


Planning Group

HumanitiesNY Vision and
Action Grant Planning

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KEENE VALLEY LIBRARY
JUNE 19, 2018 11:30AM-12:30PM



HUMANITIES
NEW YORK

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Review of Last Meeting

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Project Planning Group

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- Jerry Y. Huntley, Volunteer Grants Manager
- Karen Glass, Library Director
- Olivia Dwyer, PR/Marketing/Recruitment
- Elizabeth Rogers, Archivist
- Leslie Kucharczyk, Town of Keene Historical Society

The Planning Group (us) understands the project, makes recommendations, helps with organization and participant recruitment, and reviews progress.

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VISION GRANTS
SEED FUNDING FOR PROJECT DEVELOPMENT

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- KVLA awarded \$1,500 in support of brainstorming, researching, and professional development for organizations working collaboratively to develop new ideas and program strategies.
- These grants aim to:
 - Support emerging and established partnerships between different groups on a shared project that may develop into public-facing activities.
 - Infuse program design with humanities themes and methodologies from the start.
 - Encourage experimentation in program design.
 - Build community input into program design.

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Adirondack Community: Capturing, Retaining, and Communicating the Stories of Who We Are

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- Multi-year project to capture local audio stories and related photographs, organized through a series of themes to be determined in the Vision Grant planning process, so that the rich cultural history of The High Peaks Region of the Adirondack Mountains of New York State is collected, organized, and made readily available online.
- Use the new Makerspace for this project by including a recording area with furniture and equipment.
- Subscribe to Memria (www.memria.org) to create an online presence for recordings and photographs capturing the humanities in our region.
- Thereby retain our area's unique history and character in an effort involving the entire community, connect residents more deeply to the community, and provide opportunities to share that knowledge externally.

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Focus Group Planning

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Planning Group

Events

- **May 3:** Initial planning meeting (Library Director, Volunteer Grants Manager) including schedule, budget, planning group participants, setting meetings.
- **May 29:** Planning group meeting with Library Director, Volunteer Grants Manager (facilitator), Archivist, and Town of Keene Historical Society representative to review grant, design plan for focus groups including recruiting participants, publicizing, and setting dates/times .
- **June 19:** 2nd planning group meeting for further planning.
- **Week of June 23:** Library Director and Volunteer Grants Manager finalize focus group plans.
- **June 26 (KL) and July 5 (KVL):** Hold focus groups at 4:00pm and 7:00pm.
- **Week of July 16 or 23:** Review focus groups and plan next steps.

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Focus Group Plan

- Planning for three-four groups of six participants each in Mid-July on one or two days for 35 minutes each.
 - Jery will facilitate
- Focus group tasks
 - Determine categories of stories and prioritize them.
 - List possible participants for stories later on.
- Will build enthusiasm for the project.

The focus group participants are expected to tell their stories in 2019 and beyond, but have specific tasks for their meetings this summer.

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Focus Group Agenda

Proposed Agenda

Focus Groups
Adirondack Community: Capturing, Retaining, and Communicating the Stories of Who We Are
 Tuesday, June 26, 4:00pm and 7:00pm, Keene Library
 Thursday, July 5, 4:00pm and 7:00pm, Keene Valley Library

Objectives:

- Learn about the HumanitiesNY Action Grant, requirements, and plan for proposal for Action Grant for 2019
- List categories for "stories", prioritize, and suggest names for participation in priority categories in 2019 and beyond

When	What
5 minutes	Set-up <ul style="list-style-type: none"> • Introductions • Objectives and agenda review/approval *
10 minutes	The HumanitiesNY Vision Grant <ul style="list-style-type: none"> • Background • Implementation • Planning for Action Grant
20 minutes	Focus Group Decision-making <ul style="list-style-type: none"> • Suggest categories and prioritize * • List possible participants for priority categories *
	Adjournment

* Decision-making

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Coordination with Keene Library

- Aaron Miller is very enthusiastic
- Jery took tour and planned June 26 focus groups
- Should we add him to our planning group? YES

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Marketing/PR/Focus Group Recruitment Plans

Implemented by Olivia Dwyer

- **Done:** Draft and implement initial press release, per HNY guidelines, to announce grant and start recruiting focus group participants.
- **Done:** Create project gmail address for use of potential focus group and "story" participants and monitor.
 - myadironackstory@gmail.com
- **Done:** Maintain, with Jery, a spreadsheet of interested participants for focus groups this summer and stories in subsequent years
- **Done:** Use library website, Facebook, Twitter, nextdoorkeene, other publicity sources to announce grant and start recruiting focus group participants.
- **In progress:** Repeat press release and social media during June and early July.

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Ideas for Focus Groups

- Include students at KCS
- Karen could recruit from patrons, if we need more participants
- Assure diversity
- Take advantage of the Town of Keene Historical Society meetings
- Try to do one day of focus groups at the Keene Library

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Results of Marketing/PR

- Need a few more email addresses/corrections
- How do we insure attendance?

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Evaluation

- We will evaluate the Vision Grant activity by
 - Number of participants in the four focus groups (quantitative)
 - Number of suggested participants (who will be asked to record their stories) generated by the focus groups (quantitative)
 - Times focus group participants express concern that stories could be lost (quantitative)
 - Overall enthusiasm of the community for the project (subjective)

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Follow-up

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\$10,000 Action Grant Application *September 2018 for 2019*

- Computer/microphone/noise blocking
- Memria subscription
- Library Director staff time
- Archivist staff time
- PR/marketing/recruitment
- Dedicated staffing in library and circulating
- Library space and associated maintenance costs
- Camera or phone to take photos of storytellers
- Possible 2nd laptop for traveling to storytellers

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Action Grant Application

- Send final report on Vision Grant by 7/31/18
 - Include photos, pr, and evaluation
- Meeting with Louis Bickford of Memria late July to work out details
- Submit Action Grant proposal by 8/31/18
 - Draft budget started
 - Think about staffing possibilities
 - Must find \$5,000 match
 - Boilerplate for grant proposals for match completed
 - Proposals to go out July and August
 - Ideas for local matches needed?

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Action Items/Next Steps

- **DONE**
 - Jerry to send updated PPT as minutes by 5/1/18
 - Planning group to respond with email addresses and cell numbers for all names on spreadsheet by 5/8/18
 - Jerry to update spreadsheet to use for focus groups and potential storytellers and circulate
 - Jerry to contact Aaron Miller to inform about project and ask if Keene Library want to host the June focus groups by 6/5/18
 - Olivia to intensify pr/marketing/recruitment plan
 - Jerry & Olivia to update the spreadsheet and provide communications, from the spreadsheet, to pull together focus group participants
 - Jerry to make small poster and circulate
 - Olivia to get photos from Elizabeth for her responsibilities and Jerry's poster
 - Jerry to review use of Dragondictate
- **FUTURE**
 - All explore opportunities for a computer in the Archives vestibule later this year
 - All draft the script/instructions for storytellers at relevant time, when relevant
 - Include plan for capturing stories where convenient for storytellers, relevant for Action Grant proposal

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New Action Items

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- Jery: Ask Aaron to join Planning Group
- Leslie: Add to spreadsheet before Thursday
- Leslie/Elizabeth: Come to a focus group each
- Jery: continue planning for Action Grant
- Olivia/Jery: Continue marketing/update spreadsheet
- Everyone: Talk to everyone and get them to focus groups!

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