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Proposal # 14-32-1p

**Extending Library Service to the Unserved Grant Program
Library Services and Technology Act FFY2014**

This form is available for download in Microsoft Word on our web site via:
www.oregon.gov/osl/LD/Pages/grantmainalt.aspx. Proposals not meeting the following conditions will be returned. Use 12 point Times New Roman with one inch margins. Hard copy must be **single-sided**. Do not change the words on this form. The deadline for receipt of this proposal is **5:00 pm on Friday April 11, 2014. Funding begins July 1, 2014.**

Part I: General Information

1. Project title:
Come to the Library: Serving Unserved Families in the St. Helens School
2. Applicant:
St. Helens Public Library
3. Mailing Address:
375 S. 18th Street Suite A, St. Helens, OR 97051
4. Contact person: Margaret Jeffries Phone: 503-397-4544
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

Application- Extending Library Service to the Unserved

8. Identify currently unserved population that will be served by the project:

This project will serve an estimated 250 households within the boundaries of the St. Helens School District #502 that do not have access to tax-supported library services (Columbia County outside the City of St. Helens). This overall population consists of 627 households with students enrolled in the district and another 125 households with children 0-18 that are either not yet school age or are attending other educational institutions. While this is still the potential population that the Library seeks to serve with the grant – it is apparent after two years of effort that 752 families will not overwhelm the library unexpectedly. What is much more likely to occur, is that those families who participated in year one and two of the free grant card project will renew their card for a third year, and word about the project will continue to spread to reach additional families from this population that have not yet been served. The Library hopes to provide 250 grant-funded library cards to this target population.

9. Brief paragraph describing proposed project:

This project will extend the programs, collections and services of the St. Helens Public Library to unserved youth and their families, if they reside within the St. Helens School District boundaries but outside the city limits of the City of St. Helens. The project will: provide grant-funded library cards for the target population, continue to revitalize the Juvenile and Young Adult (YA) materials collections, and provide enhanced programming to attract these potential users to the Library. The project also provides staff hours to implement the proposed programs and collection development activities.

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

St. Helens School District #502 – (1) Providing addresses (no names) of those families who reside inside the St. Helens School District boundaries, but are outside the St. Helens city limits. (2) Allowing the library to distribute its program and event flyers in schools throughout the grant period.

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			\$22,250	\$22,250
Benefits			\$8,916	\$8,916
Travel				\$0
Equipment			\$1,100	\$1,100
Supplies			\$6,649	\$6,649
Contractual		\$250	\$9,750	\$10,000
Library Materials			\$11,000	\$11,000
Total Direct Charges		\$250	\$59,665	\$59,915
<i>Indirect Charges</i>				
Total Budget		\$250	\$59,665	\$59,915

Proposed second year LSTA amount: NA Proposed third year LSTA amount: \$59,665

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)

St. Helens Public Library is a city library with a service population of nearly 13,000 people, and a budget of approximately \$533,000 per year. Staff consists of: one full-time Library Director, a Youth Librarian (funded at .7 FTE by the City due to it being a newer position), one full-time Reference Librarian, one full-time Library Technician (cataloger), and two part-time Library Assistants.

For the past two fiscal years, the library has successfully managed LSTA grant funds totaling \$122,698. Despite declining City revenues and the loss of one half-time Library Assistant, the Library has been able to expand library programs, collections and services across all its key user groups, and has used LSTA funds to serve and reach out to current and potential library users. In very real terms, the LSTA funding has created momentum for reading and library use in the St. Helens community. Here are some of the LSTA grant accomplishments thus far:

- 1,459 total items purchased for the Library’s collection; items which were checked out 5,570 times July 2012 – present.
- Total circulation of all library materials jumped from 106,000 items in 2012 to over 116,000 items in 2013; a ten percent jump in circulation in just one year.

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- Over 240 families (115 in year one, and 125 so far in year two) in the St. Helens area were provided library service due to LSTA grant efforts. This includes a number of patrons who had left the library due to the perceived “high cost” of a library card; a perception that is diminishing. While the grant was intended to bring in underserved users who had never had a library card, in reality, it also brought in past users who had become non-users due to misunderstandings about the cost of a nonresident card.
- The Library created a teen gaming program to attract a different user groups to the library. The group now meets monthly to play and discuss video games. All members are now library card holders.
- The Library created a reading incentive program called Drop Everything And Read (D.E.A.R.) that goes throughout the school year. Kids and teens meet every Thursday night for 30 minutes of reading or being read to. Every four sessions attended earns participants a small prize.
- The library purchased science lab equipment (microscopes, beakers, robot kits, etc.) that has allowed them to hold fun dissection events, partner with the local Middle School’s Talented And Gifted (TAG) program, and create other science-based programs which draw different user groups to the library. The Library’s offerings recently garnered the attention of a local School Board member who pledged his support for future STEM projects and partnerships. Currently the Youth Librarian is working with the local middle school science teacher (a TAG coordinator) and the high school robotics (and math) teacher to create and present summer reading programs based on: mini robots, polymer gel solutions, computer programming, and chemistry. Obviously libraries in the future want to incorporate STEM concepts into their programming. The staff at St. Helens Public Library has noticed that the “wow” factor of science, combined with parents’ innate understanding of the importance of science and math to our collective future, has given these STEM programs a dual role. Not only do they build foundational skills and interests in science and mathematics, they also draw users to the library (especially the home schooled population) that might not usually attend other more traditional library programs.
- A Cultural Pass Program was implemented at the library. This successful program draws not only youth patrons, but also adult patrons, and adds to the value of a library card. Families frequently return the passes and thank library staff for all the money they were able to save (up to \$50 in some cases). Another lesson learned while working on this grant has been that the Cultural Pass program, while somewhat expensive to create, is much cheaper than originally expected. Many institutions do not advertize their participation in the program, but most of the yearly passes purchased were between \$60 and \$200. After the grant ends, it is expected that the library will be able to continue to fund the Cultural Pass program, just on a smaller scale. Patron families plan their weekends around getting these passes!
- The LSTA grant has allowed the Library to host a variety of events from the fun (Minion Malarkey) to the educational (Dissection Juxtaposition). Some of these events have attracted over 120 people to our small library, which is amazing for a town of 13,000. This level of citizen involvement has frequently attracted the attention of the local media; both newspapers and social media networks.

B. Detailed statement of problem

Households within the boundaries of St. Helens School District, but outside the city limits of St. Helens do not have access to tax-supported library services. The School District is located in Columbia County, Oregon which is characterized by high unemployment and diminishing family-wage jobs. Of the 3,261 students enrolled during the 2012-2013 year, 51.1% were eligible for free and reduced lunch.¹ One elementary school in the District (located about 1 mile from the Library) had 65.7 percent of its students eligible for free and reduced price lunches in 2012-2013. The St. Helens Public Library is located within the boundaries of the St. Helens School District but receives tax support from property owners within the City of St. Helens' limits. Library cards are currently available to nonresidents for an annually adjusted fee that approximates a City household's tax contribution to the Library. That fee is \$40 per year and is expected to remain at this rate for the coming fiscal year. Although this is a modest fee, it is still beyond the reach of many families. An additional barrier for use of the library is the Library was created when these cards were \$115 per year. Although that was a reality seven years ago, that impression persists despite advertisements and significant amounts of community outreach.

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) Include a description of how the project will use outcome-based evaluation.

If awarded a third year of LSTA funding, the St. Helens Public Library will continue to offer grant-funded family cards for nonresident adults who have youth (birth-18 years of age) in their households, and reside inside the St. Helens School District boundaries. The library will continue to advertise the availability of these cards on social networks, in the media, through flyers, road signs, outreach, and at the theater in St. Helens. Library staff will continue to provide a diverse array of programs in order to draw the target population to the library, including (but not limited to): the Teen Advisory Board, Drop Everything and Read (D.E.A.R.), and Teen Gaming Nights.

Project Goal:

To extend the programs, collections and services of the St. Helens Public Library to unserved youth and their families living in the St. Helens School District, thus enabling these individuals to become intrinsically motivated, habitual readers through the utilization of library resources.

Project Objective #1

Two hundred and fifty families in the St. Helens area who do not have access to publicly supported library service will visit the library, apply for a grant-funded library card, and use that card to checkout library items prior to May of 2015.

Activities Supporting Objective #1

1. The Library will contact year one and two grant year cardholders by email or telephone (as their current memberships expire) to inform them that they are eligible for another year of free library service.

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2. The Library will advertise the availability of the grant-funded cards before and after each show at the local movie theater. The current grant funded movie theater advertising expires in November 2014. The Library is asking for \$800 (\$800/LSTA Supplies) to pay for eight months of this advertising (November 2014 – June 2015).
3. The Library will provide brochures and flyers advertising library programs and services to public schools, private schools, preschools, and local businesses for distribution to students/clients.
4. The Library will advertise the availability of the grant funded library card via the *City of St. Helens Gazette* Newsletter, and the City's Facebook page.
5. The Library will reach out to residents of outlying areas by creating and posting road signs (on private property) on the major roads leading into and through the Columbia City, Deer Island and Yankton areas. (\$684/LSTA Supplies)
6. The Library will continue to provide high interest and media worthy programs to attract potential users (\$3,000/LSTA Supplies). The Library requests further funds to continue the Cultural Pass program (\$2,165/LSTA Supplies), the Teen Gaming Nights (\$1,100/LSTA Equipment), and Freegal Music Service (\$3,000/LSTA Materials).

Project Objective #2

Patron use of the Young Adult and Children's collections will increase by 10 percent between July 1st 2014 and April 1st of 2015.

Activities Supporting Objective #1

1. The Library will purchase \$8,000 worth of exciting new physical materials to add to the Children's and Young Adult collections (\$8,000/LSTA Materials). New materials spur increased circulation, and add value to those who hold library cards. Having a current, balanced, and informative collection is crucial to the success of the grant; often potential users will come to the library to see what is available before ever talking to a staff person about getting a card.
2. The Library will continue the Teen Advisory Board program. These teens have been meeting monthly for the past year to discuss programming, and collections at the library – they act as an advisory committee, a key user group, and a library advocacy group. The teens have many good suggestions regarding collection development, and tend to be frequent library users.
3. The Library will continue the Drop Everything And Read (D.E.A.R.) program for children and teens.
4. The Library will advertise new youth materials in list form at least quarterly on the City's e-Newsletter.

Project Objective #3

Total youth attendance at library programs will increase by 10 percent between July 1st 2014 and April 1st of 2015.

Activities Supporting Objective #1

1. The Library will continue to provide high interest and media worthy programs to attract potential users (\$3,000/LSTA Supplies). The Library requests further funds to continue the Cultural Pass program (\$2,165/LSTA Supplies), the Teen Gaming Nights (\$1,100/LSTA Equipment), and Freegal Music Service (\$3,000/LSTA Materials).

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D. Budget narrative

Local In-Kind Contribution: \$250.

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

LSTA Contribution:

Personnel:	Wages for .3 FTE Youth Librarian - \$15,619.46 <ul style="list-style-type: none">• The Youth Librarian will implement and manage all LSTA projects Wages for .76 FTE Library Assistant - \$6,630.26 <ul style="list-style-type: none">• This will cover additional hours each week for three part-time Library Assistants so that they can continue to cover the additional work load placed on circulation due to the additional LSTA funded library cards, as well as grant related projects assigned by the Youth Librarian.
Benefits:	Benefits for .3 FTE Youth Librarian - \$7,024.31 Benefits for .76 FTE Library Assistant - \$1,891.69
Travel:	\$0
Equipment:	Video Game Systems & Supplies - \$1,100
Supplies:	Cultural Pass Program – \$2,165; Road Signage - \$684; Theater Advertising - \$800; Programs for Youth - \$3,000
Contractual:	The cost of reimbursing the City of St. Helens for the remaining cost of the nonresident library cards for Year Three of the project - \$9,750 (250 cards @ \$39 each).
Library Materials:	Materials to update the Juvenile and Young Adult Collections - \$8,000; Freemal Music Service renewal - \$3,000

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E. Evaluation and publicity

The project will be evaluated by an emailed survey to the 250 households that applied for grant funded cards prior to May 1st 2014. We hope to receive a 25 % rate of return which is equal to 38 responses. Survey questions will aim to get at several key pieces of information:

1. How LSTA card holders used the library during the grant period (frequency of library visits, online visits vs. physical, school work, entertainment, attendance at programs)?
2. What value did these cards have to these new users – a very open ended question?
3. How did it affect the habits, beliefs and attitudes of children or teens in the household towards reading and learning?
4. How did it affect the habits, beliefs and attitudes of children or teens in the household towards the library in general?
5. Ideas, wishes and thoughts on the future of the library, and how we can improve our service to the community.

Publicity

A press release will be issued informing our two local newspapers about details of the new grant. Also, the City of St. Helens will issue releases about grant funded programs to its Facebook page, e-Newsletter, and Gazette (quarterly print publication). Library programs are typically also advertised through the use of flyer distribution (in schools, in the library and around town), the library’s website, the Chamber of Commerce website, presentations at local group meetings, children’s fairs and parades, email lists, highway reader boards, and through word-of-mouth. In addition, this year the library proposes to use grant funds to pay \$800 for 8 months of advertising in the local movie theater.

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 Davalos	St. Helens School District #502		4-10-14

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.
<input checked="" type="checkbox"/>	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

John Walsh
Name of official authorized to enter into contractual agreements for the ORGANIZATION
City Administrator
Title
[Signature] 4/8/14
Signature Date
Email
(503) 356-8211
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)

Jonathan J. Ellis
Name of official authorized to enter into contractual agreements for the ORGANIZATION
Finance Director
Title
[Signature] 4/8/14
Signature Date
jellis @ Ci. St-Helens . or . us
Email
503-366-8227
Phone number

ⁱ Oregon Department of Education DBI Report, <http://www.ode.state.or.us/sfda/reports/r0061Select.asp>