Progress towards Performance Measures

Washington Children Enrolled:

Children Enrolled (March Processing): 20,624
Change: Increased by 4,654 from January enrollment processing which was at 15,970

Washington Affiliates:

Total Affiliates: 28
New Affiliates this Quarter: 4

Washington Program Coverage:

Counties Fully Covered: 19
Counties Partially Covered: 10
Counties with No Coverage: 10

New Full County Coverage this Quarter:
Kitsap, Whatcom, Whitman, Kittitas

New Partial County Coverage:
Des Moine, WA

Counties with Full Coverage:
STATE COVERAGE
PRIORITIZATION
STRATEGY

Utilizing the United for ALICE (Asset Limited, Income Constrained, Employed) report from UWPNW, we are focusing expansion on non or partial covered counties with higher-than-average communities of color (primarily Black and Hispanic) populations in poverty, and just above the federal poverty threshold (ALICE) as priority targets to on-board new affiliates or increase enrollment.

Whitman County, number one in ALICE plus poverty population, and number two for highest Black population in poverty was successfully covered. For example, when we look at the date for Whitman County we see 27% of total households falling under the poverty threshold while an additional 25% of households fall below the ALICE Survival Budget threshold. This means approximately 52% of Whitman County households are struggling to get by every month. When we look at Black Households, poverty (30%) plus ALICE (44%) increases to 74% of Black households struggling while 71% of Hispanic households are struggling (33% poverty + 38% ALICE). Additionally, 75% of single parent female headed households (35% poverty + 40% ALICE) in Whitman County are struggling.

Using this data Whatcom County, number six, and Kitsap County, number seven for highest Black population in poverty were onboarded, and Kittitas and Kitsap Counties, both number one and number two for highest Hispanic population in poverty were activated with full coverage.
The below map shows the enrollment saturation by Washington county.

Note: Pierce County’s affiliate, Chief Leschi School supports tribal students via a previously secured federal grant, and they are not funded by OSPI funds.
## LIST OF ENROLLMENT BY COUNTY

The below list shows the enrollment saturation by Washington county.

<table>
<thead>
<tr>
<th>County</th>
<th>Washington Children Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADAMS</td>
<td>334</td>
</tr>
<tr>
<td>CLALLAM</td>
<td>1,020</td>
</tr>
<tr>
<td>CLARK</td>
<td>2,986</td>
</tr>
<tr>
<td>COLUMBIA</td>
<td>26</td>
</tr>
<tr>
<td>COWLITZ</td>
<td>3,154</td>
</tr>
<tr>
<td>DOUGLAS</td>
<td>43</td>
</tr>
<tr>
<td>GRANT</td>
<td>690</td>
</tr>
<tr>
<td>GRAYS HARBOR</td>
<td>662</td>
</tr>
<tr>
<td>ISLAND</td>
<td>218</td>
</tr>
<tr>
<td>JEFFERSON</td>
<td>290</td>
</tr>
<tr>
<td>KING</td>
<td>203</td>
</tr>
<tr>
<td>KITSAP</td>
<td>2,671</td>
</tr>
<tr>
<td>Klickitat</td>
<td>61</td>
</tr>
<tr>
<td>Lewis</td>
<td>2,630</td>
</tr>
<tr>
<td>OKANOGAN</td>
<td>835</td>
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<tr>
<td>PACIFIC</td>
<td>142</td>
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<tr>
<td>PEND OREILLE</td>
<td>55</td>
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<tr>
<td>PIERCE</td>
<td>46</td>
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<tr>
<td>SAN JUAN</td>
<td>44</td>
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<tr>
<td>SKAGIT</td>
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<tr>
<td>SKAMANIA</td>
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<tr>
<td>SNOHOMISH</td>
<td>3,009</td>
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<tr>
<td>STEVENS</td>
<td>820</td>
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<tr>
<td>WAHkiakum</td>
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<tr>
<td>WALLA WALLA</td>
<td>267</td>
</tr>
<tr>
<td>WHATCOM</td>
<td>24</td>
</tr>
<tr>
<td>WHITMAN</td>
<td>1</td>
</tr>
<tr>
<td>YAKIMA</td>
<td>204</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>20,624</strong></td>
</tr>
</tbody>
</table>
Program Leadership Support Activities:

From January to March 2022, expansion staff has focused efforts to educate, energize and equip local affiliates with tools to uplift community program awareness, enrollment and increased affiliate funding support. Official program launch activities were also a main focus to recognize partnerships and OSPI’s match support to affiliates, and promote the expansion efforts in all areas of the state. See more about the launch activities on the next page.

Below is a list of activities initiated to build affiliate strength, performance, and partnership, and to help achieve our state goals for enrollment and coverage:

Incentive: (Purpose: motivate and increase enrollment)
A first quarter enrollment incentive was initiated that would enter any operating Washington affiliate that increased enrollment by fifteen percent into a drawing to win one of three brand new Dolly Parton cut-outs. These cut-outs can be expensive for many affiliates to purchase with their budgets, and is considered the most popular marketing collateral of Dolly Parton’s Imagination Library program.

One-on-One Affiliate Meetings: (Purpose: support leadership, strengthen performance, increase enrollment and funding)
Current and newly onboarding affiliates have been supported with direct virtual meetings with the expansion staff to discuss challenges, workable solutions and opportunities and resources to help reach optimal program performance.

Newsletter: (Purpose: educate, energize, provide resources for enhancing awareness, enrollment and funding support)
A monthly affiliate newsletter has been crafted to share benchmark best practices for community engagement, recruiting funds and increasing enrollment, and to highlight expansion project achievements and milestones, celebrate affiliate victories and share new and informative tools and resources.

Standardized Toolkit of Documents: (Purpose: to equip affiliates with uniform collateral to streamline program messaging, provide professional ready-to-go assets that can be used to engage potential funding partners, and families and community supporters) Examples are a post office letter encouraging partnership and support to local affiliates, a donor flyer that lists tangible levels of support, a funding formula flyer showing annual support needed for a particular population with the match from OSPI, etc.
Expansion Launch Activities:

Key partners in expansion efforts, DWF, UWPNW and OSPI coordinated efforts for an official expansion marketing launch event that took place on March 2, 2022, also National Read Across America Day. Below are activities that took place to illuminate partnerships, expansion efforts and engage media, community stakeholders and families from around the state.

Press Release: A formal press release was distributed at the start of March 2nd to all state media, affiliates and partners and posted on the expansion website and social media platforms.

Virtual Press Conference: State media was invited to attend a Zoom press conference hosted by UWPNW that featured panelist speakers to provide various perspectives about the program, (i.e. a parent of a participant in Clallam County, an affiliate representative from Lewis County, the DWF Executive Director and a Washington State author reading her book that was selected for the 2022 Imagination Library curriculum. An expansion video was also premiered at this event, featuring Dolly Parton, Superintendent of Public Instruction, Chris Reykdal and parent of participant and Executive Director of Imagination Library Expansion, Brooke Fisher-Clark.

Link to Expansion Video: https://www.youtube.com/watch?v=vxOot6T-6A0

Picture is from a teaser social media post from the expansion video photo shoot setting at LBA Park in Olympia that was designed around children’s reading with a cozy circle of trees and friendly animal statues. Pictured here is Brooke Fisher-Clark, Executive Director of Imagination Library Expansion and her son, Baron. Big thanks goes to videographer, Stephanie Rexus for her amazing work producing the entire expansion video!
Expansion Launch Activities Continued:

**Social Media Promotion:** A new Facebook and Instagram page were launched on March 2nd. The Facebook page received high engagement and support with 1,699 page likes and 2,032 page followers in the first month.

**Facebook & Instagram Handles:** @imaginationlibrarywashington

**Sample of Comments from Social Media Platforms:**
‘Congratulations! Thank you for bringing this wonderful program to kids and families in Washington.’

‘What a blessing!!! This is going to be so beneficial for the children in Washington State! Thank you Dolly Parton.’

‘We absolutely love getting our books! My son’s library is so full and he loves all the stories. Thank you!!!’

**Website:** A new Dolly Parton’s Imagination Library state expansion website was launched to provide information and updates on state coverage, contribution opportunities and program features. Families of early learners can also search availability in their area on the site and sign up if available.

**Website Address:** www.imaginationlibrarywashington.org

**State Media Attention:** Several news articles were published about the expansion news and even some mainstream TV news stations picked up the story to share. Examples include articles from The Olympian, Union-Bulletin, The Chronicle etc.

**New State Program Logo:** New state specific logos were premiered on March 2nd signifying the state expansion and program in Washington. See below.
Legislative Accomplishment

At the start of the new year, Dolly Parton’s Imagination Library was able to make its appearance in Washington legislation in the form of House Bill 2068 that would recognize and codify the Imagination Library as a statewide program. The bill was introduced by Representative Monica Stonier (D-Vancouver) and co-sponsored by Representative Peter Abbarno (R-Centralia) on January 19th, Dolly Parton’s 76th birthday. The bill received support from OSPI and the Department of Children Youth & Families (DCYF) of which the statewide program would be placed upon becoming law. The bill progressed through committees, house and senate floor votes to achieve successful passage on March 1, 2022 with an overwhelming bipartisan majority in both chambers. Governor Jay Inslee signed the bill on March 11th, and the bill becomes law on June 9, 2022.

This marks a significant milestone in bringing the gift of books to Washington’s early learners now and in the future, and affirms a commitment from the legislative body that our children’s opportunities to learn, grow and explore are of utmost importance. Washington will become the first state on the west coast to have a statewide Dolly Parton’s Imagination Library program and the eleventh state nationally.

The UWPNW team is convening meetings with DCYF, DWF and OSPI in the second quarter to understand party expectations and develop coordinating plans moving forward to bring this program to all thirty nine counties in the state.
Learnings & Outreach Update

The following activities took place in the first quarter 2022 to communicate expansion plans, partnerships and goals, convey program features, coverage needs and costs and outlined ways for various stakeholders to support.

Affiliates:

- **Introductory Affiliate Webinar**: An initial meeting was held in January 2022 inviting all state affiliates to hear about plans to expand to all thirty nine counties in Washington, enrollment goals, the fifty percent funding match to affiliates from The Office of the Superintendent of Public Instruction and UWPNW’s expansion lead role and hire of an Executive Director of Imagination Library Expansion.
- **New Affiliate Onboarding Meetings/E-Mails**: New affiliates have been supported with one or multiple virtual meetings and e-mails to ensure successful start-up and operation is within The Dollywood Foundation standards.
- **Prospect Affiliate Meetings**: Webinar presentations have been held since January with interested nonprofits who want to learn more about becoming an affiliate.
- **Affiliate Support Meetings/E-Mails**: Expansion staff arranged virtual meetings and sent information via e-mail as needed by affiliates. This has been ongoing since January 2022.

Community:

- **Presentation to Educational Service District**: Expansion staff presented to the states educational service district early learning coordinators in late February 2022 to inform of the program and ask for help creating program awareness in Washington communities.
- **Expansion Launch**: On March 2, 2022 Dolly Parton’s Imagination Library statewide expansion was marketed with launch day activities such as the distribution of an expansion press release, and a virtual press conference, which state media, affiliates and stakeholders attended to hear from a panel of speakers highlighting the programs impact and importance from different lenses. An expansion video featuring Dolly Parton and Superintendent of Public Instruction, Chris Reykdal was also premiered. Other activities included launching a new website (www.imaginationlibrarywashington.org) where families can search program availability and register Washington children, and program and expansion updates are posted. A new Facebook and Instagram page were also launched (@imaginationlibrarywashington).
- **Community Stakeholder Presentations**: Numerous presentations have been conducted to state Rotary Clubs, early learning coalitions, and United Ways to secure funding, new affiliates or awareness/enrollment support.

Advisory:

- **UWPNW**: Weekly Thursday meetings are held with UWPNW staff to discuss expansion progress, support needs and strategy/planning, and updates are presented at quarterly or special UWPNW meetings and forums.
- **The Dollywood Foundation (DWF)**: Thursday meetings are held with DWF leadership and UWPNW expansion leadership to relay progress reports, assess needs for expansion and affiliate supports and ensures the statewide expansion and program project are adhering to DWF’s standards.
What's Next

The first quarter revolved around building the framework for expansion efforts, training, strengthening relationships with state affiliates and prospecting new coverage by priority targets. Below is a glimpse into quarter two plans for Dolly Parton’s Imagination Library expansion project for Washington State:

Oversight & Staffing:

- **State Partners:** With the signing of House Bill 2068 by the Governor, Dolly Parton’s Imagination Library will be recognized in law on June 9, 2022 as a statewide program that will fall under the oversight of The Department of Children, Youth and Families in consultation with OSPI. A meeting is being scheduled for the second quarter to determine expectations, reporting and activities in this new arrangement.

- **Advisory Board:** UWPNW will create an advisory board specifically for oversight and support to Dolly Parton’s Imagination Library expansion efforts in Washington. The Dollywood Foundation recommends a board of five to six people with members who represent a good cross-section of the state.

- **Staffing:** Recruitment is underway for a Communications and Outreach Manager to support Imagination Library expansion. Eighty percent of this full time position is dedicated to the project with the remainder supporting UWPNW. This hire will help to accelerate expansion efforts with increased marketing and project support. This will bring the total staff resources committed to the project up to 2.05 FTE’s. Once the Communications position is filled a recruitment for a program assistant will be launched to help support the project.

Performance Assessment:

- **Parent Surveys:** Affiliates will be asked to collect survey data from participant parents in the second quarter to see how the program has increased family engagement time reading, increased skill development, and parent opinions on the value this program brings to their children.

- **Assessments:** UWPNW staff will connect with OSPI and DCYF to identify the best method for obtaining fall Kindergarten assessment data that reflects the performance of participant children vs. non-participant children so overall program effectiveness can be tracked for Washington children.

Prospecting & Outreach:

- **Prospecting:** Efforts will continue to activate full program coverage to remaining partial and uncovered counties. Six to nine additional counties are projected to be fully covered in the second quarter.

- **Outreach:** UWPNW staff will attend the Rotary District 5020 Conference in Victoria B.C. in May, showcasing the program expansion work and Rotary partnerships in Washington State. This opportunity is expected to yield additional support from Rotary’s throughout the state to fund existing programs, become an affiliate, or promote the program to increase enrollment.