

Libraries Illuminated

Application Form

June 2017

Please use no smaller than a 12-point font to complete this form.

Section A: Library Information

Library Jurisdiction Name: Salinas Public Library

Person completing this application:

Name: Eric Howard

Job Title: Deputy Librarian

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Section B: Project Information

1. Project Overview [up to 300 words]

The Salinas Public Library is launching a new Innovation Lab at the John Steinbeck Library that will create a platform for a variety of educational functions. It will be a business incubator for new and emerging businesses in the AgTech field by day, a creative workspace for youth and young adults learning new 21st Century tools in the afternoon and on weekends, and will also support workforce development programs for adults in the evening.

This grant opportunity will allow for the purchase of software and hardware equipment to equip the new Innovation Lab and will help us build the infrastructure to utilize our broadband connection and high-speed Internet most effectively. With the new equipment and software, youth and adults will be able to live stream webinars, collaborate on projects over broadband, and work in small-group learning circles to enhance their professional skills. The laptops and workstations will be equipped with high-speed processors and graphic cards that will make

video and game creation fast and efficient, and streaming and collaborating over the Internet seamless. Both youth and adults will have access to the equipment and software and be able to reserve their use.

2. Further Information: Technology

List and briefly describe the technology you propose to purchase with your grant funds.

We plan to purchase the following hardware and software licenses:

Hardware includes:

- HP ZT40 Desktops (with RAM and graphic card upgrades) for coding, game creation, videography, streaming and more; 3 total;
- Dual monitors for desktops; 3 total;
- Flat screen monitors; 1 each;
- Ultra Book PC Laptops for video creation, graphic arts, etc.; 3 total;
- iPad Pros with 13" screens for graphic arts; 3 total;
- Video and photography equipment includes Canon T6i digital cameras with bundle packages; 3 total;
- Green screen set-up for videography, and 3 webcams for video conferencing;
- MFP printer and scanner for small business use; 1 item;
- Projector and screen; 1 each.

Software includes:

- Adobe Creative Cloud;
- Acrobat Pro Photoshop/Premiere Elements;
- Gamemaker studio;
- MS Professional Plus suite;
- Quickbooks Premier.

3. Further Information: Programs

List and briefly describe up to three programs you propose to provide for the community with your new technology through December 2018.

Ag-Tech Power-Up

In a series of talks and interviews to be recorded and streamed live over the Internet, business leaders and entrepreneurs in the AG-Tech field will be invited to talk about their companies, and also identify and address what they feel are some of the big challenges facing the agriculture industry. Farmers and business owners across the State of California, throughout the nation, and around the globe will have a chance to view and participate in the discussions in a kind of *Ted Talks for AG*. The Innovation Lab will also function as a studio space that will feed into a YouTube channel in order to promote a global discussion around the projects that the Innovation Lab pursues.

Successful Start-Up Skills (SSS)

This series of workshops combined with learning circles will allow small business developers and entrepreneurs to quickly plug into the skill they need to be successful business owners. Throughout the year, monthly workshops will be held on topics such as Quickbooks and Excel, as well as web and graphic design, marketing for the Internet, and videography for small businesses. Webinars may be viewed as part of the workshop over the broadband connection. Workshop participants will be given the opportunity to join weekly learning circles initially facilitated by library staff (with the intention of making them sustainable by participant self-facilitation) that build on concepts learned in the workshops and provide peer support to beginning business owners. These learning circles will be supplemented by skill-based courses provided through our online subscription services such as Lynda.com and Learning Express.

Game On!

Teens (ages 14-18) will learn the basic skills of computer coding for game creation and have opportunities to learn the Adobe Creative Suite to create art and graphics to incorporate into their gaming packages. They will collaborate with youth in the Digital NEST at Cesar Chavez Library, and participate over the broadband connection in workshops held by Digital NEST instructors. Though our two libraries are less than 5 miles apart, Salinas is often thought to be a divided community and technology can bridge the geographic and sometimes cultural divides that exist in our community.

4. Needs Statement [up to 500 words]

Describe how the technology you will purchase and the programs you will provide were identified as needs. If possible, please describe how your planned purchases and programs align with your community's aspirations, your library's strategic plan, and any community asset or needs assessment you have conducted.

The Department of Libraries and Community Services has launched two projects in the last year that have assisted us in assessing our current state of services and identifying ways to better serve our community. One of those projects is a Master Plan for Parks and Open Spaces and Recreation and Library Facilities. The other project has been the visioning process for a new branch library. Some of the early findings from these explorations highlighted the need for more digital and technological opportunities for our patrons, especially our youth.

In addition to these findings, we have launched a Digital Branch that offers free access to digital materials and learning tools, though we have noted that many of our patrons, both youth and adults can benefit from facilitated programming to introduce these new tools. We have also partnered with Digital NEST, a nonprofit that provides high-tech training and collaboration space for youth in our Cesar Chavez Library, and for the first time this summer, we conducted three, two-week workshops in coding and robotics for youth, using Google's CSFirst Program to teach Scratch to 9-14 year olds. The enthusiastic demand for this program has led us to begin coding and robotics clubs this Fall for youth.

The surveys and focus groups from the ongoing projects have all indicated the community wants maker spaces for youth and young adults that serve as safe places afterschool and assist with success in school, as well as providing programming and collections that aid adults in improving their economic outcomes.

The planned purchases will allow us to significantly expand our program offerings at John Steinbeck Library, which is within walking distance of Salinas High School, and Hartnell Community College. The equipment will give students studying computer science, business, and graphic arts opportunities to use equipment with significant processing power for class projects, and other personal aspirations. It will also give them access to very fast broadband speeds for video conferencing, collaboration, and other creative projects.

California State University at Monterey Bay (CSUMB) and Hartnell College have created a fast track to a computer science degree called CSIT-in-3. In 2015, they won a \$5M Innovation in Higher Education award from the Governor's office for this program, yet they have had problems recruiting local students. The Library can help fill the gap by broadening students' understanding of computational thinking skills and by fostering curiosity in Ag-Tech opportunities that exist locally. The Library can be part of the pipeline to high paying jobs.

5. Preparations [up to 250 words]

Describe the steps you have taken to assess your physical space, engage relevant staff in planning for this project (e.g. IT staff), and ensure you can maintain and continue to use your technology in the future (e.g. budgeting to maintain license agreements).

The Innovation Lab at John Steinbeck Library has been in the planning phase for over a year, and in the past several months, the physical space has been repainted, the floors refurbished, and the layout for furnishings designed by the same company that created the Digital Nest at Cesar Chavez Library. New office furniture was selected as well, and will be delivered in October 2017. Our IT team will be establishing the network connections shortly thereafter.

A considerable investment has already been made in the new Innovation Lab which we believe demonstrates our commitment to its long-term sustainability, ongoing maintenance of the new equipment, and the renewal of software license agreements.

6. Role of IT staff [up to 160 words]

Describe the role your IT staff and/or contractors will play in purchasing and/or implementing your new technology. If not applicable, please explain.

Our Library IT staff, in collaboration with our City's IT Department, will help us purchase, implement and maintain the equipment. They have also made the recommendations that are included in our proposal. Our IT group will install new switches and hardwired connections to our broadband network. We do not anticipate hiring additional contractors for the technology configuration.

7. Community Partners

List the community partners you plan to work with to obtain your technology and/or provide programming. For each partner, describe the role they will play and the resources they will contribute to (a) purchasing the proposed technology, and/or (b) providing programs.

Our primary partner for the teen and young adult programs will be The Digital NEST. They are a non-profit that established a programming presence at the Cesar Chavez Library and currently have over 130 youth members (ages 14-24). They offer practical training for youth in Information Technology, and workshops and classes in web design, graphic arts and photography, and learning to code. They will assist with the program planning for the youth programs.

We will also plan to work closely with the Salinas Chamber of Commerce for outreach and marketing, and to continue to work with HeavyConnect, a successful Ag-Tech company in the Salinas Valley, which has already invested time into helping the Library to better nurture the right type of culture within the Innovation Lab. HeavyConnect has also consulted with the Library on the technology needs for the Innovation Lab. The Library continues to strengthen its relationship to CSUMB, which it relies on for student teachers, service learning students, and feedback from professors there. Salinas high school instructors assisted with the Library's summer robotics camp and has indicated an interest in further partnerships.

8. Outputs

List your anticipated project outputs. These should include the number of programs you propose to provide and the anticipated number of people your proposed programs will impact during the project period.

Ag-Tech Power-Up

Four speakers will be selected for programs starting in the first Quarter of 2018. The speakers will be taped and streamed live, with the videos subsequently made available for viewing over YouTube and for downloading. We anticipate having an impact on over 60 adults who are either currently operating start-up Ag-Tech businesses, or those who aspire to be doing this in the future.

Skills for Successful Start-Ups

Workshops and peer-to-peer Learning Circles will be open to the general public and designed to serve the needs of business owners and entrepreneurs. Workshops will be funded by the library and take place monthly, beginning in March, and will focus on skills and topic areas of concern to this group. Learning Circles will be driven largely by the participants and facilitated by staff. Workshops will take place at various times: in the mornings, afternoons, evenings, and on weekends. Peer-to-peer Learning Circles will meet more frequently, and the meeting time and duration will depend on the complexity of the subject matter. Workshop attendance will have a cap of 20 students per session and learning circles are projected to serve 8-10 participants per

topic. The number of circles supported will be dependent on participant interest.

Game On!

The computer coding and gaming program for teens and young adults will meet on school days in the afternoons twice a week, for the duration of the school year from August through May. In the summer, students will have access to the space on a “drop-in” basis. We expect to establish a group of 20-30 regular students participating in programs in this first year of programming.

9. Project Continuation and Sustainability [up to 160 words]

Describe how you will continue to utilize your new technology beyond the project period.

One of our library’s goals is to expand our computer science and technical programming to empower young people in our community to prepare for tomorrow’s jobs. This goal and others ensure that we will be utilizing the technology far beyond the project period. The Library has dedicated its own funds for ongoing programming. We envision the length of the first stage of the incubation program to be five years long, the average period for a start-up to become self-sufficient. Success breeds success and the aspiration is that after five years, the Library will have built a record of accomplishment that will support further funding.

10. Project Timeline

Provide a project timeline that includes your technology purchases and at least three programs for your community. The timeline should not extend beyond December 2018.

January - February 2108	Make equipment purchases; configure & install equipment. Meet with partners; finalize programming details and staff responsibilities. Conduct marketing and outreach; create collateral materials.
March 2018	Launch Programs <i>Ag-Tech Power-Up</i> <i>Skills for Successful Start-Ups</i> <i>Game On!</i>
March – November	Implement various programs; respond to public feedback.
November – December	Evaluation and reporting

11. Budget Table (Please add lines to the table as needed.)

Your budget should include the cost of the technology you propose to purchase, the grant funds you are requesting to support your purchase, and the match you are providing. The funds requested should not include the cost of the programs you plan to provide with your new

technology. However, the match may include contributions to those programs. We will ask you to estimate and report the cost of providing your programs, including contributions by project partners, at the end of the project period.

Need to add a column to this table for the NUMBER of each item

Item name	Item cost	Funds requested	Cash Match	In-Kind Contribution	Total
HP ZT 40 Desktop (with RAM, Graphic Card Upgrades) QTY 3	\$2500	\$7500	--		\$7500
Dual Monitor for use with the desktops – QTY 3	\$900	\$2700	--		\$2700
Ultra Book PC Laptop (Windows OS) QTY 3	\$1500	\$4500	--		\$4500
iPad Pro (13" monitor) QTY 3	\$900	\$2700	--		\$2700
Canon T6i Digital Cameras (for filming, video creation, pictures) QTY 3	\$900	\$2700	--		\$2700
Misc. Video Equipment (Webcam, green screen) QTY 1 green screen, 3 Webcams	\$500		\$500		\$500
Sony HD Camcorder	\$1700	\$1700			\$1700
MFP Printer/Scanner - QTY 1	\$900	\$900	--		\$900
55" Flat Screen Monitor – QTY 1	\$1400	\$1400			\$1400
Projector & Screen – QTY 1	\$1000	\$1000	--		\$1000
GameMaker Studio (desktop version) – QTY 20 seats	\$99	\$1980	--		\$1980
Adobe CreativeCloud subscription (1st year) – QTY 5 licenses	\$240	\$1200	--		\$1200
Adobe Acrobat Pro – QTY 2 licenses	\$450	\$900	--		\$900
Adobe Photoshop/Premiere Elements 15 bundle – QTY 5 licenses	\$150	\$750	--		\$750
Microsoft Office Professional Plus – QTY 6 licenses	\$40		\$240		\$240
QuickBooks Premiere 2017 (3 user bundle) QTY 3 bundles	\$125		\$375		\$375
Staff contributions and project partners					

Community Education Manager (100 hours for planning/oversight @ \$48/hr				\$4,800	\$4,800
Senior Librarian – Youth Services (200 hours for planning/oversight @ \$46/hr				\$9,200	\$9,200
Senior Librarian – Adult Services (200 hours for planning/oversight @ \$46/hr				\$9,200	\$9,200
Librarian I – Adult Services (500 hours for program planning/implementation @ \$34/hr				\$17,000	\$17,000
Librarian I – Youth Services (320 hours for program planning/implementation @ \$34/hr				\$10,880	\$10,880
CSUMB Service Learning Student volunteers (300 hours for program assistance @ \$25/hr)				\$7,500	\$7,500
Total		\$29,930	\$1,115	\$58,580	\$89,625

12. Budget Narrative

Provide a brief narrative describing each item in your budget and include the sources of any matching funds and in-kind contributions.

Hardware includes:

- HP ZT40 Desktops (with RAM and graphic card upgrades) for coding, game creation, videography, streaming and more; 3 total; these are high-end workstations.

- Dual monitors for desktops; 3 total; these dual monitors are very helpful for graphic designers, game development, and videography.
- Flat screen monitors; 1 each; this large flat screen device will be used for webinars, and video streaming.
- Ultra Book PC Laptops for video creation, graphic arts, etc.; 3 total; these are high end laptops with significant processing power to be used primarily for graphic design, videography.
- iPad Pros with 13" screens for graphic arts; 3 total; these 'latest generation' iPads will be used for graphic arts and web development.
- Video and photography equipment includes Canon T6i digital cameras with bundle packages; 3 total; in addition a Sony HD camcorder (e.g. Sony AX100) will be used for video creation. These cameras will be used for shooting video, and for taking high quality images.
- Green screen set-up for videography, and 3 webcams for video conferencing. These will be funded through the Library's operating budget.
- MFP printer and scanner for small business use; 1 item; this printer/scanner will be used by students, and business professionals.
- Projector and screen; 1 each; this projector will be used for workshops and facilitated peer-to-peer learning.

Software includes:

- Adobe Creative Cloud; for graphic arts, website development, and videography.
- Acrobat Pro Photoshop/Premiere Elements; for graphic arts, website development, and videography.
- Gamemaker studio; gaming software.
- MS Professional Plus suite; business software. These will be funded through the Library's operating budget.
- Quickbooks Premier; accounting software for small business instruction. These will be funded through the Library's operating budget.

Staff Planning, Support and Program Implementation

The Library's Community Education Manager, Senior Librarian for Youth Services, Senior Librarian for Adult Services and two Librarian I's will plan and implement the programs described in this grant application. These positions are all funded through the Library's operating budget.

Section C: Additional Information and Agreements

13. Is the community you will serve with your new technology and related projects urban, rural, or suburban? Please check all that apply.

Urban/Rural

Is the community you will serve with this project underserved? Please check:

YES

If "yes" or "both," please briefly describe how you are defining underserved, and if "both" please also tell us approximately what percentage of the community is underserved.

Salinas has a population of 157,000 and 77% of the population is Hispanic, and 69% speak a language other than English at home. The number of children under 18 that live in poverty is 34%, and 22% of the total population lives below the poverty line (as compared to 14% nationally). Only 13 % of the population has a bachelor's degree or higher, compared to 30% nationally. Salinas also has a total student population in 2016 of 21,469 students, of which 57% or 13,060 are English Language Learners (as compared to 22% in California).

14. Is your library connected to CalREN/CENIC? Please check:

YES – to CENIC

a. If "yes" or "in the process of connecting," how will the technology you purchase maximize benefits to patrons as you access high-speed Internet connections? [Up to 160 words]

The technology we are purchasing will maximize benefits to our patrons by allowing for video conferencing, live streaming and collaboration across the Internet between two of our library sites, and other point-to-point collaboration. The new workstations be attached to the CENIC network and have the potential for gaming and collaboration at very high speeds.

b. If "no," does your library have plans to begin connecting to CalREN/CENIC in the next twelve months? Please check:

Yes

No

Section D: Agreements

1. My library is a CLSA library.

Check: YES

2. Unexpended and unencumbered funds will be returned to the Southern California Library Cooperative by September 30, 2018.
Check: YES
3. Funds will be returned to the Southern California Library Cooperative if my library is unable to contribute the required cash and in-kind match.
Check: YES
4. My library will provide reports on project activities and expenditures in a timely manner and upon request by the project's fiscal agent, the Southern California Library Cooperative.
Check: YES
5. My library will use the Project Outcome evaluation framework and tools to evaluate the impact of at least three programs using the library's new technology during the grant period.
Check: YES
6. I am willing to provide a case study describing the technology I purchase and programs I create to help others implement similar projects in the future.
Check: YES
7. IT staff and/or contractors have been involved in project planning. If not applicable, please explain why not.
Check: YES

8. Library director:

Name: Cary Ann Siegfried, Library & Community Services Director

Email: caryanns@ci.salinas.ca.us

Signature: _____

