

FORSYTH COUNTY

BOARD OF COMMISSIONERS

MEETING DATE: June 22, 2015

AGENDA ITEM NUMBER: 15

SUBJECT: RESOLUTION AUTHORIZING APPLICATION FOR A 2015-2016 KATE B. REYNOLDS CHARITABLE TRUST "GREAT EXPECTATIONS" GRANT TO IMPROVE LIBRARY PRESCHOOL SPACES AND RESOURCES TO AID CHILDREN AGES 0-5 IN THEIR OVERALL DEVELOPMENT, LANGUAGE AND TECHNOLOGY LITERACY, AND KINDERGARTEN READINESS (FORSYTH COUNTY PUBLIC LIBRARY)

COUNTY MANAGER'S RECOMMENDATION OR COMMENTS: Recommend Approval

SUMMARY OF INFORMATION:

The Forsyth County Public Library is requesting authorization to apply for a grant in the amount of \$378,310 from the Kate B. Reynolds Charitable Trust, Poor & Needy Division, to improve the library's preschool spaces and resources to aid children ages 0-5 in their overall development, language and technology literacy, and kindergarten readiness.

Forsyth County Public Library seeks these funds to enhance seven branch library locations and two bookmobile units. Studies show that children from lower socioeconomic environments also have fewer cognitive-enrichment opportunities. They have fewer books at home, visit the library less often, and spend considerably more time watching TV than their middle-income counterparts (Kumanyika & Grier, 2006).

The Forsyth County Public Library plans to utilize the grant funds to:

- Create easily recognizable learning spaces with child friendly art, bookshelves, furnishings, educational toys and technology that will attract early preschoolers and provide an area that is engaging and promotes a positive literacy experience.
- Update the current collection with 75% more age appropriate books and materials, and 25% more story time kits that reflect social and behavioral issues for small children.
- Purchase 25% more materials for literacy training sessions that benefit parents and caregivers emphasizing the importance of literacy and the impact it has on a young child's future for learning.
- Add 35% more technology stations at branch library locations and two bookmobiles that showcase pre-literacy activities that are hands-on and engaging.

ATTACHMENTS: YES NO

SIGNATURE: _____

J. Dudley Cotto, Jr. /calh
COUNTY MANAGER

DATE: June 18, 2015

RESOLUTION AUTHORIZING APPLICATION FOR A 2015-2016 KATE B. REYNOLDS CHARITABLE TRUST "GREAT EXPECTATIONS" GRANT TO IMPROVE LIBRARY PRESCHOOL SPACES AND RESOURCES TO AID CHILDREN AGES 0-5 IN THEIR OVERALL DEVELOPMENT, LANGUAGE AND TECHNOLOGY LITERACY, AND KINDERGARTEN READINESS (FORSYTH COUNTY PUBLIC LIBRARY)

WHEREAS, the Forsyth County Public Library administration requests authorization to apply for a Kate B. Reynolds Charitable Trust "Great Expectations" Grant in the amount of \$378,310 to improve library preschool spaces and resources to aid children ages 0-5 in their overall development, language and technology literacy, and kindergarten readiness; and

WHEREAS, the proposed grant funds will enable the Forsyth County Public Library to create an easily recognizable learning space with child friendly art, bookshelves, furnishings, educational toys and technology that will attract early preschoolers and provide an area that is engaging and promotes a positive literacy experience; and

WHEREAS, the proposed Kate B. Reynolds grant will also update the current Forsyth County Public branch Libraries with 75% more age-appropriate books and materials, 25% more story-time kits that reflect social and behavioral issues for small children, 25% more materials for literacy training sessions that benefit parents and caregivers emphasizing the importance of literacy and the impact it has on a young child's future for learning, and 35% more technology stations at branch locations and both bookmobiles that showcase pre-literacy activities that are hands on and engaging.

NOW, THEREFORE, BE IT RESOLVED that the Forsyth County Board of Commissioners hereby authorizes the County Manager or his designee, the Library Director, and the Clerk to the Board to execute, on behalf of Forsyth County and its Public Library, the necessary documents to apply for a Kate B. Reynolds Charitable Trust "Great Expectations" Grant in the amount of \$378,310.

Adopted this the 22nd day of June, 2015.

Kate B. Reynolds Trust Application - Great Expectations: Preparing Forsyth County Youngest Children for a Lifetime of Success

Organizational Capacity

What is your organization's mission?

The Forsyth County Public Library's mission is Connecting our Community To Reading, Information, and Lifelong Learning.

What have you achieved in the past year to advance your mission and improve your organization's capacity?

In the last year, the library has been successful in providing books, materials and programming to the residents of Forsyth County, specifically to the preschool audiences:

- *Increased preschool storytime attendance by 25%, offering preschool children effective pre-literacy programming and parents and caregivers consistent pre-literacy modeling.*
- *Added weekly storytime and music and movement sessions at local churches and agencies in the downtown area to offer 10% more outreach programming due to the closing of the Central Library.*
- *Implemented the first publically accessible sensory storytime programs for children who experience mental and physical developmental delays.*
- *Partnered with agencies serving families experiencing homelessness offering onsite literacy programming.*
- *Developed a preschool garden at the Malloy Jordan East Winston Heritage Center that provides a hands on learning environment and promotes healthy eating.*
- *Provided two bookmobiles that successfully offer service to over 25 urban and non-English speaking communities impacting over 3500 library users each month.*
- *Developed a bi-monthly e-newsletter for parents that highlights library programming for preschool age children via social media.*
- *Welcomed 106,311 library users, circulated 1,691,151 books and materials from the library as, providing 6,106 programs to and provided a safe space for families to gather.*

Your Project

3. Describe the project for which you seek funds. Please be specific about what will be in place that is not there now.

Our goal is to improve our preschool spaces and resources to aid children ages 0-5, in their overall development, language and technology literacy, and kindergarten readiness. Forsyth County Public Library seeks funds to enhance seven of our branch locations and two bookmobile units. Studies show that children from lower economic environments also have fewer cognitive-enrichment opportunities. They have fewer books at home, visit the library less often, and spend considerably more time watching TV than their middle-income counterparts do (Kumanyika & Grier, 2006). With funding, the Forsyth County Public Library plans to:

- **Create an easily recognizable learning space with child friendly art, bookshelves, furnishings, educational toys and technology that will attract early preschoolers and provide an area that is engaging and promotes a positive literacy experience.**
- **Update our current collection with 75% more age appropriate books and materials, and 25% more storytime kits that reflect social and behavioral issues for small children.**
- **Purchase 25% more materials for literacy training sessions that benefit parents and caregivers emphasizing the importance of literacy and the impact it has on a young child's future for learning.**
- **Add 35% more technology stations at branch locations and both bookmobiles that showcase pre-literacy activities that are hands on and engaging.**

4. Describe the population that will benefit from this project. How many are financially needy?

We plan to serve children in Forsyth County in the 0-5 age range, targeting 75% of those who identify as being financially needy. Currently 84,554 children are in households for whom poverty status is determined. 28.4 % of the children are below the poverty level and 71.6% are at the poverty level. (2009-2013 American Community 5-Year Survey)

Children in our intended target group will include:

- **Children who attend or plan to be enrolled in a Head Start program.**
- **Children enrolled in the North Carolina Pre-K programs.**
- **Children who live in agencies that aid families who are experiencing homelessness.**
- **Children living in the areas that represent a higher level of poverty and include urban and rural areas, and where we have library branch locations.**
- **Children who qualify for Medicaid.**

Your Impact

5. Describe the impact that you will achieve once you have completed the capital project. That is, what difference will this project make for your organization and the population with whom you work?

- **Creating an environment that is appropriate to preschoolers and providing information that is beneficial to parents and caregivers are our top goals for this project.**
- **Children who visit Forsyth County Public libraries will have positive literacy experiences and gain skills that will aid in their Kindergarten readiness, and influence their abilities to learn in school. Our ongoing programs and consistent formats will enhance a child's development with their motor skills, emotional and behavioral self-regulation, social skills, communication skills, and motivation to learn.**
- **We will offer parents and caregivers options, such as early literacy training and modeling, that suggest that reading and reading activities offered to very young children can form an important foundation for vocabulary development and language skills later in life.**
- **The library's ultimate goal would be to help families, especially from non-traditional learning environments, create momentum in pre-literacy development for their children, making them library users and validate libraries as dependable resources in their communities.**
- **With marketing funding, the library will also be able to better develop and market preschool programs to hard to reach audiences and to non-English speaking customers.**

Tracking to Success

6. What is the timeline for your project? Define the most critical steps in design, choice, and implementation to ensure that the project is completed as specified within the proposed timeline and budget.

The timeline of this project will be for one year, with plans of it being ongoing.

- Designate and plan the layout of the special early literacy space at each of the 7 branches and 2 bookmobiles by July 2015.
- Books and materials will be selected and purchased by professional library staff during the 2015-2016 fiscal year and include new, diverse and trending items for the targeted age group.
- Technology selections and purchases will be completed by professional library staff in August 2015, be processed by computer services department and integrated into the branch locations and bookmobiles in early fall.
- Furnishing selections and purchases will be completed by staff in August 2015. Delivery date of items will be determined by what is in stock and on back order.
- Programming will begin in September 2015 and end in May 2016, and will be conducted by youth services librarians. Programming will include preschool storytime, music and movement, Book Babies and special literacy based programming.
- Marketing will begin in August 2015 and will be done by the Public Relations coordinator. Marketing will order materials and supplies and design and implement media campaigns that target our intended group.

7. Within one year of completion, how will you know that the capital project has had the desired impact?

After one year, we expect a 20% increase in our programming attendees, in our preschool books and material circulation and 40% increase in technology use. These increases will reflect that our programs are successful in addressing early literacy and developmental needs, and children and families enjoy the resources that they have access to.

Ongoing Operations

8. What ongoing effects will this project have on your organization? If this project will increase your operating expenses, how will you pay for them?

After one year with this project, the library will sustain programming with current library staff and with the overall library budget.

- **Books and materials will be supported by the library book budget, and programs will be maintained by professional youth services librarians who will continue planning for our preschool audiences.**
- **We will maintain our technology with personnel from the county's Management Information Services and Library Computer Services Departments.**
- **With successful marketing campaigns, we plan to raise the profile of the library as a valuable early literacy resource in the community.**

Budget for Kate B. Reynolds Charitable Trust "Great Expectations:Preparing Forsyth County Youngest Children for a Lifetime of Success

Year One 2015-2016

EXPENSES	In-Kind Total Cost	Trust Funds
Youth Services Staff 15%(Salary and Fringe)	\$40,500.00	
Travel/Mileage	\$2,000.00	
Office Supplies	\$1,200.00	
Training	\$1,000.00	
Advertising/Publicity	\$500.00	\$36,000.00
Rent/Utilities/Phone	\$1,200.00	
Miscellaneous	\$350.00	
Books and Materials		\$49,121.07
Furniture		\$62,692.91
Technology		\$184,747.71
Cost of Project	\$45,750.00	\$332,560.99
Total Cost of Project		\$378,310.90