

GRANT ANALYSIS FORM

OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: Library Board

Contact Person & Phone No: Kelly Hughbanks, 286-3078

Category of Request	
<input type="checkbox"/> New Grant	
<input checked="" type="checkbox"/> Grant Continuation	Previous Council File No. 021334
<input type="checkbox"/> Change in Previously Approved Grant	Previous Council File No.

Project/Program Title: Books2Go – Libros para Llevar

Grantor Agency: State of Wisconsin Department of Public Instruction

Grant Application Date: September 2003

Anticipated Award Date: November 2003

Please provide the following information:

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

Books2Go – Libros para Llevar is a continuation of the 2003 grant funded program with the same name. This outreach program targets Latino children 0 – 3 years old, their parents, and child care providers in the Forest Home, Zablocki, and Bay View Library service areas to educate them on the benefits of the library and the importance of reading to young children. A key component of the program is a bilingual outreach educator who is the main promoter of the program. The outreach educator will contact Latino childcare centers in the targeted area and sign them up as members of the program. The outreach educator will also make return visits to these centers to reinforce the benefits of the library and encourage the centers to become regular library users. The outreach educator will work closely with community partners, such as LaCausa, Esperanza Unida, and Guadalupe Head Start to reach our targeted audience. The funds from this grant will be used to fund the position of the outreach educator, purchase bilingual materials for the library, market the project, and provide Spanish language training to staff.

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:

1. Expand outreach efforts to child serving agencies in the community.
2. Expand and diversify collections, particularly to target customer groups.
3. Strengthen literacy efforts.
4. Promote Milwaukee Public Library collections and resources through collaborations and programs.
5. Increase the number of library cardholders and card users in targeted groups.
6. Expand training for all staff.
7. Promote the library's services, resources and benefits to increase community awareness, usage and support.
8. 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):

Materials and bilingual services are needed to expand library services to Latino 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 indicated that these families were under served. The library will work with community agencies to identify and reach these children.

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

Results will be measured by the number of child care centers participating, the number of library cards issued to participants, the number of books checked out by participants, and the number of follow-up visits to the library.

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

January 1, 2004 – December 31, 2004:

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|---------------------|---|
| January – February: | Contract outreach educator; select and order materials; Spanish language training for staff. |
| March – December: | Outreach educator visits child care centers, registers centers for Books2Go program, distributes Books2Go library cards, schedules first story time at library, schedules follow-up visits, monitors hotline, records statistics and writes reports as needed; implements marketing plan. |
| December: | Incorporate duties of outreach educator into staff duties; complete final evaluation. |

6. Provide a List of Subgrantees:

N/A

7. If Possible, Complete Grant Budget Form and Attach to Back.