

**Brief Grant Proposal for New Projects
Library Services and Technology Act FFY2012**

This form is available for download in Microsoft Word on our web site via:
<http://www.oregon.gov/OSL/LD/grantmainalt.shtml>. Proposals not meeting the following conditions will be returned. The form must not exceed this cover page and two pages of proposal content. A page is defined as one side of a sheet of paper. Use 12 point Times New Roman with one inch margins. Do not alter the format of this form. The deadline for receipt of this proposal is **5:00 pm on Friday April 22, 2011. Use form Appendix D if applying for a second or third year of funding.**

General Information

Project Title: Reaching Out: A Community Assessment Model

Applicant: Salem Public Library

Address: 585 Liberty St. SE, Salem, OR 97301

Contact Person: BJ Toewe

Phone: 503-588-6084

Email: bjtoewe@cityofsalem.net

Fiscal Agent (if different than Applicant):

Authorized by: BJ Toewe

Title: Library Administrator

Signature:

Date: April 22, 2011

PLEASE INDICATE THE ANTICIPATED LENGTH OF YOUR GRANT PROJECT:

(Check applicable boxes)

THIS IS THE 1st YEAR OF A ONE YEAR GRANT PROJECT.
 TWO YEAR
 THREE YEAR

For projects that are anticipated to be multi-year projects be sure to include an estimate of the funds anticipated to be needed for future years in the Section 4 budget discussion and Section 5 grid.

THIS IS PRIORITY 1 OF THIS ORGANIZATION'S PROPOSALS.

This form must be received at the State Library no later than **5:00 pm on Friday, April 22, 2011. Faxed copies will not be accepted.** Mail or deliver **one copy** of your proposal 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, in rtf or Word format, to ann.reed@state.or.us. This does not substitute for the signed, mailed copy.

Project Proposal (insert your text after each section)

Section 1. Provide the exact text of the single most relevant goal and high-level outcome from the *Library Services and Technology Act (LSTA) Five-Year State Plan* that will be addressed by the grant project.

***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**

Section 2. Describe the problem that will be addressed by the proposed grant project.

In an era of shrinking resources for libraries and changing needs of the public, it is crucial to future viability that libraries take deliberate steps to remain appealing and relevant. In order to respond to local needs and connect with local communities, Oregon libraries need to create a dialog with all community members, especially those from diverse populations, to hear feedback from the widest possible variety of users and potential users.

Accordingly, Salem Public Library has identified “Connecting with Our Community” as one of the strategic initiatives in its recently completed five-year plan. The plan calls for the library to be proactive in collecting information from residents to use in planning future services and programs. This also reflects Goal 6 of the “Oregon State Library – Library Services and Technology Act Five-Year Plan” which targets an increased awareness of libraries as centers of community life by encouraging public libraries to do a community analysis and “target programs and services to fit local communities.”

The challenge is a lack of useable community assessment tools and plans that are easily adapted for use by Oregon public libraries.

Section 3 – PROPOSED PROJECT

Salem Public Library proposes to develop and test a community assessment tool for the unique challenges faced by Oregon public libraries, then make that tool available to libraries around the state in a format that can be adapted for use in communities of all sizes.

The goal of the project is to contract with a reputable firm or organization to develop and implement a statistically valid community assessment with a focus on public library services, and to create a community assessment model for other public libraries.

Objective 1: To complete a statistically valid community assessment of Salem residents, especially those from diverse populations. Activities will include: (1) completing a competitive bid process to select a qualified firm or organization; (2) designing a survey using the joint expertise of the successful bidder and the library’s Management Team; (3) executing the survey, using phone contact, man-on-the-street, focus groups, web-based input, and by offering incentives purchased by library support groups to encourage diverse populations to return surveys

accessed in neighborhood gathering places, depending on the recommendations of the successful bidder; and (4) analyzing the survey results and process.

Objective 2: Create a community assessment toolkit for use by Oregon public libraries, including the assessment instrument, implementation plan details, and analytical tools, along with step-by-step instructions for other libraries. This information will be delivered through: (1) a website that includes information and online calculators, as well as suggestions for scaling the project to each community; and (2) a presentation at the Oregon Library Association Annual Conference that outlines the project and encourages libraries to implement community assessments in their own communities.

Section 4 – PROJECT BUDGET

Funds from LSTA will be dedicated to contracting with the successful firm or organization selected from a competitive bidding process. The successful bidder will establish a process for community assessment; work with staff, volunteers, and community partners to develop and an assessment instrument; analyze results; and create a website to share the model with the public library community.

Additional in-kind support will be contributed by the time and effort of staff, volunteers, and community partners who will work with the successful bidder to ensure a dynamic and useful survey process is developed, carried out, and shared with the public library community.

Section 5. Proposed project budget summary (Use this format – do not alter it):
(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		\$10,000		\$10,000
Benefits				\$0
Travel				\$0
Equipment				\$0
Supplies				\$0
Contractual			\$50,000	\$50,000
Library Materials				\$0
Total Direct Charges	\$0	\$10,000	\$50,000	\$60,000
<i>Indirect Charges</i>	\$0	\$0	\$0	\$0
Total Budget	\$0	\$10,000	\$50,000	\$60,000

Proposed second year LSTA amount: ____0____ Proposed third year LSTA amount: ____0____