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OAKLAND
2015 MAY 14 AM 10:15

AGENDA REPORT

TO: John A. Flores
INTERIM CITY ADMINISTRATOR

FROM: Gerry G. Garzón

SUBJECT: Library Grant for AAMLO Education Center

DATE: May 6, 2015

City Administrator
Approval

Date

5/13/15

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Staff Recommends That The City Council Approve a Resolution Authorizing The City Administrator to 1) Apply For, Accept And Appropriate A Museum Grant For African American History And Culture From The Institute Of Museum And Library Services (IMLS) In The Amount Of One Hundred Thirty Nine Thousand Two Hundred Forty Five Dollars (\$139,245); 2) Enter Into A Two-Year Professional Services Agreement With Christine A. Fogarty For An Amount Not To Exceed Thirty Thousand Dollars (\$30,000); 3) Enter Into A One-Year Professional Services Agreement With Noah U. Landis For An Amount Not To Exceed Thirty-Five Thousand Dollars (\$35,000); 4) Enter Into a One-Year Professional Services Agreement With Lisa Strong For An Amount Not To Exceed Thirty Thousand Dollars (\$30,000); And Waiving The Advertising And Request For Proposals/Qualifications (RFP/Q) Process For The Proposed Agreements With Christine A. Fogarty, Noah U. Landis And Lisa Strong.

OUTCOME

The Outcomes of the request to City Council will be as follows:

- The African American Museum and Library at Oakland (AAMLO) will establish the AAMLO Education Center.
- Students will have learned about the career possibilities in museum/library fields
- Students will identify AAMLO as an important resource for African American art, history and culture.
- History/Social Science teachers will have learned to use AAMLO as an important resource in supporting specific curriculum related learning.
- History/Social Science teachers will use this project and other curricular activities and culturally responsive strategies that address closing educational achievement gap.
- Museum staff will have improved their skills by learning good group presentation and gained a better understanding of the permanent exhibition.

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- Administrative staff will have broadened its vision and reinforced its commitment to museum best practices and standards of excellence.

EXECUTIVE SUMMARY

The African American Museum and Library at Oakland (AAMLO) has applied for grant funding from the Institute of Museum and Library Services (IMLS), an independent agency of the United States federal government, under its Museum Grants for African American History and Culture grant program to establish the AAMLO Education Center. The application was submitted in November 2014 and the Library expects notification from the IMLS by early July 2015.

A learning and education experience, the AAMLO Education Center will recruit from five middle schools geographically closest to AAMLO 10 8th grade history/social science studies classes to provide a comprehensive understanding of the career roles and responsibilities of museum and library professionals. The goal of this year-round instruction over a two-year period is to prepare a pool of students with information necessary to consider career opportunities in the museum or library professions and acquire the expertise and skills needed to sustain African American museums and institutions.

Area charter schools and private schools have historically enjoyed greater access to AAMLO's cultural and educational resources. The AAMLO Educational Center will have a significant impact on the Oakland Unified School District where most of the City's students receive their education. The AAMLO Education Center will support teachers in meeting the state mandated history and social science curriculum standards while exposing students to the potential and challenge of a museum or library career.

The permanent history exhibition, Visions Toward Tomorrow: Oakland's African American Community 1890-1990 and the AAMLO archives that contain over 160 collections will provide the content for the creation of instructional material. The AAMLO Education Center will use distance learning and hands-on museum workshop sessions. The workshops will allow students to explore the areas of exhibition design, preservation, interpretation, conservation or public relations.

The AAMLO Education Center is broadly based to present middle school students significant insight into the personal and professionally rewarding careers of museology and library science. Ultimately, the goal of the Center is to help develop and prepare a future pool of African American men and women that will support and sustain the City's historical and cultural institutions into the 21st century.

If awarded, this grant will provide \$139,245 in funds for the AAMLO Education Center. Three individual consultants were proposed by the AAMLO Project Director to perform the work that

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will make the Center a reality. The IMLS application process required that the proposal provide specific information about services to be purchased and the identification of specified project personnel to be paid with grant funds. The analysis contained in this report concludes that the proposed consultants are uniquely qualified to provide services for the AAMLO Education Center and that is in the best interests of the City to waive advertising and the RFP/Q process for professional services contracts for this project.

BACKGROUND/LEGISLATIVE HISTORY

One of the outstanding questions and challenges faced by ethnic and culturally specific museums and organizations in the 21st century is whether or not these institutions in the broadest sense are serving the needs of their communities (*The Field Museum, Urban Network: Museums Embracing Communities, Chicago 2003, pp.115-121*). During the 1960s the majority of these organizations, founded on the principles of affirming racial identity and unrecognized cultural achievement, received political and popular support. However, today, faced with rising costs and decreasing attendance, museums of all types must develop novel strategies to bridge funding gaps and attract new audiences. Additionally, ethnic and culturally specific museums must also address what appears to be a general unawareness by youth of the role that history and culture play in aiding an understanding of contemporary conditions.

Numerous surveys and personal experience have confirmed that youth who are introduced to museum visitation and a range of activities at a young age are more likely to visit museums or cultural centers on their own and to become engaged and inspired. The challenge for many youth-targeted museum programs is sustaining the periods of engagement and inspiration long enough to encourage lasting participation (*DiMaggio and Francie Ostrower, Race, Ethnicity and Participation in the Arts, Washington, D.C. 1992, pp.10-30*).

The premise of the AAMLO Educational Center is that the need operates on at least two levels. The 2008 Assessment of the Field: African American Cultural Organizations, a survey of 159 African American museum and cultural centers states, "These organizations persevere with dedicated people, who are multi-tasking in the extreme, and almost all of the organizations are seriously understaffed" (professional staff identified as the greatest need) (*Assessment of the Field: African American Cultural Organizations, Research report prepared for the Association of African American Museums, Northampton 2008, pp.1-30*). Secondly, the American Alliance of Museum's Center for the Future of Museums study of Demographic Transformation and the Future of Museums revealed that:

- By 2025 the percentage of minority visitors to museums will be 46% of all visitors;
- Currently 20% of museum employees are minorities;
- Professional staff are at 14%; and
- Museum administration is at 12%.

This predicted trend seems to imply that greater attention needs to be paid to overall staff professionalism and diversity at all museums and that culturally and ethnically specific institutions, including libraries, must increase the absolute number of professionally trained staff within their organizations at every level if they are to meet this demand (*Betty Farrell and Maria Medvedeva, Demographic Transformation and the Future of Museums, Cultural Policy Center, NORC and the Harris School of Public Policy, University of Chicago 2010, pp. 4-42*).

A two-year museum-public school alliance being proposed by the development of the AAMLO Education Center, will identify, recruit and train 300 eighth grade middle school students in museum and library practices by museum/library professionals. The incentive of future employment with important career options and long-term educational benefits will be used to retain and inspire the core group of program participants beyond middle school. Trained participants will have an opportunity to become volunteers, docents or teacher/mentors of African American art, history and culture for younger students. The AAMLO Education Center will help to address the need for the next generation of museum professionals, patrons or visitors of the arts. They, in turn, can assume the responsibility of sustaining African American museums and cultural organizations for future generations.

ANALYSIS

If awarded, this grant will provide \$139,245 in funds for the AAMLO Education Center. Three individual consultants were selected by the AAMLO Project Director as exceptionally qualified for the work that will make the Center a reality. The application process required that the proposal provide specific information about services to be purchased with grant funds. Our success in the potential award of this grant will be due in large measure to these three individual consultants. Moreover, it is believed that if a competitive process were conducted, these subject matter experts (SMAs) would prevail due to their renowned expertise.

Christine A. Fogarty, Noah U. Landis and Lisa Strong are uniquely qualified subject matter experts able to provide specialized professional services for this project. Their resumes and qualifications were presented to the Institute of Museum and Library Services as part of the grant application. Two second year graduate student interns selected from a local museum studies program in public history will be hired by the project director, Rick Moss, and provide support to the museum educator.

Christine A. Fogarty has a M.A. with honors in Museum Studies (San Francisco State University 2002) with an emphasis on museum education and public programming. She also has multiple subject teaching credentials (SFSU, 2005). Since 2007 she has been teaching graduate level museum education, outreach and museum volunteer management in San Francisco State University's Museum Studies Program. Specific to her value as a museum educator for the AAMLO Education Center, Ms. Fogarty has designed and delivered highly successful hands-on art based lessons for grades Pre-K through 8 to San Francisco schools and community

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organizations. She has provided support to on-site programs such as Family Days and Teacher Previews and developed new outreach lessons based upon current museum exhibitions. Ms. Fogarty's expertise in developing exhibition-based curricula, in association with an established museum studies program at SFSU and experience working with the use of technology in teaching the social sciences makes her uniquely qualified to be the AAMLO Education Center museum educator.

Noah U. Landis was involved in with this work very early on and is uniquely qualified to work on this project since he was an original contractor who worked on AAMLO's permanent exhibition. He currently works at the San Francisco Exploratorium designing and maintaining audio and video equipment including public address systems, microphones, mixing board, video cameras, video switchers and lighting systems. Mr. Landis has also worked in video game development and animation. As one of the principle sub-contractors in 2008 that worked on the electronic and computer sections of the AAMLO permanent exhibition, *Visions Toward Tomorrow: The African American Community in Oakland, 1890-1990*, Mr. Landis possesses sufficient knowledge of, and familiarity with, the technology employed in the exhibition to be the project computer media specialist. Mr. Landis has been the on-call technician to troubleshoot and repair any computer related issues since 2009.

Lisa Strong, a video and multimedia producer, has worked on multiple projects with leading institutions of education and commerce. She is also uniquely qualified as the original videographer and media producer for the AAMLO permanent exhibit. Most recently in 2014 Ms. Strong was the Media Producer and Data Curator for the Exploratorium Live with E/V Nautilus producing Shop Chats for the 9-screen media wall and co-produced content for larger/longer webcasts with a research ship exploring the ocean floor in the Caribbean and Gulf of Mexico. She has had similar assignments aboard research vessels in 2010-2013. She has been involved in video production and reporting and was part of the team that produced the *iLife '06* Apple Training Series Book in 2006. As mentioned above, most notably, Ms. Strong was the videographer and media producer for the AAMLO permanent exhibit in 2008. She was responsible for shooting 60 interviews, editing the raw footage for 1,019 stories that were subsequently cataloged and databased for the current interactive feature in *Visions Toward Tomorrow: The African American Community in Oakland*. Based on that experience and her extensive knowledge of the AAMLO interview database Ms. Strong is prepared, with minimal orientation, to begin taping new video segments that will comprise the instructional classroom feeds and selecting archived interviews from the permanent exhibition.

Oakland Municipal Code section 2.04.051.B. permits the City Council to waive advertising and the RFP/Q process for professional service agreements when it is in the best interests of the City to do so. The proposed consultants are uniquely qualified to provide services for the AAMLO Education Center:

- The IMLS grant required the identification of specified project personnel. Fogarty, Landis and Strong were named as project team members. IMLS grant

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approval assumes that Fogarty, Landis and Strong will be retained as specified project team members.

- The AAMLO Education Center will use the existing historical narrative and interview database of the permanent exhibition, *Visions Toward Tomorrow* to develop project classroom curricula. Landis and Strong worked on the original 2008 narrative and interviews.
- The availability of museum educators who possess both administrative and classroom experience is limited. Fogarty has been identified as a highly desirable local museum educator who has developed exhibition-based middle school level curricula and teaches at the highest level preparing public history students for careers in the museum profession.

For the aforementioned reasons staff recommends that the Council waive the advertising and RFP/Q process for the services to be purchased with grant funds.

PUBLIC OUTREACH/INTEREST

Invitations to participate in the program have been extended to Kipp Bridge Charter School, Westlake Middle School, United for Success School, Edna Brewer Middle School and Frick Middle School.

COORDINATION

This report was prepared in coordination with the Office of the City Attorney, the Controller's Bureau and the Citywide Grants Coordinator.

COST SUMMARY/IMPLICATIONS

1. GRANT FUNDS: INSTITUTE OF MUSEUM AND LIBRARY SERVICES:

Grant Funds (total over 3 years)	\$139,245
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2. COST ELEMENTS OF AGREEMENT/CONTRACT:

Budget Line Items	Grant Funds	In-Kind Match
Salaries and Wages		\$177,664
Travel (Reimbursement to computer media specialist and videographer consultant for attending planning meeting)	\$1,250	
Supplies	\$995	
Contracts and Sub awards:		
Museum Educator	\$30,000	
Computer Media Specialist	\$35,000	
Videographer	\$30,000	
Salaries, Benefits and Central Services Overhead for part-time Student Interns (2 part-time student trainees each estimated to work 10 hours/week for 38 weeks, equivalent to 0.4 FTE)	\$24,000	
Student Support: Transportation (estimated cost to rent buses to transport students to and from AAMLO and to/from scheduled off-site career- related field trips.)	\$10,000	\$5,000
Other: Graphics Production	\$8,000	
TOTAL	\$139,245	\$182,664

3. SOURCE OF FUNDING:

The Oakland Public Library seeks funding for this project from the Institute of Museum and Library Services (IMLS) under a competitive program "Museum Grants for African American History and Culture." The grant requires a local match of at least 1:1. The local match represents 25% of AAMLO staff time (Chief Curator/Project Director, Museum Project Coordinator, Archivist, and Librarian 1) and is funded by the Library's budget for existing staff through Fund 2241 and Fund 1010.

4. FISCAL IMPACT:

There is no impact to the City of Oakland's General Purpose Fund as funding for this project is to be provided by the IMLS. Funding will be appropriated to the Library Grants Fund (2993), AAMLO Organization (61511), African American Museum & Library at Oakland Program NB18, in a Project Account to be established.

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SUSTAINABLE OPPORTUNITIES (Mandatory)

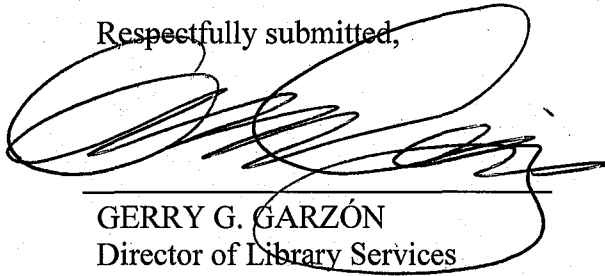
Economic: Student Interns will be recruited from local archival, museum and library programs.

Environmental: No specific environmental opportunities have been identified.

Social Equity: This program will provide career path opportunities for many diverse and lower-income students from Kipp Bridge Charter School, Westlake Middle School, United for Success School, Edna Brewer Middle School, and Frick Middle School.

For questions regarding this report, please contact RICK MOSS, CHIEF CURATOR, AAMLO, at 510-637-0197.

Respectfully submitted,



GERRY G. GARZÓN
Director of Library Services

Prepared by:
Rick Moss, Chief Curator
African American Museum and Library at Oakland

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OAKLAND

2015 MAY 14 AM 10:15

Approved as to Form and Legality


City Attorney

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO 1) APPLY FOR, ACCEPT AND APPROPRIATE A MUSEUM GRANT FOR AFRICAN AMERICAN HISTORY AND CULTURE MUSEUMS FROM THE INSTITUTE FOR MUSEUM AND LIBRARY SERVICES IN THE AMOUNT OF \$139,245.00; 2) ENTER INTO A TWO-YEAR PROFESSIONAL SERVICES AGREEMENT WITH CHRISTINE A. FOGARTY FOR AN AMOUNT NOT TO EXCEED THIRTY THOUSAND DOLLARS (\$30,000); 3) ENTER INTO A ONE-YEAR PROFESSIONAL SERVICES AGREEMENT WITH NOAH U. LANDIS FOR AN AMOUNT NOT TO EXCEED THIRTY-FIVE THOUSAND DOLLARS (\$35,000); 4) ENTER INTO A ONE-YEAR PROFESSIONAL SERVICES AGREEMENT WITH LISA STRONG FOR AN AMOUNT NOT TO EXCEED THIRTY THOUSAND (\$30,000); AND WAIVING THE ADVERTISING AND REQUEST FOR PROPOSAL/ QUALIFICATIONS (RFP/Q) PROCESS FOR THE PROPOSED AGREEMENTS WITH CHRISTINE A. FOGARTY, NOAH U. LANDIS AND LISA STRONG

WHEREAS, The mission of the African American Museum & Library at Oakland (AAMLO) is to discover, preserve, interpret and share the historical and cultural experiences of African Americans in Northern California for present and future generations; and

WHEREAS, AAMLO seeks to establish an educational center to train a future generation of museum professionals and librarians to sustain the viability of African American historical and cultural institutions; and

WHEREAS, the Institute of Museum and Library Services (IMLS), an independent agency of the United States federal government, provides grants for African American History and Culture Museums (AAHC) to enhance institutional capacity and sustainability by attracting new staff to the African American museum practice and providing them with the expertise needed to sustain them in the museum field; and

WHEREAS, the City wishes to apply for, accept, and appropriate \$139,245 from the IMLS to establish and fund the AAMLO Education Center to prepare a future pool of African American men and women that will support and sustain our historical and cultural institutions into the 21st century and

WHEREAS, staff wishes to enter into a professional service agreement with Christine A. Fogarty in an amount of \$30,000 to provide services, specifically to serve as museum educator and to develop exhibition-based curricula for the project; and

WHEREAS, staff wishes to enter into a professional service agreement with Noah U. Landis in an amount of \$35,000 to provide computer media services for the project; and

WHEREAS, staff wishes to enter into a professional service agreement with Lisa Strong in an amount of \$30,000 to provide videography services for the project; and

WHEREAS, Oakland Municipal Code (OMC) section 2.04.051.A requires the City Administrator to conduct a RFP/Q process for professional services agreement in excess of \$25,000 and OMC Section 2.04.051.B permits the City Council to waive the competitive RFP/Q process upon a finding that it is in the best interest of the City to do so; and

WHEREAS, staff recommends that it is in the best interest of the City to waive the RFP/Q process because Christine A. Fogarty, Noah U. Landis and Lisa Strong are identified project team members in the AAMLO Education Center and unique subject matter experts as determined through a competitive grant selection process of the IMLS African American History and Culture Museums grant program; and

WHEREAS, the City Administrator has determined that these agreements are of a professional and temporary nature and shall not result in the loss of employment or salary by any person having permanent status in the competitive civil service; now, therefore be it

RESOLVED: That the City Administrator, or his/her designee, is hereby authorized to apply for, accept and appropriate grant funds from the IMLS in an amount not to exceed \$139,245.00; and be

FURTHER RESOLVED: That said funds shall be deposited in the Library Grants Fund (2993);AAMLO Organization (61511), African American Museum & Library at Oakland Program NB18, in a Project Account to be established; and be it

FURTHER RESOLVED: That should such funds be awarded, the City Council hereby authorizes the City Administrator or his/her designee to enter into a two-year contract with Christine A. Fogarty for thirty thousand dollars (\$30,000) to provide curricula development services; and be it

FURTHER RESOLVED: That the City Council hereby authorizes the City Administrator or his/her designee to enter into a one-year contract with Noah U. Landis for thirty-five thousand dollars (\$35,000) to provide computer media services; and be it

FURTHER RESOLVED: That the City Council hereby authorizes the City Administrator or his/her designee to enter into a one-year contract with Lisa Strong for thirty thousand dollars (\$30,000) to provide videography services; and be it

FURTHER RESOLVED: That the Council finds pursuant to Oakland Municipal Code Section 2.04.051.B., for the reasons stated above and in the City Administrator’s report accompanying this resolution, that it is in the best interest of the City to waive advertising and the RFP/Q process for services to be purchased under the proposed contracts and so waives the requirements; and be it

FURTHER RESOLVED: That based on information provided by the City Administrator, the Council finds that these contracts are of a professional and temporary nature and shall not result in the loss of employment or salary by any person having permanent status in the competitive civil service; and be it

FURTHER RESOLVED: That the City Council hereby authorizes the use of grant funds in the amount of \$24,000 to fund two part-time student trainees for the project, as detailed by staff in the report; and be it

FURTHER RESOLVED: That the City Council hereby authorizes the City Administrator or his designee to conduct all negotiations, applications, agreements, and related actions which may be necessary for completions of the aforementioned grant and professional service agreements; and be it

FURTHER RESOLVED: That the professional services agreements shall be approved as to form and legality by the City Attorney and a copy of the fully executed agreements shall be placed on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL WASHINGTON, GALLO, GUILLEN, KALB, KAPLAN, REID, AND PRESIDENT GIBSON MCELHANEY

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California