

Old Dominion University

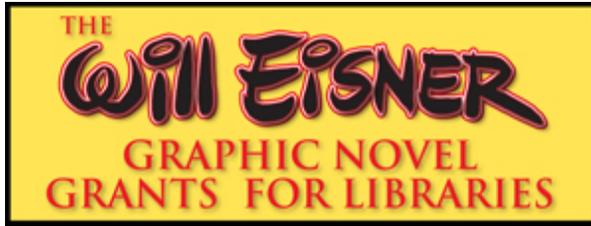
LIBS 674: Management & Leadership in Library & Information Studies

Grant Proposal

Dr. Amelia Anderson

April 18, 2022

Christen Governale



### Will Eisner Graphic Novel Grants for Libraries Application

Three Will Eisner Graphic Novel Grants for Libraries are given annually - two Will Eisner Graphic Novel Growth Grants will provide support to two libraries that would like to expand its existing graphic novel services and programs and one Will Eisner Graphic Novel Innovation Grant will provide support to a library for the initiation of a graphic novel service, program or initiative. These Grants will support two categorical grants that will encourage public awareness on the rise and importance of graphic literature, sequential art, and comics as a literary medium. Find more information about the Will Eisner Graphic Novel Grants for Libraries, including an FAQ for grant applicants here -

<https://www.ala.org/rt/gncrt/eisner> PLEASE NOTE REGARDING UPLOADED FILES: 1. FILE NAME MUST FOLLOW NAMING CONVENTIONS: "[LIBRARY NAME]\_2022GROWTH or INNOVATION" 2. File names must not include spaces or special characters 3. Files MUST be PDFs only

Main Contact Name \* **Christen Governale**

Please let us know who we should contact regarding this grant application.

Grant Applicant Name(s) \* **Christen Governale**

Please list all of the grant applicant. At least one applicant or their institution must be an ALA Member to be eligible.

Institution Name \* **Demarest Free Public Library**

ALA Member Number \* **24560431**

At least one applicant or their institution must be an ALA Member to be eligible.

Contact Email \* [christen.governale@demarest.bccls.org](mailto:christen.governale@demarest.bccls.org)

Contact Phone Number \* **201-768-8714**

Mailing Address \* **90 Hardenburgh Road**

City \* **Demarest**

State / Province \* **NJ**

Zip Code / Postal Code \* **07627**

Growth / Innovation Grant \*

Which grant category are you applying for (choose one only). If you need help determining which category your project falls into, please check out the Eisner Grant FAQ -

<https://www.ala.org/rt/gncrt/eisner-grant-faq> )

- **Growth Grant**
- **Innovation Grant**

Is this an updated submission? \*

Grant applications remain in the selection pool for two years. If you are updating your application from 2021, please let us know. Only one application per institution each year.

- Yes
- **No**

Project Title \* **Growing Graphic Novels in Demarest!**

Project Summary \*

Please give a brief 2 - 3 sentence summary of your proposed project (limited to 100 words)

The Demarest Public Library is requesting support to enhance their sought-after graphic novels collection. In addition, we are seeking to develop the first annual graphic novel event to inspire the community during Will Eisner week in March 2023. Through this graphic novel effort, all patrons will be able to learn about, discuss and create their own sequential art creations and “publish” them for the community to enjoy. The intent of these efforts is to expand the collection and the minds of the community while offering engaging and educational programs for young and old patrons.

Project Narrative \*

Please provide a project narrative outlining your plan in 750 words or less.

(please see inclusive document below)

Budget and Timeline Upload \*

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Attach file

(please see document below)

**Project Overview Narrative:**

The Demarest Free Public Library is located in Demarest, New Jersey. It serves a community of 4,942 people (United States Census Bureau, 2019). It contains over 41,500 physical resources and has a graphic novel volume is less than 1.5% of the total resources (New Jersey State Library, 2019). The limited inventory is a persistent issue for the patrons that enjoy them. As noted in a 2018 survey about graphic novels at public libraries, 16% of libraries generalize that their graphic novel readers are mostly exclusive readers of the one format (Library Journal, 2018). This would imply that making graphic novels more prevalent, could result in increasing library usage by community members who might otherwise not use the library at all. Demarest is currently underserving their community.

There is an opportunity for the Demarest Public Library to offer a more extensive visual literacy/graphic novel collection that would benefit the learners of all sorts, especially those that are reluctant readers and non-traditional library patrons. Based upon the local school district, there are a number of children with learning disabilities nearing 20% of the 703 students (NJ Department of Education, 2019-2020).

Those disabilities encompass cognitive issues, more than physical challenges. Graphic novels have been known to reach individuals with learning disabilities more than traditional literature based upon combining visual cues with text.

Of course, graphic novels are not just for young patrons with learning differences, but for all patrons of any age and/or any capacity. Graphic novels are wonderful examples of fast paced, colorful and exciting visual literature for all to enjoy. As an initial phase for growing the graphic novels collection at Demarest Public Library, we would seek to acquire sixty-five (65) new graphic novels- a 10% increase of our current inventory that would provide the next step in supporting the multi-faceted needs of the community.

Choice of new graphic novels would be determined based upon school district input, survey, circulation popularity, diversity, and content favorites of both fiction and non-fiction. We would utilize Kirkus Reviews, The Horn Book and other industry trusted resources. Establishing a specific graphic novels space, shelf designation and reading environment will also occur at this point. No new furniture will be required but will be repurposed from other sections of the library. Staffing this effort will not be an issue, since new resources and programming are components of our normal repertoire and are fantastic investments that we can happily bank on.

Along with increasing the collection, we are creating an annual event sharing the love of graphic novels during Will Eisner week in March 2023. Will Eisner is the father of graphic novels, so it is only fitting that we highlight his legacy and share with the community all that graphic novels have been and can be in the future for everyone. We will be hosting a week-long event, offering comic creation workshops in which patrons can draw with colored pencils on four block paper and assign text to tell their very own sequential art blocks and then share with the community if they wish as “locally published” graphic novels. We will also host sessions where there will be an interactive history and relevance discussion of graphic novels in a fun and educational format. Graphic novel book groups will be running for the month as well, to cultivate understanding, lively banter and enjoyment. Genre lists of graphic novels will be available for patrons to review and determine possible new reads for themselves. And lastly, there will be a meet and greet with a local graphic novelist chatting about their experiences and insights as a dynamic author. We will have handouts, buttons, balloons, treats and other event giveaways to highlight the momentous event. The library will utilize the Teen Advisory Board and Adult Services Team to join in with targeting the patrons and future patrons through social media, announcements, fliers and word of

mouth. Other neighboring towns/library patrons are welcome to attend, since we are an inclusive community and collectively support each other especially if there are festivities.

To determine effectiveness of the program, benchmarks and surveys will be used along the way to identify strengths and weaknesses of the growth effort. Monitoring graphic novel circulation and new library patronage will also be markers of success. Communication with the patrons and the school district is also key in ensuring that value and interests are being met and that feedback has been heard, utilized and appreciated. As emphasized in our textbook, "There is a clear goal and vision for the future in this project" (Moran, B.B & Morner, C.J., 2018).

**Detailed Project Plan, Timeline and Budget:**

This graphic novel growth project would begin in January 2023 and run until June 2023 at which point a next steps effort should be determined. The estimated budget for this initial effort would be \$1,765.

(File shown below would be placed in application as DEMARESTPUBLICLIBRARY\_2022GROWTH.pdf )

	<b>Increase graphic novel collection &amp; establish Will Eisner week programming</b>	<b>Measurement assessment</b>	<b>Marketing</b>
<b>Jan 2023</b> Introduction- Evaluation	<ul style="list-style-type: none"> <li>- Evaluate current the graphic novel collection and perform a needs assessment in library:               <ul style="list-style-type: none"> <li>o Weed collection of worn-out or non-circulated resources</li> </ul> </li> <li>- Meet with Demarest School District to understand student’s needs since graphic novels are great tools for all types of learners and survey for adult’s interests as well.</li> <li>- Solidify actual budget for Graphic Novel initiatives to increase resources 10%.</li> </ul>	<ul style="list-style-type: none"> <li>- Create a baseline/benchmark of graphic novel patronage /circulation and include student needs</li> <li>- Assess and survey graphic novel type interest in resources</li> </ul>	<ul style="list-style-type: none"> <li>- Announcement of new Graphic Novel collection for via website, and social media w Teen Advisory Board and adult services.</li> <li>- Invite the community to sign up for library cards</li> </ul>
<b>Feb/Mar 2023</b> Implementation	<ul style="list-style-type: none"> <li>- Determine/select graphic novels utilizing top selling resource lists and reviews like Kirkus Reviews and the Horn Book etc.</li> <li>- Ensure funding and order.</li> <li>- Set up graphic novels in new space.</li> <li>- Establish Will Eisner week comic programming and marketing to support.               <ul style="list-style-type: none"> <li>o Develop comic creation program with page block paper and colored pencils.</li> <li>o Set up/run graphic novel book clubs</li> <li>o Schedule local graphic novelist for a library visit and open discussion.</li> <li>o Utilize the Teen Advisory Board and adult services for assistance.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Once implemented, survey results of programming, new patrons, and circulation of new materials based upon original benchmark.</li> </ul>	<ul style="list-style-type: none"> <li>- Share announcement of collection arrival</li> <li>- Begin book club, and comic programming</li> <li>- Announce graphic novelist visit thru school and social media.</li> <li>- Hold Will Eisner graphic novel week celebration.</li> </ul>
<b>June 2023</b> Evaluation/ Revision/ Future Improvements	<ul style="list-style-type: none"> <li>- Review and evaluate effectiveness of graphic novel collection selection.</li> <li>- Continue with graphic novel programming, and book clubs.</li> <li>- Identify new resources to add to the collection.</li> <li>- Meet with Demarest School District to see student’s success/shortfalls and survey adults.</li> <li>- Assess future opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>- Survey community for future interests.</li> <li>- Confirm interests and keep pulse on demographics.</li> <li>- Set future benchmark for future.</li> </ul>	<ul style="list-style-type: none"> <li>- Share with community and send survey for additional interests.</li> </ul>

**Project Timeline Highlights and Budget:**

<b>Timeline</b>	<b>Budget</b>	<b>Cost</b>
<b>Jan 2023</b> Introduction- Evaluation of current and proposed graphic novel collection	- No additional budget needed for evaluation phase	<b>\$0</b>
<b>Feb/Mar 2023</b> Implementation of new collection and roll out of Will Eisner week programming	<ul style="list-style-type: none"> <li>- New graphic novel resources</li> <li>- Art supplies of paper and 3 sets of colored pencils</li> <li>- Festivity treats, buttons, balloons etc.</li> <li>- Local graphic novelist visit fee</li> </ul>	<b>65 @ \$20. = \$1,300</b> <b>\$25</b> <b>\$40</b> <b>\$400</b>
<b>June 2023</b> Evaluation/ Revision/ Future Improvements	- No additional budget needed for evaluation and revision phase. Future improvements may require funds but are out of scope for this effort.	<b>\$0</b>
<b>Total Budget:</b>		<b>\$1,765</b>

Appendix:

Will Eisner Graphic Novel Grants for Libraries Application 2022, *American Library Association*  
<https://www.ala.org/rt/gncrt/eisner>

References:

Moran, B. B., & Morner, C. J. (2018). *Library and information center management* (9th ed.). ABC-CLIO.

New Jersey Department of Education, (2019-2020), Demarest, NJ  
<https://rc.doe.state.nj.us/district/summary/03/1070>

New Jersey State Library, Services for Libraries (2019)  
[https://www.njstatelib.org/services\\_for\\_libraries/resources/statistics/](https://www.njstatelib.org/services_for_libraries/resources/statistics/)

Public Library Graphic Novels Survey 2018, *Library Journal*  
<https://s3.amazonaws.com/WebVault/surveys/LJ%202018%20Graphic%20Novels%20Survey%20REPORT.pdf>

United States Census Bureau, (2019) Demarest New Jersey  
<https://data.census.gov/cedsci/table?q=demarest,%20nj&tid=ACSDP5Y2019.DP05>