CALIFORNIA STATE LIBRARY LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA) FISCAL YEAR 2017/2018 STATEWIDE GRANT APPLICATION

ELEMENT 1: BASIC INFORMATION (please see application instructions for additional information) Applicant Information 1. Library/Organization Library's DUNS Number Califa Group 135909930 **3. Legal Business Name** (must match name registered with Federal Employer Identification Number (FEIN)) Califa Group 4. **Project Coordinator Name Project Coordinator Title** Paula MacKinnon Interim Director **Business Phone Number** 6. **Email Address** 650-356-2128 pmackinnon@califa.org 8. **Mailing Address** City State Zip 2471 Flores St. San Mateo CA 94403 **Project Information Project Title** California Library Collaborative Initiatives 9. **10. LSTA Funds Requested** \$646,000 \$959,703 11. Cash Match & In-Kind **12. Total Project Cost** \$1,605,703 **California's LSTA Goals** (Check one goal that best describes the project) 13. Literate California **Bridging the Digital Divide** 21st Century Skills **Information Connections** 22nd Century Tools **Community Connections Content Creation/Preservation Ensuring Library Access for All Primary Audience for project** (Select all that apply.) 14. Adults **Pre-School Children Families Rural Populations** Immigrants/Refugees **School Age Children Intergenerational Groups (Excluding Families) Senior Citizens ◯** Library Staff , Volunteers and/or Trustees **Statewide Public Low Income Suburban Populations Non/Limited English Speaking Persons** Unemployed **Urban Populations People with Disabilities People with Limited Functional Literacy Young Adults and Teens**

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 information to support the project.

Califa is widely recognized as a trusted agency to assist libraries in providing new and cost-effective services. Libraries look to Califa not only to provide discounts for digital resources and innovative library products, but also to provide procurement services and solutions, and to serve as a proving ground in testing new technologies.

In 2017/18, Califa will continue to implement a new strategic vision developed during business planning exercises conducted during the prior year, the first full year of operation under new senior management. This vision includes a restructuring of the organization operationally and will focus business lines around those services identified as providing the most value to our membership and that support a transition away from LSTA funding toward a self-sustaining future.

Vendor products & services: Califa members will continue to benefit from cost-effective delivery of innovative library products. Califa will continue to maintain a varied portfolio of resources for libraries provided at discounted pricing to members; will continue to add new products and vendors as they emerge; will continue to support group and aggregate purchase discounts; and will continue to offer free trials and staff training to members. Year on year, Califa saves members over \$4 million on library products and services through competitive and aggregated purchases, and the majority of public library jurisdictions in the state benefit from Califa membership. In addition, Califa will continue to provide procurement services to libraries in order to simplify their purchasing processes and alleviate the burden of procurement policies that make the process onerous when buying multiple products from multiple vendors.

Product prototyping: Califa will continue to serve as an incubator for libraries to try out new products/technologies. In 2015-16, Califa completed the Total Boox pilot project to trial a new pay-as-you-read eBook model where 30+ libraries were able to provide their patrons with access to the Total Boox ebook platform from October 2015 through February 2017 and patrons were able to keep what they read. Another project allowed 30+ libraries to use the Gale Analytics on Demand (AOD) product for 15 months, April 2016 through June 2017, to increase their understanding of their communities. In Spring 2017, Califa worked with the State Library and VARLibraries to bring virtual reality technology to libraries statewide. In 2017-18, Califa will continue to work with Gale to expand the functionality of AOD at the regional and state levels. as well as continue its work with VARLibraries. Califa will also continue its annual vendor fair and offer a webinar series on new/continuing products/services.

eBooks and library-developed products: Califa recently contracted with Pacific Library Partnership on 2 CLSA grants to 1) expand public library access to the enki library shared ebook platform and add \$200,000 of ebook content to the collection; and 2) to lay the groundwork to deploy SimplyE, a discovery app developed by New York Public Library, that allows patrons to find and read library ebooks across multiple vendor platforms including Overdrive, Axis360, 3M and enki. 40 California libraries have already lined up to participate in SimplyE. Califa continues to partner with new content providers and publishers to provide California libraries with access to always-available encyclopedias, self-published eBooks, classic and short story collections, all now available on the shared enki Library platform.

Technology support: In 2017-18, Califa will continue to serve as the aggregator for the broadband infrastructure project, working with CENIC to connect libraries to CalREN, the California Research and Education Network. Califa is working with over 127 library jurisdictions in various stages of quoting, contracting and connecting to CalREN, and bringing libraries from speeds as low as 5MB to as high as 100 GB.

Makerspace development and support. For this grant period Califa will support the development and maintenance of makerspaces in California's public libraries. We plan to offer a "makerspace in a box" solution for selected libraries on a cost-match basis, to include training and support, and provide a "makerspace mall" for libraries with existing makerspaces, to offer them discounted equipment and supplies to complement and maintain these efforts. Working with an advisory group, we will identify the appropriate equipment and supplies, develop needed training, and roll this out in phases. Disaster relief. In 2017-18, Califa will manage the Crisis Relief Fund for public libraries, to support the rebuilding of library collections devastated by fire, flooding and other natural disasters.

This project aligns with the 2013-2017 LSTA five year plan as follows: Goal III, 22^{nd} Century Tools, Programs I and II; Goal V, Bridging the Digital Divide, Programs I-III; Goal VI, Information Connections, Programs I-III.

ELEMENT 3: PARTNERSHIPS

Please list all formal partners for your project here. Please attach (under Element 7) a copy of your signed agreement with each partner, which outlines the role the partner will play and the resources the partner will contribute.

Partner Name	Organization Type (see instructions for valid entries)	Legal Type (see instructions for valid entries)	Role on Project	Resources That Partner Will Contribute (materials/funds/staff)

ELEMENT 4: PLANNING AND EVALUATION

Please answer each area concisely and completely. For section A-F limit responses 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).

Califa's purpose and value is in providing increasingly necessary services to libraries, including brokering deals for digital resources; negotiating group purchases and coordinating regional and statewide projects; providing procurement services and solutions that facilitate purchasing for both vendors and libraries; prototyping new products and identying product enhancements; and pioneering new technologies that empower libraries. Califa's administrative and logistical support for these programs and projects helps California libraries provide more impactful service to their communities.

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

- Negotiate and/or renegotiate at least 35% of its master contracts with vendors to provide discounted sales to members, introducing new discounts for products and services and featuring updated vendor opportunities
- Provide at least 4 webinars per quarter (16 webinars over the grant period) on new products/services or renewed /contract services from current vendors
- At least 8 in-depth online trainings on products that are a part of Califa's established projects will be presented
- Earn at least \$160,000 in commissions from vendor orders to support other activities
- Maintain a website providing members with product, training and grant opportunities
- Sponsor the annual Vendor Fair at Santa Clara University in September 2017
- At least 90% of Califa members will utilize products or services
- Use of the enki eBook platform will increase and functionality expand to include new collections and new opportunities for purchasing and discovery of ebook for member libraries
- At least 120 libraries will be connected to CalREN in Phase 3 of broadband project
- At least 100 library jurisdictions will have virtual reality installations in at least 1 branch

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)

The California State Library determined in previous years that Califa is not an outcomes measurement project.

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

Califa is recognized for its innovative, nimble and dependable approach to planning and delivery of services and on statewide programs and has demonstrated success in partnering with similar organizations on grant-funded projects, including state grants outlined in the project background and purpose, and national grants. Califa pioneered the enki Library eBook platform, which has transitioned into a fee-based subscription service, and is deploying the SimplyE eReader in California libraries as a cost-recovery subscription service. This eReader was developed by NYPL using IMLS funds to simplify patron discovery of eBooks across multiple eBook platforms and supports readers privacy as advocated both in California and by Readers First.

Califa is a partner on two awarded multi-year federal grants including a National Science Foundation grant and one from the National Oceanic and Atmospheric Administration, both of which aim to create professional development programs for rural librarians in creating informal science learning environments.

In 16/17 Califa undertook a business planning effort to assess current practices and provide a path toward a sustainable future. With the defunding of the Infopeople project by 18/19, Califa plans to incorporate Infopeople and library CE/PD as a new line of business. Business planning efforts will continue in 17/18 to prepare for the defunding of Califa as an LSTA grant project in 18/19.

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.	expe	ruction - Involves an interaction for knowledge or skill transfer and how learning is delivered or rienced. (Check all that apply and provide a description including whether the format will be <u>in-on, virtual, or both</u>)
		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: Product webinars, trainings, presentations. Califa will offer at least four webinars per quarter introducing new products or training and informing on enhancements of current offerings. Califa staff will consult with libraries to determine what products or services they are interested in offering to their communities. In-depth trainings will be provided on products that are part of established Califa projects. Training will also be developed and presented for the libraries who

2.	\boxtimes	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)

\boxtimes	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
We negot buyers, m California More than	iate p embe a libra n 80 li	alifa acts as a purchasing agent for digital products that its member libraries need and want to procure. rice, sign contracts, invoice libraries and pay vendors, expediting the purchasing process for both r libraries, and vendors. In May 2013 Califa launched enki, an eBook platform created by Califa for ries, with content purchased directly from publishers, eliminating the role of the third party vendors. braries in California now have access to the enki shared collection of over 60,000 titles. This shared includes always-available encyclopedias and classic fiction, as well as popular fiction and nonfiction
3.	and v	ning & Evaluation - Involves design, development, or assessment of operations, services, or resource when information is collected, analyzed, and/or disseminated. (<i>Check all that apply and provide a interpretation including whether the format will be in-house or third-party</i>)
		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.
		Vorking with an advisory committee and informed by survey data and an environmental scan, we will space activities for this project and develop and implement an evaluation plan.
	facili	turement – May only be used for projects with an Institutional Capacity Intent. Acquiring or leasing ties; purchasing equipment/supplies, hardware/software, or other materials (not content) that support ral library infrastructure. (<i>Provide a description</i>)
requested addition, purchase	acces as the of net	though Califa's primary focus is on electronic resources, we also provide aggregated and/or customers to library equipment and supplies such as Bibliotheca self check machines, RFID tags, etc. In CENIC aggregator, Califa is supporting library network infrastructure through the aggregated work equipment. We are working closely with CENIC to establish unprecidented discounts for ent as well as nonCISCO providers. Califa contracts with libraries and CENIC to purchase the

necessary circuits and equipment and serves as the aggregator/interface for statewide federal Education rate (E-rate) and California Teleconnect Fund discounts on broadband connectivity. Califa also facilitates computer equipment

purchasing on select CSL grant projects.

ELEMENT 5: 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.

described in Planning and Evaluation. Please put an X in each Activity	July		Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug
Negotiate with vendors for master contracts for new products														
and services	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Plan and implement the annual Califa Vendor Fair	X	X	X								X	X	X	X
Product procurement for member libraries	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Organize monthly webinars on vendor products	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Communicate and inform members online, in person and phone	v		v	v	,	v	v	v		**	**		v	**
_	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Expand and enhance the enki eBook platform	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Coordinate with CENIC to connect more libraries	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Identify vendors or partners for new project initiatives for Califa	X	X	X	x	X	X	X	X	X	X	X	X	X	X
Coordinate with CSL on statewide initiatives including Virtual	A	71	A	A	74	A	71	71	71	71	74	74	A	A
Reality & SimplyE	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Create and convene advisory group for makerspace activities	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Purchase makerspace equipment and supplies			X	X	X	X	X	X	X	X	X	X	X	X
Select libraries for makerspace in a box						X	X							
Distribute makerspace in a box equipment, conduct training							X	X	X					

ELEMENT6: BUDGET

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

Budget Category	LSTA	Cash Match & In-Kind	Total
Salaries/Wages/Benefits			
	\$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

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Consultant Fees			
enki eBook platform maintenance, administration, programming	\$0	\$86,000	\$86,000
Legal, Audit, Board Retreat	\$0	\$19,000	\$19,000
Strategic Consultant	\$0	\$31,200	\$31,200
Business Planning	\$0	\$55,000	\$55,000
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
Subtotal	\$0	\$191,200	\$191,200

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Budget Category	LSTA	Cash Match & In-Kind	Total
Travel			
Staff travel to member library sites; Board travel to meetings	\$0	\$22,000	\$22,000
enki-related travel	\$0	\$14,000	\$14,000
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
Subtotal	\$0	\$36,000	\$36,000

Description:

Supplies/Materials			
Crisis Relief Fund	\$200,000	\$0	\$200,000
eBook content (enki)	\$0	\$50,000	\$50,000
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
Subtotal	\$200,000	\$50,000	\$250,000

Description:

\$200,000 for Crisis Relief Fund for collection development for fire-ravaged counties or locations suffering from other natural disasters. Any county with over 100,000 acres lost to fire will receive \$15,000; counties sustaining less than 100,000 acres lost to fire will receive \$10,000.

eBook content for California statewide shared collection.

Budget Category	LSTA	Cash Match & In-Kind	Total
Equipment (\$5,000 or more per unit)			
• • • • • • • • • • • • • • • • • • • •	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0
Description:			
Services			
Contracted Services for electronic and other resources	\$350,000	\$0	\$350,000
Contracted Services - PLS: Califa Staff	\$96,000	\$320,453	\$416,453
Contracted Services - PLS: Support Services	\$0	\$362,050	\$362,050
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0	\$0	\$0
	\$0 \$446,000	\$0	\$0
other resources and services, including equipment/training for makerspace products and technologies, and communication and coordination of project Califa staff is hired through the Peninsula Library System (PLS) and assig Wayne Walker, training coordinator (open position). PLS Support include management.	ct activities for eff gned to Califa full	ficient customer l-time: Paula Ma	service. cKinnon,
Project Total	\$646,000	\$959,703	\$1,605,703
Indirect Cost Rate Applied 0.0 % Indirect Cost	\$0	\$0	\$0
Check one:			
No Indirect	rate *	Indirect propose	d cost rate *
* please attach supporting documentation if required	_	1 1	
Description:			
Grand Total	\$646,000	\$959,703	\$1,605,703

ELEMENT 7: ATTACHMENTS

If you have additional resources that support your grant, please attach after this page

		RNET CERTIFICATIO	N.			
	ne Appropriat lic Library	e Library Type	☐ K-12	☐ Multi-Type	Special/Other	
	•			public elementary school libbrary is (check only one of the	• •	
A	The applicar	•	ary, a public elemen	ary school library or public of the Library Services and	•	
В	_	ng a group of applicants	. Those applicants	that are subject to CIPA re	equirements have	
	application l Act. The lib who are sub	nave complied with the recary submitting this appli	equirements of Section cation has collected s. The library will ke	d public secondary school li on 9134(f)(1) of the Library Internet Safety Certification eep these certifications on fines.	Services and Technology as from all other applicants	
С. 🗵	The CIPA re		because no funds m	ade available under this LST to pay for direct costs assoc		
SIGNA' I have r		rt this LSTA Grant Ap	plication.			
Califa G		•	-	ifornia Library Collaborativ	ve Initiatives	
	/Organization		Project Name			
	aula MacKinnon ibrary Director Name			Interim Director Title		
 Library	Director Sign	ature				