

## State Library of North Carolina – Library Services and Technology Act

### LSTA LIBRARY OUTREACH SERVICES GRANT 2010-2011

#### Program-Specific Information & Guidelines

#### 1. What is this grant program and its purpose?

The LSTA Library Outreach Services Grant program is intended to **enable libraries to implement services for specific communities of users who are currently unserved or underserved.**

- Library Outreach Services Grant projects may involve a single library, or they may be collaborative projects led by a lead library with additional library or non-library partners.
- Projects may be single year or multi-year (up to three years) in length. (Complete guidelines for multi-year grants are available at <http://statelibrary.ncdcr.gov/lsta/multiyear1011.pdf>.)
- Applying for these grants involves a two-step process: 1) eligible libraries must submit a Letter of Intent, and 2) only libraries whose Letter of Intent is approved may submit a full application. See details in #3 of *General Information & Provisions* for 2010-2011 LSTA grants at <http://statelibrary.ncdcr.gov/lsta/GenInfoProvs10-11.pdf>.

Library Outreach Services Grants are supported by Library Services and Technology Act (LSTA) funds awarded to the State Library of North Carolina by the federal Institute of Museum and Library Services. This grant program supports the implementation of North Carolina's *Library Services & Technology Act Five-Year Plan 2008-2012* (available at <http://statelibrary.ncdcr.gov/lsta/plan2008-12.pdf>), principally Goal 1.

*Goal 1 – Enrich the lives of North Carolinians through enhanced and targeted programs and services in our libraries that address the needs of specific audiences.*

#### 2. Who may apply?

The following libraries are eligible to submit a Letter of Intent:

- public libraries that qualify for grants from the Aid to Public Libraries Fund;
- community college libraries;
- libraries serving the constituent institutions of the University of North Carolina (which includes libraries serving the Area Health Education Centers);
- libraries serving the member institutions of North Carolina Independent Colleges and Universities;
- qualifying public school library media centers (see definition at **Appendix A**); and
- library/media center administrative units of public school **districts** [A *public school district* is a local school administrative unit as defined in Chapter 115C of the North Carolina General Statutes.].

**Only libraries that submit a Letter of Intent by November 17, 2009, and receive authorization to submit a full application are eligible to apply for a Library Outreach Services Grant.**

Collaborative projects are encouraged, though not required. A collaborative project must be led by a library that will manage the entire project, including making the initial application, acting as fiscal agent, serving as primary contact for the project, maintaining records and paperwork generated by the grant, assuring the successful implementation of the project, and taking responsibility for completion of final reports.

**An eligible library or organization may submit only one application for a Library Outreach Services Grant in each grant round.** A "library" is the eligible public library system or an administratively separate library in an academic institution. [i.e., *A public library system is inclusive of*

*all outlets making up that system (e.g. Nantahala Regional Library). An institution is the parent institution of the library (e.g. UNC-Greensboro). Administratively separate libraries in an academic institution are those libraries with separate administrative and reporting structures within the institution (e.g., the University Library, the Health Sciences Library, and the Law Library at UNC-Chapel Hill)].*

### **3. What communities of users may be served?**

Proposed projects must serve a specific community of users that is part of the library's primary audience. A library's primary audience is defined as follows:

- Public libraries - the legal service area
- Academic libraries - students, faculty and staff of the institution
- Public school library media centers - students and the adults who support those students in their learning (teachers, staff and parents)
- Library/media center administrative units of public school districts - the schools comprising the district, those schools' students, and the adults who support those students in their learning (teachers, staff and parents)

The specific community of users should be selected to help achieve the purposes of the federal LSTA program through targeting library and information services to one or more of the following:

- individuals of diverse geographic, cultural, and socioeconomic backgrounds;
- individuals with disabilities;
- individuals with limited functional literacy or information skills;
- persons having difficulty using a library; and
- underserved urban and rural communities, including children from families with incomes below the poverty line.

Communities may be served through

- adapting or extending traditional library services or programs,
- developing innovative approaches to delivering services or programs, and/or
- creating new, inviting and accessible library services or programs.

### **4. What preparation is necessary?**

Prior to applying for a Library Outreach Services Grant, prospective applicants shall have:

- Conducted a thorough and systematic needs assessment to document the specific community of users and its library and information needs.
- Established relationships with the community to be served and with the local organizations already representing and serving that community.
- Established relationships with other organizations that are appropriate partners in the proposed project.
- Involved both the targeted community and other appropriate organizations in project planning, decision-making and implementation.
- Demonstrated that the proposed services support the information needs of the specific community.
- Determined that the proposed project is consistent with the library's long-range plans and strategic priorities.
- Established that the local library or institutional policies support the proposed project. (For example, if a school library proposes after-school programs that involve family members, will the school's security policies allow non-students into the building after hours?)
- Determined the relevant life circumstances of the specific community (e.g., language, transportation issues) and ascertained that the project can accommodate these circumstances.
- Obtained quantitative (numerical/statistical) and qualitative data to support the proposed project.
- Obtained the support and commitment of the applicant's governing and/or funding bodies regarding sustainability of services once the grant is completed.

LSTA Planning Grants are available to assist any library that has not completed the needs assessment and project planning necessary to a successful Library Outreach Services Grant project application and implementation. Applicants proposing multi-partner, collaborative projects should give special consideration to seeking a Planning Grant before applying for a Library Outreach Services Grant. For details about Planning Grants, see Section #2 of *General Information & Provisions* for 2010-2011 grants at <http://statelibrary.ncdcr.gov/lsta/GenInfoProvs10-11.pdf>. Applicants receiving a Planning Grant are not guaranteed funding for a subsequent Library Outreach Services Grant.

For more information about library needs assessment, see this title:  
Westbrook, Lynn. ©2001. *Identifying and analyzing user needs: a complete handbook and ready-to-use assessment workbook with disk*. New York: Neal-Schuman Publishers, Inc. (May be borrowed on interlibrary loan from the State Library. OCLC #44979602.)

For help with thinking about and planning your project, see *Designing Library Services for Hispanic Communities* at <http://statelibrary.ncdcr.gov/hispanic/HispWkshpMan0401.pdf>. While this resource is targeted specifically to service to Latino users, the principles and strategies it outlines will be helpful in planning services to any group.

## **5. How may the project funds be used?**

The LSTA Library Outreach Services Grant program is intended to **enable libraries to implement services for specific communities of users who are currently unserved or underserved.**

### ***Eligible expenses:***

- **Salaries and benefits**  
Allowable with grant funds: Wages and benefits for temporary staff to be employed for the project. Temporary staff means part-time or full-time personnel hired specifically to help carry out the project, or additional hours for existing part-time staff. The budget narrative should explain the basis for determining the salary and benefits, with benefits shown separately from the salary. Fees and expenses for consultants should be included under Contractual Services.  
Allowable as a local match: Up to 25% of the required local match can be met with staff salary and benefits for existing staff that will work with the project. Applicants must indicate the role of staff member(s) with regard to the project and provide hourly pay rate and benefits calculations information as well as the number of hours staff will work on the project.  
[NOTE for K-12 School Libraries: **Appendix B** provides specific clarification regarding use of grant and matching funds for salaries and benefits in a public school environment.]
- **Contractual services.** Applicants must show that proposed contractors are qualified to perform the needed work or service.
- **Equipment**
- **Furniture** that the applicant demonstrates is crucial to the success of the project.
- **Library materials** that support the programs and services that are the project's main focus. The acquisition of library materials should not be the primary purpose of the project.
- **Travel and/or training expenses**
- **Supplies**
- **Postage and printing costs**
- **Other expenses.** Any other justifiable and allowable expenses needed to implement the project.

**Note:** While **promotional activities** are a necessary aspect of Library Outreach Services projects, there are federal restrictions limiting promotional and marketing costs. Applicants should confer with State Library staff for guidance on allowability of proposed expenditures for promotional efforts.

Use of LSTA funds for certain allowable purchases may require public libraries or public elementary and secondary school libraries to comply with the federal Children's Internet Protection Act (CIPA). Additional information on CIPA, with guidelines and all required forms, is available at <http://statelibrary.ncdcr.gov/lsta/cipa.htm>.

***Ineligible expenses:***

- Ongoing expenditures for normal operations (such as utilities, Internet access, etc.)
- Entertainment or social events
- Wages and benefit supplements/reimbursements for **existing full-time** employees
- Costs of most promotional items and memorabilia, including models, gifts, and souvenirs. (Contact State Library staff for guidance on allowability.)
- Administrative "overhead" or indirect costs

**6. What amount of funds may be requested?**

The maximum grant request is \$50,000 unless the project is a collaborative effort of multiple, eligible library systems, in which case the maximum grant request is \$100,000. The minimum grant request is \$5,000. Any amount over \$50,000 (or \$100,000 for a collaborative project of multiple library systems) that is required to accomplish the project is the responsibility of the lead library and partners. Unless they are collaborating with another public school district or another type of library, a library/media center administrative unit of a public school district may apply for only \$50,000.

Applicants for multiyear grants are eligible to apply for up to the maximum amount of funds allowed annually for this grant program.

**7. Are local matching funds required?**

Yes. Library Outreach Services Grant budgets must include local matching funds. These funds must be clearly documented in the application and meet the following guidelines.

- The local contribution to the project must equal a minimum of 10% of the amount of federal funds requested for a one-year project, or the first year of a multiyear project. The 10% match is a 1 to 10 ratio of matching funds to grant funds. If the grant amount requested is \$25,000, the local match must be at least \$2,500, and the total project cost will be \$27,500 (\$25,000 grant funds + \$2,500 local funds).
- **For multiyear projects, the local contribution must increase each year. The second year match is 25% of the LSTA funds (a ratio of 1 to 4), and the third year is 50% of LSTA funds (a ratio of 1 to 2).**
- All of the cash match must be from local or state funds or funds from non-governmental agencies (e.g., foundations, service clubs, partner organizations). **Other federal funds and local administrative overhead costs may not be used as local match.**
- Cash matching funds must be spent for the same categories of allowable expenses as the grant funds [See above: "How may the project funds be used?"].
- The local contribution may be a combination of cash and staff salary and benefits.
- Salary and benefits for existing staff who will work with the project may be used for up to 25% of the required local match. Applicants must indicate the role of staff member(s) with regard to the project and must provide hourly pay rate and benefits calculations information as well as the number of hours the staff will work on the project.

- Matching funds must be from source(s) clearly explained in the grant application.
- Matching funds must be available at the time a funded library signs the grant agreement.
- Matching funds must be available and spent during the same time period as the grant funds: 2010-2011 grants **and match** are to be spent in the 2010-2011 fiscal year (July 1 – June 30).

The State Library recognizes that a local commitment for future matching funds may not be possible; the intention to provide matching funds in years two and/or three will suffice in the first year of the application.

*No expenditures of either grant or local matching funds may be made until library representatives and the State Librarian sign the grant agreement.*

## **8. What is the basis for selecting projects for funding?**

### ***Eligibility for consideration:***

To be eligible for consideration, a library must

- have submitted a Letter of Intent and have been authorized to submit a full application;
- have submitted a full application that is received by the deadline of 5:00 p.m. February 18, 2010.

### ***Criteria for evaluating eligible applications:***

The project must focus on delivering library services and programs that are based on the needs of the target community. The project must be user-centered, not library-centered. Representatives of the target audience must be actively involved in developing the project plan.

The proposal must provide sufficient and clear information and rationale to support the applicant's request for funding. Project funds must be used for necessary and appropriate costs to achieve the project's objectives. The proposal must clearly state how proposed expenditures were determined and why each is needed to achieve project outcomes.

## **Project Description and Implementation**

### **A. A thorough needs assessment**

The project plan **must** be based on the results of a well-designed needs assessment that resulted in both qualitative (e.g., results of interviews, focus groups, and meetings with key groups) and quantitative data (numerical/statistical). The proposal must demonstrate an understanding of the target audience, including its demographics, barriers to library use, and active involvement of representatives of the target audience in developing the project plan.

### **B. A clear goal**

The project plan **must** have a clear goal that is based on the needs assessment and is a direct response to it. The goal should be a statement that describes the ideal result. For example, if the need is to improve information literacy for disadvantaged teens, the project goal might be: *Neighborhood teens have the knowledge and skills to find the online information they need to succeed in school and in life.*

### **C. Outcomes and outputs**

The project plan must include a statement describing how the library will know if the project is successful. What measurable change will there be between where the target audience is now and where they will be as a result of the project? The project plan outlined in the library's application must include at least one outcome.

Project success can be measured in two ways—qualitative and quantitative.

- A qualitative measure (outcome) describes the project's impact on the target audience. It describes that change (or indicators of change) in the target audience's skills, knowledge, behavior, attitude, status, or life condition brought about in part as a result of the project.
  - For example, in response to the goal *Neighborhood teens have the knowledge and skills to find the online information they need to succeed in school and in life*, your outcome might be: *Teachers at the neighborhood school will report that students use appropriate online search strategies to find the information they need to complete their assignments.*
- A quantitative measure (output) defines the project's success using numbers—numbers, data or statistics (e.g., number of participants, number of objects scanned, number of workshops taught).
  - For the information literacy project, an output might be: *At least half, or ten of the twenty After School Club members, will complete the workshop series online searching.*

The outcomes and outputs are **not** a list of project activities; they are the results of activities. That is, the outcomes and outputs will **not** be:

- By December 1, install training lab in community center classroom.
- By March 1, hold two workshop series.

The project plan must have, at a minimum, one outcome, which will guide the applicant in determining the appropriate activities, budget, and evaluation in the plan. Be careful to limit the number of outcomes to be sought—one is often enough.

#### **D. An action plan**

The Action Plan will clearly describe the activities the library and its partners will carry out during the project, including activities to promote the program or service. It will include information about staffing (the role of existing library staff as well as any staff hired specifically for the project) and will provide a timetable showing projected completion dates and who is responsible for ensuring the activity occurs.

#### **E. An effective evaluation**

The proposal must include a clear plan for evaluating its success and must specify the ways that the applicant will determine whether the project has achieved the desired outcome(s) (see Section C above). The proposal must also describe the methods and tools that will be used to gather information to determine whether or not the library has achieved the change described in the outcome(s).

The evaluation of an outreach project must clearly answer two questions: What difference did the project make in the lives of the target audience? What changes occurred in skills, knowledge, attitudes, abilities, and life circumstance due in part to the program/project?

Further information and guidance on outcomes based evaluation is available on the IMLS web site at <http://www.imls.gov/applicants/obe.shtm>.

When the project is completed — and/or at the end of a project year — the library will submit a report to the State Library. The applicant should review the report template when developing the project plan. See the 2008-09 online report form at <http://statelibrary.ncdcr.gov/lsta/report0809.htm>.

#### **F. Local commitment and sustainability**

Applicants must demonstrate that library leadership and representatives of the governing agency/institution support this project and see the long-term importance of providing services to the target audience and integrating those services into the overall program of the library. The project must be consistent with the library's long-range or strategic plan.

For multiyear grants, applicants must include a plan for long-term sustainability of the service or program. Multiyear grants that include significant components from previously-funded single year projects will be held to a higher standard of sustainability.

## **G. Community partners**

Collaborative partnerships can help strengthen the project and build community support and involvement. While collaborative partnerships are not a prerequisite or requirement for this grant program, the applicant must demonstrate knowledge of other agencies and organizations that also provide services to the targeted audience and must show that they were, at a minimum, consulted during the planning and grant writing stages of the project.

If there are agencies and organizations that might be considered obvious partners for the proposed project but that are not included in project development or implementation, the exclusion of such an organization must be explained and justified. For example, a school that proposes a project to increase reading during the summer should discuss the local public library's Summer Reading Program and its impact on the school's project.

Tip to Applicants: See <http://statelibrary.ncdcr.gov/lsta/projplanguide.htm> for guidelines about writing a well-crafted project plan.

## **9. What else do applicants need to know?**

### **General Information & Provisions for LSTA Grants**

Applicants must be familiar with the information and requirements for 2010-2011 LSTA grants provided in the *General Information & Provisions* document at <http://statelibrary.ncdcr.gov/lsta/GenInfoProvs10-11.pdf> . There you will find essential information such as: additional factors that may be taken into account in the review of all grant proposals and selection of applications for funding; timelines; submission instructions; grant payment procedures; and legal requirements.

### **Procurement**

Grant Provisions for this program (included in the document cited immediately above) include the federal regulation requiring grantees to conduct all procurement transactions in a manner providing full and open competition consistent with the standards of 45 CFR 1183.36. Local and state provisions may be more stringent. State requirements are available upon request.

## **10. For further information:**

Questions about the LSTA Library Outreach Services Grants should be directed to State Library of North Carolina, Library Development Section: Penny Hornsby, Federal Programs Consultant, 919-807-7420, penny.hornsby@ncdcr.gov.

SLNC 9/16/09

## APPENDIX A

### Definition of Qualifying Public School Libraries

These definitions are from North Carolina's *Library Services and Technology Act Five-Year Plan 2008-2012* (<http://statelibrary.ncdcr.gov/lsta/plan2008-12.pdf> ).

**Public School Libraries:** Libraries/media centers in elementary or secondary (middle/junior and/or senior high) schools recognized as public schools by North Carolina's Department of Public Instruction and accredited by the Southern Association of Colleges and Schools. This definition includes libraries in state approved charter schools. For schools that have chosen not to seek accreditation by the Southern Association of Colleges and Schools, the school library media center must meet or exceed accreditation standards.

#### **A library meeting the above definition must first meet these broad policy guidelines for eligibility to apply for LSTA funds.**

- Every library or organization defined as eligible to apply for LSTA funds must be either publicly funded (receive at least 51% of its operating funds from tax dollars) or not-for-profit (recognized as tax-exempt by the Internal Revenue Service).
- An eligible school library must be headed by a full-time certified school media coordinator. Other eligible libraries must be headed by a trained library professional with a masters degree in library and information science from a graduate library education program accredited by the American Library Association or by a regional accrediting organization.
- Every eligible library must have a cataloged collection of information resources, designated space, a materials budget, and be open a minimum of 20 hours per week.
- For collaborative projects one partner must be designated as the "lead" library to accept and administer the grant. The lead library in a collaborative project must meet all eligibility requirements.

## APPENDIX B

### Clarification for Public School Libraries on Use of Grant and Matching Funds for Salaries and Benefits

The State Library understands that it is an accepted practice in the public school environment for full-time staff to be paid hourly or contract wages for certain kinds of work done after school hours or on weekends. However, this is not an allowable option for use of grant funds under the guidelines of this LSTA grant program.

Allowable salary and benefits costs paid with **grant** funds may be **only** for temporary staff. Grant funds may **not** be used to pay existing full-time staff for additional hours.

However, a percentage (up to 25%) of the required local *match* can be met with salary and benefits for existing staff that will work with the project.

We suggest the following possible strategies to help meet staffing needs in your proposed project:

- look to the school system for any part-time staff that could assist;
- consider working with retirees;
- use 10-month staff members for help during any summer months. (This last option would not be allowable for after-hours work during the school year. Note: the grant project implementation period runs from July 1 to June 30.)

Questions about these guidelines should be directed to Penny Hornsby, 919-807-7420, penny.hornsby@ncdcr.gov.