

Performance Report Cover

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10. Please transmit the performance report as instructed by the Institute of Museum and Library Services.					
11. Other attachments X Yes No Transmit accompanying documents with this cover as instructed by the Institute of Museum and Library Services					
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Street, NW, 9th Floor, Washington, DC 20036-5802, and to the Office of Management and Budget, Paperwork Reduction Project 3137-0029, Washington, DC 20503.

Progress Summary:

The project received a no cost extension in May 2010, allowing the work to continue through June 2011. The focus of the extended phase of the project has been dissemination and evaluation. It is anticipated that active work on project will be wrapped up by January 2011 with final reporting following soon thereafter. While most of the work continued apace, delays were experienced in the summative evaluation process; those issues have been addressed and the summative work is well underway. Overall, over 800 youth participated in workshops through the project and approximately 850 staff from libraries attended presentations and workshops related to the project.

Project Goals and Objectives: April 1, 2010- October 31, 2010

Goal #1: Final project team meetings held

- 1) Summative evaluation data collected
- 2) Participating library project experiences discussed

Goal #2: Complete dissemination activities

- 1) Conference presentations, workshops in Minnesota and across the US
- 2) *Technology, Literacy and the 21st Century Child* manuscript submitted for publication
- 3) Re-visioning and development of ning site as tool for informal educators with branded content

Goal #3: Summative evaluation completed

- 1) Report submitted to Project Manager

Activities and Accomplishments

Goal #1: Final project team meetings held

Media MashUp's participating staff convened in Minneapolis in early June to review the project experiences, complete summative and formative data collection. Project, evaluation and participating library staff attended; only representatives from the Charlotte Mecklenburg Library were unable to attend. Among the activities staff participated in were redoing the Techno-Biography survey as a way to assess personal change and growth through project participation. Staff also worked with the evaluation team to determine the reality of the organization's perceived barriers and affordances that were gathered at the project's start. A final report from these sessions is pending as part of the summative evaluation. Project team members also had an opportunity to review suggestions from the Advisory Board and preview the developing teaching templates created by project staff.

Goal #2: Complete dissemination activities

A tremendous amount of work was completed in this area during this time frame. There were four main focuses of this work: hands on workshops to teach library staff how to develop and run technology based workshops for youth and how to use Scratch; conference presentations that focused on larger issues related to integrating technology programming for youth in informal settings; developing a ning site as a persistent place for teaching

and finally, completion of a manuscript for ALA Editions, tentatively titled “Technology, Literacy and the 21st Century Child.”

Keith Braafladt and Jennifer Nelson took the lead on developing and delivering a hands-on workshop titled “Imagine Program and Share: Library Programming with Scratch.” The workshop has several goals: to provide attendees a meaningful experience learning Scratch, to introduce a new approach to youth programming that adopts the best ideas from informal learning into a library setting and that provides participants a way to think about how to incorporate Scratch in their location. A total of five “Imagine Program and Share” workshops were held between April and September in Seattle and Wenatchee, Washington and Marshall, Grand Marais and Mountain Iron, Minnesota. Locations were selected on the basis of interest and support from regional library networks as well as a desire to address the training needs of staff in rural areas. Interestingly, participants included staff from public, school and even academic libraries. Each workshop was well-received and staff were enthusiastic about the potential for integrating informal teaching methods as well as Scratch into their youth programming options. Cynthia Matthias and Alicia Anderson teamed with Jennifer to present a hands-on pre-conference “Media MashUp: Technology Programming for Youth” at the annual Minnesota Library Association conference which provided a range of participants a chance to build an e greeting card as a way to learn more about Scratch and an informal approach to teaching youth.

At the final meetings staff taped segments for YALSA’s Virtual President’s Panel on the theme of Risky Business – and spoke about risk-taking and rewards in library service for youth. The videos can be viewed at http://www.yalsa.ala.org/yalsapresident2010/?page_id=9. More traditional conference presentations were also presented during this time frame. Cynthia was part of a panel presentation at the Games + Learning + Society Conference in June and provided a public library perspective on rich media programming and informal learning. Jennifer was an invited speaker at the Free Library of Philadelphia’s Community Librarian Symposium, also in June, and spoke about the need for public libraries to adopt an approach to literacy and informal learning that embraces 21st century skills as well as addressing the role of Scratch as a programming tool. Keith and Jennifer led a conversation at MIT’s Scratch Conference in August that discussed using Scratch as a programming tool in informal settings and the specific needs of public libraries in technology programming. This was an important opportunity to converse with Scratch developers and other informal educators about future developments. It was gratifying to meet two doctoral students from library schools at the conference; a testament to the work of Media MashUp in getting the word out to the library community about the importance of rich media content creation workshop, informal learning, fostering creativity and 21st century skills. The final conference presentation, Beyond Gaming, at the Pennsylvania Library Association Conference was an opportunity for Hedra Packman, from the Free Library of Philadelphia, to showcase the innovative work that was supported through Media MashUp and for Jennifer to provide a national context for the work being done at the Free Library.

The decision was made to continue to grow the ning (mediamashup.ning.com) as a persistent site for informal educators interested in developing and implementing rich media programming. One goal of the site is to provide online support for librarians and other educators another is to build a community of informal educators. During this time frame, the framework for the ning was established, and the site re-conceptualized to be a social learning hub. A team of staff working from the Hennepin County Library and the Science Museum determined that the best initial approach is to develop step-by-step lesson plans, in several focused areas, rather than attempt to provide a broad range of disparate information. Several thematic areas are being developed that respond to the successes of libraries in workshops during Media MashUp.

Finally, Keith and Jennifer successfully completed their manuscript for ALA Editions that addresses in the importance, needs and opportunities for public libraries to better meet the needs of youth in the 21st century with technology rich programming. The book, scheduled for publication in March 2011, provides a conceptual framework for the role of public libraries in the 21st century; reviews organizational structures that support innovation, provides practical solutions to perceived implementation barriers and lastly, provides step by step instructions for learning Scratch. The book is expected to include the graphic approach to teaching Scratch that is also being deployed on the project’s ning site.

A final piece of dissemination will be an online learning curriculum for learning Scratch and imbued with sensitivity to 21st century skills and informal learning. The team has identified several potential e learning platforms and is working to determine the essential curriculum components that will be provided via screencasts and real-time webinars.

Goal #3: Summative Evaluation Completed

After reviewing the data collected with summative and formative evaluation staff we decided to add an additional piece of the formative evaluation to include a case study of the implementation at two sites. The formative evaluation strategy included a Youth Survey that had a short and long version; the long version was set to be offered randomly to youth and designed to delve more deeply into their technology experiences. While over 300 youth filled out the questionnaire, a very small sample actually received the long version. The survey was presented online and some locations had difficulty with internet access which led staff to print out and administer only the short version. The case study will examine closely the implementation of workshops at locations that had different but equally successful experiences. Preliminary analysis of data collected from workshops indicates that youth are gaining experience in 21st century skill building- particularly those related to innovation, problem solving and collaboration. As a result of staffing changes at the Institute for Learning Innovation, the summative evaluation was not completed during this time frame as planned. It is expected that all evaluation work will be completed by January 31, 2011.

Concluding Thoughts

Media MashUp has been particularly successful in establishing the importance of technology rich programming for youth. It has also been successful in indentifying ways that libraries of all sizes and technological infrastructure can be successful. Moreover, it has encouraged a dialog at many levels of the importance of public libraries as key agencies of informal learning that is infused with an expansive approach to literacy that values the 21st century approach put forth by NCREL and the Partnership for 21st century skills.

Schedule of Activities – Media MashUp – revised November 2010			
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	<p>Dissemination</p> <ul style="list-style-type: none"> Minnesota Library Association Annual Conference October 2009 - “Libraries and Learning in the 21st century” (Jennifer Nelson) - “Developing Best Practices for Innovative Technology Programming” (Jennifer Nelson, Cynthia Matthias) Minitex Workshops November - December 2009 - “Imagine, Program, Share: Library Programming with Scratch” (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.
	June 2010	Partners, project staff	Project Summation: meeting in Minneapolis with partner library staff and evaluation team

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	January 2009 - March 2010	Partner library and Project staff	<p>Dissemination</p> <p>Arizona Library Association’s online learning program Dec 2009</p> <ul style="list-style-type: none"> - <i>Scratch: Imagine Program Share in Libraries: Discovery exercise for “A Second Helping”</i> (Jennifer Nelson) <p>CLIC - CIO Reference Workshop, Bethel University, January 20</p> <ul style="list-style-type: none"> - <i>21st Century Literacy and Learning</i> (Jennifer Nelson) <p>WebWise 2010 March 4</p> <ul style="list-style-type: none"> - <i>Media MashUp Demonstration Project Showcase</i> (Jennifer Nelson) <p>East Suffolk County BOCES March 4 and Suffolk Cooperative Library System March 4</p> <ul style="list-style-type: none"> - <i>“Imagine, Program, Share: Library Programming with Scratch”</i> (Keith Braafladt, Cynthia Matthias) <p>Tennessee Library Association March 17-19</p> <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) <p>Midwest Library Technology Conference March 18 - 19</p> <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) <p>Public Library Association, Portland, OR March 25</p> <ul style="list-style-type: none"> - <i>“Developing Best Practices for Innovative Technology Programming”</i> (Jennifer Nelson, Kelly Czarnecki, Erica Sternin, Hedra Packman, Janet Piehl) <p>CAYAS Pacific Northwest Library Association, Seattle and Wenatchee, WA, April - May 2010</p> <ul style="list-style-type: none"> - <i>“Imagine, Program, Share: Library Programming with Scratch”</i> (Keith Braafladt, Jennifer Nelson) <p>American Library Association, YALSA President’s Program Virtual Presentation June 26, 2010</p> <p><i>“Risky Business”</i></p> <p>(Alicia Anderson, Rachel Bohn, Janet Piehl, Cynthia Matthias, Mahina Oshie, Hilary Pesson, Teresa Ramos, Mary Seratt)</p> <p>G+L+S, Madison, WI June 2010</p> <ul style="list-style-type: none"> - <i>“Turtles, Gobos, Greeps and Brick Blocks: Design-based Learning Models in Informal Settings”</i> <p>(Cynthia Matthias)</p> <p>Scratch@MIT Panel Presentation, Cambridge, MA August 2010</p> <ul style="list-style-type: none"> - <i>“Libraries, Museums and Scratch: A successful approach to collaboration”</i> <p>(Keith Braafladt, Jennifer Nelson)</p> <p>Regional Workshops (Grand Marais, Marshall, Mountain Iron, Minnesota) July - September 2010</p> <ul style="list-style-type: none"> - <i>“Imagine Program and Share: Library Programming with Scratch”</i> <p>(Jennifer Nelson, Keith Braafladt)</p> <p>Minnesota Library Association Pre-Conference, Rochester, MN October 6, 2010</p> <ul style="list-style-type: none"> - <i>“Media MashUp: Implementing Technology Programs for Youth”</i> <p>(Alicia Anderson, Cynthia Matthias, Jennifer Nelson)</p> <p>Pennsylvania Library Association Conference October 24, 2010</p> <ul style="list-style-type: none"> - <i>Beyond Gaming: Rich Media Programming for Youth</i> <p>(Hedra Packman, Jennifer Nelson)</p>

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Status	Time Frame	Actors	Activity
	September 2010	Project staff	“ <i>Technology Literacy and the 21st Century Child</i> , completed manuscript submitted to ALA Editions for March 2011 publication (Keith Braafladt and Jennifer Nelson)
Pending	July 2010 – January 2011	Project Staff, consultant	Web presence developed with branded curriculum Regional dissemination workshops in Minnesota Curriculum for online course completed
	November 2010	Project Staff	Formative evaluation completed
	January 2011	Institute for Learning Innovation	Summative Evaluation completed