We Are the Alexandria Library Sit-In

August 5, 2020
Welcome and Announcements

- Today’s webinar is a presentation of ALA’s Public Programs Office, with support from ALA’s Cultural Communities Fund (www.ala.org/CCF)

- Visit www.programminglibrarian.org for more online learning sessions, programs ideas and grant announcements
About the Classroom

Microphones
Only our presenters have microphone access.

Questions?
Type them in the chat box! There will be time at the end for questions.

Tech Issues?
Send a message through Q&A.
Today's Presenter

Rose Timmons Dawson
Executive Director
Alexandria Library
Alexandria, Va.
We are the Alexandria Library Sit-In

By Rose T. Dawson
Executive Director, Alexandria Libraries
Objective

- Objective
  - Using the 70\textsuperscript{th}, 75\textsuperscript{th}, and 80\textsuperscript{th} anniversaries of the 1939 Sit-In as a model program for celebrating all library history
Contents

• Introduction and History of Alexandria Library Sit-In
• 70th Anniversary
• 75th Anniversary
• 80th Anniversary
Introduction

Philanthropist Andrew Carnegie

Carnegie Library Braddock, Penn 1889

Software Developer Bill Gates
The History of Alexandria, Virginia

Civil War Commander General Robert E. Lee

1st President of the U.S. George Washington
Significant African American Events

1954 Montgomery Bus Boycott
1960 Sit-In of Woolworth’s Counter
1963 March on Washington
1939 Alexandria Library Sit-In
Alexandria of Yesterday

Barrett Branch

Robinson Library

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Alexandria Today

Beatley Central Library

Barrett Branch

Burke Branch

Duncan Branch

Local History/Special Collections

Law Library

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70th Planning and Assessment

• NONE!
  – Partnership with Alexandria Black History Museum (ABHM)
  – Song
  – Speaker
  – Reenactment
  – Postal Service First Day Cover
75th Planning and Assessment: Committee Creation

- **Internal members**: Representatives from all branches and departments
- **External members**

- NAACP – Alexandria Chapter
- Alexandria Black History Museum
- Alexandria City Public Schools
- Shiloh Baptist Church
75th Planning and Assessment: Brainstorming

- Logo/Tagline
- Event Publicity
- Press Releases
- Proclamations
- Signature Sit-In Event
- Website
- Domain Name (librarysitin.org)
- Postcard
- Exhibit
- Giveaways (pencils, pens, DVDs)
- Historic Marker
- Wayfinding Sign
Checkout receipts

Direct Mailer Postcard
75th Implementation (Programs)

All Alexandria Reads

Le Tour d’Alexandria Bike Tour

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75th Implementation (Programs)

Library Board Members Decorating City Hall Christmas Tree

75th Anniversary Celebration
75th Implementation-Giveaways

DVD Video

Lapel Pin

Giveaway Bag
75th Evaluation: News Media
75th Evaluation: Digital Media

LibrarySitIn.org Website

46” Digital Display

Chase’s Calendar of Events

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75th Evaluation: Social Media

Library Facebook Page

Library Twitter Page
80th Planning and Assessment: Committee Creation

- **Internal members**: Representatives from all branches and departments
- **Honorary Chairs**
  - Former Board Member
  - Library Company Member

The Motley Fool
80th Planning and Assessment: Brainstorming

- ENGAGE DESCENDANTS AND THE COMMUNITY
- YEARLONG CELEBRATION

- Logo/Tagline
- Event Publicity
- Press Releases
- Proclamation
- Signature Sit-In Event
- Website
- Domain Name (librarysitin.org)
- Postcard
80th Implementation

Library Cards

Direct Mailer Postcard

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80th Implementation (Programs)

80th Anniversary Film Festival

Le Tour d’Alexandria Bike Tour
80th Implementation: (Programs)

Sit-In Descendants Panel

READ Posters
Protesting 'Whites Only' Library

400 Years of Slavery

Gathering honors victims, addresses Alexandria's role in slavery.

Alexandria Gazette Packet
August 2, 2019

Alexandria Gazette – Cover Story and Inside Article
80th Evaluation: Social Media

Library Facebook Page
Standing the Test of Time: Leaving a Lasting Impression

Sit-in Descendants and Sit-in Exhibit

Oral History Series

Historic Marker

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In Summary

• Develop a robust communications plan
• Implement programs year-round encouraging systemwide participation
• Ensure citywide recognition
Contact Us

• Rose Dawson
  – rdawson@alexlibraryva.org

• ALA Public Programs Office
  – publicprograms@ala.org