

# TSLAC SAMPLE COMPETITIVE GRANT APPLICATION RESPONSES — 2014

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## **PROGRAM ABSTRACT**

The XXXX and ZZZZ Libraries propose to enter into an agreement with two private business partners, and [the Portland] Senior Center to provide technology training for senior citizens. This is a continuation of an existing program that was initiated in 2011 with TSLAC funding. The partnership will provide eight classes per week in the two communities, two special interest programs and one senior gaming day a month. One-on-one training will also be provided. The program targets senior citizens and takes training into the community where seniors congregate. ... The libraries and partners will provide all the equipment for off-site training, publicity, and printing. YYYY will provide incentives to students, publicity and supplies. WWW will provide an Internet connection and supplies needed for the program at their facility. We believe this project will serve as a model for other small rural communities.

**APPLICANT INFORMATION** — Applicants describe their library, their mission, strategic goals, and their capacity to complete the project successfully.

*Score: 8.3/10*

The ABC Library (ABCL) is located in the far northeast corner of the state. Our area is a very rural, agricultural community, with a small public school system. The ABCL is a cornerstone of our community. Founded in 1964, the BVML has been a major contributor to the growth and education of not only ABC residents, but of patrons who reside in other parts of ABC and western DEF counties. The library offers the only free internet connectivity in the area, with twelve computer stations, twelve laptops for use in the library and the only wi-fi in this half of our county.

The mission of the ABC Library is to provide the residents of ABC and the surrounding areas with a means to improve their quality of life by building a collection that will meet the diverse needs of the population using it, within the limitations of budget, space, and availability of materials. Our goals are to provide not only reading materials, but to offer patrons access to education and training in developing information-gathering skills, including accessing, evaluating and becoming proficient with various information sources. We feel that the diverse needs of our community demand the accessibility of a widely varied array of educational opportunities, in an effort to give our children the ability to compete with those who have daily access to more varied opportunities than ours will receive in years.

The ABCL has been successful in implementation of an Impact grant in 2012 for ereaders/ebooks. We are currently participating in the BTOP Grant through TSLAC and numerous other grants in the past several years. We have 1 full-time director and a part-time Children's Librarian who will facilitate this grant if selected.

**COMMUNITY NEED/NEEDS ASSESSMENT** — Describe why the program is needed, the program goals and the audience. Describe the greater community to be served using demographic statistics, library records, or surveys to support these statements.

*Score: 12.5/15*

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There is a distinct shortage of cultural, enrichment and technological opportunities outside of the school. The town lacks a common meeting or recreational place where all people feel like they belong or have something to do, meet to swap ideas, job search, hold meetings, attend training classes, access internet, and attend family and cultural events. Because there has been little to attract young people inside the library, the area has suffered vandalism (broken windows, graffiti) on several occasions.

According to a November 2011 report by the U.S. Department of Commerce, rural America lags behind the rest of the country in Internet usage, making libraries an important center of connectivity. In 2010, 57 percent of rural households had broadband Internet access, compared to 72 percent in urban areas.

Regardless of income level, those living in the AAAA rural areas are lagging behind in computer ownership, Internet access and technology literacy. Many patrons who use the library services, such as the books, computers, copier and fax may have little or no access to these in their own homes. Internet access in the area is expensive and limited.

Many area residents' (who live outside the city limits) only option is satellite internet which is beyond their means, slow and unreliable. For satellite, start-up costs are about \$320 with ongoing monthly fees for the lowest level of usage of \$69.98 plus tax. The data caps associated with satellite Internet are so restrictive that the majority of online learning is not an option. Free higher level on-line courses offered by schools such as MIT cannot be accessed by rural students using satellite connections.

Youth: The library is particularly committed to increase school age users considering the \*ISD student profile statistics. The district reports that of the 1300 students, 31.23%\* are considered at risk. 42.19%\* of the students are reported to be from low income families. Further details show that 47.6%\* of students qualify for either reduced or free lunch and approximately 77% qualify for other programs (Title 1). \*Independent School District.

Adults: According to the updated data from the U.S. Census, the unemployment rate in our area is 8.6% and the median age is 35.3 years. Most men work in construction, manufacturing, and farming (12,000 farms in the county). Women are found in the healthcare and education fields. Both men and women are employed in the food service industry. 14% live below the poverty level.

Seniors: The area has one of the highest per capita elderly populations in Texas. The population of 60+ in BBBB County is 18.6%, higher than the state of Texas elderly per capita which averages 10.7%. Texans 60+ are projected to total 8.1 million by 2040, a 193 percent increase from 2000. \*2012 U.S. Census Bureau data.

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*Score: 8.7/10*

The Library serves a remote rural area of several large ranches and farms. Dickens County has a population of 2,450 and the City of Spur where the library is located has a population of 1,088. Several of our major employers have closed down businesses, leaving many of our citizens unemployed. A number of patrons who visit the library are looking for work and use our computer lab to seek job opportunities. The nearest city with a population of over 50,000 is 70 miles away. The nearest facility to help job seekers is 35 miles away. Our program audience is focused on adults who need to locate job opportunities before they take the time and spend the money required to travel in search of a job. This project will enable them to improve their job skills by providing job search assistance, resume writing tips, interviewing tips, re-branding career skills, career advice and educational information.

**PROJECT DESIGN/ACTIVITIES** — Thoroughly describe the services, programs, and activities and the locations where they will be offered. Explain how these services will attract shared library users. Collaborative projects have priority and inclusion of relevant community organizations is encouraged.

*Score: 17.3/20*

1. Continue digitization staff. The existing 19- hour per week digitization clerk position will be continued.
2. Continue staff to catalog digitized materials. The existing 19- hour per week cataloging librarian position will be continued.
3. Train oral history volunteers. The Digitization Librarian will be responsible for training oral history volunteers. The project will rely on the guidelines laid out in *Fundamentals of Oral History* and *Texas in World War II: Fundamentals of Military Oral History*, both produced by the Texas History Commission, to train its volunteers. Should training workshops in oral history still be available from the Texas History Commission, the Digitization Librarian will schedule those for staff, volunteers, and interested members of the public.
4. Collect and digitize print materials. Materials will be gathered from library collections, museum collections, and from local residents. They will be digitized according to exacting digital preservation standards designed to make them available for generations to come. The project's digitization quality meets or exceeds the recommendations in the *Technical Guidelines for Digitizing Cultural Heritage Materials: Creation of Raster Image Master Files* promulgated by the Federal Agencies Digitization Initiative Still Image Working Group.

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*Score: 20/20*

#### Texas Industry Prints and Negatives Workflow

The specific workflow to digitize, catalog, and upload the Texas industry prints and negatives is as follows. The curator will select negatives for us to digitize on a weekly basis. We will utilize a "Drop Off" folder for items that are in process. Process folders will be set up to indicate each relevant stage: 1) Digitized, 2) Processed, 3) Metadata, 4) Review, and 5) Upload. Subfolders include sets of around 20 items that move through the folder system as each stage in the process is completed. The digitizer/catalogers indicate which sets they are working on and are responsible for moving the items (archive files, service masters, derivatives, and the metadata spreadsheet) through the process. The items are moved to the review folder in preparation for quality control by someone other than the metadata creator, where edits may be made and additional metadata added, and are then uploaded to the digital collection. The CUL Digital Collections developer reviews each item after it has been uploaded, and additional changes are made, if necessary.

This system enables us to keep track of the items during each step of the process. All contributors can collectively see which items have been scanned, whether derivatives and metadata spreadsheets have been created, and if the items have been reviewed and uploaded to the digital collection.

**IMPACT** — Describe the impact your project will have on library services and users locally, as well as regionally, or statewide. This may include how the proposed project is a model program that would benefit other communities.

*Score: 13/15*

We anticipate that in fiscal year 2014, we will provide training for 300 seniors at seven locations, with 75 students attending five or more classes each. These are the anticipated outcomes that will be tracked and measured:

- 300 seniors will receive training
- 75 students will attend five or more classes
- 100% of the students will set up and use email
- 75% of the students will learn the basic operation of a digital camera and be able to take, download, and share their pictures through email
- 50% of the students will learn the basic operation of a scanner and be able to share scanned images via email
- 100% of the students will learn to create a new folder and to save pictures, documents and scanned documents into a folder
- 75% of the students will be able to write a basic letter to share on email
- 50% of the students will create a simple family newsletter and share it via email

We believe these goals are both measurable and achievable. However, we anticipate other intangible outcomes that are more difficult to measure. Introducing seniors to computers provides them with a sense of accomplishment, it provides stimulation to help delay the effects of lost cognitive abilities and it provides a connectedness to the world they live in. Experience demonstrates that computer classes are an important social activity for seniors who make new friends with common interests. Seniors are often isolated from their loved ones by distance and many, especially those in retirement facilities go long periods without ever having a visit from loved ones. Using modern technologies, such as email and Facebook will allow these seniors to make contact with family and friends in distant locations.

Continued use of the brain later in life has been shown to slow or prevent senility and dementia. The use of the Internet and all its tools involve the creative use of the mind. Seniors are using their time on the Internet for continued learning, research, writing letters, researching genealogy, reading the news, socializing and online classes. These tools keep the senior mind active and nimble.

We also believe that this grant provides a model for other libraries. The program will serve to raise awareness of the library in the community; it leverages funding from private business and demonstrates the benefits of public/ private collaborations and partnerships. With minimal expense any library could recreate this program in a suitable scale to match their resources.

**INNOVATION/IMPROVEMENT** — Applicants describe how the project is innovative for their community, or provide an explanation of how project will enhance/improve current programs and services and its potential replicability as a best practice in the fields.

*Score: 4.3/5*

#### Service at the Point of Need

The Library System (LS) is in the process of transitioning from three fixed service points to one fixed service point per floor at each library. Under the three fixed service points, there was a division between circulation services and reference services. LS has now cross-trained all staff to reduce bouncing patrons between circulation and reference, thus reducing patron frustration and increasing staff efficiency. Roving staff with tablets will supplement the one fixed service point by assisting patrons at the point of need.

#### Digital Literacy

LS Librarians teach all computer classes offered at the Libraries. Staff began with teaching beginning Internet skills and expanded to teach Microsoft applications such as Word, Excel, and PowerPoint. Librarians are now branching out to incorporate a variety of new topics—using databases for school assignments, the gamut of social media, resume writing, etc. Experimentation by Librarians in teaching new computer class topics is encouraged; the continuation of new computer classes will be evaluated by patron response.

#### Moving Forward

LS has chosen to implement tablets because it is the most versatile technology for accomplishing the goals of assisting patrons at the point of need, teaching more computer classes, and increasing outreach activities. The reduction of fixed service points, the cross training of staff, and implementing tablets to be used in roving reference services, teaching computer classes, and community outreach are innovative improvements in customer service for LS and positive modeling of technology for the LS community. Now and in the future, LS is striving to fulfill Edge Benchmarks (<http://www.libraryedge.org/>) through the resources and services offered to patrons. LS feels that using tablets to demonstrate the access of these resources and services will have a direct and positive effect on the digital literacy of our community.

**PERSONNEL** — Applicants describe who is responsible for project activities and their qualifications to perform these duties.

*Score: 4.5/5*

Youth Program Librarian: MSIS. Primary trainer and program coordinator for Storytime Connection since 1/2009. Coordination, training staff, developing promotional materials, hiring and supervising Storytime Connection new Coordinator, promotional presentations, training classes for childcare providers. 100 hours.

Youth Librarian: MSIS, and years of experience as CTLS trainer, joins team as a new trainer part time. 50 hours.

Youth Program Specialist: 15 years experience in youth programming and early literacy training. Library's primary trainer for parents in early literacy. 25 hours.

Marketing Department:

Public Information Specialist and Graphic Designer, both contributing 20 hours each

Public Information Specialist: BS Radio-Theater-Film, at the City of Austin for 5 years with prior experience as owner of a video production company for 9 years.

Graphic Designer: AA-Arts & Science Michael has been with the City of Austin, at the Austin Public Library for three years

Storytime Connection Coordinator: NEW HIRE Part Time

MSIS from ALA accredited program or no fewer than 6 months from graduation. Focus on children's librarianship strongly preferred. Ordering and dissemination of promotional and educational materials for training programs; Conducting early literacy trainings; Create bibliographies, copywriting, and updating website with current training information; Collecting & compile data; presenting reports. Compiles reference guides, and indexes for use on web; Prepares and presents programs in the community and in the library; Provides instruction and classes in early childhood development; Initiates and maintains contact with schools and with other organizations serving youth in the community; collects, maintains, compiles and prepares reports. 522 hours

**TIMETABLE** — Present a timetable for project activities within the fiscal year (i.e., a list of actions with a date by which they will be accomplished); provide verification that facilities will be available, equipment and materials delivered; and explain how the staff will be hired and trained in time to carry out the services as planned.

*Score: 4.5/5*

The first grant year's activities focused on identifying documents to digitize, staff training, policy creation, and setting up software and equipment. The second year's activities focused on content creation. The third year will continue the focus on content creation but will also add a marketing focus.

*September 2013*

- Train oral history volunteers from the County Genealogical Society.
- Order promotional items.
- Hire attorney to review oral history recordings and issue opinion on whether additional copyright releases may need to be secured prior to publication.

*October 2013-December 2013*

- Focus on collection and digitization of oral histories. Staff will also train volunteers to transcribe interviews, and the transcriptions will be added to the repository along with the recordings.

*January 2014-February 2014*

- Digitize Papers (2 boxes). This was scheduled to be done in FY 2013, but was postponed due to

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*March 2014-April 2014*

- Work [with partners] to identify and digitize their most rare and/ or fragile documents.

*May 2014*

- Digitize selected items, such as obituary notebooks.
- Make request to fund project out of City budget for FY 2014-2015.

*June 2014- August 2014*

- Digitize official City Council minutes. These are currently stored in the vault at City Hall in forty large volumes. Some are permanently bound together and some are bound looseleaf. Early ones are handwritten, later typed and then computer- printed. Digitization work will take place inside the vault, as the City Secretary has deemed transport and offsite storage of these invaluable documents to be too risky.

**EVALUATION** — Set achievable, measurable outcomes and present a reasonable method to collect data. Present a method to count users of the services, as well as the effectiveness of the service. Applicants are encouraged to use the IMLS Outcomes Logic Model.

*Score: 8.7/10*

Outcome #1: The digital resources shared in this project will lead to increased satisfaction of information needs for all library users. The EZProxy system will allow generation of reports that will measure usage of resources by library, as well as track specific users of the resources. Constant Contact (APL's email marketing service) will be used to survey library patrons regarding their satisfaction with the new website and usability of the resources offered.

Outcome #2: Usage of digital resources will increase in all four cities, both in terms of the number of unique users of digital services (to be measured by EZProxy), as well as in terms of the number of total "uses" (to be measured by individual database counts, as well as through EZProxy reports). A baseline will be established by individual database prior to implementation since the libraries realize that differences exist between what is considered to be a "use."

Outcome #3: The cost of digital resources will be less per use than what the libraries are currently paying.

- A baseline "per use" cost will be established based on current (prior to the new site implementation) digital services usage and on the budget allocation of each library toward these services.
- At the end of the grant period, a new cost "per use" for the new selection of resources and budget allocation toward these resources will be calculated in order to measure the difference. While a reduction in cost is anticipated, this outcome should also be weighed against the results in Outcome #1.



**MARKETING** — Applicants describe how they will publicize the programs or services to their community, and how they will share best practices and lessons learned with the library community.

*Score: 4.5/5*

The Library Director will create an informational e-mail that will be sent to all faculty. Additionally, staff will notify the Distance Education Committee of the grant and eBook acquisitions.

The marketing efforts listed above will serve to notify faculty and staff of the expanded eBook collection. To notify students as well, the Library will change the Library lab screen savers to advertise the eBooks. The Marketing department will create flyers to advertise the new titles, which will be displayed on campus, including the Library, and will release a press release to the Galveston Daily News to notify the community of the grant award and new resources available.

Furthermore, the Library utilizes LibGuides, which provide information on Library resources and other topics. The new eBooks will be featured in the Library Collections and New Books LibGuide (<http://libguides.com.edu/content.php>).

The new eBooks will also be included in the Library's eBook LibGuide (<http://libguides.com.edu/eBooks>), which is one of the Library's most popular LibGuides. As LibGuide access has increased from 2009 from 32,072 to 713,948 in 2012, so has eBook usage as noted in Section 4. Including the new titles in LibGuides will continue to drive usage.

**SUSTAINABILITY** — Describe the resources that will be used to support the services developed during the grant year in the future. A written commitment of future support from governing bodies is desirable, but not required.

*Score: 8.7/10*

The AWE Literacy Stations Project is a capital project, and the equipment described above (the educational computers and the computer checkout kiosk) are expected to have a useful life of 5-10 years. The AWE educational computers will come with a 4-year warranty that covers repairs and upgrades. The computer checkout kiosk comes with a warranty of one year that covers comprehensive support. The Town has committed to support the project by providing the support of their Information Technology Department to assist with maintenance and repairs of these equipment (the Town's letter of commitment is included in this application). In addition, the Friends of the Library (the Friends), a non-profit community-based organization that is focused on supporting the Library and literacy efforts, will be leveraged for sustainability support if needed. To demonstrate their commitment to the proposed project, the Friends are providing \$7,000 in matching cash funds (the Friends' letter of support is also included in this application).

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**BUDGET**

Score: 18/20

| <b>Budget Category</b> | <b>Grant Funds</b> | <b>Other Funds</b> | <b>Description</b>  | <b>Total Costs</b> |
|------------------------|--------------------|--------------------|---|--------------------|
| Supplies               | \$9200             | 0                  | These line items include costs of supplies related to the programs. Supplies will include craft materials, costumes for characters, and other miscellaneous items like Ziploc bags. 24 Bluebonnet Videos, \$75 200 Bongo Bags, \$15 20 cases of Lime Green Bags, \$55 50 packs of Green Construction Paper, \$10 24 Glue Sticks, \$6/ doz 10 packs of Chenile Kraft Mini Pom Poms, \$12/ pack 80 packs of 15mm Round Wiggle Eyes, \$11/ pack 8 packs of Specialty Wire stems, \$30/ pack 48 Good Sense Cotton Balls...  | 9,200              |
| Contractual Services   | 45,200             | 20,581             | Worth Reading #wr365 Programming will make up a large portion of the grant funded activities. Using grant funds, the City [REDACTED] will be able to pay for a large number of the overall annually scheduled Worth Reading #wr365 programming for targeted sectors (150 programs * \$300 each, 1 at \$200). Since the program's goal is to instill a love of reading in people of all ages, programming centered on reading will assist with this endeavor. All programs will begin by highlighting books worth reading. The in-kind cost is salary/ fringe for the library staff responsible for working with the contractors.  | 65,781             |
| Other                  | 20,600             | 20,591             | Publicity efforts will work towards achieving the proposed program results. All advertising or public relations costs will go directly toward promoting awareness of grant-funded activities. Advertising will include traditional media as well as social media. Advertising will also include park benches. The Library has also included the costs of 125,000 participant cards in this line item as well as the cost of printed materials like fliers, brochures and posters. As required by the grant, TSLAC funding will be acknowledged on all public relations materials. The in-kind costs are salary/ benefits of staff involved in this line item. Radio Disney Ads, \$2,000.00 Bus Benches, \$125/ bench plus \$75/ bench installation, \$2,000.00 Star Telegram Ads, \$1,750.68 **BW ST Ads, 2 BW 3 column X 6" \$425.34/ ea, \$850.68 **ST Online Ads (30K Impressions per month), \$900.00 Greensheet Ads 3 ads- (1/8" pg@ \$159/ ea.), \$390.00 Wedgwood Ads, 2BW ads- (1/8" pg@159/ ea.), \$318.00 LaVida News, AD, \$236.25 ... | 41,191             |
| <b>Totals</b>          | <b>75,000</b>      | <b>41,172</b>      |   | <b>116,172</b>     |