

ELEMENT 2: PROJECT BACKGROUND AND SUMMARY

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

The California Center for the Book (CCFB) is a reading promotion agency that is part of a network of 51 state Centers for the Book across the nation, all affiliated with the Center for the Book in the Library of Congress (www.read.gov). All of the state Centers share the same mission: to promote libraries, reading and literacy, and to celebrate the rich literary heritage of each state. CCFB specializes in programs and resources that are provided free or at very low cost to public libraries around the state, in order to promote reading in any and all formats, to encourage the connection between reading and writing, to foster the library's role as community center, to promote civic engagement, and to provide opportunities for intellectual growth and lifelong learning. Our activities support the California State Library's goals 1, 2, 7 and 8: Literate California, 21st Century Skills, Community Connections, and Ensuring Library Access for All. We pay particular attention to the needs of rural libraries and are involved with programming centered on the needs of veterans.

CCFB also facilitates the flow of grant funds to public libraries, a) by administering the California State Library's Book to Action program, and b) by consulting with Cal Humanities (formerly the California Council for the Humanities) on funding programs such as California Reads, in which a total of \$300,000 to \$450,000 is awarded to public libraries around the state.

In FY 2014/15, CCFB will administer the State Library's Book to Action (BTA) program for the third year. Although BTA was originally a reimbursement program, it was redesigned last year so that CCFB paid invoices on behalf of the participating libraries. During the coming year we will promote the program statewide, provide information and resources to interested librarians, choose the next round of participants, and process invoices submitted by participating libraries.

In FY 2014/15, CCFB will continue to partner with Cal Humanities on implementation and evaluation of the statewide program California Reads. Forty-three library jurisdictions around the state were awarded CalHum grants to develop community-wide reads around the book *WHAT IT IS LIKE TO GO TO WAR* by Karl Marlantes. The library programming will take place September through November, 2014, and will involve book discussions, film screenings, community dialogues, writing workshops, exhibits, staged readings, and much more. CCFB's director, Mary Menzel, will facilitate ten "author in conversation" events in October and November and will participate in other library programs around the state.

CCFB's signature programs are "book clubs in a box" which include everything a library needs to host a multi-title themed book discussion: multiple copies of the books (on loan), flyers, posters, bookmarks, discussion questions and other ancillary materials. We pay shipping both ways, which is appreciated by small and rural libraries trying to provide programming on reduced budgets.

Letters About Literature is a national contest, sponsored by the Center for the Book in the Library of Congress, in which we can promote our work to thousands of students, parents, teachers and school librarians. California students have gone on to win national prizes for several years.

ELEMENT 3: PLANNING AND EVALUATION

Please answer each area concisely and completely. Limit to two pages and use 12 point font.

A. Project Purpose – Short statement which answers the questions: we do what, for whom, for what expected benefit.

The California Center for the Book helps the librarians of California: to get people reading and talking about books; to attract people to the library for programming that encourages civic engagement and volunteerism; to increase community awareness of the value of the library; to form partnerships for stronger programs; to foster the library's position as a source of lifelong learning; and to provide engaging and inspirational programming in tough times.

CCFB also represents the interests and priorities of the State Library, serving as a conduit of information between the public libraries of California and outside agencies such as Cal Humanities, who is a major programming partner and a funder of important library activities.

B. Project Activities/Methods – How will the project be carried out? Include major activities from the timeline.

Book clubs in a box: This is a year-round effort; we continuously promote, schedule, ship and evaluate these book discussion programs. Many of them include a film component, which helps attract new customers to book discussions.

California Reads: In summer 2014, CCFB will assist with panel discussions designed by Cal Humanities to launch the initiative, in advance of the autumn programming that will take place in the public libraries. In autumn, CCFB's director, Mary Menzel, will travel with the author to ten "author in conversation" events in large venues in northern and southern California. The northern California tour is currently planned for the week of October 6th, and the southern California tour will take place the week of November 17th. After the public libraries have completed their programming and submitted their final reports, we will assist in the evaluation of California Reads and consult with Cal Humanities on possible refinements and improvements that can be instituted in the 2016 statewide read.

Letters About Literature: We promote the competition through November and then have a quiet period in which the national LAL office puts all of the approximately 50,000 entries through two rounds of judging. We receive our California semi-finalists in February or March and then have a very quick state judging period that must be completed by early April, when the California winners advance to the final round of national judging.

Poetry workshops in rural libraries: This is an ongoing partnership with the nonprofit Poets & Writers, who use funds from their Readings/Workshops program to cosponsor poetry instruction in small and rural libraries around the state. Our core group of instructors (Susan Wooldridge, Tim Z. Hernandez and Olga Garcia) present workshops for teens and adults in northern California, the Central Valley and the Inland Empire respectively. Program associate David Gernand does extensive outreach to place these workshops, since rural libraries generally have very few staff hours available for programming and often need to partner with a school or senior center to supply a location for such workshops.

Book to Action: This program is a great success story for the California State Library. The libraries that take part have consistently reported that this is a high impact program, greatly strengthening the library's position in the community. We will administer the program again in FY 14/15, distributing \$30,000 in LSTA funds to 10-15 libraries for book discussion programming and volunteer engagement activities.

Evaluation of CCFB: Grant monitor Cindy Mediavilla has suggested an evaluation of the programs of the California Center for the Book. We will contract with an experienced evaluator to analyze the participant surveys of our book programs, make observations in the field, and interview librarians who have used our

programs.

C. Anticipated Project Outputs – Measures of service or products provided.

Book clubs in a box: forty discussion programs, three to five meetings each, 10-15 participants each.

Rural poetry workshops: ten workshops with 10 to 30 participants each (teens and adults).

Letters About Literature: between 2,000 and 4,000 students take part in California.

Book to Action: between ten and fifteen libraries participate, and funds expended total \$30,000.

California Reads: Forty-three library jurisdictions are taking part in CA Reads 2014 and have been awarded Cal Humanities grants totalling \$300,000. If past programs are any indication, communities will participate enthusiastically in the wide variety of public programs offered during this statewide read, including the ten-city author tour.

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?

Evaluation of our book clubs in a box will show:

At least 75% of participants will state that they learned something from the book discussion.

At least 30% of participants will state that the book discussion was the first such program they have ever attended at the library.

At least 80% of librarians who use one of our programs will report that it helped them offer more reading promotion or civic engagement programming

E. Complete the following sentence. This project will be successful if:

-- our programs continue to receive strong evaluations from participants and librarians.

-- librarians continue to report that our programs help them to encourage reading, volunteerism and civic engagement.

ELEMENT 4: GRANT TIMELINE/ACTIVITIES

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.

Activity	2014/15											
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
book clubs in a box: ongoing marketing, shipping, evaluation	X	X	X	X	X	X	X	X	X	X	X	X
California Reads: participation in summer events and autumn author tour	X	X	X	X	X							
Book to Action: promote to libraries, evaluate requests to participate	X	X	X	X	X	X						
Letters About Literature promotion and outreach		X	X	X	X							
Evaluation of CCFB: field visits			X	X	X	X	X					
Rural poetry workshops: outreach and scheduling			X	X	X	X	X					
Evaluation Of CCFB: interviews and survey analysis							X	X				
Letters About Literature judging, booklet production, award ceremony								X	X	X	X	
Book to Action: site visits to programs, processing library invoices								X	X	X	X	X
California Reads: evaluation and preplanning for 2016 program								X	X	X	X	
Book to Action: evaluation, final reports											X	X
Rural poetry workshops: invoicing and evaluation												X
Evaluation of CCFB: final report												X

ELEMENT 5: BUDGET

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

Column A	Column B	Column C	Column D	Column E
Budget Category	LSTA	Cash Match	In-Kind	Total (B+C+D = E)
Salaries & Benefits				
director: 100% @ \$4850/month plus 29.04% benefits	\$75,101	\$0	\$0	\$75,101
program associate: 50% @ \$2,000/month plus 9.80% benefits	\$26,352	\$0	\$0	\$26,352
staff time at host libraries	\$0	\$0	\$7,000	\$7,000
	\$0	\$0	\$0	\$0
Subtotal	\$101,453	\$0	\$7,000	\$108,453
Explanation: Host libraries provide staff to facilitate and promote programs. Forty book discussions x 8 hours of staff time each x \$20/hour. Ten poetry workshops x 3 hours of staff time each x \$20/hour.				
Library Materials				
Book to Action book purchases	\$15,000	\$0	\$0	\$15,000
replacement books for book clubs in a box (240 @\$10 each)	\$2,400	\$0	\$0	\$2,400
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$17,400	\$0	\$0	\$17,400
Explanation: \$30,000 has been budgeted for CCFB's administration of Book to Action. That allocation has been split evenly between book purchases and author fees under "contracted services."				
Equipment (Items over \$5,000 per unit)				
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0	\$0
Explanation:				

Operating Expenses

Column A Budget Category	Column B LSTA	Column C Cash Match	Column D In-Kind	Column E Total (B+C+D = E)
Contracted Services				
rent @ \$2012/month, IT, phone, internet liability insurance	\$31,160	\$0	\$0	\$31,160
consultant for evaluation of CCFB	\$10,000	\$0	\$0	\$10,000
Book to Action for author appearances (speaker fees)	\$15,000	\$0	\$0	\$15,000
facility rental waivers	\$0	\$0	\$17,000	\$17,000
Subtotal	\$56,160	\$0	\$17,000	\$73,160

Explanation:

We plan to contract with Virginia A. Walter to evaluate our reading promotion and civic engagement programs. This is a flat fee arrangement that includes travel to four sites.

Facility rental fees are waived for our programs. \$100 room rental x 40 book discussions (4 meetings each) and 10 poetry workshops.

Supplies				
Office supplies (paper, folders, pens, etc)	\$1,200	\$0	\$0	\$1,200
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$1,200	\$0	\$0	\$1,200

Explanation:

Other Charges				
printing, shipping, publicity materials, LAL booklet	\$7,000	\$900	\$0	\$7,900
rural poetry workshops	\$2,400	\$2,400	\$0	\$4,800
travel for California Reads	\$4,300	\$0	\$0	\$4,300
	\$0	\$0	\$0	\$0
Subtotal	\$13,700	\$3,300	\$0	\$17,000

Explanation:

Library of Congress contributes \$900 toward California participation in Letters About Literature.

Poets & Writers contributes \$2400 toward rural poetry workshops. The instructors receive \$500 per workshop: \$200 from P&W, \$200 from CCFB, and \$100 from the host library.

Travel for California Reads will be extensive, including ten author talks and five additional programs in October and November, both in northern and southern California. 12 hotels @ \$200/night, 4 airfare expenditures @ \$200 each, mileage and rental cars \$1,100 total.

Operating Expenses Subtotal	\$71,060	\$3,300	\$17,000	\$91,360
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Project Total (Salaries & Benefits, Materials, Equipment, and Operating Expenses)	\$189,913	\$3,300	\$24,000	\$217,213
Indirect Cost (up to 10%)	\$18,991	\$0	\$0	\$18,991
Grant Totals	\$208,904	\$3,300	\$24,000	\$236,204

FUTURE FUNDING

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

Since the California Center for the Book furthers the goals of the California State Library and IMLS, we hope that the Center will continue to qualify for LSTA support.

ELEMENT 6: ATTACHMENTS

If you have additional resources that support your grant, please attach after this page

ELEMENT 7: INTERNET CERTIFICATION FOR APPLICANT PUBLIC LIBRARIES FY 2014/15

Check the Appropriate Library Type

Public Library Academic K-12 Multi-type Special/Other

As duly authorized representative of the applicant library, I hereby certify that: (*check only one of the following boxes*)

- A.** The applicant library has complied with the requirements of Section 9134(f)(1) of the Library Services and Technology Act.
- B.** The requirements of Section 9134 (f)(1) of the Library Services and Technology Act do not apply to the applicant library because no funds made available under the LSTA program will be used to purchase computers used to access the Internet or to pay for direct cost associated with accessing the Internet for a public library or public elementary school or secondary school library that does not receive discounted E-Rate services under the Communications Act of 1934, as amended.

Signature of Authorizing Official

Date

ELEMENT 8: ASSURANCES

The applicant assures and certifies that it will comply with the regulations, policies, guidelines and requirements, as they relate to the application, acceptance and use of Federal funds for this federally assisted project. Also the Applicant assumes and certifies:

1. It possesses legal authority to apply for the grant; that a resolution, motion or similar action has been duly adopted or passed as an official act of the applicant's governing body, authorizing the filing of the application, including all understandings and assurances contained therein, and directing and authorizing the person identified as the official representative of the applicant to act in connection with the application and to provide such additional information as may be required.
2. It will comply with Title VI of the Civil Rights Act of 1964 (P.L. 88-352) and in accordance with Title VI of that Act, no person in the United States shall, on the ground of race, color or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity for which the applicant receives Federal financial assistance and will immediately take any measures necessary to effectuate this agreement.
3. It will comply with Title VI of the Civil Rights Act of 1964 (42 U.S.C. 2000d) prohibiting employment discrimination where (1) the primary purpose of a grant is to provide employment or (2) discriminatory employment practices will result in unequal treatment of persons who are or should be benefiting from the grant-sided activity.
4. It will comply with Section 504 of the Rehabilitation Act of 1973, as amended, 20 U.S.C. 794, which prohibits discrimination on the basis of handicap in programs and activities receiving Federal financial assistance.
5. It will comply with Title IX of the Education Amendments of 1972, as amended, 20 U.S.C. 1681 et seq., which prohibits discrimination on the basis of sex in education programs and activities receiving Federal financial assistance.
6. It will comply with the Age Discrimination Act of 1975, as amended, 42 U.S.C 6101 et seq., which prohibits discrimination on the basis of age in programs or activities receiving Federal financial assistance.
7. It will comply with requirements of the provisions of the Uniform Relocation Assistance and Real Property Acquisitions Act of 1970 (P.L. 91-646) which provides for fair and equitable treatment of persons displaced as a result of Federal and federally-assisted programs.
8. It will comply with the provisions of the Hatch Act which limit the political activity of employees.
9. It will comply with the minimum wage and maximum hours provisions of the Federal Fair Labor Standards Act, as they apply to hospital and educational institution employees of State and local governments.
10. It will establish safeguards to prohibit employees from using their positions for a purpose that is or gives the appearance of being motivated by desire for private gain for themselves or others, particularly those with whom they have family, business, or other ties.
11. It will give the sponsoring agency or the Comptroller General through any authorized representative the access to and the right to examine all records, books, papers, or documents related to the grant.
12. It will comply with all requirements by the Federal-sponsoring agency concerning special requirements of law, program requirements, and other administrative requirements.
13. It will insure that the facilities under its ownership, lease or supervision which shall be utilized in the accomplishment of the project are not listed on the Environmental Protection Agency's (EPA) list of violating facilities and that it will notify the Federal grantor agency of the receipt of any communication from the Director of the EPA Office of Federal Activities indicating that a facility to be used in the project is under consideration for listing by the EPA.
14. It will comply with the flood insurance purchase requirements of Section 102(a) requires, on or after March 2, 1975, the purchase of flood insurance in communities where such insurance is available as a condition for the receipt of any Federal financial assistance for construction or acquisition purposes for use in any area that has been identified by the Secretary of the Department of Housing and Urban Development as an area having special flood hazards. The phrase "Federal financial assistance" includes any form of loan, grant, guaranty, insurance payment, rebate, subsidy, disaster assistance loan or grant, or any other form of direct or indirect Federal assistance.
15. It will assist the Federal grantor agency in its compliance with Section 106 of the National Historic Preservation Act of 1966 as amended (16 U.S.C. 470), Executive Order 11593, and the Archeological and Historic Preservation Act of 1966 (16 U.S.C. 469a-1 et seq.) by (a) consulting with the State Historic Preservation Officer on the conduct of investigations, as necessary to identify properties listed in or eligible for inclusion in the National Register of Historic Places that are subject to adverse effects (see 36 CFR Part 800.8) by the activity, and notifying the Federal grantor agency of the existence of any such properties, and by (b) complying with all requirements established by the Federal grantor agency to avoid or mitigate adverse effects upon such properties.

ELEMENT 9: CERTIFICATIONS REGARDING LOBBYING, DEBARMENT, SUSPENSION AND OTHER RESPONSIBILITY MATTER; AND DRUG-FREE WORKPLACE REQUIREMENTS

Applicants should refer to the regulations cited below to determine the certification to which they are required to attest. Applicants should also review the instructions for certification included in the regulations before completing this form. Signature of this form provides for compliance with certification requirements under 34 CFR Part 82 “New Restrictions on Lobbying,” and 34 CFR Part 85, “Government-wide Debarment and Suspension (Non-procurement) and Government-wide Requirements for Drug-Free Workplace (Grants).” The certifications shall be treated as a material representation of fact upon which reliance will be placed when the Institute of Museum and Library Services determines to award the covered transaction, grant, or cooperative agreement.

1. LOBBYING

As required by Section 1352, Title 31 of the U.S. Code and implemented at 34 CFR Part 82 for persons entering into a grant or cooperative agreement over \$100,000, as defined at 34 CFR Part 82, Sections 82.105 and 82.110, the applicant certifies that:

- (a) No Federal appropriated funds have been paid or will be paid by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, and officer of employee of Congress, or an employee of a Member of Congress in connection with the making of any Federal grant, the entering into or any cooperative agreement and the extension, continuation, renewal, amendment, or modification of any Federal grant or cooperative agreement;
- (b) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal grant or cooperative agreement, the undersigned shall complete and submit Standard Form - LLL “Disclosure Form to Report Lobbying,” in accordance with its instructions;
- (c) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subgrants, contracts under grants and cooperative agreements, and subcontracts) and that all subrecipients shall certify and disclose accordingly.

2. DEBARMENT, SUSPENSION, AND OTHER RESPONSIBILITY MATTERS

As required by Executive Order 12549, Debarment and Suspension, and implemented at 34 CFR Part 85, for prospective participants in primary covered transactions, as defined at 34 CFR Part 85, Sections 85.105 and 85.110–

A. The applicant certifies that it and its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency;
- (b) Have not within a three-year period preceding this application been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State, of local) with commission of any of the offenses enumerated in paragraph

(2)(b) of this certification; and

- (d) Have not within a three-year period preceding this application had one or more public transactions (Federal, State, of local) terminated for cause or default; and

B. Where the applicant is unable to certify to any of the statements in this certification, he or she shall attach an explanation to this application.

3. DRUG-FREE WORKPLACE (GRANTEES OTHER THAN INDIVIDUALS)

As required by the Drug-Free Workplace of 1988, and implemented at 34 CFR Part 85, Subpart F, for grantees, as defined at 34 CFR Part 85, Sections 85.605 and 85.610–

A. The applicant certifies that it will or will continue to provide a drug-free workplace by;

- (a) Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- (b) Establishing an on-going drug-free awareness program to inform employees about-
 - (1) The dangers of drug abuse in the workplace;
 - (2) The grantee's policy of maintaining a drug-free workplace;
 - (3) Any available drug counseling, rehabilitation, and employee assistance programs; and
 - (4) The penalties that may be imposed upon employees for drug abuse violations occurring in the workplace.
- (c) Making it a requirement that each employee to be engaged in the performance of the grant be given a copy of the statement required by paragraph (a);
- (d) Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will-
 - (1) Abide by the terms of the statement; and
 - (2) Notify the employer in writing of his or her conviction for a violation of a criminal drug statute occurring in the workplace no later than five calendar days after such conviction;

(e) Notifying the agency, in writing, within 10 calendar days after receiving notice under subparagraph (d)(2) from an employee or otherwise receiving actual notice of such conviction. Employers of convicted employees must provide notice, including position title, to: Director, OLS/State Programs Division, Institute of Museum and Library Services, 1100 Pennsylvania Avenue, N.W., Room 802, Washington, DC 20506. Notice shall include the identification number(s) of each affected grant

- (f) Taking one of the following action, within 30 calendar days of receiving notice under subparagraph (d)(2), with respect to any employee who is so convicted-
 - (1) Taking appropriate personnel action against such an employee, up to and including termination, consistent with the requirements of the Rehabilitation Act of 1973, as amended; or
 - (2) Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement or other appropriate agency.
 - (g) Making a good faith effort to continue to maintain a drug-free workplace through implementation or paragraphs (a),(b),(c),(d),(e), and (f).
- B. The grantee may insert in the space provided below the site(s) for the performance or work done in connection with the specific grant:

Place of Performance (Street address, city, county, state, zip code)

Check if there are workplaces on file that are not identified here.

DRUG-FREE WORKPLACE (GRANTEES WHO ARE INDIVIDUALS)

As required by the Drug-Free Workplace of 1988, and implemented at 34 CFR Part 85, Subpart F, for grantees, as defined at 34 CFR Part 85, Sections 85.605 and 85.610-

- A. As a condition of the grant, I certify that I will not engage in the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance in conducting any activity with the grant; and
- B. If convicted of a criminal drug offense resulting from a violation occurring during the conduct of any grant activity, I will report the conviction, in writing, within 10 calendar days of the conviction to: Director, OLS/State Programs Division, Institute of Museum and Library Services, 1100 Pennsylvania Avenue, N.W., Room 802, Washington, DC 20506. Notice shall include the identification number(s) of each affected grant.

4. FEDERAL DEBT STATUS

The undersigned, on behalf of the applicant, certifies to the best of his or her knowledge and belief that the applicant is not delinquent in the repayment of any Federal debt.

ELEMENT 9: CERTIFICATION

As the duly authorized representative of the applicant, I hereby certify that the applicant will comply with the above certification.

<u>Southern California Library Cooperative</u> Library/Organization	<u>California Center for the Book - Year 16</u> Project Name
<u>Printed Name of Authorized Representative</u>	<u>Executive Director</u> Title
<u>Mailing Address (if different than page 1)</u>	<u>City</u> <u>Zip</u>
<u>Signature of Authorized Representative</u>	<u>Date</u>