

CITY OF OAKLAND

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2005 JUN 23 AM 10: 58

Agenda Report

TO: Office of the City Administrator
ATTN: Deborah Edgerly, City Administrator
FROM: Library Department
DATE: July 12, 2005
RE: **RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, ACCEPT, AND APPROPRIATE A GRANT IN THE AMOUNT OF \$146,520 FROM THE CALIFORNIA STATE LIBRARY UNDER THE LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA) FOR FISCAL YEAR 2005-2006 FOR THE "FAMILY READING IS FUN: EARLY LITERACY TRAINING AND RESOURCES FOR PARENTS AND CAREGIVERS" INITIATIVE**

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 \$146,520 for fiscal year 2005-2006 from the California State Library, Library Services and Technology Act (LSTA). The grant will enable the Library to fund the system-wide initiative "Family Reading is Fun: Early Literacy Training and Resources for Parents and Caregivers," a collaboration of the Library, Head Start, and the Oakland Unified School District.

FISCAL IMPACT

The "Family Reading is Fun," initiative is a one-year project that is fully funded by the LSTA grant for FY 2005-2006 with no cost to the General Fund. Funds received from this grant will be deposited in Fund 2148, Organization 61313, in a project to be established, and spent on personnel, books, and supplies. This grant was included in the FY 05-07 Proposed Policy Budget.

BACKGROUND

The Library Services and Technology Act, federal funding administered by State Library Agencies nationwide, was enacted by Congress and the President in 1996. Since then, LSTA grants have been a major stimulus for library development and new library-based programs.

The California State Plan for the use of LSTA funds delineates four general, State-level purposes. Two of those four purposes relate directly to the project at hand:

- Free and convenient access to learning and information resources through libraries of all types for individuals of all ages.

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- Promotion and enhancement of targeted library services to people of diverse geographic, cultural, and socioeconomic backgrounds; to individuals with disabilities; and to people with limited functional literacy or information skills.

LSTA funding is provided annually to libraries that successfully complete the competitive grant application process through the California State Library.

KEY ISSUES AND IMPACTS

The LSTA grant, Family Reading is Fun: Early Literacy Training and Resources for Parents and Caregivers, addresses the urgent literacy needs of Oakland children. According to the Oakland Unified School District's Assessment and Recovery Plan Progress Report, September 30, 2004, "student achievement continues to be a major concern. The district's 2004 scores on the California Standardized Testing and Reporting (STAR) test reported the percentage of Oakland students scoring "proficient" or "advanced" was lower than the state average at every grade level. Moreover, the percentage of Oakland students scoring 'below basic' and 'far below basic' was higher than the state average at every grade level."

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 eventual success in reading is reading aloud to children." Subsequent research has only strengthened this claim.

A focus on child 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.

PROGRAM DESCRIPTION

The Oakland Public Library, in partnership with Oakland Head Start Centers and Oakland Unified School District (OUSD) Child Development Centers, will offer early literacy workshops and materials for parents with young children ages 6 and under. Targeted caregivers include parents whose children are attending either Head Start, or the OUSD Child Development Centers, and parents who participate in Second Start's Families for Literacy Program. This project will be a formal collaboration between the Library's Children Services and its Families

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for Literacy Program, and will closely follow the Public Library Association's Early Literacy initiative, "Every Child Ready to Learn at the Library."

The goal of the workshops is to teach parents and caregivers the important role they play in encouraging their children's literacy, and to give even the least literate caregivers in the group sufficient resources to begin pre-reading literacy and play activities at home with their children right away. The early literacy workshop curriculum will give caregivers simple strategies to encourage their children's learning, and also teach caregivers to be comfortable using a series of literacy kits that contain books, music, and play activities that promote pre-reading skills. Parents will be able to practice using the pre-literacy encouragement strategies as well as various parts of the literacy kits at the workshops. The kits and other materials will then be available for check out from OPL libraries. In addition, participants in a follow-up celebration at the end of the project will volunteer to appear in an early literacy demonstration video that will be shown on KTOP, Cable 10 and posted on the Library's website for future use and reference.

In addition to workshops for caregivers at Head Start, Child Development Centers and Families for Literacy over the course of the project, there will be 16 workshops given to neighborhood parents and daycare teachers at all Library branches during Children's Book Week in November.

The Library will track the use of the literacy kits and other materials and conduct surveys with caregivers. The Library is committed to the continued production and maintenance of the literacy kits and materials, and will continue to offer the workshops as one of our early literacy outreach efforts.

SUSTAINABLE OPPORTUNITIES

The "Family Reading is Fun" LSTA grant will enable caregivers to prepare their children for success in school and for a lifelong love of reading. Children and adults who read are more likely to become involved in civic initiatives that promote sustainability and will be better educated about environmental, economic and equity sustainability.

DISABILITY AND SENIOR CITIZEN ACCESS

The "Family Reading is Fun" initiative will take place at Oakland Public Library sites, all of which are accessible in compliance with ADA regulations.

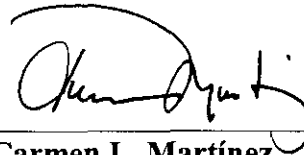
RECOMMENDATIONS AND RATIONALE

Staff recommends that the City Council approve this resolution in support of the "Family Reading is Fun" initiative, a collaboration of the Library, Head Start, and the Oakland Unified School District. Council approval will enable 1,000 Oakland families to improve their preschool children's pre-reading skills and school readiness.

ACTION REQUESTED OF THE CITY COUNCIL

That the City Council approve a resolution authorizing the City Administrator to apply for, accept, and appropriate grant funds in the amount of \$146,520 for fiscal year 2005-2006 from the California State Library, Library Services and Technology Act (LSTA). The grant will enable the Library to fund the system-wide initiative "Family Reading is Fun: Early Literacy Training and Resources for Parents and Caregivers."

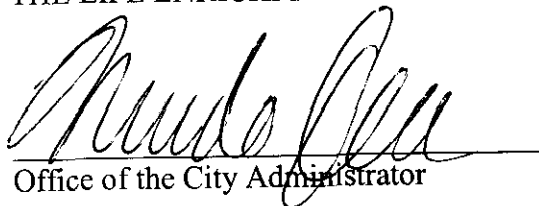
Respectfully submitted,



Carmen L. Martínez
Library Director

Prepared by:
Leslie Rodd, Administrative Librarian
Program Management Division

APPROVED AND FORWARDED TO
THE LIFE ENRICHMENT COMMITTEE:


Office of the City Administrator

Shelton

OAKLAND CITY COUNCIL

RESOLUTION NO. _____

FILED
OFFICE OF THE CITY CLERK
C. M. S. OAKLAND

2005 JUN 29 AM 10: 58

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, ACCEPT, AND APPROPRIATE A GRANT IN THE AMOUNT OF \$146,520 FROM THE CALIFORNIA STATE LIBRARY UNDER THE LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA) FOR FISCAL YEAR 2005-2006 FOR THE "FAMILY READING IS FUN: EARLY LITERACY TRAINING AND RESOURCES FOR PARENTS AND CAREGIVERS" INITIATIVE

WHEREAS, the California State Library has made available Library Services and Technology Act (LSTA) funding for 2005-2006; and

WHEREAS, a target group for LSTA funding is parents whose children under six years of age are at risk for failing at reading in school due to the lack of early literacy influences at home; and

WHEREAS, the City of Oakland desires to apply for and accept a grant in the amount of one hundred forty-six thousand five hundred twenty dollars (\$146,520) to support the "Family Reading is Fun: Early Literacy Training and Resources for Parents and Caregivers" Initiative and help these parents introduce books and reading to their children; now, therefore, be it

RESOLVED: That the City Administrator or her designee is hereby authorized and directed to apply for and accept an LSTA grant in the amount of one hundred forty-six thousand five hundred twenty dollars (\$146,520) for the purpose described above, funding to be deposited in Fund 2148, Organization 61213, and project to be established; 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

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.

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