

Follow Up

 Public Profile

ATT PHASE III

Process: PLA Phase 3 2024

Contact Info

Request

Documents 0

Applicant:

Sandra Solache
SSolache@MurrietaCA.gov
951-461-6141
8 Town Square
Murrieta, CA 92562 United States

Organization:

Murrieta Library 

951-304-2665
8 Town Square
Murrieta, CA 92562 United States




Contact Email History

If your organization information does not appear correct, please contact the funder. Thank you.

 Application

 Follow Up

 FollowUp Packet

 Question List



✓ Getting Started

Applications will be accepted for "2024-2025 PLA Digital Literacy Workshop Incentive, supported by AT&T" from July 26, 2024, until October 18, 2024.

The online application form must be submitted by October 18, 2024, at 11:59 PM CENTRAL

Late or incomplete applications and applications from ineligible institutions will not be reviewed.

Before applying, please review the Project Overview and FAQ to determine if this opportunity is appropriate for your library and community.

Awards Available:

- 50 Large* Libraries will be awarded \$10,000 to reach 75 learners
- 50 Small* Libraries will be awarded \$5,000 to reach 30 learners
- * The Institute for Museum and Library Services (IMLS) generally considers public libraries with a service population of less than 100,000 Small and 100,000 and up Large.

NOTE: This opportunity requires the facilitation of in-person or online workshops using specific DigitalLearn.org curriculum topics.

Workshop topics are limited to:

- Internet Basics
- Video Conferencing Basics
- Cybersecurity Basics
- Email Basics
- Computer Basics (Windows 10)
- Computer Basics (macOS 11)
- Mobile Device Basics (Android)
- Mobile Device Basics (iOS)

Project Name

To begin, please answer the question below "Project Name" by typing the following in the response text box: ATT PHASE III

Please note: There is a character limit of 12 characters. To complete this field, simply type "ATT PHASE III".

ATT PHASE III

✓ Project Lead

Note: The Project Lead is the lead representative from your library and will be the primary point of contact.

Provide all the information that is requested for the Project Lead and save the information. After clicking the "SAVE" button, you will be able to return to the application at any time and log in, using your e-mail address and password. This will allow you to edit, save, and return to your application as needed prior to the submission deadline.

Project Lead First Name

Sandra

Project Lead Last Name

Solache

Project Lead E-mail

SSolache@MurrietaCA.gov

Project Lead Phone Number

(951) 461-6141

Extension (if applicable)

N/A

Project Lead Title

Library Assistant II

Department

Adult Reference

Institution

Murrieta Public Library

Address 1

8 Town Square

Address 2

City

Murrieta

State/Territory

CA 

Zip Code

9 digits, xxxxx-xxxx. If you need to find your 4-digit sort code, you can look it up at the website of the US Postal Service.

92562-7921

ALA Membership Information

Please note that membership is not required to apply for or receive this incentive. We collect this information for internal purposes only.

I am a member of ALA and PLA 

 **The Library**

Please answer the following questions about your library.

Library Website URL

 <https://www.murrietaca.gov/1413/Library>

Library Type

Single Outlet Public Library System 

Number of Branches in Your Library System (if applicable)

Enter N/A if not applicable.

N/A

Total Population Served Annually

118,734

Library Size

The Institute for Museum and Library Services (IMLS) generally considers public libraries with a service population of less than 100,000 small and 100,000 and over large.

Indicate the size of your library.

Large

Small

Community Type

The Institute for Museum and Library Services (IMLS) defines a rural community as one that is more than, or equal to, five miles from an urbanized area and a small community to be libraries with a legal service area population of 25,000 or less. If you do not know how to categorize your community type, please review <https://www.imls.gov/search-compare/>

Suburb 

How did you learn about this opportunity?

This information will help us understand how our marketing efforts are working. Please check all that apply.

- Received an email
- Advertisement (please specify source below, if known)
- ALA website
- News article/press release (please specify source below, if known)
- Social media
- Word of mouth
- Conference program
- Other Source (please specify below)
- Unsure

If you selected "Other" please specify below.

N/A

Have You Received Funding From PLA To Support DigitalLearn Workshops Before?

No 

Proposal Narrative

Please note that each narrative section may not exceed 3,000 characters (approximately 500 words).

Community:

In your response, please include answers to the following:

Describe your library and the community it serves, including demographics, dynamics, and key issues or challenges it faces, particularly related to digital literacy and the digital divide. What should reviewers know about your library and community in order to understand your proposal?

The Murrieta Public Library serves a vibrant and diverse community of 118,734 residents, a reflection of Southern California. Our demographics are diverse, with 53.3% White, 30.58% Hispanic, 10.42% Asian, and representing mixed racial and ethnic backgrounds. While the median household income is \$106,925, suggesting affluence, the reality is more complex. Many residents grapple with economic challenges heightened by rising inflation. This financial strain emphasizes the importance of accessible resources and skill-building opportunities, which the library is uniquely positioned to provide.

Project Plan (Narrative Proposal)

Describe how your library will use incentive funds to impact the digital literacy of your community.

Identify the following in your answer:

- Specific digital literacy topics of interest*,

- Target audiences**,
- Outreach/ promotional plans,
- Potential community partners, and
- Whether your library will conduct workshops in Spanish or any other language.

*Topics are limited to the 8 DigitalLearn noted at the start of the application and on our website.

**Target audiences of particular interest are adult learners, parents, caregivers, older adults, and newly connected families.

The funds from this grant will be used to acquire a smart board, a dynamic tool that will revolutionize how we deliver our digital literacy workshops to the community. This technology will empower us to create interactive and engaging in-person learning experiences specifically tailored for our target audiences: seniors, adult learners, individuals seeking employment, parents, immigrants, veterans, and adults with disabilities.

Workshops:

- **Computer Basics (Windows):** We will offer in-person workshops on the Windows operating system, teaching learners how to navigate Windows, manage applications using the task manager, retrieve and manage files and folders, save and delete files, and more. This will appeal to adult learners of all levels and those seeking employment.
- **Internet Basics:** We will offer English and Spanish internet basics workshops to build community skills and confidence in using the Internet. These workshops will cover basic terminology, functionality, and navigation of internet browsers, search engines, and websites. This will be particularly valuable for seniors seeking to stay connected and adults looking to enhance their digital skills.
- **Email Basics:** We will offer English and Spanish email basics workshops to build community skills and confidence in using email. Participants will learn how to create a Gmail account and perform basic email functions, such as sending, receiving, and replying to emails. They will also learn to recognize spam, organize and delete emails, and search for messages. It will benefit job seekers, anyone navigating government services, and anyone looking to improve their communication skills.
- **Mobile Device Basics (Android & iOS):** We will offer in-person workshops on Android and iOS mobile devices for learners who want to learn about the basic functionalities of smartphones. These workshops will help learners build confidence in getting connected, identifying apps, and using their devices safely. It will benefit seniors and individuals with disabilities who may rely heavily on mobile devices.
- **Video Conferencing:** We will offer in-person video conferencing workshops to teach learners how to set up a personal Zoom account and gain confidence in using the platform. They will learn to engage in online meetings with their peers or participate in telehealth appointments with their doctors. This will benefit seniors looking to bridge distances and immigrants seeking to maintain ties with loved ones abroad.
- **Cybersecurity:** We will offer in-person cybersecurity workshops where participants learn to stay safe when visiting websites, creating passwords, and receiving emails or other communications from potential fraudsters. The primary goal is to increase learners' confidence and awareness in protecting themselves from scams and fraud. This is crucial for all users, especially seniors, who may be more vulnerable to online threats.

Target Audiences:

Our digital literacy workshops cater to a diverse range of community members, each with unique needs and learning styles:

- **Seniors:** Eager to stay connected, learn new skills, and access online resources.
- **Adult Learners:** Seeking to enhance their digital skills for personal or professional growth.
- **Job Seekers:** Need to navigate online job boards, build resumes, and develop digital communication skills.
- **Parents:** Wanting to guide their children's online experiences and learn alongside them.
- **Immigrants:** Striving to improve language skills, access essential services, and connect with their new community.
- **Veterans:** Transitioning to civilian life and seeking digital skills for career advancement or staying connected.
- **Adults with Disabilities:** Requiring accessible technology and tailored instruction to overcome barriers to digital inclusion.

1. Outreach & Promotional plans:

We will employ a multi-faceted approach to ensure that our workshops reach and resonate with our target audiences:

Community Partnerships: Collaborate with local organizations serving seniors, adult learners, immigrants, veterans, and individuals with disabilities. These partnerships will provide direct access to our target audiences and build trust within the community.

- Murrieta Senior Center
- MilVet - Military and Veteran Support Services
- Murrieta Veteran Affairs Clinic
- The Khan Law Firm, Inc. - Immigration Services
- Murrieta Valley Unified School District - English Learner Advisory Committee
- Murrieta Valley Adult School and Community Education
- Murrieta - Cultivating Inclusion Murrieta Gardens Senior Living & Memory Care
- Murrieta Summit Adult Transition Program

2. Targeted Advertising: Promote workshops to specific demographics using social media platforms on @murrietalibrary Instagram page by using geolocations and hashtags, Murrieta Public Library Facebook, Friends of the Murrieta Library Facebook page, City of Murrieta community newsletters, and local newspaper.

3. Accessible Marketing Materials: Ensure all promotional materials, including flyers, websites, and social media content, are

accessible to individuals with disabilities. Use clear language, provide alternative text for images, and offer translated materials when possible.

4. Word-of-mouth: Encourage the library's past participants to share their positive experiences with friends, family, and community networks. Positive word-of-mouth recommendations are a powerful tool for building trust and attracting new participants.

5. Community Outreach: Partner with community centers to offer workshops in convenient and familiar locations. This will increase accessibility for individuals who may have limited transportation options.

6. Online Presence: Maintain an active Murrieta Public Library website and social media presence to share workshop schedules, success stories, and testimonials. Provide online registration options for easy enrollment.

By implementing these outreach strategies, we will ensure that our digital literacy workshops reach our diverse audiences through our plan.

Potential Community Partners:

I will invite community partners to enhance our Murrieta Public Library digital literacy workshops. These expanded workshops will provide insights about mobile devices for both Android and iOS users. Additionally, we'll partner with a local clinic or hospital to incorporate telehealth instruction into our videoconferencing workshops.

Our potential community partners are:

- Murrieta AT&T Store | 25145 Madison Ave Ste 102, Murrieta, CA 92562 | (951) 894-3024
- Apple Promenade Temecula | 40764 Winchester Rd, Temecula, CA 92591 | (951) 326-2400
- Murrieta Springs Medical Center | 25395 Hancock Ave, Murrieta, CA 92562 | (951) 696-6000

This investment will have a lasting impact on our community. The smart board will become a permanent fixture in our library, allowing us to sustain and expand our digital literacy programs long after the grant funding ends. The interactive nature of the smart board will make our workshops more appealing and accessible, encouraging greater participation from across the community. The hands-on experience and customized instruction will ensure that participants gain a deeper understanding and retain their skills long-term. Ultimately, this grant will equip our community with essential digital literacy skills and create a fun and rewarding learning environment that fosters a lifelong love of learning. It is an investment in our community's future, ensuring that everyone, regardless of age, background, or ability, has the opportunity to thrive in the digital age.

Budget Overview:

How do you envision using the funds to support the DigitalLearn workshops? Examples include advertising, promotional or tech giveaways, food, childcare, transportation, laptops or other devices, and hiring a facilitator. (You do not need to indicate exact items or cost, this is a brief narrative overview).

We will primarily use the grant funds to invest in a smart board, which will be our most significant purchase and a valuable asset for enhancing the interactivity and effectiveness of our DigitalLearn workshops. Additionally, we will allocate some of the funds to purchase incentives for a grand prize giveaway by entering each student in a drawing to participate in the workshop. Participants will be automatically entered into the drawing for attending a workshop, adding an extra layer of excitement and motivation to their learning journey. We will also provide light snacks and refreshments during each workshop session to create a welcoming and comfortable learning environment.

26. Prior Digital Literacy Experience

What digital literacy programs does your library currently offer or has offered recently? Please include information about the curriculum used, the target audience, community partnerships, and their overall success.

Before the pandemic, the Murrieta Public Library offered "Tech One-on-One" sessions to gain insights into the community's digital literacy needs. These sessions revealed a strong preference for structured, classroom-based workshops where participants could learn from an instructor and their peers. In response, the library introduced a series of courses using the free lessons from the GCFGlobal website. These workshops covered basic digital literacy skills such as computer basics, internet navigation, email usage, and Microsoft Office applications, targeting seniors, adult learners, and individuals seeking to enhance their digital skills.

Facilitation

If selected, who will conduct your library's DigitalLearn workshops?

If selected, the DigitalLearn workshops at the Murrieta Public Library will be conducted by me, Sandra Solache.

Promotional Plan

As part of this incentive, all libraries will be provided a marketing toolkit for promoting the workshops. This will include sample text for social media, newsletters, and flyers as well as ready-to-use graphics. How would you use these resources to engage your specific community and promote your workshops? You may wish to reflect on the successful communication methods your library uses for programs.

Overall Strategy

Our strategy combines a comprehensive approach, blending traditional and digital marketing methods. This guarantees our workshops are highly visible and engaging to diverse community members. We will customize the provided marketing materials, ensuring that our language and visuals resonate with the interests and needs of each specific group we aim to reach.

✓ Commitments

Please affirm the library's commitment to each of the following practices and requirements:

- Attend or watch all onboarding webinars.
- Use any or all of the 8 DigitalLearn approved training materials developed by PLA and AT&T.
- If you are a Small library, reach a minimum of 30 learners or if you are a Large, library reach a minimum of 75 learners using the approved training materials by May 30, 2025.
- Conduct as many workshops as necessary to reach the minimum learner goals based on your library size.
- Regularly submit your workshop schedule at least four weeks before the programming date.
- Submit your attendance numbers at least once a month between December 2024 and June 2025
- Complete all workshops by May 30, 2025.
- Use Project Outcome to create surveys for use after each workshop to capture participant feedback.
- Complete the PLA-provided reporting template by June 16, 2025.
- No portion of the incentive funding shall be used for, or offset the price of, telecommunications services or equipment described at <https://www.usac.org/e-rate/applicant-process/beforeyou-begin/eligible-services-list/>.
- Permit PLA to share workshop schedules and contact information with AT&T for possible local promotion by AT&T representatives in their communications with customers. (Local promotion is not guaranteed, only available in certain regions.)
- Collaborate with local AT&T employee representatives in promoting and volunteering, where AT&T employee volunteers are available and can be accommodated, to assist at workshops. (Local promotion and volunteers are not guaranteed, only available in certain regions.)

I affirm my library's commitment.

✓ Certify Authorization

An application for a PLA Digital Literacy Workshop Phase III grant is an application for a grant from ALA, supported by ATT&T. ALA is required by law to ask applicants to identify for each application a Certifying Official, who is authorized to submit applications for funding on behalf of the applicant organization. To complete this section, you must enter all of the information that is requested.

Certifying Official First Name

Kim

Certifying Official Last Name

Summers

Certifying Official Title

City Manager

Certifying Official Institution

City of Murrieta

Certifying Official Email Address

KSummers@MurrietaCA.gov


Certification

By checking this box and submitting this application, the authorized representative for the applicant organization certifies that all statements contained herein are true and correct to the best of their knowledge and belief and that the applicant organization is neither presently debarred, suspended, proposed for debarment, declared ineligible, nor voluntarily excluded from participation in this transaction by any federal department or agency.

NOTE: You can check the status of your institution with regard to debarment at the website of the System for Award Management (SAM.gov).

I agree.

Certification Date (today's date)

 10/09/2024

✓ **Review and Submit**

Please review your application to ensure a complete submission. Once you have completed your review, click "Submit" in the bottom right corner of your screen.

You cannot make changes to your application once it has been submitted. The online application form must be submitted by the deadline of October 18, 2024, at 11:59 PM CT. Late or incomplete applications and applications from ineligible institutions will not be reviewed.

Ensure you receive messages regarding your application! Emails regarding your application status will come from administrator@grantinterface.com. Please save this email address (administrator@grantinterface.com) as a contact to ensure that you will receive messages regarding your application.