

LSTA *Getting to Yes* Grant ProjectGrant Duration:
2005-2007

Getting to Yes (GTY) is a two-year grant initiative focused on helping member libraries learn effective strategies to win their votes. The project began April 1, 2005 and concludes this month on March 31, 2007.

PROJECT GOAL: Encourage more member libraries to hold public votes.**ACCOMPLISHMENTS**

- 12 target libraries held successful votes during the project's duration.
- 76% or 50 out of 66 libraries now have their budgets voted on.

PROJECT GOAL: Help member libraries understand the public vote process.**ACCOMPLISHMENTS**

- Hosted a *Campaign Institute* series (4 workshops) March 2006 through October 2006.
- Hosted a *414 Panel* discussion at MHLS in August 2006.
- Developed online *Campaign Planning Guide*, available at <http://www.midhudson.org/GTY/CPG/cpg-intro.htm>
- Simplified the public vote process by developing a five-step approach, the *Five Phases of the Campaign*, available at www.midhudson.org/GTY/5-Phases.htm.
- Created a resource document for libraries considering a vote for the first time titled, *Your Public Vote: A Jumpstart Guide to Success*.

PROJECT GOAL: Provide consistent support to member libraries holding/considering votes.**ACCOMPLISHMENTS**

- Held 3 target library meetings where directors and personnel involved with votes could exchange ideas and address issues communally.
- Offered 14 consultations to library boards and directors to discuss voting issues.
- Directed 4 Project Advisory Group meetings.
- Hired an experienced Communications/PR Consultant to assist with the project.
- MHLS staff members Kirstin Litwin, Josh Cohen, and Rebekkah Smith Aldrich provided ongoing email and phone consultations to target libraries.
- Created a print resource document, *Your Public Vote: A Jump-Start Guide to Success*, to assist future library directors and boards considering a vote.

PROJECT GOAL: Assist libraries in identifying target groups and building community support for their votes.**ACCOMPLISHMENTS**

- Conducted pilot project using Geographical Information Software (GIS) to examine community demographics and voting data within Dutchess County.
- Developed a *Voter Matrix* to assist libraries in characterizing voters and determining a strategy to secure their votes.
- Conducted 4 focus groups with non-library users across the Mid-Hudson service area to examine methods for targeting their interest in the library.

PROJECT GOAL: Create an online toolkit with best practices and resources for a successful public vote.**ACCOMPLISHMENTS**

- Created the *Public Library Vote Toolbox*, a comprehensive online resource for libraries planning budget votes. [The toolkit is available at <http://midhudson.org/GTY/Toolkit/main.htm>.]

PROJECT GOAL: Increase support for libraries that will result in enhanced services.**ACCOMPLISHMENTS**

- Secured \$431,950 in increased funding resulting from Chapter 414 votes held in November of 2006.
- Libraries report plans to use these additional funds to increase hours, programs, and materials, add staff, purchase new computers, and to set money aside for a future expansion.