

BOOK TO ACTION 2019 OVERVIEW - CCFB PROGRAMS

In 2019, California Center for the Book will support 25 Book to Action projects in California libraries. Each library will receive:

- \$1,000 value/books shipped from Ingram, to give to the public for Book to Action (please select 1 title ideally, 2 titles max)
- \$1,000 author/speaker fee, paid directly by CCFB to the author or speaker of your choice
- 2019 Book To Action Timeline
- August 2018 - Applications posted online
- November 20, 2018 - Applications due
- November 27, 2018 - Notifications made
- December 14, 2018, 10am-11am - Welcome Webinar (required) - save the date!
- January 2019 - June 2019 - Programs take place
- July 15, 2019 - Final reports and compiled survey results due

OUTCOMES - 2019

These are the statewide intended outcomes for the Book to Action programs.

See #13 below. Community members will:

- learn something valuable about a current topic or service need in their community
- show interest in engaging in a community service project and/or Book to Action program in the future
- find participation in the Book to Action program to have been meaningful experience

Participating librarians will:

- learn something valuable about programming for adults and multigenerational groups
- continue to seek community partnership opportunities

SELECTING A BOOK

The book you select for your Book to Action program ideally should be:

- Engaging for a general adult audience (teen appeal is great too)
 - Preferably no longer than 350 pages
 - Published within the last 3-5 years
 - Available in trade paperback
 - Be thought-provoking rather than strictly “how-to” in nature, if nonfiction
 - Note: A California author or subject expert may be easier to book for your author or speaker events
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STEPS FOR A SUCCESSFUL BOOK TO ACTION PROGRAM

#1 - Plan Early

Give yourself time to research and plan. Develop a rough timeline of programs and possible activities. Stay open to input from your community partner and community. Explore the [#BookToAction programs of the past](#) for inspiration! Contact us early with questions or concerns.

#2 - Research & Assess

Be sure to choose a need or issue that is relevant to your community, addressed in the book you choose, and directly relates to a community service project or civic engagement activity. Research the nonprofit and government organizations and volunteer networks that are active in your community for inspiration. Perhaps you're interested in supporting a state-wide activity that offers opportunities for local engagement, like the annual California Coastal Cleanup Day or Hunger Action Day. Consider forming a very small Book to Action advisory committee of staff members and community members who can advise on potential titles, projects, and community partners.

#3 - Get Input & Choose a Community Partner (see list at the end of this toolkit)

Determine the terms and requirements of community partners and any co-sponsors. Be sure that your main community partner is involved in designing an engaging and needed community service project or civic engagement activity. Be as clear as you can at the outset about your expectations, so all parties involved understand the terms of the collaboration. Consider putting the basic in writing.

#4 - Choose an Engaging Book (see list at the end of this toolkit)

An ideal book will engage and educate your community about an important social issue, have a strong tie-in to your community partner, and be easily linked to a community service project or civic engagement activity.

#5 - Invite the Author or Speaker

If possible, see if you can get the author to speak. You might need to make arrangements through the author's representative, publisher, or speakers' bureau. If an author's fees are too high or s/he is unavailable, contact a local expert, speaker, or panel. You might want or need to draw up an agreement with your speaker or author that covers: fees, date, time, location, duration, etc. Be sure to outline your expectations and include whether you want the author or speaker to make a presentation, read from the book, answer audience questions, moderate a panel, sign books, etc.

#6 - Design a Community Service or Civic Engagement Activity (see the list at end)

Embrace your role as a connector of people, ideas, and communities, and make this fact clear to the program participants. Consult your community partner about the best ways to engage volunteers.

#7 - Remember to design a SERIES

Book to Action should be a series of events - book discussions, author or expert talks, panel discussions, movie screenings, and a community service project or civic engagement activity. Encourage community members to experience the full impact of the series by participating as much as possible. It's perfectly okay to tie into an existing library, community, or bigger program. For example, if you already organize a "One Community, One Book" program, consider adding an "action" component to your next series. Some libraries prefer to condense their Book to Action events into one month and some prefer to spread them out over several months. Think of your events as a series of learning and discovery that culminates in an action.

#8 - Involve High Schools, Community Colleges & Universities

Contact local high schools, community colleges or universities to invite students to attend the Book to Action series of events. Be sure to reach out to the [Cal State Center for Community](#)

[Engagement](#) if you have one nearby. Be sure high school students know they can get service hours for your community service or civic engagement activity (if appropriate).

#9 - Involve a Local Bookstore

If you are not already teaming up with a local bookstore to promote author events or other book-related programs, Book to Action provides you with a perfect opportunity to initiate a partnership. Search the [Northern California Independent Booksellers Association](#) or the [Southern California Independent Booksellers Association](#) for help in locating the nearest independent bookseller.

#10 - Encourage Diverse Opinions and Respectful Dialogue

When you focus on a book that highlights a social issue, you can expect that people won't always agree with the author or with each other. Facilitate discussions that give people permission to respectfully disagree with each other. Set ground rules. Emphasize your role as a facilitator. Allow everyone the opportunity to speak. Get help from your community partner or a professional moderator if you need it.

#11 - Market Your Program

Outreach and publicity are essential to the success of your Book to Action program. Write a press release (Example: [Nevada County Library's 2018 Book to Action Press Release](#)) and send it to all local media. Make follow-up calls or emails to verify that the press release has been received. Offer to write an article (which media outlets might publish directly) or invite media to your events. Consult your PR or Communications Officer at the city or county level to assist you. Distribute promo materials to local schools, cafes, and community centers. Be sure to post to all relevant social networks - Facebook, Instagram, Flickr, NextDoor, Goodreads, Twitter, Meetup, etc, in addition to your library website and calendar. Tag your posts with #BooktoAction and @CaliforniaCenterfortheBook. Visit the [CCFB Promotions page](#) for our logo, URL note, IMLS statement, social media links, and more.

#12 - Document and Share

A picture is worth a thousand words, so make sure you document your events and activities with photographs and, if possible, videos. Write a short summary of what made your program meaningful, and what you learned from the experience. Invite program participants to talk about their Book to Action experience in front of a camera. For inspiration, check [out this video](#) from Sally Thomas at Hayward Public Library! Tag your social media posts with #BooktoAction and @CaliforniaCenterfortheBook. Visit the [CCFB Promotions page](#) for our logo, URL note, IMLS statement, social media links, and more. Be sure to share your marketing materials and event photos on the [CCFB Librarians Facebook group](#) too.

#13 - Evaluate

Feedback from patrons is essential. Survey results can also be used to fine-tune future programs and demonstrate the program value for your community, your library, and CCFB. You may want to add a question or two to the survey template. Feel free! For each Book to Action program you hold, distribute and gather the surveys, record the number of participants, and plan to report those online by JULY 15, 2019.

Patron Survey Questions

The following are the required patron survey questions. Gather the survey responses in whatever method works best for you. A [sample postcard survey template](#) is available on Canva. Please email for access. Final compiled survey data and feedback are due JULY 15, 2019.

All questions are measured with the following scale:

Strongly Agree, Agree, Disagree, Strongly Disagree


1. I learned something new and valuable about a current topic.
2. I learned something new and valuable about a service need in the community.
3. I am interested in engaging in a community service project or Book to Action program in the future.
4. Participating in the Book to Action program has been a meaningful experience.

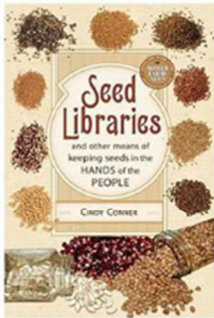
Book to Action History

Book to Action started at the Multnomah County Library in 2008. In 2011, the Hayward Public Library, under the guidance of Sally Thomas, launched the first Book to Action program in the state of California. In 2012, 10 California libraries received small LSTA grants to implement their own Book to Action programs – all with great success. In 2013, the California Center for the Book began administering the program on behalf of the State Library. In 2015, Hayward Book to Action became a collaborative effort between the Hayward Public Library and CSU East Bay. In 2017, Sally Thomas joined the [California Center for the Book Advisory Council](#). You can see many examples of [past Book to Action projects here](#). Participants in the Book to Action program have described their experiences as motivating, empowering, uplifting, and thought-provoking.

Thursday
April 27
6:00 p.m.

Adult Evening
Book Club
& Speaker





Seed Libraries

*Exchange wisdom,
Share seeds.*

- Register as a member of Fort Bragg Library's new Seed Library.
- Select up to 5 seed types per visit.
- Plant and harvest seeds to return to the library seed exchange.
- Attend a talk by Gina Covina, of Open Circle Seeds on **April 7 at 4 pm.**
- Come to this month's Book Group meeting on **April 27 at 6 pm.**

Fort Bragg Branch Library
499 E. Laurel Street
Fort Bragg, CA 95437
707-964-2020

Seed Libraries by Cindy Conner (175 pp) Sponsored by a grant from California Center for the Book and California State Library.

"With seed libraries, people are looking for something different than what is available at seed companies. They are looking for a connection with the seed savers and with varieties specific to their area."

California Center for the Book

We help librarians connect communities.

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2014 Book to Action

EL CENTRO PUBLIC LIBRARY

BOOKS: *A Dog's Purpose* by W. Bruce Cameron

SERVICE PARTNER: Imperial Valley Humane Society; Man's Best Friend; Imperial County Animal Control and Pet Adoption

VOLUNTEER OPPORTUNITY: helping agencies promote pet adoptions, spaying, and neutering

INGLEWOOD PUBLIC LIBRARY

BOOKS: *The Book of Gardening Projects for Kids: 101 Ways to Get Kids Outside, Dirty, and Having Fun* by Whitney Cohen

SERVICE PARTNER: The Social Justice Learning Institute

VOLUNTEER OPPORTUNITY: preparing and planting a community garden

MENDOCINO COUNTY LIBRARY/UKIAH BRANCH

BOOKS: *The Seed Underground: A Growing Revolution to Save Food* by Janisse Ray

SERVICE PARTNER: The Gardens Project; The Master Gardeners; The Seed Savers; The Lake & Mendocino Counties Seed Co-Op

VOLUNTEER OPPORTUNITY: Donate seeds to new seed library

MONO COUNTY FREE LIBRARY

BOOK: *Mono* by David Carle

SERVICE PARTNER: Mono Lake Committee; Eastern Sierra Land Trust; Friends of the Inyo; Mammoth Community Water District

VOLUNTEER OPPORTUNITY: Waterways cleanup days

MONTEREY COUNTY FREE LIBRARIES

BOOKS: *Food Rules: An Eater's Manual* by Michael Pollan, and *Growing Vegetable Soup* by Lois Ehlert

SERVICE PARTNER: MEarth; Oldtown Soledad Beautification Association; First 5 of Monterey County; Monterey County Health Department

VOLUNTEER OPPORTUNITY: Sustainable gardening project

LAKE COUNTY LIBRARY

BOOK: *The Oral History Workshop* by Cynthia Hart

PROGRAM COORDINATOR: Christopher Veach

COMMUNITY PARTNER: Lake County Museum, Wolf Creek Archeology

MENDOCINO COUNTY LIBRARY – Fort Bragg Branch

BOOK: *Still Alice* by Lisa Genova & *God's Hotel: A Doctor, a Hospital, and a Pilgrimage to the Heart of Medicine* by Victoria Sweet

PROGRAM COORDINATOR: Karen Horner

COMMUNITY PARTNER: City of Fort Bragg Senior Center

NEVADA COUNTY LIBRARY

BOOK: *Just Mercy: A Story of Justice and Redemption* by Bryan Stevenson

PROGRAM COORDINATOR: Josie Andrews

COMMUNITY PARTNER: Wayne Brown Correctional Facility, Nevada County Superintendent of Schools

ORANGE COUNTY PUBLIC LIBRARIES – La Habra Branch

BOOK: *The Water Knife* by Paolo Bacigalupi and *The Water Wars* by Cameron Stracher

PROGRAM COORDINATOR: David Elliott

COMMUNITY PARTNER: Washington Middle School Water Guardians

REDONDO PUBLIC LIBRARIES in conjunction with County of Los Angeles Public Library (Hermosa Beach and Manhattan Beach Libraries)

BOOK: *Plastic Ocean: How a Sea Captain's Chance Discovery Launched a Determined Quest to Save the Oceans* by Charles Moore

PROGRAM COORDINATOR: Susan Anderson

COMMUNITY PARTNER: Surfrider, Project Save Our Surf, The Woods Art Studio, SEA Lab, Hermosa Cinema Society, Roundhouse Aquarium, Redondo Beach

2016 Book to Action

Seed Exchange Ideas - Laura

Public book group read – At the Edge of the Orchard – Tracy Chevalier

There are 8 or 9 copies in the system and many used copies available on amazon.

Start reading the book mid-summer to be ready to discuss in Sept/Oct and have a grafting workshop in November or so.

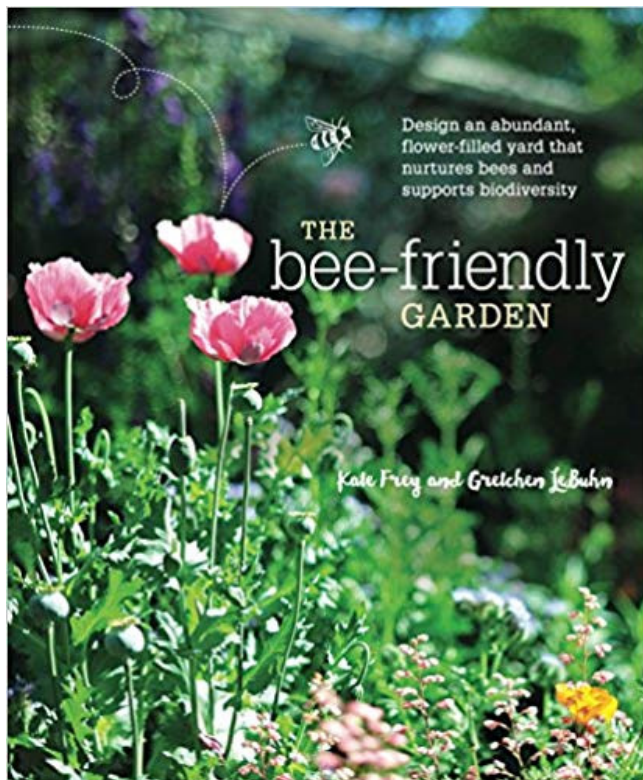
The book is about a family of settlers in Ohio starting in 1838. They stop their westward push when they get stuck in the mud and begin taking root. John Chapman, aka Johnny Appleseed, sells them seedlings. They need 50 trees within 3 years of settling for the land to be legally theirs. The family story revolves around differing views of the apple trees and spins out from there. It is not a 'happy' story, kind of gritty. It does talk a lot about apple trees and later about redwoods so a lot of local appeal.

This area has many apple orchards. The late Nick King was the local apple man. Deru Hodgekinson learned from him and could possibly lead a workshop on grafting. I will contact him – 882-2601.

Or we could get a book or books on grafting trees. Not sure we have any.

Community Grow Out

Choose one seed from a local who has grown it successfully for many years. Either get many seeds from that person to distribute or only some to grow for the next season to then distribute to others and grow them out. The intent being to have some for CSE to be available to other gardeners. Someone I thought might have such a seed is Sadie Scaramella. I am thinking of a bean or pea seed or other but something with wide appeal and easy to save the seed.



Book suggestion: *The bee-friendly garden* by Kate Frey and Gretchen LeBuhn

KATE FREY is an international garden designer and consultant specializing in sustainable, insect-hospitable landscaping and small farms. She won two gold medals at the Chelsea Garden Show in London for ecologically themed gardens and is a popular speaker at garden shows and clubs. She has written for *Gardens Illustrated* and *Pacific Horticulture* magazines, and lives in Hopland, CA. Learn more at freygardens.com.

GRETCHEN LEBUHN is a professor of biology at San Francisco State University and the author/editor of two books on pollinators, *Field Guide to the Common Bees of California* and *Attracting Native Pollinators*. She is the founder and director of The Great Sunflower Project (www.greatsunflower.org), a national citizen science program designed to gather information about bee diversity and activity.

Reviews:

This is a terrific book. The combination of authors bringing the science of pollinators and present paucity of pollinator-friendly plants in many gardens and practical planting ideas for creating a much better environment makes for an excellent resource. I've found to my dismay that some of my new plants are not pollinator friendly plants, but I'm finding lots of other plants that will improve the ecology of my garden.

Don't miss this book. It is the next step for those who have read *The Living Landscape: Designing for Beauty and Biodiversity in the Home Garden* and have learned that some plants added to a garden act like statues--not contributing to the local ecology. No more statues, long live the pollinators, birds, soil, and the many other forms of life we can invite into our gardens.

Started a Pollinator Garden

I bought this book for my daughter because she is concerned about the bee population. Using this book, she has started a pollinator garden for the bees and the butterflies. Great book with lots of good information.

I was fortunate to listen to one of the authors

I was fortunate to listen to one of the authors, Kate Frey on a local radio garden talk explain the importance of bees. She is very well known for her landscaping career. Then, to bring this all together in such an easy-to-use book is a win-win for all!

Check on: Attracting Native Pollinators: The Xerces Society Guide, Protecting North America's Bees and Butterflies

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Additional possible speakers:

Matt Drewno, Victory Gardens for Peace Mini-Farm and Seed Bank Manager: Matt is certified in permaculture, restoration of oak-savanna ecologies and biointensive food production. After a Bachelors of Architecture from Iowa State University, he founded RhythmicWater Ecological Design, a permaculture design business in the mid-western states. He has been working with Ecology Action since 2010 training individuals and communities in the principles of biologically intensive food production. His experience includes organic farm-scale food production, design and implementation of food forests, residential-scale food production and community gardens. In 2014, he started the RhythmicWater SeedBank in the town of Mendocino, CA. He serves on the board of Ecology Action and manages the Green Belt Mini-Farm, a research, education and demonstration mini-farm in Mendocino, California. 847-404-2586, rhythmicwater@hotmail.com

Rachel Britten, Golden Rule Mini-Farm Manager: Rachel's interest and exposure to agriculture span from the mono-culture fields of her Iowa home to small diverse organic farms in Northwest Washington. Rachel received her B.S. with an emphasis in Agroecology from The Evergreen State College. Rachel was drawn to Ecology Action because she truly believes that the GROW BIOINTENSIVE method is approaching the solution to a truly sustainable agriculture in an innovative and revolutionary way. Her passions include plant genetics and breeding, biological nitrogen fixation, the history of humans' relationship to food and agriculture, and a lifestyle that values and promotes the simple pleasures of good people and good food. She is thrilled and proud to be a part of an organization that actively and intelligently practices and seeks true sustainability.

Carol Cox, Garden Research Manager Emerita: After completing a three-year apprenticeship, Carol managed the Research Garden at The Jeavons Center Mini-Farm from 1992 until her retirement in 2009. She is co-author of the Ecology Action book, *The Sustainable Vegetable Garden*, and worked on several other Ecology Action booklets. As time and energy allow, she works on Ecology Action projects from her cottage in town and is putting the finishing touches on the translation of a French book from the 1850s about the techniques of the Parisian market gardeners that she began working on many years ago.