

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

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

Grant Information

Library Jurisdiction	Southern California Library Cooperative
Project Title	California Center for the Book - Year 15
Grant Award #	40-8271
Grant Period	July 1, 2013 to June 30, 2014
Amount of Grant Award	182,150
Amount of Grant Expended	182,150
Local Match	38,401
In-Kind	35,500
Total Amount of Project (amount expended + match + in-kind)	256,051
Number of Persons Served (should not include total population of service area or potential population to be reached)	statewide

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

The California Center for the Book (CCFB) helps the librarians of California: to get people reading and talking about books; to attract people to the library for programming that encourages civic engagement and volunteerism; to increase community awareness of the value of the library; to form partnerships for stronger programs; to foster the library's position as a source of lifelong learning; and to provide engaging and inspirational programming at little or no cost to libraries. The California Center for the Book is part of a network of state affiliates of the Center for the Book in the Library of Congress (LOCCFB).

Project Activities and Methods

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

California Reads: We are collaborating with Cal Humanities (formerly the California Council for the Humanities) on a statewide reading program scheduled for autumn 2014. California Reads uses the popular "one city, one book" model to get Californians around the state reading and talking about a book, and public libraries are the crucial partners in this model. Cal Humanities distributes grant money from the National Endowment for the Humanities to public libraries who design book discussions and public programs of all kinds, including scholar talks, expert panels, film screenings, community dialogues, and musical events. Since spring 2013 we have been consulting with Cal Humanities on grant guidelines, participating in theme selection and planning of lead-up activities, and coordinating the book selection and outreach plan. During FY 2013-14 we were the lead partner on selecting short pieces for a supplementary reader to complement the main reading selection, WHAT IT IS LIKE TO GO TO WAR by Vietnam veteran Karl Marlantes. We created discussion questions and other resource materials for the reader guide that will be supplied to the participating libraries and made available online for private book groups to use. We assisted in developing an author tour in which Mr. Marlantes will speak at six locations in northern California in October 2014 and six locations in southern California in November 2014.

Book clubs in a box: These mainstay programs provide everything that a librarian needs in order to run a book group in the library: multiple copies of several book titles (assembled around a theme), discussion questions, promotional materials, and in some cases a film or films. We create a new book club in a box every other year, roughly speaking, and have chosen themes that have been requested by California librarians. Two book clubs are mystery-oriented ("Women of Mystery" and "Mysterious California"), two were created for teens and tweens ("Comix. @ \$#!" and "Caught in the Crossfire: Young People and War"), one explores the art of film adaptation ("Book Into Film: Novels and Short Stories Adapted for the Screen") and our newest book club, "Mosaico de Literature," features popular fiction titles in Spanish. We market these programs extensively at the CLA conference and throughout the year; this year we also exhibited at the California School Libraries Association conference.

This year we heard from librarians at several California state prisons who were interested in starting book groups for their inmates. There are often restrictions on the format and subject matter of books sent to prisons, so we are asking prison librarians to evaluate our books for us and advise on what a prison book group might safely include.

Book to Action: The California State Library has been involved in this innovative program since 2011, when a

librarian from Hayward Public Library discovered the concept at an Oregon library system and thought it would complement the State Library's work in fostering volunteerism and civic engagement. Book to Action builds on the book group concept by introducing a community engagement activity that readers can participate in after reading and discussing the book (more background can be found at <http://www.library.ca.gov/lds/getinvolved/booktoaction/>). In 2013, the CCFB took over administration of the program, providing reimbursements for library expenses in 2013 and paying invoices directly in 2014. The librarians who have taken part in Book to Action have been extremely excited by the program's power to show the library in a new light, to position it as a community center, and to alert the public to the library's collections and partnerships. They have also heard from participants who are grateful for the chance to learn about a community issue and the people who are working on it, and to get involved with the efforts around that issue.

Angela Citizen, principal librarian at Inglewood Public Library, organized a program at a local "learning garden" about healthy eating and organic gardening, which tied into their book choice of *THE BOOK OF GARDENING PROJECTS FOR KIDS*. Angela reported, "It was a wonderful way for Library staff to get out in the community, meet people and tell them about the Library's services, programs and resources."

Sunnyvale Public Library's Book to Action program was organized around three books that deal with the subject of autism, and the library and its partners (the Morgan Autism Center, Parents Helping Parents, the Sunnyvale School District) provided a range of community activities to attract tween, teen and adult audiences. All ages got the chance to read and discuss an age-appropriate book and to help with the volunteer activity: making "sensory fidget beads" which help autistic students concentrate in school. The librarian in charge of the project reported that the community was delighted by the opportunities for learning and empathy provided by the selected books, activities and speakers. Book to Action funds can be used to supplement the library's collection of titles about the chosen issue, and Sunnyvale patrons appreciated the library's acquisition of titles that will enable them to continue learning about the topic.

Jenna Severson of Monterey County Free Libraries selected *FOOD RULES* by Michael Pollan as the Book to Action title and organized a series of events highlighting sustainable gardening practices and environmental awareness. Jenna reported, "As program organizer, I was incredibly pleased with the rich conversations that took place between participants as a result of the Book to Action program." The library partnered with MEarth, a local environmental education group, who invited participants to their Carmel educational facility for a talk and demonstration about organic gardening and cooking. MEarth's director was thrilled at the enthusiastic intergenerational audience for this program and said, "Things like this are truly why we built this place."

One administrative note about Book to Action: when the CCFB took the project over at the request of the State Library, the program was run on a reimbursement model. Each participating library submitted a report of approved expenses and was reimbursed for the total amount, so SCLC had to issue approximately twenty checks. For the 2014 BTA program, the State Library asked us to pay invoices as they arose, not to reimburse the libraries at the end of the program. The unfortunate result of this is that SCLC's staff has had to process about 65 different payments, a substantial increase in workload.

Letters About Literature: This long-standing annual competition is sponsored by the LOCCFB and attracts between 50,000 and 70,000 students nationally. Students in grades four through twelve are invited to write a letter to the author, living or dead, of a text that changed the child's life or way of looking at the world. The letters are judged in three different age groups: grades four through six (Level One), grades seven and eight (Level Two), and grades nine through twelve (Level Three). There are winners and honorable mentions at both the state and national levels. Students can participate as individuals, but the great majority of entries come from teachers submitting class sets after using the contest as a classroom activity. In California, as in many states, we have found that standardized testing and the introduction of the Common Core have made it difficult for teachers to find the time to include this optional program in their lesson plans. However, LAL was crafted to fulfill national language arts standards and we will heavily publicize its connection to Common Core standards. We have been glad to see that California students continue to win national prizes. This year our eleventh-grade winner, Riddhi Sangam from Saratoga High School, won a National Honor for her letter to

Jhumpa Lahiri for her book THE NAMESAKE (http://calbook.org/lal/2014_entries/riddhiS.pdf).

The LOCCFB is still seeking a new corporate co-sponsor for LAL since Target Stores withdrew two years ago, and would especially like to provide more funding to the state affiliates for promotional activities. The state centers will be holding virtual meetings throughout the year to discuss ways to strengthen the program, with or without a national co-sponsor.

Poetry workshops in rural libraries: For several years, we have worked with the nonprofit literary organization Poets & Writers to offer poetry-writing and memoir-writing workshops in small or rural communities. We schedule talented poet/instructors to tour rural northern California, the Central Valley, and the Inland Empire to give workshops to teen and adult audiences. Some workshops are bilingual Spanish/English and some are intergenerational; all are appreciated by the participants and the host libraries, whose remote location makes it difficult to schedule author talks or instructional programming. Our office schedules the workshops, creates publicity materials for the host communities, and provides half of the instructor's fees (Poets & Writers contributes \$200, and we contribute either \$200 or, if the host library is unable to contribute anything, \$300). Ten workshops took place in spring 2014; details are below.

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)

California Reads: Cal Humanities awarded grants to 43 library jurisdictions to participate in this statewide reading program. Grant awards ranged from \$1,000 to \$15,000, depending on the size of the library's service population and the scope of their programming plans. Library jurisdictions that serve a population of up to 50,000 people were awarded \$2,000; up to 100,000 people, \$5,000; up to 500,000 people, \$7,500; over 500,000 people, \$15,000. Since the public programming won't take place until autumn 2014, we do not have public participation numbers to report for FY 2013-14.

Book clubs in a box: "Book Into Film" was hosted by seven libraries in the counties of Alameda, Los Angeles, Riverside, San Bernardino, Santa Cruz, and Tulare. "Caught in the Crossfire" - six libraries in the counties of Riverside, Sacramento, and San Bernardino. "Comix. @ \$#!" - ten libraries in the counties of Los Angeles, Riverside, Sacramento, San Bernardino, San Francisco, San Mateo, and Santa Cruz. "Mosaico de Literatura" - five libraries in the counties of Contra Costa, Los Angeles, Riverside, San Diego, and Tulare. "Mysterious California" - eight libraries in the counties of Humboldt, Los Angeles, Monterey, Orange, Riverside, San Diego, and San Joaquin. "Women of Mystery" - three libraries in the counties of Los Angeles, San Diego, and Tulare.

Book to Action: Thirteen library jurisdictions participated and were approved for disbursements in the following amounts: El Centro Public Library - \$2510; Inglewood Public Library - \$2023; Mendocino County Library - \$3000; Mono County Free Library - \$2000; Monterey County Free Libraries - \$3000; Nevada County Library - \$1000; Oakland Public Library - \$2250; Placentia Public Library - \$3000; Ponderosa and Haskett branches of Anaheim Public Library - \$900; Sacramento Public Library - \$3000; Santa Ana Public Library - \$1100; Sunnyvale Public Library - \$2400; Valencia Park/Malcolm X branch, San Diego Public Library - \$3000.

Letters About Literature: In California, 2,320 students participated: 622 in Level One, 959 in Level Two, and 739 in Level Three. Three hundred teachers sent class sets; we are developing a mail campaign for autumn 2014 with the goal of increasing that number.

Poetry workshops in rural libraries: We reached our target of ten workshops. Susan Wooldridge presented four poetry workshops, three in Humboldt County and one in Butte County. Olga Garcia presented two bilingual memoir-writing workshops in Kern County. Tim Z. Hernandez presented four poetry workshops, one each in the counties of Kings, Madera, San Benito and San Joaquin.

Project Outcomes (if applicable)

Please state the outcomes and the results of your evaluation.

We introduced outcome measurements in our book club evaluations for the first time this year. We hoped that at least 75% of participants would state that they learned something from the book discussion, and over 90% of participants stated this in their evaluation. We hoped that at least 30% of participants would state that the book discussion was the first such program they had ever attended at the library, in order to show that our programs help librarians attract new audiences to the library. 49% of respondents said that they were attending a library book discussion program for the first time.

Additional Project Outcomes

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

The CCFB director, Mary Menzel, helped to plan and present a Book to Action panel at the Public Library Association conference in Indianapolis in March. She presented the California State Library's initiatives on volunteerism and civic engagement and explained how Book to Action ties into those priorities and how it has grown in California. Sally Thomas, the Hayward Public librarian responsible for introducing the program in California, presented her community's volunteer activities and showcased the Book to Action Toolkit available at library.ca.gov. Lori Easterwood from Sacramento Public Library and Alison McKee from Contra Costa County Library gave details on their communities' civic engagement outcomes and encouraged the audience to try the program locally. A few California librarians in attendance told us that they would definitely apply for CSL funds in the future, but we were especially gratified at the number of librarians from other states who said that they would access the Toolkit, find local funding for a BTA program, and encourage their own state library to get involved. They had understood our message that BTA can be a transformative program for libraries, librarians and communities, and they told us that they were inspired by the thought of bringing this concept home to their patrons and their institutions.

Anecdotal Information

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

We always love reading the evaluations from poetry workshop participants who appreciate an opportunity to rediscover their creativity; they often use words like "unleashed" and "reawakened." A member of Susan Wooldrige's McKinleyville group wrote afterwards, "Susan's workshop was an adventure. For me, it was a visit to foreign territory as well as a way of reconnecting with the familiar that wanted revisiting..." A participant in Susan's Chico workshop wrote, "I did something life-changing today...I have been cracked open..and everything is going to spill out of me, all at once."

The Book to Action librarians sometimes report that the program has led to a permanent change in the library's services. Last year, the patrons of Sacramento Public Library were so impressed by their Book to Action program about sustainable gardening that they suggested the library introduce a tool lending service. This year Mendocino County Library created a seed library for the community's use; senior librarian Eliza Wingate emailed, "This has been an amazing grant for us. Our seed library is up and running -- so excited!"

Exemplary Project

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

There is one Center for the Book affiliate in each state, and the LOCCFB considers the California Center one of the most active and creative in the network, praising our book clubs in a box, our ongoing work with the state humanities council, and our focus on civic engagement. The LOCCFB has asked us to be part of an advisory group of state centers that will assist the national office in the coming year and help to steer the network of state affiliates toward a stronger working relationship. A major project for the next 2-3 years will be the development of a national literary map; CCFB is a major participant in the planning process and will assist in the development of an NEH planning grant proposal. We are proud that the California affiliate is recognized and appreciated by the parent organization, and we hope that

our efforts to strengthen the national network will result in other initiatives (such as collaborative publicity campaigns) that will benefit us all.

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