

GRANT ANALYSIS FORM OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

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Category of Request

 New Grant Grant Continuation

Previous Council File No.

0314694 Change in Previously Approved Grant

Previous Council File No.

Project/Program Title: Books2Go-Family LiteracyGrantor Agency: State of Wisconsin Department of Public InstructionGrant Application Date: September 2004

Anticipated Award Date:

November 2004

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

The Books2Go-Family Literacy is a continuation of the Books2Go grant funded with LSTA funds since 2000. The program reaches preschool children through their childcare provider. Childcare providers are signed up for the Books2Go Program and receive a special library card for their center to use. Each center receives a visit from the Books2Go Outreach Coordinator who explains the many benefits of the library to the provider. The Outreach Coordinator drops off a backpack filled with books checked out to the center on their new card and makes arrangements for their first story time at a library. In 2005 it is the goal of the Milwaukee Public Library to expand the Books2Go Program by 1) making more contact with providers and parents; and 2) providing training that will empower childcare providers and parents to make a difference in their children's lives in preparing them for school. This program will build upon the programs developed by PLA and ALSC by presenting the six skills necessary for developing pre-literacy skills in young children. These programs have a strong emphasis on brain development and incorporating fun, easy and educational activities to do that will make a considerable difference in the children's lives. The library will partner with 4C's, WECA and MATC to offer the parents and provide classes to participants outside of the pilot group. Through these partners, childcare providers will receive credit toward certification or teacher continuing education credits. The library will work with these groups, hospitals, head start partner agencies, and childcare centers to provide training to parents. The funds from this grant will be used to fund the position of outreach educators, market the project, and purchase materials for the collection to support the program.

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 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, number of training sessions provided and attendance at those sessions, surveys from participants, and the number of follow-up visits to the library.

6/15/04

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

January 1, 2005 – December 31, 2005:

January – February: Contract outreach educator; conduct focus group.

February – 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. Outreach coordinator conducts training.

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.