

## FY 2017 Library Development Project Proposal Form

As you complete this form, please refer to:

The FY 17 Library Development Budget approved by the MSL Commission on April 6

The Library Development Study Task Force Recommendations

The IMLS list of LSTA-specified Grants to States Priorities

The current version of the Evaluation Planning Guide for Library Development Projects and Services

### Section One: Basic Information

1. *Project Title:* Ready 2 Read Texting
2. *Do you consider your project to be a one- time pilot that is not connected to any existing project or service? Or, does your project add services, access or content to an existing project? Please explain.*

This project seeks to fund what has been a pilot for the last year, the Ready 2 Read texting project. The Ready 2 Read Texting project uses a text messaging service to send three messages per week for a period of eight months to people who sign up for the service. The messages are designed to support parents and caregivers of preschoolers so that they understand the value of sharing language and literacy with their children. Additionally, the program is based on the idea that these learning opportunities exist everywhere all of the time – from time in the car to a trip to the grocery store. We want parents and caregivers to know that they have teaching moments constantly and that these small efforts add up to a child who is ready to be successful in school and in life.

3. *How does your project fall under a broader umbrella—i.e., one of the larger efforts described in the LDSTF Recommendations or in the IMLS list of [LSTA-specified Grants to States Priorities](#)? If so, which one? Please explain.*

Lifelong Learning – This project will help parents and caregivers learn about how best to interact with their children, which will impact their children’s learning.

4. *Primary Project Manager:* Lifelong Learning Librarian
5. *Other MSL staff that will be involved in the project’s implementation:*
6. *Potential partnering institutions or entities for the project:*

#### Libraries

Historical societies

Museums

Archives

Cultural heritage organizations

Schools

Child care centers

Higher education

Adult education

Human services organizations

Other (please list):

7. *Total FY 17 Library Development funding approved by the MSL Commission for this project/service? (not including MSL funded personnel): Please indicate whether the funding source is FY16 LSTA or FY17 CST monies. Note that some items in the FY 17 Library Development budget have funding from both sources. If so, please indicate each amount.*

FY17.

## **Section Two: Audience, Benefits and Outcomes, Evaluation**

1. *What is the primary audience for this project?* Parents and caregivers of preschool-aged children.
2. *How will the project benefit this audience?*

The program targets the behavioral barriers to good parenting by breaking down the complexity of parenting into small steps that are easy-to-achieve and providing continuous support for an entire school year. The parents engaged with the Ready 2 Read texting program will engage in home literacy activities with their children and become more involved with their children's schooling. Increases in parental activity at home and school translate into student learning gains in some areas of early literacy. The widespread use, low cost, and ease of scalability of text messaging make texting an attractive approach to supporting parenting practices.

3. *Please list additional outcomes of the project. Refer to the specific outcome statements within the LDSTF Recommendations as well as the IMLS LSTA priorities. Note that the LDSTF statements are prioritized and that this is the first year of several to come of addressing these goals. Be specific.*

- Learning that spans a lifetime
- Early Literacy outcomes supported through family Literacy
- Community engagement inside & outside the library, fostering engagement in the world and empowering an informed citizenry
- Technology & digital literacy and digital inclusion
- Promotes educational values
- Engagement with arts & humanities

- 21st century skills (connections to people)
- Technology & digital literacy and digital inclusion
- Inspires new channels of learning
- Learning that happens in the library and virtually
- Learning through creation as well as consumption

4. *Your project is expected to include evaluation techniques that utilize the steps outlined in the Evaluation Planning Guide for Library Development Projects and Services. Please describe the evaluation methods and processes you will engage in for this project, based on the information in the Guide.*

Outputs: We are able to collect the number of individuals who sign up on a monthly basis. We can also identify who signed up by zip code so that helps us understand where libraries or other organizations are promoting the program.

Outcomes: We have participated in a pilot for the past year and have just begun to design the evaluation component. Since we have built our program around the idea that you need to read, write, play, sing, and talk with your kids to build positive relationships and experiences, we plan to ask, for instance, "How have you engaged with your kids within the last week? Text r for read, p for play, w for write, etc. etc." Since we will evaluate the program via text, I am toying with the idea of using emojis as a scale instead of a more traditional numerical method.

Additionally, if this program is funded again, I would like to ask another question at enrollment, which is "How often do you share books with your child?" This will give us another way to evaluate how the program impacted behavior of participants.

Based on feedback from the Arthur Blank Foundation's evaluation expert, I am going to try to develop some kind of feedback loop where parents who are engaged in the texts can come together and share stories of what they are doing and how they are doing it (i.e. a Facebook page that highlights the messages and then asks parents to respond with how they implemented this idea in their own lives). The goal will be to create a positive peer group where the participants take the messages a bit further and engage with them somehow via social media and where we can also collect their stories.

### **Section Three: Timeline**

1. *Please give a detailed timeline for the project. The timeline should include all aspects of the project, including initial evaluation planning, project planning, implementation, launch and ongoing management, and if applicable, an end date. If you are creating training proposals for the funding period, please prioritize them. Do you anticipate continuing this project after the current funding concludes? Explain why or why not.*

Fall 2017: Relaunch project targeting Head Start programs and schools involved in the preschool development grant. Those who sign up will receive three messages per week for the next eight months, following the school calendar.

I do see continuing this project. It is one of the few ways that MSL has to interact directly with parents and caregivers and, based on research out of Stanford, is one of the most effective methods with which to affect actual behavioral change that will have long-term impacts on a child's development.

2. *Do you anticipate any change in level of effort or scope during the project? Explain why or why not.*

This project has the potential to grow exponentially based on the number of sign-ups we receive. Financial impacts could be that private funders are interested in supporting it or other government partners, like OPI, want to help us support this effort financially.

#### **Section Four: Marketing Needs**

1. *What marketing needs do you anticipate for your proposed project?*

Additional materials could be created to market this project to new families.

2. *If a third party vendor is involved, what marketing assistance can the vendor supply?*
3. *Do you anticipate needing the MSL Marketing Coordinator's assistance with marketing your project? If so, how much time do you anticipate will be needed?*

Yes. The marketing coordinator will have to determine the most effective method of marketing and then help to produce items that will reach our audience.

#### **Section Five: Proposed budget and spending calendar**

1. *Please give a detailed budget proposal for the project. The budget should include all potential direct costs for the project (not including MSL funded personnel). Typical costs may include, but are not limited to:*

In discussion with vendor.

2. *Please give a close estimate of a spending calendar for the project. As you put this calendar together, consider whether or not your project will require an ITPR, RFI, RFP or Solicitation for Bid. Federal award FY16 LSTA expenditures should be completed well ahead of the September 30, 2017 spending deadline. State FY17 CST expenditures must be completed ahead of the June 30, 2017 deadline.*

Summer 2017: Begin review of existing marketing materials; determine what needs to be done. Create marketing materials.

Late summer 2017: Begin marketing to families with children who are entering preschool

Fall 2017: Messages are sent to those who enroll for the next eight months. There is a rolling admission so families can sign up at any time.

Fall 2017: Pay Shoutbomb to coordinate text messaging service.