



NATIONAL ENDOWMENT FOR THE

Humanities

OFFICE OF CHALLENGE GRANTS

Narrative Section of a Successful Application

The attached document contains the grant narrative and selected portions of a previously funded grant application. It is not intended to serve as a model, but to give you a sense of how a successful application may be crafted. Every successful application is different, and each applicant is urged to prepare a proposal that reflects its unique project and aspirations. Prospective applicants should consult the Infrastructure and Capacity Building application guidelines at www.neh.gov/grants/preservation/infrastructure-and-capacity-building-challenge-grants for instructions. Applicants are also strongly encouraged to consult with the NEH Office of Challenge Grants staff well before a grant deadline.

Note: The attachment only contains the grant narrative and selected portions, not the entire funded application. In addition, certain portions may have been redacted to protect the privacy interests of an individual and/or to protect confidential commercial and financial information and/or to protect copyrighted materials.

Project Title: Construction of New 14,000-Square-Foot Barboursville Library Branch

Institution: Cabell County Public Library

Project Director: Judy Kirkwood Rule

Grant Program: Infrastructure and Capacity Building Challenge Grants

Narrative

The Cabell County Public Library (CCPL) seeks an Infrastructure and Capacity Building Challenge Grant **to help replace its current Barboursville branch with a new larger 14,000 square-foot facility**. It will be twice the size of the current building and will be much more conducive to the extensive humanities programming desired by the community.

Originally built in 1967 with an additional meeting room added in 1981, the current facility is subject to water damage from cracked underground drainage pipes and water runoff from uphill parking lots. Heavy rainstorms create water seepage through the walls and floors of the library, damaging carpeting and lower bookshelves, and inducing the growth of mold and mildew beneath carpet and behind walls.

In fall 2013 water drainage pipes running beneath the library collapsed, increasing the rate of structural deterioration. The library reduced its hours for several months, while James L Johnson Plumbing Company of Huntington attempted repairs Fridays and Saturdays. **A new facility is crucial for the expansion of library service and programming in the Barboursville community.**

With a current annual operating income of \$4,204,920, Cabell County Public Library was originally established in 1902 in the Carnegie building that now houses the Huntington Junior College. In 1980 the library moved across the plaza to its present location. Since its inception, the library has opened seven additional branches in the county; it works closely with affiliate libraries in six surrounding counties: Putnam, Wayne, Mingo, Lincoln, Logan, and Mason. In addition, the library provides technical and professional assistance to the library facility at the Huntington Junior College.

Its mission statement is to promptly and courteously provide library materials and information to the area's residents to meet their personal, professional, and educational needs. CCPL has a long history of collaborating with other local institutions to bring strong humanities programming to the community through its main library and its branches.

One of CCPL's most prominent humanities programs includes the biennial Ohio River Festival of Books (2002-2016), which brought author programs into local libraries, schools, and nursing homes in addition to the designated main venue, usually the Big Sandy Superstore Arena in Huntington. For these festivals, CCPL collaborated with other regional public and university libraries, the Huntington Museum of Art, and Marshall University's Graphic School of Design. Since one of the festival's major sponsor's has always been The West Virginia Humanities Council, the content of the programs has largely been Humanities driven.

Ohio River Festival of Books (ORFOB) has featured such luminary authors as William Vollman (co-sponsored by Marshall University); Jeannette Walls, author of *The Glass Castle*; Curtis Sittenfeld; Carine McCandless; Michael Chabon; Rick Bragg; Harvey Pekar; Julia Keller, and Marc Brown.

Notable regional Appalachian authors appearing at ORFOB have included Mary Lee Settle, Donald Pollock, Wiley Cash, Linda Scott DeRosier, John Billheimer, Jean Edward Smith, Glenn Taylor, Marc Harshman, Marie Manilla, Rajia Hassib, Sarah Einstein, John Van Kirk, and others. Poets have included Irene McKinney, Poetry Alive, The Guyandotte Poets (local), Kirk Judd, Laura Treacy Bentley, and Richard Spilman.

ORFOB programs have included discussions about the opiate epidemic by author Sam Quinones (*Dreamland: the Story of America's New Opiate Epidemic*); a panel discussion about Authors and Social Responsibility by local writers Sarah Einstein (*Mot: a Memoir*), John Van

Kirk (*Song for Chance*), and forensic psychologist Joseph Wyatt (*The Breaking Point and other True Cases for Murder and Malice*), poetry performances by the local Guyandotte Poets, and a program at the Huntington Museum of Art that introduced a new audience to the joys of silent film. Christel Schmidt (author of *Mary Pickford: Queen of the Movies*) discussed Pickford's influential role in the early movie industry, after which the audience was treated to a digitally restored edition of the Pickford silent film, *The Sparrows*. World renowned ragtime pianist, Ethan Uslan, accompanied on piano.

During the festival, programs were brought to each of the branches *as space permitted*. These programs have included a first-person portrayal of Mark Twain (WV Humanities Council History Alive), programs titled "A Career in Forensic Psychology" (Dr. Joseph Wyatt), "Structure and Narrative Tension" (Eliot Parker), "Reimagining the Classics: Why Jane Austen Rocks" (Regina Jeffers), "Putting Down the Story" (Marie Manilla), "How to Write a Biography of a Town" (Gina Simmons), "Rick Ball: The Great Flood of 1937," and others.

One of the most successful ORFOB programs at the Barboursville library was a presentation by Jeanette Rowsey, author of *The Lost Village of Barboursville*. She offered a detailed presentation of the village's history, and attendees were fascinated to learn that Pre Civil-War plantations had existed around the area they now call home.

In addition to the biennial book festival, CCPL's other humanities offerings have been diverse. From 2005 through 2009 CCPL participated in the ALA sponsored program: "Let's Talk About it: Jewish Literature." During that time local scholars (Rabbi David Wucher and Marshall University Professor Matthew Wolf) led discussions on 30 books from a thematic canon of important Jewish literature, six titles per year.

Last November 15th the library hosted author Jay Asher (*Thirteen Reasons Why*), for a program that explored the vital teen issues of social media use, bullying, suicide, and self-worth. The discussion included a dialogue about the importance of sharing feelings of despair with someone who can help and about how even our smallest interactions with others can have profound impacts.

Other recent humanities programs have included the Japanese Outreach Program (see Institutional Summary), a Civic Engagement Series discussion about how to create dialog in the divided political climate, a History Alive portrayal of Minnie Pearl, a Confederate History Discussion, a Titanic Remembrance Day program, numerous writing workshops, book club discussions, and more. In May the Cabell County Friends of the Library luncheon will feature Karen Varanch in a portrayal of writer Pearl Buck.

Besides humanities programming, Cabell County Public Library and all its branches offer strong programming for all ages to encourage reading. In addition to hosting regular story times for toddlers, the library system participates in the 1000 Books before Kindergarten program, aided by a \$35,000 grant from the West Virginia Department of Education.

During summer all Cabell branches host summer reading programs for both children and adults, and about 150 youth participate in the annual summer Battle of the Books, an intensive competition where youth in two separate age groups demonstrate their knowledge of eight selected books in a quiz show format. Regular drills are held weekly, culminating in the championship battle, usually attended by several hundred parents and friends.

The Barboursville branch library is an excellent prospect for additional future humanities programming. The village is the fastest growing region in Cabell County. From 2000 to 2010, according to US Census data, the population increased 25%, from 3,183 to 3,964. Projections

indicate the current population is 4,262, a growth of an additional 8%. Part of Barboursville's growth is due to the expanding nearby Saint Mary's Medical Center and the thriving Huntington Mall, which has helped Barboursville's municipal budget reach a healthy revenue totaling \$6,375,285 for the 2017 fiscal year.

However, the current 7,000 square-foot Barboursville branch lacks adequate space for hosting programming. It has only one meeting room, primarily used for children's story hours. The new building will include two meeting rooms, one a 900 square-foot room that can be used by community groups after library hours. This will enable CCPL to expand its Humanities programming to this growing community.

The Barboursville library branch is the busiest of the CCPL system (excluding the main library). It serves not only its 4,262 residents, but also many from surrounding regions claim Barboursville library as their primary library. The CCPL system currently has 90,533 active registered users, 13,133 of which registered at the Barboursville facility.

According to the West Virginia Library Commission 2017 Statistical Report (Pub. Jan 2018), the total Barboursville circulation for 2017 (94,920) comprised 30.9% of the total circulation of all the seven branches in the system (306,595), excluding the main Huntington branch (297,358).

Likewise, the total number of Barboursville library visits in 2017 (58,077) comprised 24.8% of visits to all the seven branches in the system (233,985), excluding the main Huntington branch (132,571). The Barboursville collection includes 40,318 print items, 1,168 audio, and 4,340 video (DVD included) items for a total of 45,826.

In 2017 library services at Barboursville library included 6,161 Internet sessions on the nine public computers, 848 Wi-Fi sessions, 5,030 reference questions, 21 programs for adults (total attendance 1,172), 342 programs for children and young adults (total attendance 10,531). Library

meeting rooms were used 65 times by community groups (total attendance 1,248), the library hosted 283 visits from nearby school classrooms (total attendance 5,773), and the Barboursville staff made 28 visits to these schools (attendance 593).

Other services included 916 notarizations (each CCPL location offers free notary public service by staff) and 114 literacy tutor sessions (Tri-State Literacy Council trains tutors who frequently meet with clients for tutoring sessions at local libraries).

An analysis of the library collection by subject indicates that 43% of the Cabell County Public Library system's total print collection consists of Humanities-related titles; the main library with its slightly more academic focus consists of 53.73%, while the branches range from 30 to 39%. Barboursville's collection consists of 37.12% Humanities titles, the second largest branch Humanities collection after the Milton Library branch (38.54%).

For this proposal, Humanities-related titles consist of Dewey Decimal Call ranges for philosophy (100's), religion (200's), culture & anthropology (300-309), Jurisprudence (320-329), customs & folklore (390's), language (400's), art history (700-709), arts, including performing arts (720-792), literature (800's), 900's (history & biography).

The grant's target audience will be the residents of Barboursville and the surrounding rural region, including children from three elementary schools and two preschools. Barboursville includes an affluent subsection consisting of doctors, hospital administrators, and professors from both the area's two hospitals and Marshall University, and CCPL will elicit their support not only for construction, but for expanded humanities programming at the new branch. An additional meeting room, accessible from outside the building after library hours, will not only result in more library programming, but will also encourage more civic and community meetings, events, and dialog.

A new larger facility will also attract more users, including many who don't have adequate resources in their homes. The poverty rate in Cabell County is 21.9%, higher than the WV state poverty rate, which is 17.9% (compared to the US rate of 12.7%). Of the projected 4,262 population, estimates indicate the following statistical breakdowns: males: 54.2%, females: 45.8%, median resident age: 35.5 years (WV median age: 42.3 years), estimated median household income: \$39,065 (WV: \$43,385).

Edward Tucker Architects, the firm chosen for the project, estimates the total cost of the two story building will be \$3,953,692. This includes site work (\$175,000); building (\$2,730,000); associated costs (\$32,186); scope contingency (\$146,859); furnishings, professional fees, and project contingency (\$869,646). **The Project will comply with requirements of the Davis-Bacon Act and the Americans with Disabilities Act.**

The design for the first floor includes (in addition to shelves of books) the circulation desk, areas for computers, teens, study & reading, a children's area and children's story room, a staff workroom, a mobile cart storage area, a janitor's closet, public restrooms, and a staff restroom.

The second floor will include a large 900 square-foot community meeting room, a kitchen, two storage areas (one for book sale materials) restrooms, and a second janitor's closet. An open stairway, an enclosed exit stairway, and an elevator all provide options for access and egress between floors. Significantly the community meeting room will have an exterior entrance that can be accessed after library hours, increasing opportunities for evening programming.

Barboursville community members are eager to support the project. CCPL has staff (Sara Ramezani) that belong to the Barboursville Rotary Club, and members are assisting with rallying support throughout the village. Already one Barboursville citizen has offered to pledge \$150,000, and fundraising efforts are in beginning stages.

Amount secured so far is \$712,883.65 (not including pledges), of which \$7,500 can be applied toward matching funds. Other matching funds will include probable West Virginia Library Commission Supplemental grants (\$152,500), income from the Board of Education for (\$100,000), income from the library's next four annual fundraiser Galas (\$190,000), other fundraisers (\$170,000), donations (\$415,000), and additional grants (\$465,000). Non-matching funds will include transfers from CCPL's regular account, funds from the Marilyn McCray Memorial account, funds from the library's construction and capital improvements accounts, sale of the current library (\$700,000), and interest.

The project director, Judy K. Rule, Director of CCPL, who recently observed her fiftieth anniversary with the library (director since 1984), has presided over a system that has tripled in size under her auspices, and she also administers library services for six surrounding counties. In addition to overseeing construction of a new main library in 1980, she secured funding to help build the Guyandotte Library in 1984 (the project had been approved but not funded when she became library director) and has replaced three branches: West Huntington (1990), Salt Rock Library (2009), and Cox Landing Library (2013). Costs of the Salt Rock Library and Cox Landing Library were 1.5 million dollars each. She also secured funding for a renovated children's department in 1997, an \$80,000 Drive-Thru Window annex to the main library in 2004, and the purchase and renovation of a parking garage adjacent to the main branch. She is known throughout West Virginia as a successful advocate and lobbyist for library support and funding.

Working along with the director on library fundraising will be Mary Lou Pratt, Assistant Director for Adult Services, Sara Ramezani, Assistant Director for Popular Services, Breana Bowen Roach, Assistant Director for Youth Services, David Owens, Reference & Extension

Librarian, and April Morrison, Library Associate in Marketing. All have worked together as a team raising funds (ranging from \$45,000 to \$63,500 in cash cost) for CCPL's biennial Ohio River Festival of Books.

Mary Lou Pratt has written successful grant applications to the West Virginia Humanities Council, the West Virginia State Library Commission, The West Virginia Commission on the Arts, The Huntington Foundation, the Gannett Foundation, Target Stores, and others. Breana Bowen Roach initiated and organized CCPL's annual Bolt for Books 5-K run and has secured numerous grants for the youth department, including a \$35,000 grant from the WV State Department of Education for the *1000 Books before Kindergarten program*. Library staff David Owens, Sara Ramezani, and April Morrison have assisted in working with area agencies for marketing library services and will be a valuable asset for fundraising.

The staff strategy will consist of securing state funds, seeking grants through the library's Foundation Directory Online subscription database & sources such as the Fidelity Charitable Gift Fund, networking with staff business contacts in the Barboursville community, soliciting donations from the Barboursville population using marketing data from library Reference USA subscription database, and orchestrating creative library fundraisers in addition to the annual Gala and Bolt for Books.

Quantitative measurement of the impact of the new building will be achieved by comparing usage statistics from before and after completion of the project. Before new branches were opened in Salt Rock (Jan 2009) and Cox Landing (Aug 2014), neither had meeting rooms in their old facilities, which were located in school buildings. The first year after opening, the Salt Rock meeting room hosted 55 programs with 1,313 in attendance, and Cox Landing (serving Lesage area, population: 1,323) hosted 21 programs with 504 in attendance. Both these newer branches

have meeting rooms with separate entrances that allow library use by groups after libraries are closed to the public. Many of the programs were sponsored by the library, though some were hosted by community groups.

Library circulation reports indicated significant increases in both circulation and visits to both libraries. In the first year Salt Rock's circulation increased from 17,241 to 24,614; library visits from 10,483 to 15,477. Cox Landing's circulation increased from 17,343 to 21,811 & library visits from 11,477 to 15,269.

The **qualitative impact** of the new building will be measured partly by the Project Outcome toolkit, launched in 2015 by The Public Library Association a software program to help public libraries determine impact of library services and programs. The data is collected through surveys and analyzed through the Project Outcome toolkit. The surveys, which include an initial post-program survey and a later follow-up survey, measure four patron outcomes-- knowledge, confidence, application and awareness in seven key areas: civic/community engagement, digital learning, economic development, education/lifelong learning, early childhood, literacy, job skills, and summer reading.

With its proven track record for fundraising and completion of large scale library programming and construction of improved library facilities and branches, CCPL is well equipped to secure the necessary matching 3:1 ratio required by the Challenge Grant. Support letters are attached from the Village of Barboursville, the Barboursville Rotary Club; Moses Auto Mall; local history author James Casto; Ken Sullivan, Executive Director of the WV Humanities Council, and U.S. Representative Evan Jenkins.