



American Dream Literacy Initiative



Application Deadline: December 14, 2018

Apply Now: American Dream Adult Literacy Grants

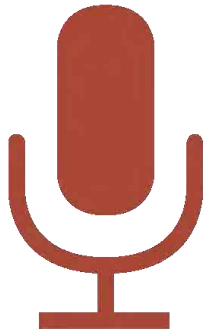
Mary Davis Fournier, ALA Public Programs Office

Christina Davis, Danbury Public Library (Conn.)

Mary Sagar, Chandler Public Library (Ariz.)



About the Classroom



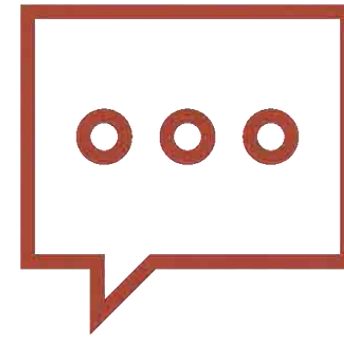
Microphones

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



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





Outcome Measurement Made Easy

Resources and Tools
to Create Surveys and
Analyze Outcome Data
at Your Library

[SIGN UP](#)



133,500

Responses collected through our surveys

1,115

Libraries that have created surveys

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



American Dream 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



chandlerpublic
LIBRARY

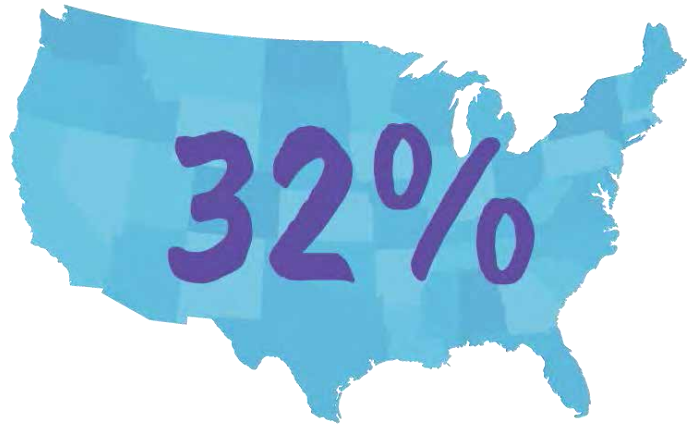
Danbury Library

American Dream Adult Literacy Initiative



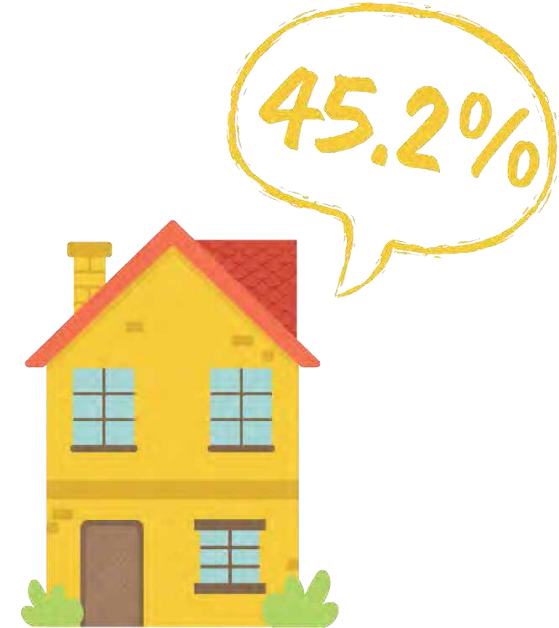
American Dream Literacy Initiative

City of Danbury



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*

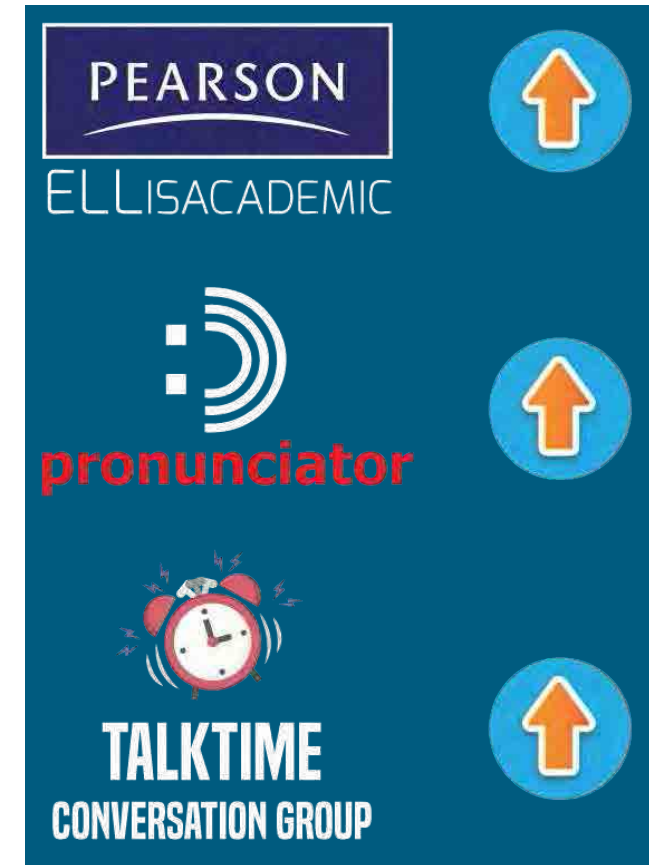
*8 schools provide bilingual programs
in Portuguese*



Portuguese and Spanish
are the most prevalent
languages spoken other
than English

Program Proposal

- 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

Tribuna
NEWSPAPER | JORNAL | PERIÓDICO



Budget

- Collection Development, Personnel and Technology



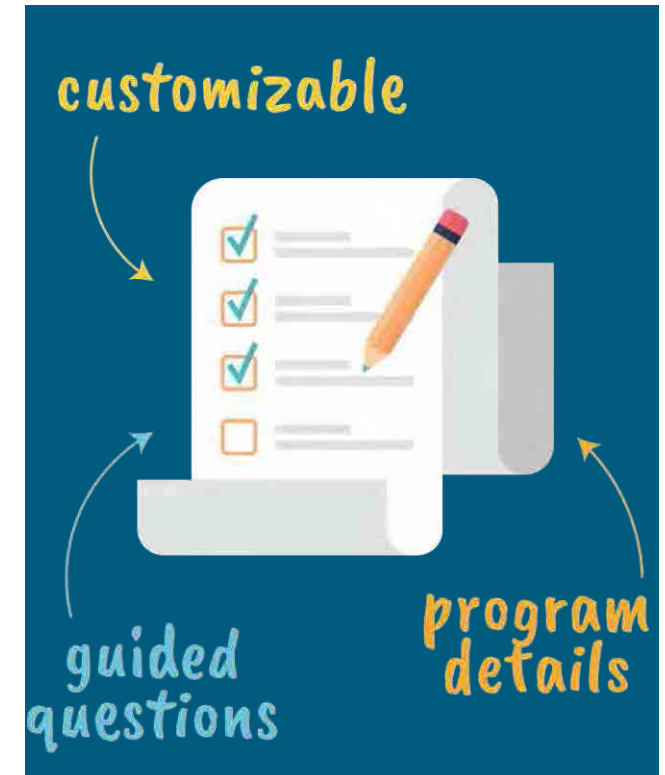
Program In Action

- 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



Danbury Public Library
Survey Results and Community Implications

REPORT INFORMATION
Topic: Educational/Literacy Learning
Program: American Dream 2018 ESOL
Date Range: 05/01/2018 to 07/31/2018

PURPOSE
The library conducted outcome-based surveys to assess the impact of its English classes. The data collected reflects responses from the patron point of view and will help the Library make improvements to and more informed decisions about this program.

DANBURY PUBLIC LIBRARY SURVEY WORK
Danbury Public Library staff conducted follow-up surveys to program participants to collect data and insights about how their education and lifelong learning services and programs are supporting community needs. Danbury Public Library surveyed patrons using the Project Outcome Educational and Lifelong Learning Follow-Up Survey, which measures patron-reported outcomes after a period of time has passed. A total of 11 survey responses were collected.

Results
A total of 11 survey responses were collected. Patrons reported that, as a result of participating in the program or service:

- 80% used additional literacy resources
- 100% used what they learned to do something new or different

The full results of the survey(s) are shown below. (Note that due to rounding, percentages may not add up to 100%)

Applied Knowledge 100%
Applied Awareness of Library Resources 47%

Selected Criteria Average | **Educational/Literacy Learning Topic Averages**

	Library	State/Province	National
Applied Knowledge	100%	100%	98%
Applied Awareness of Library Resources	60%	80%	84%

Survey topic averages represent all data under the survey topic and type and are based on the library's location (e.g. United States, Canada). Selected criteria averages represent data under any applicable criteria reported in the report, such as state, region or survey name.

project OUTCOME

A total of 11 survey responses were collected across 1 survey. The list of programs surveyed are shown in the table below.

Program Name	Survey Name	Attendance	Response Rate
American Dream 2018 ESOL	American Dream 2018 ESOL May - July	15	73.3%

Additional Survey Information
The library also asked the following questions:

- What did you like most about this program or service?
- What could the library do to help you continue to learn more?
- As a result of the program, you intend to: (select all that apply)
 - Apply what you learned in school to your current job 93%
 - Add a new skill to your resume or CV, to your personal learning, etc. 73%
 - Share what you learned with a friend or colleague 80%
 - Use what you learned for your personal life and well-being 73%
 - Other 0%
- How do the program help you meet your learning goals?
- As a result of participating in this program, what new learning goals have you set for yourself?

Open-Ended Responses
Open-ended responses are listed in chronological order and grouped by survey and then by question.

American Dream 2018 ESOL May - July

1. As a result of participating in this program, what new learning goals have you set for yourself?

- look for another job
- looking for a job
- to volunteer
- my objective is to be able to talk with other people, to be able to defend myself in any place
- do a vocational course
- Take a learning course. And also open my own business
- I want to learn to speak and write English so that I can take vocational courses to better myself and learn new skills to a better job.
- improve all other things

3. How did this program help you meet your learning goals?

- good class
- I still do not understand well, but it helped me a lot to get the classes
- or practice
- it's helping me in general day to day
- I started a class with other people same level as me and we have the books and teachers to help us too by step.

3. What could the library do to help you continue to learn more?

- give more levels of English in the mornings
- more classes in the afternoon
- more classes
- more classes
- classes all night
- learn us English and make us finish the complete book.

Topic: Educational/Literacy Learning
Survey Type: Follow-up | Report Created On: 10/15/2018

project OUTCOME

4. What did you like most about this program or service?

- the books the teachers
- teachers
- it's near my house
- the hours
- the hours
- What I liked the most was the commitment and the participation of the teacher in explaining and teaching and making me participate
- classes very organized by levels, the very good books, the very dedicated teachers
- free, it's very good
- All learn the English language without paying for the lessons. I) The teachers and the program managers are very good and they help us to learn the language quickly and easily. I) I also met other people who have the same goal as me.
- the hours

5. As a result of participating in this program, what new learning goals have you set for yourself?

- could do the same levels on Tuesday or Thursday morning practice conversation that go hand in hand with the lessons
- classes only conversation in the morning
- Extend the course for more days in the week. At the same time and more dynamic.
- Library to continue the program to keep track of the test levels and probably address extra hours or more days for English lessons
- more classes on weekends

Topic: Educational/Literacy Learning
Survey Type: Follow-up | Report Created On: 10/15/2018

project OUTCOME

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/american-dream-2019/>

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
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