

**From:** Janna Hoglund <Janna.Hoglund@hcpl.net>  
**Sent:** Friday, March 5, 2021 11:14 AM  
**To:** Cruz, Nicole <ncruz@sharylandisd.org>; cruz23.mac@mac.com  
**Subject:** Demco/Upstart Innovative Programming Award



Dear Nicole Cruz,

The Demco/Upstart Innovative Programming Award Committee of the Texas Library Association is pleased to announce that the winner of the 2021 Demco/Upstart Innovative Programming Award in the school libraries category is Penny Payte McLeaish LRC (Sharyland High School) of the Sharyland Independent School District.

The Penny Payte McLeaish LRC receives the Award for the Alumni Snapshot Campaign. This program is innovative, inspiring and engaging.

The Alumni Snapshot Campaign focuses on: increasing the use of the library for students, teachers, and parents and increasing college readiness among the upperclassmen and motivate incoming freshmen to set their goals early upon entering high school. The program shows an impressive level of engagement between the current high school students and recent graduates. Because of this program, current students aspire to not only be accepted to college but to be chosen as role models for current students and upheld as success stories. It gives the entire school community a sense of accomplishment to see the graduates excel at the next level.

About the Award:

The Demco/Upstart Innovative Programming Award recognizes two libraries – one school and one for all other library types (i.e., public, academic, special) that have implemented innovative programs. The goal of the Award is to make good ideas and practices of an innovative program visible and, thereby, enlarge the history of choices and alternatives that others can draw upon to design programs to fit the unique characteristics of their own institutions and the communities they serve.

Congratulations to the winner - Penny Payte McLeaish LRC (Sharyland High School).

The Committee would like to thank you for nominating the Alumni Snapshot Campaign for the Award and for sharing this special initiative with us.

On behalf of the Demco/Upstart Innovative Programming Award Committee,

Janna Hoglund  
Chair, Demco/Upstart Innovative Programming Award Committee

Mary Wagoner,  
Vice-Chair, Demco/Upstart Innovative Programming Award Committee