

LRB – FISCAL REVIEW SECTION ANALYSIS

FINANCE AND PERSONNEL COMMITTEE

ITEM 15, FILE 030441

JULY 30, 2003

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File #030441 is a resolution relative to the application for a Books2Go – Libros para Llevar Grant by the Milwaukee Public Library.

Background

1. This resolution authorizes the Milwaukee Public Library (MPL) to apply for Books2Go – Libros para Llevar Grant from the State of Wisconsin Department of Public Instruction. The purpose of the grant is to provide outreach services to Latino children and to educate parents and childcare providers on the benefits of the library and importance of reading. **This is a continuation grant.** This grant is based on the award winning Books2Go program which serves the entire city.
2. The grant supports the City-wide goals by: focusing on the educational needs of children, improving the literacy rate and expanding services and programs to youth. The grant also supports the departmental objectives to: expand outreach efforts to child serving agencies, expand and enhance MPL's diverse collection to a target audience, strengthen literacy efforts, promote MPL's collection and resources through collaboration and programs, and increase community awareness of MPL's services, programs, resources and material available.

Discussion

1. The grant is focused on an outreach program for Latino children, from 0 to 3 years old as well as their parents and childcare providers in the Forest Home Library area. The aim is to educate the Latino adults on the benefits of the Library by developing pre-reading skills in the children. The program was directed to the Forest Home Library service area and will be expanded to other city libraries, Bay View and Zablocki.
2. A bilingual Outreach Educator, to be funded by the grant, will promote and distribute the materials, and contact and visit childcares in the areas, register the agencies in the program, and distribute library cards and program materials. The visits will include modeling read-aloud techniques, scheduling the first story time at the Library and providing information on reading to infants.
3. The program includes partnering with three community agencies, the La Causa, Esperanza Unida and Guadalupe Head Start Day Care Center, whose missions include focusing on providing children and their families with services to nurture healthy families, enhance community stability and maximize personal development and self-sufficiency. The programs will be promoted through training sessions, festivals, Hispanic newspapers, and library brochures. The program will be measured by the number of participating childcare centers, library cards issued, books checked out and follow-up visits to the Forest Home, Bay View and Zablocki libraries.

Fiscal Impact

1. This resolution only authorizes application for the grant. The fund for the Books2Go – Libros para Llevar Grant by the State of Wisconsin Department of Public Instruction is estimated at \$25,000.
2. The grant period is from January 1, 2004 through December 31, 2004.

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