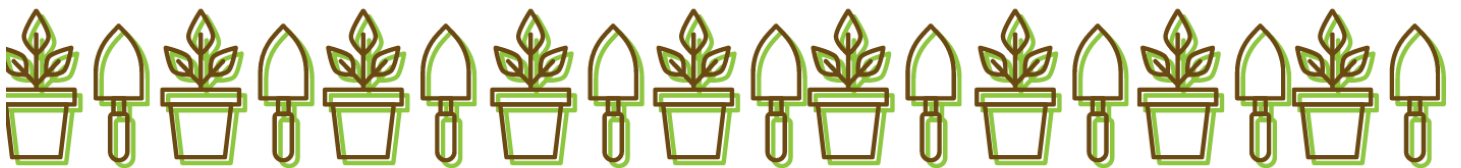




SEED LIBRARY

@HAMILTON EAST
PUBLIC LIBRARY



SEED LIBRARY MARKETING PLAN

Amy Coleman

Spring 2022



HAMILTON EAST
PUBLIC LIBRARY

Table of Contents

03

**Executive Summary
Theoretical Foundation**

05

Market Audit and Research

11

**Market Segmentation
Service Identification**

12

**Mission, Goals, Objectives,
Actions, Timelines & Budget**

13

**Communication: The
Marketing Mix**

16

**Promotion
Message**

17

Branding

18

Public relations

20

Publicity

23

**Advertising
Advocacy**

24

**Internal Marketing
Evaluation**

25

Reflection

26

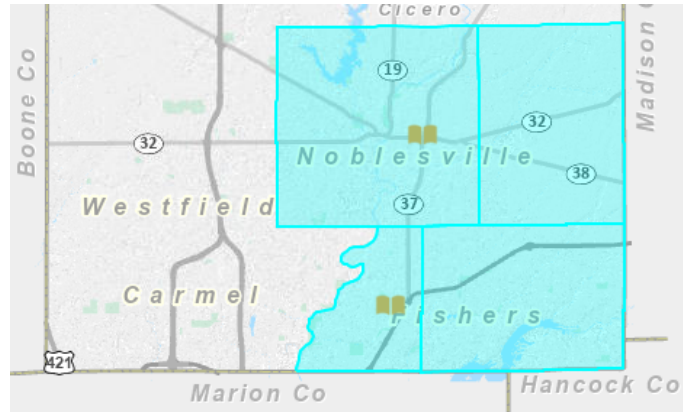
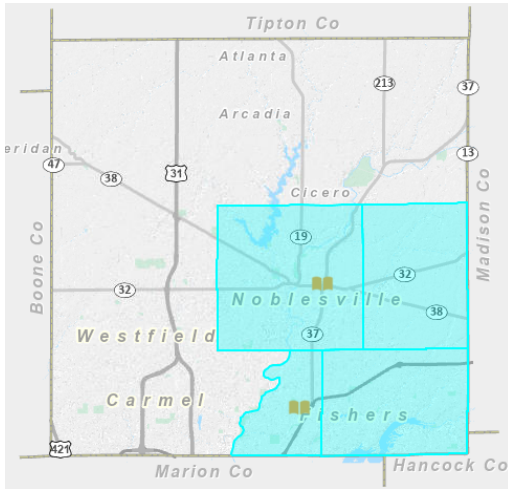
Appendix A-D

38

References

Executive Summary.

Hamilton East Public Library serves residents of Hamilton County's Delaware, Fall Creek, Noblesville, and Wayne townships.



Blue areas show the townships HEPL services, the two orange book icons indicate the library branch locations

Created with <https://gis1.hamiltoncounty.in.gov/generalviewer>

HEPL has two branch locations, one each in Fishers and Noblesville.

The mission of the Hamilton East Public Library is to be our community's essential connector to information and ideas. The vision of the Hamilton East Public Library is to be a connected library in a connected community. The library achieves this by using the guiding principles: Innovation, Discovery, Equality, Accessibility.

The Seed Library's objectives are to

- Encourage first-time gardeners.
- Provide options for gardeners to try new plants.
- Create opportunities for patrons to engage with a community of gardeners.

Theoretical Foundation.

Ingalls, D. (2017). Breaking New Ground: The Case for Seed Libraries in the Academic Library. *Public Services Quarterly*, 13(2), 78-89. <https://doi-org/10.1080/15228959.2017.1304315>

● Overview of Breaking New Ground:

Why do we need seed libraries? Ingalls (2017, p80) lists several reasons including the fact that seed libraries have the potential to be “extremely effective in community-building,” “create new educational opportunities for users,” and “expand the library’s ability to disseminate different and expanded types of knowledge.”

Ingalls (2017, p80) also discusses promotional programming: “Seed library promotion provides an excellent catalyst for hosting community events: seed-saving workshops in the fall, seed-starting workshops in the spring, a talk from a local farm about composting or organic pest management in the summer. These types of events are effective at raising the profile of both the seed library and the larger institution that houses it, and for bringing different members of the community together.”

Weak, E. (2014). Simple Steps to Starting a Seed Library. *Public Libraries*, 53(4), 24-26.

- *Overview of Simple Steps to Starting a Seed Library:*

Weak (2014, p24) discusses best practices for different aspects of a seed library.

Keeping records for saved seed donations: “If the donation is a saved seed, we ask donors to fill out a form, providing information such as variety, harvest year and location, contact information, and growing notes (Weak, 2014, p24).”

Seed packing protocols: “Each envelope should contain enough seed for three to five plants. Given that not all seeds germinate, that means there are generally between nine and fifteen seeds in each packet (Weak, 2014, p24).”

How much emphasis to place on seed saving: “seed saving is an activity that very often requires skill and a large amount of square footage, in addition to desire and enthusiasm (Weak, 2014, p24).” Also for gardeners with smaller plots, it can be impossible to grow the minimum number of plants for effective seed saving (Weak, 2014, p25).

Ideas for programming:

- Garden visits, are there local gardeners that are close to the library? Walking a short distance from the library to a garden close by can be a great opportunity to get to know other gardeners, share knowledge, and create relationships.
- Water supply and conservation agencies leading talks about how to be water-wise when gardening and landscaping (Weak, 2014, p25).
- Tomato planting program at the beginning of the season and tomato tasting program at the end (Weak, 2014, p25).

Peekhaus, W. (2018). Seed libraries: Sowing the seeds for community and public library resilience. *Library Quarterly*, 88(3), 271-285. <https://doi.org/10.1086/697706>

- Overview of Seed libraries: Sowing the seeds for community and public library resilience

Purpose: “seed libraries equip public libraries with a novel mechanism for demonstrating their continued relevance in ways that contribute to the development of community-driven responses to challenges around food, poverty, health and wellness, and sustainability (Peekhaus, 2018, p272).” Libraries can serve as “community access points that are moving beyond their

traditional information gatekeeping roles to deliver innovative services and resources that hold out the potential to contribute to more resilient, healthier, and better-fed communities (Peekhaus, 2018, p272).”

Solidifying partnerships and connecting with existing gardening organizations in the community: Many are “already engaged in community outreach activities around gardening and sustainable food practices, as well as with local farmers markets, antihunger organizations, or the local health department to help educate the community about locally sourced food and the value of growing your own food as one of the ways to inexpensively contribute to a healthy diet (Peekhaus, 2018, p273).” The Seed Library can help “establishing cross-visibility and awareness among various local groups that are mobilized around broadly similar issues but that might not have been previously familiar with one another (Peekhaus, 2018, p 273).”

Additional Resources for Seed Libraries

Alty, A. (2021). Seed Libraries Can Be a Promising but Challenging Way to Support Community Engagement and Social Innovation in Public Libraries. *Evidence Based Library and Information Practice*, 16(3), 154-156. <https://doi.org/10.18438/ebliip29954>

Landgraf, G. (2015). Not Your GARDEN-VARIETY Library. *American Libraries*, 46(1/2), 58-62.

Musser, B. (2014). Seed Lending Libraries: Teaching Moments in Botany and Horticulture. *Council on Botanical & Horticultural Libraries Newsletter*, 135, 14-15.

Tanner, R., Aldrich, R.S., Antonelli, M., & Ho, A.K. (2019). Libraries as Sustainability Leaders: ALA's Special Task Force. *portal: Libraries and the Academy* 19(3), 365-374. [doi:10.1353/pla.2019.0020](https://doi.org/10.1353/pla.2019.0020).

Warburton, B. (2014, August 27). *State tweak to seed library rules ignites debate*. Library Journal. <https://www.libraryjournal.com/story/state-tweak-to-seed-library-rules-ignites-debate>

Market Audit and Research.

The SAVI Community Assessment & Planning Tool was used to gather data for the geographic area of Delaware, Fall Creek, Noblesville, and Wayne townships in Hamilton County, Indiana. Indiana State Library’s public library statistics provided data for registered HEPL library cardholders (<https://www.in.gov/library/services-for-libraries/plstats>).

- **Analysis.**

The most recent data calculates the HEPL service population at 165,100. Of the 165,100 residents, 94,368 were registered library users in 2021. This is an increase of almost 10,000 registered users in one year, from 2020 (84,377) to 2021.

Hamilton East Public Library		Numbers in dashboard are statistics for most recent year Color shows change from 2010 (or most recent year available) Improved Worsened Neutral No Data														
		By Demographics										By Socioeconomic Status				
		Age				Race/Ethnicity			Gender		Poverty		Education Attainment			
		Total Popul ation	0-5	0-18	18-64	65+	Hispanic	Black	White	Male	Female	Below	Above	w/o HS	HS Grad Only	Bach+
General Economics and Demograp hics																
	Population															
	Population	165,100	7%	28%	61%	10%	4%	5%	84%	49%	51%	5%	95%	3%	15%	57%
	People of Color	16%	21%	20%	16%	8%	-	-	-	15%	17%	27%	16%	38%	15%	13%
	Median Age	36	-	-	-	-	32	36	37	35	37	-	-	-	-	-
	Projected Population in 2030	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Population Change since 2000	101%	43%	87%	94%	239%	398%	434%	79%	99%	102%	178%	97%	17%	65%	136%
	Dependency Ratio	.64	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Employment															
	Unemploy ment Rate	3%	-	-	3%	5%	4%	2%	3%	3%	3%	16%	2%	4%	3%	1%
Number Employed	88,524	-	-	97%	95%	96%	98%	97%	97%	97%	84%	98%	96%	97%	99%	

From SAVI Community Assessment, <https://www.savi.org>

Potential library customers are:

- majority aged 18-64 (61%), with a median age of 36.
- majority are educated with a bachelor's degree or higher (57%).
- nearly one-third are under the age of 18 (28%).

People of color represent a disproportionate population of those without a high school diploma (38%). 27% of POC in the area are also below the poverty line.

2021 Indiana Public Library Statistics Registered Users & Non-Resident Fees										
Library	County Name of Primary County	2010 Census Population	Individual Resident Registered Users	Individual Non-Resident Registered Users	Reciprocal Borrowers	PLAC Users	Non-Resident Cards Issued to Student Users	Non-Resident Cards Issued to School Employees	Non-Resident Cards Issued to Library Employees	Individual Non-Resident Fee
INDIANAPOLIS-MARION COUNTY PUBLIC LIBRARY	Marion	877,389	277,447	4,508		1,007	412	351		\$65.00
ALLEN COUNTY PUBLIC LIBRARY	Allen	355,329	187,755	331		242			25	\$85.00
LAKE COUNTY PUBLIC LIBRARY	Lake	242,837	98,106	190	22,737	1	31	19	40	\$50.00
EVANSVILLE-VANDERBURGH PUBLIC LIBRARY	Vanderburgh	179,703	101,327	1,063		449	631	274	23	\$70.00
ST JOSEPH COUNTY PUBLIC LIBRARY	St Joseph	167,606	66,814	146	7,761	29	261	42	14	\$85.00
PORTER COUNTY PUBLIC LIBRARY SYSTEM	Porter	144,947	47,302	2,675	2,552		77	5	5	\$38.00
TIPPECANOE COUNTY PUBLIC LIBRARY	Tippecanoe	142,817	97,688	124	10,218	21				\$50.00
HAMILTON EAST PUBLIC LIBRARY	Hamilton	140,680	94,368	255	1,349	202		156	37	\$139.45

2020 Indiana Public Library Statistics Registered Users & Non-Resident Fees										
Name of Library	County Name of Primary County	2010 Census Population	Individual Resident Registered Users	Individual Non-Resident Registered Users	Reciprocal Borrowers	PLAC Users	Non-Resident Cards Issued to Student Users	Non-Resident Cards Issued to School Employees	Non-Resident Cards Issued to Library Employees	Individual Non-resident Fee
INDIANAPOLIS-MARION COUNTY PUBLIC LIBRARY	Marion	877,389	338,333	1,623		1,170	27	39		\$65.00
ALLEN COUNTY PUBLIC LIBRARY	Allen	355,329	182,053	331		114			28	\$85.00
LAKE COUNTY PUBLIC LIBRARY	Lake	242,837	98,855	151	16,097		14	13	39	\$50.00
EVANSVILLE-VANDERBURGH PUBLIC LIBRARY	Vanderburgh	179,703	88,139	932		517	543	288	26	\$70.00
ST JOSEPH COUNTY PUBLIC LIBRARY	St Joseph	167,606	79,595	158	10,787	31	437	39	11	\$85.00
PORTER COUNTY PUBLIC LIBRARY SYSTEM	Porter	144,947	48,692	2,697	2,563	1	94	8	5	\$38.00
TIPPECANOE COUNTY PUBLIC LIBRARY	Tippecanoe	142,817	94,816	112	9,951	16				\$50.00
HAMILTON EAST PUBLIC LIBRARY	Hamilton	140,680	84,377	265	2,053	230		113	33	\$147.03

From <https://www.in.gov/library/services-for-libraries/plstats/>

Because Hamilton County has multiple library systems, other library branches are direct competitors. Anyone living in Hamilton County can become a reciprocal borrower with any library system in the county as long as their home library card is in good standing. There are five public library systems in Hamilton County: HEPL, Carmel Clay, Hamilton North (Atlanta & Cicero), Sheridan, and Westfield-Washington.

- **Environmental Scan.**

Political/Legal Factors

Seed libraries need to be aware of the Federal Seed Act (FSA). “The U.S. Department of Agriculture’s (USDA) investigation of the Simpson Seed Library in Mechanicsburg, PA, in June 2014, questioned the legal status of community seed libraries across the country (Kinkaid, 2015).” Kinkaid explains that seed libraries could serve as a potential threat to food security. Lack of regulation makes Seed Libraries possible targets for agri-terrorism by introducing contaminated or invasive seeds. The FSA requires seed companies to “comply with regulations ensuring against mislabeled, contaminated, or compromised products (Kinkaid, 2015)” and must submit to testing by the Agricultural Marketing Service (AMS) of the U.S. Department of Agriculture (USDA). (Kinkaid, 2015)

While some Seed Libraries or similar community groups rely primarily on seed-saving efforts to sustain their inventory, HEPL buys the majority of its seeds directly from commercial seed companies. HEPL also accepts seed donations from those who save their seeds, but these are in a different area and containers. These choices significantly reduce and nearly eliminate the concerns that led to the Federal Seed Act.

Economic Factors

Funding for the Seed Library primarily comes from the HEPL Friends of the Library Bookstore donations. The pandemic hasn’t had a negative effect on donations and purchases from the

nonprofit foundation. The pandemic has had an effect on those in the community who may be food insecure and need the seed library now more than ever.

The property tax rate in our area has decreased and as a primary source of HEPL funding, it has affected our budget. However, administrators foresaw this as a possible consequence of the COVID-19 pandemic and started to make adjustments early, so as not to have to make sweeping cuts all at once. This strategy helped stagger the effects of redistributing resources.

Social Factors

There has been a recent societal push to reduce screen time with the devices that clutter so much of our everyday lives. This balance is essential for children who are still developing. The pandemic kept many at home for so long, gardening was a great use of time and a learning tool for many families. When society returns to its “new normal,” many will continue to enjoy the calming pastime of gardening and the free resources that the library continues to provide.

Technological Factors

Because the Seed Library service doesn’t require technology, it is great for all ages. For those who are interested in using technology to learn more about gardening, the library offers free e-books and audiobooks through Hoopla and Libby where users can check out gardening books. In addition, the HEPL YouTube channel has [Gardening with Kathy help videos](#) that give gardeners tips and tricks to use in their own outdoor spaces.

- **Original Data.**

Each November there is a library-wide Patron Experience survey. The survey is marketed on the library website, OPAC catalog, self-check stations, etc., and includes a link to the survey. Responses are gathered from the survey link and also pen and paper surveys in both library buildings. Staff members enter the data from pen and paper surveys into a dedicated link for these types of responses and the completed surveys are kept until data can be verified at the end of the survey.

The 2021 Patron Experience survey questions can be viewed in Appendix A.

In addition, each month Public Services employees fill out a survey of their own, and one of the questions is “Any patron observations or quotes to share?” Staff are encouraged to collect and report patron observations that could be helpful to managers. While it’s not a systematic collection of data, it can be helpful.

Service Identification.

Description

The Seed Library is “a collection of open-pollinated and heirloom seeds (vegetables, herbs, and flowers) that any resident of Hamilton County with a library card can borrow to plant at home. The Seed Library is a partnership between the Master Gardeners of Hamilton County, HEPL’s Friends of the Library Bookstore, and the Hamilton East Public Library (*Seed Library*, 2022).” The Seed Library is open annually from March 1st to September 30th.

Benefits

Our objectives are to:

1. Encourage first-time gardeners.
2. Provide options for gardeners to try new plants.
3. Create opportunities for patrons to engage with a community of gardeners.
4. Continue to foster lifelong learning among community members.

In addition, we hope that providing seeds will encourage our patrons to spend more time outside as well as inspire healthier food options.

BGC Matrix

Based on the Boston Consulting Group (BGC) Matrix, the HEPL Seed Library would be a star. The Seed Library initiative was first launched in Spring 2019. Each year interest has grown, more seed packets are distributed, and more varieties of seed are purchased. While the Seed Library is not an inexpensive program, it is able to rely largely on HEPL Friends of the Library funding and generous community donations. Almost no funds for the Seed Library come directly from the library budget, and volunteers donate many hours to help prepare and maintain the Seed Library drawers.

Mission, Goals, Objectives, Actions, and Timelines.

Mission

The mission of the Hamilton East Public Library is to be our community’s essential connector to information and ideas. The vision of the Hamilton East Public Library is to be a connected library in a connected community. The library achieves this by using the guiding principles: Innovation, Discovery, Equality, Accessibility.

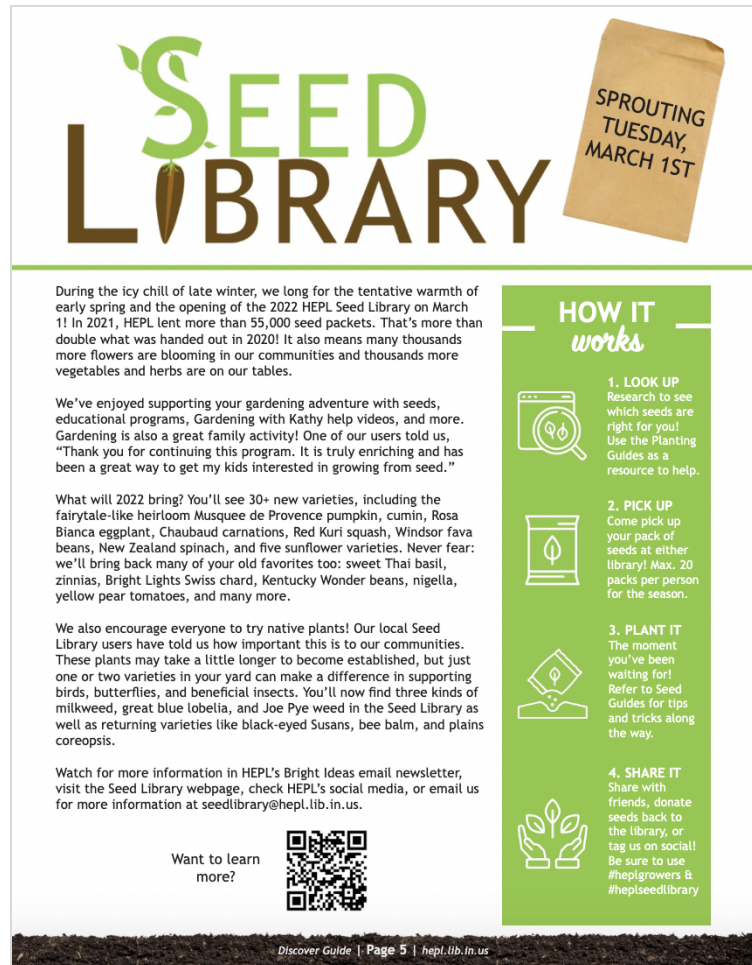
Goals and Objectives

The Seed Library’s objectives are to 1) Encourage first-time gardeners 2) Provide options for gardeners to try new plants and 3) Create opportunities for patrons to engage with a community of gardeners.

Communication: The Marketing Mix.

Marketing Resources & Tools

- The **Seed Library Newsletter** that users can subscribe to either with pen and paper at the Seed Library station or on the website.
- **Digital signage** is placed strategically throughout the libraries' cycles through a slideshow of library information, featured programs (including the Seed Library), and promotional slides.
- The Seed Library is also heavily featured in the **HEPL Discover Guides** that are released quarterly, available both in print and digitally (<https://issuu.com/hamiltoneastpl>).
- **Social Media Postings** on Instagram, Facebook, and Twitter.



Page 5 of the [April 2022 Discover Guide](#)

Digital Tool Details

On the library's website, the Seed Library is prominently featured on the home page in the scrolling element and the Featured Programs area in the first section of the body of the page.

IDEAS LIVE HERE

START YOUR SEARCH:

SEED
LIBRARY



CATALOG



WEBSITE



Learn more about our Seed Library [here!](#)

Right below the scrolling element:

Learn more about our Seed Library [here!](#)

FEATURED PROGRAMS

Seed Library

SEED
LIBRARY

EVENTS

[TEEN/ADULT POETRY WORKSHOP](#)

Thursday, April 28 @ 5:30 PM

[DÍA DAY CELEBRATION!](#)

Saturday, April 30 @ 9:30 AM

[VIDEO EQUIPMENT TRAINING](#)

Saturday, April 30 @ 12:00 PM

[SILKSCREEN PRINTING WORKSHOP](#)

Saturday, April 30 @ 1:00 PM

[SCIEN-TOTS!](#)

Monday, May 02 @ 9:30 AM

FIND MORE EVENTS

Additionally, the Seed Library has its own page and URL within the website:
hepl.lib.in.us/seed-library/.

Website design:

SEED LIBRARY

LET'S GROW TOGETHER!

The Seed Library is a collection of open-pollinated and heirloom seeds (vegetables, herbs and flowers) that any resident of Hamilton County with a library card can borrow to plant at home. The Seed Library is a partnership between the [Master Gardeners of Hamilton County](#), Friends of the Hamilton East Public Library and the Hamilton East Public Library.

Seeds are available to check out starting March 1, 2022. Library cardholders can check out up to 20 packs per season. We don't expect you to return the seeds, but if you have extra seeds or collect the seeds from the plants you grow, we will gladly take them back into the Seed Library.

Have questions about the Seed Library? Please contact the Public Service desk at your preferred location: 317-579-0307 (Fishers) or 317-770-3215 (Noblesville). You can also find more information about planting through the [Master Gardeners Website](#).

Show us your seeds on social media by tagging us on [Facebook](#), [Instagram](#) and [Twitter](#) at @HamiltonEastPL. Be sure to use #HEPLSeedLibrary and #HEPLGrowers to follow along. You can also tune into our [YouTube channel](#) for some gardening tips and tricks!



HOW IT WORKS



1. LOOK UP

Research to see which seeds are right for you! Use the Growing Guides as a resource to help.



2. PICK UP

Come pick up your pack of seeds at either library! Max. 20 packs per person for the season.



3. PLANT IT

The moment you've been waiting for! Refer to Seed Guides for tips and tricks along the way.



4. SHARE IT

Share with friends, donate seeds back to the library, or tag us on social! Be sure to use #heplgrowers & #heplseedlibrary

[SEED LIBRARY CATALOG](#)[LEVEL 1 GROWING GUIDE](#)[LEVEL 2 GROWING GUIDE](#)[NATIVE PLANTS GROWING GUIDE](#)

The Seed Library is also the subject of HEPL Library News blog posts (hepl.lib.in.us/seed-library-2022/). Although the first 2019 Seed Library blog post was rather hard to find due to the lack of a "Seed Library" tag. The communications team has made current and future posts easier to find by grouping them with the dedicated "Seed Library" tag (hepl.lib.in.us/category/seed-library/).

Promotion.

All Seed Library promotional elements will use integrated marketing communication (IMC) by following brand standards to maintain a cohesive and recognizable campaign. The logo and color palette will be used in all marketing materials.

Target Audiences for Items

- Social Media posts: Teens - 40's
- Website & Blog: Users that have devices/computers and internet connections at home
- In Library:
 - Printed Materials: Older folks & those who prefer printed information
 - Physical Banner Signage: All ages
 - Digital Signage: Teens - 60's

Special Campaign Element

Programming that is gardening focused or Seed Library adjacent is also used as a promotion tool. For Spring of 2022, the featured Seed Library program was Backyard Composting. The program was held virtually on Wednesday, March 2, 2022, 6:30 PM - 7:30 PM.

This event was held the day after the seed library opened for the season. Unfortunately due to COVID-19 cases at the time, in-person programming at HEPL was temporarily put on hold during the Indiana Omicron spike.

Backyard Composting program description: "Build fertile soil by composting your waste at home! Learn techniques to do it more efficiently to get the results you want. This program will be presented by Diane Turner from the Hamilton County Soil & Water Conservation District. Registration required. This program was originally scheduled to be in-person and will now be presented virtually. A zoom link will be emailed to you after you register ([Backyard Composting, 2022](#))."

Message.

AIDA model associated with the central marketing message

Awareness (cognitive stage)

A few weeks before the Seed Library opens hype begins. Marketing on social media and in library visual promotions start to attract attention and notice for new users. Those who are already fans of the HEPL Seed Library already have their calendars marked.

Interest and Desire (affective stage)

Infographics showing past years' offerings and how many seed packs were distributed will be marketed. Especially for the infographics showing how many types of seeds there have been each year will get users curious about what new kinds of seeds will be available this year.

The infographic showing the number of seed packs distributed each year will have an empty column for the current year, which will encourage the user to be part of the statistic by participating. Also if all these other people are taking up gardening, how hard can it be? Plus the sunk cost for beginning-level seeds is minimal, so what's the harm in at least trying?

Action (behavior stage)

Advertise the incentive of getting EXCLUSIVE early access to seed library offerings next year by becoming a Seed Library Newsletter subscriber. Subscribers can place "orders" before the Seed Library opens to the public, and staff will pack an envelope with the subscriber's order and place it on the holds shelf alphabetical by their last name. Any envelopes not picked up in a certain amount of time are taken off the shelf and placed back in general inventory.

Those who engage in the Seed Library hashtags on social media will be reposted by the library, this will encourage more people to share their progress!

Branding.





HAMILTON EAST PUBLIC LIBRARY BRAND COLOR PALETTE

BRAND COLOR	Atlantis	Picton Blue	Buttercup	Sepia	Hawaiian Tan	Sushi	Scorpion
50% OPACITY							
CODES	#8DC73F	#5CB4E4	#F4AE21	#6C4C14	#976113	#8CC53C	#5E5E5E
RGB	141 199 63	92 180 228	244 174 33	108 76 20	151 97 19	140 197 60	94 94 94
CMYK	C 29% M 0% Y 68% K 22%	C 60% M 21% Y 0% K 11%	C 0% M 29% Y 86% K 4%	C 0% M 30% Y 81% K 58%	C 0% M 36% Y 87% K 41%	C 29% M 0% Y 70% K 23%	C 0% M 0% Y 0% K 63%



Created with Canva & imagecolorpicker.com

Public relations.

Social Media promotion

HEPL uses [Twitter](#), [Facebook](#), and [Instagram](#) to engage with the public on social media. Interaction is encouraged by using the #HEPLSeedLibrary & #HEPLGrowers tags. Social media posts will specifically ask for followers to share pictures of what they're growing with HEPL seeds. These posters will hopefully also engage with one another and create virtual friendships that may even turn into IRL friendships.



NOW FEATURING OVER 150 VARIETIES OF SEEDS, INCLUDING:



17 herbs



80 fruits & veggies



45 flowers

HOW IT WORKS



1. LOOK UP
Research to see which seeds are right for you! Use the Growing Guides as a resource to help.



2. PICK UP
Come pick up your pack of seeds at either library! Max. 20 packs per person for the season.



3. PLANT IT
The moment you've been waiting for! Refer to Seed Guides for tips and tricks along the way.



4. SHARE IT
Share with friends, donate seeds back to the library, or tag us on social! Be sure to use #heplgrowers & #heplseedlibrary



NOW FEATURING OVER 150 VARIETIES OF SEEDS, INCLUDING:



17 herbs



80 fruits & veggies



45 flowers

HOW IT WORKS



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Share with friends, donate seeds back to the library, or tag us on social! Be sure to use #heplgrowers & #heplseedlibrary

Word of Mouth Marketing (WOMM)

With so many new folks moving to the area, it's a great time to mention the resources and activities worth checking out. When meeting new neighbors, have they started clearing their yard? During polite conversation and inquiry, they might mention that they are big gardeners and are excited to put their plans into action. Fans of the HEPL Seed Library can tell their new neighbor about this cool thing the local library is doing! Maybe they'll even want to become a Hamilton County Master Grower or volunteer.

Virtual Content

[Gardening with Kathy help videos](#) are instructional gardening videos and are heavily featured on the library's YouTube channel. Users can engage with library staff by commenting on videos with questions, areas of interest, or new video ideas.

Publicity.

Print Materials

Files for printing these physical materials can be found in Appendix B. The following is an overview of what the files contain and their uses.

Bookmarks and business cards that include the Seed Library social media hashtags, website and QR code, email, and the nonfiction call number for gardening books.

Front



Back



Readers Advisory Brochure for Seed Library related Gardening books

Front

The Plant Propagator's Bible
by Miranda Smith
Demonstrates numerous ways to cultivate new plants, from working with seeds and cuttings to using layering, grafting, and budding techniques, in a reference that provides an A-to-Z directory of more than one thousand plant species and a wealth of troubleshooting tips.
631.53 SMH 2007

Propagation Basics
by Steve Bradley
More complicated techniques of layering and grafting are covered and, with the assistance of detailed, step-by-step illustrations, explained in a fashion that make them easily mastered.
631.53 BRA 2002

Saving Seeds
Saving Seeds: The Gardener's Guide to Growing and Starting Vegetable and Flower Seeds
by Marc Rogers
Tells how to raise, harvest, and store seeds for vegetables and ornamental plants and offers advice for planning and cultivating a garden.
HOOPLA E BOOK

Saving Vegetable Seeds
Harvest, Clean, Store, and Plant Seeds from Your Garden
by Fern Marshall Bradley
Covers everything you need to know to successfully save seeds from 20 popular garden vegetables.
HOOPLA E BOOK

Starter Vegetable Gardens: 24 No-Fail Plans for Small Organic Gardens
by Barbara Pleasant
Presents a guide to cultivating an efficient and beautiful vegetable garden, from growing seedlings to preventing diseases, and provides twenty-four different plans for optimum crop yield.
635 PLE 2010

Starting from Seed: The Natural Gardener's Guide to Propagating Plants
by Karan Davis Cutler
Illustrated with dozens of full-color photographs, a practical handbook on collecting, storing, and growing plants, vegetables, herbs, and wildflowers from seed features concise suggestions for transplanting seedlings and a list of seed sources.
631.531 STA

Starting Seeds: How to Grow Healthy, Productive Vegetables, Herbs, and Flowers from Seed
by Barbara W. Ellis
Gardeners of any experience level can get a jump on the growing season with this concise, straightforward guide which provides the basic information needed to teach you foolproof starting techniques for a variety of vegetables, herbs and flowers.
HOOPLA E BOOK

The Timber Press Guide to Vegetable Gardening in the Midwest
by Michael Vanderburg
Focuses on the eccentricities of the Midwest gardening calendar, with a month-by-month format that makes it perfect for beginners and accessible to everyone who wants to start gardening the month they pick it up.
HOOPLA E BOOK



SEED LIBRARY

The Seed Library is a partnership between the Hamilton County Public Library and the Hamilton East Public Library.

Get ready for our new seed library by checking out these gardening titles!

The Beginner's Guide to Growing Heirloom Vegetables: The 100 Easiest-to-grow, Tastiest Vegetables for Your Garden
by Marie Lannotti
Profiles 100 heirloom vegetables that can be grown in a home garden and includes growing tips, flavor notes and color photos.
635.1AN 2012

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<https://www.hepl.org>

Back

A Celebration of Heirloom Vegetables: Growing and Cooking Old-time Varieties
by Roger B. Yegen
Introduces cooks to hundreds of varieties of venerable vegetables through more than sixty recipes, complete gardening information, descriptions and watercolor illustrations, a list of mail-order sources for seeds, and a bibliography.
635 YEP 1998

The Complete Book of Plant Propagation
by Graham Clarke
Discusses such topics as garden hygiene, equipment and tools, animal and pest control, sowing seeds, and more.
631.53 CLA

The Complete Guide to Saving Seeds: 322 Vegetables, Herbs, Flowers, Fruits, Trees, and Shrubs
by Robert E. Gough
A full-color resource explains how to gather, clean and store seeds for 300 different kinds of plants, as well as how to propagate and care for new seedlings.
631.521 GOU 2011

Cultivating Chaos: How to Enrich Landscapes with Self-seeding Plants
by Jonas Reif
A visually stunning book—which takes inspiration from the gardens of Christopher Lloyd, Derek Jarman and Henk Gerritsen—teaches designers how to create different ecological niches from which will emerge beautiful, species-rich gardens.
712 REI 2015

Gardener to Gardener Seed-starting Primer & Almanac: Hundreds of Great Ideas, Tips, and Techniques from Gardeners Just Like You
by Vicki Mattern
Reveals tricks for starting seeds, creating healthy soil, and taking advantage of the full growing season.
631.531 GAR 2002

Gardening with Heirloom Plants
by David C. Stuart
Looks at varieties of annuals, wildflowers, hedge plants, roses, and vegetables that have been cultivated for at least a century.
635 STU

Gardening with Heirloom Seeds: Tried-and-true Flowers, Fruits, and Vegetables for a New Generation
by Lynn Coulter
Serves as a resource for gardeners, cooks, and plant lovers of all levels of expertise who want to know more about finding, saving, and propagating the seeds of heirloom flowers, fruits, and vegetables.
635 COU 2006

Growing Plants from Seed
by John Kelly
Easy-to-read instructions show the best methods for sowing and growing trees, shrubs, perennials, annuals, alpinies, and vegetables.
631.531 KEL

Heirloom Vegetable Gardening: A Master Gardener's Guide to Planting, Growing, Seed Saving, and Cultural History
by William Woy Weaver
Introduces the basics of planting and growing heirloom vegetables, including advice on seed saving.
635 WEA

An Introduction to Plant Propagation
Shows how to start your own plants from seed, by division, cuttings, layering, and grafting. Excellent for students and employees, this new program is also ideal for gardening enthusiasts who want to learn more about growing their own plants.
DVD 631.53 INTRODUCTION

The Manual of Seed Saving: Harvesting, Storing, and Sowing Techniques for Vegetables, Herbs, and Fruits
by Andrea Heitinger
Features information on how to maximize seed quality and yield for more than one hundred crop plants, including carrots, spinach, and tomatoes.
HOOPLA E BOOK

One Magic Square: The Easy, Organic Way to Grow Your Own Food on a 3-foot Square
by Lolo Houbein
Discusses the importance of local, organic gardening, and provides guidelines for cultivating a variety of herb, fruit, and vegetable gardens on one square yard of land.
HOOPLA E BOOK

Plant Propagation A to Z: Growing Plants for Free
by Geoff Bryant
Presents a guide to plant propagation techniques, including from seeds, by cutting, and by division, along with information on such topics as layering, grafting, germination time, and strike rate.
631.53 BRY 2006

Created by HEPL staff member, Alison Frolick

Seed Library & Gardening Book Display



Created by HEPL staff member, Kathy Sassman

Retractable Banner Design & Mock-up

This item will be used in the lobby area near where the Seed Library is set up to both provide information and draw users to the Seed Library.



Advertising.

The seed library does have partners, but not sponsors. It states this on our HEPL Seed Library webpage: “The Seed Library is a partnership between the Master Gardeners of Hamilton County, Friends of the Hamilton East Public Library, and the Hamilton East Public Library.”

Seed libraries are becoming rather popular across the nation and HEPL’s attempts to solicit donations from the seed companies have been largely unsuccessful.

HEPL does not advertise this service widely in the community. This is mainly due to many other libraries and groups offering similar services, and our resources being finite. Despite the fact that the seed offerings and the number of seed packs are growing each year, 2019 set a precedent for HEPL running out of seeds. The seed library had to close earlier than the September 30 planned final day. In addition, because of HEPL’s commitment to purchasing most seeds from seed companies, financial resources are also a consideration.

Finally, the current “check out process” for seeds is essentially an honor system. So advertising could jeopardize our ability to provide seeds as easily and hassle-free as we do now.

Advocacy.

This campaign cements HEPL’s dedication to creating lifelong learners and is “educational for both children and adults, who may not have previously much considered where their food came from (Ingalls, 2017, p81).” Space to learn “botanical literacy, teaching people what different plants look like and how they grow (Weak, 2014, p25)” and an “environment that supports entrance into the gardening world for novices (Weak, 2014, p25).”

The HEPL Seed Library seeks to create opportunities for users to engage with a community of gardeners from diverse backgrounds. It is “a place for people to gather, learn, take knowledge home and apply it (Ingalls, 2017, p81).” Seed libraries are also a unique way to “involve people who have local knowledge of plant-growing, soil, and weather concerns, which not only contributes to the community-building aspect, but effectively adds their knowledge to the library’s collection, which benefitting other users (Ingalls, 2017, p80).” The Seed Library and adjacent programming is an opportunity to preserve and spread local knowledge.

The Seed Library also seeks to encourage first-time gardeners allowing for “experimentation, affording gardeners (or aspiring gardeners) a low-risk way to try something new (Weak, 2014, p25)” and give them “the opportunity to do so at no cost, and people who might simply not have considered growing a few tomatoes and pumpkins out in their yards might be inspired to start (Ingalls, 2017, p81).”

Internal Marketing.

Because the Seed Library is such a large undertaking, many library staff members help with labeling and other preparation tasks. This helps staff not only become only aware of the initiative but also become invested in the success of the seed library due to their participation in the process. Beginning in mid-January and up until the end of February, managers, and administrators send out emails about how staff can help the Seed Library get ready to open on March 1.


The Seed Library webpage also states that service desk workers are knowledgeable resources for Seed Library information. The website reads: “Have questions about the Seed Library? Please contact the Public Service desk at your preferred location: 317-579-0307 (Fishers) or 317-770-3215 (Noblesville).” So these staff members in particular are expected to be able to answer questions and explain the resources and how the initiative works.

HEPL sends Weekly Updates to all staff. This is in addition to Seed Library specific emails that may only reach certain groups of employees. The Weekly Updates ensure that news reaches all staff members in all departments.

Evaluation.

In addition to keeping track of inventory, the Seed Library team also maintains statistics of how many seed packets were prepared each year and how many were used/taken each year.

At the end of each March-September “season,” Seed Library newsletter subscribers are asked to complete the following survey:

 Seed Library Survey The seed library is a new partnership between Hamilton East Public Library and the Master Gardeners of Hamilton County. Would you take a minute to tell us about yourself and your use of the seed library? * Why did you check out seeds from the seed library? <input type="radio"/> Seeing the display and seed library made me want to try something new <input type="radio"/> I have been thinking about gardening and the seed library makes it easy to get started <input type="radio"/> I already garden and I want to try some of the seeds from the seed library <input type="radio"/> I am interested in trying the heirloom seeds available in the seed library. <input type="radio"/> Other (please specify) <input type="text"/> * How much experience do you have with gardening? <input type="radio"/> A great deal <input type="radio"/> A lot <input type="radio"/> A moderate amount <input type="radio"/> A little <input type="radio"/> None at all	Seed Library Survey The seed library is a partnership between Hamilton East Public Library and the Master Gardeners of Hamilton County. Would you take a minute to tell us about yourself and your use of the seed library? Why did you check out seeds from the seed library? <input type="checkbox"/> Seeing the display and seed library made me want to try something new <input type="checkbox"/> I have been thinking about gardening and the seed library makes it easy to get started <input type="checkbox"/> I already garden and I want to try some of the seeds from the seed library <input type="checkbox"/> I am interested in trying the heirloom seeds available in the seed library <input type="checkbox"/> Other (please specify) How much experience do you have with gardening? <input type="checkbox"/> A great deal <input type="checkbox"/> A lot
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	<input type="checkbox"/> A moderate amount <input type="checkbox"/> A little <input type="checkbox"/> None at all
<p>* Which of the following gardening resources did you use this year? (Check all that apply)</p> <p><input type="checkbox"/> Master Gardener programs at the library</p> <p><input type="checkbox"/> Gardening tips provided at the seed library</p> <p><input type="checkbox"/> Links provided on the seed library page on the library website</p> <p><input type="checkbox"/> Books or other materials from the library</p> <p><input type="checkbox"/> None of the above</p> <p>Other (please specify)</p> <p>_____</p> <p>* Using the seed library made me feel connected to a community of gardeners.</p> <p><input type="radio"/> Strongly agree</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Neither agree nor disagree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Strongly disagree</p> <p>What seeds would you like to see in the seed library next year?</p> <p>_____</p> <p>Tell us about this year's gardening successes and challenges.</p> <p>_____</p> <p>Please share your contact information if you wish to be entered into a drawing for a Lowe's gift card</p> <p>Name _____</p> <p>Email Address _____</p> <p>Phone Number _____</p>	<p>Which of the following gardening resources did you use this year?</p> <p><input type="checkbox"/> Master Gardener programs at the library</p> <p><input type="checkbox"/> Gardening tips provided at the seed library</p> <p><input type="checkbox"/> Links provided on the seed library page on the library website</p> <p><input type="checkbox"/> Books or other materials from the library</p> <p><input type="checkbox"/> None of the above</p> <p><input type="checkbox"/> Other (please specify)</p> <p>Using the seed library made me feel connected to a community of gardeners</p> <p><input type="checkbox"/> Strongly agree</p> <p><input type="checkbox"/> Agree</p> <p><input type="checkbox"/> Neither agree nor disagree</p> <p><input type="checkbox"/> Disagree</p> <p><input type="checkbox"/> Strongly disagree</p> <p>What seeds would you like to see in the seed library next year?</p> <p>_____</p> <p>Tell us about this year's gardening successes and challenges</p> <p>_____</p> <p>Please share your contact information if you wish to be entered into a drawing for a Lowe's gift card</p> <p>_____</p>

Reflection.

The product is exciting in large part because the Seed Library already has a devoted following. Currently, there are over 700 Seed Library newsletter subscribers, but there has been and continues to be resident overturn and changes in the area real estate market. 10,000 new individuals registered for library cards from 2020-2021, so many new or past users who let their memberships lapse during the pandemic are coming into the library.

These promotional items are effective because they cover all ages and technology proficiencies. They are eye-catching and cohesive and most importantly encourage users to engage. Our emphasis is on moving to the community of growers and creating more opportunities and events for them to meet and discuss their successes and struggles, and tips and tricks! In the future, we hope to also share recipes and produce that they harvest from their gardens.

APPENDIX A

2021 Annual Patron Experience Survey

PATRON EXPERIENCE SURVEY 2021						HAMILTON EAST PUBLIC LIBRARY				
CUSTOMER SERVICE						OVERALL IMPRESSIONS				
	Have not used	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied		Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied
How satisfied are you when contacting the library?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	① Customer Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When visiting the library, how satisfied are you with locating a staff member if you need one?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	⑥ Library Spaces & Furnishings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How satisfied are you with the helpfulness of our staff?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	⑪ Library Materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LIBRARY SPACES						⑫ Library Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Have not used	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied	ABOUT YOU!				
How satisfied are you with the appearance, cleanliness and maintenance of library spaces and furnishings?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The following optional questions will help us better understand who is using the library.				
How satisfied are you with the library as a study or work space?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	③⑥ Your primary library is (circle one):	Fishers	Noblesville		
How satisfied are you with the library as a space to create?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	③⑦ What is your zip code?				
LIBRARY MATERIALS						③⑧ What is your ethnicity?				
	Have not used	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied	③⑨	<input type="checkbox"/> White or Caucasian <input type="checkbox"/> Black or African American <input type="checkbox"/> Hispanic or Latinx <input type="checkbox"/> Asian or Asian American <input type="checkbox"/> American Indian or Alaskan Native <input type="checkbox"/> Native Hawaiian or other Pacific Islander <input type="checkbox"/> Prefer not to answer <input type="checkbox"/> Other (please specify) _____			
How satisfied are you with the library's print collections?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
How satisfied are you with the library's AV collections (movies, CDs, audiobooks)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
How satisfied are you with the library's online/digital collections (e-books, e-audiobooks, streaming, databases)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
How satisfied are you with the library's non-traditional materials (kits, board games, wireless hot spots, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
When looking for an item, how satisfied are you with process of finding what you're looking for?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
How satisfied are you with the library's holds service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
						③⑩ What is your age group?	<input type="checkbox"/> 0-12 <input type="checkbox"/> 13-17 <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65+			

LIBRARY MATERIALS (CONTINUED)

	Have not used	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied
How satisfied are you with managing your library account online?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How satisfied are you with the library's Curbside Pickup service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How satisfied are you with the process of checking out library materials?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How satisfied are you with the process of requesting materials not owned by the library?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

LIBRARY TECHNOLOGY

	Have not used	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied
How satisfied are you with virtual library experiences?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How satisfied are you with the library's website?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How satisfied are you with using the HEPL app?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How satisfied are you with using the library's catalog?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How satisfied are you with using the online events calendar?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How satisfied are you with using the library's WiFi?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How satisfied are you with using the library's public computers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

OTHER EXPERIENCES & SERVICES

	Have not used	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied
How satisfied are you with your experience at library programs, including virtual programs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How satisfied are you with your experience in the Indiana Room?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How satisfied are you with your experience in the Ignite Studio?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TELL US MORE!

What else would you like to tell us about your experiences at the library?

Win a Gift Card!

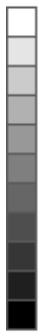
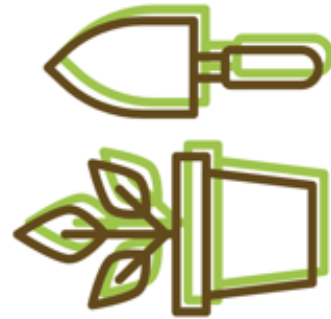
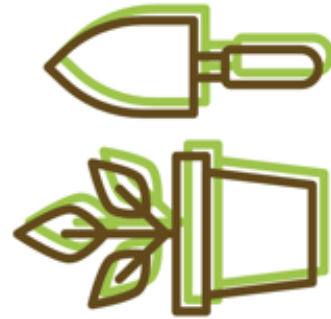
40

Please enter your contact information to be entered into a drawing for completing this survey.

Name: _____

Email Address OR Phone Number: _____

APPENDIX B | Promotional Print Materials: Ready-to-Use





SEED LIBRARY SEASON: MARCH 1 - SEPTEMBER 30

#HEPLSeedLibrary & #HEPLGrowers
hepl.lib.in.us/seed-library
[seedlibraryhepl.lib.in.us](https://twitter.com/seedlibraryhepl)



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SEED LIBRARY SEASON: MARCH 1 -SEPTEMBER 30

GROW TOGETHER.

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