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IDAHO COMMISSION FOR LIBRARIES
LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA)
DRAFT & FINAL COMPETITIVE OR
JUST IN TIME GRANT APPLICATION – COVER SHEET

IDAHO COMMISSION FOR LIBRARIES

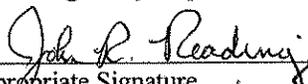
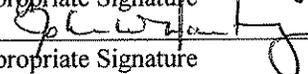
Applicant: Kootenai Shoshone Area Libraries
Address: 8385 N. Government Way City: Hayden Zip: 83835-9280
Project Name: Promotion of Equalization of Services: KSAL – Post Falls
Contact Person/ Title: John Hartung Director
Phone & E-mail: 208 772-5612 ext 116 jhartung@cin.kcl.org

This application is for: **Planning a project** **Implementing a project**
Check the LSTA Priority under 1, 2, or 3 that applies to your project:
#1. Library Technology, Connectivity, & Services
 Developing library services that provide all users access to information through local, state, regional, national and international electronic networks;
 Providing electronic and other linkages among and between all types of libraries;
#2. Services for Lifelong Learning
 Expanding 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;
 Developing public and private partnerships with other agencies and community-based organizations;
#3. Services to Persons Having Difficulty Using Libraries
 Targeting library services to individuals of diverse geographic, cultural, and socioeconomic backgrounds, to individuals with disabilities, and to individuals with limited functional literacy or information skills;
 Targeting library and information services to persons having difficulty using a library and to underserved urban and rural communities, including children (from birth through age 17) from families with incomes below the poverty line;

X I have discussed this project with the following Commission for Libraries consultant as required: Consultant Name: Jan Wall, Anne Abrams Date: April – Dec 2009
Budget Summary: LSTA request: (max 75% of total) \$ 32,437
 *Local match (min. 25% of total): \$ 10,813
 Total Project: \$ 43,250

* Match requirement identified on project appendix.

SIGNATURE AND CERTIFICATION:
All participating libraries and other entities must sign copies of this certification: We are aware of, and agree to comply with, the federally mandated assurances enumerated in the Civil Rights Certificate, OMB Circulars 2 CFR Part 220, 225, and 230, and are compliant with Commission for Libraries' eligibility requirements for LSTA.

	Treasurer	6 January 2010
Appropriate Signature	Title	Date
	Director	6 January 2010
Appropriate Signature	Title	Date

Application Narrative

1. Project Description:

After a successful election on 3 November 2009, the Post Falls Public Library (PFL) will consolidate with the Kootenai Shoshone Area Libraries (KSAL) to create a larger unified library district on 1 October 2010. KSAL is submitting an equalization of services grant project to provide the library with the resources to equalize services to the patrons of the district at all seven community facilities and the Outreach Library. To enable a successful equalization of services grant, this separate promotional project has been created specifically to detail the promotional activities necessary.

This promotional project will assess the audiences, develop promotional plans and activities and a timeline for those activities. Promotional successes will allow patrons and non-users of the District to become aware of the new programs, expanded services and opportunities at all of the library facilities.

A. What do you plan to do?

Promotion of the improved library services will be accomplished by utilizing an experienced company to create and implement a promotional plan. The promotional company will work with the primary equalization team, (Director, 2 Assistant Directors) and other staff as necessary, including the Outreach Department, the IT Department and Youth Services. Included in the scope of work, the promotional company will conduct demographic research to determine effective strategies; develop branding recommendations for promoting programs and services; and produce the masters for graphics and other promotional pieces for distribution throughout the library district. Promotional fliers, brochures, promotional strategies, and graphics will be more effective library district-wide if they demonstrate a unified look and message.

A major part of the plan will be the exploration of a single brand for the library district. Having a unified over-all "look" will be essential in making the taxpayers of the district realize the scope and breadth of the new library system they support. Although individual community libraries will continue to develop programs locally, it is anticipated that the general unified brand will raise awareness that patrons' library services are provided by KSAL.

Promotional activities will need to be "ramped up" after 1 October 2010, when the legal consolidation takes place, through the December tax notification process when approximately 26,000 Post Falls' residents receive a tax notice that lists "Library District" for the first time ever.

B. How do you plan to do it?

KSAL will contract the creation, development and implementation strategy for promotional activities to a promotional company. This company will be tasked with doing demographic research, brand identity research and promotional activities research as well as graphics production, focus group work and staff training.

Because of the cost of the promotional project contract, KSAL will bid the scope of work to appropriate companies locally. Since KSAL has had great success developing promotional ideas with a Spokane, WA company, cost estimates for the project have been developed through their auspices. The plan is proposed as a three phase project that consists of Corporate Naming, Image Branding, Promotional and Promotion strategy, which will be a majority of the project; a Graphic Design phase: and Production/Printing phase to actually produce promotional materials. The primary equalization team will work with the selected company to refine the three phases of the project as necessary.

C. Revisit statement in #2 Need.

The library district will promote improved library service levels and access to collections at all eight libraries for all of the residents of the consolidated district. Promoting the new service levels will help library patrons find the enhanced materials collections; be aware of the enhanced outreach services in Post Falls; find newer technologies at KSAL facilities; and in general, recognize the improved library services district-wide.

2. Need:

A. How and when did you determine this project is needed?

After the successful consolidation election of 3 November 2009, the KSAL Board felt strongly that all District taxpayers be informed of the new opportunities in the district. Informing the taxpayers and residents of the district of what is happening and what services have been enhanced through the equalization of services grant, is crucial to having all patrons embrace the benefits of consolidation.

B. Describe the target population and estimate the number this project will serve.

The target population for this project is the population of the expanded library district, approximately 98,100 residents (US Census 2008 estimate). It is anticipated that the population of the district when legal consolidation is complete will be over 100,000. The Kootenai-Shoshone Area Libraries tax base is that portion of Shoshone County formerly described as the Pinehurst-Kingston Free Library District and all of Kootenai County except the city of Coeur d'Alene. The District comprises approximately 1550 square miles and includes fourteen incorporated cities and seven unincorporated communities. The District is rural, but Kootenai County has been included in the Spokane Metropolitan Statistical District for Census purposes. The bulk of the population lives in the northwest quarter of the District.

The population is primarily white, English speaking, of all economic classes and with no dominant minority group. The population comprises 25% under 18, 62% 19 through 64, and 13% over 65. In all service areas, pedestrian traffic to the library is a small percentage of the total patrons. There is no public transportation in six of the eight service areas. Private vehicles are the primary means of transportation to the library.

C. Explain how this service will help the target population overcome the disadvantage and/or satisfy the need.

A successful promotional project which includes unified branding and promotion of the services improved through the equalization of service grant will help patrons to identify resources offered district-wide as a result of consolidation. It will help residents recognize the availability of those resources at their local community library. Taxpayers will further understand the structure of the library district that they support with their tax dollars. Both the increase in library services that will be a result of the equalization grant and the promotion of those services to be funded through this promotional grant are essential in bringing uniform, improved community libraries to the district.

D. Cite the objective and activity in your library's strategic plan that supports this project. Please note that the following statement is an abridged version from the KSAL Long Range Plan 2010-2012.

"Strategic Initiative II. HOW WILL KSAL PROMOTE ITS PROGRAMS AND SERVICES?"

GOAL: The library will develop and implement a District-wide promotional plan.

Objective: By 1 January 2010, the library will standardize all logos, letterhead and stationery for all branches to one consistent standard.

Activities: Identify all various logos, letterhead variations and different stationery at all branches.

Develop a common design for logos, etc. which can be presented as a first step in starting a promotional plan.

Consider a dba name change for KSAL.

Objective: By 1 January, 2010, the library will have identified options for funding a District-wide promotional plan.

Activities: Using KSAL and Web resources, identify grantor and Foundations that may support promotional plans."

3. Regional/Statewide Impact:

A. How will this project effect other libraries and library development in your region and/or statewide on a long term basis?

An effective promotional plan that helps all of the KSAL residents become aware of the varied resources available to them from the consolidated library might be of interest to other libraries that want to promote services or programs. Certainly, for libraries that wish to consolidate, these two projects will provide information on processes that might be helpful.

B. Describe how this project is a direct step toward one of the Commission for Libraries Strategic Issues for library development.

This project, by promoting the equalization of library services, describing the newly expanded system, and, most importantly, providing a consistent, recognizable brand for KSAL as part of the promotional component of this project helps "create and promote a vital identity."

C. Which of Idaho's 2020 Vision focus areas does this project address and how?

This project addresses "Vital institutions, providing a spark to community, a continued gathering place, hub of interaction, a place to be inspired." Or, stated differently, from the KSAL Long Range Plan: "the library as place." As stated above, equalized, innovative services provided across the span of facilities allow all KSAL libraries to be a "community focus point" (KSAL Long Range Plan). Promoting the technology and excellent facilities encourages patrons and taxpayers to use the buildings, collections and services to become inspired.

4. Planning and Sustainability:

A. Briefly describe any planning for this project that has taken place.

Planning for this project started in February 2009 with the beginning examination/exploration of consolidation. Key elements in the planning process were: a thorough budget examination to determine if consolidation were fiscally feasible; discussions with the Idaho State Tax Commission to determine appropriate procedures and clarify details; extensive discussions concerning staff positions, salaries and benefits; creation and signing of a legal document detailing consolidation elements between the City of Post Falls and KSAL. Promoting the advantages of consolidation were discussed and detailed in white papers and fact sheets before the consolidation election. The concept of using a promotional company to develop the promotional activities and coordinate the branding was an end product of the planning process.

B. How will this project impact staff time and job responsibilities?

This project will affect all library staff in all facilities in some fashion, if simply by requiring additional staff training on new promotional activities, materials and tasks. Major tasks identified in this project will involve the District Director, Assistant Directors, Public Information Officer, Collection Development Librarian, Supervisor of Technical Services, District IT person, Business Manager, community library Managers and other supervisory staff members. The task of developing promotional strategies and overall promotional direction will be the tasks of the primary equalization team (Director, 2 Assistant Directors) and the Public Information Officer (PIO). Coordinating the promotional activities with the promotional company will be the task of the PIO. Since the library strongly believes in promoting the equalization of services and the consolidation in general, the PIO will spend a great deal of time on promotional activities as necessary. During such times, other PIO duties will be held in abeyance. Utilizing the staff of the promotional company will help hold the tasks that the PIO and other library staff members are required to accomplish to a manageable level.

C. What is the annual estimate of funds necessary for the library to continue this project after the grant period has expired?

Once the promotional strategies, promotional brands and materials are identified, developed and created, the regular promotional funds of the library will be adequate to maintain the promotional efforts. It is estimated that \$4500 will suffice in FY 2012.

D. State whether the project will be continued with local funds when the grant period expires

The consolidation will be a legal fact regardless of the outcomes of this promotional project. KSAL has committed to complete the consolidation in legal documents and with the Idaho State Tax Commission. Promotion of the services available will continue, utilizing the plan prepared in the promotional project. It is the intention of the library to produce enough promotional materials through the promotional project to last through FY 2012, the end of the current Long Range Plan.

5. Objectives and Evaluation:

A & B. What are the objectives of this project that address the need? Under each objective, describe what will be evaluated (criteria) and how it will be evaluated (method)? How will it be determined that activities are helping meet the objectives?

Objective 1: Increase by 33% the District-wide patron awareness that their library services are provided by KSAL. The baseline number will be determined by random sampling pre-tests given to patrons at all eight libraries during April 2010 and the final number determined by post-tests administered at all eight libraries during April 2011.

Pre and post testing will be done with the following questions:

Are you aware that the Kootenai Shoshone Library District is expanding in October 2010 to include the Post Falls Library? Yes/No

Could you name one other library in the District?

The evaluation criteria will be a determination of positive/negative response ratios from the pre and post tests. A higher positive response ratio on the post tests will indicate increased awareness of consolidation and the effectiveness of the promotional activities. The primary equalization team, the PIO and the promotional company will be involved in the evaluation.

The pre and post tests results will indicate if the activities are helping to reach the objective.

Objective2: Increase the number of Website hits from the current monthly baseline of 15,100 per month averaged over one year (2009) by 33% by April 2011.

Evaluative criteria will be the number of Website hits which are tracked constantly. Methodology will include analysis of the reports to determine if the Web site use is increasing or decreasing more rapidly than the baseline increases due to promotional activities. Increases in the number of hits will indicate that more library information is being disseminated remotely. Monthly reports on numbers will indicate if activities are helping meet the objective.

6 Timeline, Activities and Budget Explanation:

A. List in Calendar date order, ALL activities and purchases necessary to achieve the objectives in 5. Be sure to include staff training when necessary.

B. Provide an estimated cost, both LSTA and Local for each activity and purchase. Include zeros (0) for those activities with no associated costs. Provide a brief description of what is purchased, how many, purpose, description of the activity and its purpose.

C. It is mandatory to include promotional activities in the Timeline, Activities and Budget Explanation. The promotion should inform users and the general public about the project.

Date	Activity	LSTA	Local	Total
Apr 2010	Project team assembled.	0	0	0
	Tasks assigned to team members.	0	0	0
	Promotional company job scope (RFP) developed and sent to promotional companies.	0	0	0
	Pre test administered to random groups of patrons	0	0	0
May 2010	Award contract to promotional company	0	0	0
	Promotional company begins development of plan elements, including focus group descriptions and , market research parameters.	0	0	0
Jun 2010	Team evaluates promotional project progress	0	0	0
	Focus group sessions started by month's end.	0	0	0
	Library Services and Technology Act (LSTA) quarterly report to Idaho Commission For Libraries (ICFL)	0	0	0
	Promotional company works with project team on brand images, brand			

	messages and target audiences	\$8,110	\$2,703	\$10,813
Jul 2010	Graphic design phase started.	0	0	0
	Promotional company continues with branch promotional research, brand images and messages.	0	0	0
	Focus group sessions ongoing	0	0	0
	Staff training on brand images and messages is ongoing	0	0	0
Aug 2010	Promotional company continues with libraries promotional research.	0	0	0
	Promotional company continues with branch promotional research, brand images and messages.	0	0	0
	Graphic design phase continues	0	0	0
	Written promotional plan developed	0	0	0
	Production of materials may begin for testing	0	0	0
	Focus group sessions completed	\$8,109	\$2,704	\$10,813
Sep 2010	Team evaluates project progress	0	0	0
	Promotional company continues with branch promotional research and continues graphic design phase	0	0	0
	LSTA Quarterly Report to ICFL	0	0	0
	Focus group results analyzed.	0	0	0
Oct 2010	Promotional company finishes with branch promotional research and continues graphic design phase.	\$8,109	\$2,703	\$10,812

Nov 2010	Production phase is complete	0	0	0
	Graphics phase is complete	0	0	0
	Promotional materials used	0	0	0
Dec 2010	Team evaluates project.	0	0	0
	LSTA Quarterly Report to ICFL	0	0	0
	Promotional materials continue to be used	0	0	0
Jan 2011- Feb 2011	Promotional materials used as needed to maintain adequate patron information.	0	0	0
	Promotional company completes all phases of project	\$8,109	\$2,703	\$10,812
Mar 2011	Promotional materials used as needed to maintain adequate patron information.	0	0	0
	Post tests administered, results Analyzed	0	0	0
Apr 2011	Project team completes project evaluations, completes final LSTA report. End of Project	0	0	0
Project totals:		\$32,437	\$10,813	\$43,250

PROPOSED PROJECT BUDGET

Applicant: Kootenai Shoshone Area Libraries

Project Name: Promotion of Equalization of Services, KSAL/Post Falls

BUDGET CATEGORIES	LSTA GRANT FUNDS	LOCAL MATCH*	PROJECT TOTAL (A + B)
	A	B	C
Personnel**			
Fringe Benefits			
Travel			
Equipment			
Supplies			
Contractual	\$32,437	\$10,813	\$43,250
Library Materials			
TOTAL	\$32,437	\$10,813	\$43,250