CALIFORNIA STATE LIBRARY
LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA)

Final Program Narrative Report
(LSTA Form 9)

Grant Information

<table>
<thead>
<tr>
<th>Library Jurisdiction</th>
<th>Sonoma County Library</th>
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<tbody>
<tr>
<td>Project Title</td>
<td>E-Reader Tutorial Videos</td>
</tr>
<tr>
<td>Grant Award #</td>
<td>40-8332</td>
</tr>
<tr>
<td>Grant Period</td>
<td>13-14</td>
</tr>
<tr>
<td>Amount of Grant Award</td>
<td>4,000</td>
</tr>
<tr>
<td>Amount of Grant Expended</td>
<td>4,000</td>
</tr>
<tr>
<td>Local Match</td>
<td>0</td>
</tr>
<tr>
<td>In-Kind</td>
<td>0</td>
</tr>
<tr>
<td>Total Amount of Project</td>
<td>4,000</td>
</tr>
<tr>
<td>(amount expended + match + in-kind)</td>
<td></td>
</tr>
<tr>
<td>Number of Persons Served</td>
<td>376</td>
</tr>
<tr>
<td>(should not include total population of service area or potential population to be reached)</td>
<td></td>
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</tbody>
</table>

Project Director

<table>
<thead>
<tr>
<th>Name</th>
<th>Emma Wendel</th>
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</thead>
<tbody>
<tr>
<td>Title</td>
<td>Librarian I</td>
</tr>
<tr>
<td>Library Address</td>
<td>7140 Bodega Avenue, Sebastopol CA 95472</td>
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<td>Phone Number</td>
<td>(707) 823-7691 ext 1021</td>
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<td>Fax Number</td>
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<tr>
<td>E-mail Address</td>
<td><a href="mailto:ewendel@sonoma.lib.ca.us">ewendel@sonoma.lib.ca.us</a></td>
</tr>
</tbody>
</table>

This report is due on the date listed in the LSTA Grant Guide for this project. Follow this link to view the Grant Guide. [http://www.library.ca.gov/grants/lsta/manage.html](http://www.library.ca.gov/grants/lsta/manage.html)

Email this report in “word format” to lsta@library.ca.gov then mail ORIGINAL and 2 copies to:

California State Library
P.O. Box 942837
Sacramento, CA 94237-0001
Attention: Fiscal Office - LSTA

SIGNATURE: ___________________________ DATE: ___________________________

(Please sign in blue ink)
Project Final Report
A final narrative report is required on the use of federal Library Services and Technology Act (LSTA) funds following the completion of a project during each project year. The information you report will be used to complete the California State Library report of how funds were expended. Excerpts from this report may be submitted to the Federal government in their evaluation, or may be published by the State Library or shared with other institutions. Please answer all of the questions thoroughly. Please attach any reproduction copies of photographs of project activities or media produced for the project.

Project Purpose
Include your program purpose statement here

The purpose of this program was to create online tutorial videos explaining how to download OverDrive e-books from the Sonoma County Library website onto different types of e-reader devices. Six videos were created: three in English and then translations in Spanish, illustrating how to navigate the library e-resources for Kindle, Nook, and iDevices (Apple products such as the iPhone or iPad). The videos are also subtitled. The videos provide digital instruction for individuals who may have difficulty getting in-person assistance, as well a continuing resource outside of the library's operating hours. The subtitling assists with navigating the videos themselves and aides patrons who may have hearing impairments. The videos were made bilingual, a resource for non-Spanish speaking staff to direct patrons to as well as serving as a continuing resource for Spanish-speaking patrons who seek assistance outside of the library.

Project Activities and Methods
How did you accomplish the project? What were the steps involved? How did you engage the target audience?

1. Three scripts in English, three Spanish scripts, and corresponding storyboards were created for Nook, Kindle, and iDevices.
2. Footage was filmed for each of the three devices using screencasting software to track actions on a desktop screen.
3. Audio was recorded in English and Spanish.
4. The film footage and audio was edited together with background music and with opening and closing slides explaining the purpose of each tutorial.
5. The videos were made available online in a beta test to a limited audience for two week.
6. A survey was included in the description to gather testing feedback regarding the videos.
7. The videos were launched onto the library's YouTube channel, with links directly to the videos on the Help page for e-downloading on the the library's website.
8. A survey was created to go in the description field of the videos for public response.
9. A descriptive post with alerting people to the existence of the videos with links to view was put up on the library's Facebook page.
10. A promotional post created on Facebook further spread awareness of the videos existence and the library's digital offerings.

Project Outputs
What was created for the project and how much? (For instance three promotional brochures were created and 75 copies distributed; or three training classes were designed; two sessions of each were held, and 80 people were trained)
1. Three storyboards were created to outline the tutorial process; one for each device.
2. Six scripts were created, in English and in Spanish, to be used for recording audio and planning the filmed footage.
3. 36 title cards were created to act as introductory or concluding footage for the videos (six images for each video).
4. Six videos were created in English and Spanish with subtitles.
5. Two surveys were created to gather staff feedback before the launch, and public feedback to accompany the videos on YouTube.
6. The videos have a total of 202 views as of July 18, 2014, after going online on May 20, 2014.
7. The original Facebook post reached 124 people in the month of June.
8. The Facebook announcement as of July 18, 2014, had a total of 73 clicks through to view website and a distribution figure of 51,367 reached.

Project Outcomes (if applicable)
Please state the outcomes and the results of your evaluation.

There were three respondents to the public survey. 100% responded that they found the instructions on the video very clear and very useful, and 100% responded that they thought they would be capable of downloading an e-book from the website after viewing the video.

For the staff feedback, there were seven survey respondents. 71.43% of respondents found the videos clear or very clear. 100% responded that they thought they would be capable of downloading and e-book from the website after viewing the videos.

Additional Project Outcomes
Please state any additional intended or unintended outcomes and what data sources you used.

An increase in staff's comfort level and knowledge regarding the subject matter and how to assist patrons with the process was reported.

Interest in using grant tools and methods in new areas has been expressed by members of the staff in making tutorial videos for other projects and programs. I have met with two staff departments to go over the tutorial creation process, and have explained some of the basic aspects of using the software to create videos. The computer system and software for making tutorial videos has been passed along to be used to create new videos, and the work and outputs that I have generated from the LSTA Grant accompany it as examples of the tutorial making process.

Anecdotal Information
Tell us a story. Give two or more examples of how the project has helped an individual or group in your community.

Anecdotally, there has been greater feedback regarding the use of the videos. Two individuals, a patron and a member of staff, have told me personally that they used the videos to download their first e-books. The staff member also noted: "Thank you so much for posting this. I watched the kindle and nook videos and was already able to help 2 patrons. Yeah!" One of the intentions of the video was to provide support for e-books when expertise was perhaps unavailable; helping staff to better instruct patrons is a part of that goal.

A patron who was aware of my involvement in the project was very excited about the launch once it occurred. She wanted to tell me personally that she followed the instructions for the Kindle download and was able to get a book she wanted right away. She said there was no excuse not to know that it was so easy to do so.
### Exemplary Project
If you feel your project was exemplary and others could learn from it and replicate it, please tell us why.

While educational tutorials exist on a variety of topics on the wider internet, library-centric tutorials often seemed to be focused in academic institutions. The hope was to create a tutorial of professional level quality at minimum cost, to serve as an example for future videos within the Sonoma County Library system and to public libraries in general.

### FEEDBACK FOR THE CALIFORNIA STATE LIBRARY ON THE GRANT PROCESS
We want to learn and improve our grant processes. Please let us know what worked and what we could do differently to make it a better experience. Thank you!

I greatly appreciated the assistance of my state grant moderator, Lena Pham, who was very responsive to all the questions I had and helped me navigate changes to my original timeline and plan as needed. Having an involved, knowledgable individual helping to oversee the process was very beneficial, especially to a first-time project director.