

**CALIFORNIA STATE LIBRARY  
LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA)**

**Final Program Narrative Report  
(LSTA Form 9)**

**Grant Information**

Library Jurisdiction	Califa Group
Project Title	Get Involved: Toward Skilled Volunteer Engagement in Public Libraries
Grant Award #	40-8261
Grant Period	2013 - 2014
Amount of Grant Award	\$94,050
Amount of Grant Expended	\$94,050
Local Match	\$53,600
In-Kind	\$2,400
Total Amount of Project (amount expended + match + in-kind)	\$150,050
Number of Persons Served (should not include total population of service area or potential population to be reached)	300,000

**Project Director**

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Title	Executive Director
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This report is due on the date listed in the LSTA Grant Guide for this project. Follow this link to view the Grant Guide. <http://www.library.ca.gov/grants/lsta/manage.html>

Email this report in "word format" to [lsta@library.ca.gov](mailto:lsta@library.ca.gov) then mail ORIGINAL and 2 copies to:

California State Library  
P.O. Box 942837  
Sacramento, CA 94237-0001  
Attention: Fiscal Office - LSTA

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_  
(Please sign in blue ink)

## Project Final Report

A final narrative report is required on the use of federal Library Services and Technology Act (LSTA) funds following the completion of a project during each project year. The information you report will be used to complete the California State Library report of how funds were expended. Excerpts from this report may be submitted to the Federal government in their evaluation, or may be published by the State Library or shared with other institutions. Please answer all of the questions thoroughly. Please attach any reproduction copies of photographs of project activities or media produced for the project.

### Project Purpose

Include your program purpose statement here

The "Get Involved: Powered by Your Library" initiative prepares California public libraries for successful replication and sustainability of promising volunteer engagement practices, which increases the number of library volunteers, the skilled roles that volunteers play, and measures the volunteers' demonstrated support of libraries beyond their volunteer assignments.

### Project Activities and Methods

How did you accomplish the project? What were the steps involved? How did you engage the target audience?

Leaders of 6 Get Involved Regional Networks met via conference call about every other month

Several Regional Leaders proposed and presented a well-received program at the California Library Association Conference in November. A poster session was also given there.

One Regional Leader presented the Poster Session at ALA in Las Vegas.

Worked with VolunteerMatch to prepare the "Library Volunteer Program Improvement Model for online testing by our Regional Leaders. Excellent feedback from the pilot testers will be used to revise the tool for another test by the small group before making it available to all California libraries.

Materials have been added monthly to the Get Involved Clearinghouse: [getinvolvedca.org](http://getinvolvedca.org) In addition, a space to highlight upcoming events and the VolunteerMatch widget were added to the page.

The Get Involved listserv has 504 members.

One webinar was presented in December (also archived and posted to the Clearinghouse) -- "Where Do I Go From Here: Engage Volunteers in New Ways," and a second one -- "Using Facebook to Recruit Volunteers" was produced in February.

Volunteers who created their VolunteerMatch account on the California Libraries "Hub" site are surveyed in the quarter following the quarter they did so to learn about their volunteer opportunity selection, their continued volunteer involvement, and their activities on behalf of the library beyond their volunteer assignment.

A Facebook page is utilized to push potential literacy volunteers to the Get Involved "hub"

### Project Outputs

What was created for the project and how much? (For instance three promotional brochures were created and 75 copies distributed; or three training classes were designed; two sessions of each were held, and 80 people were trained)

6 Get Involved Regional Networks  
15 Regional Leaders  
6 Regional Events Held  
286 Participants in Regional Events  
504 members of the Get Involved listserv  
2 webinars held: December, 2013 & February, 2014

VolunteerMatch Statistics:

816 average monthly referrals to a library volunteer opportunity on VolunteerMatch  
756 average/month volunteer opportunities posted by CA libraries on VolunteerMatch

From Google Analytics: Get Involved Hub: <http://californialibraries.volunteermatch.org>

10,437 visitors to the Libraries Get Involved "Hub"  
12,696 sessions (81% new visitors)  
55,222 page views - average 4.11 pages per session  
176 or 1.4% of total referrals to the California Libraries Hub site from Facebook

From Google Analytics: Get Involved Clearinghouse: [getinvolvedca.org](http://getinvolvedca.org)

3,390 visits between July 1, 2013 and June 30, 2014  
2,481 users  
13,744 page views  
71.7% new visitors (28.3% returning)

**Project Outcomes (if applicable)**

Please state the outcomes and the results of your evaluation.

Quarterly surveys are sent to volunteers who sign up on the VolunteerMatch site in the quarter following the quarter they signed up. Survey responses show:

63% had never volunteered for a library before  
68% are still volunteering in the opportunity they found on the site  
75% are highly satisfied with their volunteer experience  
63% told friends about what the library has to offer  
32% introduced friends to volunteer opportunities at the library  
11% gave money to support the library  
5% asked friends to support the library  
5% attended a meeting or rally in support of the library

**Additional Project Outcomes**

Please state any additional intended or unintended outcomes and what data sources you used.

**Anecdotal Information**

Tell us a story. Give two or more examples of how the project has helped an individual or group in your community.

In the quarterly survey sent to volunteers who sign up through VolunteerMatch, they are also asked an open-ended question: "Is there something you learned about libraries that surprised you?"

I learned how much work running a library is!

I learned how many services are offered by this relatively small rural library and how tuned in to the community the librarian and staff are.

The need for the adult literacy program surprised me. It is a huge value to the community.

**Exemplary Project**

If you feel your project was exemplary and others could learn from it and replicate it, please tell us why.

**FEEDBACK FOR THE CALIFORNIA STATE LIBRARY ON THE GRANT PROCESS**

We want to learn and improve our grant processes. Please let us know what worked and what we could do differently to make it a better experience. Thank you!

*file:mcp/lsta/managegrant/1314*