

Wichita Public Library Foundation

Wichita, KS

Grant request: \$15,000

Book selection: *Lab Girl*

Financial information:

Previous fiscal year expenses: \$126,845

Current fiscal year expenses: \$213,054

Project information:

Proposed programming start date: 10-01-2019

Proposed programming end date: 11-15-2019

Number of partner organizations: 75

Number of book discussions: 20

Total number of events: 175

Anticipated total participants: 8,000

Please describe your community you plan to reach.

Wichita is an urban city in south central Kansas with a population estimate of 390,591, part of a larger regional metropolitan area of 637,989 covering a five-county area. Built at the confluence of the Big and Little Arkansas Rivers in 1870s, the city of Wichita has grown to become the largest in Kansas. Primary industries are aircraft manufacturing, regional health care, and agribusiness, with a long tradition of entrepreneurship. Recently, the community has been seeking to set a course for Wichita's future based on community engagement strategies such as Project Wichita. Creating a healthy and sustainable community has emerged as a key priority for city planners. New bike lanes throughout the city have increased bike ridership. Outdoor events such as Open Streets ICT, which started in fall 2017, have been quite popular and are increasing to twice per year in 2019. Throughout the city, there is interest in the environment and healthy living.

Why did you choose this book for this community?

Lab Girl was chosen by the planning team for the beauty of the writing style, the book's alignment with current community concerns, and the abundant partnership potential for Wichita. While Wichita is an urban community, it is situated in a rural state, and Kansans value the natural world around them. Hope Jahren encourages readers to look more closely at nature and become "scientists" who ask questions and seek answers. The book's nature essays stimulate curiosity and show nature writing at its best. The book will have appeal for nonfiction readers, a genre which has been explored only once in prior Wichita NEA Big Reads. The role of women in science will get participants thinking about all of the ways women have an impact in our world. We anticipate that this book will resonate with readers of all ages and stimulate community dialogue about the environment and the world we are creating.

What are your intended outcomes for this project?

Participants will be encouraged and supported in creating works of art, poetry, essay, and memoir, realizing their potential to do science while observing the natural world and their experiences. Opportunities to display their work will enrich both creator & viewer, who will learn about differing perspectives. Book discussions will engage readers, discovering more about the book through hearing the perspectives of others, supported by trained facilitators & discussion questions supplied by NEA. Participants will learn new facts and gain new skills by attending programs that expand learning in themes addressed in Lab Girl (pursuit of science; the importance of the natural world; women's struggle for recognition in science; living with mental illness; early influences in charting one's life direction; parenting; and long-term friendship). Surveys will gauge involvement at events and produce a greater understanding of the learning achieved.

Organization Description

Describe your organization's history, programming, and achievements.

The Wichita Public Library Foundation, founded in 1987, is a supporting organization of the Wichita Public Library. The Foundation's mission is to seek funding for Library operational needs directly benefiting the public and not covered in the tax-supported budget. The Foundation supplements distributions by writing grants to expand its operational outreach through expanded collections, quality public programming, and assistance with strategic planning, marketing and community awareness of library programs, services and activities. By ensuring high quality, culturally diverse, multigenerational collections, programs and services, the Library Foundation expands use of the Library and increases the return on investment of the tax support spent on library services. With no funding for programs in its general operating budget, the Wichita Public Library relies upon the financial support of the Library Foundation to make these activities possible. Programs such as the NEA Big Read Wichita and the Academy Award® Short Film program would not be possible without the assistance of the Library Foundation. The success of previous NEA Big Read: Wichita programs (10 previous grants) is a testament to the strong partnership between the Wichita Public Library and its Foundation. In addition to these NEA Big Read initiatives, other notable projects include numerous grant awards from the Knight and Gates foundations. Library awards include Wichita Arts Council Arts Organization of the Year, National Library Award Community Award, Urban Libraries Council Innovation Award for Civic and Community Engagement and a Friend of Education Partner Activity Certificate from Wichita Public Schools for NEA Big Read Wichita. In 2015, the Wichita Public Library Foundation led an \$8 million dollar capital campaign for the building of a \$28 million, 105,000 sq. ft. Advanced Learning Library in downtown Wichita, KS. The Foundation exceeded this goal by nearly \$1 million dollars.

Describe your organization's experience with presenting community-wide programming that demonstrates an ability to conduct a successful NEA Big Read.

The Wichita Public Library Foundation has received ten previous NEA Big Read grant awards on behalf of the greater Wichita community. Each program has been successfully presented and each grant successfully administered. The program has also grown each year in terms of community awareness, partners and participants. In addition to the NEA Big Read grants, the Library Foundation assists with the Library's presentation of Kansas Reads to Preschoolers, a one book program for children that impacted 3400 preschoolers in 2018. The Library will present its 33rd annual Academy Award® Short Films program in 2019, one of the first publicly available screenings of nominated short subjects films in the nation. The Library's Candid Conversations project in 2017-18 has become a model of racial and ethnic community dialogue programming for other urban libraries. Summer Reading Program attracts over 10,000 youth each year to stimulate out-of-school recreational reading and offer learning programs for children from birth to age 17. Starting in 2018, the Library partnered with the Wichita Eagle newspaper for a year-round adult reading program called #ReadICT, which currently has over 1400 members.

Programming Description

Describe your programming plans in detail. Provide details on the types of activities, target audiences for those activities, locations, and intended dates. Explain how your activities will engage audiences with your selected book.

KICKOFF / Sept. 28: The NEA Big Read kick-off will be hosted by the Wichita Public Library at the Advanced Learning Library. Writer and photographer Roy Wenzl will create a slide show of plant life photography to be accompanied by music performed by a string quartet. Alithea Mime troupe will create a mime rendition to complement the book's theme. Reader's theater will introduce participants to the book. Over 300 copies of the book will be distributed. Anticipated audience: 300+ adults and teens.

BOOK DISCUSSIONS will be held at all Wichita Public Libraries, other public libraries (Andover, Clearwater, Derby, Goddard, Newton, Bradford Memorial in El Dorado, McConnell Air Force Base), and bookstores (Watermark & Barnes & Noble). Every partner will be asked to do one book discussion. A special book club will be created with the Mental Health Association's Breakthrough Club for those living with mental health issues. The Wichita Public Library will do book review summaries of Lab Girl for seniors in assisted living facilities who no longer read. Community book clubs will be invited to be a partner by hosting a discussion during the NEA Big Read.

KEYNOTE #1 / Oct. 10: George Frazier, author of "The Last Wild Places of Kansas," will deliver a keynote address at the Great Plains Nature Center. Audience: 100 adults and teens.

KEYNOTE #2 / Oct. 27: Aubrey Streit Krug, director of the Ecosphere Studies program at The Land Institute, will deliver a keynote address at the Wichita Center for Performing Arts Theater that features her work using literature and science to study human-plant relationships across cultures. Audience: 100 adults and teens.

KEYNOTE #3 / Nov. 2: Sarah Oktay, Ph.D., Director of Strategic Engagement, Stebbins Cold Canyon Director at John Muir Institute of the Environment, UC-Davis, will deliver a keynote address at Botanica, the Wichita Gardens, expanding upon the work of Hope Jahren, as a fellow woman environmental scientist with writing experience that interprets science for the public. Audience: 100 adults and teens.

SPECIAL EVENT #1 / Oct. 12: CityArts will host a Community Art Festival. Participants will each create framed sun prints that will be exhibited in the gallery for October. Anticipated audience: 150 adults, teens and children ages 8+.

SPECIAL EVENT #2 / Oct. 20: A Commemorative Tree Planting at the Rockwell Branch Library. City Arborist and nonprofit ICTrees will oversee public planting. A Scandinavian folk music group will perform. Anticipated audience: 100 of all ages.

OTHER EVENTS: "The Creative Spark: Women of STEM" (Oct. 6, Advanced Learning Library) will be a panel discussion by women scientists, engineers and mathematicians to talk about their experiences in these professions. The WSU Biological Science Dept. and the Society of Women Engineers will assist. Audience: 75 adults. "Telling Your Story" (Oct 5 & 19, Evergreen Branch Library). Amy Sage Webb, Creative Writing faculty at Emporia State University, will engage writers in telling their stories in two sessions. "Living with Bipolar," and "Parenting: Managing Work-Life Balance" (no date) by therapists from the Mental Health Association will highlight personal struggles that Jahren mentions in Lab Girl. Audience: 30 adults. Film Series: "Achieving Women" (various dates at Library locations). Films will show women who succeeded in their professions despite setbacks. Audience: 35 adults at each program. Tallgrass Film Festival (Oct. 17-20, Advanced Learning Library and theaters citywide) will show independent films that highlight ecological awareness and promote conservation. Audience: 250 adults. "How Trees Talk to Each Other" (Oct. 21, Great Plains Nature Center), by Lyndzee Rhine, naturalist at Great Plains Nature Center. Audience: 50 adults. "Get Your Hands Dirty," "Science Behind the Salad," and "Community Gardens" (no date) by K-State Research and Extension, Sedgwick County Master Gardeners, at their facility. Audience: 40-60 adults. "The Beauty of Science: New Perspectives" art project (Oct 1-Nov 5), at Wichita Public School Northeast Magnet High. Visual art students will be challenged to create art that portrays the beauty in functional tools used in science (e.g., thermometers, test tubes, etc.). A final artwork reception will be held at the school in November. Audience: 60 teens and adults. "Meet the Scientist" (no date) at Wichita State University's Biological Sciences Department. Participants will tour the facility, observe student scientists, & hear a panel of scientists discuss their life in laboratory and field. Audience: 75 adults, teens, and

Applicant: Wichita Public Library Foundation

elementary children. “Plant Research: What Are We Learning?” (no date) at Westlink Branch Library. Researchers from the Land Institute will share what questions scientists are asking, why it matters, and how those results impact our lives. Audience: 100. ArtStart (various dates in October), Wichita Art Museum, will feature art explorations for young children based on the companion title for young readers. Later in October, the Little Read will be a family-oriented event that invites children to explore the art collection for works related to the book. Each will receive a companion title. Audience: 300 children and adults. Nature Walks with Naturalists (various dates and locations) will occur throughout the project. Walk-and-draw journaling sessions will encourage observation. The NEA Big Read will include The Health & Wellness Coalition’s “Walktober” walking challenge. Audience: 200 of all ages. Nature Essay / Tree Photography / Seed Poetry (throughout) will invite participants of all ages to create art that may be shared on the project website. Each week, the website will feature new works by local contributors. The Advanced Learning Library will share the works on their Digital Wall of the Grand Entry as a virtual exhibit.

Partnerships Description

(a) Describe your partnerships with libraries (as applicable) and community organizations. (b) Explain the role each partner will play in your program, the activities each partner will undertake with your organization, and whether these partnerships are confirmed or pending. (c) Explain how your partnerships will allow you to reach your intended audience(s) and strengthen or build new communities around the NEA Big Read activities.

WICHITA PUBLIC LIBRARY will be the anchor partner for the Wichita Public Library Foundation. Library staff will manage NEA Big Read Wichita partnerships, coordinate community book discussions, oversee communications and marketing, implement programming throughout the Library system, and will host the Kickoff event. All WPL locations will host programming and read the preschool companion title during an NEA Big Read at Storytime promotional week. (Confirmed)

Partners were selected based on their ability to create programming surrounding the book, provide expertise on subject matter, and engage participants in learning. New partners are indicated with an asterisk.

*CITYARTS will plan and execute a free feature event that invites the public to create sun prints which will then be on display in their gallery throughout the NEA Big Read. (Confirmed)

CITY OF WICHITA PARK AND RECREATION and *BIKE WALK WICHITA will offer guided nature walks at parks throughout the city. (Confirmed.) City Arborist Gary Farris will collaborate with *ICTREES for a Commemorative Tree Planting. (Confirmed)

CITY OF WICHITA will issue a Proclamation for the NEA Big Read and provide technical support and in-kind services for project website. (Confirmed)

WICHITA ART MUSEUM will host “The Little Read,” a family art event using the preschool companion title. In addition, ArtStart events in October will feature activities for children and caregivers based on the NEA Big Read book’s themes. (Confirmed)

*KANSAS STATE RESEARCH & EXTENSION, SEDGWICK COUNTY MASTER GARDENERS will support programming with speakers knowledgeable about plants, gardening, community gardens, and horticulture research. (Confirmed)

GREAT PLAINS NATURE CENTER will offer programs on prairie ecosystems, including “How Trees Talk to Each Other” and conduct nature walks with naturalists on their prairie landscape. (Confirmed)

*THE LAND INSTITUTE (Salina, KS) will provide plant research scientists as speakers, a keynote speaker, and possibly special tours for the public. (Confirmed/tour pending)

*DYCK ARBORETUM, *BARTLETT ARBORETUM, and *BOTANICA: THE WICHITA GARDENS will create events for the public to learn more about their gardens. (Pending)

TALLGRASS FILM FESTIVAL will host independent film programming on the themes of environmental awareness and women’s achievements during their week-long festival in October. (Pending)

*MENTAL HEALTH ASSOCIATION will provide therapists and counselors or social workers who can address living with bipolar and life-work balance for career parents. (Confirmed)

WICHITA PUBLIC SCHOOLS will utilize Lab Girl in high school classrooms and read the companion titles with elementary students in school libraries. (Confirmed) Northeast Magnet High School will create an artwork and public exhibition on “The Beauty of Science.” (Pending)

*WICHITA STATE UNIVERSITY Biological Sciences Department will create lab tours; speak at “Meet the Scientist”; set up a replicated plant experiment at the library for customers to interact with; assist in creating an adult science fair. (Partnership confirmed, activities & location pending)

PUBLIC LIBRARIES in Andover, El Dorado, Clearwater, Derby, Goddard, Newton, and McConnell Air Force Base and EDMUND STANLEY LIBRARY at Friends University will host book discussions, create community programming, and use the companion titles in programs for younger readers. (Confirmed)

WATERMARK BOOKS AND CAFE will obtain books for partners and host book discussions. Companion titles will be read in bookstore storytimes. (Confirmed)

BARNES & NOBLE will host book discussions. (Confirmed)

KMUW, local public radio station, will host a Literary Feast, and provide media support for the NEA Big Read through on-air promotional spots. (Pending) KPTS, local public television station, will broadcast programming related to environmental themes as well as women’s achievements and provide media support. (Pending)

Promotional Description

(a) Describe how you will promote your programming. Discuss any proposed or existing partnerships with specific media outlets. (b) Explain how your program will utilize the PDF digital resources found on arts.gov and distribute copies of your reading selection.

The library maintains a project website (bigreadwichita.org) which has served the community well through its past NEA Big Read events. The website links to the NEA information about the author and the book; lists all partner events and community book discussions, which can now be filtered by age and location; provides information about companion titles for younger readers; lists partners; and provides other information vital to participants. Books will be distributed to book clubs who register (350) and at the kickoff event (350) and purchase additional copies for the library collection. The Wichita Public Library will use its social media channels to promote NEA Big Read participation, highlight partner events, and encourage discussion of the book. Partner organizations will assist in these efforts. Anticipated media sponsorship from KMUW public radio, KPTS public television, and the Wichita Eagle newspaper will extend the reach of the NEA Big Read throughout the community. We will use the City of Wichita's media buyer to target paid advertising on broadcast media, print, and digital platforms. Partners in surrounding communities will use their contacts with their community's newspaper. Posters will be placed in libraries and throughout the community. Bookmarks promoting NEA Big Read and feature events will be placed in all gift copies and offered at all library service desks.

Organizer Biographies

Outline the key individuals and/or volunteers who will plan and implement the programming, noting their anticipated roles and responsibilities in your proposed programs, and experience or capacity for managing a NEA Big Read. Include partner organizations' staff as applicable.

Thomas Borrego, President/CEO of the Wichita Public Library Foundation, received a B.S. degree in Administration of Justice from Wichita State University and a J.D. degree in Law from Washburn University School of Law. Tom joined the Wichita Public Library Foundation in 2015 as its Campaign Director and became its President/CEO in 2017. Thomas will be the fiscal agent for the project.

Cynthia Berner, Director of Libraries, has an A.A. degree in Liberal Arts from Cottey College, B.A. degrees in Public Administration and Personnel Administration from the University of Kansas and a graduate degree in Library and Information Management from the University of Denver. Cynthia became Director of Libraries in 2000. Her role in the NEA Big Read is to act as an official spokesperson; facilitate the book selection process; and oversee budget management.

Julie Sherwood, Partnership and Community Engagement Manager for the Wichita Public Library, received a Master's degree in Library Science from Emporia State University. Since joining the Wichita Public Library in 1997, she has managed programs and project development, including past NEA Big Reads. Julie's role in the project is to act as Program Manager, overseeing community partnerships, developing project plans, and evaluation.

Sara Dixon, Adult Program Services Manager at the Advanced Learning Library of the Wichita Public Library system, received her B.A. degree in English Literature from University of Kansas in 2005 and a Master's degree in Library and Information Sciences from Florida State University in 2011. She joined the Wichita Public Library as a reference librarian in 2015. Sara's role will be to assist with feature event production and oversee library programming at the Advanced Learning Library.

Communications and marketing will be handled by a new manager to be hired soon.

NEA Big Read: proposal budget

Expense	Detailed description	Source(s)	NEA Big Read Grant	Match/Cost-share			Totals	
				Applicant	Partner/Funder	In-kind	Match total	Sub total
Personnel	<i>Detail the cost of staff for your NEA Big Read project. This can include fringe benefits.</i>							
Wichita Public Library Fdn Exec Director	Grant administration, program promotional support (50 hours @ \$45)	Foundation budget		\$2,250			\$2,250	\$2,250
Wichita Public Library Director	Grant management, mtg facilitation, official events (80 hours @ \$63)	City of Wichita budget			\$5,040		\$5,040	\$5,040
Wichita Public Library Comm Engagemt Mgr	Partnership mgmt, calendar coord, contracts, facilitation (200 hours @ \$46)	City of Wichita budget			\$9,200		\$9,200	\$9,200
Wichita Public Library Marketing Mgr	Press release creation, publicity piece creation, media coord (150 hours @ \$25)	City of Wichita budget			\$3,750		\$3,750	\$3,750
Wichita Public Library Librarians	Program planning, setup/cleanup, supplies prep, oversight at program (65 hours @ \$20)	City of Wichita budget			\$1,300		\$1,300	\$1,300
Partner organization personnel	Prog planning & execution, promotion, partner mtgs (300 hours @ \$15)	Partner organization budget			\$4,500		\$4,500	\$4,500
Community volunteers	Partner recruitment, planning mtgs, assistance at feature events (200 hours @ \$24)	In-kind			\$4,800		\$4,800	\$4,800
							\$0	\$0
							\$0	\$0
							\$0	\$0
							\$0	\$0
Program expenses	<i>Detail costs associated with your NEA Big Read.</i>							
Kickoff - presenters	Photography show, musicians, mime performers, dramatic readers	NEA Big Read grant	\$1,000				\$0	\$1,000
Keynote - speaker fees	Aubrey Streit Krug, George Frazier, and Dr. Sarah Oktay honoraria	NEA Big Read grant	\$1,750				\$0	\$1,750
Keynote - travel	Airfare for Dr. Sarah Oktay	NEA Big Read grant	\$400				\$0	\$400
Keynote - hotel	Drury Hotel Broadview	Drury Broadview Plaza				\$250	\$250	\$250
Book purchases	700 copies @ \$10.73 (WPL); other library partners 100 @ \$10.73	NEA Big Read grant & partner budgets	\$7,511		\$1,073		\$1,073	\$8,584
Venue rental - Wichita Public Library	multiple uses of meeting rooms for programming	Wichita Public Library				\$700	\$700	\$700
Venue rental - Great Plains Nature Center	use of meeting room for keynote	Great Plains Nature Center				\$300	\$300	\$300
Venue rental - Wichita Center for Performing Arts	use of meeting room for keynote	Wichita Center for Performing Arts				\$500	\$500	\$500
Venue rental - Botanica	use of meeting room for keynote	Botanica				\$1,000	\$1,000	\$1,000
Feature event - community art	Supplies for sun prints and frames at CityArts	NEA Big Read	\$250				\$0	\$250
Feature event - tree planting	Scandinavian folk musicians at commemorative tree planting	Wichita Public Library	\$500				\$0	\$500
Presenter fees	Writing instructor Amy Sage Webb for memoir writing workshop	Wichita Public Library			\$500		\$500	\$500
Presenter travel costs	Land Institute mileage for plant research program	Wichita Public Library			\$425		\$425	\$425
Program supplies	art supplies and companion titles for ArtStart and Little Read	Wichita Art Museum			\$700		\$700	\$700
							\$0	\$0
							\$0	\$0
							\$0	\$0
							\$0	\$0
							\$0	\$0
							\$0	\$0
							\$0	\$0
							\$0	\$0
							\$0	\$0
							\$0	\$0
							\$0	\$0
							\$0	\$0
Promotion	<i>Detail costs associated with advertising and promoting your NEA Big Read.</i>							
Print pieces	Posters, bookmarks, printed programs, calendars	NEA Big Read grant	\$1,500				\$0	\$1,500
Paid advertising	newspaper, TV, radio, social media advertising	NEA Big Read grant & In-kind	\$2,089			\$2,500	\$2,500	\$4,589
							\$0	\$0
							\$0	\$0
							\$0	\$0
							\$0	\$0
							\$0	\$0
							\$0	\$0
							\$0	\$0
							\$0	\$0
							\$0	\$0
							\$0	\$0
							\$0	\$0
							\$0	\$0
TOTAL			\$15,000	\$2,250	\$31,288	\$5,250	\$38,788	\$53,788

If you'd like to offer further clarification on any expenses, please provide details below:



Transforming Agriculture, Perennially.

23 January 2019

NEA Big Read
National Endowment for the Arts
and Arts Midwest
2908 Hennepin Avenue, Suite 200
Minneapolis, MN 55408

Dear NEA Big Read grant review team,

On behalf of The Land Institute, I am writing to express our support of the Wichita Public Library's application for a Big Read grant from the National Endowment for the Arts to provide programming related to the library's 2019 selection of *Lab Girl* by Hope Jahren. As a partner in the Wichita Public Library's efforts, The Land Institute looks forward to providing speakers and suggesting topics based on the expertise of our researchers in plant science, agroecology, and community-engaged teaching and learning.

Since 1976, The Land Institute has worked to transform grain agriculture globally from a system of extractive domination to one of generative care. Our teams of plant breeders and ecologists are working to develop perennial grains, pulses, and oilseed bearing plants to be grown in ecologically intensified, diverse crop mixtures. In tandem, we are working to extend the insights of this new agricultural system to imaginatively and practically aid human communities to live in just relationships within an ecospheric standard. The Land Institute is a nonprofit 501(c)(3) research and education organization.

Sincerely,

A handwritten signature in black ink, appearing to read "Aubrey Streit Krug". The signature is fluid and cursive, with a long horizontal stroke at the end.

Aubrey Streit Krug, Ph.D.
Director of Ecosphere Studies
The Land Institute



January 21, 2019

Big Read
Arts Midwest
2908 Hennepin Avenue, Suite 200
Minneapolis, MN 55408

RE: Letter of Support

The Wichita Public Library is pleased to be the lead agency in a Big Read program for our community to be held in the fall of 2018.

With nearly 2,000,000 items loaned in 2018 to an active user base of approximately 135,000 persons, our Library is well positioned to continue making Wichita a model Big Read community.

The Wichita Public Library has led a community coalition guiding The Big Read Wichita planning and presentation on an annual basis since 2008. While readers have come to anticipate a fall community reading program based on Big Read titles, participation in previous NEA The Big Read grant cycles has enabled us to expand the scope and depth of these programs to reach deeper into the community and to do more to attract reluctant and lapsed readers. Of equal importance is the increasing number of area arts organizations which have realized the benefit of participation in Wichita Big Read programming. Art, music, dance and drama have all been part of our programs. Their involvement adds an extra layer of richness to our program for which we are appreciative.

We are particularly excited about this year's selected title, *Lab Girl*, and the many ways that we plan to feature the book's themes. The new programming and event spaces now available to us in our Advanced Learning Library afford us opportunities for hosting larger, more varied activities within the walls of our community's primary public library building.

With the commitment of program partners from schools, universities, booksellers, print and broadcast media, museums, departments of City government and area public libraries, and the addition to new partner businesses, we look forward to another program that will reach a broad spectrum of our community. We appreciate the opportunity continue our involvement in this interesting and important initiative.

Sincerely,

A handwritten signature in cursive script that reads "Cynthia Berner".

Cynthia Berner
Director of Libraries