

City of Cambridge

Agenda # 8 Grant in the MASSACHUSETTS
amount of \$30,000 to
the Library

In City Council November 25, 1974 19

	YEA	NAY	ABSENT	PRESENT
Mrs. Ackermann	✓			
Mr. Clinton	✓			
Mr. Danehy	✓			
Mr. Duehay	✓			
Mrs. Graham	✓			
Mr. Russell	✓			
Mr. Vellucci	✓			
Mr. Wylie	✓			
Mayor Sullivan	✓			
	9	0	0	

City of Cambridge

In City Council

November 25, 1974

ORDERED:

That in accordance with the provisions of General Laws, Chapter 44, Section 53A, the Cambridge City Council herewith accepts a grant award of \$30,000.00 to the Cambridge Public Library from the Massachusetts Bureau of Library Extension, under the State Plan for LSCA Title I, Special Project Grant, for "A Library Experiment in Community Relations".

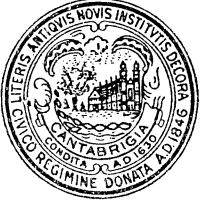
In City Council November 25, 1974

Adopted by yeas and nays Vote

Yeas 9 Nays 0 Absent 0

Paul E. Healy

City Clerk



CITY OF CAMBRIDGE

449 BROADWAY, CAMBRIDGE, MASSACHUSETTS 02138 • TEL. 876-5005

CAMBRIDGE PUBLIC LIBRARY

20 November 1974

Mr. James L. Sullivan
City Manager
City Hall
Cambridge, Massachusetts

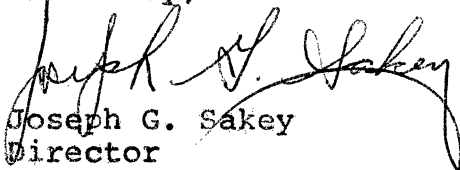
Dear Mr. Sullivan:

The Cambridge Public Library has accepted the allocation of thirty thousand (30,000) dollars in federal funds under the State Plan for LSCA Title I Special Project Grant for the 1974 fiscal year.

The grant was awarded for our proposal, "A Library Experiment in Community Relations."

Enclosed for your information and retention is a copy of the proposal.

Sincerely,


Joseph G. Sakey
Director

JGS:aet
Enclosures

Nov 20 2 53 PM '74

11/20/74

[Faint, illegible text, possibly bleed-through from the reverse side of the page]

18 October 1974

Miss Mary M. Burgarella
LSCA Project Director
Massachusetts Bureau of Library Extension
648 Beacon Street
Boston, Massachusetts 02215

Dear Miss Burgarella:

I am herewith submitting the Cambridge Public Library's proposal, "A Library Experiment in Community Relations," with the funding section revised. After careful consideration, we came to the decision that we could offset the difference in the amount originally requested and this revised amount by the recruitment of qualified volunteers from the Portuguese Community.

"A Library Experiment in Community Relations" will focus on three (3) areas - the purchase of books and printed materials, the library as a cultural institution, and the library offering assistance in the fields of small business, vocational opportunities, and citizenship/government information. The key to the success of this proposal will be in the formation of a permanent Portuguese Heritage Committee which will continue to function after this funding has been expended.

The major emphasis will be in the area of books and printed materials. We foresee a series of pamphlets highlighting the history and customs of the Portuguese for the enlightenment of the whole community. In the cultural area, we plan to awaken a pride in the Portuguese by producing a professional group of folk dancers and musicians. The library will also fulfill its obligation as an information center by offering to members of the Portuguese community an opportunity to a better livelihood through small business information, civil service preparation, and the advantage of U.S. citizenship, bilingually presented.

Page 1 of 2

18 October 1974

Miss Mary M. Burgarella

We are sincerely interested in helping the Portuguese community and because we have been already involved in a true outreach experience, we feel we can successfully accomplish the goals set forth in this proposal. We are hopeful that you will see fit to recommend our revised schedule.

Sincerely,

CAMBRIDGE PUBLIC LIBRARY

Marguerite F. Lechiaro
Associate Director

Joseph G. Sakey
Director

JGS:aet
Enclosures

20 June 1974

Miss Mary M. Burgarella
LSCA Project Director
Massachusetts Bureau of Library Extension
648 Beacon Street
Boston, Massachusetts 02215

Dear Miss Burgarella:

Enclosed is an expanded explanatory proposal on "a library experiment in Community Relations."

This proposal is significant and essential to meet the informational needs of approximately 12,000 Portuguese in Cambridge.

This proposal will also educate the entire community to the cultural heritage and history of the Portuguese community.

This is a vital role for the library to play in an urban setting.

The Cambridge Public Library will be greatly disappointed as will the Portuguese community, should this proposal not be given very serious consideration.

Sincerely,

CAMBRIDGE PUBLIC LIBRARY

Joseph G. Sakey
Director

JGS:aet
Enclosures

Cambridge Public Library
An Expanded Explanatory Proposal on
A library experiment in Community Relations.
To apply for LSCA, Title I,
Grant for Fiscal Year 1974-1975

Submitted to:

Mary M. Burgarella
LSCA Project Director
Massachusetts Bureau of Library Extension
648 Beacon Street
Boston, Massachusetts 02215

27 February 1974
20 June 1974
18 October 1974

Title of Proposal

A library experiment in community relations.
Cambridge Public Library
A proposal to apply for L.S.C.A.
Title I, grant for fiscal year 1974.

Problem

What now?
Which direction does a library take after a successful and productive ethnic program which revealed the culture and also the problems of the Portuguese people. This group indicated a desire and a need for a continuing library relationship.

Purpose

The purpose of the proposal is to demonstrate the role of the library in drawing an ethnic group into a working and continuing relationship which hopefully will help bridge a communication and information gap existing between the group and the rest of the community.

Why Portuguese

The Portuguese community has been chosen because they are presently the largest minority group in Cambridge and perhaps the group beset with the most problems.

Of all the ethnic groups, this particular one has expressed a need and desire for a continuing relationship with the library.

Hopefully, if this experiment is successful with one of the most troubled groups, it will serve as a model for other groups.

Background

- 1.) Heritage of a City -
A Bicentennial Prelude
In anticipation of the Bicentennial celebration, the Cambridge Public Library has been sponsoring a series of programs - Heritage of a City, etc. Each month an ethnic group is honored for the contribution it has made to the growth and development of the city.
- 2.) Portuguese Heritage in Cambridge
The first immigration of Portuguese was in the late nineteenth century and the contribution a noted one. The second immigration took place after the Immigration Act of 1965 and the number of Portuguese in Cambridge is now estimated at anywhere between 5,000 and 10,000.
- 3.) Portuguese Heritage Committee
To plan the Portuguese Heritage in Cambridge the library met with representatives of the Portuguese community (societies, bilingual teachers, clergy). The committee numbered 28 and a real rapport developed between library staff and Portuguese community.
- 4.) The Program
The program format was a three day event with book, magazine, newspaper, art, crafts displays. See attached flyer for details. The audience for the three day event totaled 850.
- 5.) Results
Requests for our formula came from as far away as Naugatuck, Connecticut.

Background (Continued)

- 5.) Continued
Professor Francis M. Rogers of Harvard University has mentioned program in forthcoming issue of "Ethnicity."

Requests for committee membership by other city agencies.

Reluctance of committee to conclude meetings.

Goals-General

- 1.) to demonstrate the role of the library in drawing an ethnic group into a working relationship.
- 2.) to create an awareness of the library as a forum for discussion, as a resource center, and as a willing and helping friend.
- 3.) to bring security and harmony to a group divided by regional rivalry.
- 4.) to find ways to help bridge the existing communication and information gap.
- 5.) to make this experiment a model for other ethnic groups.
- 6.) to provide the credibility necessary to bring the problems of a minority group to the attention of city officials, federal and state funding agencies.

Goals-Specific

- 1.) keep Heritage Committee intact. Continue committee meetings out of which should come ideas, implementation of ideas, strong community leaders.

Goals-Specific (Continued)

- 2.) work at unification of the many social and educational organizations by representation of each at meetings and emphasis of need for a united strength.
- 3.) generate a pride in cultural heritage -
 - a. train dance and choral groups to perform at city functions.
 - b. provide authentic, regional costumes.
 - c. organize drill team for public parades.
 - d. sponsor literary festival with living Portuguese authors.
 - e. sponsor art festival with living Portuguese artists.
- 4.) use the Church more productively because it is the one institution which has the loyalty of all the Portuguese.
- 5.) bring Boy Scout Troop 41 into focus because it has good potential for service to the community.
- 6.) use the expertise of the teachers in the bilingual department of the schools for drop-out and vocational education problems.
- 7.) establish a Portuguese Chamber of Commerce to provide informational assistance to numerous markets, bakeries, restaurants,

Goals-Specific (Continued)

- 7.) Continued
travel agencies, credit union, etc.
- 8.) provide innovative language laboratories.
- 9.) publish bilingual newsletter
publish booklists, music
recordings lists.
publish calendar of feast days
for city wide distribution.
- 10.) streamline faltering C.O.P.A.
Cambridge Organization of
Portuguese Americans has the
potential of being the organization
which can represent
all Portuguese.

Funding Needs Introduction:

The Cambridge Public Library spends literally a million dollars in staff and materials to serve borrowers who know how to read, who know how to use the library, who know how to retrieve essential information.

This proposal is to allow the Portuguese community numbering approximately 14,000 to share the library resources in a way commensurate with their needs as well as disseminate an understanding of Portuguese history throughout the whole community.

I. LIBRARY AS A CULTURAL INSTITUTION

9,800.00

The library, indeed, is a cultural institution. The dance, music, choral groups are important and significant methods of communication.

The only and sometimes essential way in understanding another man's culture and heritage is through the above mediums.

1. This item will allow the Library to hire a variety of specialists who will help develop a sense of ethnic pride and understanding throughout the community.

2. One specialist will organize and train a Portuguese folkmusic group. This group will perform at all libraries in Cambridge, Rotary as well as other institutions in the City and beyond.

Costumes will be provided this group.

3. One specialist will organize and develop a Portuguese Folk Dance group. This group will have a significant and large cultural impact on the entire community.

They will perform throughout the community spreading an understanding heretofore unavailable to them. The cultural, communication, and educational impact cannot be measured.

Included in this item is the cost of making authentic Portuguese Dance Costumes.

4. One specialist on Portuguese history, literature, and customs will develop an educational series reaching out to the entire community.

II. SELF HELP EDUCATIONAL TRAINING PROGRAM

7,500.00

It was said earlier in this report that the Library spends thousands of dollars in reference staff and materials to those who know how to use the library.

This section of the proposal is to provide oral reference, and oral information in a variety of areas that are essentially "survival" information needs to a segment (18%) of our population.

1. Business specialists in a variety of areas will work with, speak with, train, and educate the adult Portuguese population to organize, to develop, to understand how to organize a business, what businesses to go into, how to run a business, how to make a profit, how to stay alive.

A number of specialists from the Harvard Business School, University of Massachusetts, and others will be hired to work with the Portuguese community in developing their business informational needs.

The object here is a how-to-do-it project with help along the way to provide oral information to a group who desperately needs this information.

2. The services of this entire program will be dependent on a Portuguese organization which is strong and able to continue the work of this proposal. We are confident at the Cambridge Public Library that we can develop a strong organization through a variety of specialists who would be working with the Cambridge Organization for Portuguese Americans.

A specialist in non-profit organizational work, a specialist who will teach the importance of outreach and service, a specialist in community relations, a coordinator to package this program from the University of Massachusetts.

The significance of this aspect again is Information otherwise unavailable to the Portuguese Community.

- | | |
|---|-----------|
| III. Purchase of books, magazines, newspapers,
music recordings, audio-visual equipment,
printing of publications, flyers, handouts
and booklists in Portuguese and English. | 12,700.00 |
|---|-----------|

Total Request

30,000.00

30 October 1974

Miss Mary M. Burgarella
LSCA Project Director
Massachusetts Bureau of Library Extension
648 Beacon Street
Boston, Massachusetts 02215

Dear Miss Burgarella:

I would like to take this opportunity to tell you how pleased the Cambridge Public Library was to hear that the proposal - A Library Experiment in Community Relations - was awarded a grant of thirty thousand dollars.

Attached please find amounts in the categories as you requested. I have tried to divide the grant money as I felt was necessary to accomplish the objectives of the proposal.

Hoping to hear from you soon with the necessary authorization for us to proceed, I remain

Very truly yours,

Marguerite Lechiaro
Associate Director

LSCA, Title I
Grant for Fiscal Year 1974-1975
Cambridge Public Library
A Library Experiment in Community Relations
Amount Requested - \$30,000
Amount Granted - \$30,000

Revised November 11, 1974

Categories

1. Salaries and Wages \$12,500
 - Business and Vocational Consultants (\$3,500)
 - Vocational Tutor (\$2,500)
 - Professional Dance Instructor, Aide, Accompanist (\$6,500)

2. Books (Hardcover and Paperback) \$ 6,000
 - General Interest (in Portuguese)
 - Vocational - Workbooks, Civil Service Preparation
Manuals in Portuguese and English
 - Dance Instruction Manuals
 - Periodicals

3. Audio-Visual Materials \$ 3,500
 - Filmstrips, 8mm Films, Video Tape, Recordings
 - General Interest
 - Vocational
 - Business Know-How
 - Regional Dance Music

4. Equipment \$ 1,550
 - 3 Record Players (\$600.)
 - 3 Video Monitor Receivers for Vocational Tapes (\$450.)
 - 1 Piano (\$500.)

5. Contractual Services

6. Other Expenses \$ 6,450
 - Incorporation of Portuguese Cultural Association (\$350.)
 - Lawyer's Fees and Printing of By-Laws

Costumes (\$3,000)

Authentic Regional 30 Costumes @ \$100. each

Descriptive Brochures (\$2,100)

a. Experiment in Community Relations - General Explanation
2,000 copies Graphics - \$300. Printing - \$400.

b. Dance Promotion - Explanation of Regional Dances
2,000 copies Graphics - \$300. Printing - \$400.

c. Vocational Promotion - Explanation of Civil Service and
Business Self Help
2,000 copies Graphics - \$300. Printing - \$400.

Above Brochures in Portuguese and English

Supplies (\$1,000)

Total

\$30,000



CITY OF CAMBRIDGE

CAMBRIDGE, MASSACHUSETTS 02139
Tel. 876-6800

EXECUTIVE DEPARTMENT
JAMES L. SULLIVAN
City Manager

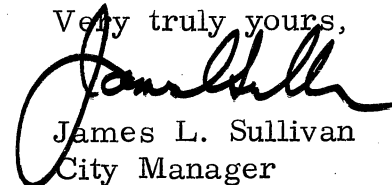
November 25, 1974

To the Honorable, the City Council:

The Cambridge Public Library has submitted a proposal to the Massachusetts Bureau of Library Extension entitled "A Library Experiment in Community Relations". Enclosed herewith please find copies of correspondence relating to this proposal.

As a result of this proposal, \$30,000 in federal funds under the State Plan for LSCA Title I Special Project Grant has been allocated to the Cambridge Public Library. In accordance with the provisions of General Laws it is incumbent upon your Honorable Body to accept this grant award. Enclosed herewith please find proposed order of acceptance.

Very truly yours,



James L. Sullivan
City Manager

JLS/b

Agenda # 8

F-565

Grant in the amount of \$30,000 to the Library.

In City Council,

November 25, 1974

11/25/74

Order Adopted

9-0-0