

GRANT ANALYSIS FORM OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: Library BoardContact Person & Phone No: Kelly Hughbanks, 286-3078

Category of Request

 New Grant Grant Continuation Change in Previously Approved Grant

Previous Council File No. _____

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Project/Program Title: Raising Readers Family LiteracyGrantor Agency: State of Wisconsin Department of Public InstructionGrant Application Date: September 2007Anticipated Award Date: January 2008

1. Description of Grant Project/Program (Include Target Locations and Populations):

The Milwaukee Public Library has focused its early literacy efforts on reaching child care teachers through the Books2Go and Ready to Read programs. While we have been very successful in reaching child care providers and children through those programs, we need to intensify our message to parents on the importance of developing early literacy skills in their children and foster more families who are regular library users. To accomplish this, we intend to pilot weekly programming for families at two central city libraries, the Martin Luther King, Jr. and Center Street locations. We will also improve library facilities by creating family-friendly spaces with age appropriate activities that are engaging for young children. Family Nights, offered on a weekly basis will not only be fun and interactive, but also educate the parents about the value and importance of developing early literacy skills. Family Nights, lead by an educator, will be structured to be flexible enough to meet the needs of the families attending. They will be specifically designed to be able to respond to families with children from birth to age three and any older children they may also have in the family. The library staff, Family Educator, and any special guests at Family Night will interact one-on-one with families. The library will work with community partners in the area to reach our targeted audience.

2. Relationship to City-Wide Strategic Goals and Departmental Objectives:

A. City-Wide:

1. Foster an environment that will focus on the educational needs of children.
2. Improve the literacy rate.
3. Expand support services to youth and single-parent households.
4. Support and build the capacity of programs that address the needs of youth families.

B. Library: MPL's Strategic plan focuses on three main components, one of them being to increase 21st Century Literacy in the city. Specific goals include:

1. Expand and diversify collections, particularly to target customer groups.
2. Improve the MPL's presence in the community through partnerships, collaboration and outreach efforts, and programs.
3. Promote Milwaukee Public Library collections and resources through collaborations and programs.
4. Increase the number of library cardholders and card users in targeted groups.
5. Expand training for all staff.
6. Promote the library's services, resources and benefits to increase community awareness, usage and support.
7. Target neighborhood groups, churches, nursing homes, and community-based organizations to strengthen or forge partnerships and collaborations.

3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):

Creating family-friendly spaces and programs are needed to expand library services to families with young children who currently do not use the library. Studies show that exposure to reading, books, and libraries is critical for developing literacy skills in children age five and under. Attendance at library programs indicates that these families in the Center Street and King Library areas are under served. The library will work with community agencies to identify and reach these families.

4. Results Measurement/Progress Report (Applies only to Programs):

Results will be measured by the number of families attending family programs, circulation of children's materials, and through surveys to measure satisfaction by families visiting the pilot libraries.

5. Grant Period, Timetable and Program Phase-Out Plan:

January 1, 2008 – December 31, 2008:

January – February: Contract educator to coordinate Family Nights.

February – May: Consultant schedules, plans, and coordinates Family Nights with library staff. Library staff order furniture for family spaces. Materials ordered for collection.

June – December: Weekly Family Nights are held at Center Street and King Libraries.

December: Incorporate duties of outreach educator into staff duties; complete final evaluation.

6/15/04

6. Provide a list of Subgrantees:
N/A

7 If Possible, complete Grant Budget Form and attach to back.