

1. Project Summary

The project goal is to create a Digital Media Lab-DML in our Virtual Reality Room at Prescott Valley Public Library. Funds will be used to purchase computer equipment, software, furniture and to hire an instructor. The equipment in the DML will provide an opportunity for community members to develop products that would otherwise be cost-prohibitive. Business owners will benefit by having space to create digital video and audio media for enhanced marketing. Students will have the opportunity to work hands-on with equipment not otherwise available to them. And the general public will have the opportunity for 21st century creative expression.

2. Project Description

Create Digital Videos

- a. The Prescott Valley Public Library Digital Media Lab (DML) will be used to create, edit, and post an array of digital video, photo and film projects online to develop job skills, promote local businesses, to complete school projects, and to enhance an individual's personal image in an interactive and educational setting. The Library's original "Virtual Reality Room" will be modified to host these individual or group projects which are expected to average two per week from September 2013 through June 2014. These projects will be conducted in partnership with the Town's Cable TV Channel and the Sedona Film School. Our Digital Media Lab will offer space, equipment, software, and training for public, business, and educational video productions.

- b. The Town's IT Department and Cable Television staff along with Yavapai College staff will consult with Library personnel in the design, acquisition, selection, and modification of the present "Virtual Reality Room" into a Digital Media Lab. Yavapai College staff will recommend technical resources based on their success with their own digital media lab. The Sedona Film School will provide interns to help the instructor, or patrons learn how to create digital media.

- c. Public participants will use the lab in three ways. First, it will serve as a training ground to develop job skills in the field of movie production. Second students will use the lab to complete school projects. Finally, individuals will improve their image and communication skills as they create movies for posting online. Business users will use the lab to market their business. Two projects per week will be conducted to complete school projects, improve job skills, enhance personal communication online, and promote local businesses. The community will have an opportunity to check out cameras and equipment to create a finished product. Directly, there could be 160 participants in the program with the instructor. We had 5924 patrons use our Internet computers alone. If half of those patrons, plus local businesses come in, we have the potential of over 3000 patrons in the community utilizing the DML. Promotion of the DML will take place through the Library's Facebook page, press releases in the mass media, radio programs, the Library's web site, the PubServices listerv with the Yavapai Library Network, and print fliers and bookmarks distributed in the Library.

3. Justification

- a. Prescott Valley Public Library is in a community of only 38,000. There were over 136,800 visitors to our library in 2011-2012. We are surrounded by five elementary schools, two junior high schools, two high schools, and one satellite Junior College. There is no local YMCA or community center. Unemployment rate is 9.20%, .60% above the US average. The recent job growth rate is -3.76% in Prescott Valley, below the current US average of 3.5%. As Prescott Valley has 51 major businesses, fourteen businesses moved out and twenty-three have shut its doors permanently during 2011-2012. During this tight economy, businesses, students and the unemployed will have the opportunity to utilize our DML. This will become a versatile community center, anchoring our patrons in the community even further.
- b. Small-business owners can use the equipment and software to create professional-looking brochures or videos to market their enterprises. Aspiring artists can edit photographs, graphic designs, or music compositions. Students can use the lab to develop new talents or to complete class projects.
- c. This project relates to our mission by providing a welcoming place where people can freely gather to access resources in a variety of formats to

accomplish their goals and enjoy a more meaningful life. Serving as a platform for increasing local business visibility, and also working with the business community and other community organizations is instrumental in our efforts to making people our priority. If this project is successful we will continue to sustain this through an internship with Sedona Film School and Yavapai College.

4. Outcomes

Community Grant Outcomes

- a. Two digital production sessions per week will be conducted. Each project will be evaluated for effectiveness by peers, technical staff, or career consultants as appropriate. For example, a digital video, photo project or recording session designed to complete a school assignment will be evaluated by peers where as a video used for marketing a local business will be evaluated by the business the video is designed to promote. One change that this process will afford is the refinement of technical skills in video production, such as sound, digital editing, setting, lighting, and planning. Another change will be more effective interviewing by prospective employees as measured by clear communication, confidence, and realistic expectations as to how an actual job interview takes place. It is entirely possible that some of the participants will be hired by the business that is evaluating their productions and performance in an interview. Businesses will experience greater feedback by prospective customers from the videos used online to promote their business. The number of sessions conducted is the most objective outcome as it is clear, measurable, and objective. The downside is that this measure does not address quality. However, with adequate review and evaluation of each session using a standard set of criteria based on technical features, career enhancing elements such as clarity, and well understood purpose based on communication and design, quality will be a standard outcome of each production.

- b. Two to four digital production sessions per week will be scheduled. These sessions may last 30 minutes to two hours with mentors, partners, and/or participants. Likewise, a review/evaluation session will also be conducted for each production. Evaluation criteria, practice recordings, training in editing and software use will be scheduled each week productions are scheduled.

- c. Evaluations of the sessions will have a specific purpose, including job skills for commercial video production such as marketing a local business, completing a school assignment, or setting up a mock workplace scenario or job interview. The latter project will be critiqued by potential employers in the local vicinity. Following standards in the planning, production, and evaluation of each video will yield consistent results designed for maximum effectiveness and efficient use of resources.

5. Project Personnel

- a. (1) Ted Johnson, Assistant Director, Oversees project
(2) Casey Van Haren, Circulation Supervisor, Oversees project
(3) Casey Danner, IT Manager, Oversees installation of hardware and troubleshooting.
(4) Cory Johnson, IT Support Specialist
(5) Thatcher Bohrman, Adjunct Professor at Yavapai College, will be teaching classes on Digital media technology.

- b. Ted Johnson and Casey Van Haren will be the project directors while working closely with Casey Danner and Cory Johnson. Ted Johnson is the Assistant Director of the Library who has 18 professional years of library experience. Ted has provided oversight on several digital projects such as the first web-based university class in Texas and the online educational component of the environmental, digital database on playa lakes at Texas Tech University, funded with a grant from the Plum Foundation. Ted will serve a supportive roll in site supervision as well as liaison with other Town Departments and resource partners. Casey Van Haren is the Circulation Supervisor and oversees circulation and help desk operations, was the Project Manager of RFID installation at Glendale Public Library, and has over 26 years in library customer service and training library staff.

- c. Casey Danner possesses an in-depth knowledge of hardware and software installation, including Voice over IP systems, voice mail/email, changing out the Town website to a new Content Management System, setting up a training lab and Virtual Reality Room as well as all audio visual equipment. He was involved in many large installations of private and public GIS mapping systems and town-wide video surveillance systems. He has experience in setting up connection to the library wifi, and troubleshooting connection issues across the library network.

d. Mark Stone

e. Thatcher Bohrman has taught video making, digital imaging and educational technology courses as an adjunct instructor at Yavapai College using iMovie, Final Cut Pro, as well as other programs on PC and Mac platforms. He is an experienced graphic artist and teacher/trainer.

6. Timeline/Schedule of Activities

a. **May 2013**-Grant Announcement, meet with instructor to discuss curriculum and scheduling of activities.

June 2013 –July 2013 Order equipment and furniture for DML. Install equipment and software.

August 2013- Promotional marketing of DML will go out on Library's and Town's Facebook page. Live Radio spots such as Talking in PV-KQNA with Marnie Uhl and Up to the Minute. We will also advertise in the Town's newsletter, which goes out monthly in the Town's utility bills to over 18,000 residents.

b. **September 2013-April 2014**-September 7th will be the kick-off of the first DML class @ noon. Classes will be held the first and third Saturday of the month in the DML or computer lab, depending on the class. Sign up will be limited to 10-12 students. Each month will entail a different digital media session where students will learn how to use iMacs, Macbooks, recording equipment, iPads, digital editing, photography, digital storytelling and film editing. The instructor will use interns from the Sedona Film School and or Yavapai College and throughout the year. The interns will man the lab during the week and weekends based upon a prearranged schedule, to instruct patrons and students on use of equipment.

April 2014- Thatcher wraps up the last of his sessions and hands over classes to interns. We will have had students evaluate classes via a feedback form and see how we can improve sessions, add additional activities or classes based upon their comments.

7. Justification of Expenditures

The four iMac workstations, four Macbook Pros, including laptop batteries, adapters, two iPads, Sony tripod, Canon-CanoScan and the six Canon Power Shot cameras, are all being purchased from Best Buy at a total cost of _____. Best Buy has agreed to work with us through a business agreement. The Apple equipment and scanners will be used in the lab by the community. The cameras can be checked out by anyone who has a library card in good standing in the YLN, no fines or fees. Five hundred Flash drives, special pricing through USB Media @ \$4.20 with a custom logo for \$2100.00, will be a freebie and given away to those who create digital job resumes or local businesses who create digital media to promote their business. The tripod will be set up in the lab to be used to record. SDHC cards-Scan disks will be purchased for use in the cameras. Blue Yeti microphones will be purchased for recording-shipping and taxes have been included in the purchase. Also we are purchasing four headphones for each Mac workstations-free shipping is included. Per the recommendation of our digital media instructor, we are also including Final Cut Pro for all four workstations-\$1196.00, for editing and recording. For the recording element, we are painting a green screen on the existing wall, using Home Depot paint-Behr Sparkling Apple-one gallon for \$40.00 and purchasing lighting, ALZO light kit, recommend by our digital media instructor-\$1743.10, includes shipping. I have asked for two computer tables to house the four Mac workstations and scanners, totaling \$1330.10, and four chairs, \$719.96-free shipping, and two stools for those who may want to do some musical recording, \$89.80, also free shipping. Since our current room says "Virtual Reality Room," we have also put in funds of \$100 to have the vinyl lettering replaced by Signs Plus, to say "Digital Media Lab. This is Signs Plus pricing. The most important part of the justification is our instruction. Thatcher Bohrman, an Adjunct Professor at Yavapai College has agreed to prepare a curriculum of classes, teach, instruct interns and show the community what can be created in our new Digital Media Lab. If Prescott Valley Public Library is awarded this grant, I have included \$55.50 for travel and lunch. It is approximately 89.78 miles from my house to Carnegie Library. That is .44 cents a mile and \$16 maximum for lunch.