

# Marketing Databases

Databases are a great resource...

Tell your customers!

# WCL's plan to inform customers....

- School Outreach
- Promotional items
- Articles to local papers
- Local business contacts
- Adult classes in the library
- Media blitzes
- User friendly website

# Whitman County Library

serving a 15,700 population

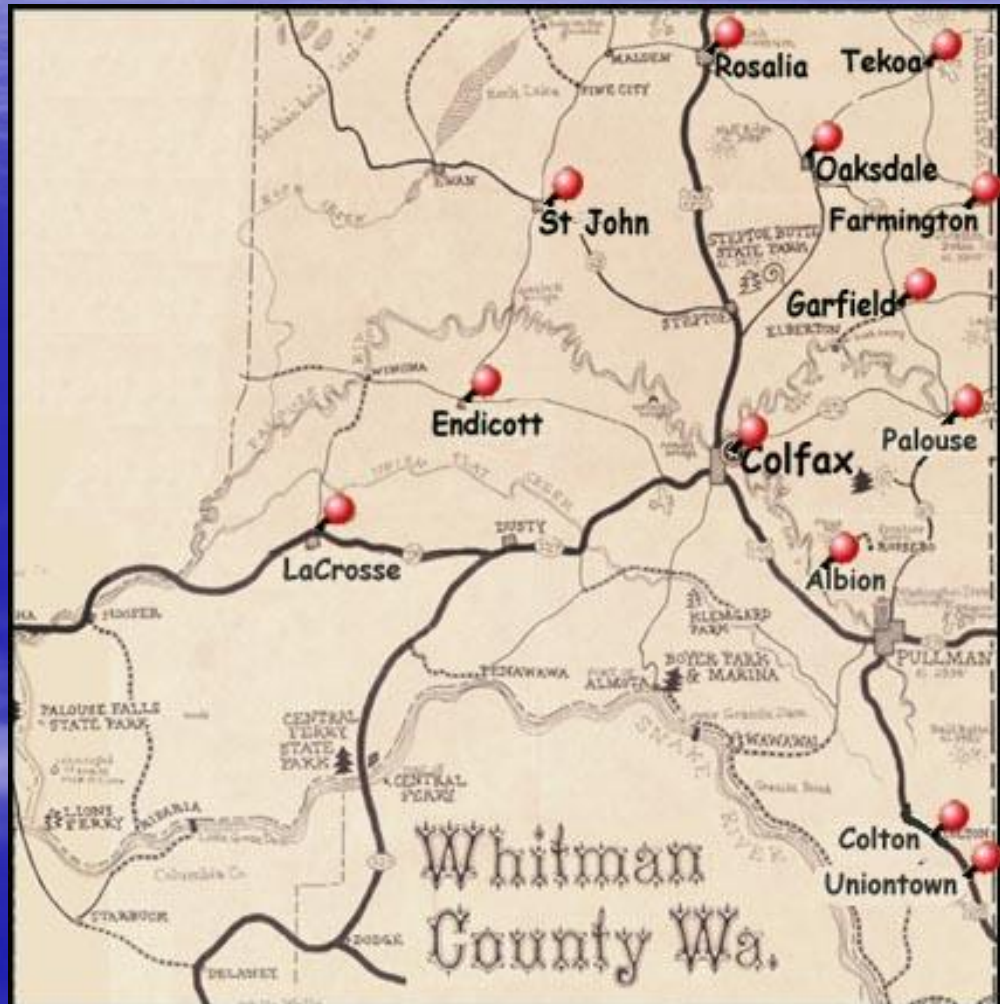




# 13 Library Branches

## *11 Public Schools & 2 Private Schools*

- 2151 Square Miles  
(about the size Rhode Island)
- 193 miles to drive to all towns/branches in county
- 70 miles between farthest towns/branches





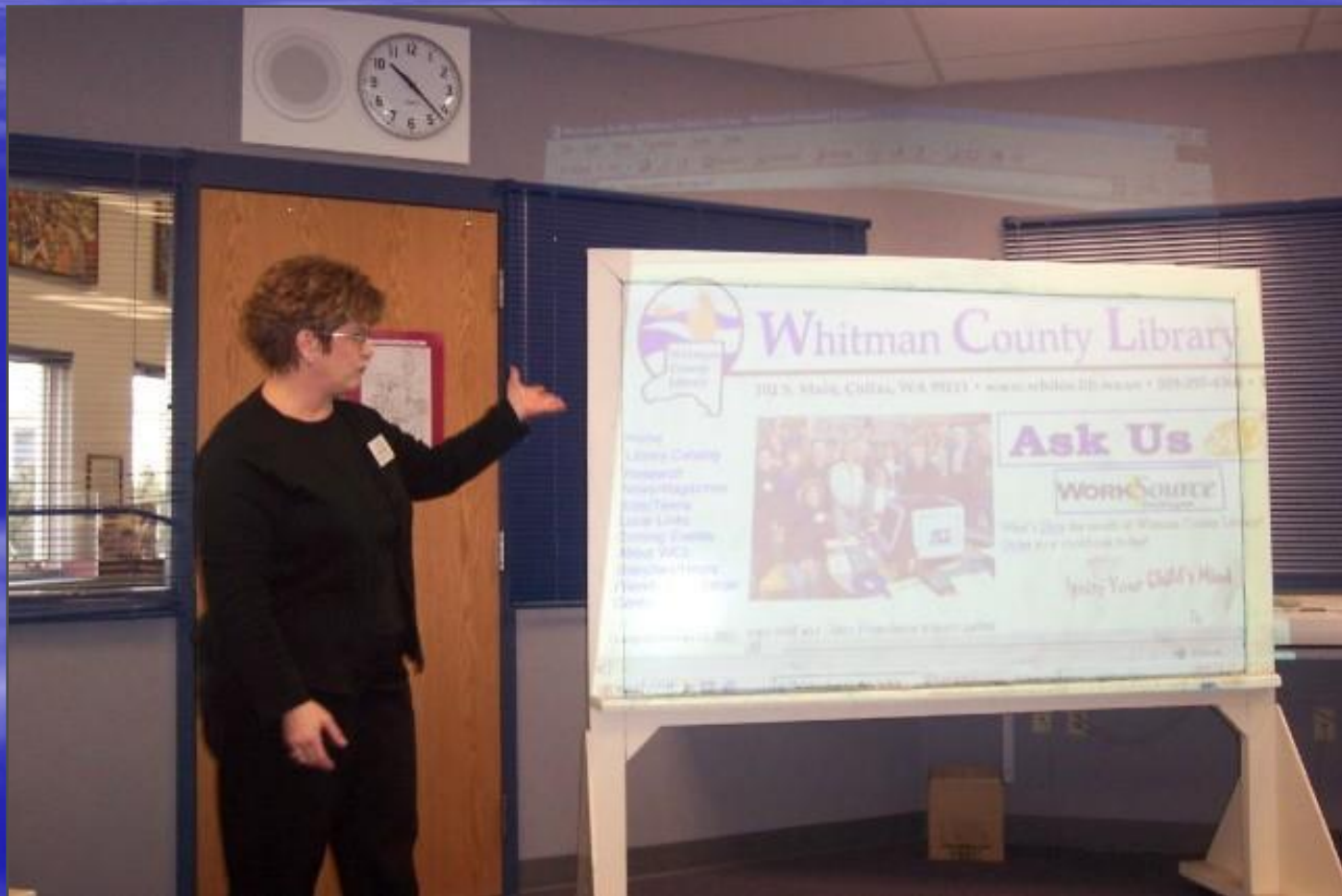
# On the road...



to classes at local schools in Whitman County

# Our objective

To be the direct resource for reference & research





# Teacher Education

*(Continuing Education Credits)*

- Building relationships with educators & schools
- Free marketing, as teachers are promoting your resources
- Viewed & taught as credible in school community
- Informed Educators set higher standards for students





# Reference & Research Classes



# Outreach Education

- Defining credible resources
- Library Catalog
- Databases
- Web Resources
- Ask Us 24/7
- Assist as students practice



# Meeting student needs





# Making learning fun!



# I did it!





# Out-come evaluation

- On-line statistics increased 900% after one year
- 400% increase after second year
- Statistics continue to increase
- Library card sign-up month hit all-time high
- Library's image improved



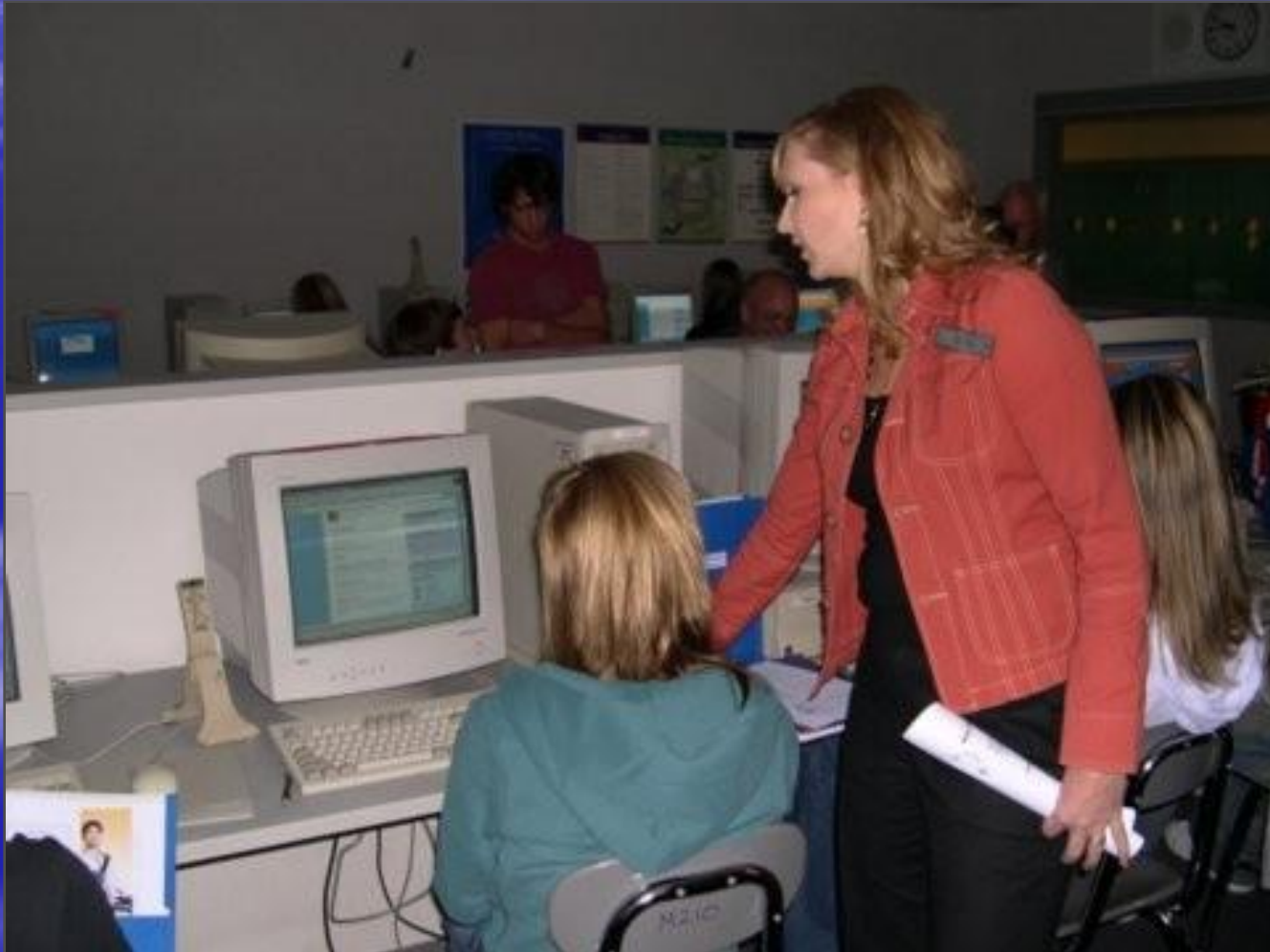


# Increased usage & positive feedback



# Building Bridges

*meeting new needs*



# Bridges

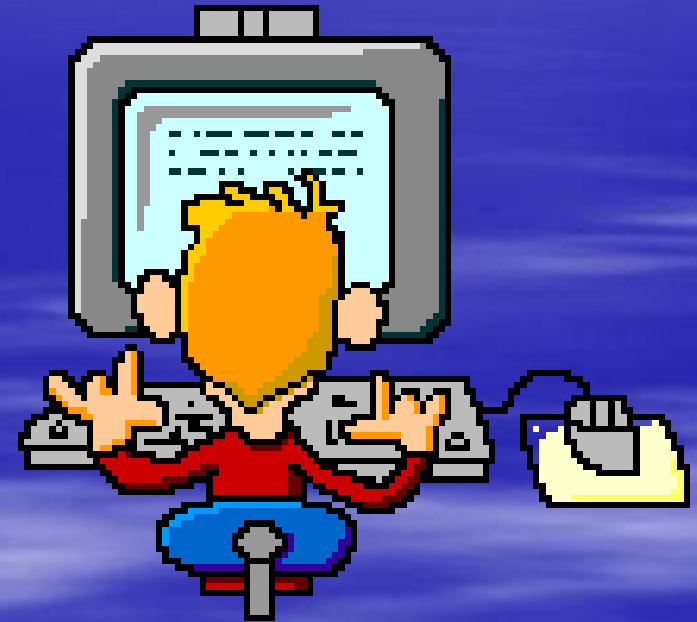
- Career & Technical Education
- Resource for elementary, middle school, and high school
- Teachers & parents
- Manage culminating project
- Create portfolios







- **Improve test scores**
  - PSAT, SAT & ACT
- **Explore personal interests**
- **Research majors**
- **Curriculum improvement**
- **Education requirements**
- **Compare Colleges**



# Students create career portfolios





# Real life learning





# Developing relationships





# Success...



- Students
- Teachers
- Schools
- Community
- Whitman County Library

# WCL Magnets

*included in packet of information for students & customers*





# Mouse Pads

## *Reinforcing our message!*

Your Whitman County Library Card Number

Your Key to Information, Recreation, & Discovery

The screenshot shows the Whitman County Library website. Red arrows point from the left sidebar to the main content area: from 'Catalog' to 'Search our Catalog', from 'Electronic Resources' to 'Electronic Resources', from 'TEENS' to 'The Teen Zone', and from 'Bridges:' to 'Bridges:'. Another red arrow points from the 'Ask Us 24/7' link to the text 'Need Information or Assistance? 3 Ways to find help 24/7'.

**Whitman County Library** **Ask Us 24/7**

**LIBRARY RESOURCES**

- Catalog
- Renew Items
- Ask Us 24/7
- Electronic Resources
- Web Resources
- Library Services
- Book Club
- Other Libraries

**LOCATIONS & HOURS**

**ABOUT YOUR LIBRARY**

**SUPPORT YOUR LIBRARY**

**KIDS**

**TEENS**

**EVENTS CALENDAR**

**COMMUNITY RESOURCES**

**SITE MAP**

**parentresource**  
CENTERS OF THE PALOUSE

**Search our Catalog**

- Request or Renew materials online

**Electronic Resources**

- Electronic Library Research Tool
- Grollier online encyclopedia
- Learn-a-Test, practice exams
- ProQuest, magazines and newspapers
- Auto repair reference center

**The Teen Zone**

- Booklists
- Web Sites
- Teen Programs ...

**Bridges:**

- The Student Success Company
- Educational and Career Planning
- Online Test Preparation

**Need Information or Assistance?  
3 Ways to find help 24/7**

www.whitco.lib.wa.us

1-877-733-3375

My Computer

# Local newspapers

- Submit articles to local newspapers featuring databases – generated a lot of interest!

MOSCOW-PULLMAN DAILY NEWS 1-25-07

## COMMENTARY

### Libraries, school districts work together to help students meet standards

Graduating from high school today is far different from the cakewalk I experienced a few decades ago. Most students today are required to pass a battery of standardized tests, compile elaborate senior portfolios, and compete for acceptance at colleges and universities.

To help students, teachers and parents meet these rising standards Whitman County Library is collaborating with nine local schools on a project called Building Bridges.

The Building Bridges program increases the information and research skills of students, while preparing them for standardized tests, culminating projects and college coursework.

Using the Bridges software, library staff members Erica Willson and Lori Brown teach students, teachers and counselors about its use and benefits.

Willson is Whitman County's teen librarian, certified in career and technical education with a degree in secondary education.

Lori Brown also is a certified teacher working as the library's outreach education specialist. Together, they teach the use of Bridges with clock hour training available for teachers, counselors, and para-educators completing the program.

The Bridges software targets elementary school, middle school and high school curriculums. It includes online courses for math, English, science and social studies that target skill deficiencies, build student confidence, improve skills and assist students in meeting the state's more stringent requirements.

Bridges also allows students



**Kristie Kirkpatrick**

Whitman  
County  
Libraries

to manage culminating project portfolios electronically. It helps them meet grade level expectations and improve test scores for the WASL, ACT, and SAT through tutorials and online assessments. Through Bridges students explore

personal interests, career profiles, research majors, education requirements, scholarship and colleges options.

The Building Bridges project is a statewide model for public school and library cooperation. Schools participating in the project are Colton, Colfax, Endicott, Garfield, LaCrosse, Oakesdale, Palouse, Rosalia, Steptoe and St. John. Each school contributed to the cost of the Bridges Software while a Library Services and Technology grant from the Washington State Library subsidized a large portion of its cost. Whitman County Library District wrote the grant, provides the training staff, and administration of the software.

If you live in any of the school districts participating in the Bridges program and want to know more, please contact Erica or Lori at Whitman County Library at (509) 397-4366. They are ready and eager to assist students, teachers and parents with this exciting new product.

Kristie Kirkpatrick is director of the Whitman County Library District.



# Never miss an opportunity to tell your story

MOSCOW-PULLMAN DAILY NEWS

Pulse

Thursday, November 10, 2005 • 5C

## Working smarter, not harder

**Y**ou need to work smarter, not harder. As an outreach educator for Whitman County Library, this slogan has become my mantra.

To help students and teachers work smarter, I visit classrooms throughout Whitman County teaching a variety of online research skills.

With assistance from other library staff, I show students how to access our library's online products, ways to search the Internet more effectively and strategies to deal with the information they retrieve.

Using Whitman County Library's website as a portal, I teach students of all ages how to use our library's catalog to request items in the formats they need.

Students can choose from database information, books, videos, DVDs and CD-Rom. Both teachers and students appreciate that these resources are available to them at home and from their school 24 hours a day, 7 days a week.

Because Whitman County Library classes have been certified through the local educational service district, teachers can receive Continuing Education Credits for participating. Not only do student's research skills improve but the teacher's often learn new tips and resources as well.

I find it rewarding to show students how easily they can

access reliable information, working smarter, not harder. When we show students how to better search our databases and navigate web resources, they are excited to see the relevant results.



**Kristie Kirkpatrick**

Whitman  
County  
Library

The skills we instill in these students will serve them well as they go on to college and forward in their lives.

These students will have a stronger knowledge base and an important foundation for life-long learning.

Increased use of our library's website indicates that these classes are indeed working.

After one year, use of Whitman County Library's online resources rose by 900 percent. Last year, they rose by another 400 percent.

I have so many wonderful memories from teaching to area schools. In Lacrosse, we gave the same presentation seven times in one day.

The teacher who sat in for all of the presentations said she learned something new each time. Later that week, a parent of one of the students came up to me just thrilled about what her children had learned.

I knew our online classes were really effective when a child was excited enough to tell their parents.

To keep students attentive, we often bring incentives to our presentations. While speaking with a group of high school



courtesy Whitman County Library

**Peggy Bryan assists student at the Whitman County Library in Colfax.**

sophomores, we gave each student a wooden ruler. As the class proceeded, I noticed one boy aggressively chewing on his ruler. Not wanting to draw attention to his behavior, I ignored it.

By the end of the class, he

had eaten up most of the ruler! To this day, I still worry about internal slivers.

I am proud to offer these great on-line services and instructional opportunities to students, teachers and other groups throughout rural

Whitman County!

If you'd like to work smarter, not harder, give me a call and I'll come show you how.

**Kristie Kirkpatrick** is the outreach educator at Whitman County Library



# Education opportunities at the library

A survey of Whitman County Library residents identified the public library as the place most people turn to meet their educational and informational needs. As a result, I am proud to announce exciting programs and new staff available from Whitman County Library to meet those needs.

Erica Willson was recently hired in our youth services department and is dedicated to serving the needs and interests of area teens. Erica's experience teaching FFA, alternative school and a variety of topics to children of all ages bodes well for teens throughout the county.

Programs on tap from Erica include scholarship workshops, after school activities in Colfax and programming to schools and branch libraries throughout Whitman County.

Sheri Miller continues her quality programming for younger children. Sheri offers creative, age-appropriate sessions for babies, toddlers, and preschoolers both in the library and through outreach efforts to day cares and preschools. Additional programs for children include an after-school library club, field trips to the Colfax library, and fun visits to area schools. For parents, Sheri offers workshops in Early Brain Development and Every Child Ready to Read.

AmeriCorps volunteer Lindsay Godfrey is bringing bugs to Whitman County. With



**Kristie Kirkpatrick**

Whitman  
County  
Libraries

a degree in biology from WSU, Lindsay shares her hands-on-insect demonstrations at schools, day cares, libraries, and with community groups.

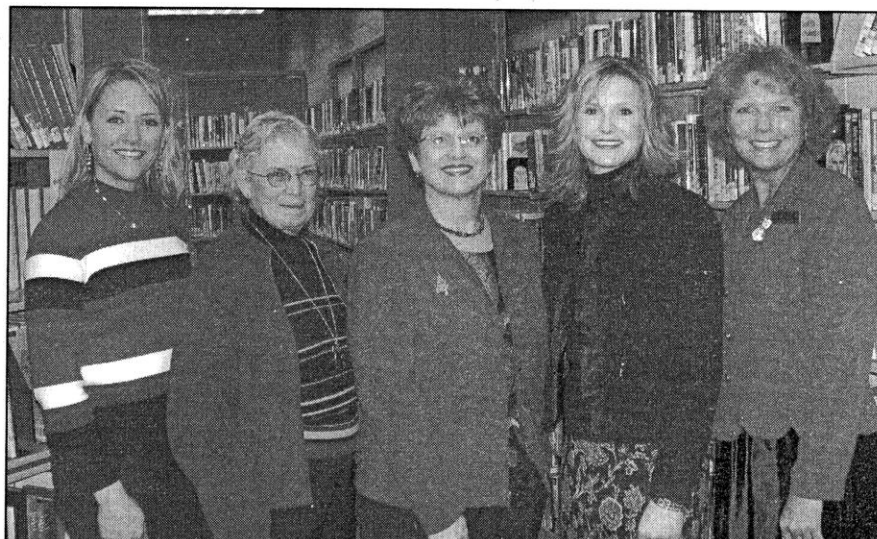
Thanks to a cooperative effort with the Palouse Discovery Science Center, Lindsay amazes kids with real creepy-crawly bugs.

Besides insect visits, Lindsay's busy schedule includes programs for day cares, weekly library service to the town of Malden and visits to retirement facilities.

Longtime educator Alice Rockhill brings a wide variety of educational opportunities to Whitman County. Alice is trained in parenting trends and topics. Right now, she offers workshops for nurturing parenting, school readiness, and calming methods for stressful moments.

In addition, Alice leads book discussions on classic literature for classrooms and facilitates the popular Who Reads What book discussions series in Colfax.

Web site and online classes to area schools continue to be popular. Led by Peggy Bryan and a host of library staff, these sessions teach students and teachers how to access and use the library's online products and how to find the most reliable information on the Internet. Classes can be tailored to the needs of students, specific topics, or molded to fit particu-



**Whitman County Library educators, Lori Brown, Alice Rockhill, Peggy Bryan, Erica Willson, and Sheri Miller.**

Photo courtesy Whitman County Library System

lar assignments.

Wired Wednesdays continue to be a hit at Whitman County Library. Semi-annual sessions allow computer users of all ages and skill levels to learn the skills they need. Led by computer system's administrator James Morasch, Wired Wednesdays have become a favorite with library users.

The newest member of the Whitman County Library team is Lori Brown. Serving as our Parent Resource Center coordinator, Lori is a trained teacher who gets plenty of practice hav-

ing young children of her own. She understands the needs and concerns of local parents and is acquainting herself with the resources available to best serve them.

Lori coordinates regular classes throughout the county and is available to answer the varied needs of parents.

Last but not least, programming for children is available in Whitman County Library's 12 rural branches.

All locations offer preschool storytimes, while others have begun offering after school pro-

grams, computer classes and more. Please check with your local branch to see what they offer, or call Colfax for information on having any of our services brought to your community.

At Whitman County Library, we appreciate your vote of confidence as we strive to meet the educational needs of customers of all ages. Please give us a call and see if we've got a program that is just right for you.

**Kristie Kirkpatrick** is the director of the Whitman County Library System



# Car Repair Articles submitted to newspapers

MOSCOW-PULLMAN DAILY NEWS

Pulse

Thursday, March 16, 2006 • 7C

## Heritage to car repair: Online services here to serve

Ever wonder about the strange yellow bird in your yard? Does your car need repair? Want to sell grandma's bureau but not sure about its value? Need practice for your upcoming real estate exam?

The answers to these questions and many more are found on the Electronic Resources page of Whitman County Library's Web site at <[www.whitco.lib.wa.us](http://www.whitco.lib.wa.us)>. Here, residents will gain access to a variety of products and information the library purchases that cannot otherwise be found for free on the Internet.

The most popular of these products is a database of nearly 4,000 newspapers and magazines. Called Proquest, the database is searchable by subject, professional journals only, or by the specific name of the magazine or newspaper. The library can't afford to subscribe to the *Washington Post* or other popular publications, yet residents can access them for



**Kristie Kirkpatrick**

Whitman  
County  
Library  
District

free each day using the library's Web site.

The Auto Repair Reference Center is a resource for both professional and do-it-yourself mechanics. This product comes from the publishers of the respected Chilton Repair Manuals. The center contains repair instructions for vehicles dating back to 1945 that are easily located and printed by users.

The Antique Reference has been very popular with library customers. Prices are just a click away for all sorts of furniture, dolls, dishes and collectibles. In addition, a link to related topics connects users with other valuable sources for antique study, pricing and collecting.

Electric Library and Grolier Online are two quality electronic encyclopedias available from the site. A favorite among students, Electric Library searches the archives of newspapers, magazines, books, and transcripts. Impressively, Electric Library also contains maps, photos, audio, video, television, and radio transcripts for download. Grolier's simultaneously searches seven top-notch encyclopedias including "The New Book of Popular Science," and "Lands and Peoples."

HeritageQuest, the library's newest online product, allows access to more than 25,000 family and local history books. It is continually updated and expanded and pages are easily downloaded from a variety of distinguished sources including Harvard University, New York Public Library and Chicago Public Library. Besides access to thousands of books, HeritageQuest also includes U.S.

Federal Census records from 1790-1930, and the Revolutionary War Era Pension and Bounty-Land Warrant Application Files. HeritageQuest is easily searched by name, place of birth, age, and ethnicity.

One of the library's most popular products is Learn-a-Test. This database of test preparation materials allows residents to interactively practice for a variety of official tests. These include college prep tests, graduate studies, civil service, Emergency Medical Services, high school equivalency diploma, nursing, and real estate just to name just a few.

Whitman County Library staff members are trained to assist customers searching these electronic resources. If you need assistance call the library at (509) 397-4366 or toll-free at (877) 733-3375.

**Kristie Kirkpatrick** is director of the Whitman County Library District.

# Bookmarks sent to auto repair shops and shop classes at Schools

## Do you have auto repair questions?



Repair info on fuel systems, engine rebuilds, drive trains,  
brakes and more—provided as a service of  
WHITMAN COUNTY LIBRARY  
397-4366 or toll-free 1-877-733-3375

*Resource from the publishers of Chilton's.*

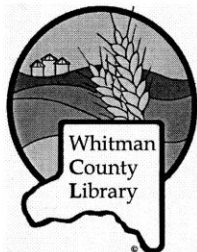
- Go to: [www.whitco.lib.wa.us](http://www.whitco.lib.wa.us)
- Click on: Electronic Resources
- Click on: Auto Repair Reference Center
- Enter barcode number off the back of your library card
- Select: year, make, model, etc.





# Genealogy Brochure

## Genealogy resources at your library



A basic guide  
to tracing  
your family history

### Whitman County Library And your genealogy questions

Our library houses a limited collection of local history books, most of which are not indexed. We have the *Whitman County Histories Every Name Index* and *Whitman County Families Every Name Index*. These books are especially useful as you begin your research. You are welcome to browse and make copies of anything in our collection. The library charges a research fee of \$30 per hour for people who live outside of our library's taxing district.

**WCL branch libraries** in each town can help you find local historians in their area. Hours and contact information for our branches can be found on our website.

**Local Obituaries** are published in The Whitman County Gazette, contact at: 509-397-4333 or N. 211 Main Colfax, WA 99111. We house hard copies of the Gazette back to 1968.

The **Whitman County Auditors Office** 397-6270 (Box 350, Colfax, WA 99111) has records of all **marriages** in Whitman County and **death certificates from 1891 to July 1907**. They charge a fee for copies and searching particular names with no dates.

The **Whitman County Health Department** 397-6280 (310 N. Main, Colfax, WA 99111) has available copies of all **Washington State birth certificates** from 1875 to present and **death certificates** from 1907 to present. The cost of these downloaded, non-certified copies is \$8.00. It is recommended that you call and check on staff availability before you bring in your request.

### Online Resources

Visit the Whitman County Library's website @ [www.whitco.lib.wa.us](http://www.whitco.lib.wa.us)

Click on genealogy from the web resources link on our website.

**Cyndi's List** — A Mega-Site that holds large amounts of information

**Ellis Island**—Especially helpful if your family migrated from Europe.

**Family Search**—This site is sponsored by the LDS church and includes basic downloadable software.

**Heritage Quest**—This large subscription database must be accessed from our website. It includes census records, revolutionary war records, and indexes of books and articles.

**Internment.net**—This is a listing of cemetery records in much of the world, including some local records.

**US GenWeb Project**—a free service researched by volunteers

#### Washington State Library Digital Archives—

A digital source of historical documents, maps newspapers and other materials that are part of the state library collection.

The library website is regularly upgraded. Check often for new links.

# Adult Classes





# Collaborate with Technology Staff on Website

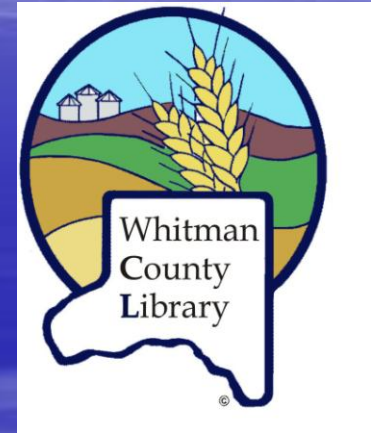
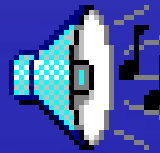
- Current
- Attractive
- Easy to navigate

Awareness of community needs to be reflective in website

# Marketing WCL!

- Media Blitz

- School Bulletins & Newsletters
- Library Newsletters
- News releases
- Radio – Basketball Tournaments



- Promotional items

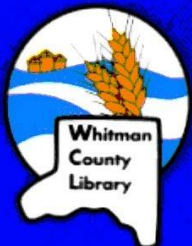
- Mouse pads
- Magnets
- Bookmarks & Brochures

- Programs


- Teen Dance

- Presence in Schools

- Personal Contacts



**Whitman County Library**  
*Your Library & Information Center*  
(509)397-4366  
1-877-733-3375  
*Service in 13 locations and*

**Ask Us**  @ [www.whitco.lib.wa.us](http://www.whitco.lib.wa.us)



# Brainstorm....

- Ways to inform your customers
- New ideas – be creative and think outside the box
- Your customers want to know about your databases
- and your statistics will increase too!



# Thank you...

Peggy Bryan [brianp@colfax.com](mailto:brianp@colfax.com)

Whitman County Library

102 S. Main

Colfax, WA 99111

[www.whitco.lib.wa.us](http://www.whitco.lib.wa.us)

509.397.4366 or toll free 1.877.733.3375

509.397.6156 (fax)