



# Getting the Story Out: Amplifying Grants' Impact

Dennis Nangle

# Getting the National Story Out- Who

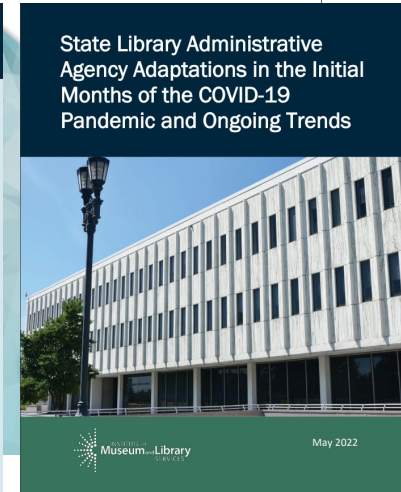
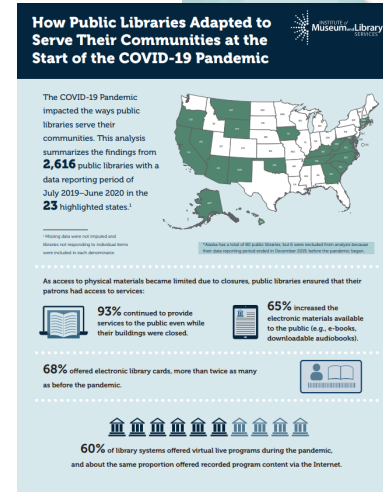
- Who do we (G2S) communicate with?
  - IMLS leadership
  - IMLS communications team
  - Congressional liaison
  - Our programmatic counterparts (OLS-Discretionary)
  - Library field
  - General public



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# Getting the National Story Out- How

- How do we (G2S) communicate?
  - Annual reports and budget justifications
  - Research briefs
  - Conference presentations
  - Blog posts and articles
  - Publicly-available web site data, both raw and organized





# Communications Opportunities

- Send any news or project coverage to your Program Officer
- Talk to your Program Officer about any aspect of your State Library's projects



# Ways to Use Social Media

- #IMLSgrant (across social media platforms)
- Don't forget to "@" us!
  - Facebook: @Institute of Museum and Library Services
  - Twitter: @US\_IMLS
- Capture social media content for SPR reporting





# What Does It Mean to Be “Exemplary”?

- Any aspect of a project that you feel deserves recognition or attention
- Helps communicate to your Program Officer which projects are worth emphasizing to various IMLS and external stakeholders
- Becomes a search filter in the Public View (SPR)
- It does *not*:
  - Suggest the project is perfect
  - Expose the project to undue scrutiny



# IMLS Acknowledgement Refresher

- Grantee Communications Kit:  
<https://www.imls.gov/grants/grant-recipients/grantee-communications-kit>
  - Minimum acknowledgement: “Institute of Museum and Library Services”
  - Consider: “federal” funds
  - Optional: “LSTA” or state library references
- Empower your subrecipients as well
  - Most notably: conference presentations (use logo, statements on opening/closing slides, attendee post-attendance reports)

# Attribution on Equipment/Materials



ALABAMA PUBLIC LIBRARY SERVICE

*Supporting Public Libraries Statewide*

***This equipment was purchased  
using LSTA / ARPA grant funds.***

**LS-250192-OLS-21**



INSTITUTE of  
Museum and Library  
SERVICES





**Goal 1: Develop a competent, literate and knowledgeable citizenry that can benefit from increased educational opportunities and a lifelong love of reading and learning.**

- Projects include:
  - Literacy programming, such as HomeworkLouisiana, early literacy programs, and adult literacy programs
  - Talking Books and Braille Library materials and programs
  - Children's programming, including the Collaborative Summer Library Program (CSLP) and the Louisiana Readers' Choice (LRC) program
  - Interlibrary loan services and training
  - Louisiana Library Connection (LaLibCon) virtual library for statewide databases and e-resources
  - Services to prisons
  - Louisiana Book Festival



"The State Library of Oregon provides leadership and resources for all Oregonians to have access to the information essential to be engaged citizens, to strengthen our communities, and to build a prosperous state. The IMLS Grants to States Program supports access to information and library services statewide by funding projects and activities at the state and local level. Through collaborative projects and statewide contracts, this funding enables citizens in remote areas to share the same cultural and informational resources as those in more populous areas."

**--Wendy Cornelisen, State Librarian, State Library of Oregon**

## Project Examples

### American Citizenship and Beyond - Ferguson

Ferguson Library created the American Citizenship and Beyond project in response to the needs of a growing multicultural community. Each year, the city of Stamford welcomes scores of new immigrants who hail from throughout the world. In order to facilitate assimilation, the library expanded its English language literacy offerings and began a series of workshops that position students on a path to citizenship. Students in the citizenship classes were formally assessed in knowledge of language, civics, and American history. In addition to exam preparation, the library offered presentations and clinics on the processing and filing of naturalization applications. The project served more than 125 people. As a direct result of their participation, five students became citizens and three planned to take the citizenship exam after the grant period. More than 95 percent of the students reported that they have a better grasp of the English language and are working toward retaining the concepts in civics and American history.

IMLS Funds: \$7,475



### Learning Labs - James Blackstone Memorial Library

The James Blackstone Memorial Library expanded its teen Maker program by creating Learning Lab classes on 3D file creation and printing, Arduino circuitry and coding, and wearable technology construction. Library staff purchased supplies and equipment to accommodate additional participants, offered classes at more times, and added related materials to library circulation. Of the 43 Learning Labs participants, only four had previously attended teen programs at the library. In the post-class evaluation, students indicated that they enjoyed the program and liked designing and creating real projects.

IMLS Funds: \$6,458



### Statewide Delivery System (deliverIT CT)

IMLS funds underwrite part of the cost of physical materials delivery among the state's public and academic libraries. The delivery system, named deliverIT CT (formerly Connecticut or Ccar), is the backbone of the state's resource sharing. The system enables reciprocal borrowing in Connecticut. This means that physical items (books, DVDs, CDs, etc.) borrowed from participating institutions may be dropped off at any library. Borrowers can use their hometown library cards in any public library in Connecticut and materials will be returned where they belong. The project also supports interlibrary loan through delivery of user-requested library materials between libraries in the state. A volume study conducted during the grant period estimated that deliverIT CT delivers approximately 2.5 million items annually.

IMLS Funds: \$400,808





# State Profile Page Updates- Coming Soon

- Updated project highlights (from 2020 SPR)
- Review current State Librarian quotes
- 2023-2027 Five-Year Plans
  - Links to full PDFs
  - “Abridged” Highlights



# IMLS Site Changes

- New IMLS website features that showcase state libraries and grants
- Interactive Map
- State Details




# IMLS Site Updates- Explore Your State

## Explore Your State

Fiscal Year 2021

[Grant Stories](#)



Mississippi

From 2013 to 2015, the Mississippi Library Commission developed and implemented the Mississippi Library Leadership Institute funded by IMLS. Designed for MLS-degreed librarians with less than fifteen years of professional library experience, the institute focused on developing participants' 21st century skills in the areas of critical thinking and problem solving, communication, and leadership and responsibility. As part of the training, participants were required to develop and implement a project in partnership with a local non-profit, educational, or other governmental entity. The institute resulted in a pool of dedicated

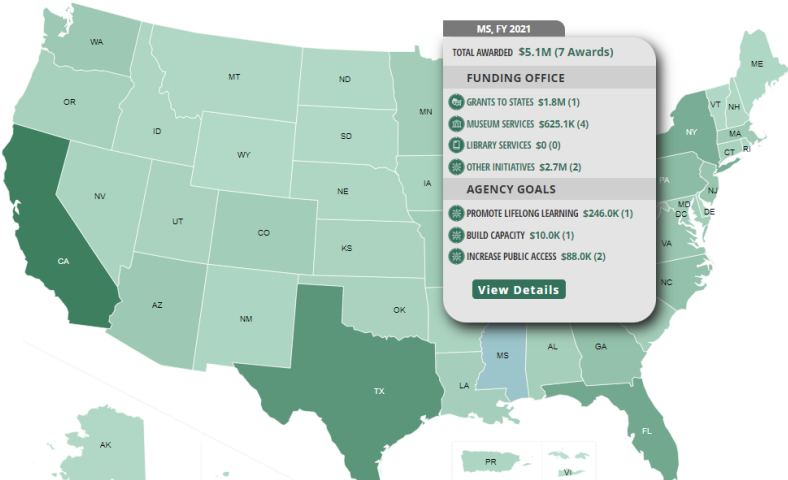
*Click on the map to see more details*

\$ Awarded  # Awards

Per Capita  
 National Medal Recipients

Grant Type: Grants To States

Geographic Boundary: State



MS, FY 2021

TOTAL AWARDED \$5.1M (7 Awards)

**FUNDING OFFICE**

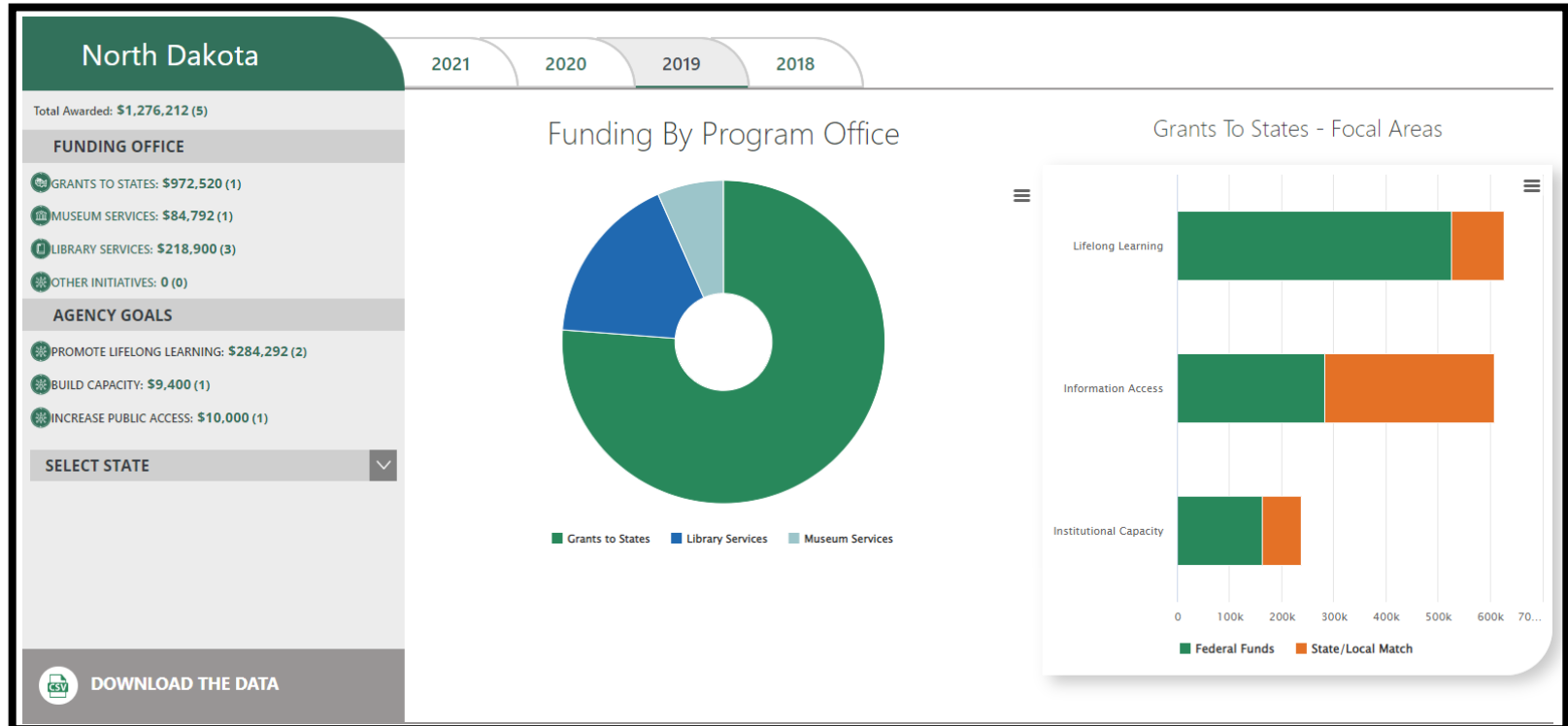
- GRANTS TO STATES \$1.8M (1)
- MUSEUM SERVICES \$625.1K (4)
- LIBRARY SERVICES \$0 (0)
- OTHER INITIATIVES \$2.7M (2)

**AGENCY GOALS**

- PROMOTE LIFELONG LEARNING \$246.0K (1)
- BUILD CAPACITY \$10.0K (1)
- INCREASE PUBLIC ACCESS \$88.0K (2)

[View Details](#)

# IMLS Site Updates- State Dashboards





# The “Public View” of the SPR

- URL: <https://imls-spr.imls.gov/Public>
- Contains SPR submissions from 2014 onward
- SPR elements *not* in the Public View:
  - Budget detail
  - Additional materials

# SPR = Communications

- Public View expands the potential audience of SPR material
  - IMLS
  - Library Field
  - General Public (including elected officials)
- Consider these audiences when writing/reviewing your SPR



# SPR Public- “View Summaries”



## View SPR Summaries

Use the fiscal year and state options below to view summary reports across all relevant projects funded by state libraries through Grants to States.

<b>Choose Fiscal Year(s)</b>	<b>Choose State(s)</b>	<input type="button" value="Go"/>
<input checked="" type="checkbox"/> All Fiscal Years	<input type="checkbox"/> Minnesota	
<input checked="" type="checkbox"/> 2014	<input type="checkbox"/> Mississippi	
<input checked="" type="checkbox"/> 2015	<input checked="" type="checkbox"/> Missouri	
<input checked="" type="checkbox"/> 2016	<input type="checkbox"/> Montana	
<input checked="" type="checkbox"/> 2017	<input type="checkbox"/> Nebraska	

<b>Total Projects</b>	<input type="text" value="1434"/>
<b>Allotment</b>	<input type="text" value="\$31,127,762.00"/>
<b>LSTA Funds Expended</b>	<input type="text" value="\$21,477,360.14"/>
<b>Total Matching Funds</b>	<input type="text" value="\$17,463,687.8"/>

<b>Number of subaward applications</b>	<input type="text" value="1171"/>
<b>Number of subawards funded</b>	<input type="text" value="1010"/>
<b>Number of applicants</b>	<input type="text" value="609"/>
<b>Number of applicants receiving subawards</b>	<input type="text" value="558"/>
<b>Total amount of subaward funds requested</b>	<input type="text" value="\$11,023,848.22"/>
<b>Total amount of subaward funds awarded</b>	<input type="text" value="\$9,587,332.85"/>

### Project Counts by Focal Area

Lifelong Learning	598
Information Access	175
Institutional Capacity	654
Employment & Economic Development	0
Human Services	1
Civic Engagement	6



# Subaward Info

Home

Projects

User Reports

Account Management

Manage Subrecipients

Subaward Info

State Goals

State Info

Subrecipient Access

User Info

Help

## Subaward Information

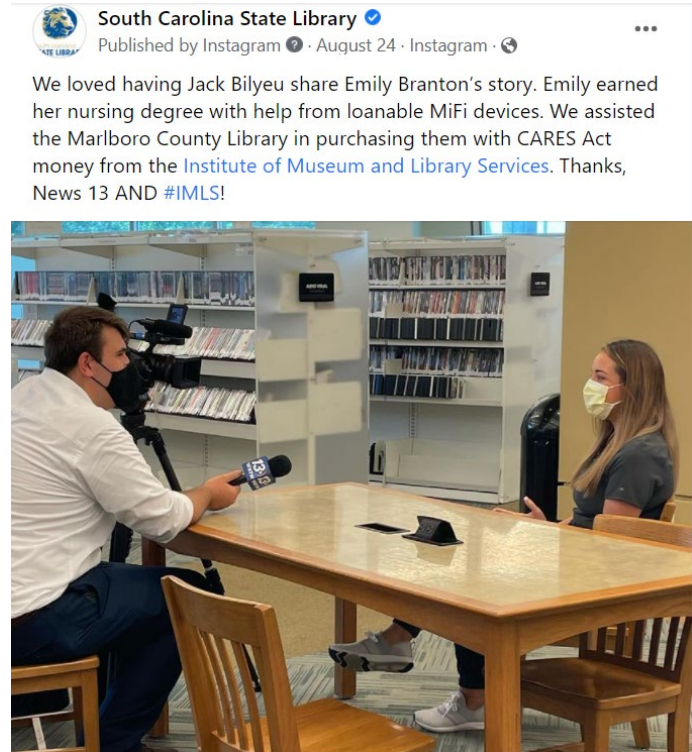
Select a fiscal year: 2019 ▼

State	MO
Number of subaward applications	268
Number of subawards funded	192
Number of applicants	120
Number of applicants receiving subawards	107
Total amount of subaward funds requested	2281634.40
Total amount of subaward funds awarded	1946115.70

Update Cancel

# Lessons Learned from CARES and ARPA

- “up to the minute” communication was invaluable to IMLS
- Examples: sharing press releases with us, mentioning IMLS in social media, casual, informal email updates





# Communications vs. Advocacy

- FAQ: When is it allowable to train library staff to tell their story?
- Important to distinguish between communications training and marketing/advocacy
- Think about your five-year plan
- Important to keep LSTA-funded projects the focus of communication work

**Thank you for your ongoing  
communication efforts!**