



Contra
Costa
County

To: Board of Supervisors
From: Melinda Cervantes, County Librarian
Date: October 9, 2018

Subject: Grant in the amount of \$15,000 from Pacific Library Partnership

RECOMMENDATION(S):

APPROVE and AUTHORIZE the County Librarian or designee, to apply for and accept a grant in the amount of \$15,000 from Pacific Library Partnership for *Video Storytimes: Anytime, Anywhere* for the period October 1, 2018 through October 31, 2019.

FISCAL IMPACT:

No Library Fund match.

BACKGROUND:

In Spring 2018, Contra Costa County Library launched a starter collection of 26 videos on the Library's Storytime Channel on YouTube. The intention of the grant project is to expand the number of offerings on the channel to keep engagement high and offer a variety of fresh content. The grant will provide resources for recording and editing over 50 additional videos of Contra Costa County Library staff performing story time activities.

Each video will be designed for kids and families to learn and practice skills that are fundamental to early literacy, just as if they were attending a story time held inside a library building. These performances will be filmed in the Contra Costa Television studio. The

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY
ADMINISTRATOR

☐ RECOMMENDATION OF BOARD
COMMITTEE

Action of Board On: **10/09/2018** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I Supervisor
Candace Andersen, District II Supervisor
Diane Burgis, District III Supervisor
Karen Mitchoff, District IV Supervisor
Federal D. Glover, District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: October 9, 2018

David Twa, County Administrator and Clerk of the Board of Supervisors

By: June McHuen, Deputy

Contact: Walt Beveridge
925-608-7730

cc:

videos will be available at anytime from anywhere

BACKGROUND: (CONT'D)

to anyone with internet access, thereby extending the library's reach into the community and generating more awareness of the library as an early literacy hub. In addition to the Library's Storytime Channel on YouTube, the videos will air on Contra Costa Television's public access channel.

CONSEQUENCE OF NEGATIVE ACTION:

Contra Costa County Library will not be able to upload additional content on its Storytime Channel on YouTube. The material will grow stale and children will eventually lose interest in the videos. Contra Costa Television will not have new story time content to air on its public access channel.

CHILDREN'S IMPACT STATEMENT:

Children Ready for and Succeeding in School: Offering Video Storytime to pre-school and elementary aged children will help keep children engaged in learning and literacy by providing access to children whose parents or caretakers may be too busy to come into a library building at a specific time or to children who just want to hear more from their favorite storyteller.

Children and Youth Healthy and Preparing for Productive Adulthood: The Video Storytime Project will position and market the Library as the community's early literacy center. Video story time will reinforce the Library's commitment to helping its youngest community members learn to read and will provide parents and caretakers with a valuable resource in the promotion of early literacy skills.

Communities that are Safe and Provide a High Quality of Life for Children and Families: The Video Storytime Project will expand children's programming beyond the library's walls, so people who do not have easy access to library buildings due to transportation issues, work schedules, or knowledge of library services will have access to high-quality story time programs delivered by Contra Costa County Library staff.