

# Individual Project Report

## Library for Miguel F. Martinez Elementary School (MFMES) in Nuevo Laredo, Tamaulipas (Mexico)

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### Project Description

1. Describe the project. What was done, when, and where did the project activities take place?

The purpose of this project was to combine the \$3,000.00 from District 5930 with the funds contributed by The Laredo Rotary Club (sponsoring club), 8 partnering Rotary clubs, and two non-profit organizations to establish a library at Miguel F. Martinez Elementary School (MFMES) in Nuevo Laredo, Tamaulipas (Mexico) during the 2015-2016 school year to serve first through sixth grade students, since the school did not have this valuable resource. Visual inspection of the campus by Rotarians Juan and Juanita Lira revealed that there was a desperate need for this facility.

The initiative was designed to accomplish the following three objectives. Each is followed by a description of the strategies used to accomplish them.

#### Objective 1:

Establish a library at MFMES in Nuevo Laredo, Tamaulipas (Tamps.).

#### Strategy for Achieving Objective 1

\$12,000.00 were collected to implement this project. The funders are listed below:

Sponsoring Club: The Laredo Rotary Club: \$2,000.00

#### Partnering Clubs:

Laredo Gateway Rotary Club: \$500.00

Laredo Next Generation Rotary Club: \$500.00

Laredo Daybreak Rotary Club: \$500.00

Laredo Under Seven Flags Rotary Club: \$500.00

Rio Grande Rotary Club: \$500.00

Edinburg Rotary Club: \$500.00

Victoria Downtown Rotary Club: \$ 500.00

Club Rotario Nuevo Santander (Nuevo Laredo, Tamps.): \$ 1,000.00

District 5930 District Designated Funds: \$3,000.00

#### Additional Funding Sources:

Diploma Plus Foundation (Nonprofit): \$500.00

The Charitable Foundation of The Laredo Rotary Club \$ 2,000.00

**Total Funds Collected:** \$12,000.00

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Expenses Incurred:

Purchase of library books from Follett Book Company \$9,943.75  
in Monterrey, Nuevo Leon (Mexico).  
Purchase of materials and supplies to build bookshelves \$1,480.00  
on which the books will be placed.  
Cost of labor for constructing bookshelves and setting \$250.00  
them up in the appropriate space at MFMES.  
Book Ends (two sets at \$55.99 each) \$111.98  
Plaque for Library to recognizing this initiative as a Rotary \$200.00  
project, along with all the participating partners  
Refreshments for Ribbon Cutting Ceremony \$15.00

**Total Expenses:** \$ 12,000.73\*

\*Juan and Juanita Lira covered the excess of 73 cents.

Documentation regarding these expenditures is attached.

The library books were purchased from the Follett Book Company in Mexico (the sole vetted source located that could provide the appropriate books in Spanish needed for this project). The books reflect different topics, genres, and difficulty levels to help meet the needs of the students.

Once they arrived, the books were properly catalogued and included a library card in a pocket placed inside each book to facilitate the check-out and return of the books. Rotarians, the campus principal, and the teachers collaborated to place the books on the shelves.

A grand opening was subsequently organized by members of The Laredo Rotary Club and Club Rotario Nuevo Santander from Nuevo Laredo, Tamaulipas and held on January 21, 2016 to announce to the community the opening of the library. This event was widely publicized through print, electronic, and social media sources to inform local and global communities of this important development.

### **Objective #2:**

Enhance the literacy and learning environment at MFMES in Nuevo Laredo, Tamps.

### **Strategies for Achieving Objective 2:**

Laredo Rotary Club members Juan Lira (PhD) and Juanita Lira (MS) (who are Professional Reading Specialists with extensive experience teaching students from elementary through university level), Sandra Wirsching (PhD candidate with extensive experience teaching a variety of students), and Roberto Vela (President-Elect of The Laredo Rotary Club) conducted a needs assessment with MFMES teachers and the campus principal to determine their level of understanding of how to use library books to enrich the learning experiences for their students. The teachers and principal also shared their knowledge on how they could involve students' parents in an effort to support and enrich the literacy and learning experiences provided to their children.

Based on a careful examination of that information, Rotarians subsequently developed and implemented a professional staff development training session at MFMES for the teachers and principal. The session focused on explaining and demonstrating how library books could be incorporated into the curriculum and instructional activities planned for the students. Rotarians also provided guidance and suggestions, as appropriate, to the campus principal and teachers as they planned how they could incorporate the concepts learned into the teaching and learning experiences planned for their students.

Rotarians also requested permission from the teachers to perform follow-up classroom visits to observe how they were implementing the plans and to provide constructive feedback and suggestions, as appropriate. The teachers agreed and felt that this experience would be very helpful. Observations revealed that the teachers were asking

students to select books from the library on topics that related to their lessons and that were also of interest to them. To document students' interaction with the books, students were asked to write a concise summary of their understanding of the book, to illustrate an interesting portion of the book, and to explain whether they liked the book.

Rotarians also organized and conducted an interactive session with the teachers and campus principal to obtain their perceptions of the training. They reported that they had found the training and feedback to be very informative and relevant, and that these experiences will help them make the literacy instruction they provide to their students more enjoyable and impactful.

During the spring 2016 term, Rotarians collaborated with MFMES teachers and the campus principal to organize and hold a Literacy Celebration at the campus. Parents and community members attended and listened to teachers explain how they have used library books to enhance the learning experiences for their students. Students from each grade also demonstrated and explained how their interests in and knowledge about different topics had grown as a consequence of reading a variety of books and engaging in different activities involving the use of the books.

In an effort to enhance students' motivation to read as many books as possible, the boy and girl from each grade who read the most library books from the opening of the library until the end of April 2016 were recognized as the King and Queen of the Library. This presentation was part of the Literacy Celebration.

Rotarians also coordinated efforts with the campus principal and other individuals to notify newspapers and television stations of the Literacy Celebration so that they could cover this event and disseminate it widely. Rotarians also announced and documented this event with photos that were placed on The Laredo Rotary Club and District 5930 websites, as well as different social media sources to inform all the participating entities, as well as local and global communities, of these accomplishments.

### **Objective #3:**

Enhance parents' knowledge and skills to help them reinforce and enrich the literacy experiences in which their children participate at MFMES.

### **Strategies for achieving Objective 3:**

Prior to the end of the spring 2016, Rotarians met with students' parents to explain the project to the parents, as well as conduct a needs assessment with them, to determine their level of understanding of how they could create and maintain a print-rich literacy environment at home to support the literacy development of their children.

Based on a careful analysis of the information obtained, Rotarians developed and implemented a professional staff development training session for the parents. The session focused on explaining and demonstrating how they can support and encourage the development of their children's reading, writing, listening, and speaking through the use of library books and other materials.

As part of this training session, Rotarians described the importance of reading in their professional and personal lives, as well as demonstrated some of their favorite books. Rotarians also informed the parents that they had met with students to share their favorite book(s), explain why they like the book(s), and elaborated on how avid reading has positively influenced their lives and helped them to help others.

Parents reported that they had found the training session to be very relevant and helpful. They urged the presenters to return to provide additional training to help them train other parents.

2. How many people benefited from this project?

Approximately 637 individuals benefited from this project. They consisted of 201 students, 420 parents, 6 teachers, and 1 principal.

3. Who were the beneficiaries, how were they impacted by this project, and what humanitarian need was met?

The teachers and campus principal profited from the knowledge and skills they acquired, since they perceived themselves capable of incorporating library books into the instructional experiences they provided to their students. As a consequence, these educators perceived that their students were gaining a deeper understanding of the content they were studying. The parents also benefited from the training, since they reported that they had a better understanding of how to effectively read to their students, explore the meaning of these books, and extend their children's reading interests by guiding them to do additional reading from multiple sources to help enhance their motivation to read. These combined experiences helped to meet a key humanitarian need, i.e., children's basic education and literacy.

4. How many Rotarians participated in this project?

Twenty Rotarians from The Laredo Rotary Club and Club Rotario Nuevo Santander participated in this project.

5. What did they do? Please give at least two examples, not including financial support provided to the project.

Rotarians helped unpack books when they arrived at the school and prepare them to be placed on the shelves at the school. They also played a critical role in sharing information regarding the grand opening of the library with different media sources so that this event could be widely publicized. During the grand opening and at the Literacy Celebration, Rotarians greeted parents, explained the project and how it had become a reality, and elaborated on why the library was an integral component of the school.

Additionally, Rotarians played key roles in preparing and conducting the training for the teachers, principal, and parents on how the use of library books can help to significantly enhance the quality of reading experiences for students, as well as increase their motivation to read. A number of photos are attached to document the different aspects of this project.

6. If a cooperating organization was involved, what was its role?

Two cooperating organizations were involved. The Diploma Plus Foundation contributed \$500.00 and the Charitable Foundation of The Laredo Rotary Club donated \$2,000.00 to facilitate the purchase of the library books for the school.

## Financial Report

Date	Description	Funding Source	Amount	%
Aug 24, 2015	Library for Miguel F. Martinez Nuevo Laredo	District Grant	\$3,000.00	25.00 %
Jul 29, 2015	Edinburg Rotary Club	Club/Other	\$500.00	4.17 %
		<b>Total:</b>	<b>\$12,000.00</b>	<b>100.00 %</b>

Date	Description	Funding Source	Amount	%
Jul 29, 2015	Laredo Gateway Rotary Club	Club/Other	\$500.00	4.17 %
Jul 29, 2015	Diploma Plus Foundation	Club/Other	\$500.00	4.17 %
Jul 29, 2015	Downtown Victoria Rotary Club	Club/Other	\$500.00	4.17 %
Jul 29, 2015	Laredo Daybreak Rotary Club	Club/Other	\$500.00	4.17 %
Jul 29, 2015	Rio Grande City Rotary Club	Club/Other	\$500.00	4.17 %
Jul 29, 2015	Laredo Under Seven Flags Rotary Club	Club/Other	\$500.00	4.17 %
Jul 29, 2015	Laredo Next Generation Rotary Club	Club/Other	\$500.00	4.17 %
Jul 29, 2015	Club Rotario Nuevo Santander Nuevo Laredo (mex)	Club/Other	\$1,000.00	8.33 %
Jul 29, 2015	The Laredo Rotary Club	Club/Other	\$2,000.00	16.67 %
Jul 29, 2015	Charitable Foundation of The Laredo Rotary Club	Club/Other	\$2,000.00	16.67 %
<b>Total:</b>			<b>\$12,000.00</b>	<b>100.00 %</b>

Description	Supplier	Local Amount	Currency	Tax	Total	Amount
Library books	Follett School Solutions	\$9,943.75	USD	\$0.00	\$9,943.75	\$9,943.75
materials for library shelves	Carpinteria Los 3 Juanes	\$1,480.00	USD	\$0.00	\$1,480.00	\$1,480.00
cost of labor for construction of book shelves	Jose Luis Torres Matamoros	\$250.00	USD	\$0.00	\$250.00	\$250.00
Wall Plaque with club names	Ed's Trophies	\$200.00	USD	\$0.00	\$200.00	\$200.00
50 book ends	Bulk Office Supply	\$111.98	USD	\$0.00	\$111.98	\$111.98
Refreshments for Ribbon Cutting Ceremony	Local bakery	\$15.00	USD	\$0.00	\$15.00	\$15.00
<b>Total:</b>					<b>\$12,000.73</b>	