



IMAGINATION LIBRARY OF WASHINGTON QUARTERLY REPORT



SPRING 2023

PRODUCED BY:

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ENROLLMENT & BOOKS

Let's just start off with the big news, that in mid-March 2023, Imagination Library of Washington (ILWA) along with their affiliate partners, reached a celebratory milestone, by enrolling

50,000 children!



Enrollment:

Washington Children Enrolled: 49,088
(As of March 1 book processing)

Change this Quarter: 7,818 (increase)

Percent of Washington Children Enrolled: 11%

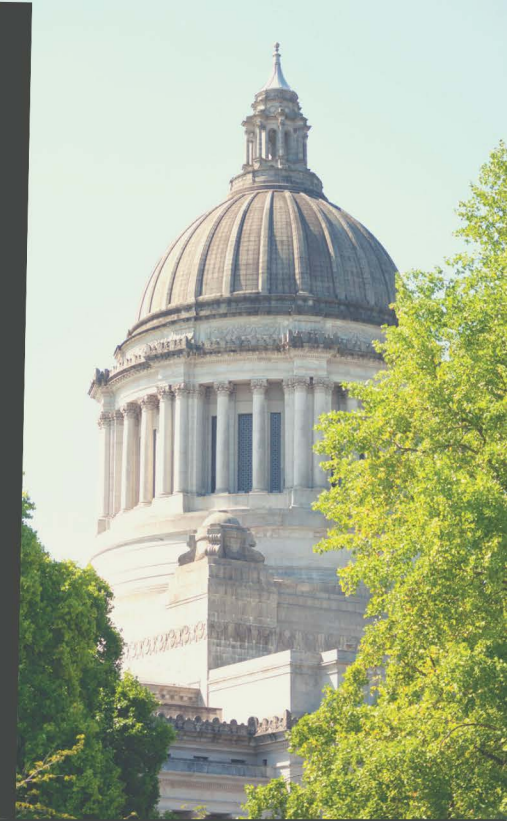
Books:

Number of Books Distributed this Quarter: 140,822

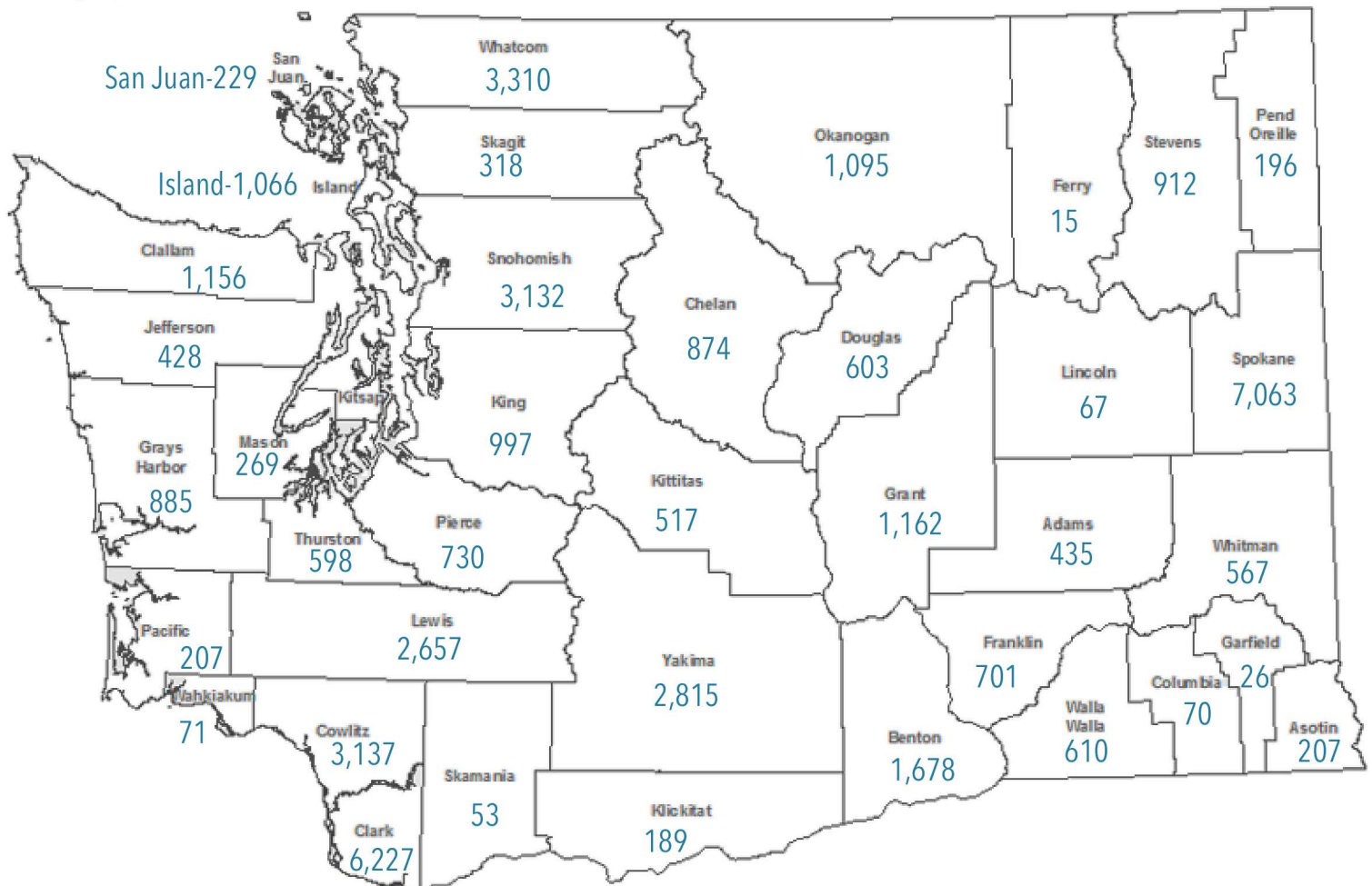
Enrollment Distribution Map & Leaders

The map below shows how many children are currently enrolled per Washington State county. The top five counties with the highest enrollment per their total county early learner population are:

1. Lewis County: 56%
2. Cowlitz County: 48%
3. Jefferson County: 47.5%
4. San Juan County: 45%
5. Wahkiakum County: 44%



Kitsap-3,816





List of Enrollment by County

Adams - 435
Asotin - 207
Benton - 1,678
Chelan - 874
Clallam - 1,156
Clark - 6,227
Columbia - 70
Cowlitz - 3,137
Douglas - 603
Ferry - 15
Franklin - 701
Garfield - 26
Grant - 1,162

Grays Harbor - 885
Island - 1,066
Jefferson - 428
King - 997
Kitsap - 3,816
Kittitas - 517
Klickitat - 189
Lewis - 2,657
Lincoln - 67
Mason - 269
Okanogan - 1,095
Pacific - 207
Pend Oreille - 196

Pierce - 730
San Juan - 229
Skagit - 318
Skamania - 53
Snohomish - 3,132
Spokane - 7,063
Stevens - 912
Thurston - 598
Wahkiakum - 71
Walla Walla - 610
Whatcom - 3,310
Whitman - 567
Yakima - 2,815



Expansion & Access



Every county in Washington now has complete or partial coverage of Dolly Parton's Imagination Library!

Washington Program Coverage by County:

- Full Coverage: 33
- Partial Coverage: 6
- No Coverage: 0

New Full County Coverage this Quarter: 3

- Thurston
- Mason
- San Juan

New Partial County Coverage this Quarter:

- Soap Lake-Grant County
- Marlin-Grant County
- Wilson Creek-Grant County
- Stratford-Grant County
- Coulee City-Grant County
- Hartline-Grant County
- Mercer Island-King County
- Anderson Island-Pierce County
- Carbonado-Pierce County

Percent of Washington Kids with Program Access:

55%



Affiliates



Winter Affiliate Forum:

ILWA hosted its second affiliate forum on January 19th, also Dolly Parton's birthday, gathering the group for connection, best practice sharing, and a keynote about creative and cost-effective marketing. The ILWA team also recognized affiliate performance and creativity via new annual awards. Award recipients were given \$500 towards their Imagination Library program.

Affiliate Stats:

Total Number of Affiliates: 39

Number of New Affiliates this Quarter: 3

New Affiliates this Quarter:

Friends of the San Juan Island Library

Child Care Action Council

Carbonado School District

Annual Affiliate Award Recipients:

- Highest Annual Enrollment Growth: Spokane County United Way
- Highest % Enrollment of County Early Learner Population: United Way of Lewis County
- Best Digital Engagement: Support for Early Learning and Families
- Most Creative Fundraiser/Enrollment Event: Spokane County United Way



Pictured below: On the left: Spokane County United Way affiliate representatives take calls at their program launch telethon in partnership with KHQ News. This event netted over 1,000 new registrations. Pictured to the right: New affiliate for Thurston and Mason Counties, Child Care Action Council toured their Dolly cut-out around to various community organizations to get everyone excited about their newly launched program. Here, Dolly is with members of the Olympia Police Department.



Promotion, Partnerships, and Preparation

Extensive marketing and outreach efforts continue across the state to amplify the Imagination Library of Washington and our numerous affiliate programs as expansion continues.

Reinforcing Affiliates

Individualized affiliate marketing support is on the uptick with the addition of many new programs across the state. As an added benefit for becoming an affiliate for Dolly Parton's Imagination Library, affiliates receive operational and marketing assistance from the ILWA team to help support, uplift, and sustain programming for children who are receiving free monthly books. Media and marketing collateral, program launch preparations, and social media campaigns are the most utilized resource we provide to our affiliates.

Little Free Libraries National Pilot Partnership

ILWA forged a state partnership with Little Free Library, a global non-profit whose mission is to inspire readers and expand book access for all through volunteer-led Little Free Library book-exchange boxes. Aligning perfectly with our mission to foster a love of reading amongst our youngest learners and ensure equitable access to monthly books, together the two organizations are launching a campaign (June/July) targeting all of Washington's Little Free Library Stewards and offering a digital promo pack full of information for families to learn about and register their children under five for Dolly Parton's Imagination Library. Later this fall, the partnership will develop into aligning Library Stewards with DPIL affiliates for cross-promotion of both programs and future book donations to elevate book access.



New Program Video

ILWA just released a new promotional video for our statewide program! A big thank you to our statewide partner, OSPI, for allowing us to work with their incredible videographer to illuminate the Imagination Library of Washington and hear stories of impact from local families who are participating in this valuable early literacy program.

[Click here to watch the new video!](#)



Pictured above: Story time at Yelm Library (Timberland Regional Library) with Dolly cut-out appearance

Regional Library Partnership

At the start of March, ILWA and Timberland Regional Library began a regional enrollment and marketing campaign for all 28 library locations across Grays Harbor, Lewis, Mason, Pacific, and Thurston counties. In collaboration with the launch of new affiliate program Child Care Action Council in Mason and Thurston counties, families and children can now enroll for a free monthly book at any Timberland Regional Library location.



Assessing Impacts

ALICE & Dolly

One question the ILWA team gets often is "is this program reaching the children who need it the most," and with confidence we can confirm the answer is "yes."

Affiliate, Spokane County United Way proves this, with data analysis conducted at the end of 2022 to see how many of their children living in poverty were enrolled in their Imagination Library program. The affiliate used a report called ALICE (Asset Limited, Income Constrained, Employed) that is produced every two years. United Ways of the Pacific Northwest pays for this report to be produced for Washington State. This report identifies regions of the state that have households high in poverty, and households on the verge of spiraling into poverty. Spokane County United Way was able to determine with this data that the majority of their enrollees, 63% were among high poverty regions of Spokane County.



Kindergarten Preparedness

ILWA is partnering with Longview Public Schools for a pilot project where the district will share Fall 2023 Kindergarten Assessment performance results of children who were Imagination Library participants and show how they fared compared to children who did not participate in the program. This data will help local affiliates build local support and recruit donations.

Parents or guardians can select an optional check box on Kindergarten enrollment forms indicating their child was an Imagination Library participant, and the school district can then filter assessment results for these children for program impact analysis. Child and family personal data will not be utilized or shared for this pilot project.

Outreach:

It has been an action-packed quarter as ILWA nears the finish-line of full statewide program coverage. The ILWA team is diligently connecting with service clubs, school districts, and non-profits who could play a role in uplifting the remaining uncovered regions as an affiliate, and connecting with various prospective funding partners. In the first quarter of 2023, ILWA recruited \$59,600 in contributions and grants to uplift additional state program coverage for the rest of Grant County and big regions of King County.

What's Next?

Program Expansion Bloom

Lots of seeds have been planted for a Spring bloom, with 8+ new affiliates joining the Imagination Library of Washington family ranging from school districts to Friends of the Library groups. Adams, Snohomish, and Grant counties will be fully covered soon thanks to current onboarding affiliates, and Pierce County will make great strides in coverage progress with new partners.

Affiliate Training Opportunity

In May 2023, affiliates will have the option to attend a Zoom training on how they can utilize the new ALICE 2023 Report and data analysis tools to identify their Imagination Library program coverage in terms of reaching children in or on the verge of poverty, children from single family households, etc.

Primed for more Promotion

Coming soon! ILWA will be launching advertising campaigns to increase enrollment in the Yakima Valley (Yakima County and Sunnyside) and in Clark County. Those campaigns will include cinema advertising and ad campaigns in Vancouver Family Magazine, which boasts a circulation of over 10,000 magazines per month, available for free at various businesses, schools, libraries and organizations throughout Vancouver, Battle Ground, Ridgefield, Camas, Washougal, and Woodland.

