

2010-2011 Smathers Libraries Mini Grant

APPLICATION COVER SHEET

X Check here if this is your first grant application where you will be serving as a principal investigator (PI).

Principal Investigator (PI) Name: Barbara Hood

Department: Administration Email: bhood@ufl.edu Phone: (352) 273-2505

Title of grant application project: A New Internship: Focus on One Collection

Project abstract (no more than 100 words):

The library development office seeks to establish the feasibility of establishing a **New Internship: Focus on One Collection** position for library-related PR and marketing, development and grantsmanship training that will focus on a single collection. The project team has selected the Isser and Rae Price Library of Judaica as the collection with the greatest potential and focused needs in these areas. This year marks the 30th anniversary of the Price Library, which holds the largest Jewish Studies collection in the southeastern United States. The intern will research other Judaica libraries and promotions and prepare target promotional materials and funding proposals.

Funds requested (Limit of \$5,000): \$4,344

Describe how the 10% mandatory cost share will be met (be specific): \$5,345.00 total from the salaries of Barbara Hood (PI), Bess de Farber, Sam Huang, Rebecca Jefferson and Kaitlin Wilson.

Please list the library resources to be used in this project and the name of the person authorizing the intended use and date authorized. Each authorizing person must initial their approval and availability of resources for this project. If you need more room, continue on a separate page.

Resources Required for Project as applicable including cost share contributions	Authorizing Individual	Approving Initials	Date Authorized
		SH	10/12/10
Development Office	Sam Huang		
Collection Management	Diane Bruxvoort	db	10/12/10

Submitted by:

Barbara Hood

PI Signature

10/12/2010

Date

Approved by:

Samuel Huang

Dept. Chair Signature

10/12/2010

Date

Description of the Project

This application seeks mini grant funding to determine the feasibility of establishing a **New Internship: Focus on One Collection** position for library-related public relations and marketing, development and grantsmanship training that will focus on a single collection. Project goals include:

- Training and mentoring an MLS/LIS student or recent graduate from the USF or FSU graduate programs in practical application of library PR and marketing, development and grantsmanship, using their knowledge of professionalism and librarianship gained through their graduate programs;
- Establishing protocols for repeating the internship into future years, concentrating on a different collection;
- Building a greater awareness of and potential for funding for a collection in need of additional resources

The New Internship Project represents the development team's first foray into a holistic integrated internship approach for establishing support within library administration. Previously, there were two public relations interns who focused on: 1. Only graphic design; 2. General PR assistance as needed for any given project. These two examples are the only internship experiences within the development team in the history of the libraries.

To ensure that the New Internship Project concept succeeds, the project team has selected the Isser and Rae Price Library of Judaica as the collection with the greatest potential and focused needs in PR and marketing, development and grantsmanship. This year marks the 30th anniversary of the Price Library, which holds the largest Jewish Studies collection in the southeastern United States.¹ The Price Library supports many of UF's academic programs including history, women's studies, philosophy, world languages, journalism, anthropology, literature, sociology, religious studies, fine arts, political science, law and Jewish Studies.

The project team has partnerships with the two library science graduate schools in Florida who have agreed to promote the opportunity to their students and recent graduates. The project will offer one MLS/LIS student or recent graduate ongoing training in these three disciplines while building broader awareness of a collection with the potential for greater local, national and international exposure. The guidelines for the internship will be developed by the current temporary OPS employee who was the intern in last year's library mini-grant funded project, the Digital Military Newspaper Library (DMNL).² For this project, Kaitlin Wilson, a LIS student at the University of South Florida, was hired to intern for the Digital Library Center (DLC). One element of Wilson's work with the DMNL was outreach and promotion, for which she worked with library administration in PR and marketing, development and grantsmanship. Her efforts resulted in ALA recognition for the DMNL as "Digital Library of the Week," articles in the *Jax Air News*, *The Gainesville Sun* and the Military Librarian Division of the Special Library Association's newsletter, *Military Libraries*, and links on several history websites. Additionally, several brochures and news releases were produced and mailed to targeted organizations to raise awareness of the DMNL project nationally. As a result, the DMNL has received funding and the donation of a digitized military newspaper to add to the collection.

In collaboration with the Price collection curator, the project PI will supervise and work with the student on the plan for executing the schedule of activities, allowing for research into new resources, new grant and donor opportunities. The intern will learn about the Price Library of Judaica from the curator; research Judaica libraries and library promotion; receive orientation of library public relations and marketing, development and grantsmanship programs. Following the introduction the intern will

prepare promotional materials including but not limited to a virtual exhibit, press releases and news articles relating to the collection and focusing on the 30th anniversary, direct mail program, assist with the production of new signage in the collection, research grant proposals and other funding opportunities, and update the protocol handbook for future interns should funding be acquired.

Why This Project is Important

The project team determined the need to establish a new internship position for this project through experience in the past two years working together as a team to meet the promotional, development and grantsmanship needs of the libraries and its collections. Throughout, the team has been frustrated by the sheer number of extant library projects, grants and fund raising opportunities for which it could not provide the depth of focus required. In considering the options available, the team witnessed the success of last year's DLC digital military newspaper library mini-grant project and seeks to capture and replicate the success of what the intern accomplished for that collection.

This project will produce the following benefits:

- Enhance and provide depth to the existing promotional, development and grantsmanship activities for the Judaica library. During this occasion of the celebration of its thirtieth anniversary, it is an opportune time to focus on the library to expand local, national and international awareness, development and grant funding opportunities;
- Serve as a pilot project for an ongoing internship program to focus on one specific collection;
- The Association of College and Research Libraries (ACRL) Division of ALA has placed a strong focus on recruiting to the profession of academic librarianship, particularly academic library administration.³ The **New Internship: Focus on One Collection** will offer training administration library for future librarians, thus supporting this goal of ACRL, of which UF Libraries is a member.
- New librarians seek mentoring as a critical element of their professional life.⁴ This program will offer mentorship and experience in PR and marketing, development and grantsmanship (these are not covered in the academic programs), exposing a new library professional to these areas.

Similar Projects in Academic Libraries

The **New Internship: Focus on One Collection** is a unique program for an academic library. Through extensive search of databases and library journals, only three similar examples were found and are listed below for review:

- The University of New Mexico Libraries recently had a full-time, 12-month resident fellowship program but it did not focus on the promotion, development and grantsmanship areas of administration.⁸ This program is no longer offered because of a lack of funding.⁹
- North Carolina State University Libraries has a competitive fellowship program for new librarians. It offers one annual fellowship per year: a salaried, full-time temporary faculty appointment. Although this program is the only one of its kind, it does not focus exclusively in library PR and marketing, development and grantsmanship. The program only accepts applications from LIS graduates.
- The University of Arizona offers a library administration internship for MFA graduate students in creative writing. The program is not intended to attract or serve MSL/LIS graduate students. This internship focuses on promotion of the library's poetry special collection.¹⁰

Resources Needed

Beyond the requirement of \$3,993 for the intern and \$350 for advertising, the only resources necessary to complete the project are the effort provided by the project team.

Action Plan

Time	Activities and Responsible Parties
October	<ul style="list-style-type: none"> Preplanning for project and promote internship through USF and FSU Complete handbook for intern to follow based on activities during the DMNL mini-grant
November	<ul style="list-style-type: none"> Select the intern and complete OPS hiring process Intern completes orientation of Judaica collection, public relations and marketing, development and grantsmanship programs Grants manager determines feasibility of applying for IMLS Laura Bush 21st Century Librarian Program funds for 2011 internship
December	<ul style="list-style-type: none"> Develop action plan for each of the three disciplines listed above. If feasible, grants manager will apply for IMLS Laura Bush 21st Century Librarian Program for 2011
January-February	Intern, in collaboration with curator and project team will: <ul style="list-style-type: none"> develop and produce promotional materials related to the 30th anniversary celebration create new signage for the collection develop and place ad in AJL newsletter promoting the Price Library of Judaica determine feasibility of applying for LSTA grant funds
March	Intern, in collaboration with curator and project team will: <ul style="list-style-type: none"> prepare articles to submit to academic library journals, newsletters, websites research grant opportunities complete LSTA application if feasible develop and place ad in AJL newsletter promoting the collection
April	Intern, in collaboration with curator and project team will: <ul style="list-style-type: none"> identify and develop mailing list for publication venues to promote 30th anniv. post-event create and distribute articles and news releases with photos promoting the 30th anniversary post-event
May-June	Intern, in collaboration with curator and project team will: <ul style="list-style-type: none"> update the handbook with lessons learned and new strategies for activities evaluate the success of the internship create and present project presentation to interested library staff complete internship
September	Project team will: <ul style="list-style-type: none"> generate a call for interest to collection managers for submission of proposal for 2011
October	<ul style="list-style-type: none"> complete final report (If funds are available) promote internship through USF and FSU MSL/LIS

Project Success Measurement

The success of the project will be evaluated by the project team, the curator and the intern. The project will be evaluated using the following criteria: promotion that generates greater use of the collection for teaching and research among faculty, students and the general public; number of published articles or mention of the Judaica collection in new venues; funding received to support the collection; demonstrated ability by the intern to use effective PR and marketing, development and grantsmanship strategies and practices.

Long Term Financial Implications

Future hiring of a MLS/LIS graduate student intern or recent graduate intern in future years will be dependent on donor funding. It is estimated to cost approximately \$5,000 per year to support this program. The development team is confident that project results will yield future donor contributions.

MINI GRANT PROGRAM DOCUMENTATION

Mini Grant Budget Form

Please add lines to table as needed. If you need help completing this form, please contact Bess de Farber, PH# 273-2519.

Name of Person	Salary times % of effort	Grant Funds	Cost Share	Total
Barbara Hood (PI)	2.00%	\$0.00	\$1,347.00	\$1,347.00
Bess de Farber	1.00%	\$0.00	\$1,050.00	\$1,050.00
Sam Huang	0.50%	\$0.00	\$818.00	\$818.00
Kaitlin Wilson (OPS)	7.50%	\$0.00	\$410.00	\$410.00
Rebecca Jefferson	2.00%	\$0.00	\$1,720.00	\$1,720.00
Intern -- 26 weeks	390 hrs@\$10/hr 100.00%	\$3,994.00		\$3,994.00
SUBTOTAL		\$3,994.00	\$5,345.00	\$9,339.00

2. Equipment

Item	Quantity times Cost	Grant Funds	Cost Share	Total
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
SUBTOTAL		\$0.00	\$0.00	\$0.00

3. Supplies

Item	Quantity times Cost	Grant Funds	Cost Share	Total
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
SUBTOTAL		\$0.00	\$0.00	\$0.00

4. Travel

From/To	# of people/# of days	Grant Funds	Cost Share	Total
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
SUBTOTAL		\$0.00	\$0.00	\$0.00

5. Other (services vended, etc.)

Item	Quantity times cost	Grant Funds	Cost Share	Total
Ads in Jewish newsletters	TBD	\$350.00	\$0.00	\$350.00
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
		\$0.00	\$0.00	\$0.00
SUBTOTAL		\$350.00	\$0.00	\$350.00

Total Direct Costs (add subtotals of items 1-5)	Grant Funds	Cost Share	Total
	\$4,344.00	\$5,345.00	\$9,689.00

APPENDIX A

References

¹ University of Florida George A. Smathers Libraries. "The Isser and Rae Price Library of Judaica," <http://www.uflib.ufl.edu/cm/plj/PLJ.html>. Retrieved 20 September 2010.

¹ Fall 2009. The Digital Military Newspaper Library. Will Canova, PI.

¹ The Association of College and Research Libraries. "Recruiting to the profession" <http://www.ala.org/ala/mgrps/divs/acrl/issues/recruiting/recruitingprofession.cfm>.

Cross, Jeanne (2005). Opportunities for internships in library administration: results of a survey commissioned by the LAMA education committee. *Library Administration & Management* 19:4, 193. ABI/INFORM.

¹ Todaro, Julie Beth, Abramson, Jenifer, Hawthorne, Pat, Kaplowitz, Joan, and Leslie McMichael. "Voices of the Future: Next Generation Professionals Talk with ACRL President Julie Beth Todaro." http://www.acrl.org/ala/mgrps/divs/acrl/issues/recruiting/ucla_dis_students_fo.pdf.

¹ Association of Research Libraries. "Resources". <http://www.arl.org/resources/careers/residencies/index.shtml>.

¹ UF Digital Collections: Judaica Collection. <http://ufdc.ufl.edu/iufjudaica>

¹ Ibid.

¹ University of New Mexico Libraries. "The University Libraries Residency Program." <http://elibrary.unm.edu/residentprogram/>.

Neely, Teresa and Beard, Megan. (June 2008). "Recruiting and retaining academic research librarians: post MLS residency programs." *College & Research Libraries News*. 314-315.

¹ See Appendices for communication with Teresa Neely, Associate Professor and Director of University of New Mexico Zimmerman Library. Dr. Neely offered very helpful information on the development of such a program.

¹The University of Arizona. "Internships." http://english.arizona.edu/index_site.php?id=665.



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Collection Management Div/
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www.uflib.ufl.edu/cm/plj/PLJ.html

Dear Ms Hood,

I am writing in support of your mini grant proposal to establish a pilot Library Science Graduate Internship/Post-graduate Fellowship to raise awareness of Library collections in general and the Price Library of Judaica in particular.

This is an excellent idea as there is clear need in the Libraries for additional trained staff to work in a focused way upon individual collections. It would certainly be very helpful to the staff of the Price Library of Judaica to have an additional, qualified person to work with us in developing our outreach.

Indeed, the timing of this project coincides perfectly with a major event that the Judaica Library is planning for spring 2011. This event – the re-dedication of the Library in honor of its 30th anniversary – will include an exhibition and a large celebration which we hope will bring wider attention to the collection. We are also hoping that the event will serve as a springboard to re-establish state-wide community ties and generate smaller events around Florida. The outcome of the re-dedication and its subsidiary events, we believe, will also help us in our fundraising efforts.

Nevertheless, we will require a great deal of assistance, particularly in handling certain aspects of our outreach such as developing publicity for the event, establishing ties, and compiling mailing lists. It would be very reassuring to have that help in the form of someone who will be supervised by professional staff with a wealth of experience in planning major events.

Kind regards,

Rebecca Jefferson
Head, The Isser and Rae Price Library of Judaica

Hood, Barbara J

From: Stephanie Haas [schaas@gmail.com]
Sent: Tuesday, October 12, 2010 2:42 PM
To: Hood, Barbara J
Cc: de Farber, Bess Gail
Subject: Re: letter of support for mini-grant proposal

Dear Barbara,

It is becoming increasingly obvious that future academic librarians will need a set of skills beyond the traditional skills honed in library/information degree programs. While technology represents one burgeoning area, funding related skills including grant writing, fund raising, and public relations will be key assets in the resumes of librarians seeking positions in the future. Within the last five years we have witnessed the growing use of these types of skills within the University of Florida library system.

I applaud your efforts to broaden the training of new librarians in these areas. Your choice of the Judaica collection in association with its anniversary is well timed to assure success of the intern selected. Developing a training program with the colleagues you mention will provide a model for future similar endeavors. It is easy to imagine this program's adoption by other academic institutions and with some modifications for a host of other libraries.

From my perspective as a grant writer over the last ten years, I think your proposal is excellent, well planned, and will provide immediate and long term benefits to the UF libraries, the University, and the profession. If there is any additional assistance I can provide, please do not hesitate to contact me.

Sincerely,

Stephanie Haas
University Librarian (Emeritus)

The Price Library of Judaica is one of the hidden jewels of UF and Gainesville. Filled with an amazing collection of Jewish literature, it is also one of the least known and utilized collections. Increased promotion and utilization would only enhance the status of UF as an academic institution, both within Florida and around the world.

UF Hillel is happy to promote the Price Library of Judaica through announcements on our website, newsletter, blogs, etc. We would be honored to host a program related to the collection and have pieces available for students and the community to explore at Hillel.

Keith Dvorchik, Executive Director
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