FY 2017 Library Development Project Proposal Form

As you complete this form, please refer to:

The FY 17 Library Development Budget approved by the MSL Commission on April 6

  The Library Development Study Task Force Recommendations

The IMLS list of LSTA-specified Grants to States Priorities

The current version of the Evaluation Planning Guide for Library Development Projects and Services

Section One: Basic Information

1. *Project Title:* Montana Memory Project: software, storage and access subscriptions and new collections

2. *Do you consider your project to be a one- time pilot that is not connected to any existing project or service? Or, does your project add services, access or content to an existing project? Please explain.* The Montana Memory Project is an ongoing project providing access to Montana's cultural and historical materials. These materials are contributed by libraries, museums, and archives across the state, and more content is added continually.

3. *How does your project fall under a broader umbrella—i.e., one of the larger efforts described in the LDSTF Recommendations or in the* IMLS list of LSTA-specified Grants to States Priorities? *If so, which one? Please explain.*

   LSTA Grants to State Priorities:
   - expand services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages in order to support such individuals' needs for education, lifelong learning, workforce development, and digital literacy skills;
   - develop public and private partnerships with other agencies and community-based organizations;
   - develop library services that provide all users access to information through local, state, regional, national, and international collaborations and networks;

   LDSTF Recommendations
   Lifelong Learning
   Collaboration

4. *Primary Project Manager:* Jennifer Birnel

5. *Other MSL staff that will be involved in the project's implementation:* Lifelong Learning Librarian, Consultant assistance with Social Media posts and outreach

6. *Potential partnering institutions or entities for the project:*

Libraries

Historical societies
Museums
Archives
Cultural heritage organizations
Schools
Child care centers
Higher education
Adult education
Human services organizations
Other (please list)

7. *Total FY 17 Library Development funding approved by the MSL Commission for this project/service? (not including MSL funded personnel): Please indicate whether the funding source is FY16 LSTA or FY17 CST monies. Note that some items in the FY 17 Library Development budget have funding from both sources. If so, please indicate each amount.*

Montana Memory Project Personnel	FY16 LSTA Projected Cost
Montana Memory Project Director	$ 68,225
Montana Memory Project Director Operations	$ 1,200
Montana Memory Project Travel	$ 4,500
Total Montana Memory Project Personnel	**$ 73,925**
	Remaining FY15 LSTA
MSL Portion of CONTENTdm (Software and Storage)*	$ 3,000
	FY16 LSTA Projected Cost
Montana Memory Project: New Collections Digitization	$ 3,000
MSL Portion of CONTENTdm (Software and Storage)*	$ 1,114
Montana Memory Project Funding	**FY17 Coal Severance Tax Funds**
MSL Portion of CONTENTdm (Software and Storage)*	$ 8,414
MSL Portion of Digital Archive*	$ 2,854
TOTAL MONTANA MEMORY PROJECT	**$ 21,382**

Section Two: Audience, Benefits and Outcomes, Evaluation

1. *What is the primary audience for this project?* People interested in Montana history and culture, Researchers, genealogists

2. *How will the project benefit this audience?* Provides easy access to rich content representing Montana history and culture in one searchable web platform.

3. *Please list additional outcomes of the project. Refer to the specific outcome statements within the LDSTF Recommendations as well as the IMLS LSTA priorities. Note that the LDSTF statements are prioritized and that this is the first year of several to come of addressing these goals. Be specific.*

   Lifelong Learning that supports:
   - Learning that spans a lifetime
   - Learning that spans all types of libraries
   - Telling the community story
   - Community engagement inside & outside the library, fostering engagement in the world and empowering an informed citizenry.
   - Technology & digital literacy and digital inclusion
   - Promotes educational values
   - Engagement with arts & humanities

   Collaboration:
   - Among libraries
   - Among community stakeholders/community partners
   - That is scalable, affordable, implementable for all types of libraries
   - Respectful & polite
   - May be inspired by other industries
   - Recognizes the collaborative value of the MT library community
   - That creates a shared resource platform that libraries contribute to in order to help address specific needs, i.e. building, branding, funding
   - Collecting & compiling library stories to share them statewide

4. *Your project is expected to include evaluation techniques that utilize the steps outlined in the Evaluation Planning Guide for Library Development Projects and Services. Please describe the evaluation methods and processes you will engage in for this project, based on the information in the Guide.*

   Inputs:
   - Number of outreach trips made
   - Number of hours training library and museum staff members to add content to MMP and to the Digital Archive
   - Number of hours planning and preparing meetings and training
   - Number of hours spent planning social media posts

- Number of hours spent working with the Big Sky Country Digital Network to create a DPLA service Hub

Outputs
- Training materials and videos posted to the learning portal
- Social Media posts
- Number of new participating institutions
- Number of new collections added
- Number of new items added
- Number of items added to the Digital Archive
- Number of new partnerships created between libraries and other community organizations
- Number of end-user trainings presented in collaboration with the Lifelong Learning Librarian.
- DPLA service hub aggregation up and running

Outcomes
- End users have more content available for research and enjoyment
- Desired outcome - end users increase digital literacy skills through learning how to navigate the MMP
- Desired outcome - bringing a community together to share and hear its story
- Wider appeal to more end users because of availability of more materials as evidenced by Google usage statistics
- Desired outcome – meeting end-users where they are through social media
- Desired outcome – increased use of the MMP as a result of being a DPLA service hub

Section Three: Timeline

1. *Please give a <u>detailed</u> timeline for the project. The timeline should include all aspects of the project, including initial evaluation planning, project planning, implementation, launch and ongoing management, and if applicable, an end date.   If you are creating training proposals for the funding period, please prioritize them. Do you anticipate continuing this project after the current funding concludes? Explain why or why not.*

   August 29, 2016: Send out Limited Solicitation for response.
   September 16, 2016: Limited Solicitation Response due.
   September 23, 2016: Project Funding application window opens and announcement made on   webpages, WIRED, SLMD Listserv, MAM listserv, Facebook, Twitter, Google Group
   November 30, 2016: Project Funding Applications Due
   December 14, 2016: Project Funding Recipients announced
   December 16, 2016: Project Funding MOU's sent out

2. *Do you anticipate any change in level of effort or scope during the project? Explain why or why not.*

   The project scope will not change. The tasks involved in adding new collections, maintaining collections and the web page, and doing outreach to potential new contributors will be the same as the past year. The amount of funding available for Project Funding has been reduced by 50% from the previous funding cycle. During the previous funding cycle we had $6000 to offer. This funding cycle we will have $3000 to offer in Project funding.

Section Four: Marketing Needs

1. *What marketing needs do you anticipate for your proposed project?* None

2. *If a third party vendor is involved, what marketing assistance can the vendor supply?* N/A

3. *Do you anticipate needing the MSL Marketing Coordinator's assistance with marketing your project? If so, how much time do you anticipate will be needed?* N/A

Section Five: Proposed budget and spending calendar

1. *Please give a <u>detailed</u> budget proposal for the project. The budget should include all potential direct costs for the project (not including MSL funded personnel). Typical costs may include, but are not limited to:*

   Contracted speakers, trainers or consultants including associated travel
   Event locations, catering, services
   Services or content provided by third-party vendors
   Hardware or software
   Supplies and materials
   Equipment
   Marketing

   The Montana State Library has $3,000 in FY16 LSTA funds available for adding special collections to the Montana Memory Project (MMP). Funding awards can be up to $1,500 per project and must be used for costs specific to scanning and digitizing materials. No match is required, but libraries are asked to track the time and funds contributed to the project. The Montana State

Library has $11,268 in CST funds, $3000 in remaining FY15 LSTA funds, and $1114 in FY16 LSTA to cover the subscription costs for CONTENTdm and the Digital Archive.

2. *Please give a close estimate of a spending calendar for the project. As you put this calendar together, consider whether or not your project will require an ITPR, RFI, RFP or Solicitation for Bid. Federal award FY16 LSTA expenditures should be completed well ahead of the September 30, 2017 spending deadline. State FY17 CST expenditures must be completed ahead of the June 30, 2017 deadline.*

Based on the project timeline, the vendor will receive the materials to be digitized by March 15. The vendor will be paid directly for services rendered as soon as the work is completed and verified by the funding recipient. This will be done no later than September 30, 2017.

CONTENTdm and Digital Archive FY 17 costs are part of our OCLC Group Services contract and will be paid for in August 2016.