

**Pacific Library Partnership
Innovation and Technology Opportunity Grant Program**

Due Tuesday, December 10, 2013

Please provide the following information in a Microsoft Word document. Send the completed form to Linda Crowe, PLP Executive Director, 2471 Flores Street, San Mateo, CA 94403 or email crowe@plsinfo.org.

1. Title of
Project Community Publishing Partnerships Initiative - Making Words into eBooks - Mobile Self-Publishing Labs for the PLP community

2. Library/Committee
applying for funding Los Gatos Library
Name Henry Bankhead
Email hbankhead@losgatosca.gov
Mailing Address Los Gatos Library
100 Villa Ave.
Los Gatos, CA 95030

3. Amount of funding requested \$14,632

PLP Innovation and Technology Opportunity Grant Program

1. One paragraph project summary.

Building upon the success of Los Gatos Library's workshop series (co-sponsored with Smashwords) teaching local authors how to self-publish, Los Gatos Library will develop *Community Publishing Initiatives* by creating a set of two mobile self-publishing labs. These labs will be taken to high schools, senior centers and local PLP libraries. Each mobile self-publishing lab will consist of a number of laptops for writing and cover editing, software for format conversion and graphic design, and e-readers to view the finished product. The mobile self-publishing labs will be made available in community locations in conjunction with a series of eBook self-publishing workshops led by area self-publishing partners that provide a context and key skills and concepts for author and community groups seeking to self-publish eBooks. Identified partners so far include high school English and writing classes, community writing groups, Los Gatos Poet Laureate Erica Goss and Smashwords CEO Mark Coker.

2. Explain how this project fits with the library's strategic directions.

Self-published authors now have free tools (such as Smashwords) to publish and distribute eBooks to major retailers and libraries. What they're lacking is the knowledge and tools of professional publishing. Writers are hungry for the training and knowledge that will help them realize their dream of publication. A self-published writer must assume many of the responsibilities that were once the domain of traditional publishers, such as editing, cover design, marketing and distribution. This is where the *Community Publishing Initiative* comes in. It takes a village to write a book.

Libraries have always played an important community role in promoting a culture of books, starting with early childhood reading programs that introduce young minds to the joy of reading.

Now libraries have an opportunity to promote a culture of authorship. By doing so, libraries will help take a leading role in the development of the next generation of authors. These "indie" authors are pro-library, and unlike traditional publishers, will support local libraries by providing unfettered access to their books at low costs and even for free. These indie authors will participate in the *Community Publishing Initiatives* by sharing their experiences, knowledge and expertise to mentor the next generation of writers.

Community Publishing Initiatives focuses on helping the library fulfill its role as a free, local community resource for creative content creation. With the integration of self-published content in major library eBook distributors and independent platform such as ENKI, this local content can be showcased by the library as part of mainstream eBook collections.

Through the locus of the Los Gatos Library, *Community Publishing Initiatives* will bring together diverse talent pools – authors, educators, professionals and community volunteers – to support and grow this community learning initiative. Using the expertise of the Smashwords self-publishing guide and Smashwords authors, as well as the ENKI independent eBook platform, Overdrive local content hosting and other local creation spaces, the community will work together to share skills and educate each other about the best practices in using self-publishing to share stories, memoirs, poems, novels, how-to manuals and more.

3. A description of the proposed project including the population served and the demographics of that population.

Community Publishing Initiatives (CPI) will entail two kits with a collection of self-publishing tools, called Creation Stations, each which would be a self-contained resource that would house all the technology needed to self-publish eBooks:

The CPI, as envisioned, will marshal local community resources to promote a culture of authorship. The program will have **two** primary deliverables:

1. The CPI will partner with bay area high schools to integrate self-publishing projects within the class curriculum for English and creative writing classes. CPI will provide instructors with self-contained toolkits that contain the necessary teaching materials, project plans and learning resources to integrate the project within their classes. Students will collaborate on a class project to write, produce and publish an eBook, such as a class anthology of creative writing short stories. The students will learn the mechanics of writing, how to edit and proof, cover design, how the book publishing industry works, how to publish and distribute an eBook, and how to promote an eBook. The entire project can be started and completed - from conception to publication to promotion - within a single semester. By the end each class semester, students will gain an increased appreciation for writing, books and the mechanics of eBook production. They'll also gain important, practical knowledge that will benefit them for a lifetime.

Community Publishing Initiatives (CPI) will entail two kits with a collection of self-publishing tools, called Creation Stations. Each kit would be a self-contained resource that would house all the technology needed to self-publish eBooks:

- Laptop computers
- iPads
- Free eBook self-publishing manuals
- Graphic design software
- Free eBook formatting tools

2. The CPI will partner with bay area libraries to launch a series of workshops that teach library staff and community writers about eBook publishing best practices. Participating high school classrooms utilizing the CPI toolkit will be invited to attend so that the students can gain additional practical perspective from local writing and publishing industry experts.

Workshop details:

- An eBook Overview - This presentation is designed for a general audience of library patrons, including readers, aspiring authors, and library staffers. It provides an introduction to eBooks, discusses trends in eBook self-publishing, and discusses libraries and eBooks.
- A Primer on eBook Publishing - Provides a simple introduction to eBook publishing. Includes background on key eBook market trends, and a checklist of eBook publishing steps to help writers understand how to publish, market and distribute an eBook. Includes a short summary of best-practices information.

- **EBook Publishing Best Practices** - This presentation works well immediately following the primer presentation. It identifies the best practices of the most successful eBook authors. It provides writers the guidance they need to approach publishing with a professional attitude, in the service of readers. It draws upon Mark Coker's eBook, *The Secrets to EBook Publishing Success*.

Los Gatos has a population of 30,141. More than half the population is between 20 and 54. 66.2% of the population has a bachelor's degree or higher (about twice the California average). *Community Publishing Initiatives* will take advantage of this expertise to engage community partners in Los Gatos and beyond to support the teaching of and learning about eBook self-publishing. In addition, about 20% of Los Gatos' population is composed of seniors 65 or older and about 20% is composed of teens (under eighteen years of age). These two groups, teens and seniors would be targeted in outreach to the Los Gatos community. The Creation Stations and instructional content would be also available to other PLP libraries for use in their specific communities, expanding the reach of this program even further.

4. The goals and objectives of the project.

Goal 1: To provide the PLP community with a self-contained workshop series about eBooks, how self-publishing works, and eBook self-publishing best practices.

Objective: Create ready-to-use kits called "Creations Stations - Mobile eBook Self-Publishing Labs" that provide all of the tools and instructions needed to self-publish eBooks.

Goal 2: Local schools will employ the physical resources and use the self-publishing tools to enrich the curriculum of English and creative writing classes to include publishing of anthologies and finished works by students.

Objective: Recruit practicum students, who can help plan, organize and facilitate self-publishing programs at PLP area libraries, schools and community locations.

Goal 3: To share resources and knowledge with other libraries and community organizations throughout PLP.

Objective: Collaborate with neighboring libraries to share the use of the "Creation Station: Mobile eBook Self-Publishing Lab" and engage local authors in creating their own community publishing partnerships.

5. The project timeline (activities).

Activity	2014											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Recruit/Train Interns	X											
Recruit Community Experts	X	X	X									
Purchase/Procure Equipment/Containers		X	X	X								
Create Mobile Self-Publishing Labs		X	X	X								
Marketing			X	X	X	X	X	X	X	X	X	X
Staff Orientation			X	X								
Plan Lab Checkouts for Other PLP Libraries			X	X								
Open House for the Community					X							
Monthly Mobile Self-Publishing Workshops						X	X	X	X	X	X	X
PLP-wide Community Publishing Programs						X	X	X	X	X	X	X
Los Gatos Fiesta De Artes									X			
Evaluation				X	X	X	X	X	X	X	X	X

January 2014

- Hire and train practicum students
- Collaborate with area teachers on curriculum
- Reach out to other PLP libraries

January – March 2014

- Assemble team of community experts (Los Gatos Poet Laureate Eric Goss has committed) who can facilitate community publishing partnerships

February – April 2014

- Purchase equipment/containers
- Create ready-to-go kits that can be shared with other libraries or used for outreach at a school or community event

March 2014- ongoing

- Marketing
- Create publicity materials: flyers, posters
- Send out press release/post to library website

March/April 2014

- Staff orientation

May 2014

- Open House – introduce community to available equipment/experts, drop in

Beginning in May 2014

- Monthly Workshops – participants sign up for an orientation of equipment lead by intern, then are able to stay and work on their own projects, registration required

June 2014

- Events begin
- Library begins reaching out to other libraries for partnering opportunities
- Community Publishing Partnerships Programs, registration required

September-December 2014

- Deliver Creation Station to high school

6. The evaluation of the project.

Anticipated project output:

- 100 people will attend the Community Publishing Initiatives Open Houses
- All Creation Station program attendance will be at least 90% full
- LGL will partner with three other Community Libraries/Organizations to make Community Publishing Initiatives programs available to other cities/community groups

Anticipated project outcome: Through Community Publishing Initiatives, we will be able to strengthen our ties to the community, increase our program statistics and educate and enable the authors of tomorrow. It will also allow us to build a community of local experts who partner with the library to facilitate peer-to-peer learning. Participating community members will experience a shift from the role of consumer to creator as they learn how to use community self-publishing resources to publish their books to a worldwide audience including libraries.

7. The project budget.

Project Budget	Total
Staffing	\$2000.00
Equipment, Supplies and Materials	\$12632.00
Grand Total:	\$14,632

Staffing

50 hours of replacement hourly staff to free up dedicated permanent Librarian/Staff to act as an intern coordinator, conduct training, facilitate the project, manage cubs, and report on performance and document activities: \$2000.00

5 unpaid practicum students at 180 hours each (spring, summer, fall semesters): \$0

Proposed Equipment, Supplies and Materials

Kit Storage				
Tool	Description	QTY	Price	Total
Rolling Storage/Charging Station	iLuv Multicharger	2	\$719.60	\$1,426.00
Total				
Electronics				
Tool	Description	QTY	Price	Total
Laptops	Macbook air 11"	2	\$999.00	\$2,000.00
iPad 2		20	\$399.00	\$7,980.00
Total:				\$11,406.00
Software				
MS Word		2	\$99.00/yr	\$199.00
Calibre			\$0	\$0
Scribe			\$0	\$0
Software subtotal				\$199.00
Staffing Total:				\$2,000.00
Equipment Subtotal				\$11,406.00
Equipment Tax				\$1,027.00
Grand Total (Equipment, Supplies, Staffing):				\$14,632.00