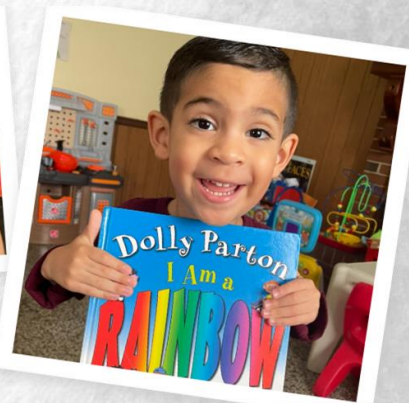




Kenton County
Imagination Library
22 Feb 2024
Partnership Possibilities

First, the books...

- ▶ Age-appropriate, right down to the birth month
- ▶ Selected by a Blue Ribbon Selection Committee that meets once per year
- ▶ Every book is read aloud because language is important
- ▶ Some books are just “evergreen” and remain on the list every year
- ▶ Some books are new and help promote new authors (this is one of the DWF's most frequent phone calls)
- ▶ Books are structured to support early literacy skill building



Second, the books...

Title-Specific Reading Tips



Owl Moon
by Jane Yolen
Illustrated by John Schoenherr

OVERVIEW: THE STORY IS A PICTURE BOOK, Cover Illustration Only.

For the first reading, read up with your child and read the book together. Expect the first reading to have more focus on the pictures to build your child. Check for any words you may not know. Ask your child, "What do you know about this story? What do you think will happen during the story with your child."

READING TIP

- Look at the cover together. Place in the room and the wall colors. Ask your child, "The night is dark and it is often dark at the back cover too!"

READING TIP SHEET

- The girl does everything but follow her. In each scene, give your child the picture along with the text. "Is the girl doing the same thing?"
- The words and pictures of the cover are identical.
- Make the book's words of the day and the words, too.
- Whisper your words to your child.

Each title has Reading Tips that extend the engagement and interaction between the child and caregiver.

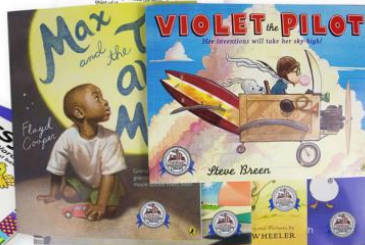
Blue Ribbon Selection Seal

Each title is specially selected by a panel of leading childhood literacy experts.



Two Spanish/English bilingual titles are selected per age group each year.

Spanish / English Bilingual Titles



Award-winning books are available in progressive formats.

Progressive Format



Board Books

Case Bound

Soft Cover



From the first book, "The Little Engine That Could" to the last book, "Look Out Kindergarten, Here I Come!", every book is selected with a special purpose.

Braille



Through a partnership with the American Printing House for the Blind, we are able to help provide books for blind and visually impaired children.

Third, the books...

Additional Fundamental Themes of Regard:

Love of reading and learning; regard for diversity of people, their roles, culture, and environment; promotion of self-esteem and confidence, appreciation of art and aesthetics

Year One: Birth to 12 Months

- Vision - bright, big, colorful
- Touch - board pages
- Rhyme and rhythm
- Simple - easy to use
- Minimal text - point and say
- Playful sound
- Nurture - attachment, lullaby themes

Year Two: 13 Months to 24 Months

- Continue concepts from year one and build upon them
- Repetition and predictability - generate language
- Books about daily routines, topics familiar to child
- Use of real photo illustration
- Body awareness
- Nursery rhymes
- Colors, letters, numbers

Year Three: 25 Months to 36 Months

- Wordless books - build your own story (reader and child)
- Values and character
- Issues - fear, conflict, love, safety
- Colors, letters, numbers
- Nursery rhymes

Year Four: 37 Months to 48 Months

- More complex stories - hero, complication, resolution
- Diversity of others - faces, environments - OK to be different
- Play, humor, fun
- Nursery rhymes and poetry

Year Five: 49 Months to 60 Months

- School preparation and readiness
- Use rebus (pictures used for words)
- Science - non-fiction
- Folk tales
- Thank you, appreciation
- Rhymes and poetry



A brief break...

REBUS STORY

LEVEL 1


A day with baby



Max  is at home. Baby Ben  is at home, too.
Max. Please play with Ben.
Here's a book, Ben .

Look, a yellow dog  . Look, a brown cat  .

Look, Ben. A yellow duck  . A white cat  .

Look, Ben. Here's a banana  .

I have to admit that I had no idea what “Rebus Reading” was so I looked it up.

This is a good example.

(I'm hopeful that the plot will get thicker as the book goes on.)

Back to the books..

I'm sure that you'll recognize some of the books in the list.

Llama Llama?

Corduroy?

The Very Hungry Caterpillar?

Note the inclusion of bilingual books.

The first book a child receives is **The Little Engine That Could™** (customized version)
 The month a child turns 5 they will receive **Look Out Kindergarten, Here I Come!** (customized version)
 Titles on this list are subject to change.



GROUP 6 Children born in 2019

- + Wonder Walkers
- Rabbit's Snow Dance In Our Garden
- + You Are a Honey Bee!
- Cinderella--with Dogs!
- Something Wild
- The Power of Yeti
- Joy Takes Root
- Rabbit's Snow Dance A Gift for Nana
- + Wild Horses
- Carpenter's Helper



GROUP 5 Children born in 2020

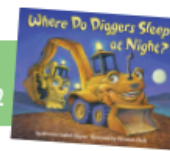
- + Ten Ways to Hear Snow
- Goldilocks & the Three Bears
- Grandpa & Jake
- ABC and You and Me
- Danbi's Favorite Day
- The Rabbit Listened
- How to Say Hello to a Worm
- How to Get Your Octopus to School
- A Book for Bear
- There's a Monster in Your Book
- Full Moon Pups
- + Coat of Many Colors

GROUP 4 Children born in 2021



- Corduroy
- Just Try One Bite
- This is the Tree We Planted
- Raindrops to Rainbow
- Nubby
- + Ocean Lullaby
- Little Owl's Love
- Gift & Box
- Corduroy
- How We Say I Love You
- A Little Emotional
- Somewhere Right Now
- + The Snowy Day

GROUP 3 Children born in 2022



- I Am a Rainbow
- Solitary Animals
- + Green Tractor
- Birding for Babies: Backyard Birds
- The Animal Song
- Ice Cream Face
- The Big Slide
- K is for Kindness
- Dandelion Magic
- Llama Llama Meets the Babysitter
- Solitary Animals
- Where Do Diggers Sleep at Night?
- The Very Hungry Caterpillar Eats Breakfast



GROUP 2 Children born in 2023

- + Good Morning Farm Friends
- Where is Your Nose?
- Llama Llama Shapes Home Builders
- Tad and Dad
- "Slowly, Slowly, Slowly," Said the Sloth
- + Richard Scarry's 100 First Words
- Little Poems for Tiny Ears
- Eric Carle's Twinkle, Twinkle, Little Star and Other Nursery Rhymes
- Madeline's 123
- Good Night Gorilla
- Llama Llama Red Pajama



GROUP 1 Children born in 2024

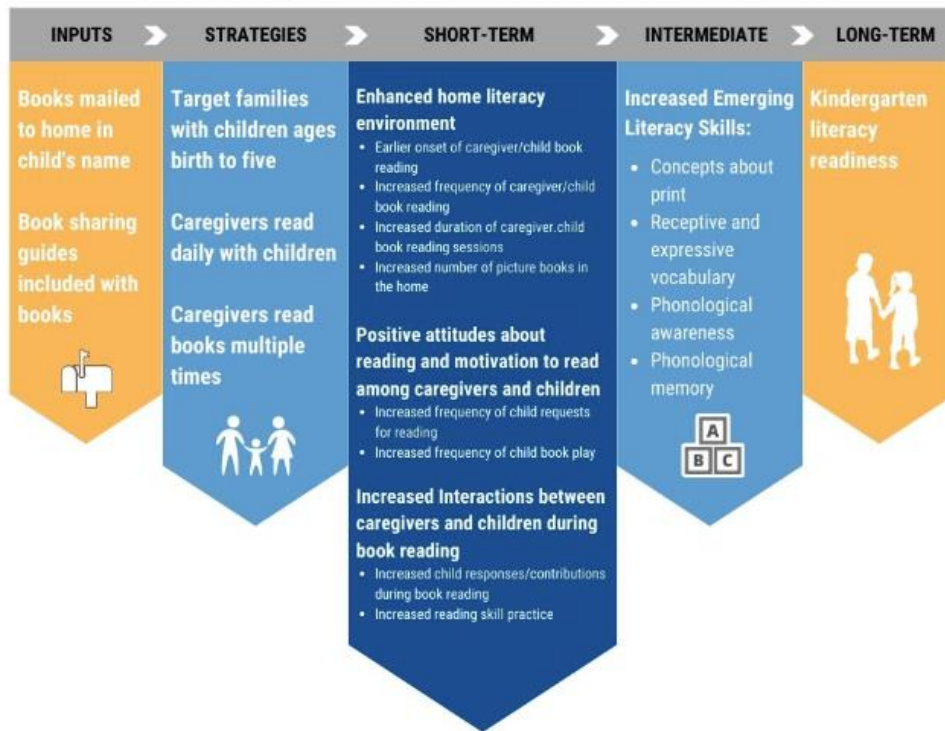
- Baby! Talk!
- + Baby Sounds
- Can You Guess? Animal Sounds with The Very Hungry Caterpillar
- Pudgy Pat A Cake
- + Sleep Tight, Polar Bear (Little Loves)
- Pudgy Book of Mother Goose
- Look at the Animals
- Who Says Quack?
- Look Look!
- Llama Llama Hide & Seek
- Roald Dahl Colors

• Signifies a new book to the program
 + Signifies a bilingual English / Spanish title or Hispanic Content

The Logic Model...

Logic Model

Based on Imagination Library Research Findings and Literature Review.



Benefits...

- ▶ Parent/child engagement
- ▶ The excitement of receiving a book in the child's name in the mail
- ▶ Mastery of basic kindergarten readiness skills
- ▶ Common vocabulary
- ▶ Shared reading experience
- ▶ Better social skills
- ▶ A lifetime love of reading

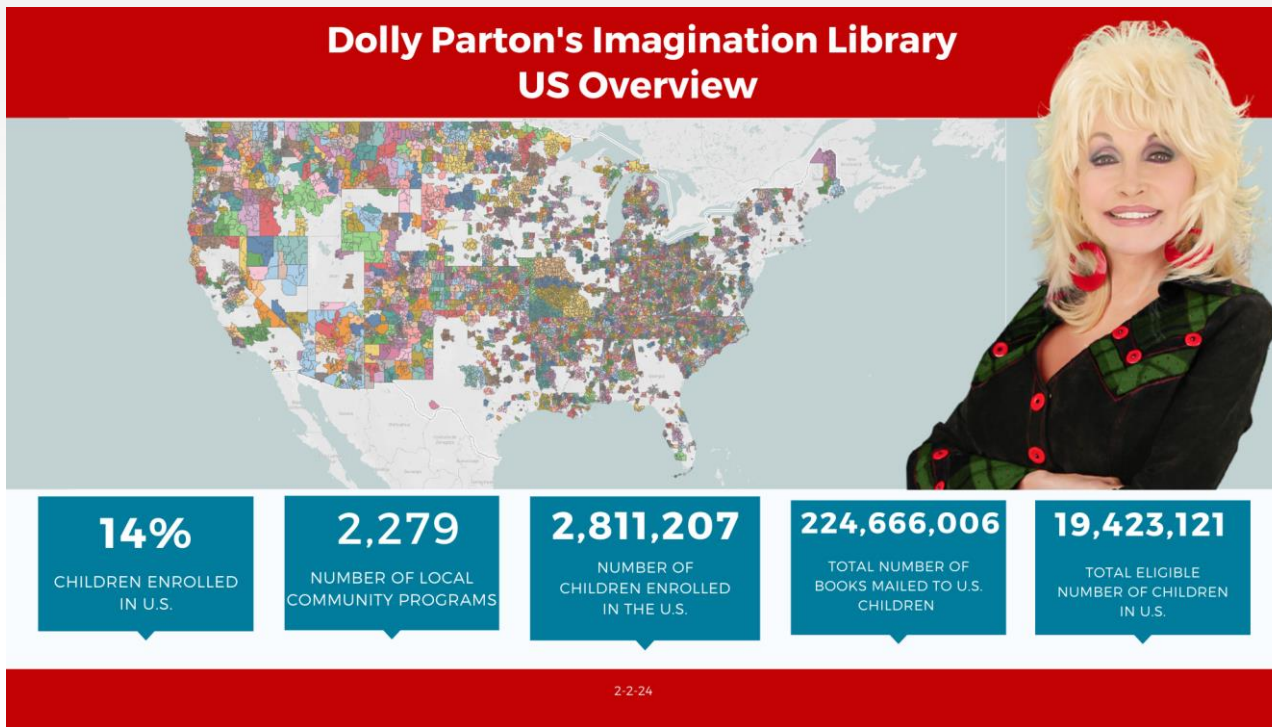


How the program works

- ▶ Program must be available in your area – need local program partner
- ▶ Registration – online and super simple
- ▶ Child stays registered until age 5
- ▶ First and last book
- ▶ Books are mailed according to age group and have the child's name on the mailing label

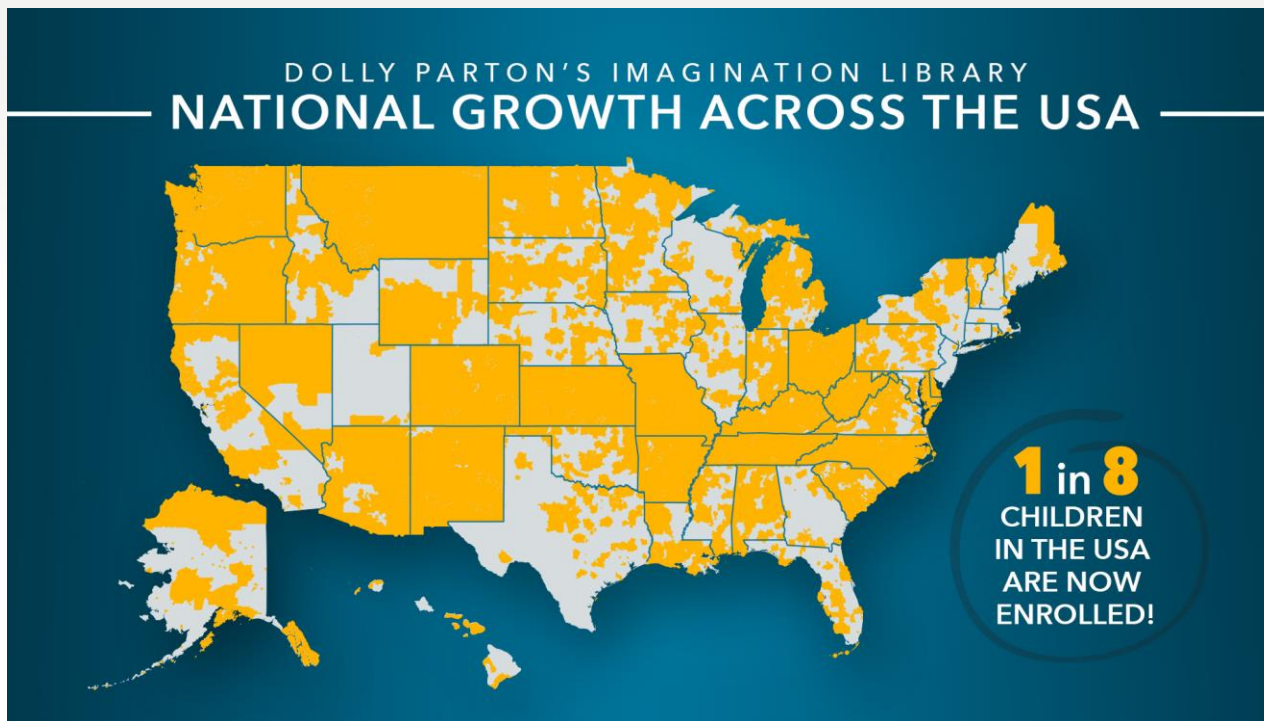


U.S. Overview



As of February 1, 2024

U.S. Overview



As of February 1, 2024

Kentucky Overview



12-14-2023

270,859

TOTAL ELIGIBLE
NUMBER OF 0- 5
CHILDREN

108,807

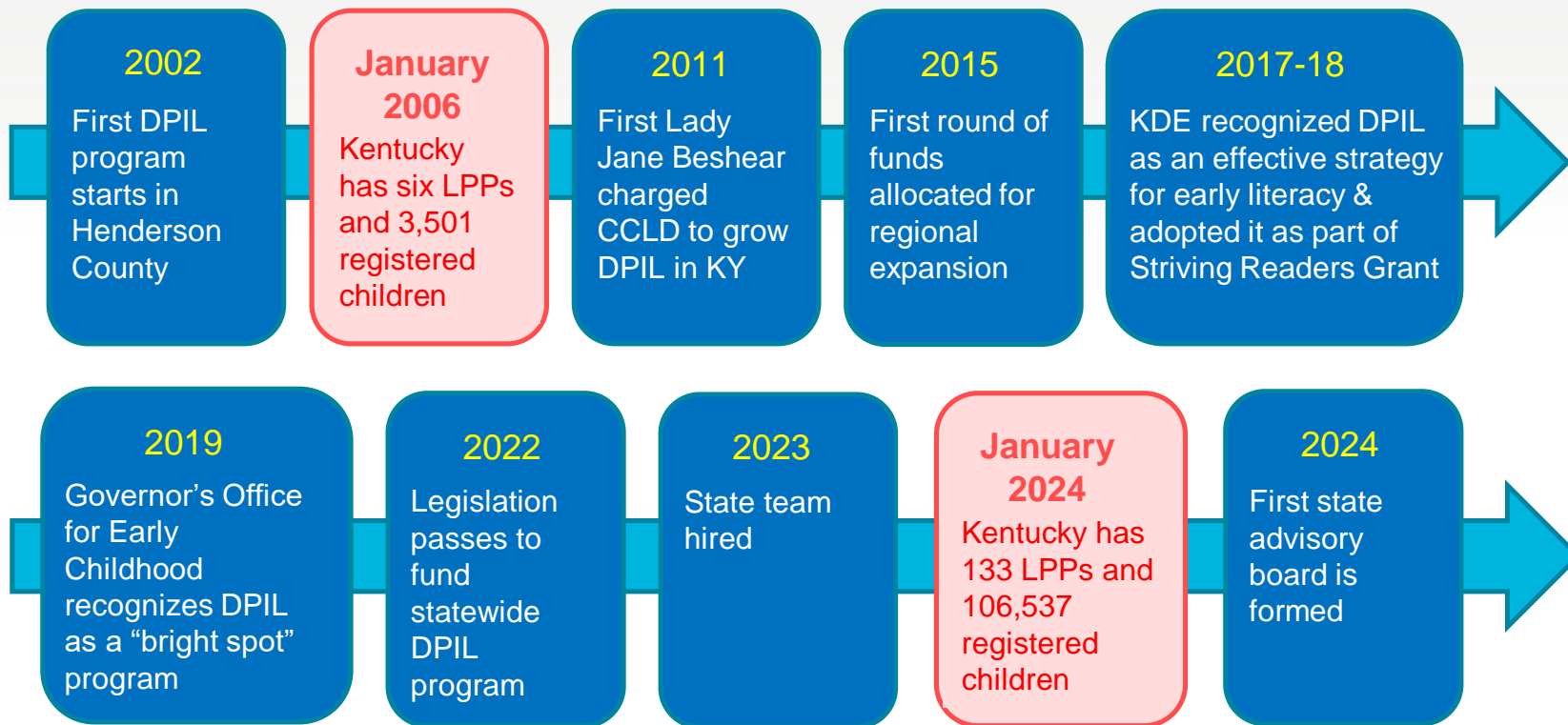
CHILDREN ENROLLED

40%

% OF 0-5 CHILDREN
ENROLLED

Goal: 65% +

Kentucky Overview



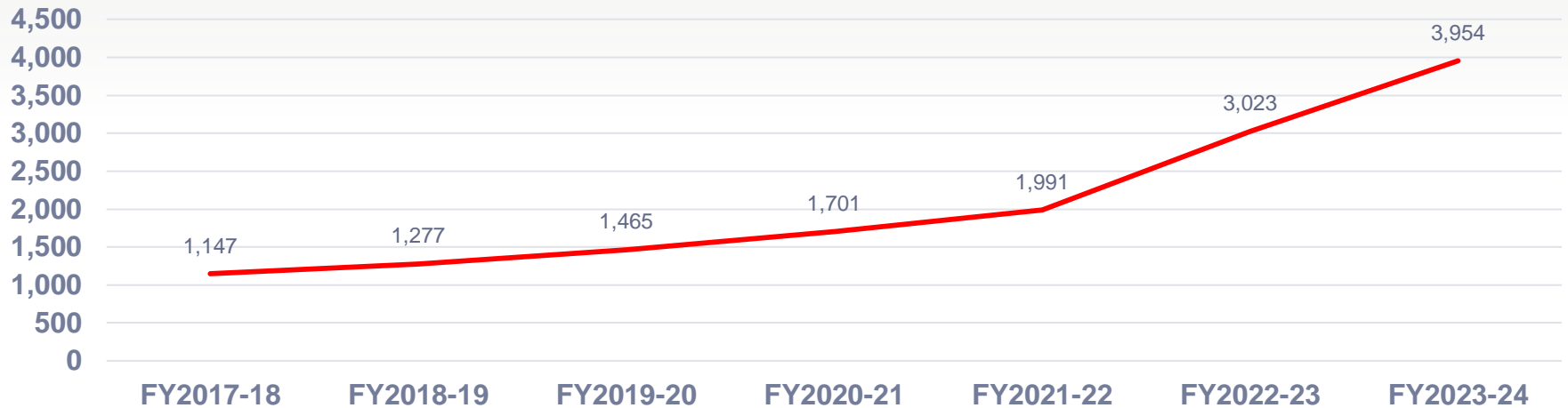
Kentucky Overview

Kentucky Enrollments
(Average Monthly)



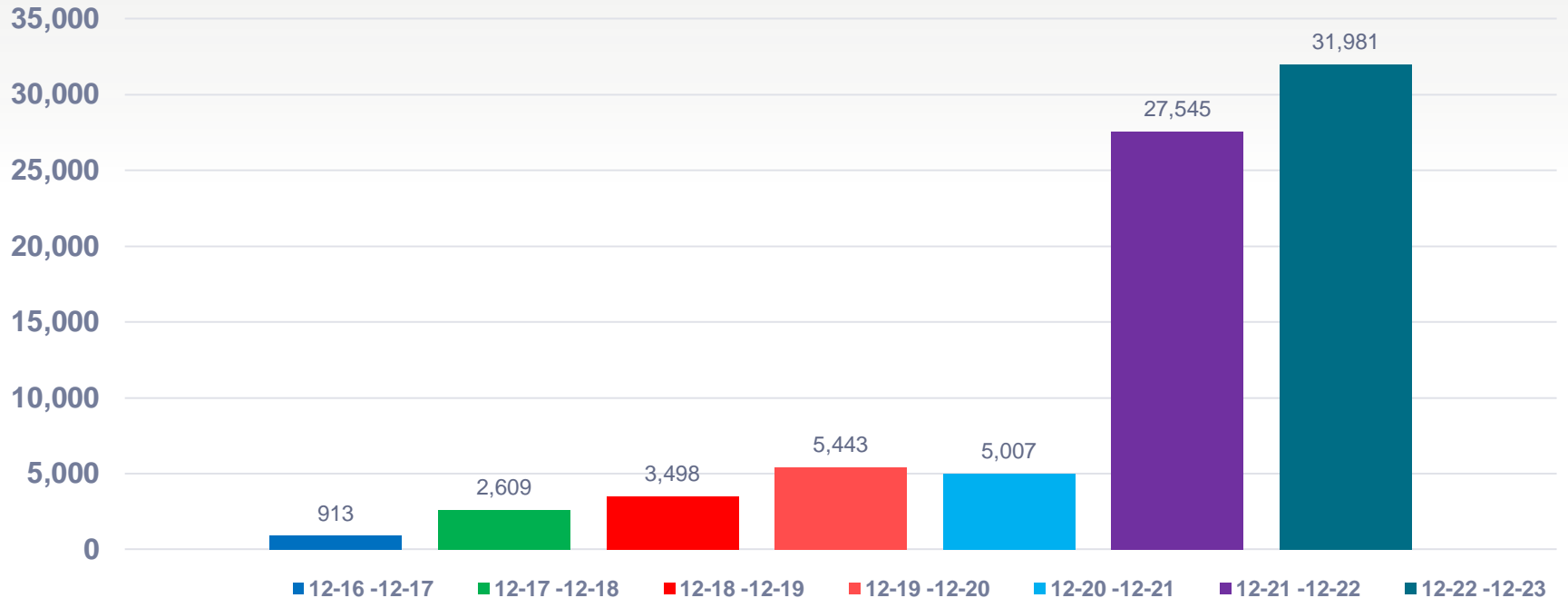
Kentucky Overview

Kentucky Graduations
(Average Monthly)



Kentucky Overview

Net New Enrolled Totals



Kentucky Overview

Kentucky LPPs



Kentucky Overview

CCLD/KY Reading Assoc	4
Chambers of Commerce	1
Churches	1
Early Childhood Councils	5
Health Departments	1
Imagination Library 501c3s	11
Miscellaneous	23
Public Libraries	18
Rotary	15
Schools	44
United Way	9

State Advisory Board

Chair: Former First Lady Jane Beshear

Co-Chair: Chuck Coldiron, Pulaski County Business Owner

Education/Nonprofit

- Carla Brown, Southwest Kentucky Community Action Commission
- Amon Couch, Partners for Rural Impact
- Rina Gratz, Prichard Committee
- Hannah Gray, United Way of Southern Kentucky
- Lindsey Westerfield, Russell County Public Library (LPP)

Corporate

- Amanda Clark, Kentucky Power
- Troy Fedder, TQL Logistics
- Karen Krinok, Brown-Forman
- Kelly Pullen, Aetna
- Talley Russell, Humana
- Bill Shrory, Fleur de Lis Communications

Non-Voting

- Lynn Baker/Megan Greenwell, Governor's Office of Early Childhood
- Denise Lyons, Kentucky Department for Libraries and Archives
- Danna Steele, Kentucky Department for Education
- Kennedy Walden, youth member



New Local Program Partner Possibility

- ▶ Each school district and public library could join a partnership to start a new program
- ▶ Need new 501c3 (KCPL Foundation?) or a school could be the partner
- ▶ 501c3 partner would provide bulk mailing privileges (need to be established with Dollywood Foundation)
- ▶ Public library could provide administrative support
- ▶ Schools and library would split costs



501c3 Partner

- ▶ Memorandum of Agreement would be signed by 501c3 partner.
- ▶ Books would be mailed using 501c3 partner's bulk mail privileges. This would have to be set up.
- ▶ 501c3 can delegate other administrative duties or keep them or share them.
- ▶ Any 501c3 or school district can be the 501c3 partner.

Note that the MOA does give responsibility to the 501c3 partner for data privacy, use of the Dolly brand, etc, but the contracts between the partners will reinforce the partners' responsibilities as well.



Administrative Partner

- ▶ Would be responsible for participant registration.
- ▶ Would be able to assign other people as Data Clerks for registration.
- ▶ Would monitor fund balance with DWF.
- ▶ Would file and forward monthly invoices from DWF.

Note that the administrative partner would be the Main Coordinator for the local program and would have full administrative control of the account.



Cost Projections

- ▶ Total Eligible Population (TEP): 10,929
- ▶ 55% of TEP: 6,011
- ▶ Monthly cost (with state match) of 55% enrollment: \$6,612.10 (based on \$1.10 per child per month)
- ▶ Annual cost: ~\$80,000

*Hitting 55% of the TEP is attainable with good promotion.
The annual costs can be shared between the partners.*



School Service Populations

- ▶ Total Eligible Population (TEP): 10,929
- ▶ Kenton County Schools (51%) = 5,561
- ▶ Beechwood (5%) = 584
- ▶ Covington (24%) = 2,668
- ▶ Erlanger/Elsmere (17%) = 1,876
- ▶ Ludlow (2%) = 240

Population of 0-5 year olds taken from most current American Community Survey from the US Census Dept.



55% Total Eligible Population

- ▶ 55% of TEP: 6,011
- ▶ Kenton County Schools (51%) = 3,059
- ▶ Beechwood (5%) = 321
- ▶ Covington (24%) = 1,467
- ▶ Erlanger/Elsmere (17%) = 1,032
- ▶ Ludlow (2%) = 132

Population of 0-5 year olds taken from most current American Community Survey from the US Census Dept.



Potential Annual Cost Split

- ▶ 55% of TEP = 6,011
- ▶ Annual cost: ~\$80,000 (\$1.10/child for 6,011 children per month)
- ▶ KCPL (\$0.55/child for 6,011 children): ~\$40,000
- ▶ Kenton County Schools (\$0.55/child for 3,059 children): ~ \$20,200
- ▶ Beechwood (\$0.55/child for 321 children): ~\$2,200
- ▶ Covington (\$0.55/child for 1,467 children): ~\$9,700
- ▶ Erlanger/Elsmere (\$0.55/child for 1,032 children): ~\$6,900
- ▶ Ludlow (\$0.55/child for 132 children): \$900

Note that the contributions are rounded up to nearest \$100. The number of children served by schools is based on the number of 0-5 year olds in their respective service areas.

Other Funding Thoughts

- ▶ To ensure the continuity of the program, suggest each partner provide its share immediately
- ▶ Partners would be billed again every January
- ▶ Current balance would then be used as a reserve and would allow for annual adjustment as participation rises
- ▶ Would aim for 65% participation but each partner would agree to adjust annual costs as needed



Thoughts on Partnership

- ▶ Admin partner could create a simple invoice for first year of operation
- ▶ All funds paid directly to the Dollywood Foundation
- ▶ With no money held by the partnership, no need for individual audit, checking account, etc.
- ▶ Contract would need to be reviewed by your attorney
- ▶ Partners could seek other grant funds, donations, etc.
- ▶ DWF would draw directly from the held funds for the costs of printing and mailing



A Perspective on Costs

- ▶ The average cost per book per child is \$2.20.
- ▶ The Commonwealth of Kentucky pays half of that (\$1.10).
- ▶ The remaining cost of \$1.10 per child per month is about the cheapest form of preschool education that you can find.
- ▶ You couldn't, even with a book you bought at a yard sale, duplicate that cost. The cost of a stamp alone is \$0.66.



Everyone is an Advertising Partner

- ▶ There's a lot more kids to reach in Kenton County.
- ▶ All of the partners would agree to advertise using their social media and websites.
- ▶ Partners would advertise in preschools and at outreach events.
- ▶ Partners would enlist the help of outside agencies to reach target audience.

Every caregiver in Kenton County should know that their child has the opportunity to receive free books each month.



Immediate Needs

- ▶ Secure partnerships to provide secure funding
- ▶ Get MOA and Affiliate Information Sheet completed
- ▶ Get bulk mailing permit approved
- ▶ Begin advertising and enrollment campaign
- ▶ Watch as the kindergarten preparedness scores improve



Thank you all so much for your time.



"You can never
get enough books
into the hands of
enough children."

Dolly



Questions?



State Director

JC Morgan

jcmorgan@ky.imaginationlibrary.com



Community Engagement Director

Libby Suttles

lsuttles@ky.imaginationlibrary.com

