

PLP Innovation and Technology Opportunity Grant Program Application

Title of Project: Video Storytimes: Anytime, Anywhere

1. One paragraph project summary.

Contra Costa County Library will partner with Contra Costa Television to record and edit over 50 videos of library staff performing storytime activities. These performances will be filmed in the Contra Costa Television studio and aired on their public access channel. The performances will also be uploaded to the Library's Storytime Channel on YouTube to complement the recently launched starter collection of 26 storytime videos. The intention of the project is to expand the number of offerings on the Storytime Channel, extend the library's reach into the community, and generate more awareness of the library as an early literacy hub. Each video will be designed for kids and families to learn and practice skills that are fundamental to early literacy, just as if they were attending a storytime held inside a library building.

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

This project aligns with Contra Costa County Library's strategic vision and directions including:

The library ensures easy, equitable access to library services for all Contra Costa County residents.

The Video Storytime Project will expand children's programming beyond the library's walls, so people who do not have easy access to library buildings due to transportation issues, work schedules, or knowledge of library services will have access to high-quality storytime programs delivered by Contra Costa County Library staff.

The library champions personal and community engagement in literacy and reading to enrich lives.

The Video Storytime Project will position and market the Library as the community's early literacy center. Video storytime will reinforce the Library's commitment to helping its youngest community members learn to read and will provide parents and caretakers with a valuable resource in the promotion of early literacy skills.

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

Project Description:

Contra Costa County Library staff will create over 50 videos for the Library's Storytime Channel on YouTube. A variety of staff members will take turns performing in order to provide a diverse mix of styles and content. Contra Costa County Library staff will record the performances with the assistance of Contra Costa Television staff. The videos will be edited in the library, and promotional materials will be created by the Library's in-house graphic designer.

These videos will be available at anytime from anywhere to anyone with internet access. In addition to the Library's Storytime Channel on YouTube, the videos will air on Contra Costa Television's public access channel. Both the Library and Contra Costa Television will promote the storytime videos.

Demographics:

The statistics for Contra Costa County point to the fact that many families with young children have either a single parent working full time or both parents working full time with significant commute times. These statistics support the working theory that many parents do not have time to come to the Library to experience a traditional storytime. The population of the legal service area for Contra Costa County Library is 1,027,728. The number of children under the age of 5 within the Library's jurisdiction is 57,445.

According to the 2012-2016 American Community Survey, approximately 33% of the total households in Contra Costa County include children. About 8.1% of these households include children in single-parent families. The percentage of children under the age of 6 with both parents working is 63.9%. The mean travel time to work is 36.2 minutes.

The Video Storytime Project will serve pre-school and elementary aged children and families. The videos will keep children and families engaged in learning and literacy by providing access to children whose parents or caretakers may be too busy to come into a library building at a specific time or to children who just want to hear more from their favorite storyteller.

4. Goals and objectives of the project.

Goal: Generate awareness of the library as an early literacy hub.

- Library staff will perform and record storytime activities designed to encourage language development and early literacy learning.
- Library staff will market its Video Storytime Channel through the Library's website, press releases, eNewsletter, digital signs and screensavers in all library locations, social media, flyers, etc.

Goal: Extend the library's services beyond the walls of the building

- 50+ videos, ranging from 1-5 minutes in length, will be created and uploaded to Contra Costa County Library's Storytime Channel on YouTube.
- Contra Costa Television will air the storytime videos on the County's public access channel.

5. Project timeline (activities).

January/February 2019

- Coordinate scheduling of the Contra Costa Television facility
- Begin recruiting library staff for participation in the project

March 2019

- Begin recording videos

April/May 2019

- Edit videos, embed subtitles in the video, and enable the captioning on YouTube
- Design promotional materials

June/July/August 2019

- Make videos available to staff so they can review and suggest changes
- Continue editing playlists

September 2019

- Make the videos available to the public
- Promote Video Storytime

October 2019

- Contra Costa County Library will gather quantitative data to assess increase in views of the Library's Storytime Channel on YouTube.

6. Evaluation of the project.

The program will be evaluated using both outputs and outcomes.

The project will be considered a success if we:

- Increase the number of videos in the Storytime Channel
- Increase the number of views of the videos

Users

- Mentions about the service in the libraries' social media channels
- Increase in the number of subscriptions to the Library's Storytime Videos Channel

7. Project budget. (Indirect costs are not allowed).

BUDGET SUMMARY	PLP	In-kind	Total
Laptop with hardware for video editing and external hard drive	\$2,600		\$2,600
Adobe Premiere	\$300		\$300
Marketing materials	\$1,000		\$1,000
Video editing	\$11,1000		\$11,100
In-house Graphic Designer		\$400	
Library staff hours to perform		\$7,000	

Grant Request - \$15,000

In-Kind Expenditures - \$7,400

Total Cost - \$22,400

8. Sustainability analysis.

At the end of the grant period, Contra Costa County Library will have an excellent foundation for its Storytime Channel on YouTube. The Library can then move forward with adding content on a regular and recurring basis and expanding content offerings through future recordings such as author talks and candidate forums. The work on the Video Storytime Project will strengthen the partnership of the Library with Contra Costa Television. In addition to the Library's YouTube channel, Contra Costa Television will broadcast the videos from its public access channel.