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
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

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 21st Century Grant. The Nebraska Library Commission established the 21st 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 21st 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 21st 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 and 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 21st 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 21st Century Grant. They were awarded under previous scholarship guidelines, and will be transitioned to conform with the Librarians for the 21st 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 10th 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® 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® 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 21st 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® 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™: Nebraska Library Services and Technology Act Plan for Library & Information Services 2003 – 2007* ([http://www.nlc.state.ne.us/mission/lstaplan/goal2.pdf](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/](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 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 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

21st 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 21st Century Librarian Scholarship Program, contact Pam Scott, Nebraska Library Commission Continuing Education Coordinator, 402-471-2694, 800-307-2665, or pscott@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 21st Century project.
Application Date_________________________
Name _______________________________________________________________________
Mailing Address _______________________________________________________________
Phone: Home _________________________  Work__________________________________
                  Alternate/Cell____________________
E-mail: _____________________________________________________________________

I am seeking scholarship funding for:   ☐ Summer Semester/Quarter ☐ Fall Semester/Quarter
                              ☐ Winter Semester/Quarter ☐ Spring Quarter   (check all that apply)

I am applying for my  ☐ first   ☐ second  21st Century Librarian Scholarship (check one)

Do you currently work in a library?  ☐ Yes  ☐ No
If yes, which library and where? ________________________________________________
What is your position there? ____________________________________________________

If no, have you ever worked in a library?  ☐ Yes   ☐ No
If yes, which library and where? ________________________________________________
What was your position there? __________________________________________________

When did you or do you plan to start your graduate program? ___________ (month/year)
When do you anticipate completion of your MLS degree? _______________ (month/year)
In what library position or type of library do you want to work after graduation?

Demographic Information

Your response to this request is voluntary and refusal to provide the information will not affect your
application. Your name will not be associated with this information.

Demographic information:
☐ Male ☐ Female

Ethnic background:
For reporting purposes only, we would appreciate your indicating which of the following groups describe(s)
your ethnic background.
☐ American Indian or Alaskan Native        ☐ African American, Black, non-Hispanic origin
☐ Asian or Pacific Islander                ☐ White, non-Hispanic origin
☐ Hispanic                                ☐ Other
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 21st 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 21st 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
21st 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 21st 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 21st 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
21st 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
21st 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 21st 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:

______________________________  _____________________________
Rodney G. Wagner     Ann Seidl
Director, Nebraska Library Commission  Information, Managed
Overdue Productions
### Official Award Notification for Nebraska Library Commission

**Contracts**

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<th>Awardee Name and Address</th>
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<td>Ann Seidl</td>
<td></td>
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<tr>
<td>1246 Jenifer Street, No. 2</td>
<td>Award Number: NA</td>
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<tr>
<td>Madison, WI 53703</td>
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<td>Ann Seidl</td>
<td>From August 15, 2005</td>
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<td>To June 30, 2006</td>
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<tr>
<td>Recruitment Trailer for IMLS Grant</td>
<td>$24,735</td>
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#### Scope of Project and/or Special Conditions

**Terms and Conditions of Award:**

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).

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.

<table>
<thead>
<tr>
<th>Nebraska Library Commission Authorizing Official Signature</th>
<th>Name and Title</th>
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<td>Rodney G. Wagner, Director</td>
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<td>Nebraska Library Commission</td>
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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.”

Student Activities:
Student will assist will 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

1 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
Nebraska Library Commission Now Hiring at Your Library
www.nlc.state.ne.us/NowHiringAtYourLibrary.html

Careers and Jobs
www.nlc.state.ne.us/NowHiringAtYourLibrary/JobsandCareers.html

Education
www.nlc.state.ne.us/NowHiringAtYourLibrary/Education.html

Scholarships
www.nlc.state.ne.us/NowHiringAtYourLibrary/Scholarships.html

Mentoring
www.nlc.state.ne.us/NowHiringAtYourLibrary/Mentoring.html

Other Downloadables

Movie Trailer
www.nlc.state.ne.us/NowHiringAtYourLibrary/MovieTrailer

Blog
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

Motivational Quotes in a rotating banner
Library Careers
http://www.nlm.state.ne.us/libjob/careers.html

How to Become a Librarian
http://www.ehow.com/how_7984_become-librarian.html

Top 10 Reasons to Become a Librarian
http://www.ala.org/ala/alonline/selectedarticles/top10reasons.html

Labor Market Information
http://www.calmis.ahsnet.gov/file/occguide/library.htm

U.S. Department of Labor Occuption Outlook Handbook

Library Jobs-existing NLC web page
http://www.nlm.state.ne.us/libjob/libjob.html

Bibliography: Library Careers, Libraries and Diversity
T:\IMLS Grant 2004\Website-Recruiting\Bibliography.
Mentoring
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
Education
www.nlc.state.ne.us/NowHiringAtYourLibrary/Education.html

Continuing Education Opportunities
Not sure what should go here

Undergraduate Education

Nebraska Library Technical Assistant Program

Library Technical Assistant Associate Degree, Nebraska Community Colleges
http://www.mccneb.edu/programs

Nebraska Undergraduate Degree Programs

Chadron State College (undergrad)
Library Media Specialist Program

Library Science Coursework - UNO and Nebraska Community Colleges
http://www.nlc.state.ne.us/new

University of Nebraska at Omaha; Undergraduate Library Media/Library Science Programs
Scholarship Links
http://www.becomealibrarian.org/scholarships.htm

Undergraduate Scholarships
Library Technical Assistant and Undergraduate Scholarship - existing NLC web page

NLC Continuing Education Scholarships

NLC PLA Conference Scholarships http://www.nlc.state.ne.us/libdev/ce/pla2006confscholarship

Scholarships
www.nlc.state.ne.us/NowHiringAtYourLibrary/Scholarships.html

NLC Scholarships
NLC Scholarships-existing NLC web page http://www.nlc.state.ne.us/libdev

Nebraska Library Commission Scholarships

Master of Library Science Scholarship-existing NLC web page http://www.nlc.state.ne.us/libdev/mls/about

ALA Graduate Program Scholarships
http://www.ala.org/Template.cfm?Section=scholarships

ALA Graduate Program Scholarships

Master of School Library Media Scholarship - This doesn’t exist yet http://www.nlc.state.ne.us/libdev

Ph. D. of Library Science Scholarship-existing NLC web page http://www.nlc.state.ne.us/libdev/PhD/about

Graduate Scholarships
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 21st 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.
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 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 (21st 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.


Spring 2006 – Mentor training.

Summer 2006 – Launch of media campaign.

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