2020 INNOVATIONS

URBAN LIBRARIES COUNCIL

HOW TO SUBMIT YOUR LIBRARY'S INNOVATIONS

Entries for ULC's 2020 Innovations Initiative will be accepted from **September 1-October 1** at urbanlibraries.org. This document offers a preview of the 2020 submissions form and tips to help you prepare your entries!

Below are examples of the entry fields for the online 2020 ULC Innovations Initiative submission form.

INNOVATION CATEGORY

Click here for an overview of the 2020 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 Do Space's 2019 Top Innovator award-winning entry, "Women Innovators Fellowship":

The Do Space Women Innovators Fellowship was a competitive, six-month experience that challenged three Fellows to develop new resources and tools to promote the advancement of women in technology and tech entrepreneurship in Omaha. Each Fellow received expert mentorship from local female leaders, a $10,000 stipend and additional resources.

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 Frisco Public Library's 2019 Top Innovator award-winning entry, "Making Artificial Intelligence Approachable":

According to the World Economic Forum, by 2022, AI specialists will be one of the top 10 emerging roles in the jobs landscape. Public Libraries can be innovation generators by providing pathways to understanding this new job skill for younger learners and for those in the existing workforce to "upskill" their talents to remain successful in these new economies. The challenge, then, was to determine how to bring the library into this new area of expertise, when budgets are tight and space and talent are constrained.

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 San José Public Library's 2019 Top Innovator award-winning entry, "Co-Branding Library Cards to Increase Memberships":

In 2019, SJPL partnered with the San Jose Sharks to develop an ongoing partnership that included a co-branded library card, social media contests to give away SJ Sharks autographed memorabilia, storytimes featuring SJ Sharks alumni and the team's mascot and a special author visit with SJ Sharks radio broadcaster Dan Rusanowsky. The goal of the partnership was to attract new and current members to the library and bring awareness to the services and benefits the library offers by connecting SJPL to its local NHL team.

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.

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.

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.)

ACHIEVED/ANTICIPATED OUTCOMES *

525 characters maximum

Here is sample language from Austin Public Library's 2019 Top Innovator award-winning entry, "Welding Class":

Fourteen students enrolled and 13 graduated. All 13 students are now working as welders, earning considerably more than they previously did. This means an increase in disposable income, the number of skilled citizens in the workforce, home ownership, an expanding tax base and a decrease in unemployment both in the lower income area the Southeast Branch Library serves and the City of Austin as a whole. We foresee the class being replicated at another branch in the spring of 2020. There is a waitlist of over 70 students.

APPROVED BY LIBRARY DIRECTOR? *

No ⌄

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/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 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 PHOTO ATTACHMENT

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

Choose File   Program Example 1.jpg

2ND PHOTO ATTACHMENT

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

Choose File   No file chosen

3RD PHOTO ATTACHMENT

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

Choose File   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 September 1!

Still have questions? Contact info@urbanlibraries.org.