



OFFICIAL LAUNCH

'JLS: Using Technology to Empower Individuals and Communities for Development'

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The Jamaica Library Service Global Libraries project entitled: '*JLS: Using Technology to Empower Individuals and Communities for Development*', was officially launched during library week on **Thursday, November 6, 2014** in the Joyce Robinson Hall at the **Kingston & St. Andrew Parish Library**.



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The Minister of Education the **Honourable Reverend Ronald Thwaites** delivered the main address and declared the project officially launched. In his keynote presentation the Honourable Minister challenged the JLS to be a facilitator of information to various stakeholder groups in the society, in order to enhance knowledge, technology and development. The Minister pledged the support of the **Ministry of Education** to enable the JLS to successfully implement the project. In a dramatic PowerPoint presentation and drum roll Minister Thwaites unveiled project and declared it officially launched.

Welcome and Remarks



In his welcome remarks Mr. Paul Lalor, Chairman, Jamaica Library Board expressed gratitude to the Bill & Melinda Gates Foundation for the grant award to JLS, the Government of Jamaica for providing co-funding to implement the project and the partners who had already committed to supporting the project. He also solicited the involvement of other entities as partners. Mr. Lalor emphasized that the project will provide Jamaicans with increased public access to information technology to empower individuals and communities through the implementation of advanced information, communication and technology resources in public libraries to impact the areas of digital inclusion and education.

HIGHLIGHTS OF THE LAUNCH

Project Overview



Mrs. Karen Barton, Director General, Jamaica Library Service, made a PowerPoint presentation which gave a comprehensive overview of the project, making links to the achievement of the organization's mission and vision. She provided a background to the development of the project and the objectives and deliverables. The Director General emphasized the importance of partnerships for sustainability. Mrs. Barton remarked that the project would significantly boost access to computers and the Internet in public libraries to transform the lives of individuals and communities and ultimately contribute to the country's Vision 2030 *"Jamaica, the place of choice to live, work, raise families and do business."*



The programme was chaired by Miss Maureen Thompson, Acting Senior Director who warmly welcomed the distinguished guests namely: The Honourable Reverend Ronald Thwaites ó Minister of Education, Mrs. Karen Barton ó Director General, JLS, Mr. Paul Lalor ó Chairman, Jamaica Library Board, Board Members of the Jamaica Library Service, Chairmen of Parish Library Committees, Ministry of Education Officials, Chief Executive Officers and Managers of various organizations, Members of the Library Fraternity, President of the Library and Information Association of Jamaica, the Media and Staff Members.

PARTNER ENDORSEMENTS

A significant feature of the programme was the endorsement of six partners who pledged support and indicated their level of involvement to ensure that the project deliverables were realized and sustained beyond the life of the grant. It is the expectation that these endorsements will inspire others to come on board to partner with the JLS.

Microsoft

According to Ms. Queenie Ko, Sector Manager at Microsoft, "Microsoft is proud to partner with the Bill & Melinda Gates Foundation Global Libraries Programme to donate software, for public access computers in public libraries. We are working to bring the benefits of technology and technology skills to all. We share the ultimate aim of all stakeholders, to use technology to help improve education and learning, create opportunity, and raise living standards for Jamaicans."



Universal Service Fund

Mr. Hugh Cross, Chief Executive Officer, Universal Service Fund, committed to providing additional internet connectivity support to public libraries in select locations and assistance with the acquisition of an Integrated Library Management System.



Jamaica Public Service Company Limited

Mr. Rhys Campbell, Head of Economic Development, Jamaica Public Service Company, stated that the JPS (Jamaica's only distributor of electricity) will be providing three (3) solar energy mills at three libraries in the first instance namely, Kingston & St. Andrew Parish Library, Manchester Parish Library and St. James Parish Library.



Management Institute for National Development (MIND)

The Management Institute for National Development will provide staff training at subsidized costs and Ms. Ann Marie Smith – Director, Public Service Capability Development at MIND who delivered the endorsement also reminisced of her childhood visits to the library.



Jamaica Information Service

Mr. Ian Boyne ó Deputy Chief Executive Officer, Jamaica Information Service, gave the assurance that the JIS is committed to producing advocacy and marketing advertisements/testimonials.



The Gleaner Company Limited

Ms. Nordia Craig ó Business Development and Marketing Manager committed that the Gleaner Company Limited (Jamaica's oldest and most widely read newspaper) will be providing publicity for the project and discounted rates for placement of advertisements to support marketing and advocacy.



TESTIMONIALS FROM LIBRARY USERS

Video clips were presented of three library users representing the children, youth and adult categories giving testimonials on the value of the public library to them.

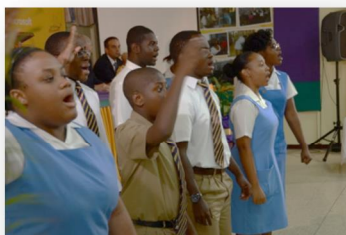
ENTERTAINMENT

The Jamaica Military Band and the acclaimed Ardenne High School Choir provided entertainment during the proceedings.

There was an interesting item by Geraldine Daley, a senior citizen who recited a poem with specially written lyrics that captured her experience as a participant in the computer training for senior citizens. Her presentation was very engaging and thoroughly enjoyed by the audience.



The Jamaica Military Band



Ardenne High School Choir



Geraldine Daley

TOKENS

The guests were given tokens of notebooks, stylus pens and bookmarks giving information on the project in a special gift package depicting the JLS corporate colours of yellow, purple and green.

MEDIA COVERAGE & SOCIAL MEDIA PUBLICITY

There was extensive media coverage of the event in print, radio and television. Coverage included:

- **Sunday Gleaner newspaper** business event column on Sunday, November 2, 2014. (*Mention of JLS Project Official Launch*).
- Television interview on **CVM-TV** with Mr. Paul Lalor, Chairman of Jamaica Library Board during the **CVM-At-Sunrise** programme on Wednesday, November 5, 2014.
- **Radio Jamaica Limited** interview with Mrs. Karen Barton, Director General on **RJR 94 FM** during the **Hotline** programme hosted by Barbara Gloudon on Thursday, November 6, 2014.
- **RJR Communications Group** interacted on the social media platforms (Twitter and Instagram) during and after the event on Thursday, November 6, 2014.

- **Gleaner newspaper** article entitled “*Jamaica Library Service Launches ICT Project*” on Saturday, November 8, 2014.
- Television interview on **Television Jamaica** with Mrs. Karen Barton, Director General during the **Smile Jamaica It’s Morning Time** programme on Tuesday, November 11, 2014.
- **Jamaica Information Service (JIS)** provided full coverage which included features for **print, radio and television** aired during mainstream media (radio and television). The JIS packaged programmes are broadcast on various radio stations in time segments allotted for the Government of Jamaica. Highlights of the JIS coverage were:
 - Publicity of the official launch on JIS website and also shared via YouTube
 - News stories about the official launch on JIS website
 - öIssues & Answersö television interview feature with Mrs. Karen Barton, Director General
 - Feature Story on the Project Overview with Mrs. Karen Barton, Director General
 - Mention of the official launch during öJamaica Magazineö (JIS Television/Radio)
 - Mention of the official launch on JIS Radio News

The JLS social media platforms are **Twitter, Facebook and Instagram**:-

- **Facebook Page** ö JLS Empowering Jamaica ö 98 persons who liked the Facebook Page so far.
- **Instagram Page @JLSEmpoweringJamaica** ö There are 5 followers including supporting partner **JPS** so far.
- **Twitter Page - @JLSEmpoweringJa** - There have been 10 followers so far, including a Bill & Melinda Gates Foundation, Global Libraries Consultant ö Chris Jowaisas.

PROJECT LAUNCH OBJECTIVES AND ACHIEVEMENT

The following were the objectives of the launch:

- **To engage stakeholders and garner commitment for additional funding support.**
- **To generate increased awareness about the project.**

These objectives were achieved as follows:

- There were 150 stakeholders of various categories in attendance.
- Commitments of support from seven partners were announced at the function.
- Increased awareness of the project was achieved through various media as outlined previously including print, television, radio and social media platforms.

Based on the positive feedback from the specially invited guests, the general public and staff, the launch was very successful.

ORGANIZATION & COORDINATION OF LAUNCH

The Marketing Committee chaired by Andrea C. Whyte, Marketing & Communications Manager was responsible for organizing the event. Additional support was received from the JLS Global Libraries Project Team, Information Technology Division, Finance Division and Human Resource & Administration Division, The Project Implementation Committee, the Senior Librarians and staff of the Kingston & St. Andrew Parish Library.

CONCLUSION

As we proceed with the other aspects of the implementation plan, we look forward to the full achievement of the project objectives.



Pictorial Highlights of the JLS Global Libraries Official Project Launch



Reverend Dr. Adlyn White, Vice Chairman, Manchester Parish Library Committee offered prayer at the official launch ceremony of the JLS Global Libraries Project at the Kingston & St. Andrew Parish Library, Joyce Robinson Hall.



Rohan Smith, Project Manager for the JLS Global Libraries Project delivered the Vote of Thanks at the official launch ceremony of the JLS Global Libraries Project at the Kingston & St. Andrew Parish Library, Joyce Robinson Hall.



A section of the Audience



Professor Fay Durrant, JLS Board Member, presenting a framed copy of the Global Libraries "Vision Tree" to the Minister of Education



The Chairman Mr. Paul Lalor applauds as the screen pops up after the Minister declared the project officially launched



Mary Bewaji (Back row – centre) Regional Director, Kingston & St. Andrew Parish Library is flanked by ushers FRONT ROW – From Left Jodie-Ann Brown, Melony Leitch, Simona Spencer Keisha Richards Walton, BACK ROW – From Left Dionne Barnett, Sean Reid, Antoinette Dunston, Jerry-Neil Richards and David Minott



Project office staff from left: Tanesha Adams – Research Manager, Andrea C. Whyte – Marketing & Communications Manager, Sharnna Archat Edmondson – Training Manager and Odette Biggs– Senior Secretary

The occasion was the official launch ceremony of the JLS Global Libraries Project at the Kingston & St. Andrew Parish Library, Joyce Robinson Hall

Video excerpt from JLS Project Launch

1. Project Overview

<https://www.youtube.com/watch?v=za6PwjSc5Qc>

2. Partnership Endorsement

<https://www.youtube.com/watch?v=L7bAhYgV7Og>

3. User testimonials

<https://www.youtube.com/watch?v=ctqVjtHM9xU>

4. Unveiling Presentation

<https://www.youtube.com/watch?v=NwcJHyfKJmk>