

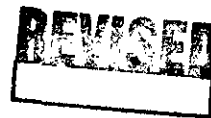
CITY OF OAKLAND

OFFICE OF THE CITY CLERK
CITY OF OAKLAND

2005 DEC -8 PM 5:03

Agenda Report

TO: Office of the City Administrator
ATTN: Deborah Edgerly, City Administrator
FROM: Library Department
DATE: December 13, 2005
RE: **RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, ACCEPT, AND APPROPRIATE GRANTS IN THE COMBINED AMOUNT OF \$111,611.76 FROM THE PHILANTHROPIC VENTURES FOUNDATION, THE OAKLAND PUBLIC LIBRARY FOUNDATION, THE FRIENDS OF THE OAKLAND PUBLIC LIBRARY, THE DAVID B. GOLD FOUNDATION, AND THE CALIFORNIA STATE LIBRARY FOR CHILDREN'S PROGRAMS AT OAKLAND PUBLIC LIBRARY DURING FISCAL YEAR 2005-2006**



SUMMARY

Staff recommends that the City Council approve a resolution authorizing the City Administrator to apply for, accept, and appropriate grant funds in the amount of \$111,611.76 for fiscal year 2005-2006 from the following donors: Philanthropic Ventures Foundation (\$10,000), Oakland Public Library Foundation (\$52,611.76), Friends of the Oakland Public Library (\$15,000), The David B. Gold Foundation (\$25,000), and the California State Library (\$9,000).

These grants will support the Oakland Public Library Children's Services Department and the following special programs: The PASS! After School Homework Program, The Books for Wider Horizons Program, The Children's Room Renovation, and the Reach Out and Read Family Literacy Program.

FISCAL IMPACT

These grants will fully cover the costs of staff (including Central Services Overhead), materials and supplies to achieve the goals of the programs named above. Therefore acceptance will have no fiscal impact on the General Fund. The following five grants will be deposited in the Oakland Public Library Trust Fund (7540), Children's Services Organization (61313), System-wide Programs (NB37), as follows:

- ❖ Philanthropic Ventures Foundation - \$10,000 for PASS! After School Program
- ❖ Oakland Public Library Foundation - \$44,513.76 for PASS! After School Program
- ❖ Oakland Public Library Foundation - \$8,098 for the Children's Room Renovation

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- ❖ Friends of the Oakland Public Library - \$15,000 for the Books for Wider Horizons Program
- ❖ David B. Gold Foundation (PVF) - \$25,000 for the PASS! After School Program

The California State Library grant in the amount of \$9,000, for the Reach Out and Read Program, to be deposited in Fund 2148 (Library Services and Technology Act), Organization 61213 (Literacy Services), Program NB19 (Literacy Program).

BACKGROUND

The Oakland Public Library Foundation is in the process of dissolving and is no longer able to raise funds for the Library's children's programs. As a result, the Library has assumed the grant-writing duties formerly performed by the Foundation in order to keep these special children's programs operating.

These programs have historically been funded by many small grants that have to be renewed every year, rather than one or two large, or multi-year grants. The process is very staff intensive, but has been the only way to support some of the newer, experimental or more costly children's literacy intervention programs.

While the Library has steadily and gradually assumed a portion of the costs of these programs, the ability to fully support them at their current level is restricted by budget considerations.

KEY ISSUES AND IMPACTS

According to the National Institute of Child Health and Human Development (NICHD), poor reading skills tend to follow children throughout school and life if they are unprepared to read when they enter kindergarten: "By the end of the first grade, we begin to notice substantial decreases for the children who are poor readers in self-esteem, self-concept, and motivation to learn to read if they have not been able to master reading skills and keep up with their age mates." Since reading skills are needed for all avenues of life, early reading deficits put children at a severe disadvantage into their adulthood.

Extensive research supports the value of programs that encourage reading aloud to children. According to *Becoming a Nation of Readers*, a report funded by the U.S. Department of Education, "Children's success in school can be linked to reading to children and listening to them read. The single most important activity for building the knowledge required to attain eventual success in reading is reading aloud to children." Subsequent research has only strengthened this claim.

A focus on childhood literacy and reading is a natural direction for the Oakland Public Library. Addressing literacy has been a major focus of the library for years and the Library has developed a range of award-winning programs to address literacy among children, youth, and adults.

The literacy problem in Oakland and elsewhere in the United States, as evidenced by the National Adult Literacy Survey (NALS) conducted in 1993 and the National Institute for Literacy report, "The State of Literacy in America," published in 1998, is huge and growing.

Early intervention, both at home, in school, and at the library, can ensure that children develop a love for reading, become good readers and succeed at school.

The children's literacy programs supported by these grants have proven very successful at encouraging children and families to participate in literacy activities.

PROGRAM DESCRIPTION

Each of these special children's programs helps promote early and school age literacy.

The Reach Out and Read Program works with the preschool children who are visiting Children's Hospital in Oakland. Staff sets up a children's library in the pediatric waiting room as well as hosts workshops for parents of preschoolers to teach them the importance of reading to their young children.

The Books for Wider Horizons Program recruits, trains and equips volunteer story readers and schedules them to make weekly visits to all of Oakland's Head Start centers in order to read to the preschool children there.

The PASS! After-School Homework Program began in 1993 as the Library's response to two community challenges: An ever-increasing number of "latchkey" children using the public library after school and the lack of homework help for children who were failing in school.

Homework help is provided three days per week at eight library sites, with actual tutoring being supplemented with educational activities that enhance the tutoring. Teen mentors attend monthly training workshops to teach them how to tutor more effectively, work with children who have literacy deficits, practice positive disciplinary techniques, and explore career options in education. Quarterly and annual evaluations are conducted by interviewing participants, parents, teachers, and staff.

The Main Library Children's Room Renovation was completed in March, 2005, with just a few improvements left undone. Funding will be used to purchase new furniture which will make the Children's Room more pleasant for the children who make more than 700 visits every week.

SUSTAINABLE OPPORTUNITIES

The Library's special children's programs are helping Oakland's children become more literate and more successful in school. An educated population takes advantage of the following sustainable opportunities:

Economic: Education level translates into increased income. It is education that can lift children out of poverty into a higher and more economically sustainable life at the same time that they are becoming responsible about money and personal and community economics.

Environmental: When children are able to keep up with their schoolwork, and when their reading skills are good, they are more likely to learn concepts of environmental sustainability and how to put those concepts to use in daily life. As with other environmental and health issues, such as cigarette smoking, it is often the children whose education leads them to reform their parents' behavior.

Teens who mentor youth are becoming more involved in their communities and more concerned about the generations to follow at the same time that they are reviewing homework assignments related to sustainability and conducting educational activities that promote, among other things, environmental awareness.

Equity: Children who are successful in school are more likely to experience equal opportunity in employment, housing, and further education, thus closing the equity gap.

DISABILITY AND SENIOR CITIZEN ACCESS

All Library facilities and programs are accessible to all and are ADA compliant.

RECOMMENDATIONS AND RATIONALE

In light of the excellent service provided by the Library through its special children's literacy programs, staff recommends that the City Council continue to support the application for grants to fund these programs.

ACTION REQUESTED OF THE CITY COUNCIL

That the City Council approve the resolution authorizing the City Administrator to apply for, accept and appropriate grants in the combined amount of \$111,611.76 to support the Library's special children's literacy programs for Fiscal Year 2005-2006.

Respectfully submitted,



Carmen Martínez
Library Director

Prepared by
Leslie Rodd
Supervising Librarian
Manager, Grants, Development and Programs

APPROVED FOR FORWARDING TO THE
LIFE ENRICHMENT COMMITTEE:


OFFICE OF THE CITY ADMINISTRATOR

OFFICE OF THE CITY CLERK
CITY OF OAKLAND

2005 DEC -8 PM 5:03

REVISED

Approved as to Form and Legality


Oakland City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C. M. S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, ACCEPT, AND APPROPRIATE GRANTS IN THE COMBINED AMOUNT OF \$111,611.76 FROM THE PHILANTHROPIC VENTURES FOUNDATION, THE OAKLAND PUBLIC LIBRARY FOUNDATION, THE FRIENDS OF THE OAKLAND PUBLIC LIBRARY, THE DAVID B. GOLD FOUNDATION, AND THE CALIFORNIA STATE LIBRARY FOR CHILDREN'S PROGRAMS AT OAKLAND PUBLIC LIBRARY DURING FISCAL YEAR 2005-2006

WHEREAS, the following foundations have made grant funds available to the Oakland Public Library for children's literacy programs for fiscal year 2005-2006: Philanthropic Ventures Foundation \$10,000; Oakland Public Library Foundation, \$44,513.76; Oakland Public Library Foundation, \$8,098; Friends of the Oakland Public Library, \$15,000; David B. Gold Foundation, \$25,000; California State Library, \$9,000; and

WHEREAS, the Oakland Public Library desires to apply for, accept and appropriate these grants in the combined amount of \$111,611.76 for staff (including Central Services Overhead), materials and supplies to achieve the goals of the PASS! After School Homework Program, The Books for Wider Horizons Program, the Children's Room Renovation to be deposited in the Oakland Public Library Trust Fund (7540), Organization 61313 (Children's Services), NB37 (System-wide Programs); and the Reach Out and Read Program (Library Services and Technology Act) Fund 2148, Literacy Services Organization 61213, Literacy Program NB19; now, therefore, be it;

RESOLVED: That the City Administrator or her designee is hereby authorized and directed to apply for, accept and appropriate the grants described above from the Friends of the Oakland Public Library, the Philanthropic Ventures Foundation, the David B. Gold Foundation, the Oakland Public Library Foundation and the California State Library in the combined amount of one hundred eleven thousand six hundred eleven dollars and seventy-six cents (\$111,611.76) for the purposes described above; and, be it

FURTHER RESOLVED: That the City Council hereby appoints the City Administrator or her designee as agent of the City to conduct all negotiations, applications, agreements, payment requests, and related actions which may be necessary for the completion of the aforementioned project in accordance with its basic purpose; and be it

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FURTHER RESOLVED: That should additional funds be received, the City Administrator or her designee is hereby authorized to appropriate same for the purposes described above without returning to City Council.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2005

PASSED BY THE FOLLOWING VOTE:

AYES – BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, KERNIGHAN AND PRESIDENT DE LA FUENTE

NOES -

ABSENT -

ASTENTION –

ATTEST: _____
LATONDA SIMMONS
City Clerk and Clerk of the Council
Of the City of Oakland, California

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