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August 6, 2009

The Honorable Larry Strickling
Assistant Secretary of Commerce
Administrator
National Telecommunications and Information Administration
U.S. Department of Commerce
1401 Constitution Ave. NW
Washington, D.C. 20230

Dear Honorable Strickling:

I am writing to you today on behalf of Gale, Cengage Learning to officially endorse the State Library and Archives of Florida's application for a Public Computer Center Expansion Grant from the Broadband Technology Opportunity Program through NTIA.

It is our understanding of the program that if granted, Floridians accessing online resources in Public Libraries will have improved technology to make online resources more efficient and available. Further, as you may be aware, Florida libraries provide free access to computers and the Internet to all of the communities they serve. In many of these communities, the public library is the only place that offers free access to Internet based services. With funding through the Broadband Technology Opportunity Program, these libraries will be able to significantly increase equity of access to authoritative, educational content in all areas of Florida, especially to those who currently have no other means of access.

Gale, Cengage Learning pledges the following programs and services to support the grant:

Gale is designing a new and customized training program as a component of the overall strategy to increase public awareness of the Florida Electronic Library (FEL). Gale is committed to assisting the FEL in its endeavor to evolve its Public Libraries into community information hubs. The focus of the training plan is to facilitate increased usage of the resources that the Florida Electronic Library provides to Florida library patrons. The training approach is meant to be a comprehensive plan which addresses onsite instructor-led, virtual training, on demand training tools and support for public libraries. This plan has been developed to align with the FEL Five Year Strategic Directions and Goals:

- To maintain its role as a primary source of content to meet the information, educational and cultural needs of the people of the state of Florida
- To broaden the FEL's reach in the communities of the state of Florida by incorporating the tools and technologies of Web 2.0.
- To complement and further enhance the utility of content and services.
- To ensure currency of the FEL.

Gale's marketing department pledges the following initiatives in support of FEL:

- 80 hours of consultative marketing support to ensure the proper implementation, design and effect of the many planned initiatives.
- Full audit and phone consultation with all public libraries
- Marketing collateral printed and delivered to all public libraries
- Additional design and marketing communications activities (custom ads, press releases, etc)

In addition, Gale has recently redesigned FEL's website to increase visibility and access of needed materials to libraries and their patrons in the State of Florida.

This programs and services are all in support of our contract with the Florida State Library and Archives and its efforts to expand knowledge and access to information for all Floridians whether continuing their studies, seeking new opportunities, managing their resources or responding to personal or environmental emergencies.

Thank you very much for considering this grant application.

Sincerely,



Helen L. Wilbur
Vice President, Consortia & Major Accounts
Gale, Cengage Learning