

LGFCU Excellence in Innovation Award Project Evaluation

Project ID	PIP-3
Title of Program	31 Days of Love
Program Category	Public Information and Participation
Submission Date	6/24/2016 6:01:07 PM
County	Cumberland
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County Manager	Amy Cannon
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Implementation Date	12:00:00 AM
FLSA Designation	Exempt
Project Team Members	Jody Risacher, Library Director Kellie Tomita, Library Marketing Manager Nora Armstrong, Library Programs and Services Manager Selena Beckman-Harned, Library Community Relations Supervisor

Description of Productivity Improvement

Since October is known as “Adopt a Shelter Dog Month” and to support a fellow county department, the Cumberland County Public Library & Information Center conducted a public awareness campaign to raise the visibility of the Cumberland County Animal Control Department. This month-long event included pet-related programs at all eight library locations and provided the public with the opportunity to donate supplies to benefit the shelter animals and to adopt pets.

Library staff coordinated the programs with Animal Control staff that included “Responsible Pet Ownership” and pet adoption events at the library. Additional programs for all ages included dog obedience demonstrations, “Paws for Reading” (children, who are reluctant readers, find an encouraging environment where they can read aloud to therapy dogs), “Guide Dogs â€” Enhancing Independence for Blind Children,” “Let’s Celebrate our Pets!” and “What Pet Should I Get.”

Prior to and during October, the library promoted the campaign with book displays, posters, signs and flyers along with press releases, feature articles in the local newspaper, social media posts and information. The library also collected pet supply donations at all locations.

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Description of why this project was initiated

The Animal Control Department does not have the same opportunities as the library does when it comes to daily community engagement. This is due in part to the nature of the animal shelter’s work and its remote physical location. It is not convenient for the public to drive donations out to the shelter and at times the shelter and rescue side of their mission is overlooked.

In contrast, the library has eight locations throughout Cumberland County and has a visitor count of just over 1.3 million on average each year. Therefore, the library has the potential to play a role in helping raise the profile of the Animal Control Department and act as a conduit for donations. Synchronizing library programs and activities with “Adopt A Shelter Dog Month,” added value to promoting awareness of the need for pets to find their forever homes and to showcase the hard work and dedication of the shelter staff.

The program not only increased public awareness, but also engaged county staff to understand the varying contributions each department makes to the wellbeing of citizens in our county. Together, our departments can support and promote the positive and productive work we conduct on behalf of the community we serve.

Quantifiable results (sustainability, cost savings, cost avoidance and/or a higher level of service).

Indication of what resources were used and what was done with any accrued time savings

The library hosted 20 related programs that had a total attendance of 690. Thanks to library staff’s hard work coordinating the pet supply drive and the generosity of library customers, the “31 Days of Love” campaign benefited pets at the county’s animal shelter with a final tally of: 229 cans of pet food, 182 pounds of dry cat food, 298 pounds of dry dog food, 44 pounds of biscuits, 76 bags of treats, 215 toys and 170 pounds of cat litter. In addition, four pets found forever homes at library adoption events.

Because the library provides monthly public programs, incorporating the pet/animal theme did not place any additional burden on library staff. It did require communication and cooperation between the two departments to coordinate specifics such as the adoption events. Each month, the library also produces publicity materials to promote its programs and activities. Promotion for the campaign was incorporated into the monthly production work for the library’s Community Relations Department. Therefore, there was no additional cost to the library to promote this event.

The library utilized its daily courier route to consolidate the collection of pet supplies. Each location boxed up the donations and placed them in the courier to bring to the Headquarters Library. When the donations reached a large enough quantity, staff from the shelter came to the one location to pick up the items. The cost of transporting the donations was not significant.

Due to the success of the campaign and how well it was received by the public, 31 Days of Love will continue each year in cooperation with the library and the Department of Animal Control.