their *plans* to meet their desired outcomes. [Take a look](#) at these media links from some of those impacted institutions:
 - [Chagrin Falls Exempted Village Schools](#)
 - [Jackson City Library](#)
 - [Madison Public Library](#)
 - [OhioNet](#)
 - [Wittenberg University, Thomas Library](#)



State Library of Ohio
December 1, 2021 · 🌐



Chillicothe and Ross County Public Library

November 30, 2021 · 🌐

The CRCPL Outreach Department has been awarded a \$69,119 American Rescue Plan Act (ARPA) grant to provide library services to the Village of Clarksburg and Zane Village Mobile Home Park.

The funds, which were awarded by the [State Library of Ohio](#) and provided by an [Institute of Museum and Library Services \(IMLS\) LSTA grant](#), will be used to install book pickup lockers and book return bins at both locations. Read more here: <https://www.crcpl.org/library-awarded-grant-to-provide.../>

(Photo: Book lockers from D-Tech International)

Questions?



Evan T. Struble
Associate State Librarian for Library Development
State Library of Ohio
estruble@library.ohio.gov

Wyoming



STATE LIBRARY



**150
YEARS**

1871-2021

LIBRARY SERVICES & TECHNOLOGY ACT

Home □ About the WSL □ Library Services & Technology Act



[Edit]

The Library Services and Technology Act (LSTA; Public Law 108-81), administered by the Institute of Museum and Library Services, provides federal funds to the Wyoming State Library to support library services and projects across the state.

CFDA #45.310

Projects supported by LSTA in full or in part include, but are not limited to:

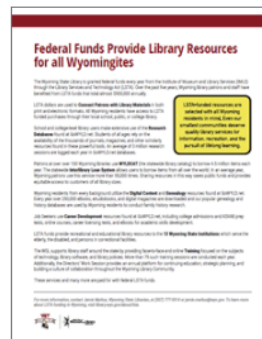
- Online resources for information and learning found on GoWYLD.net;
- Downloadable audiobooks, books, and magazines found on GoWYLD.net;
- Products and services to support the statewide library catalog (WYLDcat);
- Products and services to support interlibrary loan transactions and management;
- Resource sharing stipends for public and academic libraries;
- Collection development stipends to support library services at the 13 Wyoming State Institutions;
- Funds to convene statewide meetings, provide a wide range of training, and enable state library staff to maintain a high level of knowledge on current and emerging topics.

Links to LSTA in Wyoming

- [Wyoming LSTA Fact Sheet](#)
- [2018-2022 LSTA Five-Year Plan](#)
- [2018-2022 LSTA Five-Year Plan Evaluation](#)
- [Previous LSTA Five-Year Plans and Evaluations](#)



The Impact of Federal Funds on Wyoming Library Resources



[Download this Fact Sheet](#)



[Using the Library](#) [WYLD](#) [Collections](#) [Services](#) [Library News](#) [About](#) [Ask a Librarian](#) [WSL Catalog \(WYLDCat\)](#)

WSL NEWS



[Sign up now for the WSL's Outrider newsletter](#)

Grant Opportunities

June 1, 2022

Judith Krug Fund Banned Books Week Event Grants DEADLINE: June 6, 2022 Each year FTRF distributes grants to non-profit organizations to support activities that raise awareness of intellectual freedom and censorship issues during the annual Banned Books ...[Read More »](#)

WyoCAN June Video: Social Media and Text Scams

June 1, 2022

Cyber-in-a-Box School Video Challenge The School Video Challenge was created to encourage Wyoming middle and high school classrooms to create original video content promoting public cybersecurity awareness as part of the Cyber-in-a-Box program. This video was created ...[Read More »](#)

Free Continuing Education Events for the Week of May 30



[Download the current edition of The Outrider](#)

Newsletter Archives

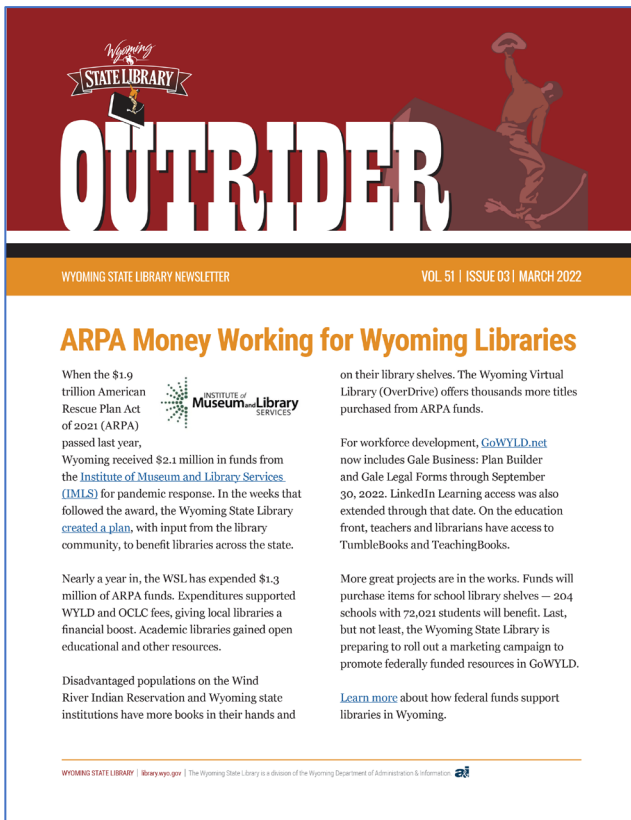
- [Outrider Archives](#)
- [Wyoming Library Foundations](#)
- [News to Use](#)
- [Wyoming Library Roundup](#)

Recent Posts

- [Grant Opportunities](#)
- [WyoCAN June Video: Social Media and Text Scams](#)

Blog posts related to IMLS funding

- Get Out There and GoWYLD
- ARPA funds announcement and updates
- 5-year evaluation survey and completion
- Directors' annual work session
- Rowdy Randy project
- Miscellaneous database features



The Outrider

- Electronic newsletter to Wyoming libraries
- Usually 10-16 pages
- 1100+ on mailing list
- 10-12 times annually

Press releases related to federal funding

- Get Out There and GoWYLD
- TumbleBooks and TeenBookCloud (ARPA)
- Gale Business Plan Builder and Legal Forms (ARPA)
- Wyoming Virtual Library

Press releases are sent statewide to more than 100 media contacts.



*A trusted source for
information, ideas, and
solutions.*



Payroll Reminders

October 16th to November 15th: 21 Working Days (168 hours)

October: 21 Working Days (168 hours)

November: 22 Working Days (176 hours)

November 10th: Salary Exempt and Salary Non-Exempt Timesheets Due

November 15th: W-4 Changes Due

November 15th: Direct Deposit Changes Due

November 17th: Hourly Non-Exempt Timesheets Due

November 30th: Pay Day

November Holidays

Volume 6 | Issue 41 | November 03, 2021

NEWSLETTER

Economic Analysis Division News

Wyoming Cost of Living Index

The State of Wyoming Economic Analysis Division has completed the Second Quarter of 2021 (2Q21) Wyoming Cost of Living Index (WCLI).

More



Wyoming State Library News

Did you know?



Did you know that November is National Picture Book Month? The Wyoming State Library has just added a wonderful online resource for the occasion -- TumbleBooks. TumbleBookLibrary includes animated, talking picture books that teach kids the joy of reading in a format they'll love. Find it in GoWYLD.net under the Digital Library link at the top -- available to you with your card from any Wyoming public or community college library or from the State Library.

Safety Office News

Directors' Work Session



Rowdy Randy at the Wyoming Library Association legislative reception



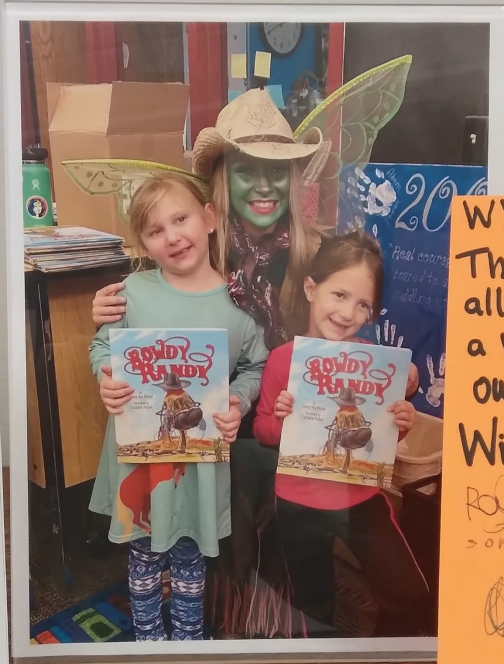
WDY ANDY

uzzes
yoming



INSTITUTE of
Museum and Library
SERVICES

Project Supported with Federal
Library Services and Technology
Act Funds through the Institute
of Museum and Library Services

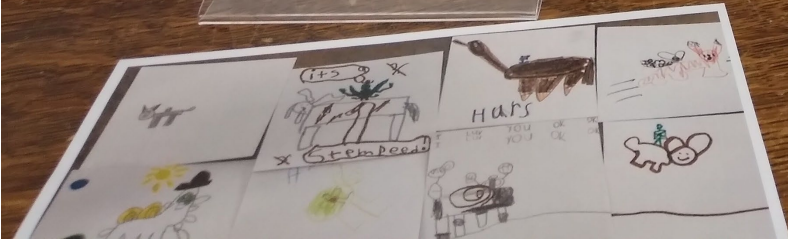


WY State Library,
Thank you for
allowing us to have
a Wyoming Author visit
our school!

Wind River Elementary

Rogunex
sopna
Jasinda
Mavin
Marley
Salome
colt
Arligh

ATL
HE
America
Triben
astoria
Alaxa
Jasinda
ELIZABETH
Aide
KYLE
Leig
E
cod
william
cam
ryto



Wyoming State
Library - Jan

[Libby](#)

[Bookflix](#)

[WYLD Research](#)

[LinkedIn Learning](#)

[Find a Library](#)

GoWorld

from the Wyoming State Library





Libby



Access thousands of free audiobooks, e-books, and magazines with Libby. No holds, no late fees!

[Learn More](#)



Bookflix



Jumpstart reading comprehension and bring stories to life with animated readings of classic children's books.

[Learn More](#)



GoWYld

Unlock more
with your
library card

free online
resources



[Subject Guides](#) | [Databases A to Z](#) | [eLearning](#) | [Digital Library](#) | [GoWYLD Kids](#) | [Students](#)

[GoWYLD](#) / [Subject Guides & Tutorials](#) / [Kids K-8 Resources](#) / [Home](#)

Kids K-8 Resources

Home

[Early Literacy](#)

[Kids K-8--Databases](#)

Support Material

[Activities--K-8](#)

[Tutorials](#)

New Resources for Educators



TeachingBooks™

TeachingBooks.net is an online database of thousands of multimedia resources you can use to explore children's and young adult books and

Early Literacy



Bookfix **WSL**

A literacy resource for grades PreK-3 that pairs classic fictional video storybooks with related eBooks. Animation, audio and interactive games are designed to reinforce core reading skills. *For access outside the library, use this link.



Novelist K-8 Plus **WSL**

Novelist K-8 Plus is especially for younger readers. It has reading recommendations for both fiction and nonfiction, for kids in grades K-8. Use it to find just the right books for every reader



TumbleBooks **WSL**

These curated collections of eBooks & audiobooks in multiple formats include animated, talking picture books, read-along chapter books, non-fiction books, playlists, graphic novels and more. This content is available for streaming only and is not downloadable.

[more...](#)

Kids K-8--Databases

[Databases--School](#) **WSL**

GOWYLD TOOLKIT

[Home](#) [GoWYLD Toolkit](#)



[\[Edit\]](#)

Welcome to the GoWYLD Marketing Campaign Toolkit!

From June 6th through the end of November, the Wyoming State Library will be promoting a new marketing campaign, "Get Out There and GoWYLD", showcasing many of GoWYLD's most useful resources.

Below you'll find links to digital and print assets that your library can download and share with your patrons to help them explore all that GoWYLD has to offer.

Note: Be sure to direct all web traffic to our dedicated campaign URL, [GoWYLD.com](#), to maximize our campaign's effectiveness.



Use this calendar as a guide to know when to share these campaign assets



Download and print this 8.5x11 poster to promote our campaign within your library



Contact Information

Wyoming State Library
2800 Central Avenue
Cheyenne, WY 82002
Monday - Friday, 8 a.m. - 5 p.m.

[WSL Staff & Department Directory](#)

Main Reference

(307) 777-6333
statelibrary@wyo.gov

Interlibrary Loan

(307) 777-7282
ai-wsl-circulation@wyo.gov

WYLD Support

(including after hours information)



Campaign assets

- Posters, bookmarks, banners
- Web graphics
- Videos
- Social media cover images and post graphics
- Email and social media pre-written content
- HTML email template



Questions?

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