

GRANT ANALYSIS FORM

OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: Library/Extension Bureau

Contact Person & Phone No: Dawn Lauber, Extension Services Coordinator, 286-3009

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

Project/Program Title: Libros Para Placer y Informacion

Grantor Agency: State Department of Public Instruction – Library Services and Technology Funds (LSTA)

Grant Application Date: September 13, 2003

Anticipated Award Date: December 1, 2003

Please provide the following information:

1. Description of Grant Project/Program (Include Target Locations and Populations): The Milwaukee Public Library will collaborate with Hispanic community organizations to better meet the need for English for Speakers of Other Languages (ESOL) resources and to enhance current Spanish collections with additional titles to increase public library service to Milwaukee residents whose primary language is Spanish. The Hispanic population in Milwaukee has increased significantly in the last decade, from 39,409 residents in 1990 to 71,646 residents in 2000. This target population includes city residents who are from Mexico, Puerto Rico, and Cuba. The project will include conducting a survey of Hispanic residents with collaborating agencies to determine their reading and information needs from Milwaukee Public Library and inviting collaborating agencies to schedule their ESOL training sessions in library meeting rooms if available.

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

City – Wide:

- Strengthen the quality and enhance the value of Milwaukee's neighborhoods.
Build on Milwaukee's strength as the multicultural center of Wisconsin.
- Protect Milwaukee's citizens from crime, fires, and other hazards.
Support efforts that enhance the self-motivation and self-esteem of Milwaukee's children and promote preventative programs aimed at reducing the influence of drugs, gangs, and other criminal activity.
Build positive relationships with the community and develop leadership.
- Foster an environment that will recognize the importance of lifelong learning, focus on the educational needs of children, and provide Milwaukee's youth with the skills needed to obtain a job, pursue additional training, or go on to college.
Promote opportunities for lifelong learning provided by Milwaukee's public libraries, museums, universities, colleges, and other resources.

Library:

- To provide materials, services, and facilities for all citizens of Milwaukee.
- To expand library collections, resources, and services for bilingual residents whose primary language is Spanish and who are presently not served by the library.
- To improve customer service and to increase public awareness of library resources, services, and programs.
- To expand and diversify collections and services particularly to target customer groups, e.g., multiracial and multicultural target populations.

3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs): The number of city residents who speak Spanish as a primary language has doubled since 1990. Although there are Spanish collections at the Central Library and the Forest Home Library, the significant increase in the Hispanic population throughout the city has made it difficult to respond to requests for Spanish materials at other city libraries. There is also a need for ESOL resources to assist Hispanic residents with educational and career enhancement skills. To determine how best to meet the target populations' needs, a survey will be conducted through the collaborating agencies.

4. Results Measurement/Progress Report (Applies only to Programs): Results will be measured in the following areas: Collaboration with Hispanic community agencies to survey residents on needs, collection development, and promotion. Collaboration will be measured by the number of meetings held with collaborating agencies, attendance at these meetings, and the results of these meetings. This information will be documented on attendance rosters and by meeting minutes with an action plan following each meeting. Successful collection development will be measured by the number of items added to the collection that meet specific needs of the target populations. Collaborating agencies will assist in determining the material needs of this population. Successful promotion will be measured by the completion of a strategically designed marketing plan that may include printed literature, advertising, public presentation, and direct mail.

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

January 1, 2004 – December 31, 2004

January – June	Planning with collaborators
April – June	Conducting survey among selected target areas with Hispanic residents
March – August	Collection development
August – December	Promotion - - staff and public

6. Provide a List of Subgrantees:

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