

**CALIFORNIA STATE LIBRARY  
 FISCAL YEAR 2015-2016  
 LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA)  
 PITCH AN IDEA GRANT APPLICATION**

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

**Applicant Information**

- |   |  |
|---|--|
| <p>1. <b>Library/Organization</b><br/>Fresno County Public Library</p> <p>3. <b>Internet Web Site Address</b><br/>www.fresnolibrary.org</p> <p>4. <b>Project Coordinator Name &amp; Title</b><br/>Kari Johnson; Youth Program Coordinator</p> <p>6. <b>Business Phone Number</b><br/>559-600-6251</p> <p>8. <b>Mailing Address</b><br/><b>PO Box or Street Address</b><br/>2420 Mariposa Street</p> | <p>2. <b>Library's DUNS Number</b><br/>07-878-7397</p> <p>5. <b>Email Address</b><br/>kari.johnson@fresnolibrary.org</p> <p>7. <b>Fax Number</b><br/>559-600-7628</p> <p><b>City</b><br/>Fresno</p> <p><b>State</b><br/>CA</p> <p><b>Zip</b><br/>93721</p> |
|---|--|
9. **Check the Appropriate Library Type**
- Public Library   
  Academic   
  K-12   
  Multi-Type   
  Special/Other

**Project Information**

10. **Project Title**    Ready, Set, Go! Talk, Read, & Sing Kits
11. **LSTA Funds Requested**    \$25,000
12. **Cash Contributions**    \$0
13. **In-Kind**    \$112,614
14. **Total Project Cost**    \$137,614
15. **California's LSTA Goals** (*Check one goal that best describes the project*)
- |  |  |  |
|--|--|--|
| <input checked="" type="checkbox"/> Literate California  | <input type="checkbox"/> Content Creation/Preservation | <input type="checkbox"/> Community Connections           |
| <input type="checkbox"/> 21 <sup>st</sup> Century Skills | <input type="checkbox"/> Bridging the Digital Divide   | <input type="checkbox"/> Ensuring Library Access for All |
| <input type="checkbox"/> 22 <sup>nd</sup> Century Tools  | <input type="checkbox"/> Information Connections       |  |
16. **Number of persons served** (*The number of persons who use or will benefit directly from this project*)    3,600
17. **Primary Audience for project** (*Select all that apply.*)
- |  |   |
|--|---|
| <input type="checkbox"/> Adults  | <input checked="" type="checkbox"/> Pre-School Children |
| <input checked="" type="checkbox"/> Families                           | <input checked="" type="checkbox"/> Rural Populations   |
| <input type="checkbox"/> Immigrants/Refugees                           | <input checked="" type="checkbox"/> School Age Children |
| <input type="checkbox"/> Intergenerational Groups (Excluding Families) | <input type="checkbox"/> Senior Citizens                |
| <input type="checkbox"/> Library Staff , Volunteers and/or Trustees    | <input type="checkbox"/> Statewide Public               |
| <input checked="" type="checkbox"/> Low Income                         | <input type="checkbox"/> Suburban Populations           |
| <input type="checkbox"/> Non/Limited English Speaking Persons          | <input type="checkbox"/> Unemployed                     |
| <input type="checkbox"/> People with Disabilities                      | <input type="checkbox"/> Urban Populations              |
| <input type="checkbox"/> People with Limited Functional Literacy       | <input type="checkbox"/> Young Adults and Teens         |
18. **This signature certifies that I have read and support this LSTA Grant Application.**

**Library Director Name:** Laurel Prysiazny    **Title:** County Librarian

**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.**

Fresno County Public Library's (FCPL's) mission is "We Enrich Lives and Build Community" which reflects the commitment FCPL will make to its community through the creation of the Ready, Set, Go! learning kits designed to promote early literacy skills. Through this project, FCPL will build on traditional library services and create 250 Ready, Set, Go! learning kits intended for children aged three to eight years and based on the themes of talking, reading, singing, learning, playing and writing. FCPL staff will select, order and assemble the literacy kits for young readers to take home and enjoy with their parents. Each kit, housed in a backpack, will include five books, DVDs and CDs, parent information sheets, outlines for hands-on and imaginative activities, manipulatives, booklists, and literacy tip sheets. In addition to the kits, FCPL will host monthly "literacy nights" at six library branches, where children will play and learn together, plus parents will learn about developing literacy skills and how to reinforce them at home.

Research shows that parents who read to their children at least 20 minutes per day and discuss what they are reading together, promote a joy of reading and literacy achievement. With the kits, parents and children will learn together at home and build foundations for future successes. The Library recognizes that today's youth are tomorrow's future. It strives to draw parents, caregivers and children into the library environment, foster a love for reading and books, and create lifelong learners. Through support of Early Learning and Families (ELF), the Fresno Children's Movement and the Campaign for Grade-Level Reading, FCPL believes that youth development and parent engagement is the foundation for future learning and growth. FCPL's most successful and long-lasting means of introducing children to the pleasures of reading and literacy has been through the provision of free, dynamic, and multicultural literature, services, and programming for children and their families.

In Fresno County, 55% of the 11,732 kindergarten entry-level students are not equipped with the skills and abilities to succeed in today's world. By second grade, the gap widens with 60% of the ready to learn students scoring proficient on 2nd grade Language Arts California Standards Test (CST) and only 7% of students who did not attend preschool scoring proficient. It has also been shown that 75% of 3rd graders who are poor readers will be poor readers in high school. These students lack exposure to books and literacy-enriched activities which in turn promote early literacy skills. When entering kindergarten, the typical listening vocabulary of a low-income child is 3,000 words, while a middle-income child's vocabulary is 20,000 words (Betty Hart & Todd R. Risley, "Meaningful Differences in the Everyday Experience of Young Children," 1995). Most children who are substantially behind in reading at the end of first grade remain below level in grade six. Through this program, FCPL will help close this gap, enrich children's lives, and empower their parents to help teach their children. This project is essential for the Fresno County community and will help increase school success among its children. The target population will be identified through the assessment of Language Arts California Standards Test (CST) data. Through that data, FCPL will evaluate the number of children who are not reading on grade-level and target the library locations based on literacy service needs. Ready, Set, Go, Kits intend to prepare more students for school and lay the foundation for future success.

Before the project begins, lead programming staff will meet with collection development staff to begin work on various tasks by assessing the collection, developing outlines and setting date deadlines for materials orders. FCPL has already begun researching books as well as other materials that will need to be purchased. FCPL has also already shared the idea and philosophy with local community organizations such as Reading and Beyond, First 5 and Head Start. These partnerships will be essential to ensuring that the kits and associated programs are a success and are promoted within the community. FCPL will accomplish this project within 12 months by working with the Library's Collection Development team to purchase books, DVDs and music CDs according to the six broad themes of talk, read, sing, learn, play and write. This will take place in months 1-2. Developing content for the parent information sheets, compiling age appropriate booklists, creating directions for the hands-on crafts and activities and purchase of backpacks will occur in months 2-5. Staff training, promotion and marketing, and distribution of materials to branches will take place in months 5-6, with the target launch scheduled for 6 months after the grant award is received. The monitoring of circulation, attendance at literacy nights, providing pre- and post- surveys and analyzing parent comments about literacy activities in the home will take place in the final 6 months of the 12 month timeline.

FCPL will play an important role in reaching out to underserved communities, working with families and promoting the kits. Specifically, for the first three months of the program, FCPL will offer one free book for parents who checkout and complete an evaluation form, and for those who attend family literacy nights. FCPL will promote the kits throughout Fresno County, in newspapers, local magazines and promoted through various media outlets. Success will be measured by both the popularity and circulation of the kits, and by assessing parent responses to questions on pre- and post-surveys. FCPL projects that over the 6 month period parents will report that literacy activities in their homes will have increased in satisfaction, quality and frequency as a result of regular use of the Ready, Set, Go! learning kits.

**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.**

**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).**

Fresno County Public Library (FCPL) proposes to create Ready, Set, Go! learning kits and associated programs because FCPL cares about and wants to better serve the social, emotional, developmental and cognitive growth of children in Fresno County and their parent/caregivers who reside in Fresno County. The target population will be identified through the assessment of Language Arts California Standards Test (CST) data and target students not reading on grade-level. FCPL wants to develop, grow and expand literacy services to the community while empowering parents to be their child's first and best teacher. The Ready, Set, Go! learning kits and programs will attract many new library users, support literacy in the Fresno County community, and support the parents and caregivers of children. The new services will increase the use of the library and its collections while empowering parents/caregivers.

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

For outputs, FCPL will measure circulation statistics of the kits, parenting and children's materials. FCPL will run monthly circulation reports that will track the usage of specific collection areas such as the parenting collection, parenting DVDs and picture books, additionally a new collection code will be created for the kits. This will give FCPL an idea of how to evaluate and assess the collection of the learning kits. FCPL's goal is to see an increase in library users and circulation at the designated Library branches. Additionally, FCPL will track the number of attendees at the literacy nights. Finally, FCPL will establish a partnership with at least three community groups that will help conduct workshops at literacy nights and help provide support for parents/caregivers.

During this grant year, FCPL will:

- Conduct 12 literacy nights.
- Create 250 Ready, Set, Go Kits (geared towards specific themes).
- Increase circulation of parenting materials and children's books by 20%.
- FCPL will produce 1200 Family Literacy Night Flyers and 5000 flyers promoting the kits.
- FCPL will purchase four ads in the Fresno Bee.
- By June 30, 2016; 500 children and 1000 parents/caregivers will utilize the kits.
- By June 30, 2016, 200 parents/caregivers will attend literacy night.

**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)**

The Programming Department, along with branch Library staff, will carry out this project by following the established timeline and conducting these primary activities:

- 80% of parents responding to the pre/post surveys will report that literacy activities in their home have increased since attending Literacy Night events.
- 80% of parents responding to the pre/post surveys will report that they are more confident in using literacy activities with their children as a result of use of the learning kits which will be measured through outcome based surveys.

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

The program will be sustained by funds taken directly from the programming department annual budget for both literacy nights and collections. FCPL is dedicated to providing these services and increasing the literacy levels of the community.

**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. Indicate activity types that require a significant commitment of resources to the project (representing 10% or more of total project resources).**

- 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).
  - 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: Family Literacy Nights will take place in 6 FCPL library locations. Literacy nights will engage parents/caregivers and will include a specialist within the community that can model literacy skills for parents to use with their children and empower parents to be their child’s first and best teacher. Family Literacy Nights will also give parents and children the opportunity to interact with each other, sharing ideas and providing in person support.

- 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.
  - 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: Materials will be selected and ordered through the collection development department. The Lifelong Learning Department will design all the content for the kits physical format.

- 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.

Activity	2015/2016											
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Set a meeting(s) with collection development staff	X	X	X	X	X							
Determine and select locations to pilot the circulation of kits	X	X										
Detemine where to house /store the kits at the selected locations	X	X										
Develop outlines for the kits	X	X										
Order all materials		X	X	X								
Explore and form new collaborative relationships and partnerships		X	X	X								
Explore marketing options for promotion			X	X								
Assemble all kits				X	X	X	X					
Consult & train Library staff regarding the kits and family nights				X	X	X	X					
Schedule family literacy nights at 6 library sites, two per location					X	X						
Start circulating kits							X	X	X	X	X	X
Hold family literacy nights								X	X	X	X	X
Develop outcomes based surveys						X	X					
Collect, measure and evaluate outcome based surveys										X	X	X
Contact the El Dorado Library regarding kits they created	X	X										

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

The budget should clearly identify the amounts requested and from what sources. (please do not unlock the application form, if additional space is needed contact Mickie Potter at [mickie.potter@library.ca.gov](mailto:mickie.potter@library.ca.gov))

Budget Category	LSTA	Cash Contributions	In-Kind	Total
<b>Salaries/Wages/Benefits</b>				
Principal Librarian	\$0	\$0	\$3,380	\$3,380
1 Supervising Librarian III	\$0	\$0	\$3,200	\$3,200
2 Librarian II	\$0	\$0	\$45,936	\$45,936
1 Librarian III	\$0	\$0	\$28,710	\$28,710
1 Senior Library Assistants	\$0	\$0	\$17,226	\$17,226
	\$0	\$0		\$0
<b>Subtotal</b>	\$0	\$0	\$98,452	\$98,452

**Description:**

1 Principal Librarian @ \$65 per hour, 2.5% of time or 52 hours per year: Monitor project and timeline;

1 Librarian III @ \$55 per hour, 25% time or 522 hours per year: Oversee all aspects of the grant; 2 Librarian II @ \$44 per hour, 25% of time or 522 hours per year: order all materials for the kits; 1 Senior Library Assistants @ \$33 per hour, 25% of time or 522 hours per year: Assist with assembling the kits and associated materials;

<b>Equipment (\$5,000 or more per unit)</b>				
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$0	\$0	\$0	\$0

**Description:** N/A

<b>Operating Expenses: Library Materials</b>				
Childrens Books for kits	\$10,500	\$0	\$2,000	\$12,500
Parenting Books for kits	\$1,800	\$0	\$700	\$2,500
Audiovisual materials for kits	\$1,500	\$0	\$500	\$2,000
<b>Subtotal</b>	\$13,800	\$0	\$3,200	\$17,000

**Description:** The funds will be used to purchase 1200 children's books at approximately \$10 per book . Books will encompass literacy skills and enhance the early learning kits. Additionally, FCPL will purchase 250 parenting books at \$10 per book that focus on talk, sing, read, play, learn, and write. Last, FCPL will purchase 500 audiovisual materials for children, parents and caregivers.

<b>Operating Expenses: Consultant Fees</b>				
Speaker fees	\$1,800	\$0	\$500	\$2,300
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$1,800	\$0	\$500	\$2,300

**Description:** FCPL will provide 12 speakers at \$125-\$150 per Family Literacy Night. Specialists from various organizations such as Reading and Beyond, First 5, and Fresno City College will present on topics such as brain development, early literacy, reading instruction, reading intervention and children development.

Budget Category	LSTA	Cash Contributions	In-Kind	Total (B+C+D = E)
<b>Operating Expenses: Travel</b>				
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$0	\$0	\$0	\$0

**Description:**

Operating Expenses: Supplies/Other	LSTA	Cash Contributions	In-Kind	Total
Clear backpacks	\$2,500	\$0	\$0	\$2,500
Educational flyers	\$2,700	\$0	\$0	\$2,700
Marketing and communications	\$2,700	\$0	\$500	\$3,200
Printing cost	\$1,500	\$0	\$0	\$1,500
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$9,400	\$0	\$500	\$9,900

**Description:** The funding will provide for 250 backpacks for the kits at \$10 per item. FCPL will purchase 10,000 Educational brochures/flyers from Noodle Soup that will be distributed to parents through the kits and literacy nights and specialize in child developmental and the themed areas of the kits. FCPL will market the kits via various media outlets. This will include; 4 ads in the Fresno Bee at \$500 per ad and several ads in local parenting magazines at \$250 per ad.

Operating Expenses: Contracted Services	LSTA	Cash Contributions	In-Kind	Total
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$0	\$0	\$0	\$0

**Description:**

<b>Project Total</b>	\$25,000	\$0	\$102,652	\$127,652
<b>Indirect Cost Rate Requested</b>	0%	<b>Indirect Cost</b>	\$0	\$0
			\$9,962	\$0

Check one: (please see application instructions for additional information)

No Indirect       Federally negotiated indirect cost rate \*       Indirect proposed cost rate for review (up to 10%) \*

\* please attach supporting documentation

**Description:** Other staff (Graphics, Library Aids, Administrative Overhead) - Indirect Cost @ 10% time includes Graphics Tech, Library Aids, and Admin Overhead: printing, graphic art and shipping of kits.

<b>Grand Total</b>	\$25,000	\$0	\$112,614	\$137,614
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**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.

Fresno County Public Library  
Library/Organization

Ready, Set, Go! Talk, Read, & Sing Kits  
Project Name

Laurel Prysiazny  
Library Director Name

County Librarian  
Title

Library Director Signature

Date