

To: Montana State Library Commission  
From: Sue Jackson, Project Coordinator  
Re: PEEL II update  
Date: March 23, 2006

### **Recruiter Report**

Brent Lashinski, the contract PEEL II Project Recruiter, visited every Montana campus at least once during January, February, and March, traveling more than 4,000 miles. He talked to students and others who are considering librarianship as a career. Brent's final report describes the challenges he encountered during his recruitment efforts and makes suggestions if another campaign is initiated. Overall, he felt his impact was minimal, especially on the reservations. He found the interest level in librarianship and the PEEL scholarship program was, in general, "extremely low" on Montana campuses and that the recruiter position was "unnecessary because of the apathy surrounding the scholarship" among college students. One major disappointment for Brent was that several individuals, who indicated after meeting with him that they would definitely apply for a scholarship, did not submit an application.

### **Scholarship Program**

Twenty-four applications were received by the March 15<sup>th</sup> deadline for the ten PEEL II scholarships available to attend the University of Washington's Information School. In order to collect data on the effect of the various recruitment/promotion efforts for the PEEL II project, each applicant was asked how he/she learned about the scholarship. The results indicate that five applicants learned about it from friends, three from employers, seven from PEEL press releases, six from PEEL posters, one from the PEEL website, one from the PEEL recruiter, and one from PEEL radio announcements. No Native Americans applied for a scholarship. Two college seniors applied.

The University of Washington reported receiving twenty-eight applications from Montana residents seeking admission to the I-School program. UW staff will notify MSL of all Montanans who are accepted into the program as soon as that decision has been made. The PEEL Advisory Committee will meet on April 25<sup>th</sup> at MSL to review and rank the scholarship applications and prepare a recommendation for the Commission regarding scholarship awards. Darlene has suggested arranging a telephone meeting with Commission members in early May to make the final decision on the scholarship awards. In this way, the scholarship recipients can be notified of the awards before the Commission's regular meeting on June 14<sup>th</sup>.

MSL staff received inquiries from more than 150 individuals about the PEEL II scholarship. Efforts will be made in the coming weeks to contact as many of these individuals as possible to determine why they decided not to apply for a scholarship. This information will be of value if MSL decides to pursue another scholarship grant in the future.