# 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.

# NAVIGATING THE PROMOTIONAL TOOLKIT



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

# 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

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

TALK

# 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



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

# BUILDING PARTNERSHIPS TOOLKIT

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

Files

TALK: Text and Learn for Kindergarten

Restaurant or Grocery Let...

TALK
Local Businesses
Partnership Guide

Updated 2021

TALK_LocalBusinessPart...

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

# QUICK GUIDE TO YOUR MCLS TALK ACCOUNT

# THE FIRST TIME YOU LOG IN

Click here to update your password.



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

Click here to update your library contact informa-tion and add zip codes.

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Contact Us

# CHANGE YOUR PASSWORD

Click here to get back to the main menu.

# UPDATE CONTACT INFORMATION AND ADD ZIP CODES

- Add your library's phone number

- Choose your zip codes by following the instructions in the yellow box below

Back to Main Menu

## Update Library/Contact Info 📖

**Library Name**

Ypsilanti District Library

**Contact Name**

YDL Library Admin

**Contact Phone**

999-999-9999

Submit

## Update Zip Codes Serviced

Select Zip Codes Serviced *

48157
48158
48159
48160
48161
48162

Delete    Save

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

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.

**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 Messsage *

EVENT:

Character Count: 6/160

Spanish Text Messsage *

EVENTO:

Character Count: 7/160

Choose Send Date *

Choose Time *

-Please Choose a Time-

Choose Time Zone *

-Please Choose a Time Zone-

Submit

# CREATING OTHER STAFF ACCOUNTS AND MANAGE USER ACCOUNTS



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.

**Add Users**

Contact Name *

Contact Email *

Password *

Enter your password

Confirm Password *

Submit

**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

# MANAGING USER DATA

Click the button to manage user accounts.

**View TALK Subscribers**

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



Click here to see user data.

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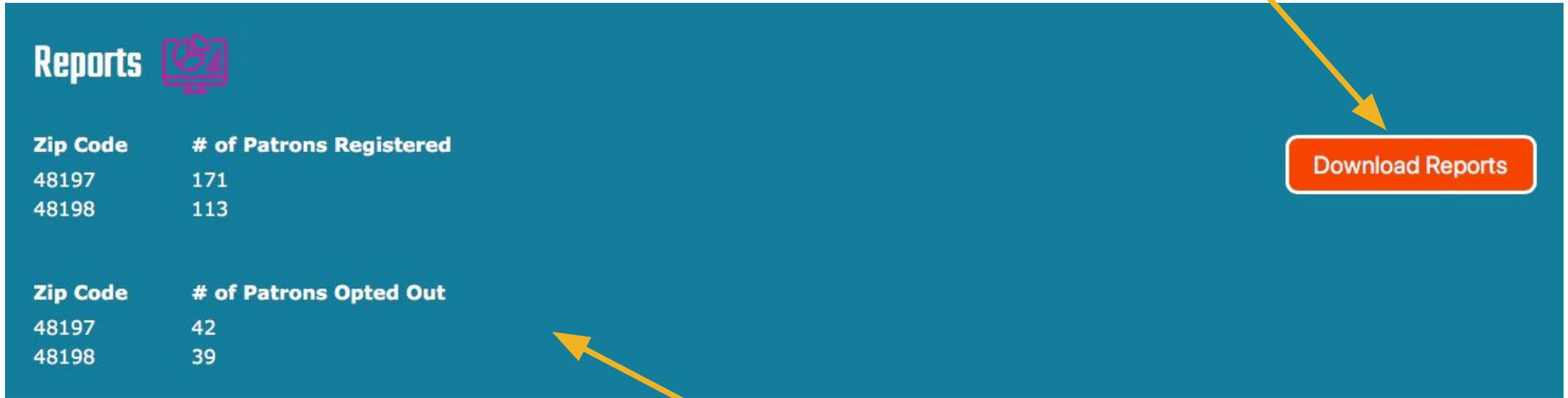
**Reports**

| 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.
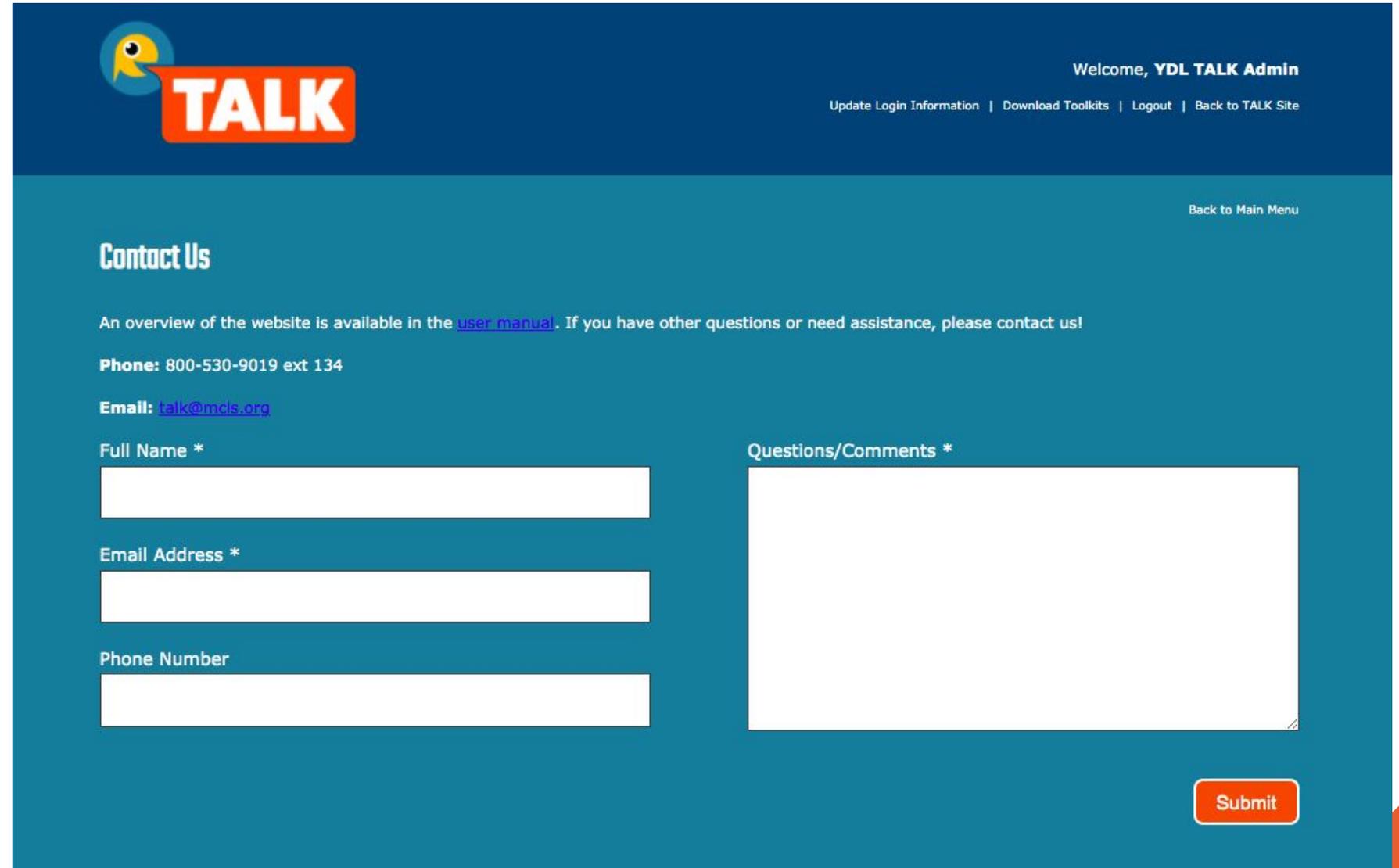
# DO YOU HAVE MCLS QUESTIONS?



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

# OTHER QUESTIONS?

Email 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/Text2Learn Paper.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

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YDL Head of Youth Services

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TALK Paraprofessional

**TALK Website:**
www.texttolearn.com

**IMLS TALK site:**
https://www.imls.gov/grants/awarded/lg-246434-ols-20