2011 John Cotton Dana Award

In January 2011, the American Library Association announced that Worthington Libraries is a winner of a 2011 John Cotton Dana Award for its branding and marketing campaign entitled, "Find **yourself** here."

"Find **yourself** here" is a campaign developed by Worthington Libraries to promote community awareness of library services, increase engagement and present the Library as unique, informative and fun. Through consistent branding of all library communications, including print, electronic and social media, community engagement and staff support, the campaign has been effective in positioning the Library as not only a source for information, but as an inviting destination with something for everyone.

The library's three-person communications team, led by Lisa Fuller, worked with the library's technology team to develop and implement the campaign with no outside design/creative assistance. Since the campaign began in earnest (in early 2010):

- The library's website traffic **increased 16 percent**
- The total number of registered borrowers **increased 23 percent**
- Circulation of downloadable books **increased 36 percent**
- Use of the library's online Homework Help resources **increased 35 percent**

The John Cotton Dana honor has been awarded continuously since 1946 and is sponsored by the H.W. Wilson Co., the H.W. Wilson Foundation and the Library Leadership and Management Association, a division of the American Library Association. It is considered the most prestigious of all library awards in the field of public relations.

In addition to Worthington Libraries, there were four other recipients of the 2011 award: Loudoun County Public Library (Leesburg, VA), Anythink Libraries (Adams County, CO), The University of California Santa Cruz Library (Santa Cruz, CA) and The Edmonton Public Library (Edmonton, Alberta).

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