

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

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

Grant Information

Library Jurisdiction	Pacific Library Partnership
Project Title	Literacy Initiatives
Grant Award #	40-8263
Grant Period	2013 - 2014
Amount of Grant Award	\$185,940
Amount of Grant Expended	\$185,940
Local Match	\$35,240
In-Kind	\$84,900
Total Amount of Project (amount expended + match + in-kind)	\$306,080
Number of Persons Served (should not include total population of service area or potential population to be reached)	100,000

Project Director

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Title	Chief Executive Officer
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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

The Literacy Initiatives grant enables the Pacific Library Partnership to support CLLS programs in sustaining their high quality literacy programming and services to meet the needs of adult learners and their families who come to the library seeking help with reading and writing skills.

Project Activities and Methods

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

ALLI Boot Camps - 3 Boot Camps were held: February 28 - March 2 in Ventura, May 2 - 4 in Escondido, and May 30 - June 1 in Sacramento. 52 adult learner participants left feeling empowered and confident. One learner commented: "This 2 1/2 days completely changed my life."

Easy Voter Guide - For the June Primary Election, the Easy Voter Guide (EVG) was made available in a 4 page format in 4 languages: www.easyvoterguide.org. Over 104,000 printed guides were distributed to 266 libraries, local Leagues of Women Voters (our partner on this project), schools and community groups. More than half of the guides (and all free copies) were distributed to libraries alone.

CLLS 30th Anniversary Celebration - In preparation for our 30th Anniversary in September 2014, a committee of 8 CLLS representatives (1 from each regional network) was recruited to plan activities. The group determined that the goals of the statewide celebration would be: (1) To raise awareness about the issue of adult literacy, and (2) to recruit additional volunteer tutors to help meet the waiting list of nearly 4,000 adult learners statewide. The Team created an online 30th Anniversary Toolkit: http://www.libraryliteracy.org/staff/resources/30_anv/index.html.

A webinar was held in November showcasing "Signature" events of some of the literacy programs around the state in an effort to help local programs prepare to do an event in September. An additional webinar was held in March, 2014 in cooperation with Infopeople on the topic of Getting the Media to Events.

Five incredible new 30th Anniversary video pieces were created by Mortarotti-Ramirez Productions that can be found here: www.calreads.org. A statewide search for the best adult learner and volunteer tutor stories was undertaken, along with the best library and community spokespersons for the program. The results are amazing, and will be used on library websites, will be shown at local literacy events and tutor trainings, and shared on social media. We will also be able to create some 30 second PSAs from them.

We were successful in getting Governor Brown to proclaim September 2014 "Adult Literacy Awareness Month" in California.

Each local library's literacy program were asked to hold a local special event during September of 2014. Over 90 events were planned and posted on our Facebook page:

<https://www.facebook.com/CaliforniaLibraryLiteracyServices>

We also recruited a highly skilled and experienced Public Relations professional as a volunteer to design our statewide PR plan for the 30th Anniversary. He drafted and released a statewide press release, created a local press release template for the local programs, designed and helped to implement a social media campaign, designed a plan for a message from the State Librarian to every City Council Member and County Supervisor in the state, asking them to assist with a local Proclamation for September as "Adult Literacy Awareness Month," (TONS of those proclamations were given, and many shared on social media with the hashtag #calreads. In addition, he helped us secure an Op-Ed by our State Librarian in the Sacramento Bee in early September. The goal of the calreads.org website and #calreads was to get people to the website where they could see the beautiful videos, and type their zipcode in to find a place to volunteer near their homes.

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)

3 ALLI Boot Camps

52 ALLI Boot Camp Participants

104,000 Easy Voter Guides printed and distributed

266 libraries received free Easy Voter Guides

2 New Literacy Coordinator/Library Director Orientation meetings

52 Participants in the New Literacy Coordinator, Library Director Orientation meetings

8 Members of the 30th Anniversary Planning Team

1 Awesome volunteer PR specialist

1 Gubernatorial Proclamation declaring September 2014 Adult Literacy Awareness Month in California

Dozens of local city and county Proclamations

5 new video pieces

90+ local literacy events celebrating CLLS' 30th Anniversary posted and shared on CLLS Facebook Page

Project Outcomes (if applicable)

Please state the outcomes and the results of your evaluation.

Annual Roles and Goals outcomes and literacy volunteer numbers are being gathered through the final reporting process now.

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.

Comments on the Distribution of Free Easy Voter Guides at Libraries:

We always appreciate the EVG here at our public library. Many of our patrons ask for the guide and others pick it up when they see it on the display shelf."

"Thank you, thank you. And thanks for the free copies since we wouldn't get them otherwise because of budget restraints."

"Great service for breaking down propositions for general public."

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