# A-G.U.I.D.E.
## Nonprofit Partner Logic Model Form

## Program/Project: ___X__A      _____B

**Organization:**       **Delray Beach Public Library**          **Contact Person**: Karen Ronald

**Program/Project Name:** CRA Sundays and Monday          **Funding Period:**      2021-2022

**Program/Project Budget $:** ___$418,000___      **Request $:** ___418,000___      **CRA Need Area:** ___Cultural Recreational___

**Brief Description:**

Continue to provide free and equitable access by remaining open on Sunday and Monday providing library services and programs during times convenient for the residents and visitors of Delray Beach. The Library serves as a key cultural, educational, and resource center for Delray Beach and surrounding communities. The library staff comprised of ten professional librarians and support staff provide a comprehensive range of free library materials, programs and services for adults, teens, and children. If the restrictions on gathering in public places are lifted and we determine that we can conduct services safely in the fall of 2021 the library is scheduled to be open seven days a week, nine months of the year, with evening and weekend hours, including Sundays during the season. The collection contains 129,818 print materials, 11,089 audio/ visual materials and 13,724 digital materials. Last fiscal year the Library had  259,520 visitors with 131,916 items borrowed with 19,301 people attending 2,282 programs. The Library collaborates with the community with 100 active community partners. The Library also provides year-round literacy based and STEM themed outreach virtual and in person programs through visits to school, senior and day care facilities introducing the library and its services and providing the opportunity to acquire a library card . During COVID we issued 1,000 virtual cards so patrons could access digital resources and assistance without coming to the library.

**Need for Program:**

Benefits derived from the public library service are difficult to qualitatively measure as they are both tangible and intangible. Economic or demographic benefits can be, to a certain extent, measured and quantified. However, intangible benefits are difficult not only to measure but also to quantify. Library usage statistics demonstrate that patrons used the collection of materials, but they do not indicate whether the information fulfilled a specific need or how important the information was in fulfilling a need. It is also a challenge to quantify the multiplier effect where a person attends a computer class, learns a new skill- such as how to apply for a job online, then gets the job and is able to invest in the local economy, purchase goods and services and eventually buy a house. Empirical data provides snapshots of individual experiences and are of value in evaluating programs and services. A study conducted by the Haas Center for Business Research and Economic Development used State Library and Archives of Florida data and survey results, the REMI (Regional Economic Models, Inc.) model and looked at the initial public investment in public libraries and redistributed the money to alternative spending activities. According to study findings "projecting forward from 2008-2040, the REMI model indicated that if funding for public libraries was reallocated across Florida government sectors, the result to the state economy would be a net decline of $15.2 billion in wages and 189,500 jobs." For 2013, the Florida taxpayer's return on investment in public libraries is calculated to be $10.18 for every $1.00 invested. In other words, taxpayers invested $496 million, but received approximately $5.55 billion in economic benefits. So, according to this formula, $418,000 in funding from the CRA for Sunday and Monday library hours amounts to a $4,255,240 return on investment. Additional findings show that for every $2,574 spent on public libraries from public funding sources in Florida, one job (in the economy, not just in libraries) is created.

**Target Audience:**

The Delray Beach Public Library serves the greater Delray Beach area, as well as the surrounding communities. Located well west of Swinton Avenue, the library is well situated to serve those communities traditionally underserved and financially underprivileged. We serve individuals of all ages, from infants to seniors, local businesses, entrepreneurs, students, job seekers, city employees, non-profit partners, and numerous civic, social, and community organizations. Students, job seekers, entrepreneurs, businesses, City employees, non-profit partners, and other individuals. As a public library we are committed to providing access to professional expertise, resources and programs to everyone, including the most vulnerable.

**Uniqueness/Justification:**

Operation of the library by a not-for-profit organization is a unique and extremely successful arrangement. The Delray Library is one of only two independent 501c3 libraries in the state that are charitable independent organizations. This status has allowed the library to be flexible and responsive to changes in public demand for quality programming, pilot new programs, evaluate them and then determine whether to continue, expand or not offer them again. Professional librarians are community educators and expert researchers, who use their expertise including extensive technological knowledge in developing content-rich classes.

**GOAL**: Unrestricted access to educational, cultural, recreational, and business information, materials, programs and services for Delray Beach and surrounding communities. By funding operational hours for the Library to be open on Sundays and Mondays these additional hours provide more convenient and flexible times for all patrons and greater access to services.

| Key Activities | Outputs | Outcomes | Impact(s) |
|---|---|---|---|
| 1. The Delray Beach Library is open Sunday afternoons nine months of the year from September through May, and Mondays all twelve months of the year, providing access to library materials, programs, and professional research services for community members and visitors. | Open Sundays - 38<br>Open Mondays – <u>46</u><br>Total - 84 | Open Sundays - 38<br>Open Mondays – <u>46</u><br>Total - 84 | Foster civic and social connectivity, inclusion, and sense of pride and community |

| | | 60,000 visitors to downtown Delray Beach and the CRA district. | Sustained activity along the West Atlantic Avenue Corridor. Provides access to information for business formation, free internet, computer access, access to knowledge and research capacities for working individuals and families |
|---|---|---|---|
| 2. Statistics provide detailed usage information on the number of visitors, new library cards issued, program attendance, and Research Services to library users. | | | |
| | | | Delray Beach as a nationally recognized arts and culture destination. |
| 3. Materials may be used on-site, checked-out, and/or via remote access. | *New adult cards issued - 1,500* *New juvenile cards issued – 200* *Total - 1,700* <br><br> *Materials Circulated:* *Print & Audiovisual Materials - 35,000* *Database Usage      8,000* *Digital Materials -    12,000* *Total –        55,000* | 1,700 patrons obtain access to free library materials, programs, and professional research services. <br><br> $1,210,000 patron savings as a result of borrowing free library materials. | Stimulate economic development within the West Atlantic CRA area and downtown |
| 4. FREE programs for all ages | *Programs presented = 225* *Program attendance = 3,000* | 60,000 value to patrons and the community as a result of attending free programs. Based on avg. cost of local program fees @ $20. | Stimulate economic development within the West Atlantic CRA area and downtown |

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| 5. FREE Research Assistance | *Professional research assistance for patrons in person, via phone, email, text, and chat -*<br>*15,000* | Over 15,000 people of all walks of life get a $225,000 value of personalized, professional assistance with their educational, informational, recreational, technological, and business needs. Based on the $15 value as recommended by the American Library Association (ALA). | Stimulate economic development within the West Atlantic CRA area and downtown |
| 5. FREE access to computers and Internet, WIFI | Save $40,000+ using library's free computers, Internet and WIFI | Based on local commercial rates, the average commercial cost for computer use is $21 per hour | Provides equal opportunity to those who do not have access elsewhere |

# A-G.U.I.D.E.
## Nonprofit Partner Logic Model Form

## Program/Project: _____A    ___X__B

**Organization:** _____Delray Beach Public Library Association, Inc._____ **Contact Person**: __Karen Ronald_____

**Program/Project Name:** ____Technology, Training and Innovation Lab Services_____ **Funding Period:** ___2021-2022_____

**Program/Project Budget $:** __80,000__ **Request $:** ___25,000_____ **CRA Need Area:** ___Economic Development_____

**Brief Description:**

As the pandemic continued through 2021 providing free and equitable access to gain marketable technology skills through access to technology, and weekly virtual programs offered through the Technology, Training and Innovation Lab responded to an even greater community need. Although due to Covid protocols we were not able to provide in-person training students, job seekers, employees, and seniors to upgrade their skills the Library re-directed resources to continue to provide basic library services and deliver them virtually. This allowed the Library to be able to continue our weekly TTIL classes. The Library's open computers were busy from the time the doors opened till evening close and virtual questions and research requests were answered 24/7. In response to demand a Business Services Librarian position was designated on staff.

We had planned to hire a full-time a professional librarian as the Community Development Librarian. However, in this economic climate it remains not prudent to do so. Instead, an existing professional librarian has assumed this position on a part-time basis while continuing with their other professional responsibilities. Despite the challenges of providing dual services the TTIL librarian has developed and delivered 52 computer classes for students, job seekers, and businesses and others. We have also been available by appointment to assist and train individuals for specific information needs such as resume development, e-government assistance, market research, online portfolio development, and comprehensive training on the use of our information rich databases such as Brain Fuse, Reference USA, and SizeUp LBI for small business development. This summer the Community Development Librarian will be available for socially distanced consultations. As we look toward 2021/2022 and a return to programming and consultation in person at the library, as well as a continuation of virtual programs we expect numbers to grow as local students, businesses and entrepreneurs look for expanded resources.

**Need for Program:**

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This coming year we will provide spaces and technology for remote learning, job interviewing, and business meetings for those we do not have access to these opportunities elsewhere.

A study conducted by the Haas Center for Business Research and Economic Development used State Library and Archives of Florida data and survey results, the REMI (Regional Economic Models, Inc.) model and looked at the initial public investment in public libraries and redistributed the money to alternative spending activities. According to study findings "projecting forward from 2008-2040, the REMI model indicated that if funding for public libraries was reallocated across Florida government sectors, the result to the state economy would be a net decline of $15.2 billion in wages and 189,500 jobs."

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**Uniqueness/Justification:**

Professional librarians are community educators and expert researchers, who use their expertise including extensive technological knowledge in developing content-rich classes. Providing free classes, customized assistance, and open lab time free of charge in the Technology, Training and Innovation Lab will provide opportunities as well as equitable access for low-income individuals.

We understand that children must develop digital literacy skills from a very early age to be successful in school, at work, in life. The Library is committed to continuing to provide free computers, Internet access, WIFI, professional staff, classes, and experiences to help bridge the digital divide between the haves and the have nots.  Monthly and weekly early literacy classes for children integrate STEAM technology into the curriculum. In addition, adult, teen, and tween students can produce original content using the recording studio and use digital cameras and specialized lighting to produce and edit  video through skills learned in new classes and open labs. We are offering new classes in WIX to learn how to develop a digital portfolio. We have also added a class in Tinkercad so students can learn how to create a 3D project model. People can submit their 3D project and the item will be printed for them. This next year we are planning to offer new classes in 3D printing where people can do the printing themselves. And we will offer training using Fusion 360 software – more advanced computer-aided design and modelling.

Free Internet access is one of the most popular services offered to the public. Job seekers, social assistance recipients, students, entrepreneurs, seniors on fixed incomes and others use the library's computers all year round. Although paused due to pandemic the library will resume formal computer classes such as:  Basic/Intermediate/Advanced Word, Basic/Intermediate/Advanced Excel, Basic/Advanced G-Mail, and an intensive 10-week courses on introduction to computers, and the Internet and Beyond. Programming in the Technology, Training and Innovation Lab is a natural extension of this programming. Libraries across the country are creating digital learning centers. This space is modeled after YOUmedia Miami at the North Dade Regional Library and the Melrose Center for Technology, Innovation and Creativity at the Orlando Public Library.

**GOAL**: Unrestricted access to educational, cultural, recreational, and business information, materials, programs and services for Delray Beach and surrounding communities. By funding the Technology, Training and Innovation Lab all patrons have greater access to services bridging the digital divide for the have and have-nots for students, job seekers, entrepreneurs and others.

| Key Activities | Outputs | Outcomes | Impact(s) |
|---|---|---|---|
| 1. Provide 100 new computer classes. | 100 computer classes | 500 students receive $100 in value per two-hour class | Bridging the digital divide is associated with academic success and robust research activities, educational and economic empowerment, workforce development, and leveraging communication tools to become socially connected and successfully in an increasingly digital world. |

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| 2. Provide 100 one-on-one instructional sessions both in person and virtually, by appointment, to assist job seekers, entrepreneurs, businesses, to develop customized research strategies and searches, digital products | 100 individuals assisted | Low-income individuals will receive assistance to apply for financial help. Students will gain knowledge about how to access databases and other resources to: Live tutors for homework help including writing proficiency; Explore careers and college majors; and Practice tests for SAT, ACT, GED and more. Job seekers will receive assistance to: Explore careers, Access practice tests, Access resume templates and live interview coaching, Produce resumes and digital portfolios. Businesses/entrepreneurs will receive customized training and assistance on market research resources. Businesses can receive help to produce marketing materials such as graphical images, videos, podcasts. All will have access to 3D printing classes. All will have access to remote videoconferencing capabilities. | Low-income individuals will receive assistance to apply for financial help. Students will gain knowledge about how to access databases and other resources to: Live tutors for homework help including writing proficiency; Explore careers and college majors; and self-directed practice tests for SAT, ACT, GED and more. Job seekers will receive assistance to: Explore careers, Access practice tests, Access resume templates and live mock interview coaching, Produce resumes and digital portfolios, websites. Businesses/entrepreneurs will receive current market information. All will be able to produce 3D models, projects, products. All will have the opportunity to connect remotely to colleagues and trainers. |

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| 3. Provide consultation for students, job seekers, businesses with content creation in open lab space | More access for individuals and collaborative learning groups to develop content creation. | Students, student groups, job teams, entrepreneurs, etc. can develop unique content for school projects, job applications, workforce projects, and business products. Products that can be developed include: training videos, music videos, podcasts, blogs, websites, 3D models, animations, audiobooks, etc. | Individuals and groups have opportunities to learn crucial educational, career and life skills while creating unique content. |
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