

Here

We

Grow

Aquí

Crece

CPL:

Here We Grow!

- The library's resources are constantly growing and changing along with our patrons and our city.
- The library is innovative and forward-thinking.
- The library has something to offer everyone, regardless of age, race, economic background, special interests, etc.

How We **Show** We **Grow**

- A diverse series of patrons using a variety of library resources.
- Supplemental pictograms showing library resources.
- Patron-submitted testimonials that speak to different demographics.
- Opportunities for patrons to show their growth.



Here We Grow
Aquí Crecemos



Chattanooga
Public Library

www.chattlibrary.org
f @chattlibrary



“Chattanooga Public Library has been a life saver (and a money saver) over the last 6 years! We love having access to the vinyl printer to print signage and goofy stickers for a fraction of the price, and use the recording studio to record podcasts and hang out with other musicians.”

Jason Bowers
Co-owner of
The Bitter Alibi,
The Daily Ration
and The Fix Lounge

Here We Grow
Aquí Crecemos



Chattanooga
Public Library

www.chattlibrary.org
f @chattlibrary

How We Tell We Grow

- Billboards
- Printed materials
- Web graphics
- Lobby Display: “Show You Grow” photobooth
- Videos
- Library Card Design Contest
- Marketing kits with posters, stickers and pins for community partners/businesses.



Chattanooga

Public

Library

www.chattlibrary.org



@chattlibrary



Chattanooga
Public Library

www.chattlibrary.org

[f](#) [@](#) [t](#) @chattlibrary



Here

We

Grow

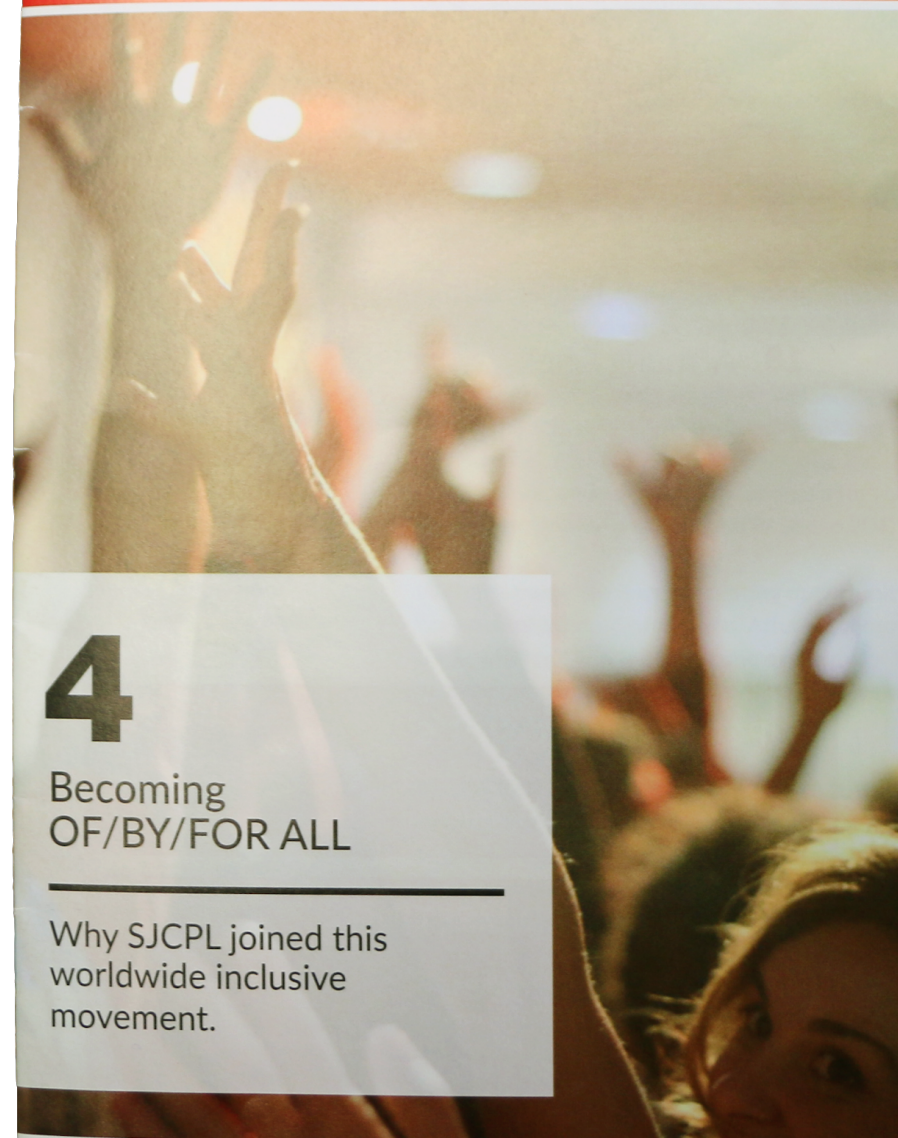
Aquí

Crecemos

Events Calendar

July | August 2019

UNFOLD



16 CATCH A FALLING STAR



18 A YOUNG CHEF

4

Becoming
OF/BY/FOR ALL

Why SJCPPL joined this
worldwide inclusive
movement.



ST. JOSEPH COUNTY
PUBLIC LIBRARY

events for adults



The Science Behind DNA Testing
Wednesdays, August 28 & September 4*
*Must attend both sessions.
6:30 p.m.
Main Library, Rockne Room

Get first hand knowledge of the science behind popular genetic genealogy. Participants will have the opportunity to extract their own DNA with the help of scientists from the Notre Dame DNA Learning Center. Once the samples have been processed participants can analyze their results to learn more about their genetic ancestry. The scientists will explain how the major genealogy testing companies are processing your DNA behind the scenes and answer questions about the science of DNA. Registration required.

Main | 574.282.4646

Genealogy Discussion Group
Thursdays, August 1
noon
Local & Family History

Meet with fellow genealogists to discuss projects, find resources, and ask questions.

Create Your Own Website
Wednesday, August 7
6:00 p.m.
Studio 304

Create a free website using Weebly.com. Start with a template that suits your style and simply drag and drop content to make it your own. No coding experience needed. Registration required.



Couponing 101
Thursday, July 25, 6:00 p.m.
Friday, August 2, 2:00 p.m.
Centre Township

Learn how to find, use, and stack coupons during this introductory course. Share resources during our coupon swap.

Main | Continued

Beginning Sign Language
Tuesdays, August 20- September 24
6:00 p.m.
Molloy Room

Learn basic conversational vocabulary, fingerspelling, and the importance of gesture and mime. Six sessions offer opportunities to practice your visual communication skills. A \$15.00 materials fee is required and will be collected by the instructor during the first class session. Registration required.

Centre Township | 574.251.3700

Euchre Club
Thursdays, July 11 & August 1
6:00 p.m.

Want to learn how to play Euchre or test your skills with a fun group of people? Shuffle down and join us for a game.

BOOK GROUPS

Stop by to chat about books. Share your favorite authors, hear about new titles, and get suggestions for your next read.

Books on Tap
at LaSalle Kitchen & Tavern
Thursdays, July 25 & August 29
7:00 p.m.

Join us for literary discussions and heady libations. There is no need to read a certain book. Share what you're reading or just join in the conversation and pick up a free advance copy of an upcoming title. Hosted by staff from SJCPPL. Food and drinks available for purchase.

Main | 574.282.4646

Relevant Reads: Why Buddhism Is True by Robert Wright
Wednesday, July 31
6:30 p.m.
Presentation Room

Members of the Michiana chapter of the Kadampa Meditation Center will join our discussion of this accessible and insightful bestseller about mindfulness meditation.

Centre Township | 574.251.3700

Tea and a Book
Saturdays, July 6 & August 3
2:00 p.m.

Francis | 574.282.4641
Book Talkers
Mondays, July 15 & August 19
11:00 a.m.

North Liberty | 574.656.3664
Liberty's Readers
Tuesdays, July 23 & August 27
6:30 p.m.

River Park | 574.282.4635
Book Chat
Mondays, July 1 & August 5
10:30 a.m.

Coffee and Canvas
for ages 18+
Thursdays, August 29
6:00 p.m.
Lakeville

Create your very own masterpiece to take home at this guided painting demonstration. Materials provided. Registration required.

Francis | 574.282.4641

Soothing Somatic Exercise
Tuesday, July 16
6:30 p.m.

Somatic exercises are slow, gentle movements that work with the nervous system to release muscular tension, relieve pain, and assist with posture and movement. This class is presented by Jamie Robinson, E-RYT (Experienced Registered Yoga Teacher). Bring a blanket for floor exercise.

Evening Concert with Hiroya Tsukamoto
for ages 12+
Thursday, July 25
6:30 p.m.

Japanese guitarist Hiroya Tsukamoto takes us on an innovative, impressionistic journey filled with organic soundscapes that impart a mood of peace and tranquility.

Writing Workshop
Thursday, August 1
6:00 p.m.

Discuss your latest writing project and hone your literary skills with other aspiring writers. Bring 5-10 pages of any form or genre to the workshop. Beginners and experts welcome!

Learn about Essential Oils
Tuesday, August 6
6:30 p.m.

Discover how to use essential oils to make lotions, soaps, carpet cleaners, and more. Community member Annette Deguch will teach you the benefits of essential oils in your home.

10 Year Anniversary Celebration
Thursday, August 22
all day

Join us as we celebrate the Roger B. Francis Branch's 10 Year Anniversary! Refreshments and crafts will be available all day. Enjoy Harpist Anna Hagen at noon and pianist Andy Schmidt at 6:00 p.m.



German Township | 574.271.5144

Computer Basics
Fridays, July 5-26
10:30 a.m.

Learn beginner level computer skills or drop in for a refresher. Sessions cover internet searches, personal emails, Microsoft Word, and typing.

events for adults

North Liberty | 574.656.3664

Essential Oils for Back To School Stress
Tuesday, August 6
6:00 p.m.

Back to school is a time of transition for parents and teachers. Learn how essential oils can help with sleep, focus, and fatigue.

River Park | 574.282.4635

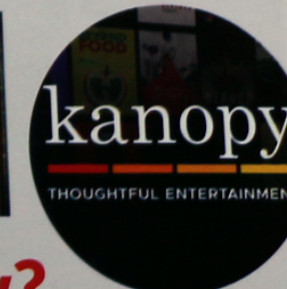
Salsa from Start to Finish
Tuesday, August 27
6:00 p.m.

Learn about salsa gardening from gardener Deb Weisman. Make and take home your own salsa and seeds to plant next year. Registration recommended.

Tutt | 574.282.4637

Cosmic Pastels and Spacetastic Pastries
Tuesday, July 23
6:30 p.m.

Express your artistic side and create a colorful scene to take home and show off to your friends! Refreshments will be provided. Registration required.



did you know?

It's time for a movie night!

Kanopy, an on demand film streaming platform, is now available to SJCPPL cardholders. Kanopy offers over 30,000 movies and documentaries: from foreign language films to popular hits. Individuals can watch 10 films per month, and each film is available for 3 days. Stream movies on your desktop; mobile app for iOS, Android, and Fire tablet; TV app for Apple TV and Airplay, Roku, Amazon Fire TV, Android TV, Chromecast, and Telstra TV. Check out **Kanopy Kids** for age-appropriate films that even the youngest movie lover will enjoy.

Get started at sjcpl.kanopy.com.

Print Materials

- Posters
 - Increase placement with community partners and city offices
- Bookmarks
- Postcards
- Stickers
- Quarterly patron magazine/newsletter

Lobby Display

- Create a real life photo filter/photo booth experience
- Provide a passive yet engaging activity at every branch
- Invite patrons to be a part of our marketing
- Create feelings of excitement and inclusion

Videos

- Feature length video (approx. 5 minutes)
 - Can be used on web and social media.
 - Will provide additional footage for future use
- Promo length video (approx. 1-2 minutes)
 - Can be used for local tv and web ads

Library Card Design Contest

- Leverage community partnerships
- Engage patrons and provide sense of ownership
- Little to no cost

Next Steps

- Gather photos and testimonials (in progress)
- Get quotes from advertising and marketing agencies
 - Maycreate (videography and advertising)
 - Johnson Group (videography and advertising)
 - Humanaut (videography only)
 - Freelance videographers
- Get quotes for billboard materials through Reagan Advertising