

WiLS Ideas to Action Fund: 2020 Proposal Form

WiLS' mission is to help our members turn ideas into action. The WiLS Ideas to Action Fund seeks to do just that -- provide support for innovative or collaborative projects in order to help our members reach their goals and have a positive impact on the Wisconsin library ecosystem.

This year, WiLS will award a maximum of \$30,000 (up to \$5,000 per applicant). Instead of or in addition to funding, organizations can apply for WiLS staff time to help with project planning, facilitation, survey design, marketing, or other project activities.

Proposals for the 2020 Ideas to Action Fund can be submitted through June 1, 2020. Awards will be announced in August 2020.

Please contact information@wils.org with any questions about the proposal process or requirements. More information, including review criteria and sample proposals, can be found at <https://www.wils.org/ideas-to-action/>.

Eligibility and Requirements:

- Applicant organization must be a WiLS general member. Project partners are not required to be WiLS members. (Not sure if you're a member? Check the list: <https://www.wils.org/about-wils/wils-members/>)
- Organization agrees to complete the project in the timeline approved by the Ideas to Action Review Committee. Preference will be given to projects with a timeline of one to two years.
- Organization agrees to provide a presentation about the project that can be shared with other WiLS members.
- Organization commits to making project products available for reuse under a Creative Commons license or otherwise freely available.
- Organization will submit a brief written report to WiLS at the conclusion of the project.
- Organization is expected to lead the project; WiLS staff time, if requested, is to be used for specific activities (planning, facilitation, survey administration, etc.), not overall project management or leadership

Questions? Contact us at information@wils.org.

Organization Name *

Appleton Public Library

Organization Type *

Academic Library

K-12 School Library

Public Library

Special Library

Other:

Is your organization a WiLS General Member? *

Yes

No

Project Leader/Primary Contact Name *

Pa Ja Yang

Project Leader/Primary Contact Email *

pyang@apl.org

Project Leader/Primary Contact Phone Number *

9205709897

Organization Mailing Address *

225 N Marcos Lane, Appleton, WI 54911

Project Partners

List any organizations you will partner with for this project. Provide the names of all members of the project team, within and outside your organization, and briefly describe their relevant experience/skills. Project partners are not required to be WiLS members.

Community members along with local businesses and artists will be essential in the project. Other big partners of the project will be the City of Appleton and Appleton Downtown Inc., who will provide assistance with piano engagement specifics. The project will also require support from diverse community organizations and businesses with connections to local artists.

Potential Partners:

City of Appleton

Appleton Downtown, Inc.

Heid Music

Lawrence University

United Hmong American Association

Northeast Wisconsin Hmong Professionals

Appleton Area School District

Senior Living Homes

Celebrate Diversity Fox Cities

Artist-in-Residence or other groups with connections to local artists

Fox Valley Music Teachers

Project Title *

The Piano Project: Community Engagement through Music and Art

Project Summary *

Provide a one-sentence description of your project.

The Appleton Public Library will collect used pianos and partner with local artists and community members to offer interactive displays throughout the city using music to engage the public in a community read while also raising awareness of the Hmong American experience as expressed through stories such as *The Late Homecomer* by Kao Kalia Yang.

Need and Audience *

Briefly describe the problem or need you're aiming to address in your library and/or community. Provide specific examples of the target audience(s) for this project and any research (formal or informal) you've undertaken to understand audience needs and behaviors.

The project will highlight Fox Cities Reads author, Kao Kalia Yang, and her memoir *The Late Homecomer*. Kao Kalia Yang is Hmong American, and her book talks about the journey of Hmong from refugee camps in Thailand to life in America. Music is a big piece of the Hmong culture. It is also a part of what makes Appleton a thriving community, so we hope to bring everyone together through piano engagement and an overall shared love of music. The project will help celebrate and raise awareness of the Hmong (Asian) American history and experience by encouraging patrons to participate in the community read along with other events leading up to the author's visit. This year's featured author is especially important considering the increase of racism and hatred toward Asians across the world amid COVID-19.

Additionally, the project will strengthen and diversify Appleton Public Library's (APL) virtual platforms through the creation and implementation of a unified social media marketing campaign. An inclusive campaign will bring in more virtual and physical participation from diverse backgrounds. The success of the project relies on community collaboration. This can be a great challenge because bringing people together to achieve one vision that fosters diversity and inclusion requires everyone to think outside of their comfort zone.

Impact *

How will this project's output impact the rest of the Wisconsin library community? Please specify how project outputs could be re-used or adapted by other WiLS members.

The Piano Project: Community Engagement through Music and Art is a unique initiative that can be used to meet any library's goal or community need. The Arlington Library in Texas used their project to highlight their community read and raise awareness of individuals with disabilities. Their project was successful in that it did increase the number of participants in their community read as well as the number of virtual engagements. To be exact, they saw an 18% increase in virtual engagement and a 64% rise in circulation of their chosen community read book (Aichele et. al. 2020).

The Appleton Public Library hopes to achieve similar results by raising awareness in our community of the Hmong (Asian) American history and experience. The topic is timely as it aligns with our community read and the effects of COVID-19 on Asian Americans. The project model is not tied to only pianos or community reads. It is a versatile marketing strategy used to create awareness on a certain topic through community engagement. It requires collaboration with diverse partners and strengthening of networks to build diverse engagement and participation both virtually and in person.

Aichele, P., Harder, A., Hastings, M. (2020 February). The Piano Project: Community Engagement through Music and Street Art. Program presented at the Public Library Association Conference, Nashville, TN.

Plan and Timeline *

Outline your strategy for completing this project and identify any major deadlines/goalposts. Preference will be given to projects that will be completed within one to two years.

The project may need to be approached more non-traditionally if our community read date remains in October 2020. The timeline may change if it is pushed to next year. Regardless, the project will be completed within the one to two year time frame.

This is what we are envisioning:

August

1. Create a unified social media marketing campaign using a promotional #hashtag and other related marketing strategies and tools

*Promotion is required throughout the project. We will capture moments and use video marketing to share these moments on our virtual platforms to increase engagement.

2. Identify 5-7 community locations for the pianos to be stationed
3. Seek piano donations (max 5-7)
4. Encourage local artists to submit their design proposals

Beginning of September

1. Select and notify artists
2. Artists will have a few weeks to complete their design on a piano that will be transported to their preferred location

Mid-September to October

1. Transport finished pianos to their community locations
2. Leave pianos at their locations for patron engagement
3. We will host events to create special moments for patrons. (i.e. Hmong music is shared on a piano in a concert we organize, piano scholars from Lawrence University along with other local musicians will play a piece to be shared on APL virtual platforms)

*When pianos are live and available for patron engagement, patrons will be encouraged to share their experience on social media using the promotional #hashtag.

November

1. Remove pianos from their locations to a safe place (TBD) once the community read is complete
 2. Pianos will be auctioned to fund for more services and programming aiming to build diversity and inclusion
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Evaluation *

How do you plan to evaluate your project? What might success look like?

Quantitative success would be a 15% growth in participation on virtual platforms and a 50% increase in this year's community read. We will collect qualitative surveys to evaluate our success in raising awareness and knowledge of Hmong (Asian) American's existence in our community.

What is the total amount of funds you are requesting? (maximum request = \$5,000) *

\$5,000

Describe the major expenses for this project, such as equipment, staff time, consulting, licenses, materials, etc. An itemized project budget is not required. *

The grant money will go towards artist stipends and the transportation of pianos from location to location.

If WiLS staff time is requested to help support your project, list the skills or expertise needed from WiLS (project planning, facilitation, survey design, marketing, etc.).

The Appleton Public Library would love support and insight for marketing/communication and data collection. The project is highly centered on marketing and promotion, so expertise in marketing/communication would be needed. Additionally, we would be interested in collecting some data along the way, such as where people heard of the pianos, etc., so expertise in data collation would be needed there. We are very excited about the project and what it can bring to our community. We are confident your expertise and support will help lead us in the right direction.

This form was created inside of WILS.

Google Forms