



METROPOLITAN NEW YORK LIBRARY COUNCIL

**METRO 2010 DIGITIZATION GRANT
APPLICATION AND INSTRUCTIONS**

(Deadline: Tuesday, November 25, 2010, 2:00 PM)

General Instructions

This application contains general instructions and an application for funding digitization projects.

The purpose of the funding is to facilitate the conversion of significant non-digital materials to digital format thereby enhancing the quality of the region's library information resources.

METRO member institutions located in New York City and Westchester County are eligible to apply.

Funding is open to all types of materials including text, photographs, postcards, maps, newspapers, two- and three-dimensional objects, audio, video, etc.

Preference will be given to first-time applicants.

Application Procedures

Complete the METRO DIGITIZATION GRANT application form.

- Please limit your answers to one page per question. Pages must be formatted using a typeface of no less than 12 points on 8.5" x 11" paper with one-inch margins on all sides.
- Please indicate whether you can begin work on January 1, 2009, and complete the project by December 31, 2010.
- Submit one complete copy of your application in hard copy or PDF.
- Proposals are due at METRO no later than 2:00 PM. on **Tuesday, November 25, 2010**. **Fax copies will not be accepted.**

General Information

1. The purpose of the funding is to facilitate the conversion of significant non-digital materials to digital format; thereby enhancing the quality of the region's library information resources.
2. METRO member institutions located in New York City and Westchester County are eligible to apply.
3. Those who apply for digitization grants should be knowledgeable about digital conversion standards and best practices or work with partners or vendors with the necessary experience. For imaging, METRO currently recommends the *BCR's CDP Digital Imaging Best Practices Version 2.0*, available at the Collaborative Digitization Program website: <http://www.bcr.org/cdp/best/digital-imaging-bp.pdf>
4. The digital collections created with these funds must be made accessible without charge to the general public via the Internet. A website with a searchable interface to the digital collection is highly recommended.
5. Grant recipients must provide to METRO, at a minimum, a collection level record for inclusion in METRO's Digital Collections Directory, guidelines for which will be provided by METRO. For creating item level records, METRO currently recommends the *Collaborative Digitization Program Dublin Core Metadata Best Practices Version 2.1.1 September 2006* available at: <http://www.bcr.org/cdp/best/dublin-core-bp.pdf>
6. Source materials must be in the public domain, or the institution must demonstrate copyright or the right to make the materials available. For more information and links about copyright issues please see METRO's website: <http://www.metro.org/content/view/54/238/>
7. Grants will likely range from \$5,000 to \$10,000 and are intended primarily to offset the technical and personnel costs associated with digitization projects. Approved uses for funds include hardware, software, outsource services, consulting services, staffing, training, web design, project evaluation, and promotion.
8. Grant recipients will have the option to use CONTENTdm digital collection management software, hosted by METRO, at no charge from January 1, 2010 until December 31, 2011. METRO will continue to host successfully completed projects using CONTENTdm at no charge until December 31, 2011.¹ CONTENTdm users will be granted two Acquisition Station seats and the ability to store up to 500 images on METRO's CONTENTdm server. Grant recipients are welcome to use their own collection

¹ Assuming no change in current New York State funding

management and web presentation solutions (e.g., Ex Libris DigiTool, DSpace, Greenstone, Luna Insight, etc.).

9. Grant recipients will agree to make presentations about their digital collection and lessons learned at a future METRO event.
10. Grant recipients will agree to attend a minimum of two meetings throughout the year, where grant project representatives will discuss their progress, needs, etc.
11. Grant recipients must file a midyear report, which is due on June 30, 2009, and a final report, which is due on January 31, 2010. Reimbursement for grant expenditures will be made at these times. Additional information and forms will be made available on the METRO website.
12. Grant recipients must agree to publicly acknowledge activities supported by METRO funds with the following tag line:

"The (name of institution and project) was supported in part by funds from the Metropolitan New York Library Council (METRO) through the New York State Regional Bibliographic Databases Program."

Application Review Process

METRO will determine whether an application is eligible and complete. METRO may contact applicants for additional information about their applications. Ineligible and incomplete applications will be rejected without evaluation.

All eligible and complete applications will be evaluated by a panel composed of members of METRO's Information Systems and Services Advisory Council, METRO's Digitization Advisory Council, experts from the field, and METRO staff.

METRO will make the final funding decisions based on the evaluations by reviewers.

Examples of previously funded project are available on our website at:

<http://tinyurl.com/digitalmetrony>

Key Dates

| | |
|--------------|--|
| Sep 5, 2008 | Applications available |
| Sep 22, 2008 | Information Session for Grant Applicants (optional) |
| Nov 25, 2008 | Applications due |
| Jan 2009 | Initial Notifications |
| Feb 2009 | Initial Site Visits; Contracts Signed |

| | |
|--------------|----------------------------------|
| Mar 2009 | Kickoff Meeting |
| Jun 30, 2009 | Midyear Report and Reimbursement |
| Oct 2009 | Fall Meeting |
| Dec 31, 2009 | Project Completion |
| Jan 31, 2010 | Final Report and Reimbursement |
| Mar 2010 | Wrap Meeting |

**METRO
REGIONAL BIBLIOGRAPHIC DATABASES
AND INTERLIBRARY RESOURCES SHARING PROGRAM**

DIGITIZATION APPLICATION FORM

2010

**Application Due 2:00 P.M.
November 25nd, 2010**

Can begin work January 1, 2009 and complete the project by December 31, 2010?

Yes

(Specify Yes or No)

Please type or print clearly

| | |
|---|-----------------------|
| Library | ABC Library |
| Name of Respondent | Bethany Grabow |
| Title of Respondent | Young Adult Librarian |
| Address | |
| Project Title | Project Podcast |
| Name of Project Manager | Bethany Grabow |
| Title of Project Manager | Young Adult Librarian |
| Email | |
| Phone | |
| Fax | n/a |
| Name of Library Director or Authorized Person | Jane Doe |
| Title of Library Director or Authorized Person | Director |
| Signature of Library Director or Authorized Person | n/a |
| Date Submitted | 12/13/09 |

Project Narrative

Attach extra sheets as needed, clearly numbering them to correspond to the items below.

Applications for digitization projects must include the following specific information in the Project Narrative in addition to information requested in the General Information.

A. Purpose and Audience

What is the purpose for digitizing this collection? What are the goals and objectives of your project? Describe intended audiences and how the digital collection will be accessible to these audiences. For more information please see *Questions to Ask Before Starting a Digitization Project* available at: <http://www.lib.sk.ca/staff/digitization/colorado.pdf>

B. Project Description

1. Describe the collection to be digitized. Include how the materials will be selected and the types, formats, and quantity of the source materials.
2. Describe copyright issues, privacy issues, and other potential restrictions with regard to the materials to be digitized. The materials in the digital collection must be in the public domain or the institution must demonstrate copyright or the right to make the materials available.
3. Describe the specifications for each digital file format used (e.g., TIFF, JPEG, MPEG, WAV). For images, this would include resolution, depth, tone, pixel dimension, etc., for the master, access, and thumbnail images.
4. Describe how metadata will be produced and what standards (Dublin Core, MARC, VRA, EAD, etc.) will be used to describe content.
5. Describe how users will access the collections. Describe the collection management and web presentation system that you plan to use (e.g., CONTENTdm, Ex Libris DigiTool, Greenstone, Luna Insight, etc.)
6. Describe how the digital collection will be publicized and promoted to the intended audiences.
7. Describe how you will evaluate your project. This should be directly tied to the purpose, goals and objectives that you stated above. The project should have acceptable evaluation and design components including assessment methods that will describe measurable project outputs and outcomes. For more information about evaluating digital projects please see the *NINCH Guide to Good Practice: XII. Assessment of Projects by User Evaluation* at <http://www.nyu.edu/its/humanities/ninchguide/XII/> and *IMLS Outcome Based Evaluation* at <http://www.ims.gov/applicants/obe.shtm>
8. Include a detailed project timeline. See attached template.

C. Staffing and Training Needed for the Project

1. Describe all personnel who will work on the project (please note that there should

only be one person listed as Project Manager.) Discuss personnel's experience and commitment to the project (i.e., will they be granted adequate time to work on the project?). Discuss training taken and training needed to complete the project. Describe the institutions ability to successfully execute the project. Grant applicants must have demonstrated digitization experience or plan to enroll in digitization workshops. Grant recipients are urged to send appropriate staff to METRO's 2008-2009 series of digitization workshops.

D. Preservation and Sustainability

1. Describe how the institution will maintain the digital collection, metadata, and website after the conclusion of the grant.
2. Describe how the institution will continue the project's activities after its completion.

E. Budget Justification

1. Grants will likely range from \$5,000 to \$10,000 and are intended primarily to partially offset the technical and personnel costs associated with digitization projects. Approved uses for funds include hardware, software, outsource services, consulting services, staffing, training, web design, project evaluation, and promotion. The budget justification should explain all elements of the budget. Every component listed in the budget must be adequately described including institutional contributions, either cash or in kind.
2. Grant funds cannot be used for fringe benefits, travel costs, or conference fees.
3. Grant funds cannot be used for permanent staff.
4. Hardware (including computers, monitors, and scanners) requires a 50% match.

A. Purpose and Audience

What is the purpose for digitizing this collection? What are the goals and objectives of your project? Describe intended audiences and how the digital collection will be accessible to these audiences. For more information please see *Questions to Ask Before Starting a Digitization Project* available at: <http://www.lib.sk.ca/staff/digitization/colorado.pdf>

ABC Library young adult department plans to digitize audio and video book talks, book reviews, program reviews, and interviews with community members of interest written and performed by teens. Teens regularly submit written versions of these items for the teen newsletter. However, printed newsletters have readership limited to those who receive a copy of the newsletter. Digital versions of the materials will supplement written versions and will provide an additional avenue for access. With the current popularity of YouTube and other online audio and video options, ABC Library sees a demand for materials in these formats. The purposes of this project are to increase access to library materials using technology, to develop positive relationships between teens, the library, and the community, and to encourage teens to use their talents and creativity.

The goals and objectives of Project Podcast closely parallel ABC Library's strategic plan to provide resources and services to fit the wants and needs of the community.

One goal in ABC Library's Strategic Plan states that use of online resources (database and website) will increase by 20% from 2009 to 2011. The podcasting project can help users to learn about things such as books available in the library's collection, books that may be of interest to them, information about ABC's history, and information about possible career paths and professions. The young adult department will heavily promote podcasts. Because users must access the library's website in order to view podcasts, website usage will increase.

Another goal states that at least 90% of total participants in library teen programs will indicate on an evaluation form that they have learned a new skill or tried a new activity as a result of the teen program. The podcasting project will promote teen leadership skills by encouraging them to share knowledge and talents. It will also promote teen talents through publication of writing, speaking, and acting.

A third goal states that library patrons will encounter emerging entertainment and information formats that provide more personal options. Book talks and book reviews will introduce patrons to current and/or popular library materials. The podcasting project will develop the library's website with new technology via audio and video podcasts and RSS feeds.

An additional part of the strategic plan states that the young adult department will provide a minimum of four forums or events each year for teens to share ideas and build relationships with each other or with other community members. Interview podcasts will help teen library patrons to build relationships with community members. Teen Advisory Board meetings allow teens to share ideas with and meet peers from other schools and neighborhoods. The young adult department will actively recruit new Teen Advisory Board members on a regular basis, using podcasts to stimulate interest.

B. Project Description

Describe the collection to be digitized. Include how the materials will be selected and the types, formats, and quantity of the source materials.

ABC Library young adult department plans to digitize audio and video book talks, book reviews, program reviews, and interviews with community members of interest written and performed by teens.

The young adult department will provide a list of podcasting guidelines to the teens. Book talks and book reviews need to be about books the library owns or has agreed to purchase. Scripts need to be approved by a member of the young adult department staff prior to recording. Each teen must complete one training session with a member of the young adult department staff prior to handling recording equipment. Other guidelines may be added as the project progresses as

this will be a learning experience for the staff as well. Within these guidelines, the teens will be encouraged to use creativity and writing and acting skills to create unique podcasts.

Podcasts will exist in two forms, audio and video. The original audio files will be recorded onto iPods using the iTalk microphones. Recordings will then transfer to iTunes in WAV format. WAV is a commonly used file type, suitable for retaining “first generation” archived files of high quality, and WAV files are compatible with Windows, Macintosh, and Linux operating systems. In iTunes, files will be converted into MP3 format, a smaller file size. Files for listeners will be in MP3 format.

The original audio files will be recorded using the Flip UltraHD camcorder as MP4 files. The camcorder comes preloaded with FlipShare software to compress files (H.264 video compression, Advanced Audio Coding audio compression).

After files are recorded and published, original files will be saved to a folder on a network drive located on a staff computer. Once per month, original files will be saved to an external hard drive and saved to DVDs. DVDs will be made available for checkout as part of a special teen collection.

Describe copyright issues, privacy issues, and other potential restrictions with regard to the materials to be digitized. The materials in the digital collection must be in the public domain or the institution must demonstrate copyright or the right to make the materials available.

There will be no copyright issues for the podcasting project. All podcasts will be original content written and performed by teens. No book covers will be shown during the video podcasts.

Privacy issues will be addressed by having each teen participating in the podcasting project to return a permission slip signed by both the teen and a parent or guardian. These permission slips will be retained by the young adult department. Teens will not use last names and will be given the option to make up a moniker to use for recordings.

Describe the specifications for each digital file format used (e.g., TIFF, JPEG, MPEG, WAV). For images, this would include resolution, depth, tone, pixel dimension, etc., for the master, access, and thumbnail images.

The original audio files will be recorded onto iPods using the iTalk microphones. Recordings will then transfer to iTunes in WAV format. WAV is a commonly used file type, suitable for retaining “first generation” archived files of high quality. In iTunes, files will be converted into

MP3 format, a smaller file size. Files for listeners will be in MP3 format.

The original audio files will be recorded using the Flip UltraHD camcorder as MP4 files. The camcorder comes preloaded with FlipShare software in order to edit clips and compress files (H.264 video compression, Advanced Audio Coding audio compression).

Describe how metadata will be produced and what standards (Dublin Core, MARC, VRA, EAD, etc.) will be used to describe content.

The repository architecture to be used, Greenstone, has an interface that allows for creation of metadata. Metadata will be produced for each podcast episode by the staff member publishing the item. Metadata will follow Dublin Core standards.

Describe how users will access the collections. Describe the collection management and web presentation system that you plan to use (e.g., CONTENTdm, Ex Libris DigiTool, Greenstone, Luna Insight, etc.)

Users will access the digital audio collection through the library's website, through the user's personal iTunes account, or through the user's RSS subscription provider. After accessing the collection, users can listen to podcasts on their computers or iPods.

Users will access the digital video collection through the library's website or on YouTube. After accessing the collection, users can watch video podcasts on their computers or iPods with video capabilities.

ABC Library will use Greenstone as its presentation system. Greenstone is an open-source software created to encourage libraries to build and publish collections to the Internet and CD-ROM. This digital architecture software aids users in creating metadata and posting full searchable content on the Internet. Users build collections in Greenstone using the Librarian interface. This piece of the software has an easy, point-and-click graphical interface; it enables users to input and import information, to produce metadata, to use the metadata to creating searching capabilities, and to design the digital collection. The most common metadata format used in the United States, and to be used for Project Podcast, is Dublin Core. Plug-ins are another feature of Greenstone allowing users in the Librarian interface to use outside metadata. In the case of Project Podcast, MP3 audio files will be imported. Greenstone also has a Reader interface in which end users view the digital collection in a web browser. This software is widely used due to the fact it can run on Windows, Unix, and Mac OS X and users have the ability to customize their digital libraries using Greenstone's many features such as importing metadata using plug-ins. Organizations all over the world are using Greenstone to create digital libraries; it is available in 35 languages and Greenstone-created digital collections are available

to anyone with an Internet connection.

Describe how the digital collection will be publicized and promoted to the intended audiences.

Project Podcast will be publicized using word of mouth, website links and banners, and print advertising. Teens creating podcasts will talk about the project with friends and family. Library staff will write about the project on the library's Facebook page, on the state's group for young adult advocates in libraries wiki, and in the monthly email sent to local school media specialists.

The library's website will have an eye-catching banner on the homepage directing users to the podcasts. General computer users within the library see the library's homepage upon login and computer users in the Teen Zone see the library's teen page upon login.

Library staff will make print advertising in a variety of sizes. Bookmarks with instructions on how to access the podcasts and titles of initial podcasts will be placed at all public service desks and next to public computers. Four posters will be created with the same information; one will be placed behind the Teen Zone reference desk, one in the stairwell, one in the elevator, and one on the front door to the library. Letter-sized flyers with the information will be placed in holders on the cafe tables in the Teen Zone and on the coffee table in the seating area near the library's fireplace. Letter-sized flyers will also be included in the monthly mailings to the local middle schools and high schools. In addition, the podcasts will be featured in the quarterly teen newsletter.

Describe how you will evaluate your project. This should be directly tied to the purpose, goals and objectives that you stated above. The project should have acceptable evaluation and design components including assessment methods that will describe measurable project outputs and outcomes. For more information about evaluating digital projects please see the *NINCH Guide to Good Practice: XII. Assessment of Projects by User Evaluation* at <http://www.nyu.edu/its/humanities/ninchguide/XII/> and *IMLS Outcome Based Evaluation* at <http://www.ims.gov/applicants/obe.shtm>

ABC Library will perform three types of evaluation: front-end analysis, formative evaluation, and summative evaluation. Front-end analysis will be performed with the library's Teen Advisory Board. A guest speaker will be invited to speak at a TAB meeting to present the idea of podcasts and show examples of podcasts created by other teens. After this presentation, library staff will brainstorm with teens to select content for podcasts and gain ideas of teens' potential reactions to podcasts.

Formative evaluation will be conducted during the development of the podcasting project.

Before podcasts are advertised, teen volunteers will test podcasts with only the instructions to be posted on the webpage. This will allow library staff to determine whether instructions are clear and podcasts are functional from the website.

Summative evaluations will take place after the initial launch in order to gather users' input and suggestions and will be tied to the purpose, goals, and objectives of the project:

The purposes of this project are to increase access to library materials using technology, to develop positive relationships between teens, the library, and the community, and to encourage teens to use their talents and creativity.

Another goal states that at least 90% of total participants in library teen programs will indicate on an evaluation form that they have learned a new skill or tried a new activity as a result of the teen program.

Teens participating in the podcasting project will take an evaluation describing their experiences with podcasting, one after the initial launch and one after 3 months. 90 percent of teens will indicate that they learned something about technology and met at least one new person as a result of the podcasting project.

One goal in ABC Library's Strategic Plan states that use of online resources (database and website) will increase by 20% from 2009 to 2011. Because users must access the library's website in order to view podcasts, website usage will increase.

ABC Library will track the number of times each podcast is played/viewed each month and monitor this statistical data. The goal each month for the first 3 months is 40 plays/views per podcast.

A third goal states that library patrons will encounter emerging entertainment and information formats that provide more personal options. The podcasting project will develop the library's website with new technology via audio and video podcasts and RSS feeds.

Surveys for users about podcasts will be available on the library's webpage and in hard copy at both the adult and young adult reference desks. 80 percent of those surveyed will indicate that they have seen the podcasts on the library's website; at least 50 percent will indicate that they have listened to or viewed a podcast.

Include a detailed project timeline. See attached template, page 17.

C. Staffing and Training Needed for the Project

Describe all personnel who will work on the project (please note that there should only be one person listed as Project Manager.) Discuss personnel's experience and commitment to the project (i.e., will they be granted adequate time to work on the project?). Discuss training taken and training needed to complete the project. Describe the institution's ability to successfully execute the project. Grant applicants must have demonstrated digitization experience or plan to enroll in digitization workshops. Grant recipients are urged to send appropriate staff to METRO's 2008-2009 series of digitization workshops.

Project manager- Bethany Grabow, Young Adult Librarian

Formal training:

Grant Writing for Digitization and Preservation Projects- Metropolitan New York Library Council

Digital Libraries course- completed December 18, 2009, Clarion University

Informal training:

Ongoing collaboration with Erica Smith, Young Adult Librarian at XYZ Library, who successfully pioneered a podcasting project 18 months ago.

Project time commitment:

Will dedicate 20 hours per week to Project Podcast during the first 3 months of creation, launch, and promotion. After the first three months and the project has been established, Bethany will dedicate 5 hours per week to podcast maintenance.

Gigi Jones and Fran Jacobs, Young Adult Services Co-Managers

Formal training:

Gigi: Grant Writing for Digitization and Preservation Projects- completed December 14, 2008

Project time commitment:

Will dedicate 5 hours per week to Project Podcast, approving and testing final drafts before published to library's website.

Shelly Ryan, Young Adult Library Assistant

Formal training:

Digitization and Your Library- Nebraska Library Association webinar- completed June 16-17, 2009

Project time commitment:

Will dedicate 10 hours per week to Project Podcast during the first 3 months to aid with creation, launch, and promotion. Will dedicate 6 hours per month working with Teen Advisory Board members and teen volunteers to record new podcasts.

Nearby XYZ Library, comparable in size, staff, and resources, launched a podcasting 18 months ago with positive results. ABC Library will follow a similar model and XYZ Library staff has agreed to provide mentoring during the development process.

D. Preservation and Sustainability

Describe how the institution will maintain the digital collection, metadata, and website after the conclusion of the grant.

New podcasts will continue to be placed on the library website monthly, and previous podcasts will be archived on the website as well. Both podcasts and corresponding metadata will be saved

on the library's network drive and an external hard drive for long-term preservation.

A teen volunteer will test the podcasts on the website once per week.

After one year, evaluations will be given every 6 months. A suggestions box will be placed in the Teen Zone for ideas for future podcasts.

Describe how the institution will continue the project's activities after its completion.

After the grant period has concluded, ABC Library will continue Project Podcast. New podcasts will be recorded and posted every month and metadata will be created for each podcast upon posting.

After the initial purchase of equipment and supplies, Project Podcast will require little additional funding in order to continue. The Friends of ABC Library have agreed to provide \$100 per year after the end of the grant period to pay for any incidental expenses that may occur associated with this project.

E. Budget Justification

- 1. Grants will likely range from \$5,000 to \$10,000 and are intended primarily to partially offset the technical and personnel costs associated with digitization projects. Approved uses for funds include hardware, software, outsource services, consulting services, staffing, training, web design, project evaluation, and promotion. The budget justification should explain all elements of the budget. Every component listed in the budget must be adequately described including institutional contributions, either cash or in kind.**
- 2. Grant funds cannot be used for fringe benefits, travel costs, or conference fees.**
- 3. Grant funds cannot be used for permanent staff.**
- 4. Hardware (including computers, monitors, and scanners) requires a 50% match.**

Budget justification:

Hardware is crucial to Project Podcast. ABC Library will purchase two Griffin iTalk Pro Microphones, two Apple iPod Nanos, and one Flip UltraHD Camcorder for recording audio and video podcasts. In addition, one Fantom External Hard Drive will be purchased for archival purposes with a 50 percent contribution from ABC Library's technology budget.

All software programs needed for Project Podcast are either free, open-source, or programs the library already owns.

Staff for Project Podcast will be regular library staff performing digitization during regular work hours.

ABC Library plans to provide a speaker with a \$50 stipend for speaking at a Teen Advisory Board meeting about podcasting.

The library's website will be used to display podcasts and has already been established. Regular library staff will make any changes to the teen page to include podcasts.

ABC Library will use Microsoft Publisher, a program already owned by the library, to create promotional materials for Project Podcast. Materials will be professional printed for eye-catching results.

Other supplies include chargers and surge protectors. Training to further library staff's knowledge of the process and challenges of digitization projects are included in the budget.

DIGITIZATION PROJECT BUDGET

Institution ABC Library

Project Title Project Podcast

Website to which materials will be added www.abclibrary.org

| | |
|---|--|
| Hardware | Amount |
| 2 Griffin iTalk Pro Microphones | \$79.95 each |
| 2 Apple iPod Nanos (4 GB) | \$148.99 each |
| 1 Flip UltraHD Camcorder (120 minutes) | \$159.99 |
| 1 Fantom GD2000EU GreenDrive 2.0 TB External Hard Drive (Library provides 50 percent match) | \$89.99 (\$179.99-\$90.00 provided by library) |
| Software | Amount |
| Greenstone (open-source) | \$0.00 |
| iTunes (free account) | \$0.00 |
| Dreamweaver (library already owns) | \$0.00 |
| RSSeditor (free) | \$0.00 |
| Microsoft Publisher (library already owns) | \$0.00 |
| Staffing (specify if staff is for metadata creation, scanning, etc.) | Amount |
| Regular library staff | \$0.00 |

| | |
|---|--|
| Services (consultants, outsourcing, etc.) | Amount |
| Stipend for speaker to present podcasting to Teen Advisory Board | \$50.00 |
| Mentor staff from XYZ library (\$30 per hr. for 10 hrs.) | \$300.00 |
| Web Design | Amount |
| Library website (already established) | \$0.00 |
| Dreamweaver (library already owns) | \$0.00 |
| Promotion | |
| Printing promotional materials | \$100.00 |
| Other (supplies, etc.) | Amount |
| 2 Belkin AC Wall & USB chargers for iPod with dock connector | \$10.00 each |
| 2 Surge protector/power strips | \$9.99 each |
| Miscellaneous supplies | \$102.16 |
| Shipping and handling for hardware and supplies | \$50.00 |
| Training for Bethany Grabow, 5-day Digital Preservation Management workshop | \$750.00 |
| Grant Writing for Digitization and Preservation Projects training workshop for two staff members, Fran Jacobs and Shelly Ryan | \$200.00 each |
| | Total Grant Request: \$2,500.00 |

01/ 02/10 03/10 04/10 05/10 06/10 07/10 08/10 09/10 10/10 11/10 12/10
10

| | | | | | | | | | | | | |
|------------|--------|---------|---------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Scanning | n/a | - | - | - | - | - | - | - | - | - | - | - |
| Metadata | 5 hrs. | 5 hrs. | 5 hrs. | 3 hrs. | 2 hrs. | 2 hrs. | 2 hrs. | 2 hrs. | 2 hrs. | 2 hrs. | 2 hrs. | 2 hrs. |
| Web Design | | 20 hrs. | 10 hrs. | | | | | | | | | |

| | | | | | | | | | | | |
|-----------------------------|-----------------------|---------|--------|--------|--------|--------|-------|-------|-------|-------|-------|
| Promotion | 10 hrs. (creation) | 5 hrs. | 5 hrs. | 5 hrs. | 3 hrs. | 3 hrs. | 1 hr. | 1 hr. | 1 hr. | 1 hr. | 1 hr. |
| Other: Staff training | 52 hrs. | | | | | | | | | | |
| Presentation to TAB | 1 hr. | | | | | | | | | | |
| Recording podcasts | 3 hrs. | 3 hrs. | 2 hrs. | 1 hr. | 1 hr. | 1 hr. | 1 hr. | 1 hr. | 1 hr. | 1 hr. | 1 hr. |
| Evaluation | 2 hrs. | 2 hrs. | 3 hrs. | | 3 hrs. | | | | | | |
| Mentor staff, XYZ Library | | 10 hrs. | | | | | | | | | |

Project Timeline:

January 1-31- Staff attends training workshops, presentation to Teen Advisory Board, record initial podcasts and create metadata, perform front-end analysis.

February 1-28- Mentor staff from XYZ Library helps prepare podcast materials, record additional podcasts and create metadata, perform formative evaluation, design podcast webpage, create promotional materials.

March 1-31- Record podcasts and create metadata, make final revisions to podcast webpage, print promotional materials, set up RSS feeds.

March 8- Launch podcasts for Teen Tech Week

March 8-22- Summative evaluations performed and results compiled.

June 1-30- Perform second set of summative evaluations and compile results.

April 1-December 31- Continue to record podcasts and create metadata. Make changes and revisions based on experiences and feedback from evaluations.

Project Rationale Statement and Project Analysis – Bethany Grabow

In my persona as a Young Adult Librarian, my goal is to provide young adults access to information that is relevant to their school, work, and personal needs. People in this generation enjoy using computers and the Internet for all of these purposes. In order to harness the enthusiasm teens have for all things Internet, my grant proposes to create audio and video book talks, book reviews, library program reviews, and interviews with community members of interest written and performed by teens. Using simple equipment that many teens already know how to use, the library will have a digital collection that is relatively easy to create and maintain and of interest to library patrons.

Other libraries have created podcasts with success. Mamie Doud Eisenhower Public Library in Broomfield, Colorado

(http://www.broomfield.org/library/teenzone/TZ_Podcasts.shtml) has teen-created podcasts on its website; Lincoln City Libraries

(<http://www.lincolnlibraries.org/Podcasts/Podcasts.htm>) has staff-created podcasts . Pima County Public Library (<http://www.library.pima.gov/teenzone/trailers/>) received media attention with its Teen Book Trailers. Hypothetical ABC Library would like to use these ideas to create audio and video podcasts unique to our patrons and community.

The process of locating a grant and writing a proposal was challenging. Locating a grant

that fit the requirements of the assignment as well work with the project I had in mind was difficult. After finding several grants that would be ideal for Project Podcast but did not mention digital architecture, I began using one of the examples given in live class. However, many of the questions asked in the application were not relevant to my project or I was not able to go into adequate detail required by the grant. I later found the METRO grant that seemed more applicable to my project and was able to transfer some of the writing I had already done to the new grant application.

There were two elements that created challenge in writing the grant proposal. First, I had never written a grant proposal before and found little direction as to the type of language and writing style to use. Second, while I knew what I wanted my digitization project to be, I did not understand the technology to describe how to use it without extensive research. After my research, though, I feel that I could create a podcast and post it on a website.

After writing the first draft of my grant proposal, I downloaded Greenstone. It was easy to download, install, and navigate. I appreciated the graphical, point-and-click Librarian interface; it seemed user-friendly. The Metadata Set Editor also seemed manageable, although I think I would have to learn more about Dublin Core and how the plug-ins function in order to produce correct metadata. The demos were helpful in understanding the purpose and functionality of Greenstone in a project such as mine. I anticipate using Greenstone in my future librarian career.

This project, while challenging and, at times, overwhelming was a valuable exercise in grant writing. The knowledge and skills gained will aid me in my career in non-profit organizations.