

# Big Kids Book & Little Kids Book Production Plan • 2010/2011

## Goals

1. (SHORT TERM) Update a big Kids Book and Little Kids Book and ensure accuracy and all relevant children and family resources.
2. (SHORT TERM) Expand to include resources in the Verde Valley and ensure accuracy and all relevant children and family resources.
3. (LONG TERM) Develop and implement a long-term sustainability plan for the big Kids Book and Little Kids Book to ensure high quality and financially viable annual production.

## The Proposed Production Plan:

1. Canvass stakeholders for their input regarding history, strengths, weaknesses & opportunities
2. Fully engage production partnership among YCCF, FTF, ACF Marketing Department & Printer
3. Engage social service providers to inform and help edit the book(s)
4. Engage primary distribution partners and volunteers (AmeriCorps\*VISTA)
5. Engage media in promoting the book(s)
6. Distribute hard copy and online pdf book(s) on National Day of Service, Jan 17, 2011
7. Explore options for sustaining this resource for generations to come

## Successful Aspects of the Book(s):

- Reliable Resource & Trusted
- High Sustained & Growing Demand
- Engages Organizations & Volunteers
- Serves All Levels of Need (even beyond children and families)
- Rave Reviews & Community Pride
- Current (Produced Annually) & Accessible in Hard Copy & On-Line

## Concerns Addressed by the Proposed Plan:

1. Rising Demand - For the 1<sup>st</sup> time in nearly 20 years we ran out due to economic downturn
2. Expense - Lower expense while preserving high quality information
3. High Production Effort - Partnering to spread the workload
4. Duplication of Information – Combine WY and VV books and eliminate duplication
5. Sustaining Revenue – Explore ways to endow these books over 5 years in order to sustain this valuable resource in perpetuity.

## Outcomes from BKB/LKB Stakeholder Discussion October 15, 2010:

1. Print ONE Countywide Book: Founder Barbara Polk motioned to recommend printing ONE countywide big Kids Book with Little Kids section listed first; YCCF advisory board member Robert Pecharich seconded; passed unanimously. Reasons:
  - Both production partners are countywide providers
  - Cost of producing one book is thousands of dollars less than producing two or four
  - Citizens need access to all countywide resources
  - Removes duplication of information
  - Environmentally wise
  - Minimizes production workload

## Desired Outcomes from FTF Yavapai Regional Council Meeting:

1. Review Printing Cost Options & Provide Recommendation
2. Review Recommended Types of Organizations Listed in Books & Provide Input/Recommendation

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## Next Steps

1. Yavapai County Community Foundation advisory board - Present Stakeholder and FTF Yavapai Regional Council recommendations and input for their review, recommendation/ approval on Tuesday, November 2, 2010.
2. Proceed with production plan
3. Other??

## PRINTING OPTIONS

2 BOOKS – 1 BKB (Yavapai County) w/Back Pocket & 1 LKB (Yavapai County)				
Page Quantities	Quantity 16,000	Quantity 18,000	Quantity 20,000	Notes
80 pg + Cover (Stitch)	\$26,940	\$29,167	\$31,540	Average cost per book = \$1.62 to \$2.45
96 pg + Cover (Stitch)	\$29,465	\$32,030	\$34,615	
112 pg + Cover (Bind)	\$39,050	\$41,415	\$44,750	
128 pg + Cover (Bind)	\$40,535	\$44,170	\$47,675	
1 BOOK – BKB (Yavapai County) w/LK Section				
Page Quantities	Quantity 16,000	Quantity 18,000	Quantity 20,000	Notes
96 pg + Cover (Bind)	\$14,010	\$15,195	\$16,290	Average cost per book = 84 cents to \$1.00
112 pg + Cover (Bind)	\$14,965	\$16,240	\$17,390	
128 pg + Cover (Bind)	\$16,595	\$17,995	\$19,275	

## PROPOSED NEW LAYOUT FOR “ONE” COUNTYWIDE BOOK

- Section 1: Little Kids Book Section, alphabetical order, including locations & contact information for all geographic locations of services.
- Section 2: Big Kids Book Section, alphabetical order, including locations & contact information for all geographic locations of services.
- Possible Option: Produce a “Flip Book”, on one side is Little Kids Book and then flip the book over and you have the Big Kids Book.