

READING COMPREHENSION AND COMPUTER-FLUENCY PROJECT ADDENDUM TO APPLICATION

- **Funding - Proforma**

Income:

\$2,500	Rotary Club of Laguna Beach
\$2,500	Rotary District 5320 District Grant

- **Expenses - Books-Equipment**

\$ 500.00	260-280 Dictionaries (1 per 3 rd Grader) approximately \$1.90 per copy (volume discounted)
\$ 4,500.00	14 Chrome Book pad devices (2-3 per 5 th Grade classroom) at approximately \$300+ per device, including software and applications desired by District

- **Program Date(s)**

ChromeBooks - Desired as soon as practicable following School start,
estimating **October 2014**

Dictionaries - Coordinated with District - anticipated **Feb-March 2015**

- **Club/Rotarian Involvement**

- 15+ Members of Laguna Beach Rotary Club:

Working in minimum of 5 member Rotary Club 'Teams' including the Committee Chair (and, school schedules permitting including Interact members), the Rotary Teams will:

- a) assemble all Dictionaries and Chromebooks for distribution and break into lots for each location;
- b) visit each 3rd Grade Classroom in five Elementary Schools in Laguna Beach: Top of the World, El Morro, St. Catherines, and Annaliese (2 locations) to distribute, in person, the Dictionaries bearing Rotary identification stickers/decals; and
- c) visit each 5th Grade Classroom at the two Laguna Beach Unified Campuses (TOW and EM) to deliver and present the Chromebooks for the pilot 1-0n-1 program.

The Committee Chair and Club Pres will coordinate LB Unified School District's purchase of Chrome Books at District pricing. The District purchases significant technology equipment and has substantially greater ability to obtain discounts. The District can obtain Chromebooks loaded with desired software at pricing 30-50% below that available to our club, allowing us to purchase nearly 50% more Chromebooks.

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Youth Chair and President will coordinate Interact participation in placing Rotary decals/identification in each Dictionary to be distributed, and for the potential for Interact members' ability to be present for the distribution.

Club Pres, Committee Chair, Club PR and Photographer attend donation ceremony with LB USD representatives for photo opp and press releases (see below for use)

- 15-20 Interact Club Members (anticipated)

Interact Club Members place Rotary decals (donated) into each Dictionary to be given to 3rd Grade Students and on each Chromebook to be placed in 5th Grade classrooms for 'equity' use in pilot program

Interact Officers/Members attend Dictionary distribution events, if possible based on school/class schedule of Interact members

- **Public Image - Publicity**

- Event photographed by Club Photographer (Professional)
- PR Chair prepares and submits Press Releases and invites local reporters from all local newspapers, including:
Coastline Pilot (LA Times Community Paper)
Laguna Independent
Laguna News/Post (OC Register Community Paper)
Stu News (Online Local Newspaper)
- Photographs from event posted on Club Web Page and FaceBook page; provided with after-the-fact Press Releases
- Announcement of Donations by Laguna Beach Unified through District Newsletter to all parents in District and PTA Newsletter, in circulars to all Classroom Teachers - reaching every home in the school district in Laguna.