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Wednesday, May 18, 2016

FROM: Kennett Library Board of Trustees

BOARD APPROVES ‘KENNETT LIBRARY’ AS ITS NEW NAME WITH BROAD COMMUNITY SUPPORT

ON TUESDAY, MAY 17, 2016, THE TRUSTEES of the Bayard Taylor Memorial Library in Kennett Square voted to rename itself *Kennett Library*, effective June 7, 2016. A second and future step will be to name the location of a new library in honor of Bayard Taylor, the namesake of the Library for 120 years. Both measures were unanimously approved.

The Board’s decisions followed the completion of a professionally-run 17-step branding process which incorporated community input, historic library names, and extensive research into library naming practices which showed that nine out of ten libraries choose names that provide their location first rather than an honorary name.

The Library held five public sessions throughout April and early May to communicate its process and the conclusions they came to at each step. “The response to the naming presentations was extremely positive,” according to Thomas Swett, who was elected Library President in January. “We were very pleased and very surprised. Community leaders, library users and our municipal leaders all came forward to praise our efforts and encourage us onward.”

“Frankly, we expected some resistance, but it never came,” said Jeff Yetter, Vice President of the Board. People liked the name, our commitment to bring Bayard Taylor back to life both in the library and in the new library property when it’s built, and they liked our ideas to create a strong, fresh brand for the library. Not one of our team members received anything but positive feedback from the people who attended our presentations.”

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“One of our key goals,” said Swett, “was to arrive at a name that is public-friendly. *Kennett Library* is clear about where we are. It’s easy to pronounce and it translates well for our Spanish-speaking neighbors. It will also make it easy to find us on the web and on social media like Facebook and Twitter. We plan to introduce our new library brand within 90 days, including a new professionally-designed Library logo and some new historical displays.”

“It’s time for a fresh start for the Library,” Swett said. “We have a new Board and we are working hard to earn back the trust and support of the entire community. Our new name and our new brand is a very important step in that process.”

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