



Communications and Web Site Update

Dennis Nangle



Communications Opportunities

- Send any news or project coverage to your Program Officer
- Talk to your Program Officer about any aspect of your State Library's projects



Ways to Use Social Media

- #IMLSgrant (across social media platforms)
- Don't forget to "@" us!
 - Facebook: @Institute of Museum and Library Services
 - Twitter: @US_IMLS
- Capture social media content for SPR reporting



What Does It Mean to Be “Exemplary”?

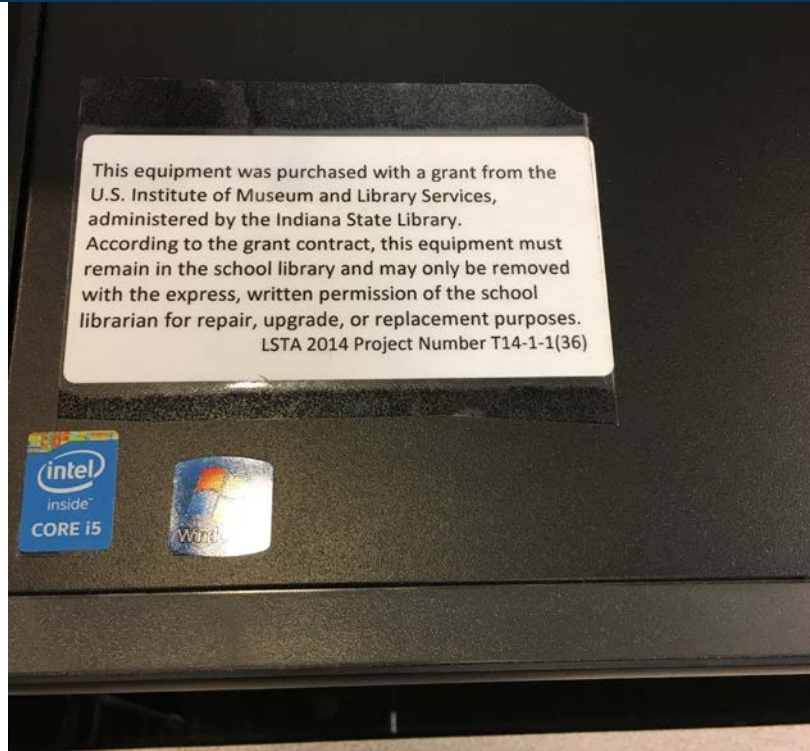
- Any aspect of a project that you feel deserves recognition or attention
- Helps communicate to your Program Officer which projects are worth emphasizing to various IMLS and external stakeholders
- Becomes a search filter in the Public View (SPR)
- It does *not*:
 - Suggest the project is perfect
 - Expose the project to undue scrutiny



IMLS Acknowledgement Refresher

- Grantee Communications Kit:
<https://www.imls.gov/grants/grant-recipients/grantee-communications-kit>
 - Minimum acknowledgement: “Institute of Museum and Library Services”
 - Consider: “federal” funds
 - Optional: “LSTA” or state library references
- Empower your subrecipients as well
 - Most notably: conference presentations (use logo, statements on opening/closing slides, attendee post-attendance reports)

Attribution on Real Property





State Profile Page Updates

- 2015 SPR project highlights
- State Librarian quotes
- 2018-2022 Five-Year Plans
 - Links to full PDFs
 - “Abridged” Highlights
- Curated IMLS state-specific content
 - Public View (SPR) and Awarded Grants Database URLs
 - State funding reports

Goal 1: Develop a competent, literate and knowledgeable citizenry that can benefit from increased educational opportunities and a lifelong love of reading and learning.

- Projects include:
 - Literacy programming, such as HomeworkLouisiana, early literacy programs, and adult literacy programs
 - Talking Books and Braille Library materials and programs
 - Children's programming, including the Collaborative Summer Library Program (CSLP) and the Louisiana Readers' Choice (LRC) program
 - Interlibrary loan services and training
 - Louisiana Library Connection (LaLibCon) virtual library for statewide databases and e-resources
 - Services to prisons
 - Louisiana Book Festival

Library services are constantly shifting. The Colorado State Library helps library staff confidently navigate change to best serve their community. IMLS is an essential part of fulfilling that mission. Support provided through LSTA and the other grant opportunities enables us to maintain a high quality staff that values leadership, innovation, and service. As part of helping navigate change we have engaged in many productive partnerships including the executive branch, numerous state agencies, businesses, and foundations. These efforts have resulted in staff being better equipped to offer library services that strengthen communities statewide.



-- Eugene Hainer, Director and State Librarian, Colorado State Library

Project Examples

American Citizenship and Beyond - Ferguson

Ferguson Library created the American Citizenship and Beyond project in response to the needs of a growing multicultural community. Each year, the city of Stamford welcomes scores of new immigrants who hail from throughout the world. In order to facilitate assimilation, the library expanded its English language literacy offerings and began a series of workshops that position students on a path to citizenship. Students in the citizenship classes were formally assessed in knowledge of language, civics, and American history. In addition to exam preparation, the library offered presentations and clinics on the processing and filing of naturalization applications. The project served more than 125 people. As a direct result of their participation, five students became citizens and three planned to take the citizenship exam after the grant period. More than 95 percent of the students reported that they have a better grasp of the English language and are working toward retaining the concepts in civics and American history.

IMLS Funds: \$7,475



Learning Labs - James Blackstone Memorial Library

The James Blackstone Memorial Library expanded its teen Maker program by creating Learning Lab classes on 3D file creation and printing, Arduino circuitry and coding, and wearable technology construction. Library staff purchased supplies and equipment to accommodate additional participants, offered classes at more times, and added related materials to library circulation. Of the 43 Learning Labs participants, only four had previously attended teen programs at the library. In the post-class evaluation, students indicated that they enjoyed the program and liked designing and creating real projects.

IMLS Funds: \$6,458



Statewide Delivery System (deliverIT CT)

IMLS funds underwrite part of the cost of physical materials delivery among the state's public and academic libraries. The delivery system, named deliverIT CT (formerly Connecticut or Ccar), is the backbone of the state's resource sharing. The system enables reciprocal borrowing in Connecticut. This means that physical items (books, DVDs, CDs, etc.) borrowed from participating institutions may be dropped off at any library. Borrowers can use their hometown library cards in any public library in Connecticut and materials will be returned where they belong. The project also supports interlibrary loan through delivery of user-requested library materials between libraries in the state. A volume study conducted during the grant period estimated that deliverIT CT delivers approximately 2.5 million items annually.

IMLS Funds: \$400,808





The “Public View” of the SPR

- URL: <https://imls-spr.imls.gov/Public>
- Contains SPR submissions from 2014 onward
- SPR elements *not* in the Public View:
 - Budget detail
 - Additional materials



SPR = Communications

- Public View expands the potential audience of SPR material
 - IMLS
 - Library Field
 - General Public (including elected officials)
- Consider these audiences when writing/reviewing your SPR

IMLS Labs: Search SPR Projects


Welcome to **IMLS Labs**, a place for visitors to try new capabilities IMLS is exploring for sharing information with the public. Some of these capabilities may still have bugs in them—please help us find those issues and [send us feedback](#).

The Grants to States program is the largest source of federal funding support for library services in the U.S. Using a population based formula, funds are distributed among the State Library Administrative Agencies (SLAAs) every year and ultimately support over 1,500 projects. These include statewide initiatives and services, and SLAAs may also distribute the funds through competitive subawards to, or cooperative agreements with, public, academic, research, school, or special libraries or consortia (for-profit and federal libraries are not eligible).

The tools available here will allow you to search or browse these annual IMLS Grants to States projects. Please note that these are two-year awards that are reported after the period of performance; for example, funds distributed in Fiscal Year 2014 were not reported until the end of calendar year 2015. See the [IMLS Grants to States program overview](#) for more information.

Search All Fields

Choose Fiscal Year



African-Americans: The Las Vegas Experience Documentary

State: Nevada

Fiscal Year: 2016

LSTA Funds: \$99,716.00

Grantee: University of Nevada-Las Vegas

Match Funds: \$0.00

[Show/Hide Description](#)


UNLV University Libraries partnered with Vegas PBS to produce and air a documentary on the history of African-Americans in Las Vegas, and develop an accompanying educational digital curriculum based on content provided through UNLV Libraries. The purpose of this project was to expand access to and knowledge of regional African-American history, and to increase use of the collected historical materials in the Documenting the African American Experience in Las Vegas collaborative web portal. A central goal was to bring this history to a wider audience of statewide and even national end users, while also providing – through this rich African-American history - additional context to our statewide history, culture, and sense of place. Project outputs include: 1) the production and multiple statewide public television airings of the 60-minute documentary African-Americans: The Las Vegas Experience; 2) additional/perpetual statewide public access to video-on-demand and online streaming of the documentary; and 3) the development of a digital curriculum correlated to Nevada Department of Education content standards and accessible to all K-12 educators and students. In addition, the Libraries and Vegas PBS hosted three events to share the documentary and engage the community. Approximately 36,000 statewide viewers and end-users accessed and viewed this content.



Sharing SPR Project Info

https://imls-spr.imls.gov/ x

Secure | https://imls-spr.imls.gov/Public/Details/78264

 INSTITUTE of
Museum and Library
SERVICES

[View Project](#)

G2S Project Code: 2016-NV-78264
State: Nevada
Fiscal Year: 2016

SPR Project Codes correspond with shareable URLs

SPR: SLAA View

General Information

Title:

African-Americans: The Las Vegas Experience Documentary

State Project Code:

16-12

Start Date:

07/01/2016

End Date:

06/30/2017

Abstract:

UNLV University Libraries partnered with Vegas PBS to produce and air a documentary on the history of African-Americans in Las Vegas, and develop an accompanying educational digital curriculum based on content provided through UNLV Libraries. The purpose of this project was to expand access to and knowledge of regional African-American history, and to increase use of the collected historical materials in the Documenting the African American Experience in Las Vegas collaborative web portal. A central goal was to bring this history to a wider audience of statewide and even national end users, while also providing – through this rich African-American history - additional context to our statewide history, culture, and sense of place. Project outputs include: 1) the production and multiple statewide public television airings of the 60-minute documentary African-Americans: The Las Vegas Experience; 2) additional/perpetual statewide public access to video-on-demand and online streaming of the documentary; and 3) the development of a digital curriculum correlated to Nevada Department of Education content standards and accessible to all K-12 educators and students. In addition, the Libraries and Vegas PBS hosted three events to share the documentary and engage the community. Approximately 36,000 statewide viewers and end-users accessed and viewed this content.

Goal:

Goal II: Encourage Nevada libraries to develop and use partnerships and collaboration to maximize user resources and services throughout the state.

General Information

Title: African-Americans: The Las Vegas Experience Documentary

State Project Code: 16-12

Start Date: 07/01/2016

End Date: 06/30/2017

Abstract: UNLV University Libraries partnered with Vegas PBS to produce and air a documentary on the history of African-Americans in Las Vegas, and develop an accompanying educational digital curriculum based on content provided through UNLV Libraries. The purpose of this project was to expand access to and knowledge of regional African-American history, and to increase use of the collected historical materials in the Documenting the African American Experience in Las Vegas collaborative web portal. A central goal was to bring this history to a wider audience of statewide and even national end users, while also providing – through this rich African-American history - additional context to our statewide history, culture, and sense of place. Project outputs include: 1) the production and multiple statewide public television airings of the 60-minute documentary African-Americans: The Las Vegas Experience; 2) additional/perpetual statewide public access to video-on-demand and online streaming of the documentary; and 3) the development of a digital curriculum correlated to Nevada Department of Education content standards and accessible to all K-12 educators and students. In addition, the Libraries and Vegas PBS hosted three events to share the documentary and engage the community. Approximately 36,000 statewide viewers and end-users accessed and viewed this content.

State Goal: Goal II: Encourage Nevada libraries to develop and use partnerships and collaboration to maximize user resources and services throughout the state.

SPR: Public View

Project Outcomes

List any important outcomes or findings not previously reported:

Goal 1: Produce and air a documentary about the region's African American history: * In collaboration with VegasPBS, the UNLV University Libraries assisted with the research, creation, and production of a 60-minute documentary, African Americans: The Las Vegas Experience. * The documentary aired 7 times on Vegas PBS and 2 times on KNPB in Northern Nevada between February 20 and 27, 2017. The documentary is also freely available at <http://www.vegaspbs.org/shows/african-americans-las-vegas-experience/>. Goal 2: Increase interest in and engagement with the region's African American history: * Screenings of the documentary were held at the Springs Preserve in Central Las Vegas and the West Side School in West Las Vegas. In addition, the documentary was shown continually as part of the Springs Preserve's annual Black History Month program. More than 500 people were reached at these events. * Vegas PBS experienced a nearly 100% increase in traffic Vegas PBS African-American-related web materials and online content, with an overall station-wide 4% increase in web/online access of related sites/content. Over 35,000 users accessed this content and/or viewed the documentary. * UNLV Libraries experienced a 28.5% increase in end users accessing UNLV Libraries' Documenting the African American Experience web portal. Since the documentary, over 6,000 pages have been accessed. * The documentary and associated events were covered by local media, including KNPR and the Las Vegas Weekly. Goal 3: Create an accompanying state content-correlated curriculum and guide for K-12 teachers. * The curriculum guide and media clips are available online from the VegasPBS site.

Please briefly describe the importance of these outcomes and findings for future program planning:

The partnership between public television and a regionally focused public research library is a powerful way to expand awareness and access to library collections and other resources. We feel this is a replicable model that can be used by universities and public television stations as a means to fulfill their educational mission with a community driven purpose. We developed quality products that will continue to be impactful after the grant period.

Explain one or two of the most significant lessons learned for others wanting to adopt any facets of this project:

Even though we did not get as many online viewers of the documentary or of the original Documenting the African American Experience in Las Vegas web portal as we expected, we had several positive community interactions during our public events and with our media coverage. Positive feedback from audience members included, "Like the focus of the documentary. It clearly covered the angst of what was here. All school children should be exposed to this history." "My schooling taught me that everybody who did anything was white. I was surprised, as I gained knowledge over the years. How could I not know? This must be taught; the film benefits all children." "The film was enlightening and enriched by the panel discussion afterwards that

URLs within
narratives for public
access

Project-wide
outcomes/impacts

Applicable
findings/lessons
learned

**Thank you for your ongoing
communication efforts!**