



## LIBRARY COMMISSION AGENDA REPORT

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April 6, 2023  
Item 4

### **SUBJECT: RECEIVE INFORMATION ON THE ADULT LITERACY AND ESL SERVICES AT THE PLEASANTON PUBLIC LIBRARY**

#### **SUMMARY**

Pleasanton Public Library has offered adult literacy and English-as-a-Second Language (ESL) services since 1985. Now known as Pleasanton Reads, the program demonstrates the Library and Recreation Department value of inclusion, serving the needs of adult learners of English. With a new grant award from the California State Library, Pleasanton Reads is pursuing exciting new program features and outreach efforts that support the Library and Recreation Strategic Plan and DEI goals, reflect learner needs and interests, and expand outreach and marketing. This information is being shared with the Library Commission to assist the commissioners with their efforts as community advocates of library programs and services.

#### **RECOMMENDATION**

Receive information on the Adult Literacy and ESL services at the Pleasanton Public Library.

#### **FINANCIAL STATEMENT**

None.

## **BACKGROUND**

The California State Library, a California public research institution, directs state and federal funds to support local public libraries, as well as statewide programs and services. California State Librarian Gary Strong established the California Literacy Campaign in 1984, funded through the federal Library Services and Technology Act (LSTA). In 1985, the California legislature established support for the program through the California Library Services Act, and California became the first state to enact ongoing legislative support for library literacy services in 1990. The campaign's name was officially changed to California Library Literacy Services (CLLS) in 2002, acknowledging that adult literacy instruction is an ongoing public library service and not a temporary campaign. Today, CLLS is governed by the California Library Literacy and English Acquisition Service Program, administered by the California State Library under the direction of the California State Librarian. Pleasanton Public Library is one of 105 participating public library jurisdictions in the state.

Pleasanton Public Library has provided literacy services for adults since 1985 and continued to do so following the library transition from a branch of the Alameda County Library system to an independent municipal library in 1999. Then known as the Pleasanton READS Project, the program was initially supported exclusively by the City's General Fund. The program served adult learners of English by supporting reading, writing, and conversation skill acquisition, and provided preparation for standardized tests and US citizenship with the help of trained volunteers.

Since 2006, Pleasanton has applied for and received California Library Literacy Services (CLLS) funding. In 2014, the 30<sup>th</sup> anniversary year of CLLS, Pleasanton City Council issued a proclamation declaring September as Adult Literacy Month. A new team of four staff was organized in 2016, and the program was re-named Pleasanton Reads. The City of Pleasanton recognized the Adult Literacy and ESL Services Team with a Challenge Award in 2017. In 2019, Pleasanton Reads launched a satellite service location at Stoneridge Creek Retirement Community, training resident-tutors to partner with Stoneridge Creek staff members for weekly English tutoring sessions. (This successful outreach was paused due to COVID-19, but planning is underway to restore the service as soon as conditions allow). In 2020, the Literacy program continued through the pandemic as English language learners and tutors continued to meet virtually. In Fiscal Year 2021/22, the program served 97 adult English-language learners, with 74 volunteer tutors, and continues to grow with over 60 individuals on the wait list for services.

## DISCUSSION

In 2021, CLLS announced a supplemental grant opportunity funded by the State of California to support ESL services at CLLS member libraries. Prior to this funding opportunity, ESL services were provided using local funds (City of Pleasanton General Fund). Pleasanton Library applied for and was awarded a supplemental grant award for ESL services for FY 2022/23. In November 2022, Pleasanton City Council voted to approve two resolutions to accept the California State Library Adult Literacy Services and ESL grants totaling \$109,710. The Adult Literacy Services grant will continue to support the existing grant and City-funded Pleasanton Reads program, while the new ESL Services grant will expand the program to individuals who have not been traditionally served in the prior grant cycles.

Grant funding is used to pay for salaries and benefits for staff, in-service training workshops for volunteers, print and digital resources used by participants, ongoing LTE wireless service for library Chromebook lending laptops, and supplies and printing. Learners and tutors are provided with all the necessary supplies, materials, and resources, plus meeting space for tutor sessions.

### 2022-23 Adult Literacy Services (ALS) Grant Budget

Budgeted expenses for both the FY 2022/2023 ALS and ESL grants, respectively, are presented in the chart below.

#### 2022-2023 CLLS-ALS Grant

	<i>ALS - CLLS</i>	<i>ALS - Local</i>	<i>FLS - CLLS</i>	<i>FLS - Local</i>	<i>ESL - CLLS</i>	<i>ESL - Local</i>	<i>Total CLLS Funds</i>	<i>Total Local Funds</i>	<i>Grand Totals</i>
<b>Salaries &amp; Benefits</b>	<input type="text" value="\$42,514"/>	<input type="text" value="\$73,680"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="\$42,514"/>	<input type="text" value="\$73,680"/>	<input type="text" value="\$116,194"/>
<b>Contract Staff</b>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Operations</b>	<input type="text" value="\$4,125"/>	<input type="text" value="\$5,600"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="\$4,125"/>	<input type="text" value="\$5,600"/>	<input type="text" value="\$9,725"/>
<b>Literacy Materials</b>	<input type="text" value="\$2,000"/>	<input type="text" value="\$3,500"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="\$2,000"/>	<input type="text" value="\$3,500"/>	<input type="text" value="\$5,500"/>
<b>Small Equipment</b>	<input type="text"/>	<input type="text" value="\$2,400"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="\$2,400"/>	<input type="text" value="\$2,400"/>
<b>Equipment</b>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Subtotal</b>	<input type="text" value="\$48,639"/>	<input type="text" value="\$85,180"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="\$48,639"/>	<input type="text" value="\$85,180"/>	<input type="text" value="\$133,819"/>
<b>Indirect Costs</b>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Total</b>	<input type="text" value="\$48,639"/>	<input type="text" value="\$85,180"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="\$48,639"/>	<input type="text" value="\$85,180"/>	<input type="text" value="\$133,819"/>
<b>Adult Literacy Total</b>	<input type="text" value="\$133,819"/>								
<b>Family Literacy Services Total</b>	<input type="text"/>								
<b>ESL Total</b>	<input type="text"/>								
<b>Total budget</b>	<input type="text" value="\$133,819"/>								

Costs in the Total CLLS Funds column will be paid with CLLS-ALS grant funds; those in the Total Local Funds column to be paid with budgeted funds from the City of Pleasanton General Fund (nearly \$10,000 annually).

**Salaries and Benefits \$116,194**

Salary and benefits costs include .78 FTE includes hours contributed by the four staff as follows:

- Senior Librarian: .05
- Librarian (2): .25 each / .50 total
- Program Assistant: .225

**Operations \$4,325**

Operations expenses include trainer fees for up to two in-service volunteer training events; LTE service for library lending Chromebook computers; printing/photocopy costs; and office supplies:

- LTE Service for 10 Chromebook lending laptops \$3,400
- Workshop/trainer fees \$600
- Printing/photocopy \$125
- Office Supplies \$200

**Literacy Materials \$10,900**

- Literacy materials expenses include print books and materials for the Library's Adult Beginning English collection; as well as print and online subscriptions:
  - News for You print + online \$800
  - ZoomPro (4) \$800
  - Learning Upgrade App \$3,800
  - Print materials for Adult Beginning English circulating collection \$5,500

2022-23 New English-as-a-Second Language (ESL) Grant Budget

	<i>Projected State Funds needed</i>	<i>Projected Local Funds available</i>	<i>Total</i>
<i>Salary and Benefits</i>	\$57,321		\$57,321
<i>Contract Staff</i>		\$600	\$600
<i>Operations</i>		\$125	\$125
<i>Library Literacy Materials</i>	\$3,750	\$5,375	\$9,125
<i>Small Equipment</i>			
<i>Large Equipment (\$5,000 per unit)</i>			
<i>Subtotal</i>	\$61,071	\$6,100	\$67,171
<i>Indirect</i>			
<i>Total</i>	\$61,071	\$6,100	\$67,171

Costs in the Projected State Funds column are to be paid with CLLS-ESL grant funds; those in Projected Local Funds column are to be paid with budgeted funds from the City of Pleasanton General Fund (nearly \$10,000 annually).

**Salary and Benefits \$57,321**

Salary and benefits costs include 0.39 FTE includes hours contributed by four staff as follows:

- Senior Librarian: .03
- Librarian (2): 0.13 each / .26 total
- Program Assistant: .10

**Contract Staff \$600**

Funds are used for up to two ESL-focused in-service training workshops for program volunteers by professional educators in the adult literacy/ESL field.

**Operations \$125**

Operations costs include photocopy allowances for program volunteers.

**Library Literacy Materials \$9,125**

Funds are used to purchase books and materials for the Library's Adult Beginning English circulating collection and items for use by program volunteers who tutor adult learners.

Marketing/Outreach

Pleasanton Reads continuously accepts new learners and hosts five annual training and orientation events for new volunteers to keep pace with the steady need for services. Volunteers and learners register online through Better Impact Volunteer Management Software. Many participants hear about Pleasanton Reads through word-of-mouth or know of the program because they use the Library's other services. The Adult Literacy staff employ a variety of marketing and outreach strategies to attract new volunteers and learners to the program, including:

- Make a Difference Day (annual event, January)
- Volunteer Match Ad
- Posters and flyers in the library
- Referrals by Current/Former Volunteers
- NEW! PUSD Family Liaison – Valley View (will expand to other campuses)
- PUSD newsletter
- Program flyers in 7 languages: English, Spanish, Korean, Russian, Farsi, Arabic
- Featured in the tri-annual Library and Recreation Activity Guide
- Library and Recreation social media posts
- COMING SOON! Outreach via Spotify, radio, print advertisement
- Press Release
- Online Community Calendars (*Pleasanton Weekly*, *Livermore Independent*)
- Guest columns and feature articles: Bay City News, Hacienda Newsletter
- City-sponsored and Community Partner Newsletters (City of Pleasanton, Library and Recreation Department, CityServe, Tri Valley Career Center)
- Community partnership events and cross-postings: MACC – Tri-Valley (Las Positas College ESL Program, Pleasanton Adult and Career Education, CityServe; Tri Valley Career Center)
- Library and Recreation Mobile Vehicle (anticipated 2024.)

Pleasanton Reads is a thriving, learner-centered outreach which fosters lifelong learning and community connections. The Library will continue to coordinate Pleasanton Reads with a proactive, innovative approach that seeks to maximize available resources to meet the English language acquisition needs of adult learners with the help of community volunteers. With the additional grant funding opportunities from the California State Library and guided by the Library and Recreation Department Strategic Plan 2019-2024, the Library will strive to expand community partnerships and marketing efforts to reach underserved community members who might benefit from literacy services.

Submitted by:

*Julie Eseltine*

Julie Eseltine, Librarian