CALIFORNIA STATE LIBRARY  
FISCAL YEAR 2015-2016  
LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA)  
STATEWIDE GRANT APPLICATION

ELEMENT 1: BASIC INFORMATION (please see application instructions for additional information)

### Applicant Information

1. **Library/Organization**  
   Califa Group

2. **Library’s DUNS Number**  
   135909930

3. **Internet Web Site Address**  
   www.califa.org

4. **Project Coordinator Name & Title**  
   Susan Hildreth, Executive Director

5. **Email Address**  
   shildreth@califa.org

6. **Business Phone Number**  
   650-349-5538

7. **Fax Number**  
   650-349-5089

8. **Mailing Address**  
   PO Box or Street Address  
   City  
   State  
   Zip  
   32 West 25th Avenue, Suite 201  
   San Mateo  
   CA  
   94403

9. **Check the Appropriate Library Type**  
   - [x] Public Library  
   - [ ] Academic  
   - [ ] K-12  
   - [ ] Multi-Type  
   - [ ] Special/Other

### Project Information

10. **Project Title**  
    Get Involved: Expanding & Sustaining Skilled Volunteer Engagement in Public Libraries

11. **LSTA Funds Requested**  
    $86,680

12. **Cash Contributions**  
    $0

13. **In-Kind**  
    $85,000

14. **Total Project Cost**  
    $171,680

15. **California’s LSTA Goals** (Check one goal that best describes the project)  
   - [X] Literate California  
   - [ ] Content Creation/Preservation  
   - [X] 21st Century Skills  
   - [ ] Bridging the Digital Divide  
   - [ ] 22nd Century Tools  
   - [ ] Information Connections  
   - [X] Community Connections  
   - [ ] Ensuring Library Access for All

16. **Number of persons served** (The number of persons who use or will benefit directly from this project)  
    300,000

17. **Primary Audience for project** (Select all that apply.)  
   - [X] Adults  
   - [X] Families  
   - [X] Immigrants/Refugees  
   - [X] Intergenerational Groups (Excluding Families)  
   - [X] Library Staff, Volunteers and/or Trustees  
   - [X] Low Income  
   - [X] Non/Limited English Speaking Persons  
   - [X] People with Disabilities  
   - [X] People with Limited Functional Literacy  
   - [ ] Pre-School Children  
   - [ ] Rural Populations  
   - [ ] School Age Children  
   - [ ] Senior Citizens  
   - [ ] Statewide Public  
   - [ ] Suburban Populations  
   - [ ] Unemployed  
   - [ ] Urban Populations  
   - [X] Young Adults and Teens

18. **This signature certifies that I have read and support this LSTA Grant Application.**

   **Library Director Name:**  
   Susan H. Hildreth

   **Title:**  
   Executive Director

   **Mailing Address**  
   (if different from above)  
   City   
   Zip

   **Library Director Signature:**  
   Date:
ELEMENT 2: PROJECT BACKGROUND AND SUMMARY (please see application instructions for additional information)

Describe how this project was identified as a need, how it relates to your library’s strategic plan, what will be accomplished if this project is implemented, and how you will know whether your project is successful. Summary should relate to activities in the timeline (Element 4) and include statistical info to support the project. **Limit to one page and use 12 point font.**

Get Involved: Powered by Your Library is a California statewide initiative designed to expand the visibility and contributions of skilled volunteers through public libraries. It directly addresses the state library’s LSTA plan which includes Goal VII: Community Connections, under which is: “Volunteerism: Encourage libraries to leverage and maximize the skills and expertise of community members looking for volunteer opportunities.”

The Get Involved initiative helps California public libraries replicate and sustain promising volunteer engagement practices. By increasing the number of library volunteers and the skilled roles that volunteers play, libraries are able to do more programming and outreach to their communities.

Based on the state library's statewide library statistics, the number of volunteers in California libraries has increased by 52% since the Get Involved initiative began. 84% of California's public library jurisdictions have taken advantage of the volunteer recruitment tools available through their upgraded accounts on VolunteerMatch.org, maintaining an average of 750+ volunteer opportunities posted on the site each month. In addition, more than 800 potential volunteers each month click on the "I Want To Help" button on a volunteer opportunity posted by a California library in VolunteerMatch.

In addition, the initiative is successfully reaching out to new library volunteers, and are able to measure outcomes that show that they demonstrate support of the library beyond the volunteer assignment they accepted:
- 63% of volunteers surveyed say this was their first experience volunteering for a library
- 63% of these volunteers have told friends about what services the library has to offer
- 32% have introduced friends to volunteer opportunities at the library

This year we will:
- Contract with VolunteerMatch to maintain upgraded our California Libraries hub site, as well as upgraded VolunteerMatch accounts for all public libraries in the state, and to provide support as needed for the Get Involved project, and for local libraries.
- Hold 4 Get Involved One-Day Institutes around the state focused on engaging skilled volunteers.
- Regional Leaders in each of 6 regions of the state will offer 1 training/networking session for library staff and volunteers in their region involved in volunteer engagement for their libraries.
- Offer and archive statewide webinars on topics of high interest as assessed by a survey of the 500+ members of the Get Involved statewide listserv.
- Encourage use of the new web-based "Library Volunteer Program Improvement Model," which will help libraries assess their current "location" on a continuum of excellent volunteer engagement practices, and will recommend appropriate improvement steps and resources to assist in taking those steps.
- Increase volunteer engagement resources available on the Get Involved Clearinghouse: www.getinvolvedca.org.
ELEMENT 3: PLANNING AND EVALUATION (please see application instructions for additional information)

Please answer each area concisely and completely. For section A-F limit to four pages and use 12 point font.

A. Project Intent (Check only one intent that best describes the project)

Institutional Capacity
- Improve the library workforce
- Improve the library’s physical and technology infrastructure
- Improve library’s operations

Information Access
- Improve users’ ability to discover information
- Improve users’ ability to obtain information resources

Lifelong Learning
- Improve users’ formal education
- Improve users’ general knowledge and skills

Human Services
- Improve users’ ability to apply information that furthers their personal, family, or household finances
- Improve users’ ability to apply information that furthers their personal or family health & wellness
- Improve users’ ability to apply information that furthers their parenting and family skills

Employment & Economic Development
- Improve users’ ability to use resources and apply information for employment support
- Improve users’ ability to use and apply business resources

Civic Engagement
- Improve users’ ability to participate in their community
- Improve users’ ability to participate in community conversation around topics of concern

B. Project Purpose – Short statement which answers the questions: we will do what, for whom, for what expected benefit(s).

The "Get Involved: Powered by Your Library" initiative prepares California public libraries for successful replication and sustainability of promising volunteer engagement practices, which increases the number of library volunteers, the skilled roles that volunteers play, and the volunteers' demonstrated support of libraries beyond their volunteer assignments.

C. Anticipated Project Outputs – Measures of services and/or products to be created/provided.
- % of California Library jurisdictions who have taken possession of their VolunteerMatch accounts (current, 84%)
- # of one-day Symposia (4 proposed)
- # of Regions and Regional Leaders (currently 12 leaders in 6 regions)
- # of libraries utilizing the Volunteer Program Improvement Model
- # of visits to the Get Involved Clearinghouse
- # of participants on the statewide listserv
- # of volunteer opportunities posted by California libraries on VolunteerMatch.org
- # of potential volunteers who refer themselves to California libraries from VolunteerMatch.org
- # of referrals to the Library VolunteerMatch hub from Facebook and Pinterest.
- # of library volunteers reported in the state library's annual library survey.

D. Anticipated Project Outcome(s) – What change is expected in the target audience’s skills, knowledge, behavior, attitude, and/or status/life condition? How will you measure these outcomes? (for examples see attachment B of the application instructions)

Volunteers who found their library volunteer position on the Library VolunteerMatch hub site will show increased activity in support of libraries beyond work they do in the volunteer positions they were recruited to fill.

E. Briefly describe how this project will be financially supported in the future.

Since it has been very successful in identifying volunteers for libraries, additional funds will be needed to continue support for upgraded VolunteerMatch accounts for libraries and the branded VolunteerMatch website -- http://californialibraries.volunteermatch.org. (Note that the cost is reduced to California each time an additional state partners on the branded site – currently Idaho has partnered with us, and others have shown interest.

Should continued funding not be available to contract for continued upgraded VolunteerMatch accounts for all California public libraries, libraries will need to pay the ongoing annual fee for this service. ($75 per year per branch account utilized.) The website and clearinghouse could be updated and maintained with some level of state library staff support, or through a contract with an external consultant.
Activity Information. Activities are action(s) through which the intent or objective of a project are accomplished. Four activity types have been identified, each with select methods to help you describe how you will carry out this project. Any activity type must account for at least 10% of the total amount of resources committed to the project.

I. Instruction - Involves an interaction for knowledge or skill transfer and how learning is delivered or experienced. (Check all that apply and provide a description including whether the format will be in-person, virtual, or both)

- Program - Formal interaction and active user engagement (e.g., a class on computer skills).
- Consultation - Informal interaction with an individual or group of individuals (library staff or other professional) who provide expert advice or reference services to individuals, units, or organizations.

Description: - Contract with VolunteerMatch to maintain our California Libraries hub site, as well as Premium VolunteerMatch accounts for all public libraries in the state, and to provide support as needed for the Get Involved project, and for local libraries.
- Hold 4 Get Involved one-day Symposia around the state focused on engaging skilled volunteers.
- Regional Leaders in each of 6 regions of the state will offer 1 training/networking session for library staff and volunteers in their region involved in volunteer engagement for their libraries.
- Offer and archive statewide webinars on topics of high interest as assessed by a survey of the 500+ members of the Get Involved statewide listserv.

II. Content - Involves the acquisition, development, or transfer of information and how information is made accessible. (Check all that apply and provide a description including whether the format will be physical, digital, or both)

- Acquisition - Selecting, ordering, and receiving materials for library or archival collections by purchase, exchange, or gift, which may include budgeting and negotiating with outside agencies (i.e. publishers, vendors) to obtain resources. May also include procuring software or hardware for the purposes of storing and/or retrieving information or enabling the act of experiencing, manipulating, or otherwise interacting with an information resource.
- Creation - Design or production of an information tool or resource (e.g., digital objects, curricula, manuals). Includes digitization or the process of converting data to digital format for processing by a computer.
- Lending - Provision of a library’s resources and collections through the circulation of materials (general circulation, reserves). May also refer to the physical or electronic delivery of documents from a library collection to the residence or place of business of a library user, upon request.
- Preservation - Effort that extends the life or use life of a living or non-living collection, the individual items or entities included in a collection, or a structure, building or site by reducing the likelihood or speed of deterioration.

Description: - Encourage use of the new web-based "Library Volunteer Program Improvement Model," which will help libraries assess their current "location" on a continuum of excellent volunteer engagement practices, and will recommend appropriate improvement steps and resources to assist in taking those steps.
- Engage libraries in sharing information and problem-solving on the Get Involved Listserv.
- Increase volunteer engagement resources available on the Get Involved Clearinghouse: www.getinvolvedca.org.
- Utilize Facebook ads, sponsored stories and promoted posts, as well as Pinterest boards to increase referrals to the California Libraries VolunteerMatch hub.

III. Planning & Evaluation - Involves design, development, or assessment of operations, services, or resources and when information is collected, analyzed, and/or disseminated. (Check all that apply and provide a description)

- Retrospective - Research effort that involves historical assessments of the condition of a project, program, service, operation, resource and/or user group.
- Prospective - Research effort that projects or forecasts a future condition of a project, program, service, operation, resource, and/or user group.

Description:

IV. Procurement - Acquiring or leasing facilities; purchasing equipment/supplies, hardware/software, or other materials (not content) that support general library infrastructure. (Provide a description)

Description:
ELEMENT 4: GRANT TIMELINE/ACTIVITIES (please see application instructions for additional information)

Show each major project activity and when it will be started and/or completed throughout the project. The timeline should correspond to the activities described in Planning and Evaluation. Please put an X in each pertaining month.

<table>
<thead>
<tr>
<th>Activity</th>
<th>2015/2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>July</td>
</tr>
<tr>
<td>Ongoing support from VolunteerMatch</td>
<td>X</td>
</tr>
<tr>
<td>4 Regional One-Day Institutes in 4 Regions around the state</td>
<td></td>
</tr>
<tr>
<td>7 Regional Network Meetings</td>
<td></td>
</tr>
<tr>
<td>2 statewide webinars</td>
<td></td>
</tr>
<tr>
<td>Encourage use of web-based &quot;Library Volunteer Program Improvement Model&quot;</td>
<td></td>
</tr>
<tr>
<td>Engage libraries on the Get Involved Listserv</td>
<td></td>
</tr>
<tr>
<td>Add materials to the Get Involved website and Clearinghouse</td>
<td></td>
</tr>
<tr>
<td>Facebook ads</td>
<td></td>
</tr>
<tr>
<td>Survey Volunteers recruited through VolunteerMatch for outcomes data</td>
<td></td>
</tr>
</tbody>
</table>


**ELEMENT 5: BUDGET** (please see application instructions for additional information)

The budget should clearly identify the amounts requested and from what sources.

<table>
<thead>
<tr>
<th>Budget Category</th>
<th>LSTA</th>
<th>Cash Contributions</th>
<th>In-Kind</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Salaries/Wages/Benefits</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Library Staff attending Regional Network Meetings</td>
<td>$0</td>
<td>$0</td>
<td>$30,000</td>
<td>$30,000</td>
</tr>
<tr>
<td>Library Staff attending Regional One-Day Institutes</td>
<td>$0</td>
<td>$0</td>
<td>$40,000</td>
<td>$40,000</td>
</tr>
<tr>
<td>Subtotal</td>
<td>$0</td>
<td>$0</td>
<td>$70,000</td>
<td>$70,000</td>
</tr>
</tbody>
</table>

**Description:** Library staff attending Get involved Regional Network Meetings - 25 people x 6 events x $200/day = $30,000

Library staff attending Get involved Regional One-Day Institutes - 50 people x 4 events x $200/day = $40,000

<table>
<thead>
<tr>
<th>Equipment (Items over $5,000 per unit)</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Subtotal</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
</tbody>
</table>

**Description:**

<table>
<thead>
<tr>
<th>Operating Expenses: Library Materials</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Subtotal</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
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</tbody>
</table>

**Description:**

<table>
<thead>
<tr>
<th>Operating Expenses: Consultant Fees</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Subtotal</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
</tbody>
</table>

**Description:**
### Budget Category: Operating Expenses: Travel

<table>
<thead>
<tr>
<th>Description</th>
<th>LSTA</th>
<th>Cash Contributions</th>
<th>In-Kind</th>
<th>Total (B+C+D = E)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional Peer Network Travel</td>
<td>$6,000</td>
<td>$0</td>
<td>$0</td>
<td>$6,000</td>
</tr>
<tr>
<td>One-Day Institute Travel</td>
<td>$28,000</td>
<td>$0</td>
<td>$0</td>
<td>$28,000</td>
</tr>
<tr>
<td>Subtotal</td>
<td>$34,000</td>
<td>$0</td>
<td>$0</td>
<td>$34,000</td>
</tr>
</tbody>
</table>

**Description:** Regional Network Support: 6 networks will use $1,000 each to reimburse participant travel, enlist trainers for meetings.
One-Day Institutes: 4 will be scheduled in various parts of the state to allow participation by up to 50 people in each. Funds will cover participant travel and lunch for a total of up to 200 participants at $140 per participant = $28,000.

### Budget Category: Operating Expenses: Supplies/Other

<table>
<thead>
<tr>
<th>Description</th>
<th>LSTA</th>
<th>Cash Contributions</th>
<th>In-Kind</th>
<th>Total (B+C+D = E)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library Meeting Space for One-Day Institutes</td>
<td>$0</td>
<td>$0</td>
<td>$6,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>Library Meeting Space for Regional Meetings</td>
<td>$0</td>
<td>$0</td>
<td>$9,000</td>
<td>$9,000</td>
</tr>
<tr>
<td>Flip Chart pads, name tags, etc., for Regional Mtgs &amp; Institutes</td>
<td>$500</td>
<td>$0</td>
<td>$0</td>
<td>$500</td>
</tr>
<tr>
<td>Facebook Ads</td>
<td>$300</td>
<td>$0</td>
<td>$0</td>
<td>$300</td>
</tr>
<tr>
<td>Subtotal</td>
<td>$800</td>
<td>$0</td>
<td>$0</td>
<td>$15,800</td>
</tr>
</tbody>
</table>

**Description:** Library Meeting Space for Regional Meetings: $1,500 x 6 meetings = $9,000
Library Meeting Space for Regional Symposia: $1,500 x 4 meetings = $6,000
Flip Chart pads, nametags, etc., for 11 meetings (4 Institutes & 6 Regional Meetings) : $50 x 10 = $500

### Budget Category: Operating Expenses: Contracted Services

<table>
<thead>
<tr>
<th>Description</th>
<th>LSTA</th>
<th>Cash Contributions</th>
<th>In-Kind</th>
<th>Total (B+C+D = E)</th>
</tr>
</thead>
<tbody>
<tr>
<td>VolunteerMatch</td>
<td>$43,500</td>
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<td>$0</td>
<td>$43,500</td>
</tr>
<tr>
<td>Galecia Group</td>
<td>$500</td>
<td>$0</td>
<td>$0</td>
<td>$500</td>
</tr>
<tr>
<td>Subtotal</td>
<td>$44,000</td>
<td>$0</td>
<td>$0</td>
<td>$44,000</td>
</tr>
</tbody>
</table>

**Description:** VolunteerMatch -- $43,500 contract includes maintenance of our California Libraries hub site, as well as upgraded VolunteerMatch accounts for all public libraries in the state, and support as needed for the Get Involved project, and for local libraries. Galecia Group will maintain the Get Involved Clearinghouse of volunteer engagement program tools and resources as needed.

### Project Total

<table>
<thead>
<tr>
<th>Description</th>
<th>LSTA</th>
<th>Cash Contributions</th>
<th>Indirect Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Total</td>
<td>$78,800</td>
<td>$0</td>
<td>$7,880</td>
</tr>
</tbody>
</table>

**Indirect Cost Rate Applied:** 10%

<table>
<thead>
<tr>
<th>Check one: (please see application instructions for additional information)</th>
<th>Indirect proposed cost rate *</th>
<th>Federally negotiated indirect cost rate *</th>
<th>No Indirect</th>
</tr>
</thead>
<tbody>
<tr>
<td>* please attach supporting documentation if required</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Description:** Indirect costs include cost for administrative and fiscal staff, workspace, utilities, internet, IT support, office supplies and use of equipment.

### Grand Total

<table>
<thead>
<tr>
<th>Description</th>
<th>LSTA</th>
<th>Cash Contributions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Total</td>
<td>$86,680</td>
<td>$0</td>
<td>$171,680</td>
</tr>
</tbody>
</table>
ELEMENT 6: ATTACHMENTS (please see application instructions for additional information)
If you have additional resources that support your grant, please attach after this page

ELEMENT 7: INTERNET CERTIFICATION FOR APPLICANT PUBLIC LIBRARIES FY 2015/16
(please see application instructions for additional information)

As the duly authorized representative of the applicant public library, public elementary school library or public secondary school library applying for LSTA funding, I hereby certify that the library is (check only one of the following boxes)

A. ☐ An individual applicant that is CIPA compliant.
   The applicant library, as a public library, a public elementary school library or public secondary school library, has complied with the requirements of Section 9134(f)(1) of the Library Services and Technology Act.

B. ☐ Representing a group of applicants. Those applicants that are subject to CIPA requirements have certified they are CIPA compliant.
   All public libraries, public elementary school libraries, and public secondary school libraries, participating in the application have complied with the requirements of Section 9134(f)(1) of the Library Services and Technology Act. The library submitting this application has collected Internet Safety Certifications from all other applicants who are subject to CIPA requirements. The library will keep these certifications on file with other application materials, and if awarded funds, with other project records.

C. ☒ Not Subject to CIPA Requirements.
   The CIPA requirements do not apply because no funds made available under this LSTA grant program will be used to purchase computers used to access the Internet or to pay for direct costs associated with accessing the Internet.

Califa Group
Library/Organization

Get Involved: Expanding & Sustaining Skilled Volunteer Engagement in Public Libraries
Project Name

Susan H. Hildreth
Library Director Name

Executive Director
Title

Library Director Signature
Date

file:mcp/lsta/announceapps&instr/1516