Imagination Library of Washington
Quarterly Report
JUNE 2022

Framing a Successful Future

Produced by
Brooke Fisher-Clark
Executive Director, Imagination Library of Washington
United Ways of the Pacific Northwest
In partnership with The Dollywood Foundation
E-mail: brooke@uwpnw.org  Phone: 360-560-3960
**WASHINGTON CHILDREN ENROLLED:**
Children Enrolled (June Processing): 26,939
Change: Increased by 6,315 from March enrollment processing which was 20,624

**WASHINGTON AFFILIATES:**
Total Affiliates: 28
New Affiliates this Quarter: 1
(Chelan Douglas Child Services Association)

**WASHINGTON PROGRAM COVERAGE:**
Counties Fully Covered: 21
Counties Partially Covered: 9
Counties with No Coverage: 9

New Full County Coverage this Quarter:
Chelan and Douglas Counties

Graph Shows: Enrollment growth since January 2022

Graph Shows: Current Washington enrollment by children's year of birth.
ILWA staff utilized United for ALICE (Asset Limited, Income Constrained, Employed) data as a compass to uplifting Dolly Parton’s Imagination Library (DPIL) within the most vulnerable populations in the state in terms of poverty, communities of color, and single parent, female headed households in counties with no or partial program coverage.

Both Chelan and Douglas Counties were activated with full coverage of the DPIL program via affiliate Chelan Douglas Child Services Association (CDCSA), who operates the regional Head Start, Early Head Start and ECEAP programs for Chelan and Douglas Counties low income families and children.

Chelan County is the seventh highest ranking county of families living in poverty plus a high ALICE population of families one emergency away from poverty (42%). Chelan County is also number one for highest black population living in poverty (79%).

Since CDCSA also serves Douglas County children, they wanted to provide DPIL program service to the entirety of that county as well.

CDCSA will ensure current and enrolling Head Start, EHS and ECEAP children are informed and enrolled in the DPIL program, which further supports the target populations UWPNW is prioritizing for engagement.

ILWA staff continues to target prospect affiliates in regions that demonstrate higher need based on the ALICE reporting. State affiliates have also been encouraged to adopt specific marketing strategies to reach their minority and impoverished populations, although the program remains universal for all children under five who live in a program active region.
Map of Enrollment by County

The below map shows the enrollment saturation by Washington county.

Kitsap County - 3,289
<table>
<thead>
<tr>
<th>County</th>
<th>Washington Children Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADAMS</td>
<td>397</td>
</tr>
<tr>
<td>CHELAN</td>
<td>222</td>
</tr>
<tr>
<td>ASOTIN</td>
<td>1</td>
</tr>
<tr>
<td>CLALLAM</td>
<td>1,082</td>
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<tr>
<td>CLARK</td>
<td>4,592</td>
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<tr>
<td>COLUMBIA</td>
<td>31</td>
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<tr>
<td>COWLITZ</td>
<td>3,170</td>
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<tr>
<td>DOUGLAS</td>
<td>162</td>
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<tr>
<td>FRANKLIN</td>
<td>1</td>
</tr>
<tr>
<td>GRANT</td>
<td>841</td>
</tr>
<tr>
<td>GRAYS HARBOR</td>
<td>766</td>
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<tr>
<td>ISLAND</td>
<td>236</td>
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<tr>
<td>JEFFERSON</td>
<td>335</td>
</tr>
<tr>
<td>KING</td>
<td>187</td>
</tr>
<tr>
<td>KITSAP</td>
<td>3,289</td>
</tr>
<tr>
<td>KITTITAS</td>
<td>237</td>
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<tr>
<td>KLIKICITAT</td>
<td>110</td>
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<tr>
<td>LEWIS</td>
<td>2,640</td>
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<tr>
<td>OKANOGAN</td>
<td>840</td>
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<td>PACIFIC</td>
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<tr>
<td>PEND OREILLE</td>
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<td>PIERCE</td>
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<td>SAN JUAN</td>
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<td>SPOKANE</td>
<td>2</td>
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<td>STEVENS</td>
<td>841</td>
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<tr>
<td>THURSTON</td>
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<td>WAHAKIAKUM</td>
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<td>WALLA WALLA</td>
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<tr>
<td>WHATCOM</td>
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<td>WHITMAN</td>
<td>376</td>
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<tr>
<td>YAKIMA</td>
<td>226</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>26,939</strong></td>
</tr>
</tbody>
</table>
Enhancing our Outreach:

UWPNW was delighted to onboard a new Communications and Outreach Manager, Angela French on May 19, 2022. Angela is a seasoned resource development and communications leader, with experience leading a successful state affiliate of Dolly Parton’s Imagination Library. Angela will focus on promoting the program utilizing a variety of marketing tools, particularly in regions where we are encouraging growth and want to enhance awareness. She will also aid the Executive Director with resource development, engaging potential state and local partners who can help sustain the local and state program and uplift enrollment.

One of Angela’s first tasks in her first 30 days was to craft a communications plan for the next year, through June 2023 targeted at emphasizing and uplifting our three silos of focus as a state Imagination Library; to promote, sustain and develop Dolly Parton’s Imagination Library.

Developing an Affiliate Library:

The new Communications and Outreach Manager is also dedicating time to creating a comprehensive library of documents that can be utilized and customized by Washington state affiliates to aid in local program onboarding, development, and operational success. Documents are also being designed in both English and Spanish versions to help affiliates inform families of the program’s features and registration information. The online library is set to be available to affiliates to login to by July 2022.

These documents are all reviewed and approved for standardized use by The Dollywood Foundation, and many documents created by Imagination Library of Washington staff are now shared with other states by The Dollywood Foundation as best practice material for reference.
PROGRAM LEADERSHIP SUPPORT ACTIVITIES CONTINUED:

Advisory Addition:

After a period of outreach to state affiliates for nominee recommendations, a slate of advisory committee nominees was presented to the UWPNW board, which was approved on June 17, 2022. It is recommended by The Dollywood Foundation in all statewide program models, that an advisory committee be established to provide additional program oversight, provide guidance and support to Imagination Library of Washington staff, and provide resource support to aid in achieving state program goals. Members will help to establish the separate 501c3 nonprofit, “Imagination Library of Washington,” as required in the passed legislation, and also required by The Dollywood Foundation once Dolly Parton’s Imagination Library becomes a statewide program. The first advisory committee meeting is scheduled for July 8, 2022.

The new members of the Imagination Library of Washington advisory committee represent a variety of geographies, backgrounds and skills that will compliment and strengthen state program growth and sustainability efforts.

Imagination Library of Washington Advisory Committee Members:

Anil Puril

Anil is retired, formerly an engineering leader at TransAlta in Centralia, Washington. He is an Assistant Governor of Rotary District 5020, and is a charter member of Twin Cities Rotary, a large funding partner to local Imagination Library affiliate, United Way of Lewis County.

Anil brings financial, quality management and project management experience, as well as his passion for this program.

“I want to contribute to the growth of Dolly Parton’s Imagination Library of Washington, that in time can improve kindergarten preparedness levels of the state.”

-Susan Grisham

Susan Grisham

Susan is the Executive Assistant to the City Manager at City of Olympia, bringing her strengths in communications, organization and problem resolution to supporting the Imagination Library of Washington.

“From a young age, I’ve had a passion for books and the power they have to expand an individual’s world. I am exited to merge my experience in both the public and private sectors to inspire a future generation of readers.”

-Susan Grisham
PROGRAM, LEADERSHIP, SUPPORT ACTIVITIES CONTINUED:

Imagination Library of Washington Advisory Committee Members Continued:

Ivan Orozco

Ivan is the Community Engagement Manager for United Way of Central Washington, who is an affiliate of Dolly Parton’s Imagination Library for Selah, Washington and all of Kittitas County with plans to complete coverage of Yakima County. Ivan is the program coordinator for their DPIL program. Ivan brings his skills in marketing, technology and language, being fluent in both English and Spanish.

"I believe in success through collaboration, and bringing members together from across the state to collaborate and share ideas is exciting for the expansion of the Imagination Library statewide.”

-Ivan Orozco

Jodi DeCesari

Jodi is the Executive Director at Okanogan County Child Development Association, also an affiliate of Dolly Parton’s Imagination Library. Jodi brings her communications and organization skills, as well as her great eye for detail.

"I love the Imagination Library, and I am passionate about the program, young children, and increasing literacy skills.”

-Jodi DeCesari

Carl Borg

Carl is CEO of United Way of Kitsap County, who launched as an affiliate of Dolly Parton’s Imagination Library at the beginning of 2022, now celebrating over 3,000 registered children. Carl brings his advocacy, public relations experience and humor to support Imagination Library of Washington efforts.

"United Way of Kitsap County had such a great response in bringing Dolly Parton’s Imagination Library to Kitsap children, and I want to help others have the same experience.”

-Carl Borg
Program Leadership Support Activities Continued:
State, National, & International Outreach

The following outreach activities took place in the second quarter 2022, which put Washington on the map as a leader and ambassador of this global early learning program, helping others to succeed and cultivating new partnerships to strengthen our state program.

State Prospecting Progress:
Prospecting for new state affiliates to close coverage gaps has continued to be successful, with several organizations launching coverage in the summer months. Spokane County United Way will provide program coverage to all Spokane County, which is an early learning population of 30,000, one of the largest in the state; Gig Harbor Rotary Club will provide coverage this summer to seven zip codes in the Gig Harbor and Key Peninsula region of Pierce County with approximately 3,300 kids under five, and Africatown Community Land Trust in Seattle will provide coverage to multiple zip codes in the King County region representing around 50,000 children under five.

Washington Asked to Mentor National Program Growth:
ILWA has been asked by The Dollywood Foundation and other national groups to aid in efforts to educate and excite other states of the magic and benefits Dolly Parton’s Imagination Library has to inspire a love of reading in children, establish home libraries and its power to effect positive change in the short and long-term. The ILWA Executive Director was honored to represent Washington’s success in these interactions, highlighting Washington state champions, OSPI, DCYF, the Governor and our legislature for their integral support in creating a thriving Imagination Library of Washington, and igniting steady enrollment growth. States that ILWA have supported are Montana, Idaho, Oregon and Oklahoma.

Canada and Rotary Calls:
The Executive Director of ILWA was invited to showcase the Imagination Library of Washington expansion project at the Rotary District 5020 Conference in Victoria BC by the District Governor, Lorna Curtis in May 2022 as an endorsed initiative encouraging Rotarians to support. District 5020 represents 94 Rotary clubs in Washington and BC Canada. Rotary International has been a long-time partner of The Dollywood Foundation and DPIIL, as literacy and education are important focuses for Rotarians. Washington State currently has five Rotary clubs as affiliates, and numerous others as funding partners supporting their local affiliate.

The Executive Director of ILWA met with numerous club leaders from Washington counties who have yet to establish Imagination Library coverage. Many relationships were cultivated, leading to program presentations and new affiliate agreements. “It was an honor to represent the Imagination Library of Washington internationally in our neighboring country of Canada, illuminating our expansion progress and our state and local champions who helped us to get this far,” stated Executive Director of ILWA, Brooke Fisher-Clark.

Pictured above is Executive Director of the Imagination Library of Washington, Brooke Fisher-Clark at her booth in the Inspiration House at the Rotary District 5020 conference in Victoria BC.
Measuring our Progress:

ILWA staff prepared a program participant parent survey that was sent to all state DPIL affiliates, who have begun executing their own local survey’s to gain valuable insights on the program’s effectiveness in building home libraries, increasing family engagement time reading, satisfaction of program books, and children’s level of engagement and interest in reading. The questions in this survey was benchmarked from a best practice survey done by an affiliate in New Mexico and recommended by The Dollywood Foundation. This outreach will help set the stage for gaining customer satisfaction and program validity and effectiveness data. Below are a sample of questions included in the survey:

Question: Approximately how many children’s books did you have in the home before receiving books from the Imagination Library?

- None
- 1 to 9
- 10-19
- 20-29
- 30 or more

Question: Has receiving books from the Imagination Library made your child more interested in books and reading?

- Yes
- Somewhat
- No
- Unsure

Question: What changes have you noticed in your child who is participating in the Imagination Library? Check all that apply.

- Increased vocabulary
- Increased social skills
- Increased listening skills
- Increased interest in reading
- No noticeable changes

The next data to be collected will be kindergarten assessment scores for DPIL participant children vs. non-participant children in the fall WA Kids Assessments. ILWA is working to arrange a uniform process for all state school districts to be able to record participant children in their systems, and provide performance scores to ILWA staff without providing child detail and minding the school district’s, state’s and DWF’s data privacy policies. ILWA staff is currently connecting with DWF leadership on what approaches they have taken with other state programs to mine this data. Next, ILWA staff will connect with the assessment team at OSPI for further direction and best practices to ensure this process fits all parties preferences. The goal is to arrange this so that the first set of data collected can be Fall 2022 WA Kids scores vs. non-participants. This data, along with the parent surveys, will help us to tell our story of how Washington children and families are uplifted through this early literacy tool.
A HISTORIC DAY FOR EARLY LITERACY

Washington state experienced a historic milestone day on June 9, 2022, as the Imagination Library of Washington was officially recognized in law as a statewide program, the very first on the west coast. This "law day" was celebrated by ILWA staff in the form of heavy social media recognition throughout the day and a press release that was shared statewide. This law places Imagination Library of Washington under the umbrella of the Department of Children, Youth, and Families, in coordination with the Office of the Superintendent of Public Instruction. First legislative reporting of state program progress will happen in November 2022. UWPNW and ILWA teams will work with DCYF and OSPI teams to establish the separate nonprofit (501c3) entity, Imagination Library of Washington, that will remain powered by UWPNW at present. The ILWA team is grateful for the leadership and support given by DCYF and OSPI teams, along with the Governor and law makers who made this possible.

AN EXCERPT FROM THE "LAW DAY" PRESS RELEASE

"Dolly Parton’s Imagination Library helps children build the necessary reading, writing, and comprehension skills to become kindergarten ready; but maybe more importantly, creates valuable opportunities to bring families together for quality reading time.

My family has benefited from the Imagination Library, and I know families across the State of Washington will as well. On this ‘Law Day’ we can celebrate the legislative process and bipartisan effort to pass HB 2068, that made Dolly Parton’s Imagination Library part of our early learning success."

20th District State Representative, Peter Abbarno
Learnings and Outreach Highlights Continued:

**Affiliate Affirmation:**
Washington affiliates have been supported with one-on-one calls and e-mails to troubleshoot and provide resource support; they have continued receiving the monthly affiliate newsletters that contain important reminders, upcoming events, best practices and recognition of affiliate performance. ILWA staff is currently working with local affiliates to look at current enrollment performance and establish goals, and onboarding and orientation meetings are happening to guide and support new affiliates joining the Washington team.

**Advisory:**
ILWA weekly check-in meetings have continued with UWPNW and Imagination Library of Washington staff, and The Dollywood Foundation, which keeps everyone on the same page and updated on progress and needs.

**State Program Resource Development:**
Sustainability has been a focus this quarter for the ILWA team. Presentations have started occurring to potential state program funders for things like a new affiliate launch support fund, affiliate crisis fund, and a more expansive marketing fund that is aimed at creating program awareness and increasing enrollment in large populated areas, with a focus on regions with vulnerable and impoverished populations.

**Performance to Goal Analysis**
The ILWA team was planning to have at least 50,000 enrolled by this time with the addition of a few new affiliates and new activated coverage areas, however, unforeseen wait times in affiliate onboarding has occurred. This is because some new affiliates wanted more program training, or more planning time for a public launch and/or in-person event, or new affiliates were still working towards securing community funds to ensure sustainability in the short and long-term, or aligning appropriate program staffing resources. ILWA staff and prospective affiliates are working to establish strong foundations to their programs, so upon launch, they are well-trained, have established community enrollment and awareness champions, and have secured adequate funding to weather enrollment trends.

ILWA is still performing strong nationally, appearing monthly on The Dollywood Foundation’s leaderboard for state enrollment growth. ILWA staff anticipates still achieving the OSPI end-contract goal of 150,000 children enrolled by June 2023 with the onboarding of several new affiliates and coverage areas throughout Washington this summer.
Completing Coverage:

The ILWA team received motivating news from The Dollywood Foundation, that the Washington DPIIL program is on track to take the record for fastest state to complete coverage, if state coverage is completed by year-end 2022. ILWA staff is strategically racing to accomplish this by ramping up prospecting outreach, and further refining affiliate training and onboarding tools to accelerate launches and activated coverage.

New program heroes will continue to reveal themselves throughout Washington, with a Spokane County affiliate activating full county coverage on August 1st, providing the opportunity to a total eligible early learner population of 30,000, and an affiliate in Pierce County launching to cover 3,300 early learners in the Gig Harbor and Key Peninsula zip code regions. Another new affiliate in Seattle is preparing to cover multiple zip codes in King County later this summer, and an affiliate in Benton and Franklin Counties is working to activate coverage for both counties around the start of school.

Summer Affiliate Forum:

The Imagination Library of Washington team along with the DWF Regional Director, Pam Hunsaker will host a two-hour Zoom webinar with Washington affiliates on August 11th to provide an opportunity for connection, education on important affiliate-related topics, and provide state expansion updates and celebrate affiliate and program achievements.

Agenda inclusions:

- Welcome/introductions
- Early literacy impacts on the brain (video from Harvard study and Cleveland Clinic study)
- State progress report
- Introduction of new advisory committee members
- Celebration of affiliate achievements and best practices
- Expanding our reach: Data and digital media approaches to increasing enrollment
- Fundraising opportunities
- Questions and comments

Establishing a new 501c3:

With the guidance and recommendations of DCYF, OSPI, and the ILWA advisory committee, efforts will begin to create a separate 501c3 nonprofit, the Imagination Library of Washington as required by The Dollywood Foundation when a statewide program is legislatively recognized.