



Welcome to today's Webinar!

Infopeople is dedicated to bringing you the best in practical library training and improving information access for the public by improving the skills of library workers. Infopeople, a grant project of the Califa Group, is supported in part by the Institute of Museum and Library Services under the provisions of the Library Services and Technology Act administered in California by the State Librarian. This material is covered by [Creative Commons 4.0](#) Non-commercial Share Alike license. Any use of this material should credit the funding source.

WAR COMES HOME

THE LEGACY

August 31, 2016



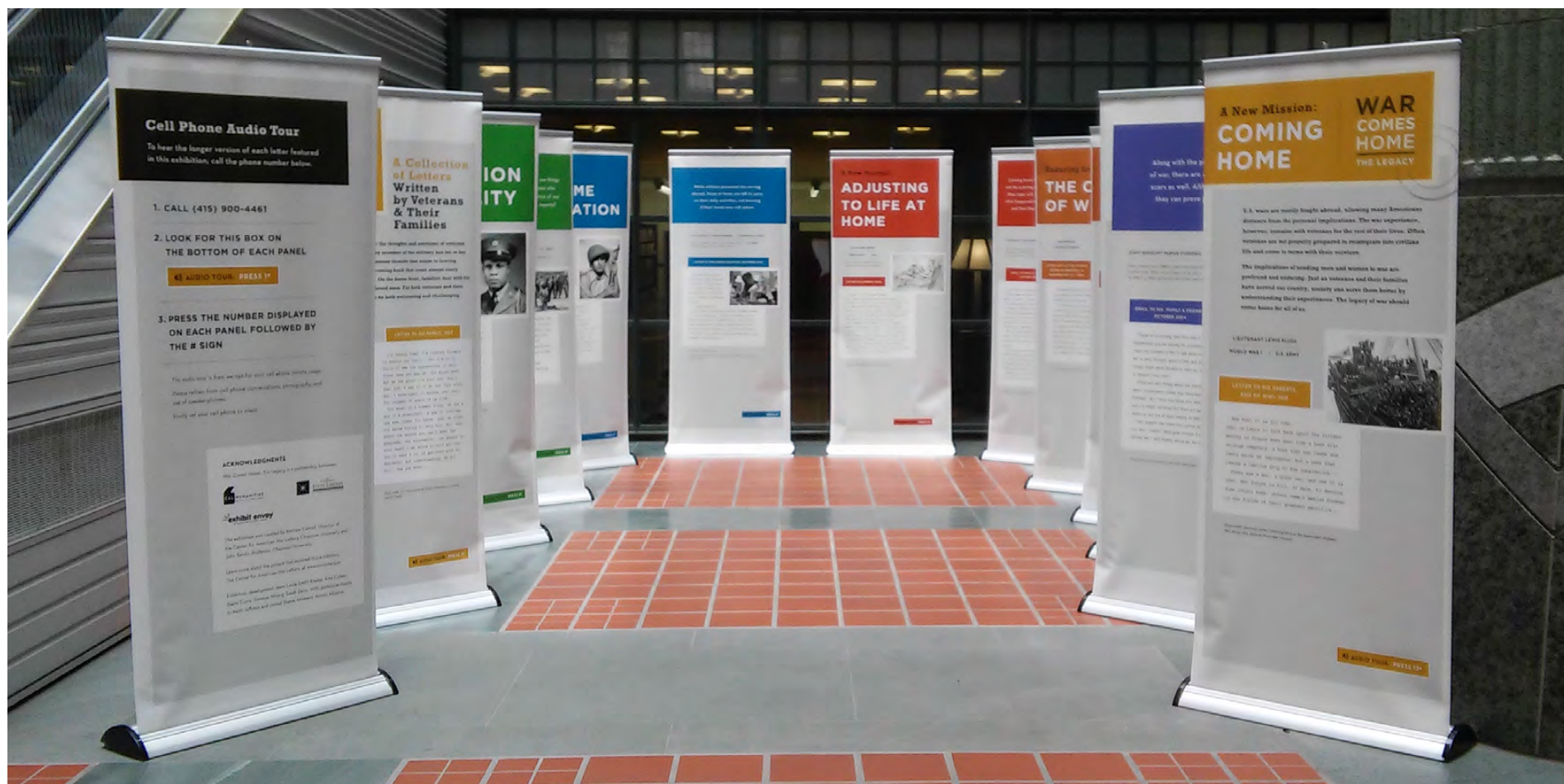
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U.S. Veteran Population 9/30/2015

- All Veterans: 21,680,534
 - 75% wartime Veterans
 - 25% peacetime Veterans

- By War: 16,298,731
 - 5% WWII
 - 11% Korean
 - 44% Vietnam Era
 - 44% Gulf War Era

War Comes Home Content & Logistics



Amy Cohen, Executive Director, Exhibit Envoy

amy@exhibitenvoy.org | 415.525.1553

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Content and Logistics

- Exhibition Content Overview
- Exhibition Logistics
- Installation
- Audio Tour
- Shipping

Content

- Personal correspondence from the Civil War through Afghanistan and Iraq
- Letters from those who served, family, and auxiliary support
- Correspondence courtesy of the Center for American War Letters



Content

- Divided into 5 sections:
 - The War Experience: Perception vs. Reality
 - Far From Home: Wartime Separation
 - A New Normal: Adjusting to Life at Home
 - Enduring Loss: The Costs of War
 - A New Mission: Before and After
- Plus:
 - Introduction
 - Audio Tour/Acknowledgements



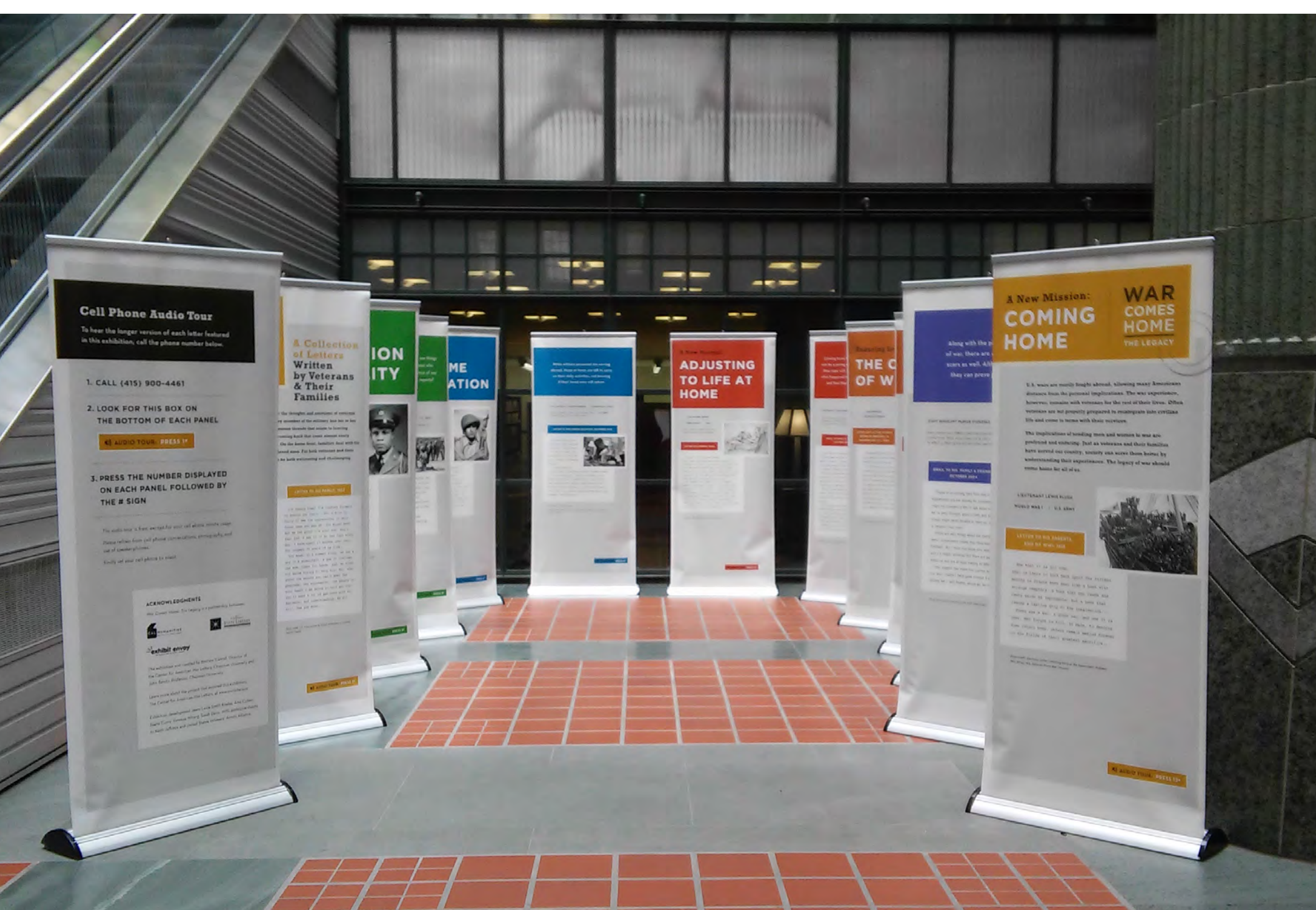
Logistics

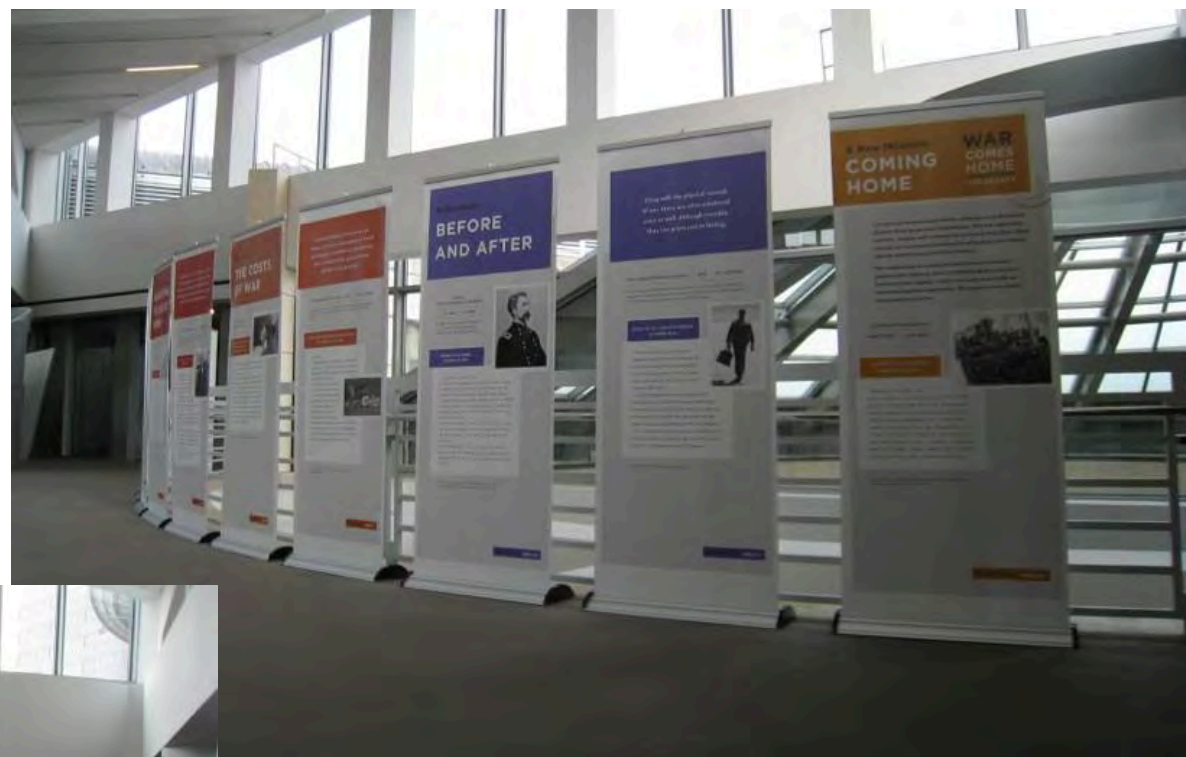
- 13 freestanding banners
- Audio tour in English and Spanish
 - Accessible via cell phone or provided mp3 players
- DVD featuring additional veteran interviews
- Exhibition gallery guide
- Exhibition press kit



Installation Instructions

- Easy installation!
 - Metal rods support each banner
 - Banners unroll like window shades
- Short instructional video:
<https://www.youtube.com/watch?v=DfD19dGpasY>





San Francisco Public Library



Chula Vista Public Library



*San Leandro
Public Library*

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E.P. Foster Library (Ventura)

Audio Tour



- English and Spanish
 - Expanded letters in English
 - Full translation of banner text in Spanish
- Accessible via cell phone
 - Reports on # and length of calls available after hosting upon request
- Accessible via provided MP3 player

Shipping



- Packed in 14 boxes
 - 13 hold banners
 - 1 holds the exhibition manual, DVD, MP3 players, etc.
- Shipped via FedEx (preferred) or UPS
 - Should be shipped to next venue within 3 business days of deinstallation
- *Shipping costs are waived for hosts, thanks to Veterans Connect @ the Library and the Pacific Library Partnership*



Questions about content or logistics?

Thank you!

Amy Cohen, Executive Director, Exhibit Envoy

amy@exhibitenvoy.org | 415.525.1553

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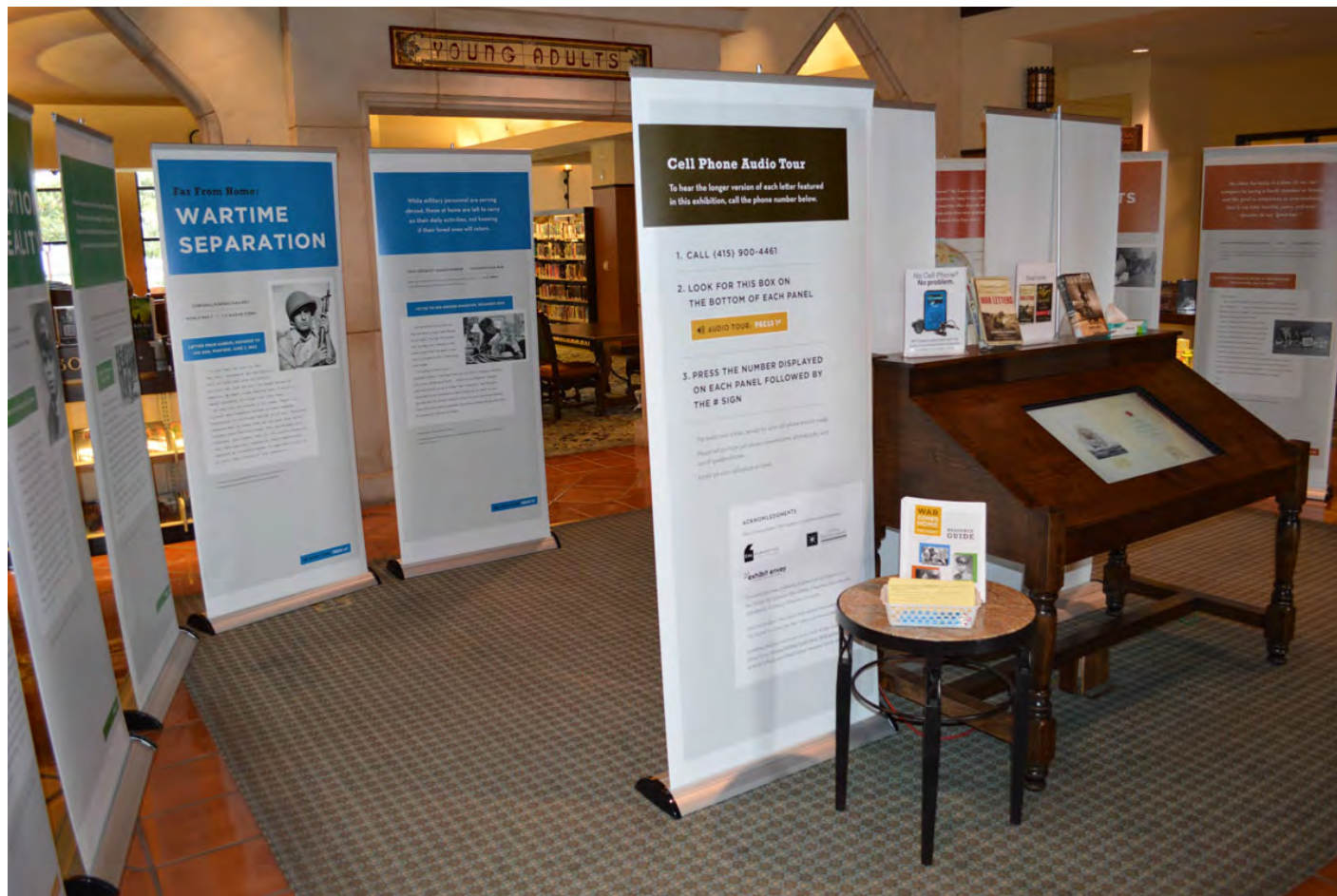
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Camarillo Public Library

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Letter Writing

Operation Gratitude

-Active Duty overseas



Ventura County Military Collaborative

-Local Military Personnel and Veterans



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Letter Writing

Things we did well:

- Marketing
- Accessible table
- Presentation

Things to change:

- Timing
- Duration
- Location

Other Programming

- CFBP Financial Coach
 - Lucia Trujillo, Ventura/ Santa Barbara counties
- UCLA Focus
- Author Talks
- Book Clubs
- DISPLAYS!

Contact Info:

Leanna Garcia, Library Assistant

leanna.garcia@lsslibraries.com

lgarcia@camarillolibrary.org

805-383-5682

Brittany Baldwin, Veteran Resource Coordinator

brittany.baldwin@lsslibraries.com

bbaldwin@camarillolibrary.org

805-388-5833

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Veterans Resource Center

San Leandro Public Library

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Making the Exhibit Local Depends On Involving Your Local Community

- Make contact with your local VSOs (Veterans Service Organizations) and your CVSO (County Veterans Service Officer).
- Contact other agencies who work with Veterans and Veterans groups in your community.
- Get your local veterans involved (planning sessions should include veterans and/or family members)
- Publicize in newspapers, your website, Facebook, local newsletters, homeowners associations.
- Partner with the local Chamber of Commerce and other community groups.



American Legion Riders
San Leandro Post 117

What we did well...branding

A Collection of Letters Written by Veterans & Their Families



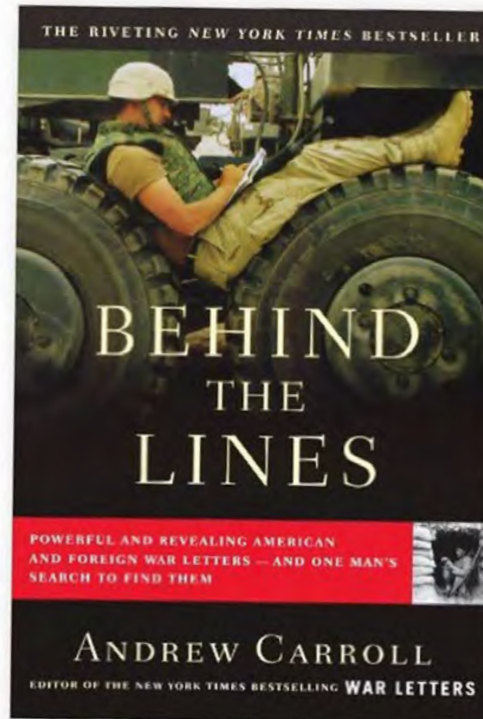
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What we did well...varying activities.



Guest Speakers



Community
Read and
Discussion

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DOCUMENTARY FILMS

FRIDAY, SEPTEMBER 18
7:00pm - 9:00pm
San Leandro Main Library
Free - no registration required.

7:00pm - War Letters
In every American war from the Revolutionary War to the Persian Gulf War, American military men and women have captured the horror, pathos and intensity of warfare by writing letters home. Inspired by Andrew Carroll's book *War Letters*, this critically acclaimed PBS American Experience film tells the story of American wars from the viewpoint of the men and women in the front lines. 2001, NR, 60 min.

8:15pm - Dear Home: Letters from World War I
It was a conflict the likes of which the world had never seen, embroiling 15 nations and 65 million people. Drawing on the millions of letters written home by American doughboys, nurses, drivers, and clerks; *Dear Home* reveals what it was like to fight in the "Great War". 2007, NR, 45 min.

San Leandro Public Library
300 Estudillo Avenue • San Leandro, CA 94577
510-577-3971 • www.sanleandro.org

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Documentary and Feature Films



Field Trips

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What we did well...giving veterans ownership.



Lessons Learned

(Everything is a Lesson Learned)

- A knowledgeable, quality moderator or discussion leader is essential to a worth while discussion experience.
- The more removed the speaker is from the topic the less powerful they are.
- Publicize, publicize, publicize.
- Find out which of your PR avenues works best for your community – ask your participants how they found out about events.
- Documentary films can be a powerful part of programming.

Measuring Success

- Surveys – They tell you a lot about your program.
- You'll learn what the public wants.
- Make it simple - SurveyMonkey works well and it's free.
- Build in questions about your measures of success.
(ranking events)
- Always allow respondents to give you feedback.
- Make sure the survey questions touch on both positive and negative aspects.
- Consider not only how many people come to an event, but how they react to it. How much discussion goes on? What do they say to you when leaving? What is the feeling in the room?

No Budget? No Problem!

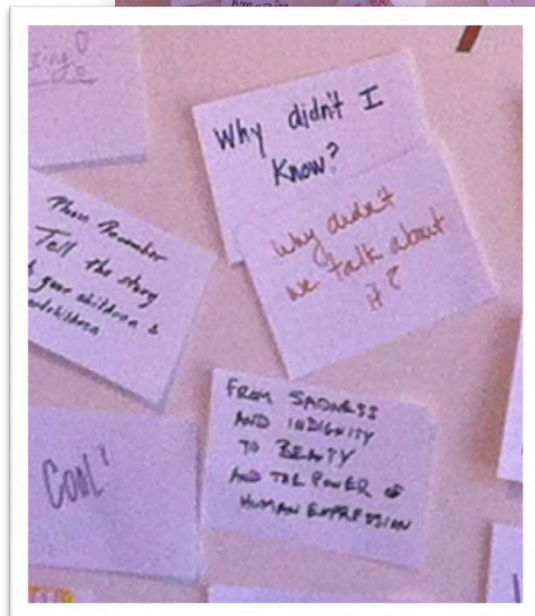
(Interactive – it's almost free)



TopAZ:

Artists in Internment

FEBRUARY 18 - MARCH 31



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Panel Discussions

We love panel discussions and so does our community.

- The moderator is critical to the success of the panel.
- There are many VSOs that have very capable and knowledgeable speakers. We used Swords to Plowshares for fantastic panel discussion. 2 female and 2 male veterans from 4 different service branches all with different points-of-view about war, service and reintegration. The moderator was highly skilled and the discussion was powerful.
- 4 panelists and 1 moderator is a good number for an hour presentation and an hour of Q&A.
- Having audience members fill out question cards and turn them in before the Q&A helps to route out duplicates, personal and off-topic questions.

Contact Info:

Addie Silveira

ASilveira@sanleandro.org

510-828-2475

Mary Beth Barloga

mbarloga@sanleandro.org

510-577-3991

Contact Jacquie Brinkley for Site Host Applications

brinkley@plpinfo.org

