

**Full Grant Proposal**  
**Library Services and Technology Act FFY 2009**

This form is available for download on our web site via:

<http://www.oregon.gov/OSL/LD/grantmainalt.shtml>. Use 12 point Times New Roman, with one inch margins. The deadline for receipt of the Project Proposal is **5:00 pm on Friday August 15, 2008**.

**Part I: General Information**

1. Project title: ***Kaboom! (Knowledgeable & Active Boomers): Harnessing the Energy and Engagement of Older Adults at the Library***
2. Applicant: Multnomah County Library
3. Address: 205 NE Russell Street, Portland, OR 97212-3796
4. Contact person: Jane Salisbury, Library Outreach Services Phone: (503) 988-4081  
Email: [janesa@multolib.org](mailto:janesa@multolib.org)
5. U.S. Congressional District: 1<sup>st</sup>, 3<sup>rd</sup>
6. List geographic target area to be served by the project: Multnomah County
7. Estimated number of persons benefiting from the project: 199,487
8. Description of persons benefiting from the project: People ages 50 and older living in Multnomah County.
9. Participating libraries and other partners (if any). Note that all participating organizations must also sign section IV. Life by Design NW
10. Project abstract (one paragraph): The goal of ***Kaboom! (Knowledgeable & Active Boomers)*** is to challenge our assumptions, our language, and the way in which we organize adult and senior library services to find new and engaging methods to address an emerging “third life” phase in transformational ways. Inspired by partnerships with the Libraries for the Future’s Lifelong Access Initiative, Life by Design NW (a coalition of nine key community organizations in Portland), and Multnomah County’s Vital Aging Taskforce, ***Kaboom!*** will provide new ideas and help inform the creation of a distinct specialty within adult services, focusing on active, engaged older adults during this two-year library demonstration project of leading-edge work to serve and engage boomers.
11. List the text of the single most relevant goal and high-level outcome from the *Five-Year State Plan 2008-2012* that will be addressed by the grant project. **Goal#1-** Providing Access to Information Resources (All Oregonians have access to high-quality library and information resources, anytime, anywhere, that help them achieve success in school, the workplace, and in their daily lives). High-level outcome: Library services are enhanced for those who are currently under-served (Supporting efforts to help libraries serve the growing population of “active seniors”).

12. Briefly describe how the LSTA project will continue after the grant ends, especially noting local support: A key objective of this project is to increase the capacity of library staff to test and deliver innovative programs and services to the growing target population of active older adults. This grant will prepare Multnomah County Library to effectively plan, implement and then continue the work begun during this two-year period, aided substantially in the future by the community partnerships extended or developed through this grant.
  
13. List letters of support for the project (name, affiliation) that are attached to this application. Do not include letters from project partners listed in #9. Bruce Astrein, Libraries for the Future; Ted Wheeler, Multnomah County; Margaret Neal, Portland State University; Andy Nelson, Hands On Greater Portland; Jay Bloom, United Way

PLEASE FILL IN THE FOLLOWING INFORMATION ABOUT THE ANTICIPATED LENGTH OF YOUR GRANT PROJECT:

(Check applicable boxes)

THIS IS THE  1<sup>st</sup> YEAR OF A  ONE YEAR GRANT PROJECT  
 2<sup>nd</sup> YEAR  TWO YEAR  
 3<sup>rd</sup> YEAR  THREE YEAR

For projects that are multi-year be sure to include an estimate of the funds anticipated to be needed for the future years in the budget discussion.

OF THE APPLICATIONS SUBMITTED BY THIS AGENCY, THIS ONE HAS A PRIORITY OF: \_\_\_\_\_.

## Part II: Project Budget

Proposed project budget (use this format only – do not alter):

*(Double click on the table to enter data. Before closing the table, be sure to scroll to the top of it)*

Item	Local Cash	Local In-kind	LSTA	Total
Personnel	\$0	\$77,254	\$0	\$77,254
Benefits	\$0	\$22,289	\$0	\$22,289
Travel	\$0	\$0	\$0	\$0
Equipment	\$0	\$0	\$0	\$0
Supplies	\$3,500	\$0	\$37,000	\$40,500
Contractual	\$0	\$0	\$27,400	\$27,400
Library Materials	\$0	\$0	\$0	\$0
<b>Total Direct Charges</b>	<b>\$3,500</b>	<b>\$99,543</b>	<b>\$64,400</b>	<b>\$167,443</b>
<i>Indirect Charges</i>	\$0	\$0	\$1,333	\$1,333
<b>Total Budget</b>	<b>\$3,500</b>	<b>\$99,543</b>	<b>\$65,733</b>	<b>\$168,776</b>

Proposed second year LSTA amount: \$50,751 Proposed third year LSTA amount: N/A

**Part III: Project Narrative (09-1-MCR)***A. Background of Applicant (describe the agency's ability to undertake this project)*

Multnomah County Library is Oregon's largest public library, serving over one-fifth of the state's population as it provides public library service to the 701,986 residents of Multnomah County (2007 Population Estimates, Census 2000). The most recent forecast by Metro planners is that the Portland Metro area will take in nearly a million new residents by 2017, a 30% increase in an area that already has more racial and ethnic diversity than the rest of the state. Multnomah County has the greatest number and largest proportion of minorities in Oregon at 24.1%. This percentage is broken roughly into 1.7% Black; 10.2% Hispanic; 1.8% American Indian/Alaska Native; 3.9% Asian/Pacific Islander; with 6.5% reporting some other race, or two or more races.

For more than 125 years, Multnomah County Library has fostered a love of books and reading, provided free and accessible information, and brought knowledge to millions of people. Time-honored books have been supplemented by 21<sup>st</sup> century technology, and tax dollars have been spent wisely and responsibly. Data recently released from the latest national public library survey compiled by the National Center for Education Statistics shows that Multnomah County Library has the highest circulation of any public library in the U.S. serving less than one million. Preliminary statistics reported for 07-08 indicate that Multnomah County Library hosted 18,699 public programs for kids, teens, adults, and families that were attended by 315,633 people. Of these totals, 2,525 were adult programs attended by 38,468 people.

Multnomah County Library has significantly expanded its services to speakers of languages other than English, since planning research revealed that these groups were rapidly growing in the county. Thanks in large part to the LSTA-funded project *LIBROS (Library Outreach in Spanish)*, Multnomah County Library has been able to expand its Spanish language programming and develop a Spanish language website that parallels the English version. This same desire to fully serve all residents led the library to successfully seek an LSTA 2006 (*Planning Culturally Appropriate Library Services*) grant to fund a comprehensive needs assessment for local Russian, Vietnamese, and Chinese speakers. Today, Multnomah County Library provides printed information about its programs and services in four languages – Spanish, Russian, Chinese and Vietnamese. The library has added “*Talk Time*” to its list of programs offered—English conversational practice sessions held in several neighborhood libraries—as well as citizenship classes. Thanks to an LSTA 08 grant (*This is How I Use My Library*), speakers of these languages throughout the state will soon benefit from a new informational orientation DVD.

In April 2008, Director Molly Raphael was awarded the Arthur Flemming Civil Rights Award for her efforts to increase diversity in library employment, collections and programming. The Arthur Flemming Award was created in 1996 by the City-County Affirmative Action Office. It is named for the late Dr. Arthur Flemming, former provost of the University of Oregon and the first chair of the Federal Rights Commission. The award is given to an employee or group of employees who exemplify the commitment of Arthur Flemming, recognizing initiatives and/or efforts designed to promote diversity, take risks, and demonstrate a commitment to equity of opportunity and services to all. According to the nomination, Molly has been outstanding in her "commitment to increasing diversity in the library's workforce to better reflect and serve the community ... she has been an active voice and supporter of creating more bilingual and

bicultural positions and services." Since Molly's arrival at the library in 2003, diversity of library staffing as measured by the number of employees of color who work at the library has increased by 50 percent, while the number of bilingual positions has increased by 209 percent, from 11 to 34. Similarly, Molly's dedication to increasing the library's cultural competency has been reflected in improved services to Multnomah County's growing immigrant community. Culturally appropriate programming for speakers of Spanish, Russian, Vietnamese and Chinese has expanded from 13 programs in 2004 to 162 programs in 2007, drawing thousands to bilingual storytimes, annual celebrations such as Lunar New Year, and other events.

Multnomah County Library recently completed the six-step planning process outlined in *The New Planning for Results* in order to create its next five-year plan. Working with a small group of influential committee members that were broadly representative of the larger community, the library defined excellent services that matched the majority's needs, interests, and priorities. Seven new Multnomah County Library goals were approved by the Library Board and endorsed by the Board of the Multnomah County Commission. Of these, three are most relevant to this proposed grant:

- People of all ages and backgrounds will find a wide variety of current and popular materials and programs in the languages they read, speak or understand, to satisfy their personal reading interests and educational needs;
- Adults and families of all ages and backgrounds will have materials and programs to help them reach their personal literacy goals; and
- People of all ages and backgrounds will find welcoming, inviting neighborhood spaces where they can interact with others and participate in public discussion.

Multnomah County Library continues to keep its promises of service to its community by: (a) its commitment to serve children and young adults, from their earliest days as infants through their school years and into early adulthood; (b) its strong love and appreciation for the value of books and reading; (c) its pledge to provide library facilities in which the community can take justifiable pride; (d) its partnerships with schools and other groups to ensure that all are able to make a positive contribution to the community and realize one's highest potential; (e) its determination to meet the community's information needs, using the means and formats that are desired in as timely a manner as required; and (f) its sustainable pride in its responsiveness to the community it serves. Two new neighborhood libraries will be built within the next few years as part of its commitment to service. Multnomah County Library's successful track record of all residents of Multnomah County, especially those from unserved and underserved populations, makes it well-qualified to carry out the activities described below for the proposed grant project.

#### *B. Detailed statement of problem*

The Oregon LSTA Five-Year Plan 2008-2012 reports that "the median age of Oregon's population is higher than the national average and the population is, in fact, getting older." Claritas Inc. (a commercial provider of demographic information to the retail sector) projects that the Oregon's median age in 2012 will be 38.9 years, as compared to a projected median age for the U.S. of 37.6 years, a variance that is statistically significant. Claritas predicts that there will be nearly 350,000 more Oregonians aged 55 and older in 2012 than there were in 2000. The rate

of growth in the percentage of Oregon’s population that is between 55-59 years of age (from 5.06% to 7.06%) and 60-64 years of age (from 3.84% to 6.27%) is particularly significant.

Libraries for the Future describes the rapid growth in the aging population this way: the boomers are coming! Baby boomers are defined as those born between 1946 and 1964. Every eight seconds, another baby boomer turns 50. Boomer demand for library service is expected to grow exponentially over the next decade:

- 22 % of current library patrons are 55+
- 43% of current library patrons are 34-55
- By 2014, these boomers will be between 50-70

To plan and prepare for the impact on services this demographic is expected to have, Multnomah County Board of Commissioners formed a Vital Aging Task Force. A recent report finds that 199,487 residents of Multnomah County are ages 50 and older (28%). By 2015, Oregon boomers will swell the ranks of those ages 50 and older to an estimated 1.5 million people. With an average life expectancy of 76 years, this group, which represents an unprecedented combination of experience, available time, energy, networks, and life assets, will have a profound impact on the region’s economy, community services, and quality of life. The Commissioners’ resolution confirms this: “Older adults are a vital resource, including considerable wisdom, expertise, and available time. Research from many sources conclude the more actively engaged older adults are, the more likely they will remain independent and contribute back to the community. The more that older adults are able to live independently, the better their quality of life and potentially less demand for private and public resources.”

Studies of baby boomers also reveal that this generation is on average ten times more civic-minded than any other population segment (*Sources: Harvard School of Public Health’s 2004 Reinventing Aging: Baby Boomers and Civic Engagement; Princeton Survey Research Associates’ 2005 MetLife; Civic Ventures’ New Face of Work Survey*). Further, the research points to a shifting attitude towards retirement. A 2007 study by the Vanguard Center for Retirement Research provides more evidence that retirement is more a marketing concept than reality. The Vanguard survey of 2,474 individuals age 40 to 69 indicated that, “the conventional view of retirement—working full-time until a set date, then shifting to full-time leisure—does not match the experience of many older Americans”. In another survey, nearly 65% of 50 to 75 year-olds, including 70% of older Americans not yet retired, viewed retirement as a time to begin new activities, to become involved and to set new goals (*Source: Peter D. Hart Research Associates*). Most baby boomers believe that they will still be working during their retirement years. The oldest will reach 62 in 2008 as they begin retirement age over the next 20 years. “With the first wave of baby boomers already in their 60s, gerontologists are bracing for a tsunami of disgruntled post-retirees who have left the psychic and physical aspects of aging to chance. They say that boredom and a sense of uselessness are still the biggest problems of retirement, but paradoxically, also the easiest to solve”. (*Source: Training to be Old, Claudia H. Deutsch, New York Times, April 10, 2007*) Baby boomers are becoming aware that they are experiencing a different type of retirement than the previous generation. Compared to other generations, these confident and independent baby boomers admit that:

- They need more money than their parents’ generation to live comfortably.

- Their generation is more self-indulgent than their parents’.
- They will be healthier and live longer.

The federal government confirms these survey results. According to the Social Security Administration, baby boomers will be more active in retirement than previous generations. In fact, a new phase of life—a third phase—is emerging between midlife and true old age, and many boomers will spend 20-25 years in this phase after leaving their primary careers. This phase is marked by a period of reinventing themselves, staying active, and oscillating between work and leisure; in fact, most baby boomers report a desire to continue working in some capacity.

This generation’s desire to serve their communities and to assist those in need, as well as their shifting attitude towards retirement, means that boomers will be seeking meaningful opportunities that will reshape their identities and strengthen their communities. In fact, the *Oregon Gray Matters Report* suggests that, “given the right conditions and incentives to both older employees and their employers, Oregon can count on its aging workforce to meet more of its projected needs within the next decade.” A 2002 Health and Retirement Study found that adults ages 65 to 74 on average currently contribute nearly 900 hours of productive activity each year, equivalent to 45% of a full-time job. Still, there is a significant amount of untapped potential: 20% of all older adults, including those ages 55 to 74, do not engage in any of these activities. This may be due to the fact that few resources exist to assist both employers and employees in navigating this new terrain. Whether Oregon capitalizes on this great potential will depend on whether the necessary partners from civic, education, business, nonprofit, and government sectors can take action to harness the energy and knowledge of these active aging boomers.

Growing alongside the need for systems that motivate, train, and place boomers in meaningful work and service opportunities is the tremendous need for more talented people to address social problems on a local, state and global level. The challenges facing Oregon include high dropout rates among high school students, low literacy levels among adults, a lack of access to affordable housing, large numbers of people reporting hunger, and extreme poverty. The nonprofit and civic organizations that seek to address these challenges often lack the human capital needed to make significant improvements. Active aging adults constitute our largest growing “natural resource”. Civic Ventures reports that “two-thirds of those ages 50 to 54 are interested in taking jobs now or in the future to improve their communities.” Harnessing the wisdom and energy of this expanding active older adult population with meaningful civic engagement activities could have a widespread positive impact on Oregon’s struggling communities. The proposed LSTA grant project is part of a coordinated effort by the library, colleges, and other community partners to address these needs.

Whether and how these active older adults are engaged in the community also has tremendous implications for the future of libraries. As Oregonians reach their late 50s, rather than the traditional retirement age of 65, they will begin to explore creative new directions for this next phase of their lives; likewise, library leaders must now explore how to revamp library services for this expanding active older adult population. Multnomah County Library has begun this work by participating in Libraries for the Future’s Lifelong Access Initiative, a national initiative to support the development of libraries as centers for productive aging, lifelong learning, and civic engagement. The

public library is the community's inclusive information and meeting place—the most trusted public institution. Two Multnomah County Library staff members (Jane Salisbury and Abigail Elder) were competitively selected to be Lifelong Access Fellows. For the past two years, they have attended leadership development trainings and institutes designed to address this national-level library issue and to facilitate best practices dissemination. The mission of Library Outreach Services is “to provide library services to Multnomah County residents underserved by traditional library means, including older adults, homebound people, new immigrants, people with disabilities, adult learners, institutionalized people, and homeless people.” The proposed grant project is a direct outgrowth of all they and their colleagues have learned. Although public libraries already support civic engagement and learning, many service paradigms must shift if libraries are to become cornerstone institutions for baby boomers and productive aging. Librarians must change their assumptions about adults; targeted community outreach efforts are needed to make boomers one of the library's priority constituencies, as well as a valued volunteer resource. Former models of serving older adults in nursing homes, retirement centers, and with vast collections of large print must be reexamined in light of new research. Libraries now have the opportunity to integrate new communications and information technologies to promote productive aging, and create programs and services that are accessible, culturally appropriate, and connected to the larger community.

Further, although baby boomers are a generational phenomenon, their demographic is as culturally and ethnically diverse as the community in which they reside. Each year, Multnomah County is home to a more linguistically and culturally diverse population. According to data from the 2000 Census and the 2007 American Community Survey, Multnomah County's increasing diversity has surpassed the national trend. Recently completed needs assessments confirm this finding: after speakers of English and Spanish, the next three largest language groups in Multnomah County are speakers of Russian, Vietnamese, and Chinese. These language communities are large, aging, and increasing at a significant rate; census data shows that people claiming Russian, Ukrainian, Vietnamese, or Chinese ancestry comprise 5% of the county population. While the overall county population increased by no more than 4.9% from 2000 to 2005, each of these language communities experienced double-digit growth: the Russian-speaking community grew by 25%; the Vietnamese community grew by at least 18%; and the Chinese community grew by at least 20%.

The Oregon LSTA Five-Year Plan 2008-2012 states that “many Oregon libraries are not well prepared to serve a rapidly growing population of active seniors”. The lessons learned during the proposed grant project will be shared to inform other library leaders in Oregon and the nation. The *Maturing of America* report shows that “only 46% of American communities have begun to address the needs of the rapidly increasing aging population.” With partnerships that build community, Multnomah County Library proposes to become a “third place for a third age”. “Third places (in contrast to the first and second places of home and work), are central to local democracy and community vitality,” states urban sociologist Ray Oldenburg, on his Web page, [Project for Public Spaces](#). Mr. Oldenburg, the author of *The Great Good Place* and *Celebrating the Third Place*, feels strongly that for communities to remain vital they need places for people to

gather and socialize in an informal setting. His thoughts and writings are an invitation to libraries to reclaim this role. By offering this diverse and group of active older adults a wealth of possible next steps and ways to engage their experience and talent for community benefit, Multnomah County Library proposes to position itself to meet this demographic surge and social phenomenon. With LSTA support, Multnomah County Library will be much better positioned to tackle all of the challenges described above.

*C. Goal, quantified objectives, and activities to address problem (include timeline)*

The goal of ***Kaboom!*** is to challenge our assumptions, our language, and the way in which we organize adult and senior library services to find new and engaging methods to address this emerging “third life” phase in transformational ways. Inspired by partnerships with the Libraries for the Future’s Lifelong Access Initiative, Life by Design NW (a coalition of nine key community organizations in Portland), and Multnomah County’s Vital Aging Taskforce, ***Kaboom!*** will provide new ideas and help inform the creation of a distinct specialty within adult services, focusing on active, engaged older adults during this two-year library demonstration project of leading-edge work to serve and engage boomers.

The following objectives and activities will be used to measure whether this goal is accomplished during the **first** year of this two-year project:

- 1) By March 2009, leveraging monies from a Life by Design NW grant, fund a library-based part-time Program Coordinator to work with a team of library staff to explore, create, test, and implement new community-wide services for active older adults that are expected to include web-based access to online resources, life planning assessments, workshops, classes, intergenerational programs, and opportunities to connect to civic engagement and community leadership opportunities, both paid and unpaid.
- 2) By April 2009, contract with an Adult Services Consultant to share the latest library research, help identify new trends, assist staff with library program development, provide specialized training, and increase the capacity of library staff to test and deliver innovative library programs and services.
- 3) By May 2009, recruit 25 advisors from among a diverse group of active older adults in the community for service on the project’s voluntary network, an advisory council to be convened quarterly in order to provide feedback and direction.
- 4) By May 2009, contract with a Third-Party Evaluator to create and conduct a comprehensive project evaluation, help refine desired outcomes, collect pre-and-post participation data; and write a formative and summative evaluation of the LSTA project’s major components, core processes, and deliverables against objectives.
- 5) By June 2009, promote the project’s activities, through the use of purchased media, attractive flyers, and mass-mailings in multiple languages to inform the public, recruit volunteers, and attract program participants.

6) By July 2009, secure 24 speakers (voluntary and paid) to offer the first in a series of programs, service-learning activities, training opportunities, and facilitated issues forums, specifically designed to engage people over 50 in active community life.

Active and engaged older adults will seek welcoming places, meaningful activities, opportunities to learn, social and civic connections, information and options. Actively aging in America has implications for how we practice librarianship. We need new services and new competencies to serve the estimated number of persons we expect to benefit from the project: 199,487 (the number of current Multnomah County residents currently ages 50 and older). With a targeted marketing strategy, we plan to recruit a diverse group of 25 active older adults to serve as this project's volunteer advisors. We will tap their wisdom in a series of meetings designed to inform our planning process and the deployment of new services.

Our project partner, Life by Design NW, received a grant from Atlantic Philanthropies to test community-based services for this target audience. However, these services must be further refined in order to serve as a true demonstration project for public libraries. The proposed refinements, funded with LSTA support, will allow us to create and test a new paradigm of library service. If successful, this demonstration project can easily be replicated by public libraries throughout Oregon and the rest of the nation.

This project proposes to integrate the best practices from the Lifelong Access Initiative: focus groups and surveys; community conversations (e.g., active wisdom conversations where older adults come together to discuss aging, life experiences, and how they might use their experience and perspective to impact present and future conditions on society); an advisory council; workshops and clubs; targeted collection development; connections to civic involvement (e.g. connecting educated active older adults to volunteer work, as well as stipend-paying jobs that challenge them to use not just their time, but their *lifetime* of skills for the public good, with the pay deepening the commitment to work of both the older adult and the organization they serve); the use of physical and virtual space; and programming around issues of key concern to active older adults (e.g., health and wellness information; life planning; financial planning; intergenerational activities; and spiritual development).

We propose to demonstrate how to harness the active wisdom of these boomers, by crafting richer volunteer opportunities that seeks to use the education and wisdom of boomers (beyond shelving or mending books). Although we presently recruit retired teachers and social workers to teach citizenship classes and run our *Talk Time* English conversational practice groups, much more needs to be done to connect boomers to meaningful volunteer options throughout the community. We plan to work on intergenerational connections, and work with our partners to build a database of meaningful community work, including virtual volunteering opportunities that can be done without leaving home.

Aided by an Adult Services Consultant, we will take an inventory of our current programs and collections to determine what appeals to active older adults, and to develop a plan to target that market. We propose to make the library the “clinic for brain health” with programs such as readings, performances, and discussions that are great ways to promote brain health, an increasingly important issue for adults facing old age. We propose to bring teenagers and elders together, using literature, film, and the neutral/common ground of the library to spark cross-

cultural, cross-generational discussions. Speakers from different faith traditions and experts in aging can present a variety of programs and discussions on topics related to aging and spirituality. We can also affirm the time-honored role of elders as bearers of history and culture by using the power of the arts to transmit their stories and life experiences in diverse communities throughout Multnomah County. We plan to offer active older adults an array of programs to meet their needs and interests, tapping into community resources, such as authors, performers, experts, and community leaders to develop the best mix.

To ensure that the lessons learned from this project can be translated to any size community in Oregon and elsewhere, the Third-Party Evaluator Consultant will assess and report the project's progress against established benchmarks, thus providing data and anecdotal evidence that will inform our project, as well as future similar undertakings.

### Plan of Operation

The activities described above will take place over two years. The project team is expected to meet at least monthly during the first year, with additional meetings scheduled to coordinate this project with the activities of the larger effort undertaken with Life by Design NW's coalition partners.

### Timeline

There are three concurrent stages within this two-year proposed project that will develop and implement a comprehensive library-based service program to reach and involve adults over the age of 50 in life-planning and community engagement opportunities: Discovery, Design, and Engage. The Discovery phase refers to the project's ongoing assessment activities; the Design phase refers to our ongoing efforts to develop a plan for targeted action on a specific offering of programs, services, and volunteer activities; and the Engage phase, refers to our ongoing proactive and strategic connections to library staff, our target audience, and other community partners, to implement this newly designed demonstration project. Project milestones are described below by grant quarter.

First Grant Quarter: Issue RFPs for contracts with Adult Services Consultant and Third-Party Evaluator/Consultant. The selected Adult Services Consultant completes an inventory of adult programs and services. The selected Evaluator designs a series of assessment tools, customized for this project. Begin work with partners to devise a major roll-out campaign to gain widespread media attention that will result in a successful recruitment of participants for project activities. Develop a public relations strategy to build awareness for the library's new programs and services; proactively recruit employers and members of the general public to participate in our offerings. Contract for translation services to ensure that media ads, targeted volunteer recruitment supplies, and other public relations materials are culturally appropriate for speakers of Spanish, Russian, Vietnamese, and Chinese. Recruit a diverse group of 25 volunteer active older adult advisors to serve on the ***Kaboom!*** Network (advisory council) and hold its first meeting. The ***Kaboom!*** Network serves both as a project "think tank" and focus group. The first quarter LSTA report is submitted.

Second Grant Quarter: Hold second meeting of the ***Kaboom!*** Network to inform the new service paradigm. The Adult Services Consultant offers a series of relevant staff informational sessions and trainings. Newly informed staff works with the Consultant to develop new library services

plan. The Adult Services Consultant also works closely with our Volunteer Services program to connect participants with meaningful library volunteer activities. Launch the media campaign as staff begins to test the plan's effectiveness and appeal to active older adults by offering an average of four programs a month (spread out across our 17 locations) on life planning, travel and other related topics that form our new active older adult programming efforts. Encourage the use of library computers for assessment activities that help participants discover their passion and purpose. Promote the use of virtual tools and one-on-one coaching to engage the wisdom and skill of participants in ways that strengthen the community and help them achieve personal fulfillment. Implement the public relations plan and expand the project's presence through website, speaking engagements, community education, one-on-one marketing, and public relations. The second quarter LSTA report is submitted.

Third Grant Quarter: Hold third meeting of the *Kaboom!* Network. Media campaign continues. New programs, services, and volunteer opportunities are demonstrated and assessed. An average of four programs a month (spread out across our 17 locations) on life planning, travel and other related topics are offered; honorariums are paid to expert speakers who charge fees to share their expertise. Evaluation data inform mid-course corrections in the project. Project staff finds new ways to recruit additional community partners (e.g., subscribe to mailing lists, read newspapers, join groups and offer to speak, bring flyers and business cards everywhere, invite ourselves to programs, resource fairs, board meetings, conferences, regular meetings, etc.) The library benefits from a volunteer awareness and recruitment campaign targeting boomers. The third quarter LSTA report is submitted.

Fourth Grant Quarter: A continuing project proposal is submitted for year two of LSTA funding. Programming continues, and active older adults are encouraged to volunteer in the community and make short presentations to others about their experience. Volunteers become socially engaged and connected to the community, offering to read to children, tutor teens, or teach new skills to adults. The library becomes a key player in the creation of a central volunteer clearinghouse, dovetailing its existing volunteer services database with those of its community partners: both those seeking volunteer opportunities and those needing volunteers view the library as a key resource in the community. The project team participates in the peer evaluation process. The fourth meeting of the *Kaboom!* Network is held. A final LSTA report is submitted, together with the final report by the Third-Party Evaluator.

### Project Staffing

#### *The role of the Director*

Molly Raphael, Director of Libraries, will provide broad leadership to this grant project. Molly was appointed Director of Libraries for Multnomah County in the fall of 2003. A recognized leader in the library field, Molly has been an active member of the American Library Association (ALA) since 1974, and is President of LAMA, and a member of the Urban Libraries Council, the Freedom to Read Foundation, and the Friends of Libraries U.S.A. Molly holds a bachelor's degree from Oberlin College and a master's degree in library science from Simmons College. Molly will share the project's products and findings with the Library Board, County Commissioners, and library staff.

#### *The role of the Program Coordinator*

The part-time Program Coordinator (a position funded through a grant to Life by Design NW from Atlantic Philanthropies) will be responsible for coordinating this project's library-system activities and serving as a paid liaison to the Life by Design NW program. The Program Coordinator will be responsible for creating new partnerships, networking and conducting outreach to extend the library's role in the community; developing and implementing programs of interest to the active senior demographic; and integrating the library's activities and the lessons learning from the proposed LSTA project into the greater Life by Design NW goals and program. Specific activities include: developing and offering new programs to the public, including specialized computer classes that complement Life by Design NW programs; assisting with the training and educating pf library staff regarding the needs and interests of active older adults; working closely with Volunteer Services to recruit, train, and engage active older adults in various supportive functions; and identifying and implementing community outreach efforts, including program promotions, presentations, and participation in local meetings and events (assisted by library public relations staff and other project team members).

*The role of the Project Team*

Jane Salisbury and Abigail Elder will act as Co-Project Directors, coordinating the work of the Project Team members, Program Coordinator, and contracted Consultants, with concurrent activities undertaken by library staff in Central Library and neighborhood libraries. Since August 2004, Jane has served as Adult Outreach Librarian and Program Supervisor for Multnomah County Library Outreach Services. Library Outreach Services delivers library materials and services to Multnomah County residents who are homebound, or who live in nursing homes, retirement centers, shelters, transition homes, or jails (the latter in partnership with the Sheriff's department). Adult Outreach, in partnership with other literacy organizations, also supports people whose first language is not English, or who do not know how to speak, read or write by providing books, library programs and other literacy materials. While in this position, Jane started *Talk Time* English conversation sessions for non-native speakers. Jane has also instituted citizenship classes in neighborhood libraries, using library volunteers, with the support of USCIS (United States Citizenship and Immigration Service). Jane holds a bachelor's degree from The University of Oregon and a master's degree in librarianship from The University of Washington. Since October 2005, Abigail has served as Central Library Administrator and as a member of the Central Library Management Team. Central Library engages citizens with ideas and each other, by providing programs, meeting rooms, and public forums, as well as books and other informational materials. In partnership with local and national organizations, Central Library offers lunch time lectures, community forums, books discussion groups, exhibits and classes. Central Library's programs and services empower new immigrants, seniors, students, and people who are homeless by providing information survival tools needed to develop life skills. Abigail manages the Humanities and Periodicals teams at Central Library, and is also responsible for outreach services. Abigail holds a bachelor's degree from Saint Olaf College and a master's degree in library and information studies from The University of Wisconsin-Madison.

Others serving on the Project Team include: June Bass, Program Supervisor for Volunteer Services, who holds a Bachelor of Science degree in Political Science from Oregon State University. In 2006, June received her Certificate in Volunteer Administration (CVA). June's 13-year career in volunteer management and non-profit administration includes national and local organizations such as United Way, Friends of the Children First Book and the Beaverton City Library. At Multnomah County Library, June presently oversees a program with 1600 volunteers

at 17 library locations and 9 outreach programs; Terrilyn Chun, Program Supervisor, who since 2001 has coordinated the library's system-wide public programming plan for children, families and adults. Terrilyn also provides leadership for system-wide programming by establishing programming goals, objectives, policies and procedures, and overseeing evaluation and long-range planning. Terrilyn also actively participates in communications activities, such as media planning, media relations and writing for library publications, and provides backup for the Public Relations manager. Terrilyn earned a Bachelor of Arts in Communication from Mills College, and is presently enrolled as an MLS candidate through Emporia State University, with an anticipated graduation date of 2009; and representatives from among the library's Graphic Design staff.

The Project Team will:

- Help issue the Request for Proposal (RFP) to select the Project Consultants in March 2009
- Select the Project Consultants and oversee their work
- Identify and recruit the *Kaboom!* Network Advisors
- Work with a Third-Party Evaluation Consultant to develop evaluation instruments and to implement the project's outcome-based assessment plan
- Work closely with the Program Coordinator to ensure this project also advances the goals of the Life by Design NW project
- Work with the Adult Services Consultant to plan, coordinate and participate in: staff training sessions; the design of the new library services plan; the design of the public relations plan; the design of the media campaign; the design of the volunteer recruitment awareness campaign; and all other project-related activities.

*The role of the Contracted Adult Services Consultant*

The selected Adult Services Consultant will be an independent contractor selected through a competitive Request for Proposals (RFP) process. It is expected that the selected Adult Services Consultant, whose contract will be paid with LSTA grant funds, will have the following relevant education and experience:

- Masters in one of the following or related fields: Gerontology, Education, or Library Science (required)
- At least 7 year(s) of relevant experience (required)
- Work that demonstrates an understanding of active older adults (required)
- Experience working with library-based adult services and/or library outreach to underserved populations (required)
- Excellent communication and facilitation skills (required)
- Experience in working with people from diverse cultures (required)
- Experience working with public libraries (required)
- Experience working on library service plans (preferred)
- Experience working with LSTA grant projects (preferred)

Expert assistance is now needed to create a cadre of library professionals dedicated to bringing about change in the way that libraries work with mid-life adults. The Adult Services Consultant

will help library staff look at successful innovations in a few libraries and turn them into a systematic program for positive change at Multnomah County Library. The project's activities will create the momentum to bring these new services and opportunities to many more people. The Adult Services Consultant will facilitate stakeholders, partners, and library staff's participation in a number of thoughtful discussions and training sessions to begin redefining, creating, and delivering new and innovative services to the county's growing population of active older adults. The Adult Services Consultant will compile resources to assist library staff working with active older adults. These resources will constitute an evolving knowledge center on this new component within adult services, to be distinguished from traditional senior services such as resources for the frail elderly. Training sessions and conversations will be offered on a number of relevant topics, likely to include: ageism; aging and life transitions; caregiving; civic engagement; cognitive development; creativity; economic and financial issues; gay, lesbian, bisexual and transgender aging resources; gerontology; health; housing; intergenerational and multigenerational programming; lifelong learning; population studies on older adults; programming ideas; race, diversity and multicultural issues; spirituality and values; volunteering; work and retirement. It took dedicated professionals to institutionalize library services for children and to build partnerships between libraries and health educators... and so it will take dedicated professionals to institutionalize services for the baby boom generation.

#### *The role of the Contracted Third-Party Evaluator Consultant*

The selected Third-Party Evaluator Consultant will be an independent contractor selected through a competitive Request for Proposals (RFP) process. It is expected that the selected Consultant, whose contract will be paid with LSTA grant funds, will have the following relevant education and experience:

- Masters in one of the following or related fields: Gerontology, Education, or Library Science (required)
- At least 7 year(s) of relevant experience (required)
- Work that demonstrates an understanding of active older adults (required)
- Experience evaluating library-based adult services and/or library outreach to underserved populations (required)
- Excellent communication and facilitation skills (required)
- Experience in working with people from diverse cultures (required)
- Experience working with public libraries (required)
- Experience working as an evaluator on IMLS or LSTA grant projects (required)

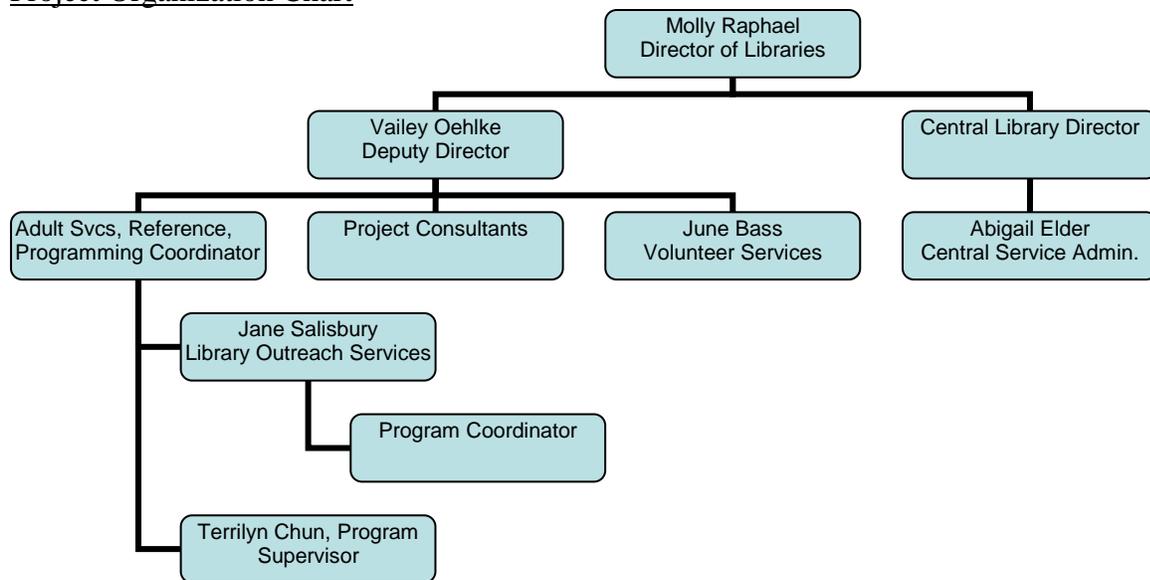
The Project Team will work with the Consultant to develop evaluation instruments and to implement outcome-based assessment plan. The proposed evaluation plan is fully described in Section E.

#### *The role of Project Partners*

Life by Design NW will commit substantial financial resources to the proposed grant project from a secured grant from Atlantic Philanthropies. These funds will be used to pay for the part-time position of Program Coordinator during year one of ***Kaboom!*** Life by Design NW will also be responsible for the development and management of their grant program, coordinating all of the activities among the nine strategic partners that are working together to develop program areas, supplemental services, etc. Life by Design NW's Program Manager Karen Shimada, MPH,

will play an important role in this proposed project. Karen has a background in Older Adult Education and a Public Health and Gerontology degree, in addition to work in nonprofit and events management. Other community organizations forming this coalition include: AARP Oregon; Hands On Portland, Morrison Child and Family Services, NW Natural, Oregon Public Broadcasting, Portland Community College, Portland State University, and Express Personnel. Large-scale national research continually calls for innovative, collaborative, and meaningful partnerships working together for the common good of our communities. Life by Design NW is one such example of a working partnership, committed to leading the way in creating a society where older adults are meaningfully engaged and their wisdom and experience are valued; where nonprofit organizations are staffed for optimum performance and significant social contributions; and employers are partners with employees in planning for the future.

Project Organization Chart



*D. Budget narrative*

Itemized budget for Year One: *Kaboom!*

Description	Requested	Our	Partner	Project
	LSTA Amount	Share	Share	Total
<b>Personnel</b>	<b>\$0</b>	<b>\$45,209</b>	<b>\$32,045</b>	<b>\$77,254</b>
Program Coordinator (.5 FTE), 1040 hours	\$0	\$0	\$24,445	\$24,445

Appendix E – Full Application

Abigail Elder, CEN Library Administrator, 260 hours	\$0	\$9,029	\$0	\$9,029
Jane Salisbury, Program Supervisor, 260 hours	\$0	\$8,747	\$0	\$8,747
June Bass, Program Supervisor, 260 hours	\$0	\$8,483	\$0	\$8,483
Terrilyn Chun, Program Supervisor, 260 hours	\$0	\$8,425	\$0	\$8,425
Graphic Design staff, 260 hours	\$0	\$6,673	\$0	\$6,673
Molly Raphael, Director, 50 hours	\$0	\$3,852	\$0	\$3,852
(25) Volunteer Advisors, Kaboom! Network (Estimate \$19/hr x 16 hours x 25 volunteers)	\$0	\$0	\$7,600	\$7,600
<b>Personnel Fringe Benefits 32%</b>	<b>\$0</b>	<b>\$14,467</b>	<b>\$7,822</b>	<b>\$22,289</b>
Program Coordinator (.5 FTE), 1040 hours	\$0	\$0	\$7,822	\$7,822
Abigail Elder, CEN Library Administrator, 260 hours	\$0	\$2,889	\$0	\$2,889
Jane Salisbury, Program Supervisor, 260 hours	\$0	\$2,799	\$0	\$2,799
June Bass, Program Supervisor, 260 hours	\$0	\$2,715	\$0	\$2,715
Terrilyn Chun, Program Supervisor, 260 hours	\$0	\$2,696	\$0	\$2,696
Graphic Design staff, 260 hours	\$0	\$2,135	\$0	\$2,135
Molly Raphael, Director, 50 hours	\$0	\$1,233	\$0	\$1,233
(25) Volunteer Advisors, Kaboom! Network	\$0	\$0	\$0	\$0
<b>Library Materials</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Description</b>	<b>Requested</b>	<b>Our</b>	<b>Partner</b>	<b>Project</b>
	<b>LSTA Amount</b>	<b>Share</b>	<b>Share</b>	<b>Total</b>
<b>Supplies</b>	<b>\$37,000</b>	<b>\$3,500</b>	<b>\$0</b>	<b>\$40,500</b>
Program Print Media Ads: 8 print ads to inform public, recruit volunteers, and attract program participants	\$15,000	\$0	\$0	\$15,000

Appendix E – Full Application

Program Radio Media Ads: 4 tags to inform public, recruit volunteers, and attract program participants	\$20,000	\$0	\$0	\$20,000
Program Promotional Supplies (fliers, brochures, postcards)	\$1,000	\$1,000	\$0	\$2,000
Targeted Volunteer Recruitment Supplies (fliers, brochures, postcards)	\$1,000	\$1,000	\$0	\$2,000
Copying & Postage	\$0	\$1,000	\$0	\$1,000
Refreshments for Kaboom! Network Meetings (4 meetings x 25 advisors x \$5/each)	\$0	\$500	\$0	\$500
<b>Equipment</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Travel</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Contractual Services</b>	<b>\$27,400</b>	<b>\$0</b>	<b>\$0</b>	<b>\$27,400</b>
Adult Services Consultant (Estimate \$125/hr for 120 hours)	\$15,000	\$0	\$0	\$15,000
Third-Party Evaluator/Consultant (Estimate \$100/hr for 40 hours)	\$4,000	\$0	\$0	\$4,000
(24) Speakers' Honorariums/Fees (Estimate 2 programs monthly @ \$200 each)	\$4,800	\$0	\$0	\$4,800
Translation Services (Estimate 4 languages x 30 cents/word x 3,000 words)	\$3,600	\$0	\$0	\$3,600
<b>Total Direct Charges</b>	<b>\$64,400</b>	<b>\$63,176</b>	<b>\$39,867</b>	<b>\$167,443</b>
<b>Indirect Costs 2.07%</b>	<b>\$1,333</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1,333</b>
<b>YEAR ONE TOTAL PROJECT BUDGET</b>	<b>\$65,733</b>	<b>\$63,176</b>	<b>\$39,867</b>	<b>\$168,776</b>

Budget Narrative Summary:

In year one, LSTA funds in the amount of **\$65,733** will be used for: **Supplies (\$37,000)**, such as the purchase of print media and radio ads to inform the community, as well as for promotional flyers, brochures, and postcards; **Contractual Services (\$27,400)** to secure the assistance of an Adult Services Consultant and Third-Party Evaluator, pay 24 speaker honorariums; and offset fees for the translation services needed to ensure that all project materials are culturally appropriate for our diverse community; and **Indirect Costs (\$1,333)** at the approved rate of 2.07%. In-kind and cash contributions, which total **\$103,043**, include: a leveraged grant (awarded to Life by Design NW) that will pay the first-year salary and benefits (**\$32,267**) for the newly hired Program Coordinator; 1,350 hours (**\$67,276**) of contributed salary and benefits by our staff

team of six, as well as 400 hours by the *Kaboom!* network of 25 advisors; and supplies (**\$3,500**) such as copying, postage, and refreshments for meetings with volunteers.

In year two, a **\$50,751** grant will be sought to pay a portion of the Program Coordinator position, program supplies; and contractual services.

*E. Evaluation method*

To facilitate both program implementation and evaluation, we will participate in the formative and summative evaluation established by project partner, Life by Design NW, using comprehensive program evaluation tools developed by Portland State University Institute on Aging. They have proposed the development, testing, and implementation of a participant intake process for use on their website and at all other locations where elements of the program are implemented (e.g., where workshops are provided). This intake process will involve determining how the participant learned about the program and gathering basic demographic information about the participant (e.g., age, gender, educational background) for descriptive purposes. Also during this intake process, each participant will be asked to establish his/her own user identification (ID) for use in accessing the various program components. Participants will then provide this ID upon accessing the website and/or when participating in any given program component. Library patron confidentiality will remain a key value during all phases of our participation in this evaluation process.

Lessons learned will be incorporated into our project's enhancements, with continuous improvements being made based on feedback from program evaluations. Short-term outcomes will be measured through evaluation, such as: number of participants served; number of website hits; length of time, and action taken on the website; number of individuals using the physical locations provided for classes and workshops; number of individuals benefiting from one-on-one coaching; number of individuals placed in new volunteer or nonprofit positions; and the number of individuals referred to other organizations for jobs, training, etc. We are especially interested in helping people over 50 as they transition from their primary career to engage in activities that return value to the community. We plan to assess increased participation in high-impact paid or volunteer opportunities in certified nonprofits, and an enhanced capacity by nonprofits and businesses to utilize this active aging workforce.

With funds from LSTA, we also plan to contract with a Third-Party Evaluator to design and measure our progress on library-specific objectives and outputs that are outside the scope of the Life by Design NW program. Expected outputs include notes from community conversations and other focus groups that provide the criteria for our action on high-priority needs; library service plans; written and oral briefings; and reports. At a minimum, we expect this library-specific evaluation to collect descriptive data about the following:

- Total number of project participants
- Number of participants in each project component/element (e.g., circulation statistics, website hits, workshop attendees, referrals to nonprofit organizations for employment/volunteer opportunities)
- Summary information regarding how participants learned about the project to determine the most effective outreach mechanisms

- A summary of complaints, compliments, and suggestions regarding the project overall or specific components
- Average levels of satisfaction with specific activities and services offered
- Program effectiveness data (e.g., based on pre- and post-tests to assess changes in attitudes and/or behaviors) via paper and online surveys

We are curious to learn answers to the following questions:

- What additional general characteristics of our target group turned out as being very important for our library service plan design decisions?
- What services will we provide to address the need?
- What will our audience learn that will help meet their need?
- What key administrative activities did the project need?
- How many people participated in this project and/or used the array of services that were developed as a result of this project?
- What were their important characteristics as a target audience for this project?
- Of the key outcomes and indicators used to build the project, how many of these participants or users showed the outcomes we hoped for? How did we know?
- Did we meet the need that shaped the project?
- What new local outreach activities can we create to promote participation in this project?

We are especially interested in assessing how well we perform on a selected number of outcomes from the list below:

1. Active older adults find what they need at the library
2. Active older adults are able to take advantage of rich volunteer opportunities in the library and in the community
3. Active older adults view the library as a key resource in the community
4. Library staff recognizes that the current paradigm of library services for “seniors” does not match the characteristics and potential contribution of the baby boomer generation
5. Library staff works to support coordinated change, willingly contributing the knowledge gained through this demonstration project to a central, easily accessible database of best practices
6. Library staff finds innovative ways to address the challenges and opportunities of demographic change, creating a community of practice concerned with services to active older adults that works across disciplines to reposition library practice.

The final evaluation as designed will include an identification of desired program outcomes, pre- and post-participation data collection, and formative and summative evaluation of major components, core processes, and deliverables against objectives. Evaluation results will be reviewed on a quarterly schedule with recommended refinements considered on an ongoing basis. Once the initial planning process is completed, the Third-Party Evaluator will ensure that our new library service plan also features its own evaluation component that is likely to describe future indicators, data gathering sources, methods, and outcomes of special interest to the library, such as:

- ▶ An increase in the number of times in which the library conducts or participates in asset mapping activities to identify the range and location of community resources that will benefit active older adults;
- ▶ An increase in the number of active older adult library services and programs for multiple populations with distinct needs, including migrant, immigrant, homeless, unemployed, disabled, incarcerated, and other populations;
- ▶ An increase in the financial commitment to active older adults' services and programs (as reflected in annual budget); collection development budget for adult resources; supporting professional development opportunities; and applying for grants to support new services and programs;
- ▶ An increase in the number of active older adults who volunteer for the library, attend library programs, use the computers, and check out library materials;
- ▶ An increase in the number of active older adults who attend community meetings to voice support for their community library;
- ▶ An increase in the number of new active older adults who report they feel welcome in the library--they are comfortable visiting and talking with staff;
- ▶ An increase in the number of library staff who have a better understanding of what they can do in day-to-day business to meet the needs of active older adults and those who serve them;
- ▶ An increase in the amount of programming and materials the library provides to the target population, which results in their increased use of the library (may include volunteer training, job skills, technology training, citizenship classes, etc.);
- ▶ An increase in the number of connections between neighborhood libraries and other community-based organizations serving active older adults;
- ▶ An improved library web site, with sections that gather together and describe the variety of ways in which the library supports lifelong access to learning and information, links to online adult education development modules and community resources, and promotes distance learning programs.

In addition to the desired outcome of having useful information and input upon which to develop active older adult library services, other county-wide performance indicators will be used to measure the success of our efforts, once the service plan is implemented. These include county-based tools, such as: 1) the Environmental Index, which measures and communicates how well we are doing as a community related to a specific set of sustainability indicators; 2) Personal Involvement Perception Index, which is the percentage of neighborhoods that report an increase in their average level of personal involvement in the neighborhood; 3) Citizen's Survey, which asks questions relating to community comfort levels; and 4) Opportunities for Improving/Enjoying Life, which is being developed by the Auditor's Office to gather feedback

regarding learning, recreation, and cultural opportunities available to Multnomah County residents. Other agencies, like direct service providers, may share evaluative information gathered from their management systems and products.

This grant project holds great significance for statewide library development. The demographics in the Oregon LSTA Five-Year Plan 2008-2012 show that 14 of Oregon's 36 counties have a median age of more than 40 years and the median age in two (Curry and Wheeler) is approaching 50. In fact, adults age 55 and older account for much of Oregon's population growth. The lessons learned by this project can be replicated by Oregon libraries interested in working with their community to more effectively serve active older adults. This project also expands the national learning community of Lifelong Access practitioners that Libraries for the Future (LFF) is committed to building. As this project evolves, LFF plans to link Oregon's leading-edge work to serve and engage boomers to others conducting similar work in their communities across the U.S.

This project is relevant to the following Oregon LSTA Five-Year State Plan 2008-2012 goals, high-level outcomes, and strategies:

Goal#1- Providing Access to Information Resources (*All Oregonians have access to high-quality library and information resources, anytime, anywhere, that help them achieve success in school, the workplace, and in their daily lives*)

- High-level outcome: Library services are enhanced for those who are currently under-served (*Supporting efforts to help libraries serve the growing population of "active seniors"*)

Goal #3-Fostering the Joy of Reading (*All Oregonians experience the joy of reading and develop and maintain a high level of reading ability*)

- High-level outcome: Adults are encouraged to read (*Awarding subgrants that support collaborative efforts between and among public, school, and academic libraries (including community colleges) that encourage reading*)

Goal #4-Increasing Capacity to Provide Library Service (*Libraries in Oregon offer expanded access to information and educational resources... and more effective services to populations targeted in LSTA because library staff have the knowledge, skills and competencies they need to effectively advance the six LSTA purposes*)

- High-level outcome: Libraries are more effective in delivering services that fulfill the six LSTA purposes because library staff in the field receive adequate support and guidance (*Encourage staff sharing that enables enhanced services to targeted active senior populations*)

Goal #6-Positioning Libraries to Help Build Strong Communities (*Oregon libraries are centers of community life where Oregonians connect with information resources and with each other*)

- High-level outcome: Communities are strengthened as libraries become centers of community life (greater awareness of libraries as centers of community life; more dynamic, community-based programming; using volunteers as a community-building phenomenon; and opportunity for diverse segments of the population to find common ground at the library).

This project will help inform the creation of a distinct specialty within adult services, focusing on active, engaged older adults; establish a demonstration project connected to the national model of Lifelong Access in another demonstration region; serve as a practical framework for library services; and promote public and private investment in libraries as centers for productive aging. Research on adults who have reached the age of retirement indicates that the retirement years are enhanced where there are multiple social and civic connections, ongoing learning, and opportunities for work other than care-giving. By providing opportunities for such connections, ***Kaboom!*** can complement the broad range of traditional services offered by libraries for older adults.

#### How this project will be publicized

A number of ways will be used to publicize this project, because it is important to recruit members of the target populations to participate. Hanging a sign for “seniors” won’t work for this generation, who are healthier, more active, and more committed to community service than their elders. A targeted media campaign, public relations strategies, and volunteer recruitment and awareness campaign are major elements of this project’s publicity plan. By providing connections to meaningful work, creative retirement, and lifelong learning, public libraries that learn the lessons this project has to offer can recharge their organizations, their staff, millions of individuals, and their communities.

We will publicize the project through our website and links to others, speaking engagements, community education, one-on-one marketing, emailed newsletters to 30,000 readers, and other public relations strategies to be devised during the life of the project. Potential venues and opportunities for community connections include: AARP, arts boards, genealogists, business associations, neighborhood associations, Oregon Gerontological Association Conference, cultural, arts and history committees, university task forces, fix-it fairs, caregiver’s resource fairs, condo welcome committees, CNRG, Idealist.org, local telecommuter networking groups, wellness programs, book discussion groups, knitting, crafts, gardening groups, etc.; National Night Out; and immigrant and refugee services, and organizations, like SCORE (Service Corps of Retired Executives).

Our Life by Design NW partners have also made communication commitments to this project that include: articles in newsletters (AARP Oregon distributes its newsletter to 125,000), and Hands on Portland emails 10,000 newsletters; Oregon Public Broadcasting’s community screenings of programs relevant to the target audience; and announcements in the Schedule of Classes printed quarterly (and made available online) by Portland Community College and Portland State University.

Results from this project will be shared with the Oregon State Library, as well as with the broader state and national library community through: written reports, public presentations at

future conferences, and with published findings in appropriate print and electronic media, such as *American Libraries*, *Public Libraries*, and the *OLA Quarterly*. Public presentations in the community will be sought to demonstrate how libraries can be frontrunners in integrating aging into the public curriculum. Project information will also be shared with the Vital Aging Task Force, Multnomah County Board of Commissioners, and the National Advisory Committee of the Lifelong Access Libraries Initiative, which includes library leaders as well as leading scholars and practitioners in other professions with relevance to productive aging. Information will be share at future Institutes of Lifelong Access Fellows, and proposed for presentation at 2009 PLA National Conference in Portland and 2009 OLA Conference. Project details will also be shared on the [Lifelong Access Libraries Blog](#).

**Part IV: Certification of Application**

1. Documentation of project participation (signatures below for each participating library and other partner listed under Part I, number 9 above):

I HAVE READ THE PROPOSAL PRESENTED ON THE PRECEDING PAGES. I AM AWARE OF THE OBLIGATIONS THAT PARTICIPATION IN THE PROPOSED PROJECT WOULD ENTAIL. BY MY SIGNATURE I CERTIFY MY LIBRARY'S COMMITMENT TO PARTICIPATE IN THE PROPOSED PROJECT AS DESCRIBED IN THE PRECEDING PAGES.

*Name*

*Library/Agency*

*Date*

2. Certification of the fiscal agent

Fiscal Agent (if different from applicant):

Name and address: \_\_\_\_\_

Contact person: Becky Cobb Phone: \_\_\_\_\_

Email: \_\_\_\_\_

- a. I affirm that the jurisdiction or agency (henceforth, AGENCY) is the designated fiscal agent for the project described in this application and is empowered to receive and expend funds for the conduct of the proposed grant project.
- b. I affirm that the information contained in this application is true and correct and that the AGENCY for which I am an official has authorized me to submit this application for LSTA grant funds.
- c. I affirm that if this application were to result in the AGENCY being awarded grant funds to carry out the project described in this application, that the AGENCY would comply with all of the requirements for the administration of LSTA grants described in Appendix D of the General Information and Grant Application Guidelines, Library Services and Technology Act.

\_\_\_\_\_  
Name of official authorized to enter into contractual agreements for the AGENCY

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

3. Certification for Children’s Internet Protection Act

Public and public school library applicants, and consortia with public or school members must indicate one of the options below.

a.	The applicant public or public school library has complied with the requirements of Section 9134(f)(1) of the Library Services and Technology Act.
b.	<i>(for consortia only)</i> Prior to using any LSTA funds to purchase computers used to access the Internet or to pay for direct costs associated with accessing the Internet for a public library or a public school library, the applicant consortium or group will collect and retain a duly completed Internet Safety Certification from every constituent public library or public school library in accordance with requirements of Section 9134(f) of the Library Services and Technology Act.
c.	The requirements of Section 9134(f) of the Library Services and Technology Act do not apply to the applicant library because no funds made available under the LSTA program will be used to purchase computers used to access the Internet or to pay for direct costs associated with accessing the Internet for a public library or public school library that does not receive discounted E-Rate services under the Communications Act of 1934, as amended.

\_\_\_\_\_  
Name of official authorized to enter into contractual agreements for the AGENCY

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**This form must be received at the State Library no later than 5:00 p.m. on Friday, August 15, 2008.**

**Faxed copies will not be accepted.** There are no exceptions. If requesting indirect costs, attach appropriate sections of a federally approved indirect cost plan.

Mail or deliver **one copy** of your application to:

Library Development Services  
Oregon State Library  
250 Winter St., NE  
Salem, OR 97301-3950

As a courtesy, the State Library asks that you email an electronic copy of your proposal, without letters of recommendation and appendixes, to *ann.reed@state.or.us*. This does not substitute for the signed, mailed copy.