American Dream Literacy Initiative

Application Deadline: December 14, 2018
Apply Now:
American Dream Adult Literacy Grants

Mary Davis Fournier, ALA Public Programs Office
Christina Davis, Danbury Public Library (Conn.)
Mary Sagar, Chandler Public Library (Ariz.)
About the Classroom

Microphones
Only our presenters have microphone access.

Questions?
Type them in the chat box! There will be time at the end for questions.

Tech Issues?
Send a message through Q&A.
Program History

Partnership with Dollar General

6 rounds
Grants were disbursed in 2008, 2010, 2013, 2015, 2017, and 2018

214 grants
to urban, suburban, and rural libraries

188 libraries
in 33 states

More than $1.5 million
granted to libraries
Libraries as Community Centers

Top 6 Reasons English Language Learners Access the Library

1. Employment
2. Support children in school
3. Language acquisition
4. Computer/internet use
5. Education
6. Citizenship

American Dream Literacy Initiative
Grant Purpose

“To help public libraries in Dollar General communities add or expand literacy services for adult English language learners and/or adults in need of basic education and workforce development.”
Grant Benefit

Award of $10,000 to develop collections and services for adult learners and/or expand existing programs, add services and foster community partnerships
Eligibility

**Dollar General Community**
Must be located within 20 miles of a Dollar General Store, distribution center or corporate office

**Public Library**
With demonstrated need and capacity to provide literacy services for adult English language learners

**Previous Grantees**
Are eligible to apply for an additional year of funding
Grant Terms

- Spend the money
- Utilize Project Outcome participant evaluations
- Complete all required reporting
- Develop sustainability plan
- Share your experiences & promote your work
- Spread the word locally and in your region
- Acknowledge funders
Important Dates

- Application Deadline: December 14, 2018 11:59 pm (EST)
- Award Notification: January 7
- Orientation webinar: February 6
- Media training webinar: March 15
- Program Period: February to November 2019
- Interim report: July 31
- Final report: November 30
Chandler Public Library

American Dream Adult Literacy Initiative
Our Community

- Population: 258,224
- Median household income: $75,329
- Living below the poverty line: 9.3%
- Foreign born: 15%
- Speak a language other than English at home: 23.2%

All individuals photographed are participants in CPL’s Small Group English Language Classes
Adult Literacy Classes

- Small group English Language Learning
Adult Literacy Classes

- Talk Time Conversation
Adult Literacy Classes

- Citizenship Classes
Adult Literacy Resources

- Lynda.com
- Mango
- Rocket Languages
- Powerspeak
Grant Goals

- Refresh out-of-date print curriculum
- Provide supplemental materials for enhanced instruction
- Purchase iPads to facilitate online learning opportunities
- Provide training for staff at national conferences
Challenges

- Meeting the demand of our community for more language learning classes
- Attract additional volunteers
Sustainability

- Ongoing support from the Friends of the Library
- Administrative support
- Literacy coordinator
- Ongoing evaluation of services
Contact

- Mary Sagar, Assistant Manager, Chandler Public Library
  - Mary.sagar@chandleraz.gov
  - 480-782-2820
Danbury Library
American Dream Adult Literacy Initiative
Over 27,000 (~32%) Danburians Were Born Outside Of The United States

45.2% Of Danbury Residents Reported That A Language Other Than English Is Spoken At Home
City of Danbury

43 Different Languages
Spoken In School District

9 schools provide bilingual programs in Spanish
8 schools provide bilingual programs in Portuguese

Portuguese and Spanish are the most prevalent languages spoken other than English
According to program attendance and usage statistics, we saw an increased demand for English language resources.

Proposal: Offer three instructor-led English language courses at the Library for free. Use the same textbooks as other language courses in Danbury for consistency.
Community Partnerships
Budget

- Collection Development, Personnel and Technology
Program In Action

- English Language Classes
Project Outcome

- Simple survey instrument that:
  - Demonstrates value of Library programs and services to internal and external stakeholders
  - Shows areas of improvement for programs and services
  - Informs budget decisions
Project Outcome Report

- Report produced by Project Outcome from survey input
Contact

- Christina Davis, Innovation and Sustainability Librarian, Danbury Library
  - cdavis@danburylibrary.org
  - 203-797-4505
How to Apply

Log-In to Apply
Applications must be completed online
https://apply.ala.org/americanandream2019/

Complete Form
Provide information about your library, project and project budget with justification

Upload Letters of Support
Upload two or more letters of support from community partners
Review Criteria

- Articulation of need
- Quality of vision or ideas underlying the programs, services and/or collection enhancement plans
- Capacity to do the work proposed
- Evidence of ability to reach target participants
- Evidence of post-grant sustainability plan
- Evidence of relevant existing or potential partnerships
- Clarity and completeness of proposal
Competitive proposals

- Follow application guidelines and deadlines
- Answer all questions thoroughly
- Clearly state institutional and community goals
- Articulate aspirations and outcomes
- Provide context for work
- Discuss challenges/opportunities/barriers to success
- Relate plan for future
Contact

- American Library Association
  - Public Programs Office
  - 312-280-5045
  - publicprograms@ala.org

- Mary Sagar
  - Assistant Manager
  - Chandler Public Library
  - Mary.sagar@chandleraz.gov

- Christina Davis
  - Innovation and Sustainability Librarian
  - Danbury Library
  - cdavis@danburylibrary.org

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