

Participant Application: PLA Digital Literacy Workshop Incentive, supported by AT&T

Getting Started

Applications will be accepted for “PLA Digital Literacy Workshop Incentive, supported by AT&T” from May 12 until June 2, 2023. Prior to beginning your library’s application, please read the complete Project Guidelines and FAQ. **The online application form must be submitted by the deadline on June 2, 2023, 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.

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

The workshop topics are limited to:

1. Internet Basics
2. Video Conferencing Basics
3. Cybersecurity Basics
4. Email Basics
5. Computer Basics (Windows 10)
6. Computer Basics (macOS 11)
7. Mobile Device Basics (Android)
8. 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 II**

Please note: There is a character limit of 3 characters. To complete this field, simply type "ATT PHASE II".

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.

1. Project Lead First Name
2. Project Lead Last Name
3. Project Lead E-mail

4. Project Lead Phone Number

5. Extension (if applicable)

6. Project Lead Title

7. Department

8. Institution

9. Address 1

10. Address 2

11. City

12. State/Territory

13. Zip Code

14. 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.

- I am a member of ALA
- I am a member of PLA
- I am not a member of ALA or PLA

15. Library Website

16. Library Type

- Single Outlet Public Library System
- Multiple Outlet Public Library System
- Tribal Library

17. Number of branches in your library system (*Enter N/A if not applicable.*)

18. Total Population Served Annually

19. 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.ims.gov/search-compare/>

- City
- Suburb
- Town
- Rural
- Other

4

20. 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
- Listserv/online discussion list
- News article/press release (please specify source below, if known)
- Social media
- Word of mouth
- Conference program
- Other Source (please specify below)

21. Have you received funding from PLA to support DigitalLearn workshops before?

Proposal Narrative

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

22. Community:

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?

23. Describe how your library will use the incentive funds to increase digital literacy programming to adult learners, especially parents, caregivers and newly connected families. What impact will this have on your community? Be sure to reference current efforts that could be expanded, target audiences, outreach and promotional plans, potential partners, and if your library will use the available Spanish language materials.

24. What digital literacy programs does your library currently offer or has offered recently? Include information about the curriculum used, the target audience, community partnerships and their overall success.

25. If selected, who will conduct your library's DigitalLearn workshops?

Target Audiences:

26. What groups in your community will you target to participate in DigitalLearn Workshops?

27. As part of this incentive all libraries will be provided a toolkit for promoting the workshops. This will include sample text for social media, newsletters, flyers as well as ready to use graphics. How would you use these resources to engage your community and promote your workshops?

Partnerships

28. *Do you plan to work with a community partner? If yes, tell us more about them and how you intend to collaborate.*

Budget Overview:

29. *How do you envision using the funds to support the DigitalLearn workshops? Examples include advertising online, promotional giveaways for participants, projector, or screen to present the material, offset wages or hiring a facilitator. (You do not need to indicate exact items or cost).*

Commitments

Please affirm the library's commitment to each of the following practices and requirements:

- ✓ Attend onboarding webinar, participate in two additional PLA webinars and sign up for ALA Connect Community.
- ✓ Use the specified workshop training materials developed by PLA and AT&T, available at digitallearn.org and att.digitallearn.org.
- ✓ Reach a minimum of 36 learners using any or all of the 8 approved training materials by December 15, 2023.
- ✓ Report workshop schedule and attendance numbers with PLA via online form.
- ✓ Permit PLA to share workshop schedule and contact information with AT&T for possible local promotion by AT&T representatives in their communications with customers.
- ✓ Collaborate with local AT&T employee representatives in promoting and volunteering, where AT&T employee volunteers are available and can be accommodated, at basic-skilling workshops.
- ✓ Use Project Outcome based surveys at the conclusion of each workshop to collect post-workshop participant surveys.
- ✓ Complete PLA-provided reporting templates by January 12, 2024.

- ✓ 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/e-rate/applicant-process/beforeyou-begin/eligible-services-list/>.

Choices

I affirm my library's commitment.