Imagination Library of Washington

Quarterly Report
December 2022

Illuminating the Future with Early Literacy

Prepared by
Brooke Fisher-Clark
Executive Director
Imagination Library of Washington
UWPNW in partnership with
The Dollywood Foundation
brooke@uwpnw.org
Imagination Library of Washington

Expansion & Access

Washington Program Coverage by County:

Full Coverage: 30
Partial Coverage: 7
No Coverage: 2

New Full County Coverage this Quarter: 6
(Asotin, Ferry, Lincoln, Benton, Franklin, and Island)

New Partial County Coverage this Quarter: 1 zip code
(Anacortes in Skagit County)

Program Access Milestone Achieved:

50% of all Washington State early learners have program coverage available and can register if desired.

State Coverage Prioritization Strategy:

The fourth quarter was focused on all remaining non and partially covered counties as completion of statewide coverage nears.

The majority of covered counties this quarter encompassed populations with 50% or more Hispanic residents living in poverty. The Imagination Library of Washington (ILWA) team continues to encourage affiliates to implement outreach strategies that engage their high poverty, vulnerable population regions of their program territory.
**Enrollment:***

Current Washington Children Enrolled: 41,270
Change: Increased by 10,436 this quarter
Percent of Washington Early Learners Enrolled: 9%

**Books:**

Number of Books Distributed this Quarter: 118,338

**Enrollment Growth Chart:**
Below is a chart showing current enrollment by registered children’s birth year.
Imagination Library of Washington

Affiliates

Imagination Library of Washington (ILWA) is very proud to partner with its champion affiliates from education foundations, land trusts and Rotary Foundations, to United Ways and Friends of the Libraries. The ILWA team continues to prioritize affiliate support to ensure optimal local performance, outreach and sustainability by providing constant and current resources and tips, as well as incentives, accolades, training and connection opportunities.

Total Number of Washington Affiliates: 37

Number of Affiliates this Quarter: 5

Names of New Affiliates:

Twin County United Way
Whidbey Community Foundation
Friends of the Orcas Island Library
Fidalgo Island and Anacortes Rotary Clubs
United Way of Benton and Franklin Counties
Map of Enrollment by County

The below map 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>447</td>
</tr>
<tr>
<td>ASOTIN</td>
<td>178</td>
</tr>
<tr>
<td>BENTON</td>
<td>119</td>
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<tr>
<td>CHELAN</td>
<td>799</td>
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<tr>
<td>CLALLAM</td>
<td>1,117</td>
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<td>CLARK</td>
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<td>DOUGLAS</td>
<td>568</td>
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<tr>
<td>FRANKLIN</td>
<td>38</td>
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<tr>
<td>GARFIELD</td>
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<tr>
<td>GRANT</td>
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<td>GRAYS HARBOR</td>
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<td>ISLAND</td>
<td>243</td>
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<tr>
<td>JEFFERSON</td>
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<tr>
<td>KING</td>
<td>706</td>
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<tr>
<td>KITSAP</td>
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<td>KITTITAS</td>
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<td>KLICKITAT</td>
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<td>LEWIS</td>
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<td>OKANOGAN</td>
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<td>PACIFIC</td>
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<td>PEND OREILLE</td>
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<td>SAN JUAN</td>
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<td>SKAGIT</td>
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<td>SKAMANIA</td>
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<tr>
<td>SNOHOMISH</td>
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<tr>
<td>SPOKANE</td>
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<tr>
<td>STEVENS</td>
<td>897</td>
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<tr>
<td>THURSTON</td>
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<tr>
<td>WAHIKIAKUM</td>
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<tr>
<td>YAKIMA</td>
<td>1,778</td>
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<td>TOTAL</td>
<td>41,270</td>
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</table>
**Program Support Leadership Activities:**

**PROMOTE**

*Imagination Library of Washington*

4d · others

Book Reading by Pacific Northwest Ballet Dancer Abby Jayne DeAngelo

*Pictured above: ILWA Facebook snapshot of featured reader, Pacific Northwest Ballet Principal Dancer, Abby Jayne DeAngelo.*

*Imagination Library of Washington*

6d · others

Washington State Superintendent of Public Instruction Chris Reykdal Hosts a Special... See More

*Pictured above: ILWA Facebook snapshot of featured reader, Washington State Superintendent of Public Instruction, Chris Reykdal.*

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**Give the Gift of Literacy:**

Many creative marketing activities took place this quarter, including a very exciting “Give the Gift of Literacy” holiday campaign featuring state leaders, celebrities, authors, academics, and artists in recorded read alouds of Imagination Library books. These limited edition video readings were only shown in the month of December via Imagination Library of Washington’s Facebook page and website. The read aloud campaign aimed at elevating statewide program awareness, entice families to register their children, take a moment to connect and listen to a story, and encourage donations and support to the statewide program.

Program Support Leadership Activities: PROMOTE CONTINUED...

Cinema Ads, Billboards, Video Shoots, Oh My:

Other marketing activities that took place in the third quarter 2022 include commercial advertisements featured in seven movie theatres on 106 screens across Washington through the holiday season to promote enrollment, and bus bench advertising in strategic high poverty regions of the state.

ILWA Communications and Outreach Manager, Angela French has also teamed up with OSPI Videographer, Stephanie Rexus to create a new statewide promotional video of the Imagination Library of Washington and its progress in expansion, also capturing testimonial footage from participant families and local education and medical experts that emphasize early literacy and Dolly Parton’s Imagination Library as key strategies to improve health outcomes and school readiness.

An ILWA donor society structure was created and uplifted to promote long-term giving to support affiliates and the statewide program, and a spotlight has been put on affiliates to promote supporting local programs with ILWA social media boosts and special event highlights like Giving Tuesday.

Communications and Outreach Manager, Angela French has consistently displayed program enrollment information, program features, affiliate and program expansion milestones and ways to get involved through the ILWA website, blog posts, social media platforms and information handouts.

ILWA has also had the opportunity to support local affiliates with marketing funds through a generous private foundation grant received to uplift and promote programs across the state. These funds have been invested in direct mailings to households with children, exterior bus ads, a 12-week billboard campaign in King County, and window clings for Imagination Library community partners to place in their establishments to boost enrollment. In the new year, ILWA will be allocating marketing funds to advertise in bus shelters, transit stations, and highly populated shopping centers that attract families. ILWA’s goal is to also partner with local retail food chains to launch a QR code registration campaign to engage with families and boost enrollment, strategically placing “shelf-talkers” in diaper and baby food aisles.

Pictured above: Window clings that were distributed to state affiliates and community partners to provide easy access to register.

Pictured above: ILWA video shoot filming pediatrician, Dr. Phyllis Cavens.

Pictured above: Affiliate announcement social media post example
**Program Support Leadership Activities:**

**DEVELOP AND SUSTAIN**

**Develop**

**Affiliate Training:**

Priority focus continues to be on providing affiliates (new and tenured) with the resources, tools, and encouragement needed to excel in community engagement, enrollments and operational performance and sustainability. New affiliate orientations have been uplifted and conducted via Zoom for the affiliate team to meet the ILWA team developing an understanding of the ILWA support role and important points and benchmark best practices to remember for a successful launch and continued operation. These meetings have helped establish a uniform sense of team statewide with affiliates and the ILWA team, and helped to minimize any hiccups in launching, compliancy or program management.

**Quality Assessments:**

An affiliate quality assessment tool crafted by Operations Assistant, Alena Fridley was designed and utilized to determine affiliate operational health, compliance and consistency with The Dollywood Foundation standards and illuminate areas for improvement to help affiliates maximize outreach and operational soundness. Examples of areas that were evaluated are: ease of access to registration information, if program accepts online registrations and donations, if the program is featured on the affiliates website or social media etc.

**Sustain**

**Completing the statewide program framework:**

The ILWA advisory committee has continued monthly meetings, giving focus to the creation of the separate 501c3 nonprofit, Imagination Library of Washington. The committee hopes that with the paperwork processing period, the new entity can be approved and operating by July 1, 2023.

**Grants Exploration:**

The ILWA team has been actively searching for fitting local, state, and federal grants that can support the statewide Imagination Library maintaining and sustaining operations and affiliate support ongoing. The ILWA team has also been grateful for the grant search support of Congresswoman Delbene’s team.

**Legislative Promise:**

On December 14, 2022, Governor Jay Inslee unveiled his 2023-2025 budget proposal for legislature consideration. In his announcement, he included the Imagination Library at $5.297 million.
Tis the season for friend-making and partnership building! The ILWA team made great progress through the fourth quarter, heavily sprinkled with presentations, meetings, and connections, creating a record quarter for new geographic coverage activation, new affiliates, and new partnerships that will lead to enhanced promotion and sustainability of the program statewide.

New connections include many service clubs like Kiwanis and Rotary, various nonprofits like Skagit Children’s Museum, Whidbey Community Foundation, Northshore Schools Foundation, the Players Coalition, Partners for Young Children in Island County, state and local library entities like the Washington State Library and Timberland Regional Library Administration, early learning coalitions etc.

As a new biennium approaches, the ILWA Executive Director, Brooke Fisher-Clark also had a special opportunity to present about the Imagination Library’s impacts and importance at a statewide press conference hosted by OSPI and Superintendent of Public Instruction, Chris Reykdal, where he focused on OSPI’s priority legislative asks for equitable access to strong foundations, which included continued support of the Imagination Library in Washington.
What's Next?

**Host Winter Affiliate Forum:**

What better date to convene state affiliates for a forum of connection, learning and celebration of achievements than on the program creator’s birthday of Dolly Parton! The ILWA team looks forward to gathering Washington affiliates on January 19, 2023 via Zoom for a Dolly birthday celebration, state progress update, special affiliate awards for performance, peer sharing, and a keynote speaker providing insights and best practices on marketing. It might just be the most fun meeting of the year!

**Complete Program Coverage:**

"We are in the fourth quarter of the football game in terms of program expansion statewide," say's ILWA Executive Director, Brooke Fisher-Clark. Only a handful of counties remain with partial program coverage. The ILWA team is confident that these last regions will be covered within the first part of 2023.

**Plan for a Statewide Completion Celebration:**

With full program coverage nearing fruition, the ILWA team is beginning planning for a statewide celebration in late spring/early summer 2023 which will feature special guest, Dolly Parton herself to greet, speak and perform for affiliates, lawmakers, the ILWA team and other stakeholders who helped bring the gift of free monthly books to all Washington early learners. More details will follow in the new year.