

RALPH J. BUNCHE LIBRARY
Marketing and Outreach

PROJECT PLAN WORKSHEET

PROJECT GOAL:

Take Your Child to Work Day Activity - Thursday, April 26, 2007

OBJECTIVE:

To organize and develop an activity to familiarize employees and their children about library services and products; and to commemorate the 400th anniversary of Jamestown, Virginia.

Activities: What will be done to achieve the strategy?	Target: Who are we aiming at?	Support: Who will do it? What resources are needed?	Timing: When will it start? When will it end?	Evaluation: How is it going? How will it be measured?
Pick a Theme	Children of employees Employees	Greta, Marketing Committee, Elaine	Start: March 1, 2007 Finish: March 26, 2007	Theme: <i>Journey Back in Time: Jamestown, Va. 1607</i>
Assign Projects -Search for giveaways -Design theme related props -Search for rare books -Search for age-appropriate activities	Children of employees Parents of children	- Giveaways -Michele & Greta - Design – Doug - Rare books – Dolores - Age appropriate materials – Megan & Greta	Start: March 8, 2007 Finish: April 26, 2007	Committee members are currently working on assignments and will report on their progress at the next meeting.

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<p>-Search for exhibit items</p> <p>-Decorating and set-up of Reading Room</p> <p>-Crowd control</p>		<p>-Exhibit – Greta & Bill</p> <p>-Decorations/Setup – Pat, Angie, Bill S. & Bill Coyle, other volunteers</p> <p>-Crowd control – Ref staff; LR volunteers</p>		
<p>Design worksheets</p>	<p>Children of employees</p>	<p>Marketing Committee: Greta , Michele, & Megan</p>	<p>Start: March 26, 2007 Finish: April 16, 2007</p>	<p>7 or 8 worksheets for elementary school children that focus on the theme: Jamestown and Colonial America</p>
<p>Order supplies</p> <p>-posters</p> <p>-giveaways</p>	<p>Vendors</p>	<p>Greta & Michele Library purchase card</p>	<p>Start: March 1, 2007 Finish: April 1, 2007</p>	<p>On time delivery of ordered supplies</p>
<p>Recruit volunteers</p>	<p>Library Staff</p>	<p>Greta, Library volunteers</p>	<p>Start: March 26, 2007 Finish: April 26, 2007</p>	<p>Participation from volunteers</p>
<p>TYCTWD update meeting</p>	<p>Marketing Committee</p>	<p>Marketing Committee</p>	<p>Start: March 29, 2007 10:00 a.m. RBRoom</p>	<p>Marketing Committee reports</p>
<p>TYCTWD Final Details meeting</p>	<p>Marketing Committee</p>	<p>Marketing Committee</p>	<p>Start: April 19, 2007, 10:00 a.m. RBRoom</p>	<p>Marketing Committee input</p>

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TYCTWD Set-up	Library Staff	Library staff volunteers	Start: April 26, 2007 8:30 a.m. – 1:00 p.m.	Participation from Marketing Committee and Library staff
TYCTWD Program -Greetings/Welcome -Explanation of activity -Activity -Wrap-up	Children of Employees and their parents	-Greetings – Elaine/and or Hugh -Explanation – Greta and/or Megan -Activity – Library staff -Wrap-up – Library staff	Thursday, April 26, 2007 Start times: 10:00 a.m. and 11:30 a.m. Finish: 1:00 p.m.	Feedback from participants and their parents, Feedback from library staff volunteers