



## **Public Library Literacy Leadership Program Grants FY 2008**

### **Grant Application Package**

#### **1. Intent**

##### **New Jersey State Library:**

The goal of the New Jersey State Library (NJSL) is to create a grant program for all public libraries in the New Jersey Library Network to identify and fund leadership programs in the field of literacy. These grants are to serve the residents of New Jersey at the community level by funding public libraries in an open, competitive grant program. The New Jersey State Library seeks to identify model programs and services that can be replicated or serve as pilot projects that will affect how New Jersey libraries address literacy issues. These grants will identify and fund innovative concepts, ideas, and actions that address residents' issues and needs, and place New Jersey's libraries in the forefront of library service nationally. Each recipient of a NJSL Literacy Leadership Program Grant will be required to act as a resource helping New Jersey librarians learn about their programs and services.

##### **LSTA:**

“An intent of the Library Services and Technology Act is to “promote improvement in library services in all types of libraries in order to better serve the people of the United States” and “to facilitate access to resources in all types of libraries for the purpose of cultivating an educated and informed citizenry” (Museum and Library Services Act of 2003, P.L. 108-81, Section 201 (2-3).

#### **2. Program Description**

##### **2.1 Goal**

To increase literacy opportunities and to strengthen local library services and programs to meet the literacy needs of adults, young adults, children, and families, and to serve as a leadership program and a resource to New Jersey librarians seeking to understand how best to serve their community's literacy needs.

## 2.2 Objectives

- To implement new, strengthen or expand literacy services and leadership programs in New Jersey public libraries.
- To implement, strengthen or expand instructional programs sponsored by public libraries for adults and young adults.
- To implement, strengthen or expand family literacy programs sponsored by public libraries that provide learning opportunities involving parents and their children.
- To implement, strengthen or expand library-based English as a Second Language (ESL) or English for Speakers of Other Languages (ESOL) programs sponsored by public libraries that address the needs of limited English proficient adults.
- To implement, strengthen or expand financial literacy programs for teens to educate the teen market on financial management issues.
- To implement, strengthen or expand financial literacy programs for immigrants so that they may gain control over their personal finances while improving their English language comprehension skills.
- To implement or develop a model or pilot program that may serve as a leadership program or resource for other librarians and libraries in New Jersey.

## 2.3 Project Description

Projects funded under this program will assist public libraries to initiate, implement, strengthen or expand literacy instruction, family literacy, financial literacy for immigrants and teens, and English as a Second Language (ESL) or English for Speakers of Other Languages (ESOL). The library must actively promote the project to members of its community and serve as a model for other New Jersey libraries to replicate. Libraries are encouraged to partner with other agencies and community organizations.

Projects may include individual or group literacy instruction, ESL/ESOL instruction, family literacy programs and activities that promote reading as a family activity, and collection development. Projects may be limited to a single component or a multifaceted project that may include a mix of components.

*Applicants are encouraged to seek additional partnerships and funding sources from their communities. Programs must be replicable for other public libraries and be designed to be self-sustaining after the grant period.*

### 2.3.1 Application Guidelines

- a) Libraries with existing literacy programs must present evaluation data as specified in the *Application, Project Description, Option 2: Existing Program Effectiveness, pp 9-10*, that supports the effectiveness of their existing literacy programs, and outlines methods for sustainability after the

grant has ended. Libraries developing new programs must seriously consider how they will document their effectiveness and sustain the program after this grant period.

- b) Programs that emphasize literacy as a means of access to the written or spoken word are eligible for funding. Therefore, mathematics literacy as it pertains to computation, basic computer literacy, etc. projects are ineligible for funding. However, elements of computer literacy may be addressed in a project as a means to provide students with direct access to literacy, ESL/ESOL, family literacy software and web-based instruction will be considered as eligible proposals.
- c) All library literacy programs must be replicable for other public libraries and serve as a model program for other New Jersey communities.
- d) Libraries that contract with a volunteer organization (such as LVA) to administer and run a tutoring program are responsible for insuring that the agency submits six month, final and evaluation reports that contain all the required information. Reports including outcomes must be based on the IMLS model of "Outcomes Based Evaluation." For further information see [www.imls.gov/applicants/obe.shtm](http://www.imls.gov/applicants/obe.shtm).

**Type of Competition:** Competitive

**Due Date and Submission:**

The original and four copies of the completed application must be received by the State Library no later than **4:00 pm on May 1, 2007**. Late proposals will be disqualified.

The following address is used when sending applications through the US Postal Service:

New Jersey State Library  
Business Office, 5<sup>th</sup> Floor  
PO Box 520  
Trenton, NJ 08625-0520

The following address is used when applications are delivered by hand or by a private mail carrier:

New Jersey State Library  
Business Office  
185 West State Street, Fifth Level  
Trenton, NJ 08608

### 3. Funding

A total of **\$200,000** is available for the program. The maximum grant award is **\$20,000**. The criteria that will be used to evaluate proposals is detailed on pages 10 -12 of this application packet.

### 4. Eligibility

All public libraries are eligible to respond to this grant application, individually or in groups. The library must have met all Per Capita State Aid requirements for the last completed PCSA cycle. The last completed PCSA cycle was based on 2005 data and paid in October of 2006 (NJSL FY2008). Libraries that were given an exemption on 2005 data for all PCSA failures may also apply.

#### 4.1 Eligible Costs

Grant funds must be used directly in support of this program for the following:

- One-on-one or group literacy and ESL/ESOL instruction;
- Family literacy programs and activities;
- Conversation groups and similar programs in English for speakers of other languages;
- Promotion and provision of literacy, ESL/ESOL and family literacy instruction and activities in the library and at other sites in the community;
- Learning materials, including instructional training materials and recreational or life skills materials;
- Financial literacy programs for teens on financial management issues;
- Financial literacy programs for immigrants on personal financial management;
- Tutor training;
- Costs that directly support promotional efforts for the purposes of this grant program, e.g. brochures development, printing, office and computer printer supplies;
- Computer assisted instructional software, literacy program management software, PCs, wiring and installation cost. (*Note: Any computer-related costs must be an integral part of the program and must be justified in the narrative statement. The total costs for this category cannot exceed 20% of the grant request*);

#### 4.2 Ineligible Costs

- Travel
- Capital costs
- Debts or financial losses that result from a project
- Existing library staff salaries
- Furniture

- Normal operating expenses of the library or grant recipient not directly related to the implementation of this grant project
- Continuing education
- Mathematics literacy as it pertains to computation, basic computer literacy, etc.

## **5. NJSL Acknowledgement and Publicity Requirements**

As a requirement of receiving a New Jersey State Library grant, the grantee must:

- Acknowledge the NJSL on all promotional materials using the proper accreditation statement and logo for the duration of the contract:
- Submit a press release to your local newspapers within 30 days of grant award; and,
- Include in the final report an outline of the grantee's publicity efforts for the purposes of the grant.

If awarded a grant from the State Library, the grantee will be sent *The Acknowledgement Guidelines and Publicity Packet with the award letter*. The packet includes the required guidelines that grantees must follow regarding acknowledging the New Jersey State Library for all media activities; a tailored press release template that the grantee may use for their press release to your library's local newspaper; publicity ideas that are designed to assist your library to make the public aware of this grant and increase the visibility of the library's programs; and required reporting elements that grantees need to include in the final grant literacy reports to the New Jersey State Library.

A PDF file of this packet and a Word document of the press release template may be found on our website at: <http://www.njstatelib.org/LDB/Download/>

## **6. Technical Assistance**

Technical assistance will be provided on April 2, 2007 at 10:00 AM at the New Jersey State Library, Fifth floor. Registration is required. Please contact Janice Holt at 609-292-2992, or [jholt@njstatelib.org](mailto:jholt@njstatelib.org).

## **7. Appeal Procedure**

An appeal will be heard only if it has been alleged that the State Library has violated a statutory or regulatory provision in awarding the grant. An appeal will not be heard based upon a challenge to the State Library's evaluation of a grant proposal. When an applicant agency requests results of a denied proposal, the State Library will send a written explanation of the denial reasons.

## **8. Reporting/Monitoring**

The recipient agency must submit to the State Library a six month fiscal and program report which includes a status report and statistics on project activities,

statements on whether there are any problems in implementing the project, and a list of expenditures made during the six month period.

The recipient agency must submit final fiscal and program reports to the State Library, with copies of vendor invoices, within sixty (60) days after the end of the contract. The report must describe the project that was implemented, and a detailed explanation of why any parts of the project outlined in the proposal were not successfully implemented.

## **9 Outcomes Based Evaluation:**

A qualitative analysis must be submitted according to IMLS Outcomes Based Evaluation (OBE) practices (see <http://www.imls.gov/applicants/obe.shtm>). Grant recipients needing guidance in applying these practices should refer to the IMLS toolkit located at [www.lstatoolkit.com](http://www.lstatoolkit.com). OBE training may be offered in the fall of 2007 by the State Library and successful applicants will be notified and expected to attend.

Outcomes Based Evaluation answers the following:

- Describe the people who participated in these programs (nationality, gender, age, economic status, occupation, etc.)
- How did these people benefit from the service made possible by the grant? (e.g. improvement in student skills, achievement of student goals, etc.).
- What has been the impact of funds used to support community literacy initiatives.
- Provide anecdotes that show how the targeted participants' lives have changed or improved as a result of the program (e.g. change in knowledge, skills, attitude and life condition such as getting a job, etc.)

Actual Project Achievements Compared with Proposal Projections:

Did the project achieve the level of use (e.g. number of tutors trained, number of students receiving training, etc.), which was predicted in the application? If not, explain in detail why did this not happen?

## **10. Monitoring**

State Library staff may make telephone calls or on-site visits to monitor the progress of a project.

## 11. Application Review Process

The Program Manager will perform a programmatic and technical review of the applications. Applications that do not have a signed and/or complete Title Page; Budget Detail Form; and Budget Summary Form will not be approved.

Grant applications will be evaluated by a trained team of three readers. The team will be composed of one reader from the State Library and a group of two external readers that will include at least one professional librarian.

To be recommended for funding, the agency's application must achieve a total score of 65 points or more according to the criteria listed in the **Application, Parts 1 through 6, pp. 9 – 11.**

Applications above the cut off score will be funded in rank order to the extent of available funds. In the case of tied scores, if available funds cannot fully fund each project, the remaining money will be prorated among the tied applicants based on the amounts requested.

## 12. Dissemination

The New Jersey State Library will post the RFP and application to their web site and listserv to all public libraries.

## 13. Child Internet Protection Act (CIPA) Certification and Compliance

Every library that submits an application for LSTA funding to the State Library must include the appropriate CIPA certification document(s) as part of its application package if you are purchasing computers to access the Internet or paying directly for Internet access. Applicants should read the Guidelines for completing the certification document to determine the appropriate certification to make in conjunction with their application funds.

Public Libraries may read the LSTA CIPA Compliance information document at: <http://www.ims.gov/about/cipa.shtm> and download the CIPA form from the Literacy Grant news page at [www.njstatelib.org](http://www.njstatelib.org).

### **Instructions for Submitting Public Library Literacy Programs Grant:**

Submit the parts of proposal in the following order:

- Signed Application title page
- Narrative Statement
- Completed *Budget Detail*
- Completed *Budget Summary*
- Internet Safety Certification Form

Note: No Board Resolution is required for this grant program. Instead of the Board Resolution, the President of the Library Board of Trustees or equivalent governing body must sign the application title page unless the Library Director has been authorized by the Board to sign the application title page.

### **Late or incomplete proposals will be disqualified.**

Failure to submit the required forms or to follow these instructions will disqualify the application. Please make sure that:

- all questions in the application narrative statement are answered;
- all required forms are submitted;
- the required copies are made and that the copies have the exact information contained in the original application.
- the application is addressed to the State Library Business Office, not to the program manager; and
- the address used for sending the application through the US Postal Service is the one that **only** contains the P.O. Box number and not the street address.

The original and four copies of the completed application must be submitted to the New Jersey State Library Business Office and must be received no later than **4:00 p.m. on May 1, 2007.**

**NEW JERSEY STATE LIBRARY  
APPLICATION TITLE PAGE**

**TITLE OF GRANT: Public Library Literacy Programs, FY 2008**

**APPLICANT:**

\_\_\_\_\_  
NAME

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY

\_\_\_\_\_  
STATE

\_\_\_\_\_  
ZIP

**PROJECT DIRECTOR:** \_\_\_\_\_

**TELEPHONE NUMBER:** (\_\_\_\_) \_\_\_\_\_

**FAX#** (\_\_\_\_) \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_

**DURATION OF PROJECT:** FROM: 7/1/07 TO: 6/30/08

**TOTAL AMOUNT OF FUNDS REQUESTED:** \_\_\_\_\_

**APPLICATION CERTIFICATION:** To the best of my knowledge and belief, data in the application are true and correct. The document has been duly authorized by the governing body of the applicant and the applicant will comply with the attached assurances if its funding is approved.

\_\_\_\_\_  
TYPE NAME AND TITLE

\_\_\_\_\_  
SIGNATURE

**APPLICATION TITLE PAGE AND ANY OTHER REQUIRED APPLICATION FORMS MUST BE SIGNED BY THE PRESIDENT OF THE BOARD OF TRUSTEES OR LIBRARY DIRECTOR, IF AUTHORIZED BY THE BOARD.**

**THE STATE LIBRARY WILL NOT ACCEPT APPLICATIONS SENT VIA FAX, E-MAIL OR OTHER ELECTRONIC MEANS.**

**ANY MISSING DOCUMENTS OR COPIES AS REQUIRED IN THIS RFP WILL DISQUALIFY THE APPLICATION. NO ADDITIONAL MATERIALS CAN BE SUBMITTED AFTER RECEIPT OF THIS APPLICATION**

**SEE *INSTRUCTIONS FOR SUBMITTING APPLICATION* FOR THE REQUIRED DOCUMENTS, NUMBER OF COPIES AND ADDRESS TO USE TO SUBMIT THE APPLICATION TO THE STATE LIBRARY.**

**NO LATE APPLICATIONS WILL BE ACCEPTED REGARDLESS OF THE DATE POST MARKED.**

**APPLICATION MUST BE RECEIVED BY:  
4:00 p.m. on May 1, 2007**

**APPLICATION FOR  
PUBLIC LIBRARY LITERACY LEADERSHIP PROGRAMS  
FY 2008**

**Abstract (no points)** Briefly describe the project, its purpose and outcomes. Limit your abstract to 250 words or less.

**1. Statement of Need 10 points**

*Describe the literacy or English language needs of adults, young adults, and/or families in the library's community for the proposed literacy project. Describe the target audience using appropriate data and demographic information. Describe what problems this project will address, and how this project specifically addresses literacy needs in your own community.*

**2. Project Description: 50 points total (choose one, either New Project or Existing Program)**

**Option 1: Proposed New Project (maximum of 50 points)**

Describe how this project will strengthen literacy, ESL/ESOL, English Conversation Group, financial literacy for teens, and family literacy programs. Describe the results and benefits to be derived from implementing this project. If appropriate, describe the involvement of other agencies and community organizations that are cooperating with the library in providing these programs. Describe how the library will promote the program to its community. Describe the personnel needs, materials, equipment, services, etc. that will be required in order to implement the project. *(Note: Any computer-related costs must be an integral part of the program and must be justified in this section of the proposal and will require CIPA certification.)* Describe how this program will serve as a model or pilot program for other libraries throughout the State. Describe in Outcomes Based Evaluations (OBE) terms what you intend to accomplish and how you will maintain this program after this grant year. Applications that exhibit strong partnerships to leverage federal grant funds with private or other funding sources will be awarded higher consideration.

**OR:**

**Option 2: Existing Program Effectiveness (maximum of 50 points)**

Present evaluation data that supports the effectiveness of the existing literacy, ESL/ESOL, English Conversation Groups and family literacy programs that the library offers (5 pages maximum). Applications that exhibit strong partnerships to leverage federal funds with private or other funding sources will be awarded higher consideration. Describe how this program will be self-sustaining at the end of the grant period. This presentation must include at a minimum the following points:

- how many years the program has been in operation (all programs);
- the number of tutors trained and the number of students served in the last calendar year (literacy and ESL/ESOL programs);
- the number of English Conversation Groups held and the number of people participating in them in the last calendar year.
- the number of family literacy programs held and the number of families (including the number of adults and children) served in the last calendar year (family literacy programs);
- statistical documentation of the effectiveness of the program showing that students achieved their goals such as the number of students getting a job, a driver's license, etc. and an increase in literacy or communication skills as shown on standardized tests or assessments. (for literacy and ESL/ESOL programs)
- statistical documentation of how many parents increased the number of books that were read to their children per month; and if available, how many parents increased their knowledge of the importance of reading to their children and their skill in reading to their children, etc. (family literacy programs)
- outcomes based evaluations that show how participants' lives were positively changed as a result of the program (e.g. change in knowledge, skills, attitude and life condition such as getting a job, etc.)
- indicate if the program used grant funds to gain corporate, social service agency, and literacy group, etc. partnerships who contributed to covering the costs of the program or jointly run a part of the program.
- Indicate plans for sustainability of the program at the end of the grant period.

### **3. Goals and Objectives (5 points)**

Identify the major goal(s) of this project. What outcomes are anticipated as a result of the successful completion of this project? List the specific, measurable objectives of this project.

### **4. Activity Plan (15 points)**

List the activities that need to be accomplished for a successful project. Include a time line that indicates what will be done, when, and by whom. Provide the names and describe the background and experience of the key staff that will be involved in the project.

### **5. Evaluation Plan (15 points)**

*Describe the types of information and data that will be collected in response to the criteria required for the evaluation report as outlined in RFP sections 8 & 9. At what point(s) will the data be collected? By whom? At what point(s) will the evaluation be done? By whom? If the applicant cannot collect all the information or data, indicate what cannot be collected and provide a detailed explanation of why this cannot be done.*

*Please note the requirement in this FY 2008 Grant that the following types of data be provided in the evaluation report:*

- statistical documentation of the effectiveness of the program showing that students achieved their goals, such as the number of students getting a job, a driver's license, etc. and an increase in skills as shown on standardized tests or assessments, etc. (for literacy, ESL/ESOL and English Conversation Group programs);
- statistical documentation of how many parents increased the number of books that were read to their children per month or increased their knowledge of the importance of reading to their children or increased their skill in reading to their children, etc. (for family literacy programs);
- anecdotes that show how participants' lives were changed as a result of the program (e.g. change in knowledge, skills, attitude and life condition such as getting a job, etc.) (for all programs)

### **6. Budget (5 points)**

Provide a budget that is adequate to support the project's activities. All items in the budget must be justified in the proposal. Applicants must complete the attached *Budget Detail* form and the *Application for Funds - Budget Summary* form.

- **Note:** *The total costs for computer assisted instructional software, literacy program management software, PCs, wiring and installation costs cannot exceed 20% of the grant request.*

**Application for Funds  
Public Library Literacy Leadership Programs, FY 2008**

**Budget Detail Form:**

All lines marked with a \* must be entered on the appropriate line of the *Application for Funds - Budget Summary*.

Both the *Budget Detail* form and the *Application for Funds - Budget Summary* form must be completed.

**PROFESSIONAL SALARIES**

Title	Rate	x	Hours	=	Salary
_____	_____		_____		_____
_____	_____		_____		_____
			<b>Subtotal</b>		_____*

\*Enter subtotal on Line I.A

**SUPPORT STAFF SALARIES**

Title	Rate	x	Hours	=	Salary
_____	_____		_____		_____
_____	_____		_____		_____
			<b>Subtotal</b>		_____*

\*Enter subtotal on Line I.B

**EMPLOYEE BENEFITS**

Professionals	_____				_____
Support Staff	_____				_____
			<b>Subtotal</b>		_____*

\*Enter subtotal on Line I.C

**LEARNING MATERIALS (books, periodicals, microforms, CD-ROM, cassettes)**

Title	Cost
_____	_____


**Subtotal** \_\_\_\_\_\*

**\*Enter subtotal on Line II.A**

**COMPUTER EQUIPMENT**

Make, model	No.	x	Unit Cost	=	Cost
_____	_____		_____		_____

**Subtotal** \_\_\_\_\_\*

**\*Enter subtotal on Line III.A**

**COMPUTER SOFTWARE (applications, tutoring, etc. software)**

Make, model	No.	x	Unit Cost	=	Cost
_____	_____		_____		_____
_____	_____		_____		_____

**Subtotal** \_\_\_\_\_\*

**\*Enter subtotal on Line III.D**

**PRINTING**


**Subtotal** \_\_\_\_\_\*

**\*Enter subtotal on Line IV.A**

**SUPPLIES**

	No.	x	Unit Cost	=	Cost
_____	_____		_____		_____
_____	_____		_____		_____



**NEW JERSEY STATE LIBRARY  
APPLICATION FOR FUNDS - BUDGET SUMMARY FORM**

Applicant Name \_\_\_\_\_

**Public Library Literacy Programs, FY 2008**

	<b>BUDGET CATEGORY</b>	<b>GRANT FUNDS - FEDERAL</b>
<b>I.</b>	<b>SALARIES &amp; FRINGE BENEFITS</b>	
A	Salaries of Professionals	
B	Salaries of Support Staff	
C	Fringe Benefits	
	<b>SUBTOTAL PAYROLL</b>	
<b>II.</b>	<b>LEARNING MATERIALS</b>	
A	Books, instructional materials (all formats).	
	<b>SUBTOTAL MATERIALS</b>	
<b>III</b>	<b>TECHNOLOGY</b>	
A	Computer Hardware	
D	Software	
	<b>SUBTOTAL TECHNOLOGY</b>	
<b>IV</b>	<b>OTHER</b>	
A	Printing	
B	Supplies	
D	Postage	
H	Other	
	<b>SUBTOTAL OTHER</b>	
	<b>TOTAL GRANT BUDGET</b>	