

# What We learned at ARSL 2019

By Alice DeFriez and Robin Raines-Bond

Thanks you for letting us attend ARSL this year . It was in Burlington, Vermont the first Week of September.

A.R.S.L. stands for the Association of Rural and Small Libraries and we pay our own membership due. Robin and I attended last year in Springfield, Ill, and it took us 5 seconds to realize we had found “our people”!

While in an ARSL this year I attended class called “Marketing and Branding, your Library” and it got me thinking.

I am working on an updated logo like the one on page one . It is a lot like our current logo with a few tweaks.

I like the tree and all the trees symbolize, a strong foundation, beauty, and a resource, much like a library.

The presenter encouraged us to come up with a tagline for our library.

Just in case you aren't sure what a tagline is, here you go!

A **tagline** is a permanent, meaningful description that summarizes what the **library** is about. It has been said that a **tagline** sums up what the organization is known for or what sets it apart. This is something we would use in our online present, marketing and social media.

So, a library in Union, SC redid their logo, marketing etc. The presenter she said they came up with a tag line for their library. They slightly changed the name of their library and so they got to sit down and decide what was important to them and their community. It should be simple, and about 3 words.

Their tagline is *Connect, Discover, Thrive*. Those words work great for their demographics and goals but I didn't think it is what we are trying to accomplish.

Robin, Sally and I were kicking around a few ideas and this is where we have landed. They are broad and vague at the same time. We liked **Engage, Include, Elevate**.

**Engage** the online dictionary says engage mean "occupy, attract, or involve". We want to present programs, workshops, materials (books, movies ,etc) that our patrons are interested in.

**Include**, we want the riches and the poorest, the oldest and the youngest and people of any race, religion, or sexual orientation, abilities etc to be comfortable, welcomed and served here!

**Elevate**. This is borrowed from our State Tourism marketing but it is twofold. First, we live around 5,600 feet above sea level. Our lives are ruled by elevation and mountains. Elevate also works for our tagline as it means bringing something higher, We want to lift people up, help them become who they want to be. Elevate encourage people to build each other up in a world that likes to tears people down.  
“They Rise Highest who lift as they go”

# #wasatchwednesdays

This is something I learned at ARSL 2018. The idea came from Montana Mondays. A librarian talked about the huge hits they had on Facebook Monday mornings when they highlight something about their local history. I love our community and history and I thought it was worth a shot. My goal was that if it wasn't well received I would just stop doing it.

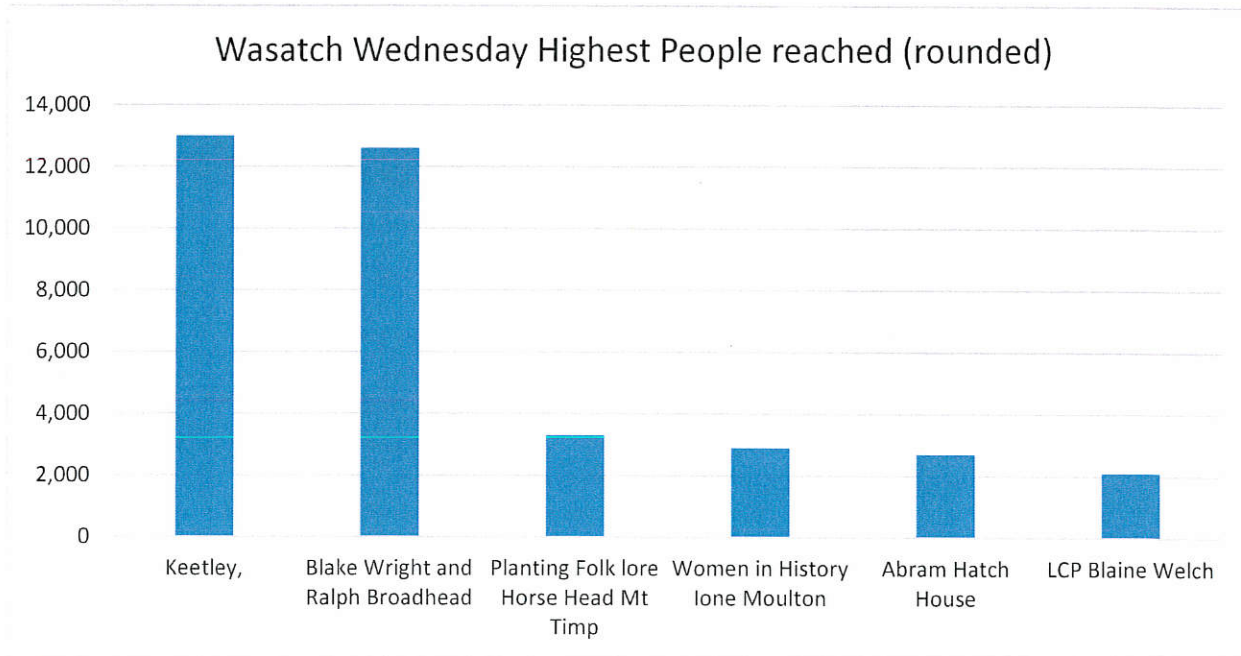
The idea is to reach the community with historical fun facts. Then in turn they become likes on our Facebook and Instagram pages, thereby keeping the community in the loop about library things and then the bottom line... attendance at programs, and coming to the library to check out materials!

As with Montana Monday's it is our highest hits and the most shares of the week on Facebook. It will be one year old Sept 28<sup>th</sup>.

We average around 800 hits on a weekly basis. Sally story time pictures get around 300 hits. Our top 6 hits this year.

Wasatch Wednesday Article	People reached (rounded)
Keetley,	13,000
Blake Wright and Ralph Broadhead	12,600
Planting Folk lore Horse Head Mt Timp	3,300
Women in History lone Moulton	2,900
Abram Hatch House	2,700
LCP Blaine Welch	2,100

As of August 29, 2019



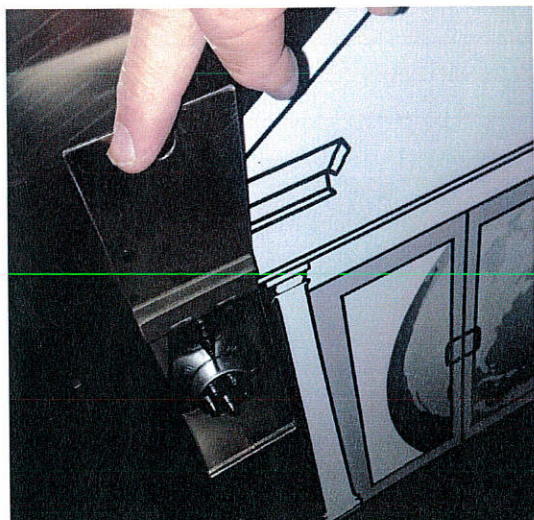
I met with the owner of EZdrop at ARSL. I did a little drooling of his display model, to be honest. Our book drop is disgusting, rusting and embarrassing and this one was amazing, long lasting, and an investment for years to come!

EZ Library Drops are made of 18 ga. type 304 (corrosion graffiti resistant) brushed stainless steel so they are warranted to NEVER fail because of corrosion. Because of modern production methods and volume you get the advantages of stainless steel at a price comparable to older style steel or aluminum boxes that will rust or corrode. Aluminum is not 4ever! All EZ drop products are made in the USA from material with recycled content. EZ Drops feature a sturdy, secure, no-key pushbutton lock, same as used on FedEx and UPS boxes. This means **no keys** to lose or locks to freeze and the combination is easily changeable as your staff changes.

Approx. \$ 5,000



**EZ 2840 PRINT or AV**  
Shown with custom lettering



EZ2840 Stainless steel book drop is 28" / 71 cm by 40" / 101 cm

Easy to use for drive up or walk up

All stainless (anti-graffiti) life time warranty

Cart door can be on front or back and changeable by you anytime

Modern asymmetrical curved top – sheds the weather

Repairable, purchase individual sides or top if it is damaged.

Shipped unassembled so you can decide and change cart door position, front or back at installation

No pull down door makes it easier and safer to use

Easily convertible for book and/or AV use by installing blocking panel (included)

Order with BOOK or AV lettering and optional library name, logo or donor

Sturdy FedEx and UPS no key 5 button lock, easily change combination as needed

Uses light weight EZ8 (40 lb / 18kg, 38x28x28" / 96x66x71 cm, 8 cu ft / 2 cu m (200-300 items), quiet, molded Rubbermaid Cart. [Order an extra cart for greater staff efficiency](#)

Carts are quieter, safer with no sharp metal edges than older metal carts

All carts come with padded depressible bottom tray, which helps protect books from costly damage

Designed so items can not get below the depressible bottom tray