MADISON COUNTY BEST PRACTICES

WORKING WITH MULTIPLE SPONSORS AND PARTNERSHIPS
JANUARY 23, 2018
RUTHIE MASLIN AND SHELLEY TUCKER

BE RESOURCEFUL WITH PROMOTION

Madison County Public Library
your highway to the world

FREE LUNCH

Ages 18 and under

Monday-Friday

12-1

May 22– August 15

ALL AGES EAT FREE

(starting May 27)

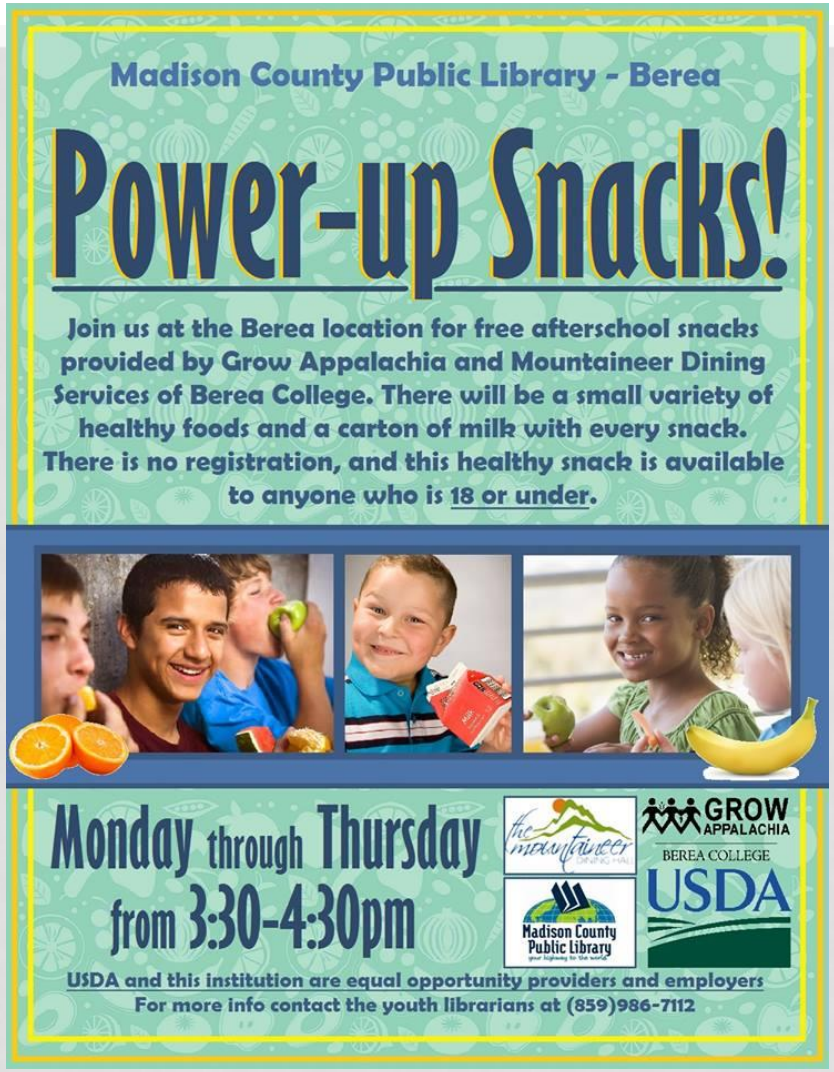
Saturday 12-1

Sunday Snack 1-2

319 Chestnut Street, Berea

507 West Main Street, Richmond

Closed May 29 & July 4



MAKE SURE FAMILIES KNOW ABOUT THE LUNCH PROGRAM

- Use a variety of promotional avenues
  - Food Pantries
  - Churches
  - Social Media
  - Public Radio Stations
- Make sure the lunch program is part of all Summer Reading promotional activities
  - School visits
  - Library calendars

BE OPEN TO CHANGE – AND TO CHANGING BACK!

- Over the years, we've tried a lot of different things
- Some worked
- And some didn't

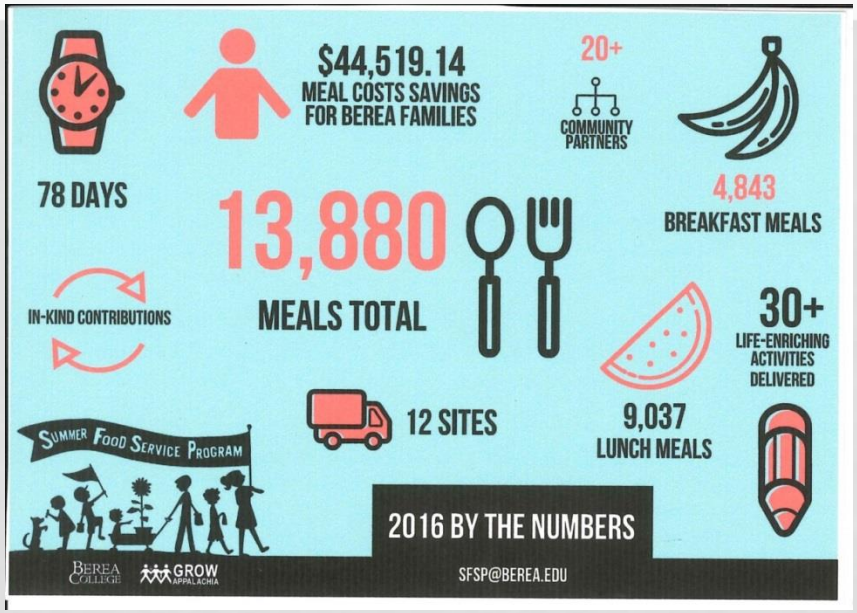
SUMMER FOOD PROGRAM: MCPL

- Year 1 – 2012: IMLS grant through KDLA – served lunch 5 days/week in two locations for 8 weeks – 1,559 lunches served
- Year 2 – 2013: IMLS grant through KDLA – served lunch 5 days/week for 8 weeks – **NEW**: added 2 outreach locations – local housing project and a high school book club – 3,028 lunches served
- Year 3 – 2014: IMLS grant through KDLA – 3 locations – 2 libraries, 1 outreach --**NEW**: served lunches for 10 weeks and added Saturday lunches in July and August -- 3,992 lunches served
- Year 4 – 2015: No grant, no outreach location – **NEW**: Local food weekends open to all ages; served lunch from school out to school start – 6,184 lunches served
- Year 5 – 2016: No grant – **NEW**: two sponsors, one in Berea and one in Richmond; added breakfast in Berea; no outreach lunch, but provided outreach programming to new community sites in Berea – 6,680 meals served
- Year 6 – 2017: **NEW**: focus on programming – highest summer program attendance in library history (19,750, up 16.5% over 2016); no breakfast – 6,353 lunches served; **NEW**: added after school snacks in Berea

Start with what you can handle and add small changes gradually.

EVEN SPONSORS MAY CHANGE

- For several years, Madison County Public Schools was our sponsor
- Two years ago, Grow Appalachia and Berea College took over sponsorship of our Berea program



The state and federal guidelines and paperwork were the same for both sponsors

The differences could be seen mostly in the type and variety of food, delivery methods

BE CREATIVE WITH SPACE (AND LUNCH BAGS)

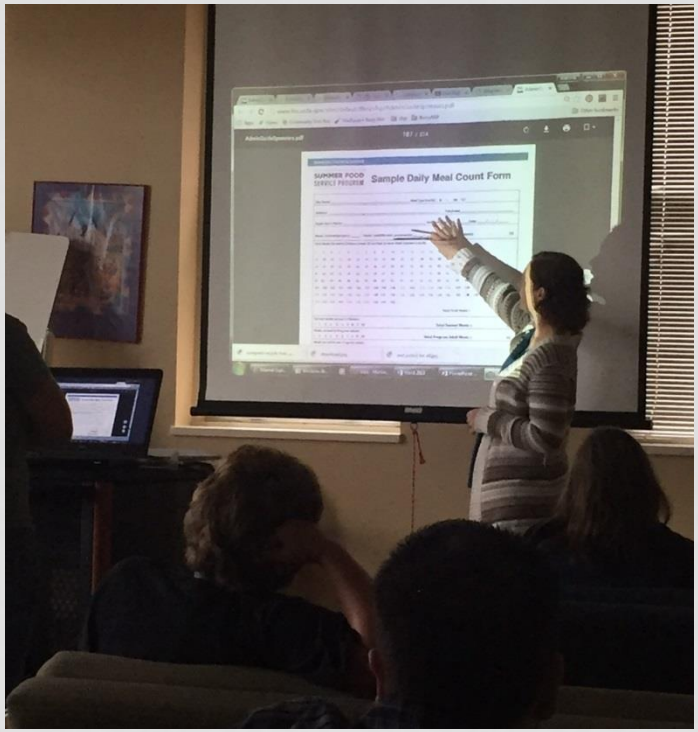
BE CREATIVE WITH PARTNERS

Your local health department likely has programs and displays they are anxious to take out into the community. The summer lunch program is an ideal place to connect with kids and families.

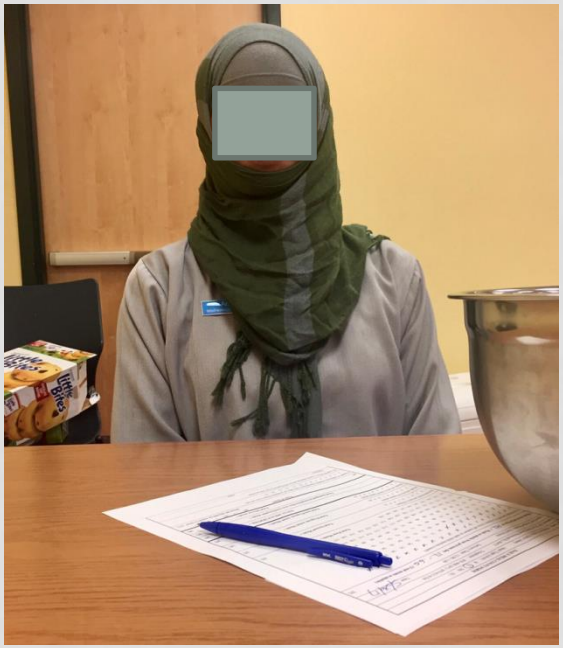
USE PARTNERS TO PARTNER

As part of the community lunch program through Grow Appalachia and Berea College, MCPL organized special programs using partners who are "regulars" throughout the year.

GET THE MOST OUT OF YOUR PARTNERSHIPS



Shelley helping with training with our new sponsors – Grow Appalachia and Berea College.



Through our partnership with EKU's Dept. of Nutrition and Food Science, a graduate student intern (she asked that her face not be shown), ran our lunch program in Richmond 5 days a week for free! She got 3 hours of credit, and we got a wonderful addition to our program. We have another intern scheduled for this coming summer.

TAKEAWAYS

- Focus on incremental changes
- Continually refine
- Drop what doesn't work
- Respond to community changes/needs
- Rely on your partners

Thank you!

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