

EXPLORE MORE PASSPORT PROGRAM REPORT

For September 2022 MORE Directors Council Meeting



HIGHLIGHTS OF OUR FIRST YEAR

- At least 1502 passports were handed out at libraries, and the passport was downloaded 202 times. (Our goal was to hand out 780).
- Passports were stamped 2803 times (visits). Nine people visited all 52 libraries!
- 211 entries were submitted from 128 people (our goal was to collect 120 entries)
- The public-facing webpage was accessed 1440 times by 1234 unique viewers between April 4 and July 15, 2022. 247 found us through social media posts, and 534 clicked on a link on library websites. 282 people clicked on a link on the public facing page. About 25 people linked to app stores for the MORE Libraries app, about 20 went right to the MORE catalog and most of the rest of the links were to individual library websites.

Our **Primary Goal** was to increase visitor traffic in libraries. We met that goal and exceeded our expectations. It's harder to track our **Secondary Goals**. The Marketing Committee would like to collect any anecdotes or statistics you might have related to these goals.

- Demonstrate the MORE system.
- Lead up to Summer Library Programs.
- Promote the MORE app.
- Increase circulation, expand the number of cardholders.
- Cultivate partnerships between libraries and local businesses.

What worked

- We think that the simplicity of basic participation in the program was part of what made it successful.
- Of the 52 MORE participating libraries, 51 returned tallies. Special add-ons that you created included: local swag bags, themed displays, coloring pages. A few people commented on library programs they happened to find while visiting.
- Neighboring systems have expressed some interest. The Passport Program was mentioned several times on public radio and is getting a little national attention.
- The passports worked as we intended them to. The bullet points really intrigued people and were useful additions for Explorers.
- Each library got a passport kit that included passports, a unique rubber stamp, a stamp pad, a highlighter, tally sheet, and entry form master to copy. Returning tally sheets, entry forms, and stamps through courier worked fine.
- You all did a great job sharing and creating Facebook posts! That really got the word out there.
- Partnering with Anne to get links onto webpages to the Passport page on the IFLS website worked well.
- You used the marketing toolkit page on the website 482 times.

What needs improvement or tweaking, and what we'll do about it

- There was a little confusion about how the tally sheet should work. We'll make those more user-friendly for next year.
- Silver and gold are bad stamp colors! Stamp pads next year will be bright colors with plenty of contrast.
- Passports were bulky. We have more time to design a nicer passport and a better idea of how many we'll need. Note: the price per passport is likely to be higher.
- There were not enough stickers.
- Use an opt-out option for communication on the entry form, rather than opt-in. This will allow us to send almost everyone an invitation to our email lists and send out early notification of the 2023 Passport Program.
- Could do better on social media **engagement** – participants posting about their experience. We need a hashtag!
- There were a few suggestions to make the program last longer. I don't think that's a great idea (<https://www.optimonk.com/how-to-leverage-limited-time-offers-to-increase-sales/> about sales, but the psychology applies.) We'll explore options for smaller milestones (less than 10 visits for an entry) and the timing of the beginning and ending of the program.

Next year: planning starts now

- Individual libraries might want to consider adding in programming or other costs as they develop their 2023 budgets. If you have money left in your budget, consider buying swag bag items for next year.
- What will MORE contribute to the budget? (See below)
- Some ideas for incremental prizes: stickers for 10 visits, patches for 20 visits. What are your ideas?
- Develop no more than 5 itineraries that may or may not include additional prizes (This is a time-intensive idea). Itinerary ideas so far: quilting, food, microbreweries/micro-distilleries, fishing, history/architecture, playgrounds, River Road, Lake Country. We could include a spot for participants to share their itineraries!
- Strategies to improve social media engagement.
- Any interest in developing programs that dovetail with the itineraries?
- NOW is the time to share your thoughts and suggestions.



top left to right: Somerset, Ellsworth, River Falls, Durand
 middle: Luck, Altoona, Plant sale, Durand
 bottom: Hammond

Cost and Budget 2022

stamps	\$ 79.69	
highlighters	\$ 23.18	
stickers	\$ 156.00	
ink pads	\$ 72.78	
2600 passports	\$ 855.00	
prizes (passes will be purchased in Dec)	\$ 256.00	\$100.00 unspent
600 additional passports	\$ 197.49	
Total	\$ 1,640.14	

Proposed Budget Estimate 2023

3,000 passports	1000-2000	Depends on design
Grand Prize plus 1, 2, 3 place prizes	\$ 350.00	local solicited donations?
Interim prizes (stickers, patches?)	\$300.00	
Ink pads and highlighters	\$100	
Award certificates and postage	\$ 20	
Total requested	\$ 3,000	

Smaller interim prize ideas (we would love ideas from you!)

Sticker sheets: <https://www.stickermule.com/products/sticker-sheets>

More stickers: <https://www.stickermule.com/products/die-cut-stickers>

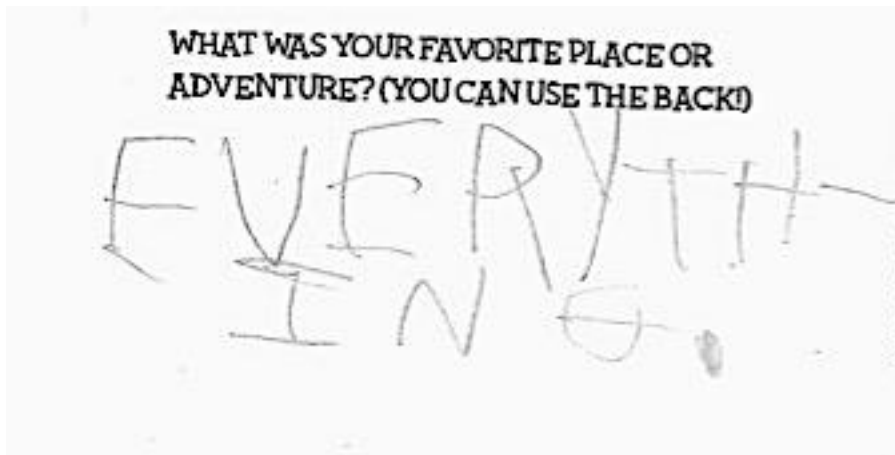
Patches: <https://www.custompatches.net/products/embroidered-patches/>

Page marker tabs: <https://www.etsy.com/listing/1061734850/cute-animal-sticky-notes-60-total-sheets>

Library Name	Code	Passports Handed Out	Visits (stamps)	Entries	Unique Entries	Entries from library
Altoona		129	88	1	1	
Amery	AM59	41	103	7	7	8
Augusta	AU28	10				
Baldwin	BA66		95	1	1	9
Balsam Lake	BL50		58	4	1	
Barron	BN16	25	51	1	1	1
Bloomer	BB17	48	138	6	5	
Boyceville	BO22	18	53	3	3	
Bruce	BR63		35	5	4	
Cadott	CA18	12	49			
Cameron		32	79	5	4	3
Centuria	CE40	10	32			
Chetek	CH11	17	51	7	4	
Chippewa Falls	CF19	96	49	17	11	18
Clear Lake	CL52	26	59	2	2	
Colfax	CO24	0	57			
Cumberland	CU13	60	43			
Deer Park	DP67		82	9	5	9
Dresser	DR53		43	1	1	
Durand	DU40	87				
Eau Claire	EC30		78	7	6	7
Elk Mound	EM29	3	30			1
Ellsworth	EL42	84	78	3	3	2
Elmwood	EW43	18	35	1	1	

Fairchild		1	28			
Fall Creek	FC31	5	44			
Frederic	FR54	10	20	6	3	
Glenwood City	GC68	65	52			
Hammond	HA701		42	15	3	
Hudson	HU71	16	89			2
Ladysmith	LA65	30		7	3	
Luck	LU55	24	50	17	10	
Menomonie		40		17	8	16
Milltown	MI56	25	56			
New Richmond	NR72	41	107	13	5	
Ogema						
Osceola			53	1	1	
Park Falls						
Pepin	PE41	23		3	3	
Phillips	PH62	5	27			
Plum City	PL44	7	33	4	2	
Prescott	PR45	25	68			
Rice Lake				4	1	
River Falls	RF46	145	153	25	13	31
Roberts	RO73	46	83	5	5	
Sand Creek	SA26	17	29	2	2	
Somerset	SO74	51	77			1
Spring Valley	SV47	23	60	1	1	2
St Croix Falls	SC58		52	3	3	
Stanley	ST22	9	41	2	1	

Turtle Lake	TL 15		65	2	2	3
Woodville	WO75	24	50	1	1	
????		37	27			
out of system				3	1	
TOTALS		1502	2803	211	128	113
average visits			60 (49 libraries reported)			
super explorers	9 (at least 400 visits!)					



2022 EXPLORE MORE PASSPORT PROGRAM PARTICIPANT ANSWERS TO “WHAT WAS YOUR FAVORITE PLACE OR ADVENTURE?”

EVERYTHING.

The Cumberland library – I love all the paintings and decorations!

Phillips – Concrete Park

The ones with the skylights!

Osceola – outdoor roof reading area

Park Falls’ old fire house, Ladysmith’s table and seats overlooking the river

Lots of books

Each library is great! They each have something different to offer and support their communities and the communities around them. Support the libraries. They do a great job of supporting learning!

Turtle Lake is our favorite library. Miss Allison is the best librarian EVER! The ladies at the Frederic library were super friendly, nice and helpful. The Menomonie library has beautiful views of the bay.

Hudson has a nice library with the 2 levels!

This whole passport tour was an awesome adventure!!

Snacks at Rump's

Doing the trail find packets we got from the Hammond library

Learning about Hazel Mackin from the Roberts library.

Visiting the Pioneer Village Museum after the library in Cameron

Getting more information about the Laura Days festival in Pepin, WI

Receiving 8+ book recommendations from the Frederic Public Library. I was looking for books with a disabled man character.

Learning about the Gandy Dancer Trail at the Milltown Public Library

Augusta had awesome decorations

Colfax – the building

Toys in Colfax

We just went to the Big Bounce America – that was tons of fun!

Extend longer

We did 13 libraries in one day and hit 4 counties, Polk, Dunn, St. Croix & Barron. The entire trip was an adventure and we'll be doing it again!

Boyceville and other small libraries.

Seeing all the library areas and seeing what was special at each.

All the specialties at the libraries.

Every one was an adventure and exciting to see the communities also. Well spent time!

Snake in Osceola! Loved the history that each library has and how the communities rally around that history and support their libraries!

Each location had unique features – I can't choose!

Visiting for more ideas.

When a HS friend and I could go to these libraries and go out for lunch together. Neat libraries!

We visited 7 on one day and made it a sister date (smiley face) We got free plants at Baldwin and COVID tests. Wow!

I had a grand time visiting lots of libraries with my mom!

2 sisters outing

Doing the Look and Find packets from the Baldwin library.

Amery's kid center

My favorite was collecting stamps with my children on our summer adventures. I do with it ran through the summer rather than ending midway through.

I'm a library person. I love the ambience of each library. They are proud of their area and prove it with a nice library.

I liked the cool light wall at the Cumberland Library. And vising the nearby beach at City Park.

Cumberland Library's light wall was cool.

Chippewa Library with the pipe wall and hunt for fish pictures. And the light wall at the Cumberland Library!

Each library has its own interesting story to tell!

All the fun classes (necklace making) and activities (Star Wars one) we did at Somerset library.

Stanley DR Moon and Colfax building were very interesting old buildings.

We really enjoyed the Boyceville library and learning about its history.

These we had never been to before: Dresser and Cumberland

Park Falls – it is inside the Natl. Forest.

Awesome libraries!

Augusta – the décor

The sand table at Colfax!

Awesome librarians!

Lots of books.

Ogema had the best kids' section

Nice and friendly librarians

Getting 5+ family movie recommendations from Fairchild PL

Each is unique!

(One library) closed early by a few minutes* one day, so we missed that one, but enjoyed car-window service at the drive-in nearby. *don't let them do that!

They had a really nice and friendly librarian at Colfax.

Hudson's Pirate at the Park

The whole adventure was fun to see where the libraries were and talk to librarians.

We loved the entire process, and devoted entire days to library explore fun! We loved how welcoming everyone was!

The Train Station in Bruce WI is the library!

Frederic playground!

Shake in Osceola.

I added the MORE libraries "APP" to my phone at Deer Park Public Library

Loved the YA room in Rice Lake

Loved the YA section in Roberts!

I was lucky to get many movie rec. At Luck PL!

History at Fairchild, Cumberland

Chippewa Library and the fish scavenger hunt

Rice Lake splash pad, Water Tables at New Richmond

I liked seeing a bunch of different libraries in 1 day. Seeing how different they are from each other.

Ellsworth Library getting ready for big move. They gave out water and locally made goat soap.

The graphic novel section in Amery was awesome!

Ellsworth Creamery makes 180,000 lbs of cheese curds per day

The was awesome!! Most of the librarians were excited to show us around!!!

Cumberland library – awesome reading program with free shirts! Fun play area for kids. Loved the historic buildings!

Crystal Cave is 4600 feet long

Long Lake is 19 miles long!

Park Falls has 3 levels

Taking a picture by the octopus rings legs at Glenwood City. Making projects at Turtle Lake.

Enjoyed visiting the various libraries, seeing set-up, talking with staff, checking out a book I typically wouldn't (gardening, chickens, being kind, etc) Really enjoyed this program!

Coming to the library

All were unique

Getting ice cream at the end (Luck gives out ice cream coupons to those who complete 10 libraries.)

Visiting new libraries.

Playing in loft at Bloomer

2 Sisters outing

All fun to visit! Loved visting with all the librarians!! (smiley face)

It was just fun to visit the different towns – some libraries small, some large.

We love the trains at Altoona! We also loved exploring the parks in each city.

Seeing Carnegie library in Cumberland.

We enjoyed all of the libraries & finding parks/bakeries in some cities.

Just seeing the amazing variety in our local libraries and exploring them with my granddaughter.

Seeing the historic Carnegie libraries in Cumberland and the libraries EverBright, walking on Stower Trail (smiley face)

The historical Cumberland library building, the surprising amount of space in the Dresser library!

Clear Lake because of great book sale during Heritage Days

I loved calling and talking to the people at libraries.

Eau Claire library's self-checkout

Snake in Osceola!

Frederic playground

going to chuckedees [sic]

Visiting new libraries

National Library Day St. Croix Falls, Milltown, Frederic, Luck! Hail storm in Luck!

Snake in Osceola

Frederic playground

Durand and at least one other library near schools and I loved seeing the kids there

Exploring all the different libraries

All of them

I really enjoyed visiting the different libraries and seeing how wonderful they all are.

Windsocks at Chetek, Cumberland library fun (smiley face)

Amery – full basement kids area

Roberts Friends of Lib. Plant sale, Barron – liked the idea of all shelves on wheels for easy moving.

Chuck E. Cheese, the centre pool

The bike rentals from libraries along the Gandy Dancer Trail

It was fun to see the different characteristics of each library – big and small.

Gandy Dancer trail info

Gandy Dancer trail

Each outing w/ my siblings brought smiles & the adventures won't stop. Tried to incorporate the bench art (10 in the area)

New sites/fun towns

Don't make me choose! All were wonderful!!

Some of the memorable things: Fairchild-Carole Landis, history room in the jail; Cumberland-what a facility, fireplace, etc; hospitality of Chetek, cup of coffee for the ride home (smile); upstairs auditorium at Colfax; **the pride people take in their libraries (smile); Hammond-There's no place like home!

Calling other places.

Cheese curds.

Calling Miss Marie at New Richmond

New book ideas.

National and state parks.

Our favorite parts were getting out to see all the different children's areas and architecture of the libraries.

Fun exploring

All ten have been great.

Each library has its own unique style and atmosphere.

So many ore libraries are on the list & is drawing me further into experiencing them. Can't wait to visit them ALL.

Ogema boat kids section

Calling all the different places was fun.

JUST THE LIBRARY NAME MENTIONED, NO DETAILS.

- Bruce
- Boyceville
- Balsam Lake
- Colfax
- Chetek
- Cumberland
- Colfax
- Centuria

- Durand
- Deer Park
- Elmwood
- Frederic
- Hudson
- Ladysmith
- Milltown
- Menomonie
- New Richmond
- Ogema
- Plum City
- Prescott
- Pepin
- Rice Lake
- Somerset