BLUE WHALES Project Request for Library Proposals
Using the Spectacular Blue Whale to Spark Scientific Exploration
and Local Exploration of the Natural World.

Overview
Few species in the animal kingdom inspire awe and wonder like the blue whale—the largest species to ever roam the planet. Its incredible size, specialized behaviors and elusiveness make it a curiosity for scientists and schoolchildren alike. Marine biologists have spent decades trying to understand its lifestyle, and conservationists have committed their lives to bringing it back from the brink of extinction.

The work these experts do is exceptional in its own right, shedding new light on this magnificent species, the oceans, and the way biology works. But their efforts are also a window into the life of every field scientist, and an opportunity to help non-scientists—and children in particular—become explorers and protectors of the natural world wherever *they* live. The same techniques used by whale scientists at sea can be replicated in our own backyards, sparking interest in science, appreciation of nature, and the thrill of discovery.

With so much awe and education to offer, the blue whale is now the centerpiece of a rich STEM library initiative brought to you by HHMI Tangled Bank Studios (*Backyard Wilderness, My Garden of a Thousand Bees*) and the STAR Library Network, in partnership with the California Science Center, SK Films, and the new Giant Screen film *BLUE WHALES: Return of the Giants.*

We invite you to dive into our robust suite of materials to create engaging and educational local events that give your local communities the opportunity to learn about blue whales, and to become local science explorers themselves.

Resources
Selected libraries will receive:
- A $1000 honorarium to help cover costs of your events.
- A life size (25' x 10') blue whale tail floor mat (ideal for an entrance or a reading room)
- A Blue Whale Project pop-up banner
- A 3-module suite of activities that explore unique features of the blue whale (size, communication and feeding bahavior).*
- A robust nature stewardship activity book that provides indoor and outdoor activities that promote understanding of local ecosystems and spark scientific discovery.*
- Virtual field trip videos that showcase the lives of blue whale scientists.*
- Clips from the giant screen film
- Brand new AR (Augmented Reality) experience that lets users explore the true scale of the blue whale wherever they are
- A Whale Beats interactive that lets users create music out of marine sounds*
- Professional development webinars
- Promotional toolkit (digital and printable) to advertise events

*English and Spanish resources available.

Requirements

Except for the honorarium, the whale tail and the pop-up banner, all materials are available for free to all libraries. To qualify for the honorarium, banner and tail, libraries must submit a creative and competitive proposal highlighting your plans and committing to:

- Hosting at least 4 events related to the blue whales initiative (this can and should include programs about your own unique native and endemic wildlife!)
- Partnering with at least one other local organization (nature center, aquarium, museum, girls scouts, school, etc.) to host a program or develop a library display.
- Identifying at least one underserved demographic in your community to specifically promote project activities to.
- Curating and promoting a science and/or nature book display at your library.
- Participating in an evaluation survey to help us better understand the impact of our efforts and the tools you need to create successful events for your communities.

To apply, please follow this link to the brief application. All forms are due by April 21st, 2023. We look forward to your applications and to working with you on a fun and impactful outreach initiative!

The Blue Whales giant screen film and outreach initiative are funded, in part, by a grant from the National Science Foundation.

Instructions

- Your application will be submitted through the Survey Monkey platform (link).
- The following pages contain the questions that you will encounter on the application form. We recommend that you type these in a word document ahead of time and enter all at once into the application form.
- We have also included in a separate document the rubric with which your application will be reviewed, as well as an application FAQ. Please review these documents closely. Our intention is to provide you with all the tools necessary to write a compelling proposal.
- A pre-application webinar will be held on April 13th, 2023 to answer questions and discuss more details of the project. Please register HERE.

Application for *Blue Whales* Project

1. Project Director and Shipping Information

Note: The Project Director is the person who will be responsible for coordinating the display and programs at the library or other partner sites. They will be the primary point of contact for the project at the applicant institution. All fields are required unless noted otherwise.

First Name   [text field]
Last Name   [text field]
E-mail   [text field]
Phone Number   [text field]
Extension (optional)   [text field]
Title   [text field]
Department (optional)   [text field]
Institution   [text field]
Address 1   [text field]
Address 2 (optional)   [text field]
City   [text field]
State/Territory   [pull down]
ZIP Code   [text field]
DUNS Number   [text field]

Population Served   (Please choose appropriate answer from drop-down field)
 [<4,999; 5,000-9,999; 10,000-24,999; 25,000-74,999; 75,000-149,999; 150,000-499,999 >500,000

Community Type   (Please choose appropriate answer from drop-down field)
 [City; City/Suburb; Suburb; Suburb/Rural; Rural; Other

2. Proposal Narrative

Please write a narrative describing your plans for presenting the exhibition. The proposal narrative consists of six sections (described immediately below). Please note that each section of the narrative may not exceed **400** words.

1. Describe why your library would like to participate in this project, including community interests in STEAM topics, demographics, collections, or other resources or programming focus areas related to biology and earth science (especially those related to citizen science and hyper-local biology). What are your prior experiences with offering public programs about STEAM topics?
[text area]

2. Please describe who from the library (including staff and volunteers) will support this project. Provide detailed information about their experience and planned role on the project. CVs/resumes may be uploaded, but are optional.
[text area]

3. *Community Dialogues* are an optional component of participation in this program. While your library will not have to host a *Dialogue* following STAR Net guidelines, we'd still like to know how you receive

feedback from your patrons. Please describe how your library has incorporated patron and community feedback in the past, and how you may do so as part of this program. For example, have you collected surveys, conducted focus groups, had targeted conversations with populations who don't currently take full advantage of library services?

If you'd like to learn more about *Community Dialogues*, either to incorporate them into this project or to your libraries future plans, please visit https://www.starnetlibraries.org/deia/community-dialogues/

[text area]

4. A major focus of the *Blue Whales* project is to reach underserved audiences with STEAM programming. Identify at least one principal underserved audience you will reach with programming for this exhibition and make a strong case for why you have chosen this audience and how you will reach them. Please reference Census or other data in making your case. A generally underserved geographic area can be considered an underserved audience. Please note that the intent of this requirement is for you to reach *new* audiences **or** to increase reach to those audiences. Successful applicants will demonstrate plans to increase participation of their underserved audience, not merely state that they use the venue currently.

5. Collaboration with STEAM organizations and individuals with STEAM expertise is very important to the success of this project, as are partnerships with community organizations that do not focus on STEAM. Please tell us what partnerships with STEAM (4H, astronomy clubs, museums, rockhounds) and community organizations (like cultural institutions, schools, churches, etc) and individuals in your community/region will help you to make your programs a success. Have you worked with these organizations/individuals before? If you'd like to partner with a new organization, what are your plans for building that partnership? Please reference BOTH types of organizations (STEAM organizations and community organizations) in your response. A letter of commitment is not required, but we do request that you confirm interest in participation with the venue, rather than sharing possible partners.

6. Describe the programs you plan to implement to meet or to exceed the project requirements. Project requirements are: 4 programs for public audiences of any age, with at least one program co-hosted with or at a partner organization. We realize your program plans may change after award, so you are not obligated to these plans. Please describe potential plans for these programs. Remember, programs can focus on your local wildlife as well!

7. Describe your general publicity plans for promoting your events and community engagement. How will your partnerships organizations described above aid in promotion?

4. Certify Authorization

An application to receive program support for *Blue Whales* is an application for an award from the sponsors of this project (the National Center for Interactive Learning at the Space Science Institute). SSI is required by law to ask applicants to identify for each application a certifying official, who is authorized to submit applications for funding on behalf of the organization.

To complete this section, you must enter all of the information that is requested.

Certifying Official First Name   [text field]
Certifying Official Last Name   [text field]
Certifying Official Title   [text field]
Certifying Official Institution   [text field]

By checking this box and submitting this application, the authorized representative for the applicant organization certifies that all statements contained herein are true and correct to the best of his or her knowledge and belief; and that the applicant organization (including, when pertinent, each additional library branch on whose behalf it is applying) is neither presently debarred, suspended, proposed for debarment, declared ineligible, nor voluntarily excluded from participation in this transaction by any federal department or agency.

*You can check the status of your institution with regard to debarment at the website of the [link: **Excluded Parties List System**].*

Certification: []

When you are satisfied with your application, submit directly through this site. Once your application has been submitted, no further changes will be possible. You must submit your application in order for it to be considered. Any questions about the application, exhibition, or other items should be sent to Anne Holland (aholland@spacescience.org). **All applications must be submitted by** April 21st, 2023.