

The Leaders Library Card Challenge Toolkit



Hello Library Card Challenge Leaders!

This online toolkit is designed to provide you with the resources that can help you continue to strengthen your partnership with school leaders and city/county government officials to ensure all students in your jurisdiction have a library card and access to essential library learning resources. The toolkit includes links to background information about the ConnectED Library Challenge, overview information about the initiative's transition into the Leaders Library Card Challenge (LLCC) and, most importantly, tools and materials gathered from participating libraries across North America that are cultivating working partnerships with their school and local government systems to ensure public library access for all students, as well as teachers, media specialists and other school leaders.

All resources and information included in this toolkit are a result of the Library Card Challenge initiative led by the [Urban Libraries Council \(ULC\)](#) in cooperation with and funded in part by the [Institute of Museum and Library Services \(IMLS\)](#).

In the following sections, you'll find links to resources that include:

- ▶ [Background on the ConnectED Library Challenge](#)
- ▶ [Information and updates on the continued work of the Leaders Library Card Challenge](#)
- ▶ [Marketing/promotional materials and partnership management tools shared by participating jurisdictions](#)



I. Background

The Leaders Library Card Challenge is a national effort to ensure that every child enrolled in school has access to the valuable learning resources available at public libraries. Launched in 2015 by President Obama as part of his ConnectED Initiative, the Library Challenge grew out of a belief that more intentional collaboration among chief elected officials, school superintendents and library directors could improve education outcomes for all students, begin to close achievement gaps and create a framework for an integrated approach to education.

Participation in the Challenge begins with a letter of commitment signed by the chief elected official, school superintendent and library director. Sixty communities participated in the President's call to action and collectively issued new library cards to more than one million school children in less than one year of work. Many of those cards were first-time virtual cards giving students instant 24-hour access to library resources using their student IDs.

Participating communities share ideas and resources and troubleshoot challenges through an online collaborative community on the Basecamp platform and participate in webinars led by ULC focusing on topics identified with input from the community teams. In January 2016, the White House hosted a one-day convening of participating mayors/county executives, library CEOs and school district superintendents and a call-to-action publication was released later that year.

ConnectED Library Challenge Background Resources

- ▶ [ULC Leadership Brief: Partners for Education](#)
- ▶ [ConnectED Fact Sheet](#)
- ▶ [Cohort 1 – 59 Participating Communities](#)
- ▶ ULC Webinars for Participating Communities
 - [ConnectED Library Card Challenge Kickoff, October 2015](#)
 - [School IDs for Library Cards, November 2015](#)
 - [Building Powerful Library-School Partnerships, December 2015](#)
 - [Preparing for the ConnectED Convening, January 2016](#)
- ▶ [ConnectED Library Challenge Convening Agenda, January 2016](#)
- ▶ [Stepping Up to the ConnectED Library Challenge: A Call to Action](#)

II. Continuing the Work: The Leaders Library Card Challenge

With such great partnerships established and incredible efforts to increase library access already underway, ULC and IMLS committed to continuing the work of the Library Challenge. A survey of libraries who participated in round one found that within 10 months of initiating the work:

- 75 percent had a new/expanded relationship with school leaders
- 53 percent had a new/expanded relationship with elected officials
- 43 percent had created a library-school Memorandum of Understanding (MOU)
- 72 percent are now working with school and/or local government leaders in new ways, beyond distributing library cards
- 58 percent gained local media coverage about their collaborative work to improve education outcomes

Now called the Leaders Library Card Challenge, (LLCC) nearly 50 additional communities have signed on and are creating partnerships for round two of the initiative. Both the first and second cohort of participating communities are now sharing ideas and resources through the online collaborative community on the Basecamp platform and participating in regularly scheduled webinars hosted by ULC.

Resources on the Leaders Library Card Challenge

- ▶ [Executive Summary](#)
- ▶ [Frequently Asked Questions](#)
- ▶ [Cohort 2 – 49 Participating Communities \(and growing!\)](#)
- ▶ ULC Webinars for Participating Communities:
 - [Sustaining the Momentum, July 2016](#)
 - [Success Stories from Round 1, December 2016](#)
 - [Virtual Student Library Cards Using Student IDs, January 2017](#)
 - [Schools Accessing Public Library Resources to Advance Classroom Learning, March, 2017](#)
 - [Open Discussion: Building Successful Partnerships, March 2017](#)
 - [School Perspectives: Library Resources Supporting Early Literacy, July 2017](#)
- ▶ [Panel Presentation at ALA Annual 2017](#)
- ▶ Participating Communities – Profiles
 - [Jacksonville, Fla.](#)
 - [Indianapolis, Ind.](#)
 - [Charlotte Mecklenburg, N.C.](#)
- ▶ [Success Strategy: Data Sharing](#)
- ▶ [ULC Publication: Public Partners for Early Literacy: Library-School Partnerships Closing Opportunity Gaps](#)
- ▶ [Save the Date for the Library of Congress Convening](#)

III. Tools and Materials Shared by Participating Communities

Through the online collaborative community on Basecamp, a wealth of resources has been shared by participating communities to provide models and templates to strengthen community partnerships. We encourage you to share more tools and resources, ideas and challenges through the Basecamp collaborative community!

Resources from Local Partnerships

▶ Marketing and Promotional Materials

Press Releases

[Cincinnati-Hamilton County Library](#)

[Cuyahoga County Library Systems](#)

[Denver Public Library](#)

[Indianapolis Public Library \(Decatur Township\)](#)

[Indianapolis Public Library \(Warren Township\)](#)

[Nashville Public Library](#)

[New Haven Free Public Library](#)

[Pima County Public Library](#)

[Richland Library](#)

[San Antonio Public Library](#)

[St. Louis County Library](#)

[Toledo-Lucas County Public Library](#)

News Stories

[Kansas City Public Library - Mobile Hotspot Program](#)

[Kansas City and Nashville Public Library - One Card Program](#)

[Rochester Hills Public Library](#)

Videos

[Hennepin County Library and Hopkins Public Schools](#)

[Richland Library: Get ConnectED!](#)

Photos

[Indianapolis Public Library Warren Township](#)

[Indianapolis Public Library West Newton Township](#)

Blog Posts

[Pima County Public Library, October 2015](#)

[Pima County Public Library, November 2015](#)

[Pima County Public Library, February 2016](#)

[Library of Michigan Dispatch Newsletter, March 2016](#)

Informational Flyers and Presentations

[Hartford Public Library: Boundless Brochure](#)

[Hartford Public Library: Boundless Presentation](#)

[Chattanooga Public Library: Program Summary](#)



▶ Program/Partnership Management Resources

Partnership descriptions, frameworks and progress updates

[San Francisco Public Library: KinderCard](#)

[Cincinnati-Hamilton County Library](#)

[Clinton-Macomb Public Library](#)

[Hartford Public Library: Boundless](#)

[King County Library System Schools](#)

[New Haven Free Public Library: Framework](#)

[Ramsey County Library and ISD](#)

[Skokie Public Library](#)

[Hennepin County Library](#)

[Denver Public Library: My Denver Card](#)

[Pima County Public Library](#)