

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

One page only. This page will be shared electronically with Grant Panel Members & Fund Advisors.
Note: If Philanthropy Network's Common Grant Application is used, CCCF's **Summary Sheet MUST accompany application.**
To obtain an electronic version of this application, visit www.chescocf.org

Date 9/9/2022

Contact Information

Organization Name: Coatesville Public Library Association d/b/a

Coatesville Area Public Library

Address: 501 E. Lincoln Highway Coatesville PA 19320

Phone: (610) 384-4115

Website: www.coatesvilleareapubliclibrary.org

Year Incorporated: 1946

FEIN: 23-1365314

ED/CEO Name: Spencer K. Williams

ED/CEO E-mail: pwilliams@ccls.org

Board Chair Name: Carolyn Johnson, Esquire

Board Chair Approval (check here):

Primary Contact Name: Spencer Williams

Primary Contact E-mail: pwilliams@ccls.org

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

Mission:

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served):

City of Coatesville, Modena and South Coatesville Boroughs, and the townships of Caln, East Fallowfield, Valley and West Bradford.

Describe Population Served & Annual Number of People Served: The CAPL serves 36,000 residents in the greater Coatesville area. This includes children of all ages, adolescents, adults, and seniors.

Annual Budget \$ <u>309,756.88</u>	<u>4</u>	# of Full-Time Equivalent Paid Staff
<u>82</u> % of budget for program expenses	<u>6</u>	# of Board Volunteers
<u>16</u> % of budget for administrative expenses	<u>10</u>	# of Active Non-Board Volunteers
<u>2</u> % of budget for fundraising expenses	<u>400</u>	# of Volunteer Hours
<small>100 % total</small>		

Top 3-5 funding sources: Commonwealth of Pennsylvania, Chester County, local municipal funding, individual donors, foundation funding

Is this grant proposal for: Capacity Building or General Operating ?

If Capacity Building Proposal, the focus is:

Mission, Vision & Strategy Governance & Leadership Partnerships & Collaborations

Fundraising, Development & Marketing Technology Other: _____

Grant Amount Requested from the Community Foundation: \$ 4,570

Proposal Summary: The Coatesville Area Public Library is respectfully requesting \$4,570 to enroll in both the American Library Association and the Pennsylvania Library Association, & to attend their annual conferences to provide professional education and leadership development for the Executive Director

Coatesville Area Public Library Capacity Building Request

1. Nonprofit's history, goals, key achievements & distinctiveness

Since 1946, the Coatesville Area Public Library (CAPL) has served a crucial role in the social, educational, and personal development of the residents of the greater Coatesville area. During this time, Chester County has experienced a seismic change in character, transitioning from rural farmlands with a few semi-urban centers to suburbs housing workers commuting to Philadelphia and to a multitude of light industrial and professional businesses, many of them offering high paying jobs in technology and pharmaceuticals. While the rest of Chester County experienced an economic boom and an influx of job opportunities, the exact opposite happened in the City of Coatesville. Due to the downturn of the steel industry, unemployment for residents of the greater Coatesville area significantly increased. A lack of private investment and very limited public transportation has resulted in prolonged social and economic hardships for residents, particularly those living in the City of Coatesville. Today, over 25% of residents live in poverty, which is often multi-generational. Families struggle to meet their basic needs for food, safe housing, medical care, and job training. Many family structures are fractured due to incarceration, substance abuse or death of parents of young children. Simply put, the social and economic issues faced by residents in the City of Coatesville represent an anomaly in the wealthiest county in the Commonwealth.

Throughout these significant changes, the CAPL remains a steady force for good by providing information, programming, and technology for the 36,000 residents of the area. The CAPL's mission is to promote literacy, build community and enrich lives. During 2021, the CAPL provided 114 educational and cultural programs to over 1,680 participants.

As a public library, it serves all residents equitably, regardless of their social or economic status, providing both traditional and non-traditional services to community members. While the traditional view of a library as a place to do research or to check out books remains strong, the CAPL also provides many non-traditional services as a centralized source of information regarding public and private benefits and community organizations which address the needs of low-income families. Director Spencer "Penny" Williams has forged organizational partnerships with a variety of human and social service providers who are working to meet the community's needs, with the library hosting and promoting these programs.

The CAPL's 8 public computers allow residents without home computers or internet service the ability for children to complete homework assignments and for adults to search for job training and employment opportunities. The library also hosts recruiting events for local companies and PA Career Link programs.

2. Funding request

• Description of key initiatives:

CAPL Executive Director Spencer "Penny" Williams is respectfully requesting \$4,570 to obtain memberships for the ED and the Assistant Director in both the American Library Association (ALA) and the Pennsylvania Library Association (PaLA). The ALA is the national professional organization representing librarians in all specialties, whose mission is "To provide leadership for the development, promotion, and improvement of library and information services and the profession of librarianship in order to enhance learning and ensure access to information for all."

The ALA is committed to action in eight key principles: Advocacy for Libraries and the Profession, Diversity, Equitable Access to Information and Library Services, Education and Lifelong Learning, Intellectual Freedom, Literacy, Organizational Excellence and Transforming Libraries. The ALA provides resources to educate and train members to promote these principles for the benefit of their communities. Just as the local library expands the world for community members of all ages, the ALA expands the library world for professional librarians. As stated on the ALA website, membership provides "professional development, advocacy, and engagement opportunities, ALA members gain valuable skills and build connections that advance careers. ALA opens new opportunities for progress, both as a professional and a profession."

Coatesville Area Public Library Capacity Building Request

The Pennsylvania Library Association's mission is "to strengthen Pennsylvania's libraries through advocacy, education, and leadership. We foster innovation and collaboration, nurture library leaders, and promote the value of libraries."

This request includes funding for the CAPL Executive Director to attend the ALA annual educational conference in June 2023 and for Assistant Director, Jennifer McLuckie, to attend the annual PALA conference in October 2023.

- **Specific needs & issues to be addressed:**

The CAPL staff faces challenges that are unique to the greater Coatesville area within Chester County. They work diligently to understand and meet the extremely diverse set of needs of their constituents. Staff must be ready to provide traditional library services, providing access to books, periodicals, DVDs, and an ever-increasing need for educational and entertainment programs for community members of all ages. CAPL staff, however, are also regularly called upon to provide "non-traditional" services to meet the needs of City of Coatesville residents who face entrenched financial and social service disparities which negatively impact their lives. Director Williams and Assistant Director McLuckie do this by forming collaborations with a variety of social service, arts and culture and health organizations throughout the greater Coatesville area and inviting them to the library to present programs about their work and their resources available to residents.

Membership in the national and state professional library associations will provide valuable opportunities for Ms. Williams and Ms. McLuckie to connect with library professionals in Pennsylvania and across the nation who share similar challenges. Membership provides educational opportunities throughout the year and at annual conferences to help leaders build skills in community outreach and engagement, marketing, fundraising and advocacy. This type of leadership training is particularly important for the CAPL because these two full time staff members manage all aspects of library operations and programming.

Participation by library management in professional training also yields benefits for library staff because managers learn new leadership skills including how to empower staff members in their daily responsibilities. Access to professional training and connections increases staff morale because leaders are enthusiastic about sharing new ideas, which in turn increases staff loyalty and retention.

- **Why it is important to fund this now?**

The role of a public library and the library director continues to change as society's needs and demands on the library system evolve. Given the CAPL's limited financial resources, Director Williams has not been able to previously budget for this membership and conference attendance, however, after two years of upheaval due to the pandemic and social unrest, it is more important than ever to provide CAPL leadership with opportunities to connect with professionals from across the state and country, to share ideas and discuss solutions to similar concerns. This is illustrated by some of the presentation topics to be discussed at the upcoming PALA conference in October 2022:

- Planning Library Buildings for the Post-Pandemic Future
- keystones of Inclusive Hiring: Best Practices for Creating a Welcoming Interview Process
- We are Still All in This Together! A "How-to" for Developing Local Partnerships
- Building Relationships with County Leaders

It is clear to see that the state conference is prepared to present educational sessions which address the evolving world of public libraries.

**Coatesville Area Public Library
Capacity Building Request**

How impact & results will be demonstrated?

Membership in the both the state and national library professional associations will provide personal and professional development opportunities for the CAPL Executive Director and the newly promoted Assistant Director. These opportunities are just as important for someone with decades of professional experience as they are for someone who is relatively new to a leadership role in a public library.

For organizations to thrive and improve, staff must have opportunities for professional education and networking. This is particularly important after a prolonged period of dramatic change caused by the pandemic and widespread social unrest. Providing access to year-round professional development for CAPL management will inspire creativity and a new perspective on library operations and programming. This will result in operational and strategic benefits for staff, and the 36,000 community members who depend on the library.

Include a description of the expected activities; timeline & costs to implement the initiative.

Membership in both professional organizations begins with enrollment and provides immediate access to online educational programs. The request includes Ms. William’s attendance at the June 2023 ALA educational conference and Ms. McLuckie’s attendance at the October 2023 PALA educational conference.

Costs for travel and lodging are estimates based on current market rates, as it is too soon to identify special conference lodging rates for both venues, which are typically discounted from current market rates. When conference lodging rates are determined, if the budget permits, both managers will attend each conference.

Item:	Cost:
Annual individual membership in American Library Association	\$150 Penny Williams \$150 Jennifer McLuckie
Attendance at ALA June 2023 Educational Conference in Chicago, IL for Director Williams	Registration fee: \$485 Transportation and lodging: \$2,500 (this amount is estimated based on current hotel/flight costs; too soon to determine conference lodging rates)
Annual organizational membership in Pennsylvania Library Association	\$225
Attendance at PaLA October 2023 Educational Conference in Pocono Manner, PA for Assistant Director McLuckie	Registration fee: \$400 Transportation and lodging: \$660 (this amount is estimated based on current hotel costs; too soon to determine conference lodging rates)
Total Cost	\$4,570