

# LSTA:

“It was a dark and stormy night,”  
...perfect for grant writing!

Massachusetts Board of Library Commissioners

# Purpose of the Workshop

- ▶ Understand the process
- ▶ Understand the application form
- ▶ Share ideas
- ▶ Learn what you can do
- ▶ Learn what you can't do
- ▶ Budget tips

# Money! Where does it come from?



- ▶ **Library Services and Technology Act**
- ▶ **Federal funds provided by IMLS (Institute of Museum and Library Services)**
- ▶ **Administered by MBLC (Massachusetts Board of Library Commissioners)**

# Behind the scenes...

- ▶ State Advisory Committee on Libraries (SACL)
  - member group that reviews/scores applications
  - 16 representatives from all types of libraries, including library users
- ▶ Outside review panels for some programs
- ▶ Two review sessions, April and June
- ▶ Applications may be returned for revisions after April review

# What You Need for LSTA

- ▶ A Long-Range Plan for your library (Oct. 1)
- ▶ A yearly Action Plan update after the first year (December 1)
- ▶ Regional membership/public library certification
- ▶ Letter of Intent (early December)
- ▶ Application ( late March)

# Make Time

- ▶ Take the calendar of the RFP and work backwards.
- ▶ If you need local approval for the grant proposal, figure out that deadline and put it into your calendar.
- ▶ Organize your schedule for grant writing -- schedule time to write.
  - Develop a work plan for writing the proposal.
  - Schedule specific work time into your calendar.

# Within your institution...

- ▶ Are your director and supervisor in favor of grant proposal?
- ▶ Does your institution have a department/ and /or policy regarding grant writing?

# Internal support?

- ▶ Who will be part of the grant-writing team?
- ▶ Are the team members really behind the idea?
- ▶ It's best to have one person write it – the grant project manager is the likely candidate – but have the team contribute ideas and review.
- ▶ Are team members willing to help carry out the grant once awarded? Key team members should be there start to finish.

# Proposal Ideas / Do Your Homework

- ▶ Revisit your long range plan and action plan!
- ▶ Review grant announcement/fact sheets
- ▶ Review surveys
- ▶ Who is your target group?
- ▶ What do your USERS (not your library!) need?
- ▶ Should be an activity to improve programs, not just to get money.

# Matching Your Needs with Funders

- Look for a match between what the funder wants to fund and what you want funded.
- Who would benefit from the success of your proposal?
- Find common interests
- How would your proposal achieve goals of funding organization?

# Alternatives to Grant Writing

- ▶ Before you begin grant writing:
  - Is a grant the best way to get what you want?
  - Consider alternatives– fundraising, Friends, Parent–Teacher groups, school foundation, local businesses other partnerships
  - “Let your vision drive the funds. Don’t let the funds drive your vision.” (Mary Francis Zilonis, Simmons)

# Potential Funders: Public vs. Private

- ▶ State and Federal Departments of Education
- ▶ Community Organizations
- ▶ Foundations including community foundations
- ▶ Private companies

# Public Sources of Funding

- ▶ Set by legislation
- ▶ Known application process
- ▶ Firm deadlines
- ▶ Technical assistance
- ▶ More bureaucratic
- ▶ Public record
- ▶ Usually lengthier
- ▶ More requirements
- ▶ Contracts assurances
- ▶ Frequent reporting

# Private Sources of Funding

- ▶ May be better source for local needs
- ▶ Allows pooled funds
- ▶ Better source for start up
- ▶ Less complex proposals
- ▶ Priorities may change
- ▶ More difficult to track
- ▶ Limited program staff
- ▶ May not explain rejection

# Researching Funders

- Prospect sheet
- Directories
- <http://foundationcenter.org>
  - Free funding information centers in libraries and source of publications & opportunities
- Funder's web site
- Annual report
- Make contacts
- Find partners/collaborators

# Your Written Proposal

- ▶ Outline
- ▶ Be specific and consistent
- ▶ Clear, concise language-
  - no jargon
  - short sentences
  - active” verbs
  - write in third person
- ▶ Show commitment of collaborators
- ▶ Submit all documentation

# Proposal Elements

- ▶ Title/cover page
- ▶ Abstract
- ▶ Statement of need
- ▶ Goals/objectives
- ▶ Methods/activities
- ▶ Budget
- ▶ Personnel/cooperation/collaboration
- ▶ Support letters
- ▶ Evaluation

# Statement of User Needs

- ▶ Describes problem or need of target group
- ▶ Relates to priorities of funder
- ▶ Can be accomplished within timeframe
- ▶ Supported by statistical evidence
- ▶ Stated in terms of user not applicant
- ▶ No unsupported assumptions

# Goals

- ▶ Broad
- ▶ Must relate to statement of need

Example: Anytown Public Library  
Libraries for Job Seekers Project

*Goal 1: Provide improved access to  
electronic government information  
for citizens of Anytown.*

# Objectives: concise, specific measurable

- ▶ Who?
- ▶ What (observable action)
- ▶ By when (time frame)
- ▶ How measured?)

# Developing Measurable Criteria

- ▶ Time units/frequency
  - Within three months...
  - By the end of the project year(s)...
  - Meet quarterly.
- ▶ Percentages
  - Increase use of ... by 20%

# Developing Measurable Criteria

- ▶ Percentages
  - Increase use of historic records by 15%  
by end of the project year

# Objectives: Output vs. Outcomes–Oriented (targeted/open projects)

## Output–Oriented Examples

- ▶ Will add 75 foreign language books to collection by the sixth month of the project.
- ▶ Will hold 16 1–hour workshops with a total attendance of 320 patrons during the project year.
- ▶ Will meet 4 times with Advisory Committee by September 30.

# Outcome–Oriented Objectives

Show impact on target group/change in:

- ▶ knowledge – know how to apply for a job online
- ▶ behavior –uses computer to apply for jobs
- ▶ attitude – confident in using computer for job hunting
- ▶ life condition/status –“I have a new job”

For more information on outcomes, see:

<http://mblc.state.ma.us/grants/lsta/manage/obe/>

## Outcome-Oriented Objectives- Examples

- ▶ Through a survey at the end of the grant, 75 out of 100 people, or 75%, trained to use a computer for job hunting, report that they now use a computer for job hunting (change in users' behavior)
- ▶ During a survey at the end of the grant, 30 out of 60 people, or 50%, that attended networking meetings have had job offers

For more information on outcomes, see:

<http://mblc.state.ma.us/grants/lsta/manage/obe/>

# Methods / Activities

- ▶ Describes step-by-step sequence
- ▶ Flows from needs statement and program goals/objectives
- ▶ Maps to timeline
- ▶ Program activities, dates and places, not grants management activities
- ▶ Reasonable scope of activities within timeframe
- ▶ Describes who does what
- ▶ Justifies costs/resources

# Budget Categories

- ▶ Salaries/benefits for staff on payroll
- ▶ Materials/collection development
- ▶ Supplies
- ▶ Equipment– no built-ins
- ▶ Travel–transportation to: workshops, conferences, student trips, etc.
- ▶ Contractual services–consultants
- ▶ Other– advertising/printing, honorariums, workshop/conference registration
- ▶ Locally appropriated (In-kind)/other sources

# Budget

- ▶ Meets funder's guidelines/limitations
- ▶ Get bids; research costs
- ▶ Detailed/realistic picture of how grant funds are to be expended—explain anticipated expenditures
- ▶ Make sure budget matches project needs
- ▶ Don't pad
- ▶ Use spreadsheets
- ▶ No surprises

# Budget Checklist

## Yes!

- ▶ Check math
- ▶ Meet guidelines
- ▶ Include in kind support (audit)
- ▶ Investigate prices
- ▶ Detailed & realistic
- ▶ Explain, justify

## No!

- ▶ Food!
- ▶ Paying the project director
- ▶ “Double-dipping”
- ▶ Giveaways
- ▶ Giant honorariums
- ▶ Built-ins
- ▶ Surprises!

# Evaluation Design

- ▶ Tools to determine if you achieved your project goals and objectives
- ▶ Determines whether the program was effective
- ▶ Answers the question – How did we do?
- ▶ Includes assessment of collaborative
- ▶ Uses surveys, pre/post tests, statistics, observation, outputs

# Summative or Product Evaluation

- ▶ Shows whether objectives were achieved
- ▶ Determines whether the program was effective
- ▶ Answers the question – How did we do?

# Future of the Project

- ▶ Will program be self-sustaining after grant period?
- ▶ Shows alternative funding sources including collaboration/partnerships
- ▶ If seeking one-time funding state this clearly

# Does CIPA Apply?

AND....

- ▶ You are requesting federal funds for
  - Internet Service
    - MBLC does not fund Internet access through LSTA
  - New Computers to access the Internet
    - Information Literacy Grants (*e.g.*)
- ▶ THEN YOU MUST COMPLY WITH CIPA

# LIBRARIES & the Children's Internet Protection Act (CIPA)

- You need to comply with CIPA if you are buying computers or paying for Internet access with LSTA funds.
- If you DO buy computers with LSTA funds, the following conditions apply:

# You must filter (“Technology Protection Measure”) :

- ▶ All computers in the library
- ▶ Include staff/administrative computers (think Director’s computer!)
- ▶ For more information see:  
<http://mblc.state.ma.us/grants/erate/cipa/index.php>

# Summary Proposal Writing Steps

- ◆ Review RFP or funder's guidelines
- ◆ Develop idea and gather data/documentation; do your homework
- ◆ User needs assessment
- ◆ Review proposal elements
- ◆ Write your proposal (Input from others but one voice!)
- ◆ Proofread (including spell and jargon check)– self and non-interested outside reader
- ◆ Send draft to funder if permitted!
- ◆ Revise per funder's comments and final proofread

# Honest assessment of grant, requirements and your organization

- ▶ Are you eligible?
- ▶ Will this help you achieve your goals?
- ▶ Do you have the time to devote to it?
- ▶ Is your organization behind it?
- ▶ Are the resources available, especially the staff to implement it?
- ▶ Is the timing right for you and your organization?
- ▶ Is the funding worth the effort?

# Links to LSTA information

## General

<http://mblc.state.ma.us/grants/lsta/index.php>

## Fact sheets:

<http://mblc.state.ma.us/grants/lsta/opportunities/index.php>

## Application forms and instructions:

<http://mblc.state.ma.us/grants/lsta/forms/index.php>