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Catawba County Library Wins Two State Awards

NEWTON, NC, November 12, 2015 -- North Carolina Public Library Directors Association (NCPLDA) chose Catawba County Library system for its 2015 *Public Relations Award* for its “Connecting with our Community” campaign. It also chose the library system for its *New or Improved Facility Award* for the new 10,000 square foot Sherrills Ford-Terrell Branch.

The NCPLDA public relations awards evaluated originality, attractiveness, effectiveness and various other criteria in the decision-making process. The Library campaign featured enhanced engagement with the community and included a new branding/identity system, a contemporary “news” site, increased press and social media activity and regularly scheduled customer emails. The award is for the *Medium Size Library* category.



The library first initiated a simplified branding/identity system to create a consistent visual presence in the community. A new library graphic, color and type guidelines, as well as templates for brochures, newsletters and the like create consistency and assist in providing attractive public-facing materials.

The library then launched a contemporary [News Site](#). Customers can visit and connect 24-7 with the latest news, events, classes and more. Daily and weekly postings keep the site active and engaging. The website also features a responsive design so anyone with a mobile phone, tablet or PC can access news and events anytime, anywhere.

Other activities included a stepped-up presence in social media and press release activity, plus informative, event oriented customer emails to over eleven thousand customers.



The *New or Improved Facility Award* is for the 10,000 square foot Sherrills Ford-Terrell Branch Library. The original branch library was built in 1980 and expanded in 1990; however, with just 2,675 square feet of space and a service area that was expected to grow by 30% by 2018, the community needed a larger facility. The new State of the art branch addresses the immediate and future needs of this growing community with

architecture, public spaces, and furnishings to enhance services for this growing part of the county.

The building was designed by Jenkins Peer Architects, with significant community input into the planning for the design. Interior Design for the Sherrills Ford-Terrell Library drew inspiration from the natural beauty of Catawba County and nearby Lake Norman, with a setting appealing to all age groups and timeless in its design. Natural light was a key aspect of the overall interior design, with clerestory windows to allow for natural light to "filter" into the space at all times of the day.

With a small footprint, the space is enhanced with an open and inviting interior with visibility from one side of the building to the other. Additionally, much of the shelving is low and moveable, space versatility. The majority of the furnishings are also on wheels to allow the staff to move the furniture as needs change, and providing for utmost future flexibility.

Sustainable design principles including optimizing natural light, locally sourced building materials and furniture, high-efficiency HVAC, and reduced water consumption are incorporated throughout the facility, which is registered with the US Green Building Council and is pursuing LEED Silver Certification.

Library Director, Suzanne White, noted, "We are delighted to be recognized for both of these programs. We feel that reaching out into our community in new ways and on a real-time basis enhances our vision of being the community's place to connect, explore, and grow. Our new branch at Sherrills Ford is a true delight with citizen interest at an all time high. After all, we're here to help empower lives and build community by bringing people, information, and ideas together."

For the latest in library news, visit <http://enewsletter.catawbacountync.gov/library> or stop by your local branch.

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About: *The Catawba County Library, headquartered in Newton, NC, serves the community with seven locations throughout the county and is a year-round, integral provider of early literacy and lifelong learning. The library also provides a full complement of computer and digital services, classes, and support to bridge the digital divide, empower job seekers, and enhance community quality of life and economic health. The library is the community's place to connect, explore, and grow; with the mission to empower lives and build community by bringing people, information, and ideas together.*