CALLERLAB Square Dance Record Library

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| To: | Lindsay Simmons  202-606-8245  [lsimmons@neh.gov](mailto:lsimmons@neh.gov)  National Endowment for the Humanities |

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| From: | Wolfgang Johanning  123-456-7890  [wjohanning@callerlab.org](mailto:wjohanning@callerlab.org)  CALLERLAB |

Lindsay Simmons

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National Endowment for the Humanities

Lindsay Simmons,

CALLERLAB is applying for the *National Endowment for the Humanities: Fellowship Programs at Independent Research Institutions* grant. CALLERLAB is the largest international association of modern western square dance callers in the world. CALLERLAB provides square dance callers with trainings, conferences, workshops, education, music and performing licenses, and more. Over the years, CALLERLAB has collected thousands of square dance music records (these are recordings that square dance callers use at their dances).

Unfortunately, these recordings have not been cataloged. CALLERLAB is seeking funding to create the *CALLERLAB Square Dance Record Library*. The funds would be used to organize the records and to create an online searchable catalog. Although other organizations and institutions have collected square dance recordings in the past, CALLERLAB is the first organization that is in the process of making a catalog that the general public can use. CALLERLAB strongly believes that this project can be valuable to anyone who has an interest in square dancing regardless if they are a caller, scholar, researcher, historian, or dancer.

Attached is CALLERLAB’s application. If there are any questions, feel free to contact us. CALLERLAB’s website can be found here: <https://www.callerlab.org/>

Thank you for taking your time to review the application.

Sincerely,

(Add signature here)

Wolfgang Johanning

CALLERLAB Historian

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**Executive Summary**

Square dancing is an activity that majority of Americans have participated in at least once in. However, there has been little done in preservation of the activity, especially in regard to square dance music records. For years, individuals have donated square dance recordings to CALLERLAB, an international association of square dance callers. Unfortunately, the organization never has had the staff to organize the recordings. If an individual contacted CALLERLAB about a recording, it could take up to several days for an answer to be found. That is, if an employee has enough time to manually search through the records.

*CALLERLAB Square Dance Record Library* will turn CALLERLAB’s disorganized pile of music records into an organized collection that can be easily searched by an online catalog. This will greatly benefit CALLERLAB, square dance callers, square dance researchers and historians, other square dance organizations, and any individual who has an interest in vinyl square dance recordings. An organized library and a searchable catalog will help with the preservation of the records, reduce the amount of time CALLERLAB employees spend retrieving records, and all patrons to know almost immediately if the organization has the particular record they are looking for.

Although CALLERLAB will provide a sponsor to oversee the project, the organization will need to hire a cataloger and survey/data analyst. One of the primary challenges of the project is to determine if a preexisting organization method is sufficient in cataloging square dance records. Or, if another organization method needs to be created. It has been projected that *CALLERLAB Square Dance Record Library* will take approximately 12 months to complete. It is expected that total indirect expenses will be $95,108 and direct expenses will be $6,705.

**About the Organization**

CALLERLAB, founded in 1974, is the largest international association of modern western square dance callers whose headquarters is located in Topeka, Kansas. One of the primary missions of the organization is to preserve and promote square dancing. CALLERLAB fulfills this by maintaining a suggested list of dancing programs (these for the different levels of difficulty that square dances can fall under), provide BMI/ASCAP and other music and dance licensing that callers needed, and provide liability insurance for dance events. CALLERLAB also offers programs that supports callers, dancers, other square dance-related organizations and groups, preservation, and promotion of square dance.

CALLERLAB is a small organization. There are four full-time employees that run day-to-day operations. The governing of the organization is by the five-member executive committee, along with the twenty-five-member board of governors. Major decisions are debated and voted on by all members of CALLERLAB. *CALLERLAB Square Dance Record Library* has received the required approval from the executive committee and the board of governors. Day-to-day operations of the project will be overseen by CALLERLAB employees. If any unexpected issues arise during the project, the four employees will do a quick analysis. Severe issues will be forwarded to the executive committee who will then determine the steps needed to resolve the situation.

Although CALLERLAB is one of the primary square dance organizations, it collaborates primarily with The CALLERLAB Foundation for the Preservation and Promotion of Square Dancing (The CALLERLAB Foundation), Alliance for Round, Traditional and Square Dance (The ARTS), U. S. Handicapable Association (USHA), and The Square Dance Foundation Of New England (SDFNE). These other organizations do offer materials, classes, workshops, and other items and opportunities to improve one’s craft; however, it is mostly to supplement CALLERLAB’s offerings. The *CALLERLAB Square Dance Record Library* will benefit these institutions as well. The link to the catalog will be freely shared, allowing members of these other organizations to be able to use CALLERLAB’s resource when trying to find a particular recording.

**Needs Statement**

*CALLERLAB Square Dance Record Library* is addressing CALLERLAB’s lack of a catalog for its collection of vinyl square dance recordings. This project will benefit CALLERLAB, square dance callers, square dance researchers and historians, and any individual who has an interest in vinyl square dance recordings. Most square dance recordings are not original music compositions. Square dance recordings are of popular songs that have been rerecorded to make the square dance movements work with the song. Such as the square dance “City of New Orleans,” which was rerecorded from Willie Nelson (see: <https://www.youtube.com/watch?v=Ebhm_qiAT38>).

At the current moment, current needs are addressed by word of mouth. If an individual has a question regarding a square dance record, they will contact CALLERLAB. If the CALLERLAB employee cannot answer the question immediately, they will search their storage room for the record and get back to the individual. There are also square dance caller groups on Facebook. If a question arises about a particular recording, it may be asked there. If other individuals cannot answer these, they will contact CALLERLAB. Those working CALLERLAB are part of these Facebook square dance groups and may be able to answer the questions, if the see it in the group discussion.

The benefits of creating *CALLERLAB Square Dance Record Library* is that it will allow CALLERLAB, square dance callers, square dance researchers and historians, or any interested individual to know almost immediately if CALLERLAB has a particular square dance recording. Furthermore, if an individual is aware of a particular square dance but not the caller, record label, or related information, this catalog will allow them to find all the other pertaining information for that particular record.

**Project Description (Includes Activities and Timelines)**

Scope:

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| **Goal** | **Objective** | **Activity to Achieve Objective** |
| Find cataloging system best suited for square dance records. If none exist, create one. | Determine what type of cataloging system will best suit the needs of CALLERLAB (owner of the records) and their users. | Survey CALLERLAB and their users to see what elements (ex. song title, record label, artist) are the most important to them when they search for a particular record. |
| Organize square dance records. | Organize the square dance records using the system that was selected in the beforementioned objective. | The records will be organized by an employee using organization/catalog system. |
| Create searchable cataloging system. | As records are being organized, record metadata will be entered into a searchable database. | Employee will input record metadata into a searchable software program. |

Staffing:

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| --- | --- |
| **Position** | **Qualifications Needed** |
| CALLERLAB Sponsor  (Individual at CALLERLAB who will oversee the project) | -CALLERLAB Employee  -Individual who has experience in square dancing (dancing, calling, instructing)  -Familiar with the collection of records CALLERLAB has in their possession |
| Cataloger  (Individual will organize and input record metadata into searchable software) | -Experience in cataloging  -Experience in cataloging vinyl records  -Has some knowledge in square dancing  -Experience in inputting metadata into computer system |
| Surveyor/data analyst  (Individual who will create, administer, and interpret data regarding the surveys. Individual will also analyze what the project accomplished vs project goals) | -Experience in creating, administering, and interpreting/analyzing surveys  -Experience in analyzing data, especially pertaining to project goals and what has actually been accomplished |

Management:

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Activity** | **Key Person Responsible** | **Month Activity Implemented:** | | | | | | | | | | | |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** |
| Select individual at CALLERLAB who will oversee the project. | CALLERLAB Board | X |  |  |  |  |  |  |  |  |  |  |  |
| Select individual who will organize and catalog the records. | CALLERLAB Sponsor | X |  |  |  |  |  |  |  |  |  |  |  |
| Select individual who will be surveyor/analyst. | CALLERLAB Sponsor | X |  |  |  |  |  |  |  |  |  |  |  |
| Confirm exact roles CALLERLAB individual and cataloger will have. | CALLERLAB Board |  | X |  |  |  |  |  |  |  |  |  |  |
| Survey impacted parties to determine best way to catalog the records. | Surveyor |  | X |  |  |  |  |  |  |  |  |  |  |
| Analyze data gather to determine best cataloging method. | Surveyor Cataloger |  |  | X |  |  |  |  |  |  |  |  |  |
| Organize and catalog records. | Cataloger |  |  |  | X | X | X | X | X | X |  |  |  |
| Make catalog available online. | Cataloger |  |  |  |  |  |  |  | X | X | X |  |  |
| Survey impacted parties to determine how they like the new catalog. | Surveyor |  |  |  |  |  |  |  |  |  | X | X |  |
| Review data collected from surveys, how much of project was accomplished (vs goal), and present data to CALLERLAB. | Surveyor |  |  |  |  |  |  |  |  |  |  |  | X |

Evaluation of Project:

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| --- | --- |
| **Quantitative:** | -How many items organized/cataloged *vs* how many items not organized/cataloged  -Time predicted to catalog collection *vs* actual time to catalog collection  -Cost predicted to catalog collection *vs* actual cost to catalog collection  -How many individuals per month were asking CALLERLAB about their record collection *vs* how many individuals per month are using the online catalog  -Average time took for CALLERLAB to retrieve a record in unorganized state *vs* average time took for CALLERLAB to retrieve a record in organized state |
| **Qualitative:** | -Patron’s experience in receiving information before organization/cataloging *vs* patron’s experience in receiving information records after organization/cataloging  -CALLERLAB’s employee experience in retrieving information/answering patron’s questions before organization/cataloging *vs* CALLERLAB’s employee experience in retrieving information/answering patron’s questions after organization/cataloging |

Sustainability:

This is a one-time funding request. The purpose of the project is to organize and catalog the record’s in CALLERLAB’s possession. Once the catalog is created, it will be incorporated into the preexisting CALLERLAB’s website. It is possible that CALLERLAB may receive more square dance records in the future. These records are not considered to be part of this project. Any funding for those projects will be determined when CALLERLAB needs to figure out if the organization should accept or decline the donation.

**Project Budget**

Personnel Expenses:

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| --- | --- | --- | --- |
| **Position title** | **Percent of time working on this project** | **Annual Salary** | **Salary allocated to this project** |
| CALLERLAB Sponsor | 20.00% | $50,000 | $10,000 |
| Cataloger | 80.00% | $45,000 | $36,000 |
| Surveyor/data analyst | 35.00% | $43,000 | $15,050 |
| **Total Salaried Personnel** |  |  | **$61,050** |

Indirect Expenses:

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| --- | --- |
| **Expense** | **Cost** |
| Total expense budget | 275,000 |
| Exceptional expenses | 27,150 |
| Base expenses | **247,850** |
|  |  |
| Salaries: CALLERLAB Sponsor | 10,000 |
| Salaries: cataloger | 36,000 |
| Salaries: surveyor / data analyst | 15,050 |
| Subtotal admin. Salaries | **$61,050** |
| Fringe benefits for admin. Salaries @ 15% | $9,158 |
| Rent | 18,000 |
| Utilities | 3,000 |
| Insurance | 3,900 |
| Accounting fees | 0 |
| Total indirect expenses | **$95,108** |
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| Indirect rate = | **38.4%** |

Direct Expenses:

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| --- | --- | --- |
| **Expense** | **Cost** | **Notes** |
| Internet service | $1,500 | Internet service for 1 year |
| Telephone | $1,200 | Telephone service for 1 year |
| Supplies | $1,600 | blank labels + supplies needed to label the preexisting shelving + envelopes needed to mail flyers |
| Printing | $30 | Note: Labels and printer needed to create labels for the records are listed under supplies and equipment. This number is for the flyers needed to announce the project |
| Postage and delivery | $100 | Note: Cost of postage |
| Advertising and marketing | $500 | Advertising for the position and advertising the (completed) project |
| Web site | $275 | Note: for 1 year of service |
| Equipment | $1,500 | Laptop + External hard drive (back up) + Printer + Bar code scanner |
| **TOTAL DIRECT EXPENSES** | **$6,705** |  |