



LIBRARIES **TRANSFORMING** COMMUNITIES

*FOCUS ON SMALL AND
RURAL LIBRARIES*

ALA American Library Association

PRE-APPLICATION WEBINAR

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Transforming Communities

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Programs Office



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WHY
CONVERSATIONS?

WHY LIBRARIES?



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GRANT INFORMATION



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WHO IS ELIGIBLE?

- All types of libraries – public, academic, community college, K-12, tribal
- Libraries serving small and/or rural communities in the U.S. and U.S. territories.



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WHO IS ELIGIBLE?

- According to IMLS:
 - “small” = a population of 25,000 or less
 - “rural” = more than, or equal to, five miles from an urbanized area (of 25,000 or more)
- Must be a member of ALA or ARSL
- Questions about eligibility? Email PublicPrograms@ala.org



WHAT WILL YOUR LIBRARY RECEIVE?

- \$3,000
- Professional development
- Online resources and project support



WHAT ARE THE REQUIREMENTS?

- Complete a 6-part asynchronous e-course on facilitation skills (est. course time: 4 hrs)
- Host at least one conversation with community members using skills from the e-course
- Share what you have learned



WHAT ARE THE REQUIREMENTS?

1. Complete a 6-part e-course on facilitation skills (est. course time: 4 hrs)
 - ❑ "Conversations in the Library: Getting Started"
 - ❑ "Laying the Groundwork: Planning a Conversation"
 - ❑ "Setting the Room: Navigating Logistics and Setting up a Conversation"
 - ❑ "In the Moment: Leading a Conversation and Managing Group Dynamics"
 - ❑ "The Follow-Up: Closing a Conversation and Preparing Next Steps"
 - ❑ "Going Virtual: Technology and Facilitation Approaches for Online Conversations"

CONVERSATIONS...ABOUT WHAT?

2. Host at least one conversation with community members using skills from the e-course



- Any topic relevant to your community, e.g.:
 - *E-learning, school closures*
 - *COVID-19, public health*
 - *Unemployment*
 - *Films and books, as a way to discuss issues facing the community*
- Conversation can be in person or virtual

SHARE WHAT YOU HAVE LEARNED

3. Share what you have learned



- Local newspaper or other media outlet
- Your library's social media (e.g. YouTube, Facebook)
- A letter or email to a state legislator or other elected official
- A library blog or podcast
- PLA's Project Outcome OR ACRL's Project Outcome

WHAT CAN YOU SPEND THE MONEY ON?

Grant funds may cover a wide range of expenses:

- Programming materials
- Staff time
- Books/ebooks
- Hotspot purchases
- Personal protective equipment (PPE)
- Space rental
- Marketing
- Speaker fees
- ... and more



APPLICATION WALK-THROUGH

Libraries Transforming Commu x Logon Page - Grant Lifecycle x +


Not Secure | ala.org/tools/librariestransform/libraries-transforming-communities/focusgrants

Tools, Publications & Resources

- ALA Research & Library Topics
- ALA Guidelines & Standards
- Center for the Future of Libraries
- COVID-19 Recovery
- Challenge Support
- Community Relationships
- Professional Ethics
- Programming & Exhibitions
- Publications
- About Us

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Libraries Transforming Communities: Focus on Small and Rural Libraries



A SPECIAL GRANT OPPORTUNITY FOR SMALL AND RURAL LIBRARIES

APPLY SEPT. 21 - DEC. 2, 2020

The American Library Association (ALA) invites libraries in small and rural communities to apply for grant funding to help them address issues of concern in their communities.

Up to 650 U.S. libraries in small and rural communities will receive \$3,000 each to tackle issues ranging from media literacy to COVID-19 safety to unemployment. Grants will be awarded in two waves in 2020 and 2021.

Applications will be accepted from Sept. 21 to Dec. 2, 2020.

- [Apply online](#)
- [Is your library eligible? Click here to find out](#)



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APPLICATION WALK-THROUGH

← → ↻ grantinterface.com/Home/Logon?urlkey=AMALA



Logon Page

Email Address*

Password*

[Forgot your Password?](#)

Welcome to the American Library Association's Grant Management System.

New Users: Please click on "Create New Account" to complete the registration process and create your logon credentials. Be sure to keep this login information for your organization's records.

Existing Users: If you have already used our new online grant system, but have forgotten your password, please click "Forgot Your Password?" and follow the instructions.

If you have applied to one of the ALA Public Programs Office's grant programs before, but not using this new system, please refer to the "New Users" instructions above.

Not Sure? If you think that you or someone at your organization has already registered in the system, do not create a new account. Please contact our [Grant Administrator](#) to receive your username.



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APPLICATION WALK-THROUGH



grantinterface.com/User/Register?urlkey=AMALA



Cancel Account Creation

Create New Account

If you already have an Account, click the 'Cancel Account Creation' button to go to the Logon page

⚠ Using the browser's back button will delete your registration information.

ℹ This registration process has multiple steps you must complete before you can apply.

Fields with an asterisk (*) are required.

Organization Information

Organization Name*

Elena's Test Account

Web Site

Telephone Number (###-###-#### x###)*

312-280-5286

Organization Email

Address 1*

123 Test Street

Address 2

City*

Chicago

State*

IL

Postal Code*

60601

Country

Next >



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APPLICATION WALK-THROUGH

← → ↺  grantinterface.com/Home/EmailConfirmation



Email Confirmation

 You will be receiving emails from this system about your request.

To ensure you receive emails from this system we have sent you an email to confirm your account was created successfully. If you do not see an email from *American Library Association* <administrator@grantinterface.com>, look in your junk or spam folder.

To remove *American Library Association* <administrator@grantinterface.com> from your spam filter, use the link below.

[Click Here](#) for a tutorial about removing email addresses from spam filters.

- ☒ I have received the email
☐ Continue without checking
☐ I have not received the email

[Send Email Again](#)

[Continue](#)



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Apply

Fax to File

Apply

Enter Access Code

Enter Code

📘 If you have been provided with an Access Code, you may enter it in the box at the top of the page.

🔍 Quick Search



Libraries Transforming Communities: Focus on Small and Rural Libraries Implementation Grant

Accepting Submissions from 08/21/2020 to 12/02/2020

Apply

Libraries Transforming Communities (LTC): Focus on Small and Rural Libraries is an initiative of the American Library Association (ALA) that seeks to provide community engagement resources and opportunities specific to the needs of library workers serving small and rural communities.

Prior to beginning your library's application, please read the complete [Project Guidelines](#).

👁 Preview

➡ Send to GrantHub



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APPLICATION WALK-THROUGH

[Apply](#)[Fax to File](#)

Application

[Public Profile](#)

Process: Libraries Transforming Communities: Focus on Small and Rural Libraries Implementation Grant

[Contact Info](#) [Request](#)

Applicant:

Ms Elena Pepe
e *****@gmail.com
312-280-5286
123 Test Street
Chicago, IL 60601



Organization:

Elena's Test Account

312-280-5286
123 Test Street
Chicago, IL 60601

[Contact Email History](#)

If your organization information does not appear correct, please contact the funder. Thank you.

[Application](#)[Question List](#)

Due on 12/03/2020 01:00 AM CST.

Fields with an asterisk (*) are required.

I. Instructions



Libraries Transforming Communities (LTC): Focus on Small and Rural Libraries is an initiative of the American Library Association (ALA) that seeks to provide community engagement resources and opportunities specific to the needs of library workers serving small and rural communities.

Prior to beginning your library's application, please read the complete [Project Guidelines](#).

Project Name*

To begin, please type the following in the field below: LTC

LTC

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✓ II. Project Director

Note: The Project Director is the person who will be responsible for coordinating all elements of the Libraries Transforming Communities grant on behalf of the library. All fields are required unless noted otherwise.

Project Director First Name*

Project Director Last Name*

Project Director E-mail*

Project Director Phone Number*

(10 digits, xxx-xxx-xxxx)

Extension

Project Director Title*

Department

Institution*

Address 1*

250 characters left of 250



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250 characters left of 250

Address 2

City*

State/Territory*

Zip Code*

9 digits, xxxx-xxxx. If you need to find your 4-digit sort code, you can look it up at the website of the [US Postal Service](#).

Congressional District*

If you are unsure of your congressional district (based on your institution's ZIP code) you can look it up on the website of the [United States House of Representatives](#).

How did you hear about this opportunity?*

- ☐ Email from ALA
- ☐ ProgrammingLibrarian.org
- ☐ ARSL listserv
- ☐ ARSL Virtual Conference
- ☐ Facebook
- ☐ Twitter
- ☐ Word of mouth/personal email



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▼ III. The Library

Library Type*

Total Population Served*

Community Type*

Association Membership Status*

To be eligible to apply, applicants must have a membership with *either* the American Library Association OR the Association for Rural & Small Libraries. Please indicate which association(s) you or your institution are a member of:

- ☐ American Library Association
☐ Association for Rural & Small Libraries

ALA Membership Number

ARSL Membership Number



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IV. Proposal Narrative

Each narrative response should be **600** words or less. Before you compose the narrative part of this application, we strongly recommend that you read the [grant guidelines](#) and the ["Leading Conversations in Small and Rural Libraries" Facilitation Guide](#) carefully. If you do not, your application is unlikely to be competitive as the narrative questions are informed by the facilitation guide and grant guidelines.

Community and Library Information*

Describe your library and the community it serves, including demographics, dynamics and key issues or challenges it faces. What should reviewers know about your library and community in order to understand your proposed community engagement project?

Conversation Topic or Issue*

Describe the topic or issue that your community engagement project will focus on. Why is it important for your library or community to discuss this particular issue/topic? How did you arrive at this particular topic/subject (e.g. did you talk with library patrons, reach out to other area organizations? Dig into data about your community)? How will your library and/or community benefit from having this/these discussion(s)?

Conversation Goals*

Describe the library's goal or purpose of your project plan. What are you aiming to accomplish? (e.g. enhance library resources based on community input; explore a topic and/or build understanding of others' experiences; generate ideas, explore options, and make a decision; discuss an issue and collaboratively determine next steps, etc.)

Conversation Planning*


How do you envision your conversation taking place? (e.g. virtual book club discussion, socially-distanced conversation outdoors at the library using the National Issues Forum Model, etc.) Do you feel you are able to describe how you envision your conversation(s) will take place? Or are you new to this and planning to learn these skills through the online course? What kind of marketing/outreach do you plan to do for the conversation? How are you planning to share the content/outcomes of the conversation? (e.g. writing an article for the local newspaper, creating a video about what was discussed for the library's social media, etc.)



APPLICATION WALK-THROUGH



 Apply

 Fax to File

5,000 characters left of 5,000

Budget*

Describe your plans for the grant funds. What will you use the funding to purchase or support? Please be specific (e.g. \$1,000 will be spent on staff time to support the development and implementation of the project, \$200 will be used to purchase a Zoom Business license in order for us to virtually host our conversation). The total amount of your proposed budget plan should add up to \$3,000. Note: If you are unable to spend the entire grant down by July 31, 2021, you may accrue funds to spend through February 28, 2022. If you anticipate needing to accrue funds, please note this in your response and include your plans for spending it down.

 5,000 characters left of 5,000



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✓ V. Upload Supporting Material (optional)

Please upload supporting materials for your application in the applicable areas.

Letters of Support

Upload letters of support from any other organizations or individuals that are in favor of your community engagement project. This may include letters of support from the library's friends' group, library board members, civic leaders, community partners, etc.

Upload a file [5 MiB allowed]

Letter of Support 2

Upload a file [5 MiB allowed]

Letter of Support 3

Upload a file [5 MiB allowed]

Letter of Support 4

Upload a file [5 MiB allowed]

Additional Materials

Upload any additional materials that support your proposed community engagement project. These may include, but are not limited to:

- Sample promotional materials
- Draft conversation agendas
- Draft discussion questions
- Videos

Upload a file [5 MiB allowed]

Upload a file [5 MiB allowed]

Upload a file [5 MiB allowed]

Upload a file [5 MiB allowed]



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[Apply](#)[Fax to File](#)[Upload a file](#) [5 MiB allowed]

VI. Certify Authorization

An application for an LTC: *Focus on Small and Rural Libraries* implementation grant is an application for a grant from ALA, using funding provided by an award from a private donor. ALA is required by law to ask applicants to identify a certifying official who is authorized to submit applications for funding on behalf of the institution.

Certifying Official First Name*

Certifying Official Last Name*

Certifying Official Title*

Certifying Official Institution*

Certifying Official Email Address*

Certification*

By checking this box and submitting this application, the authorized representative for the applicant organization certifies that all statements contained herein are true and correct to the best of their knowledge and belief; and that the applicant organization (including, when pertinent, each additional library branch on whose behalf it is applying) is neither presently debarred, suspended, proposed for debarment, declared ineligible, nor voluntarily excluded from participation in this transaction by any federal department or agency.

You can check the status of your institution with regard to debarment at the website of the [System for Award Management](#).

☐ Certification

Due on 12/03/2020 01:00 AM CST.

[Abandon Request](#)[Save Application](#)[Submit Application](#)

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TIPS FOR A SUCCESSFUL APPLICATION

- Read the guidelines carefully
- Answer all the questions
- Provide numbers and examples to justify why your issue needs to be addressed
- Find partners
- Letters of support are optional
- ALA Public Programs staff is happy to offer pointers and answer questions.
Email publicprograms@ala.org



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QUESTIONS?



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