

GATHERING IDEAS 2009
09-GI-011

Project name: Public Library Outreach

Library, group, or person submitting proposal Betty Marcoux

Library Name, if different Information School, University of Washington

1. Briefly describe your idea for the use of LSTA funding (limit your response to approximately ½ page):

Washington is experiencing large influxes of non/minimal English speaking, culturally diverse individuals with little understanding of library services for them, marginalizing their interest and need for library services. This program will increase library services understanding among these populations by demonstrating how libraries educate, empower, elevate people and their communities in the US. This program also serves to enhance understandings among library staff as to these populations and how to positively serve their information needs.

Funding would be for trainings in diversity and language issues for library staff throughout the state of Washington, and for mini grants that would facilitate community programming focusing on efforts to bring these individuals to the library table rather than not. The funding would allow libraries to implement and evaluate its collection development strategies and library services. Political awareness of these populations in various Washington communities would also be a goal of this funding, allowing the libraries in this program to influence their communities regarding these individuals.

The timeline for this work is two years. The evaluation tool would be the OBE (Outcomes based evaluation) format and would involve each library developing this tool for reporting purposes as well as action plans. Annual progress reporting or evaluation of this work would be the responsibility of the project manager and would be reported to the state library. Specifically, the timeline is as follows:

Year 1:

- Announcement of grant and grant amounts (non-competitive and mini grant format)
- Grantees selected and notified of grant requirements
- Training in diversity and language challenges related to library services
- Measurable outcomes per grant site defined and detailed, submitted to grant project manager
- Annual progress report concluded and submitted to state library

Year 2:

- Action plans based on measurable outcomes defined.
- Action plans implemented; visits by grant project manager and staff done
- Grant evaluation undertaken, completed, reported to state library

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2. Briefly describe why funding of this idea is important to the Washington library community (limit your response to approximately ½ page):

Funding is requested for this project due to continued interest in increasing the positive influence libraries have had on marginalized populations in the state of Washington with past projects, such as the K-12 Library Initiative, the Connecting Learners to Libraries Initiative, the Spanish Language Outread Initiative, the Summer reading programs. Funding is requested to reinforce positive library impact for these populations. Funding is requested so that more understanding of these populations is translated into library services.

3. Briefly describe the outcome that is expected should the idea be funded. In other words, how will we know if the project has been successful and has achieved its goals? (limit your response to approximately ½ page):

The outcome expected should this idea be funded would be to develop information about library services best practices that most positively impact marginalized community populations. This information could be shared across the state and the nation as the US develops into a more diverse nation, needing to serve more than the past patterns of users of libraries.

General Information

Which library types are intended as the primary beneficiaries of this project? (check all that apply)

Academic (private and public two-year and four-year academic institutions)

Public (libraries organized under RCW 27.12)

School (private and public K-12 schools)

Special (business and industry, law, medical, other government, tribal, other)

If other, specify: _____

The intended beneficiaries of the project? (check the primary beneficiary)

Library staff

Library users or potential library users

A specific group of staff or users, or a potential user group. Name the target

beneficiaries(s): _____

(e.g., children, adults, disadvantaged, remote access library users, unserved community members, reference staff, IT staff, students)

The activities needed to implement this project are envisioned to include (check all that apply):

User training

Staff training

Grants

Development of best practices

Demonstration of emerging technology or practices

Other, please explain:

Considering the outcome desired, how long should the project continue? 2 years

(Note that most projects are from one year to four years in length.)

Which Library Council priorities support the idea you are submitting (check all that apply)

Increase information access for the people of Washington

Advance literacy in the state of Washington

Demonstrate how libraries educate, empower and elevate people, communities, and democratic society by providing free and equitable access to all types of information.

Serve underserved, unserved, and culturally diverse communities and populations

Enhance the skills and knowledge of library staff

Preserve library collections

Why do this? Primary purpose of this proposal is to better integrate marginalized populations (audiences) into the mainstream of community library offerings (services) through purposeful action plans done with awareness and understandings of population needs as developed through a series of workshops and support systems (interventions). Secondary purpose is to create interest from these audiences and public library staff such that public libraries in a community become even stronger and more purposeful (increasing political awareness).

What will this be? A series of events that create awareness of (diversity, English as a Second Language training, community analysis work, action planning/implementation) as well as services to marginalized populations by public libraries. Each public library involved in this work will target a marginalized audience with special events, trainings, actions.

This proposal is to increase the sensitivity of public library staff for their marginalized community's population information needs and interests, and to support public libraries as they provide opportunities for marginalized populations' (audience) participation in public library events/actions. This proposal intends to accomplish this by first working with public library staff on issues involving diversity, non-English home language and community analysis findings. Then, upon building political capacity and awareness in these areas, this proposal intends to support a public library staff in developing and implementing action plans that include these issues for a targeted marginalized community population identified by the public library.

Who will this be for? This series of events will serve both the community public library staff (awareness) and non/under-served public library audiences (populations). Facilitated by experts in various areas supportive to the interests and needs of the identified areas, these events will involve learning more about targeted audiences and identifying at least two areas per library site to address regarding the needs, one of which will be in the area of political awareness. Subsequent to understanding the needs and interests of its targeted audience, each public library will devise action plans that will address two areas identified by the public library.

This proposal is two tiered:

1. Create awareness and understanding of public library staff about at least one identified, marginalized community audience of that library through a series of workshops for public library staff. These workshops will be held throughout the state and will address diversity and political awareness of marginalized populations. They will encourage staff members toward the creation of action plans about the information needs and interests of that community's identified marginalized population.
2. Devise and implement at least two different action plans that address areas of concern to that audience but within the capacity and purview of the community public library.

When will this be? This proposal is to fund work for two years. Year 1 will work with developing public library staff awareness and action planning. It will also begin the implementation cycle. Year 2 will involve action plan implementation, and evaluation of the project.

A year 3 may be funded and involve communicating the project to other states and state library agencies.

How will this be done? Funding for the non-competitive but limited number mini-grant projects will be capped at a defined amount per library site. Monies will be sent directly to the library for their use. Project funding will also cover project management, consultant work, training work, travel, etc. Solicitation for grant mini proposals will be done using the WSL e-news and website. A committee will review each grant proposal and offer possible suggestions to enhance it. There will be non-negotiable participation components to the mini-grants.

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Each grant site will be responsible for tracking pre and post data as well as tracking financial & personnel data about their grant proposal. Having already had much OBE training, they will be provided with the templates to be used for this tracking work, and have interim as well as final evaluation due dates.

The Outcomes Based Evaluation tool will serve for evaluating the project. It will be used at the following three levels:

1. Developing state public library data about community analysis and outreach to community marginalized populations. (Pre funding/post funding)
2. Developing information about marginalized population public library services & uses. (pre and post funding)
3. Creating a hierarchy of data to indicate political awareness and capacity by community. (pre and post data)

The OBE template forms for each public library grantee will include the following:

1. Pre and post staff identification working with that marginalized population.
2. Pre and post identification of programs serving that marginalized population.
3. OBE indicator elements that can be used in their reporting of data.

A series of workshops (interventions) on diversity, ELL, community analysis, action planning will be given for state grantees of this proposal. These will be by invitation according to the non-competitive grants given though out the state to public libraries.

An advisory board will be convened to assure quality control for all workshops.

Each grant site will also receive at least one in person visit and be able to schedule one additional workshop according to their needs about their identified population. These additional workshops will be coordinated and scheduled in groups if possible.

Final evaluation of projects will be the responsibility of the project manager. Final report will be to the Library Council of Washington in person by the project manager.

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