

**CALIFORNIA STATE LIBRARY
LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA)
FISCAL YEAR 2016/2017 STATEWIDE GRANT APPLICATION**

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

Applicant Information

- | | | | | | | | | | |
|---|---------------------------------|--------------|--------------|------------|----------------------------------|----------|----|-------|---|
| <p>1. Library/Organization
Southern California Library Cooperative</p> <p>3. Project Coordinator Name & Title
Diane Satchwell, Executive Director</p> <p>5. Business Phone Number
626-283-5949</p> <p>6. Mailing Address</p> <table border="0"> <tr> <td>PO Box or Street Address</td> <td>City</td> <td>State</td> <td>Zip</td> </tr> <tr> <td>248 E. Foothill Blvd., Suite 101</td> <td>Monrovia</td> <td>CA</td> <td>91016</td> </tr> </table> | PO Box or Street Address | City | State | Zip | 248 E. Foothill Blvd., Suite 101 | Monrovia | CA | 91016 | <p>2. Library's DUNS Number
02-020-8090</p> <p>4. Email Address
dsatchwell@socallibraries.org</p> |
| PO Box or Street Address | City | State | Zip | | | | | | |
| 248 E. Foothill Blvd., Suite 101 | Monrovia | CA | 91016 | | | | | | |

Project Information

- 7. Project Title** Thinkabit For All
- 8. LSTA Funds Requested** \$29,948
- 9. Cash Contributions** \$10,000
- 10. In-Kind** \$160,000
- 11. Total Project Cost** \$199,948
- 12. California's LSTA Goals** *(Check one goal that best describes the project)*
- | | | |
|---|--|--|
| <input type="checkbox"/> Literate California | <input type="checkbox"/> Content Creation/Preservation | <input type="checkbox"/> Community Connections |
| <input checked="" type="checkbox"/> 21 st Century Skills | <input type="checkbox"/> Bridging the Digital Divide | <input type="checkbox"/> Ensuring Library Access for All |
| <input type="checkbox"/> 22 nd Century Tools | <input type="checkbox"/> Information Connections | |
- 13. Number of persons served** *(Number of persons who use or will benefit directly from this project)* 2,200
- 14. Primary Audience for project** *(Select all that apply.)*
- | | |
|--|--|
| <input checked="" type="checkbox"/> Adults | <input type="checkbox"/> Pre-School Children |
| <input checked="" type="checkbox"/> Families | <input type="checkbox"/> Rural Populations |
| <input type="checkbox"/> Immigrants/Refugees | <input checked="" type="checkbox"/> School Age Children |
| <input type="checkbox"/> Intergenerational Groups (Excluding Families) | <input checked="" 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 checked="" type="checkbox"/> Suburban Populations |
| <input checked="" type="checkbox"/> Non/Limited English Speaking Persons | <input checked="" type="checkbox"/> Unemployed |
| <input type="checkbox"/> People with Disabilities | <input checked="" type="checkbox"/> Urban Populations |
| <input type="checkbox"/> People with Limited Functional Literacy | <input checked="" type="checkbox"/> Young Adults and Teens |
- 15. This signature certifies that I have read and support this LSTA Grant Application.**

Library Director Name: Diane Satchwell **Title:** Executive Director

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

Library Director Signature: _____ **Date:** _____

ELEMENT 2: PROJECT BACKGROUND AND SUMMARY

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.

Because of the success of Phase 1 of the Thinkabit Lab project at Chula Vista Public Library, there is a tremendous opportunity to bring the project to a wider audience than its original participants. The proposed project intends to do this in two ways:

1. Create an array of STEM and STEAM programming opportunities in the library to build on the excitement and inspiration of the one-day Thinkabit experience; and
2. Use the Thinkabit lab success as a catalyst for a high energy marketing campaign. The campaign will focus on three elements:
 - the transformative role of the 21st century public library;
 - the strength of innovative public/private partnerships; and
 - the resulting resurgence of a part of San Diego County that is historically underappreciated.

To recap Phase 1 of the project: the Thinkabit lab project combines the global vision and prestige of Qualcomm, the proven excellence and expertise of the Chula Vista Elementary School District and the respected welcoming venue of Chula Vista Public Library. The result: a STEM lab, fostering 21st century skills, housed in the Chula Vista Public Library (CVPL) Civic Center Branch, designed and branded by Qualcomm, and staffed by the Chula Vista Elementary School District (CVESD).

The US shortage of scientists and engineers plagues high tech companies. To stimulate interest in STEM careers and to grow its potential work force, Qualcomm created a groundbreaking STEM experience called the Thinkabit Lab at its San Diego headquarters. There, 4th to 6th graders spend an inspiring day, first learning about technical careers, then immediately moving to a hands-on experience where they learn to code and create simple robotic devices.

Because of Thinkabit's success, Qualcomm has connected with school districts in San Diego County to open satellite Thinkabit labs as a workforce investment initiative. One of their most successful partners has been the K-6 Chula Vista Elementary School District. Its lab now too is over-subscribed, and needs to expand again. Because of the strong positive relationship between CVESD and CVPL, the public library venue came into the picture, specifically the large and underutilized technical services department at the Civic Center Branch.

Chula Vista is a bedroom community of more than 250,000 south of San Diego. Although the local school district has a higher than state average graduation rate, the rate at which its high school graduates enroll in college is 21% below the state average. Our students are capable but don't pursue the high quality and high paying careers they may not know exist. Average salaries for STEM occupations are \$87,330, while the mean wage for all other occupations is \$45,790. Chula Vista needs those higher salaries. Its shortage of the kind of well-paying jobs that STEM creates, our lack of a local job base (82% of our labor force commute to jobs outside the City) and a far lower than average sales tax and city revenue stream has delayed critical infrastructure investment and held back our city's prosperity. Promoting STEM skills and careers is a needed workforce investment in quality jobs and a positive civic future.

The advantage of partnering to site a Thinkabit Lab in the library is that the lab experience will be opened up to community members as well as students. Home-schooled and private school students could also discover a love of science, while under- or unemployed adults including veterans can benefit from a workforce investment opportunity. It's an ideal fit for three roles identified in the library's recent strategic visioning process: catalyst for innovation, business and growth; nucleus of learning, culture and recreation; and vital and robust community partner.

ELEMENT 3: PLANNING AND EVALUATION

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

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

Lifelong Learning

- Improve users' formal education
- Improve users' general knowledge and skills

Information Access

- Improve users' ability to discover information
- Improve users' ability to obtain information resources

Institutional Capacity

- Improve the library workforce
- Improve the library's physical and technology infrastructure
- Improve library's operations

Economic & Employment Development

- Improve users' ability to use resources and apply information for employment support
- Improve users' ability to use and apply business resources

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

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).

1. STEM and STEAM expansion. We will add 6 programs per month for community members in STEM and STEAM themes at three Chula Vista Public Library branches. Classes will be geared to various ages. The benefit will be to build upon the excitement sparked by the Thinkabit experience for those in Thinkabit sessions, and to give others a chance to experience invention, exploration and science creativity in a friendly non-threatening neighborhood setting.
2. The “Thinkabit For All” campaign will support the launch and success of the Thinkabit lab project with a professionally produced marketing video and associated public awareness campaign. The video will be designed to capture the excitement and innovation of our private/public/public partnership, inspire other libraries to follow the same path, and highlight the quality of life and opportunity in the South Bay region of San Diego County. The target audience will be business and community groups interested in workforce investment, interested citizens, and potential funders and investors.

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

1. Completion of professional video, documenting success of Chula Vista's Thinkabit lab, its support for workforce investment, and encouraging replication in other sites.
2. Video shown in at least 10 community setting programs, including Chula Vista City Council and Chula Vista Elementary School District Board meeting, with attendance at least 500.
3. Video shown in at least 5 professional settings, for instance California Library Association, with at least 100 attendance.
4. Video posted on YouTube, resulting in at least 1000 views.
5. Six STEM and STEAM programs to be offered per month in three Chula Vista Public Library branches. 700 annual attendance.

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)

1. At least 90% positive program evaluation of STEM and STEAM library programs.
2. At least 80% of community participants will express positive interest in STEM.
3. At least 90% positive review of promotional video.
4. At least 50% of professional audience will express positive interest in exploring similar cooperative project.
5. At least 50% of viewers will report changed or updated knowledge of public library programs and services.
6. At least 50% of viewers will report changed or updated knowledge of Chula Vista and South Bay region.
7. At least 70% of viewers will agree with the statement, “ The public library is innovative”.

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

Funding to create the promotional video is a one-time expense. CVESD has committed to providing staffing for implementation and consultation in Phase 2, for both on-site instruction and off-site outreach activities. Support for STEM and STEAM classes will be assumed by CVPL once the initial planning is completed. Costs for recurring supplies and classroom materials will be split between CVESD and CVPL.

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).

1. **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.
 - Other

Description:

Consultation between personnel from Qualcomm, CVESD and library staff will continue to establish curriculum for library STEM and STEAM programs that match and support the original curricula in the Thinkabit lab.

2. **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.
- Other

Description:

Creation of a promotional video and accompanying materials describing and highlighting partnership accomplishments of the Thinkabit lab.

STEM and STEAM library programs will be designed.

Digital and print materials on aligned topics will be acquired for library collection to support workforce investment.

3. **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 including whether the format will be in-house or third-party)*
- 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:

Pre- and post surveys will be administered to program participants and video audiences.

4. **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

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	Fiscal Year 2016/2017											
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
PROMOTIONAL VIDEO												
Initial brainstorming with partners – video content , style, etc.	X											
Solicitation of professional video producers		X	X									
Selection of video producer				X								
Video production and creation					X	X	X					
Creation of accompanying materials					X	X	X	X				
Video release via promotional event								X				
Video rollout and presentation in numerous settings								X	X	X	X	X
Evaluation												X
STEM CLASSES												
Initial brainstorming with staff and community partners	X	X										
Assignment of staff to project			X									
Development of program content for various audiences			X	X								
Establishment of favorable schedule			X	X								
Initial trial of class concepts				X								
Adjustment and reworking of content if necessary				X	X		X					
Training and bringing in additional staff						X	X	X				
Ongoing classes with publicity and promotion				X	X	X	X	X	X	X	X	X
Evaluation					X							X

ELEMENT 5: BUDGET

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

Budget Category	LSTA	Cash Contribution	In-Kind	Total
Salaries/Wages/Benefits				
CVESD Teacher - Full Time	\$0	\$0	\$105,000	\$105,000
CVESD Custodian - Part Time	\$0	\$0	\$35,175	\$35,175
CVESD Administrators	\$0	\$0	\$3,360	\$3,360
CVPL Librarian and Library Associate	\$0	\$0	\$5,500	\$5,500
CVPL Management Team	\$0	\$0	\$3,000	\$3,000
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$152,035	\$152,035

Description: Certified teacher (full-time) and custodian (half-time) supplied by CVESD for Thinkabit field trips and community classes; CVESD Administrators - Lead Executive Director of Technology & Instructions (20 hours) and Director of Curriculum (20 hours).

CVPL Librarian & Library Associate to manage community classes (100 hours) each; CVPL Management Team for continued oversight of program (20 hours).

Equipment (\$5,000 or more per unit)	LSTA	Cash Contribution	In-Kind	Total
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0	\$0

Description:

Library Materials	LSTA	Cash Contribution	In-Kind	Total
Digital and print materials	\$0	\$5,000	\$0	\$5,000
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$5,000	\$0	\$5,000

Description: Digital and print materials to support STEM activities and workforce investment:

50 ebooks @ \$40 each = \$2,000

150 print books @ \$20 each = \$3,000

Budget Category	LSTA	Cash Contribution	In-Kind	Total (B+C+D = E)
Consultant Fees				
Video Production Consultant (120 hrs x \$150/hr)	\$18,000	\$0	\$0	\$18,000
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$18,000	\$0	\$0	\$18,000

Description: Video communications consultant to develop and produce a promotional video and associated marketing materials highlighting Thinkabit lab approach to workforce investment and STEM inspiration.

Travel				
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0	\$0

Description:

Supplies/Other				
Lab and class supplies	\$5,000	\$5,000	\$0	\$10,000
Promotional materials	\$4,225	\$0	\$0	\$4,225
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$9,225	\$5,000	\$0	\$14,225

Description: Supplies for class and community projects: 70 Arduino starter kits @ \$68 each = \$4,550; and 8 PLA 3mm filament @ \$30 each = \$240

Promotional materials including flyers, brochures, postcards, and bookmarks = \$4,225

On-going program supplies: markers, paper, pipe cleaners, fabric, wood, etc. = \$5,000 (in-kind)

ELEMENT 7: INTERNET CERTIFICATION FOR APPLICANT PUBLIC LIBRARIES FY 2016/17

Check the Appropriate Library Type

- Public Library** **Academic** **K-12** **Multi-Type** **Special/Other**

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.

Southern California Library Coopertive
Library/Organization

Thinkabit Lab - Reaching Out
Project Name

Diane Satchwell
Library Director Name

Executive Director
Title

Library Director Signature

Date