



Institute of Museum and Library Services
Interim Performance Report
June 30, 2005

Award Number:	RE-03-04-0007-04
Awardee Institution Name:	Nebraska Library Commission
Period covered by this Interim Report:	From: 11/01/2004 To: 06/30/2005
Project Director Name and Title:	Mary Jo Ryan, Communications Coordinator
Project Director Telephone:	402-471-3434
Project Director E-mail:	mjryan@nlc.state.ne.us

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

Facilitated Recruitment & Retention Advisory Committee

The Library Commission’s long range plan, *Making a Difference @ your library™: Nebraska Library Services and Technology Act Plan for Library & Information Services 2003 - 2007* (<http://www.nlc.state.ne.us/mission/lstaplan/2003-2007planindex.html>) called for the establishment of a “task force to develop recommendations that address Nebraska library personnel recruitment and retention needs.” The first meeting of this group was held on November 1, 2002, and included representatives from academic, public, school, and special libraries. One recommendation of the task force was to write a grant to IMLS to fund a recruitment project. Once this grant was secured, the task force was redesigned to serve as an Advisory Committee to oversee the implementation of the grant activities. This committee met on March 3, 2005, to update Advisory Committee members on progress to date, and to discuss grant implementation activities. This Advisory Committee meets as needed to provide input and feedback on grant activities.

Attended American Library Association (ALA) Mid-Winter Meeting (Boston)

The two principal investigators on the grant attended specific grant-related sessions as part of the American Library Association Mid-Winter meeting, January 13-15, 2005. They attended the ALA Recruitment Forum, where information was provided on aging demographics, model recruitment programs, and other issues related to both recruitment and retention. Contacts were made with potential trainers, as well as with potential local partners representing the Diversity Committee of the Nebraska Library Association.

Attended Outcome Based Evaluation Training (Washington, DC)

The two principal investigators on the grant attended IMLS-sponsored training on Outcome Based Evaluation (OBE), offered by Claudia Horn of Performance Results (March 13-16, 2005). This helpful session provided an opportunity to provide details to the OBE plan submitted as part of the grant application. Final OBE plan is under revision.

Developed Research Assistant Staff Position

The grant supports a half-time public information technician. After developing the job description, it was determined that the position should be classified as Research Analyst I. A job description was researched and developed, and a Comprehensive Position Questionnaire was completed and submitted to the Nebraska Department of Administrative Services. This involved describing the job duties and working with the State Personnel Department to develop the appropriate job title and class code. On March 2, 2005, we received approval of the new position, which was then advertised locally. The Library Commission created a full-time research assistant position, to be funded half-time with federal IMLS Recruitment grant funds and half-time through the Nebraska Library Commission budget. During April and May, eleven applicants were interviewed; the job was offered to and accepted by Cynthia Taylor. She began work on June 13, 2005. See Attachment A for Job Description.

Conducted Key Informant Focus Group (Ogallala, NE)

On April 18, 2005, Mary Jo Ryan and Kit Keller met with Library Board and Friends' members at the Goodall City Library (<http://www.goodallcitylibrary.com/>) in Ogallala, Nebraska (population 4,930). This library had recently recruited and hired a library director who holds a Master of Library Science degree. The director had been on the job for approximately one year at the time of the focus group discussion. Focus group results will be used in the development of marketing materials. See Attachment B for details.

Facilitated Hollywood Librarian/Dynix Webcast

Nebraska Library Commission staff members were invited to attend the Dynix-sponsored Webcast, *The Hollywood Librarian: A Documentary Film in Pre-Production* on April 27, 2005. Commission staff viewed this presentation, featuring Ann Seidl, the writer and director of a documentary film entitled "The Hollywood Librarian: Librarians in Cinema and Society." The film focuses on the work and lives of librarians, examined in the context of American motion pictures, and reveals the diversity of individual librarians and the importance of what they do. Twelve staff attended and provided input on how this film might fit with the implementation of the grant project.

Scheduled Pre-Conference for Nebraska Library Association/Nebraska Educational Media Association Conference (NLA/NEMA) October 2006 (Omaha, NE)

The grant identified Ann Seidl as a potential trainer and/or keynote speaker for grant-related activities, because of her research related to producing a documentary entitled "The Hollywood Librarian: Librarians in Cinema and Society." (<http://www.hollywoodlibrarian.com/>) We are negotiating a contract with Ann Seidl to present an all-day pre-conference on Wednesday, October 25, 2006, at Omaha's Quest Center. This session will focus on the stereotype librarian image created through films and the media, as well as a discussion of ways to bust the stereotype and thus increase recruitment of a diverse, dynamic workforce to the field of librarianship. This workshop will be co-sponsored by the Paraprofessional Section, the Diversity Committee, and the Trustees, Users, and Friends Section, of the Nebraska Library Association.

Began Contract Negotiations for Movie Trailer

The principal investigators began negotiations with Ann Seidl, Overdue Productions, on production of the movie trailer, to be used as part of the marketing campaign. Contract negotiations (as a sole source contractor) are underway.

Attended American Library Association (ALA) Conference Sessions (Chicago)

Principal investigator, Mary Jo Ryan, and Research Assistant, Cynthia Taylor, attended a variety of Recruitment and Retention sessions offered at the annual ALA Conference, from June 24-27, 2005. Mary Jo Ryan also collaborated with Ann Seidl, Overdue Productions, on filming scenes to be used in movie trailer, as part of the marketing campaign.

Scheduled Workshop for Nebraska Library Association/Nebraska Educational Media Association Conference (NLA/NEMA) September 2005 (Lincoln, NE)

A Program Proposal was submitted and accepted for the September 2005 NLA/NEMA Convention, entitled "Recruiting the Next Generation of Nebraska Librarians @ the Movies." This will be presented Friday, September 30, at 3:00 P.M. This session will be used to provide an update on grant activities, and to invite potential Mentors to register for training sessions, and to invite potential Mentees to register for mentoring.

Partnered with the Diversity Committee of the Nebraska Library Association (NLA)

We met with Charlene Maxey-Harris, Chair of the NLA Diversity Committee, on June 17, 2005 to discuss common goals and activities of that committee and this grant project. One outcome of this meeting was a plan to recruit young people to work in libraries, and to provide stipends for this work. Ms. Maxey-Harris is conducting a survey of current library staff members at the University of Nebraska-Lincoln libraries, about their career paths to library work. Results of the survey will be shared with the recruitment grant investigators. The Diversity Committee agreed to collaborate in planning the 2006 pre-conference at the NLA/NEMA Annual Conference.

Partnered with Nebraska Humanities Council *Prime Time Family Reading Time Project*

On June 21, 2005, we met with Erika Hamilton, Program Officer with the Humanities Council (<http://www.nebraskahumanities.org/>), to discuss a partnership with the *Prime Time Family Reading Time* project. This partnership will involve awarding stipends 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 will ideally represent the Hispanic community, and will help with the planning and implementation of the activities held at local libraries as part of the project. The stipends provided to the young people will be paid with state funds and constitute match for this project.

Partnered with the University of Nebraska at Omaha (UNO) for Information on Nebraska Educational Options

As part of the state match for this grant, we contracted with the University of Nebraska at Omaha (UNO) to revise, print, promote and distribute communication materials about Nebraska library science educational options, and to place classified ads in Nebraska newspapers, to attract students to library science courses. We contracted with a student intern to assist in development of materials (50% of student stipend). See Attachment C for a copy of the contract with UNO and the agreement for the student intern stipend.

Partnered with the Nebraska Regional Library Systems to Offer Library Leadership Retreat

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. It is hoped that some people that participate in this Institute will participate in Nebraska library science educational activities and become Mentees in this project. See Attachment D for a copy of this contract.

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

Implemented Staff Time Log for Internal Tracking of Grant Activities

At the outset of the grant activities, we developed a Staff Time Log to be used by all Commission staff named in the grant. This Log file allows staff to easily note their time/activities spend on all grant projects.

Awarded Scholarships and Stipends

Outputs:

A total of \$8,000 (Eight \$1,000 scholarships) was awarded to students enrolled in Master of Library Science courses at University of Missouri.

A total of \$1,582.15 was awarded in tuition stipends to 12 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 the following:

- 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

e. Other Results of Grant Activities

One activity that developed during the implementation of the grant is the collaboration with the Nebraska Humanities Council, as part of the *Prime Time* Family Reading Time Project (see above). The Nebraska Library Commission student stipends awarded as part of this activity are proposed as match for this grant.

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 instate 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 I.
- As part of a partnership with the *Prime Time* Family Reading Time project, stipends will be awarded to Hispanic school-age students for working in the library in conjunction with the project. The stipends will be paid with state funds and we request that they serve as match for this grant.
- The half-time Public Information Technician position has been changed to a half-time Research Analyst position, in response to the state classification requirements for the duties described. In addition, since the position was not filled until June 13, 2005, Cynthia Taylor's hours on the grant have been temporarily increased in order to complete grant activities.
- One staff member identified as match for the grant, Jodene Glaesemann, no longer works for the Nebraska Library Commission. Other Library Commission staff members have assumed her responsibilities.
- We request that some of the mentor/mentee ongoing 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.
- Due to increased time spent in development of the marketing campaign, we request approval to move the training kickoff event from Winter 2005 to Fall 2005.
- Due to increased time spent in development of the marketing campaign, we request approval to change timelines in accordance with Attachment E: 2005 Program Schedule.
- We request that the budgeted staff salary and wages (match) in Year I be reduced to compensate for contractual arrangements described above, to be paid with state funds as match for this grant. This includes \$3,000 contract with UNO, \$460.50 student intern agreement, and approximately \$2,000 contract for *Prime Time* Family Reading Time.

Attachment A
Nebraska Library Commission
Research Assistant Job Description

Three-year Temporary Position, to be funded 50% federal grant

DESCRIPTION: Under general supervision compiles resource information and gathers, analyzes, prepares summaries of, and interprets data; or researches, compiles and evaluates data on programs and trends using established analytical, computerized and other research methods. Qualified individual will be responsible for planning and implementing grant monitoring processes, and scheduling and preparing for grant-related activities. Performs related duties as assigned.

EXAMPLES OF WORK: (A position may not be assigned all the duties listed, nor do the listed examples include all the duties that may be assigned.)

Selects and modifies sampling methods, data collection methods, forms, questionnaires and reporting formats used to gather, tabulate, analyze and report data.

Maintains ongoing sample surveys and insures consistent sampling participation, data element reporting and processing, and report generation.

Collects, compiles, and reviews data used in conducting research, drafting reports and developing management information pertinent to agency activities and to provide data to individuals or entities outside the agency.

Assembles bibliographic materials, research reports, program materials, and other materials pertinent to the subject of the research study being conducted in order to provide an information source for future use.

Applies statistical methods to facilitate the interpretation of data identifying such conditions as significant differences, interrelationships, and trends.

Evaluates results of statistical analysis to verify accuracy, completeness and consistency of data and to identify, trace, explain and correct discrepancies or irregularities in reported data.

Researches specific market information from readily available sources.

Generates automated reports utilizing established reporting systems.

Completes periodic statistical reports and prepares special reports in response to agency needs or questions from a variety of sources. Responds to requests for readily available data which may not be conveniently presented in regular reports.

Constructs tables, graphs, charts, and other tabular or illustrative materials using manual or automated methods to provide graphic summaries of data and enhance comprehension of the data.

Participates in established validation studies to insure the methods of data reporting are correctly applied and managed.

Drafts and amends narrative statements for program or administrative correspondence, reports, bulletins or publications in order to communicate research findings.

Cooperates in multi-unit research projects or provides assistance to a research team by completing a portion of a large project which would not be feasible to complete by one person.

Proof-reads and fact-checks print and electronic communication.

FULL PERFORMANCE KNOWLEDGES, ABILITIES AND SKILLS REQUIRED: (These may be acquired on the job and are needed to perform the work assigned.)

Knowledge of: manual and automated methods for data collection and analysis; agency procedures pertinent to the collection and analysis of data; available literature and other resource material pertinent

to the programs and activities of the agency; the demographic characteristics of populations studied and reported by the agency.

Able to multi-task in a fast-paced environment in which meeting deadlines is a large part of job responsibilities. Knowledge of data entry, email correspondence, and professional phone work.

Ability to: interpret and apply agency rules, policies, and procedures; understand and use technical narrative material including manuals, handbooks, and instructional memoranda and computer printouts; summarize and interpret statistical, program and administrative data into research reports and publications; implement research studies and surveys; apply quantitative methods to analyze and interpret data.

ENTRY KNOWLEDGES, ABILITIES, AND SKILLS REQUIRED: (Applicants will be screened for possession of these through written, oral, performance, and/or other evaluations.)

Knowledge of: the principles and procedures of research design and analysis; descriptive and inductive statistical methods.

Ability to: communicate effectively to exchange factual information and research findings and conclusions; apply instructions; analyze and interpret numerical data, charts, and tables, formulate conclusions based on data analysis; summarize data into charts, graphs, tables, and narrative reports; calculate solutions to mathematical problems involving addition, subtraction, multiplication, division, percentages, powers, and algebra as these mathematical processes are used in statistical methods; operate calculators and computers.

JOB PREPARATION GUIDELINES: (Entry knowledge, abilities, and/or skills may be acquired through, BUT ARE NOT LIMITED TO, the following coursework/training and/or experience.)

Any combination of training and/or experience that will enable the incumbent to possess the required knowledge, abilities and skills. A general qualification guideline for positions in this class is: Post high school coursework or experience in researching/evaluating data, issues, policies, and/or standards pertinent to program service activities, organizational administrative functions or demographic characteristics.

Job is similar to
RESEARCH ANALYST I
STATE OF NEBRASKA
CLASS SPECIFICATION
EST: 08/72 - REV: 06/97

CLASS CODE: A13111
SALARY GRADE: 350
OVERTIME STATUS: N

Attachment B

Key Informant Focus Group Results, April 18, 2005

The following questions were posed:

- I. What would you tell members of another library board (from a community of approximately the same size) about your experiences with a professionally trained library director?
- II. Does employing a professionally trained library director affect the quality of library services in your community? If yes, how?
- III. Is there any disadvantage to employing a professionally trained library director? If yes, explain.

Responses included the following observations:

With the new director, there has been an increase in number and type of programs offered by the library. A significant addition is the offering of adult programming, including book discussion groups, outreach to senior centers, and presentation of speakers. The director with a professional degree has a broader background in the field of library services, and her educational background lends credibility to changes implemented. The community has responded positively. Library programs are customer-focused, and get a lot of local news coverage, and the library produces a newsletter describing activities and programs. Some changes in attendance include more parents coming to the library with their kids, and more people attending events held at and sponsored by the library. People who come in to use the Internet eventually check out books as well. The sense is that the community is impressed that Ogallala would have someone at that level to run their small library.

The group provided suggestions for recruiting and hiring a professional staff member to a rural community. They scheduled a social event for the applicant, including teens about the same age as the applicant's daughter. The applicant and her family were made to feel welcomed and valued. One year into the job, both employer and employee are satisfied with the outcomes of this arrangement.

Attachment C
Contract with University of Nebraska at Omaha for Educational Options Communication
University of Nebraska-Omaha Agreement

Grant Amount: \$3,000

Date of Grant: May 10, 2005

THIS AGREEMENT is made and entered into this date by and between the Nebraska Library Commission, hereinafter referred to as the Commission, and the University of Nebraska-Omaha, hereinafter referred to as the Grantee.

WITNESSETH the parties hereby agree as follows:

1. The Commission agrees to implement the following grant payment schedule: The entire amount to be paid upon receipt of the signed Grant Agreement and submitting of an Inter-Agency Billing Transaction (IBT).
2. The Commission agrees to provide information and advice to the Grantee to assist in the successful administration of the project.
3. The Grantee agrees to the following conditions and assurances:
 - Design, print and distribute Nebraska Library Educational Options Communications materials (approximately 5000 copies), including:
 - Design
 - Printing
 - Photography
 - Develop and place classified ads in Nebraska newspapers.
4. Any announcements, public relations pieces, or other communication about the project (except classified ads) must acknowledge funds provided by the Nebraska Library Commission, as follows: "This project was supported in part by state aid funding appropriated by the Nebraska Legislature, granted and 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 grant funds. The parties hereto have caused this agreement to be executed.

Rodney Wagner, Director
Nebraska Library Commission

University of Nebraska-Omaha
State NIS AB #558835

Communication Assistant Internship Agreement

The Nebraska Library Commission hereby agrees to pay the following stipend and to reimburse for tuition expenses for 1 hour of class credit at Doane College for the successful completion of a semester (minimum of 120 contract hours) Communications Assistant Internship (see attached position description). This internship shall be in effect from February 1, 2005 through May 31, 2005.

Stipend.....\$ 400.00

Reimbursement for 1 hour class credit.....\$ 521.00

Rod Wagner, Director

Date

I hereby agree to the stipend and reimbursement of tuition expenses as listed above.

Julia Worth
Doane College
1014 Boswell Avenue, Box 262
Crete, NE 68333

Social Security No. 508-25-4796

Date

Attachment D
Official Award Notification

<p>Awardee Name and Address</p> <p>Eastern Library System (for Nebraska Regional Library Systems)</p>	<p>Date of Award: June 22, 2005</p> <p>Award Number: Not applicable</p>
<p>Official Contact</p> <p>Kathy Tooker, Administrator, Eastern Library System</p>	<p>Award Period</p> <p>From June 22, 2005</p> <p>To September 30, 2005</p>
<p>Program Name</p> <p>Nebraska Library Leadership Institute</p>	<p>Award Amount</p> <p>\$22,000</p>
<p>Scope of Project and/or Special Conditions</p> <p>Terms and Conditions of Award:</p> <p>This grant is for the exclusive use of the Nebraska regional library systems with the Eastern Library System acting as administrative and fiscal agent for the project. The regional library systems will credit the Nebraska Library Commission for its sponsorship and financial support of the Institute in all related publications and activities in conjunction with the use of grant funds. Specific conditions are outlined in the Grant Agreement and Assurances (Attachment A).</p>	
<p>Nebraska Library Commission Authorizing Official Signature</p>	<p>Name and Title</p> <p>Rodney G. Wagner, Director Nebraska Library Commission</p>

Nebraska Library Leadership Institute Project Grant Agreement

Grant Amount: \$22,000.00

Date of Grant: June 22, 2005

THIS AGREEMENT is made and entered into this date by and between the Nebraska Library Commission, hereinafter referred to as the Commission, and the Eastern Library System, hereinafter referred to as the Grantee (serving as administrative and fiscal agent on behalf of the Nebraska regional library systems).

WITNESSETH the parties hereby agree as follows:

1. The Commission will issue payment, in full, upon receipt of the signed and returned Request for Payment document.
2. The Commission agrees to provide information and advice to the Grantee to assist in the successful administration of the project.
3. The Grantee agrees to prepare a project report within 90 days after completion of the Institute to describe Institute activities, results and observations.
4. The Grantee agrees to prepare a financial report within 90 days after completion of the Institute to include Institute income and expenditures.
5. 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 state aid funding appropriated by the Nebraska Legislature, granted and 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 grant funds. The parties hereto have caused this agreement to be executed.

Rodney G. Wagner, Director
Nebraska Library Commission

Eastern Library System

Attachment E
2005 Program Schedule

2005

December 2004-May 2005 – Eight MLS scholarships awarded

December 2004-June 2005 – Twelve LTA stipends awarded

January 13-15 – P.I.s attended ALA Mid-Winter Meeting, Boston – attended ALA

Recruitment Forum:

- aging demographics
- model recruitment programs
- issues regarding recruitment and retention
- contacts with potential trainers
- contacts with local partners of Diversity Committee of Nebraska Library Association (NLA)

Feb 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 – P.I.s 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 – Partnership formed with University of Nebraska-Omaha (UNO) to prepare and disseminate information about library science courses – materials to be completed by September 28, 2005.

June 13, 2005 – Research Analyst/Assistant began work.

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 – Began contract negotiations for movie trailer.

June 22, 2005 – Contract with Eastern Library System (for Nebraska Regional Library Systems) for Nebraska Library Leadership Institute retreat – to be held July 25-29, 2005.

June 23-29, 2005 – One P.I. and Research Analyst/Assistant attended ALA Conference in Chicago; sessions on marketing, recruitment, retention, and diversity.

September 2005 –Nebraska Library Association/Nebraska Educational Media Association (NLA/NEMA) Conference program: “Recruiting the Next Generation of Nebraska Librarians@the Movies.”

September 2005 –Additional scholarships to be awarded to MLS students and additional stipends to students in an undergraduate program.

September 2, 2005 – Continuing Education Grants awarded.

Fall 2005 –Launch Marketing Campaign (kickoff marketing and recruiting efforts).