

Project Description

This is a General description of the Grant project. Outline in detail the humanitarian need your project will address, the intent of the project, how the project will be implemented, and how Rotarians will be directly involved in the project. Note that the Estimated budget is only the initial grant request amount; to outline details on the various budget items, including those from other funding sources, go to the Budget tab.

Grant Project:	Library for Miguel F. Martinez Elementary School (MFMES) in Nuevo Laredo, Tamaulipas (Mexico)
Primary Sponsoring Club:	The Laredo Rotary Club
Contact:	Lira, Juanita
Date Submitted:	Jul 29, 2015 at 5:41 PM
Project Total Budget:	\$12,000.00
Grant Budget:	\$12,000.00
Project Expected Income:	\$12,000.00
Grant Expected Income:	\$5,000.00

General Description

Describe the project and the problem or need it will address, including the intended beneficiaries and how the project will benefit the community in need. Provide the estimated length of time needed to complete the project.

See Memorandum of Understanding between applicant and District 5930

The purpose of this funding request is to complement the funds that will be contributed by The Laredo Rotary Club (sponsoring club), 8 partnering Rotary clubs, and one non-profit organization to establish a library at Miguel F. Martinez Elementary School (MFMES) in Nuevo Laredo, Tamaulipas (Mexico) to serve first through sixth grade students, since the school does not currently have this valuable resource. Also benefiting from the library will be the campus teachers, principal, who will receive professional development training on how to incorporate the library books into the teaching and learning experiences they provide their students. Parents will also benefit from the library, since they will also receive training on how to use library books to reinforce the instruction their children receive at school. The project is expected to last one year. Visual inspection of the campus by Rotarians Juan and Juanita Lira revealed that there is a desperate need for this facility.

Establishing and operationalizing this library is in keeping with The Rotary Foundation's Basic Education and Literacy Area of Focus. The library will help create a positive learning community that will involve knowledgeable educators and parents in a combined effort to enhance the teaching and learning experiences provided to the students. Richard L. Allington and Patricia M. Cunningham in their book *Schools that Work* (2007) clearly indicate that well-stocked school libraries are essential for providing students with multiple opportunities to acquire a deeper understanding of their lessons, explore topics that are of particular interest to them, and become avid readers.

The proposed initiative is designed to accomplish three objectives. Each objective and the strategies designed to achieve it are described below. Photos and other relevant materials will be maintained to accurately document the implementation of the various grant activities. Additionally, the grant and its accompanying activities will be widely publicized through print, electronic, and social media to inform local and global communities of this initiative. All relevant information and documentation will be included in the District Grant Final Report.

Objective 1: Establish a library at MFMES in Nuevo Laredo, Tamaulipas (Tamps.) before the end of the fall 2015 semester.

Strategy for Achieving Objective 1 (Service projects undertaken by Rotarians are indicated with the capitalized words SERVICE PROJECTS).

With the \$7,000.00 pledged from various Rotary clubs and one non-profit organization, along with the \$5,000.00 requested from the District 5930 DDF Funds, \$10,000.00 will be used by Rotarians to purchase appropriate library books from the Follett Book Company in Mexico (SERVICE PROJECT) (the sole vetted source located that can provide the appropriate books in Spanish needed for this grant proposal). The books will reflect different topics, genres, and difficulty levels to help meet the needs of the students. Rotarians will pay \$1,480.00 to the parent of one of the students, who is a highly skilled carpenter, to purchase the materials and supplies needed to construct the bookshelves for the books. Rotarians will pay the remaining the \$520.00 to this parent for constructing the bookshelves and placing them in the designated space in MFMES. The books will be properly catalogued and include a library card in a pocket placed inside each book to facilitate the check-out and return of the books. Rotarians, the campus principal, and the teachers will collaborate to place the books on the shelves. (SERVANT PROJECT) A grand opening will subsequently be organized and held to announce to the community the opening of the library. This event will be widely publicized through print, electronic, and social media sources to inform local and global communities of this important development.

Objective #2: Enhance the literacy and learning environment at MFMES in Nuevo Laredo, Tamps.

Strategies for Achieving Objective 2: (Service projects undertaken by Rotarians are indicated with the capitalized words SERVICE PROJECTS).

Prior to the end of the fall 2015 term, Laredo Rotary Club members Juan Lira (PhD) and Juanita Lira (MS) (who are Professional Reading Specialists with extensive experience teaching students from elementary through university level) and Sandra Wirsching (PhD candidate with extensive experience teaching a variety of students) and other qualified Rotarians will conduct a needs assessment with the teachers and campus principal to determine their level of understanding of how to use library books to enrich the learning experiences for their students. (SERVICE PROJECT) The teachers and principal will also be asked to share their knowledge on how they could involve students' parents in an effort to support and enrich the literacy and learning experiences provided to their children.

Based on a careful examination of that information, Rotarians will develop and implement at least one professional staff development training session at MFMES prior to the end of the fall 2015 term for the teachers and principal. (SERVICE PROJECT) The session will focus on explaining and demonstrating how library books may be incorporated into the curriculum and instructional activities planned for the students. Subsequently, Rotarians will provide guidance, as appropriate, to the campus principal and teachers as they collaboratively plan how they can incorporate the concepts learned into the teaching and learning experiences planned for their students.

Rotarians will also inform the teachers that they will perform follow-up classroom visits to observe how the teachers are implementing the plans and to provide constructive feedback and suggestions, as appropriate. Rotarians will also organize and conduct at least one interactive session during which time the teachers and principal will share what they have learned, their impressions of the impact of the training they received, and recommendations for future sessions. (SERVICE PROJECT) This training experience is intended to help the campus principal and teachers develop the knowledge and skills needed to train new teachers that may join the staff in subsequent years and thus sustain this initiative.

Prior to the end of the spring 2016 term, Rotarians will collaborate with MFMES teachers and the campus principal to help them organize and hold a Literacy Celebration at the campus. (SERVICE PROJECT) Parents and community members will be invited to attend and listen to teachers explain how they have used library books to enhance the learning experiences for their students. Students from each grade will then demonstrate and explain how their interests in and knowledge about different topics have grown as a consequence of reading a variety of books and engaging in different activities involving the use of the books. For example, students could dress up as their favorite character in a book they read, prepare a poster of their favorite book, or construct a model of a vehicle they have read about and like. They could then explain why they made this selection.

In an effort to enhance students' motivation to read as many books as possible, the boy and girl from each grade who reads the most library books from the opening of the library until the end of April 2016 will be presented with a special certificate recognizing them as the King and Queen of the Library. This presentation will be made as part of the Literacy Celebration. Rotarians will help the teachers establish a simple process to maintain a record of the books read by each student and what they enjoyed most about the books. This evidence will be the basis for selecting the King and Queen of the Library. (SERVICE PROJECT)

Rotarians will coordinate efforts with the campus principal and other individuals to notify newspapers and television stations of the Literacy Celebration to request that they have representatives on hand to cover this event and to disseminate it widely. Rotarians will also announce and document this event with photos on the Laredo Rotary Club and District 5930 websites, as well as different social media sources to inform all the participating entities, as well as local and global communities, of these accomplishments. (SERVICE PROJECT)

Objective #3: Enhance parents' knowledge and skills to help them reinforce and enrich the literacy experiences in which their children participate at MFMES.

Strategies for achieving Objective 3: (Service projects undertaken by Rotarians are indicated with the capitalized words SERVICE PROJECTS).

Prior to the end of January 2016, Rotarians will contact the leadership of the MFMES Parent-Teacher Council and request assistance in locating and recruiting students' parents to attend a meeting at the school. At the meeting, Rotarians will explain the project to the parents, as well as conduct a needs assessment with them, to determine their level of understanding of how they can create and maintain a print-rich literacy environment at home to support the literacy development of their children. (SERVICE PROJECT)

Based on a careful analysis of this information, Rotarians will develop and implement at least one professional staff development training session prior to the end of February 2016 for these parents. The session will focus on explaining and demonstrating how parents can support and encourage the development of their children's reading, writing, listening, and speaking through the use of library books and other materials. (SERVICE PROJECT) Parents will be asked to keep a simple entry log of the literacy events in which they participate with their children and their impressions of these experiences.

As part of this training session, Rotarians will describe the importance of reading in their professional and personal lives, as well as demonstrate some of their favorite books. Rotarians will also inform the parents that they will meet with students to share their favorite book(s), explain why they like the book(s), and elaborate on how avid reading has positively influenced their lives and helped them to help others. (SERVICE PROJECT) Parents will be able to refer to these Rotarians as role models who appreciate and value literacy.

Rotarians will meet with the parents at least once prior to the end of April 2016 to obtain their impressions of the training in which they have participated, their perceptions of the literacy experiences they have had with their children, and recommendations for future sessions. (SERVICE PROJECT) A representative group of parents will be invited to collaborate with campus educators to help educate new groups of parents on what they can do to enhance the literacy development of their children.

Community Assessment & Impact

Describe how the benefiting community has been determined and what impact will be made by this project after grant funding has been fully expended.

Juan and Juanita Lira, members of the Laredo Rotary Club, have visually confirmed that MFMES does not currently have a library. Consequently, the establishment of this facility can have a profound impact on the academic success of current and future students attending this campus. For example, the library will serve the 210 first through sixth grade students attending this school and their six teachers. Additionally, at least 210 parents can profit from the training that will be provided by Rotarians to help them enhance the literacy development of their children. The training provided to the campus principal, teachers, and a team of parents is intended help them apply their knowledge and skills with different groups of children and parents in subsequent years. Thus, the impact of the library and the training will be far-reaching.

Sustainability

Please explain the plan on how to maintain this project for a long period of time.

To ensure the benefits of the library extend beyond the one year period of the grant, the campus administration has pledged that the library and its books will be properly maintained in order for this facility to operate effectively and efficiently. To achieve this end, the library will be appropriately staffed and secured to ensure that all the books are correctly catalogued and properly arranged on the bookshelves to facilitate access and check-out. In addition, the administration will work with the teachers to develop a suitable schedule to ensure that students and teachers will be able to visit the library and check-out books regularly and easily. The administration has also confirmed that books that become worn will be replaced with duplicate copies or new titles, as needed.

Implementation Plan

Describe specific activities of the sponsoring club and any partners in implementing the project. What will the Rotarians who are members of the partner clubs do during the project? Please note that financial support is not considered active involvement.

To establish the library at MFMES and optimize its use, the proposed plan has been divided into three objectives with accompanying strategies. These are described below. The underlined portions signify service projects that Rotarians will be undertaking as part of the implementation of this initiative.

Objective 1:

Establish a library at MFMES in Nuevo Laredo, Tamaulipas (Tamps.) before the end of the fall 2015 semester.

Strategy for Achieving Objective 1 (Service projects undertaken by Rotarians are indicated with the capitalized words SERVICE PROJECTS).

With the \$7,000.00 pledged from various Rotary clubs and one non-profit organization, along with the \$5,000.00 requested from the District 5930 DDF Funds, \$10,000.00 will be used by Rotarians to purchase appropriate library books from the Follett Book Company in Mexico (SERVICE PROJECT) (the sole vetted source located that can provide the appropriate books in Spanish needed for this grant proposal). The books will reflect different topics, genres, and difficulty levels to help meet the needs of the students. Rotarians will pay \$1,480.00 to the parent of one of the students, who is a highly skilled carpenter, to purchase the materials and supplies needed to construct the bookshelves for the books. Rotarians will pay the remaining the \$520.00 to this parent for constructing the bookshelves and placing them in the designated space in MFMES. The books will be properly catalogued and include a library card in a pocket placed inside each book to facilitate the check-out and return of the books. Rotarians, the campus principal, and the teachers will collaborate to place the books on the shelves. (SERVANT PROJECT) A grand opening will subsequently be organized and held to announce to the community the opening of the library. This event will be widely publicized through print, electronic, and social media sources to inform local and global communities of this important development.

Objective #2:

Enhance the literacy and learning environment at MFMES in Nuevo Laredo, Tamps.

Strategies for Achieving Objective 2: (Service projects undertaken by Rotarians are indicated with the capitalized words SERVICE PROJECTS).

Prior to the end of the fall 2015 term, Laredo Rotary Club members Juan Lira (PhD) and Juanita Lira (MS) (who are Professional Reading Specialists with extensive experience teaching students from elementary through university level) and Sandra Wirsching (PhD candidate with extensive experience teaching a variety of students) and other qualified Rotarians will conduct a needs assessment with the teachers and campus principal to determine their level of understanding of how to use library books to enrich the learning experiences for their students. (SERVICE PROJECT) The teachers and principal will also be asked to share their knowledge on how they could involve students' parents in an effort to support and enrich the literacy and learning experiences provided to their children.

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Rotarians will also inform the teachers that they will perform follow-up classroom visits to observe how the teachers are implementing the plans and to provide constructive feedback and suggestions, as appropriate. Rotarians will also organize and conduct at least one interactive session during which time the teachers and principal will share what they have learned, their impressions of the impact of the training they received, and recommendations for future sessions. (SERVICE PROJECT) This training experience is intended to help the campus principal and teachers develop the knowledge and skills needed to train new teachers that may join the staff in subsequent years and thus sustain this initiative.

Prior to the end of the spring 2016 term, Rotarians will collaborate with MFMES teachers and the campus principal to help them organize and hold a Literacy Celebration at the campus. (SERVICE PROJECT) Parents and community members will be invited to attend and listen to teachers explain how they have used library books to enhance the learning experiences for their students. Students from each grade will then demonstrate and explain how their interests in and knowledge about different topics have grown as a consequence of reading a variety of books and engaging in different activities involving the use of the books. For example, students could dress up as their favorite character in a book they read, prepare a poster of their favorite book, or construct a model of a vehicle they have read about and like. They could then explain why they made this selection.

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Rotarians will coordinate efforts with the campus principal and other individuals to notify newspapers and television stations of the Literacy Celebration to request that they have representatives on hand to cover this event and to disseminate it widely. Rotarians will also announce and document this event with photos on the Laredo Rotary Club and District 5930 websites, as well as different social media sources to inform all the participating entities, as well as local and global communities, of these accomplishments. (SERVICE PROJECT)

Objective #3:

Enhance parents' knowledge and skills to help them reinforce and enrich the literacy experiences in which their children participate at MFMES.

Strategies for achieving Objective 3: (Service projects undertaken by Rotarians are indicated with the capitalized words SERVICE PROJECTS).

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can create and maintain a print-rich literacy environment at home to support the literacy development of their children. (SERVICE PROJECT)

Based on a careful analysis of this information, Rotarians will develop and implement at least one professional staff development training session prior to the end of February 2016 for these parents. The session will focus on explaining and demonstrating how parents can support and encourage the development of their children's reading, writing, listening, and speaking through the use of library books and other materials. (SERVICE PROJECT) Parents will be asked to keep a simple entry log of the literacy events in which they participate with their children and their impressions of these experiences.

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Expected Expenses

List all anticipated expenses for this project, including those that will be funded outside of the District grant portion.

Description	Supplier	Currency	Total	Amount
Library books	Follett School Solutions	USD	\$10,000.00	\$10,000.00
materials for library shelves and labor	Carpinteria Los 3 Juanes	USD	\$2,000.00	\$2,000.00
			Total:	\$12,000.00

Expected Income

List all anticipated income for this project, including funds that will be contributed by the club, other partners and the District grant portion.

Description	Funding Source	Amount	%
Edinburg Rotary Club	Club/Other	\$500.00	4.17 %
Laredo Gateway Rotary Club	Club/Other	\$500.00	4.17 %
Diploma Plus Foundation	Club/Other	\$500.00	4.17 %
Downtown Victoria Rotary Club	Club/Other	\$500.00	4.17 %
Laredo Daybreak Rotary Club	Club/Other	\$500.00	4.17 %
Rio Grande City Rotary Club	Club/Other	\$500.00	4.17 %
Laredo Under Seven Flags Rotary Club	Club/Other	\$500.00	4.17 %
Laredo Next Generation Rotary Club	Club/Other	\$500.00	4.17 %
Club Rotario Nuevo Santander	Club/Other	\$1,000.00	8.33 %
Nuevo Laredo (mex)			
The Laredo Rotary Club	Club/Other	\$2,000.00	16.67 %
District 5930 District Grant	District Grant	\$5,000.00	41.67 %
	Total:	\$12,000.00	100.00 %

Local Club Partners

List any partnering clubs within the District. Note that only one grant application needs to be made by the main sponsoring club.

Club	Contact Name	Contribution
Victoria Downtown Rotary Club, TX	D. Denee Thomas	500.00
Rotary Club of Edinburg	Jane Cross	500.00
Rotary Club of Laredo Gateway	Mara Maldonado	500.00
LAREDO NEXT GENERATION ROTARY CLUB	Clarissa Moncivais	500.00
Rotary Club of Laredo Daybreak	Lupita Zepeda	500.00
Rotary Club of Laredo-Under Seven Flags	Gloria Pena	500.00
Rotary Club of Rio Grande City	Dannie Ortiz	500.00

Cooperating Organizations

Explanation: Cooperating Organizations are any other groups or organizations (other than partnering Rotary clubs) that are working with the sponsoring club in either funding or implementing the project.

There are two cooperating organizations supporting this project. They are: Club Rotario Nuevo Santander from Nuevo Laredo, Tamaulipas (Mexico) with a \$1,000.00 pledge and the Diploma

Plus Foundation, a 501C(3) nonprofit organization with a \$500.00 pledge. Members of Club Rotario Nuevo Santander will be actively involved in the grant by sharing their views on the importance of reading with the children's parents and the students themselves, as well explaining how reading a variety of materials helps them to help others.