

APPLICATION for READ TO LEAD DEVELOPMENT FUND GRANT

Authorized under Wis. Stats. Sec. 14.20

2014-2015

These instructions are provided to help prepare a grant application/proposal for parties interested in obtaining literacy and early childhood development grants from the Read to Lead Development Fund. If you have any questions, please call Elizabeth Hizmi at 608-266-1212, or email elizabeth.hizmi@wisconsin.gov



GRANTS FOR Literacy and Early Childhood Development

Background and Guidelines for Applications

2014-2015

Authorizing Statute: 14.20 Literacy and early childhood development grants.

(1) In this section:

(a) "Council" means the read to lead development council.

[14.20\(1\)\(b\)\(b\)](#) "State superintendent" means the state superintendent of public instruction.

(1m) The council shall make recommendations to the governor and state superintendent regarding recipients of grants under sub. (2). The amount of each grant awarded shall be determined jointly by the governor and the state superintendent. In addition to reports required under s. [15.09 \(7\)](#), annually the council shall submit a report on its operation to the appropriate standing committees of the legislature under s. [13.172 \(3\)](#).

(2)

(a) From the appropriation under s. [20.525 \(1\) \(f\)](#), the governor may award a grant to any person other than a school board for support of a literacy improvement program.

(b) From the appropriation under s. [20.525 \(1\) \(g\)](#), the governor may award a grant to any person other than a school board for support of a literacy or early childhood development program.

(c) From the appropriation under s. [20.255 \(2\) \(g\)](#), the state superintendent may award a grant to a school board for support of a literacy or early childhood development program.

Available Funds: \$400,000

Who is Eligible to Apply: Schools, School Districts and any person who works with an organization with the purpose of implementing literacy improvement programs or early childhood development programs. For example, this may include (but is not limited to) an afterschool program, a private or non-profit organization focused on literacy or early childhood development, or a private or non-profit organization focused on improving reading instruction.

Funding Availability: The maximum award for an applicant will be determined jointly by the governor and state superintendent, but will likely fall under \$50,000. Applicants are encouraged to apply for any size grant, large and small alike.

I. Application Information

A. Purpose: The purpose of this grant is to support literacy improvement and early childhood development programs.

B. Eligible Activities: Applicants are required to demonstrate how all grant activities relate to the purpose listed above. Specifically, grants should be used to fund implementation of Read to Lead Task Force Recommendations. Preferences will be given to grants that aim to do one or more of the following:

- Enhance the skills and knowledge (related to the teaching of reading) of practicing educators.
- Give teachers, principals and reading specialists the tools to interpret assessments related to reading skills to help guide their instruction. Provide training on best practices to ensure that educators and administrators have the knowledge they need to implement what has been proven to help kids who are struggling to read.
- Enhance the literacy component of 4K programs.
- Offer a strong, evidence-based summer school program to struggling readers.

- Put books into the hands of low-income children and support programs that encourage parents and caregivers to read to children.
- Support or establish programs to provide parents and caregivers the skills necessary to foster better oral language development in their children.
- Support or develop collaboratives at the community level between adult literacy agencies and K-12 schools so that additional reading, writing and computer literacy skills can be sought by parents wanting to improve their own literacy skills.
- Partner with businesses or organizations to help promote the importance of literacy and develop programs that help struggling readers.

C. Application Timeline: Eligible applicants must submit a completed electronic application by **5:00 p.m. on March 31, 2014**. The following is a tentative timeline for grant deadlines.

Tentative Timeline	
Event	Date
Grant Application Deadline	March 31, 2014
Read to Lead Council Recommendations to Governor and Superintendent	May 15, 2014
Awards presented	June 2, 2014

D. Award Conditions: Funds are to be used for activities in the 2014-15 school year or in the summer of either year.

E. Reporting Requirements: Each recipient must report to the Read to Lead Council regarding progress on fulfilling the proposal's purposes within six months of the start date of the project, again at 12 months, and also at the project's conclusion.

II. Rejection of Proposals

The Read to Lead Council reserves the right to reject any and all proposals received as a result of this announcement and may do so if the proposal does not adhere to funding specifications or application preparation instructions.

III. Application Narrative

Proposals must contain the following sections and requested information on the form provided.

Abstract. Provide a summary of the proposal which describes:

- Project goals and expected outcomes.
 - Participants
 - Program Description
 - Evaluation of outcomes.
 - Summary of requested grant and what funds would be used for.
- 1. Project Goals and Student Outcomes.** There are two components to this section:
 - State project goals.
 - Clearly identify the specific measurable student outcomes that will result from this project (i.e., specify the student growth that will occur).
 - 2. Participants.**
 - Name the entities (schools, groups, etc.) that will participate in the proposed project. Describe the process used to identify these entities.
 - Identify the number of students that will participate in the proposed project.
 - 3. Description of Programming/Services.** Describe the student learning opportunities in detail:
 - What are the specific learning opportunities?
 - When will they take place?
 - Where will they take place?

- How are they systematic and continuous (i.e., not "one-shot" activities)?
 - How do they connect to literacy or early childhood development?
 - How do they represent opportunities not already being used in the regular classroom or program?
 - Detailed Timeline
 - Person/position responsible for leadership and implementation
4. **Sustainability.** Explain how the project will build capacity to sustain services after the grant has been spent.
 5. **Evaluation.** Using the form provided (Section IX of the application package) supply the following information for each goal (from Project Goals and Student Outcomes):
 - List each learning opportunity (from Program Description) related to each goal.
 - List the specific measurable student outcomes (from Project Goals and Student Outcomes) for each learning opportunity.
 - Name the specific tools/methods that will be used to evaluate to what degree the student outcomes were realized.
 - Identify what specific evidence each tool/method will provide on the student outcomes.
 - Identify the person/position responsible for collecting and analyzing the data.
 6. **Budget.** Please list expenditures and specify how much of the grant will be used for personnel/staff vs. operations/supplies/materials.
 7. **Media Relations.** Part of the purpose of this program is to promote what works so it can be replicated on a broader scale. Please tell us how you plan to promote your program after you have received the grant. Please include:
 - How will you communicate the results of the program outside the school district?
 - How will you recognize Lead to Read and its sponsors (materials, posters, school website, electronic newsletters, etc.)?
 - How will you utilize traditional and social media to communicate information about the program?
 - How will you include elected officials and community leaders in your program?

INSTRUCTIONS: Complete and return with **original signature** no later than **5:00 pm on March, 31 2014**, to:

elizabeth.hizmi@wisconsin.gov or

fax a copy to (608) 267-8983.

e-mailed electronic copies are strongly preferred

For questions, contact Elizabeth Hizmi at (608) 266-1212.

OR Send an mailed copy to
Office of the Governor
ATTN: Elizabeth Hizmi
115 East State Capitol
MADISON, WI 53702

Year

2014-15

I. GENERAL INFORMATION

Applying Institution or Organization

Appleton Public Library

Project Title

Reach Out and Read with Libraries

Project Director

Ann Cooksey

Title

Preschool Librarian

Phone Area/No.

920-832-6187

E-Mail

acooksey@apl.org

Fax Area/No.

(920) 832-6182

Street Address

225 N Oneida St

City

Appleton

ZIP Code

54911

II. GRANT REQUEST

Total Amount Requested

\$50,000

Date Submitted *Mo./Day/Yr.*

03/31/14

III. ORGANIZATION INFORMATION

Name of Director or Chief Staff Person

Colleen Rortvedt

Title of Director or Chief Staff Person

Library Director

Board Chairperson *If applicable*

John Peterson

Total Operating Budget of Organization for Past Year

\$4,522,655

Dates of Fiscal Year of Organization

January - December

IV. CERTIFICATION BY AUTHORIZED OR INSTITUTIONAL OFFICIAL

THE APPLICANT CERTIFIES that to the best of his/her knowledge the information in this application is correct, that the filing of this application is duly authorized by the governing body of this organization, or institution, and that the applicant will comply with the attached statement of assurances.

Name of Authorized Official *Print or type*

Title

Signature of Authorized Official

Date Signed *Mo./Day/Yr.*



V. ABSTRACT

In the space below, provide a summary of the proposal which describes the local needs to be addressed, the project's goals, student learning opportunities, expected student outcomes, and evaluation of student outcomes. Limit abstract to the space provided.

Evidenced based, Reach Out and Read prepares America's youngest children to succeed in school by partnering with doctors to prescribe books and encourage families to read together. The Appleton Public Library (APL) offers a wide variety of books and services as well as programming by staff trained in early literacy skills. This grant will combine these resources by developing a formal patient referral system whereby doctors can refer Reach Out and Read participants to a library/hospital liaison who will ensure that they are connected with the level of continuous early literacy education and support appropriate to their particular situation.

According to the recent Fox Cities' 2011 LIFE Study, by third grade a significant achievement gap exists between lower income students and others. The percentage of third graders reading at advanced or proficient levels has declined every year, from 86% (2006-07) to 83% in the Fox Cities (2009-10) while the achievement of students statewide declined to 79% over the same time. A predictor of later school and career success, the decline in third grade reading levels has sparked concern not only among educators, but also among civic and business leaders and the community at large. Current brain research finds the most critical period for brain and language development is between the ages of 0-5, and parents and caregivers play a crucial role in their child's development.

The goal of Reach Out and Read is to promote early literacy from age 0 to 5 years. This is accomplished by providing literacy education in clinical visits by doctors and nurses as well as an age appropriate book at each visit (a library of 10 books at the end of the 5 years). Reading to children is not an innate skill and caregivers, particularly if they were not read to themselves, may need guidance and support as they begin the process of teaching early literacy skills.

The Appleton Public Library supports early literacy through programming and parent/caregiver instruction. APL offers traditional storytimes for infants, toddlers and preschoolers and special programs that focus on music, movement, math, art and science. These programs model skills parents and caregivers need to foster oral language development as well as other early literacy skills. Realizing that children growing up in dual language homes have specific literacy needs, APL has both a Hmong and a Hispanic Outreach Specialist. These specialists carry the early literacy message into the homes of families as well as connecting families with the library and referring parents and children to other community organizations such as the Fox Valley Literacy Council and Appleton Area School District Birth to 5 programs.

The library/hospital liaison will work in conjunction with local libraries and clinics to expand Reach Out and Read as well as create and maintain a referral system. Doctors determining that a family will benefit from targeted library support, will refer this family to the library/hospital liaison who will connect them with APL or their closest local library.

Encouraging parents to read to their children, providing a home library and connecting children and families with the free programming and resources available in their communities will better prepare children for school and make a positive difference in children's developmental skills and consequently in the nation's economic health. The long term objective of the Reach Out and Read program is to promote literacy as a standard part of children's health care, with the goal of helping all children grow up with books and a love for reading. Equally important is the establishment of a connection with the library that will be beneficial as parents develop their knowledge of early literacy skills and as children become readers and eventually raise readers of their own.

VI. PROGRAM DESCRIPTION

- a. **Project Goals and Student Outcomes.** There are two components to this section: 1) State project goals that are based on the local needs identified in the Needs Statement; and 2) clearly identify the specific measurable student outcomes that will result from this project (i.e., specify the student growth that will occur).

Project goals:

- 1) Providing developmentally appropriate books to support the Reach Out and Read program at Children's Health Clinic (located at St. Elizabeth Hospital).
- 2) Expanding the Reach Out and Read Program to UW Health Fox Valley Family Medicine as well as other community health centers and local family and pediatric practices.
- 3) Creating a referral system between local libraries and Reach Out and Read practitioners to provide early literacy support for children and families.
- 4) These partnerships will put books in the hands of low income children and provide opportunities for caregivers to learn how to foster oral language development and other early literacy skills in children.

Measurable Student Outcomes

- 1) 5000 families will be seen and introduced to the Reach Out and Read program
- 2) Increase in number of health care facilities that join Reach Out and Read.
- 3) Increase in number of children/families referred to APL through Reach Out and Read.
- 4) Increase in library usage by families referred to the hospital/library liaison, including new library cards, program attendance and use of library materials.

- b. **Participants.** Name the schools or other entities that will participate in the proposed project. Describe the process used to identify these entities. Identify the number of students that will participate in the proposed project. Describe the process and procedures used to identify these students by specifying the tools and measures used, and identifying the criteria used. Explain how the process, procedures, tools/measures, and criteria are responsive to underrepresented populations (i.e., economic conditions, race, gender, culture, native language, developmental differences, and disabilities).

Children's Health Clinic (located at St. Elizabeth Hospital)
Appleton Public Library

- c. **Program Description of Programming/Services.** Describe the student learning opportunities in detail: 1) What are the specific learning opportunities? 2) When will they take place? 3) Where will they take place? 4) How are they systematic and continuous (i.e., not "one-shot" activities)? 5) How do they improve literacy or early childhood development? 6) How do they represent opportunities not available in the regular classroom?

Participating Reach Out and Read clinics will provide age appropriate books to children during their well child visits. Systematic and continuous, the importance of reading aloud to children will be reinforced by the family health care provider.

Families referred to the library will receive an initial tour and program overview from the hospital/library liaison. They will have daily access to books and staff trained to help them find developmentally appropriate materials for their child(ren) as well as weekly access to early literacy programming. Public library programming offers a free, unique opportunity for parents/caregivers and children to interact in a literacy-rich, safe, and positive environment.

- d. **Sustainability.** Explain how the project will build capacity to sustain services after the initial grant money has been spent.

Once the first year of the program is successfully completed, the Appleton Public Library will explore pursuing other funding to continue the Library/Hospital Liaison position. Pursuing continuing funding will be based on the participation of more clinics going forward and a proven success of the liaison in developing the Reach Out and Read program in the Fox Valley.

- e. **Evaluation.** Using the form provided (Section IX of the application package) supply the following information for each goal from *Project Goals and Student Outcome*. 1) List each learning opportunity (from Program Description) related to each goal. 2) List the specific measurable student outcomes (from Project Goals and Student Outcomes) for each learning opportunity. 3) Name the specific tools/methods that will be used to evaluate to what degree the student outcomes were realized. 4) Identify what specific evidence each tool/method will provide on the student outcomes. 5) Identify the person/position responsible for collecting and analyzing the data.

Clinics will use evaluation tools provided by Reach Out and Read, including completing a

biannual progress report. The Site Observation Scale (SOS) is used as an evaluation tool. Direct observation is a valuable method for collecting evaluation information. "Seeing" and "listening" are key components to observation, which provide the opportunity to document the behavioral and physical aspects of activities. By providing age appropriate books we believe we will achieve a long term outcome of closing the literacy gap in the Fox Cities.

The library/hospital liaison will record the number of libraries and medical facilities who join the Reach Out and Read with Libraries partnership. S/he will also record the percentage of referred families who obtain library cards, attend programs and use library materials.

VII. PROGRAM IMPLEMENTATION

Project Implementation: Using the form provided (Section VIII of this application package), develop a chronological list of learning opportunities for each project goal identified. Provide the estimated costs, the timeline, and the roles of those responsible for leadership and implementation for each activity. (You do not have to fill all rows).

Goal	Learning Opportunity	Estimated Costs	Timeline	Person / Position Responsible
Provide developmentally appropriate books to support the Reach Out and Read program at Children's Health Clinic (located at St. Elizabeth Hospital) and other local clinics who join the Reach Out and Read Program as part of this partnership	Parents will have a library of age appropriate books to read to their children	\$27,000	Beginning 9/1/14	Appleton Public Library
Hire a library/hospital liaison who will reach out to local libraries and clinics to develop the Reach Out and Read with Libraries partnership as well as develop a referral system to connect Reach Out and Read families with their local libraries.	Parents and caregivers will be connected with libraries, library books and library programs. Learning opportunities will include time spent utilizing skills and materials obtained from the library. These opportunities will take place in the home, during library visits and during library programming.	\$23,000	Beginning 9/1/14	Library Administration / City of Appleton Human Resources.

VIII. EVALUATION

Evaluation: For each learning opportunity identified in the Program Description section, list the tools/methods that will be used to measure the impact of the service, what type of evidence each of the evaluation tools/methods will provide, and the person or position responsible for collecting and compiling data. (You do not have to fill all rows)

Goal and Learning Opportunity	Student Outcome(s)	Evaluation Tools / Methods	Specific Evidence Each Evaluation Method Will Provide on Student Outcomes	Person / Position Responsible
The long term objective of the Reach Out and Read program is to promote literacy as a standard part of children's health care, with the goal of helping all children grow up with books and a love for reading.	Fostering emerging literacy skills by giving new, developmentally and culturally appropriate books during well-child visits to children and counseling parents about the importance of sharing books together and reading aloud, will help our children enter school with a love for reading and ready to learn.	The Site Observation Scale (SOS) is used as an evaluation tool. Direct observation is a valuable method for collecting evaluation information. "Seeing" and "listening" are key components to observation, which provides the opportunity to document the behavioral and physical aspects of activities.	Direct observation of child's interaction while looking at books and comments from parents regarding reading to child	Health care providers
Families will be connected with local libraries and become regular library users and program attendees.	Families will utilize library collections as they practice early literacy skills highlighted by their health care providers and modeled regularly by library professionals.	The number of children/families referred to the library through the Reach Out and Read program. The program attendance, library visits, material usage and library card applications of families referred through Reach Out and Read.	The correlation between families referred to the library and families who become regular library users.	Library/Hospital Liaison

	IX. BUDGET	
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Please explain how you intend to use the grant by listing expenditures and specifying how much of the grant will be used for personnel/staff vs. operations/supplies/materials.

Grant money in the amount of \$23,000 will be allocated to fund a one year, half-time, 20 hours per week, library/hospital liaison position. This person will be responsible for establishing and maintaining a referral system between the Appleton Public Library, St. Elizabeth Hospital and other local health care facilities who join Reach Out and Read. S/he will actively seek to extend this partnership by reaching out to other local medical facilities and public libraries. S/he will ensure that hospitals and clinics are being provided with current information about library programs, and that Reach Out and Read participants are receiving doctor recommended support and early literacy skill building at their local public libraries.

Grant money in the amount of \$27,000 will be used to supply developmentally appropriate books for the participating Reach Out and Read clinics. These books will be put into the hands of Reach Out and Read participants at St. Elizabeth Hospital and shared with other local health care practices as they join the Reach Out and Read program.

X. MEDIA RELATIONS

Please explain how you intend to promote your use of the grant to the media and to others outside your organization.

1. How will you communicate the results of the program outside the school district?

The results of the program will be communicated through various channels. The Appleton Public Library publishes a quarterly magazine that is distributed to over 8,500 people through email. A print version of the magazine is also published and available for patrons in the library. The digital version of the magazine is available for access and is promoted on the library's website as well. Through this channel, APL will create an article detailing the program, as well as the results.

Program details and results will also be packaged as a feature story for use when Library Administration and the Friends of Appleton Public Library organization present initiatives at the library to local businesses and organizations.

When the results are received, a news release containing information on the program and its impact on the greater Appleton community will be created. The library works closely with six of the local media stations, including newspapers, television stations and radio stations, and will work to secure media interviews in order to increase the communication of the initiative.

2. How will you recognize Lead to Read and its sponsors (materials, posters, school website, electronic newsletters, etc.)?

Read to Lead and its sponsors will be recognized through multiple channels. Those channels include APL's and St. Elizabeth Hospital's current social media sites, Twitter and Facebook, all printed collateral materials that APL produces as part of the program, through APL's quarterly informational magazine, as well as through APL's and St. Elizabeth Hospital's website.

3. How will you utilize traditional and social media to communicate information about the program?

Appleton Public Library will create an informational brochure and poster to have on display at the front entrance of the library, as well as at the Children's Services desk. APL recently installed a new brochure rack that has increased visibility among related materials located in the rack.

APL will also use the quarterly magazine, distributed to over 8,500 people, to give a detailed description of the program. Through this channel, the information will also be dispersed on the APL website as both a posting of the article in the quarterly magazine, as well as in a feature blog posting on the front page of APL's website. This same information will be shared with St.

Elizabeth Hospital and used on their website and publications.

APL strongly believes in word-of-mouth marketing, and will launch a word-of-mouth informational campaign to increase communication about the program.

APL's social media sites are heavily used, with over 4,000 followers. Information about this type program and through this type of channel is best used through quotes or stories. APL will use stories and quotes from the program to build a social media campaign on Facebook and Twitter.

4. How will you include elected officials and community leaders in your program?

The mayor of the City of Appleton will be included through a packaged presentation of the program given by the Appleton Public Library Director. This will include any marketing materials produced for the program, as well as the results of the program.

Alderspersons for the City of Appleton are emailed monthly with an update about programs, services and initiatives at the library. This program will be featured in the monthly email that City of Appleton alderspersons receive.