CALIFORNIA STATE LIBRARY
LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA)

Final Program Narrative Report
(LSTA Form 9)

Grant Information

Library Jurisdiction	Serra Cooperative Library System
Project Title	Seguimos Creando Enlaces III: A Baja & Southern California Conference to Expand Library Borders
Grant Award #	40-8266
Grant Period	July 1, 2013 - June 30, 2014
Amount of Grant Award	$19,250
Amount of Grant Expended	$19,250
Local Match	$0
In-Kind	$31,500
Total Amount of Project (amount expended + match + in-kind)	$50,750
Number of Persons Served (should not include total population of service area or potential population to be reached)	188

Project 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 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
This two day conference brought together librarians from Southern California, Baja California Mexico, states in the south of Mexico and other border areas or California locations by virtual means who wished to contribute to the knowedge exchange on how best to reach and serve Spanish speaking and/or Hispanic library customers.   We continue to connect across the border and expand or establish relationships and partnerships which provide new and improved financial, health, educational, and recreational services and programs for our large Hispanic population. The goal is to reach out to customers who are Spanish speaking and make them aware of the learning tools and technology that the library has available to enhance their daily lives and future endeavors.

Project Activities and Methods
How did you accomplish the project? What were the steps involved? How did you engage the target audience?
Committee of 4 librarians from San Diego Public, 2 librarians from San Diego County, 2 librarians from Imperial County Library System, one librarian from San Diego State U, and one retired San Diego State U librarian
Monthly committee meetings since Sept 2013 changing to weekly meetings from the beginning of February until the conference date of March 6th & 7th
Special Events rooms at the Central Library were reserved and evaluated for the different types of activities being planned. The special events coordinators of SDPL attended a committee meeting to assist with technology and space considerations
Save the Date flyers and talking points created to spread the word at the ABIBAC (Baja Library Association) conference in October, CLA (California Library Association) conference in November, Guadalajara Book Fair in November, and ALA (American Library Association) Midwinter conference.
Creandoenlaces.org website updated with draft agenda, current registration form and other conference information
Hussong Translations reserved and contracted
Group hotel prices evaluated and a convenient, economical location selected with a block of 20 rooms reserved.
Call for presentations sent out via CALIX-L (California Libraries' Listserv), internal email systems of large southern California systems, AMBAC (Mexican Library Association) and ABIBAC (Baja Library Association), Border Region Library Association listserv and Eureka Leadership listserv .
Submissions evaluated for strength of contribution and cohesiveness with the topics of Technology and/or Early Learning in Libraries, selections made and agenda crafted.
Adobe Connect secured and tested for the videoconferencing and tech support on conference days
Folders, nametags, certificates prepared and assignments for registration, headset checkout, transportation, etc. arranged
An after-hours reception and entertainment sponsored by the vendors to benefit scholarship funds for Libros, the San Diego chapter of Reforma
Proposals for ALA 2014 and CLA 2014 conference presentation options submitted
Debriefing meeting held for videoconferencing review and evaluation review
Follow-up survey posted via surveymonkey

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)

1) 250 Save the Date Flyers distributed – Spanish and English language (Attachments #1A & 1B)

2) Call for presentation proposals email sent (CALIX, San Diego County Library internal email, San Diego Public Library internal email, Border Librarians listserv, ABIBAC and AMBAC listservs, REFORMA listserv, Creando Enlaces website and Creando Enlaces Facebook page) (Attachment #2A & 2B)

3) 10 committee meetings

4) Three contracts produced for conference support positions

5) One contract for hotel

6) One contract for Hussong Translation services

7) One registration form with survey questions created to measure participants level of interaction and collaboration with libraries "across the border" (Attachment #3)

8) One Virtual Attendance survey for those attending via Adobe Connect (Attachment #4)

9) Two day Conference completed with 12 presentations, 6 breakout sessions with two being virtually presented, and 13 poster sessions (Attachment #5)

10) Attendees numbered at 188 individuals. Breakdown is as follows:

149 in person /14 virtual the first day and 109 in person / 7 virtual the second day with 31 or 20.8% of the in-person attendees being from Mexico and 28 or 18.7% of the attendees coming from outside the San Diego County area

11)   73 English surveys and 22 Spanish surveys collected (Attachment #6A & 6B)

12) One presentation from the Creando Enlaces Committee given at ABIBAC (Baja Librarian Association) annual conference in October 2013

13) A conference registration and information webpage, www.creandoenlaces.org, is updated and active.

14) A resource list with speakers and presenters information created online

15) One California Library Association "Insider" segment (Attachment #7)

16) One presentation, "From Here to There: A Look Into Hands-on Collaboration", at the American Library Association International Relations Roundtable (IRRT) preconference in June 2014 (Attachment #8)

17) One presentation, "Igniting the Conversation: Bringing Inspiration Home", at the American Library Association conference in June 2014 (Attachment #9)

Project Outcomes (if applicable)
Please state the outcomes and the results of your evaluation.

23% of respondents said the conference exceeded expectations and 75% said it met them (98% total satisfaction).

On our registration form, we queried attendees on their degree of knowledge on resource for using technology with regard to Spanish speaking customers, 161 registrants responded with 71% of this group stating they had some or no knowledge.

62% of survey respondents said they gained "much more" knowledge of technology and 29% said they gained some (91% total attendees left with more information on technology).

A second query on our registration form measured the degree of knowledge on early literacy resources with regard to Spansih speaking customers. 169 registrants responded with 53%% stating they had some or no knowledge.

65% of survey respondents said they gained "much more" knowledge of early literacy and 29%said they gained some (94% total attendees left with more information on early literacy)

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

). Marc Chery, San Diego Public Library, and Raul Rodriguez Gonzalez, CETYS Tijuana, collaborative for "One Book, One Region" (Attachment #10)

2). Juanita Benedicto, SDCL Fallbrook, CA, and Rosa Maria Gonzales from Benito Juarez Library, Tijuana, Mexico, to collaborate on a website to increase resources for children of migrant workers. (Attachment #11)

3). Patrick Sullivan presented on Seguimos Creando Enlaces at the Mexican Librarian Association (AMBAC) annual conference in Monterrey, Nuevo Leon, Mexico on May 14-16, 2014

4). Lorenza Carpenter, Imperial County Library, presented on children's programs at the library conference of Estatal de la Red Nacional de Bibliotecas Públicas in Mexicali (Attachment #12)

5). 5 Staff members from San Diego City and County Libraries, as well as the City of Commerce library, assisted and presented at CETYS Mexicali library for "Mi Dia en la Biblioteca" (May 15, 2014) where 70 youths ranging in age from preschool to middle school were invited to the university library to be exposed to reading,arts, culture and academic pursuits.

6). Marion Moss-Hubbard, San Diego Public Library, and Helen Guavara de Ladron, University Cultural Center at Guadalajara, exhanged information about marketing, partnerships and future visits to each others' libraries (Attachment #13)

7). Imperial Valley Press article on the conference (Attachment #14)

8). La Rondalla musicians performed for customers of SDPL in an afternoon concert

9). Four Spanish Book Club Kits to start all Spanish book discussions. Two titles were selected for two book bags each: El Alquimista: Una Fabula Para Seguir Tus Suenos (The Alchemist by Paulo Coelho) and El arte de conducir bajo la lluvia /The Art of Racing in the Rain (Spanish Edition) by Garth Stein

10). San Diego office of Immigration/Naturalization would like to have a naturalization ceremony in SDPL Auditorium to expose new citizens and their families to U.S. library services

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

An excerpt from our evaluation form relates: "I was the only person from my library who was able to attend. I plan to share info[rmation] about digital local history collections, the importance of explicit early learning programs, and culturally relevant programs/services! Learned a lot about successful partnerships and outreach that works!"

A further excerpt from this form that echoes sentiments made verbally and in writing by other conference attendees states: "This was a wonderful learning experience for me and broadens my vision of what is possible within our libraries. Smaller in scale than many conferences, I was actually able to meet new people with like-minded values and start conversations that matter! I appreciated that this happened within a local/state/cross-border context. There is no other conference like this. This conference sparked many important conversations about how we can best servce our county's growing and vibrant Latino population. Thank you! I look forward to this great learning experience next year."

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

Exemplary elements of our Creando Enlaces conference project are as follows:

Manpower and ideas for the conference itself comes from a committee structure created by partnerships between various library systems, types, locations and organizations

Our committee identified a need prevalent in our geographic region (serving Spanish speaking citizens), addressed it, and then found through publicizing our efforts that this need is, and will increasingly become, relevant to more U.S. cities and communities than just our southern border area.

Our conference encourages sharing and networking among all levels of library staff. The environment creates platforms for collaboration and ideas to be born and showcased on a more formal level, such as when we have a call for formal proposals and panels, as well as a less formal level, such as the strong response we have had to our poster session request. Time is built in for browsing and talking with

feedback being positive on the opportunities for stimulation of ideas.

We have publicized our activities and concepts in various library conferences and venues.

We have created name recognition from the national and international library community with a logo and website.

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