

Assessment Report on *One Book One Brampton*

The *One Book One Brampton* initiative has focused on the theme of “Journeys” in order to engage all ages and all members of the community in a giant book club. A number of particular programs for book discussion, sharing and discussion of the chosen title “Life of Pi”, author readings, storytelling and other artistic sharing’s have been highlighted through this initiative.

One Book, One Brampton was anticipated to reach over 150,000 citizens and 15,000 businesses in Brampton over the timeframe of October 2009 to February 2010 including the photography contest initiated in February 2009 running to the end of April 2009.

To date the Library has completed the photography contest with entries from 54 individuals resulting in 121 entries. The judging has been completed with four winners and two honourable mentions being recognized at the special launch and announcement of the chosen book title “Life of Pi”. The photographs have been mounted on the external walkway wall at the Four Corners Branch and reproductions displayed appropriately inside the Library.

Results:

The following statistics highlight the outcomes of the initiative:

# of Contacts made with Brampton businesses	400
# of Sponsors	11
# of Book Clubs	72
# of Individuals registered as Readers	1,128
Circulation of Title	1,075
Hits to the <i>One Book One Brampton</i> webpage	10,383
# of Books distributed	1,537
# of Library card registrations	294
Increase in Library circulation (2009 vs 2008)	20%

The positive response of the business community in establishing book clubs was unexpected. Even those businesses that were unable to establish a book club of 10 members understood the value of literacy in the development of their workforce and the enhancement of the workplace in sharing of common interest. The development of partnerships with a new area of the community was appreciated and future opportunities to engage with the business community will certainly be realized. The “Spread the Words” literacy initiative, done in partnership with Shoppers World Brampton, is an excellent example of the possibilities for future outreach endeavours that the Library may benefit from. The Library conducted four program outreach features at the mall over the Christmas period and was able to register some 294 customers. The fundraising efforts of the mall resulted in a donation of almost \$4,000 directly to the Library’s early literacy initiatives.

Our efforts in sponsorship have been most successful with approximately \$104,200 sponsorship value (cash & in-kind) by Brampton Library 49% over target. It is the uniqueness and newness of the sponsors that speaks well to the recognition of the positive community impact of this

initiative. For the first time, we developed partnerships with a local, well-known restaurant franchise, a local bank and the local media.

The engagement of the local media and its coverage of this initiative is a unique experience for Brampton Library. A total of 10 million media impressions were realized for this campaign. This effort aligns with our concentration on outreach and sets a model for future engagement of the media on identified projects.

Our wrap up event held on February 16 at the Mandarin Banquet Centre was a fitting climax to a superlative reading initiative. The Brampton Festival Singers provided a musical interruption of the book as identified passages were read from the book by the sponsors of the campaign. The 150 in attendance enjoyed the literary and musical mix.

Brampton Library closes this journey but looks forward to future trips with the community!