



Institute of Museum and Library Services  
Interim Performance Report  
and Year End Financial Report  
12/1/2005

Award Number:	RE-03-04-0007-04
Awardee Institution Name:	Nebraska Library Commission
Period covered by Interim Report:	From: 7/1/05          To: 10/31/05
Period covered by Financial Report	From: 11/01/04      To: 10/31/05
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## Narrative Description

### a. Project Purpose

The purpose of this project, "Recruiting the Next Generation of Nebraska Librarians @ the Movies," is to increase the number of qualified professionals and recruit future librarians available for employment in Nebraska libraries. This project is designed to attract promising high school and college students to the profession. Conceived through a collaborative planning process by partners with a proven track record of cooperation, this project will benefit a number of librarians, library workers, and institutions, as well as the identified partners. As we test the proposed strategies, other library institutions in other states can learn along with us. The movie trailer, displays, and other marketing tools developed through this project can be adapted and used in any location. The movie trailer, a specifically-defined, high quality communications tool, is designed to impact a particular target market. The kits for mentor/recruiters to use in identifying and supporting prospects will be applicable to all types of libraries. The training for mentor/recruiters can be replicated across the country.

### b. Activities/Services Using Project Funds

#### **Scholarships**

These scholarships fulfill the requirements of the grant awarded to the Nebraska Library Commission by the Institute of Museum and Library Services (IMLS) to recruit and educate the next generation of librarians.

#### Master of Library and/or Information Science

This scholarship program (years I, II and III) for MLS students is currently available. One student received a \$1,000 scholarship during the reporting period (in addition to the eight scholarships awarded during the previous reporting period). The Library Commission will award scholarships of \$2,500 in years II and III for tuition, course-related materials, and fees associated with the graduate program. Ten students applied for and were awarded \$2,500 scholarships as of the November 1, 2005 deadline. These scholarships are funded with state funds as a match for the IMLS Librarians for the 21<sup>st</sup> Century Grant. The Nebraska Library Commission established the 21<sup>st</sup> Century Librarian Scholarship (Appendix A) to provide financial support to eligible Nebraskans seeking a master's degree in library and/or information sciences.

#### Master of Education -- School Library Media

This scholarship program (years II and III) for master's students will be available after January 2006, pending approval by the Nebraska Library Commission. These scholarships will be funded with state funds as a match for the IMLS Librarians for the 21<sup>st</sup> Century Grant. The Nebraska Library Commission established this scholarship to provide financial support to eligible Nebraskans seeking a master's degree in Education, with a concentration in School Library Media. The Library Commission will award scholarships of \$2,500 in years II and III for tuition, course-related materials, and fees associated with the graduate program.

#### Library Technical Assistant (LTA) and Undergraduate Scholarship Program

This scholarship program (years II and III) for undergraduate students will be available after January 2006, pending approval by the Nebraska Library Commission. These scholarships are funded with state funds as a match for the IMLS Librarians for the 21<sup>st</sup> Century Grant. The

Nebraska Library Commission established this scholarship to provide financial support to eligible Nebraskans seeking a Library Technical Assistant associate degree or undergraduate coursework in library studies. The Nebraska Library Commission will award up to fifty (50) \$1,000 scholarships each year. The first scholarships will be awarded in January 2006 for Winter/Spring coursework. Scholarships may be used for tuition, course-related materials, and fees associated with the courses. In addition, recipients will be reimbursed for expenses incurred to attend courses, such as travel expenses.

Each applicant can apply for and/or receive only one scholarship of \$1,000 during a one year period from the date of the scholarship award. Scholarship funds may be used for more than one academic semester or quarter. Applicants may receive a maximum of two scholarships.

### **Movie Trailer**

In August 2005, the two project coordinators organized and participated in work sessions with Ann Seidl, *Overdue Productions*, on production of the movie trailer, to be used as part of the marketing campaign. A concept and time-line were developed. A contract has been signed (as a sole source contractor), an award notification has been made, and a proposal for an Independent Study Proposal for a student assistant has been developed (Appendix B). Ann Seidl is developing the storyboard, audio, wardrobe, set design, scene timing and camera shots, scouting locations, and developing the script. A rough cut of the movie trailer is to be ready for viewing by Feb. 14, 2006, with a proposed release date in March 2006.

### **Marketing Campaign**

Negotiations were begun with an advertising company (Creative Crook) to develop a marketing campaign in coordination with the movie trailer and other media promotional materials. These materials will be packaged as recruitment kits for Mentors. Preliminary materials were developed to advertise the mentor recruitment and training activities planned for 2006. (Appendix C)

### **Continuing Education Teleconference Series 2005-2006**

Nebraska Library Commission contracted with the College of DuPage in Glen Ellyn, Illinois to provide continuing education satellite teleconference programs for Nebraska librarians. The Commission negotiated a statewide license to offer Nebraska libraries free unlimited access to downlink each program and make a videotape for use by the participating institution. These programs support the continuing education goals of the grant. Programs include:

- Libraries, the Universe, and Everything: Google and Your Patrons
- Always a River, Sometimes a Library: Library Practice and Patron Service
- Library Management Hot Topics
- Serving Immigrant Populations: A Library Prototype for Diversity
- Google Print: Its Impact on Scholarship and Libraries
- Making Copyright Work for Your Libraries
- The Role of Teaching in Modern Libraries
- Dealing with Difficult People
- Library Marketing
- Reference Tools for the Information Age
- Library Transformation: Library as Place
- Library Hot Topics for Today and Tomorrow

### **Web Site**

Project coordinators met with representatives of Nebraska.gov to confirm details about developing and hosting the Web site "NowHiringAtYourLibrary.org" and are developing an architecture plan

for the Web site (Appendix D and Appendix E). The following domain names have been secured: [www.NowHiringAtYourLibrary.org](http://www.NowHiringAtYourLibrary.org) and [www.NowHiringAtYourLibrary.com](http://www.NowHiringAtYourLibrary.com)

### **Nebraska Library Association/Nebraska Educational Media Association (NLA/NEMA) Conference**

Presentation: Recruiting the Next Generation of Nebraska Librarians @ The Movies

*Mary Jo Ryan, Communications Coordinator, Nebraska Library Commission*

*Kit Keller, Planning and Data Services Coordinator, Nebraska Library Commission*

Nebraska Library Commission staff described Nebraska recruitment efforts associated with the Librarians for the 21<sup>st</sup> Century Grant project. Clips from the documentary, *The Hollywood Librarian*, were shown. Approximately 50 people attended the presentation. An ad in the conference printed program advertised this session. (Appendix C)

Flyers advertising the October 2006 pre-conference for the NLA/NEMA Conference were included in all attendee packets. (Appendix C). This pre-conference will focus on the stereotypical librarian image created through films and media, and ways to bust the stereotype, facilitating recruitment of a diverse, dynamic workforce to the field.

### **Mentoring**

The two project coordinators conducted a phone planning conference with consultant Cindi Hickey to discuss her assistance in planning, development and delivery of mentoring training. A contract for her services was negotiated and signed on October 6, 2005 (Appendix F).

c. & d. Outputs and Outcomes of Activities/Services

### **Awarded Scholarships and Stipends**

\$1,000 was awarded to a student enrolled in Master of Library Science courses at University of Missouri (in addition to the eight scholarships awarded during the previous reporting period).

A total of \$3,033.06 was awarded in tuition grants to students in community college courses that are part of a newly established Library Technical Assistant (LTA) program. These scholarships supported students in 15 classes, including:

- Reference Services in Library and Information Environments
- Introduction to Children and Young Adult Services
- Public Services in Library and Information Science
- Introduction to Library and Information Management
- Introduction to Library Collection Management

These scholarships were funded with state funds as a match for the IMLS Librarians for the 21<sup>st</sup> Century Grant. They were awarded under previous scholarship guidelines, and will be transitioned to conform with the Librarians for the 21<sup>st</sup> Century Scholarship Program, as outlined in the grant.

### **Distributed Recruiting Brochure on Nebraska Educational Options**

The Nebraska Library Commission contracted with the University of Nebraska at Omaha (UNO) to develop and distribute communication materials about Nebraska library science educational options.

Dr. Becky Pasco, Coordinator of Library Science Education at UNO, convened a committee of school, public, academic and special librarians, and a representative from the Nebraska Library Commission to develop the "concept and theme" of the brochure. (Appendix G) The brochure included photographs of librarians from all over the state in their work environment, celebrating

the diverse array of people working in all kinds of libraries. It was distributed in several ways, including one brochure in every participant packet at the annual conference for the Nebraska Library Association/Nebraska Educational Media Association in Lincoln (September 28-30, 2005; 600+ attendees), and 100 brochures at the *10<sup>th</sup> Annual Conference on People of Color in Predominantly White Institutions* held in Lincoln, Nebraska on November 6-8, 2005.

“Becky [Pasco, University of Nebraska at Omaha] sent 100 brochures and there were no brochures left after the first day of the conference. Many people said they thought the brochure was an excellent idea and represented diversity very well and would be taking them back to their states.” [Maria Medrano-Nehls, Administrative Secretary, Nebraska Library Commission]

Brochures were also widely distributed to potential students by Dr. Becky Pasco.

“I really like the recruitment brochure because it looks so professionally done and gives a specialized authenticity to our pursuit to recruit another generation of librarians. The testimonials in the ‘Why Libraries?’ are wonderful and give a feeling of how rewarding this profession can be. The many photos are intriguing and draw the viewer in for a closer look. Especially like the male presence in the photos to get away from the stereotypical female role that has plagued the profession.” [Pat Gross, Media Specialist, Gering High School, Gering, Nebraska]

### **Partnered with the Nebraska Humanities Council for Prime Time<sup>®</sup> Family Reading Program Student Internships**

On June 21, 2005, project staff met with Erika Hamilton, Program Officer with the Nebraska Humanities Council (<http://www.nebraskahumanities.org/>), to discuss a partnership with the *Prime Time* Family Reading Time<sup>®</sup> project. Stipends were awarded to local young people for working in the library in conjunction with the Family Reading Time scheduled as part of the *Prime Time* project. These young people represent the Hispanic community, and help with the planning and implementation of the activities held at local libraries. These stipends were funded with state funds as a match for the IMLS Librarians for the 21<sup>st</sup> Century Grant. A Student Intern Job Description (Appendix H) was developed with consultation with Erika Hamilton. Erika developed the Student Internship Contract (Appendix H)

The following testimonial describes the value of the Prime Time<sup>®</sup> Internship program funded by the Nebraska Library Commission in recruiting young people into library careers. At the State Advisory Council on Libraries meeting held November 18, 2005, Nancy Escamilla made the following remarks:

“I am the scholar for the Nebraska Humanities Council’s Family Prime Time program which will be held at the Gering Public Library. The program is targeted at the growing Hispanic community and not only benefits the library but it also benefits high-risk readers. It joins the library with the Nebraska Humanities Council on a common cause. This year the Humanities Council decided to hire a student intern to assist with the program. The student intern will receive a \$300 stipend to work on the project. I chose a 15-year-old bilingual Hispanic girl, who has been a member of the Scottsbluff public library teen advisory committee for three years and has assisted with summer reading programs. Ashley is extremely proud to be a student intern for the program and she has now asked if she could work at the library, and since she is a high school honor student (sophomore year) she has asked if she can start taking the Library Technical Assistant college classes now instead of waiting until graduation... I currently have four members of my teen advisory council who would like to become librarians. These kids volunteer up to 55 hours a year at the library. I want to thank

the Nebraska Library Commission for providing the funds for the student intern. I believe having youth work on special library projects as well as work in the everyday routine at the library will help to recruit the future librarians.” [Nancy Escamilla, Young Adult Services, Scottsbluff Public Library, Scottsbluff, Nebraska]

### **Partnered with the Nebraska Regional Library Systems to Offer Library Leadership Retreat, the Nebraska Leadership Institute**

As part of the state match for this grant (listed as Continuing Education Grants in the Schedule of Completion), we contracted with the Regional Library Systems to provide future Nebraska library leaders a structured professional development opportunity to learn about leadership styles, skills, and networking at the Nebraska Leadership Institute. In addition to exploring leadership skills and developing professional goals and plans, the thirty participants worked with ten mentors who are recognized leaders in the library profession in Nebraska. Through a survey of the participants, we found that a majority of those responding (25 out of 30) felt that they learned about leadership and leadership styles, to be proactive, and to become leaders in the library profession. Most learned skills to be more effective in their work, developed goals and action plans, and felt that participation in the Leadership Institute contributed to their professional development. As one participant said:

“I was able to see and experience the passion of other library professionals for the patrons of this state. Seeing the development of the mission statement and the power of its meaning were truly challenging. Seeing mentoring at work and benefiting from the experience and expertise of others was significant in how I relate to others and how I try to work with those around me. Feeling more confident in my own value as a library worker and more secure in my tendency to ‘take the lead’ were wonderful benefits. Though the list could go on, the Leadership Institute truly changed my attitudes toward the profession, mission, and my life as I gained a fuller picture of what could be instead of dwelling on the limitations before me.”

Three participants decided to pursue MLS degrees, and one decided to pursue coursework in library science at the undergraduate level.

“The work we did on the personal action plan was invaluable to me! I have now begun the registration process for classes toward my library degree. I have both short term and long term goals for myself. If I follow them, I should achieve my career goals. Before going through this process, I had some nebulous goals about someday finishing my degree, and someday moving up in the library world, but no concrete plans or goals. That has all changed, and it changed mostly because someone took the time to identify me as a ‘leader’, and to ask me what I wanted to be ‘when I grow up’, so to speak.”

### **Facilitated Database Training**

Nebraska Library Commission provided statewide training to fifty-one librarians and media specialists in the use of databases made available by the Nebraska Library Commission. This meets an identified need for improved searching and researching skills, a key factor in professional librarian skills development described in Goal 2 in the Library Commission’s long range plan: *Making a Difference @ your library<sup>TM</sup> : Nebraska Library Services and Technology Act Plan for Library & Information Services 2003 – 2007* (<http://www.nlc.state.ne.us/mission/lstaplan/goal2.pdf>).

“I had used all of these databases – some more than others, but wasn’t aware of many of the features. I tended to get stuck doing things the same way.” [Database Roadshow participant, July 27, 2005]

### **Provided Basic Skills Classes**

Ninety (90) people completed the Basic Skills Collection Development class, which is one of the four Basic Skills courses required for Nebraska Certification of Public Librarians. The course addresses the following topics:

- Basic understanding of collection development
- Community needs assessment
- Selection of library materials
- Acquisitions
- Weeding
- Intellectual Freedom
- Collection assessment
- Preservation

### **Supported Training for Directors of Metropolitan Public Libraries.**

The Nebraska Library Commission awarded a Continuing Education grant in the amount of \$5,000 to the directors of Lincoln City Libraries and Omaha Public Library, to attend the Pop!Tech 2005: Grand Challenges Conference, to facilitate the creation of a shared vision of library services and professional development. (<http://www.poptech.org/>)

#### f. Additional Comments/Anecdotal Information

During the course of implementation, timelines and activities have been adjusted, as follows:

- Travel costs will need to be adjusted to decrease the amount of anticipated in-state travel and increase out-of-state travel. This change is requested because of the number of high quality out-of-state training opportunities that project staff identified.
- Scholarships and stipends awarded to date are slightly different than those proposed in the grant proposal. The process to bring scholarships, internships and stipends in compliance with grant specifications is in transition and will be completed prior to the end of Year II.
- As part of a partnership with the *Prime Time* Family Reading Time project, stipends were awarded to Hispanic students for working in the library in conjunction with the project. The stipends were paid with state funds and we request that they serve as match for this grant.
- We request that the mentor/mentee training and consultation expenditures identified in the Year I activities be deferred to Year II, due to increased time spent in development of the marketing campaign. A contract has been signed with a Mentor Trainer Consultant, effective October 1, 2005.
- We request approval to move the training kickoff event from Winter 2005 to Spring 2006.
- We request approval to change timelines in accordance with Appendix I: 2005-2006 Program Schedule.

## Nebraska Library Commission



The Atrium • 1200 N St. • Suite 120 • Lincoln NE 68508-2023 402-471-2045 • Fax 402-471-2083

### Nebraska Library Commission 21<sup>st</sup> Century Librarian Scholarship Program

The Nebraska Library Commission established this scholarship to provide financial support to eligible Nebraskans seeking a master of library and/or information science degree. This scholarship fulfills the requirements of the grant awarded to the Nebraska Library Commission by the Institute of Museum and Library Services (IMLS) to recruit and educate the next generation of librarians.

The Nebraska Library Commission will award ten to twenty scholarships of \$2,500 each year for tuition, course-related materials, and fees associated with the graduate program. Scholarship funds may be used for any ALA-accredited graduate degree program in library and/or information science.

Each applicant can apply for and/or receive only one scholarship of \$2,500 during a one year period from the date of the scholarship award. Scholarship funds may be used for more than one academic semester or quarter. Applicants may receive a maximum of two scholarships during their graduate program. Scholarship funds will be deposited in the recipient's student account at the library/information science school. The first scholarships will be awarded in Fall 2005 for Winter/Spring coursework.

**To Apply:** Applicant must complete and submit the application form and all required materials.

**Application Deadlines.** All application materials must be postmarked by:

- March 15 for Summer Semester/Quarter
- May 15 for Fall Semester/Quarter
- November 1 for Winter Semester/Quarter or Spring Quarter

**Scholarship Award Notification:**

- April 15 for Summer Semester/Quarter
- June 15 for Fall Semester/Quarter
- December 1 for Winter Semester/Quarter or Spring Quarter

**Applicants must meet the following criteria:**

- Current Nebraska residency.
- Demonstrated acceptance by or application to an ALA-accredited graduate degree program in library and/or information science.

**Applicants, after obtaining a graduate degree in library and/or information science, agree to:**

- Seek employment in a Nebraska public, school, institutional, academic, tribal, or special library in a professional librarian.
- Be willing to serve as a formal library mentor for 12 months in the Nebraska Library Commission's mentoring program after obtaining a graduate degree in library and/or information science.
- Be available for follow-up interviews by the Nebraska Library Commission for scholarship program evaluation.

**For questions about the 21<sup>st</sup> Century Librarian Scholarship Program,** contact Pam Scott, Nebraska Library Commission Continuing Education Coordinator, 402-471-2694, 800-307-2665, or [psscott@nlc.state.ne.us](mailto:psscott@nlc.state.ne.us).

This scholarship is funded in part by state aid funding appropriated by the Nebraska Legislature, granted and administered by the Nebraska Library Commission, as part of the Nebraska Librarians for the 21<sup>st</sup> Century project.



**To apply for an initial scholarship, applicants must submit the materials listed below.**

Only complete applications will be reviewed. All applications are confidential and information will not be shared with any other organizations or individuals. All application materials will be kept on file at the Nebraska Library Commission.

**1) Application Form**, page 2 (submit on paper or electronically)

**2) Resume** (submit on paper or electronically)

Submit your resume (no longer than 2 pages) including academic and work history and contact information for places of employment.

**3) Academic Intent** (submit on paper or electronically)

List the graduate library and/or information science graduate programs to which you have applied or been accepted. Proof of acceptance such as a copy of a letter of acceptance from the library and/or information science graduate program will be required

**4) Statement** (submit on paper or electronically)

Prepare a statement (500 to 750 words) which addresses the following:

- Why have you selected librarianship as a profession?
- Why will you be a good librarian?
- Describe one important trend in libraries today and explain how this trend will impact your library career.
- Community Involvement. Summarize your participation in civic and/or campus activities and/or community service organizations in the past three years.
- What is the one most significant thing you want the Nebraska Library Commission to know about you when considering your scholarship application?

**5) Letters of Support** (submitted on paper)

Have three references each send a letter of support directly to Nebraska Library Commission 21<sup>st</sup> Century Librarian Scholarship Program. References may be a professor, principal, librarian, community leader, employer, etc. who is familiar with the applicant's professional qualifications and ability to complete a graduate degree program. It is recommended that applicants provide each reference with a stamped, pre-addressed envelope to send the letter of support to the Nebraska Library Commission 21<sup>st</sup> Century Librarian Scholarship Program.

**6) List of References sending Letter of Support** (submit on paper or electronically)

Include a list of individuals that you have asked to send a letter of support.

**7) Signed Agreement**, page 5 (must be submitted on paper by postal mail with original signature)

**Send Application Materials To:**

**Nebraska Library Commission  
21<sup>st</sup> Century Librarian Scholarship Program  
c/o Pam Scott  
1200 N Street, Suite 120  
Lincoln, NE 68508-2023  
pscott@nlc.state.ne.us**

**Application Deadlines.** All application materials must be postmarked by:

- March 15 for Summer Semester/Quarter
- May 15 for Fall Semester/Quarter
- November 1 for Winter Semester/Quarter or Spring Quarter

**To apply for a second scholarship, applicants must submit the materials listed below.**

Only complete applications will be reviewed. All applications are confidential and information will not be shared with any other organizations or individuals. All application materials will be kept on file at the Nebraska Library Commission.

**1) Application form**, page 2 (submit on paper or electronically)

**2) Transcripts**

Request that an official copy of your transcript for completed graduate library and/or information science courses be sent to Nebraska Library Commission 21<sup>st</sup> Century Librarian Scholarship Program.

**3) Statement** (submit on paper or electronically)

Prepare a statement (approximately 250 words) that describes how the library and/or information science coursework you've taken thus far might enhance your future professional career. Some topics that you might include are listed here:

- Describe a class project or activity from a course in your graduate program and how you applied what you learned in your workplace, either in a library or other work environment.
- What have you learned about the library profession that you did not already know?
- Describe how the coursework in your graduate program will help you or has already helped you in meeting your goals as a professional librarian.

**4) Signed Agreement** (page 5) (must be submitted on paper by postal mail with original signature)

**Send Application Materials To:**

**Nebraska Library Commission  
21<sup>st</sup> Century Librarian Scholarship Program  
c/o Pam Scott  
1200 N Street, Suite 120  
Lincoln, NE 68508-2023  
pscott@nlc.state.ne.us**

**Application Deadlines.** All application materials must be postmarked by:

- March 15 for Summer Semester/Quarter
- May 15 for Fall Semester/Quarter
- November 1 for Winter Semester/Quarter or Spring Quarter

**Nebraska Library Commission  
21<sup>st</sup> Century Librarian Scholarship Program  
Agreement**

I have read and accept the following application conditions:

- I am currently a Nebraska resident.
- I will provide proof of acceptance to an ALA-accredited library and/or information science graduate program.
- After obtaining a graduate degree in library and/or information science, I will seek employment in a Nebraska public, school, institutional, academic, tribal, or special library in a professional librarian position.
- After obtaining a graduate degree in library and/or information science, I will be willing to serve as a formal library mentor for 12 months as part of the Nebraska Library Commission's mentoring program.
- I will be available for follow-up interviews by the Nebraska Library Commission for scholarship program evaluation.

I agree that scholarship funds will be used to pay for graduate school tuition, course-related materials and fees.

I understand that this award may be taxable and that I am responsible for complying with current tax regulations.

I understand my application materials will be kept on file at the Nebraska Library Commission, will be confidential, and will not be shared with any other organizations or individuals.

I understand that applications will not be reviewed until all application materials are received.

I certify that all information in this application is accurate to the best of my knowledge.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Printed Name of Applicant

\_\_\_\_\_  
Date

This agreement must be submitted on paper by postal mail with original signature.

**Nebraska Library Commission  
21<sup>st</sup> Century Librarian Scholarship Program  
Applicant Checklist**

Unless otherwise specified, all application materials may be submitted on paper or electronically.

**First Time Applicants**

- 1) Application form
- 2) Resume
- 3) Academic intent list
- 4) Statement
- 5) Letters of support (must be submitted on paper)
- 6) List of references sending letters of support
- 7) Signed agreement (must be submitted on paper with original signature)

**Repeat Applicants**

- 1) Application form
- 2) Transcripts
- 3) Statement
- 4) Signed agreement (must be submitted on  
paper with original signature)

**Appendix B**  
**Movie Trailer Materials**

**Overdue Productions Agreement**

Contract Amount: \$24,735

Date of Contract: August 17, 2005

THIS AGREEMENT is made and entered into this date by and between the Nebraska Library Commission, hereinafter referred to as the Commission, and Overdue Productions, hereinafter referred to as the Contractor.

WITNESSETH the parties hereby agree as follows:

- 1) The Commission agrees to make payments to the Contractor according to the following schedule:
  - a) 50% of total costs in advance, to be billed for and submitted by Contractor with signed contract; and
  - b) the remainder to be paid upon receipt of invoices submitted by the Contractor for services performed.
- 2) The Commission agrees to provide information and advice to the Contractor to assist in the successful administration of the project.
- 3) The Contractor will perform services in accordance with the proposal submitted by Overdue Productions to the Nebraska Library Commission, dated July 29, 2005, incorporated as part of this agreement by reference.

Any announcements, public relations pieces, or other communication about the project must acknowledge funds provided by the Nebraska Library Commission, as follows: "This project was supported in part by the federal Institute of Museum and Library Services (IMLS), through the IMLS Librarians for the 21<sup>st</sup> Century grant program, administered by the Nebraska Library Commission."

Failure to comply with the terms and conditions of this agreement, or those incorporated by reference, shall be cause for termination, withholding, or return of contract funds. The parties hereto have caused this agreement to be executed.

BY:

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Rodney G. Wagner  
Director, Nebraska Library Commission

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Ann Seidl  
Information, Managed  
Overdue Productions

**Official Award Notification for Nebraska Library Commission  
Contracts**

<p><b>Awardee Name and Address</b></p> <p>Ann Seidl 1246 Jenifer Street, No. 2 Madison, WI 53703</p>	<p><b>Date of Award: August 15, 2005</b></p> <p><b>Award Number: NA</b></p>
<p><b>Official Contact</b></p> <p>Ann Seidl</p>	<p><b>Award Period</b></p> <p><b>From August 15, 2005</b> <b>To June 30, 2006</b></p>
<p><b>Program Name</b> Recruitment Trailer for IMLS Grant</p>	<p><b>Award Amount</b> <b>\$24,735</b></p>
<p><b>Scope of Project and/or Special Conditions</b></p> <p>Terms and Conditions of Award:</p> <p>This contract is for the exclusive use of Overdue Productions in accord with the Production Grant Proposal submitted by Overdue Productions to the Nebraska Library Commission and dated July 29, 2005. Specific conditions are outlined in the Grant Agreement and Assurances (Attachment A).</p> <p>Credit the Institute of Museum and Library Services (IMLS) and the Nebraska Library Commission in all related publications and activities in conjunction with the use of contract funds.</p>	
<p><b>Nebraska Library Commission Authorizing Official Signature</b></p>	<p><b>Name and Title</b></p> <p>Rodney G. Wagner, Director Nebraska Library Commission</p>

## **Independent Study Proposal**

Date: September 8, 2005

To: University of Nebraska-Lincoln  
Film Studies Department

From: Nebraska Library Commission  
Mary Jo Ryan, Communications Coordinator

Re: **Independent Study Proposal**  
Christopher M. Keller

### **Description of Project:**

The Nebraska Library Commission was awarded a grant by the Institute for Museum and Library Services, as part of the Librarians for the Twenty-first Century grant program. This grant, entitled “Recruiting the Next Generation of Nebraska Librarians @ the Movies” was implemented in November 2004, and is scheduled to be completed in October 2007. A major activity of this grant is the development, production, and distribution of a movie trailer designed to send the message that “library careers are cool, high tech, and service-oriented – an opportunity to make a difference in our communities.”<sup>1</sup>

### **Student Activities:**

Student will assist with script development, storyboarding, and other activities involved in the conception, development, and production of the movie trailer. He will provide input on the target audience, suggest techniques, and work closely with the production company to meet the grant requirements and timeline. This work will be conducted via email and face-to-face meetings scheduled throughout the months of development and implementation.

### **Project Advisors:** Ann Seidl and Mary Jo Ryan

Mary Jo Ryan (Project Director) has served as Communications Coordinator or Special Project Director for the Nebraska Library Commission for seventeen years, planning and implementing statewide library service activities. She has extensive experience managing library service marketing and promotional efforts, guiding projects through the full marketing cycle, from research to communication planning and implementation. In addition to marketing and communication skills, she has many years experience in training and staff development, planning and evaluation, grant writing, grants and contracts management, and volunteer coordination.

Ann Seidl, MLIS (Writer and Director) has a master of library and information services from the University of Denver and, prior to beginning her own library consulting business, was Associate Director of the Library Research Service at the Colorado State Library. She completed the shooting script for *The Hollywood Librarian: Librarians in Cinema and Society* in 2003 and has spoken at annual library conferences in more than a dozen states

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<sup>1</sup> *Recruiting the Next Generation of Nebraska Librarians @ the Movies*, Grant application submitted to and funded by the Institute for Museum and Library Services, Award No. RE-03-04-0007-04.

and Canada about the documentary. Before becoming a librarian, Ann worked as a voice-over actor for various television and film productions.

**Timeline:**

Work commenced on the movie trailer in August 2005, and included a meeting on August 29, 2005. Attendees included Mary Jo Ryan, Kit Keller, project co-directors, Cynthia Taylor, Research Assistant, Ann Seidl, Valerie Crook, Graphic Design consultant, and student Christopher Keller. Plans were made at that session for continued interaction via email and future meetings. The movie trailer is scheduled for completion and distribution in February 2006.

**Student Accountability:**

The student will provide his Academic Advisor on this project with any documentation and reports as requested, that demonstrate his role, what he contributed to the project, and how this project supports his academic goals.

## **Appendix C**

Note hardcopy materials in original report:  
Hollywood Librarian Pre-conference flyer  
Heart & Soul of Communities ad





## **Appendix D**

### **Web Site: Recruiting the Next Generation of Nebraska Librarians @ the movies**

is a project directed by the Nebraska Library Commission to realize a unique vision for innovative change in the field of librarianship. Implementation of a coordinated, multimedia, marketing campaign will focus on changing the image of library service work to raise awareness and motivate young people to take advantage of educational opportunities to train for library service careers. It will also motivate library staff and supporters to commit to recruiting and mentoring the next generation of Nebraska librarians.

This is a proposal to <Nebraska.gov> to partner with the Nebraska Library Commission to provide the Web site that will serve as an important component of this marketing campaign. The Nebraska Library Commission will structure the architecture of the Web site, specifying all content and functionality, and will contract with a graphic designer for design. We propose that <Nebraska.gov> take responsibility for programming and hosting the site.

Proposed domain name: <nowhiringatyourlibrary.com> and/or <nowhiringatyourlibrary.org>

#### Audience:

- Target young adults who are looking for career opportunities
  - high school students
  - community college and 4-yr college students
  - college graduates
  - others
- Current library personnel that wish to advance their careers
- Current library personnel to serve as potential Mentors

#### Goal:

- To show that being a librarian is an appealing job/career and that library careers are cool, dynamic, high tech, community and service-oriented
- To demonstrate that there are many kinds of libraries and librarians, and many areas of specialization—great diversity in the work environment
- To attract people from under-represented ethnic and cultural groups to become librarians, get a job in a library, and work within their community
- To make the work look like fun . . . hip...cool
- To encourage the audience to find out how to become a librarian
- To provide this information in an interactive Web-based environment

Customer needs to be met, i.e., What do customers want to find on the site?

- \$ for school
- information about careers
- available jobs...employer post and employee access
- demystify the work and the path to get there

Style/Persona

- Appeal to a young audience
- Appeal to young people that are attracted to a public service (change-the-world) careers

Content

- Information about \$ for school...scholarships and stipends, including
  - LTA Stipends
    - information and criteria
    - downloadable applications (pdf files?)
  - MLS Scholarships
    - information and criteria
    - downloadable applications (pdf files?)
  - Other sources of funding for school
- Library career information
- Job openings
- Mentor Program and Criteria
- Mentor recruiting tools/materials, including downloadable movie trailer, print promotional materials, and training tools, etc.
- Training/Continuing Education Opportunities
- Formal Educational Opportunities, i.e.,
  - LTA/Community College courses and programs
  - Undergraduate programs
  - Graduate programs

Functionality

- Combination of static content, directories and links to other sites, and interactive components
- Downloadable movie clips/movie trailer
- Motivational Quotes in a rotating banner
  - e.g., Amy Goodman, “the only profession protected by the Bill of Rights.”
  - Quotes from Nebraska librarians
  - Quotes from *American Libraries*

- Blog
  - Communication
  - Info sharing
  - Mentor/Protégé(Mentee) interactions tracking log
    - password and log-in required
  - Jobs and Resume Posting
    - Job Posting w/ a template
    - Resume Reservoir w/ a template
  - Contact Nebraska Library Commission staff

## Reporting

- hits on specific pages
- information on how customers got to the page
- reports from the Mentor/Protégé(Mentee) interactions tracking log
- #s of jobs posted/resumes posted
- others

## Appendix E

### Website Overview

#### **Nebraska Library Commission Now Hiring at Your Library Website**

##### **Careers and Jobs**

Library Careers

Library Jobs

##### **Education**

Undergraduate Education

Nebraska Library Technical Assistant Program

Nebraska Degree Programs

Library Science Coursework

Graduate Education

Accredited and Approved Graduate Programs

Nebraska and Nebraska-Affiliated Graduate Programs

Continuing Education Opportunities

Distance Education

##### **Scholarships**

Nebraska Library Commission College Scholarships

Undergraduate Scholarships

Graduate Scholarships

Nebraska Library Commission Continuing Education Scholarships

Scholarship Links

##### **Mentoring**

Mentors

Mentees

Mentor-Mentee Communication Log

REFORMA Mentoring Program

##### **Movie Trailer**

##### **Blog**

##### **Other “Downloadables”**

**Something to attract people from under-represented ethnic and cultural groups**

*Motivational Quotes in a rotating banner*

**Nebraska Library Commission Now Hiring at Your Library**  
[www.nlc.state.ne.us/NowHiringAtYourLibrary.html](http://www.nlc.state.ne.us/NowHiringAtYourLibrary.html)

About NowHiringAtYourLibrary  
[www.nlc.state.ne.us/NowHiringAtYourLibrary/about.html](http://www.nlc.state.ne.us/NowHiringAtYourLibrary/about.html)

Contact NowHiringAtYourLibrary  
[www.nlc.state.ne.us/NowHiringAtYourLibrary/contact.html](http://www.nlc.state.ne.us/NowHiringAtYourLibrary/contact.html)

**Careers and Jobs**  
[www.nlc.state.ne.us/NowHiringAtYourLibrary/JobsandCareers.html](http://www.nlc.state.ne.us/NowHiringAtYourLibrary/JobsandCareers.html)

**Education**  
[www.nlc.state.ne.us/NowHiringAtYourLibrary/Education.html](http://www.nlc.state.ne.us/NowHiringAtYourLibrary/Education.html)

**Scholarships**  
[www.nlc.state.ne.us/NowHiringAtYourLibrary/Scholarships.html](http://www.nlc.state.ne.us/NowHiringAtYourLibrary/Scholarships.html)

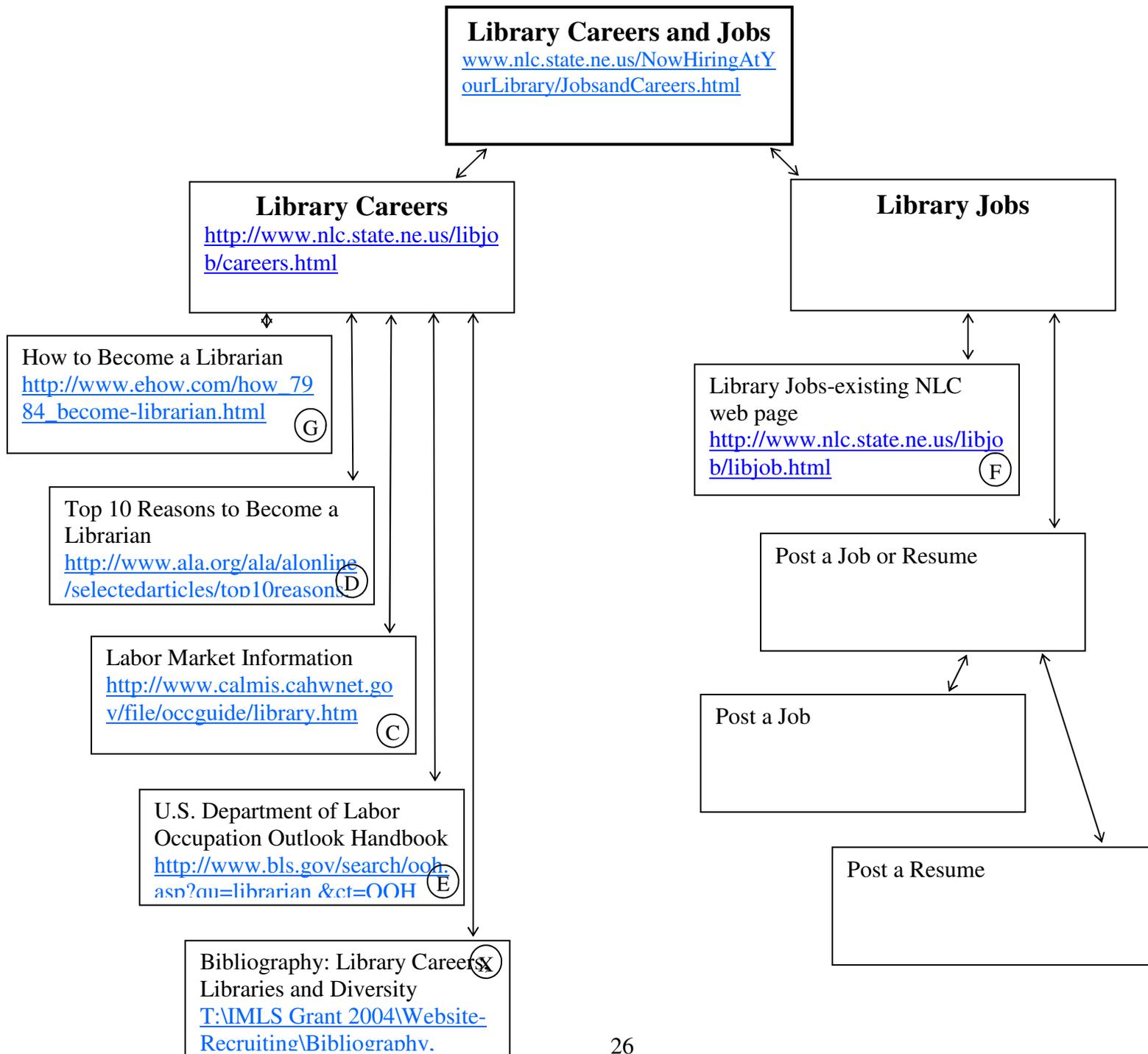
**Mentoring**  
[www.nlc.state.ne.us/NowHiringAtYourLibrary/Mentoring.html](http://www.nlc.state.ne.us/NowHiringAtYourLibrary/Mentoring.html)

**Other Downloadables**  
????????????????????????????????

**Movie Trailer**  
[www.nlc.state.ne.us/NowHiringAtYourLibrary/MovieTrailer](http://www.nlc.state.ne.us/NowHiringAtYourLibrary/MovieTrailer)

**Blog**  
[www.nlc.state.ne.us/NowHiringAtYourLibrary/Blog](http://www.nlc.state.ne.us/NowHiringAtYourLibrary/Blog)

**Something to attract people from under-represented ethnic and cultural groups** to become librarians, get a job in a library, and work within their community  
????????????????????????????????



## Mentoring

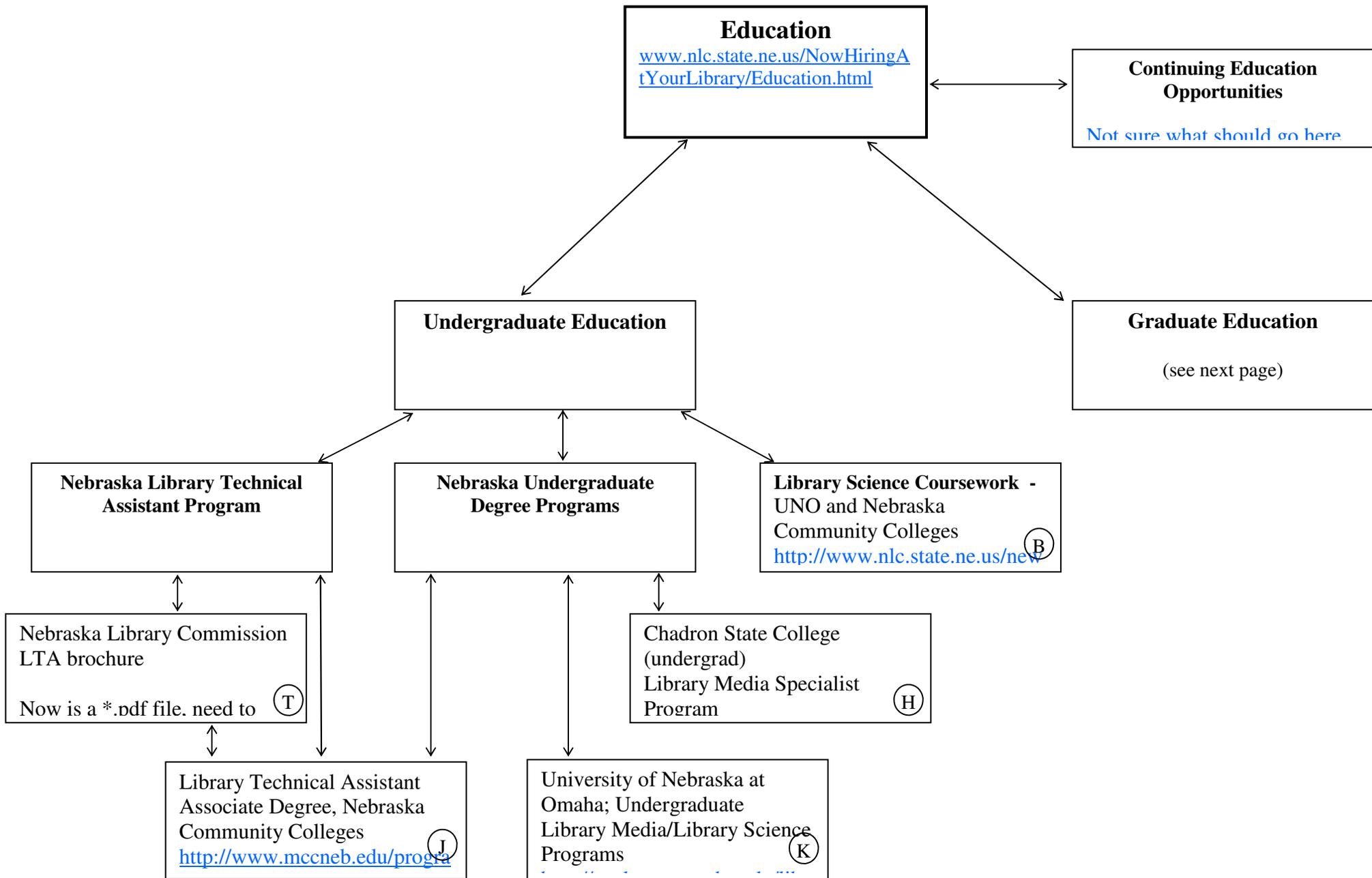
[www.nlc.state.ne.us/NowHiringAtYourLibrary/Mentoring.html](http://www.nlc.state.ne.us/NowHiringAtYourLibrary/Mentoring.html)

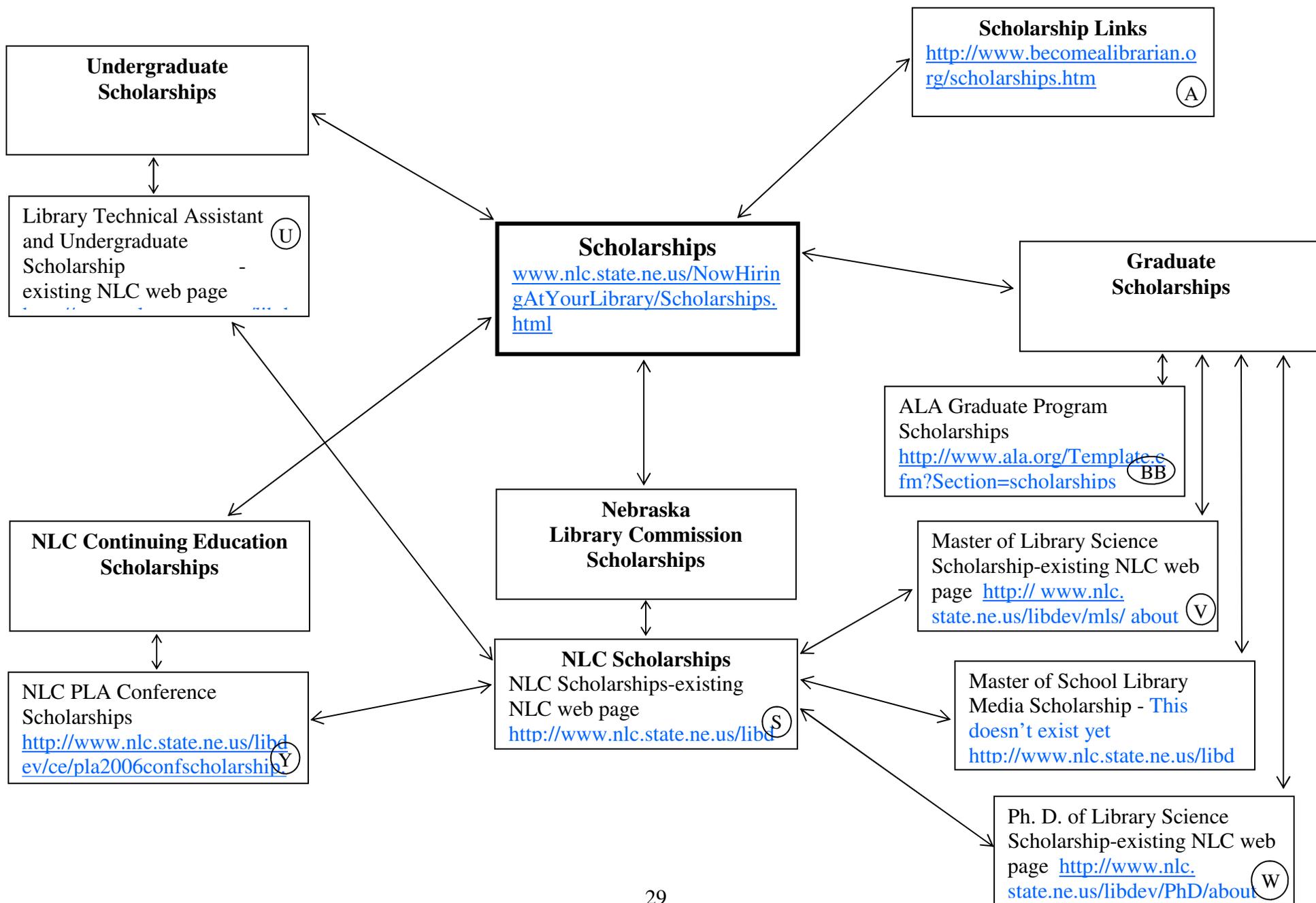
Mentees

Mentors

Communication Log for Mentors and Mentees - password protected

**REFORMA** National Association to Promote Library and Information Services to Latinos and the Spanish-Speaking **Mentoring Program**  
<http://www.reforma.org/mentoringprogram.html>





**Appendix F**

**AGREEMENT**

The Nebraska Library Commission hereby agrees to pay Cindi Hickey the following fee for assisting in the planning, development and delivery of Mentoring Training for the IMLS Recruitment Grant “2004 Librarians for the 21<sup>st</sup> Century Grant.” The contractor will develop, deliver and evaluate Mentoring Training in consultation with Nebraska Library Commission staff. The contractor will assist Nebraska Library Commission staff in the development and implementation of a Mentor/Mentoree Web-based tracking system. The contractor will deliver the Mentor/Mentoree training across Nebraska. Delivery methods will include face-to-face group sessions, as well as electronically-delivered group sessions and individual consultation. A training report will be delivered by the contractor no later than October 31, 2006. The period of this grant shall be from October 1, 2005 through September 30, 2006.

- Planning and development of training materials  
and delivery of training and follow-up.....\$ 80 per hour\*
- Mileage.....\$ .485 per mile (or current  
State rate)
- Lodging.....\$ direct billed to  
Library Commission
- Meals (reimbursed only if traveling overnight).....\$ 30/day (receipts required)
- Miscellaneous (parking, copies, telephone calls, etc).....\$ actual cost (receipts required)

\*Total agreement including expenses shall not exceed \$17,000.

\_\_\_\_\_  
Rod Wagner, Director

\_\_\_\_\_  
Date

I hereby agree to the fee as listed above.

\_\_\_\_\_  
Cindi Hickey  
2304 Oxford Street  
Lawrence, KS 66049

## **Appendix G**

Note hardcopy materials in original report:  
Educational options recruiting brochure



## Appendix H

### Prime Time Family Reading Time® Student Intern Job Description

Nebraska's *Prime Time Family Reading Time*® is an innovative and bilingual family reading program designed for low-income, low-literacy, Spanish-speaking families. The six-week program is led by a storyteller and a humanities scholar. The storyteller begins each week by reading aloud from award-winning children's books. The storytelling is followed by a discussion among parents and children led by the humanities scholar with questions such as "was that fair" and "how can you help others feel at home in a new community?" All books are presented and discussed in Spanish and English.

The goal of *Prime Time* is to encourage parents and children to bond around the activity of reading rather than passively watching television during prime time hours. It teaches parents and children to read and discuss important topics such as fairness, greed, and honor. It helps parents and children learn how to select books and become active users of their libraries, encouraging families to view reading and education as a fun and important part of their lives. *Prime Time* fosters high academic expectations and achievement for children in low-literacy, low-income families. It also encourages parents to continue their own education, which subsequently enhances their employment opportunities.

Since April 2002, the Nebraska Humanities Council, along with other organizations, have sponsored Nebraska's *Prime Time* program.

**Position Description:** 55-60 hour student internship, \$300 stipend provided through the grant.

- Under general supervision, the intern will assist with the implementation of the six-week program and the delivery of the weekly sessions. The intern may serve as a language interpreter.
- Assist program presenters in evaluating the program by gathering narrative reports (individual or family stories) from program participants.
- Perform a range of routine tasks in the library to gain general knowledge of library work.
- Perform related duties as assigned.

**Examples of other library work to be performed include:**

- Check out books to library customers.
- Assist customers in locating books, other media, and information.
- Assist customers in using the library and its resources.
- Assist library personnel with programming, for example, children's story hours.
- Assist library personnel with library public relations, for example, distribute informational materials.
- Shelve books.

**Knowledge, Abilities and Skills Required:**

- Language skills in English and one other language specific to the target clientele preferred. It is anticipated that Spanish will be the second language in several of the Nebraska programs.
- Interest and familiarity in using the library and its resources.
- Ability to communicate effectively and complete tasks.

# Student Intern Contract

PROJECT: PRIME TIME FAMILY READING TIME®

FUNDING SOURCE: Nebraska Humanities Council  
215 Centennial Mall South, Suite 500  
Lincoln, Nebraska 68508

The student intern component of PRIME TIME is supported by state aid funding appropriated by the Nebraska Legislature, granted and administered by the Nebraska Library Commission.

CONTRACTOR: Name of Library  
Library Address  
Library Phone Number

PROJECT DIRECTOR: Name, Job Title

STUDENT INTERN: Name of Student Intern  
Intern's Address  
Intern's Phone Number  
  
Social Security #

SCOPE OF SERVICES:

Under general supervision, the student intern will assist with the implementation of the six-week PRIME TIME program and the delivery of the weekly sessions. Duties include assisting in evaluating the program by gathering narrative reports (individual or family stories) from program participants. The intern may serve as a language interpreter. Outside of PRIME TIME, the intern will also perform a range of routine tasks in the library to gain general knowledge of library work and will perform related duties as assigned.

PRIME TIME PROGRAM DATES: Day of Week  
Date, Year Date, Year  
Date, Year Date, Year  
Date, Year Date, Year

PROGRAM TIME: 6:00 p.m. to 8:00 p.m.

LENGTH OF INTERNSHIP: 55-60 hours

COMPENSATION: \$300.00

PAYMENT: Payment (made payable to the Student Intern) will be made by the Nebraska Humanities Council upon receipt of the invoice from the Project Director and the Final Report from the Student Intern following the final PRIME TIME session.

\_\_\_\_\_  
Student Intern

\_\_\_\_\_  
Date

\_\_\_\_\_  
Project Director

\_\_\_\_\_  
Date

## Appendix I

### 2005-2006 Program Schedule

- December 2004-October 2005 – Nine MLS scholarships awarded
- December 2004-October 2005 – Twelve LTA stipends awarded
- January 13-15 – Attended ALA Mid-Winter Meeting, Boston, including ALA Recruitment Forum
- February 1 - May 31, 2005 – Communications Assistant Internship – contract with student; 50% stipend (120 contract hours) and tuition reimbursement – assisted in research and development of communication materials about Nebraska library science educational options.
- March 3, 2005 – Recruitment and Retention Advisory Committee Meeting – discussion of grant implementation activities.
- March 13-16, 2005 – Attended IMLS Outcome Based Evaluation training in Washington, D.C.
- March – May 2005 – development of job description for Research Analyst/Assistant; interviews conducted, and hiring completed.
- April 18, 2005 – Key Informant Focus Group in Ogallala, NE. Focus on the benefits of having an MLS library director.
- April 27, 2005 – Hollywood Librarian/Dynix Webcast of Hollywood Librarian pre-production for Nebraska Library Commission staff.
- May 10, 2005 – October 31, 2005 – Worked with University of Nebraska-Omaha (UNO) staff to prepare and disseminate information about Nebraska education options brochure, which was completed by September 28, 2005, and distributed throughout the fall.
- June 13, 2005 – October 31, 2005 – Research Assistant has been working full-time on grant activities.
- June 17, 2005 – Partnership with NLA Diversity Committee – Charlene Maxey-Harris, UN-L Libraries – survey of students, recruitment, awarding of stipends discussed.
- June 21, 2005 – Partnership formed with Nebraska Humanities Council *Prime Time* Family Reading Project; stipends developed for Hispanic high school/middle school student workers.
- June 22, 2005 – Signed contract with Eastern Library System (for Nebraska Regional Library Systems) for Nebraska Library Leadership Institute retreat –held July 25-29, 2005.
- June 23-29, 2005 – Attended ALA Conference in Chicago, including sessions on marketing, recruitment, retention, and diversity.
- August 17, 2005 –Contract signed for production of movie trailer.
- September 2, 2005 – Continuing Education Grants awarded.
- September 9, 2005 – Presentation of revised scholarship materials (21<sup>st</sup> Century Librarian MLS Scholarships) to Library Commissioners for approval.
- September 30, 2005 – Presented Nebraska Library Association/Nebraska Educational Media Association (NLA/NEMA) Conference program: “Recruiting the Next Generation of Nebraska Librarians@the Movies.”
- October 1, 2005 – Signed contract with Cindi Hickey for mentor training activities.
- October 3, 2005 – Meet with Nebraska.gov representatives to discuss Web site development.

November 1, 2005 – Nine \$2,500 scholarships awarded to MLS students.

January 2006 –Planning sessions with Cindi Hickey for mentor training sessions.

January 11, 2006 – School Library Media graduate scholarships available, pending Commissioners’ approval at January 10 meeting.

January 11, 2006 – LTA/undergraduate scholarships available, pending Commissioners’ approval at January 10 meeting.

January 2006 – Planning sessions with Creative Crook for preparation of media kit materials.

January 2006 – Hold focus groups with key organizations in Hispanic community.

February 14, 2006 – Rough cut of movie trailer due from Overdue Productions.

March 14, 2006 – Present mentor session to Paraprofessional Section of Nebraska Library Association’s spring videoconference.

March 15, 2006 – Web site roll out.

Spring 2006 – Mentor training.

Summer 2006 – Launch of media campaign.

October 25, 2006 – Hollywood Librarian preconference, Quest Center, Omaha, Nebraska.