



2021
URBAN
LIBRARIES
COUNCIL
INNOVATIONS

HOW TO SUBMIT YOUR LIBRARY'S INNOVATIONS

Entries for ULC's 2021 Innovations Initiative will be accepted from **October 1-November 1** at urbanlibraries.org. This document offers a preview of the 2021 submissions form and tips to help you prepare your entries!

Below are examples of the entry fields for the online 2021 ULC Innovations Initiative submission form.

INNOVATION CATEGORY

[Click here](#) for an overview of the 2021 submission categories.

INNOVATION CATEGORY *

Civic and Community Engagement



TITLE OF INNOVATION

This is the name of the entry as it will appear on the ULC website and in publications. Keep titles as clear and concise as possible. You do not need to include your library's name in the title.

TITLE OF INNOVATION *

50 characters maximum

SYNOPSIS

What is the "elevator pitch" for the innovations? Provide a brief, one to three sentence overview of the activity/strategy. Please write this description in complete sentences without abbreviations.

SYNOPSIS *

350 characters maximum

Here is sample language from Milton Public Library's 2020 Top Innovator award-winning entry, "[Be Inspired](#)":

Through its new brand identity, MPL significantly increased access among the increasingly diverse population of Milton. Following its inception in 2018, the rebranding efforts bore witness to the active cardholder rate increasing by 40% by the time it was fully implemented in 2019 — from 55,962 to 78,171 patrons from a population of 110,128.

CHALLENGE/OPPORTUNITY

Introduce the primary issue(s) that the Innovation has been designed to address. You may use abbreviations and bullet lists for this section.

CHALLENGE/OPPORTUNITY *

525 characters maximum

Here is sample language from King County Library's 2020 Top Innovator award-winning entry, "[Find Financial Assistance](#)":

As a result of COVID-19 shutdowns, many in our community suddenly lost their jobs, businesses or incomes. Often, they were not sure where to turn for help, especially if they had never needed it before. People found it challenging and overwhelming to navigate the complex and rapidly changing web of relief programs. As experts in connecting people with trusted information, librarians were well positioned to help people find and learn about the financial resources most likely to be helpful for them.

KEY ELEMENTS OF INNOVATION

Explain the structure, implementation and goals of the Innovation. Who are key partners? What activities does it involve? What makes it unique and cutting-edge? You may use abbreviations and bullet lists for this section.

KEY ELEMENTS OF INNOVATION *

525 characters maximum

Here is sample language from Austin Public Library's 2020 Top Innovator award-winning entry, "[APL+](#)":

In a short period of time and while working remotely, the APL+ team needed to create an all-in-one video platform solution that can become a central part of the library's website, offer an organizational video backend that placed as little strain as possible on the City of Austin's bandwidth, provide a workflow that empowers hundreds of staff members to create virtual programming, create an aesthetic that is professional and engaging and have that video platform be compatible with education partners for at-home learning.

ACHIEVED/ANTICIPATED OUTCOMES

Provide information about indicators of the Innovation’s success in addressing the target issue(s). What data metrics have been, or will be, used to measure success? What new partnerships have been created as a result of the Innovation? What feedback has the library received from customers and staff about the Innovation? You may use abbreviations and bullet lists for this section.

ACHIEVED/ANTICIPATED OUTCOMES *

525 characters maximum

Here is sample language from Charlotte Mecklenburg Library’s 2020 Top Innovator award-winning entry, “[MeckTech – Leveraging CARES for Digital Equity](#)”:

We anticipate providing up to 1,400 households with a dedicated device between October 8 and December 30 of this year. We have sourced the devices and are quickly signing up eligible community members to the program (over 1,000 applicants at the time of this writing) and are scheduling deployment days within the community.

APPROVED BY LIBRARY DIRECTOR?

ULC requires submitters to indicate that their library system’s current director (or equivalent level executive) has approved the content of their submission. ULC will not independently verify that this approval has taken place.

APPROVED BY LIBRARY DIRECTOR? *

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INNOVATION WEBSITE ADDRESS

Provide the complete URL of a publicly available web page that offers additional information about the library’s Innovation. (Note: This is an optional field.)

INNOVATION WEBSITE ADDRESS

1ST/2ND VIDEO LINK

Provide the complete URL of a publicly available video that offers additional information about the library's Innovation. **The video(s) must be hosted online on either YouTube or Vimeo.** (Note: These are optional fields.)

1ST VIDEO LINK

Please supply a link to a YouTube or Vimeo video

2ND VIDEO LINK

Please supply a link to a YouTube or Vimeo video

1ST/2ND/3RD PHOTO ATTACHMENT

Use the "Choose File" buttons to select up to three images (stored locally on your computer) for inclusion with your submission. ULC will post these images on the live web version of your Innovation once it is published. (Note: These are optional fields.)

1ST PHOTO ATTACHMENT

Maximum file size: 8 MB | Accepted image formats: .jpg, .gif or .png

Program Example 1.jpg

2ND PHOTO ATTACHMENT

Maximum file size: 8 MB | Accepted image formats: .jpg, .gif or .png

No file chosen

3RD PHOTO ATTACHMENT

Maximum file size: 8 MB | Accepted image formats: .jpg, .gif or .png

No file chosen

THAT'S ALL THERE IS TO IT!

Once you have prepared responses for each of the above fields, you will be ready to submit your team's Innovations at urbanlibraries.org once the form goes live on October 1!

Still have questions? Contact info@urbanlibraries.org.