



Enoch Pratt Free Library  
**Maryland's State Library Resource Center**

**Strategic Planning Cycle 2011-2015**  
**Annual Plan**  
**FY 2014**  
**Annual Report**

**1. Visibility**

**SLRC will establish an identity for its services and market them to increase their use by target audiences.**

***1.1 Develop marketing and communications strategies to reach identified target audiences (Design innovative communications to target SLRC customers)*** (SLRC Strategic Plan Goal 1: Objective 1)

Action steps

- Develop and implement a plan enabling SLRC to market its resources, services, and programs to the Maryland library community and Maryland Legislature.
- Promote the visibility of SLRC through the Maryland web presences.

The immediate web presences identified that are not library web presences that already link back to SLRC or Sailor are the following:

- Division of Library DLDS
- Library for the Blind and Physically Handicapped
- Maryland Library Association (MLA)
- After testing out Drupal and a careful evaluation of the website needs, goals, and available resources, the Web Department decided to continue using Ektron as the main Content Management System for the new slrc.info Website and the Pratt Library's main websites. The Digital Content Coordinator created design mockups for the desktop, tablets, and smart phone devices. Web Staff implemented templates and successfully incorporated research guides from prattlibrary.org into the new slrc.info site seamlessly. New content was added by the Content

Coordinator. A new version of Moodle (training.slrc.info) with a new theme was included in the site. The new SLRC.info website was launched on October 14, 2013.

- Web staff assisted the Grants Collection Librarian to set up a template for the Grants Newsletter.
- Special Collections Brochures describing the Department and services were distributed to all Maryland public library systems.
- Webstaff created a template to add archived Webinars to slrc.info.
- The Google Analytics mapping the use of the new slrc.info page indicate the top ten areas consulting slrc.info are the following:
  1. Baltimore
  2. Towson
  3. Frederick
  4. Salisbury
  5. Greenbelt
  6. Ellicott City
  7. Upper Marlboro
  8. Columbia
  9. Annapolis
  10. Rockville

The analytics indicate the number of visits, new visits, and the percentage of new visits to slrc.info. They also provide the bounce rate, which indicates the number of time the page was accessed though not used and clicked off of. The duration of the page visits is also provided.

Google provides an enhanced set of indicators for business use by subscription. This is known as the Conversion. This is a subscription function that is available to track goals as a primary metric for measuring commercial business objectives. Conversion also provides the ability to analyze online sales effectiveness. Neither of these functions currently apply to slrc.info.

(See Appendix 1)

**1.2 Increase statewide communication of SLRC's resources and services (Design innovative communications to target SLRC customers) (SLRC Strategic Plan Goal 1: Objective 1)**

Action steps

- Implement the social media recommendations by beginning to post SLRC programs and resources to Twitter sites

Goal:

- Get information about SLRC programs and resources to county library patrons from the county library social media sites
- Increase participation in SLRC programs many held in county libraries and in the readership of SLRC programs and resources on the SLRC Twitter site

Steps:

- Content Strategy (what to post, when, and by whom)
- Create a brief statement about why we're re-invigorating SLRC's twitter presence and post it to [slrc.info](http://slrc.info) so it can be shared in tweets to county library twitter accounts
- Send a link to this page to each county library twitter account
- Personally invite each county library twitter account to follow us and retweet our posts that may be relevant to their patrons

Who:

- The internal SLRC Twitter Team

Success measures:

- Program attendance
- Pageviews and other analytics on guides
- Consider social media analytics such as reach and engagement

Content:

- Program announcements (always link to a webpage with more information)
- New guides (always link to them; try to lead with a compelling reason to click the link as opposed to just the title of the guide)
- Live-tweeting events

- Re-tweet county library tweets
- Share articles, blog posts, videos, and images that will establish SLRC as a thought leader in Maryland

Partners:

- Maryland county libraries
- DLDS
- DLLR
- Potentially the Library for the Blind and Physically Handicapped (LBPH)

Action:

- Monthly Maryland Labor and Employment Availability Reports are now announced using Twitter and other social media sites as well as slrc.info.
- The May/June 2014 Grants Collection Newsletter to the MD-CCMail email group.
- DLLR's Maryland Workforce Exchange links back to SLRC. SLRC links to DLLR and its subdivisions in numerous web/subject guides.
- Paul Chasen and Ray Cruitt continue to plan the agenda and find speakers. An open call was posted to the MLA Social Media Users Group for a librarian that manages their system's social media presence. The Foundation Center, Washington, D.C. Office will present "Nonprofit Sustainability" either before or after lunch. The nonprofit panel is considering adding a "GrantSpace" section to the agenda, one of the most popular Foundation Center online resources.
- Broadly promote SLRC's reference and specialists strengths to Maryland libraries.

- The slrc.info directory of public service department managers links back to descriptions of department resources and strengths.

The SLRC Public Departments description pages on slrc.info now provide a direct link to the department managers. This change was made to improve access to the managers in each individual subject area.

- The SLRC webinars for both Maryland library staffs and the LATI program are not only training tools they also highlight the depth of the SLRC department collections.

The Grants Collection and the Special Collections Department have been featured as podcasts in the WYPR Humanities Connection Series.

***Humanities Connection*** explores the intersection of the humanities and our daily lives, reflects on the past, present, and future, celebrates the power of literature, and demonstrates the importance of the humanities to understand the human experience.

The Grants Collection podcast is entitled “The Grants Collection and Funding Information Networks.” This has been recorded

The Special Collections podcast is entitled “The Library Connects Primary Sources to Common Core Standards.” This will be recorded on April 26, 2014.

The Grants Collection podcast and blog post is featured on the front page of the May 2014 issue of the Foundation Center *Funding Information Network News*. The Foundation Center uses the podcast and blog post as an example effective ways to promote the Funding Information Network in your community. There is a direct link to the blog and podcast. This newsletter is distributed nationwide.

**1.3 Create a consistent, uniform image to establish SLRC as a visible, recognizable resource.** (SLRC Strategic Plan Goal 1: Objective 2)

Action steps

- Continue to create just in time web guides in areas of statewide interest.

New Guides

- Art in Maryland
- Canonization: Becoming a Saint
- Health Reform
- Job Seekers Toolkit
- Maryland Boomers
- African American Scientists and Inventors
- Shared Economy
- Jobs and Training in Maryland’s Casino Industry

Updated Guides

- Genealogy
- Redesign of the Maryland Boomers Guide

New Blogs Appearing on slrc.info

- The Library’s Yearbook Collection is a Trip Down Memory Lane

- Library's Serving Nonprofits: A Grants Collection Story
- Perusing Periodicals for Architectural Ideas
- Explore the addition of collections and resources based guides.

The new slrc.info features a section for each department and primary collections within. The collection areas include units within each appropriate SLRC department. The resource guides section focus on the resources both online and physical that support the needs of Maryland libraries.

- Examine the need for the creation a formal structure for time sensitive web guides.

Web guide production restructuring:

- Guidelines, along with tips on how to promote guides and how to choose topics for your guides, on Vine, and the process will also be described to managers, as well as laid out in an email.
- Guides will be produced based on customer interest as they currently are now supported by current analytics. Ideas for guides will additionally be reviewed by the Web Guide Committee for approval
- Guides will be created by the department, reviewed by the Web Guide Committee, and then made live on the site, with an 8 month run period. Ektron will automatically archive the guide after 8 months.
- Departments will be responsible for knowing when the time out date for a guide is.
- Departments will analyze the guides using Google Analytics, looking at the same indicators the Web Guide Committee we looked at for all of the currently existing guides.
- Guides that are popular with customers yet marked for automatic archiving can remain live once the department alerted the Web Guide Committee and the "clock" will reset the time out date for another 8 months.
- Guide addressing a current event that is now over, will potentially be archived.
- The Web Guide Committee will oversee the process and will be available for questions from staff. The Committee is familiar with Google Analytics and can answer questions about how to interpret statistics retrieved.

Note of interest:

- How to Find Grants for Your Nonprofit Organization retained the number 1 ranking among SLRC web guides scoring 8,429 page views during the month of September.

- The Grants Collection page remains one of the most heavily used web guides at 7,420 page views. Marketing of the collection by the unit manager Paul Chasen and his ability to respond timely to customer need accounts for this continued success.
- The Library is increasingly working with video and other multimedia, Ryan O’Grady is working on a Pratt Oral History Project and update to the Library Tour Tape. All three sessions have been edited into a final document and shared with all participants. It is now being assessed for two further projects: internal oral history and template document for a library tour by staff.

(See Appendix 9)

- Expand the use of video streaming for programs and training from SLRC.

#### General Interest Programming

- Edgar Allan Poe – Columbia Branch, Howard County
  - Genealogy – Oak Crest Village, Baltimore County
  - John Wilkes Booth – Myerberg Senior Center, Baltimore County
  - Edgar Allan Poe- Circulation Conference Prince George’s County
  - John Wilkes Booth – Westminster Branch, Carroll County
  - Edgar Allan Poe – Weinberg Center, Baltimore County
  - World War II – Mt. Airy Branch, Carroll County
  - How to Preserve Your Family Photographs - October 28, 2014 Harford County
- Recording and broadcasting programs related to healthcare in general and the Health Care Affordability Act and the Grant Collections programming schedule are in the planning stage.
    - “Simple Measures: Preserving Family Records and Other Valuable Documents presented by the Genealogy Circle was recorded and is available as a podcast.
  - Two Grants Collection programs have been identified for broadcast streaming :
    - Proposal Writing Basics (Oct), ppt/discussion, most requested program
    - Meet the Grant Makers (Nov), 3 person panel of senior grant makers (Blaustein Foundation, United Way of Central MD, Baltimore Community Foundation)
    - “Grant Seeking Basics” presented by Paul Chasen (Social Science & History Department)

Additional

- “Harlem Renaissance Resources” presented by Vivian Fisher (African American History Department)

Presentations of Statewide Library Interest

- The SLRC Conference workshop “Harlem Renaissance Resources” - Spanning the 1920s to the mid-1930s, the Harlem Renaissance was a literary, artistic and intellectual movement that kindled a new black cultural identity. This SLRC Conference workshop was broadcast the day of the Conference via Ustream. The workshop reviewed print and electronic resources that will librarians in helping customers with questions and assignments they may have about the movers and shakers of the Harlem Renaissance era.
- The workshop will be taught by Vivian Fisher, manager of the African American Department at the Enoch Pratt Free Library/State Library Resource Center.
- The workshop is archived at: <http://www.ustream.tv/channel/enochpratt>

## 2. Customer Service

**SLRC will provide quality customer services.**

### 2.1 ***Implement innovative services, programs, and supports meeting the needs of Maryland libraries.*** (SLRC Strategic Plan Goal 2: Objective 2)

Action steps

Plan and host SLRC Conference(s) and Informative Statewide Presentations

- Circulation Supervisors Conference
  - The 2013 Statewide Annual Circulation Conference was held on Thursday, November 14, 2013 at the Bowie Branch of the Prince George’s County Memorial Library. One hundred and thirty eight attended (four from academic libraries).

Speakers and topics for the conference included:



- Dr. Leslie Ries, Ph.D., Keynote Speaker—*Books & Butterflies: An Ecologist Looks at Libraries as an Ecosystem*
  - Moniek Frasier—*A Step Above: What it Means to be an Effective Supervisor*
  - Bev Rosen—*Change Victims, Change Copers: How Can I Thrive in Organizational Change?*
  - Brittney Baltimore and Naomi Hafter, Enoch Pratt Free Library—*eBooks and eReaders for Overdrive*
  - Erin Kelly—*Improving Library Service to Patrons with Disabilities*
  - Brandon Mollock, Enoch Pratt Free Library—*Let's Talk Circulation*
  - Jeff Korman, Enoch Pratt Free Library—*Mysterious Death of Edgar Allan Poe*
- The 2014 Statewide Annual Circulation Conference will be held on Thursday, November 13, 2014 at Enoch Pratt Free Library. A Save the Date announcement was sent on June 24, 2014.
- Maryland Cultural Digital Heritage Conference: Gateways For Digital Access
    - The Pratt Library hosted a conference on March 7, 2014 to bring together key stakeholders in digital initiatives. Among the speakers were representatives from the Digital Public Library of America, National Digital Stewardship Alliance, CONTENTdm, ARTstor, the National Digital Newspaper Program, Western Maryland's Historical Library. The conference provided an opportunity for the key players in Maryland, both those responsible for digital collections and those overseeing non-digital collections, to meet and learn about national and state initiatives that will facilitate their projects. Sixty attended.
- SLRC Conference
    - The Fall SLRC Conference is scheduled for October 16, 2013. The keynote speaker will be Joe Thompson, Associate Director of the Western Maryland Regional Libraries and the new Vice President/President-Elect for the Reference and User Services Association. One hundred and thirty attended.

Conference Sessions include:

    - Storytelling: the telltale art
    - Leonardo and Wolfgang Have Something to Say: the Arts from SLRC to You
    - SLRC Building Tour

- STEM 101: Mysteries Demystified
- Topics in Public Library Materials Selection
- First Steps in Genealogy
- E-Readers and E-books
- Harlem Renaissance Resources
- Periodicals Department Showcase
- Keynote Speaker: Joe Thompson

The SLRC Conference was been configured to meet the requirements of the LATI program. LATI participants are required to attend the SLRC Conferences as part of their certification process.

The new HD video highlighting the Fall 2013 SLRC Conference is posted and now available for viewing on the homepage of [slrc.info](http://slrc.info) under "Latest Video" and on our YouTube channel.

See Appendix 6 for detailed evaluation information

The Spring SLRC Conference was held on March 12, 2014, the keynote speaker was the national acclaimed romance writer Gail Barrett. A podcast of an earlier Authors Live presentation is available on the Library's web site. There were 120 attendees at the Spring Conference.

The Conference sessions included:

- African American Department Showcase
- Fine Arts & Music Department Showcase
- Understanding the Common Core Topics in Children's and Teen Literature
- Finding Funding from Foundations Fundamentals
- Roadblocks and Detours in Genealogy
- Building Tours (2)
- How Much is My Old Book Worth?
- Beyond an Apple a Day: Providing Consumer Health Information at your Library\*
- Will Duct Tape Cure my Warts? Examining Complementary and Alternative Medicine\*
- Keynote by author Gail Barrett

Workforce Development Conference  
Wednesday, April 30, 2014

The Conference sessions will include:

- Workforce Development Agencies in Your Community

- Implementation
- Working with Community Partners
- Specialized Customer Service
- 

The Conference was attended by librarians from 8 different public library systems and many of the State's correctional libraries.

- Attendees at the conference's four different sessions heard from front-line practitioners and program administrators about best practices for workforce development with customers. Speakers were encouraged to provide practical presentations that would easily translate into action steps for attendees.
- Michael Wells, from the Baltimore City Mayor's Office of Employment Development, talked about the initiatives run by his office, & in particular the digital learning labs that are located within some city-based non-profit agencies. In the day's second session
- John Jewitt, Rachel Gliberman, and Caitlin Keller shared information about the Enoch Pratt Free Library's grant-funded Job and Career Assistance sessions, highlighting the importance of one-on-one job-search support, & challenging attendees to consider how their technology supports or challenges job-seekers. In this session both the Job Toolkit webpage and the SLRC.info monthly employment report were showcased, and were well received by attendees.
- Milton Morris, Lower Shore Workforce Alliance presented alongside Brenda Johnson and Linda Parry from Wicomico Public Library, showcasing a practical example of the library's use as a principal location for service provision by a workforce development agency. The possibilities of this partnership (in which LSWA employment counselors meet and work with their customers at the library) were immediately apparent to all in attendance.
- Constance Parker and Andree Duval from the Correctional Education Department at DLLR. This session dealt with services to formerly-incarcerated customers, and focused on misconceptions about expungement, assisting customers with Federal Bonding, and helping customers to discuss their incarceration on a resume or during an interview.
- Conference attendees chose to subscribe to a newly established Workforce Development e-mail Listserv which will be managed by SLRC Workforce Development Librarian Jeanne Lauber, and used to continue the conversation about workforce development best-practices throughout the year.
- A Workforce Development listserv has been developed that begins the building of an integrated statewide network of workforce librarians in Maryland. The listserv is not restricted to only workforce librarians.

Small Business/Nonprofit Conference  
Wednesday, May 21, 2014

The Conference sessions will include:

- Keynote Speaker: Sean McEvoy, DBED's Director of Small Business, ChooseMaryland.org
- Meet the Funding Information Networks
- Social Media; What Nonprofits Can Learn from the Small Business Community
- Non-Profit Sustainability and Grant Space
- Business Resource Panel Discussion

Paul Chasen and Ray Cruitt hosted for the "2<sup>nd</sup> Annual SLRC Presents: Small Business and Nonprofit Conference." There were 20 librarians in attendance. The FY 2014 SLRC program for nonprofit and business was attended by librarians from both public and academic libraries across Maryland, including Calvert, Prince George, Frederick, Harford, St. Mary's and Anne Arundel Counties. We also had attendees from Loyola University and the University of Maryland system. One attendee was from the Maryland Division of Library Development and Services (DLDS) and another from the Prince George's County Circuit Court.

Presentation topics included small business start-up, Foundation Center Funding Information Networks, social media, nonprofit sustainability, and marketing research. We focused mostly on providing resources and information that is free and accessible in and out of libraries, including ChooseMaryland.org, the Foundation Center and GrantSpace websites, Census.gov, American FactFinder, data set maker websites, and grantseeking websites.

The overall feedback was positive. 100% of those in attendance stated that what they learned would be something they would use on the job. The materials distributed during the program were positively identified as useful for the participants in their respective library systems. The program had a variety of both librarian and non-librarian presenters. The most positive feedback was received concerning the librarian presenters, though the non-librarian presenters were considered helpful, particularly the keynote speaker, Sean McEvoy, Director of Small Business/ChooseMaryland.org. The overall satisfaction rating of the program as a "SLRC service," on a scale of 1 to 5, was 4.6. There were some time management issues, especially because our keynote speaker went over the allotted time by fifteen minutes. The consensus, however, was that this program was a profitable use of the participant's time.

- State Documents Conference

The Documents Manager, Darcell Graham is preparing to host an SPDDP Meeting/Conference in the fall of 2014. She and her counterparts at the MD State Archives, MD Law Library, and UMD-College Park, will discuss digitization efforts and hope to offer some programming on the marketing of special and/or digital collections.

Continue the expansion of the State Documents electronic repository  
Continue to import electronic state publications

- Early in FY14, the Documents Manager and staff completed the review and harvesting of electronic publications for 442 MD Departments, Independent Agencies, Executive Commissions, Committees, Task Forces & Advisory Boards. At the inception of the electronic repository project, the Documents Unit focused on 5 subject areas (agriculture, education, environment, health and public safety) and harvested documents only from those subject related agencies. The project has expanded beyond the 5 areas to include all subject areas, from every aspect of state government. See appendix 3
- The Documents Manager visited Frostburg State University Library on August 12, 2013 to orient new Documents Repository Librarian, Lisa Hartman.
- On November 22, 2013 the Documents Manager and Danielle Ford, Library Associate II, visited the newly renovated Washington County Free Library. State Documents Librarian, Harry Sachs, provided a tour and an explanation of the newly designated area for state publications.
- The Documents Manager and Danielle Ford, LAII, visited the University of Maryland, Eastern Shore on January 31, 2014 to provide consultation for state publications, conduct a collections assessment and provide input for the webpage and lib guide content.
- The Documents Unit has identified a noteworthy collection of Governor's papers as a first project for digitization and a scanner was purchased to launch this initiative.
- MD materials continue to be harvested from state agency web sites and other media. As of June 2014, the State Documents electronic repository contained 2,483 resources.

Publish SLRC-branded monthly reports providing locally relevant information to support workforce development activities

- Produce monthly reports through the analysis of the Maryland Department of Labor, Licensing and Regulation and the Bureau of Labor Exchange data
  - Reports for the months of December 2013 through April 2014 are now available on [slrc.info](http://slrc.info)

- Monthly reports will be available of a statewide and county level
  - The monthly Maryland State Employment Information Reports produced by staff in Business Science and Technology are posted as noted, and announced each month using appropriate social media.

The Reports provide comparative workforce and unemployment information for each Maryland County on the county level, state level, and the federal level. Included are:

- Top ten employers and their vacancies
- Top ten occupations by number of advertised jobs
- Top ten industries by advertised jobs
- Federal, State, and County monthly comparative unemployment data

Enhance Special Collections Finding Aids to better promote lesser known library collections

- Increase Preservation and Processing of of SLRC unique and historical collections
  - Transferred materials from the Mencken Collection to improved archival housing. 124 boxes (51.708 linear ft) of material were moved to water-proof acid-free archival storage boxes
  - Enoch Pratt Free Library Archives: Assistant Directors Records – Transferred records to 50 acid free archival storage boxes (20.8 linear ft.).
  - Completed Rare Books Preservation Assessment database for High Priority items. Database will allow us to target high priority items and communicate detailed preservation needs. *(this has been an ongoing project from fy13, completed August of this year).*
  - Database includes 505 items
    - 353 rare books from Edgar Allan Poe Collection (books both by and about Poe)
    - 152 rare books from the vault (includes most valuable books from across all the SPC Collections).

Additional

- The description of the H.L. Mencken correspondence collections F and G have been added to the Mencken Web page. Both of these collections focus on Mencken's personal correspondence rather than being related to his work.

- Expand online access to SLRC Collections, reference resources and services
  - slrc.info now highlights SLRC collections, resources and services. The site is publically accessible as well as being a resource for Maryland libraries. The SLRC Finding Aids/Subject Guides, Research Guides, Sailor Databases, the Pamphlet Play Database are all available.
  - The webinars related to SLRC Collections and Resources are not only available through the slrc.info site for registration they are also advertised on MERLIN.
  - All webinars are archived at Blackboard Collaborate <https://sas.illuminate.com/site/external/recording/playback/link/list/meeting?suid=M.BBE109BF659B3EFC9AB6A771E9A679&sid=2012176> SLRC public service staff is working with the Web Department to setup a process where all new completed webinars will be automatically populated on slrc.info.
  - SLRC staff is now looking at ways to modify or reformat select webinars that are geared toward resources of general public interest and demand e.g. history, genealogy, etc. in order to open those to general library customers statewide.
- Publish the African American Funeral database online

The template for the existing Access Database was forwarded to the Web Department for analysis. The Web Department developed a plan for the transition of the database from in-house only to a web page accessible database. The Web Manager looked at several funeral databases in other states and worked with the Digitization Supervisor to determine the possibility of digitizing the collection.

On December 2nd, the Digitization Supervisor met with the African American Department Manager to discuss digitizing the African-American Funeral Program Collection. The growing collection currently contains almost 2,300 programs.

On January 15<sup>th</sup>, the Digitization Supervisor and Web Manager met with the African American Department Manager and presented their recommendation that the Access Database of the African-American Funeral Programs be published in CONTENTdm. An intern from Loyola-Notre Dame was engaged in January to research and prepare policies, procedures, and a collection write-up.



The Digitization Unit gave a poster session on the project at the MLA Conference in May highlighting the procedure for converting the database to a Digital Maryland online collection. The Digitization Unit published the *African American Funeral Programs Collection* consisting of 1,856 entries from the physical collection available in the African American Department. Digital images of the programs will be added throughout the year. (May 2014)

The url for the database is:

<http://collections.digitalmaryland.org/cdm/landingpage/collection/acfp>

- Explore the costs involved in moving the Mencken card catalog to an electronic format

#### The Mencken Room Collection's Card Catalog

The card catalog that provides access to the Mencken collection and many of the materials was never placed in the Library ILS system since the materials in the Mencken Room are not cataloged using a standard classification scheme like LC. This file functions more as a finding aid to the collection than a comprehensive catalog. There are 17,040 cards in this file. Most are typewritten many having hand written notes on them. There are 3,000 cards that are completely hand written.

Special Collection staff is scanning sample cards to email to Creekside Digital for an estimated cost for scanning. This cost will be supplemented with a cost for designing a way in which customers could search them as a database on the web page. Ultimately the ideal solution would be to also have Creekside provide a customized software solution OCR for the cards as well as select metadata fields. Creekside also noted the possibility of the end product metadata in XML, which makes it would make it to share our records with utilities like OCLC broadening access to this information even further.

The Creekside Digital estimate for scanning/digitizing the Mencken Room card catalog including the manual entry of the catalog number on each card, categorization by sub collection, and loading into a searchable, browsable online database for web presentation (Creekside Digital's own Digital Reader software) -- we're looking at about \$7, 895.

The work could be completed within 60 days once Creekside received the cards. Funding sources will be explored next.

Discussions with the Digitization and Collection Management Managers as we prepared to move forward with this digitization project when new more flexible approaches were discussed.

After meeting with Linda Tompkins Baldwin, Michael Johnson, Xiaoyu and talking with Wendy Allen and Kathleen DeAngelo the consensus is that rather than digitizing the Mencken Card Catalog we should employ two other possibilities that would make the card catalog and the collections growing finding aids much more accessible.

- The card catalog will undergo a retrospective conversion through MARCIVE. The Library already maintains an account with MARCIVE. OCLC was the other vendor explored however OCLC no longer handles retrospective conversions from card catalogs. OCLC requires the physical item or the title page and verso. The Library already has account with MARCIVE. A quote is being obtained for the conversion G Collection, H.L. Mencken's personal library holdings. This collection would be converted from the original card catalog into the standard Marc format. Once this is accomplished the collection will become accessible through SIRSI. Once the conversion process is completed the Library will explore the possibility of also making the records available through WorldCat. This would open now hidden resources to customers' researchers, and scholars worldwide. This would draw enormous visibility to the Library. This follows an already established or best practice academic model for collections like the Library's.

MARCIVE is working on the retrospective conversion of 3,200 books from the H.L. Mencken's personal library known as the G Collection. MARCIVE is working from photocopies of the original catalog cards. The Cataloging Manager and Special Collections Manager, worked with MARCIVE and Special Collections staff in March 2014 to finalize and test specifications for this project. As noted above once these records are in the Marc format they will be uploaded to SIRSI.

The retrospective conversion of the H.L. Mencken G Collection is on schedule MARCIVE has been completed. A test batch of records was transmitted to the library on July 14<sup>th</sup> 2014 and loaded to SIRSI system by the cataloging department for testing. There were no problems with the records. The Library expects receipt of the full collection's records.

- Xiaoyu has made available to Special Collections the widely used free open source software known as the Archivist Toolkit. Michael Johnson is beginning to look at this now. The Archivists Toolkit would allow for the cataloging of the Library's collection guides, inventory artwork and historic furniture, and publish what is appropriate. The Academic community uses this as a best practice for the organizing, retrieval, and creating often publically

accessible guides. This would for the first time allow the Library to have crucial inventory control over all of the art work, historic furniture, historic correspondence, and vault collections.

#### Explanation of the Archivists Toolkit

The Archivists' Toolkit™ is an open source database application that supports description and management of archival materials, including accessioning, registering source information for archival resources, providing topical and name access points for subjects and creators of resources, tracking locations of archival resources, and producing finding aids, collection guides, METS digital objects, and various administrative reports. The Toolkit is customizable to local work settings, and it can be implemented as a stand-alone desktop application, a multi-user networked application, or a multi-repository networked application.

(See attachment for screen shot)

Special Collections is currently performing a test of the Archivists Toolkit (AT) software. Special Collections is creating collection descriptions in the database which includes, among other things, the history of a collection and its donors, rights and permission information, and physical location, which is significant for collections that are located in more than one location, e.g. the Library Vault.

The second level of testing will be to add detailed inventory data from a test collection (Wine and Food Society of Baltimore Records) and create a publishable inventory list.

Additional:

A comprehensive preservation plan for the Library's audio visual materials has been developed by the Library's Media Producer and Director. This Plan is not only helpful as SLRC moves toward renovation it also creates a set of guidelines for those Maryland libraries who maintain long term audio visual collections. To date Mark Thomas, Director of Worcester County Library has been working with our Sights and Sounds technologists as he deals with the preservation of audio visual materials.

(See Appendix 10)

- Broaden online training by SLRC Specialists to the Maryland library community

Winter/Spring SLRC Webinars Scheduled:

- Workforce Development January 9, 2014
- Literature Criticism Resources January 23, 2014
- Privacy, Intellectual Property, and Library Ethics February 6, 2014
- Google...Mostly February 20, 2014
- Excellent Customer Service beyond the Model Reference Behaviors March 6, 2014
- Privacy, Intellectual Freedom, and Copyright March 19, 2014
- Genealogy: Brick Wall Tips and Resources March 20, 2014
- Greatest Hits from the Fine Arts Department April 3, 2014
- History Resources April 17, 2014
- Viewer's Advisory in the Digital Age May 1, 2014
- African American History Resources May 15, 2014
- Researching Controversial Issues May 29, 2014

See Appendix 4 for updates

- Provide online and face2face training for the LATI Program.

LATI Program workshops scheduled:

- Model Ref. Behaviors/Excellent Customer Service (September 11<sup>th</sup>, October 12<sup>th</sup> and Follow-up October 26<sup>th</sup>) – Face to Face
- Customer Service follow-up Blackboard Session (September 25<sup>th</sup>) – Blackboard
- History Resources (November 13<sup>th</sup>) - Blackboard
- Legal Resources (December 4<sup>th</sup>) – Blackboard
- Viewers' Advisory in the Digital Age (April)

Explore increased online training through Blackboard and other comparable course management systems.

Scheduled using Blackboard:

- Excellent Customer Service (Sept. 12th)
- History Resources (Sept. 26th)
- Legal Resources (December 5th)
- Grantseeking Resources (December 19<sup>th</sup>)

Note: The Blackboard online course offerings vary from the LATI cohort classes. The LATI online courses are interactive, lasting one and quarter hours. The general online courses are not interactive but in Webinar form lasting one hour for each session. Online courses are archived and will appear on slrc.info.

Additional:

- African American Genealogy - October 24, 2013 Talbot County Library
- Model Reference Behaviors - November 16, 2013 ESRL
- Excellent Customer Service - November 17, 2013 ESRL
- Listeners' Advisory and Viewers' Advisory in the Digital Age for ESRL, Queen Anne's County, MD - April 3, 2014
- Government Resources for Business for ESRL

Expand the use of Ustream and related technologies to delivery high demand SLRC Conference training sessions.

- "Harlem Renaissance Resources" presented by Vivian Fisher (African American History Department)
- Create a vibrant and timely training presence on the new slrc.info.

General online courses will be archived on the new slrc.info page as part of the first phase of the pages release. Additional phases being planned throughout the fiscal year will include additional enhancements. Staff is exploring the ability to have the slrc.info site as one of the launching platforms for the SLRC online trainings.

Identify resources from SLRC collections that would be appropriate candidates for digitization and inclusion on the MDCH website and/or Pratt Digital Collections webpage

Action steps

- Identify SLRC collections of statewide interest, prioritize them for digitization, digitize and publish on MDCH
- On August 20, 2013, the Digitization Supervisor met with Pratt's Special Collections Librarian to discuss digitizing the book plate collection and expanding the War Posters, Poe, and H.L. Mencken Collections.
- On August 29, the Digitization Supervisor met with Pratt's Special Collections Librarian to discuss digitizing the photograph collection of the Enoch Pratt Free Library Archives. The collection includes numerous portraits of Enoch Pratt and his family, and early correspondence and documents of the Enoch Pratt Free Library.

Scanning began on September 11, and thus far 188 items from the collection have been completed.

- On October 15, the Digitization Unit began adding to the postcard holdings from the Maryland Department. The entire collection contains approximately 6,000 items and includes a broad array of Maryland's history including historical buildings, cityscapes and battlefields. MDCH currently hosts 137 representative postcards.
- The Digitization Unit published the Woman Suffrage in Maryland Collection. It consists primarily of documents from the personal papers of Emma Maddox Funck, President of the Maryland Association of Woman Suffrage from 1904 to 1920. (December 2013)
- The Digitization Unit published twenty-one Christmas cards from the Enoch Pratt Greeting Card Collection to augment the exhibition *Greetings from Holidays Past* on display in the annex corridor of the Central Library through February 3, 2014. Eighteen Valentine's Day cards (February 2014) and fifty-two Easter cards were also added to the Enoch Pratt *Greetings from Holidays Past Collection*. Thirteen Mother's Day cards and five Father's Day cards were added to the Enoch Pratt *Greetings from Holidays Past Collection*. (April 2014)
- The Digitization Unit published the official photographs taken by the Hughes Company, the contractor of the new Enoch Pratt Free Library building in the 1930s. The collection consists of forty-eight images taken during all phases of the Central Library's construction between 1931 and 1933. (March 2014)
- The Digitization Unit sent sample images and metadata of EPFL Collections to ARTstor for consideration. The four collections targeted for inclusion are: *Adalbert Volck and the Humanities*, *Cator Collection of Baltimore Views*, *Views of African American Life in Maryland*, and *Works Progress Administration of Maryland*. (May 2014)
- Explore digitization costs for the Maryland Department special card files.

The card files identified by the Maryland Department staff along with the analysis of each follow:

- The Picture File (9600 cards). This file contains analytics to illustrations in reference sources, many of them late 19th and early 20th centuries.
- Early Sun Index (1983-1986) (40,320 cards). These cards contain entries from the News American and Evening Sun that are not available elsewhere.
- Old documents catalog (Antebellum period to the mid-1980s) (43,120 cards) this file contains entries to much of the pre-SPDDP

documents received in the department. The difficulty with this file is that many of the cards have notations that do not identify location or availability

- Map index (late 18<sup>th</sup> to mid-20<sup>th</sup> centuries) (1920 cards) but not very accurate since the classification scheme was changed.

## 2.2 ***Provide technology to Maryland libraries that improves our ability to deliver SLRC services.*** (SLRC Strategic Plan Goal 2: Objective 3)

### Action steps

- Evaluate/recommend videoconferencing technology and equipment
  - Researched and tested several web videoconferencing technologies to replace dying 12-year old equipment. Staff demonstrated several products at the Sailor Advisory Committee and the SLRC Oversight Commission meetings between March and September 2013. The MLA Technology Committee, LATI, the Sailor Network Managers Group and the Statewide Staff Development also found the service as a convenient and free way to hold virtual meetings. All groups preferred and approved the use of Google Hangouts recommended by staff. Guidelines for Meeting Via Google Hangouts were developed and distributed at MAPLA in June 2013 and are available on the Sailor and Merlin websites. At the June 2014 Sailor Network Managers Group Meeting, the Sailor Coordinator continued discussions of using Hangouts which will allow staff to participate in meetings if they cannot attend due to travel.
- Determine the impact of the Broadband Technology Opportunities Program (BTOP) funding on the Sailor network
  - Discussed impact of BTOP with:
    - Caroline County – 6/11
    - Wor-Wic Community College (Salisbury) – 7/31
    - Somerset & Worcester Counties – 8/6
    - Queen Anne's and Talbot Counties – 9/5
    - Kent County – 10/1
    - Cecil County -10/24
    - Calvert County- 10/30
    - Washington County Free Library – 11/12

Discussions included current plans by the county and library system for BTOP fiber and Internet access, especially the effect it might have on wireless portions of the network.



Requested proposals to connect as many Sailor sites as possible to leased fiber resources in order to perform cost comparison with existing wireless infrastructure.

- Monitor, upgrade and implement infrastructure as required for Sailor customers
  - Moved Washington County/Hagerstown back to new library:
    - Arranged for Comcast to move their circuit
    - Sailor staff moved our router, UPS & LATA server from the temporary location to the reconstructed library on South Potomac Street for the reopening scheduled for 10/5/13
    - Increased bandwidth to SMRLA/Charlotte Hall and Wicomico/Salisbury from 200 mbps to 300 mbps.
  - Increased bandwidth to SMRLA/Charlotte Hall and Wicomico/Salisbury from 200 mbps to 300 mbps.
  - After examining bandwidth requirements for all library sites and reviewing proposals from telecommunications vendors, Sailor NOC (Network Operations Center) will be extending Comcast services to Dorchester/Cambridge, Somerset/Princess Anne, and Worcester/Snow Hill. Upon completion of the Comcast installations, Sailor will begin reconfiguring the wireless network to reduce costs.
  - Cogent internet service renewed at 75% less cost.
  - Rebidding Internet services for upcoming Erate “season”.
  - Examined bandwidth requirements for all library headquarters sites served by the Sailor Network to determine the best method of data delivery.
  - After consideration of bids submitted for connectivity, it was determined that Comcast service will be provided to the following Eastern Shore sites:
    - Dorchester/Cambridge
    - Worcester/Snow Hill
    - Somerset/Princess Anne
  - After installation of Comcast service, the wireless network south of Cambridge and Denton will be decommissioned. The radios and associated equipment will be offered in turn to the:
    - Tower owner
    - County (with tower owner’s permission)
    - State (with tower owner’s permission)



The wireless network supporting Cecil County will be decommissioned as Cecil transitions to networkMaryland.

The wireless network supporting Calvert County will be decommissioned as Calvert transitions to an in-county fiber network.

Sailor Operations Center continues to seek proposals that could lead to the decommissioning of other parts of the wireless network while decreasing costs.

Additional

- Existing SLRC produced videos are now 508 compliant, Sights and Sounds staff, with volunteers, will use YouTube to produce closed captions and then edit them for correctness.

### 3. Evaluation

**SLRC will engage in ongoing, rigorous needs assessment and evaluation of all its services to ensure that funds are spent on the activities of most statewide use and value.**

#### **3.1 *Establish an annual survey and needs assessment process within SLRC departments and divisions.*** (SLRC Strategic Plan Goal 3: Objective 1)

Based on the low number of responses to the FY13 Needs Assessment Survey the proposal for the SLRC Commission is to not create another Needs Assessment Survey for FY14. The assessment process can be replaced by the following:

- Refining existing SLRC Outcome Based evaluation forms to include questions aimed at capturing comparable data.
  - The new conference Evaluation form will be used at SLRC Conferences this fiscal year. The new form contains Needs Assessment based questions. The expectation is that a broader audience can be reached by using this form as Conference follow-ups as well as SLRC training/presentation follow-up.
- Conduct random telephone interviews by each library type with a mixture of both administrative and front-line staff.
  - Randomized calling was not as effective as the SLRC Conference evaluations and opportunity to talk face to face with a broad spectrum of attendees at the conferences sponsored by SLRC during FY 2014. The various conferences attached public, school, private school, and special library attendance. The academic community above the community college level was less

represented as was indicated in the formal survey instrument used over the past three fiscal years.

- Those SLRC services that remain most heavily used by the Maryland library community and Maryland library customers include the following in order of ranking:
  1. Training
  2. Marina
  3. Sailor
  4. Support provided to LATI
  5. SLRC Resources and Specialists

The use of Audio Visual materials was noted since the SLRC Home Entertainment Collection became available through Marina.

Areas of support librarians found particularly valuable included:

1. Model Reference Behavior Training
2. Awareness of technology trends and responding by creating training sessions
3. Awareness of general trends effecting library service such as Common Core, Stem, and Grants creating training sessions for each
4. Copyright and Intellectual Freedom
5. Medical reference with an emphasis on alternative medicine resources.

Preliminary discussions have taken place with Jay Bansbach at MSE as to the development of a more effective to approach public schools in FY 15.

- Explore the potential of creating a Needs Assessment Dash Board.
  - Staff has been looking at what pieces of the assessment could be represented on a dashboard from user input (e.g., satisfaction levels, opportunities to explore) as well as how to show progress that SLRC has made as a result of this input. A draft should be ready by the March update.

**3.2 Develop an assessment program that focuses on how SLRC adds value to the Maryland library community.** (SLRC Strategic Plan Goal 3: Objective 2)

Action steps

- Continue the assessment program in place making refinements as identified.
- Evaluate the use of video streaming and web-based SLRC training sessions.
- Analyze the use of the new and existing SLRC web guides.

Plan under consideration:

The current analytics on web guide use indicate the following:

10 guides over 7000 views -

- Most on subjects of general interest, consistently asked about topics
- All will still need to be revised, some just to have links checked, some more drastically to make them better written for the web

16 guides between 1000 & 7000 views -

- Many should be removed
- Departments can determine if they are guides that seem like they are of general interest on topics frequently asked about
- If so, they will need to be revised and fixed
- If so, they will need to be heavily promoted
- If so, they will need to have archive date set for 8 months

57 guides under 1000 views -

- Most should be removed
- If department thinks it should be kept, department should rethink scope and nature of the guide
- If department decides to remove it, it should be removed from Ektron and archived on department's shared drive (if desired)
- If department wants to keep it and change it, it can be archived in Ektron and revised when able

Site users are not entering search terms into the search bar for subjects of guides. Site search term analytics should be examined more often to determine what people are looking for. The usage study being conducted now prior to web site redesign may shed some light on whether or not people want to find this kind of information on a library site.

- SLRC public service departments have started the process of weeding no longer accessed web guides marking them for removal.

- Those guides that receive low use are now being examined for revision/updating becoming candidates for renewed marketing.
- The third tier is those guides that are being identified as cyclical in nature e.g. “Being an Informed Voter in Maryland”. These guides will be archived and be placed back in the guides areas as their subject area surfaces during the year.
- See Top 100 research Web Tools (Appendix 7)

#### 4. Partnerships

**SLRC will continually seek opportunities to partner with other organizations to achieve mutual goals.**

**4.1 *Identify partners within the Maryland library community or other Maryland organizations to support efforts of Maryland libraries and advocate the value of libraries*** (SLRC Strategic Plan Goal 4: Objective 1 and 3)

##### Action steps

- Expand access to exhibit resources by partnering with Maryland Regional and School libraries

The availability of collection and exhibit materials was made available through the distribution of the Special Collections brochure. The brochure is being updated and along with the brochure in the editing process of SLRC services to Teachers will be distributed as a set when available.

- Explore potential partnerships with the Maryland Library for the Blind and Physically Handicapped.

Initial discussions with LBPH Director, Nancy Pack have centered on the following:

- Collaborative Marketing
- Collaborative Family Oriented Programming, one possibility is a descriptive general film program as part of the Family Fick’s series
  - March 24<sup>th</sup> is the first collaborative film program featuring the descriptive video “Thor.”
- Link from the LBPH page to the Pratt/SLRC Podcasts
- Children’s Department staff at SLRC has renewed outreach to the Children’s librarian at LBPH for inclusion in the weekly Mother Goose Baby Steps program.

Discussions with LBPH staff have led to the following programming possibilities:

- Joint film programs with audio description option during the Summer
- The LBPH Children's Librarian will be invited to all of the Children's Service's meetings now that they are to be held at Central.
- Collaboration w/STEM type summer reading programs to go along with the Fizz, Boom, Read theme. This will be done during the Summer months
- Display sample of LBPH materials all during June in honor of Helen Keller's birthday in June. The plan includes providing giveaways from LBPH as well as other materials about Helen Keller and the visually impaired.
- Collaboration with Lego story times.
- SLRC created an exhibit in coordination with the Library for the Blind and Visually Handicapped celebrating the 134<sup>th</sup> anniversary of Helen Keller's birth.

#### Additional

- The Maryland Department has loaned a Civil War themed exhibit to Carroll County Public Library (North County Branch). The same branch is requesting a World War II exhibit that be sent in November.
- Facsimile copies of Edgar Allan Poe letters were scanned and sent for use in two counties – Caroline and Howard for separate programs.
- Expand MDCH partnerships to digitize and provide online access to materials relating to Maryland's history and culture
  - Hired new Digitization Supervisor, Linda Tomkins-Baldwin, on 8/5/13 to handle MDCH. Linda previously worked as the Library Director at the Baltimore Museum of Art and has several years of experience in coordinating projects with other cultural institutions.
  - Published the Horse Racing Collection from Hays-Heighe House at Harford Community College. This collection consists of 21 historic photographs related to the Maryland horse racing industry in 1940s. (September 2013)
  - Published the Henry White Family Papers-John Hay-Henry White Correspondence Collection from the Hampden National Historic

Site. The collection contains 144 items, primarily letters exchanged between American Diplomats John Hay and Henry White between the years 1897 and 1905. (September 2013)

- On October 17, the Digitization Supervisor met with the Associate Director, Digitization Librarian, and Web Services Specialist at Western Maryland Regional Library to discuss inclusion of their images in the Digital Collections on MDCH that currently only include metadata and a link to the WHILBR website. There was a conference call with a Digital Services Consultant from OCLC to discuss WHILBR's migration to CONTENTdm and how to integrate it with MDCH. The Digitization Supervisor also met with the Historian and Curator of the Western Maryland Room in the Washington County Free Library to discuss their holdings and potential partnerships.
- On October 25, the Digitization Supervisor attended the Digital Public Library of America (DPLA) Fest in Boston, MA. A wide variety of topics were covered including copyright law, writing applications, building collections, and incorporating these activities into libraries and classrooms. The Digitization Supervisor obtained more information about the DPLA Digital Hubs Program. It contains content hubs and service hubs that provide access to digital content for users across the nation. MDCH does not qualify to be a content hub; only six libraries in the United States are content hubs because of the strict requirements. However, it does meet the five requirements for becoming a service hub. MDCH has been identified on the DPLA website as the state collaborative leader for Maryland.
- Published the O'Donnell Family Papers from the Albin O. Kuhn Library & Gallery at the University of Maryland, Baltimore County. The collection consists of 41 documents written by the descendants of John O'Donnell (1749-1805) and his wife, Sarah Chew Elliott O'Donnell (1768-1855). (November 2013)
- On December 4, Pratt began discussions with DPLA to become a Service Hub. In addition to preliminary discussions with DPLA, the Digitization Unit Supervisor also conducted telephone interviews with the DPLA coordinators at the Digital Library of Georgia, North Carolina Digital Heritage Center, and the Minnesota Digital Library. As a result of these conversations, the morning of the Digital Conference on March 7<sup>th</sup> will be devoted to the discussion of Pratt becoming the state Service Hub.
- On January 23 & 24, the Digitization Supervisor attended the National Digital Stewardship Alliance (NDSA) Conference in Philadelphia, PA. In addition to discussions about digitization,

preservation, and metadata standards, there were two sessions about DPLA. Representatives from Pennsylvania and Delaware expressed interest in partnering with MDCH.

- On January 31, the Digitization Supervisor gave a presentation on the management of digital assets to the Baltimore Collections Managers Group Meeting at the Jewish Museum.
- The Digitization Supervisor met with the following potential partners in January and February: Howard County Historical Society, Maryland Digital Library, Ward Museum, Eastern Shore Regional Library, Poplar Hill Mansion, Dorchester County Public Library, Goucher College, Methodist Historical Society, Sandy Spring Museum, and the Naval Academy.
- On February 5, the Digitization Unit Supervisor met with the Eastern Shore Regional Library to discuss their participation in MDCH. Although they were originally established as a digitizing center, they currently do not have the staff or equipment available to perform the task. It was agreed that SLRC would cover the Eastern Shore for the current time.
- On March 27, the Digitization Supervisor attended a workshop at the Baltimore Museum of Industry on the challenges of collecting and interpreting contemporary technologies in museums. The workshop was led by Steve Lubar, visiting scholar at Johns Hopkins University.
- On March 28, the Digitization Supervisor gave the key note address at the Maryland Digital Library's annual meeting. The speech covered the history of MDCH and its plans for the future.
- The Digitization Supervisor met with the following potential partners in March and April: USMAI Library Consortium, Montgomery County Historical Society, Salisbury State University, the National Electronics Museum, and the University of Baltimore.
- The Digitization Supervisor met with the SLRC Commission in May to discuss changing the mission of MDCH to include non-Maryland subject collections that are held by Maryland institutions and individuals. The mission change was necessary to make MDCH eligible to be a DPLA Service Hub. It was also proposed that the name be changed to Digital Maryland to coincide with the mission change, and both changes were approved. The Web department began the transition in June by changing the website domain name to [digitalmaryland.org](http://digitalmaryland.org) and the e-mail to [digitalmaryland@prattlibrary.org](mailto:digitalmaryland@prattlibrary.org). Pratt Library digital collections were also integrated into the Digital Maryland website.

- The Digitization Unit began digitizing and transcribing the Powell Diary from the Berlin Branch of Worcester County Library in January 2014. This process was very timely due to the handwriting style, contrast, and nature of the writing. The *Emily A. Powell Warrington Annotated Diary* was published in May 2014. Consisting of over 250 handwritten pages, the collection covers the period just before the Civil War to 1878 and provides insight into the life of culture of Berlin, MD.
- On June 17, the Digitization Supervisor met with the Maryland Library Consortium (MLC) to discuss digital initiatives and gave a general presentation to the Maryland Interlibrary Consortium (MIC) Directors on June 19.
- The Digitization Supervisor met the with following potential partners in May and June: Maryland Historical Society, Baltimore Historical Society, Chesapeake Bay Maritime Museum, Goucher College, Harford County Public Library, Historical Society of Talbot County, Towson University, and Frederick Historic Sites Consortium.
- Develop partnerships with Maryland community organizations to facilitate the coordinated delivery of accurate healthcare information statewide focusing on the Affordable Healthcare Act and related consumer information

Partnership development in process:

Anna Tatro from UMD Healthcare Libraries has been approached in order to explore:

- Offering a partnership whereby UMD may offer their public healthcare programs at Central for our customers
- Exploring the possibility of UMD offering SLRC-sponsored training to other librarians whereby they provide the content and we deliver the audience.
- Referral from Anna Tatro, departing Outreach Librarian at HSHSL to Regional Community Outreach Librarian Nancy Patterson, who is working with Eileen Harrington at UMD Shady Grove to develop "train the trainer" healthcare programs for public libraries. Public programming held at SLRC will be recorded for podcasting statewide. Suzanne Schlattman from Healthcare for All will be contacted in order to explore:
- Conducting a staff training session re: Maryland's healthcare law in-person or via a webinar prior to the Oct 1 launch of the



law and her scheduled public program here. Ms. Schlattman's program will be recorded in order to make a podcast available statewide.

Six organizations have been designated "connector entities" for the various counties in the state.

<http://marylandhbe.com/navigator-program/>. These connectors are the agencies that will employ trained and certified navigators who will actually enroll residents in insurance plans. SLRC will determine what role might exist in connecting county library systems with the connector agencies. SLRC staff may be helpful in opening a conversation with the connectors about who to talk to at the Maryland libraries sharing contact information about the connectors.

The Health Care Navigators will remain onsite to enroll those eligible for medicade until general open enrollment resumes in November 2014.

- Create a comprehensive web guide in coordination with the Maryland Governor's Baby Boomer Initiative Council

The web guide has been structured to provide links to information, resources, and services to the "Boomer" population in the following areas:

- Living: remaining independent; exploring new housing options; maintaining optimal health; health insurance resources; caregiving for spouses and families members.
- Growing: working: encore employment or second career options; major employers in Maryland for the Boomer population community engagement; mentoring; advocacy
- Adventuring: travel and tourism; entertainment and mental exercise; setting a plan that includes rest and relaxation

The web guide launch is anticipated in late September based on review of the Maryland Governor's Task Force. This is both a collaborative and partnership project. Team members include SLRC staff, Maryland and County Department of Aging Staff, AARP, Career and Aging Program Consultants, State Department of Business and Economic Development, and the University of Maryland.

<http://www.prattlibrary.org/locations/ssh/index.aspx?id=81785>

Draft Report to the Maryland Legislature is attached as a pdf.

Based on the Report the Council work has been extended. A series of initiatives were established as the Council moves forward.

The Councils Objectives for FY 15 are as follows:

- Continued refinement and the ultimate naming of the web guide hosted by Pratt/SLRC
- Develop a marketing strategy. Plan for the web guide and the Council
- Consider adding workforce and civic engagement recommendations
- Discuss sustainability and asset mapping
- Identify incentives and barriers to building public/private partnerships
- Continue examining lifetime community initiatives.

**4.2 Partner with Maryland public schools to define SLRC's role in the support of public education in Maryland** (SLRC Strategic Plan Goal 4: Objective 2)

Action steps

- Visit Maryland public school systems marketing SLRC services and resources for School Media Specialists and students.

Staff is identifying key regional contacts in the Maryland public schools to reach out to in organizing visits to local school systems.

The new slrc.info will have a more expanded page for teachers and school media specialists that market the resources and services available from SLRC. Staff is planning a "SLRC Brochure" focused on resources and services that can be available in public school libraries. The brochure would also be a pdf file that could be printed from the new slrc.info site as well.

The brochure Resources for Teachers and School Library Media Specialists has been completed and printed. Distribution will begin in August as the schools systems begin to prepare the beginning of the new school year.

- SLRC staff will provide a workshop at Chesapeake High School on technology applications available through the Enoch Pratt Free Library and SLRC web sites

The workshop is a one-hour session on accessing our Sailor databases, web site, guides, social media and mobile apps. The session is to be will be presented three times, on the hour at 8, 9 and 10 AM

- Jonathan Willis, new curriculum writer for Social Studies (MSDE) spent one day in the Maryland Department obtaining a tour and researching topics from our collection that can be used in upcoming historical investigations.
- Rhyme of the Month series continues. These are posted to both SchoolTube and to YouTube and are now captioned for 508 compliance.

July – Here Is a Bunny  
 August – Teddy Bear Teddy Bear  
 September – My Dog Rags  
 October – My Bonnie Lies Over the Ocean  
 November – Itsy Bitsy Monkey  
 December – Mice are Nice  
 January - Sing a Song of Six Pence  
 February – Green Grass Grows  
 March –There was a Little Man  
 April – Davy Davy Dumpling  
 May – Way Up In the Apple Tree  
 June – Spots and Strips

- Jenifer Keats Curtis, Children’s Author has developed an online magazine entitled MY-Say. The articles are researched and written by school children. The children not only learn the art of writing but interviewing as well. Jennifer will be selecting a student to write an article about the State Library Resource Center.
- A marketing piece was sent to Jennifer Curtis, local author and librarian who publishes the magazine entitle “My Say.” This is a magazine for primarily middles school students. The information included a link to the new slrc.info page highlighting the Collections/Resources/Services tabs that will contain valuable information for students, teachers, and school media specialists alike. Access to the Sailor databases and to AskUsNow was highlighted as well.
- The long range plan is to have a student reporter visit SLRC writing an article about the visit, the Library’s resources from a student perspective.
- On November 25, SLRC staff presented at Chesapeake High School’s (Anne Arundel County) professional development day. There were 3 one-hour long sessions describing our services and website (databases, web guides, department pages, social media, slrc.info). 59 high school teachers attended.
- The Young Adult Specialist, Nyilah Covington established an outreach program in FY 2013 with the Baltimore City Public Schools that included a special Conference for School Media Specialists and a follow-up Wine

and Cheese gathering to assess the success of the Conference. The follow-up also allowed for the School Media Specialists to network, share ideas, and help the Library reinforce its services available to the Maryland Public School system.

The Young Adult Specialist described this outreach program at a Leading from Any Position workshop this fiscal year. Both the Anne Arundel County Public Library (AACPL) and the Baltimore County Public Library (BCPL) staffs present approached Nyilah Covington for support in creating a similar outreach program in their counties. Discussions and support from SLRC are ongoing as both of these county library systems begin their planning process. The Media Specialist Coordinator with Baltimore City Public Schools will reach out to both of the School System's Coordinators about the conference. This will draw interest and support for AACPL and the BCPL in creating a similar Conference with their school systems.

## **5. Leadership and Collaboration**

**In collaboration with the library community, SLRC will define and communicate its roles as a leader, partner and supporter.**

***5.1 Clarify and communicate SLRC's roles as a statewide library leader, partner, and supporter of library programs and services.*** (SLRC Strategic Plan Goal 5: Objective 1)

### Action steps

- Explore the statewide expansion of three collaborative working groups to enhance statewide services in the areas of:
  - Homeschooling  
The Homeschooling Network met in September for a general reception, information sharing between homeschooling parents, and to begin to broaden outreach in the state. Parents in the group now are from Baltimore City and the Central Maryland area.

In May MICA's advanced book illustration students will bring their completed picture books, with both original text and illustration, to the Children's Department. They will have a chance to present their work to an audience that is interested in their creative process. The Homeschooling Network will have the chance to see original texts and images. This will be invaluable to children and parents to talk to the author/illustrators about their work from conception to final product.

This will offer Homeschooling parents to provide these children with imaginative and innovative opportunities. This kind of interactive collaboration will be a first for both artists and Homeschoolers.

A total of 44 attended the program.

- Establish cooperative programming for genealogical interests with Maryland public libraries.

#### Genealogy Circle

The Genealogy Circle Directory has been shared with the Harford County Public Library and the Cecil County Public Library in order to expand the awareness of programs and the interest in genealogy programs sponsored by Maryland libraries. The library systems to be approached for inclusion in the Directory will be Frederick County Public Library and Washington County Public Library. (See appendix 2) The Directory is also a shared document in Google Docs.

SLRC staff created a shared list of genealogy presenters and contacts for public programming.

Assisted in promoting the Cecil County 2<sup>nd</sup> Annual Genealogy Symposium to be held in Elkton on October 5 by e-mailing everyone on the GC list and also distributing fliers in the Maryland, Social Science and Periodicals Department

The Genealogy Circle program on document preservation with Martha Edgerton (September 14) was a success. Martha is willing to do the same program in other venues so we're going to see if we can have similar presentations in the counties we work with.

Working with Harford Co. (one of our 2 current county library collaborators) on their genealogy program scheduled for May 31. Suggested Martha Edgerton, and they are excited about her presenting.

On November 9, the Genealogy Circle hosted a brick wall session at Pratt Central. 34 people attended. This was a very successful program aimed at dealing with moving research forward in situations when it seems as if all possibilities have been exhausted.

- March – SLRC Scheduled for March 29, 2014 at 10:00 a.m. The March 29, 2013 Genealogy Circle Meeting will feature Michael McCormick, photographic archivist at the Western

Reserve Historical Society and in private practice. This meeting will focus on extending the life of your photographs.

- May 31, 2014 – Harford County Public Library, Document preservation with Conservationist Martha Edgerton.
- June 7, 2014 – SLRC  
Genealogy Circle meeting, this is planned as a “Brick Wall” session. The program is designed to allow participants to share ideas and make suggestions when it seems as if you have reach the proverbial brick wall in genealogy research
- August 23, 2014 – SLRC  
Mary Mannix from the C. Burr Artz Library will present a session on Genealogy Collection in Maryland, Researching Your Family History at Maryland Repositories.
- September - Cecil County Public Library  
This event has been rescheduled for October. The topic of the event is to be determined.
- October 4, 2014 – SLRC  
Jane Thursby of the Frederick County Historical Society
- November – Talbot County Public Library

## Additional

- March - SLRC Annual Genealogy Lecture  
Maureen Taylor, "The Photo Detective", will teach attendees how to identify and discover stories behind old family photographs.

Maureen Taylor is an internationally recognized expert on photograph identification and genealogy, bringing together her knowledge and skills in history and research into family stories while giving insight into the invention and development of photography itself. She has been featured in the *Wall Street Journal*, *The View*, *The Today Show*, *Better Homes and Gardens*, *The Boston Globe*, *Martha Stewart Living*, MSNBC and *The New York Times*.

Two morning lectures will be presented: "Identifying and Dating Family Photographs," and "Google Images and Beyond: Picture Research for *Genealogists*."

Ms. Taylor will also be providing private consultations on your family photos (for a fee), both on the day before the lecture

The attendance for this year's lecture was 70. Customers demographics follow:

- 3 Anne Arundel
- 17 Baltimore County
- 3 Carroll
- 1 Frederick
- 5 Harford
- 4 Howard
- 1 Montgomery
- 3 Out of State (York, PA, Fairfax Co., VA, and the other just said "Not from MD")
- 9 Baltimore City

Evaluation comments:

- "Maureen always does an excellent job!"
- "Wow! I never knew these websites existed. Will definitely use them!"
- "Heard Maureen in 2008 at Enoch Pratt - always enjoyable!"
- "I am so enlightened with/by the internet search possibilities. Thank you!"

- "Fabulous program! I'm really inspired to work with my photographs."
- The Maryland Department staff worked with Ann Winkler at Harford County Public Library (HCPL) to create promotional materials for an upcoming collaborative program taking place at HCPL's Aberdeen Branch. This program is a direct result of the genealogy collaboration between the 4 counties – SLRC, HCPL, Cecil Co. PL, and Talbot Co. Public Library.
- Grants and Small Business Grants
  - Resources and services continue to be cross-marketed grants/nonprofit programs for the Foundation Center Cooperating Collections using the md-ccmail listserv and social media. In addition to the collaborative efforts with the Governor's Grants Office, he is further developing a relationship with Maryland Nonprofits to co-sponsor programs with the Cooperating Collections.
  - The September/October 2013 Grants Collection Newsletter to the MD-CCMail email group. The newsletter includes upcoming grants/nonprofit events at Pratt/SLRC, upcoming events at other Maryland Cooperating Collections, and grants/nonprofit printed and online resources available.
  - A verbal agreement is in place with Maryland Nonprofits to co-sponsor a Grants Collection event at the SLRC in the Spring 2014 using the same collaboration model as the Association of Fundraising Professional-MD Chapter/Grants Collection co-sponsored events: He will provide the free meeting space, assist in facilitating discussion, and co-coordinate the event; Maryland Nonprofits will co-coordinate the event and provide presenters.
  - The Grant Collection coordinator collaborated with several nonprofit resource centers (Maryland Nonprofits, Association of Fundraising Professional-MD Chapter, Public Justice Center, Business Volunteers, Center for Community Technology Services, Moving Maryland Forward Network, and Tech and Social Change Baltimore) on Baltimore Innovation Week's "Using Tech to Advocate, Build Communities, and Fulfill Your Mission." The program also included collaborating with Cecil County Public Library's Web Service Librarian, Erica Jesonis who also represented MLA's Social Media Users Group.



### Small Business

- The newly designed bi-annual business plan research program was held in October 24, 2013. The program is a workshop designed to help those writing a business plan to find the information they need using Pratt's resources. The attendance in October was 24 people with 19 of those completing an evaluation. Of the 19 respondents, 2 were from other counties, Baltimore and Anne Arundel.
- The Business Center in coordination with the Harford County Public Library in designed a business program that was presented after the first of the new calendar year to entrepreneurs via the Harford County business incubator, Groundfloor.
- New edition of the Small Business Newsletter was posted in November:  
<http://www.prattlibrary.org/locations/businesscenter/newsletter/bcnews.aspx>

### Additional Programming Planned

- Create a panel discussion that addresses libraries' small business and nonprofit needs. The panel will consist of small business and grants/nonprofit librarians.
  - Coordinate two small business and nonprofit resource programs from librarians outside of SLRC.
  - Coordinate a social media program with the Foundation Center, Washington, D.C. Office or another librarian with experience in social media.
- Workforce Development  
While the position in the Job and Career Information Center is vacant the Chief of SLRC in collaboration with the Business Science and Technology staff to advance SLRC's presence and activity with DLLR.

The current one-on-one job assistance/support that is being funded by a Bank of America grant is being used to develop a model to support workforce development programs in Maryland libraries. The model program and support materials will be available to the Eastern Shore Regional Libraries first as part of the collaborative work SLRC and DLLR have initiated with the Shore.

Jeanne (Jean) Lauber has been hired to manage the Job and Career Information Center. Jeanne formerly held a similar position

at the DC Public Library. Jeanne lives in Baltimore and started her position here on April 30, 2014.

Jeanne has already set priorities for the Center and has started developing a network and increase the visibility of the Center and its services as a SLRC resource.

The DLLR Work Plan for FY15 that is being drafted now will be part of the Job Centers responsibility.

Listserv established as an outgrowth of the 4/30 Conference. Content is being shared, and a few questions are being asked. [WORKFORCE-DEV@lists.sailor.lib.md.us](mailto:WORKFORCE-DEV@lists.sailor.lib.md.us) .

The Work plan with DLLR for the coming fiscal year is attached however with the departure of Ellen Flowers-Fields new DLLR staff will be involved with the completion of the Plan. SLRC will be taking the lead in this area.

- Special Collections with the collaboration of the Digitization Unit provided the Catonsville Branch of BCPL with a digitized copy of the Catonsville/Paradise area, a plat filed by Charles Carroll of Carrollton. The metadata for the map was included as well.
- The administration of Maryland AskUsNow was officially transferred to EPFL/SLRC on January 31, 2014 One statewide liaison meeting has been held and the transfer has taken place without any change in the current service.

The AskUsNow Coordinator's position is advertised and we hope that by the next commission meeting to have that staff member in place.

While there are no changes planned at this point for the AskUsNow service the staff will be careful reviewing the consultant's report done by Gail Griffith. The report provides a statewide examination of the service, see the attachment. Staff, working in tandem with DLDS will be looking at ways to increase the visibility of AskUsNow, look at potential technological improvements and seek to bring more partners into the service.

#### **By the Numbers March**

- Maryland customers asked **2357** questions via chat in March, an increase of nearly **6%** since February.

- Maryland librarians handled **1345** questions via chat from customers around Maryland and the nation.
- Across the state, we helped with **609** email/follow-ups.

### **By the Numbers April**

- Maryland customers asked **2419** questions via chat in April, an increase of 2.6% since March.
- Maryland librarians handled **1439** questions via chat from customers around Maryland and the nation.
- Across the state, we helped with **535** email questions.

### **Customers Comments**

- What a wonderful service. My thanks to the library staff.
- Joanne was a very good helper on what I needed and she did it really fast.
- This is a great resource for everyone. It is particularly useful for deaf and hard of hearing people who have a hard time using the phone. Thank you.
- Quick response - good service!
- VERY Helpful. Thanks so much for offering the service!
- Very useful tool for research
- I am in TX and I needed the help soon. Very nice service.
- Very helpful and was easily use. I was in at out in no time and got the answer I was looking for.
- I found Patty to be extremely nice and well informed. Her demeanor has definitely influenced my decision to use this service again.
- Excellent service, and courteous!!! I shall bug you again!
- MD Arundel Librarian Deb was very quick, efficient, informative and accurate. Thank you!!
- I love you.
- This is a great service...please continue to make it available!
- I found librarian very helpful, despite of she was not from my college library... moreover, she referred my questions to my college librarian also... and it was very nice when next day I got email from my college librarian with helpful advices ...
- Have never tried this and found it amazing! So much easier than going to the library to find out where I need to go for the AAC books. Thanks!
- I live in Maryland and got connected with Devon in Vancouver, WA. I thought I made a horrible mistake. Devon was able to check my local library and found the

book I had been looking for. She was fantastic! What a great service. Thanks to all who do this.

### **AUN in Review**

The position for Statewide Coordinator for Maryland AskUsNow! has been announced and we continue to accept applications. AUN logo has been placed in a more prominent position on the Pratt Library website.

Due to limited staffing, Caroline County Public Library will become a referral only partner as of July 1, 2014. They will not cover chat hours (currently, they only cover 4 hours of global each week), but will still be members of the network so that they can receive and respond to shared follow-up queries from their customers.

The AskUsNow Qwidget will soon appear on the SLRC web and subject guides increasing the visibility of the service.

Visits to the following academic partners have been scheduled for May and June:

- Allegany College of Maryland
- Anne Arundel Community College
- Baltimore City Community College
- Community College of Baltimore County
- Frostburg University
- Montgomery College
- Prince Georges Community College
- Salisbury University
- Towson University
- University of Maryland, Eastern Shore

Two potential candidates to intern with AUN over the summer have been interviewed.

Classes for new AUN liaisons scheduled for June 11, June 19, and July 16. We have 39 registered and 8 available seats.

Participated in 24/7 Cooperative Advisory Group meeting, successfully advocating for a change in policy that would require librarians to refer local questions to the customer's library for follow up.

SLRC is working with the Queen Anne's County Public Library as they begin a digitization process for their local newspapers. SLRC

will be providing microfilm from the SLRC collection to Queen Anne's County for digitization.

## May 2014

### By the Numbers

- Maryland customers asked **1677** questions via chat in May.
- Maryland librarians handled **1042** questions via chat from customers around Maryland and the nation.
- Across the state, we helped with **548** email questions.

### Month in Review

- Offered AUN Coordinator position to Paul Chasen, former head of the Grants Collection at Enoch Pratt Free Library/State Library Resource Center. Anticipated start date is July 7, 2014. Formal announcement to Maryland library community and national 24/7 virtual reference network will go out soon.
- Visited the following academic partners:
  - Allegany College of Maryland
  - Anne Arundel Community College
  - Frostburg University
  - Prince Georges Community College

The libraries offered strong suggestions for making the service more relevant to their students, including: better coordination with K-12 schools so that class bombs are less frequent; using social media to market the service to college students; having updated marketing materials; and reinforcing the use of library databases to answer questions. Overall, the visits strengthened the relationship between AUN and these libraries. Six more visits are scheduled in June.

- Selected Victoria Smith, a UMCP student, to intern with AUN over the summer. Victoria will be used to conduct usability tests for the Inner Harbor website, "clean up" the current Inner Harbor site, and provide data to Pratt's Web Department for when they rebuild a new site for AUN liaisons and providers. In addition, Victoria will assist in devising a marketing plan for AUN.
- Met with Dennis Nangle and Rocco Debonis to discuss required AUN Grant reporting and use of funds for marketing purposes in the current grant year.
- In anticipation of the first training class for new AUN chat providers in over a year, worked with Jim DeArmey at BCPL to track the completion of training modules by students. (Students

are required to complete online modules *before* the F2F class on June 11<sup>th</sup>.)

## June 2014

### By the Numbers

- Maryland customers asked **1328** questions via chat in June.
- Maryland librarians handled **893** questions via chat from customers around Maryland and the nation.
- Across the state, we helped with **524** email questions.

### Month in Review

- Visited the following academic partners:
  - Baltimore City Community College
  - Community College of Baltimore County
  - Salisbury University
  - Towson University
  - University of Maryland, Eastern Shore

The libraries offered strong suggestions for making the service more relevant to their students. The current statewide schedule and quality control issues were also discussed. Overall, the visits strengthened the relationship between AUN and these libraries.

- Chaired quarterly AUN Liaison Meeting on June 10<sup>th</sup>, which was held at Washington County Free Library, Hagerstown Branch. Attendance included representatives from academic library partners which had just recently been visited by AUN Interim Coordinator. Featured speaker was Susan McGlamery, OCLC who discussed recent upgrades to the QuestionPoint software and reporting tools.
- Conducted 2 training sessions for 25 new AUN providers at the following locations: BCPL, Dundalk Branch and Southern Maryland Regional Library Association.
- Attended QuestionPoint user group meetings at ALA Annual Conference in Las Vegas. Feedback was solicited from major users of the global virtual reference network on changes to the software.

Note: AskUsNow has seen an increase in the number of transactions handled this year by 1,000

The following film has been offered on Loan to the County:

**Bay Times** (11 reels)

Feb. 12, 1965 - May 2, 1979

**Record Observer** (239 total reels)

*Centerville Observer* (9 reels)

June 27, 1871 - Oct. 29, 1936

*Centerville Record* (79 reels)

Nov. 26, 1874 - Apr. 14, 1932

*Queen Anne's Record*, and *Queen Anne's Record Observer* (filed together) (151 reels)

Feb. 23, 1933 - Dec. 31, 2009

Jan. 2010 - present is in print

The conference call is scheduled for May 27, 2014 with the Ruth Enlow Library of Garrett County staff to work through questions about having microfilm digitized was canceled due to staffing availability at the Ruth Enlow Library. A detailed email with links to answer staff questions that had been prepared as a follow-up was sent to the Ruth Enlow Library.

- Provide tested service models addressing information on innovations and customer service in the rapidly changing library environment.

There are currently three service models to pursue that address information on innovations and customer service in the rapidly changing library environment. All three are related to technological innovations: instructional podcasts, open online courses (MOOCs), and live streaming of programs and events.

**Instructional Podcasts (Library Oral History Project)**

Currently the Enoch Pratt Free Library / State Library Resource Center has been very successful with posting new podcasts of events and programs through its iTunes University account.. The next logical step is to create instructional podcasts that digitally capture the Library's resources and focus on subjects driven and informed by customer demand. Bierman and Valentino (2011) write that "libraries use podcasts for education in the library to promote library events, resources, services" (p. 357). These instructional podcasts would be recorded by a subject matter expert from the Library and posted online. An instructional/historical podcast like a guided library tour would also form the beginning of a Library Oral History Project.

Suggested topics:

- Guided Library Tour
- Grants Collection
- Special Collections: Schools, Common Core, and the Use of Primary Documents
- How To Find a Job in Maryland

### **Online Open Courses (MOOCs or Modified Webinars)**

Webinars have the intrinsic benefit of providing a synchronous learning opportunity for those who attend sessions. Additionally, webinars are now archived on slrc.info for further asynchronous learning. An innovation to the webinar model is to construct modified webinars that act as an online course for librarians to take for CEUs or as a MOOC (Massive Online Open Course) for customers to take. Arnason and Reimer (2012) note that “customers [are] in the library attempting to accomplish a set task layered with social meaning and technology instruction (e.g., applying for a job online)” . These courses will focus on subjects driven and informed by customer demand. Suggested course topics:

- Workforce Development in Public Libraries (Job Searching/Applying)
- Healthcare, The Affordable Healthcare Act, and You
- How to Use Zinio
- Grant-Seeking Resources
- Basic Genealogy

### **Live Streaming of Programs and Events – Using YouTube Live or Hangouts On Air**

The Library is scheduled to undergo a comprehensive and years-long renovation of its physical space. The question of where and how future programs and events will take place is one of real concern. How can the Library provide uninterrupted and free access of these events to customers? With recent technology innovations, live web streaming can be used to capture an event in a remote location and broadcast it over the internet for others to see in another location. In other words, the Library can use the innovation process by matching it to a perceived problem within the organization (Rogers, 2003). The perceived problem in this case is a temporary change in physical space for programming and events. Suggested methods of live streaming:

- Due to near universal acceptance, using the Library's YouTube account and the new service from YouTube called YouTube Live to stream live programs/events.
- Due to the Library's adoption of Gmail and Google Hangouts, using the Library's Google+ access and accounts to stream live programs/events through Hangouts On Air.



- Expand work with the Maryland library Foundation Center Cooperating Collection managers.
  - Understanding Collaboration program with the Charles County Public Library Cooperating Collection was presented November 11, 2013. The program was cross-promoted to the Grants Professional Association programming information via Frederick County Public Library's development and partnership staff.
  - The Grants Collection coordinator presented at the Regional Foundation Center, Washington, D.C. Office Meeting on October 28, 2013 about the SLRC 2014 Small Business and Nonprofit Conference.
  - Paul Chasen Grant Collection Manager assisted Rocco DeBonis from the Division of Library Development and Services (DLDS) with a grantseeking website project that will be published this year.
  - The Grant Collection is in the process of submitting in a programming proposal on Foundation Center resources to the College of Southern Maryland's Nonprofit Institute Conference. He will look into co-presenting with Southern Maryland librarians or at least promote the access to Funding Information Networks in Southern Maryland.
  - Paul Chasen Grants Collection Manager attended the Community Foundation of the Eastern Shore's Nonprofit Resource Day. Besides learning from the Funding Information Network supervisors, he networked with the other libraries in attendance: Queen Anne's, Wicomico, Somerset, and Worcester.
  - The Grant Collection Manager helped promote a Grants Professional Association-MD Chapter event to the Funding Information Network locations for networking purposes.
  - The Grants Collection Manager provided in-kind support resources to the Maryland Funding Information Networks email group after moderating the panel discussion during the April 9, 2014 "Meet the Maryland Community Service Providers." The Community Foundation of the Eastern Shore sent a thank you for sharing a ready reference list of in-kind supporters and for sharing ideas on how to provide ready reference to their customer base primarily on the Lower Eastern Shore.

- The Grants Collection Manager was approached by the Foundation Center Marketing Department in New York to do a “Faces of Foundation Directory Online (FDO)” testimonial, which is a similar to the Humanities Connection radio segment promotion, but only in print. The submission of the “Faces of FDO” testimonial in May.
- The Grants Collection Manager cross-promoted upcoming programs and services for Anne Arundel, Prince George’s County Memorial Library, and Charles County Funding Information Networks.
- Six out of 13 Funding Information Networks are registered to attend the SLRC Presents: Small Business and Nonprofit Conference.
- Explore the use of the Blackboard platform to create a grants related training session.

The design of a “Grantseeking Resources” Blackboard training session is in process

- Additional

In collaboration with Mark DeJong and the iSchool, Media Law Resource Center, and the Intellectual Freedom Panel of the Maryland Library Association hosted the presentation entitled “Censorship, Privacy, and Surveillance: Learn About Recent Government Data Collection Programs and the Surrounding Legal Issues” featuring the Washington Post’s Deputy General Counsel, James McLaughlin and Nation Security Editor Jeffrey Leen. The program was held October 28, 2013.

This was a particularly timely program in light of the press coverage and events surround “wiki leaks” and the information released surrounding NSA communications monitoring exposed by Richard Snowden.

**5.2 Provide leadership for resource sharing services among Maryland libraries and institutional customers.**

Action steps

- Continue to coordinate and promote the visibility of ILL services.

The last Marina request via SIRSI completed 7/24/13. The SIRSI server was turned off on 7/25/13.

The final payment for the first year costs for implementation was sent to Relais at the end of July, 2013. The third payment included an agreement for additional development which includes the following:

- Print request-option for multiple requests in a single PDF. Testing was completed August 31 as scheduled. Relais began implementation and configuration of this option the week of September 9. The option was chosen by Cecil County, Harford County and Queen Anne's County.
- Modification of Check Availability to prevent patrons from placing request for items "held locally." This will include items in the catalog that are "available," "checked out" or "in transit" etc. Internal testing of this development took place at Relais in mid-September followed by an update to the software on September 25. The option was chosen by Carroll County and Kent County. Prince George's County requested this option in December 2013 and it was implemented by Relais in early January.

Relais completed the additional development to allow Innovative and SirsiDynix libraries to take advantage of this option. The option was configured for Southern Maryland Regional Library in late February 2014.

- Sort or limit D2D results by material type or format, such as media, large print, etc. by the end of calendar year 2013. Relais is working with Index Data to isolate such records in order to simplify requesting. The most problematic format is large print because libraries do not use the same MARC tags to identify them. Relais completed testing and found 2-3 tags that would identify large print. When this was added into the logic, the results isolated about 80% of large print records. Development was completed in mid-November. When a search is conducted large print material is now identified via the term "large print" which is defined within the MARC 300\$a tag, and the items will be separated from "standard print" paperback, hardback, and other book items. A special icon was created to identify large print items in the Marina catalog.
- In mid-August the RSD Manager received some concerns from a few of the smaller library systems about the increased volume of requests they were getting since the implementation of Relais. A conference call was held on August 16 with representatives from Cecil, Dorchester, Frederick and Worcester Counties to discuss the concerns of load balancing so that larger libraries would get

more requests than the smaller libraries. Relais investigated and discovered that the weighting had been configured backwards. Since being corrected, the number of requests these libraries are receiving has decreased, and all seem satisfied with the results.

- The final grant report for Marina, Phase II was submitted to DLDS on August 28, 2013. The anticipated outcome of the grant and new resource sharing service is that all public service and interlibrary loan staff will demonstrate knowledge and proficiency in using the Relais software and statewide library customers will find an enhanced interlibrary loan experience. Both user groups were surveyed before the end of the first year of production.
- On September 16, 2013 Relais implemented a revised book band that eliminates the display of email addresses and phone numbers from the printed Marina book bands. This change was made at the request of several libraries. The development to make these changes will incur a fee of \$825.00, but is covered by credit for unused software.
- The RSD Manager and MILO staff participated in a conference call with Harford County and Mark Finlay on October 3, 2013 to discuss some recurring Relais issues. Mark was able to explain and resolve some of the issues and suggest others that needed to be addressed by Polaris.
- Marina/Relais updates were provided at the Sailor Advisory Committee (SAC) meetings on October 17, 2013; December 19, 2013; February 20, 2014; April 17, 2014; and June 19, 2014.
- The RSD Manager worked with Pratt programming staff to develop and implement custom reports to send to Marina libraries. The reports include lists of titles that are requested in Marina by their own customers and titles that are requested from them by other Marina libraries. Title level reports for July-November 2013 were sent to designated contacts on the Marina list in December 2013 and are now being sent each month.
- Received the invoice for Relais maintenance for year two in mid-December. Invoices for a \$900 maintenance fee were also forwarded to the five community colleges that participate in Marina.
- One of the anticipated outcomes from the Relais start-up grant is that all public service and interlibrary loan staff will demonstrate knowledge and proficiency in using the Relais software and statewide library customers will find an enhanced interlibrary loan

experience. An electronic survey was sent to the Marina list on December 30, 2013. A short paper survey was sent to all library systems to be distributed to customers in early January. A short paper survey was sent to all library systems in mid-January and was distributed to customers from mid-January to mid-March.

The results of the staff survey indicate that most (96.8%) of the respondents understand how to use the customer interface of the Relais system. This percentage shrinks when queried about the staff interface (80.3%) because many of the respondents (reference staff [46.8%] and circulation staff [21.6%]) have no occasion to use that particular interface. Interlibrary loan staff (7.8%) is the primary user of the staff interface though some systems also use circulation staff.

- There were several repetitive questions raised in the staff survey: the inability to request some formats and specific volumes of graphic novels, the review queues that must be processed daily, the inability of customers to cancel their own requests, and book club requests. MILO staff is working with Relais to address all of the questions and provide solutions as possible. For example, the results of the survey indicate that many staff do not have a complete understanding of the various queues in Relais that must be processed daily, so on February 5, 2014 MILO arranged for a webinar for staff from Non-Polaris libraries to provide a refresher. A similar webinar for Polaris libraries was held on February 18, 2014. Relais is currently working on solutions for book club requests and a way for customers to cancel requests.
- The results of the Marina User survey indicate the following:
  - The majority of the respondents (90%) indicate that it is easy to place an interlibrary loan request through Marina.
  - Users were asked if they had used Marina before the upgrade and if they found it easier to use the new interface, and 79% of the respondents indicated it was easier to use the new interface.
  - Overall, 90% of the users who completed the survey rated their interlibrary loan/Marina experience as easy/excellent.
  - 90.9% of users indicated that they were able to easily find what they needed and place requests through Marina.
- The majority of the comments from users were positive with many mentions of the quick turnaround time for requests, the ease of use, and how invaluable Marina is because it allows access to materials not available locally. While some users raved about the

user friendly interface and excellent service, some felt that the site and connection were slower and that it was hard to isolate requests for some materials. There were also quite a few questions and comments about the inability to request audiovisual materials from most library systems, but this is a local library decision.

Overall, both staff and library users rate the new Marina interface and service highly, which indicates that the outcomes cited have been achieved.

- Southern Maryland Regional Library migrated to Polaris in May and had some initial issues with Relais that have been mostly resolved.
- The other expected outcome is that Marina should meet or exceed the goal of processing at least 215,000 requests in the first year. During the time period of January 14, 2013- December, 31 2013 there were 257,342 requests submitted.

There were 285,107 requests submitted in FY14.

- Baltimore County Public Library recently requested to have their requests emailed in a PDF to each branch instead of manual printing from the Relais client. Relais is working on configuring this option.
- Relais has been working on a new web based platform to replace the staff client. Another consortium, Borrow Direct, has been testing it, and it will be rolled out to other D2D consortiums when it's complete. MILO will test the new platform before implementing it in other Marina libraries.
- Overall, Marina is stable with only occasional NCIP issues with Polaris libraries.

## 6. Performance

**SLRC will establish and monitor performance indicators with a focus on the impact of its services on Maryland libraries and their customers.**

***6.1 Develop and implement standard performance measures (Illustrate the impact of SLRC services)*** (SLRC Strategic Plan Goal 6: Objective 1)

Action steps

- Continue reporting through the use of the SLRC Dashboard
  - The Fourth Quarter Dashboard is attached.  
(See Appendix 10)
- Explore the addition of new or additional performance measures to build out the reporting of the impact of SLRC services
  - The SLRC Dashboard will include the addition of Overdrive e-books circulated by Maryland County.
- Switch web reporting system to Google Analytics for more comprehensive analysis
  - Google Analytics tracking code was placed into the new SLRC.info website with filters that were created to track external and internal traffic. Slrc.info was also added to Google Webmaster Tools with extra information to help with Search Engine Optimization.
- Monitor the use of the Sailor databases in the first year of the new contract.

**Sailor Database Downloads  
Combined MPL and K-12 Statistics**

	<b>FY14 Q1</b>	<b>FY14 Q2</b>	<b>FY14 Q3</b>	<b>FY14 Q4</b>	<b>FY14 TOTAL</b>
<b>Heritage Quest</b>					
<b>MPL</b>	162,372	147,743	176,689	124,763	611,567
	<b>FY14 Q1</b>	<b>FY14 Q2</b>	<b>FY14 Q3</b>	<b>FY14 Q4</b>	<b>FY14 TOTAL</b>
<b>ESBCO</b>					
<b>MPL</b>	66,403	99,082	96,214	79,002	340,701
<b>K-12</b>	50,666	140,701	130,943	89,740	412,050
<b>ESBCO TOTAL</b>	117,069	239,783	227,157	168,742	752,751



Oct 1, 2013 - Dec 31, 2013

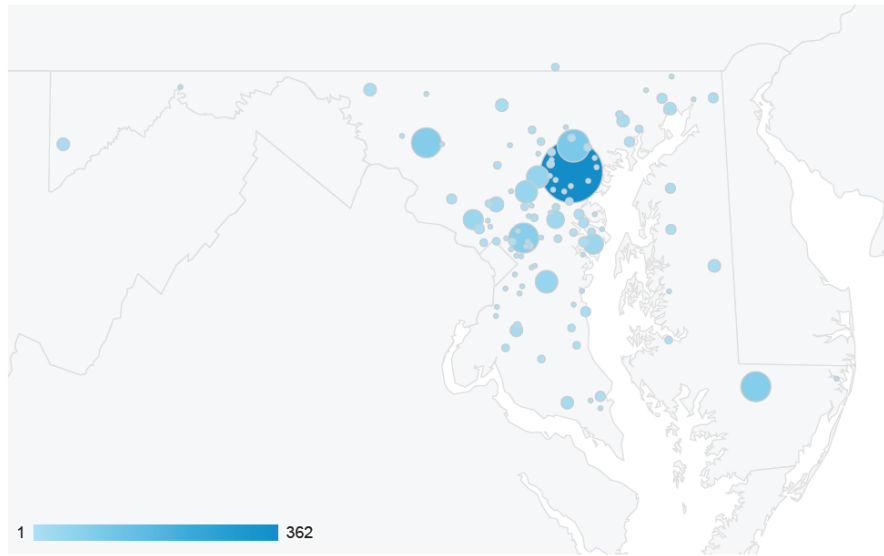
**Location**

ALL » COUNTRY / TERRITORY: United States » REGION: Maryland



**Map Overlay**

Summary



City	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,336 % of Total: 78.22% (1,708)	65.72% Site Avg: 71.14% (-7.62%)	878 % of Total: 72.26% (1,215)	42.96% Site Avg: 47.31% (-9.18%)	3.05 Site Avg: 2.88 (6.02%)	00:02:52 Site Avg: 00:02:34 (12.04%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Baltimore	362	65.47%	237	31.77%	3.15	00:03:36	0.00%	0	\$0.00
2. Towson	101	77.23%	78	38.61%	2.89	00:01:55	0.00%	0	\$0.00
3. Frederick	86	60.47%	52	54.65%	2.50	00:01:46	0.00%	0	\$0.00
4. Salisbury	82	53.66%	44	43.90%	4.13	00:03:38	0.00%	0	\$0.00
5. Greenbelt	79	56.96%	45	46.84%	2.59	00:01:47	0.00%	0	\$0.00
6. Ellicott City	49	46.94%	23	34.69%	5.82	00:06:01	0.00%	0	\$0.00
7. Upper Marlboro	47	72.34%	34	53.19%	2.32	00:02:18	0.00%	0	\$0.00
8. Columbia	43	55.81%	24	51.16%	2.33	00:02:20	0.00%	0	\$0.00
9. Annapolis	37	70.27%	26	62.16%	2.03	00:02:00	0.00%	0	\$0.00
10. Rockville	36	72.22%	26	44.44%	2.47	00:01:43	0.00%	0	\$0.00

Rows 1 - 10 of 112

Appendix 2

**Genealogy Presenters and Contacts**

<b>Last Name</b>	<b>First Name</b>	<b>Contact information</b>	<b>Speaker, librarian, trainer, etc.</b>	<b>Comments</b>
Alzo	Lisa	<a href="http://www.lisaalzo.com/">http://www.lisaalzo.com/</a>	Speaker	Eastern European specialist
Bah	Char	<a href="mailto:bahmccargo@aol.com">bahmccargo@aol.com</a>	Speaker	Identifying slaves and slave owners. Spoke at SLRC 2009. Member APG. Lives in Alexandria VA
Barnes	Bob	Contact Md State Archives	Speaker	Expert on Maryland marriages; colonial records
Bocek	Tom	Contact Baltimore County Genealogical Society	Speaker	Eastern European families, especially Polish
Bucklaw	Kim	<a href="mailto:Kbucklaw@chesco.com">Kbucklaw@chesco.com</a>	speaker, archivist at the Chester County Archives in PA	gave wonderful presentations at the Chester County Historical Society: "Geographic Timelines: 18th Century Rural Genealogy" and "Geographic Timelines Part II: 19th and 20th Century Urban Genealogy"
Burroughs	Tony	<a href="http://www.tonyburroughs.com/">http://www.tonyburroughs.com/</a>	Speaker	Preeminent African American genealogist / lives in Chicago
Colletta	John	<a href="http://www.genealogyjohn.com/">http://www.genealogyjohn.com/</a>	Speaker	National Archives; authoritative; easy to work with; not inexpensive to hire. Excellent presenter. Very well known
Currie	Mel	<a href="mailto:currie19@gmail.com">currie19@gmail.com</a>	Speaker, scientist	genetic genealogy expert. Has traced his family genetically. For advanced audiences.
Devine	Donn	<a href="mailto:DonnDevine@aol.com">DonnDevine@aol.com</a>		NOT a dynamic speaker, but very knowledgeable, particularly on DNA and Irish

				research. I know he's been on brick wall panels before.
Edgerton	Martha	Jeff has contact information	trainer, speaker	semi-retired head of Pratt bindery/document preservation / also genealogist
Goodson	Noreen	Eva Slezak has contact information	Teacher, speaker	main interest is African American genealogy, but she has a broad general knowledge--she has been doing this since 1981
Hait	Michael	<a href="http://www.haitfamilyresearch.com/">http://www.haitfamilyresearch.com/</a>	Speaker	specializes in Maryland research, African American research
Jordan	Shamele	<a href="mailto:Sjordan3@gmail.com">Sjordan3@gmail.com</a>	Speaker based in NJ	heard her presentation: "Visualizing the Past: Maps and Genealogy" / has spoken at SLRC /also speaks on family reunions
Koford	Rebecca	<a href="mailto:rwk.genealogy@gmail.com">rwk.genealogy@gmail.com</a>	Speaker, trainer	professional genealogist/ Preserving the Pensions rep for Maryland
MacEntee	Thomas	<a href="mailto:tmacentee@gmail.com">tmacentee@gmail.com</a> / @tmacentee	Speaker, trainer	leading figure in using social media in genealogy / lives in Chicago / easy to work with /excellent presenter
McCormick	Gail	<a href="mailto:gail@mccgenealogy.com">gail@mccgenealogy.com</a> / 202-320-5796	Speaker	member Assn of Professional Genealogists/ lives in AA Co. / British records, Maryland records
McCormick	Michael	contact Maryland State Archives	Speaker, archivist	has done workshops on photographic preservation for MSA
Mannix	Mary	Frederick Co.- Maryland Department	Speaker, librarian, teacher	Speaker who also knows many other speakers. Well-connected in library and genealogy community.
Melchiori	Marie	<a href="mailto:MVMcgrs@aol.com">MVMcgrs@aol.com</a>	speaker	Civil War ; Women's records. APG and CGL. Lives in Vienna VA
Moughty	Donna	<a href="mailto:moughty@mac.com">moughty@mac.com</a>	Speaker	Irish Records expert-keynote for SLRC 2013 Genealogy lecture / lives in Sarasota FL

Pinnock	Tim	<a href="mailto:blackminers@yahoo.com">blackminers@yahoo.com</a> / 630.913.7688	Speaker	African American topics / Spoke at SLRC 2010 on African Americans in the GAR.
Ramirez	Dan		potential programming partner	Was with Maryland State Archives recently joined staff at Prince Georges County Memorial Library System
Ruffner	Malissa	<a href="mailto:mruffner@gmail.com">mruffner@gmail.com</a>	researcher, librarian, archivist	genealogy research; blogger
Smolenyak	Megan	<a href="http://megansmolenyak.com/">http://megansmolenyak.com/</a>	Speaker	One of the top genealogists in US. Has spoken at SLRC. Will do lectures via Skype / author
Taylor	D. Joshua	<a href="http://www.djoshuataylor.com/">http://www.djoshuataylor.com/</a>	Speaker	"Who Do You Think You Are?". Internationally known
Taylor	Maureen	<a href="http://www.maurentaylor.com/">http://www.maurentaylor.com/</a>	Speaker	Well known in area of photograph identification in genealogy /author
Thursby	Jane	<a href="mailto:vicepresident@frecogs.com">vicepresident@frecogs.com</a> / 410-517-3679	Speaker	Vice president of Frederick County Genealogical Society
Sack	Sallyann	(301) 365-1395	Speaker, psychologist	Jewish genealogy, esp. Eastern European. Editor of <i>Avotaynu</i> . Spoke at SLRC.
Schrack	Bonnie	<a href="mailto:Bschrack1@comcast.net">Bschrack1@comcast.net</a>	Speaker, librarian	PGCMLS, genetic genealogy, MaGGS contact
Syl	Woolford	<a href="mailto:sylwlf@aol.com">sylwlf@aol.com</a>	speaker, historian from DE	expert on African American topics (e.g. regional underground railroad; populations in Delaware)

### Appendix 3

<b>FY 14 Statistics for The State Publication Depository &amp; Distribution Program</b>													
<b>MONTHLY ACTIVITY</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>TOTAL</b>
Number of Physical Titles Received	33	30	43	31	37	62	87	33	52	53	47	37	545
Number of Documents Distributed	528	480	688	496	592	992	1392	528	832	848	752	592	8720
Number of copies added to SIRSI	8	10	9	8	6	2	40	15	22	21	2	8	151
Number of e-documents harvested from websites/CD Rom	400	250	200	271	168	87	85	412	264	176	251	44	2608
Number of e-documents added to CONTENTdm	312	194	207	285	168	85	85	412	264	176	251	44	2483
<b>TOTAL</b>	<b>1281</b>	<b>964</b>	<b>1147</b>	<b>1091</b>	<b>971</b>	<b>1228</b>	<b>1689</b>	<b>1400</b>	<b>1434</b>	<b>1274</b>	<b>1303</b>	<b>725</b>	<b>14507</b>
<b>Depository Libraries for MD Publications</b>													
One copy of all state documents received is distributed to each of the following libraries:													
MD Dept. of Legislative Services*													
MD State Archives													
MD State Law Library													
MD State Law Library													
University of Baltimore													
University of MD/ Baltimore County													
University of MD/ College Park													
University of MD/ Eastern Shore													
Southern MD Regional Library													
Frostburg State University													
Washington County Free Library													
Prince George's Community College Library													
Salisbury University													
Towson University													
Library of Congress													
*These libraries receive 2 copies of all state documents.													

## Appendix 4

Blackboard Sessions Fall 2013 with Registrations as of 8/22/13 (limit of 30)  
9/12

Excellent Customer Service                      Session was filled, 30 participants

In this 1 hour webinar we review the Model Reference Behaviors, learn about background factors that can affect the reference interview, and develop methods to convert challenging situations into positive outcomes

9/26

History Resources                                      Session was filled, 30 participants

This 1 hour SLRC webinar includes a discussion about history reference, what's trending history these days, and useful online and print sources. History questions can be baffling. Customer inquiries range from extremely broad topics to very specific facts. As a front line librarian, how do you categorize history questions and what are the best sources to turn to when providing history reference?

10/10

29

Privacy, Intellectual Property, and Library Ethics

During this 1 hour webinar we will discuss how privacy and confidentiality are tied to core library principles and ethics. We will also cover the basics of copyright, including Fair Use and library exemptions. This session will be heavy on discussion and problem solving.

10/24

20

Science and Technology Resources

This one hour webinar covers basic online sources available at any library and how to use them for answering science and technology questions. Primary focus on the types of questions librarians receive from customers including math, animals, food, and cars. Also discusses science fair projects, biographical resources, and patents.

11/7

13

Health Resources

This 1 hour webinar on Health Resources includes tips for handling health related questions, and demonstrates several of the most important consumer health web resources.

11/21

22

Basic Genealogy

This 1 hour webinar will introduce attendees to the fundamental aspects of family history research, including an overview of the types of records that contain genealogical information and suggested research strategies.

12/5

16

Legal resources

This 1 hour webinar will cover the components of legal reference, best practices in legal reference, and understanding the limitations of legal reference in the public library. With few exceptions, legal reference is one of the essential services librarians can provide in today's world. It is important to know the best sources and how to recognize legal questions that we're not qualified to answer. How do we know when we can assist with a request or when we need to refer to another agency? And, who are those agencies?

12/19

18

### Grantseeking Resources

Do you wonder what customers want when they ask, "Where can I find a grant?" In this 1 hour webinar, we will cover the different types of grants, the grantseeking process, the tools and resources used to find grants, and the answers to frequently-asked grantseeking questions.



### SLRC Conference Evaluation Form

Date:

BEFORE	AFTER
1. Before attending this Library program, how aware were you of the topic? <input type="checkbox"/> Not Aware <input type="checkbox"/> Somewhat Aware <input type="checkbox"/> Very Aware	1. After attending this Library program, how aware are you of the topic? <input type="checkbox"/> Not Aware <input type="checkbox"/> Somewhat Aware <input type="checkbox"/> Very Aware
2. Before attending this Library program, what was your knowledge level of the topic? <input type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High	2. After attending this Library program, what is your knowledge level of the topic? <input type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High

3. As a result of this program, to what level did you? great degree	Not at all		To a	
a. Get motivated to do something? 5    N/A	1	2	3	4
b. Make a connection with someone or something? 5    N/A	1	2	3	4
c. Become more aware of SLRC services? 5    N/A	1	2	3	4
d. Feel satisfied with this Conference? 5    N/A	1	2	3	4

4. Was the material helpful to your work at the library?     Yes     No

5. Do you plan on using this material at work?     Yes     No

6. Was this training a good use of your time?     Yes     No

7. For which library system do you work? \_\_\_\_\_

8. Are there opportunities you feel SLRC should explore?  
 \_\_\_\_\_



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9. What sessions did you attend?

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Comments

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Enoch Pratt Free Library  
State Library Resource Center  
FY14 SLRC Conference Evaluation Form

**Appendix 6  
Fall SLRC Conference 2013  
Follow-up Evaluations**

**SLRC Conference Date:** October 16, 2013

**Follow-up E-mail Sent** on December 3, 2013 to 92 people who registered.

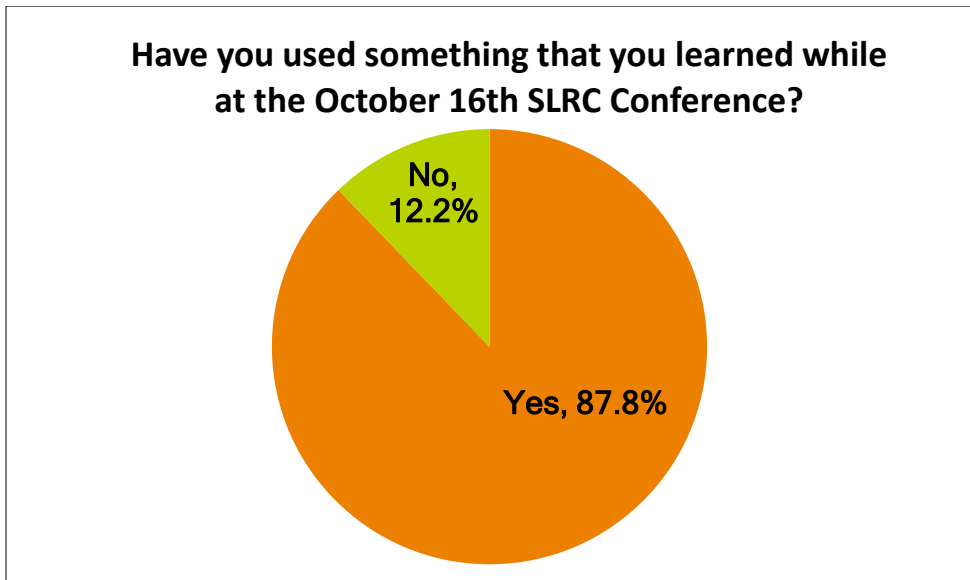
**Follow-up Questions:**

1. Have you used something that you learned while at the October 16th SLRC Conference?
2. If so, what?
3. Do you plan on attending the Spring SLRC Conference on March 12th?

**Responses:**

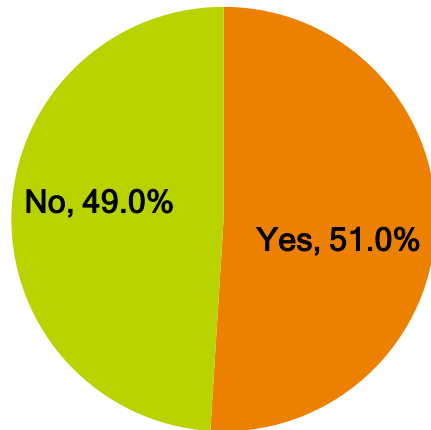
- 49 responses (53%) were returned.

**Results:**



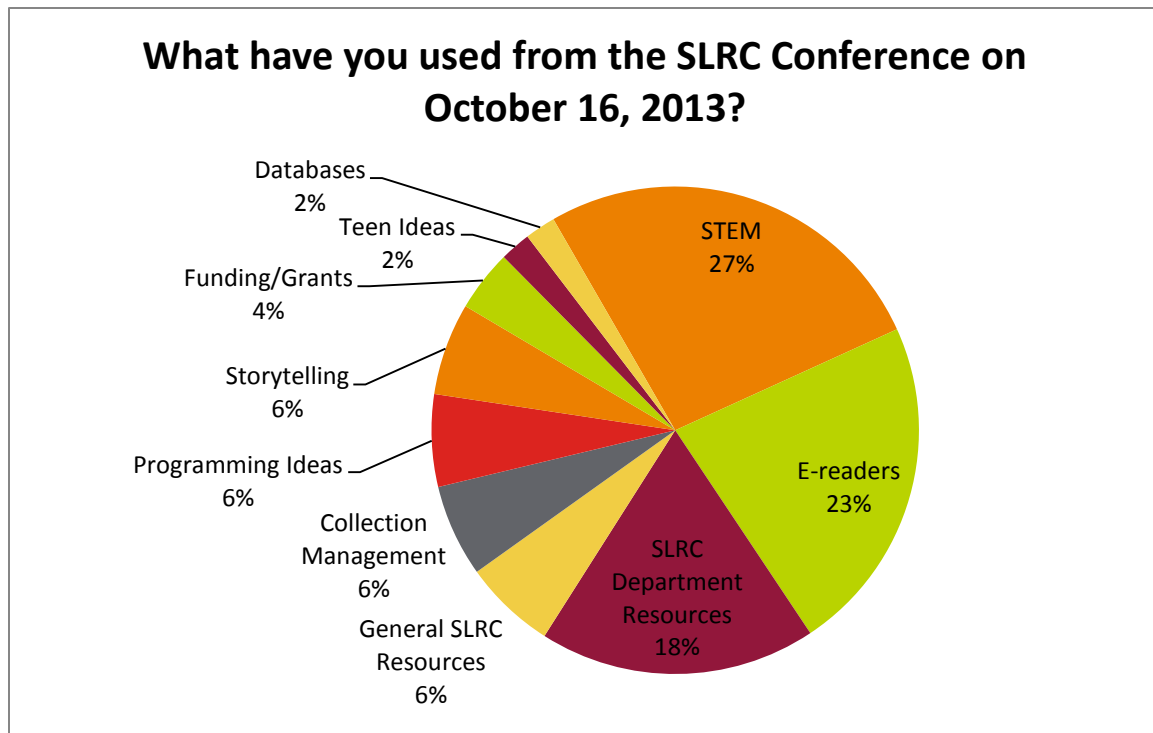
**Next Conference Results:**

**Do you intend on attending the Spring SLRC  
Conference on March 12th?**



## Appendix

The following comments were made in response to Question 2:



- Choosing an appropriate e-reader
- I have reminded people of the resources available at SLRC.
- How to better help customers with ebooks and kindles devices.
- Stem programming ideas for planning future programs geared toward Kindergarten and up.
- I have helped two customers download books to android devices.
- e-readers, tablets.
- general overview of collection development.
- resources available from state library system."
- I have recommended the Fine Arts and the Periodicals departments to my staff to use as resources. Until I attended the conference, I did not realize the breadth of the holdings they had.
- Programming ideas
- Storytelling techniques I learned at the workshop.
- STEM ideas for the programming committee
- I referred someone to the music department for sheet music
- e-reader info (No room for a comment for question #3, so I'll say here: I'd like to attend every SLRC conference, truthfully, but must share opportunities with other staff. :-)
- Funding information I received has been shared with my grant writing staff.
- I had an obscure request one day by phone when working at one of our small branches. After finding requested material at Pratt I encouraged the gentleman to make a trip to

- Pratt and speak to one of the librarians there. I assured him they would go to great lengths to help answer his questions.
- tracking teen trends has helped me to meet the needs of teen programming. (topics in public library materials selection
  - Information about the historical Maryland newspapers web pages that the Enoch Pratt periodicals dept. showed us in their presentation. Also, I know I will be using the training on storytelling as well, it was wonderful.
  - I have used the information about e-readers. It was helpful to both staff and customers.
  - STEM info
  - "My library system was able to already utilize some of the sources available within the Stem 101 course and that was exciting to see. We took advantage of the Science in the Summer program at select branches and my branch filled our slots so quickly, that we had to contact the agency to request permission for at least two more slots. It was great that kids are so willing to learn and are excited about a subject even during their summer vacation.
  - My fellow co-workers and I are able to use many of the tips we learned in the Genealogy Research class in our computer lab to aid with a group of researchers that come in. These tips can help them in their research when required and make our assistance more productive.
  - I also attended the ebooks training and learned a lot about overdrive that I didn't know. I personally did not use it. However, I'm now well versed in it and I can walk my customers through it and compare it to other ebook/ereader software. My library system also uses 3M Library, which I prefer. But I now know how to compare the two, which is great for me and my customers."
  - Storytelling tips from Selma's workshop.
  - We are looking at asking local colleges and schools to provide musicians who are willing to perform for free at our branch.
  - Described and recommended the Maryland Room to a customer who was working on a degree in Maryland history.
  - Maryland room info
  - I learned a quite a bit about S.T.E.M., genealogy, and e-readers.
  - STEM programming ideas and Science in the Summer program.
  - Ebook instruction
  - My rotation isn't until after the new year when I will be using STEM
  - STEM 101 information to start a STEM based program for younger and older students at the branch.
  - Probably a few things, but the one that most stands out was from the eBook and eReaders session, about Overdrive's new "renew" button. I've explained that to customers a few times and I've used it myself.
  - Ideas from STEM class
  - I've used STEM informational resources to start planning summer reading programs.
  - "Storytelling concepts
  - Seeing the Maryland Room collection, I recently encouraged a county resident to visit and look for the books he was requesting that Pratt does not lend."
  - Not something specific, but I've kept in mind some of the info from the collection development session as I've been ordering materials.
  - I try to turn my switch on when I come into the library. Not always successfully.
  - Planning children's programming with STEM in mind, great ideas from the websites provided
  - I have really used the Harlem Renaissance session I attended to curate a better, more cohesive Kwanzaa display!

- I have utilized several of the STEM programming ideas from the various website information discussed in one of the session I attended. Also my library system will be hosting a similar program that is very popular at SLRC in conjunction with GlaxoSmithKline.
- Some of the ideas for incorporating STEM into Storytime.
- Some aspects of the e-reader device training. We have since begun preparing e-reader training in our library system and I have pulled from some of the information I learned at SLRC.
- databases available for research
- While at the conference, I attended the presentation "Finding Funding from Foundations Fundamentals," presented by Paul Chasen. Shortly after attending the conference, a patron asked for assistance using the Foundation Center Directory Online.
- "I have used skills learned during the Storytelling session in my storytimes.
- I plan to use resources and skills learned from the STEM session in our summer programming."
- Ebooks

**Spring SLRC Conference 2014  
Follow-up Evaluations**

**SLRC Conference Date:** March 12, 2014

**Follow-up E-mail Sent** on April 22, 2014 to 89 people who registered.

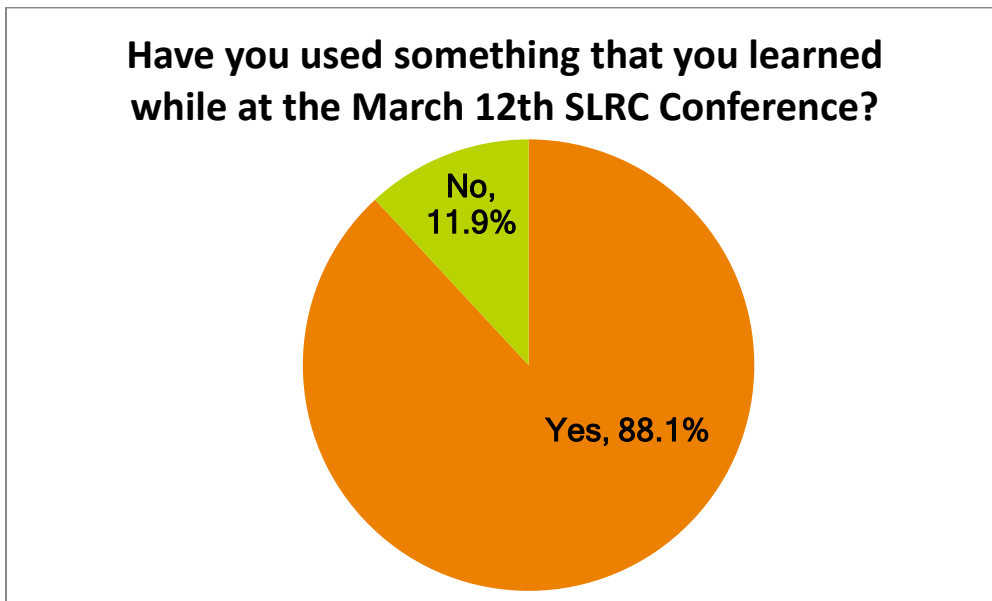
**Follow-up Questions:**

4. Have you used something that you learned while at the March 12th SLRC Conference?
5. If so, what?
6. Do you plan on attending the Fall SLRC Conference on October 15th?

**Responses:**

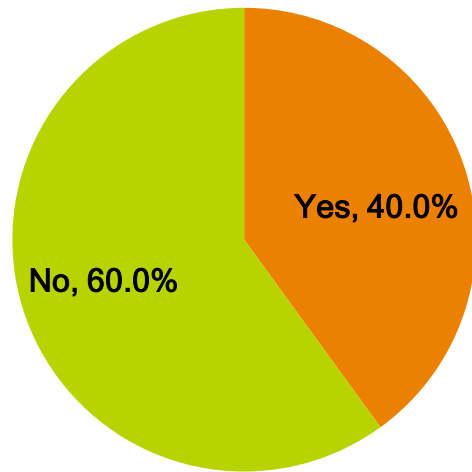
- 42 responses (47%) were returned.

**Results:**



**Next Conference Results:**

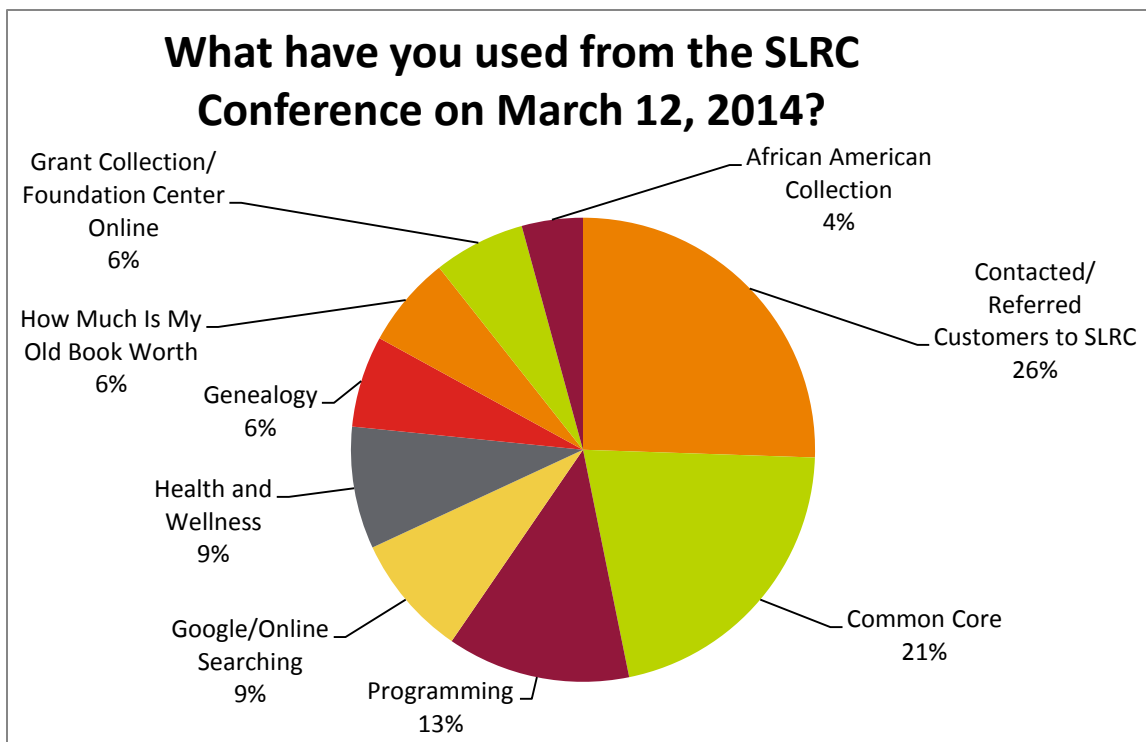
**Do you intend on attending the Fall SLRC  
Conference on October 15th?**





## Appendix

The following comments were made in response to Question 2:



- Genealogy material
- Attended the LATI portion of the SLRC Conference, so I have used the search techniques taught.
- Common core. I am incorporating some of the ideas that was suggested
- Digital files and job resources.
- The Common Core knowledge when doing displays
- Searching in Google using the limiter "site:org"
- Ideas for "on a dime" programming.
- Diverse Story planning, Teen Reads, How much is my book worth
- Common Core resources; Referring customers to Maryland History Dept.; Passing on word of programs
- Spreading the words among staff about African American Collection. Using Foundation Center Online to work with a patron.
- Health and Wellness Resource Center - Alternative Medicine
- I haven't used anything directly, but having an awareness of the resources that are available at the Enoch Pratt Free Library has given me more confidence when working with patrons who have special requests.
- Databases, African American Collection, Mencken Collection
- With the common core standards, we created a bulletin board with helpful hints or activities parents can do with their children to promote reading and enrichment.
- Haven't directly used anything, but have options where to go and am better informed of Common Core.
- info from Common Core workshop

- When customers have asked for more information than what I was able to provide in the branch, I have directed them to various departments in Pratt including the Maryland Department and the African American Department.
- Accessing PRAT resources by calling the phone numbers provided.
- I have been in touch with the Job and Career Information Center in regards to scheduling some job workshops at our library. I will also use what I learned in the grant workshop in the upcoming months to research and write grants for our library system.
- General knowledge about the Enoch Pratt Library, gained while attending the detailed library tour. Although I probably won't attend the fall conference, I plan to encourage one of my staff members to attend. I think she would find the experience very helpful.
- Told my doctor that complementary/alternative medicine was not quackery (I don't think he believed me).
- Helped a colleague evaluate her old books.
- Gave a customer some tips on genealogical research."
- Referred customers to specific departments at SLRC for more information.
- Was in the Apple a Day session. I have since used the websites and resources recommended in that session.
- SLRC online resources
- Some of the genealogy websites.
- I have shared information about your resources at EPFL and about Common Core.
- Helping a customer determine if the book they got from a great aunt had any value. I gave her the website information to Pratt library
- Periodical department (am tour) and shared info on the grant writing workshop.
- Enjoyed the speaker-she was inspirational and a wonderful storyteller. Enjoyed the scavenger hunts.
- Used the resources given at the multicultural presentation for readers advisory and instructed colleagues about the role we can play in common core.
- LATI class, refined search techniques
- Sort of a yes-no answer. I haven't used or referred a patron to SLRC resources to satisfy an information request, but I have visited and reviewed many of the online directories and resources that I had not visited before.
- I attended LATI at the conference. I have used a lot of the info!!
- The periodicals posting of what happened this week during the civil war, I used it in a Social Media presentation for libraries.
- Common core information. It has been useful in assisting parents.
- Presentation of Common Core Curriculum is very helpful for helping children choose books - both fiction and non-fiction.
- I was able to refer to customers some alternative health ideas and sites based on the Workshop I took.
- Medical reference

**Pratt Research Tools Web Pages Top 100  
Cumulative Totals**

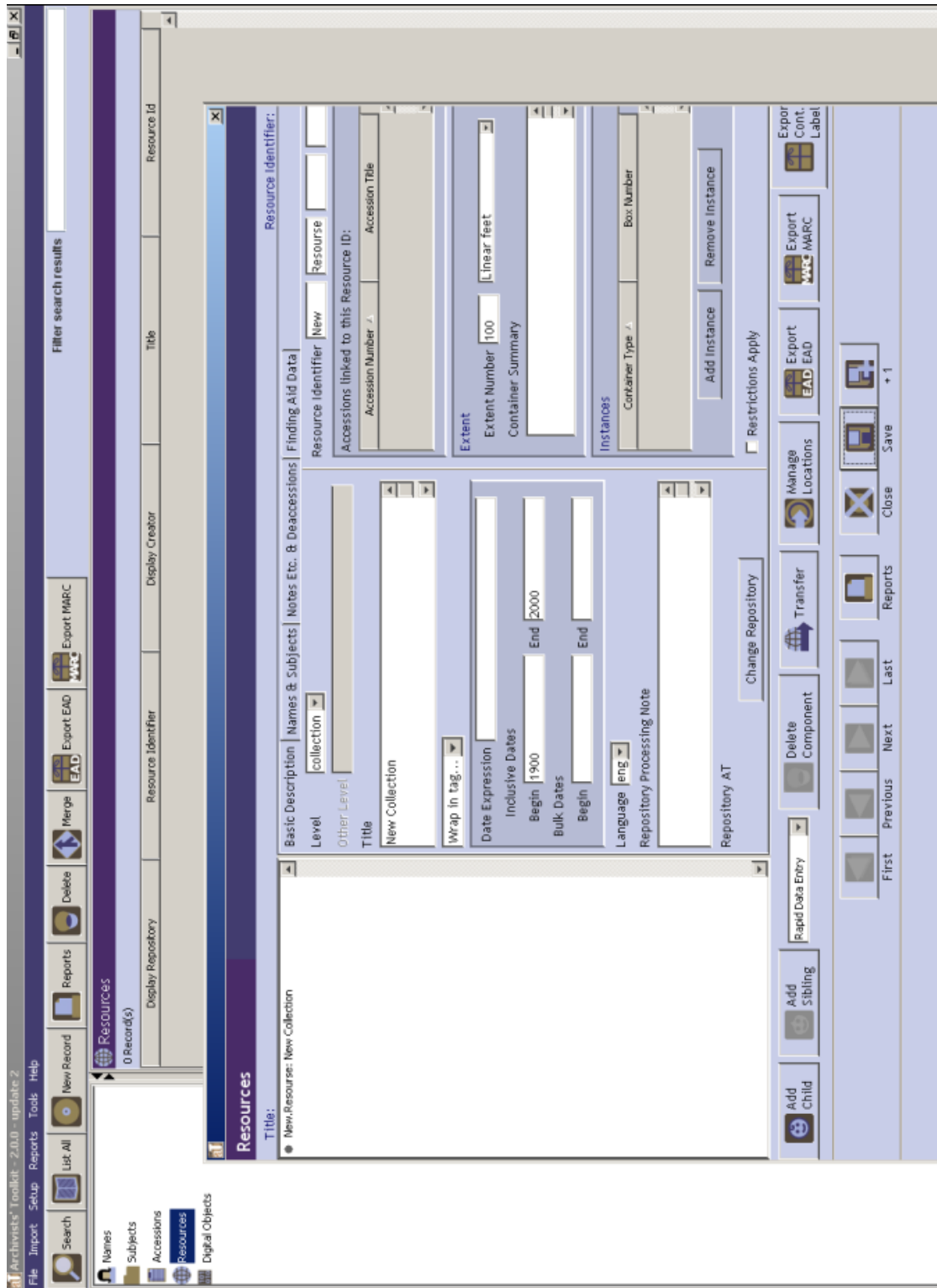
<b>Title</b>	<b>Total</b>
Watch Movies, TV Shows and More Online for Free	38,888
Research Tools Home Page	11,139
Finding the Value of Old Coins and Paper Money	10,964
Popular British Television Series	3,372
Maryland Jobs Online	2,763
Financial Aid for Primary and Secondary School	2,624
Maryland Nonprofit Organizations	2,016
Healthcare Reform in Maryland 2013	1,756
Exploring Daily Life throughout History: How Did They Live?	1,656
How to Start a Nonprofit in Maryland	1,362
Taxes	1,170
Finding Historic Maryland Newspapers Online	983
Grants & Nonprofit Organizations	919
History	725
Maryland & Baltimore	708
General Research	706
Antiques and Collectibles	656
Maryland Emergency Assistance	635
Academic & Professional Testing	631
Jobs & Careers	605
Exploring Art in Maryland	556
Charity Evaluation for Donors	535
Film, TV, & Theater	514
African American Resources	497
Business & Personal Finance	495
Biography & Genealogy	439
Teen Pregnancy	439
Maryland Demographics	434
Telephone Directories	430
Scandinavian Crime Novels: A Web Guide	428
Government & Law	424

Guide to Being a Boomer in Maryland	421
How to Find Grants for Your Nonprofit Organization	409
Books & Reading	407
Harlem Renaissance	375
Education & Financial Aid	373
Health & Wellness	371
Literary Criticism for High School and College Students	335
Art & Music	318
Maryland Law	315
(1878-1913) Gilded Age & Progressive Era	288
Maryland Real Estate	283
Science & Technology	283
2013 Maryland Fairs and Festivals	277
Research Tools (Alpha)	268
Research Tools (All)	229
Historical Fiction Guide: If I Could Save Time in a Novel	221
Creating Digital Art: Using Free (or Inexpensive) Technology	219
Language & Writing	212
Employment Services	204
How to Document Your Sources	195
Canonization: Becoming a Saint	187
How To Become an Informed Voter in Maryland	185
Business Statistics	184
Maryland Genealogy	182
Researching the History of Your House	178
Award Winning Children's Books	162
How to Find Grant Sources for Individuals	157
How Much Is My Old Book Worth?	155
Foreign Languages	154
Science Project Resources for Students	148
Guide to Picture Books	147
Groundbreaking Views: Must-Watch American TV Series	146
(1914-1928) World War I & Jazz Age	131
African American Inventors and Scientists	131
Job Seeker's Toolkit	126
African American Literature	120
Religion & Philosophy	119

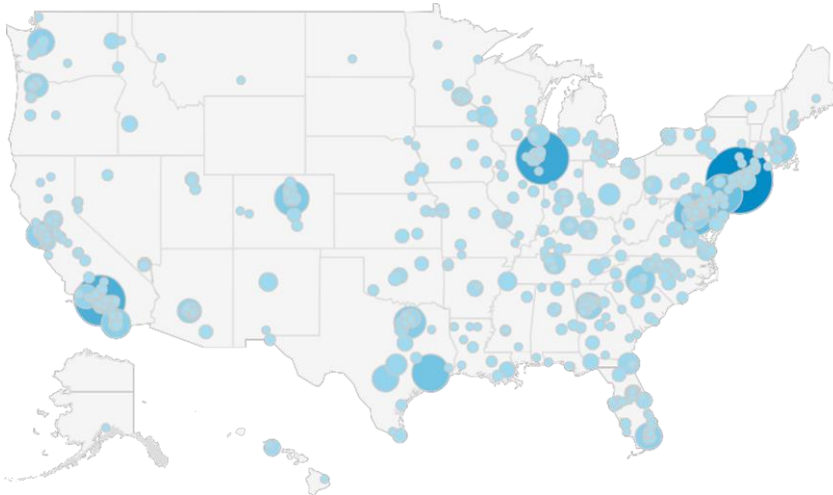
Home & Garden	116
Genealogy	113
Movies	107
How Do I Find Movies in the Public Domain?	103
Audiobooks	102
Sports & Hobbies	100
Researching William Shakespeare	97
Financial Education	90
Government Job Search - State & Local	90
Jobs & Training in Maryland's Casino Industry	89
(1829-1859) Expansion & Reform	88
Family & Society	87
The American Civil War, 1861 – 1865	87
Sharing Economy	86
How to Write a Résumé	82
Career Planning Map	81
Looking for a Job? Start Here	76
Countries, Cultures, & Geography	74
Art	73
How to Get a GED in Maryland	73
(1860-1877) Civil War & Reconstruction	72
General Health & Medicine	71
General U.S. History	71
What to Do with an Old Stock Certificate	70
Foreign Aid Research	69
Tutorials & Training in Computers & the Internet	69
How Do I Find Out if a Movie Has Public Performance Rights?	68
African American Genealogy	67
Finding Scholarly Articles	66
Researching African American Scientists and Inventors	66
People Finder	65
(1790-1828) Early National Period	63
Baltimore City: Historical Resources	63
Covert Heroes: Ensuring Justice Under the Radar	62
Primary Source Accounts of Historical Events at the State Library Resource Center	61
Genealogical Research at the Enoch Pratt Free Library / State Library Resource Center	60
Antietam and the Emancipation Proclamation	59

I Love That Movie! How Do I Get A Copy?	59
Cooking	54
Baby Names	53
(1492-1763) Colonial Era	51
How To Find Popular Music Information Online	51
Newsletters & Journals	49
Travel & Places	49
Psychology	46
Teen Employment	46
Graphic Design & Illustration	43
Colleges: Finding Information	42
African American Sports	41
Import and Export	41
Submitting Poetry for Publication	41
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Alcohol & Drug Addiction and Recovery	37
Areas of Law	37
European History	37
Choosing a Doctor	36
Diet & Nutrition	35
MATH LITERACY RESOURCES FOR CHILDREN	35
Nonprofit Fundraising	34
Researching the Underground Railroad	34
Mathematics	33
Music	33
(1946- Present) Cold War & Societal Change	30
(1929 - 1945) Depression & World War II	29
Poetry	26
Historic House Solutions: Extreme Makeover or Design on a Dime	25
Civil Rights	24
Maryland Small Business	24
Baltimore Neighborhoods Research Guide	23
Cars	23
Find Your Next Good Read!	23
Genealogical Research in the Periodicals Department	23
Periodicals in Research: A Guide for Library Users	22
Abolition	21

Olympics	21
Computers	20
State Codes & Cases	20
Calculators	19
New to America	19
Sports	19
Banking	18
Finding and Evaluating Online News Sources	18
How to Find the Audiobook That You Want	18
Baltimore City Resources	16
Slave Narratives	16
Maryland Business	15
African American Education	14
Congress	14
General Science	14
(1764-1789) Revolutionary Period	13
2014 Maryland Fairs and Festivals	13
Got To Be Read: Discover Good Books by African American Authors Using the Web	13
Health Care Careers	13
African American Photographs and Photography	12
Military	12
Finding the Funds: A Guide for the Entrepreneur	11
How to Get a Free Credit Report	11
Maryland Government & Law	11
African American Art	10
Home Schooling	10
International & Foreign Politics	10
Federal Cases	9
Federal Laws & Regulations	9
U.S. Flag Web Guide	9
Using the Library: A Guide for Teachers	9
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The Black Panther Party	7







1

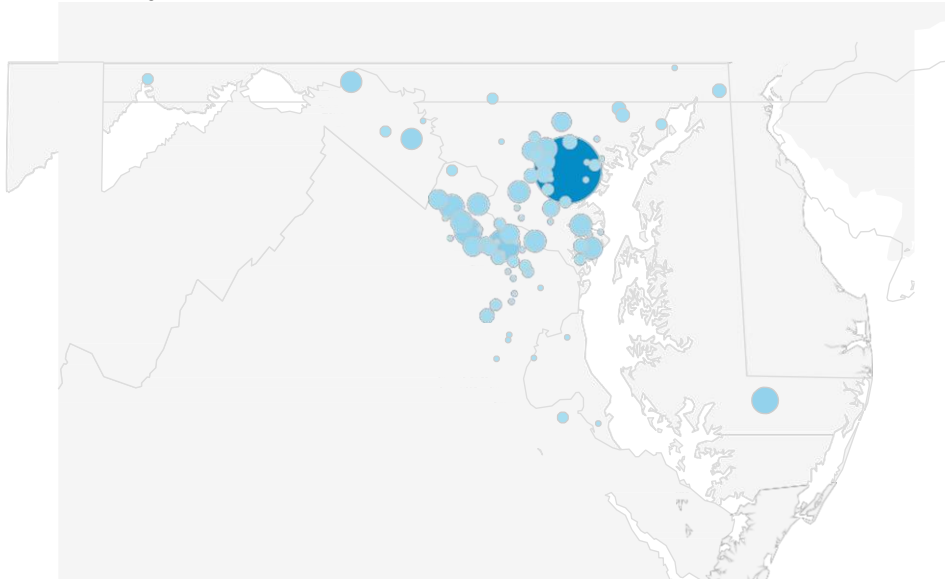
269

This data was filtered using an advanced filter.

City	Page	Acquisition			Behavior		
		Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration
		<b>7,008</b> % of Total: 3.43% (204,465)	<b>85.33%</b> Site Avg: 72.39% (17.88%)	<b>5,980</b> % of Total: 4.04% (148,008)	<b>87.06%</b> Site Avg: 61.93% (40.58%)	<b>1.15</b> Site Avg: 2.34 (-51.04%)	<b>00:00:50</b> Site Avg: 00:03:31 (-76.42%)
1. New York	/locations/ssh/index.aspx?id=3130	<b>176</b> (2.51%)	<b>88.64%</b>	<b>156</b> (2.61%)	<b>82.95%</b>	<b>1.20</b>	<b>00:01:05</b>
2. Chicago	/locations/ssh/index.aspx?id=3130	<b>125</b> (1.78%)	<b>67.20%</b>	<b>84</b> (1.40%)	<b>88.00%</b>	<b>1.16</b>	<b>00:00:41</b>
3. Los Angeles	/locations/ssh/index.aspx?id=3130	<b>96</b> (1.37%)	<b>84.38%</b>	<b>81</b> (1.35%)	<b>85.42%</b>	<b>1.19</b>	<b>00:01:15</b>
4. New York	/www.prattlibrary.org/locations/ssh/?id=3130	<b>93</b> (1.33%)	<b>82.80%</b>	<b>77</b> (1.29%)	<b>88.17%</b>	<b>1.20</b>	<b>00:01:06</b>
5. Washington	/locations/ssh/index.aspx?id=3130	<b>75</b> (1.07%)	<b>81.33%</b>	<b>61</b> (1.02%)	<b>80.00%</b>	<b>1.15</b>	<b>00:00:39</b>
6. Houston	/locations/ssh/index.aspx?id=3130	<b>63</b> (0.90%)	<b>77.78%</b>	<b>49</b> (0.82%)	<b>79.37%</b>	<b>1.24</b>	<b>00:01:14</b>
7. Los Angeles	/www.prattlibrary.org/locations/ssh/?id=3130	<b>55</b> (0.78%)	<b>76.36%</b>	<b>42</b> (0.70%)	<b>98.18%</b>	<b>1.04</b>	<b>00:00:24</b>
8. Chicago	/www.prattlibrary.org/locations/ssh/?id=3130	<b>51</b> (0.73%)	<b>88.24%</b>	<b>45</b> (0.75%)	<b>96.08%</b>	<b>1.06</b>	<b>00:00:15</b>
9. Philadelphia	/locations/ssh/index.aspx?id=3130	<b>48</b> (0.68%)	<b>79.17%</b>	<b>38</b> (0.64%)	<b>89.58%</b>	<b>1.17</b>	<b>00:00:28</b>
10. Philadelphia	/www.prattlibrary.org/locations/ssh/?id=3130	<b>45</b> (0.64%)	<b>75.56%</b>	<b>34</b> (0.57%)	<b>88.89%</b>	<b>1.16</b>	<b>00:00:23</b>
11. Dallas	/locations/ssh/index.aspx?id=3130	<b>45</b> (0.64%)	<b>93.33%</b>	<b>42</b> (0.70%)	<b>88.89%</b>	<b>1.11</b>	<b>00:00:49</b>

12. Baltimore	/locations/ssh/index.aspx?id=3130	41 (0.59%)	70.73%	29 (0.48%)	82.93%	1.17	00:01:38
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This data was filtered using an **advanced filter**.



City	Page	Acquisition			Behavior		
		Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration
		289 % of Total: 0.14% (204,465)	82.01% Site Avg: 72.39% (13.29%)	237 % of Total: 0.16% (148,008)	80.62% Site Avg: 61.93% (30.19%)	1.27 Site Avg: 2.34 (-45.74%)	00:01:25 Site Avg: 00:03:31 (-59.55%)
1. Baltimore	/locations/ssh/index.aspx?id=3130	41 (14.19%)	70.73%	29 (12.24%)	82.93%	1.17	00:01:38
2. Baltimore	/www.prattlibrary.org/locations/ssh/?id=3130	17 (5.88%)	76.47%	13 (5.49%)	70.59%	1.47	00:03:01
3. College Park	/www.prattlibrary.org/locations/ssh/?id=3130	7 (2.42%)	85.71%	6 (2.53%)	100.00%	1.00	00:00:00
4. North Bethesda	/locations/ssh/index.aspx?id=3130	7 (2.42%)	85.71%	6 (2.53%)	85.71%	1.14	00:00:19
5. College Park	/locations/ssh/index.aspx?id=3130	6 (2.08%)	66.67%	4 (1.69%)	83.33%	1.17	00:00:02
6. Gaithersburg	/locations/ssh/index.aspx?id=3130	6 (2.08%)	100.00%	6 (2.53%)	100.00%	1.00	00:00:00
7. Salisbury	/locations/ssh/index.aspx?id=3130	6 (2.08%)	83.33%	5 (2.11%)	100.00%	1.00	00:00:00
8. Bethesda	/locations/ssh/index.aspx?id=3130	5 (1.73%)	80.00%	4 (1.69%)	80.00%	1.40	00:00:02
9. Frederick	/locations/ssh/index.aspx?id=3130	5 (1.73%)	80.00%	4 (1.69%)	100.00%	1.00	00:00:00

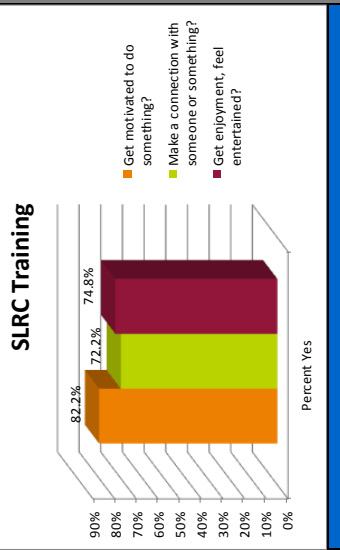
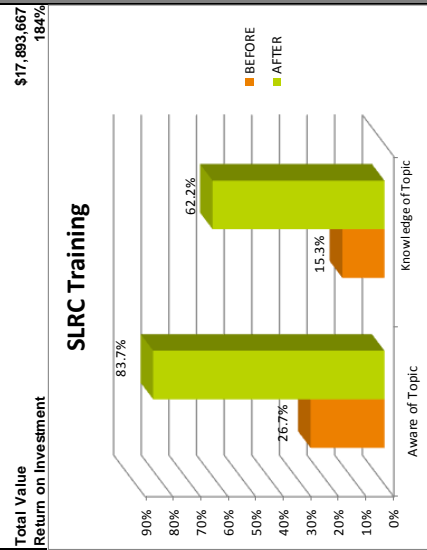
10.	<a href="#">Hagerstown</a>	/locations/ssh/index.aspx?id=3130	5 (1.73%)	100.00%	5 (2.11%)	100.00%	1.00	00:00:00	
11.	<a href="#">Olney</a>	/www.prattlibrary.org/locations/ssh/?id=3130	5 (1.73%)	40.00%	2 (0.84%)	80.00%	1.00	00:00:07	

# Maryland's State Library Resource Center Dashboard FY 2014 Q4 YTD

Reference	FY14 YTD	FY13	Difference
Ready Reference/Title Checks	656,756	648,988	1%
Research	186,259	202,068	-8%
<b>Total</b>	<b>843,015</b>	<b>851,056</b>	<b>-1%</b>
Career	13,087	12,983	1%
Student	9,097	11,243	-19%
Computer	49,187	45,593	8%
<b>Center / SLRC</b>			
Circulation	453,525	464,021	-2%
Interlibrary Loan	158,189	158,748	0%
Website Page Views	428,002	481,043	-11%
Website Page Views	29,107	31,572	-8%
Home Page Views	5,787	5,368	8%
Unique Visitors	11,354	7,009	62%
<b>Interlibrary Loan</b>			
Maina	59,205	50,275	18%
OCLC	9,257	8,527	9%
Direct Loan	0	3,287	
<b>Total</b>	<b>68,462</b>	<b>62,089</b>	<b>10%</b>
<b>Training / Public Programs</b>			
SLRC Library Training Sessions	97	90	8%
SLRC Library Training Attendance	2,348	2,016	16%
SLRC Public Programs	17	11	55%
SLRC Public Program Attendance	514	1,000	-49%
<b>Sailor</b>			
Website Page Views	305,043	509,919	-40%
Home Page Views	43,825	101,131	-57%
Unique Visitors	136,267	107,120	27%
Database Sessions (EBSCO)	4,205,506	3,382,572	24%
Database Downloads	952,288	4,528,566	-79%
Database Searches	5,062,948	4,280,215	18%
Cruise Accounts Processed	757	1,024	-26%
<b>State Publications Depository and Distribution</b>			
e-Documents	2,483	545	8,720
Copies Rec'd			

\*Direct Loan was discontinued at the end of FY13.

Quantity	SLRC Service	Retail Value	Value
68,462	Interlibrary Loan	\$25.00	\$1,711,550
91,091	Circulations by County Customers	\$20.00	\$1,821,820
843,015	Customer Queries Answered	\$7.00	\$5,901,104
2,348	Training Sessions Given	\$150.00	\$352,200
514	Programs for Public	\$15.00	\$7,710
3	Exhibits Lent to County Libraries	\$600.00	\$1,800
504	Hosting Conferences	\$220.38	\$111,072
3,261	Digital Images Produced		\$25,284
952,288	Sailor Database Articles Retrieved	\$8.36	\$7,961,128



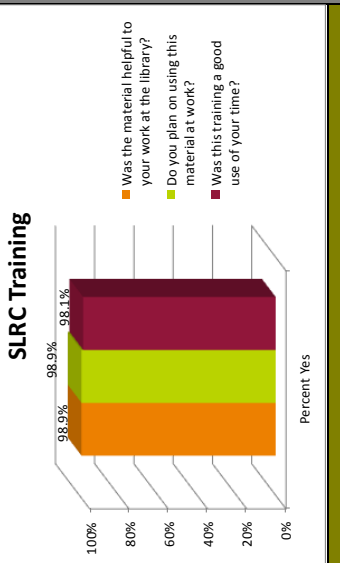
**Financials / County Statistics**

**Expenditures YTD**

Salaries	\$4,733,141
Benefits	\$1,197,137
Contractual Services	\$2,032,124
Supplies	\$123,910
Materials & Equipment	\$1,646,931
<b>Total</b>	<b>\$9,733,243</b>
<b>Total SLRC FY 2014 Grant</b>	<b>\$9,733,243</b>
<b>YTD percentage</b>	<b>100%</b>

**Materials/Info Requests % of Total E-books Borrowed**

County	Materials/Info Requests	% of Total E-books Borrowed
Allegany	2,140	1.1%
Anne Arundel	16,440	8.7%
Baltimore County	88,417	46.7%
Caroline	619	0.3%
Carroll	3,380	1.8%
Cecil	1,500	0.8%
Dorchester	962	0.5%
Frederick	3,123	1.6%
Garrett	485	0.3%
Harford	6,507	3.4%
Howard	7,518	4.0%
Kent	827	0.4%
Montgomery	9,005	4.8%
Prince George's	6,594	3.5%
Queen Anne's	838	0.4%
SMRL	3,267	1.7%
Somerset	187	0.1%
Talbot	793	0.4%
Washington	1,619	0.9%
Wicomico	397	0.2%
Worcester	224	0.1%
Unknown County	18,904	10.0%
<b>Out of State</b>	<b>15,650</b>	<b>8.3%</b>
<b>Total</b>	<b>189,396</b>	<b>100.0%</b>



# Audio Visual Preservation Plan Enoch Pratt Free Library State Library Resource Center Maryland State Library Resource Center May 2014

This A/V Preservation Plan is written with the intent to provide a path forward for the Library when it is considering what to do with older audio visual material within its collection. Some of this material may be contained within obsolete or antiquated archive methods so a plan for the proper storage, repair, restoration, and archiving is necessary. Specifically, there are a number of materials—8mm film, Super 8, analog tape, reel to reel audio tapes, Betamax tapes—which previously resided on the 7<sup>th</sup> stack and are now contained in the storage closet space of the A/V Room on the third floor of the Library. There are several hundred slides of Library activities over the years that also need to be considered. The following is a plan for how to move forward with preserving those materials as well as any others in the future.

## **Current Recommendation**

At this time, it is recommended to continue to store items in the storage closet space of the A/V Room on the third floor of the Library. A priority project in FY15 for A/V SAS staff will be to inventory all items, decide on the preservation path, and potentially start to digitize and preserve those items that have been identified. As the renovation moves forward and into the future, these items should be moved to a temperature controlled room, where they can be properly stored until the decision to outsource their digitization to a proper vendor is made. Additional sections of this document provide further information on the proper conditions of in-house storage, the recommended future archive path for each type of audio visual material, and a list of potential digitization vendors.

## 1. In-House Storage

The information contained below is taken from nedcc.org, specifically the webpage: <http://www.nedcc.org/free-resources/preservation-leaflets/2.-the-environment/2.1-temperature,-relative-humidity,-light,-and-air-quality-basic-guidelines-for-preservation>

In summary, temperature control is necessary as is a limitation on temperature fluctuation, exposure to light, and air contaminants. In-room temperature should be no higher than 70°F and humidity between 30% and 50%. Direct UV exposure should be limited so it is best if the temperature controlled room is windowless, however blinds, window covers, and shades will suffice to protect materials. In terms of air quality, origins of pollution should be limited (i.e. windows should be kept closed). For a more detailed explanation, see Appendix A.

## 2. Archive Path for Audio Visual Materials

- A. **Audio Materials** There are a number of local vendors who can properly archive audio materials for the library including but not limited to reel to reel, analog tapes, and various discs, tapes, wires, and belts. Below is information of a few local vendors with a brief description and contact information taken from the website:

<http://www.arsc-audio.org/pdf/Directory2012-01.pdf>

i. **Smolian Sound Studios**

c/o Steve Smolian

1 Wormans Mill Ct. Ste. 4

Frederick, MD 21701-3020

301.694.5134 and 301.694.5179 (FAX)

smolians@erols.com and www.soundsaver.com

(Preservation Transfer; Restoration; Consulting & Training)

Specializing in preservation and restoration of recordings on discs, dictation belts, wires, analog tapes, and other formats. Available for consultation on preservation projects, studio design and technician training.

From the website: “Recently I have performed preservation-related services for the Library of Congress, the National Archives, the Department of Justice and the Smithsonian Institution as well as two of the Presidential Libraries.”

ii. **The Cutting Corporation**

4940 Hampden Lane Ste. 300

Bethesda, MD 20814-2945  
301.654.2887 and 301.654.3271 (FAX)  
info@cuttingarchives.com and www.cuttingarchives.com  
(Preservation Transfer, Restoration; Consulting & Training)

The Cutting Corporation's full-service Archival Sound Labs are capable of preserving and restoring recordings on tapes, discs, belts, bands, wires, cylinders and other obsolete formats. The company has been preserving archival audio materials since 1979.

- iii. **Airshow, Inc**  
7014-C Westmoreland Ave.  
Takoma Park, MD 20912  
301.891.9035  
airshow@airshowmastering.com and www.airshowmastering.com  
(Preservation Transfer; Restoration; Consulting & Training)

Airshow offers mastering, mixing, recording and restoration services at studio locations in suburban Washington, DC and Colorado. Airshow engineers have extensive experience with transfer of analog tape to digital formats, and transfer of obsolete digital formats.

- B. **Visual Materials** There are fewer local vendors who can properly archive video materials for the library including but not limited to 8mm, super 8, Betamax, and various other film and video stocks. Below is information for a local vendor with a brief description and contact information taken from their website.

- i. **Master Computer and Video**  
Baltimore, MD  
(281) 350-3733  
info@mastercomputerandvideo.com and  
<http://www.mastercomputerandvideo.com>  
(Video Preservation and Transfer)

“We can provide Restoration, Scoring, sound effects, video production, post-production editing, duplication and transfer to DVD with the latest DVD technology and services. Master Computer Video's impressive client list: N.A.S.A., The History Channel, The Learning Channel, and Discovery Channel.”

- C. **Slides of the Library** Almost any local photo business can transfer slides and film to digital quality archives. One such business is listed below.

- i. **Techlab Photo & Digital Imaging**  
518 East Belvedere Ave.  
Baltimore, MD 21212  
**Tel:** (410) 433-2000

### **3. A Special Case: Archive Path for Current 16mm Film Collection**

The industry standard for long-term preservation of 16mm films or any film stock is cold storage. This information is taken from The Library of Congress, specifically the webpage: <http://www.loc.gov/preservation/care/film.html> in which it states “freezing is recommended.”

The general conclusion is that roughly one-half of the Library’s 16mm film collection is not available on DVD. The 16mm film collection is comprised of around 2,100 films; 304 titles of which are feature films and readily available on DVD with 20-25 not on DVD or truly rare. Film Shorts not available, with a handful of exceptions, total around 530—animated shorts total 340 titles, experimental total 122, short films total 67, Maryland Film Fest films total 8, and Baltimore films total 31 titles. Special care should be taken in the future to preserve this collection—either through freezing or In-House Storage methods mentioned above.

Appendix A

From <http://www.nedcc.org> and Written by Sherelyn Ogden

## **The Environment: 2.1 Temperature, Relative Humidity, Light, and Air Quality: Basic Guidelines for Preservation**

Control of temperature and relative humidity is critical in the preservation of library and archival collections because unacceptable levels of these contribute significantly to the breakdown of materials. Heat accelerates deterioration: the rate of most chemical reactions, including deterioration, is approximately doubled with each increase in temperature of 18°F (10°C). High relative humidity provides the moisture necessary to promote harmful chemical reactions in materials and, in combination with high temperature, encourages mold growth and insect activity. Extremely low relative humidity, which can occur in winter in centrally heated buildings, may lead to desiccation and embrittlement of some materials.

Fluctuations in temperature and relative humidity are also damaging. Library and archival materials are hygroscopic, readily absorbing and releasing moisture. They respond to diurnal and seasonal changes in temperature and relative humidity by expanding and contracting. Dimensional changes accelerate deterioration and lead to such visible damage as cockling paper, flaking ink, warped covers on books, and cracked emulsion on photographs. In some situations, however, materials may be protected from moderate fluctuations. Mild changes appear to be buffered by certain types of storage enclosures and by books being packed closely together.



Installation of adequate climate controls and operation of them to maintain preservation standards will retard the deterioration of materials considerably. Climate control equipment ranges in complexity from a simple room air conditioner, humidifier, and/or dehumidifier to a central, building-wide system that filters, cools, heats, humidifies, and dehumidifies the air. It is always advisable to seek the guidance of an experienced climate control engineer prior to selection and installation of equipment. Additional measures can be taken to control temperature and relative humidity. Buildings should be kept well maintained. Cracks should be sealed as soon as they occur. External doors and windows should have weatherstripping and should be kept closed to prevent exchange of unconditioned outside air. In areas of this country that experience cold winter weather, windows can be sealed on the inside with plastic sheets and tape. In storage areas windows can be sealed using both wallboard and plastic.

Authorities disagree on the ideal temperature and relative humidity for library and archival materials. A frequent recommendation is a stable temperature no higher than 70°F and a stable relative humidity between a minimum of 30% and a maximum of 50%. Research indicates that relative humidities at the lower end of this range are preferable since deterioration then progresses at a slower rate. In general, the lower the temperature the better. The temperature recommendations for areas used exclusively for storage are much lower than those for combination user and storage areas. Cold storage with controlled humidity is sometimes advisable for remote storage or little-used materials. When materials are taken out of cold storage, however, the radical, rapid temperature changes they experience may cause condensation on them. In such cases, gradual acclimatization may be required.

Maintaining stable conditions is crucial. An institution should choose a temperature and relative humidity within the recommended ranges that can be maintained twenty-four hours a day, 365 days a year. The climate-control system should never be turned off, and settings should not be lowered at night, on weekends, or at other times when the library or archives is closed. Additional costs incurred by keeping the system in constant operation will be far less than the cost of future conservation treatment to repair damage caused by poor climate.

While these recommendations may be expensive or even impossible to achieve in many libraries and archives, experience and scientific testing indicate that the useful life of materials is significantly extended by maintenance of moderate, stable levels of temperature and relative humidity. Where economics or inadequate mechanical systems make it impossible to maintain ideal conditions year round, less stringent standards may be chosen for summer and winter with gradual changes in temperature and relative humidity permitted between the two seasons. The seasonal standards should be as close to the ideal as possible. It is important to note that temperature and relative humidity requirements of non-paper-based materials in the collections may differ from those of paper-based materials. Also, maintaining the ideal level of temperature and relative

humidity may damage the fabric of the building that houses the collections. Difficult choices and compromises may be unavoidable.

Temperature and relative humidity should be systematically measured and recorded. This is important since the data produced 1) documents existing environmental conditions; 2) supports requests to install environmental controls; and 3) indicates whether available climate-control equipment is operating properly and producing the desired conditions. Remember that changing one factor may alter others. If measures are taken without considering the environment as a whole, conditions may worsen rather than improve. It is essential to know (from recorded measurements) what conditions actually are and to seek the advice of an experienced climate-control engineer before making major changes.

## Light

Light accelerates deterioration of library and archival materials. It leads to weakening and embrittlement of cellulose fibers and can cause paper to bleach, yellow, or darken. It also causes media and dyes to fade or change color, altering the legibility and/or appearance of documents, photographs, art works, and bindings. Any exposure to light, even for a brief time, is damaging, and the damage is cumulative and irreversible.

Visible light levels are measured in lux (lumens per square meter) or footcandles. One footcandle equals about 11 lux. For many years generally accepted recommendations limited visible light levels for light-sensitive materials, including paper, to 55 lux (5 footcandles), and for less sensitive materials to a maximum of 165 lux (15 footcandles). In recent years these recommendations have been debated, with aesthetic concerns and varying rates of light fading for different media being considered.

Although all wave lengths of light are damaging, ultraviolet (UV) radiation is especially harmful to library and archival materials because of its high level of energy. The standard limit for UV is  $75 \mu\text{W/l}$ . The sun and tungsten-halogen or quartz lamps, mercury or metal halide high intensity discharge lamps, and fluorescent lamps are some of the most damaging sources of light because of the high amounts of UV energy they emit.

Because total damage is a function of both intensity and duration of exposure, illumination should be kept as low as possible (consistent with user comfort) for the briefest amount of time feasible. Ideally materials should be exposed to light only while in use. When not in use, they should be stored in a light-tight container or in a windowless room illuminated only when materials are being retrieved. Illumination should be by incandescent bulbs. When materials are being used, light should be from an incandescent source. It is important to note that incandescent bulbs generate heat and should be kept at a distance from materials. Light levels should be as low as possible, and exposure should be for the shortest time that is feasible.

Windows should be covered by drapes, shades, blinds, or shutters that completely block the sun. This will also aid in temperature control by minimizing heat loss and limiting generation of heat by sunlight during the day. Skylights that allow direct sunlight to shine on collections should be covered to block the sun or painted with titanium dioxide or zinc white pigments, which reflect light and absorb UV radiation. Filters made of special plastics also help control UV radiation. Ultraviolet-filtering plastic films or UV-filtering Plexiglas can be used for windows to lower the amount of UV radiation passing through them. These filters, however, do not provide 100% protection against light damage. Drapes, shades, blinds, or shutters that completely block the light are preferable. Fluorescent tubes should be covered with ultraviolet-filtering sleeves in areas where collections are exposed to light. An alternative is the use of special low-UV fluorescent tubes. Timed switches should be used for lights in storage areas to help limit duration of exposure of materials.

Permanent exhibition of materials should be avoided. Since even slight exposure to light is damaging, permanent exposure is deadly. If materials must be displayed, it should be for the briefest time and at the lowest light levels, with light coming from an incandescent source. Materials should never be displayed where the sun shines directly on them, even if for only a short time and even if the windows are covered with an ultraviolet-filtering plastic.

## **Air Quality**

Pollutants contribute heavily to the deterioration of library and archival materials. The two major types of pollutants are gases and particulates. Gaseous contaminants — especially sulfur dioxide, nitrogen oxides, peroxides, and ozone — catalyze harmful chemical reactions that lead to the formation of acid in materials. This is a serious problem for paper and leather, which are particularly vulnerable to damage caused by acid. Paper becomes discolored and brittle, and leather becomes weak and powdery. Particulates — especially soot — abrade, soil, and disfigure materials.

Controlling air quality is difficult and complex and depends upon several inter-related factors. Various standards for air quality have been suggested. However, until more experience is gained, the most reasonable recommendation is that the amount of pollutants in the air be reduced as much as practicable.

Gaseous contaminants can be removed by chemical filters, wet scrubbers, or a combination of both. Particulate matter can be mechanically filtered. Electrostatic precipitators should not be used because they produce ozone. Equipment varies in size and complexity from individual filters attached to vents, furnaces, or air conditioners to building-wide systems.

Equipment also varies greatly in effectiveness. It is important that the equipment chosen be suited to the institution's needs and the level of pollution in the area where the institution is located. A regular schedule of maintenance and filter replacement should be followed. An experienced environmental engineer should be consulted for recommendations.

There are several additional ways to control air quality. One is the provision of good air exchange in areas where collections are stored or used, with replacement air being as clean as possible. Care should be taken to insure that air intake vents are not located near sources of heavy pollution such as a loading dock where trucks idle. Another measure is keeping exterior windows closed. Yet another measure is storage of library and archival materials in archival-quality enclosures, which may help decrease the effects of pollutants on materials. Newly available enclosures made with molecular traps such as activated carbon or zeolites, which will capture pollutants, appear to be particularly effective in this regard. Finally, origins of pollution should be eliminated as much as possible. Automobiles and industry, major sources of pollution, will probably be beyond control. Other sources, however, may be reduced. These include cigarettes, photocopying machines, certain types of construction materials, paints, sealants, wooden storage/display materials, cleaning compounds, furniture, and carpets.

Temperature, relative humidity, light, and air quality all affect the longevity of library and archival collections. By following the guidelines provided above, one can significantly extend the life of these collections.

### **Further Reading**

**Lull, William P.**, with the assistance of Paul N. Banks. *Conservation Environment Guidelines for Libraries and Archives*. Ottawa, ON: Canadian Council of Archives, 1995.

National Information Standards Organization. *Environmental Guidelines for the Storage of Paper Records*. Technical Report NISO-TR01-1995.

**Reilly, James M., Douglas W. Nishimura, and Edward Zinn.** *New Tools for Preservation/Assessing Long-Term Environmental Effects on Library and Archives Collections*. Washington, DC: Commission on Preservation and Access, 1995.

**Sebera, Donald K.** *Isoperms An Environmental Management Tool*. Washington, DC: Commission on Preservation and Access, 1994.

**Walch, Victoria Irons.** "Checklist of Standards Applicable to the Preservation of Archives and Manuscripts." *American Archivist* 53 (Spring 1990): 324–38.

Major Tasks	Steps	Benchmark/Completion Date
Examine opportunities and expand linkages between libraries and one stop services	<ol style="list-style-type: none"> <li>1. Facilitate discussions between DLLR and local libraries to share information and ascertain interest in local libraries becoming GED Testing Sites</li> <li>2. Highlight successes of existing and emerging collaborations</li> <li>3. Develop and provide continuous cross-training opportunities for library and one stop staff., i.e. MWE, Library resources</li> <li>4. Develop joint marketing and outreach tools, i.e. 2 min trailers, 5 min videos, mobile device ap's</li> </ol>	<ol style="list-style-type: none"> <li>1. Western MD and Southern Md will be approached.</li> <li>2. Ongoing</li> <li>3. Ongoing</li> <li>4. 1 created for FY14 3 created for FY15 We may exceed this however I think projecting a reachable number is immediately reachable. An ap is a more involved process that will require further discussion.</li> </ol>
Expand Workforce Development Blog	<ol style="list-style-type: none"> <li>1. Modify existing blog</li> <li>2. Expand participation in the existing blog</li> <li>3. Create a calendar for posting responsibilities/deadlines for both libraries and DLLR staff</li> </ol>	After yesterday's meeting with Susan and Vanessa we agreed to move forward on this with the SLRC taking the responsibility in FY15 though this would create an avenue for Susan to feed information to us that we could post.
Workforce Development Conference	<ol style="list-style-type: none"> <li>1. Conference scheduled for</li> <li>2. Conference will include SLRC and DLLR staff</li> <li>3. Evaluate Conference results</li> <li>4. Report Evaluation Findings</li> </ol>	TBD
Career Path Web Portal Refinement	<ol style="list-style-type: none"> <li>1. DLLR will review Career Path Portal</li> <li>2. Refine/Add new links as appropriate</li> </ol>	<ol style="list-style-type: none"> <li>1. June 30, 2014</li> <li>2. Refine by August 2014 New links ongoing chosen collaboratively</li> </ol>
Regional Workforce Development Focus Groups	<ol style="list-style-type: none"> <li>1. Establish a schedule for Workforce Development Focus Groups in Western MD, Southern MD</li> <li>2. Conduct focus Groups</li> <li>3. Encourage and support the development of local MOU's and collaborative</li> </ol>	<ol style="list-style-type: none"> <li>1. August 30, 2014</li> <li>2. October 31, 2014</li> <li>3. Ongoing</li> <li>4. November 30, 2014</li> <li>5. Ongoing</li> </ol>

	<p>agreements</p> <ol style="list-style-type: none"> <li>4. Evaluate and report Focus Group findings</li> <li>5. Adjust statewide Workforce Development training and activities based on findings.</li> </ol>	
Survey of Workforce Development Librarians	<ol style="list-style-type: none"> <li>1. Review and update the workforce development survey conducted in FY12 refining questions</li> <li>2. Administer the survey</li> <li>3. Report results</li> </ol>	Timeline: Create survey July and launch the end of August. This can be adjusted. In process.
Expand collaboration of partnership	<ol style="list-style-type: none"> <li>1. Convene a meeting with the Department of Aging to discuss coordination of its senior employment services program</li> <li>2. Identify and engage other state, local resource partners that can exist in improving the capacity of the joint delivery system.</li> </ol>	Maureen Cavaiola who Chairs the Boomer Taskforce is likely to reach-out to DLLR for a representative to join the Taskforce.