

# Imagination Library of Oklahoma

Legislative Report  
July 1, 2023



**OKLAHOMA**  
Education



# Dolly Parton's Imagination Library

- Imagination Library is the #1 early literacy program in the United States.
- 2.4 million US children receive an Imagination Library book each month, or 11% of the eligible 0-5 population.
- The program has been evaluated numerous times in its 28-year history and has been shown to increase Kindergarten readiness, improve achievement testing scores, and reduce early grade retention.



# Imagination Library of Oklahoma

- Authorized by Oklahoma State Statutes [70 O.S. § 3-104.10](#) and [§ 3-104.11](#), the OSDE will partner with community-based nonprofits to establish Imagination Library affiliates serving all 77 Oklahoma counties.
- OSDE allocated \$2,495,750 in American Rescue Plan (ARP) funds to support the expansion of the Imagination Library of Oklahoma from July 2021 through December 2024 to promote early literacy and mitigate learning gaps prior to kindergarten entry.
- ARP funds are being utilized as 1:1 matching funding for local program sponsors.
- Continued program funding via OSDE's education budget in 2025-26 will allow affiliates established throughout the state to continue growing the number of children that can be reached and will continue to attract new partners to the program.

# Imagination Library of Oklahoma

- Imagination Library of Oklahoma began providing matching funds to local affiliate sponsors in May 2022.
- At that time, there were 10 affiliate partners and 4,400 children enrolled in the program statewide.
- Our longest-operating affiliate is Creek County, where the program has been available since 2002. Creek County also has the largest percentage of participating children in the state, with 45% of the total eligible population enrolled.
- Oklahoma was the #1 state in the US for new Imagination Library enrollments in April 2023.

# Imagination Library of Oklahoma

- Over 300,000 books have been mailed to children in Oklahoma since May 2022.
- 4,409 5-year-olds graduated from Imagination Library in Oklahoma this year, roughly equal to the total number of participants at the start of the statewide program launch last year.
- 18% of all Oklahoma children under 5 receive a book each month through Imagination Library, which is 7 points higher than the national average.
- Current program enrollment in Oklahoma is 48,026 children, with a 20% average monthly growth rate.

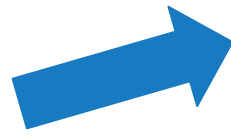


## The Dollywood Foundation

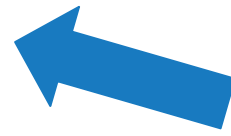
- Coordinates monthly book orders & fulfillment
- Mails Imagination Library books directly to registered families' homes



50%



\$2.20  
per child  
per  
month



50%



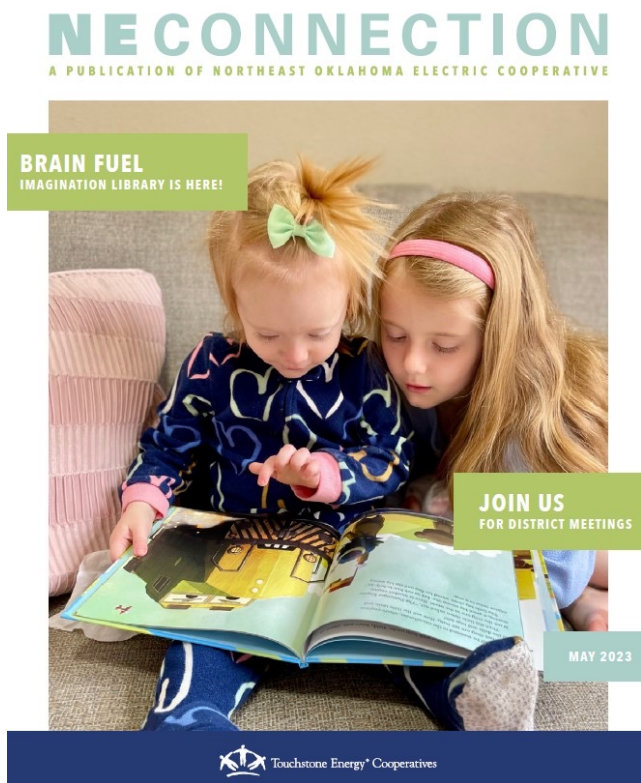
## Local Affiliate Partner

- Promotes program within community
- Enrolls children aged 0-5 in Book Order System
- Contributes 50% of funds for monthly book & mailing orders

## Oklahoma State Department of Education

- Fosters growth, development, and sustainability of local programs
- Contributes 50% of funds for monthly book & mailing orders

# Imagination Library Press



## 405 MAGAZINE

### Building Readers Book by Book

Oklahoma County and Dolly Parton's Imagination Library work to foster young literacy.



Dolly Parton's Imagination Library is now available to children living in the Pioneer Library System service area, which includes Cleveland, McClain and Pottawatomie counties. *NURIA MARTINEZ-KEEL/THE OKLAHOMAN*

Note: All images link to articles

# Program Growth July 2022 - June 2023

**133%**

increase in affiliate partners  
since June 2022

43 Imagination Library  
Affiliates

**91%**

increase in Oklahoma  
counties served by an  
Imagination Library  
affiliate

42 Counties Served

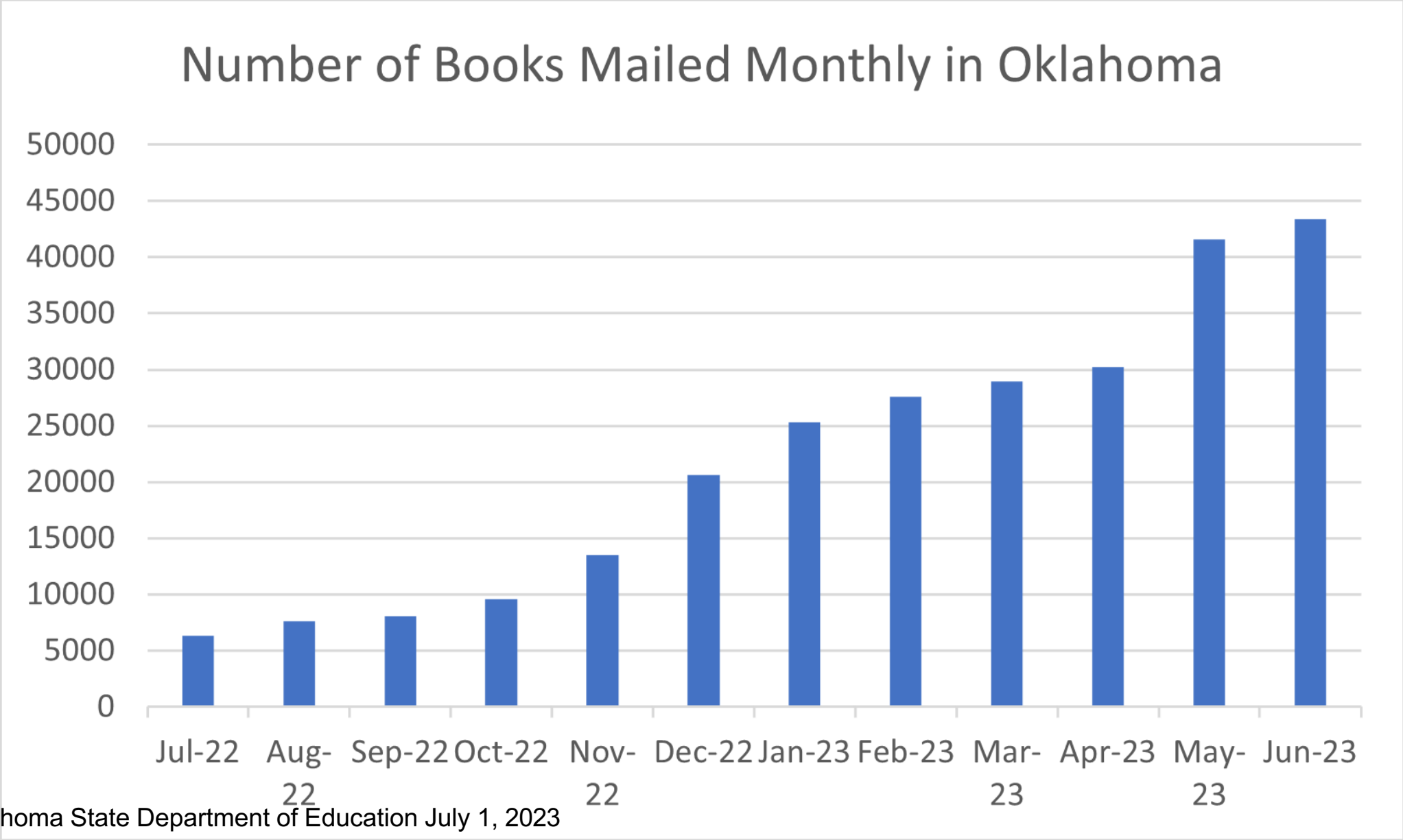
**526%**

increase in number of  
children enrolled

47,071 Children  
Enrolled



# Program Participation July 2022 to June 2023



# Financial & Operational Reporting

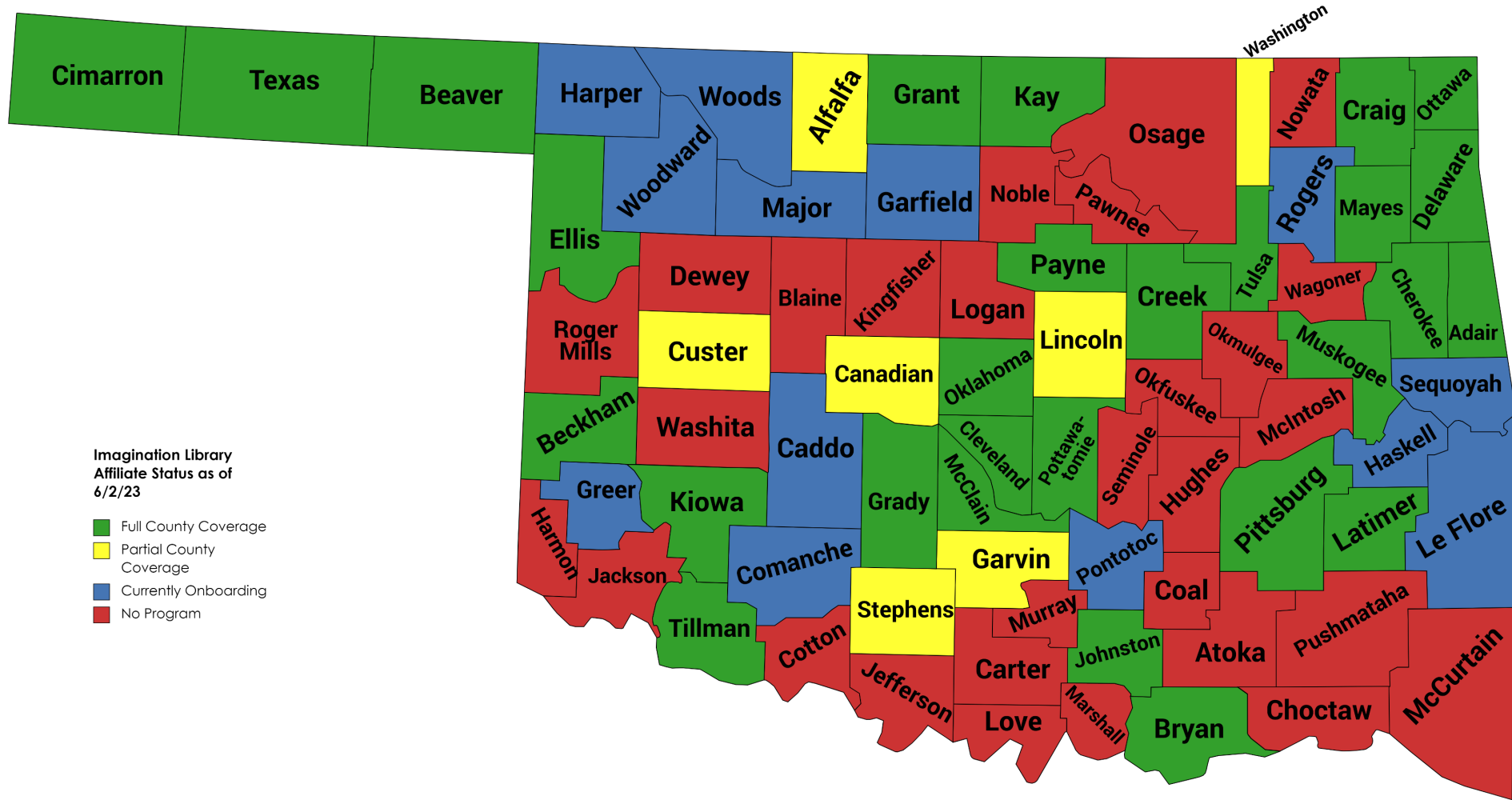
	ARP Funds Expended	Books Mailed
July 2022	\$11,035.36	7,605
August 2022	\$11,151.90	8,080
September 2022	\$13,356.40	9,604
October 2022	\$17,831.88	13,509
November 2022	\$27,190.00	20,649
December 2022	\$30,583.56	25,317
January 2023	\$33,386.36	27,614
February 2023	\$34,548.54	28,919
March 2023	\$36,244.89	30,233
April 2023	\$49,904.05	41,608
May 2023	\$48,379.16	43,357
June 2023	\$53,643.93	47,181
<b>TOTAL</b>	<b>\$367,256.03</b>	<b>303,676</b>

# Affiliate and Enrollment Future Projections

14 additional affiliate partners are expected to join the Imagination Library in Oklahoma by the end of 2023.

Statewide child enrollment levels are expected to rise from 18% to 30%, or 75,000 children, by EOY.

# Coverage Map



Imagination Library  
Affiliate Status as of  
6/2/23

- Full County Coverage
- Partial County Coverage
- Currently Onboarding
- No Program

# Imagination Library Affiliates

Service Area	Sponsor Organization	# of Enrolled Children	% of Eligible Population Enrolled
Adair County	Stilwell Youth League	457	30%
Alfalfa County	Cherokee Public Schools	28	10%
Beaver County	Tri-County Electric Cooperative	100	35%
Beckham County	Elk City Public Library & Friends	487	35%
Bryan County	Durant Public Library & Friends	904	31%
Canadian County (El Reno, Calumet, Union City only)	El Reno Public Library & Wesley United Methodist Church	513	6%
Cherokee County	Lake Area United Way	900	33%
Cimarron County	Tri-County Electric Cooperative	30	22%

# Imagination Library Affiliates

Service Area	Sponsor Organization	# of Enrolled Children	% of Eligible Population Enrolled
Cleveland County	Pioneer Library System	4,500	32%
Craig County	Vinita Rotary Club & Public Library	133	15%
Creek County	Bristow Education Foundation	2,148	45%
Custer County (Clinton Only)	Clinton Public School Foundation	154	7%
Delaware County	Grove Rotary Foundation	741	41%
Ellis County	Shattuck Public Library Friends & SNB Bank	100	41%
Garvin County (Maysville Only)	Maysville Education Foundation	20	1%
Grady County	Chickasha Public Library & Friends	810	32%

# Imagination Library Affiliates

Service Area	Sponsor Organization	# of Enrolled Children	% of Eligible Population Enrolled
Grant County	Caldwell United Methodist Church & Kuehny Farms	70	29%
Johnston County	Murray State College Foundation	174	25%
Kay County	Blackwell United Outreach Foundation & United Way of Ponca City	839	26%
Kiowa County	Hobart Lions Club	121	22%
Latimer County	Wilburton Public Library & Friends	167	26%
Lincoln County (Kendrick, Meeker, Prague, Sparks, & Stroud Only)	Haynie Public Library, Meeker Public Library & Friends, and Stroud Public Library & Friends	395	24%
Mayes County	Pryor Creek Public Library & Friends	594	24%
McClain County	Pioneer Library System	1,028	38%

# Imagination Library Affiliates

Service Area	Sponsor Organization	# of Enrolled Children	% of Eligible Population Enrolled
Muskogee County	Lake Area United Way	1,532	31%
Okfuskee County (Boley & Paden Only)	Haynie Public Library	57	8%
Oklahoma County	Metropolitan Library System & Friends and Read With Me Foundation	11,545	18%
Osage County (Ponca City, Burbank, Fairfax, Shidler Only)	United Way of Ponca City	22	3%
Ottawa County	Miami Public Library & Friends	566	24%
Payne County	United Way of Payne County & Stillwater Public Library	1,517	36%
Pittsburg County	McAlester Public Library & Friends	975	40%
Pottawatomie County	Pioneer Library System	1,287	28%



# Imagination Library Affiliates

Service Area	Sponsor Organization	# of Enrolled Children	% of Eligible Population Enrolled
Stephens County (Duncan Only)	Duncan Public Schools Foundation	0 (enrollments opened on 6/7)	NA
Texas County	Tri-County Electric Cooperative	296	17%
Tillman County	Frederick Rotary Club & Frederick School Enrichment Foundation	96	23%
Wagoner County (Okay, Porter, Redbird Only)	Lake Area United Way	74	2%
Washington County (Bartlesville Only)	Bartlesville Public Schools Foundation	1,086	33%

# Contact Information:

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