



INSTITUTE of
Museum and Library
SERVICES



2018 NATIONAL MEDAL
for
MUSEUM AND LIBRARY SERVICE



THE 2018 NATIONAL MEDAL IS THE NATION'S HIGHEST HONOR FOR LIBRARIES AND MUSEUMS,

a tribute to how they are making a
difference in the lives of children, families,
and communities around the country.



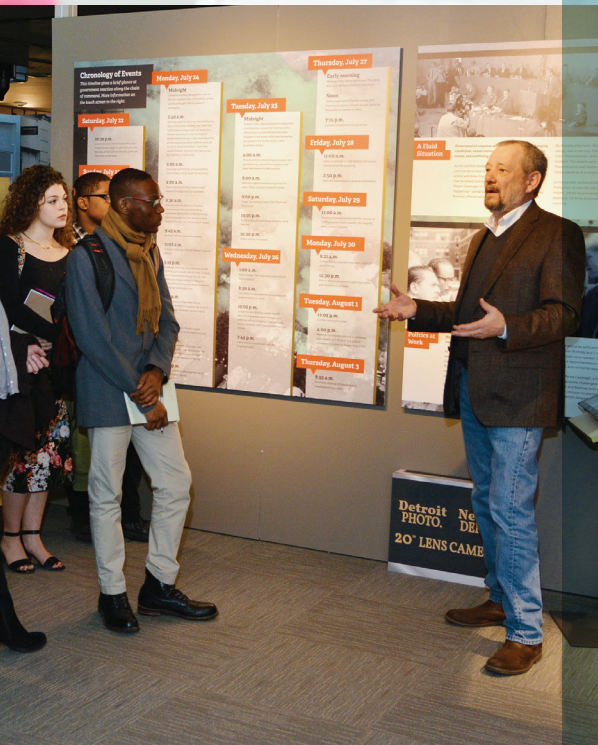
INSTITUTE OF MUSEUM AND LIBRARY SERVICES

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IMLS will provide an audio recording of this publication upon request. Special thanks to the entire staff at the Institute of Museum and Library Services.

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CONTENTS

2	FROM THE IMLS DIRECTOR
4	CHILDREN'S MUSEUM OF DENVER AT MARSICO CAMPUS, Denver, Colorado
6	THE DETROIT HISTORICAL SOCIETY, Detroit, Michigan
8	EL PASO MUSEUM OF ART, El Paso, Texas
10	GEORGETOWN PUBLIC LIBRARY, Georgetown, Texas
12	HISTORY MUSEUM AT THE CASTLE, Appleton, Wisconsin
14	ORANGE COUNTY LIBRARY SYSTEM, Orlando, Florida
16	PUEBLO CITY-COUNTY LIBRARY DISTRICT, Pueblo, Colorado
18	READING PUBLIC LIBRARY, Reading, Pennsylvania
20	ROCHESTER PUBLIC LIBRARY, Rochester, Minnesota
22	UNIVERSITY OF OREGON'S MUSEUM OF NATURAL AND CULTURAL HISTORY, Eugene, Oregon
24	NATIONAL MEDAL FINALISTS
25	ABOUT THE NATIONAL MEDAL FOR MUSEUM AND LIBRARY SERVICE
25	THE INSTITUTE OF MUSEUM AND LIBRARY SERVICES
25	MUSEUM AND LIBRARY SERVICES BOARD

From the IMLS DIRECTOR

"I AM PLEASED TO PRESENT THE RECIPIENTS OF THE 2018 NATIONAL MEDAL FOR MUSEUM AND LIBRARY SERVICE."



The ten recipients of the 2018 National Medal for Museum and Library Service embody what is best in museums and libraries nationwide. They shape our thinking and motivate what we do at IMLS. They encourage us to promote lifelong learning, build the capacity to improve community well-being, increase public access, and achieve excellence. IMLS's pursuit of its new five-year agency strategy is built on these pillars and made real by the outstanding work of these medalists.

Meeting innovators like these is exhilarating. Gathering a room full of creative minds and agents of change and walking among them is a privilege that I am happy to share again this year. Their work is sometimes unnoticed or taken for granted, because seeking the limelight is not their motive. They adapt to the needs of their community and do so quietly and profoundly.

EVEN SO, YOU CAN HEAR THEIR IMPACT IN THE STORIES OF THOSE WHO KNOW THEM BEST:

"Reading Public Library serves a crucial role within our community.... for so many people! I continue to visit the local library as an adult and always enjoy finding a good read. And, I appreciate all the library offers and how they strive to remain a key community resource and gathering place."

THANK YOU

for your support



IMLS would like to thank HISTORY for their generous support of the National Medals celebration.



IMLS is proud to partner with StoryCorps to document stories from the winning institutions' communities.

“The History Museum at the Castle is a real treasure for the Fox Cities area. Their educational and creative exhibits, Get Up & Go Tours, and community collaborations have allowed us to experience local history like never before.”

“I came back several times to the Detroit Historical Society, and [the exhibit] was like a new experience every time and I am really glad it was here because it’s been very impactful.”

“One of the best examples of how organizations are driven by a commitment to the community has to be the Georgetown Public Library. It is one of those unique blends of social milieu, educational arena, help and assistance provider, and cultural spotlight.”

And there are so many more. As in the past 24 years, these National Medalists and finalists exemplify the profound impact museums and libraries have on our lives. By providing lifelong learning opportunities and sparking our imaginations, they build the capacity of their communities to improve and change. But most of all, they strive for excellence and inspire us all to reach higher and further together.

On behalf of the staff, the IMLS Board, and all of our community partners and supporters, we congratulate the finalists and 10 winners of this year’s National Medal for Museum and Library Service.

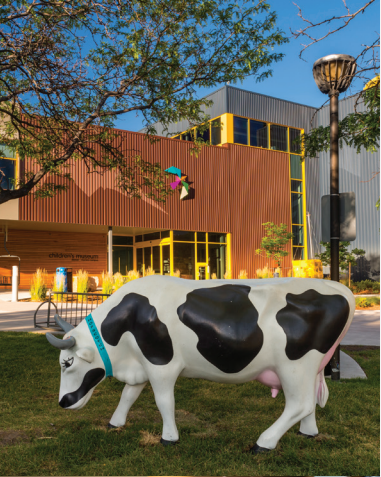
Sincerely,

Kathryn K. Matthew

DR. KATHRYN K. MATTHEW
DIRECTOR, INSTITUTE OF MUSEUM AND LIBRARY SERVICES

CHILDREN'S MUSEUM OF DENVER

AT MARSICO CAMPUS



The Children's Museum of Denver at Marsico Campus is one of the Mile High City's gems. In recent years, the museum has grown along with the population it serves, expanding its facilities, programming, and attendance. It offers rich play experiences and a dynamic learning environment designed for families with newborns to eight-year-olds. With a focus on access, the museum has become a leader in providing accessible museum experiences for all.

A MUSEUM FOR ALL

The museum embraces a multi-faceted approach to access. Over the past decade, it developed a range of programs that reach children who may be at the highest level of risk and their caregivers, including sponsored memberships and field trips, outreach to Title I schools, and a reduced-cost admission program. The museum's SNAP Access initiative, launched with the Denver Department of Human Services, offers \$1 admission to members of families receiving SNAP benefits. In May 2005, the museum became a founding member of the 5 by 5 program. Created by the mayor's Office of Education and Children, the program gives Denver Head Start and Early Head Start students at least five cultural experiences by the age of five. The museum gives participating families full annual memberships, allowing them to experience all the exhibits and programs whenever they wish.

GROWING SCIENTISTS

The museum also pays special attention to its role in STEM education. Through a partnership with the Butterfly Pavilion and Denver Botanic Gardens, together they leveraged their collective expertise and assets to create the Growing Scientists program. Working in tandem with teachers, science coordinators, and administrators, the program offers inquiry-based STEM learning labs for Title I schools. Since 2005, more than 16,000 students in kindergarten through second grade, have benefitted from this enhanced STEM learning initiative.

CREATE, PLAY, LEARN

Whether it's the Artist in Residence Program, where art is integrated into the museum's exhibits as a way to teach children about the importance of self-expression, or The Teaching Kitchen, where local chefs celebrate healthy eating and nutrition, the museum encourages a childhood where discovery is only an exhibit away.



PROGRAM HIGHLIGHT

Believing that all children should have access to museum programs and services, staff members created free private play events and low-sensory programs that cater to children who have diverse cognitive and physical abilities. The museum's bimonthly programming provides special access for young children to touch, explore, and create in a sensory-friendly environment with modified lighting and sound. Educators and museum staff are trained to be a welcoming resource for these families, who often struggle to find museum opportunities that meet their children's unique needs.

"Our museum is about preserving childhood and promoting play as an approach to significant learning. We aren't shy about the messes we make or our approaches to learning. We only have two rules: be kind and don't run with scissors. Otherwise, we emphasize that children—and their grown-ups—own their own experiences, push their boundaries, and challenge themselves beyond what they thought possible."

— MIKE YANKOVICH, PRESIDENT AND CEO, CHILDREN'S MUSEUM OF DENVER AT MARSICO CAMPUS

CHILDREN'S MUSEUM OF DENVER AT MARSICO CAMPUS

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Mike Yankovich, President and CEO

DETROIT HISTORICAL SOCIETY



The Detroit Historical Society (DHS) has a 100-year legacy of telling the city's stories and why they matter. With the 50-year anniversary of the summer of 1967 nearing, DHS sought to commemorate the traumatic riots with a sensitive and inclusive narrative. Rather than just creating an exhibition, DHS shepherded a community-wide project. *Detroit 67: Looking Back to Move Forward* captured the story and proved that the DHS could be a safe place for potentially difficult conversations.

DETROIT'S STORIES TOLD BY DETROITERS

For the Detroit 67 project, DHS relied heavily on 100 community partners, many from outside the culture sectors, to help construct a story reflecting different points of view of the tumultuous period. By shifting ownership to the community, the story about this chapter in Detroit's history would include all voices, while also building new partnerships that amplified the project's success.

LOOKING BACK TO MOVE FORWARD

The community engagement project looked to the historic roots of Detroit's racial tensions, as well as race relations in Detroit today and for the future. The resulting timeline included 150 years, with 1967 at the center. Project elements engaged Detroit citizens in the issues that led to the 1967 crisis and encouraged them to think about how to move the community toward a more positive future.

COMMUNITY ENGAGEMENT AND EXHIBITION

Detroit 67's four major program components made the history and the future of Detroit palpable. DHS compiled a comprehensive online oral and written history archive featuring the recollections of 500 people whose lives were altered in 1967. The interactive exhibition made connections between the riots to today's issues involving diversity and inclusion, youth engagement, neighborhood advancement, and economic opportunity.

Through DHS's partnerships, community volunteers pursued neighborhood revitalization projects and initiatives. Finally, DHS led a community-wide call to action, uniting Detroiters in a vision to shape the city's current culture toward positive changes for the future.



PROGRAM HIGHLIGHT

Staff employed the foundational elements of “Engage, Reflect, Act” as a basis for the *Detroit 67* project. By engaging with business, nonprofit, and government organizations, the society incorporated residents of all backgrounds into the narrative. The reflection component of the exhibition gave visitors a safe place to consider their history, the current climate, and community attitudes. Finally, the project compelled all Detroiters to act, leading a transformative effort to propel the community forward.

“Detroit 67: Looking Back to Move Forward transformed the way we operate. When we decided to tell the story of July 1967 from the community’s perspective, we were able to represent every individual and their story. What we learned is that every person can contribute and be a catalyst for change.”

– ROBERT BURY, EXECUTIVE DIRECTOR AND CEO, THE DETROIT HISTORICAL SOCIETY

DETROIT HISTORICAL SOCIETY

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detroithistorical.org

Robert Bury, Executive Director and CEO

EL PASO MUSEUM OF ART



Known as “The Pass,” El Paso acts as a gateway for people, trade, and culture along the U.S.-Mexico border. The city is one of the largest binational communities in the world. Located in the heart of the city’s cultural district and less than a mile from the border, the El Paso Museum of Art (EPMA) uses services, programs, and art exhibits to celebrate the diversity and cultural pride of the city. The museum builds community cohesion in both the United States and Mexico, demonstrating that cultural understanding and celebration are paramount for change and growth.

TRANSBORDER BIENNIAL CELEBRATION

EPMA’s signature program, the Transborder Biennial, celebrates El Paso’s international community through a contemporary art exhibition. A collaborative effort between the museum and the Museo de Art de Ciudad Juarez, the major juried exhibition unites artists living north and south of the border and recognizes that great talent can be found anywhere. The three-month exhibition features an examination of border art and its power to convey unique human experiences while strengthening communities through artistic expression.

DÍA DE LOS MUERTOS

In partnership with the local Mexican Consulate, EPMA hosts an annual Día de los Muertos festival where El Paso citizens celebrate one of Mexico’s most popular holidays. The museum presents elaborate altars made by local artists and mariachi, ballet folklorico, and live Catrina performances. In 2017, the museum reached out to low income neighborhoods, inviting residents to a public workshop that culminated in the creation of a Catrina figure that became a festival highlight.

EDUCATING ARTMAKERS

Educational programming and artistic expression are at the heart of EPMA. To cultivate talent in the local community, the museum established an art school with classrooms that provide high quality artmaking experiences using different media and techniques. The school offers more than 160 art camps, classes, and workshops taught by 26 professional artists from local border communities. With its need-based scholarships, the school is able to lower barriers to enable participation by the community’s at-risk individuals.



PROGRAM HIGHLIGHT

The El Paso Museum of Art serves two of the largest military installations in the U.S., Fort Bliss Army Base and White Sands Missile Range, with more than 30,000 service members and their families. EPMA partners with the William Beaumont Army Medical Center at Fort Bliss to facilitate a four-week art therapy program for service members with Post-Traumatic Stress Disorder. This intensive program teaches soldiers the artmaking process and how to use art as an outlet to cope with their not always visible battle wounds.

“Border art can be political in nature or cultural in nature, but whatever it is, it is responding to the everyday life of this community. There is a perception that if you live or work near a border, you are constantly thinking of divisions. But there are some beautiful aspects of living near the border and having this bicultural intellect that is part of the community.”

– DR. VICTORIA RAMIREZ, DIRECTOR, EL PASO MUSEUM OF ART

EL PASO MUSEUM OF ART
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epma.org
Dr. Victoria Ramirez, Director

GEORGETOWN PUBLIC LIBRARY

Three Post-It notes are perpetually placed on the office door of Georgetown Public Library's director as inspiration. In bright colors, the notes read, "Trust," "Turning Outward," and "Collateral Benefits." For Eric Lashley and his staff, these three concepts are daily reminders of the way they wish to serve the 61,000 residents of Georgetown, Texas.

BUILDING COMMUNITY TRUST

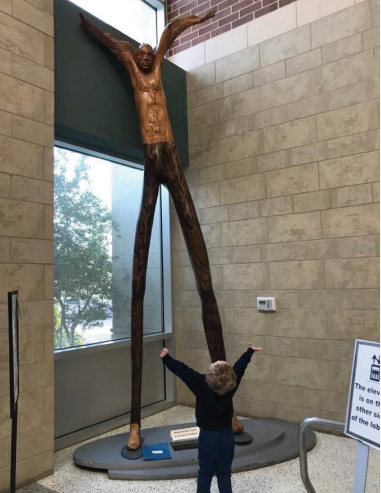
For the 50-year-old library, an anchor institution in the Georgetown community, building trust is essential. Seeking new ways to support the community's diverse needs, the library hired the city's first licensed social worker in 2016. The library's Community Resource Coordinator serves as a social advocate for patrons in crisis and establishes collaborations and communications with nonprofits that strengthen the community's support systems. By placing a coordinator within its walls, the library could go well beyond the scope of traditional services and establish a high level of trust with residents.

LOOKING OUTWARD

Constantly looking outward, the Georgetown Public Library identified community gaps in programming around fine arts and civic dialogue. Now serving as the city's cultural center, the library employs a Fine Arts Librarian to manage free concerts, art exhibits, and collaboration with partners to enhance the city's art offerings. Additionally, the library serves as a center for civic dialogue, using resources and partnerships to foster discussions on such subjects as current events, bullying, and diversity and inclusion. Engaging the community in socially complex issues enables the library to spark conversations that are important for moving the community forward.

COLLATERAL BENEFITS

Georgetown is a tourist town known for having the "most beautiful town square in Texas." In order to reach out to tourists, the library began offering bicycles for checkout for a fun ride around town. Instead, the bikes became a primary method of transportation for library patrons who had trouble getting around. The library soon became a transportation hub, working in concert with city departments and local transit agencies to implement GoGeo, Georgetown's first fixed-route bus system. Though the library's outreach efforts were initially aimed at tourists, Georgetown residents also benefited.



PROGRAM HIGHLIGHT

Georgetown has the largest senior community in Texas, with residents who are 65 or older making up 30 percent of the population. To help seniors combat the challenges of isolation and physical disability, the library offers “Games for Grownups” and other programs; it sends reading material to nursing homes via a bookmobile; it provides meaningful volunteer opportunities; and it maintains an Elder Care Collection for caregivers.

GEORGETOWN PUBLIC LIBRARY
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library.georgetown.org
 Eric P. Lashley, Library Services Director



“We need our patrons to place a high level of trust in our library. Because trust is fragile, we continually build on our earned trust by listening to the community. We provide them with extraordinary and novel approaches to the services that support them. It’s always been their library.”

– ERIC P. LASHLEY, LIBRARY SERVICES DIRECTOR, GEORGETOWN PUBLIC LIBRARY

HISTORY MUSEUM AT THE CASTLE



Tucked away in the communities along the Fox River of Northeast Wisconsin is a small museum affectionately known as the History Museum at the Castle. By placing historic lessons in a modern day context, the museum inspires residents to discover and appreciate the community's rich history. The museum recently developed new traveling, pop-up, and static displays in and around Appleton. The three exhibits created new ways for citizens to engage with the past and plan for a positive future.

A STONE OF HOPE: BLACK EXPERIENCES IN FOX CITIES

A Stone of Hope: Black Experiences in the Fox Cities became an ambitious community partnership project, designed around free pop-up museums that showcased Fox Cities' African American history. The traveling exhibit tells the story of local history from the 1700s to the present, with the goal of promoting a better future—not just for underserved communities, but for all of the Fox Cities.

IN(VISIBLE): HOMELESSNESS IN APPLETON

Homelessness in Appleton and the surrounding communities is often invisible, yet it is a real issue. With *In(Visible): Homelessness in Appleton*, the museum provided an eye-opening experience by placing cameras and journals in the hands of homeless people to document their daily lives. The results included more than 150 photographs taken over a six-month period by people who took great pride in sharing their experiences.

ASYLUM: OUT OF THE SHADOWS

Asylum: Out of the Shadows provides an unprecedented look at the history of the now-defunct Outagamie County Asylum for the Chronically Insane. The exhibit provided a day-in-the-life look at the hospital, detailing patients' and caregivers' lives and how the world treated the vulnerable population, personalizing the experience. The exhibit also held up a mirror for viewing how we treat individuals with mental illness today and provided information about mental health resources in the community.



PROGRAM HIGHLIGHT

The History Museum at the Castle understands its responsibility to collaborate with community partners to fully understand underserved populations. Whether building committees that represent African American communities or holding listening sessions for oral histories, the museum greatly valued its local partnerships. Audiences for all three of the exhibits increased attendance as a result of the community partners who became allies throughout the process.

“We have really strived for excellence in historic interpretation. At the museum, we don’t ever shy away from telling the difficult stories. While that can be complex, this attitude has opened up conversation in our community and has made people and their histories visible, relevant, and valued. History need not be static nor celebratory to generate civic pride.”

– MATTHEW J. CARPENTER, EXECUTIVE DIRECTOR, HISTORY MUSEUM AT THE CASTLE

HISTORY MUSEUM AT THE CASTLE

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Matthew J. Carpenter, Executive Director

ORANGE COUNTY LIBRARY SYSTEM



Orange County Library System is situated in an area full of contrasts. Orange County is home to the theme parks of Orlando, where many visitors' childhood dreams come true. While the service industry is booming and the county is one of the fastest growing in the state, many of the 1.28 million residents are facing homelessness, food insecurity, crime, struggling schools, and lack of job opportunities. The library system is investing in programs to address these issues.

INVESTING IN ORANGE COUNTY'S YOUTH

The Orange County Library System (OCLS) creates and implements educational opportunities that inspire and engage students and families, paving the way for academic success. Family STEM nights, Maker Mondays, and STEM club are some of the many ways families can incorporate STEM activities into their library visit.

The library partners with the local school district to provide each student with a virtual library card, giving all students in the district access to a specially-curated suite of online resources that support the development of language skills, exploration through science, and discovery through research. During the summer, OCLS also employs traditional library services to encourage learning. OCLS's summer reading program is immensely popular, attracting thousands of children. The program partners with the public school system and the county to deliver meals to underserved areas via food trucks and buses to nourish children and their brains during summer vacation.

SERVING IMMIGRANT POPULATIONS

In recent years, Orange County has seen an influx of immigrants. Responding to this population, the library began translating a variety of material into the Haitian-Creole language and providing ESOL citizenship classes. The library also developed "The Right Services at the Right Time," a website to help connect individuals with social services.

STRENGTHENING TECHNOLOGICAL SKILLS

OCLS's Dorothy Lumley Melrose Center has gained a reputation as the premier space for obtaining technology skills. This state-of-the-art center embraces innovation and offers access to high-end professional equipment that supports a wide range of technology. From a professional photography studio to 3D printing equipment and audio and video studios, the center provides OCLS patrons with opportunities to build STEM skills whether applying for jobs, returning to school, or changing careers.

PROGRAM HIGHLIGHT

Responding to community problems and trauma is a responsibility that Orange County Library System takes seriously. In 2017, the library collaborated with the local police force to build stronger relationships between the community and the police. What resulted was *Cookies and Milk with a Cop*, conversations between the police and children about the important role of police in keeping their neighborhoods safe. The highly-popular program helped Orange County children understand the important role all civil servants—including the police—play in their neighborhoods.

“We try to stay in tune with the community and understand how we as a library can be part of the solution. Finding those touch points for providing value to our community members by inspiring learning and enrichment is our end goal every day. We are here to both serve and inspire.”

– MARY ANNE HODEL, DIRECTOR AND CEO, ORANGE COUNTY LIBRARY SYSTEM

ORANGE COUNTY LIBRARY SYSTEM

101 E. Central Boulevard

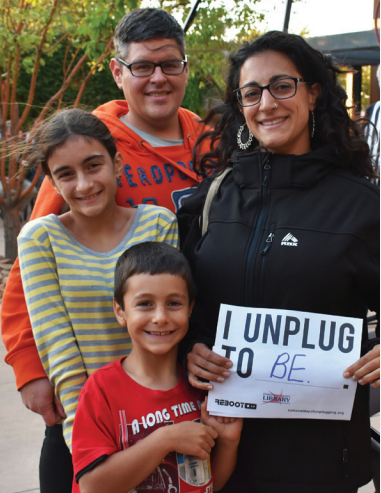
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Mary Anne Hodel, Director and CEO

PUEBLO CITY-COUNTY LIBRARY DISTRICT



Pueblo, Colorado, is a city at a crossroads. This historically working-class town, long supported by a thriving steel mill, is now a diverse community of over 165,000. Pueblo City-County Library District (PCCLD) aims to provide the best possible public library services for its residents, and over the last five years, Pueblo citizens have increasingly made use of its robust resources.

ALL PUEBLO READS

PCCLD devotes a majority of its attention to literacy, emphasizing the whole family's literacy journey. Early childhood initiatives are a key focus, supplemented with lessons given to parents and guardians to underscore the importance of reading. In the fall, the library hosts All Pueblo Reads, a program that encourages every community member to read and discuss one book at the same time each year. The library's annual Summer Reading Club sets up temporary libraries at parks in neighborhoods where there is no easy access to a library branch. This year, more than 1,600 third, fourth, and fifth grade students have participated in the Read Out Loud program with nationally-prominent young adult authors who emphasized the importance of literacy.

CELEBRATING PUEBLO'S HISPANIC DEMOGRAPHIC

Recognizing that 50 percent of the population is Hispanic, PCCLD established the Hispanic Resource Center, providing services, activities, and free resources in both English and Spanish that illustrate the importance of Hispanic culture and history to the region. Located within the center, Nuestra Biblioteca broadens access to Hispanic and Latino resources by employing bilingual staff members who make cultural and educational services more available to the area's diverse population.

RESPONSIVE SERVICES FOR UNIQUE NEEDS

Since 2014, PCCLD has opened three new branches that extend the library's outreach activities, providing a more prominent presence in the community. One new branch opened in Pueblo's poorest neighborhood, where endemic issues such as gang activity affect a person's lifelong success. PCCLD established a gang intervention program at this branch, which included hiring a licensed social worker to engage with the neighborhood kids, as well as using games like chess to provide a positive outlet for competitiveness and anger.



PROGRAM HIGHLIGHT

In partnership with a number of adult education institutions, Pueblo City-County Library District provides courses to adults so they can earn their high school diplomas free of charge and at their own pace. Career Online High School also provides career certifications so residents can develop skills for jobs in such high-demand fields as food and hospitality, homeland security, and childcare and education.

“Our staff believes in the philosophy of *community librarianship*, the practice of embedding ourselves within the community. The more we reach out to our community, the more the community will come into the library. Our librarians are, of course, in our libraries, but they are also out beyond our walls, listening and serving our community and encouraging residents to come through the library’s doors.”

– JON WALKER, LIBRARY DIRECTOR, PUEBLO CITY-COUNTY LIBRARY DISTRICT

PUEBLO CITY-COUNTY LIBRARY DISTRICT

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pueblolibrary.org

Jon Walker, Executive Director

READING PUBLIC LIBRARY



In 2010, Reading, Pennsylvania, was among the poorest cities in the United States. Located in the heart of the city, the Reading Public Library (RPL) is well positioned to address its community's many needs. It is a place of growth in five areas of literacy: civic and social, health, basic, financial, and informational. By continually assessing community needs, the library serves as an ally for Reading citizens.

ADDRESSING THE BASIC NEED OF LITERACY

RPL employs a multi-faceted early childhood literacy program to engage all growing young minds that come through its doors. The library uses pop culture icons to engage children in reading. It was a key partner in the creation of the Summer Learning Coalition, bringing together multiple county agencies to address summer reading loss. The library goes further to ensure family learning by teaching parents and caregivers how they can support children's literacy and language development.

DEVELOPING THE WORKFORCE

RPL's success doesn't begin and end with the children; their services for adults and workforce development are unique. With the loss of manufacturing jobs, the city has many production line workers looking for employment. RPL's free computer classes help them master computer skills, maneuver through websites, create resumes, and identify job opportunities.

The library also assists with Second Chance Citizens to help people recently released from prison. Through a partnership with a local nonprofit, RPL works with these citizens to help them find permanent employment and successfully re-enter society.

REACHING PATRONS BEYOND THE LIBRARY'S WALLS

Identifying the hurdles keeping residents from its four library branches was RPL's first step in understanding community needs and opportunities for growth. Research suggested that 36 percent of residents live beyond a walkable distance to its branches, and 55 percent don't have time to visit the library. Through pop-up libraries at local farmers markets and festivals, an outreach van for visiting low-income senior housing, and free computer classes brought to homeless shelters, the library goes beyond its walls. RPL also provides an eCard allowing access to digital media and computer terminals to each person who lives, works, or attends school in Reading.



PROGRAM HIGHLIGHT

Reading, Pennsylvania, is considered a book desert. To address the issue, RPL hosts four Little Free Book Swaps throughout the city. With the help of a local bike hub, two nearby restaurants, and a hotel, the library is reaching as much of the population as possible. To date, over 5,000 books have been distributed.

“Our social services attitude really sets us apart. It’s about being accessible, inclusive, and a part of our community. We always hear, ‘I had no idea that you did this.’ That’s a thought that we continually like the people of Reading to have.”

– BRONWEN GAMBLE, EXECUTIVE DIRECTOR, READING PUBLIC LIBRARY

READING PUBLIC LIBRARY

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readingpubliclibrary.org

Bronwen Gamble, Executive Director

ROCHESTER PUBLIC LIBRARY



Rochester, Minnesota, home to the world-renowned Mayo Clinic, is a city with a can-do attitude. With a mission that mirrors that, the Rochester Public Library (RPL) strives to increase equity and access by supporting vulnerable populations. These communities are served by the library's mantra: "We Care." That caring culture is at the center of every decision the library makes.

REMAINING INCLUSIVE

Since 2000, Rochester has seen a 119 percent increase in minority residents. While the population is diverse, that diversity is not reflected in the leadership of local community boards. The library, along with a deep bench of community partners and volunteers, addresses this issue by training and mentoring individuals to take active roles in nonprofit boards. After course completion, the program mentors and leaders connect graduates to organizations with board openings. Empowering this diverse group of individuals creates a stronger community, where there are many more voices at the table.

WELCOMING ENVIRONMENT

Individuals who identify as part of the LGBTQIA community are reportedly three times more likely to feel unsafe in school. The Rochester Public Library has made a concerted effort to be a welcoming space where underserved youth and families seek refuge, find services, and receive support and understanding. The library hosts clubs, support groups, monthly meetings, and teen programming with the purpose of celebrating all individuals, their identities, and the community that supports and values them. The library is considered a trailblazer in Minnesota for providing safe spaces for the LGBTQIA community and educating others about acceptance and tolerance.

ACCESS FOR ALL

When community members requested more programming around basic literacy, RPL responded by connecting with community partners to design and implement Rochester Reading Champions, particularly for disadvantaged youth. Rochester Reading Champions is a free program that trains and deploys volunteers to tutor youth who are struggling to meet grade-level reading requirements. Individualized tutoring is provided at locations convenient to students, and the sustained approach helps unlock students' potential and increase their academic success.



PROGRAM HIGHLIGHT

With Rochester Public Library's "We Care" mentality, staff seeks to serve the entire community, including homeless individuals. Partnering with Winona State University, the library established a Wellness Corner that is partially staffed by university nursing students. The program allows nursing students to gain public health service hours and experience while vulnerable populations receive counseling, critical healthcare information, and health screenings that they would not have otherwise.

"We truly live and breathe our strategic plan. For us, it always comes back to, 'Why are we doing what we are doing?' It's because of the community, the partners, the people. And we are a stronger organization because of that."

– AUDREY BETCHER, LIBRARY DIRECTOR, ROCHESTER PUBLIC LIBRARY

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Audrey Betcher, Library Director

UNIVERSITY OF OREGON'S MUSEUM OF NATURAL AND CULTURAL HISTORY



As the state's official repository for public-owned collections, the 85-year-old Museum of Natural Cultural History (MNCH) is an unparalleled resource for learning about Oregon's human, natural, and cultural history. Located at the University of Oregon, the MNCH serves university students as well as the Eugene community. The museum also responds to statewide needs for wider access to STEM education. Since 2015, the MNCH has made extraordinary strides towards extending its services to students, families, and educators in Oregon's underserved rural communities. This outreach, born out of deep collaboration with community partners, provides rich, science-based learning adventures for schools and libraries across the state to encourage more students to pursue careers in STEM.

INCREASING STEM ACCESS

To help close the opportunity gap that keeps students in rural communities from pursuing STEM degrees at the same rate as their urban counterparts, the MNCH created a statewide outreach program that delivers hands-on science learning into the classrooms and libraries across Oregon. Traveling exhibitions and science lessons for K-8 classrooms are deployed throughout the school year to aid in STEM learning and make topics more approachable for students. Since 2015, the MNCH has served over 19,000 individuals, touching nearly every county in Oregon.

BEGINNING IN EUGENE

While its outreach program is an extraordinary success, the museum also provides exhibits and programming to students and families who visit the location. The museum's field trips, tours, and programs by specialized educators engage people of all ages. The MNCH uses its unique collections to provide visitors and students with dynamic learning experiences that supplement state education standards.

PARTNERING WITH LOCAL LIBRARIES

The MNCH recognizes the power of local libraries as community hubs, especially during the summer months. Working closely with librarians around the state, the museum develops a new library program each summer that acts as a continuation of its STEM school outreach program. The library program mirrors the theme of the Collaborative Summer Library Program and bolsters the effectiveness of the state's summer reading program.



PROGRAM HIGHLIGHT

Because of its strong history and support from the state university, MNCH has established links to other cultural and state agencies in Oregon. The museum's cultural resource management program, a community-centered model, works with the state's nine federally recognized Native American tribes in its archeological research, accessions, and curation endeavors. This relationship also provides training and employment opportunities to tribal members.

“There aren’t many museums of our kind in the Pacific Northwest. With a strong research focus, we can tell stories that help everyone understand science and make our region’s history feel alive and tangible. The ripple effect of serving a wider population will only increase over time.”

– JON ERLANDSON, EXECUTIVE DIRECTOR, MUSEUM OF NATURAL AND CULTURAL HISTORY

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Jon Erlandson, Executive Director

NATIONAL MEDAL finalists

Twenty-nine institutions were named finalists for the 2018 National Medal for Museum and Library Service. From them, this year's 10 winners were selected. Through the online *Share Your Story* initiative, museum and library community members highlighted ways these finalist institutions have transformed their lives.

CONGRATULATIONS TO THE 2018 FINALISTS

9/11 MEMORIAL MUSEUM AT THE WORLD TRADE CENTER, New York, New York
CARSON CITY LIBRARY, Carson City, Nevada
CHICAGO ZOOLOGICAL SOCIETY/BROOKFIELD ZOO, Brookfield, Illinois
CUYAHOGA COUNTY PUBLIC LIBRARY, Parma, Ohio
HIGH DESERT MUSEUM, Bend, Oregon
KETCHIKAN PUBLIC LIBRARY, Ketchikan, Alaska
LA COUNTY LIBRARY, Los Angeles, California
MANCOS PUBLIC LIBRARY, Mancos, Colorado
MISSOURI HISTORICAL SOCIETY, St. Louis, Missouri
NATIONAL RAILROAD MUSEUM, Green Bay, Wisconsin
NEWARK MUSEUM, Newark, New Jersey
NORTH CAROLINA DIGITAL HERITAGE CENTER, Chapel Hill, North Carolina
ORLANDO SCIENCE CENTER, Orlando, Florida
PRETEND CITY CHILDREN'S MUSEUM, Irvine, California
SACRAMENTO PUBLIC LIBRARY, Sacramento, California
SCIENCE MUSEUM OF VIRGINIA, Richmond, Virginia
SOUTH CAROLINA AQUARIUM, Charleston, South Carolina
TERREBONNE PARISH LIBRARY, Houma, Louisiana
WIGGIN MEMORIAL LIBRARY, Stratham, New Hampshire

THE NATIONAL MEDAL FOR MUSEUM AND LIBRARY SERVICE

Since 1994, the National Medal for Museum and Library Service has honored 172 outstanding institutions that have made significant contributions to their communities. Selected institutions demonstrate innovative approaches and a strong commitment to public service and community outreach. They are active in urban, rural, or tribal areas and engage with their communities in diverse ways, including by enhancing literacy, providing services to at risk populations, supporting digital connectivity, and curating community narratives. The winners are selected by the director of the Institute of Museum and Library Services in consultation with the National Museum and Library Services Board.

Beginning with the 2009 awardees, personal stories conveying the ongoing impact of these award-winning institutions are being documented through a cooperative agreement between IMLS and StoryCorps, a national nonprofit organization dedicated to recording, preserving, and sharing the stories of Americans from all backgrounds and beliefs. These stories are preserved at the American Folklife Center at the Library of Congress.

THE INSTITUTE OF MUSEUM AND LIBRARY SERVICES

The Institute of Museum and Library Services is the primary source of federal support for the nation's libraries and museums. We advance, support, and empower America's museums, libraries, and related organizations through grantmaking, research, and policy development. Our vision is a nation where museums and libraries work together to transform the lives of individuals and communities. To learn more, visit www.imls.gov.

ABOUT THE NATIONAL MUSEUM AND LIBRARY SERVICES BOARD

The National Museum and Library Services Board is an advisory body that includes the IMLS director and deputy directors of museum and library services, and presidentially appointed members of the general public who have demonstrated expertise in, or commitment to, library or museum services. Informed by its collective experience and knowledge, the board advises the IMLS director on general policy and practices, and on selections for the National Medals for Museum and Library Service.

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The mission of IMLS is to advance, support, and empower America's museums, libraries, and related organizations through grantmaking, research, and policy development. The agency's four strategic goals are to promote lifelong learning, build capacity, increase public access, and achieve excellence.

Learn more at www.imls.gov/about-us

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