

El Paso Community College
Accelerating Promising Practices for Small Libraries
Funding Opportunity APP-FY19

Proposal Narrative

Project Justification

What need, problem, challenge, or opportunity will your project address, and how was it identified?

El Paso Community College's (EPCC) largest campus, the Valle Verde campus, has a unique challenge in trying to attract some of the non-traditional college populations to its library. The Valle Verde campus library rarely sees any senior citizens in their library and is trying to change that. The challenge for the College is to provide something that will encourage the senior population to visit the College library to utilize the services provided by the library. This need was identified by the Librarians at the Valle Verde Library, who are always searching for attractions that will bring in more library visitors and turn them into users, and ultimately exhibit how they can also possibly become EPCC students.

This program will engage and enlarge a particular target user group, senior adult citizens. The particular user group we are referring to are the adult senior citizens in and around El Paso County. As a community college campus along with its learning community, the Valle Verde Library is ready to offer some basic digital technology two-hour training courses. EPCC recognizes that if senior citizens are introduced to the daily usable computing, an iPad (tablet) and smartphone use, their communication with their family members, friends and other members of the community will increase while enhancing their quality of life.

What best practices or prior IMLS funded work will inform your approach?

In 2013 the Providence Public Library conducted a program called "ALLACCESS", which stands for Adult Lifelong Learning Access¹. This library grant was funded with a \$498,000 grant which enabled the Providence Public Library to offer training courses for adults to increase their digital literacy, receive adult education and workforce services at two library locations. The grant log number is LG-07-13-0318-13.

How would you qualify your library as small and/or rural (See Section A1 Applicants)?

Since the Valle Verde library is located within a metropolitan statistical area. We are basing our ability to qualify as a small library on the following criteria:

- There are 24 employees at EPCC's Valle Verde library, only 4 are fulltime Librarians, most all other employees are part-time and very part-time work-study students. This library does not utilize any volunteer employees;
- The 2019 operating budget for the EPCC Valle Verde library is \$640,541.00. These operational dollars come from EPCC's overall institutional budget;
- EPCC's Valle Verde library collection consists of only 64,348 volumes;
- The services provided by the library are primarily in support of our student population, assisting them with research necessary for the successful completion of their coursework. The library also assists instructors to provide almost all English course instructors with lessons on how to use the library as a research resource;
- The Valle Verde library has 18,949 square feet of public space and is housed in part of one of the instructional buildings on the campus property;
- This library serves the general student population predominantly at the Valle Verde campus. All students who are registered at the Valle Verde campus come from El Paso County.

1. "ALLACCESS – Adult Lifelong Learning Access", National Leadership Grants for Libraries, \$498,172.00, LG-07-13-0318-13, (Providence Public Library, Providence, Rhode Island, 2013).

- The only other academic library in our community is located at the University of Texas at El Paso (UTEP). Here is some information on the size of their library: UTEP library has 1,102,392 volumes and has six floors of library space. Each of its floors is the size of a football field, except the sixth floor which is somewhat smaller. Its general square footage is 289,902.

Who will benefit from your project? How have you engaged them in your planning?

This project can benefit the senior adult population within El Paso County, and theoretically will also benefit their family members who will be able to communicate with a more electronically savvy and capable family member. This project is working closely with EPCC's Senior Adult Program. EPCC's Senior Adult Program provides and promotes educational, cultural opportunities and support services to improve the quality of life of senior adults in our diverse community. The program assists senior citizens 55 and older with personal enrichment classes or prepares them for employment if considering re-entering into the workforce. With their input and assistance with marketing, the program will utilize and capitalize on their network of communications with the senior adult population in El Paso County.

How will your project address the goals of APP (as described above in Section A, in particular A1), your selected project category, and the agency-wide goal you selected on the IMLS Program Information Sheet? Promote Lifelong Learning Through Digital Inclusion:

In our outreach to the senior adults in El Paso County for the implementation of this program, EPCC is attempting to attract a non-traditional population of our educational community that is not already being served by the EPCC's Valle Verde Library, thus promoting lifelong lessons to a target group that historically has not been sufficiently engaged and encouraged to attend this particular library.

Historically, the Valle Verde Library was only concerned in reaching our traditional population of college students. Some, a very low percentage of about 1.4% of our college students, are considered to be senior adults. This number is not a targeted number, but is merely happenstance. This program seeks to attract and make comfortable an older population whom may be interested in coming to the library to continue their lifelong learning aspirations. In collaboration with EPCC's Senior Adult Program, the College has learned that there is a need to help address some computer/tablet learning aspects that can improve the quality of life of our County's senior adult population. Under IMLS RFP for addressing accelerating promising practices for small libraries we will be creating inclusive educational opportunities for senior adults needs as they relate to gaining sufficient digital literacy utilized today.

This proposed program involves the teaching of senior adults in the areas of user privacy and security, personal computer and tablet use, as well as an introduction to E-government use of various government websites and or applications. Please review our "Schedule of Completion" attachment to examine the topics of proposed sessions to review the listing of what senior adult competencies we are trying to address. Ranging from learning how to keep themselves safe and secure online (a component that will also be emphasized in every lesson taught) during their learning journey into a world they predominantly are not very familiar.

Project Work Plan

What specific activities will you carry out?

EPCC plans to host a two hour training once a month, except during the months of December and January (20 sessions in total over the two year program), for the targeted senior adult population. Each monthly training event will begin at 6pm and will last until 8pm, with a 10 minute break in the center of the educational presentation. These training events will take place in the EPCC Valle Verde Library, in a meeting room located on the bottom floor of the library. These trainings is where the computer tablets and sometimes smartphones will be used by the group to easily access the applications needed for each training (while also incorporating a

seasonal/monthly theme). In some cases they will be asked to bring along their smartphone that may also be used in the training session as well. The four librarians mentioned in this request will take turns making the presentations, and in many cases they will team-teach each lesson. At some sessions, participants will be asked to also bring along a family member or friend to utilize the technology necessary to actually use the skills being learned during the session. The goal of the training is to improve the level of communication of senior adults within their circle of family and friends. All lessons will have a portion dedicated to an in-class hands-on learning activity to engage and determine if the lesson is being received and learned.

Each lesson will take approximately 22 hours of preparation and marketing work from the four librarians in addition to the presentation time needed. Each participant will be asked to sign-in, and continued participation will be documented and logged for a record of attendance, resulting in a certificate for each session attended. Each participant will leave the presentation with the knowledge learned and with a session certificate to prove it, detailing the subject topic covered. Additionally, each participant will be asked to fill out a session evaluation form to provide feedback to the program Librarians, leading to continuous program improvement. The four librarians will then meet each month the following week of the presentation to discuss the training that took place, and to then address any issues and make the necessary changes for improvement.

A level of marketing targeting the senior adults to use the program will also be carried out by the EPCC Librarian team. They will be responsible for developing the notifying/invitation flyers for each lesson with all the details necessary to get the senior adults to participate in the program. These flyers will be distributed to various venues the senior population frequents or resides. Including, but not limited to Senior Citizen Centers, Health Clinics and Senior Daycare facilities all located within El Paso County. We will be working closely with EPCC's Senior Adult program to get the word out on the availability of these educational sessions to their regulars within their targeted population, in addition to announcements at a multitude of functions and events that they carry out each year like their Grandparents Day event in September, Navidad on the Border event in December, and their annual Love Conference that takes place in February just before Valentine's Day. Additionally, EPCC's Senior Adult Program frequently presents at community health fairs, Senior Day at the El Paso Civic Center, an event that attracts over two thousand participants from all over El Paso County. We will also invite representatives from the El Paso arm of the State of Texas' Adult Protective Services department, keeping them informed with all flyers, detailing of all training sessions we are providing.

Who will plan, implement, and manage your project? Will partners be engaged and, if so, for what purpose?

The program will be managed and implemented by four fully bilingual Librarians included in this program project. Making sure all flyers and lesson content, as well as all of its accompanying documents are fully translated into Spanish. Each of the Librarians will be charged with taking the lead for each session and will count on the remaining three librarians to assist and help with all aspects of marketing and each lesson and presentation evening. The topics will range from the early lessons of how to be safe using the internet, email, tablet/smartphones, to learning how to effectively use Skype, Facebook, Instagram and even how to use YouTube. In some cases, the Librarians will have to undergo a basic level of local training to gain the knowledge of the applications being used and to see how other instructors are presenting the materials and managing the lessons.

A complete listing of which topics will be covered in each monthly session and is also included in this request, in addition to which topics will require a level of outside training for the Librarians. Two the Librarians selected for this program have extensive training in lesson planning and lesson delivery since they were both classroom educators at the elementary and secondary levels. Each monthly training will have a complete lesson plan to accompany the lesson (an example of a lesson plan is included in this request). All of the librarians have extensive experience teaching all learning levels of adults and students, as they do this almost every day, to help

ensure each participant's total engagement. The participants will be totally engaged and assisted by the other Librarians who will be available to answer individual questions, once the hands-on activity has begun.

EPCC is confident that all of the participants can become engaged and participate by utilizing all four of the Librarians at each of the program training sessions. Since EPCC is located on the US/Mexico border, a lot of our senior adults of our region only speak Spanish. Each lesson will be taught in both English and Spanish to ensure full participation from our targeted audience to remove any language barriers that may exist. At the beginning of each session, if the librarians are not yet familiar with each participant, they will ask to see which participants can only speak Spanish to identify early where they will need to provide any needed translation information and instructor accompaniment. The main purpose of this program is to add and improve the level and methods of communication for each and every senior adult who participates.

What time, financial, personnel, and other resources will you need to carry out the activities?

The plan for the implementation of this program will require four Librarians to utilize five and a half hours of planning and preparation **time**, to be combined with two and a half hours from each being used for the lesson presentation each month. The detailed financial requirements are detailed in the requested budget and budget justification submitted with this project proposal request. Here are the budget basics to help describe the **financial** needs of the budget:

Librarians Partial Salaries and Wages: \$20,781.00
 Benefits for Librarians Partial Salaries: \$5,927.00
 Supplies, Materials and Equipment: \$14,534.00
 Other Costs (Printing for Marketing Flyers, Training for Librarians): \$6,000.00
 Indirect Costs (10%): \$2,671.00

Total Program Costs Requested from IMLS: \$49,913.00

The **personnel** being utilized for this program are the four Librarians that will teaming up to prepare, receive any needed training and present and convey each lesson being proved once a month. Included in this proposal is a listing of each month's topic, any needed training, preparation time leading up to the each presentation. The four librarians are: Ms. Debi Lopez, Mr. Adrian Morales, Ms. Catalina Valtierra-Pinon, and Mr. Samuel Ruiz. Each of these EPCC Librarians has a wealth of knowledge in library management, as well as in teaching both youth and adults, and providing assistance to the all library users being both students and patrons.

Other resources to be included in this program implementation request are for the items that will be incorporated and utilized in the presentation and hands-on activities component of this program. The equipment that will be purchased to then be used for this program are the 25 computerized tablets (PC based) and the 65" commercial grade monitor that will be placed on the wall and directly connected/linked to the instructors tablet so the audience can visually and also actively follow along with the lesson(s) being presented. The 65" monitor will be vital in engaging the audience and developing the participants skills during the hands-on activity involved in each lesson. EPCC will be providing the meeting space for each lesson being provided each month, along with a level of supervision from the chief librarian, for the time for each of the Librarians being utilized for the program.

What are the risks to the project and how will you mitigate them?

The only risks we foresee with the implementation of this project is the direct participation of the senior adults in the program. This can easily be overcome by making sure we provide continuous marketing and individual follow-up to ensure adequate participation. The program is planning to have at least 25 participants at each of the trainings as a minimum. The program will make the appropriate adjustments in the marketing efforts to help

increase the level of participation as needed. The program is already anticipating a lower attendance in the winter months and is already planning efforts to keep the participation level at an acceptable level.

How will you measure your progress and evaluate your project performance goals?

The program will measure the level of attendance and will examine the critical review of the responses, comments and other input from the participants and from each session evaluations, and other information gathered from each training session. The program evaluation forms being used will be specifically designed and continuously redesigned to get at the data necessary to make certain we are meeting the needs of the program participants and Institute of Museums and Library Services. Once we complete the first cycle of lessons/presentations in year one of the grant, we will then conduct a final evaluation in session 10 to gather information on perceptions from attendees about the entire program in general. This will help guide EPCC in program's improvement direction for year two. When EPCC is as successful as our program Librarians predict, EPCC will then determine the continuation of the program after the grant period ends in the fall of 2021.

Project Outcomes

What are the intended results and outputs of your project? How do they address the needs articulated in your Project Justification?

El Paso Community College is confident the results of the program will exhibit the improved knowledge and skill level of our senior adult population in working with the taught lessons in computer, tablets and smartphone applications utilization. The additional byproduct that EPCC is counting on gaining is an additional population that will return to the Valle Verde campus library to utilize the library and other resources available to them.

EPCC is trying to address the gap in the technological communication of the senior adults within their social circles with family and friends in today's society. EPCC will also be addressing the gap of attracting El Paso County's senior adults to the Valle Verde Library at EPCC's largest campus, which is one of or main goals. EPCC will then address the gap in the technological communication of the senior adults at its other four campuses throughout El Paso County.

How do you define success for your project?

El Paso Community College's Success with this program will be defined by the attendees improved knowledge level and the number of attendees that continue to return for each training session and the how the number continues to increase and improve the demand for this program for not only the Valle Verde campus library but also the "pull effect" that will take place with the senior adults requesting the program be replicated at other EPCC campus libraries closer to their homes and in other places of frequent attendance. Additionally, EPCC expects other community libraries wanting to replicate this program and requesting the needed program materials for program replication, which we are interested in sharing.

What is your plan for collecting and reporting data on your performance goals and outcomes?

El Paso Community College's plan for collection data and reporting data will be accomplished by the team of four Librarians responsible for this program's implementation. A database will be established to record all data collected verbally and through the use of our session evaluation forms, as well as the observations made by the program Librarians. A set of program metrics will be established to analyze data that will track attendance, from what part of El Paso County the participants are coming from and for each and every possible response category on the developed evaluation form(s).

How will you sustain the benefits of your project beyond the funding period?

The College plans to fully implement the program at the Valle Verde Library even after the program funding from the IMLS ends. Since we will have the program resources in place at the Valle Verde Library, it will be

easy to request the minimal funds necessary from the EPCC institutional budget to pay for the staff time and conduct the needed marketing efforts to keep the program in place. Additionally, EPCC is committed to replicating the program at our four other campus libraries as a community college district-wide program to help address the gap in technological skills of El Paso's senior adults and to attract them to all five of its campus libraries in El Paso County.

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Schedule of Completion

<i>First Year</i>			<i>19</i>				<i>20</i>							
<i>Training Session Topic:</i>			<i>Sep</i>	<i>Oct</i>	<i>Nov</i>	<i>Dec</i>	<i>Jan</i>	<i>Feb</i>	<i>Mar</i>	<i>Apr</i>	<i>May</i>	<i>Jun</i>	<i>Jul</i>	<i>Aug</i>
1	Being Cyber Safe	(Back to School)												
2	Electronic Mail	(Halloween)												
3	Library Searches	(Holiday Season)												
						N/S								
							N/S							
4	Texting Nuances with Emojis	(Valentines)												
5	Online Shopping	(St. Patricks)												
6	Instagram and SnapChat	(Easter)												
7	FaceTime & Skype	(Spring)												
8	YouTube	(End of School)												
9	Medical & E-Govt. Searches	(4th of July)												
10	Online Dating Sites - OurTime	(Vacation)												

<i>Second Year</i>			<i>20</i>				<i>21</i>							
<i>Training Session Topic:</i>			<i>Sep</i>	<i>Oct</i>	<i>Nov</i>	<i>Dec</i>	<i>Jan</i>	<i>Feb</i>	<i>Mar</i>	<i>Apr</i>	<i>May</i>	<i>Jun</i>	<i>Jul</i>	<i>Aug</i>
1	Being Cyber Safe	(Back to School)												
2	Electronic Mail	(Halloween)												
3	Library Searches	(Holiday Season)												
		(no session will be held)				N/S								
		(no session will be held)					N/S							
4	Texting Nuances with Emojis	(Valentines)												
5	Online Shopping	(St. Patricks)												
6	Instagram and SnapChat	(Easter)												
7	FaceTime & Skype	(Spring)												
8	YouTube	(End of School)												
9	Medical & E-Govt. Searches	(4th of July)												
10	Online Dating Sites - OurTime	(Vacation)												