

**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><b>1. Library/Organization</b><br/>Serra Cooperative Library System</p> <p><b>3. Project Coordinator Name &amp; Title</b><br/>Diane Satchwell, SCLC Coordinator</p> <p><b>5. Business Phone Number</b><br/>626-359-6111</p> <p><b>6. Mailing Address</b></p> <table border="0"> <tr> <td><b>PO Box or Street Address</b></td> <td><b>City</b></td> <td><b>State</b></td> <td><b>Zip</b></td> </tr> <tr> <td>248 E. Foothill Blvd. Suite 101</td> <td>Monrovia</td> <td>CA</td> <td>91016-5525</td> </tr> </table> | <b>PO Box or Street Address</b> | <b>City</b>  | <b>State</b> | <b>Zip</b> | 248 E. Foothill Blvd. Suite 101 | Monrovia | CA | 91016-5525 | <p><b>2. Library's DUNS Number</b><br/>05-679-0140</p> <p><b>4. Email Address</b><br/>dsatchwell@socallibraries.org</p> |
| <b>PO Box or Street Address</b>  | <b>City</b>                     | <b>State</b> | <b>Zip</b>   |            |                                 |          |    |            |   |
| 248 E. Foothill Blvd. Suite 101  | Monrovia                        | CA           | 91016-5525   |            |                                 |          |    |            |   |

**Project Information**

- 7. Project Title**      Seguimos Creando Enlaces: Preserving the Past While Welcoming Our Future
- 8. LSTA Funds Requested**      \$12,914
- 9. Cash Contributions**      \$1,800
- 10. In-Kind**      \$50,962
- 11. Total Project Cost**      \$65,676
- 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 <sup>st</sup> Century Skills | <input type="checkbox"/> Bridging the Digital Divide        | <input type="checkbox"/> Ensuring Library Access for All |
| <input type="checkbox"/> 22 <sup>nd</sup> 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*) \_\_\_\_\_
- 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 checked="" 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 type="checkbox"/> Statewide Public       |
| <input type="checkbox"/> Low Income  | <input type="checkbox"/> Suburban Populations   |
| <input checked="" 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:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**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.**

The cities and counties that anchor the border "dividing line" between California and Baja California have developed deep roots of a shared culture and society in their Latino and Spanish-speaking populations who regularly traverse the checkpoints that separate our two countries. Libraries, whose mission is to respond to the future needs of their communities as well as honor the knowledge gained from our collective past, must evaluate their important role as connectors, preservationists, and propagators to carefully use resources with best practices in mind.

Statistics support the focus on Hispanic library customers with the Census.gov data reporting California's Hispanic population is projected to more than double (to 21 million people) by the year 2025 which is less than a decade away. The border counties of San Diego and Imperial would find a lion's share of these Spanish-speaking customers with a 33% increase for San Diego and a whopping 82% increase for Imperial county.

Statistics from SANDAG (San Diego's Association of Governments) show that the northbound crossings at three main land border points, San Ysidro, Otay Mesa, and Tecate, have increased for vehicles by 5%, 10% and 5% respectively with individual crossings increasing 5%, 9%, and 5.7% for 2014. In fact the Otay Mesa individual crossings exhibited an increase "over 65 percent higher than the total individual crossings in 2010."

The San Diego Union Tribune newspaper has also reported that San Diego County has statistically more refugees and immigrants than any other California region for the past seven years.

While the Census and SANDAG statistics do not necessarily reflect all individuals to be Latino immigrants or refugees, it does point to a very fluid border environment and a region in California that is infused with a multicultural sensibility.

In response to the shared population and strong cultural history of this Latino region, librarians from the Serra Cooperative Libraries in San Diego and Imperial counties as well as Baja California have formed the Creando Enlaces committee, dedicated to networking, creating collaborative projects, and sharing best practices in service, collection development, programming and technological advancement with an annual conference event and website that aggregates the ideas and projects shared each year.

Based on the very enthusiastic feedback we have gathered from several hundred library staff from all over California, Baja California and other regions in Mexico, the conference offerings have produced a 95-99% satisfaction rating for expectations being met or exceeded with the programming. In addition, multiple projects and exchanges have been created for the benefit of library customers in attendees' home libraries. The committee consistently gets requests for updates on the content presented and the progression of results.

In recent years, the committee has also noted a rise in binational and trans-border working groups in other institutional disciplines, such as SANDAG's Binational Regional Opportunities, University of San Diego's Trans-Border Institute, Southern Border Communities Coalition, and independent non-profits such as Border Angels. This provides a fertile ground for cultivating library partnerships and absorbing new perspectives from groups also working for positive binational communication. One possible partnership is one utilizing interns from San Diego State as well as other local universities to work with various area libraries gathering city, county and non-profit organization assistance sources to create a county-wide resource document for the benefit of our Spanish-speaking immigrant population.

The Creando Enlaces committee sees an opportunity to meet the current and future needs of the Latino and Spanish-speaking community more effectively by exploring examples of libraries as a hub, connection point or "enlace" (link) to necessary information sources as well as how libraries are preserving the cultural history and heritage of these groups.

Conference feedback has also indicated interest in exploring library projects on Latino history and preservation. Exchanging information on the role libraries are playing on each side of the border as historians and sharing these collections would be an important point of scholarship for both academic and public libraries that take part in the Creando Enlaces conferences. Examples of current exhibits would be San Diego State University's Love Library which is preparing an important display showcasing their Chicano collection and CETYS Universidad Archivo Histórico Institucional which preserves history of the library and university system in Baja. Sharing these collections and others with our academic and public library conference attendees would reveal some important resources to a wider library audience.

### 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).**

A two-day conference in San Diego and Tijuana for library staff to network and collaborate on best practices as well as new and creative ideas to serve Latino and Spanish-speaking populations most effectively in our communities. Users of academic and public library spaces will get the benefit of border libraries' duality of mission as preservation spaces for cultural history and heritage for Spanish-speaking customers as well as the hub of free information access, especially in connecting our large immigrant and refugee populations to organizations and services necessary to future success.

**C. Anticipated Project Outputs – Measures of services and/or products to be created/provided.**

1 two-day Seguimos Creando Enlaces Conference with one day in San Diego and one day in Tijuana hosted by Mexican affiliates, with at least two of the presentations videoconferenced.

150 total conference attendees

25% of attendees on U.S. side from Mexico and 25% of attendees on Mexico side from U.S.

1 Professional Conference Presentation in the United States

1 Professional Conference Presentation at ABIBAC conference in Mexico

1 Professional Conference Presentation at Tijuana Public Libraries Conference in Mexico

Resources from conference will be made public on [creandoenlaces.org](http://creandoenlaces.org)

10 interns from local universities working with customers in various public libraries to create a document of resources that can be used county-wide for the benefit of Spanish-speaking immigrant populations

1 Webinar

**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)**

80% of participants evaluating the conference as good to outstanding

80% of participants responding with an identification of a new potential partner or collaborator in order to improve services to the Spanish-speaking customer

80% reporting new knowledge of a Latino collection or historical collection in presenting libraries.

25% of participants report a successful collaboration as a result of attending the Creando Enlaces conference

**E. Briefly describe how this project will be financially supported in the future.**

With additional support from more Serra Cooperative and partner libraries, we anticipate a larger base for monetary support for the foundational elements of the conference. International partners will provide cash match for workshop supplies, speakers, and in-kind support for venue. Also, workshop attendees could cover some of their own expenses with a nominal fee for supplies.

**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: Both in person and virtual for presentation portion. In person for the program and consultation portions.

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:

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:

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:

**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
Have 1st Committee meeting		X										
Book Conference Spaces		X										
Interview and select website manager		X	X									
Attend and present at ABIBAC Conference in Mexico				X								
Attend FIL Guadalajara Book Fair and present during AMBAC block					X	X						
Flyer and promotional material distributed				X	X							
Translator selected and booked					X							
Call for Presentations at Conference					X							
Creandoenlaces.org website updated for event guidelines & registration				X	X	X	X	X	X			
Attend ALA Midwinter and present at Reforma meetings							X					
Select and secure speakers for main conference presenations							X					
Create draft agenda to post on website							X					
Identify and book sponsoring businesses and groups							X	X				
Finalize agenda information and contracts								X	X			
2 Day conference event									X			
Send out follow-up assessment survey questions									X	X		
Update creandoenlaces.org website with event photos and presentation docs									X	X		
1 Webinar through GoToMeeting or comparable webconferencing software											X	

**ELEMENT 5: BUDGET**

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

Budget Category	LSTA	Cash Contribution	In-Kind	Total
<b>Salaries/Wages/Benefits</b>				
Committee Members	\$0	\$0	\$33,915	\$33,915
Volunteers	\$0	\$0	\$2,852	\$2,852
Audio/Visual from Special Events at SDPL	\$0	\$0	\$315	\$315
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$0	\$0	\$37,082	\$37,082

**Description:** San Diego Public Library: 1 Librarian 4: \$8256.56 \$ - 80 hours; 1 Librarian 2: \$6,456 - 80 hours; 1 Librarian 2: \$3,228 - 40 hours; 3 Library Clerks: \$1630.80 - 10 hours each;  
 National City: 1 Principal Librarian: \$2,824.09 - 80 hours; Carlsbad City Library: 1 Librarian: \$1,920 - 80 hours;  
 San Diego County Library: 1 Librarian: \$4,564.50 - 80 hours;  
 San Diego State University: Chicano Studies/Spanish Librarian: \$2,306.25 - 60 hours  
 City of San Diego Human Resources: 1 Youth Development Program Coordinator - \$2729.25 - 40 hours  
 Volunteers: SDSU Emeritus Business Librarian - \$1,140.8 - 40 hours @ \$28.52/hr; 2 Baja California Librarians: \$1,140.80 - 40 hours each; Library or Libros Organization volunteers: \$570.40 - 4 staff at 5 hours each (20 hours); Special Events Audio Visual set-up and conference day support: \$315 - 15 hours

Equipment (\$5,000 or more per unit)	LSTA	Cash Contribution	In-Kind	Total
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$0	\$0	\$0	\$0

**Description:**

Library Materials	LSTA	Cash Contribution	In-Kind	Total
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$0	\$0	\$0	\$0

**Description:**

Budget Category	LSTA	Cash Contribution	In-Kind	Total (B+C+D = E)
<b>Consultant Fees</b>				
	\$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
<b>Subtotal</b>	\$0	\$0	\$0	\$0

**Description:**

<b>Travel</b>				
Professional Conference Presentations	\$3,000	\$0	\$0	\$3,000
Conference Day Speakers	\$2,000	\$0	\$0	\$2,000
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$5,000	\$0	\$0	\$5,000

**Description:** Applications to be submitted for ALA and CLA panel presentations given by committee members. 2017 conferences to be held in Chicago, IL and a Southern California city.

Conference Day Speakers - one night hotel accomodation paid for speakers traveling from outside San Diego County.

<b>Supplies/Other</b>				
Workshop Expenses	\$1,500	\$1,200	\$0	\$2,700
Meeting Room Space	\$0	\$0	\$12,380	\$12,380
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$1,500	\$1,200	\$12,380	\$15,080

**Description:** The San Diego Public Library Foundation will pay for the workshop breakfast. CETYS, Baja CA sponsors refreshments and supplies for conference attendees on Day 2 of conference.

The San Diego Central Library Meeting Room In-kind: Shiley Special Events Suite 12 hour rate = \$5,400, Mary Hollis Clark Conference Center 12 hour rate = \$780, Auditorium 12 hour rate = \$4,200; CETYS, Baja CA meeting room in-kind: \$2000 12 hour rate

Budget Category	LSTA	Cash Contribution	In-Kind	Total (B+C+D = E)
<b>Contracted Services</b>				
Translator Services	\$3,000	\$600	\$1,000	\$4,600
Transportation	\$1,300	\$0	\$0	\$1,300
Videoconferencing Service	\$400	\$0	\$0	\$400
Website Manager	\$540	\$0	\$0	\$540
Use of Serra Cooperative Software for Registration*	\$0	\$0	\$500	\$500
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
	\$0	\$0	\$0	\$0
<b>Subtotal</b>	\$5,240	\$600	\$1,500	\$7,340

**Description:** Simultaneous translation (English/Spanish) for presentations during conference event. Headset and receiver equipment provided for use during the conference by United States Consulate in Tijuana. Cash contribute provided by Serra member library, San Diego County Library.

Bus transportation to and from Tijuana for day two of the conference.

Videoconferencing for the monthly committee meetings and broadcasting the conference live - GoToMeeting service.

Videoconference Assistant will work a total of 12 hours at \$15/hour.

Website manager: Updates and maintains creandoenlaces.org website, uploads presentations, photographs, flyers, and assists with registration matters. \$18/hour x 30 = \$540

\*Contract Pending with Serra Cooperative Library System: a software system from an independent company will be used for Serra Youth Services Committee registration. Creando Enlaces committee would like to Serra to host conference registration for 2017.

<b>Project Total</b>	\$11,740	\$1,800	\$50,962	\$64,502
<b>Indirect Cost Rate Applied</b> 10 % <b>Indirect Cost</b>	\$1,174	\$0	\$0	\$1,174
Check one:				
<input type="checkbox"/> No Indirect <input type="checkbox"/> Federally negotiated indirect cost rate * <input checked="" type="checkbox"/> Indirect proposed cost rate *				
* please attach supporting documentation if required				
<b>Description:</b>				
<b>Grand Total</b>	\$12,914	\$1,800	\$50,962	\$65,676

## ELEMENT 6: ATTACHMENTS

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

