

Library Services & Technology Act (LSTA) **2014** Grant Application

Library Development Office
Indiana State Library
315 West Ohio Street
Indianapolis, IN 46202
Telephone: (317) 232-3697
FAX number: (317) 232-0002
www.library.in.gov



Library Services and Technology Act Grant

2014 General Application Instructions

Thank you for your interest in a 2013 LSTA grant! This page will provide you with general application guidelines to reference as you prepare your application for submission. **Line-by-line application instructions are available** in a PowerPoint file downloadable from the Grant Application page of the Indiana State Library website: <http://www.in.gov/library/3732.htm>.

Grant Guidelines

A set of specific grant guidelines is accessible for each LSTA grant opportunity through the Indiana State Library main LSTA webpage: <http://www.in.gov/library/lsta.htm>.

Review the guidelines in their entirety; they not only describe the grant opportunity but also provide the **application deadline, submission mailing address and instructions for any required application supplements**. Incomplete applications will not be reviewed.

Application Form

Text boxes will expand as you type but please **limit your answers to any one question to a maximum of one page**. We do expect you will need **at minimum one paragraph** to answer most questions.

If you are unsure how to answer an application question, **please call the LSTA Grant Consultant** for help at **(317) 234-6550**.

Project Budget

With your application form, you will submit a Project Budget. The Project Budget will inform Part VIII of the application form, the Project Budget Narrative. For this reason, you will want to craft your Project Budget before you finish the application form. The Project Budget worksheet is located on our Grant Application webpage: <http://www.in.gov/library/3732.htm>.

Digitization Application Supplements

Supplemental questions for Indiana Memory Digitization grant applications can be found in *Appendix A* of the digitization grant guidelines. Submit a document answering each question in *Appendix A* with your completed application form and project budget.

Application Submission

To apply, **you must mail or hand deliver** one signed original of the application form, a budget worksheet, and any required supplements to the address provided in your grant guidelines. **You must ALSO e-mail a copy** of all application materials to the Library Development Office at LDO@library.in.gov. Please refer to your grant guidelines for more information. Faxed applications will **not** be accepted.



LIBRARY SERVICES AND TECHNOLOGY ACT GRANT APPLICATION

State Form 53456 (R6 / 12-13)
INDIANA STATE LIBRARY

GENERAL INFORMATION

Grant Program <i>please mark with an X</i>	Indiana Memory Digitization	Technology	Information Access for the Unserviced
	x		
Project Title	Studebaker Film Digitization Project		
Organization	Studebaker National Museum in collaboration with the Mishawaka-Penn-Harris Public Library		
Full Mailing Address	201 S. Chapin Street, South Bend, IN 46601		
Web Address	www.studebakermuseum.org		
Organization Director	Rebecca J. Bonham	E-mail Address	bbonham@studebakermuseum.org
Telephone Number	(574) 235-9714	Fax Number	(574) 235-5522
Project Director <i>contact for grant purposes</i>	Andrew Beckman	E-mail Address	abeckman@studebakermuseum.org
Telephone Number	(574) 235-9067	Fax Number	(574) 235-5522
Fiscal Agent <i>responsible for fiscal reporting</i>	Mishawaka Public Library	E-mail Address	d.eisen@mphpl.org
Telephone Number	(574) 259-5277	Fax Number	(574) 255-8489
Federal Congressional District(s)	2nd	County	St. Joseph
Estimated Number of People Served by Project During Grant Period	55,000/annually	LSTA Amount Requested	16,032
Source of this Number <i>US Census, library circulation records, etc.</i>	Annual visitors plus website hits and social media followers	Amount of Cash Match	1,782
FEIN Number/Tax ID Number	35-6001880 (MPHPL)	Total Cost of Project	17,814
Federal DUNS Number <i>If unsure of this number, call 1-866-705-5711</i>	134546639 (MPHPL)		

FEDERAL LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA) PRIORITIES

Mark ONLY ONE with an X to indicate the PRIMARY purpose that best describes your project.

x	Expand services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages.
	Establish or enhance electronic and other linkages between and improve coordination to improve library services.
	Provide training and professional development to enhance the skills of the current and future library workforce.
	Develop public and private partnerships with other agencies and community-based organizations.
	Target library services to individuals of diverse geographic, cultural, and socioeconomic backgrounds, with disabilities, and with limited functional literacy or information skills.
	Target library and information services to persons having difficulty using a library and to underserved urban and rural communities, including children from families with incomes below the poverty line.
	Develop library services that provide all users access to information through local, state, regional, national and international collaborations and networks

INDIANA STATE LIBRARY LSTA GOALS

Mark ONLY ONE with an X to indicate the PRIMARY purpose that best describes your project.

x	Information Access - Indiana libraries will provide up-to-date, reliable access to information by utilizing effective telecommunications, technology, and resources. <i>(Includes projects involving technology, digitization, and resource sharing)</i>
	Enhanced Services - Indiana libraries will improve services to residents, including services that support lifelong learning, employment, and civic engagement. <i>(Includes projects involving the following special populations: Children, Institutional, unserved / underserved, blind and physically handicapped and unemployed.)</i>

Capacity Building - Indiana libraries will improve the capacity of libraries through staff development and training opportunities.

PRIMARY PROJECT AUDIENCE

Mark next to AT LEAST ONE but NO MORE THAN THREE with an X to indicate your primary audience(s) for the project.

	Pre-Schoolers (0-5)	x	Seniors (65+)		Urban Populations
x	Children (6-12)		People with Special Needs		Institutionalized Persons
	Youth (13-17)		Library Staff		Non- or Limited English Speakers
x	Adults (18-64)		Rural Populations		Statewide Public

PART I. PROJECT SUMMARY

Provide an abstract describing all project components in 150 words or less.

The Studebaker National Museum seeks to convert 71 films from its collection into a digital HD format to provide greater accessibility to this valuable primary source material. A number of the films are deteriorating and available copies of others are on very low quality media. This project would allow the Museum to share this valuable collection with its visitors, libraries, historians and students and also make the media available through online outlets.

PART II. NEEDS STATEMENT

Describe the need or problem that generated this project and explain how you determined this need.

The Studebaker National Museum and Archives Center houses a large film collection dating from the late 1920s, ranging from B & W and color format, of varying lengths, with and without sound, on Studebaker-related subjects ranging from commercial promotion, advertising and new models, to testing of various vehicles, to general Studebaker corporate records, to workprints and demonstrations of features and much more. The quality of certain films has deteriorated over time due to previous inadequate storage conditions, extensive use and misuse, and advanced age. Previous video copies of these films are of very low quality which significantly limits their usefulness. In its present state, the collection is only marginally useful. Yet the value of these films is immeasurable, and a significant number of the films are the last copies known to exist. They are immensely important to the Museum in interpreting the various Studebaker "stories" in permanent and special exhibitions, are primary source material for research by automotive collectors, historians, and the general public. These titles are critical as visual documentation of vehicles and artifacts critical to the country's various war efforts, important design and engineering inventions, Indiana's industrial history, and the cultural dynamic of the automobile on American life.

Identify the goal from the *Indiana State Library's Five-Year LSTA Plan* (posted at <http://www.IN.gov/library/lsta.htm>) that your project will address and explain how your project will address this goal.

This project will address the INFORMATION ACCESS GOAL of the LSTA Plan. Through the digitization of these films, critical content will be readily available and easily accessible by Indiana and nation-wide residents in-keeping with LSTA Priorities 1, 4, and 2. By partnering with the Mishawaka Public Library and the Indiana State Library, this primary source material will be available online, and in hard copy (DVD) format available through inter-library loan. While this material is based on Studebaker-related data, the fact is, the information is actually most valuable to an uninitiated general audience--historians, teachers, engineers, designers, marketers, schoolchildren studying Indiana history, and vehicle enthusiasts. The Studebaker Corporation was the ONLY auto manufacturer (out of some 300 in the State of Indiana) to survive both the Great Depression and World War II--a fascinating and important story to Hoosiers in and of itself. And the impact of this major industrial giant on St. Joseph County and its environs is without precedent. Furthermore, the impact of the Studebaker family on the nation is equally impressive and prestigious as the Collection includes the largest Presidential carriage collection anywhere, including the one President Lincoln took to Ford's Theatre the night of his assassination and the carriage built in 1824 (not by Studebaker, incidentally) for the Marquis de Lafayette's tour of the US as a returning war hero.

PART III. OBJECTIVES, ACTIVITIES, & EVALUATION

OBJECTIVES

Describe the overall objectives of your project.

The objective of this project is to digitize 71 films depicting a full range of topics covering nearly 90 years of primary source material of Studebaker-related and general interest, pertaining to automotive design, engineering, promotion, and technical information. This information, once digitized and available online and in DVD format, will be used by historians, engineers, designers, marketers, schoolchildren studying Indiana history, and automobile enthusiasts.

ACTIVITIES

Describe all project activities in detail.

The Studebaker National Museum's archivist, curator, and trained volunteer have already performed a portion of the tasks required to catalog and inventory the film collection. The remaining films--roughly half--remain to be completed.

When the preparatory work is complete, the staff will contract a vendor perform the digitization. The vendor will transport the films to guarantee their safety, security, and integrity. The films will be transferred to a HD format video, and will be color corrected. The final digital product will be delivered in a file format to be determined by consultation with the vendor and Library of Congress to maximize longevity of access and clarity.

When the final product is complete, the hard drive, original film, and individual DVDs will be transported to the Studebaker National Museum Archives Center. Subsequent to that, the digitized products will be supplied to the Indiana State Library for online processing and/or DVD lending.

Staff and volunteer will re-house the original films in new Archival grade enclosures at the Archives Center.

Appropriate public announcements and promotional activities will take place to inform the Museum and Archives Center audiences and the general public of the availability of this information online.

Identify project staff and detail their individual roles in your proposed project.

Andrew Beckman, archivist will personally handle the fragile film throughout the digitization-preparation process. He will also supervise the project and all communication with the professional digitization company and the Indiana State Library.

Drew Van De Wielle, curator will be charged with the completion of the inventory and catalog process. He will also directly supervise the well-trained and long-time volunteer, Monte Gillespie who will assist in the process.

PART IV. COMMUNICATION PLAN

Grantees are encouraged and expected to publicize the project through available and appropriate media outlets. How will you promote your project to your target audience?

The Studebaker National Museum employs a full-time marketing and communication specialist, Ms Jo McCoy who will publicize the project to the local, regional, state, and national targeted audiences. Appropriate media outlets include print, electronic, online/web, and social media including Facebook, Twitter, and YouTube.

The Museum will reach its targeted markets through Studebaker-related newsletters, magazines, and trade shows; public and private school history teachers; paid or public service announcements in auto-historian and auto-enthusiasts trade magazines, and on its Facebook page, e-newsletter, and mailings to approximately 13,000 members of the Studebaker Drivers Club, the Avanti Owners Association International, Packard Club, and Antique Studebaker Club, all with a world-wide audience.

All communication vehicles will clearly state how the information/product can be accessed, who would benefit from the information, and how the information would be useful to the varying targeted audiences.

How and when are you planning to share the results of your project beyond your local jurisdiction?

The Studebaker National Museum will commence promotion of the project to all audiences simultaneously through news releases, news conferences if appropriate, paid and/or public service announcements, etc. The Museum will plan the announcements and news conferences in conjunction with the local and Indiana State Library systems.

On the DVDs, Facebook, e-newsletters, all print articles and electronic opportunities, it will be clearly and boldly stated that the project/product was prepared and paid for under the auspices of the Indiana State Library in partnership with the Mishawaka Public Library.

The Museum archivist is the Vice-President of the board of the Society of Automotive Historians, a member of the National Association of Automobile Museums, the American Alliance of Museums, and is a frequent lecturer at state, regional, and national venues and is a columnist in a trade magazine with a circulation of 12,000, and a published writer. He will write and speak about this project at every opportunity.

Is this project a model for replication? If so, please explain.

Yes, we believe it is a model for replication, with compelling source material, proper staff training, competent management, and adequate financial support.

All funded grant projects are required to acknowledge the IMLS on all products.
For more information, go to <http://www.imls.gov/recipients/communication.shtm>.

PART V. EVALUATION PLAN

Outcomes Based Planning and Evaluation (OBPE) is the preferred evaluation method for your grant project.

Refer to <http://www.shapingoutcomes.org/course> for more information about Outcomes Based Planning and Evaluation (OBPE). If you are unfamiliar with the terms below, the site's [Glossary of Terms](#) is an excellent place to begin.

INPUTS

- Film footage
- Professional staff time
- Trained volunteer time
- Office space, equipment, and support services
- Professional digitization services
- Professional fees

OUTPUTS

- A permanent collection of 47,000+ feet of primary source material will be easily accessed, always available, and eternally useful to individuals of all ages, in rural and urban areas.
- New media available for exhibitions, research, promotion and education.
- Historians will be able to access an accurate and visual source of material with the click of a "mouse".
- All audiences will be informed and even entertained by some of the material, such as TV commercials, and by the visuals from different eras.
- DVDs available for distribution to public libraries and for sale in the Studebaker National Museum Store and online

OUTCOMES

This project will yield an increased exposure of the Studebaker name to new audiences. The availability of these video resources will allow their distribution to a wide audience via the world wide web, social media in addition to traditional outlets. This in turn will stimulate interest in the Studebaker brand and lead people to learn more about Indiana's largest transportation manufacturer.

Students will benefit by learning how one automobile manufacturer, out of 300 in the State of Indiana, successfully competed with "the Big Three" for many years and was the sole surviving auto company to survive the Great Depression and World War II. They will also learn how the auto industry contributed to the industrialization of the nation and how its products played an important role in the US military in five wars, as well as manufacturing principles and processes that fueled the country's Industrial Revolution.

Instructors will gain added online resources to teach Indiana history and our nations' industrial history concepts, such as the assembly line, mass production and interchangeable parts.

EVALUATION PLAN OVERVIEW

Describe how you will determine *whether* the needs of your target group were met by your project. Then explain how you will *measure the impact* of the project on your target audience(s).

By tracking online usage data and metrics and retail sales of the new high-definition DVDs, the Museum will be able to measure the impact of the project.

The Mishawaka Library and other scholarly institutions will be able to measure the impact of the product through similar online sources as well as circulation data.

The Archives Center will track the requests for additional information as a result of the publicity/promotion and subsequent use of the online hits.

The Studebaker National Museum will review and survey periodicals for articles sourced by the newly-available material.

EVALUATION INDICATORS

Current requests for copies of the films (which can seldom be done) will serve as the baseline for evaluating the usage of the product online. Film titles currently not on DVD cannot be viewed by the public, and current DVD titles are low quality-copies from VHS video tape. By tracking circulation data for new HD titles, the project's reach and penetration can be measured through online metrics (YouTube views, Facebook hits, etc...) and library circulation data and new DVD sales.

EVALUATION METHODS

Tracking online views and hits, DVD sales, circulation data, and requests from outside sources for specific media.

PART VI. PROJECT TIMETABLE

Using as few or as many rows as you need, complete a timetable of activities for each aspect of your proposed project that describes *what* will be done and indicates by *whom* and *when* it will be done.

PROJECT IMPLEMENTATION

ACTIVITY	WHO	WHEN (month and year or "ongoing")
Complete Cataloging and Inventory	Andrew Beckman, Drew Van De Wielle, Volunteer	June 30, 2014
Rehouse films in new enclosures	Andrew Beckman, Drew Van De Wielle, Volunteer	June 30, 2014
Conversion to digital format completed	Vendor	February 28, 2015
Complete the process of burning DVDs for distribution & sales	Studebaker National Museum Store Staff	April 1, 2015

COMMUNICATION

ACTIVITY	WHO	WHEN (month and year or "ongoing")
Create and distribute press release of grant award	Jo McCoy	May 2014
Create and distribute press release of new titles to be available to the public and the outlets they can be accessed	Jo McCoy	February 2015
Host news conference with project partners to announce the completed project	Jo McCoy	April 2015
Promote to affinity groups, scholarly institutions, historical organizations, etc...	Jo McCoy & Andrew Beckman	Ongoing

EVALUATION

ACTIVITY	WHO	WHEN (month and year or "ongoing")
Review circulation figures, sales, and online hits for new media	Andrew Beckman, Drew Van De Wiele, Jo McCoy	Ongoing

REPORTING

ACTIVITY	WHO	WHEN (month and year or "ongoing")
First Quarter Progress Report	Project Director	August 31, 2014
Second Quarter Progress Report	Project Director	November 30, 2014
Third Quarter Progress Report	Project Director	February 28, 2015
Financial Final Report	Project Director or Fiscal Agent	June 30, 2015
Narrative Final Report	Project Director	June 30, 2015

PART VII. CONTINUATION PLAN

Explain how activities or benefits from the project will continue after the LSTA funding period has ended or if the program will not be continued, explain why.

The projects benefits will continue indefinitely following the project's completion. The Studebaker National Museum is pursuing new interactive exhibits of which the digitized films will be an integral component. Maintaining this resource will be an ongoing priority as the Museum seeks to grow its online presence. The footage will also be utilized as a scholarly primary resource.

PART VIII. PROJECT BUDGET NARRATIVE

In narrative form by project budget category and funding source, describe your project budget items as listed in the Project Budget worksheet and briefly identify how they contribute to your proposed project. Be sure that each item for which you want LSTA funds is described in detail below. The Project Budget Narrative must match your Project Budget worksheet.

The Project Budget worksheet and guidelines on acceptable use of LSTA grant funds are available on our website: <http://www.IN.gov/library/lsta.htm>.

PERSONAL SERVICES

Describe budget items to be paid with LSTA funds.

None

Describe budget items to be paid through cost sharing (local cash or in-kind contributions).

Staff time

SUPPLIES

Describe budget items to be paid with LSTA funds.

Hardware for media storage (dedicated hard drive for digital footage)
New film enclosures

Describe budget items to be paid through cost sharing (local cash or in-kind contributions).

DVD production supplies (blank DVDs, cases, etc...)

OTHER SERVICES & CHARGES

Describe budget items to be paid with LSTA funds.

Video transfer services

Describe budget items to be paid through cost sharing (local cash or in-kind contributions).

None

CAPITAL OUTLAYS

Describe budget items to be paid with LSTA funds.

None

Describe budget items to be paid through cost sharing (local cash or in-kind contributions).

None

PART IX. ASSURANCES

The Institute of Museum & Library Services (IMLS) requires the Indiana State Library to obtain certification from its sub-grant applicants regarding federal debt status, debarment and suspension, non-discrimination, a drug-free workplace, and other applicable assurances. These requirements are incorporated in the Assurances Statement below. Review the Statement and sign the certification form. If you receive a grant, you must comply with these requirements.

By signing the application form, the authorizing official, on behalf of the applicant, assures and certifies that, should a sub-grant be awarded, it will comply with the statutes outlined and all related IMLS and ISL regulations. These assurances shall obligate the applicant for the period during which Federal financial assistance is extended. The applicant recognizes and agrees that any such assistance will be extended in reliance on the representations and agreements made in these assurances, and that the United States government has the right to seek judicial enforcement of these assurances, which are binding on the applicant, its successors, transferees, and assignees, and on the authorized official whose signature appears on the application form.

Certifications Required of All Applicants

1. Financial, Administrative, and Legal Accountability;
2. Debarment and Suspension;
3. Non-Discrimination;
4. Drug-Free Workplace Act of 1988
5. Lobbying
6. E-Verify Employment Eligibility Verification
7. State Ethics Laws
8. Information Technology Accessibility Standards; and
9. Telephone Solicitations Laws

Certification of Authorizing Officials

I have examined this application, and I hereby certify on behalf of the applicant organization that:

1. The information provided is true and correct;
2. All requirements for a complete LSTA Grant application have been fulfilled;
3. The applicant will comply with all applicable payment, accounting, and reporting requirements; and
4. The applicant will comply with applicable certifications regarding Items 1-9 listed above under Certifications Required of All Applicants.

We, the undersigned, hereby certify that should this organization receive a sub-grant, the organization and its leaders will comply with all LSTA regulations, all statutes outlined, requirements as defined by the Indiana State Library (*Managing Your LSTA Grant*), and all applicable Federal statutes and regulations.

Name of Organization	Project Title	Submission Date <i>(month, day, year)</i>
Title of Principal Officer	Signature of Principal Officer	Signature Date <i>(month, day, year)</i>

STATE LIBRARY USE ONLY

Library Type	Project Number		Approved		Not Approved		Amount Awarded	
	Public	School	Academic	Special	Multi-Type	SLAA	Institutional	

PROJECT BUDGET

Your budget should provide an overview of all anticipated project costs from federal and local sources.

Round all amounts to the nearest whole dollar.

All amounts must match the amounts given in your Project Budget Narrative.

You are not limited to the space provided. Cells are set to expand as you type. Your budget may continue on to additional pages.

A row may be added anywhere by (1) right-clicking on the row above which you wish to insert the new row, (2) selecting *Insert* from the menu that appears and (3) selecting *Entire Row* from the next menu.

You are encouraged to obtain quotes for products and services to develop your application budget. Should your application be approved, your grant contract will include the project budget "as is" unless you request revision in advance. After contract, changes to the approved project budget must be requested of and approved by the Indiana State Library.

Line-by-line instructions in PowerPoint and PDF form are available to download from the Grant Application page of the Indiana State Library LSTA webpage: <http://www.in.gov/library/3732.htm>.

BUDGET ITEM	SOURCE OR METHOD OF COMPUTATION	LSTA GRANT FUNDS	COST SHARING	PROJECT TOTAL
Personal Services				
<i>Salaries & Wages</i>				
Professional staff services-cataloging and rehousing	Salary of staff pro-rated to hourly rate. 2 staff members x 20 hrs labor x \$20/hr.	\$0	\$800	\$800
<i>Employee Benefits</i>				
TOTAL PERSONAL SERVICES				\$800
Supplies				
<i>Supplies</i>				
New Film Enclosures	Estimate by reviewing three different vendor catalogs	\$194	\$906	\$1,100
100 DVD Blanks and Cases	Estimate utilizing current vendor (Uline)		\$76	\$76
TOTAL SUPPLIES				\$1,176
Other Services & Charges				
<i>Professional Services</i>				
Video transfer services	Estimate from Vendor	15,838		\$15,838
<i>Communication & Transportation</i>				
Transportation included in tranfer quote above				\$0
<i>Printing & Advertising</i>				
<i>Repair & Maintenance</i>				\$0
TOTAL OTHER SERVICES & CHARGES				\$0
Capital Outlays				
<i>Furniture & Equipment</i>				
<i>Print, AV, Electronic Resources & Collection Materials</i>				
<i>Software</i>				
<i>Other Capital Outlays</i>				
TOTAL CAPITAL OUTLAYS				\$0

BUDGET TOTAL	\$16,032	\$1,782	\$17,814
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LSTA funds cannot be used to supplant local or system funds.

LSTA funds may not be used for administrative overhead.

2014 Library Services and Technology Act Grant Application
Studebaker National Museum/Mishawaka-Penn-Harris-Madison
Public Library
Studebaker Film Digitization Project

Appendix A:

Part 1: General Description

1. The materials to be digitized are films from the Studebaker National Museum's collection. These films were originally produced by the Studebaker Corporation and date from the late 1920s up through the end of Studebaker automobile production in 1966. The collection consists of both black and white and color, silent and sound films in both 16 and 35 millimeter formats. No nitrate stock is present in the collection, but deterioration is present in a large number of volumes due to prior use, improper prior storage and age. In several cases, significant color shift is occurring.

The Studebaker Corporation was the world's largest horse-drawn vehicle manufacturer and the only horse-drawn manufacturer to successfully transition to automobile production. This collection documents Studebaker's history, products, testing, manufacturing, promotion and advertising from late 1920s onward. As such, the material contains a vast amount of data relating to Indiana's industrial history. The collection includes footage of commemorative events, such as Studebaker's centennial celebration in 1952 and its participation in the 1952 and 1962 Indianapolis 500. Other films document Studebaker's role in World War II, including test footage of its all-terrain vehicle the "Weasel" and its receiving of the Army-Navy "E" award for production excellence in 1943.

This collection speaks of an Indiana company with a worldwide reach, shown through its design, engineering, production and selling of one of the world's most significant inventions - the automobile.

2. The project would convert 71 film volumes to high-definition digital video, which would then be able to be disseminated to different formats as specific projects/applications require on an as-needed basis.

3. The Studebaker Corporation abandoned its automotive copyrights and trademarks following its ending automobile production in 1966

Part 2: Historical Significance

1. Henry and Clement Studebaker founded a blacksmith shop in downtown South Bend, Indiana in February of 1852. The shop, initially known simply as H&C Studebaker grew to become The Studebaker Brothers Manufacturing Company, the world's largest builder of horse-drawn vehicles with dealers worldwide. As the 20th century dawned, Studebaker transitioned to automobiles, and was the only horse-drawn manufacturer to successfully convert to self-propelled vehicles. As an automobile manufacturer, Studebaker wasn't the largest but was one of the most innovative. Its advanced designs earned the company a reputation as a styling leader. The 1939 Studebaker Champion foreshadowed cars of the future with its emphasis on fuel economy, light weight, and ease of operation. Studebaker's 1947 automobiles cemented Studebaker's reputation as an industry trendsetter with their low lines and sculpted features. A 1953 Studebaker Commander Starliner was hailed as "rolling sculpture" when new and garnered world-wide critical acclaim. Studebaker's sports car, the 1963 Avanti, billed itself as "America's Most Advanced Automobile," and was the first American car to feature disc brakes and seat belts as standard equipment.

Studebaker faced tremendous adversity and overcame numerous obstacles during its 114 year history. The firm barely survived a financial panic in its first decade. Its subsequent history saw it endure two massive factory fires, the demise of its primary market (horse-drawn vehicles), two world wars, and the Great Depression. Despite those challenges, Studebaker built some of America's most dynamic automobiles and today, nearly 50 years after its closing, counts over 15,000 members in its affinity groups, the Studebaker Drivers Club, the Antique Studebaker Club, and the Avanti Owners Association International. For over a century the Studebaker name has had a global presence. This project will help maintain that presence for years to come.

2. None of the films are available in a high-definition format. Approximately 15% of the titles are currently on

line in low-quality (VHS level) Many of the film volumes have not been released previously.

3. The film's artifact nature does not provide any unique information in and of itself.

Part 3: Technical Plan

1. Due to the resource heavy nature of this project, only a small percentage of the project's films will be available online. The Studebaker National Museum will create a derivative copy for online access for the Indiana State Library to upload into CONTENTdm. The Studebaker National Museum will provide as much material as the ISL desires.

2. The project will utilize the ISL's CONTENTdm license, and will work with the ISL to ensure a fulfillment of the projects requirements.

3. The final project data will be delivered on a separate hard drive and transferred to the Studebaker National Museum's computer system. The files are backed up daily on an off-site "cloud"-based storage system. The hard drive will be maintained as a tertiary backup.

4. The project workflow will be very straight forward. Museum staff and volunteers will finish cataloging the films and rehouse them prior to pickup by the digitization vendor. Once the films are digitized, derivative copies will be made of files for use in-house or for the Indiana State Library for inclusion in Indiana Memory. Staff will also provide the necessary metadata to the ISL from our cataloging records.

5. Difficulties may arise if certain films' conditions prevent a satisfactory transfer. In several instances, duplicate copies of certain films are present. Staff will select the most viable candidate for transfer to avoid any difficulties.

6. The digitization will be done by a vendor. For this project the Studebaker National Museum consulted with area media professionals, the Notre Dame Archives, the Detroit Public Library and the Library of Congress to gain knowledge, advice and recommendations for the

project. The Museum will consult those resources again for selecting the project vendor.

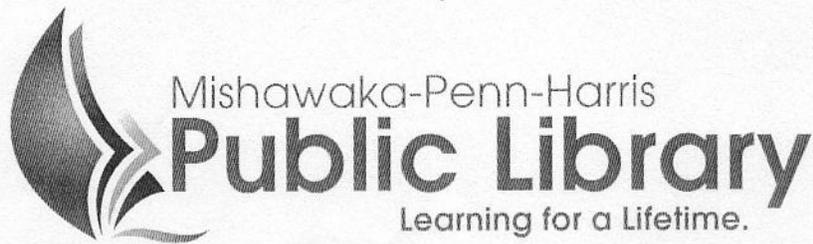
Part 4: Metadata Plan

The Studebaker National Museum will work with ISL staff to ensure compliance with the State Library's metadata standards. Cataloging records will provide much of the information needed to meet the Indiana Memory standards for metadata.

Part 5: Management Plan

1. Museum staff has admittedly limited experience with film digitization projects, but will be in consultation with area media houses, the Library of Congress, the vendor, and the Indiana State Library to ensure a successful execution of the project. The Studebaker National Museum has prior grant experience with a Save America's Treasures grant it received in 2005 to conserve its Presidential Carriage Collection. As part of this grant, eight of the Museum's vehicles, including President Lincoln's carriage, received off-site treatment and preservation work.

2. The Studebaker National Museum is delighted to partner with the Mishawaka-Penn-Harris Public Library on this project. The Museum and the Library both pursue adding local history resources to their collections and sharing those resources with the community. Museum staff has presented programs at the Library and have utilized the Library's resources for archival research and exhibit research and development. All decisions regarding this project will be made in consultation with both parties. Both parties are aware the material will be available on the internet.



March 12, 2014

Mishawaka Library
209 Lincolnway East
Mishawaka, IN 46544-2084
P: 574-259-5277
F: 574-254-5585

Ms. Connie Rendfield
Digital Initiatives Librarian
Indiana State Library
315 W. Ohio Street
Indianapolis, IN 46202

Bittersweet Branch
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Dear Ms. Rendfield,

This letter of recommendation comes on behalf of the Board of Trustees of the Mishawaka-Penn-Harris Public Library. We are delighted to participate in this project with the Studebaker National Museum. We have worked with the Museum before through resource sharing and programming, and this grant participation seems a very logical and valuable way we can assist them.

I have met with Andrew Beckman, Museum Archivist, about the project. Its goals seem both exciting and beneficial for the Museum and the greater community they serve. Preserving all these old films in a new format seems to be both a prudent and forward-thinking activity.

We ourselves changed a number of 1930's Boy Scouts 8mm films onto DVD to make long-term preservation possible and yet be able to make the copies available to the staff and public. The old Studebaker films may be more educational than the Boy Scout films, but I'm sure they will be even more appreciated by car owners and researchers.

The Studebaker National Museum has a huge collection of materials about the cars themselves and company products, most of which only see the daylight during periodical visits or appointments. It would be a great benefit to make these materials digitally available for the general public, so we welcome this grant.

Thank you for considering this grant. It will certainly prove useful to retirees, researchers, local government, and curious patrons for years to come, not to mention what it could provide to students of the history of transportation.

Sincerely,

David Eisen, Director
Mishawaka Penn Harris Public Library