

Bringing Dolly Parton's Imagination Library to Every County

October 11, 2022

@readingby3rd #GLReading #LearningTuesdays



Reflections on Lessons Learned



Presenters



Brittany Fike
Early and Elementary Learning Specialist
June Harless Center
Marshall University



Kelly Griffith
State Coordinator
Office of Teaching and Learning
West Virginia Department of Education



Tarabeth Heineman
Executive Director
June Harless Center
Marshall University



Reflections on Lessons Learned



Presenters



Jess McCormick
Vice President
Huntington Children's Museum



Alicia Syner
Program Developer for Imagination Library in West Virginia
June Harless Center
Marshall University



CRUCIBLE
OF PRACTICE

Reflections on Lessons Learned

The Campaign for
GRADE-LEVEL
READING



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June Harless Center

The West Virginia Campaign for Grade-Level Reading and Dolly Parton's Imagination Library in West Virginia



In partnership with:



June Harless Center



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Our Collaboration

West Virginia Department of Education (WVDE)

June Harless Center (JHC)

Early Learning Technical Assistance Center (ELTAC)



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Our Collaboration

Campaign for
Grade Level
Reading

Professional
Learning

Pre-K through
Grade 5

Expansion & Scope
of Work

Dolly Parton's
Imagination
Library in West
Virginia



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Early Learning Technical Assistance Center (ELTAC)

Vision

- It is our vision that *all* communities in West Virginia feel prepared to meet the needs of the children within their school system.

Mission

- The ELTAC strives to be a platform upon which educators across the state of West Virginia can stand in order to elevate their educational practices and improve learning experiences for all children as they progress through P-5 education.

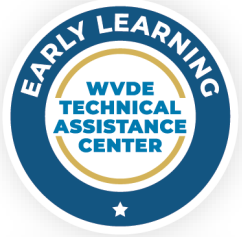
Why

- When school communities can deliver high-quality, standards-aligned instruction and support, children will be better prepared to succeed in school and eventually graduate prepared for college, a career, and active citizenship.

How

- The ELTAC is established to provide high-quality professional learning, research, and other resources to communities that serve children through grade five across the state of West Virginia.

- For more information visit us at: <https://www.marshall.edu/eltac/>



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Campaign for Grade-Level Reading

2015 (Then)	2022 (Now)
<ul style="list-style-type: none">• Policy 2512• 5 specialists• Formula-funded allocation• DPIL in some counties• Focus on:<ul style="list-style-type: none">• Extended learning• Attendance• School readiness• High-quality instruction	<ul style="list-style-type: none">• 6 Specialists assigned to all 55 counties• 1 Imagination Library Program Developer• Still formula-funded allocation to all counties• State-wide DPIL• Continued focus on:<ul style="list-style-type: none">• Extended Learning• Attendance• School Readiness• High-quality instruction



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History in West Virginia

2007

DPIL was launched in 13 ARC counties using lottery interest funds and ARC funds. Later this year, the program expanded to 24 counties.

2015

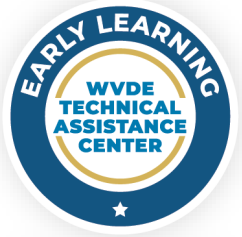
West Virginia Department of Education and the Arts allocated \$350,000 towards DPIL in WV. This allowed for the onboarding of the counties who were cut in 2012.

2012

Lottery interest funds were depleted, and program and operations were scaled back to the 13 original counties.

2016

The West Virginia Leaders of Literacy Campaign for Grade-Level Reading grant allowed for 14 additional counties to launch DPIL using campaign funds.



History in West Virginia

2019

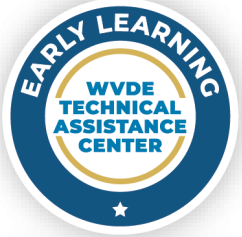
Oversight of DPIL in WV shifted to the West Virginia Department of Education's Early and Elementary Learning Services. A partnership between Early and Elementary Learning Services and the June Harless Center began with the goal of expanding DPIL in WV.

2021

DPIL launches statewide. All 55 counties in WV began full participation in the program with no limitations. Full participation is made possible by local and statewide fundraising efforts.

2020

In July, all 55 counties in WV were participating in the program in some capacity.



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Statewide Announcement



Dolly Parton's Imagination Library

Dolly Parton's Imagination Library is a book gifting program that mails free, high-quality books to children from birth to age five, no matter their family's income.





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Impacts of Imagination Library

- Early Literacy Skills
- School Readiness
- Language Development
- Life Skills Development
- Concept of Print
- Parent Engagement
- Home Literacy Practice
- Fosters a Love for Reading

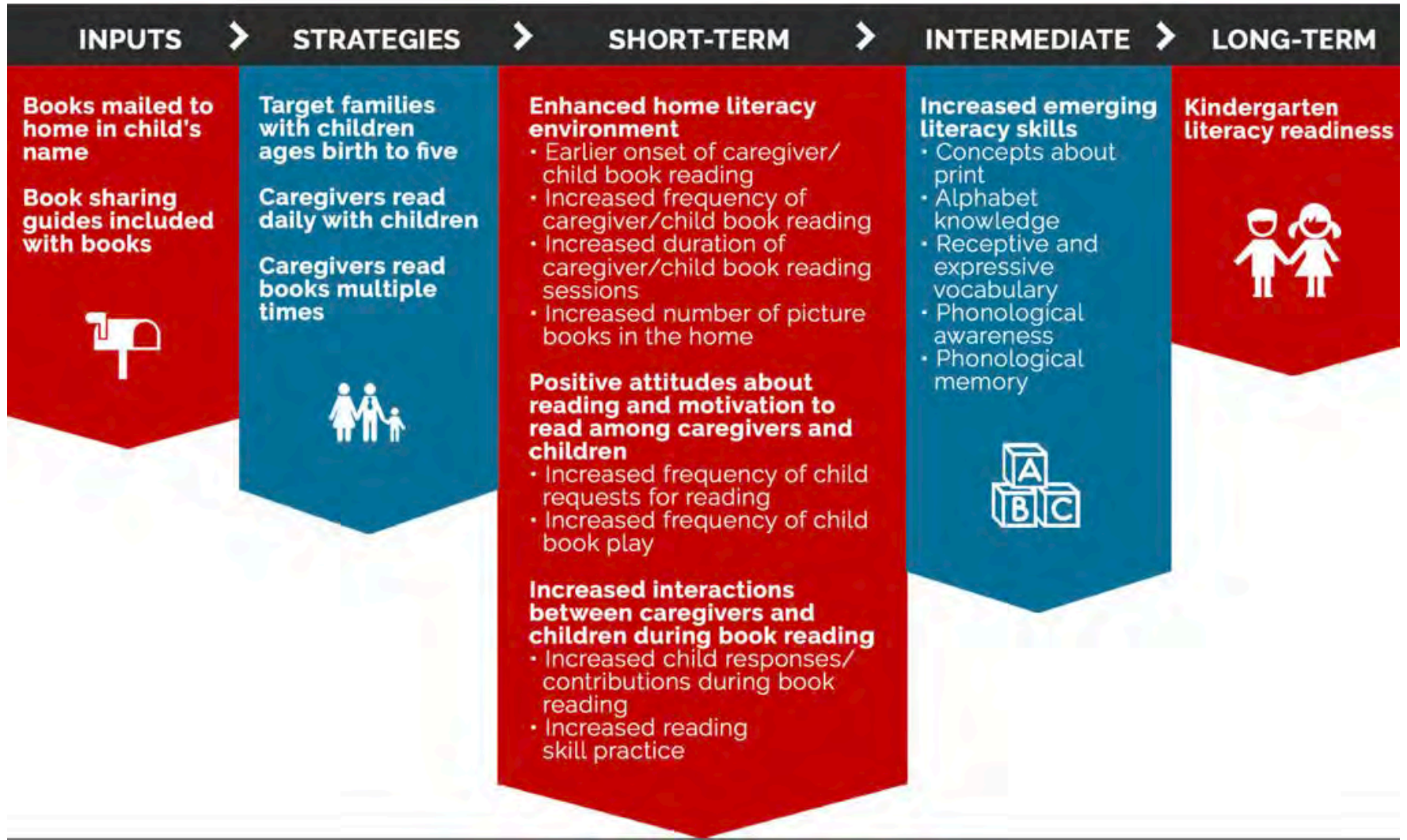


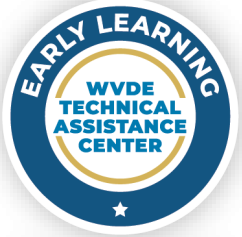


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Logic Model

Based on Imagination Library Research findings and Literature Review



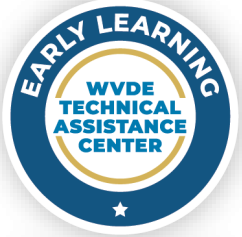


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Family Story

Jessica McCormick
Huntington, WV





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Family Engagement

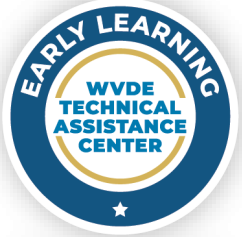
- Newsletter
- Book Activity Sheets
- Phone and Email Support



**HELLO,
WEST VIRGINIA IMAGINATION LIBRARY FAMILIES!**

You are receiving this newsletter because a little learner in your family is enrolled in the Dolly Parton's Imagination Library program in West Virginia. Our goal for this monthly newsletter is to provide tips and resources to use as you and your little one engage with your new book.

*New families: It takes 10-12 weeks to process new accounts. As a new family, you are automatically enrolled in this newsletter. You may or may not receive the books indicated in this newsletter depending on the date the registration was accepted.



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Structure of Program in West Virginia

Dolly Parton's Imagination Library in West Virginia is a three-way partnership among the Dollywood Foundation, West Virginia Department of Education, and the June Harless Center and local affiliates in participating counties.



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Structure of Program in West Virginia

- **Local Affiliate Programs**
 - Secures funds for books and mailing
 - Enrolls children and promotes program
- **June Harless Center at Marshall University**
 - Supports affiliate programs
 - Generates state and national public awareness
 - Serves as the fundraising arm for the program
- **Dolly Parton's Imagination Library**
 - Manages selection, pricing, and distribution of books



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LOCAL AFFILIATE PROGRAMS

- Secures funds for books and mailing
- Enrolls children & promotes program



June Harless Center

- Supports affiliate programs
- Generates state & national public awareness



- Manages selection, pricing and distribution of books



- Books arrive in the mailboxes of West Virginia's children

How this works

Each **local affiliate program** enrolls children, promotes the program in its community and secures funds for the cost of books and mailing.

The **WVDE and the June Harless Center** provides support to local affiliate programs by generating state and national public awareness, provides ongoing technical assistance, and provides all startup help to local affiliates.

The **Dollywood Foundation** manages selection, pricing, and distribution of the books.



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Partnerships

- Community partners are needed to support awareness building, child enrollment, and fundraising efforts.
- Some of our current partnerships include Rotary District 7545, Encova Insurance, Huntington Bank, United Way, Public Libraries, County School Systems, Hospitals, WIC Programs, Local Businesses, Individuals, and West Virginia Birth to Three.



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Promoting Awareness

We find the greatest success in spreading awareness of the Imagination Library Program is to build awareness in our community through attending events, hanging flyers, posters, etc.





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Fundraising

- While the books are free to families, it cost approximately \$2.10 per child per month to mail and distribute books. Fundraising is a great way to offset these expenses and ensure continued program growth.
- Fundraising ideas:
 - Giving Tuesday (promote a social media campaign around this global day of giving)
 - Purse Bingo
 - 5K/Fun Run
 - Annual State-Wide Event (offer sponsorships to gain corporate interest)
 - Crowdfunding Page

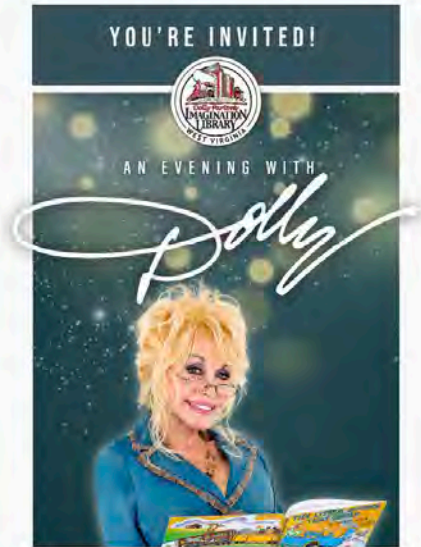


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An Evening with Dolly

- West Virginia welcomed Dolly Parton to the Clay Center on August 9, 2022, to celebrate the statewide participation of Dolly Parton's Imagination Library.
- Over 1,400 guests attended the private event, which included a fireside chat with Marshall University President Brad D. Smith and a musical performance by Dolly.
- Governor Jim Justice proclaimed August 9 as Imagination Library Day in West Virginia.

View this email in your browser



You and a guest are cordially invited to help us celebrate early literacy and the statewide launch of West Virginia's Imagination Library. Join us as Dolly takes the stage for a sit-down interview and musical performance.

**TUESDAY, AUGUST 9, 2022
6:30 P.M.**

The Clay Center for the Arts & Sciences in Charleston, WV

[Register Now to See Dolly!](#)

Dress code is semi-formal attire. Deadline to RSVP is July 18, 2022. This is a private event and is not open to the public. For more details, please contact Brittany Fike at brittany.fike@marshall.edu.

This event is hosted by the



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FOR MORE INFORMATION

Please contact Brittany Fike at brittany.fike@marshall.edu or Alicia Syner at syner7@marshall.edu.



Give the Gift
of Reading



For only \$25, you can provide an Imagination Library book to a child each month for one year!

An Evening with Dolly

An Evening with Dolly

An Evening with Dolly



August 9, 2022

Clay Center for the Arts & Sciences of West Virginia
Charleston, WV

Pre-Event: 4 p.m. ♦ Main Event: 5:30 p.m.

- The evening will include a pre-event for more than 350 guests with networking opportunities.
- Over 2,000 guests invited to the main event, which will include a live performance from Dolly.
- Sponsors will be recognized at the pre-event and the main event.

Sponsorship Form

Business or Individual Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ E-mail: _____

Sponsorship Level:

<input type="checkbox"/>	\$6,501+	DREAM
<input type="checkbox"/>	\$4,501 - \$6,500	SUCCEED
<input type="checkbox"/>	\$2,501 - \$4,500	LEARN
<input type="checkbox"/>	\$500 - \$2,500	IMAGINE

Check Enclosed

Please mail completed sponsorship form and payment to:

Marshall University
June Harless Center
c/o Alicia Syner
One John Marshall Drive
Huntington, WV 25755

Questions: Please call Alicia Syner, Imagination Library Program Developer, at 304-696-2884 or e-mail syner7@marshall.edu.

Thank you for your sponsorship!

An Evening with Dolly



August 9, 2022

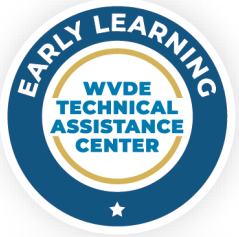
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Sponsorship Levels

\$6,501+	DREAM	<ul style="list-style-type: none"> ♦ Framed certificate ♦ Invitation to "An Evening with Dolly" pre-event and main event ♦ Company logo (large) recognition at "An Evening with Dolly" ♦ Autographed picture of Dolly ♦ Opportunity to meet Dolly at "An Evening with Dolly" (First 5 DREAM sponsors) ♦ Company name recognized on June Harless Center's website ♦ Company logo (large) recognized on June Harless Center's Annual Report ♦ Social media recognition
\$4,501 - \$6,500	SUCCEED	<ul style="list-style-type: none"> ♦ Framed certificate ♦ Invitation to "An Evening with Dolly" main event ♦ Company logo (medium) recognition at "An Evening with Dolly" ♦ Autographed picture of Dolly ♦ Company name recognized on June Harless Center's website ♦ Company logo (medium) recognized on June Harless Center's Annual Report ♦ Social media recognition
\$2,501 - \$4,500	LEARN	<ul style="list-style-type: none"> ♦ Framed certificate ♦ Invitation to "An Evening with Dolly" main event ♦ Company logo (small) recognition at "An Evening with Dolly" ♦ Company name recognized on June Harless Center's website ♦ Company logo (small) recognized on June Harless Center's Annual Report ♦ Social media recognition
\$500 - \$2,500	IMAGINE	<ul style="list-style-type: none"> ♦ Framed certificate ♦ Invitation to "An Evening with Dolly" main event ♦ Company name recognition at "An Evening with Dolly" ♦ Company name recognized on June Harless Center's website ♦ Social media recognition



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Fundraising Tips for Success

- Get approval from leadership or management
- Select a leader/fundraising committee
- Set goals
- Get volunteers
- Create a marketing/advertising plan
- Establish sponsorship recognition levels (if applicable)
- Thank donors and volunteers
- Announce results and celebrate successes



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Partnerships

- Potential partnerships to increase enrollment
 - After-School Providers
 - Chambers of Commerce
 - Churches/Religious Organizations
 - Community Colleges
 - Day Care Centers
 - Dentists
 - DHHR Offices
 - Early Head Start
 - Family Resource Network
 - Food Pantries
 - Hospitals
 - Head Start
 - Literacy Volunteers
 - Parents as Teachers
 - Pediatricians
 - Public Libraries
 - United Way
 - Universities
 - WIC Programs



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Resources

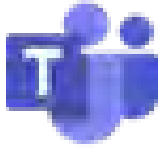
Dolly Parton's imagination library impact report 2021. (n.d.). Retrieved September 30, 2022, from <https://www.literacycooperative.org/wp-content/uploads/2022/01/Dolly-Partons-Imagination-Library-Impact-Report-revised-01.27.22.pdf>

West Virginia's Imagination Library. West Virginia Department of Education. (2022, January 11). Retrieved September 30, 2022, from <https://wvde.us/west-virginias-imagination-library/>



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Contact Information



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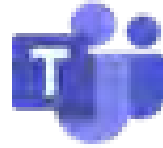


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State Coordinator



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Early and Elementary Learning Specialist



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Tarabeth Heineman

Executive Director



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Questions



Upcoming GLR Learning Tuesdays Webinars:

LEARNING LOSS RECOVERY CHALLENGE

Engage Every Student: Building Community Connections to Expand OST Access
Tuesday, October 11, 3:00–4:30 p.m. ET/12:00–1:30 p.m. PT

FUNDER TO FUNDER

Co-Funding Models to Support Local & Statewide GLR Efforts
Tuesday, October 18, 12:30–2:00 p.m. ET/9:30–11:00 a.m. PT

PARTNER ORGANIZATION

Beyond Bricks & Mortar: How Housing Agencies Can Support Showing Up To School
Tuesday, October 18, 3:00–4:30 p.m. ET/12:00–1:30 p.m. PT

EARLY MATH/EARLY LITERACY

The Surprising Importance of Early Math
Tuesday, October 20, 2:00–3:30 p.m. ET/11:00–12:30 p.m. PT

