



ARIZONA STATE
LIBRARIES, ARCHIVES AND PUBLIC RECORDS
A DIVISION OF THE ARIZONA SECRETARY OF STATE

Joan Clark, State Librarian & Director

PROVIDING
Preserving
Arizona
Archives and Public Records

COPY

May 1, 2014

Pat Corella
Pima County Public Library
101 N. Stone Ave
Tucson, AZ 85701

Dear Mr. Corella:

I am pleased to inform you that the 2014 Library Services and Technology Act (LSTA) grant application "Talk, Read, Sing, Play Everywhere, Everyday!" has been approved by the Arizona State Library for full funding in the total amount of \$20,000.00.

The application submitted, along with criteria outlined in this letter, will be the only contractual documents necessary for the implementation of your project. Federal funds can only be used as stipulated in the grant guidelines and instructions (<http://www.azlibrary.gov/libdev/funding/lsta>), the application, and the enclosures with this letter. Projects may be monitored periodically by State Library staff.

As Legal Administrator, please sign and return the following enclosed documents:

- Non-Construction Assurances
- General Assurances and certifications
- Internet Safety Certification

Enclosed you will also find materials directly related to project management:

- The sheet called "Managing Your LSTA Grant Award" contains information on federal regulations, requesting your grant funds, acknowledging the Arizona State Library Archives and Public Records and the Institute of Museum and Library Services, and final reporting.
- A registration form for the May 20, 2014 Grant Recipient Workshop at the Carnegie Center in Phoenix should be completed and returned as soon as possible.

Note that all grant funds must be spent prior to August 3, 2015. Your final report is due by September 4, 2015.

Please return all signed documents to: Janet "Jaime" Ball, Grants Consultant • Carnegie Center • 1101 W. Washington St. • Phoenix, AZ 85007.

Jaime is responsible for the distribution of funds and ongoing administration of the grant award, including the final report. If you have any questions concerning your application or other supporting documents, please contact Jaime at jball@azlibrary.gov or call her at 602-926-3365 or 1-800-255-5841 statewide.

Sincerely,

Joan Clark

cc: Beth Matthias-Loghry

STATE CAPITOL

1700 West Washington • Phoenix, Arizona 85007 • Home Page: <http://www.azlibrary.gov/>
Phone: (602) 926-4035 • FAX: (602) 256-7983 • E-Mail: jclark@azlibrary.gov

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Managing Your LSTA Grant Award

Once I receive my award packet, what do I need to do next?

First, attend the grant recipients' workshop from 9AM to noon on Tuesday, May 20th, 2014 at the Carnegie Center, 1101 W. Washington St, Phoenix. Please complete and return the enclosed registration sheet.

You must sign and return the enclosed certification forms before any funds will be sent. These forms certify that your organization is in compliance with federal regulations. The forms are 1) General Assurances & Certifications; 2) Non-Construction Assurances; and 3) Internet Safety Certification. Sign the certifications forms and make copies for yourself. Return the forms to:

Grants Consultant
Carnegie Center
Arizona State Library, Archives & Public Records
1101 W. Washington Street
Phoenix, AZ 85007

How do I get my money?

Funding will be sent to you when you request it and are ready to spend it. Please send your e-mail request to ldd@azlibrary.gov. Check requests should be for the entire grant amount or in increments of \$10,000 or more. Please be prepared to spend the money upon receipt. Remember, the funds may not be used for administrative or indirect costs. We must have an updated W-9 to process payments.

How long do I have to spend the funds?

All grant funds must be fully encumbered before August 3, 2015. If you are not able to spend the funds and complete your project within that time frame, please contact Jaime Ball.

How do I acknowledge LSTA and the State Library in my project?

All promotion materials resulting from an LSTA grant project must contain:

This project is supported by the Arizona State Library, Archives & Public Records, a division of the Secretary of State, with federal funds from the Institute of Museum and Library Services.

Be sure to save copies of your publicity to include with your final report.

What kind of final report do I need to do?

You are required to submit a final financial and performance report to the State Library within 30 days of the end of the project or no later than September 4, 2015. The final report is submitted on the Arizona Library Tracker at <http://www.azlibrary/alts/Login.aspx>.

What if I have a question? How do I contact the LSTA staff?

Janet "Jaime" Ball
Grants Consultant
602-926-3365
jball@azlibrary.gov

Certification of Application

I certify this application to be true and accurate to the best of my knowledge. On behalf of all organizations participating in this application, I hereby assure and certify that I will comply with all regulations, policies, guidelines and requirements pertinent to the application and to the use of award funds. Funds will not be used for indirect or administrative costs. The applicant agrees to submit a final report, which will include a narrative, budget and certification by the final report deadline. If this application is approved, I certify that the project will begin promptly, and will be completed as described.

Library Name: Pima County Public Library

Project Name: Talk, Read, Sing, Play Everywhere, Everyday!

Authorizing Official's Name: PatCorella

Authorizing Official's Title: Library Deputy Director

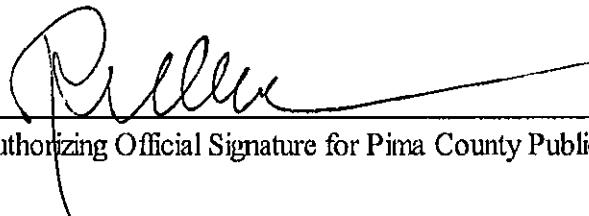
Mailing address:

Pima County Public Library

Administrative Offices

101 North Stone Avenue

Tucson, AZ 85701-1501



3/7/14

Authorizing Official Signature for Pima County Public Library

Date

[View Grant Application Report](#)

IMPORTANT

This form MUST be postmarked by the due date in order to be eligible for consideration. Please type or print clearly.

MAIL COMPLETED APPLICATION TO:

Grants Administrator

Library Development Division

Carnegie Center

1101 W. Washington

Phoenix, AZ 85007

Arizona State Library, Archives and Public Records
Library Services and Technology Act
Talk, Read, Sing, Play, Everywhere, Everyday!

1. Project Summary:

The goal of this project is to expand Pima County Public Library's storytime, early childhood and parent engagement services, with strategies to reach out with early literacy learning; empowering parents to read to their children and give them resources to make literacy experiences a part of their child's life. Funds will be used to promote an early literacy app and related activities during family literacy sessions, caregiver training and library programming. Community members will benefit with the delivery of early literacy services to families of all socioeconomic levels, particularly parents who cannot send their children to preschool.

2. Project Description:

Pima County Public Library (PCPL) will grow its story time services, with software tools, strategies and collaborations to promote parent awareness of early literacy and school readiness. The Library will work in partnership to reach parents, children and families in the library and in diverse neighborhoods with materials and online resources. The library will also provide extended community-wide training to home child caregivers on increasing early literacy.

The Talk, Read, Sing, Play, Everywhere, Everyday project will leverage partners' early literacy efforts to reach a more diverse audience with new tools. The project will direct outreach to a wide range of families throughout the community through Family Read Aloud Nights and the Make Way for Books Cover to Cover (C2C) Book Club Bus. The project will promote the Make Way for Books software application: a collection of resources for parents of children 0-5 of that can be downloaded to a mobile device such as a smart phone. The Make Way for Books app will provide suggestions of books, music and activities for parents and children to engage in throughout their day together. The app will serve as a link to the Make Way for Books and Pima County Public Library websites. This link will lead to additional information about early literacy learning; the library's Birth to Five blog, library programming and other sessions for children from birth to age five, their parents and families.

Many families and caregivers rely on the library and its partners to provide important preschool reading and learning. The Talk, Read, Sing, Play ... project will tap into another network through the Every Child Ready to Read @ Your Library workshops for caregivers. The library will add the app, related books, special features and activities as staff utilize this early literacy curriculum developed by the Public Library Association and the Association for Library Service to Children. The library will integrate the app into intergenerational programming that offers hands-on activities and supervised practice sessions that guide parents, caregivers and advocates through a range of developmentally appropriate educational activities for youngsters.

The Talk, Read, Sing, Play, Everywhere, Everyday project will obtain books featured on the app to feature at the library and will get these books into parents and caregivers hands and into families' personal libraries through Family Read Aloud Nights, and the Cover to Cover Book Club bus. This will help to promote parents as their child's first, best teachers, promote reading early and often, and increase the retention of skills and parent tips. Public health advocates who work to reach parents of young children in the home will also have access to these added resources.

The marketing success of the Talk, Read, Sing, Play, Everywhere, Everyday project relies on the strength of partner connections. The library will work with institutional partners that have strong connections with their audiences. In this way the library can communicate early literacy information to larger section of Pima county residents. Children's librarians will also use word-of-mouth to connect to library customers at storytimes and outreach opportunities. In this way we hope to reach a minimum of 1500 parents and caregivers with the project.

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3. Justification:

One in three children inside the Tucson city limits lives in poverty. Achievement gaps between economically-disadvantaged children and their more affluent peers become apparent at 18 months. Children raised in poverty experience a word gap, hearing 30 million less words than their affluent peers. The word gap turns into an achievement gap that gets larger and larger as children enter school already behind. Unfortunately, almost seventy percent of low-income children in Arizona are not enrolled in preschool and are not on track with cognitive knowledge and skills (The Annie E. Casey Foundation).

These children who enter school behind rarely catch up. The effect of poverty on literacy is evident with nearly 60 percent of 4th grade students at some Pima County schools reading below grade level, with one in four not reading at grade level in Pima County's third grade classes, and only 50 percent of third graders reading at grade level in the schools of highest need. Library Storytimes and other book based programming are fun but, like preschool, they are not playtime.

The library and its institutional partners know that when children are reached with high quality early literacy education from birth to five years, their chances for success increase dramatically. Early Literacy services are the first step on a ladder that climbs to economic success. With the Talk, Read, Sing, Play project we hope to reach more economically-disadvantaged children with the opportunity to develop early literacy skills they would normally develop in the classroom.

The three focus areas of the library's Community Impact Plan—Learn, Create, Connect—help to improve the library experience for all patrons. To focus on learning and life skills, our Library builds and strengthens community partnerships by creating on-site and online services and programming to reach thousands of adults, caregivers, parents and children with family literacy activities.

The "Making Wise Decisions" Library Services and Technology Act (LSTA) grant received in 2013, allowed the library to identify key activities, key partners and key resources to pursue in year three of the Community Impact Plan. Pima County residents, users and nonusers, value library services to children and youth. In addition the library has prioritized a key audience of library customers, eight percent of very loyal card holders: those who borrow children's materials and use the library to focus on their child or grandchild. This audience also likes to attend children's programs. The library wants parents, especially of young children who are learning to read, to join this "cluster". Observational surveys conducted during the project support what the library and institutional partners have started to recognize: that there is an opportunity to engage people who come with their children and sit with their mobile devices, and people waiting with their devices for other programs such as English language acquisition classes and GED preparation tutoring.

The library will sustain partner activities by building on programs and partner efforts that are currently successful, such as the Library Nurse Program, Family Read Aloud Nights and our programs that build in additional online efforts and software tools. The project will allow the library to create letters of understanding with institutional partners that will set out institutional responsibilities and allow us to test the activities proposed in the Talk, Read, Sing, Play ... project so that the library can allocate District funds to support key activities after the grant period.

4. Outcomes /Activities/Evaluation:

A: OUTCOME: Families, caregivers and parents will find more learning resources and experiences that will help them to promote the development of reading readiness skills for their young child and to help them develop a reading routine at home.

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Project Activities	Evaluation
<p>PCPL will coordinate with Institutional Partners Make Way for Books and Pima County Health Department</p> <ul style="list-style-type: none"> • To promote and update content on an interactive, Early Literacy App that would work on tablets, iphones, and androids; and it would be interactive between parents and children. • To engage active participation through partner networks and library programs. • To identify target groups of underserved children, adults or families who might not be able to send their child to preschool, and to devise strategies for bringing them early literacy information—or for bringing these resources to them. • To train library staff to work with families and to empower parents to become their child's first and best teacher. 	<ul style="list-style-type: none"> • At least 1500 participants gained. • Letters of Understanding with Institutional Partners completed. • Pre and Post Survey of caregivers in workshops and parents reached by nurses in homes will rate a change in parent's confidence that they have extra tools to help their child succeed in school. • Community partner and library staff shared workshops evaluation forms will indicate that participants can cooperate to reach parents and help children get ready to read. • Facilitated surveys of the project team and institutional partners will indicate confidence in the collaboration's ability to sustain the project beyond the grant period.

5. Project Personnel:

Person, Job Title, Organization	Duties
Elizabeth Soltero, Librarian II, PCPL, Eckstrom Columbus Branch Library	Shares in the coordination, supervises and participates in library programming activities; Provides support and participates in activities essential to the completion of program objectives.
Mary Sanchez, Librarian III, PCPL, Eckstrom Columbus Branch Library	Shares in the coordination, supervises activities; Provides support and participates in activities essential to the completion of program objectives.
Dawn Gardner, Librarian II, Community Partners Librarian, PCPL, Programs and Partners Office	Coordinates program activities with institutional partners; Meets with institutional and other community partners to discuss program goals and objectives; address day to day issues.
Kendra Davey, Librarian II, Every Child Ready to Read training coordinator, Wheeler Taft Abbott Sr. Branch Library	Coordinate and/or supervise librarian project activities especially to those librarians who give Every Child Ready to Read Trainings and demonstrations for community partners and caregivers.
Beth Matthias-Loghry, Services Manager, Coordinator for Youth and Adult Svcs	Provides general oversight of the project and serve as a liaison with the Communications and Systems Office public relations activities by coordinating publicity and linking web resources.

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6. Timeline/Schedule of Activities:

DATE	MILESTONE	Location
28-May	Project Start	PCPL
By 15-Jun	Letters of understanding and requisitions for & contracts submitted to Pima County Procurement.	PCPL
31-Aug	Finalize Schedule for Workshops, Related Events and outreaches.	PCPL or Pima County Health
9-Sep	Make Way for Books Literacy App subscription (monthly thru June)	PCPL/Make Way for Books
30-Sep	Work with Make Way for Books on presentation of App and web links	PCPL
By 30-Oct	App, related books and other resources for training and parents including mobile technologies purchases encumbered	PCPL and or Pima County Health Dept
15-Nov	Staff and Institutional Partners Training(s) on App. and related resources and evaluation methods.	PCPL and or Pima County Health Dept
By 1-Feb	Initiate programming efforts in library sponsored programs and in home visits for the Health Department.	PCPL and institutional partners channels
30-Jun	All funds expended.	PCPL
4-Sept	Final financial and narrative performance report by deadline	PCPL

7. Justification of Expenditures:

SALARIES AND BENEFITS (Local Funds)

Who: Mary Sanchez, Elizabeth Soltero, Kendra Davey, Dawn Gardner, and Beth Matthias-Loghry

What: Project Coordination

Description of the role/responsibilities: Named staff will share in the coordination, supervision and participation in library programming activities; provide support and participate in activities essential to the completion of program objectives; coordinate program activities with institutional partners; meet with institutional and other community partners to discuss program goals and objectives and address day to day issues; supervise training project activities especially for those librarians who give Every Child Ready to Read trainings and demonstrations for community partners and caregivers; provide general oversight and serve as a liaison with the Communications and Systems Office public relations activities by coordinating publicity and linking web resources.

Amount of effort being devoted to this project (shared for all coordinators) Average salary: \$33.00 dollars an hour; shared time estimated to project completion at .05 FTE adding .25 benefits for a total to equal \$4329.00

CONTRACTUAL SERVICES (Grant Funds)

Who: Make Way for Books

Description of the Service: Make Way for Books will work with PCPL a) to integrate technology and social media into both organizations' complementary early childhood and parent and caregiver engagement services b) will provide enhanced early literacy resources including a mobile app to extend the reach to both underserved parents and caregivers, and to those who borrow children's materials and use the library and attend programs with a focus on a child or grandchild; c) work with the library to reach audiences who care for children 0-5, both inside the library and to meet them where they are; and d) work with PCPL on a process for collecting evaluation

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data. Cost listed covers the digital subscription for the **Make Way for Books** App at \$600.00 each month for 11 months during the project period and to cover time and supplies including felt board stories, puppets, manipulatives, supplies for storytime theater performances (as they provide demonstration and training presentation kits for librarian and community partners on early literacy resources). **\$11,100.00**

LIBRARY COLLECTION MATERIALS (Grant Funds)

Board Books, Toddler and Pre-K Books featured in the Make Way for Books App, big books and story props for programming. **\$5800.00**

OTHER (Grant Funds)

Printing and postage **\$400.00**

SUPPLIES (Grant Funds)

3 iPads (with Wi-fi only) for PCPL; includes AppleCare insurance and standard case and cover to equal **\$2700.00**

TRAVEL (Local Funds)

The library will support the travel for two project members to the State Library Grant Recipient **\$100.00**

8. Budget

Type	Vendor/Item	Grant Funds	Local Funds	Total
Salaries & Benefits	Project Coordinators	\$0.00	\$4,329.00	\$4,329.00
		\$0.00	\$4,329.00	\$4,329.00
Contractual Services	Make Way for Books	\$11,100.00	\$0.00	\$11,100.00
		\$11,100.00	\$0.00	\$11,100.00
Travel	Travel for 2 project members	\$0.00	\$100.00	\$100.00
		\$0.00	\$100.00	\$100.00
Equipment		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
Software		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
Library Collection Materials	Books and story props	\$5,800.00	\$0.00	\$5,800.00
		\$5,800.00	\$0.00	\$5,800.00
Supplies	Apple Ipad Air and Insurance 3 for the project	\$2,700.00	\$0.00	\$2,700.00
		\$2,700.00	\$0.00	\$2,700.00
Other	Printing and postage	\$400.00	\$0.00	\$400.00
		\$400.00	\$0.00	\$400.00
		\$20,000.00	\$4,429.00	\$24,429.00