

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

Previous Council File No. _____

 Change in Previously Approved Grant

Previous Council File No. _____

Project/Program Title: Super Reader Year Round Reading ProgramGrantor Agency: ICMA - International City/County Management AssociationGrant Application Date: January 2009Anticipated Award Date: February 2009**1. Description of Grant Project/Program (Include Target Locations and Populations):**

This project will expand on the very successful Super Reader Summer Reading Program by creating a year round reading program to improve student reading, and increase awareness and use of the library. The project will focus on the neighborhood near the Forest Home Library located on the near south side which features a diverse mix of Caucasian, Hispanic/Latino, Southeast Asian and African American residents.

Outreach will be initiated at three sites, one public school – U.S. Grant, one parochial – Prince of Peace School, and one community learning center – Don and Sallie Davis Branch of the Boys and Girls Club. This pilot program will target elementary age children, their teachers and families to encourage and build excitement about books, reading and using the library. The program will reach approximately 2,000 children and their teachers and families.

The goals are to increase awareness and use of library resources, increase academic achievement of students and parental awareness of the role parents play in their child's academic achievement.

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. Improve the MPL's presence in the community through partnerships, collaboration and outreach efforts, and programs.
2. Promote Milwaukee Public Library collections and resources through collaborations and programs.
3. Increase the number of library cardholders and card users in targeted groups.
4. Promote the library's services, resources and benefits to increase community awareness, usage and support.
5. 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):

The Forest Home Library neighborhood experiences a number of significant stresses. For example:

- Third grade reading proficiency in the area schools in this neighborhood range from below 30% to 60% – far below the statewide average of 80%.
- In a report released by the City of Milwaukee in 2007 on the ‘digital divide,’ it was estimated that less than 20% of households in the central city have home computers.
- Assaults and burglary incidents are significantly higher in this community when compared to the city’s aggregate rate.

Studies show that exposure to reading, books, and libraries is critical for developing literacy skills in children. The families in this area need additional services to increase their literacy level. The library will work with community agencies to reach these families and develop a love of reading.

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

Outcomes

- Change in time spent reading by children at pilot sites [pre/post survey] (Outreach consultant will administer.)
- Change in attitude toward reading by children at pilot sites [pre/post survey] (Outreach consultant will administer.)
- Increased awareness of library resources and services by parents, teachers, children, city officials, community leaders and organizations [pre/post survey].

Outputs

- 80% of children at three pilot locations will have library cards.
- 80% of students actively engaged in the Super Reader Program at the three pilot sites.
- At least five governmental and nonprofit agencies actively engaged in the Super Reader Program.
- Increase use of the Forest Home Library by families. Measured by a 20% increase in family program attendance at the Forest Home Library compared to 2008 statistics.

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

See Attachment 1.

6. Provide a list of Subgrantees:

N/A

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

Attachment #1 – Timeline

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

Start Date	Action Step	Person Responsible	Completion Date
March 2009	Recruit and hire Education Outreach Specialist	Kelly Hughbanks	April 2009
March 2009	Implement marketing plan – poster series, bus ads	Kelly Hughbanks & Sandy Rusch-Walton	June 2009
April 2009	Distribute curriculum/informational programs for Super Reader Program to all schools in the City of Milwaukee	Amanda Tuthill and Outreach staff	May 2009
April 2009	Contact partners to begin scheduling classes/programs for fall 2009	Amanda Tuthill and Outreach staff	June 2009
April 23–24, 2009	Grantee Kick-Off Event	Amanda Tuthill and Gail Wilbert	
April 2009	Outreach consultant begins contacting pilot sites to meet with teachers and directors to conduct surveys	Outreach Consultant	June 2009
May 18, 2009	2009 Summer Reading begins	Kelly Hughbanks/ children's librarians	August 2009
June 2009	Outreach consultant works with pilot sites summer programs	Outreach Consultant	August 2009
September 2009	Outreach consultant begins working with students at pilot sites to start year round reading program	Outreach Consultant	August 2010
September 2009	Family Nights begin at Forest Home Library	Outreach Consultant, Forest Home staff and Education Specialist	August 2010
November 20–22, 2009	Second Grantee Meeting	Amanda Tuthill and Gail Wilbert	
May 2010	Super Reader Summer Program begins	Kelly Hughbanks	August 2010
August 2010	Three Grantee Meeting and grant closeout	Amanda Tuthill and Gail Wilbert	
July 2010	Final report to ICMA	Kelly Hughbanks	August 2010

End.