

War Comes Home: Host Site Training



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.



August 31, 2016



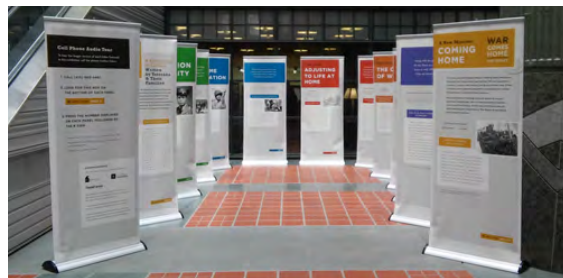
U.S. Veteran Population 9/30/2015

- 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: Host Site Training

War Comes Home Content & Logistics



Amy Cohen, Executive Director, Exhibit Envoy
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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



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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

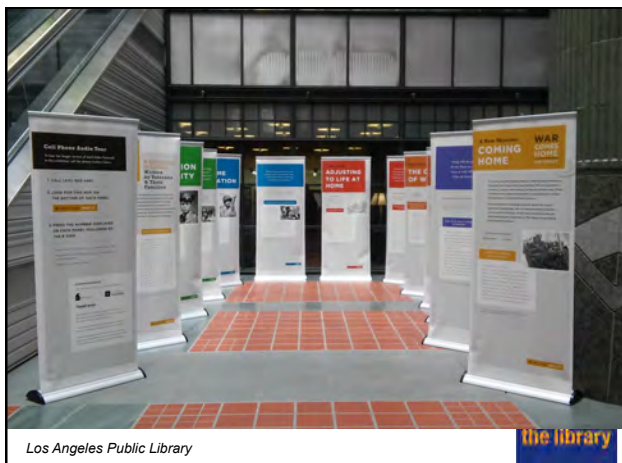


Installation Instructions

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



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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

veterans
connect@
the library

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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!

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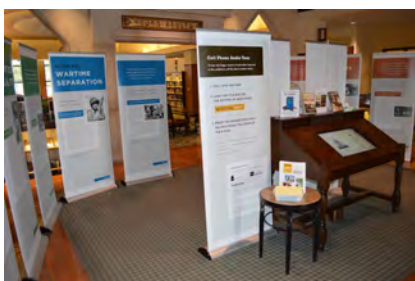
Veterans Resource Center

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!



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Veterans Resource Center

San Leandro Public Library



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



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What we did well...branding



What we did well...varying activities.



What we did well...giving veterans ownership.



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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.

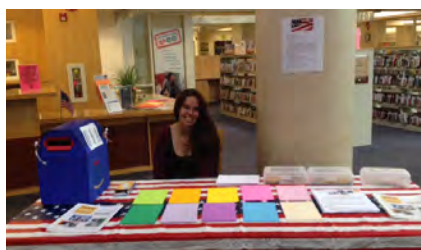


Measuring Success

- 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)



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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.

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