



**Project Proposal (insert your text after each section)**

Section 1. Briefly describe the project. Indicate the overall goal and objectives of the multi-year project.

The goal of this project is to provide measurable data on the impact of incentivized, cohesive, library-based early learning skills on the target outcome of improved kindergarten readiness.

- The objective for year one is for 35% of eligible children to be registered into the Ready to Learn program by the end of the grant year.
- The objective for year two is for 45% of eligible children to be registered into the Ready to Learn program.

The desired outcome of Project Ready to Learn is improved kindergarten readiness and a child's readiness to learn. A "Ready to Learn Library Card" will be issued to parents of children from birth through age five in Union, Wallowa, Baker, Umatilla and Grant Counties. Each time the card is used in a library activity such as to check out materials or attend a story program, \$0.02 will be credited for deposit in the child's Oregon College Savings Plan account.

Monthly bi-lingual newsletters will be published and sent to participating families in English and Spanish. Libraries will reinforce key concepts at free story programs and parent education sessions. Ultimately, data collected by the libraries' existing checkout software will be used to evaluate whether regular library use and Ready to Learn participation results in children entering kindergarten assessed at higher levels as a group when compared to non-participants.

Section 2. Describe the progress accomplished in the current grant year to date and justify the need for continued funding.

- (1) In April of 2013 a Program Coordinator was selected and hired. Outreach Staff were selected and hired in June of 2013.
- (2) Ready 2 Learn Library Cards were purchased and received in July of 2013 with initial cards being issued by August 1, 2013.
- (3) By August 2013, staff at five participating libraries had received materials to support Ready 2 Learn programs at their libraries, and receive information monthly to align programs to Common Core learning components.
- (4) In July 2013, a marketing campaign was launched to coincide with the beginning of Summer Reading sessions, and the Ready 2 Learn program. This effort has been on-going and includes press releases, radio interviews, local community presentations, Facebook and webpage promotion and drawings and incentive giveaways (with funding provided by Oregon College Saving Plan)
- (5) Monthly committee meetings take place and include program and activity reports, addressing solutions to barriers, and program implementation support.
- (6) One of the barriers to the program has been supporting families who cannot afford the initial \$25 deposit to open an Oregon College Savings Plan Account. Families now have the option to have unearned funds covered if it is necessary and they qualify. Individual state wide kindergarten readiness data will not be available as initially anticipated. For this reason the committee is currently proposing a second, more valid, evaluation option.
- (7) Remarkable progress has been made in the first project year. As of March, 2014, over 1200 Ready 2 Learn Cards have been issued, two of the 5 participating libraries have

reached their 35% enrollment goal for year one, and the program has received much attention from local and statewide press and officials. Continued funds would provide continued program growth and allow for program data to be gathered through kindergarten readiness assessments.

- Section 3. Indicate the project goal for the next year. List the quantified objectives that will be used to measure whether the goal is accomplished. Describe briefly the activities that will be undertaken to meet each objective. Briefly indicate how you will evaluate the outcome(s) of this project. See instructions.

The goal for year three remains *to provide measurable data on the impact of incentivized, cohesive, library-based early learning skills on the target outcome of improved kindergarten readiness.*

The objective for year three is for 55% of eligible children to be registered into the Ready to Learn program.

1. By January 2015, the third year of monthly newsletters will be prepared and library programs aligned with the content.
2. By February 2015, the Ready to Learn Card experience will include a minimum of two additional incentives from community business partners.
3. By June 2015, an evaluation of the first 12 months of registration will be completed. Marketing activities and registration procedures will be adjusted as needed if targeted registration is not achieved.
4. By September 2015, kindergarten assessments of first year participants will be completed and compared to non-participants.
5. By December 2015, an evaluation of 30 months of registration will be completed. Marketing activities and registration procedures will be adjusted if targeted registration is not achieved.

- Section 4. Provide specifics about this proposed year's project's budget. Identify any additional resources obtained for the project. Note: Contractual budgets have been increased to include additional libraries joining the project and increase outreach staff support from 1.5 to 2.0 full time positions. Supply budgets have been increased to include an advertising budget.

To date, the Oregon College Savings Plan has pledged \$25,000 for each program year. Greater Oregon Behavioral Health, Inc. has pledged \$30,000 for each program year.

- Section 5. Proposed project budget summary (Use this format – do not alter it):

Appendix D - Brief Proposal for Continuing Projects

<b>Item</b>	<b>Local Cash</b>	<b>Local In-kind</b>	<b>LSTA</b>	<b>Total</b>
Personnel		\$14,200	\$0	\$14,200
Benefits		\$10,650	\$0	\$10,650
Travel		\$19,980	\$36,165	\$56,145
Equipment			\$0	\$0
Supplies	\$55,000		\$35,150	\$90,150
Contractual			\$131,674	\$131,674
Library Materials			\$3,500	\$3,500
<b>Total Direct Charges</b>	<b>\$55,000</b>	<b>\$44,830</b>	<b>\$206,489</b>	<b>\$306,319</b>
<i>Indirect Charges</i>	\$0	\$0	\$0	\$0
<b>Total Budget</b>	<b>\$55,000</b>	<b>\$44,830</b>	<b>\$206,489</b>	<b>\$306,319</b>

Proposed third year LSTA amount: \$206,489