PLA Digital Literacy Workshop Training Incentive 2024

American Library Association

Getting Started

Applications will be accepted for “2024-2025 PLA Digital Literacy Workshop Incentive, supported by AT&T” from July 26, 2024, until October 18, 2024.

The online application form must be submitted by October 18, 2024, at 11:59 PM CST.

Late or incomplete applications and applications from ineligible institutions will not be reviewed.

Before applying, please review the Project Guidelines and FAQ to determine if this opportunity is appropriate for your library and community.

Awards Available:

- 50 Large* Libraries will be awarded $10,000 to reach 75 learners
- 50 Small* Libraries will be awarded $5,000 to reach 30 learners

* The Institute for Museum and Library Services (IMLS) generally considers public libraries with a service population of less than 100,000 Small and 100,000 and up Large.

NOTE: This opportunity requires the facilitation of in-person or online workshops using specific DigitalLearn.org curriculum topics.

Workshop topics are limited to:

- Internet Basics
- Video Conferencing Basics
- Cybersecurity Basics
- Email Basics
- Computer Basics (Windows 10)
- Computer Basics (macOS 11)
- Mobile Device Basics (Android)
- Mobile Device Basics (iOS)
**Project Name**
To begin, please answer the question below "Project Name" by typing the following in the response text box: **ATT PHASE III**

*Please note: There is a character limit of 12 characters. To complete this field, simply type "ATT PHASE III".*

*Character Limit: 100*

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**Project Lead**

*Note: The Project Lead is the lead representative from your library and will be the primary point of contact.*

Provide all the information that is requested for the Project Lead and save the information. After clicking the “SAVE” button, you will be able to return to the application at any time and log in, using your e-mail address and password. This will allow you to edit, save, and return to your application as needed prior to the submission deadline.

**Project Lead First Name**
*Character Limit: 250*

**Project Lead Last Name**
*Character Limit: 250*

**Project Lead E-mail**
*Character Limit: 250*

**Project Lead Phone Number**
*Character Limit: 250*

**Extension (if applicable)**
*Character Limit: 250*

**Project Lead Title**
*Character Limit: 250*

**Department**
*Character Limit: 250*

**Institution**
*Character Limit: 250*

**Address 1**
*Character Limit: 250*
Address 2
*Character Limit: 250

City*
*Character Limit: 250

State/Territory*
Choices
AK
AL
AR
AS
AZ
CA
CO
CT
DC
DE
FL
GA
GU
HI
IA
ID
IL
IN
KS
KY
LA
MA
MD
ME
MI
MN
MO
MP
MS
MT
NC
ND
NE
NH
NJ
NM
NV
NY
OH
Zip Code*  
9 digits, xxxxx-xxxx. If you need to find your 4-digit sort code, you can look it up at the website of the US Postal Service.  

Character Limit: 10

ALA Membership Information*  
Please note that membership is not required to apply for or receive this incentive. We collect this information for internal purposes only.

Choices  
I am a member of ALA  
I am a member of PLA  
I am a member of ALA and PLA  
I am not a member of ALA or PLA

The Library  
Please answer the following questions about your library.

Library Website URL*  
Character Limit: 2000

Library Type*  
Choices  
Single Outlet Public Library System  
Multiple Outlet Public Library System  
Tribal Library
Number of Branches in Your Library System (if applicable)*
*Enter N/A if not applicable.
*Characer Limit: 250

Total Population Served Annually*
*Character Limit: 100

Library Size*
The Institute for Museum and Library Services (IMLS) generally considers public libraries with a service population of less than 100,000 small and 100,000 and over large.

Indicate the size of your library.
*Choices
Large
Small

Community Type*
The Institute for Museum and Library Services (IMLS) defines a rural community as one that is more than, or equal to, five miles from an urbanized area and a small community to be libraries with a legal service area population of 25,000 or less. If you do not know how to categorize your community type, please review https://www.imls.gov/search-compare/

*Choices
Drag to reorder
City
Suburb
Town
Rural
Other

How did you learn about this opportunity?*
This information will help us understand how our marketing efforts are working. Please check all that apply.

*Choices
Received an email
Advertisement (please specify source below, if known)
ALA website
News article/press release (please specify source below, if known)
Social media
Word of mouth
Conference program
Other Source (please specify below)
Unsure

If you selected "Other", please specify below.
*Character Limit: 250
Have You Received Funding From PLA To Support DigitalLearn Workshops Before?*

Choices
Yes
No

**Proposal Narrative**

Please note that each narrative section may not exceed 3,000 characters (approximately 500 words).

Community:*
In your response, please include answers to the following:

Describe your library and the community it serves, including demographics, dynamics, and key issues or challenges it faces, particularly related to digital literacy and the digital divide. What should reviewers know about your library and community in order to understand your proposal?

*Character Limit: 3000*

**Project Plan (Narrative Proposal)**

Describe how your library will use incentive funds to impact the digital literacy of your community.

Identify the following in your answer:

- Specific digital literacy topics of interest*,
- Target audiences**,
- Outreach/promotional plans,
- Potential community partners, and
- Whether your library will conduct workshops in Spanish or any other language.

*Topics are limited to the 8 DigitalLearn noted at the start of the application and on our website.

**Target audiences of particular interest are adult learners, parents, caregivers, older adults, and newly connected families.

*Character Limit: 10000*
Budget Overview:*  
How do you envision using the funds to support the DigitalLearn workshops? Examples include advertising, promotional or tech giveaways, food, childcare, transportation, laptops or other devices, and hiring a facilitator. (You do not need to indicate exact items or cost, this is a brief narrative overview).

Character Limit: 6000

26. Prior Digital Literacy Experience*  
What digital literacy programs does your library currently offer or has offered recently? Please include information about the curriculum used, the target audience, community partnerships, and their overall success.

Character Limit: 6000

Facilitation*  
If selected, who will conduct your library’s DigitalLearn workshops?

Character Limit: 250

Promotional Plan*  
As part of this incentive, all libraries will be provided a marketing toolkit for promoting the workshops. This will include sample text for social media, newsletters, and flyers as well as ready-to-use graphics. How would you use these resources to engage your specific community and promote your workshops? You may wish to reflect on the successful communication methods your library uses for programs.

Character Limit: 6000

Commitments  
Please affirm the library’s commitment to each of the following practices and requirements:*  

- Attend or watch all onboarding webinars.
- Use any or all of the 8 DigitalLearn approved training materials developed by PLA and AT&T.
- If you are a Small library, reach a minimum of 30 learners or if you are a Large, library reach a minimum of 75 learners using the approved training materials by May 30, 2025.
- Conduct as many workshops as necessary to reach the minimum learner goals based on your library size.
• Regularly submit your workshop schedule at least four weeks before the programming date.
• Submit your attendance numbers at least once a month between December 2024 and June 2025.
• Complete all workshops by May 30, 2025.
• Use Project Outcome to create surveys for use after each workshop to capture participant feedback.
• Complete the PLA-provided reporting template by June 16, 2025.
• No portion of the incentive funding shall be used for, or offset the price of, telecommunications services or equipment described at https://www.usac.org/program/e-rate/applicant-process/beforeyou-begin/eligible-services-list/.
• Permit PLA to share workshop schedules and contact information with AT&T for possible local promotion by AT&T representatives in their communications with customers. (Local promotion is not guaranteed, only available in certain regions.)
• Collaborate with local AT&T employee representatives in promoting and volunteering, where AT&T employee volunteers are available and can be accommodated, to assist at workshops. (Local promotion and volunteers are not guaranteed, only available in certain regions.)

**Choices**

I affirm my library’s commitment.

**Certify Authorization**

An application for a PLA Digital Literacy Workshop Phase III grant is an application for a grant from ALA, supported by AT&T. ALA is required by law to ask applicants to identify for each application a Certifying Official, who is authorized to submit applications for funding on behalf of the applicant organization. To complete this section, you must enter all of the information that is requested.

**Certifying Official First Name**
*Character Limit: 250*

**Certifying Official Last Name**
*Character Limit: 250*

**Certifying Official Title**
*Character Limit: 250*
Certifying Official Institution*
*Character Limit: 250

Certifying Official Email Address*
*Character Limit: 250

Certification*
By checking this box and submitting this application, the authorized representative for the applicant organization certifies that all statements contained herein are true and correct to the best of their knowledge and belief and that the applicant organization is neither presently debarred, suspended, proposed for debarment, declared ineligible, nor voluntarily excluded from participation in this transaction by any federal department or agency.

NOTE: You can check the status of your institution with regard to debarment at the website of the System for Award Management (SAM.gov).

Choices
I agree.

Certification Date (today's date)*
*Character Limit: 10

Review and Submit
Please review your application to ensure a complete submission. Once you have completed your review, click "Submit" in the bottom right corner of your screen.

You cannot make changes to your application once it has been submitted. The online application form must be submitted by the deadline of October 18, 2024, at 11:59 PM CT. Late or incomplete applications and applications from ineligible institutions will not be reviewed.

Ensure you receive messages regarding your application! Emails regarding your application status will come from administrator@grantinterface.com. Please save this email address (administrator@grantinterface.com) as a contact to ensure that you will receive messages regarding your application.