

To: Montana State Library Commission
From: Sue Jackson, Project Coordinator
Re: PEEL II update
Date: December 1, 2005

Since receiving the Professional Education and Employment for Librarians (PEEL II) grant award in July, MSL staff have been busy with planning and promotion.

Recruitment Campaign

There are two goals for the recruitment campaign: encourage Montanans to apply for PEEL II scholarships to attend graduate library school and promote librarianship as a challenging and rewarding career choice. Sara Groves has developed an aggressive campaign strategy.

Two posters were designed to promote the availability of the PEEL II scholarships; one aimed at college students and one targeting older adults. These two posters, along with a University of Washington (UW) library school poster, were sent to Montana public libraries in a mailing done by UW. PEEL II scholarship recipients must attend the UW iSchool so combining posters for both programs in one mailing was both practical and appropriate.

An RFP was done for a PEEL II Project Recruiter. Brent Lashinski has accepted this contract position. In December, he will work on developing recruitment materials and presentations and on making contacts at each Montana college campus. In mid-January, Brent will begin visiting each campus to talk to students and others about considering librarianship as a career and pursuing a PEEL II scholarship.

A second RFP was done to engage a vendor to produce a variety of promotional materials for the PEEL II campaign. Q Communications has been selected to do this contract work. In the next few weeks, the vendor will give the 'great career @ your library' website a new and fresh look; produce a brochure to promote librarianship; design a scholarship insert for the brochure; create and place print advertisements in college and tribal newspapers about librarianship, scholarships, and recruiter visits; script and produce radio spots to be played on campus, tribal, and selected commercial stations announcing the scholarships and recruiter visits; design a flyer to post on campuses with details about each recruiter visit; and tape and edit testimonials by Montana librarians to be used on the 'great career' web site (video) and on the radio spots (audio).

Scholarship Program

PEEL II has ten scholarships available for Montanans. Announcements about the availability of the scholarships and the application process have been done for wired-mt, FOCUS, and newspapers across the state. The scholarship application is posted on the 'great career' web site. The UW iSchool has arranged for a special live chat session in February for Montanans interested in applying to learn more about the graduate program and how to prepare an outstanding application.

One requirement for the scholarship is that recipients must work two years in a professional level position at a Montana public, public school (K-12), or tribal library. The PEEL II Advisory Committee was asked to reconsider this requirement and allow a

position in an academic library to fulfill the employment requirement. After discussion (by email) and careful consideration, the Committee decided to support the requirement as stated in the original grant proposal and not include academic or special library positions.

Evaluation Training

Sara Groves and I will be attending the required outcomes based evaluation workshop in Washington, D.C. in January. The goal of the workshop is to produce an outcomes logic model for the PEEL II project. A member of the UW School staff was invited to be a member of the workshop team, but no one is able to participate in the training.