**California Library Association**

**Library/Organization**

1. **Library/Organization**: California Library Association

**Library’s DUNS Number**

2. **Library’s DUNS Number**: 10-592-5739

**Internet Web Site Address**

3. **Internet Web Site Address**: www.cla-net.org

**Project Coordinator Name & Title**

4. **Project Coordinator Name & Title**: Mary Menzel, Director

**Email Address**

5. **Email Address**: mmenzel@calbook.org

**Business Phone Number**

6. **Business Phone Number**: 626-239-1776

**Fax Number**

7. **Fax Number**: 626-359-0001

**Mailing Address**

8. **Mailing Address**:

   - PO Box or Street Address: 248 E. Foothill Blvd., Suite 101
   - City: Monrovia
   - State: CA
   - Zip: 91016

**Library Type**

9. **Check the Appropriate Library Type**

   - [ ] Public Library
   - [ ] Academic
   - [ ] K-12
   - [ ] Multi-Type
   - [x] Special/Other

**Project Title**

10. **Project Title**: California Center for the Book Reimagined

**LSTA Funds Requested**

11. **LSTA Funds Requested**: $160,490

**Cash Contributions**

12. **Cash Contributions**: $10,995

**In-Kind**

13. **In-Kind**: $22,495

**Total Project Cost**

14. **Total Project Cost**: $193,980

**California’s LSTA Goals**

15. **California’s LSTA Goals**: (Check one goal that best describe the project)

   - [ ] Literate California
   - [ ] 21st Century Skills
   - [x] Content Creation/Preservation
   - [ ] Bridging the Digital Divide
   - [ ] 22nd Century Tools
   - [ ] Information Connections
   - [ ] Ensuring Library Access for All
   - [x] Community Connections

**Number of persons served**

16. **Number of persons served**: (The number of persons who use or will benefit directly from this project) 6,220

**Primary Audience for project**

17. **Primary Audience for project**: (Select all that apply)

   - [x] Adults
   - [ ] Families
   - [ ] Immigrants/Refugees
   - [ ] Intergenerational Groups (Excluding Families)
   - [ ] Library Staff, Volunteers and/or Trustees
   - [ ] Low Income
   - [ ] Non/Limited English Speaking Persons
   - [ ] People with Disabilities
   - [ ] People with Limited Functional Literacy
   - [ ] Pre-School Children
   - [ ] Rural Populations
   - [ ] School Age Children
   - [ ] Senior Citizens
   - [ ] Statewide Public
   - [ ] Suburban Populations
   - [ ] Unemployed
   - [ ] Urban Populations
   - [ ] Young Adults and Teens

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

**Library Director Name**: Natalie Cole

**Title**: Interim Executive Director

**Mailing Address**

18. **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.

The California Center for the Book (CCFB) is a reading promotion agency that provides public libraries with programs and resources to help them promote reading and writing, foster the library’s role as community anchor, promote civic engagement, and provide opportunities for intellectual growth and lifelong learning. It has traditionally served as the programming arm for the California State Library and is part of a network of state Centers for the Book across the nation, all affiliated with the Center for the Book in the Library of Congress (www.read.gov). CCFB’s work supports two goals in the California State Library’s 5 Year Plan 2013-2017: (I) Literate California and (VII) Community Connections.

The public library is increasingly being recognized as a trusted space at the heart of the community and for its role as a community anchor and a hub for civic engagement. To help libraries embrace, nurture, and fulfill the potential offered by this role, adult services librarians need support in providing programming and other resources for their communities. While youth services librarians have a long tradition of support and training, adult services librarians often need assistance in the form of prepackaged programming, training, thematic resources and more. CCFB can play a vital role in providing libraries with programs, resources, and training that help librarians align their traditional “brand” – books and reading – with their ever-expanding role as community-builders.

CCFB has provided effective programs and resources for California’s public libraries for sixteen years, but it needs revitalization. During FY 2014-15 the Center contracted with Dr. Virginia Walter to evaluate its programs. Her report flagged deficiencies in: updating and refreshing programs; collecting output and outcome data; and promoting programs and services widely throughout the state. At the same time, Dr. Walter found that there is high demand for support for adult programming. Also during FY 2014-15, the executive board of the Southern California Library Cooperative elected to discontinue its role as CCFB’s fiscal agent. The California Library Association (CLA) will assume this role, which we believe is a positive step for all parties. This change will align CCFB with a statewide programming-oriented agency; provide an opportunity to reassess CCFB's goals and priorities to increase its impact; and allow CCFB to utilize CLA office space and resources in Monrovia.

To facilitate the revitalization and reimagining of the CCFB, in the first half of FY 2015-16 we will recruit an advisory council to explore new directions for the program, and we will develop a Plan of Action in light of Dr. Walter's findings and input from the advisory council. Specifically, we will: develop new CCFB programs and services that will provide increased resources to libraries and reach greater numbers of Californians than current activities; re-envision or discontinue programs that have not responded to 21st century needs or that have insufficient participation, and increase the impact and participation of programs that are continued; identify strategic partners for CCFB to expand its reach and increase its relevance; revamp CCFB’s web presence and develop a social media plan; and develop outputs- and outcomes-based evaluation reporting measures for CCFB programs.

Beginning January 1, 2016, we will implement the new Plan of Action. We are committed to developing at least three new programs that will maintain CCFB's support of California libraries with measurable impact, statewide reach and improved return on investment. Early promising ideas include a statewide community read for the public library community (“Expect More”) that will foster crucial conversations about the future of the public library and the services we provide for our communities; a statewide adult reading challenge; expanded librarian trainings; author talks in rural libraries; and a digital literary map. For now, we plan to continue Letters About Literature, a national contest sponsored by the Center for the Book in the Library of Congress and offered by virtually all of its state affiliates. This reading-and-writing contest for students in grades 4-12 has been a signature program of the Library of Congress for many years. It is grounded in research on the connection between reading and writing and dovetails with national language arts and Common Core standards. We also believe that the Book to Action civic engagement program deserves continuation and expansion, as it has garnered strongly positive reviews from participants and is being adopted by other states. It was conceived to bolster the State Library’s statewide volunteerism initiative, and its online resources toolkit is part of the Get Involved area of library.ca.gov.

We will know that this project has been successful if we can demonstrate a smooth transition that results in increased visibility for CCFB and broad acknowledgement that the Center's programs have been improved and revitalized. CLA is committed to providing support and professional development resources to the library community, and providing programs that benefit both California’s libraries and the communities served by those libraries. The CCFB aligns with all aspects of this mission. Our request does not include support for new programs that will be implemented starting January 1, 2016, because the specifics of those programs are still to be determined. We anticipate that that our reimagining process will result in a grant augmentation request for early 2016 to support the statewide "Expect More" community read and other newly-revitalized programming. Also, the number of persons benefiting from the project will increase significantly moving forward, as a result of the new statewide programs that will be developed during the planning period.
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 describe 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 California Center for the Book provides public libraries with programs and resources to help them promote reading, encourage the connection between writing and reading, foster the library’s role as community anchor, promote civic engagement, and provide opportunities for intellectual growth and lifelong learning. During this transitional year, we will extend the reach of CCFB’s programs so that more librarians throughout the state are supported in their efforts with programs that have impact and meet demonstrated needs.

C. Anticipated Project Outputs – Measures of services and/or products to be created/provided.

* One advisory council, with up to ten members, will be formed.
* One Plan of Action for a revitalized CCFB will be developed and implemented.
* One new project website will be developed.
* A project plan for a statewide, "Expect More," community read for the public library community will be developed.
* Book to Action programs will be presented in sixteen libraries, with 50-300 community members participating at each site.
* The Letters About Literature competition will reach 3,000-4,000 schoolchildren in approximately 180 schools and households.
* Ten rural poetry workshops will be scheduled in partnership with Poets & Writers: five in northern California, three in the Central Valley, and two in the Inland Empire.
* Four training webinars will be designed and delivered.
* Evaluation measures will be developed to assess the impact of Book to Action programs.
* One CLA Adult Services Interest Group will be developed, in partnership with the CLA summer reading advisory council.
* Three new programs or services will be developed to help libraries fulfill the potential of their role as community anchors.
* Three program partnerships will be created.
* Additional project outputs will be identified during the July 1-Dec 31, 2015, transition period and will be reported in the six-month narrative report.
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)

Project outcomes and measurable indicators of success for new CCFB programs will be developed during the transition period and will be reported in the six-month narrative report.

Book to Action: One preliminary outcome is that 75% of participants will feel better connected to their community. CCFB personnel and a project advisory group comprised of Book to Action librarians will develop additional outcomes and project surveys (which will be used to measure whether the outcomes are achieved) during the project period.

Letters About Literature: Project outcomes will be developed in cooperation with the national project office at the Library of Congress.

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

CLA is committed to working in partnership with the California State Library to revitalize and continue the work of the CCFB. In addition, we anticipate that our work to develop enhanced reporting measures and generate program results will provide us with data we can use in approaching additional funders for resources to support CCFB programming.

F. 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. (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).
- Presentation - Formal interaction and passive user engagement (e.g., an author’s talk).
- 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:

Program: We will provide a training webinar in October to support libraries in presenting successful Book to Action programs. The webinar will be presented by CCFB personnel and librarians who are experienced in presenting Book to Action programs. We will provide three additional training webinars on topics identified by the advisory council in other areas of adult services, such as readers advisory, intergenerational programming, or community dialogue facilitation.

Program: We will provide poetry workshops to ten libraries in rural communities during April and May 2016.

Presentation: We will support author talks as part of 14-16 Book to Action programs to help achieve the program aims of promoting reading, community dialogue and civic engagement. These programs will take place February through May 2016.

Consultation: We will provide consulting services to librarians considering Book to Action or other programs, and to outside agencies such as Cal Humanities which offer grant opportunities to public libraries.

Consultation: We will continue to partner with other state Centers and represent California in the development of a national digital literary map. The map has been discussed with the Library of Congress for the past year and will be developed with an NEH planning grant.

Consultant: We will develop and maintain partnerships with other agencies and organizations in the fields of libraries, books, and humanities, to generate increased awareness of and support for CCFB and help ensure the relevance of its programs.

Additional instructional activities will be developed during the July 1 - Dec 31, 2015, transition period.

II. Content - Involves the acquisition, development, or transfer of information. (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.
Description - Apply standardized descriptive information and/or apply such information in a standardized format to items or groups of items in a collection for purposes of intellectual control, organization, and retrieval.

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:
Acquisition: We will acquire books and materials to support 14-16 Book to Action programs. Specific titles and materials depend on each library's selection of book and volunteer opportunity. (Examples from past BTA programs include: a book about sustainable gardening and materials to plant a community garden; a book about the "maker" movement and materials for a makerspace activity; a book about autism and materials for an intergenerational activity making fidget beads for autistic children.)

Creation: We will create a Plan of Action to guide the development of a revitalized CCFB that provides dynamic and relevant services to the California library community. The plan will be informed by the newly-formed advisory council, Dr. Virginia Walter's report, and additional feedback gathered from the field (e.g. at the annual CLA conference). It will be submitted to the California State Library as part of the six-month narrative report.

Creation: We will develop a new resource-rich website to announce, represent, and support CCFB's new direction and programming.

Creation: We will create promotional materials to raise awareness of the revitalization process at the annual CLA conference.

Creation: We will create a CLA Adult Services Interest Group in partnership with the CLA summer reading advisory council, to help provide support to public library adult programming across the state and facilitate a community of adult services librarians.

Creation: We will create a booklet of the winning Letters About Literature entries from schoolchildren who participate statewide. This is a valuable promotional tool that encourages participation from teachers and students.

Additional content-related activities will be developed during the July 1 - Dec 31, 2015, transition period.

III. Planning & Evaluation - Involves design, development, or assessment of operations, services, or resources. (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:
Prospective: Throughout the project year, we will develop data collection tools that will help libraries report participation in and impact of all CCFB programs.

Prospective: We will form an advisory council, comprising up to ten members of California's public library and book communities, to advise on future directions for CCFB. We will convene an in-person meeting in August 2015, which will be facilitated by Dr. Virginia Walter, and we will consult with advisory members individually during the year.

Prospective: We will plan a statewide community read for the public library community based on the book "Expect More" by R. David Lankes. The book will form the basis for crucial conversations among our profession about raising the bar for great public libraries, what it means to improve society, facilitating knowledge creation, understanding the community as our collection, the need to experiment, and more. During the transition period, we will consult with librarians and other key stakeholders to design a series of one-day programs for the library community in 2016 that are relevant and accessible, that inspire action and strategic change in our libraries, and that provide a model for community reading and engagement programs in our libraries.

Prospective: We will recruit smaller groups of advisors from the field to guide the direction of each new program and service that is developed, and ensure that all CCFB activities remain dynamic and relevant.

Additional planning and evaluation activities will be developed during the July 1 - Dec 31, 2015, transition period.

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

Description: CCFB will lease storage space for six months to store program materials during the transition period. LSTA funds will not be used for this expense.
**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>finalize relocation to CLA office</td>
<td></td>
</tr>
<tr>
<td>convene advisory council to discuss evolution of program offerings</td>
<td></td>
</tr>
<tr>
<td>update Book to Action (BTA) online toolkit &amp; plan Expect More community read</td>
<td>X</td>
</tr>
<tr>
<td>work with Galecia Group on website creation; develop and maintain site</td>
<td>X</td>
</tr>
<tr>
<td>exhibit at Nat'l Book Festival; meet with state Centers re literary map</td>
<td></td>
</tr>
<tr>
<td>continue to research and refine plans for new and revamped programs</td>
<td>X</td>
</tr>
<tr>
<td>solicit program partnerships and subcouncil members to advise on new programs</td>
<td>X</td>
</tr>
<tr>
<td>promote Letters About Literature to teachers, parents, librarians</td>
<td>X</td>
</tr>
<tr>
<td>revise BTA Request for Participation for libraries; advise on proposals</td>
<td>X</td>
</tr>
<tr>
<td>develop data collection, evaluation and outcomes tools for new programs</td>
<td>X</td>
</tr>
<tr>
<td>deliver training webinar for BTA</td>
<td></td>
</tr>
<tr>
<td>participate in Adult Services Interest Group</td>
<td>X</td>
</tr>
<tr>
<td>prepare promotional materials and exhibit at CLA conference</td>
<td>X</td>
</tr>
<tr>
<td>evaluate BTA proposals, notify libraries, advise on programs</td>
<td></td>
</tr>
<tr>
<td>schedule rural library poetry tour</td>
<td></td>
</tr>
<tr>
<td>design and schedule training webinars #2-4 (dates TBD)</td>
<td></td>
</tr>
<tr>
<td>coordinate launch and publicizing of new programs</td>
<td>X</td>
</tr>
<tr>
<td>observe three Book to Action programs (dates TBD)</td>
<td>X</td>
</tr>
<tr>
<td>coordinate Letters About Literature statewide judging</td>
<td></td>
</tr>
<tr>
<td>approve and process Book to Action invoices, place orders</td>
<td></td>
</tr>
<tr>
<td>produce Letters About Literature booklet; host awards ceremony</td>
<td></td>
</tr>
<tr>
<td>attend annual meeting of state Centers in Washington; discuss literary map</td>
<td>X</td>
</tr>
<tr>
<td>analyze evaluations of new and continuing programs</td>
<td></td>
</tr>
</tbody>
</table>

46
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>1. Staff time at libraries that host Book to Action programs</td>
<td>$0</td>
<td>$0</td>
<td>$8,150</td>
<td>$8,150</td>
</tr>
<tr>
<td>2. Staff time at libraries that host poetry workshops</td>
<td>$0</td>
<td>$0</td>
<td>$500</td>
<td>$500</td>
</tr>
<tr>
<td>3. SCLC Finance Manager: 80 hours @ $49.63/hour</td>
<td>$0</td>
<td>$0</td>
<td>$3,970</td>
<td>$3,970</td>
</tr>
<tr>
<td>4. Webinar attendee time (50 per each one-hour webinar)</td>
<td>$0</td>
<td>$0</td>
<td>$6,000</td>
<td>$6,000</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>$0</td>
<td>$0</td>
<td>$18,620</td>
<td>$18,620</td>
</tr>
</tbody>
</table>

**Description:**
1. 16 Book to Action programs x 20 hours planning time x $25/hour, plus 10 hours staff time x $15/hour
2. 10 poetry workshops x 2 hours x $25/hour
3. SCLC's Finance Manager (with which CLA contracts for financial services) will manage the Center's accounts payable and generate reports. Tasks include working on invoices generated by Book to Action which represents significant workload in the spring.
4. 4 webinars x 50 attendees x $30 an hour = $6000

| Equipment (Items over $5,000 per unit) | $0 | $0 | $0 | $0 |
| Subtotal | $0 | $0 | $0 | $0 |

**Description:**

| Operating Expenses: Library Materials | $0 | $0 | $0 | $0 |
| Subtotal | $0 | $0 | $0 | $0 |

**Description:**

| Operating Expenses: Consultant Fees | $400 | $0 | $0 | $400 |
| 1. Letters About Literature judging consultant (flat fee) | $2,000 | $3,000 | $0 | $5,000 |
| 2. Poetry instructors: 10 workshops @ $500/works | $500 | $0 | $0 | $500 |
| 3. Update of Book to Action online toolkit: design/typesetting | $2,000 | $0 | $0 | $2,000 |
| 4. Virginia Walter adv council mtg facilitation & mtg report | $3,000 | $0 | $0 | $3,000 |
| 5. Cheryl Gould: Expect More program 24 hours @ $125/hour | $0 | $0 | $0 | $0 |
| **Subtotal** | $7,900 | $3,000 | $0 | $10,900 |

**Description:**
1. Amy Meyerson, former CCFB program associate, will do the first round of state judging of Letters About Literature, read & rank 150-200 letters. 2. Ten workshops in rural libraries; contributions from Poets & Writers ($2000), and host libraries $1,000. 3. The Book to Action online toolkit is a PDF developed by the CSL and hosted by the Get Involved section of their website. It will be more effective when updated with additional titles and ideas for community engagement partners. 4. Renowned consultant, Virginia Walter, will facilitate the advisory council meeting and write a meeting report, to develop the study she conducted during FY14-15. Approx two days work. 5. Renowned consultant and change agent, Cheryl Gould, will create an Expect More project plan, to include interviewing stakeholders, designing discussion sessions and program outcomes, logistical planning, and drafting program materials.
<table>
<thead>
<tr>
<th>Budget Category</th>
<th>LSTA</th>
<th>Cash Contributions</th>
<th>In-Kind</th>
<th>Total (B+C+D = E)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Operating Expenses: Travel</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Travel to Washington DC for annual LOC meeting</td>
<td>$300</td>
<td>$500</td>
<td>$0</td>
<td>$800</td>
</tr>
<tr>
<td>2. Travel to National Book Festival</td>
<td>$0</td>
<td>$2,000</td>
<td>$0</td>
<td>$2,000</td>
</tr>
<tr>
<td>3. Hotel for CLA conference (one night)</td>
<td>$200</td>
<td>$0</td>
<td>$0</td>
<td>$200</td>
</tr>
<tr>
<td>4. Travel to Book to Action programs</td>
<td>$900</td>
<td>$0</td>
<td>$0</td>
<td>$900</td>
</tr>
<tr>
<td>5. Travel for advisory council meeting</td>
<td>$3,000</td>
<td>$500</td>
<td>$0</td>
<td>$3,500</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>$4,400</td>
<td>$3,000</td>
<td>$0</td>
<td>$7,400</td>
</tr>
</tbody>
</table>

**Description:** 1. CCFB director will attend the annual spring meeting of the state affiliates, convened by the Library of Congress, which provides $500 in travel support. 2. Chief Officers of State Library Agencies (COSLA) provides $2,000 toward travel to the National Book Festival, where all state Centers for the Book exhibit as part of the Pavilion of the States. 3. We will disseminate information about CCFB at the annual CLA conference. 4. To evaluate the impact of Book to Action, the CCFB director will travel to and observe three programs ($200 airfare + $100 hotel). 5. Ten attendees with an average travel cost of $300 per person. Refreshments ($500) will be contributed by CCFB.

<table>
<thead>
<tr>
<th>Budget Category</th>
<th>LSTA</th>
<th>Cash Contributions</th>
<th>In-Kind</th>
<th>Total (B+C+D = E)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Operating Expenses: Supplies/Other</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Books and supplies for Book to Action programs</td>
<td>$20,000</td>
<td>$0</td>
<td>$0</td>
<td>$20,000</td>
</tr>
<tr>
<td>2. Printing of LAL booklet, prizes and awards ceremony</td>
<td>$4,000</td>
<td>$900</td>
<td>$0</td>
<td>$4,900</td>
</tr>
<tr>
<td>3. Promotional materials</td>
<td>$1,500</td>
<td>$0</td>
<td>$0</td>
<td>$1,500</td>
</tr>
<tr>
<td>4. UPS shipping of conference and LAL materials</td>
<td>$1,500</td>
<td>$0</td>
<td>$0</td>
<td>$1,500</td>
</tr>
<tr>
<td>5. Booth fees at CLA conferences</td>
<td>$0</td>
<td>$1,500</td>
<td>$0</td>
<td>$1,500</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>$27,000</td>
<td>$2,400</td>
<td>$0</td>
<td>$29,400</td>
</tr>
</tbody>
</table>

**Description:** 1. Each year about half of the Book to Action allotment is spent on giveaway books for the community and supplies for the volunteer activity (such as craft materials). 2. 2,000 Letters About Literature booklets of top CA entries will be printed and presented to teachers and families and used as promotional tool. The Library of Congress provides $900 in funding each year for additional expenses such as prizes and refreshments at the LAL awards ceremony. 3. CCFB's relocation will require reprinting and creation of informational materials about our programs and services. 5. Conference booth rental will be purchased from non-LSTA CCFB funds.

<table>
<thead>
<tr>
<th>Budget Category</th>
<th>LSTA</th>
<th>Cash Contributions</th>
<th>In-Kind</th>
<th>Total (B+C+D = E)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Operating Expenses: Contracted Services</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Prog. director: 1500 hours @ $40/hour (30 hrs/wk x 50 weeks)</td>
<td>$60,000</td>
<td>$0</td>
<td>$0</td>
<td>$60,000</td>
</tr>
<tr>
<td>2. Prog. Associate: 950 hours @ $28/hour (19 hrs/wk x 50 wks)</td>
<td>$26,600</td>
<td>$0</td>
<td>$0</td>
<td>$26,600</td>
</tr>
<tr>
<td>3. Prog. Advisor: 60 hours @ $62.50/hr</td>
<td>$0</td>
<td>$1,875</td>
<td>$1,875</td>
<td>$3,750</td>
</tr>
<tr>
<td>4. Book to Action speaker fees, including author talks</td>
<td>$20,000</td>
<td>$0</td>
<td>$0</td>
<td>$20,000</td>
</tr>
<tr>
<td>5. Galecia Group</td>
<td>$0</td>
<td>$0</td>
<td>$2,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>6. Storage space @ $120/month for six months</td>
<td>$0</td>
<td>$720</td>
<td>$0</td>
<td>$720</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td>$106,600</td>
<td>$2,595</td>
<td>$3,875</td>
<td>$113,070</td>
</tr>
</tbody>
</table>

**Description:** 1. Prog. Dir. will lead implementation of the Action Plan and development of new programs; create partnerships, web content & resources; & liaise with adv. council & partners. 2. Prog. Assoc. will provide support to director and: exhibit at conference; coordinate poetry tour & Letters about Lit; research new programs; and create informational materials. 3. CLA Assoc. ED will provide strategic direction on program development & evaluation, and partner development, funded in part by non-LSTA CCFB funds. 4. 16 - 20 speakers @ $1,000-1,250 each. 5. Galecia Group will provide tech support for new website as part of their contract with CLA. 6. Storage of materials pending decisions on current programs (non-LISTA CCFB funds).
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.

California Library Association
Library/Organization

California Center for the Book Reimagined
Project Name

Natalie Cole
Library Director Name

Interim Executive Director
Title

Library Director Signature
Date

file:mcp/lsta/announceapps&instr/1516