

APPLICATION
Extending Library Service to the Unserved Grant Program
Library Services and Technology Act FFY 2012

Use 12 point Times New Roman, with one inch margins. The deadline for receipt of the Application is **5:00 pm on Friday April 13, 2012. Funding begins July 1, 2012.**

Part I: General Information

1. Project title: Come to the Library: Serving Unserved Families in the St. Helens School District
2. Applicant: St. Helens Public Library (Columbia County)
3. Address: 375 S. 18th Street Suite A
St. Helens, OR 97051
4. Contact person: Margaret Jeffries Phone: (503) 397-4544 ext.104
Email: margaretj@ci.st-helens.or.us
5. Fiscal agent (if different than applicant): City of St. Helens
6. DUNS number: 076401504
7. U.S. Congressional District: Congressional District 1
8. Identify currently unserved population that will be served by the project:
This project will serve an estimated 752 households in the St. Helens School District that do not have access to library services.
9. Brief paragraph describing proposed project: This project will extend the programs, collections and services of the St. Helens Public Library to unserved families in the St. Helens School District, establish and solidify partnerships within the St. Helens School District, help dispel misconceptions about the cost of library services to nonresidents, and prepare stakeholders, voters and families for a potential future library district.

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10. List partnering organizations. All partnering organizations must also sign part IV.1.

PLEASE FILL IN THE FOLLOWING INFORMATION ABOUT THE ANTICIPATED LENGTH OF YOUR GRANT PROJECT:
 (Check applicable boxes)
 THIS IS THE 1st YEAR OF A ONE YEAR GRANT PROJECT
 2nd YEAR TWO YEAR
 3rd 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.

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			\$18,040	\$18,040
Benefits			\$5,090	\$5,090
Travel			\$400	\$400
Equipment				\$0
Supplies			\$3,900	\$3,900
Contractual	\$0	\$752	\$29,328	\$30,080
Library Materials			\$8,000	\$8,000
Total Direct Charges	\$0	\$752	\$64,758	\$65,510
<i>Indirect Charges</i>				\$0
Total Budget	\$0	\$752	\$64,758	\$65,510

Proposed second year LSTA amount: \$57,128 Proposed third year LSTA amount: \$49,218

Part III: Project Narrative

(Attach additional pages. See the criteria for grant proposal evaluation in the General Information and Grant Guidelines)

A. *Background of Applicant (describe the agency's ability to undertake this project)*

The St. Helens Public Library has successfully collaborated with the St. Helens School District in recent years. The Library's partnership with the high school's Teen Parent Program in providing parent education and early literacy enriched storytimes was central to the Library's recognition for one of five statewide 2010 Outstanding Ready To Read Projects. In the last three years, the Library has gradually increased school outreach to enhance participation in *Our Community Reads* with juvenile and young adult book

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selections, online book discussions and programming. Additionally, the Library has been successful in obtaining local grants to support Library programs and partnerships.

B. Detailed statement of problem

Approximately 627 households with students enrolled in St. Helens School District schools do not have tax-supported public library services. Many more households with children within this same physical boundary do not have library services. They may be home-schooled, enrolled in one of three online academies, attending private schools, pre-schools or not yet of school age.

The school district is located in Columbia County, Oregon which is characterized by 10.5% unemployment¹ and diminishing family-wage jobs. The poverty rate within the district in 2010 was 13.4%.² Of the 3,602 children enrolled during the 2009-2010 year, 1,274 were eligible for free and reduced lunch.³

The St. Helens Public Library is within the boundaries of the St. Helens School District but only receives tax support from property owners within the City of St. Helens' limits. Library cards are available to nonresidents for an annually adjusted fee that approximates a City household's tax contribution to the Library. Currently that fee is \$35 per year, and has been for three years, but it is expected to increase to \$40 in July 2012. Although this is a modest fee when considered on a monthly basis, it is still beyond the reach of many families. An additional barrier for nonresident use of the Library was created when these cards were \$115 per year. Although that was a reality five years ago, that impression persists today.

C. Describe the proposed solution that the project will implement. Indicate the project goal, and the quantified objectives that will be used to measure whether the goal is accomplished. Describe the activities that will be undertaken to meet each objective. (include timeline)

The primary goal of the project is:

- To extend library programs, collections and services to unserved households with students enrolled in the St. Helens School District.

Secondary goals and benefits of the project are:

- To establish and solidify partnerships with each of the schools in the St. Helens School District, especially those relationships with key contacts (i.e. Library Media Specialists) inside each school.

¹ Indicators Northwest, <http://www.indicatorsnorthwest.org/DrawRegion.aspx?RegionID=41009>

² Indicators Northwest, <http://www.indicatorsnorthwest.org/DrawRegion.aspx?RegionID=41009>

³ Indicators Northwest, <http://www.indicatorsnorthwest.org/DrawRegion.aspx?RegionID=41009>

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- To help dispel misunderstanding in our community about the cost of library services to non-residents through this unique opportunity to “Come to the Library”.
- To begin the process of preparing stakeholders, voters and families for a potential future library district.

In Year One, our approach will be to market 752 library cards at no charge to the identified 627 school district households with enrolled students as well as 125 first come-first-served cards for nonresident families that reside within the district. The decision to offer library cards in Year One at no charge is based on the need to overcome the perception that “a St. Helens library card costs over \$100 a year”. A partial reduction in the cost of this perceived price may not provide enough incentive to induce many families to come through our doors. If we can invite these families to “Come to the Library” at no charge for the first year, then we have a generous window of time in which to demonstrate the value of library services and encourage their participation in libraries long term.

The St. Helens Public Library did consider a project that would include all children ages 0-18 within the district regardless of enrollment, but instead, made a very intentional decision to limit the scope of this proposed project for several reasons.

- Focusing our marketing in the public schools enhances the Library’s ability to easily reach large numbers of students and families.
- Working cooperatively with the School District helps establish the relationships for future collaborative efforts.
- The Library already has well-established programs for children ages birth to five with outreach to Head Start, a partnership with the St. Helens High School Teen Parent Program, and Library lapsit, toddler and preschool storytimes.

That said, the mix of nonresident library cards offered to enrolled vs. non-enrolled school district families will be monitored and re-evaluated as Year One progresses. Additional venues for marketing “Come to the Library” can be added as staff time allows. Some examples might be the ESD, home school parent organizations, private schools and community meal sites.

The Year Two and Three fees for a nonresident library card would be 75% and 50% of the usual fee, respectively. The City of St. Helens would contribute an in-kind donation of \$1 per card in all three years. Year Two and Three proposed costs assume that the annual fee for a card remains stable at \$40.

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Timeline	Task	Activities and Measurable Objectives
July –October 2012	1	Market nonresident library cards at no charge to the unserved households of enrolled students in the St. Helens School District.
	1.1	Create and distribute flyers advertising the program to students in the St. Helens School District as part of their take home packets. Will distribute at least 2,500 flyers by September 2012.
	1.2	Advertise the program through regular channels, such as: online, area newspapers, school newsletters, radio and the City of St. Helens Gazette and social media. Will submit press release to media outlets by September 2012.
	1.3	Attend at least one staff meeting at each of the district schools to talk about the program and answer any questions teachers may have about it. Will contact the principal at each of the five schools to request an opportunity to present by August 2012.
	1.4	Create processes, tracking systems and order additional materials necessary to sign up increased numbers of new patrons. Will complete by September 2012.
	1.5	Train staff members on the specifics of the program; how the program is structured, and their role in its success.
	1.6	Provide additional training to front-line staff for so that they can better support the Youth Librarian in his grant duties. This training might include: the Microsoft Office Suite, cataloging of electronically accessed materials (ebooks and audiobooks), writing and children’s literature. Will register at least one staff member for training by October 2012.
	1.7	Create a single program kick-off event that coincides with National Library Card Sign Up Month (September 2012).
	1.8	Create attendance verification forms to keep at schools, which allow students to verify school attendance to public library staff members (for the purposes of getting a public library card). Will complete by September 2012.
	1.9	Hold meetings with Library Media Specialists and school secretaries on their roles in the program. Will contact the secretaries at each of the five schools to request a meeting by September 2012.
	1.91	Recreate library card applications and other forms necessary to implementation of this program. Will complete by September 2012.
July 2012 – June 2013	2	Youth collections will be updated and expanded to support increased patron usage and to better support the needs of school-aged youth.
	2.1	Collect information through survey from school and public library staff about which resources they would like to see added to the

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		public library's collection. Get information on reoccurring curricular assignments, including dates when public library staff can expect students to be asking for certain types of materials. Will submit survey to all school district Library Media Specialists by November 2012.
	2.2	Assess public library's current collection to determine where LSTA dollars can have the greatest impact in serving school-aged children and teens. Will conduct needs assessment by September 2012.
	2.3	Create and submit one or more orders to resolve collection deficiencies in public library's youth sections. Will submit at least one major order by July 2012 in order to provide a variety of high interest library materials to new student card holders in September.
	2.4	Create brochures for public school teachers that identify relevant resources (both new and old) so that they may better direct their students to them. Create and deliver at least 6 unique brochures by December 2012.
September 2012- June 2013	3	Library staff will create online and print pathfinders, brochures and lists to help direct school-aged youth to high interest library resources. These might be educational resources appropriate for school assignments, reader's advisory in nature, or to help satisfy youth subject interests.
	3.1	Identify high interest (commonly asked for) topics and resources by collaborating with frontline public and school library staff members.
	3.2	Research positively reviewed resources to meet these needs both online and in the library's catalog. Add needed titles to material orders in task 2.3.
	3.3	Beginning with the most requested types of materials or information, begin creating brochures aimed at school-aged children /teens that identify relevant library materials. Will create and distribute at least 15 brochures by June 2013.
	3.4	Create online pathfinders for high use subjects identified in task 3.1. These pathfinders will include electronic library resources, as well as reputable resources found on the Internet. Incorporate new pathfinders into existing children's section of public library's website. Will complete and post 10 pathfinders by December 2012.
August 2012 – April 2013	4	The Library will draw young patrons and potentially underserved patrons to the library through a series of high interest programs, events and activities. These activities will be a significant expansion of existing programs already offered by the library.
	4.1	Work with public library staff members, existing patrons, and the High School's Leadership group to identify potential programs of

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		high interest to children and teens. Will contact Teen Leadership group by October 2012.
	4.2	Investigate the feasibility of each of these potential programs, and discuss as a staff which programs most closely align with the library's mission and the aims of this grant.
	4.3	Implement identified programs, events and activities by contracting performers or designing and advertising indicated outreach. Library will host at least six highly publicized events between August & April.
February 2013 – June 2013	5	The library will expand and provide outreach to a wider audience for their annual Summer Reading Program.
	5.1	Seek volunteers to assist Youth Librarian as he does summer reading presentations at local schools. Currently the Youth Librarian is unable to do these presentations due to time constraints. Will contact school library staff to offer the presentations by May 2013.
	5.2	Create and schedule summer reading presentations at local schools.
	5.3	Add weekly story times throughout the summer. During the school year we do a themed Lapsit, Toddler and Preschool story time each week, but discontinue story time during the summer to allow staff enough time for the Summer Reading Program. It would reflect best practices to do story time year round. By extending story time into the summer months the library would encourage library use by school-aged siblings as well as the younger children for whom story time is intended.
	5.4	Establish a <i>Read to the Dogs</i> program during the summer months in order to support both the Summer Reading Program and reluctant readers. Will complete program planning and will distribute advertising by May 2013.
July 2012 – June 2013	6	The library will track and quantify a variety of statistics in order to determine the success of this grant throughout the grant period.
	6.1	Measure the number of new cardholders resulting from this grant
	6.2	Measure the total number of circulations per month by grant-funded card holders.
	6.3	Measure the average number of circulations per month by grant funded card holders.
	6.4	Track attendance for each grant funded library program from tasks 1.7, 4.3, 5.3 and 5.4
	6.5	Track the total number of items purchased from task 2.3

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June 2013 and Beyond

In Year Two and Three, the library would continue the activities outlined above with a shift in emphasis toward less marketing and more effort toward encouraging cardholders to renew. We would also like to devote a significant amount of time to increasing the number of our teen users. This user group is severely underserved at the moment and we see this as an area of untapped potential to our library and our community.

Specific projects may include:

- Establishment and support of a library Teen Advisory Board (TAB)
- Creation and implementation of teen library programs with the assistance of the TAB.
- Advocating for a revisions to the municipal code that creates a permanent teen position on the regular Library Board.
- The recruitment of additional teen library volunteers interested in helping permanent staff with shelving and the presentation of library programs.

D. Budget narrative

Local In-Kind Contribution: \$752.

The City of St. Helens will contribute \$1 toward the cost of each nonresident card.

LSTA Contribution: \$64,758

Personnel: Wages for 0.3 FTE Youth Librarian and 0.15 FTE Library Assistant (one additional hour per day that the Library is open) – Total of \$18,040

Benefits: Associated benefits for these added hours - \$5,090

Travel: Webinars or Classes for Library Technician and/or Library Assistants - \$400

Supplies: Programs for Children and Youth - \$3,000 and Marketing Materials - \$900

Contractual: The cost of reimbursing the City of St. Helens for the remaining cost of the discounted library cards for Year One of the project – \$29,328 (752 cards @ \$39 each)

Library Materials: \$8,000 to update the Youth Collection

E. *Evaluation method* - The measurable objectives are listed in the table of activities and the associated timeline.

Part IV: Certification of Application

1. Documentation of project support. Partners listed in part I.10 must sign. The grant applicant signs part IV.4. If the fiscal agent is different than the applicant, they sign part IV.5.

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

<i>Name</i>	<i>Library/Organization</i>	<i>Signature</i>	<i>Date</i>
Mark A. Davalos	St. Helens School District		4/12/12

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2. Certification for Children’s Internet Protection Act

Public and public school library applicants, and consortia with public or school members **must** check one of the options below (a, b, or c).

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. Every computer connecting to the Internet, public and staff, is filtered. The filter can be disabled upon request of adults.
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. Every computer connecting to the Internet, public and staff, is filtered. The filter can be disabled upon request of adults.
c. X	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.

3. Certification of the grant applicant and/or fiscal agent (if different than applicant)

- a. I affirm that the jurisdiction or organization (henceforth, ORGANIZATION) 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 ORGANIZATION 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 ORGANIZATION being awarded grant funds to carry out the project described in this application, that the ORGANIZATION would comply with all of the federal and state requirements for the administration of LSTA grants, including part IV.2 above and allowable costs described in Appendix B of the General Information and Grant Application Guidelines, Library Services and Technology Act.

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4. Signature of grant applicant

Mayor, City of St. Helens
Name of official authorized to enter into contractual agreements for the ORGANIZATION

Mayor, City of St. Helens
Title
Randy Pelt 4/13/12
Signature Date

randyp@ci.st-helens.or.us
Email
503-397-6272 x111
Phone number

5. Signature of fiscal agent (if different than applicant or if applicant is not a 501(c)3 or legally established entity or if applicant does not have contract authority for the ORGANIZATION)

Name of official authorized to enter into contractual agreements for the ORGANIZATION

Finance Director, City of St. Helens
Title
Jellis Jellis 4/13/12
Signature Date

jellis@ci.st-helens.or.us
Email
503-397-6272 x127
Phone number

This form must be received at the State Library no later than 5:00 p.m. on Friday April 13, 2012.

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