
M E M O

Date: May 25, 2012
To: PCLS Board of Trustees, Neel Parikh Executive Director
From: Judy T Nelson
Subject: Partnering with the Franklin Pierce School District

The Franklin Pierce School District and the Pierce County Library System have agreed to partner to get a library card to every student of the district in the fall of 2012. Parents will be offered the opportunity to opt out if they so choose; otherwise their child will be issued a card during the fall drive (September through October).

This is a pilot project and will allow the Pierce County Library to develop a process to issue large numbers of cards at a single time electronically.

Franklin Pierce School District and the Pierce County Library will use the card drive as a starting point to promote a variety of electronic services currently being offered by PCLS, including online homework help and electronic databases. The School District monitors the number of families that have internet access and according to the School District, in 2012, over 90% of their families have access to the internet in some fashion. This allows PCLS to focus on promoting web based homework support while the School District promotes the ability of their students to get free homework help outside of school hours. In support of these efforts PCLS will create videos of how to get started using our resources. These will be linked to the Franklin Pierce School website. Trainings on electronic resources will be provided to the school counselors who are responsible for overseeing student academic success.

Currently the School District has 7,195 students. Many are currently served through Explorer visits (both middle schools, three of the eight elementary schools, and several community stops). All Franklin Pierce schools are also served by the Youth Services and Teen librarians at the Parkland/Spanaway and Summit Libraries.

See the attached memo for details of the project and potential proposals for future partnerships.

Date: May 11, 2012 (revised)
To: Neel Parikh, Georgia Lomax
From: Sally Porter Smith, Judy T Nelson
Subject: Meeting with Franklin Pierce School District officials

This follow-up to the November, 2011 meeting with Tim Stensager and Willie Painter from the Franklin Pierce School District had been delayed several times due to weather issues and illness. Both parties continue to be very interested in partnering. The meeting was held at the District offices this time.

The primary focus of the meeting was to follow-up on the ideas suggested in November, especially as related to making sure every Franklin Pierce student has a valid PCLS library card. The School District suggested calling the project something like “A Card in Every Hand”. The School District representatives have confirmed with their legal counsel that they are able to share the PCLS card registration level of information with us as long as any parent has an opt-out opportunity (name, address, date of birth, phone number and email). They also confirmed that over 90% of all their households have internet access. They also have high usage of smart phones so that apps for any service would be relevant in the future.

- The target for issuing these cards will be the beginning of the 2012-2013 school year.
- A letter will go out to parents in June, 2012 from the School District telling them of the opportunity coming in the fall.
- At the beginning of the school year each student will get a “Welcome to the Pierce County Library” packet with a special welcome note from the School District and the Library and information about how to have their child exempted from getting a card if they so choose. Franklin Pierce has provided Judy with their logo to put on the joint welcome/opt-out bookmark
- By the third week of school (or thereabouts) the District will provide PCLS with a list of all students who have not opted out.
- PCLS will create cards for every student who does not already have one. Cards will be grouped by school for easy distribution. PCLS will code the cards (perhaps as is done with Explorer customers) in order to be able to evaluate this program for possible replication with other school districts.
- Elementary and Middle school students will receive their cards between October 8 and 11, which is parent conference week. Teachers will give the card out along with a message bookmark about online homework help to help reinforce for parents that there are tools to help their student stay on track.
- During the latter part of September PCLS staff will train all school counselors about online homework help. The counselors’ job is to keep students on track with school work

and they can be vocal advocates to parents to remind them of this tool. School counselors meet monthly with Tim Stensager so it will involve the one training in September.

- PCLS staff will create two videos on how to use online homework help. Franklin Pierce will either embed these into their homework/grade pages that are available to any parent, or link to our website. (to be determined)
- High School cards will be distributed after the lower grades are completed.
- PCLS staff will attend Back to School night events at all schools in order to be able to speak with parents who may want to know more about this program, PCLS resources, or get a card themselves. The District will provide the Back to School dates to PCLS at the end of the school year.

The remainder of the discussion was the start of a dialogue about what and how a blended collection and purchasing might look like. The District realizes that the quality of their library collection(s) suffers from limited resources available to make important investments. The District is interested in exploring what might be accomplished by partnering with PCLS and perhaps blending collections in some fashion. The first question raised was what kind of crossover existed between the two collections. Judy will research what is needed to run a report on the crossover in the two collections, including what would be needed to export the information from Destiny, their service.

Both parties will begin to finalize documents and letters for the Card in Every Hand campaign.

Franklin Pierce School District is one of the scheduled school districts slated for the 2012 fall library card campaign

Fast facts about the Franklin Pierce School District for 2012: 7,195 students

- 2 conventional high schools
- 1 alternative high school
- 2 middle schools (both served by Explorer 2012)
- 8 elementary schools (James Sales, Christensen, Midland served by Explorer 2012)
- 3 Saturday family bookmobile stops (Coventry Court, Drake Apartments, Woodmark Apartments)