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2010-2012 Service Improvement Invitational Grant Program

GRANT APPLICATION

One of the three copies of each application and related forms must contain original signatures.
Please check here if this set contains all **ORIGINAL SIGNATURES** (   )

System/Library Name: South Central Regional Library Council
Project Title: 21st Century Libraries/Library Systems--Plan! Innovate! Transform!

Project Director's Name: Nora Hardy/ Mary-Carol Lindbloom	Telephone # (607) 273-9106 Email address: nhardy@scrlc.org
System/Library Director's Name: Mary-Carol Lindbloom	Telephone # (607) 273-9106 Email address: mclindbloom@scrlc.org
LSTA Funds Requested: $ 32,668	In-Kind Contribution: $ 104,500 Matching Funds $ 0

Number of **people** you anticipate serving (**not** a population figure): 200

Please identify (3) **all** of the **user groups** you expect to serve through this project:

 (x) Library/library system staff   (x) Students   (x) Faculty   (x) Business people

 (x) Media representatives   (x) General public   ( ) Others_____(Specify)

Congressional District(s) Within Area to be Served by Project: (List by number -- See Congressional Districts List) 23, 25-27, 31

GRANT CATEGORIES (See Grant Application Instructions)

(x)   Technology   (x) Service Improvement

( )   Special Client Services

Applicant must check off the following appropriate items:
( ) CIPA Assurance required & included
(x) CIPA Assurance not required because
  (x) Assurance already filed for E-Rate
  ( ) Not relevant to this application

Applications must be *received* in Library Development Office by 5:00 PM March 4, 2010
Please send an electronic copy to mtodd@mail.nysed.gov
Send 3 copies of each application, FS-20 and related forms to:
LSTA - Division of Library Development, NYS Library, Room 10B41 CEC, Albany, NY 12230
The University of the State of New York, The State Education Department, New York State Library

Each response should be numbered in the same order as listed below. Answers should be single-spaced in 12 point font on one side of paper.

Attach your answers to the questions between pages 1 and 3 of the application form. Do not use special covers or binders.

1. **Abstract:** Provide a brief abstract of no more than 200 words. It must include purpose, identified target audience, and intended results.

   Purpose: SCRLC will create learning opportunities for library workers and will assist member libraries in providing innovative, effective, and customer-focused services to meet changing needs of New Yorkers:

   a. The *Plan! Innovate! Transform!* Learning Series comprises strategic innovation and planning for 21st century library & information services and includes a component designed to measure, assess, and evaluate in order to meet customers' needs. An emerging technologies element incorporates an online e-books/e-readers conference, an e-reader pilot project, virtual reference/SMS text reference support, virtual world librarianship, and DMCA copyright issues including resource sharing.
   b. SCRLC's *Digitizing Boot Camp III* supports the *Tools of History* regional digitization program, offering a series of workshops on project management, copyright, digital imaging, and metadata. The *Tools of History's* action plan is located at www.toolsofhistory.org/603_TOH_Action_Plan.0209.pdf).
   c. *Online Registration:* An online registration system is sought to enable library workers to organize and track their learning events, which help them to serve their communities by freeing their time to focus on their customers and ensuring they are pursuing meaningful learning activities relevant to their customers.

      Target audience: Researchers, educators, library workers, and lifelong learners.

   Intended results: Library workers will better serve their stakeholders due to learning opportunities offered; SCRLC libraries will evaluate and offer relevant services and digital collections to New Yorkers and beyond.

2. **Need:** Describe the needs assessment process and defined need for this project. Explain how the project relates to the goals, activities, and intended results of the system's Plan of Service. (For regional or statewide projects, show relevance for each project partner)

   SCRLC leads, advocates for, and challenges libraries, promoting collaboration in a changing information environment. This past year, SCRLC determined the needs of the membership through several means: 1) Nearly every member was visited by a librarian and asked about their needs and their library users' as well-- visits are also underway for this year; 2) groups of SCRLC library workers were asked for their ideas, including the Board of Trustees, the Education & Training Committee, the Advisory Committee on Information Technology & Services; the regional system directors; and various school library system advisory councils; 3) a continuing education needs assessment was performed in Spring 2009 (73 participants); 4) workshop evaluation forms were analyzed for suggestions for future learning opportunities.

The following identified needs apply to both Year 1 and Year 2 of this project:

- Library workers at all levels, including directors and department heads need 21st century learning opportunities designed to help them plan, innovate, and transform their libraries to meet the needs of five generations currently in our communities and libraries.

- In this economy, face-to-face learning opportunities are increasingly challenging for library workers to attend; therefore, in addition to face-to-face events, SCRLC must investigate and offer new models for delivering continuing education.

- Emerging technologies: Library workers need learning opportunities focused on new technologies relevant to their library users and hands-on opportunities to pilot and explore new delivery techniques, such as e-readers.

- Regional libraries, including Lourdes Hospital, the History Center, Broome County Public Library, and Stamford Village Library have started new digitization projects, with more organizations to follow. The *Tools of History* collaborative effort assists small libraries and cultural organizations that otherwise lack the funds and staff to avail their digital collections to the public. Learning opportunities are needed to teach digitization techniques to library workers in participating organizations.

- Library workers, including public librarians, school librarians, and many health sciences librarians must track their continuing education coursework to ensure they maintain currency in all areas of responsibilities. This is also necessary for professional certification. SCRLC seeks to implement an online continuing education registration system to expedite this process so they can track their courses, identify CE still needed, maintain/earn certification, and better serve their communities.

This grant project meets several goals contained in SCRLC's *Five Year Plan of Service* and the New York State Library's *LSTA Five-Year Plan* as follows:

SCRLC:

Strategic Intention #2: Through Council sponsored education and training opportunities, members will have well-trained, creative, flexible library staff capable of managing rapid change.

Strategic Intention #3: Members will use new information technologies to provide equitable, effective access to information for their users.

New York State Library:

NYSL LSTA Goal #2: All New Yorkers will have improved access to library resources and services that advance and enhance their personal, educational, and working lives.

NYSL LSTA Goal #3: The New York State Library, library systems, and libraries will deliver new and improved programs that anticipate and meet New Yorkers' constantly changing needs for library services.

NYSL LSTA Goal #4: The New York State Library, library systems, libraries, and library organizations will strengthen public policy support for upgrading library services for every New Yorker through improved communication, collaboration, and partnership efforts within and beyond the library community.

3. **Purpose:** What is the purpose or goal of the project? Who is the target audience? (Note that the target population must be a subgroup of the total service area of a library system. This requirement is similarly calculated for statewide and regional projects.)

   SCRLC will use funds for innovative learning opportunities for library workers and to assist member libraries in providing innovative, effective, and customer-focused services to meet the changing needs of New Yorkers

   Target audience: Researchers, educators, library workers, and lifelong learners. In that this grant project will involve digitized collections, virtual reference, SMS text reference, and virtual worlds SCRLC will serve library users and New York State residents and beyond. Specific audiences are as follows:

   - Learning opportunities: Library workers participating in the programs offered (estimating 200 participants across the programs);
   - E-reader pilot project: 6 libraries have expressed interest (academic, special, schools, public);
   - *Tools of History*: Libraries and cultural organizations involved in digitizing;
   - Online Registration System: SCRLC regional library workers and beyond

Activities: Year 1

Year 1 activities include learning opportunities designed to help libraries move deeper into the 21st century with innovative services that are relevant to their users and communities. SCRLC plans to test continuing education delivery models (various online vendors including Online Learning for All Libraries [OPAL], Adobe Connect, WebEx, and Second Life). Workshop/program presenters are library leaders and experts in their including Dan and Sharon Wiseman, Patricia Wagner, Neal Kaske, David Lee King, Joe Murphy, Tom Peters, and Lori Bell.

Plan! Innovate! Transform! Learning Series comprises strategic innovation and planning for 21st century library & information services. It also includes a component designed to measure, assess, and evaluate. This "needs assessment" workshop will be delivered in person and cover evaluation, information seeking, logic models, survey methods, focus group interviewing, data analysis, and presentation. Meeting customers' needs in the 21st century has become more complicated and customer service models are now more complex.

Emerging technologies learning opportunities will include two online conferences on emerging trends and e-books/e-readers, e-reader pilot project, virtual reference/SMS text reference, and virtual world librarianship. SCRLC will host events across various platforms, such as Online Programming for All Libraries, Eluminate, Adobe Connect, WebEx, and Second Life.

The e-reader project will enable several libraries to examine the use of this emerging technology among their library users. Several libraries including SUNY Cortland, SUNY Delhi, Fingers Lakes Library System, Southern Tier Library System, New York Chiropractic College, and Lourdes Hospital have expressed an interest in investigating the use of e-readers and e-tools in their program. Participating libraries will attend the e-book/e-reader online program, participate in an organizational meeting, and will be provided with up to five e-readers to circulate or for their customers to use in the library. SCRLC will order the e-readers, including the Kindle, SONY Reader, iPad, B & N's Nook, and Bookeen's CyBook. The e-books selected will vary according to the needs of each project participant. Participating libraries agree to track and evaluate their use, including user satisfaction. They agree to participate in a panel discussion at the 2011 SCRLC membership meeting to share their findings and experiences. SCRLC will also coordinate evaluation of e-readers with Cornell University's emerging project.

In addition to investigating the use of Second Life to deliver learning opportunities, SCRLC will explore through sponsorship of an island (sim) this medium for building remote collaborations among librarians, educators, and library science students. An inworld project director will assist with the day-to-day management and logistics (position description is attached).

Online Registration System will be purchased to enable library workers to organize and track their learning events, which help them to serve their communities by freeing their time to focus on their customers and ensuring they are pursuing meaningful learning activities relevant to their customers.

Activities: Year 2

Year 2 activities continue with additional learning opportunities. SCRLC will continue to test continuing education delivery models. As with Year 1, program presenters are library leaders and experts in their fields including: Tomas Lipinsky, Erik Qualman, and Joyce Rambo

Plan! Innovate! Transform! Learning Series continues with a series of technological leadership programs focused on social media, networks, and mobile librarianship. A one-day conference on social media will be held, featuring Erik Qualman, the author of *Socialnomics.* The impact of social media and networking will be examined, as well as mobile librarianship and augmented reality.

Planning, innovating, and transforming happens at all staffing levels in a library, and there will be several learning opportunities offered to library workers serving on the frontlines. Programs will include Resource Sharing: Beyond the DMCA: What resource sharing librarians need to know about copyright in the 21st century; and 21st Century Virtual Reference and SMS Text Reference Online Conference: Adapting your skills to the online environment. SCLRC has assisted member libraries with participation in web-based virtual reference service. Likewise, the Council will assist libraries in investigating SMS text reference in a collaborative environment through such services as My Info Quest.

The e-reader project continues. Participants will present their findings and experiences at SCRLC's 2011 annual meeting.

Digitizing Boot Camp III: Four workshops will be offered as follows: Project management essentials, copyright issues, scanning & digital imaging, and Metadata. The webinar covering the CONTENTdm project client will continue to be accessible as an online learning unit via www.toolsofhistory.org , and will be updated.

4. **Project Implementation:** Provide a detailed, monthly timeline of the planned activities **for each year of the two-year** project, describing what will be done and by whom, including partners and collaborators and evaluation activities.

Year 1			Purpose	GOALS SCRLC
Month	**Activity**	**Responsibility**	**(Refer to Abstract, p.1)**	**& NYSL LSTA**
April-Jun 2010	Advertise elements of grant	SCRLC staff		
July 2010	Order/Implement online registration program	SCRLC staff, vendor	c	SCRLC: #2 NYSL: #2
July 2010	E-Conference on E-Books/ Readers/ E-Reader Pilot Program begins	SCRLC staff & Speakers	a	SCRLC: #2, 3 NYSL: #2, 3, 4
	Organizational Meeting for e-reader project participants	SCRLC staff and members	a	SCRLC: #2, 3 NYSL: #2, 3, 4
August 2010	Second Life Island sponsorship (1 year)	SCRLC staff, project director	a	SCRLC: #3 NYSL: #2, 4
Aug 2010	Needs Assessment	SCRLC staff & speakers	a a a	SCRLC: #2 NYSL: #3 SCRLC: #2 NYSL: #3
Sept 18-19	Strategic Planning/Innovations	SCRLC staff & speakers	a	SCRLC: #2 NYSL: #3
Oct 2010	Emerging Library Trends e-workshop	SCRLC Staff	a	SCRLC: #3 NYSL: #2, 4
Nov 2010	21st Century customer service presentation	SCRLC staff & speaker	a	SCRLC: #2, 3 NYSL: #3, 4

Dec 2010	Advertise Year 2 program elements Text reference	SCRLC staff SCRLC staff	a	SCRLC: #2, 3 NYSL: #2, 3
Mar 2011	Reports, evaluation & analysis.	SCRLC staff		
Year 2				
April 2011	*Conference- Social Media/Networks*	SCRLC staff	a	SCRLC: #2, 3 NYSL: #3, 4
May 2011	Project Management for digitization initiatives	SCRLC staff & presenter	a	SCRLC: #2, 3 NYSL: #3, 4
July 2011	DMCA Copyright	Consultant & SCRLC staff	a	SCRLC: #2 NYSL: #3
Aug 2011	Online Conference- Virtual Ref/SMS Ref	SCRLC staff & speakers	a	SCRLC: #2, 3 NYSL: #2, 3, 4
Sept 2011	Scanning/Digital Workshop	SCRLC staff & speakers SCRLC staff	b	SCRLC: #2, 3 NYSL: #2, 3, 4
Oct 2011	Ereader panel discussion (project participants)	SCRLC staff & speakers	a	SCRLC: #2, 3 NYSL: #3
Nov 2011	Issues in Copyright for Digital Collections		b	SCRLC: #2, 3 NYSL: #3
Dec 2011	Metadata Workshop CONTENTdm webinar update		b	SCRLC: #2, 3 NYSL: #2, 3, 4
Mar 2012	Reports, evaluation analysis.	SCRLC staff		

5. **Evaluation:** Describe the project's evaluation plan for both **quantitative (outputs)** and **qualitative (outcomes)** evaluation measures. (See page 5 of the Guidelines for more detail on the requirement for **Outcome-Based Evaluation**.) The final report for this project will require both outputs (numbers) and a report on the outcomes for users of the project's activities, as well as anecdotal information.

Our evaluation plan will be used to measure the results of our projects whose activities involved proposed changes in participants' knowledge, skill set, or behavior. The evaluation plan will measure both quantitative and qualitative results. Pre and post evaluations will be conducted using Survey Monkey. Website traffic will be reviewed as appropriate on a monthly basis.

Outputs:

- Number of learning events held as projected in both years.
- Anecdotal comments collected from participant workshop evaluations indicating the value of information presented and how they are applying what they learned.
- Number of learning events participants attend in both years.
- Number of library workers who attend events via the various delivery techniques.
- Anecdotal comments collected from participant workshop evaluations indicating the effectiveness of the delivery technique.
- Number and type of events held in a virtual world.
- Number of partnerships/collaborations established.
- Number of library science students /library technical assistant Second Life interns.
- Number of libraries joining virtual reference or text reference collaboratives.
- Number of libraries participating in e-reader pilot project.
- Circulation statistics for e-readers.
- User satisfaction statistics for e-readers.
- Anecdotal comments collected from participants regarding e-reader experiences.
- Number of libraries joining *Tools of History* project.
- Number of library workers who register in the online registration system.

Outcomes:

1. Library users experience relevant, innovative library services and programs. **Indicators:** # and % of plans, services, and programs implemented by program participants.

2. Researchers, educators and lifelong learners are effectively served by participants who implement new, relevant programs. **Indicators:** # and % of participants who join virtual reference/text reference collaborative, circulate e-readers, or participate in virtual world projects.

3. Researchers, educators and lifelong learners use the *Tools of History* digitized collections for research, teaching and life-long learning. **Indicators:** # and % of users who achieved successful search results within the collections as assessed through post-session pop-up surveys and anecdotal comments.

4. Member library staff digitize selected resources meeting acceptable standards. **Indicators:** # and % of library staff whose digitized collections meet the pre-specified standards as assessed by the Digitizing Advisory Committee. This data will be gathered from the checklist of standards and project proposals submitted within one week of every DAC decision.

5. Library workers successfully track their learning activities, ensuring that they have adequate skills to serve their 21st century communities. **Indicators:** # and % of participants in our programs that tracked their continuing education activities through the online registration software and could use the data collected for certification and job evaluation. Participants will be queried through Survey Monkey.

Budget: In narrative form, explain the importance of each budget item **for each year** and how it contributes to the project implementation. **(For staff requests include job descriptions; for contractual services of $5,000 and over, please provide a draft contract.)** The narrative should be arranged by the budget codes as seen on the second page of the FS-20 form, i.e., Code 15, Professional Salaries, and so on. List the dollar amount and source of other funds or in-kind services provided by the applicant and any participating organization to be used to carry out the project, including the required matching funds for equipment and/or software $5,000 or more. (These figures must agree with the in-kind and matching figures on page 1.)

Total Year 1: $16,334

Code 40: Purchased services. Total $8,300

Plan! Innovate! Transform! Learning Series: Funds will be used to pay workshop speakers and their travel expenses. Participants will pay a modest registration fee to cover costs, including food, which is not covered by the grant. The workshops are as follows:

Needs Assessment: $1500
Strategic innovation and planning workshop speakers' fee: $1700
21st Century customer service: $1500

Two electronically delivered one-day conferences:

E-Conference: E-merging Library Trends $550
E-Conference: E-Books/E-Readers: $550

The format for the e-conferences will be a keynote speaker and panel discussions. Speakers tend to charge less because they can present remotely.

Second Life: $2300 ($1800 for island rental-one year; $500 for project director); rental is necessary to ensure an on-going environment for virtual world exploration.
Survey Monkey evaluation service: $200.00 annual subscription service fee for workshop and program evaluations.

Code 45: Supplies and Materials. Total $8,034

Online registration system: $1000
E-readers: $4999

E-books: $2035

In-kind contributions: Staff time 1000 hours x $50/hr average= $50,000
Supporting materials: $2000 in workshop supplies; online subscriptions: OPAL=$500;
Total: $52,500

Total Year 2: $16,334

Code 40: Purchased services. Total $16,334

Plan! Innovate! Transform! Learning Series: Funds will be used to pay workshop speakers and their travel expenses. Participants will pay a modest registration fee to cover costs, including food, which is not covered by the grant. Workshops include:

Socialnomics, Social Media/Networking, Mobile Librarianship Conference: Total $4500
Copyright workshop: $2500
E-Conference Virtual Reference/SMS Text Reference $550
E-Conference software $1,000
SMS Text Reference participation (assistance for libraries wanting to join a collaborative project for a year) $2584

Digitizing Boot Camp III: $5,000 for four workshops upgraded online tutorials.

Survey Monkey evaluation service: $200.00 annual subscription service fee for workshop and program evaluations.

In-kind contributions: Staff time 1000 hours x $50/hr average= $50,000
Supporting materials: $2000 in workshop supplies. Total: 52,000

The information on this page must accompany all applications.

The Applicant hereby gives assurance to the New York State Library that:

1. It will comply with the law, regulations, policies, guidelines and administrative requirements as they relate to the application, acceptance and use of Federal funds for this federally-assisted project.
2. It will initiate and complete the work of the project within the applicable time frame after receipt of approval from the New York State Library.
3. It will maintain project records as specified by the New York State Library and will submit to the New York State Library a final report by the deadline established.
4. It will file Project Expenditure Reports (FS-25) on the schedule outlined by the State Education Department's Grants Finance Office. The applicant also agrees to file a final Project Expenditure Report (FS-10-F) by the deadline established by the New York State Library.
5. It will make project records readily available for independent auditing and will submit such audits to the New York State Library when requested. It will provide copies of such financial and program audits of LSTA projects as the State Library may request to meet the requirements of the Federal Single Audit Act as amended in 1996. It will make project records readily available to State Library staff or other staff of the State Education Department.
6. All library services provided as a result of a grant for this project will be available free of charge and without discrimination to all members of the community, district, or region served. (Required by the Federal Civil Rights Act of 1964, Title VI.)
7. It will comply with all applicable federal laws, regulations, and Office of Management and Budget (OMB) circulars in regard to use of LSTA funds to purchase materials to promote the purpose and activities of the project being proposed. The undersigned assures the New York State Library that such promotional materials are educational and informational in nature and have a clearly demonstrable and legitimate purpose that is directly related to the LSTA grant project for which the applicant is seeking funds.
8. All products, regardless of format or method of distribution, including flyers or announcements of library programs and web sites, produced in this project will include the appropriate following acknowledgement:

    "This publication (production, workshop, web site) was (is) supported by (or 'in part by') Federal Library Services and Technology Act funds, awarded to the New York State Library by the Federal Institute of Museum and Library Services.

Date	Signature of Chief Administrative Officer (System/Library Director)
Name and Title of Chief Administrative Officer (System/Library Director)	

AND for School Library Systems:

Date	Signature of BOCES/Big 5 Cities District Superintendent
Name and Title of BOCES/Big 5 Cities District Superintendent	