

## Community Connect

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### *Community Connect*

### ***Newport Public Library***

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Ms. Laura Kimberly  
35 NW Nye St  
Newport, OR 97365

reference@newportlibrary.org  
O: 541-265-2153

### ***Stacy Johns***

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35 NW Nye St  
Newport, OR 97365

s.johns@newportlibrary.org  
O: 541-574-5463

# Application Form

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## I. Instructions

Twenty selected public libraries will receive five Verizon Wi-Fi hotspots with two-year contracts and service for lending to patrons; professional development resources; assets and resources on hotspot-lending best practices; a \$2,000 stipend to cover costs associated with implementing programming, and additional financial capability resources from ALA.

*For more information, please see our*

*website: <http://www.ala.org/tools/programming/><http://www.ala.org/tools/programming/communityconnect>*

*Thank you to our partner: Capital One*

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## II. Project Director

Note: The Project Director is the lead representative from your library and will be the primary point of contact. This person will also participate in all online webinars and trainings and will be responsible for implementing the program at the library.

**Project Director First Name\***

Stacy

**Project Director Last Name\***

Johns

**Project Director E-mail\***

s.johns@newportlibrary.org

**Project Director Phone Number\***

(10 digits, xxx-xxx-xxxx)

541-574-5463

**Extension**

**Project Director Title\***

Supervisory Librarian

**Department****Library name\***

Newport Public Library

**Address 1\***

35 NW Nye St

**Address 2****City\***

Newport

**State/Territory\***

Oregon

**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.

97365

**Website\***<https://newportoregon.gov/dept/lib/>

### ***III. The Library***

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**Library Type\***

Public Library (Single Branch)

**Number of branches in your library system\***

Enter N/A if not applicable

N/A

**Total Population Served Annually\***

18,000

**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.

Rural

**Closest metropolitan area and state\***

Corvallis, Oregon

**Demographics\***

Using the most recent US Census and other data, briefly describe the demographics of the community served by the library (e.g. languages spoken other than English, unemployment rate, poverty rate, reduced lunch rate, etc.)

Economy: fishing and tourism

Students qualifying for free meals: 100%

Languages spoken other than English: Spanish, Mam

Poverty rate (estimate from Census Quickfacts county info): 13.6%. Actual current level due to COVID is much higher due to COVID impact on the tourist industry.

**Do you serve a seasonal/migrant population?\***

Yes

**If YES to the above question: How many people of your annual number are seasonal/migrant residents?**

<1000

**Number of library cards issued in ACTIVE USE (if you are at a branch, from your specific location)?\***

7200

**Does your library have Wi-Fi?\***

Yes, for patron and staff use

**Does your library already offer a Wi-Fi hotspot lending program?\***

No

## If YES to the above question: How many hotspots are in your current lending program?

### Please describe the program and its participation rate.

In response to the need underscored by COVID closures, we have acquired 11 hotspots through Tech Soup which have just arrived. We do not yet have policies or procedures in place, but plan to develop them as soon as possible in line with the goal to make online information more accessible to the whole community regardless of economic status.

## How did you learn about the Community Connect opportunity?\*

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

Received an email

## Other Source (please specify below)

## VI. Proposal Narrative

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Please note that each narrative section may not exceed 400 words.

### Project Name\*

In the text box below, please type: Community Connect

Community Connect

### Patron Internet Access\*

Describe your community's current internet connectivity and digital literacy. Do library patrons have internet access at home? Are they able to access educational, personal finance, health, or other important, trustworthy information online from home?

Prior to our building closure in mid-March, the library was the primary, regular source of internet access and computer use for dozens of regulars on the public computers, and even more on their own devices who could not afford the cost of broadband at home. Many patrons had no other place to apply for Food Handlers' cards and OLCC licenses, or to fill out their tax forms, or sign up for Social Security. Some depended on the library to provide the Wi-Fi needed for their everyday banking and online schooling, and some to search for and apply for jobs and housing.

With the rise in unemployment, many of these services have become even more important. On top of that, social isolation caused by measures to curtail the spread of COVID-19 has made online communication essential -- and without Wi-Fi, many in our community have no access to the social media options that are bridging the gap.

### Digital Capability\*

Briefly describe your library's existing capacity to meet the digital capability needs of patrons, including collections, services, and programming.

In our collection, we strive to provide up-to-date how-to books for current popular software and devices. We do not currently have circulating hardware collections such as laptops or tablets, although I believe that would be popular in our community and help fill an important community need.



Prior to COVID, our digital capability services had shifted from a classroom model addressing community needs (for example, group Beginning and Intermediate Internet classes) to one-on-one tutorials addressing individual needs, because individuals with different devices, software, needs, and skill levels, were asking many questions in class that didn't pertain to anyone else. We were finding that one-on-one tutorials were more efficient and led to higher patron satisfaction.

Our current efforts to meet digital capability needs have been limited by the building's closure to troubleshooting digital services, like Hoopla, Library2Go, and Mango, and our own catalog, over the phone.

## Personal Finance Needs\*

Briefly describe your library's existing capacity to meet the **personal finance needs** of patrons, including collections, services, and programming.

Our collections are fairly broad in the subject areas of budgeting, dealing with debt, using finance software, saving and investing for retirement, creating a budget, and entrepreneurship and career information (although some of these areas could use updating.)

Some of our patrons habitually used public computers or public Wi-Fi to access financial information online. However, we cannot offer these services in the current situation.

The library has not sponsored financially-themed programming in the past, to my knowledge, although our meeting room has been used by various groups offering retirement, social security, or investing information.

## Community Needs\*

How did you learn about your community's needs for digital capability and financial capability programming?

- User survey
- Informally talking to users
- Community partners

## Other (please specify)

### Benefits to Target Population\*

Describe how increased internet access and financial capability would benefit individuals in your target population?

Increased internet access and financial capability would be an enormous boon to many in our community whose poverty keeps them from the information and tools they need to improve their situations. Simple things like seeking housing, and employment, and finding access to financial and medical information, are all much easier online, and in many cases, no longer have a non-digital option. We have had many patrons applying for apartments or jobs who were directed to the library because the landlord or employer only accepted applications via email. Tax forms are also becoming harder and harder to access on paper, as the population is expected to use online tax services, even if they have no computer skills or internet access.

Having ready online access to forms and applications, not to mention one's own banking records and other budgeting and planning tools, has become necessary even for a modest and simple lifestyle.

## Partnerships\*

Collaboration with local organizations—such as schools, youth centers, parent groups, higher education, Cooperative Extension, government agencies, and nonprofit social service providers—is important to the success

of this project. Describe any relevant partnerships you currently have, and any new ones you plan to pursue.

**Important:** All programming must be strictly unbiased and non-commercial. For this reason, partnerships with the financial services industry (brokerage firms, banks, financial advisers, etc.) are not permitted for this exhibition and any related programming.

In the past, we've leveraged partnerships with the Rotary Club and Head Start to introduce members of our under-served Latinx community to library resources, and have had longstanding arrangements with various teachers to tour the library and learn about the various resources we offer. We also partner with Altrusa of the Yaquina Bay, Newport Chamber of Commerce, Lincoln County School District, Oregon Museum of Science and Industry, REFORMA, OSU Extension Service, Centro de Ayuda, Oregon Coast Aquarium, Oregon Coast STEM Hub, Oregon Coast Council for the Arts, and Lincoln County Library District. Many of these existing connections are fertile ground for possible financial literacy-themed programming, either on the organizing side or the publicity/audience-seeking side.

For hotspot use, we would also hope to collaborate with local government, businesses and service agencies to identify parking lots where we can provide drop in Wi-Fi hours for community members in their own neighborhoods, while supporting social distancing.

For financial capability programming, we would use our existing connections to reach out to the high school, the community college, and the Employment office to find support and audiences for workshops, whether they be online or in person. We hope to reach not only adult populations, but also fill in the gap for local high school students who are in need of financial planning support, since Life Skills is not currently an elective offered in our county.

## Proposed Program Plan\*

Please describe how you plan to implement the program. A general description of how you envision it, with relevant examples of previous programming, is fine.

The Ready, Set, Bank workshops would have to either use Zoom, (which we already have an organizational subscription to), or be scheduled for after our McEntee Meeting Room is opened up again to large groups.

The library would either use existing staff or hire a presenter, depending on the content, and we have several ideas:

- ~a life-skills or economics professor from Oregon Coast Community College
- ~an economics teacher from the school district
- ~a local funeral director to speak on death insurance and burial arrangements,
- ~the City's Finance Director
- ~an author of financial how-to books

Possible topics:

Adulting 101 Financial Series:

- ~How to Put Together a Grocery List on a Budget,
- ~How to Choose Your Financial Institution
- ~Retirement Planning
- ~Creating a Budget
- ~From Zero to Emergency Fund
- ~Personal Finance
- ~Debt reduction
- ~Estate Planning



~The Scoop on Buying and Renting  
 ~Social Security  
 ~and, author Joe Spurgeon could present a virtual Zoom program related to his book, "Everything I learned about Financial Planning came from Fairy Tales."

During any programming, we would highlight the library's financial literacy materials, as well as direct patrons to pertinent financial literacy websites and additional authoritative sources of information. We would create a web page on our library website dedicated to financial literacy with various resources and services available to our community members.

We would promote the workshops with our strong Facebook, Twitter, YouTube, and Instagram presence, by signage, and by press release to our local newspaper and news-blogs, as well as with our own newsletter, radio PSAs, and interviews on the local radio station. If in person, we like to support attendance with refreshments.

## Marketing and Outreach\*

How will you publicize and promote the hotspot lending and required programs within the library and to the community at large? Please describe opportunities through the library's regular communications (print, email, social media, radio, tv, or other), as well as any new efforts you will make.

We have a healthy and active social media presence on Facebook, Twitter, YouTube, and Instagram, and good relationships with our local newspaper and news-blogs. Our staff appear regularly on the local public service radio station, and we'd double down with interviews and PSAs on the KYAQ Spanish radio program and other Lincoln County radio stations. We also have a bimonthly newsletter and library website, all of which would be used to invite our community to take advantage of hotspot lending and financial programming.

More than 200 patrons per week drop in to pick up holds, a number that's been growing by word of mouth, and each interaction is an opportunity for us to spread the word and hand out informational flyers. The Newport Chamber of Commerce, Lincoln County School District, City of Newport, and other community partners would also help us publicize the program(s) on their own social media channels, newsletters, and websites.

When we are able start offering hotspots, our biggest issue will be long waiting lists!

## Evaluation\*

ALA is committed to understanding the impact of its programs and gathering data that will help bring this program to more libraries in the future. As a result, libraries chosen for this grant will be required to collect data on their programs, with support from ALA and evaluation consultants.

Please indicate your library's capacity and comfort level with the following, where 1= no capacity or comfort level and 5= high capacity and comfort level)

### Implement surveys for hot spot participants

5- high capacity and comfort level

### Implement surveys for financial capability program participants\*

5- high capacity and comfort level



**Track program attendance and repeat participants\***

5- high capacity and comfort level

**Participate in an interview about the program\***

5- high capacity and comfort level

**Collect information from program participants (i.e., capture success stories)\***

4

**Document/capture the circulation of the library's financial texts during the program\***

5- high capacity and comfort level

**Evaluation\***

Please describe your libraries current comfort and ability level with data collection/ evaluation efforts.

We are very comfortable with collecting hard data on collection use, and on in-person surveys and attendance numbers. We are familiar with using the features of Zoom to survey participants and "capture success stories," and would want to learn more about the different features to ensure we were able to do that effectively.

## **IV. Shipping**

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**Delivery address\***

*No PO boxes*

Newport Public Library

**Delivery address line 2**

35 NW Nye St

**Delivery City\***

Newport

**Delivery State or Territory\***

Oregon

**Local Delivery Zip Code\***

(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.

97365-3714

**Other Information**

Please include any other important information we should know about shipping equipment to your library.

**VIII. Certify Authorization**

An application for *Community Connection* is an application for an award from the sponsor of this project (Capital One). The sponsor asks applicants to identify for each application a certifying official who is authorized to submit applications for funding on behalf of the organization.

To complete this section, you must enter all of the requested information.

**Certifying Official First Name\***

Laura

**Certifying Official Last Name\***

Kimberly

**Certifying Official Email Address\***

l.kimberly@newportlibrary.org

**Certifying Official Title\***

Library Director

**Certifying Official Organization\***

Newport Public Library

**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 his or her knowledge and belief; and that the applicant organization (including, when pertinent, each additional library branch on whose behalf it is applying) is neither presently debarred, suspended, proposed for debarment, declared ineligible, nor voluntarily excluded from participation in this transaction by any federal department or agency. In addition, the applicant represents that the proposed Project Director has not been convicted or found in violation of any state or federal securities laws, has not been enjoined or sanctioned by any regulatory authority for those types of violations, and is not named as a defendant in any pending federal action alleging securities laws violations.*

*You can check your institution's debarment status at the website of the System for Award Management.*

## File Attachment Summary

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### ***Applicant File Uploads***

*No files were uploaded*







**CITY OF NEWPORT  
GRANT APPLICATION INFORMATION**

**Granting Agency:** American Library Association

**Grant Application Due Date:** August 26, 2020

**Amount of Grant, if Awarded:** \$2,000 plus five Verizon Wi-Fi hotspots

**City Match, if Any:**  
None

**City Contact:** \_\_\_\_\_

**Purpose of Grant:** Twenty selected public libraries will receive five Verizon Wi-Fi hotspots with two-year contracts and service for lending to patrons; professional development resources; assets and resources on hotspot-lending best practices; a \$2,000 stipend to cover costs associated with implementing programming, and additional financial capability resources from ALA.

**Does Grant Require City Council Approval:** To Apply ☐ To Accept ☐

**Date of City Council Approval, if Required:** NA

**Does Grant Require City Manager Approval:** To Apply ☒ To Accept ☒

Date of City Manager Approval, if Required: APL 8-12-20

Department Head Approval: Lana Kimbly  
Signature

Date of Approval: 08-12-20

Attach a copy of the grant application.