



# Welcome to TALK

An IMLS National Leadership Project

# When you log into your MCLS TALK account, you can...

- Access TALK promotional materials and guides to building successful early literacy partnerships
- Schedule two event or service announcements per month with links to the library website, filtering your users by age and zip code if you choose
- Monitor user data and accounts
- Create multiple staff accounts to manage messages and data

# **TOOLKITS FOR SUCCESS**



# ACCESSING THE TOOLKITS

Click here to access the Google drive with the toolkits.

The screenshot shows the TALK Library Admin interface. At the top left is the TALK logo, featuring a yellow bird icon and the word 'TALK' in white on a red background. To the right, it says 'Welcome, YDL Library Admin' with a yellow arrow pointing to the 'Download Toolkits' link in the navigation menu. Below the header are four main action buttons: 'Schedule Event Texts' (calendar icon), 'Add/Delete Users' (people icon), 'Reports' (chart icon), and 'Update Library/Contact Info' (book icon). The footer contains the copyright notice '© Copyright 2021 MCLS. All Rights Reserved.' and a 'Contact Us' link.

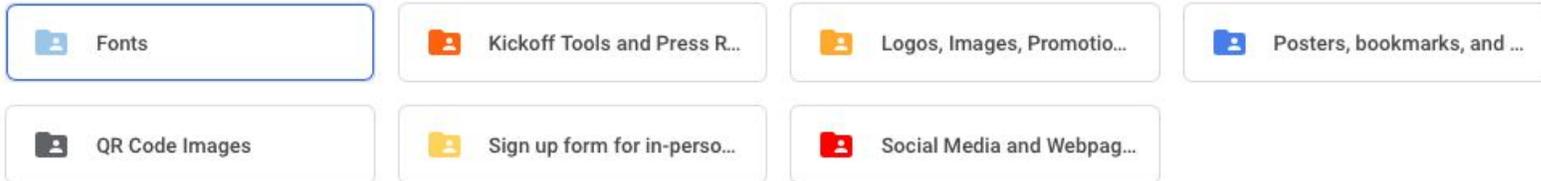
# NAVIGATING THE PROMOTIONAL TOOLKIT

Shared with me > TALK toolkits > Promotional Materials Toolkit



Folders

Name ↑



Files



Click here to toggle between gridview and list view. It is a personal setting in Google.

**Changing the view to gridview makes it easier to navigate the TALK folders!**

Once you are in gridview, you'll see the folders with materials above and the guides to help you make plans below.

**Double click the folders to find files you can download.**

# POSTERS, BOOKMARKS, FLYERS AND MORE FOLDER

Find...

- Customizable John Cotton Dana award-winning promotional materials
- Templates for a variety of materials you can download
- 3 file types (JPG, PDF, AI)
- English and Spanish



Make any time learning time!

 **TALK**  
Text And Learn for Kindergarten

Text **TALK** to **75547**

Get messages with fun activities to help prepare your little one for school success.

**READ:** aloud to baby from any magazine, book, or newspaper. Hearing the sounds of spoken language will encourage babies to mimic sounds as they learn to speak!

Talk, read, sing, write and play every day.



 ¡Haz de cualquier momento un momento para aprender!

**JUEGA:** ¡juega en un parque! Las diferentes texturas de los juegos, combinadas con la arena, la nieve y las piedras, crean experiencias sensoriales que estimulan el cerebro de tu hijo/a.

Envía en un texto **TALK** al **75547**

Puedes recibir mensajes con actividades divertidas para ayudar a tu hijo/a a que sobresalga en la escuela. [Place logo / information here]

Para mayor información visita la página [textolearn.com](http://textolearn.com).

Disponible en todo Michigan en colaboración con tu biblioteca local, Library of Michigan, Midwest Collaborative for Library Services, Ypsilanti District Library, y High/Google Educational Research Foundation.

Resumen de privacidad y condiciones de uso: Este sitio web de texto a persona en español, del 11 de mayo que se actualizará regularmente y se actualizará de acuerdo con el número 75547. Los mensajes se envían en TALK a través de texto a 10 mensajes por mes. Puedes registrarte a una vez en el código de formato de mensajes que se envían en la página web de texto a persona en español de texto a 75547. Se pueden utilizar varias por mensaje a diario. Los mensajes no son responsables por mensajes de texto que se envían a diario. Para ver nuestra política de privacidad, visita [www.textolearn.com/privacy](http://www.textolearn.com/privacy).

Museum...Library Este proyecto ha sido posible en parte gracias al apoyo del Institute of Museum and Library Services (IG-24634-01-2-21).

# Our most used promotional materials were...

- promotional cards printed on cardstock for schools to send home in backpacks
- flyers with different messages we asked businesses to display and we displayed in the library
- bookmarks to hand out at library desks and outreach events



# Customize the materials with your logo

If you don't have a pdf editor, use the jpg in Publisher to add your library's logo and contact information. [Watch the video](#) to learn how.

Consider working with other libraries in your county or ISD to share printing costs and add all libraries' logos.



**Using the promotional materials with Publisher to add your brand**

# SOCIAL MEDIA TOOLS

- TALK social media guide
- Content you can share on your library's Facebook, Instagram, and/or Twitter accounts.
- English and Spanish
- TALK Facebook page will be updated regularly so you can share posts with your users



# QR CODES

- Use QR codes to print stickers you can share with medical professionals
- Use as an image on your newsletter to take up less space
- 2 sizes, circles and squares
- Must be at least 1 inch to be scanned by a phone



# BRAND ELEMENTS AND GENERAL TIPS TO CREATE OTHER MATERIALS AS NEEDED



- [Style guide](#) with color scheme
- TALK logos, fonts, and other brand elements you can download if you want to make your own flyers
- A [guide](#) to the contents of the folder so you know which type of materials is best for different situations
- [General tips](#) for success

# BUILDING PARTNERSHIPS TOOLKIT

Shared with me > TALK toolkits > Building Partnerships Toolkit > Partnering: Businesses ▾

Files



Each type of potential partner has a letter of introduction and a guide with ideas you can use to reach out to people in your community.

- ## Five types of community partners
- Medical professionals
  - Laundromats
  - Local businesses
  - Schools and daycares
  - Other government agencies or nonprofits

# OTHER TOOLS

- TALK PowerPoint to use when presenting to schools and other organizations
- Sign up forms to register parents at outreach events
- Progress report templates to share data with community partners



## Year 1 Report

TALK: Text and Learn for Kindergarten  
October 2018 Update

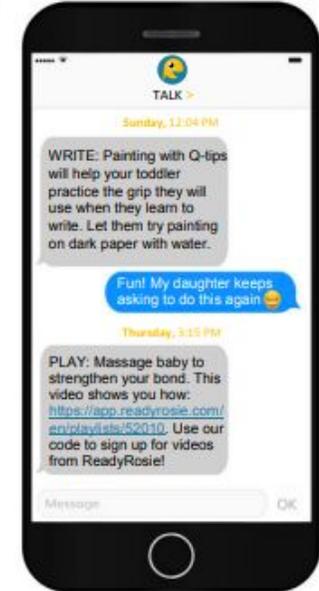
TALK is a free text messaging service that empowers parents and caregivers to prepare their child for school success!

### Why TALK?

- Simple text messages increase parent-child interactions by encouraging parents to "Talk, Read, Sing, Write, and Play Every Day." These five actions have been shown to help kids be ready to read and succeed when they reach Kindergarten.
- Similar programs across the country have been proven to build pre-literacy skills for participating children.
- TALK offers age-specific messages from birth through age 5, which most other text messaging programs don't do.

### The First Year

- TALK launched on October 2017. It currently reaches more than 1,000 children in Washtenaw County.
- Youth librarians from five area libraries helped create text messages, which were vetted by Success by Six parents and Washtenaw Literacy for relevance and readability.
- Fingerplay images (see example on reverse) were created to show motions for rhymes and songs.
- The TALK website, [www.texttlearn.com](http://www.texttlearn.com), offers an easy sign-up option, plus book lists, song lyrics, and hands-on activities.



"TALK has been a wonderful and simple free resource for my family... having the short and clear descriptions from TALK offers me more articulate ways to explain activities to my children, and to talk about how these activities are helping them grow and prepare for continued education. We love TALK!"  
-TALK parent, via survey

### TALK Enrollment: 2017-2018



TALK is supported by:  INSTITUTE of Museum and Library SERVICES

# **QUICK GUIDE TO YOUR MCLS TALK ACCOUNT**

# THE FIRST TIME YOU LOG IN

Click here to update your password.

The screenshot shows the TALK YDL Library Admin dashboard. At the top left is the TALK logo, featuring a yellow bird-like character. To the right of the logo, the text "Welcome, YDL Library Admin" is displayed. Below this, there are four navigation links: "Update Login Information", "Download Toolkits", "Logout", and "Back to TALK Site". The main content area contains four white rounded rectangular buttons with icons and text: "Schedule Event Texts" (calendar icon), "Add/Delete Users" (people icon), "Reports" (bar chart icon), and "Update Library/Contact Info" (book icon). At the bottom left, there is a copyright notice: "© Copyright 2021 MCLS. All Rights Reserved." At the bottom right, there is a "Contact Us" link. Two yellow callout boxes with arrows point to the "Update Login Information" link and the "Update Library/Contact Info" button.

Click here to update your library contact information and add zip codes.

# CHANGE YOUR PASSWORD

Click here to get back to the main menu.

Welcome, **YDL Library Admin**

[Update Login Information](#) | [Download Toolkits](#) | [Logout](#) | [Back to TALK Site](#)

[Back to Main Menu](#)

## Update Login Information

Email Address:

New Password:

Enter your password

Confirm New Password:

To make changes, enter your current password:

# UPDATE CONTACT INFORMATION AND ADD ZIP CODES

Click here to get back to the main menu.

- Add your library's phone number
- Choose your zip codes by following the instructions in the yellow box below

The screenshot displays two side-by-side forms on a blue background. The left form, titled 'Update Library/Contact Info' with a book icon, contains three input fields: 'Library Name' (filled with 'Ypsilanti District Library'), 'Contact Name' (filled with 'YDL Library Admin'), and 'Contact Phone' (filled with '999-999-9999'). A red 'Submit' button is at the bottom right of this form. The right form, titled 'Update Zip Codes Serviced', has a dropdown menu labeled 'Select Zip Codes Serviced \*' with a list of zip codes: 48157, 48158, 48159, 48160, 48161, and 48162. The 48161 entry is highlighted in pale gray. Below the dropdown are 'Delete' and 'Save' buttons. A 'Back to Main Menu' link is in the top right corner. A yellow arrow points from the 'Back to Main Menu' link to the yellow box above it. Another yellow arrow points from the yellow box below to the 48161 zip code entry in the dropdown.

Highlight a zip code, then click Save. If you choose a zip code you do not want, highlight it and click Delete. You can check to make sure your zip codes are set correctly by refreshing the page. You should see the correct zip codes highlighted in pale gray. Users in the zip codes you choose here will receive messages from your library. If two or more libraries both serve a zip code, users in that area will receive messages from both libraries.

# SCHEDULING MESSAGES



Welcome, YDL Library Admin

[Update Login Information](#) | [Download Toolkits](#) | [Logout](#) | [Back to TALK Site](#)

Click here to schedule messages.



Schedule Event Texts



Add/Delete Users



Reports



Update Library/Contact Info

## Schedule Events Text

Please enter the English and Spanish text for your event message in the boxes below, then select a date and time (including time zone) to send the message. Please be sure to enter text for both English and Spanish, as well as ensuring that your message is within the character limits. It is recommended that you keep the prefix of EVENT: or EVENTO: in your message to let subscribers know that this is an event message. If you need to translate your message to Spanish or need to shorten a URL for your message, you can make use of the links below. If possible, please have a Spanish speaker check the translation for cultural sensitivity. Both the English and Spanish boxes will need to have text to be able to schedule the event message. If Spanish text cannot be provided, please copy and paste your English message into both the English and Spanish boxes.

[Translator](#) [URL Shortener](#)

Select Recipient Age Groups

*If left blank, message will be sent to all age groups*

0 years old  
1 years old  
2 years old  
3 years old  
4 years old  
5 years old

Select Recipient Zip Codes

*If left blank, message will be sent to all zip codes*

48197  
48198

English Text Message \*

EVENT:

Character Count: 6/160

Spanish Text Message \*

EVENTO:

Character Count: 7/160

Choose Send Date \*

Choose Time \*

Choose Time Zone \*

-Please Choose a Time-

-Please Choose a Time Zone-

Submit

Choose the age group you want to receive the messages. Hold the shift button to select more than one. **If you don't want to limit by age, skip this section.**

Compose your message in a spreadsheet or Word document so you can check the character count and have a record of messages you have sent.

Cut and paste your message into the textboxes.

**You have to put something in the Spanish box.** It's ok to copy the English text if you don't have anyone to translate your messages.

**Always include a url to your website.** Use a free url shortener to save character space!

Choose a date, time, and time zone. Regularly scheduled TALK messages arrive at 4:15, so the times you can choose are limited so they don't conflict.

**Ages and zip codes only appear if you have users in those categories!**

Choose the zip codes you want to receive the messages. Hold the shift button to select more than one. **If you don't want to limit by age, skip this section.**

Click Submit and you're done!

Schedule an entire season of programs at once, or schedule monthly.

# CREATING OTHER STAFF ACCOUNTS AND MANAGE USER ACCOUNTS

Welcome, YDL Library Admin

[Update Login Information](#) | [Download Toolkits](#) | [Logout](#) | [Back to TALK Site](#)

Schedule Event Texts

Add/Delete Users

Reports

Update Library/Contact Info

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Contact Us

Click here to add staff accounts within your library.

# CREATING OTHER STAFF ACCOUNTS

Add a staff person's name and email. Set a temporary password and confirm it. They will receive an email notification from MCLS and can login and change their password.

Staff can schedule messages and see reports, but they cannot change the main account settings, including changing zip codes.

If a staff person leaves, highlight their name and click the Delete button.

The screenshot displays a user management interface with a teal background. On the left, the 'Add Users' section features a green icon of three people and a plus sign. It contains four input fields: 'Contact Name \*', 'Contact Email \*', 'Password \*', and 'Confirm Password \*'. Below these fields are the labels 'Enter your password' and a red 'Submit' button. On the right, the 'Delete Users' section has a 'Username \*' label and a list of users with their email addresses and roles. A yellow arrow points from the 'Contact Email' field to the list. A blue 'Delete' button is located at the bottom right of the 'Delete Users' section.

**Add Users** 

Contact Name \*

Contact Email \*

Password \*

Enter your password

Confirm Password \*

**Delete Users**

Username \*

Please choose username(s) to delete

- talk@ypsilibrary.org \*\*\* Super Admin
- jodi@ypsilibrary.org \*\*\* Library Admin
- skillian@ypsilibrary.org
- mchimka@highscope.org \*\*\* Data Reviewer

Delete

Submit

# MANAGING USER DATA

View TALK Subscribers

Click the button to manage user accounts.

[Add/Delete Users](#)

[Back to Main Menu](#)

## View TALK Subscribers

Start typing a phone number to search for a subscriber

*Please do not include any characters or spaces - type only the digits of the phone number*

9999999999

There are currently 271 subscribers for Ypsilanti District Library.

Phone Number	Zip Code	Child 1 Birthdate	Child 2 Birthdate	Language
(734) 730-1912	48103	09/21/2015	No 2nd child registered	English

Edit

Opt Out

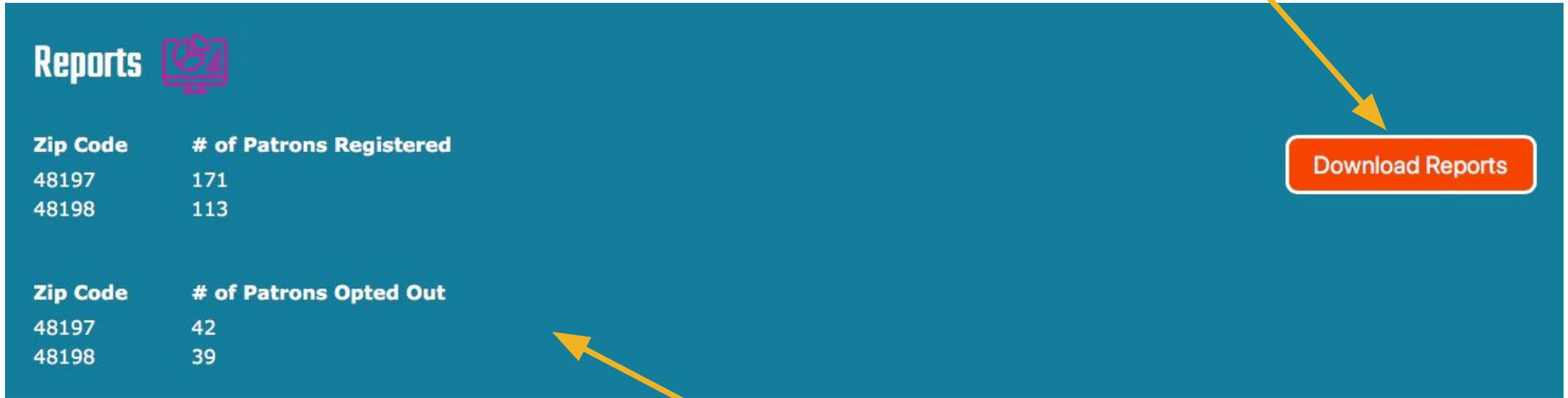
Start typing a phone number and you will see a list of subscribers. If a user at your library asks you for account assistance, you can edit their account in the following ways--change their language preference, change their child's birthdate, change their zip code, or help them opt out of receiving images (MMS). Click the Edit button to make changes. Or click Opt Out if they ask to stop receiving messages.

# SEE USER DATA REPORTS

The screenshot shows the TALK library admin dashboard. At the top left is the TALK logo, which includes a yellow bird icon and the word "TALK" in white on a red background. To the right of the logo, the text "Welcome, YDL Library Admin" is displayed, followed by navigation links: "Update Login Information | Download Toolkits | Logout | Back to TALK Site". The main content area features four white buttons with rounded corners on a teal background. The buttons are labeled "Schedule Event Texts" (with a calendar icon), "Add/Delete Users" (with a person icon), "Reports" (with a bar chart icon), and "Update Library/Contact Info" (with a book icon). A yellow arrow points from a text box at the bottom to the "Reports" button. The footer contains the copyright notice "© Copyright 2021 MCLS. All Rights Reserved." on the left and a "Contact Us" link on the right.

Click here to see user data.

Click Download Reports for the same data set in a format you can open in Excel.



The screenshot shows a 'Reports' dashboard with a purple icon of a laptop and charts. It contains two tables and a 'Download Reports' button. The first table shows the number of registered patrons for zip codes 48197 and 48198. The second table shows the number of patrons who opted out for the same zip codes. An orange arrow points from the 'Download Reports' button to the text box above it, and another orange arrow points from the text box below to the second table.

Zip Code	# of Patrons Registered
48197	171
48198	113

Zip Code	# of Patrons Opted Out
48197	42
48198	39

[Download Reports](#)

You will see data for each zip code you set. You'll see both the number of users and the number of children.

The data currently represents all users and opt outs from the time patrons in your zip codes signed up for the service. Eventually you will be able to look at data from a specific time period. In the meantime, consider looking at the reports at the first of each month and tracking users in a spreadsheet so you can report how many people are participating to your partners and stakeholders and graph the increase over time.

# DO YOU HAVE MCLS QUESTIONS?

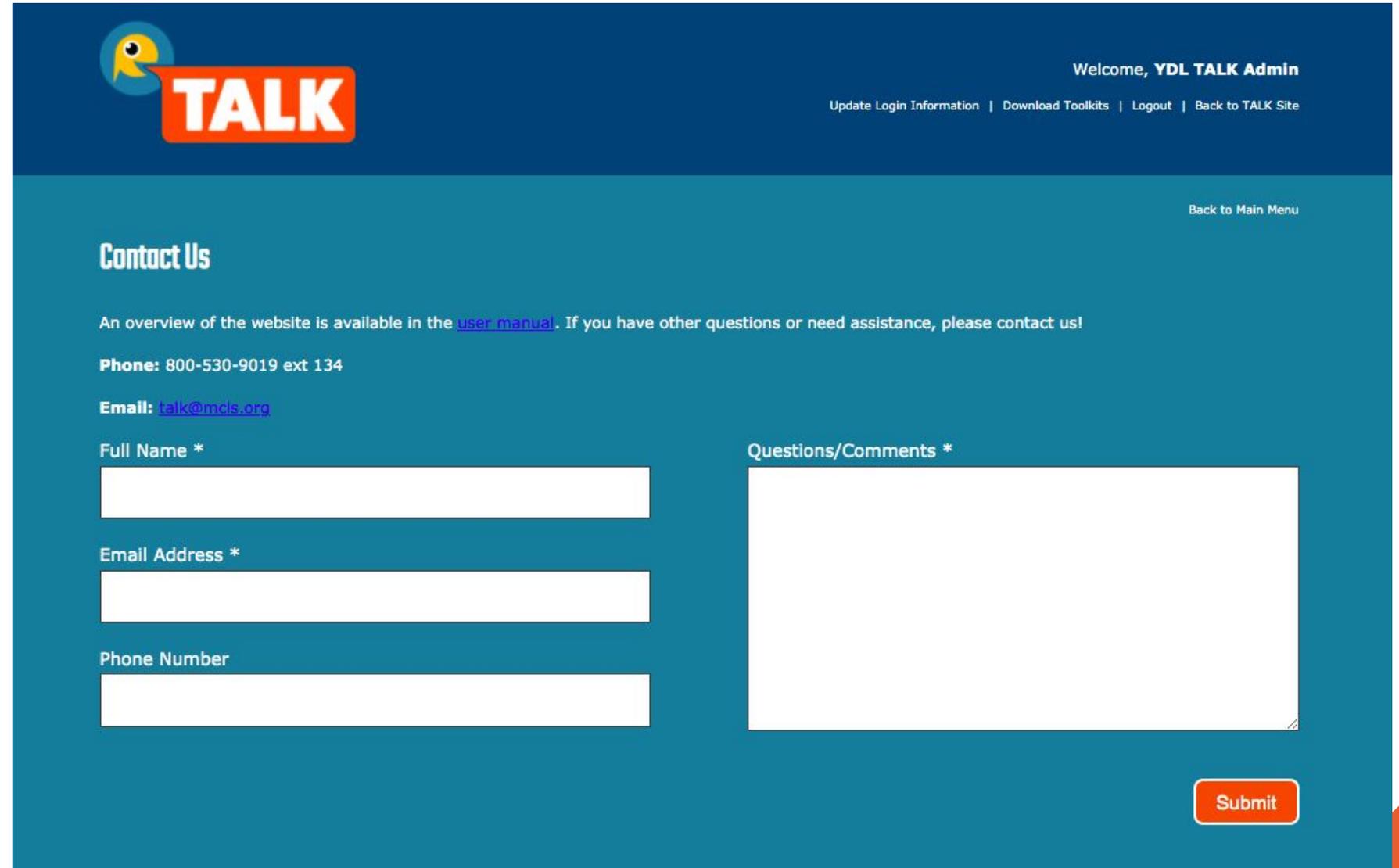
The screenshot shows the TALK admin interface. At the top left is the TALK logo, which consists of a yellow bird-like character with a speech bubble containing the word "TALK" in white on a red background. To the right of the logo, the text "Welcome, YDL Library Admin" is displayed. Below this, there are links for "Update Login Information", "Download Toolkits", "Logout", and "Back to TALK Site". The main content area features four white rounded rectangular buttons with icons and text: "Schedule Event Texts" (calendar icon), "Add/Delete Users" (people icon), "Reports" (chart icon), and "Update Library/Contact Info" (book icon). At the bottom left, there is a copyright notice: "© Copyright 2021 MCLS. All Rights Reserved.". At the bottom right, there is a "Contact Us" link. A yellow box with a black border and an arrow points from the text "Click here to contact MCLS if you are having difficulty with your account" to the "Contact Us" link.

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[Contact Us](#)

Click here to contact MCLS if you are having difficulty with your account

- Find a link to the full TALK MCSL manual
- Or fill out the form and someone from MCLS will answer your question



The screenshot shows the TALK Admin interface. At the top left is the TALK logo, which consists of a stylized yellow bird head in a blue circle next to the word "TALK" in white on a red rectangular background. In the top right corner, the text "Welcome, YDL TALK Admin" is displayed, with a navigation menu below it containing links for "Update Login Information", "Download Toolkits", "Logout", and "Back to TALK Site". Below the header, on the right side, is a link for "Back to Main Menu". The main content area is titled "Contact Us" and contains the following text: "An overview of the website is available in the [user manual](#). If you have other questions or need assistance, please contact us!". Below this text are contact details: "Phone: 800-530-9019 ext 134" and "Email: [talk@mcls.org](mailto:talk@mcls.org)". The form itself has three input fields on the left: "Full Name \*" (a single-line text box), "Email Address \*" (a single-line text box), and "Phone Number" (a single-line text box). To the right of these is a larger "Questions/Comments \*" text area. At the bottom right of the form is a red "Submit" button.

# OTHER QUESTIONS?

Email [talk@ypsilibrary.org](mailto:talk@ypsilibrary.org)

Watch for opportunities to attend  
Zoom trainings to learn more.

# RESOURCES AND CONTACT INFORMATION

## **Stanford Early Literacy text message project**

<https://cepa.stanford.edu/content/one-step-time-effects-early-literacy-text-messaging-program-parents-preschoolers>

## **University of Minnesota text message trial with Minnesota Children's Museum and two county library systems**

<http://www.cehd.umn.edu/ceed/projects/text2learn/Text2LearnPaper.pdf>

## **Recent trends in income, racial and ethnic school readiness gaps at kindergarten entry. (2016)**

<http://journals.sagepub.com/doi/full/10.1177/2332858416657343>

## **Kids Count 2020 Michigan Data**

<https://datacenter.kidscount.org/data#MI/2/0/char/0>

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YDL Director

**Jodi Krahnke:** [jodi@ypsilibrary.org](mailto:jodi@ypsilibrary.org)

YDL Head of Youth Services

**Slava Pallas-Brink:**

[spallas@ypsilibrary.org](mailto:spallas@ypsilibrary.org)

TALK Paraprofessional

**TALK Website:**

[www.texttolearn.com](http://www.texttolearn.com)

**IMLS TALK site:**

<https://www.imls.gov/grants/awarded/lg-246434-ols-20>

This project was made possible in part by the Institute of Museum and Library Services [[LG-246434-OLS-20](#)].