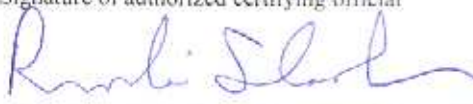


Performance Report Cover

1. Federal agency and organization element to which report is submitted Institute of Museum and Library Services		2. Federal grant or other identifying number assigned by federal agency NLG-07-08-0113		1	6
				3a. DUNS number 06-815-8369	
				3b. EIN 451-6005801	
4. Recipient organization (name and complete address, including zip code) Hennepin County Library 12601 Ridgedale Drive Minnetonka, MN 55305				5. Recipient identifying or account number	
6a. Project/Grant period start date (mo/day/yr) 11/1/2008	6b. Project/Grant period end date (mo/day/yr) 6/30/2010	7. Reporting period end date (mo/day/yr) 3/31/2010		8a. Final Report? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
8b. Project URLs if any http://www.hclib.org/extranet/#Media%20MashUp http://mediamashup.ning.com/				9. Report frequency <input type="checkbox"/> annual <input checked="" type="checkbox"/> semi-annual <input type="checkbox"/> quarterly <input type="checkbox"/> other If other, describe	
10. Please transmit the performance report as instructed by the Institute of Museum and Library Services.					
11. Other attachments <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Transmit accompanying documents with this cover as instructed by the Institute of Museum and Library Services					
12. Certification: By submitting this report I certify to the best of my knowledge and belief that this information is correct and complete for performance of activities for the purposes set forth in the award documents.					
12a. Typed or printed name and title of authorized certifying official Rondi Shenehon, Senior Accountant			12c. Telephone (area code, number, extension) 952-847-8153		
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12b. Signature of authorized certifying official 			12e. Date report submitted (mo/day/yr) 4/15/2010		
13a. Typed or printed name and title of Principal Investigator/Project Director Jennifer Nelson, Coordinator			13b. Telephone (area code, number, extension) 952-847-8664		
			13c. Email address jnelson@hclib.org		
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Progress Summary:

The project continued its work in a timely manner, Minnesota winter weather notwithstanding! Participating libraries continued workshops for youth and provided reflective data, the advisory board had its meeting, dissemination projects began in earnest and additional paths for dissemination were developed. The evaluation team began preparations for final data collection with participating staff and began to assess the participant data collected throughout the project. Planning for the project's final meeting began.

Project Goals and Objectives: November 1, 2009 – March 31, 2010

Goal #1: Advisor Meetings

- 1) The over-arching question that framed the agenda was "what does it take for a public library to offer technology based programs for youth?"

Goal #2: Participating libraries complete workshops for youth

- 1) Participating libraries complete required number of workshops
- 2) Staff continue providing reflective data on workshops
- 3) Staff continue posting to the project's ning site

Goal #3: Draft best practices and develop dissemination plan

- 1) Assemble evaluation data from workshops
- 2) Explore dissemination options
 - a. Audiences
 - b. Format and content

Activities and Accomplishments

Goal #1: Advisor Meetings

Media MashUp's Advisory Board met in early December to consider the question: "What does it take to do innovative technology based programming for youth in public libraries?" The answer is at once simple and complex. Simple because, from what we have learned, what it takes are passionate staff who work in risk taking organizations that are tolerant of imperfection -individual as well as organizational. Complex because libraries are bureaucratic organizations where even the best, most well intentioned staff are stymied by processes and policies outside of local control. It only takes one cog to stop the wheel.

The Advisory Board had a favorable response to the activities of the project to date. One area that the project team sought input on was the use of a ning as a collaborative developed resource for project staff. The site was designed to house jointly developed teaching materials, provide a private space for staff to communicate about the project and as a place to document the work of the project. While the ning functioned well in this capacity, only 1/2 of the staff actually used it. Other than as a place to access project tools - such as a link to the online evaluations- it was largely ignored. A robust discussion about this phenomenon with advisors with expertise in the area remarked that for a social network to take hold, it needs a minimum of at least a 100 members. The other valuable observation was that we were looking for it to do too many things and in doing so, did none well.

The Advisory Board had several specific responses to the question of how to spread the work of this project, particularly as it relates to developing skills in library staff. Approaches to dissemination suggested by the advisors include developing local networks of expertise and then building upon these networks for wider geographic dispersal. Broadly speaking, this can be accomplished by creating an active web presence and developing a model dissemination process using Minnesota's library network and leveraging existing networks throughout the state. Project work will focus on developing these methods in its final phases.

Goal #2: Participating libraries complete workshops for youth

Participating libraries have largely completed the requested number of workshops and all are expected to be completed by the end of May. The estimated number of youth participants in the workshops is 800, an average attendance of 7 per session. Staff were asked to use two different workshop formats - formal and informal - preliminary feedback suggests that there is a 'sweet spot' somewhere between the two that is most successful for youth and staff. Further analysis will shed further light on what this looks like. Another trend that is surfacing from the reflective data is the use of laptops.

A quick perusal of anecdotal comments reinforces early thoughts that the flexibility offered by laptops enhances program offerings. The flexibility is both physical and virtual. In addition to being portable, laptops are not connected to the library's network and instead rely on public access wireless for internet access. So local or program staff are able to use a wider variety of software and to update software on the fly. This ability is key to offering responsive programs for youth and for keeping up with new products.

As discussed above, staff continue to use and post to the ning site in a limited way. Recent submissions to the ning include a rich store of curriculum as well as photos from recent workshops. Working with these materials in a concerted way to develop an effective online presence will encompass a large part of the project's next phase.

Goal #3: Draft best practices and dissemination plan

Reflection and survey data have been supplied but have not yet analyzed. A summary review of the data collected has highlighted several factors that seem important to successful implementation of technology-based programs for youth that will shape the best practices recommendations. The ultimate best practice from the project may be the understanding that responsive programming needs to fit the specific needs, resources and desires of the sponsoring organization. Particularly in projects that involve technology, there is no one size that fits all.

Project staff have built two dissemination workshop/presentation models that reflect the work of the project and seem to be successful. Workshops in Tennessee, Minnesota and Suffolk County, New York, focused on sharing successful teaching strategies and developing fluency in using Scratch in hands-on-workshops. The presentations in Portland and Denver focused on the administrative and technical aspects of implementing technology-based programs.

An additional presentation in St. Paul, Minnesota focused on 21st century learning and libraries. While the audience was primarily academic librarians, it was an engaging conversation about technology, libraries and the 21st century. These presentations have reached an estimated 600 staff from academic, public and school libraries, with a smattering of museum folks from throughout the United States.

A portion of the project's budget was reallocated for graphic design work to establish a consistent look and style for curriculum and teaching materials (online and print) that are being developed. Project staff have also had preliminary conversations about developing an online course that would introduce successful teaching strategies and developing fluency with rich media tools as well as a more robust online platform for housing core teaching content. Scheduled and pending dissemination activities are provided below.

Concluding Thoughts

Over the next six months project activities will shift toward data analysis, completion of teaching/curriculum materials and a manuscript as well as continued dissemination work. To the extent possible, staff from the participating libraries will be supported while implementing dissemination work. These staff are becoming leaders in rich/interactive media programming in public libraries and deserve acknowledgement as such. They are a talented group of men and women committed to providing opportunities for youth in public libraries.

April 1, 2010 – November 2010 REVISED Scheduled of Activities – Media MashUp			
Status	Time Frame	Actors	Activity
Completed	January 1, 2009 – March 2010	Partner Libraries, Project Staff	<ul style="list-style-type: none"> - Conduct Media MashUp workshops and Open Studios, - Implement Media MashUp website as registration/evaluation tool - Collect evaluation data from workshop instructors, youth
	October 2009 – December 2009	Project Staff	Dissemination Minnesota Library Association Annual Conference October 2009 <ul style="list-style-type: none"> - <i>"Libraries and Learning in the 21st century"</i> (Jennifer Nelson) - <i>"Developing Best Practices for Innovative Technology Programming"</i> (Jennifer Nelson, Cynthia Matthias) Mintex Workshops November - December 2009 <ul style="list-style-type: none"> - <i>"Imagine, Program, Share: Library Programming with Scratch"</i> (Keith Braafladt, Jennifer Nelson)
	June – October 2009	Project Staff	Site visits to each location for evaluation, workshop support and administrative interviews
	December 2009	Project staff and Advisors (joint meeting)	Meet to review evaluation, organizational structures and evaluation data. Direction and commentary from advisors.
	December 2009 - March 2010	Partner library staff, Project staff	Dissemination Completed: Arizona Library Association's online learning program Dec 2009 <ul style="list-style-type: none"> - <i>Scratch: Imagine Program Share in Libraries: Discovery exercise for "A Second Helping"</i> (Jennifer Nelson) CLIC - CIO Reference Workshop, Bethel University, January 20 <ul style="list-style-type: none"> - <i>21st Century Literacy and Learning</i> (Jennifer Nelson) WebWise 2010 March 4 <ul style="list-style-type: none"> - <i>Media MashUp Demonstration Project Showcase</i> (Jennifer Nelson) East Suffolk County BOCES March 4 Suffolk Cooperative Library System March 4 <ul style="list-style-type: none"> - <i>"Imagine, Program, Share: Library Programming with Scratch"</i> (Keith Braafladt, Cynthia Matthias) Tennessee Library Association March 17-19 <ul style="list-style-type: none"> - <i>"Scratch! A way to satisfy the itch for technology programs for teens"</i> (Mary Serratt, Hillary Pesson, John Lloyd) Midwest Library Technology Conference March 18 - 19 <ul style="list-style-type: none"> - <i>"Fast, Cheap and Out of Control: Low budget technology programs for non-experts"</i> (Alicia Anderson, Cynthia Matthias) Public Library Association March 25 <ul style="list-style-type: none"> - <i>"Developing Best Practices for Innovative Technology Programming"</i> (Jennifer Nelson, Kelly Czarniecki, Erica Sternin, Hedra Packman, Janet Pichl)
In process, Upcoming	December 2009- July 2010	Library project staff	Best practices for library implementation of innovative technology programming developing

April 1, 2010 – November 2010 REVISED Scheduled of Activities – Media MashUp			
Status	Time Frame	Actors	Activity
	April - November 2010	Partners, project staff	<p>Dissemination: CAYAS Pacific Northwest Library Association April - May 2010 - <i>"Imagine, Program, Share: Library Programming with Scratch"</i> (Keith Braafladt, Jennifer Nelson) Virtual Presentation for YALSA's President's Program "Risky Business" June 26, 2010 Scratch@MIT Panel Presentation August 2010 - <i>"Libraries, Museums and Scratch: A successful approach to collaboration"</i> (Keith Braafladt, Brian Myers, Jennifer Nelson)</p> <p>Pending: G+L+S Panel Presentation June 2010 Regional Workshops (Minnesota) Technology Programming with Scratch: July - October 2010 Minnesota Library Association Pre-Conference October 2010 Meetings with Boys and Girls Clubs technology staff</p>
	May – July 2010	Advisors	Review and comment best practices on organizational structures
	June 3-4, 2010	Partners, project staff	Project Summation: meeting in Minneapolis
	July - October 2010	Project Staff, consultant	Web presence developed with branded curriculum Regional dissemination workshops in Minnesota Curriculum for online course completed
	September 2010	Project Staff	Formative evaluation completed <i>"Technology Literacy and the 21st Century Child</i> , completed manuscript submitted to ALA Editions for March 2011 publication
	November 2010	Institute for Learning Innovation	Summative Evaluation completed