



PLP Innovation and Technology Opportunity Grant Program Application (Category A)

1. One paragraph project summary.

This project will use grant funds to purchase Story Center’s Listening Station, an iPad recording station and app that would enable both the tutors and learners of the Literacy Program to create a short video documenting a personal story that has had significant impact on their life. Participants will be interviewed either by their respective tutor or learner, staff, or volunteer. Every other year, Literacy Plus puts out a collection of learner writings, and this would serve as a digital, oral version of that project. Staff would provide a training for interested participants, as well as prompts for interview questions and guidelines for best practices. Each project participant would receive a copy of their digital story for personal use, and selected videos would be chosen to be showcased at a screening as the culmination of the project. With the permission of participants, videos may also become part of the library archives to be used for marketing, outreach, training or other purposes in the future

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

One of the City of Hayward’s strategic goals is “to improve the quality of life for residents, business owners, and community members in all Hayward neighborhoods.” Within that umbrella, the City of Hayward seeks “to foster a sense of place and support neighborhood pride,” as well as “actively value diversity and promote inclusive activities.” By providing these Listening Stations, the library would give voice to the stories that represent Hayward’s diversity and support the notion that all stories are of value and worthy enough to be shared. Learners in the Literacy Program are often not given the platform to be heard. This project seeks to lift up these voices by providing an opportunity to share their own story- to choose the narrative and craft the story of their unique journey, which ultimately fosters personal empowerment, as well as a strong sense of community to those it is shared with.

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

In this project, Hayward Public Library will use grant funds to purchase a Listening Station Kit, which comes with a pre-loaded iPad, stand, armature, light, dual microphones, 200GB of cloud storage, and support for set up. The kit also includes 20 hours of Story Center consulting support, access to StoryCenter registration, and release and transcription systems. In the first two months, staff would develop a training on how to use the equipment, as well as guidelines for sharing a personal narrative and interview prompts. Once participants have been through the training, they

would be invited to make an appointment during selected hours to schedule their story or interview. Staff would recruit 1-2 volunteers that would be trained in facilitating these appointments and assist participants with equipment and process, as needed. We would open up the Listening Station for recording sessions for the following six months, allowing all interested participants to draft and create in their own time. Staff would then have two months for editing and putting together a finished project, and one final month to plan and host a screening. After the yearlong project is over, the Listening Station could continue to be used in the library and be open to public use.

This project would serve both the adult learners and volunteer tutors in the library's literacy program, as well as participants of the English Conversation Circles. In this last year, the one-on-one literacy tutoring program served 116 diverse, adult learners from Hayward and the surrounding areas. Of those 116 learners, 46 were of Latin ethnicity, 27 were Black, 18 were Asian, 1 was Pacific Islander, and 14 were of "other" ethnicity. We served 43 male learners and 73 female learners. 8 learners were between the ages of 20-29 years, 30 between the ages of 30-39, 23 between the ages of 40-49, 26 between the ages of 50-59, 17 between the ages of 60-69, and 12 were 70 years of age or older. For tutors, the Literacy Program had 113 volunteer tutors last year, 14 of whom were of Asian ethnicity, 20 were Black, 8 were Latino, 2 were Pacific Islander, 64 were White, and 5 were "other." 13 of our tutors were between the ages of 20-29, 15 between the ages of 30-39, 12 between the ages of 40-49, 14 between the ages of 50-59, 27 between the ages of 60-69, and 32 tutors that were 70 years of age or older. 29 of those tutors were male and 84 were female. The English Conversation Circles program served speakers of 17 different language backgrounds at 10 community-based sites throughout Hayward.

4. Goals and objectives of the project.

This project seeks to provide a platform for individuals to share their stories and build community by honoring the varied experiences of Hayward's diverse population while also recognizing the common threads in our journeys. When experiences and stories can be shared, connections are able to be built across cultural divides.

1. **Objective 1:** For the learners in the Literacy Program to share their stories, empowering the individual to take ownership of their own narrative
2. **Objective 2:** To share individual stories of participants in the Literacy Program with the Literacy community as a whole, creating a deeper community and understanding
3. **Objective 3:** To create a collection of short videos to use as outreach and trainings for the Literacy Program, increasing awareness of Hayward's diversity and of the services the Literacy Program offers
4. **Objective 4:** To encourage the development of literacy skills; learners work with their tutors on writing skills, drafting, and formulating a story

5. Project timeline (activities)

Month 1	Staff creates training and template for interviewing; recruits volunteer; develops stories and interview prompts to share as examples
Month 2	Provides trainings for learners and tutors interested in participating in project
Month 3-9	Listening station will be open by appointment to record stories and interviews over a six-month time frame; participants will receive their story in the time they record
Month 10-11	Staff selection and editing of videos that have been released by the participants to the program.
Month 12	Host a screening of selected videos to the participants of the Literacy Program; finalize which videos will be used as outreach; open up Listen Station to the library as a whole

6. Evaluation of the project.

The project will be evaluated using a participant feedback survey issued at the end of each recording. The survey will ask the participants if the training was effective, to rate their satisfaction of the experience from 1-10, and will ask what can be improved and what was gained from this experience. The results of the survey will be recorded into a spreadsheet. At the end of the project, staff will gauge the interest of participants in the project by recording how many people are in attendance and use this information to decide if this project can be replicated in the future.

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

Listening Station & Service: \$1,500
 Program & Support: \$1,500
 Screening Event: \$250
 Total: \$3,250

Staff time will be absorbed into the HPL budget.

8. Sustainability analysis.

Once the Listening Station is purchased, there will be no additional costs in maintaining the device. The Listening Station is designed to be user-friendly, with built in software that enables a simple and streamlined process that makes it accessible to most users. The Listening Station would remain available to use in Hayward's new Downtown Library and be open for public use. Staff would continue to maintain levels of public interest through marketing and outreach and would share experience and best practices with library staff as a whole. The Listening Station can continue to function both independently to create personal videos and also as a tool for potential future library projects. Based on the outcomes of the final project and survey, Literacy would utilize the Listening Station in the future to create additional digital storytelling projects to reflect the everchanging and growing population of Hayward's Literacy Program.