

**CALIFORNIA STATE LIBRARY
LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA)
FISCAL YEAR 2016/2017 STATEWIDE GRANT APPLICATION**

ELEMENT 1: BASIC INFORMATION (please see application instructions for additional information)

Applicant Information

- | | |
|--|--|
| <p>1. Library/Organization
Califa Group</p> <p>3. Project Coordinator Name & Title
Susan Hildreth, Executive Director</p> <p>5. Business Phone Number
650-349-5538</p> <p>6. Mailing Address
PO Box or Street Address
2471 Flores St.</p> | <p>2. Library's DUNS Number
135909930</p> <p>4. Email Address
shildreth@califa.org</p> <p>650-349-5089</p> <p>City
San Mateo</p> <p>State
CA</p> <p>Zip
94403</p> |
|--|--|

Project Information

- 7. Project Title** California Library Collaborative Initiatives
- 8. LSTA Funds Requested** \$207,000
- 9. Cash Contributions** \$985,104
- 10. In-Kind** \$0
- 11. Total Project Cost** \$1,192,104
- 12. California's LSTA Goals** (*Check one goal that best describes the project*)
- | | | |
|--|---|--|
| <input type="checkbox"/> Literate California | <input type="checkbox"/> Content Creation/Preservation | <input type="checkbox"/> Community Connections |
| <input type="checkbox"/> 21 st Century Skills | <input type="checkbox"/> Bridging the Digital Divide | <input type="checkbox"/> Ensuring Library Access for All |
| <input type="checkbox"/> 22 nd Century Tools | <input checked="" type="checkbox"/> Information Connections | |
- 13. Number of persons served** (*Number of persons who use or will benefit directly from this project*) 38,800,000
- 14. Primary Audience for project** (*Select all that apply.*)
- | | |
|--|--|
| <input type="checkbox"/> Adults | <input type="checkbox"/> Pre-School Children |
| <input type="checkbox"/> Families | <input type="checkbox"/> Rural Populations |
| <input type="checkbox"/> Immigrants/Refugees | <input type="checkbox"/> School Age Children |
| <input type="checkbox"/> Intergenerational Groups (Excluding Families) | <input type="checkbox"/> Senior Citizens |
| <input checked="" type="checkbox"/> Library Staff , Volunteers and/or Trustees | <input checked="" type="checkbox"/> Statewide Public |
| <input type="checkbox"/> Low Income | <input type="checkbox"/> Suburban Populations |
| <input type="checkbox"/> Non/Limited English Speaking Persons | <input type="checkbox"/> Unemployed |
| <input type="checkbox"/> People with Disabilities | <input type="checkbox"/> Urban Populations |
| <input type="checkbox"/> People with Limited Functional Literacy | <input type="checkbox"/> Young Adults and Teens |
- 15. This signature certifies that I have read and support this LSTA Grant Application.**

Library Director Name: Susan H. Hildreth **Title:** Executive Director

Mailing Address
(*if different from above*) _____ **City** _____ **Zip** _____

Library Director Signature: _____ **Date:** _____

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 info to support the project.

In 2016/17, Califa will begin 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 for the organization.

Vendor products & services: Califa members 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. In 2015/16, Califa saved members almost \$4-million 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 process and alleviate the burden of procurement policies that make the process onerous when buying multiple products from multiple vendors.

Product prototyping: In 15/16 Califa spearheaded 2 projects that allowed libraries to evaluate new products - free of charge to the libraries - over the course of the year. The Total Boox project involved the implementation of a new pay-for-reading-only eBook model where 30+ libraries were able to provide their patrons access to Total Boox for a year with the patrons being able to keep what they read. The Gale Analytics project allowed 30+ libraries to use Analytics on Demand for 15 months to increase their understanding of their users and non-users, and to increase their professional development in the area of community analytics. Califa is also working with Gale to expand the functionality of their Analytics product at the regional (systemwide) and state level.

eBooks and Library-developed products: Califa has partnered with NYPL and 18 other library organizations across the country on a successful IMLS grant to expand access to a library-developed eBook app called SimplyE and to build a national eBook marketplace for libraries. Califa pioneered a statewide eBook platform in 2013 and through this IMLS project, intends to expand nationally what has been developed in California. Califa is also partnering with Amigos Library Services to provide an eBook storefront to enki Library subscribers, where libraries can purchase eBooks directly to add to their enki collection. Califa is also partnering with new content providers to provide CA 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/Digitization Support: In 15/16, Califa continued 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 90 library jurisdictions in various stages of quoting, contracting and connecting to CalREN, and bringing libraries from as low as 5MB speeds to as high as 10GB. Libraries also are struggling with digitization of both print and born-digital content. Califa is working with CSL to develop service options to address this need and to plan for the establishment of a CA service hub for the Digital Public Library of America.

Continuing Ed/Library Professional Development. In bringing the Infopeople project under the Califa banner in 15/16, we will explore business planning initiatives in 16/17 to ensure a sustainable future for accessible, high-quality CE and PD for California library staff. Given the CE/PD initiatives that Califa spearheaded last year around innovative technologies and partnerships, we expect to strengthen the brand and the collaboration between project administration and Califa management.

Califa has established a cooperative and effective relationship with CSL in helping facilitate CSL projects. In 15/16 Califa assisted in the planning and/or delivery of several CSL grants/projects including BeeLine Reader; AWE Early Literacy stations for 52 libraries; Harwood Lab in Northern CA; Crisis Grants; Finding Your California digitization planning project; CA DPLA Collaborative Service Hub project; and Career Online High School. We hope to continue to be a useful service to CSL in the delivery of statewide and/or localized innovative projects.

ELEMENT 3: PLANNING AND EVALUATION

Please answer each area concisely and completely. For section A-F limit 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 identifying product enhancements; facilitating library staff professional development necessary to better serve our communities; and pioneering new technologies that empower libraries. Califa also adds value through the efficient and effective coordination and management of statewide programs. In 15/16 Califa continued the successful management of several ongoing grant programs including Zip Books for Rural Libraries, assisting libraries in identifying and developing procedures to continue this successful program with local resources; the Early Learning Statewide Initiative, fortifying the role of libraries as early learning resources for their communities through networking and uniquely designed professional development for library staff; and the nationally recognized Get Involved grant, expanding the use of skilled volunteers in public libraries. Califa's administrative and logistical support for these statewide programs helps California libraries provide more impactful service to their communities.

As per a request from CSL, will again coordinate the second year of access to BeeLine Reader for CA libraries. This literacy tool offers a wide range of benefits for readers of all ages and skill levels by displaying web browser text using a line-wrapping color gradient, which eases visual tracking and makes reading online more cognitively efficient.

As of April 1, 2016, Califa membership includes 219 library jurisdictions across the state including 163 Public, 27 Academic, 12 Special, 5 School, and 12 Systems.

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 four webinars per quarter on new products/services or renewed /contract services from current vendors
- Earn at least \$160,000 in commissions from vendor orders to support other activities
- Maintain a redeveloped website providing members with product, training and grant opportunities
- Sponsor the annual Vendor Fair at Santa Clara University in September 2016

- 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 60 libraries will be connected to CalREN in Phase 2 of broadband project
- BeeLine is used about 8,000 times per day across several hundred computers in 5 libraries. This year we project a three-fold increase in the number of libraries installing the BeeLine product on public library workstations.

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 our 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 has partnered with organizations across the country on an IMLS grant to develop a national eBook marketplace where regional platforms like enki allow members to purchase and own ebooks. As part of this project, Califa is also exploring the deployment of the SimplyE eReader in California libraries. 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.

In 15/16 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 15/16 Califa undertook a business planning effort to assess current practices and provide a path toward a sustainable future. Toward that end, Califa has participated in an assessment of the current organizational structure and options for growth with an external management group, as well as strategic planning exercises with an industry-recognized consultant. The Califa Board will be approving these plans for implementation in 16/17.

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. **Instruction** - Involves an interaction for knowledge or skill transfer and how learning is delivered or experienced. *(Check all that apply and provide a description including whether the format will be in-person, virtual, or both)*
 - 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 offers members at least four webinars per quarter introducing new products or training and informing on enhancements of current offerings. Califa staff consults with member libraries to determine what products or services they are interested in offering to their communities. More indepth trainings are provided on products that are part of established Califa projects.

2. **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)*
- 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

Description: Califa acts as a purchasing agent for digital products that its member libraries need and want to procure. We negotiate price, sign contracts, bill libraries and pay vendors expediting the purchasing process for both buyers, the member libraries, and the vendors. In May 2013 Califa launched enki, an eBook platform created by Califa for California libraries, with content purchased directly from publishers, eliminating the role of the third party vendors. More than 80 libraries in California now have access to the enki shared collection of over 50,000 titles. This shared collection now includes always-available encyclopedias and classic fiction, as well as popular fiction and nonfiction genres. Califa is participating in several preservation efforts with CSL including Finding Your California, California DPLA Collaborative Services Hub, and Digitizing High Value Content (with SFPL).

3. **Planning & Evaluation** - Involves design, development, or assessment of operations, services, or resources and when information is collected, analyzed, and/or disseminated. *(Check all that apply and provide a description including whether the format will be in-house or third-party)*
- 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.

Description: During 2015/16, Califa established a Non Disclosure Agreement with Amigos Library Services in Texas to investigate the potential for sharing technology developed for our respective eBook platforms, enki Library and Amigos eShelf. In 2016 Califa will integrate the eShelf eBook storefront to our enki eBook platform, allowing member libraries the option to purchase additional eBook content for their library, in addition to the shared collection. Libraries will have the ability to purchase individual collections directly from enki Library publishers (using eShelf technology) and make these collections available only to their cardholders. This will provide an opportunity to customize their eBook collections to meet their community needs.

4. **Procurement** - Acquiring or leasing facilities; purchasing equipment/supplies, hardware/software, or other materials (not content) that support general library infrastructure. *(Provide a description)*

Description: Although Califa's primary focus is on electronic resources, we also provide aggregated and/or customer-requested access to library equipment and supplies such as 3M/Bibliotheca self check machines, RFID tags, etc. In addition, as the CENIC aggregator, Califa is supporting library network infrastructure through the aggregated purchase of network equipment. We are working closely with CENIC to establish unprecedented discounts for CISCO equipment 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 is also facilitates computer equipment purchasing on select CSL grants.

ELEMENT 4: 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.

Activity	Fiscal Year 2016/2017											
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Negotiate with vendors for master contracts for new products and services	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
Product procurment for member libraries	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
Communicate and inform members online, in person and phone	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
Coordinate with CENIC to connect more libraries	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
Coordinate with CSL on statewide initiatives	X	X	X	X	X	X	X	X	X	X	X	X
Coordinate current and new grant projects (e.g. NSF Grant; NOAA Grant; IMLS Grant)	X	X	X	X	X	X	X	X	X	X	X	X

ELEMENT 5: BUDGET

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

Budget Category	LSTA	Cash Contribution	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
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0	\$0

Description:

Equipment (\$5,000 or more per unit)				
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$0	\$0	\$0

Description:

Library Materials				
eBook content	\$0	\$50,000	\$0	\$50,000
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$50,000	\$0	\$50,000

Description: eBook content for California Statewide shared collection

Budget Category	LSTA	Cash Contribution	In-Kind	Total (B+C+D = E)
Consultant Fees				
enki ebook platform maintenance, administration, programming	\$0	\$89,000	\$0	\$89,000
Legal, Audit, Board Retreat, CLA sponsorship	\$0	\$24,000	\$0	\$24,000
CENIC Project Management	\$0	\$104,000	\$0	\$104,000
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$217,000	\$0	\$217,000
Description: CENIC project management represents anticipated costs through June 30, 2017, assuming state funding continues after the Statewide Broadband Aggregator Year 2 agreement period ends November 30, 2016.				
Travel				
Staff travel to member library sites; Board travel to meetings	\$0	\$25,000	\$0	\$25,000
enki-related travel	\$0	\$14,000	\$0	\$14,000
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$0	\$39,000	\$0	\$39,000
Description: Travel/workshops: includes staff travel to member library sites and Board travel to meetings. Staff also represent enki eBook platform at national library conferences and the annual Book Exposition in New York				
Supplies/Other				
Supplies / Postage	\$0	\$2,500	\$0	\$2,500
Database Subscription	\$0	\$4,500	\$0	\$4,500
Communication / Printing	\$0	\$8,500	\$0	\$8,500
Other	\$0	\$6,000	\$0	\$6,000
BeeLine Reader subscription 16-17	\$15,000	\$0	\$0	\$15,000
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
Subtotal	\$15,000	\$21,500	\$0	\$36,500

Description: Database: Salesnet (CMS for tracking members / vendors)
 Other: includes insurance, dues, bank fees and computer equipment / software.
 BeeLine Reader - year 2 of the 2 year subscription to BeeLine Reader for California libraries.

Budget Category	LSTA	Cash Contribution	In-Kind	Total (B+C+D = E)
Contracted Services				
PLS: Califa Staff	\$192,000	\$199,889	\$0	\$391,889
PLS: Support Services	\$0	\$457,715	\$0	\$457,715
	\$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	\$192,000	\$657,604	\$0	\$849,604

Description: Califa staff is hired through the Peninsula Library System (PLS) and assigned to Califa full-time: Paula MacKinnon, Wayne Walker, Member Services Manager, and Accounting Clerk. PLS Support includes technical support (PLAN), finance (Donna Truong), Executive Director time (Susan Hildreth) and Office Management (Wendy Cao).

Project Total	\$207,000	\$985,104	\$0	\$1,192,104
Indirect Cost Rate Applied 0 % Indirect Cost	\$0	\$0	\$0	\$0

Check one:

No Indirect Federally negotiated indirect cost rate * Indirect proposed cost rate *

* please attach supporting documentation if required

Description: We are not charging any indirect costs so that all funds will support contracts for Califa staff.

Grand Total	\$207,000	\$985,104	\$0	\$1,192,104
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ELEMENT 6: ATTACHMENTS

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

ELEMENT 7: INTERNET CERTIFICATION FOR APPLICANT PUBLIC LIBRARIES FY 2016/17

Check the Appropriate Library Type

- Public Library**
 Academic
 K-12
 Multi-Type
 Special/Other

As the duly authorized representative of the applicant public library, public elementary school library or public secondary school library applying for LSTA funding, I hereby certify that the library is (*check only one of the following boxes*)

- A.** **An individual applicant that is CIPA compliant.**
 The applicant library, as a public library, a public elementary school library or public secondary school library, has complied with the requirements of Section 9134(f)(1) of the Library Services and Technology Act.
- B.** **Representing a group of applicants. Those applicants that are subject to CIPA requirements have certified they are CIPA compliant.**
 All public libraries, public elementary school libraries, and public secondary school libraries, participating in the application have complied with the requirements of Section 9134(f)(1) of the Library Services and Technology Act. The library submitting this application has collected Internet Safety Certifications from all other applicants who are subject to CIPA requirements. The library will keep these certifications on file with other application materials, and if awarded funds, with other project records.
- C.** **Not Subject to CIPA Requirements.**
 The CIPA requirements do not apply because no funds made available under this LSTA grant program will be used to purchase computers used to access the Internet or to pay for direct costs associated with accessing the Internet.

Califa Group
Library/Organization

California Library Collaborative Initiatives
Project Name

Susan H. Hildreth
Library Director Name

Executive Director
Title

Library Director Signature

Date