

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

1. One paragraph project summary.

Mountain View Public Library will use grant funding to purchase hardware and software for the creation of a Lifelong Learning Lab. Four laptop computers will be purchase and loaded with the full Adobe Creative Cloud suite of programs as well as QuickBooks Pro. The public can use these programs to design a logo for their business, edit photographs to preserve personal memories, and create invoices for billable services. A subscription to the KnowledgeCity online learning platform will allow individuals to develop a better understanding of how to use these software products and further develop additional business, computer, safety, compliance, and finance skills. We will also purchase a DSLR camera with accompanying equipment to teach photography, videography, take headshots, and film practice interviews. This Lab space will provide access to new software and concepts not currently available in the library that have a price-point that prevents access for many individuals. Due to the mobile nature of the equipment, we can also take the Lab outside of our brick and mortar location to offer these types of classes in conjunction with our bookmobile services or during outreach opportunities.

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

The Mountain View Public Library serves as the primary library system for individuals that live in the City of Mountain View. In addition, we also provide services to individuals who work in the city, reside in surrounding areas, and those who pass through the community for shorter periods of time. Our library patrons are interested in technology and have a desire for access to new information. This is a community that prioritizes lifelong learning. Our patrons flock to our craft nights, coding workshops, business seminars, and more. The desire for lifelong learning opportunities, including technology based ones, is supported through strong program attendance numbers.

In addition to seeing strong attendance numbers, we have also gotten feedback from our patrons using surveys for Project Outcome. Project Outcome gives us a way to assess the outcomes our programming is having on the lives of our patrons. One of the open ended questions we ask on those surveys is "What could the Library do to better assist you in learning more?" In the survey responses for our tech programs we almost always get comments from people asking for more. They want more tech programs and workshops. They want more sessions with knowledgeable instructors. They want more opportunities to learn.

Our Library mission statement aligns with the desires of our patrons to continue learning. The MVPL mission statement reads: "Our Library is for everyone. We are a free resource helping our community connect, create, and learn." We strive to fulfill this mission statement and the addition of a Lifelong Learning Lab to our current list of services will help us continue to meet

our ultimate goal of assisting the public with new ways to create and learn. This project also fits in with one of the goals of the Mountain View City Council for fiscal year 2019-2020. The City Council seeks to “promote environmental sustainability and the quality of life for the enjoyment of current and future generations with a focus on measurable outcomes.” The Lifelong Learning Lab will provide the residents of Mountain View with new resources that will add to their quality of life and help them to realize their goals.

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

Mountain View Public Library will use the grant money to purchase four laptop computers with specialized software for public use. One of the specialized software programs we plan to purchase is the full Adobe Creative Cloud suite of products. Adobe Creative Suite has programs for editing photos, videos, audio, and graphics. In addition to Adobe Creative Suite, the Library will also purchase QuickBooks Pro software. QuickBooks Pro is industry leading software used by companies to create invoices and track expenses. It is software that is needed by many working adults, but not something that is easy to find if you want to learn how to use it. Making QuickBooks available to our patrons will provide a valuable resource for individuals looking for professional development opportunities.

These software programs will be made available to the public through classes that are designed to teach users how to work with these programs. The Lifelong Learning Lab will host at least one class per month during the grant period to teach users basic skills needed to use these software programs. We will also hold open lab hours when patrons can drop in to use the software for work on individual projects at their own pace. The Lab will be open for five hours per week. Staff will work with community partners who have expertise using Adobe Creative Suite and QuickBooks Pro to create classes that showcase the abilities of these tools.

The Library will also add a subscription to KnowledgeCity as part of the Lifelong Learning Lab. KnowledgeCity is an online learning platform that provides video based courses on a wide variety of topics. The courses are available on demand, so they can be completed at the users preferred pace. Certificates of completion are available at the end of a course so people looking for professional development opportunities can get a credential to show they have learned a new skill. KnowledgeCity will help Lab users learn about the new software additions and be useful for other patrons interested in learning about a wide-variety of other topics. The platform has courses on business, computer skills, and other areas that are of use to the adult learner. Providing this array and quality of classes in person at the Library is not a feasible option and KnowledgeCity will help fill that gap. It will provide our patrons the opportunity to learn on their own time, from anywhere, with just a library card.

The Library will also plan to purchase some additional equipment to go along with the new software acquisitions. We will add a DSLR camera and a portable backdrop with white, black, and green surfaces. This equipment will allow users to take professional headshots, record practice interviews, take product photos, and more. The last piece purchased will be a rolling case for

storing and transporting the laptops. Making the laptops easy to transport will give us the opportunity to use them for outreach classes as well. We can make the Lab mobile and lead classes in conjunction with our Bookmobile or participate in other outreach opportunities.

The Library will be able to reach a large number of individuals with the Lifelong Learning Lab. Each class can accommodate 4 individuals and the open lab hours will be able to accommodate a minimum of 8 users per week for a total of 32 minimum users per month. The KnowledgeCity online learning platform will also be available to all library users with their Library card. This new digital offering will be available to all 84,809 registered library card holders.

The City of the Mountain View is a very diverse community. The population of the City is 76,260 according to the most recent census data. During the day, the population increases to over 100,000 with all of the individuals that live and work in Mountain View, many of whom use the Library here for the convenience. The population here is 56% White, 26% Asian, 21.7% Hispanic or Latino, 2.2% Black or African American, .5% Native American, and .5% native Hawaiian. More than half of the population is between 20 and 54 years old, 25% is between 25 and 34 years old, 10.6% are over 65, and 26.8% are under the age of 18. The unemployment rate in the city is at 3% according to the US Bureau of Labor Statistics from 2019. The City of Mountain View also has a homeless population that is continuing to increase each year. The Santa Clara County count of homeless residents found that Mountain View had 416 homeless individuals in 2017. All of these individuals use the Library and would be able to benefit from the career and personal development opportunities available through the creation of the Lifelong Learning Lab.

4. Goals and objectives of the project.

Goals:

1. Offer new software that isn't currently available at the Library.
2. Provide access to additional training for the development of professional skills.
3. Provide access to tools used for the creation of photographs, videos, art, and more.

Objectives:

1. Users will learn new skills that will benefit them in the workplace.
2. Users will learn new skills that will provide outlets for creative expression.
3. Users will feel more confident when applying for jobs as a result of training on work related skills, resume help, and other services.

5. Project timeline (activities).

Activity	Month Started	Month Ended
Purchase equipment and software	October 2019	October 2019
Setup equipment and install software	November 2019	November 2019
Train staff on use of new equipment and software	November 2019	November 2019

Market Lifelong Learning Lab	November 2019	December 2019
Begin open lab hours	January 2020	August 2020
Host monthly class	January 2020	August 2020

6. Evaluation of the project.

The Library will use class attendance numbers and track sessions in the open lab to help evaluate the success of the project. The software and hardware being added to the Library through the Lifelong Learning Lab are items that have been requested directly from patrons and they are items we expect to see high usage of once they are available to the public. In addition to tracking participation numbers, we will also use Project Outcome surveys to help gauge the outcomes this new service is having for the individuals who use it. We will be able to use the responses to the Project Outcome surveys along with any other verbal or written feedback from users to help make adjustments to the offerings in the lab. If attendance numbers are high or requests for more open access hours come in, we will use this information to adjust the number and timing of open lab hours. Feedback will also help us shape the courses we offer.

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

The budget outlined below will allow the Library to purchase the necessary hardware and software to establish a Lifelong Learning Lab at the Library. We are requesting the maximum grant amount of \$15,000 to cover the majority of the costs and the Library will provide an in-kind match to purchase items that exceed the \$15,000 maximum.

Item	Quantity	Total
Apple MacBook Air 13" 1.6GHZ 126GB Silver	4	\$4,791.64
AppleCare	4	\$996.00
Carrying Case for Multiple Laptops	1	\$247.43
Canon EOS Rebel T7i Camera with EF-S 18-55mm IS STM Lens	1	\$870.91
Tripod for DSLR Camera	1	\$22.62
Carrying Case for Canon DSLR Camera	1	\$24.68
Portable Backdrop	1	\$86.10
QuickBooks Pro	2	\$598.00
Adobe Creative Cloud	4	\$3,839.52
Microsoft Office	4	\$599.96
KnowledgeCity	1	\$4,110.90
Project Total		\$16,187.75

8. Sustainability analysis.

Grant money will purchase the equipment, which the Library will be able to use for many years. We will also plan to fund the annual software subscriptions for three years. Once the Lab is established we will gather data in the form of program attendance numbers, sessions for the open lab hours, and user feedback to show that these new resources are valuable to our community. We will also use Project Outcome surveys to assess the outcomes that these new resources are creating for our users. We will be able to use this data to justify the continued need for the subscriptions when planning for upcoming budgeting cycles. Even if the software proves to be underutilized, we can create other uses for the equipment, such as doing more outreach or pairing it with additional equipment acquisitions to create new services. This feedback will also provide us with valuable information that we will use to shape the future of the Lab by adding additional resources that our users will find valuable.