Starting a new chapter to improve early childhood literacy across Ohio.

Timberly Pierce, Executive Director
Timeline

First Ohio Counties - Williams and Putnam

January 2019
Governor DeWine took office and First Lady Fran DeWine decided she wanted to make Dolly Parton’s Imagination Library available for all children in Ohio

July 2019
Ohio Legislature allocated $5M to establish the Ohio Governor’s Imagination Library to provide matching funds to DPIIL affiliates and expand the program statewide

November 2020
Imagination Library available to every Ohio child
Ohio Statewide Imagination Library Program Overview

Primary Roles
- Covers overhead and administration expense
- Supports Local and State Programs (Affiliates)
- Coordinates Yearly Blue Ribbon Book Selection
- Provides GDPR secure database and support
- Book production, shipping to process center
- Coordinates monthly book order and fulfillment
- Mails Imagination Library books monthly to registered children’s homes

Primary Roles
- Local Imagination Library Partner (Affiliate)
  - Promotes program locally
  - Enrolls children ages 0-5 in coverage area
  - Contributes 50% of funds for monthly books and mailing
  - Manages database of registered children
  - Connects to community

Retail book and mailing plus administrative costs = $18.35 per child per month

Primary Roles
- State-Level Operating Partner - OGIL
  - Oversees 50% matching fund appropriation from the State
  - Fosters growth, development and sustainability of local programs
  - Collects and remits 100% monthly payment for books and mailing
  - Outreach, marketing, foster community connections

Partnership Benefits
- Leveraged key vendor relationships
- Removed overhead expenses
- Operational systems and process
- Trusted, internationally recognized brand

$2.10 per child per month or $25 annually
EARLY LITERACY READINESS, BY THE NUMBERS
PARENT SURVEYS SHOW HOW THE
OHIO GOVERNOR’S IMAGINATION LIBRARY IS MAKING A DIFFERENCE.

MY CHILD IS BETTER PREPARED FOR KINDERGARTEN.
91% OVERALL
94% HIGH POVERTY ZIP CODES

WE READ TOGETHER MORE OFTEN.
73% OVERALL
84% HIGH POVERTY ZIP CODES

MY CHILD ASKS TO READ MORE OFTEN.
70% OVERALL
81% HIGH POVERTY ZIP CODES

AFTER THREE YEARS OF PARTNERING WITH THE IMAGINATION LIBRARY AND REACH OUT AND READ, CINCINNATI CHILDREN’S HOSPITAL FOUND THAT CHILDREN’S KINDERGARTEN READINESS ASSESSMENTS ROSE BY 15.4%
2021 Goal - 50% Participation

Ohio Imagination Library Enrollments

- Number of Children
- Percent of Total

Graph showing the increase in Ohio Imagination Library enrollments from Sep-19 to May-21.
State Agency Partners

Department of Jobs and Family Services
• PCSAs
• County JFS offices
• WIC & SNAP families
• Childcare centers
• Foster care agencies

Department of Health
• Home visiting programs
• Health clinics
• County health departments

Department of Education
• Preschools
• Summer Food Service Programs

Department of Agriculture
• State Fair

Department of Natural Resources
• Storybook Trails
# Spring Storybook Trail Openings (dates TBD)

<table>
<thead>
<tr>
<th>State Park</th>
<th>County</th>
<th>Book</th>
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<tbody>
<tr>
<td>Burr Oak</td>
<td>Morgan</td>
<td>Squeak!</td>
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<tr>
<td>Findley</td>
<td>Lorain</td>
<td>Blue Sky White Stars</td>
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<td>Great Seal</td>
<td>Ross</td>
<td>The First Strawberries</td>
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<td>Mary Jane Thurston</td>
<td>Wood and Henry</td>
<td>Little Owl's Night</td>
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<td>Shawnee</td>
<td>Scioto</td>
<td>Brother Eagle, Sister Sky</td>
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<tr>
<td>Sycamore</td>
<td>Montgomery</td>
<td>Daniel Finds a Poem</td>
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Enrollment Initiatives

1. Newborn enrollment
2. Childcare center enrollment
3. Foster child enrollment