

## GRANT ANALYSIS FORM OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: Library BoardContact Person & Phone No: Jacki Potratz , 286-3119

## Category of Request

 New Grant Grant Continuation Change in Previously Approved Grant

Previous Council File No. \_\_\_\_\_

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Project/Program Title: The Big ReadGrantor Agency: National Endowment for the Arts and Arts MidwestGrant Application Date: February 2012Anticipated Award Date: April 2012

1. Description of Grant Project/Program (Include Target Locations and Populations):  
Approximately 4-6 weeks of programming throughout Milwaukee will engage the community in reading a literary novel. The target audience is reluctant and lapsed readers. All adults and young adults are welcome to participate. Area schools, colleges, universities, and literacy organizations will be invited to participate as well.
2. Relationship to City-Wide Strategic Goals and Departmental Objectives:  
City:  
Strengthen the quality and enhance the value of neighborhoods.  
Foster lifelong learning that enhances human capital.  
Library:  
MPL will advocate and help develop literacy of all kinds for all residents of the city, with a special emphasis on reading literacy for both adults and children, to help increase the city's rate of adult literacy. MOL will play a key role in lifelong learning. Milwaukee Public Library will be the Community Connection for the City of Milwaukee, the link between people and information.
3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):  
To support programming.  
To support purchase of multiple copies of the selected novel.  
To support publicity efforts and other expenses.
4. Results Measurement/Progress Report (Applies only to Programs):  
Number of attendees at programs.  
Circulation of the selected novel.  
Program evaluations completed by attendees.
5. Grant Period, Timetable and Program Phase-Out Plan:  
Grant requires a minimum of 1 month of activities between September 2012 and June 2013.  
Additional time is needed for planning and preparing programming before September 2012 and for wrap-up and evaluation after the program is completed in 2013.
6. Provide a list of Subgrantees:
7. If Possible, complete Grant Budget Form and attach to back.