PLA Digital Navigator Workshop Incentive Pilot, supported by AT&T (2024-2025)

American Library Association

Getting Started

Applications will be accepted for the “PLA Digital Navigator Workshop Incentive Pilot, 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 Overview and FAQ to determine if this opportunity is appropriate for your library and community.

Awards Available:

• 35 Libraries will be awarded $4,000 each to reach 15 learners (learners can be patrons or staff or volunteers)

This is a pilot program and will require a significant amount of evaluation and reporting. Our goal is to learn how best to support Digital Navigators with DigitalLearn resources.

To be eligible for this opportunity, libraries must have a Digital Navigator (or other named digital or tech support staff/volunteer) in place prior to applying for this incentive.

This opportunity requires Digital Navigators to utilize DigitalLearn Training materials or if desired, the self-paced modules.

As a pilot, each Digital Navigator will have flexibility in what resources they choose to use from DigitalLearn. We recommend using the latest content on the site and the training also known as Workshop Materials.

These are the latest topics:

• 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: **Digital Nav**

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

*Character Limit: 12*

**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*
Name of the Library System
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
OK
OR
PA
PR
RI
SC
SD
TN
TX
UT
VA
VI
VT
WA
WI
WV
WY

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.
Character Limit: 250

Total Population Served Annually*
Character Limit: 100

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
- 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.

Have You Received Funding From PLA To Support DigitalLearn Workshops Before?*

Choices
Yes
No

Does your library currently engage paid or volunteer Digital Navigators?*

Choices
Paid
Volunteer
Paid and volunteer
No, my library does not have Digital Navigators

How many Digital Navigators does your library currently engage?*

On average, how many hours a week does a Digital Navigator typically work or volunteer?*
(This number should reflect just one employee or volunteer not all.)

Does your library use the term Digital Navigators? If not, what are they called?*

Are your Digital Navigators connected to another outside program or outside organization?*
If yes, tell us the name of that program or organization.

How long has your library used Digital Navigators?*

Describe the intake and follow up process your Digital Navigators use.*

What does a typical day look like for your Digital Navigators?*

Beyond Digital Navigators, what digital literacy programs does your library offer or has offered?*

Please include brief information about the curriculum used, the target audience, community partnerships, and their overall success.

*Character Limit: 1000

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**Proposal Narrative**

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

**Community:***

What should reviewers know about your library and community in order to understand your proposal?

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.

*Character Limit: 3000

**Project Plan (Narrative Proposal)**

Describe how your library will use DigitalLearn materials and incentive funds in collaboration with Digital Navigators to impact the digital literacy of your community.

Possible scenarios (Pick one or more or suggest another scenario):

- Train the Trainer: Utilize DigitalLearn training materials to train your Digital Navigators and or staff.
- Have Digital Navigators use DigitalLearn resources in 1 on 1 sessions with patrons.
- Have Digital Navigators host DigitalLearn workshops for your community.

Identify the following in your answer: how will your Digital Navigators use the workshop materials, topics of interest*, target audiences**, outreach plans, and whether your library will conduct workshops in Spanish or any other language.

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

*Character Limit: 3000

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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 paying a contract (non-salaried) Digital Navigator or facilitator. We are looking for a paragraph or bullet points not a formal budget. You do not need to indicate exact items or costs. Due to the timeframe of the application period your needs and budget may change, this is expected.

Character Limit: 3000

Promotional Plan*  
As part of this incentive, all libraries will be provided a marketing toolkit for promoting DigitalLearn. 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: 3000

Commitments

Please affirm the library’s commitment to each of the following practices and requirements:*  
- Attend or watch all onboarding webinars.
- Use DigitalLearn training materials and or self-paced modules.
- Reach a minimum of 15 learners using the approved materials by May 30, 2025.
- Conduct as many workshops or 1 on 1 sessions as necessary to reach the minimum learner goals.
- Regularly submit any workshop schedules at least four weeks before the programming date. (if hosting workshops)
- Submit your attendance numbers at least once a month between December 2024 and June 2025.
- Complete all activities by May 30, 2025.
- Use Project Outcome based surveys 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/ereate/applicant-process/beforeyou-begin/eligible-services-list/.

• Permit PLA to share any 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.)

• (Optional) 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 ATT&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.