

CLEVELAND PUBLIC LIBRARY

Finance Committee

September 19, 2017

**RESOLUTION TO ACCEPT GRANT FROM THE EVA L. AND JOSEPH M.
BRUENING FOUNDATION IN SUPPORT OF AN EARLY LITERACY
TRAINING INITIATIVE**

WHEREAS, The Eva L. and Joseph M. Bruening Foundation announced their Strong Start proactive grant making strategy in 2014 focusing on organizations that can deliver literacy interventions to the youngest children, ages 0-3 years, and their families; and

WHEREAS, Cleveland Public Library applied for and received a \$300,000 grant, to be distributed over two years, to train 200 Cleveland Public Library public services staff to provide them with tools to engage parents with babies aged 0-3 years around the Every Child Ready to Read strategies developed by the Public Library Association; and

WHEREAS, A special revenue fund, 258 –Early Literacy, will be established to account for this grant and possible other resources whose uses are committed to this purpose; now therefore be it

RESOLVED, That Cleveland Public Library Board of Trustees, pursuant to the authority set forth in R.C. §3375.40(K), hereby accepts a grant from the Bruening Foundation in the amount of \$300,000; and be it further

RESOLVED, That the Executive Director, CEO, or his designee, is authorized to enter into and execute such agreements and instruments as may be necessary or appropriate, including those in excess of \$25,000.00, to effectuate the terms and conditions of the Grant and this Resolution, which agreements and instruments shall be subject to the approval of the Library's Chief Legal Officer.



The Eva L. & Joseph M. Bruening Foundation

September 1, 2017

Mr. Felton Thomas
Executive Director/CEO
Cleveland Public Library
325 Superior Avenue
Cleveland, OH 44114-1271

Dear Mr. Thomas,

I am pleased to notify you that the Distribution Committee of the Bruening Foundation recently approved a Strong Start proactive grant of \$300,000 (over 2 years) to Cleveland Public Library (CPL) for the early literacy training initiative.

The Bruening Foundation looks to each of its Strong Start grantees as a valued partner in the work of supporting early learning and literacy for disadvantaged young children and their families in Cuyahoga County. We are committed to ensuring each Strong Start grant recipient is supported in every way possible in executing the project in which the Distribution Committee has invested. We encourage you to look to Jeanine Gergel in the foundation office as a resource to support you in your work to meet the goals and objectives of the project.

Funding will be awarded as follows: \$150,000 in year 1 and \$150,000 in year 2. Funding in year 2 will be contingent upon CPL's success in meeting established goals and regular communication with the foundation. This communication should include quarterly meetings with staff, brief quarterly written reports, and satisfactory annual performance reports. A formal written report summarizing progress and performance against goals in year 1 is due no later than July 15, 2017. Jeanine will contact you soon to establish a quarterly meeting schedule and discuss reporting requirements.

Year 2 funding will also be contingent upon the ability of your organization to develop a robust evaluation plan for the program in Year 1 and a commitment by CPL to share outcomes with the Foundation. We are interested in learning more about what it takes to successfully engage families of young children and promote the role of parents as child's first teacher and view your evaluation outcomes as important inputs to our knowledge base.

This grant is subject to the terms set forth in the enclosed General Terms of Grant. The enclosed Letter of Acceptance should be signed by the appropriate officer of your organization to indicate your agreement to the terms and the conditions outlined in this letter.

We wish you every success. If you have any questions, please do not hesitate to contact the foundation office.

Sincerely,



Cristin Slesh
Consultant

Enclosures

cc: Tracy Martin, Grants & Development Coordinator

A black square containing the white letter 'B' followed by a period.

1422 Euclid Avenue, Suite 966
Cleveland, Ohio 44115

General Terms of Grant – Strong Start

Please Retain for your Records

- Expenditure of Grant Funds:
This grant must be used solely for educational, scientific or charitable purposes. The funds provided may be spent only in accordance with the provisions stated in the Grantee's request. The use of the grant funds may be modified only with the Foundation's approval.
- Tax Exempt Status
It is our understanding that your organization has been recognized by the Internal Revenue Service as a tax-exempt organization described in section 501 (c)(3) of the Internal Revenue Code and is classified as other than a private foundation. If there is any change in this status and/or classification, please notify us at once. In the event that your tax exempt status is revoked, expenditure of grant funds should cease, and all unspent funds must be returned to the Foundation.
- Public Announcements and Recognitions:
Announcement of grant awards by the Grantee is subject to advance approval by the Foundation. We encourage subsequent public announcements, news features, and/or information in internal communications concerning this grant; however, we do not require or need recognition for grant awards. The Foundation requests that funds be used for programming rather than for providing the Foundation with awards, trophies and/or other recognitions.
- Reports to the Foundation:
The Grantee shall furnish the Foundation with regular reports as outlined in the grant award letter. **As a general policy, new grant requests cannot be considered until reports on past grants are received.** If you have questions, please contact the Foundation office at 216/621-2901
- Reversion of Grant Funds:
The Grantee will return to the Foundation:
 - Any grant funds that are unexpended at the close of the grant period, which shall be one year from the date of the grant award letter unless otherwise specified in the letter;
 - Any funds that the Foundation determines are not expended in accordance with the terms of the grant;
 - Any funds that are unexpended as of the date during the grant period that the Grantee loses its status as an organization described in Section 501(c)(3) of the Internal Revenue Code.
- Copyrights and Patents:
Reports, materials, books and articles resulting from this grant may be copyrighted by the Grantee. To assure the goal of obtaining the widest dissemination of such reports, materials, books and articles, the Foundation reserves a royalty-free license to use and disseminate such publications.
- Limit of Commitment:
Unless otherwise stipulated in writing, this grant is made under the understanding that the Foundation has no obligation to provide other or additional support to the Grantee.

The Eva L. & Joseph M. Bruening Foundation

1422 Euclid Avenue, Suite 966
Cleveland, Ohio 44115
P: (216) 621-2901
F: (216) 621-8198

LETTER OF ACCEPTANCE

I have read the grant award letter and the terms of grant from the **Bruening Foundation** for the grant approved **August 24, 2017** and hereby do agree and accept the terms set forth as outlined, including submitting the final report on or before the date requested, and acknowledge receipt of the grant award check.

ACCEPTED AND AGREED:

Signature of *Authorized* Representative

Please print name and title

Organization Name

Date

Bruening Foundation Application

Organization Information

Tax Status*

501(c)3

Organization Background*

In a paragraph, give the mission and a brief history of the organization, including the year it was founded and how it has evolved since it was founded. Character Limit: 1050

Founded in 1869, Cleveland Public Library (CPL) has played an integral part in the educational life of Northeast Ohio. With one of the largest and most extensive public library collections in the country CPL is used by researchers and scholars from around the world. CPL operates a two-building Main Library downtown, 27 branches, the Public Administration Library and a bookmobile. Two statewide services are administered by CPL: the Ohio Center for the Book and the Ohio Library for the Blind and Physically Disabled. In 2016, CPL had over 3 million visitors, the majority at our neighborhood branches.

Staff Information*

In a brief paragraph, describe your staff, including how many staff members you have in each of these categories: full-time, part-time, interns and volunteers. (Character Limit: 315)

CPL employs 677 people, 447 full-time and 230 part-time. There are currently 32 interns working at the Library (this number changes seasonally). Volunteer opportunities are available through the Friends of the Cleveland Public Library.

Programs and Services*

Without repeating the information in the Organization Background field above, list the organization's programs. Include a brief description and the numbers of clients served in each program during the last fiscal year.

In addition to the traditional library audiences who check out books and DVDs and use our research facilities, CPL hosts a wide array of special events, programs and exhibits designed to engage our community and honor those people and events that have made an impact on our city, our region and our country. Through these efforts, the Library serves as a catalyst for powerful community discussions around a host of timely topics. We connect with our community through a variety of arts & cultural programming, including children and teen programs, diversity celebrations, exhibits, musical performances and lectures, all of which are free and open to the public. We estimate that in 2016 the Library hosted more than 20,000 programs with an attendance of 205,000.

Client Demographic Information

Fiscal Year for Data (start date)*

January 1, 2016

Fiscal Year for Data (end date)*

December 31, 2016

Total number of clients served*

List the total number of clients served by the organization during the fiscal year entered above.
Enter a whole number, not a range. Character Limit: 250
3,000,000

Percentage African American: 52
Percentage Asian: 2
Percentage Caucasian: 36
Percentage Hispanic/Latino: 10
Percentage Native American: <1
Percentage categorized as other: 0
Total: 100

Percentage female
Whole number only, no percentage
52

Percentage male
Whole number only, no percentage
48

% of Low income Clients Served*
n/a

Request Information

Project/Program Title*
Early Literacy Training Initiative

Request Amount*
\$300,000.00

Type of Support*
Choices
Capital Campaign
Capital Improvements
Equipment/Furniture
General Support/Operating
Project/Program

Project Start Date*
January 1, 2018

Project End Date*
December 31, 2019

Project Description*

Summarize the overall program/project to be funded by this request. Please provide a short and

clear statement about what you propose to do with funds from the Bruening Foundation. Include numbers of clients to be served. This should be a summary. You will give more detailed information about goals, activities and outcomes below.
(Character Limit: 1200)

Librarians at CPL have had the requisite university training that establishes them as competent members of the library workforce. However no post-secondary education can prepare them for the wide-range of ever-changing knowledge and skills acquisition that is necessary to meet the continued demands and changes in this profession. Libraries are becoming de-facto community centers, and social services, like our summer lunch program, are more and more common. CPL plans to undertake a new initiative that will ensure that every parent of a child aged 0-3 who enters any of our 28 branches within the City of Cleveland will be engaged in a conversation about how to actively participate in their child's early literacy skills. Training content will be based on the Public Library Association's Every Child Ready to Read (ECRR) program, which provides research-based practices that can help young children develop skills they need before they can learn to read. This training will further our commitment to early literacy by creating a cultural shift among employees that we are all responsible for reaching parents of young children, not just those that work specifically with youth.

Numbers served by program/project - current fiscal year*

How many individuals will be served in the current fiscal year by this program/project. Whole numbers only.

200

Numbers served by program/project - last fiscal year*

How many were served last fiscal year by this program/project? Whole numbers only. Please indicate if this is a new effort.

This is a new effort.

Project Budget*

What is the total cost of the program/project? Whole numbers only.
\$706,486.00

Other sources of funding*

Please list all secured, pending, and anticipated sources of revenue for the project.

In addition to the Bruening Foundation, we plan to apply to the Saint Luke's Foundation (April 1, 2018, deadline) and the George Gund Foundation (Nov. 15, 2017, deadline). We also have plans to discuss this project with the Sisters of Charity Foundation of Cleveland as well as the Third Federal Foundation.

Program/Project Sustainability*

How will you support this program/project financially in the long term? Be specific about funding sources. (Character Limit: 750)

We expect that it will take two years to design, implement and evaluate this program. Upon completion, the training sessions will transfer to the Library's Employee Enrichment Center (EEC) and will become part of the onboarding experience for every new public service employee. The Library created the EEC in 2015 to enable staff to reach their fullest potential both as individuals and as members of the overall library profession. The EEC offers development options for personal, professional, and organizational growth, emphasizing collaboration and improved communication skills.

We expect that the only ongoing cost past the grant period will be that of the Early Childhood Literacy Specialist which will be covered by the Library's general operating budget.

Goals and Objectives

List the goals and objectives for the program/project, i.e., what do you hope to achieve? Select the three most significant and enter them into the fields below.

Goals/Objectives

Character Limit: 524

Create a culture shift in the minds of CPL public service positions that all are responsible for reaching parents of young children, not just those that work specifically with youth.

Goals/Objectives

Character Limit: 525

Train staff to understand their role in adopting the Public Library Association's Every Child Ready to Read practices and principles.

Goals/Objectives

Character Limit: 525

Help staff understand the fundamentals of how to create outreach opportunities within their branches to help engage children 0 to 3 and their parents.

Activities*

List the activities for the program/project, i.e., what will you do to achieve the goals listed above? Please be specific and include: 1) numbers to be served, 2) services provided, 3) who will be served, 4) staff who will provide services, 5) locations, 6) timeframe and 7) the frequency or intensity of the programming. In addition, please explain the type of engagement for the numbers served or give examples of activities.

(Character Limit: 2500)

The early literacy staff training initiative will train 200 CPL Public Services staff to deliver informal educational interventions to children, ages 0-3, and their parents. All training sessions will occur in the Employee Enrichment Center classrooms located at the Library's Lakeshore Facility.

Rhonda Pai and Sandy Nosse will be the primary trainers for this project. Rhonda and Sandy run the Library's On the Road to Reading program, a train-the-trainer outreach program that visits adults working with young children (in day cares, home care, and pediatric settings) to improve literacy skills. Two new part-time staff will be hired during this project to assist in the daily operations of On the Road to Reading.

In January 2017, CPL created an Office of Education and Learning to expand and strengthen our education programming. Upon this department's recommendation, a full time Early Literacy Specialist will be hired for this project. This new position will participate in this project, help with its coordination, and will then manage the development and delivery of all new programming as a result of this training.

We plan to begin work in January 2018 with an assessment (survey) and gap analysis of the entire Public Services staff to determine current knowledge, attitude and skill level toward early literacy and engaging with the public. While this survey is taking place, CPL staff, in partnership with a consultant company, will begin designing the training sessions. Training sessions will be created for each different staff level

and will be position specific. For example, the Branch Managers workshop will focus on modeling, reinforcing and empowering staff. Children's Librarians will learn about developing and launching programming around early literacy. Training sessions will occur start in the spring/summer of 2018 and last the remainder of the year.

Youth Services staff (about 60 total) will receive an additional half-day training presented by Sue Nespeca, a former national trainer for the ECRR. Sue will provide ways to use the ECRR materials, as well as information on the latest news in brain research; developmental stages of babies, toddlers, and preschoolers and implications for sharing and choosing books; incorporating early literacy skills into programming; inexpensive ways to include early literacy experiences; ideas for successful outreach; and ways to collaborate.

Outcomes/Intended Results*

List the outcomes or results you hope to achieve with the program/project i.e., how will this program/project make a difference and how will you know if you reached your goals listed above? (Character Limit: 1000)

Adopting the ECRR philosophy systemwide will ensure a consistent message is delivered to our community, this is especially important given the transient nature of many of our patrons. Recognizing that the best ideas often come from the people on the front lines, we hope this training will empower our staff to share their ideas, collaborate and create new and innovative programming for our youngest audiences, cultivating ownership, leadership and building capacity. We hope that this training initiative and the message delivered makes a statement to our staff and community members that early literacy and parent/family engagement are significant priorities of the Cleveland Public Library.

This training initiative can also help to strengthen out partnerships in the community. As staff build confidence sharing early literacy information with parents, we can begin to add messaging about our partners like United Way's 2-1-1 service or the Bright Beginnings program at Invest In Children and offer referrals to their services.

How will you measure the outcomes/results listed above?*

Please be specific, including what staff, tools or other resources will be used to measure outcomes. (Character Limit: 1000)

Pre and post surveys will be done during the training sessions in Year I. These will help us determine whether a change in staff attitudes towards early literacy occurs. This attitude change in CPL's staff will start changing the way the community sees their relationship with the library, not just a place to pick up books for their young children, but a place for young families to come and be engaged.

Year II of the project will focus on implementation of the training, measuring its effectiveness and progress made toward reaching our target audience. This will include site check-ins, surveys and feedback reports. We are considering creating focus groups during Year II that would help identify ideas and support with new program planning. Evaluations will be done for each of the groups trained: Branch Managers, Youth Services staff, and support staff. Year II will also include pre and post surveys for parents of children aged 0-3 about their interactions with librarians.

Alignment with the Foundation's Interests*

Please explain how this program/project fits with the Foundation's interests of either Learning or Safety Net services and what specific area is being address.

(Character Limit: 1000)

In the past year, nearly 8,500 adults within the City of Cleveland used their library cards to check out children's materials. Using zip codes (from library cards) and GIS maps of City boundaries, we know that these adults reside within the City limits. This number does not include the materials checked out on children's cards which do not require an address and therefore cannot be tracked by zip code.

CPL acknowledges that parent engagement is a struggle. It is common to hear staff claim that "our regular family patrons usually select their materials and leave with their children." To help change this, in 2015, CPL opened a dedicated, staffed Playroom at our Woodland Branch specifically for parents and babies. Our proposed training initiative is the result of needs realized through the Playroom. Before we create new spaces for families with babies, we need to make sure our staff are prepared to encourage parents to participate, engage them in the process and empower them to develop their children's skills.

Best Practices*

The Bruening Foundation is interested to support organizations that implement best practices or evidence-based programming. If your program/project fits these criteria, please explain or provide information to demonstrate. (Character Limit: 1000)

While PLA has not conducted an evidence-based research effort, the Carroll County (Maryland) Public Library (CCPL) has done research on ECRR outcomes. CCPL is recognized nationwide for its emergent and early literacy training, and school readiness training to parents and providers. Their 2006 study of ECRR summarized that a combination of professional development, proper materials, guided practice, and ongoing contact to provide sustained support are the best practices in implementing ECRR programming at libraries. CCPL's report also cites that a key factor to success is the ability of the librarians to translate ECRR into easily understandable language and practical application activities which helped empower parents to feel they could truly make a difference for their children. These are all of the elements we propose to include in our early literacy training initiative.

Attachments

Cover Letter

Program/Project Budget

Board Approved Operating Budget

Board of Trustee List

Audited Financial Statements

Collaboration Letter / Letter of Support