



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

**Strategic Planning Cycle 2011-2015
Annual Report
FY 2012**

1. Visibility

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

1.1 *Identify target audiences.* (SLRC Strategic Plan Goal 1: Objective 1)

Action steps

- * Include identified target audiences in the Needs Assessment process
Needs Assessment Survey raw data appears in chart form for each area providing more detail in Appendix 1.

SLRC Use Summary from SLRC Commission, MAPLA, and MaryLib:	
78%	Inter-Library Loan
77%	Training
66%	Sailor
63%	Reference or Information Resources
51%	Subject Specialists
50%	Sailor Infrastructure
42%	Local History Materials
30%	Audio Visual Resources

Strengths:

Ability to Stay Ahead of the Curve

Depth of Collection

Depth of Subject Knowledge

Managing ILL, Support, Delivery, and Training

Reference and Information Resources

Responsiveness

Sailor Maintenance

Serving as a Statewide Resource

Staff, Knowledgeable, Friendly, Responsive

Subject Guides

Training

Web Site Content

Weaknesses:

Funding

Hours

Lack of Popular Materials

Not a Leader in Library Services and Innovation

Internal Bureaucracy

Not Enough Staff

Marketing

Staff

More Collaboration/Communication

Mission of SLRC is Unclear

MARINA and the Marina Web Site

Toll free access

Opportunities:

Expand ILL formats

More electronic and digital content on a broader scope

More mobile technologies

More Outreach Visits

More training opportunities and online remote training

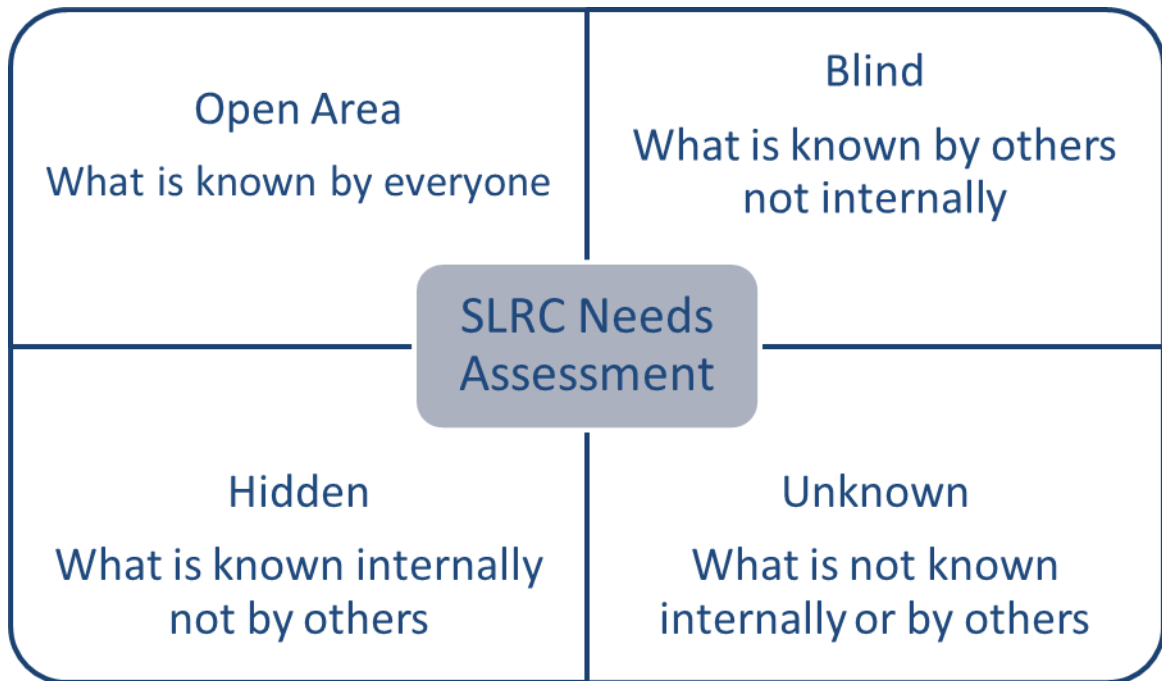
Workforce Development

SLRC Use Summary from SLRC staff:

<u>Priority Services:</u>
Collection support
Government Documents
Inter-Library Loan
Local History Resources
Reference and Information Services
Sailor Network and Databases
Training

<u>Major Strengths</u>
Collections
Government Documents
Information Access Staff (Systems and Web)
Inter-Library Loan Support to the State
Staff Expertise

<u>Major Weaknesses</u>
Collection Budget
Customer Service Staffing
Decreased Staffing
Dual Role the Library Plays
Fiscal Constraints
Hours
Need for Increased Communication Across Library Divisions
Poor Hiring
Need to Increase/Broaden SLRC Sponsored Online Training
Web site



Open	Blind	Hidden	Unknown
<ul style="list-style-type: none"> •Collection Strength •Inadequate Funding •Staff Expertise •Reference Resources •Web Guides and Content •Sailor Management and Databases •Inter-Library Loan Services •Technology Support •Serve as a Statewide Resource 	<ul style="list-style-type: none"> •Need More Electronic and Digital Content on a Broader Scope •Need to Expand I.L.L. Access to a Broader Range of Formats •Need to Increase Online Training •Need More Outreach •Need More Collaboration and Communication •Clearly Define and Market Mission of SLRC •Not a Leader in Library Services and Innovation •MARINA and MARINA Website have problems •Confusing Internal Bureaucracy •Not Enough Hours •No Toll Free Access 	<ul style="list-style-type: none"> •Materials Budget Shortfalls •Concern Over Weekly Hours •Inability to Hire •Lack of Internal Mobility •Need for Increased Cross-Divisional Communication •Lack of Funding to Explore Online Programming 	<ul style="list-style-type: none"> •Individual Maryland Library Customer's Awareness of Services and Value •Depth and Accessibility of Special Collections •Future Roles for SLRC •Future Funding, Staffing, Hours •Impact of Emerging Technologies •What Emerging Technologies are we not aware of?

Needs Assessment Analysis

The Johari Window process verified what is known and often quantified. There are no major surprises in the Open and Hidden areas. The Blind and Unknown areas provide the most significant data.

The Blind area is more significant as it impacts the annual planning process. This area identifies what necessarily immediately apparent to SLRC though is identified as being apparent to SLRC constituents. Each of the bullet points provided below require addressing as fiscally possible. These also require more detailed examination to determine how they fit within the structure of the existing SLRC Strategic Plan.

The Unknown area is clearly what the Library profession is currently facing across the country. This is an area that will continually be shifting and for planning purposes require annual surveying in order to look strategically at the future.

Replicating the assessment annually or even semi-annually positions SLRC more solidly for the next Strategic Planning cycle.

Blind (What is known by others but not internally.)

- Need More Electronic and Digital Content on a Broader Scope
- Need to Expand I.L.L. Access to a Broader Range of Formats
- Need to Increase Online Training
- Need More Outreach
- Need More Collaboration and Communication
- Clearly Define and Market Mission of SLRC
- Not a Leader in Library Services and Innovation
- MARINA and MARINA Website have problems
- Confusing Internal Bureaucracy
- Not Enough Hours
- No Toll Free Access

Unknown (What is not known internally or by others)

- Individual Maryland Library Customer's Awareness of Services and Value
- Depth and Accessibility of Special Collections
- Future Roles for SLRC
- Future Funding, Staffing, Hours
- Impact of Emerging Technologies
- What Emerging Technologies are we not aware of

Develop marketing and communications strategies to reach identified target audiences (Design innovative communications to target SLRC customers) (SLRC Strategic Plan Goal 1: Objective 2)

Action steps

- * Promote the MDCH program using online marketing strategies e.g. VerticalResponse.

*

Web Department staff posted screenshots of the new MDCH website launched on 3/26 on our Flickr account. The Web staff also worked with Pratt Director of Communications who posted online information to Facebook and Twitter, as well as doing a traditional press release. He also made arrangements to refresh information on these venues periodically over the next several months.

American Libraries Direct, an electronic newsletter sent out weekly as a supplement to ALA's American Libraries magazine, selected the MDCH site as the Digital Library of the Week for the week of 3/28 at:

<http://www.ilovelibraries.org/articles/digitallibrary>

The press release and online link to the site was shared with Jay Bansbach at MSDE so that teachers and students would be made aware of the new site.

In April and May 2012, MDCH will be featured on the EPFL website homepage banner.

- * Enhance the visibility and access to the MDCH collections.

Web Department staff is in the process of implementing the new design of the MDCH website on a virtual host. Besides a brand new logo and a more attractive appearance, the new site also contains several new features that come directly through the CONTENTdm upgrade. These features include an advanced search, better display options, and web 2.0 social elements, etc. Web staff finished the site setup and layout configuration. The Digitization Supervisor revised the site content and migrated the description pages to the new server. The new site was launched on 3/26/12.

The new Pratt Digital Collections webpage was launched in conjunction with the redesigned MDCH website on 3/26/12. The new page was created in CONTENTdm, and includes a custom-designed banner and improved user interface.

The Maryland Humanities Council saw Pratt's announcement of the newly posted Maryland Historical Society's digital collection on the War of 1812 and added it to their list of War of 1812 Bicentennial Resources on their website.

Jay Bansbach at MSDE helped us publicize the posting of the War of 1812 collection by sending an email message to inform all school librarians about it. Pratt's Director of Communications shared the posting on Twitter and Facebook.

The Digitization Supervisor presented a workshop at the Spring SLRC conference on 3/21/12 titled "Digitization Basics: Making the Past Accessible in the Digital Present." 21 people attended the workshop, which included information about the digitization process and the MDCH program.

- * Explore and evaluate the use of web-based streaming video technology to more effectively reach SLRC target audiences.

The following guides incorporate streaming video technology from sources that exist on the Web. The topics for the guides themselves are based on customer demand identified and created by the Fine Arts Department staff.

The Library's Sights and Sounds Department is now staffed in the technician area with the expertise to create original streaming video further enhancing approved Web Guides. Public Service staff will be exploring how this might be incorporated into the online training designed and delivered by SLRC Public Service staff.

The Annual Genealogy conference takes place and includes a section on *Navigating the 1940 Census*. The Conference will be available via the Library's podcast page, on the Library's SLRC iTunes site, and will be available live statewide through the Library's ustream.tv account the day of the event:

<http://www.ustream.tv/channel/enochpratt>

Get the Picture; A Digital Photography Guide

This guide features a video from the site entitled "How Stuff Works" on choosing a Digital Camera the most appropriate and affordable video camera to meet a customer's needs.

Creating Digital Art

This guide features a YouTube video made by librarians using Windows Movie Maker and images created online using Pixler, Fotoflex, and Sumopaint all of which are included in this guide at direct links to each.

Posted the Children's Department's new monthly finger play videos on YouTube. These are instructional videos on how to do Children's programming.

There are thirteen currently up on the web:

September: Here is the Beehive

October: Open Them, Shut Them

November: The Eensy Weensy Spider

December: The Wheels on the Bus

January: There Was a Little Turtle

February: Eye Winker, Tom Tinker

March: Two Little Dickie Birds

April: Round and Round

May: Five Little Ducks

June: A Smorgasbord of Tasty Tales: Mary Culhane and The Dead Man

June: Once I Caught a Fish Alive

July: Tommy Thumb

August: Wee Willie Winky

SLRC has established an account with SchoolTube:

www.shooltube.com

This will provide more direct access to the Children's Department videos from the classroom and provide a vehicle to upload other information in the future to support public education.

Four videos appearing on the Library's YouTube channel highlight special collections and departments at SLRC.

<http://youtu.be/2n7VkJHR9U6Q> Sheet Music

<http://youtu.be/l3d4CmlLc4E> Humanities Department

<http://youtu.be/OXbVv2UvZAq> Death of Edgar Allan Poe*

<http://youtu.be/jmFwjYhf7x4> Who We Are

*By request from the Maryland library community extended versions of the Death of Edgar Allan Poe were produced and added to the Library's YouTube page as well.

* Develop and launch Smart Web Guides

The new “Smart Guides” incorporate more images, live links embedded in the page guiding customers to immediate information and resources that provide “just in time” for Maryland library customers.

eBooks 101
Career of Governor William Donald Schaefer
Orioles Magic
Resources for Understanding the Federal Budget Deficit
Resources for Understanding the Social Security Debate
Exploring Opera, Just the Basics
Hurricane Preparedness
Kindle, Here It Is!
Get the Picture; A Digital Photography Guide
Creating Digital Art
How to Get Money for College
Enoch Pratt, the Man Behind the Library
How to Get Money for College in Maryland
Financial Literacy
Maryland Women’s History
Anniversary of the Sinking of the Titanic
Guide to Using the 1940 Census of Population
Career Path Planning
War of 1812
Antietam/Emancipation Proclamation
African American Entrepreneurship
Bullying Resource Guide
Maryland Summer Fairs and Festivals

2. Customer Service
SLRC will provide quality customer services.

2.1 Develop staff skills and motivation creating a continuous improvement program. (SLRC Strategic Plan Goal 2: Objective 1)

Action steps

- * Expand core staff training to include age specific services

Training scheduled for the Fall includes:
Generational Diversity
Fully engaged Customer Service
Emotional Intelligence
Customer retention with Emotional Intelligence
Revitalizing the Customer Experience
The Art of Working with People
Managing Projects and Other Priorities
Packing Light; How to do more with less
Work Has Changed
Organizational Skills
Understanding Urban Youth
Getting Started with eReaders
Cross Cultural Business Communication

- * Formalize the internal mentoring and knowledge transfer process
One on one mentoring was successful last fiscal year included a curriculum covering:
 - What does it mean to be SLRC?
 - What is our tradition?
 - The Budget process
 - Why channels count and why they help
 - Employing the lessons of Leading from Any Position
 - Dealing with complex issues and initiatives

This fiscal year a group of four public service employees will be mentored as a group.

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

Action steps

- * Increase the number and range of digital resources provided by SLRC

An article about the “Civil War in Your Attic” project and the July 16 Pratt Library scanning event appeared in the July 13, 2011 edition of The Baltimore Sun. Three individuals attended the event, and contributed 25 items to the project. Six other people unable to attend the July 16 event also set up separate appointments to have their items scanned at Pratt during the months of July and August. Approximately 125 items were scanned for the project by Pratt Digitization staff as of August 31, 2011. An initial “The Civil War in Your Attic” digital collection of 29 items was published on the MDCH website on Sept. 27, 2011. 36 items were published in December 2011. The last 30 items scanned at Pratt were published in February 2012. 8 items scanned by McDaniel College were added in March 2012 for a total of 103 items. Additional items scanned at other institutions participating in the project will be added in the coming months.

In August, the Carl Spoerer’s Sons Company collection was published on the Pratt Digital Collections page and MDCH. This collection consists of 73 photographs, mechanical drawings, and documents of the earliest manufacturers of motor vehicles in Maryland.

In May 2012, the Aaron Sopher collection, from the Special Collections at the Pratt Library, was added to the MDCH website and the Pratt Digital Collections page. The collection includes 128 pen and ink drawings and watercolors produced by Baltimore artist Aaron Sopher from 1938-1941. The illustrations include scenes of people and places in Baltimore and throughout the state.

32 photographs from scrapbooks in the H.L Mencken collection were scanned in June, 2012.

The Web Department has completed the Query File Database web application with records entered by the SLRC staff. The application will have a public and administrative interface, allowing customers to search, browse, and view randomly displayed reference records selected from the library information services and telephone reference service.

The second year of the three-year contract between SAILOR and EBSCO and ProQuest commenced on July 1st to provide the following databases for all Maryland public libraries and Maryland K12 public schools: MasterFile Premier (a periodicals package); History Reference Center; Science Reference Center; and, Auto Repair Reference Center. Also included for Maryland public libraries: Student Research Center which incorporates Magazine Article Summaries, Ultra School Edition, and Middle Search Plus; And, ProQuest Heritage Quest which is one of the most popular (highest usage) of all SAILOR subscriptions.

LYRASIS consultant Nancy Harris who has been negotiating MPERL and SAILOR database contracts for more than two years has been redeployed to another position, effective October 31st. Beth Scheinfeld will be the LYRASIS lead for the contract and Ann Yurcaba will aid her in the transition.

Ann Smith and Lynn Stonesifer met with Irene Padilla and Ann Yurcaba and Beth Scheinfeld of LYRASIS on February 23, 2012, to discuss FY13 realignment of the LYRASIS contract for database negotiations. The current SLRC contract with LYRASIS will be rewritten to address the negotiations for SAILOR databases only, and a separate contract funded by a DLDS grant will address the negotiation for public library databases.

SLRC finalized an agreement with LYRASIS on 5/8/12 to contract for FY13 services for SAILOR to manage the negotiation of database subscriptions for FY14-16. Beth Scheinfeld of LYRASIS will be the lead. The contract with LYRASIS to negotiate database subscriptions for Maryland Public Libraries separately from SAILOR (formerly known as the MPLERC initiative) was ended on 6/30/12

State Documents

SPDDP's new manager, Darcell Little, began visiting participating depository libraries in an effort to foster communication and increase the visibility of State Publications Depository and Distribution Program. On July 18, 2011, Darcell visited the Maryland State Law Library and on September 7, 2011 she visited the University of Maryland, College Park with plans to visit Towson University, Salisbury State, and the University of Baltimore in the upcoming months.

The SPDDP has been working on the procurement of electronic documents for the Electronic State Documents Repository. Currently, there are approximately 100 documents in the repository with full

catalog records and approximately 1000 records being processed for inclusion in the repository.

SPDDP manager and administrative staff participated in discussions about electronic documents at the Maryland State Archives on October 12, 2011. The discussion included issues with the procurement of both print and electronic documents, the need for standards for electronic documents, and the need to publicize the program's requirements and purpose with other stakeholders in the state. Also during this meeting, we were able to establish a rapport with the Deputy Secretary of State as he offered assistance with the compliance of state agencies in supplying sufficient quantities of print publications to the SPDDP.

During the Archives meeting, Teri Greene, Director of Web Systems for Maryland State Government extended an invitation to attend a meeting of state webmasters and public information officers at the Maryland Dept. of Transportation headquarters on November 2, 2011. Lynn Stonesifer and Darcell Little attended and presented a PowerPoint which gave us the opportunity to explain SPDDP's legal mandate and our reason for requesting consistency on state agencies web pages. We also established a rapport with those that disseminate state information and the staff responsible for putting this information on the state web pages.

The Fall 2011 State Publication Depository and Distribution Program's meeting was held on October 25, 2011 at the Orleans Street Branch. With the exception of two of the participating libraries, the meeting was well attended with 22 attendees representing the various library systems and state agencies. Presented by the SPDDP were updates on the progress of the Electronic State Documents Repository, a new webpage for the program, and upcoming initiatives and agency visits. Katherine Baer from the Maryland State Law Library, and Christine Alvey, from the Maryland State Archives did presentations on their digital repositories as well. Outcomes from the meeting included: the development of a monthly list of electronic documents, a reduction in the efforts to collect print documents, and an inclusion of varied subjects in the repository of electronic state documents.

SPDDP staff has made significant progress on the State Documents Repository. In November 2011, they exported and corrected the 97 records that had been added previously to the repository. The metadata was completed with LC Subject Headings and Name Authority Headings. Also included in the records is source information for the document and a copyright statement.

In December 2011, 313 electronic documents were added to the depository. The e-docs for the following agencies are now available via CONTENTdm:

Md. Dept. of Agriculture

Atlantic State Marine Fisheries Commission

Potomac River Fisheries Commission

Interstate Commission on the Potomac River Basin

Md. Dept. of Education

College Savings Plans of Maryland

Maryland Higher Education Commission

Maryland School for the Deaf

Maryland Dept. of the Environment

Maryland Environmental Service

Maryland People's Counsel

The subjects that will be added initially will include documents from state agencies, departments, commissions, task forces etc. The scope of the information covers: Agriculture, Education, Environment, Public Safety, and Health. Additionally Annual Reports and Audit Reports will be harvested for all agencies.

The Documents Unit subscribes to "Watch that Page," rather than using a web crawler, and has identified agencies and departments that have information on the previously identified subjects.

The Web department has implemented the SPDDP repository. CONTENTdm 6.1, the system used to manage the collections, has been set up and configured based on the specifications from the Collection Management Department (CMD). The layout and information architecture of the repository has been designed and approved. The records in CONTENTdm have been cataloged using Dublin Core, but will be cross walked (transferred) to Marc records once the publications have been added to Worldcat.

Darcell Little and Lynn Stonesifer met with a small group of depository librarians (Steve Anderson, Md. State Law Library, Doug McElrath, Univ. of Md. College Park and Christine Alvey, Md. State Archives) on Monday, February 13th to discuss recommending Best Practices for Producing Electronic State Publications. Three basic elements or

features were recommended for inclusion on the state agency web pages and electronic documents:

- a. Publications Tab on State agency web pages
- b. Title Page/ Prominent Placement of the following:
 - i. Complete title
 - ii. Author or responsible authority
 - iii. Publication date of Web posting date
 - iv. Time period, e.g. fiscal year, calendar year, etc.
 - v. Document Version, e.g. draft, second, or final version
- c. Page Numbers

Darcell Little and Lynn Stonesifer will be meeting with Darlene Young, DoITWeb Systems on July 11, 2012, to discuss implementing the above recommendations.

The new State Publications Depository & Distribution Repository, <http://mdstatedocs.slrc.info/cdm/landingpage/collection/mdgov>, was launched on March 26, 2012. This new repository currently has 1434 pdf's, publications that are full-text searchable with an advance search option, a subscription option (RSS feed), and contain complete records that include: subject terms, item descriptions, format information and a link to the original source. In addition to access to electronic state documents, the repository serves as a website for The State Publications Depository & Distribution Program (SPDDP) and features information for State agencies, links to other relevant electronic repositories (Chesapeake Digital Project, MD State Archives and Univ. of MD), and contact information for libraries that participate in the SPDDP. The repository is currently accessible via the Enoch Pratt Free Library's web page under Research Help and Government Documents.

SLRC contracted with OCLC to assist with the importing of electronic documents into the library's catalog, SIRSI. In July, 2012 we will begin to provide OCLC with the files and information required to begin the process and anticipate that upon its completion, electronic state documents will be accessible via three access points: (1) State Documents Web page, (2) Pratt Catalog, and (3) OCLC's Worldcat. Currently the Documents Unit staff are harvesting approximately 300-400 electronic publications monthly from the previously mentioned state agencies and has begun to expand the number of agencies included in the repository to: MD Dept. of Motor

Vehicle Administration, MD Dept. of Labor, Licensing and Regulation, Maryland Historical Trust, MD General Assembly, MD Dept. of Juvenile Justice, MD Dept. of Business & Economic Development, MD Dept. Aging, MD Division of State Documents, Governor's Office of Crime Control & Prevention, and the MD Dept. of Assessments & Taxation.

For State Publication Depository and Distribution Program Statistics – FY12 – See Appendix 2

- * Expand electronic resources content that enhance traditional reference service.

The Information Services Department is exploring the use of Twitter for the enhancement of reference service. The Department's Telephone Reference Service will be partnering with Communications to begin reference via Twitter. Examining Twitter use statistics versus the existing text messaging service available to customers for reference clearly indicates Twitter reaches a much larger customer base. The Library's Twitter following currently numbers approximately 4,000 followers. Public service will be closely monitoring the service and expects to reach the younger more technologically oriented customers by taking the Library to them more aggressively.

Now our Twitter followers will be able to ask a reference question via Twitter using the following hashmark: #askpratt.

The Twitter account is monitored daily by Roswell Encina, Director of Communications and he will continue to do so.

The Twitter Reference generally receives approximately a dozen or more questions per week. Often the questions are program related and come in on the day of the program though not all questions are program related.

Generally the questions we receive are what we define as Level 1 questions, very basic informational or directional questions.

Sample questions that require referral to staff:

"What became of all the books when the Peabody Book Shop/Beer Stube closed? Special collection, perhaps"

"What are the best books available that give a realistic view of what it's like to be a librarian?"

"Have a date yet?" (For the Job Fair)

"If you come across any statistics for nose piercings, that would be helpful, as well. Thx."

Question for Chris Matthews (sometimes we ask Twitter followers if they have a question for some of our authors):

"Could you speak on Jfks loneliness? How his life is segmented with different people?"

Currently we have 4,643 followers on Twitter.

Andrea Snyder, Job and Career Center Specialist currently uses Twitter to market the services available to those seeking employment, in need of resume assistance, training on using technology in the job search, and to broaden the visibility of the Job Center Collection. Tweets also include the latest news pertaining to workforce development in Maryland and points customers to statewide job fairs and local experts.

https://twitter.com/#!/JobCenter_Pratt

African American Department created and maintains an Access database of African American Funeral Programs. These unique programs provide invaluable genealogical and family history material now. The value of this information will only increase over time. The database currently contains the records for accessing over 1200 programs that cover the state with an emphasis on the Baltimore metropolitan area at present. Staff is working on the move of the current database to a searchable web-based database and the planning to make this necessary for FY 2013. Staff is also looking at the potential of digitizing a sample of the program themselves.

The Library received some time in the decade of the 1950s the Baltimore Sun and Evening Sun hand typed indexes covering the period from the late Nineteenth century through the middle of the 1950s. The combined indexes include 5.3 million cards. The early Baltimore Sun is already available through the commercial database the Baltimore Sun on Proquest.

The Evening Sun however is not available in any database format. Staff is working with a vendor who specializes in not only digitization but searchable database design and construction. The Library has received one quote from one of the three of the vendors who were

approached. The estimates cost for the project, which includes the creation of a searchable web-based database is \$184,000. The ownership of the cards themselves is what is being explored now. This may require some collaboration with the Tribune who at present owns the Baltimore Sun. Once the card ownership phase has been resolved staff will begin identifying grants available to fund the project. The vendor staff is working with, Creekside Digital and the Library hopes to begin a small scale pilot project in FY 2013 as the beginning of the larger full-scale project. The small scale pilot project would enable them to assure a successful end product. The cost for the pilot project is \$4,999,

Baltimore Heritage, who is working in partnership with the National Trust for Historic Preservation, is working on Explore Baltimore Heritage, a mobile application of tours around Civil War camps and fortifications, the history of Downtown's West Side, and the War of 1812 in Fell's Point. Each featured site will have historic images, short clips of experts or residents talking about the history of the site, along with some descriptive text. SLRC is exploring the potential of providing scanned images of some of our Special Collections materials as part of these tours, particularly the Cator views of Civil War camps as well as postcards that feature West Side buildings. This would be an excellent way to promote our historic, primary source materials, and MDCH collections.

Virtual Tour of SLRC Departments has been available through the subject department web pages. Public department staff is in the planning stage to move these Camtasia screen casts to a video streaming format using YouTube in the style of those created by the New York Public Library for a number of their special departments and collections:

<http://www.youtube.com/profile?user=NewYorkPublicLibrary>

The first special collection being highlighted is the Library's historical and contemporary sheet music/song collection. This encompasses not only the Fine Arts Department but the African American History Department and Special Collection as well. This first collection is in process.

The historical/architectural tour that was once available to customers on cassette tape who visited the Library in person tape has been transferred to a digital format for updating. Once the revision of the "tour" is complete the digital version will be converted to a podcast and made available from the Library's iTunes page and History of the Library Web Guide. There is also a plan to make the tour available on

mp3 players that can be borrowed from the Library's Circulation Desk in FY 2013.

The Tour script has been completed and is in the recording/editing phase in preparation for the move to the web page.

Wimba training expansion for the Maryland library community:

January 12 - Math for Librarians - <http://bit.ly/xpV3oV>
January 26 - Music and Antiques Resources - <http://bit.ly/x9xqLF>
February 9 - Online Services and Resources - <http://bit.ly/wimdBo>
February 23 - Researching Controversial Issues - <http://bit.ly/zxC16P>
March 8 - African American History Resources - <http://bit.ly/xrS5nb>
March 29 - Excellent Customer Service - <http://bit.ly/wnR8jO>
April 5 - U.S. and Maryland History Resources - <http://bit.ly/y2rWq8>
April 19 - Health Resources - <http://bit.ly/A40b1g>
May 10 - Federal and Maryland Legal Resources - <http://bit.ly/wvb26B>
May 24 - Science and Technology Resources - <http://bit.ly/yl7tal>
June 7 - Job Search Resources - <http://bit.ly/ylo6ND>

Independent Online Learning

Four Certificates of Completion were awarded for the SLRC Moodle Customer Service; the Model reference Behaviors

Note:

62 Statewide training sessions were provided in FY 12
31 Online; 17 SLRC sponsored; 14 LATI sponsored
31 Face-to-face sessions conducted; 11 at SLRC, 16 at County libraries, 4 at LATI

The total number of library staff trained by SLRC in FY12 was 1204

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

Action steps

- * Maintain Sailor network providing reliable data transport

Moved Charles County and Mt. Airy (Carroll) from T1s to Comcast, increasing bandwidth 10x, while reducing cost by ½.

Evaluated and ordered new border routers to increase capacity

Installation of Comcast fiber to Baltimore County Public Library completed. BCPL went live on the Sailor network 10/18/2011.

Migrated from Verizon OC3 and completed installation of Comcast equipment and fiber link to Hagerstown/Washington County in May 2012. Bandwidth doubled to 300 mbps, while decreasing costs by more than 50%.

Reinstalled Easton Library link to Sailor in Talbot County in preparation for reopening of their building on 5/5/12.

Increased bandwidth capacity for BCPL from 150 to 200 mbps on 6/20/12 following their request to address bottleneck during peak hours.

Ordered new Layer3 switches for wireless and customer sites.

- * Work with partners and vendors to increase capacity of the network while decreasing costs.

The Library completed negotiation of a new contract with Comcast increasing capacity while decreasing cost. It became effective July 1, 2011.

Completed installation of Comcast upgrades to the following sites:
- Baltimore, EPFL/SOC, 750 mbps (megabits per second) to 1 Gbps
- Montgomery, 150 mbps to 200 mbps 11/2011
- Anne Arundel, 25 mbps to 100 mbps 12/2011
- Prince Georges, 100 mbps to 200 mbps 12/2011
- Wicomico, 100 mbps to 200 mbps 12/2011
- Harford, 40 mbps to 100 mbps 1/2012
- Howard, 40 mbps to 100 mbps 1/2012

- o Negotiated new contract for Internet service from Cogent. The contract doubles capacity from 1 Gbps to 2 Gbps while decreasing per megabit cost by 40%.
- * Explore the feasibility of renewing Sailor Cruise Accounts online. (WEB)

Web staff revised the database and script to extend the expiration date of Sailor Cruise Accounts from 90 days to 180 days (7/11). Cruise

account holders may now renew their existing accounts online, rather than recreating new accounts when they expire.

- * Investigate how to make the Maryland Public Library Directory available on portable devices.

The Web Department posted a survey regarding MPLD on the Sailor website from April 5 to 18, 2012, which received 137 responses. While over half of the respondents indicated that a mobile site would be nice, many indicated in the comments that they do not need to use MPLD “on-the-go” as they are always at their desktop computer when accessing the directory, or else they can use the full site on their mobile devices. Based on the survey results, staff determined that it is not in the Web Department’s best interest to focus time on developing a mobile site or app for MPLD because it would serve very few users at this time.

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)

Action steps

- * Launch the developed Needs Assessment process
Needs Assessment Survey is underway. The Survey has initially been forwarded to the SLRC Commission, MAPLA, MaryLib. The non-public library community will be the second phase

All training and limited public programming conducted outside of SLRC in county locations will contain a Focus Group component.

- * Report Needs Assessment results
The first series of Focus Groups revealed that in addition to traditional services frontline Maryland public library staffs turn to SLRC for innovation, best practices, and training. The second series of focus groups will be conducted in October at the Fall SLRC Conference.

The preliminary Needs Assessment data is reported under Visibility 1.1 and a summary of the raw data is can be located in Appendix 1.

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

- * Expand the FY 2011 first phase

The dashboard will be revised to show more outcomes to SLRC training, including increase of knowledge level, if trainees felt the material was helpful with their work, and if they plan on using what they learned.

The Year End SLRC Dashboard is available as a separate document.

- * Compare and report results

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 to support efforts of Maryland libraries and advocate the value of libraries.***
(SLRC Strategic Plan Goal 4: Objective 1)

Action steps

- * Identify and develop statewide partnership collections
MAPLA, SLRC and the Division of Financial Regulation along with the US Federal Reserve Bank of Richmond have developed a partnership that shares both print and electronic resources in the area of Financial Literacy. The Financial Literacy guide is complete and will be launched January 30, 2012. The guide will be accessible from the Business Science and Technology Department page, the Library's Web Guides page, and slrc.info. The DLLR Division of Financial Regulation has purchased a "vanity" URL for the guide "MyMoneyMatters-md.com. IAD staff will host this version of the guide on the Sailor server so the guide can be globally searched and easily located using the popular web search engines.

The next two guides planned are:

1. On developing a career path. While this will have an emphasis of students helping them complete their Career Portfolio requirement in Maryland for graduation, it will be of invaluable use to those looking to return to the workforce.

The Career Path Planning Guide is complete This is the first step is helping to redesign the Career Path Portfolio process all students graduating from Maryland public schools are required to have completed. The redesign along with the new web site will enable students in Maryland to easily complete this needed requirement and assist them in planning the steps to building a successful career process.

<http://www.prattlibrary.org/locations/businesscenter/index.aspx?id=73031>

2. A support for Boomer's beginning to think about employment and life after retirement. This is in response to the DBED Boomer's Taskforce currently examining this issue.

The last Boomer's Taskforce meeting was held here at Central/SLRC and the Taskforce now sees the need for library involvement on the Taskforce and are beginning to understand how crucial this collaboration to them will be. In addition to the State Government arena there are members of the non-profit arena involved as well.

The decision was made to officially include SLRC as a member of the Maryland Governor's Boomer Initiative. Meetings resume in September with the focus on designing a web portal to provide the generation planning for retirement access to all the information they need for their planning.

House Bill 288 (Synopsis)

Baby Boomer Initiative Council

FOR the purpose of re-establishing the Baby Boomer Initiative Council; providing for the membership of the Council; requiring the Governor to appoint the chair of the Council; providing for the staffing of the Council; establishing the duties of the Council; requiring the Council to make certain recommendations; requiring the Council to provide certain reports to the Governor and General Assembly on or before certain dates; defining certain terms; providing for the termination of this Act; and generally relating to the Baby Boomer Initiative Council.

The Council shall develop a plan for a communications tool that connects Maryland businesses, nonprofits, academic institutions, and State agencies to meet the demands of, and take advantage of, the resources associated with Maryland's age wave.

In August, the Digitization Supervisor traveled to Frederick County Public Library's Thurmont Center for Agricultural History to pick up items from the Extension Agent Annual Reports collection. The annual reports, which include photographs and articles, document the yearly activities sponsored by the Frederick County Extension Office.

The Carroll County History Project collection was published on the MDCH Website on Oct. 26, 2011 as the result of collaboration with the Carroll County Public Library. The collection contains 52 oral history videos which bring together the memories of Carroll County residents from all walks of life. 33 items were added in January 2012, 49 items were added in April 2012 and 166 items were added in June 2012, for a total of 300 items.

In January 2012, 28 interviews were added to the existing Harford County Living Treasures oral history collection for a total of 101 items. The goal of the Living Treasures project of the Harford County Public Library is to document the lives and experiences of longtime residents of Harford County.

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

- * Expand existing public school connections
Session held for the Montgomery County School Systems Professional Development Day, August 18, 2011 on Primary, Digital Resources, and Exhibit Materials from the State Library Resource Center.

The session provided an overview of primary resources supporting the Maryland State School curriculum highlighting the 150 Anniversary of the U.S. Civil War. Primary source materials were available for examination and to support county wide school exhibits.

Recent discussions with the Anne Arundel County Public Schools has them exploring ideas for collaborations this fiscal year and are being guided by curriculum and fiscal constraints.

The African American History Department staff is working on an outreach plan to aid teachers statewide in conjunction with the statewide African American Curriculum to familiarize them via workshops, online training and when possible presentations that will include primary and secondary resources that are available at SLRC (ongoing project).

Kevin Jenkins from the Maryland State Department of Education has contacted SLRC to explore a partnership with MSDE in the provision of primary source materials supporting their Social Studies curriculum. Kevin is a Social Studies specialist working with curriculum. He contacted SLRC because he is responsible for developing an historical investigation piece for students. These have been on a variety of topics in the past. This time Kevin Jenkins wants to focus on biography. The person he's chosen for the preliminary investigation is Enoch Pratt. Access to primary sources from our collections will assist him in constructing the piece and to use as support for students working on the assignment.

Areas of the collection that will be used to support this project include the Maryland Department, Special Collections, and the Pratt Archives.

In January Kevin Jenkins, a Social Studies Specialist with the Maryland State Department of Education contacted the Maryland

Department to ask for assistance in creating an Historical Investigation for the curriculum.

Historical Investigations are guides about one topic that address a specific objective in the curriculum. This is accomplished by posing a main question that the student answers by interpreting text and visual primary source documents.

This project linked Mr. Pratt's funding of various community institutions to his belief in a democratic society. Special Collections and Maryland Department worked with Kevin to find the correct material to fit the curricular expectation. Once they were presented Kevin selected eleven of the items. Michael scanned them and provided digital copies to the specifications Kevin set.

Since Kevin was leaving the position he suggested Pratt continue the collaboration by working with his supervisor, Marcie Thoma, supervisor of Social Studies for MSDE. Michael Johnson was invited to visit a meeting of the MSDE social studies writing group on Feb. 29th. He was able to sit in on discussions regarding the development of Historical Investigations which provided valuable information on how Enoch Pratt/State Library could support MSDE projects in the future.

Public Service staff is discussing ways to adapt the Wimba online training environment to push information about collections and resources directly to students. Twitter Reference will be part of this discussion process as is the revival in January of the SLRC Newsletter by request numerous Maryland public library staff attending trainings and the SLRC Conference.

In December 2011, an 18 month partnership among SLRC/IAD staff, the Maryland Historical Society (MdHS) and MSDE resulted in the publication of the War of 1812 collection on the MDCH website. The digital collection consists of paintings, manuscripts, American military accessories, prints, weapons, and photographs related to the War of 1812 from the MdHS's Museum and Special Collections Departments. Included in the collection are the Star Spangled banner manuscript in Francis Scott Key's hand and the first edition printing of Key's song, works depicting important people and battles involved in the war, and more.

Pratt staff worked with Jay Bansbach and Donna Olszewski, MSDE social studies specialist to find out in what grade levels the state curriculum addresses the War of 1812, and learned that it is in: 4th Maryland, 5th U.S. History, 8th U.S. History. Both MdHS and MSDE had representatives to the Baltimore City War of 1812 Education

Committee to ensure that items digitized could easily integrate into the lesson plans being designed for those grade levels.

- * Enhance knowledge transfer for students through the application of oral language theory.

An effective way to frame information in a presentation and involve an audience is through storytelling. Although usually thought of solely as a tool for those who work with children, oral language theory, which supports language and literacy learning, works for all ages and will enhance a broad spectrum of library workshops. Selected SRLC staff have been trained to tell stories, enabling them to incorporate this skill into their learning forums.

4.3 ***Identify partnerships with and among other Maryland organizations to expand access to information resources for the Maryland library community.*** (SLRC Strategic Plan Goal 4: Objective 3)

Action steps

- * Investigate quality, War of 1812 and U.S. Civil War primary source documents supporting the State's current history initiatives.

Maps, Broadsides, Prints and a Diary from the Battle of Baltimore are the War of 1812 materials from the Maryland Collection that are being assessed for display and digitization requests. Social Science and History has identified a series of maps and a post War account published in New York in 1816.

Civil War material from the Library's collection may be candidates to be scanned potentially creating a resource to share with libraries and schools.

Six categories have been identified: Battles; Songs; Prints/Illustrations; Photographs; Maps. These items are already being offered as exhibit materials to Maryland public schools.

The first comprehensive state-based center and museum of its kind in the nation, Maryland Women's Heritage Center was established to preserve the past, the present, and shape the future by recognizing of Maryland women of diverse backgrounds and regions. Maryland Women's Heritage has partnered with SLRC to highlight the two institutions collections of materials on Maryland Women's History. The partnership will enable SLRC to highlight many of the primary source

items in Special Collections. These items will be featured through smart web guides SLRC is focusing on this year.

The Digitization Supervisor traveled to the Howard Co. Historical Society (HCHS) on July 19, 2011. HCHS has since initiated moving forward with partnership. Their Manumissions, Bills of Sale, and Indentures Collection is the first candidate for inclusion on MDCH. In September, the collection was picked up from HCHS and is currently being prepared for digitization and scanning. It consists of approximately 150 handwritten legal documents relating to the history of slavery in Howard County. Scanning of the documents was completed in Dec 2011. Work on the metadata was completed in June, 2012. The collection is being prepared for publication in July, 2012.

On August 23, 2011, the Digitization Supervisor visited the College Park Aviation Museum to discuss potential partnership with MDCH. In October, the museum began selecting items for digitization from their Engineering and Research Corporation (ERCO) collection. ERCO was an early-mid 20th century aeronautics manufacturing firm based in Riverdale, Maryland. Digitization was completed March 2012. The ERCO Photographs Collection, which includes 15 images documenting airplane production in the 1940's, was published on MDCH in April 2012.

On October 11, 2011, the Digitization Supervisor traveled to the Hays-Heighe House at Harford Community College to discuss MDCH. A collection of historic photographs related to the Maryland horse racing industry was identified as a possible partnership collection. Copyright issues will need to be resolved prior to digitization.

On November 7, 2011, the Digitization Supervisor traveled to the Captain Avery Museum in Shady Side, MD to pick up items for digitization. The items include a collection of interviews from the museum's oral history collection, which documents the stories and voices of this waterfront community in southern Anne Arundel County. In February 2012, the Fishing Club Oral History Collection was published on MDCH. The 17 interviews included in the collection were the result of a 2007 federal and state funded grant project. The goal of the project was to further explore and capture the interim history of the Captain Avery Museum property. The property was purchased by the Shady Side Rural Heritage Society in 1989 from the Fishing Club, a group of Jewish Washingtonians who had owned it as a weekend get-away since 1924.

The Hampton National Historic Site in Towson, which is part of the National Park Service, finally received approval to partner with MDCH. MDCH will host a digital collection of letters from the Henry White Family Papers. White, a Maryland native, was a prominent American statesman and diplomat during the late 1800's and early 1900's.

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

- * Evaluate Marina/URSA for statewide resource sharing services and coordinate upgrade to URSA 4.2 if feasible.

A Resource Sharing Software Exploration Team (RSSET) was formed in spring 2011 to explore alternative resource sharing vendors and a Request for Information (RFI) was sent to the following vendors: Auto-graphics, Inc., OCLC, Relais International and SirsiDynix. The team met on August 31, 2011 for vendor presentations and demos and submitted recommendations for the top two vendors. Relais International was selected as the new vendor to provide resource sharing service for the Marina Consortium. The software meets all of the criteria outlined in the RFI and is the most cost effective.

The Resource Delivery Manager made a formal recommendation to SAC on October 20, 2011. SAC also approved that grant funding should cover the startup costs for Community Colleges as "borrow only" libraries in Marina; however the libraries would have to cover the annual maintenance fee of \$900 starting in year 2. The following libraries will continue to participate in Marina: Allegany College, Baltimore City Community College, Carroll Community College, Cecil Community College, College of Southern Maryland as well as the Correctional Libraries.

An LSTA Grant in the amount of \$210,000 was secured from DLDS to fund the migration to Relais of all public library systems, as well as those community colleges wishing to continue in Marina. The approved grant award was received on December 16, 2011.

The Resource Delivery manager and MILO Manager began having weekly conference calls with Relais on December 21 with CEO, Clare MacKeigan and the Project Manager, Mark Finlay, to discuss the contract and begin plans for implementation. Relais sent a projected timeline for the project in late December. All information was shared on the Marina listserv.

A contract with Relais International was signed in mid-January.

The Resource Delivery Manager presented two Marina status reports in January 2012: one at a Maryland Digital Library meeting (academic libraries) on 1/11/12 and one to MAPLA on 1/27/12.

The Resource Delivery and MILO managers began participating in monthly conference calls with the Relais D2D users groups on February 16, 2012. The users group includes representatives from all of the other libraries and consortia that use the Relais products including a few libraries that were previous URSA users.

March 1, 2012 Mark Finlay reported that Relais has achieved Z39.50 connectivity with all of the public catalogs. On March 23, 2012 all of the Sirsi and the TLC NCIP connections were validated.

A demo of the Relais D2D environment (Discovery to Delivery/user interface and patron authentication) was presented to the Resource Delivery and MILO managers in late April. A unique link to the D2D interface was sent to each library system in early May so that they could search the new virtual catalog, and the libraries where NCIP connectivity has been achieved could try submitting some requests.

In early May, Kevin Stewart, Relais' Chief Technology Officer reported that libraries with Polaris will require a "patch" from Polaris to enable proper communication with Relais software. Polaris also indicated that they wished to conduct additional testing with NCIP 2.0 in order to incorporate a roll-out of NCIP 2.0 to Marina libraries. Relais and Polaris had been doing successful testing of NCIP1.0 prior to this.

NCIP testing between Relais and the Lower Shores III NCIP server was completed by the end of May.

Mark Finlay, Relais and Andrea Buntz-Neiman, Kent, participated in a conference call to discuss the options for validating users without the use of NCIP.

Emma Beaven, MILO manager, provided an update on Marina/Relais implementation project and a demo of the Cerberus D2D user interface at the Sailor Advisory Committee (SAC) meeting on June 14, 2012

In mid-June Relais demonstrated the windows client and web interface and provided basic training for the RSD and MILO managers. The Windows client will be used for manual printing of requests and for the connection between Relais and OCLC for libraries that process their own OCLC requests. Also provided was the link to the web based staff interface that will be used to process requests. The work flow for of entire processing of requests (shipping receiving returning, completing) will be done via a web interface.

As part of the contract with Relais, and as specified in the Request For Information (RFI), Relais developers have been working on developing the NCIP functionality to place holds in each ILS so that Marina holds could be incorporated as part of local pick lists. The developers have successfully created coding to place a hold in the ILS based on item barcode or other data. However, during the demo with MILO, an issue was discovered that affects the ability of Marina to use the developing place holds functionality and to have holds show up on local ILS pick lists. Relais indicates that local pick lists will not include Relais request numbers, and that it is impossible to process requests in Relais unless they are connected to a request number.

The RSD manager reported this issue in an update to the Marina listserv at the end of June and explained that all libraries will need to print individual pick slips in order to process each request. Also outlined were the three different alternatives for printing pick slips. There are some concerns from Marina members about the change in functionality and workflow. Advantages to this new process include the following:

- Pick slips will also serve as the book bands and will be used to ship items to other libraries.
- Staff will no longer have to manually write all of the shipping information on green Marina bands
- Bands will include a scannable request number which will result in a more efficient work flow.

By the end of June, Carroll County had not heard any more from Polaris about additional testing; however, Mark Finlay reports that Kevin Stewart, CTO for Relais has been doing quite a bit of testing with Polaris on NCIP 1.0 with the 5 main NCIP messages. There was no additional information about Polaris and NCIP 2.0

There have been some technical issues with the Cerberus interface and Ill, the ILS for the Lower Shore Consortium. Mark Finlay reports

that Relais will develop change for check availability logic for III Millennium catalog to resolve the problems. Specifically, the Relais' CheckAvailability plug in needs to be tweaked to account for the III definitions for "Available".

MILO staff has drafted a *Marina Coming Soon* Flyer to announce and market the new Relais software which will be sent out to all library systems in the next few weeks.

Due to the delays and uncertainty with NCIP configuration and Polaris, there is no update on the timeline or when training will be held at this time. However, it was confirmed that the Relais training sessions with ILL staff can be recorded so they be shared with other staff.

- * Continue to coordinate effective delivery services.

Worked with staff from Western Maryland Regional Library, Allegany County and the National Correctional Institute for Women (MDCW) to coordinate a change in delivery method for the National Correctional Institute for Women. Effective September 1, 2011 interlibrary loan material for MDCW will be shipped via the Allegany County delivery instead of by U.S. mail.

- * Continue the Annual Statewide Circulation Conference.

The annual Statewide Circulation conference was held at Enoch Pratt Free Library on November 3, 2011. The Circulation Supervisor, in consultation with the Resource Delivery Manager, arranged for speakers for the conference which 125 attended. Speakers and topics included:

- * Ian Lashbrook, American Library Association -*ALA LSSC Support Staff Certification*
- * Ny'ilah Covington and Anjanette Wiggins, Enoch Pratt Free Library-*Getting Started with E-Readers*
- * Erin Doherty-Lucas, Prince Georges County Memorial Library-*Moving Your Manual into the Digital Age*
- * Sonia Alcantera-Antoine and Darcell Little, Enoch Pratt Free Library-*Organizational Change at a Grassroots Level*
- * James Cooke, Cathy Hoppert and Jo Pinder, Baltimore County Public Library-*Repositioning for the Future; Relevant, Efficient, Effective: How Baltimore County Public Library*

Rethought Circulation Operations and Moved to Customer Directed (Self) Service

- * Andrea Snyder, Enoch Pratt Free Library-*Social Media and Libraries*

The Circulation Supervisor has begun to plan for the 2012 Statewide Circulation conference. A call for speakers was sent out to several lists in late April. A Save the Date announcement for Thursday, November 15, 2012 will be sent in July.

- * Expand the communication of SLRC's multiple roles and resources through print and electronic publishing and the SLRC Conferences.

Fall SLRC Conference, October 19, 2011
Exemplary Chat Reference
DLLR; Maryland Workforce Development
Collection Development 101
I Don't Have Anything Good to Read
Intellectual Freedom
Beyond Basic Reference
Social Media and Librarians
Literary Criticism
Financial Literacy for Tough times
African American Genealogy
Unconference Sessions:
Challenging Customers
eBooks and eReaders

The Selection Unit of the Collection Management Department presented *Collection Development 101: Advice from the Materials Selectors at EPFL* at the October 19th SLRC Conference. This training was well-attended and well-received. In response to several requests for more training, the November 15th Weeding Workshop – to be presented by the Selectors – has been opened to statewide participation.

The Spring SLRC Conference is scheduled for March 21, 2012. The schedule for the day included a keynote address by Maureen Sullivan, an organization development consultant, and incoming President elect for 2012-13 of the American Library Association.

Spring SLRC Conference March 21, 2012
Intellectual Freedom
LATI Tour
Maryland Law
ILL/Marina and tour of MILO
Unconference Session – Future of Libraries
Digitization
What Do You Know About Maryland?
E-books and E-Readers
Social Media
Unconference Session – Dealing with Challenging Customers
LATI Tour
Song Searching and Antiques
Financial Literacy for Tough Times

Genealogy Conference

“Social Networking; The New Horizon’s for Genealogists”

Four lectures with a primary focus on “social networking” and how applications are currently being used by genealogists and family historians of all ages. Facebook and Google will be addressed in depth.

As a bonus, “*Navigating the 1940 Census*”, an examination of the 1940 count, will introduce users to the data that will be released on April 2, 2012.

Thomas MacEntee brings his considerable knowledge and experiences to Baltimore for the first time. Mr. MacEntee is a professional genealogist who specializes in the use of social media and technology in family history research and is the creator of GeneaBloggers.com and High-Definition Genealogy. A Chicago resident, he is frequently featured at genealogy conferences and workshops across the U.S.

The Conference will be available via the Library’s podcast page, on the Library’s SLRC iTunes site, and will be available live statewide through the Library’s ustream.tv account the day of the event:

<http://www.ustream.tv/channel/enochpratt>

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

- * Monitor and report the effect of standard performance measures SLRC has in place.

The FY12 2nd Quarter YTD Dashboard reports the standard measures, such as questions answered, circulation of materials, interlibrary loan figures, and public programs and training sessions offered. The Dashboard also reports the value of SLRC services to its

customers as well as outcomes of the training SLRC provides Maryland library staff.

- * Modify SLRC's standard performance measures ensuring the validity of SLRC's role.

The FY12 Dashboard also reports responses from Maryland library staff as to whether SLRC training has been useful to participants for their work, which is a new measurement from FY11.

6.2 **Create an outcomes based evaluation program for SLRC training.** (SLRC Strategic Plan Goal 6: Objective 1)

Action steps

- * Launch new age specific and training related outcomes based evaluation measurement tools.

Age-specific and training related outcomes based evaluation forms were implemented and created at the beginning of the fiscal year.

6.3 **Monitor the quality of SLRC programs by redesigning data collection methods.** (SLRC Strategic Plan Goal 6: Objective 1)

Action steps

- * Monitor and reported SLRC program performance quarterly

Third Quarter evaluations on SLRC Training and Public Programs appears in Appendix 4.

Second Quarter evaluations on SLRC Training and Public Programs appears in Appendix 4.

Comparing the First and Second Quarters the dashboards reflect a slight decrease in the number of reference requests, items circulated, slrc.info home page views, and inter-library loan requests. There was in the Second Quarter a significant increase (47%) in SLRC's in-house circulation and an increase in requests for materials/information from Maryland county library systems.

Several factors account for both decreases and increase. Customers are using SLRC more as a destination for information than traditionally for materials to borrow. The results of the Central Hall Observation study bear this out reporting that 83% of customers using the building

for technology access. This accounts for the significant increase in the in-house use of materials.

Customers are using the Library more like a book stores that have become a destination for information and Wi-Fi access not always opting to purchase items.

Notably there is also a recognizable desire in our customers for immediacy, less willingness to request materials through I.L.L., and to place reserves. Research requests that vary in complexity remain steady though now often arise as customers increase their use of chat and email. The Library's ability to scan and delivery information electronically has increased this fiscal year, which may account for the stability in the number of these requests. The addition of the microfilm scanning equipment that allows customers to save information directly to their flash drives in the Periodicals Department was initially slow for customers to embrace though is after a year on the increase.

The impact of SLRC training remains in the upper 90 percentile in examining the effectiveness of SLRC training. The knowledge transfer component of SLRC training also continues to remain high and increased between the First and Second Quarters.

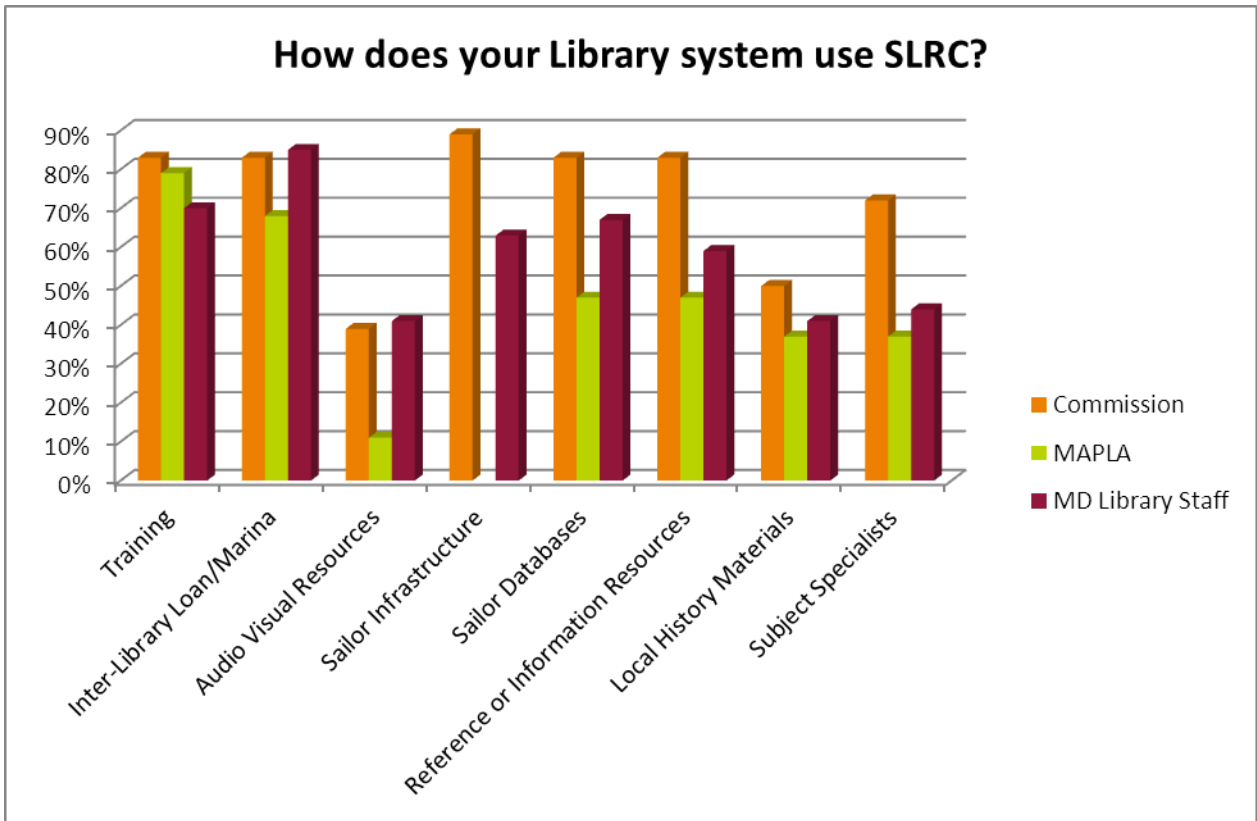
Currently the ROI on the SLRC Grant is \$7,332,123 as of the close of the Second Quarter. Third Quarter statistics are not yet available.

Note: The Central Hall Observational Study has led to the development of an Observational Study in each public subject department. The results of the study will be available at the close of this fiscal year.

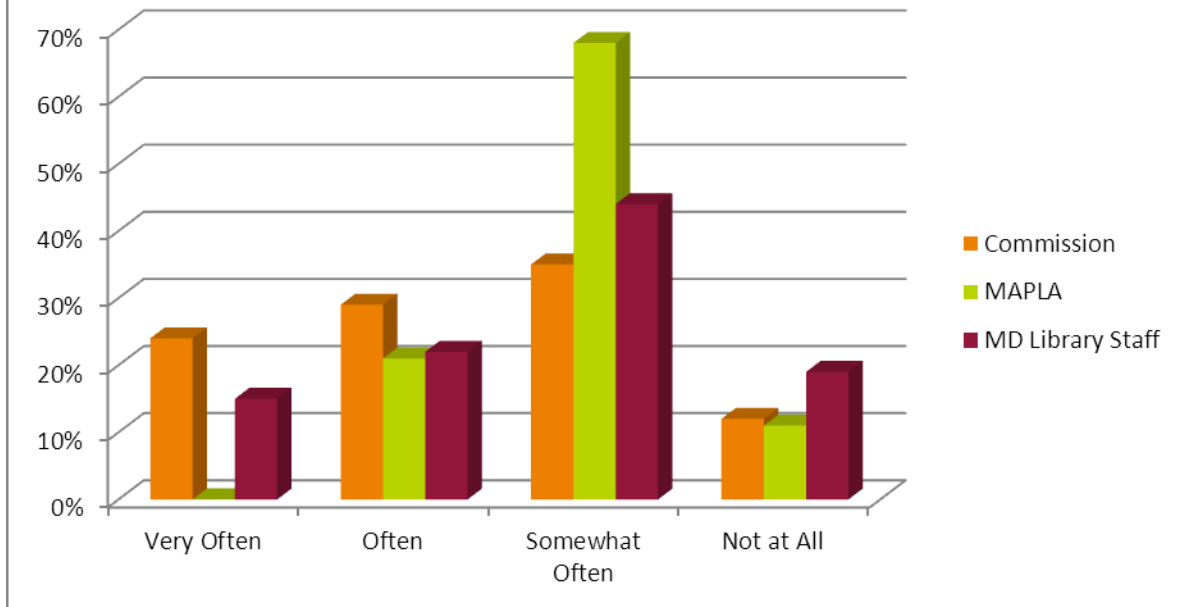
- * Adjust quarterly reporting to provide Maryland's libraries with data that is adaptable to their needs.

Public Service, SLRC Manager, John Damond is exploring ways to redesign the dashboard in order to provide more clear reporting and to develop a template that county public libraries presently using the dashboard will find more applicable to their needs.

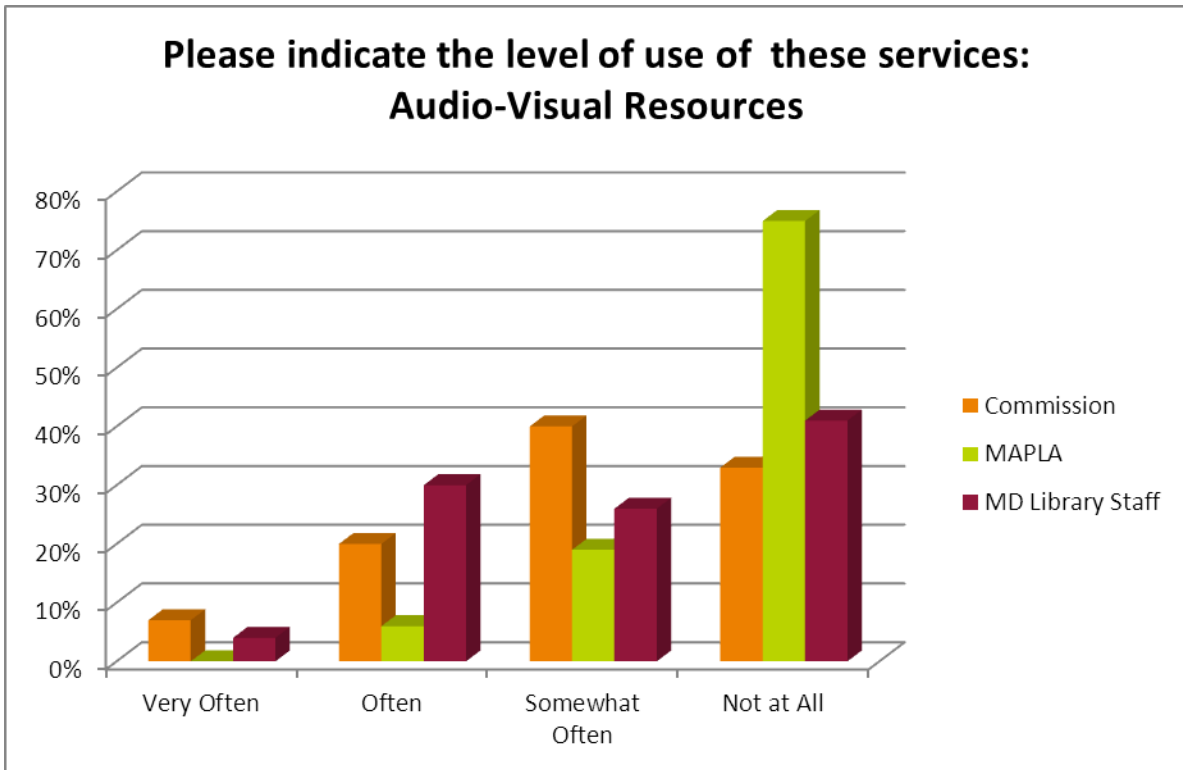
Appendix 1



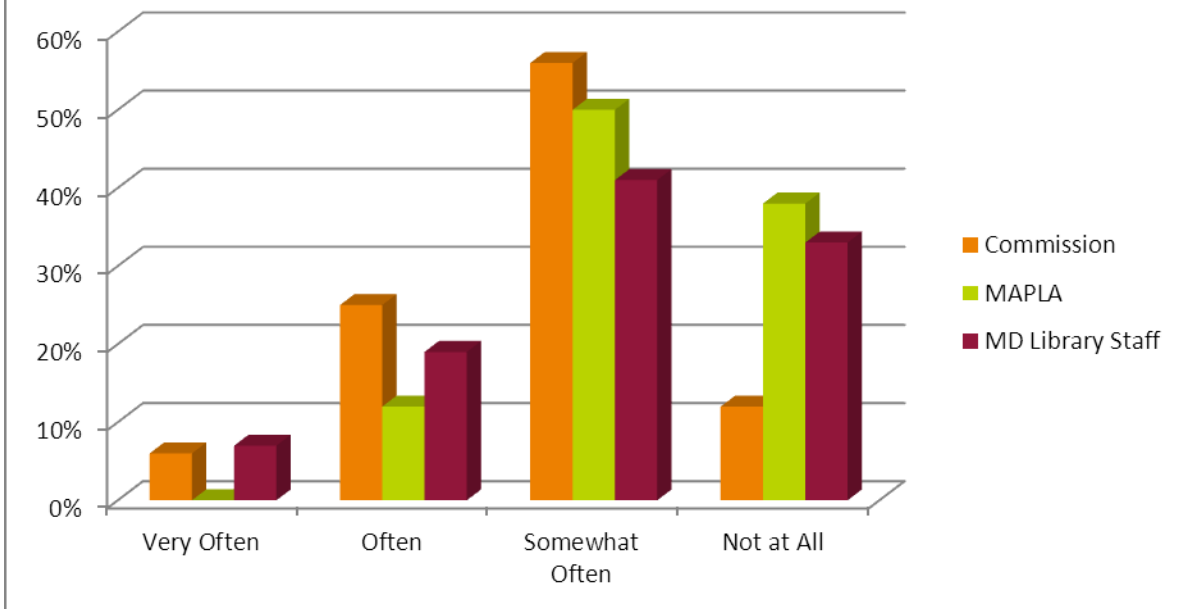
**Please indicate the level of use of these services:
Training**



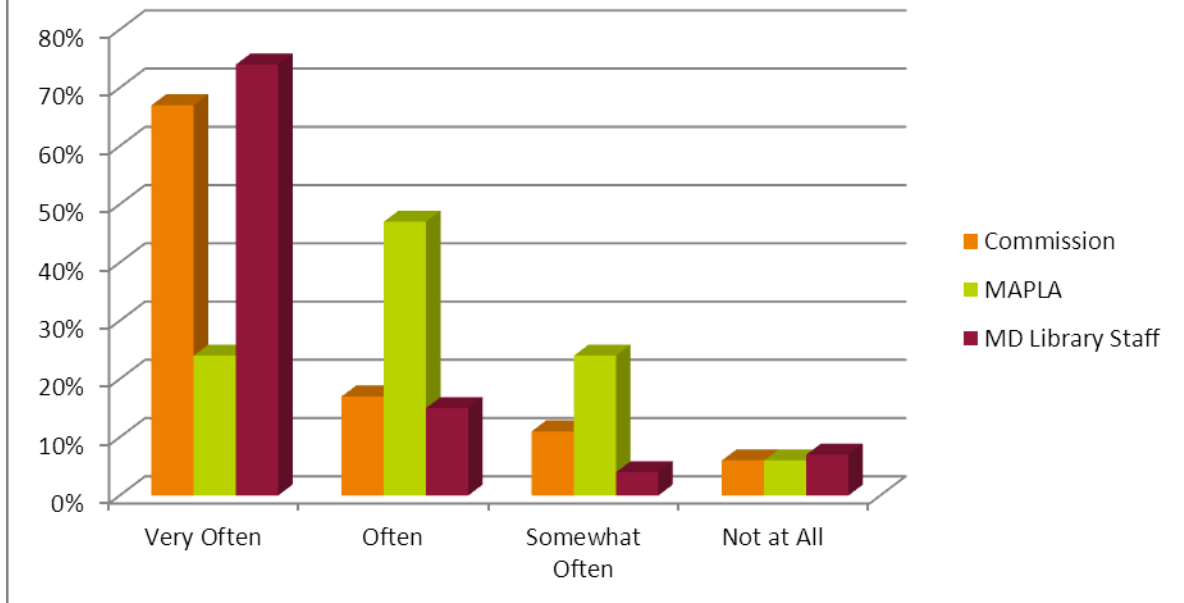
**Please indicate the level of use of these services:
Audio-Visual Resources**



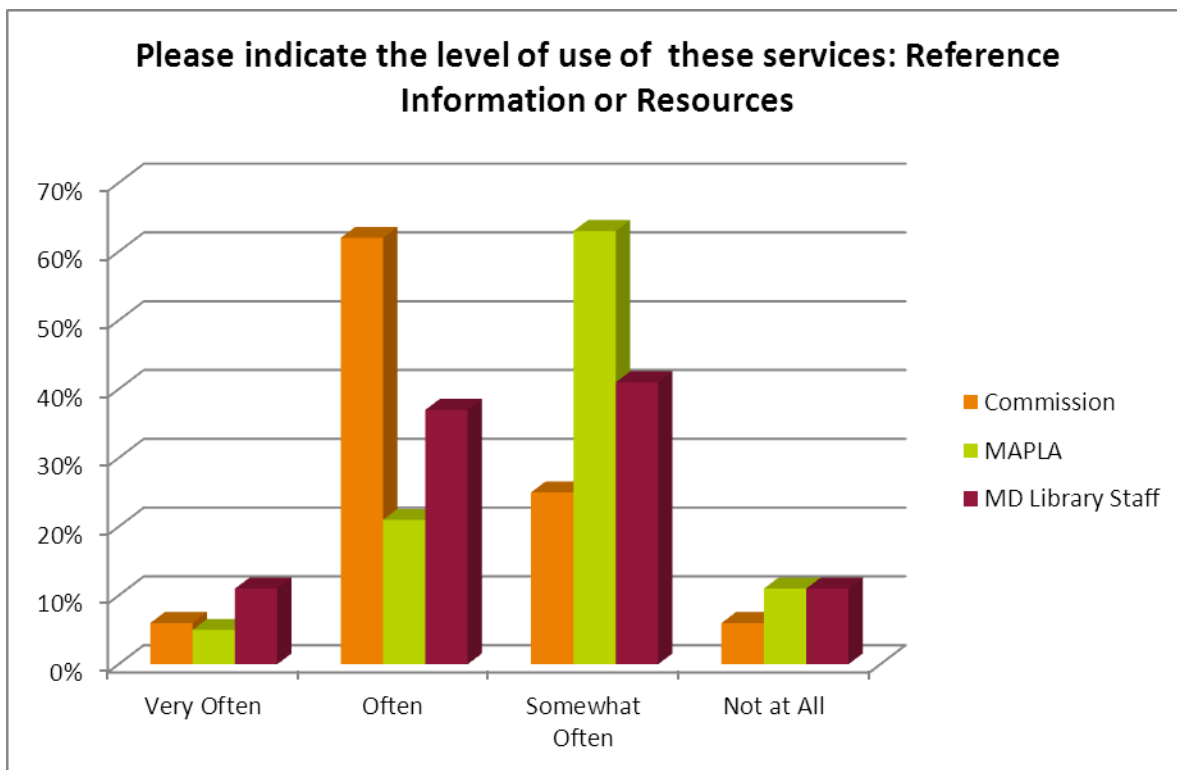
**Please indicate the level of use of these services:
Subject Specialists**

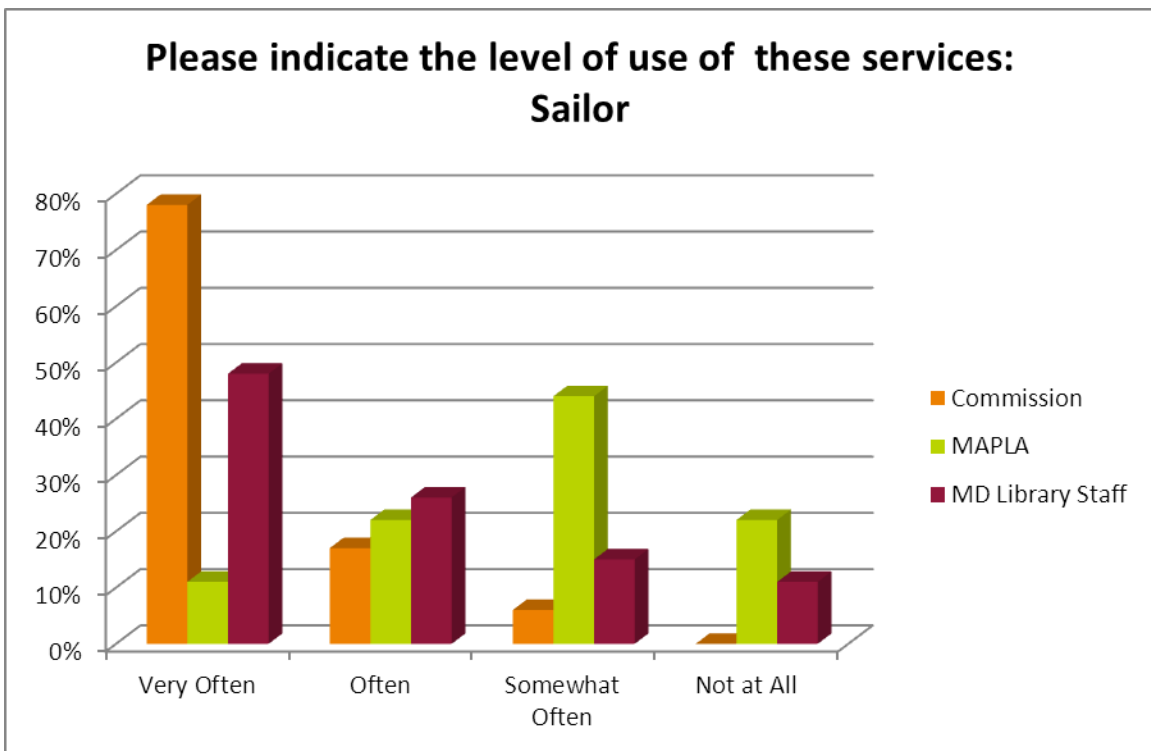


**Please indicate the level of use of these services:
Inter-Library Loan**

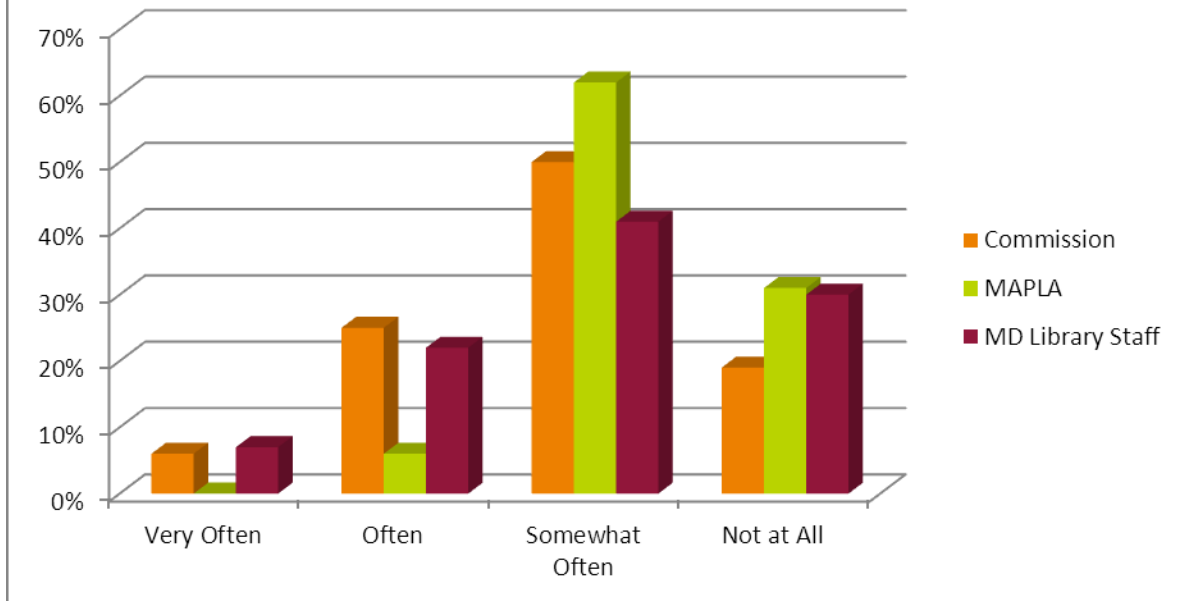


Please indicate the level of use of these services: Reference Information or Resources





**Please indicate the level of use of these services:
Local History Materials**



FY 12 Statistics for The State Publication Depository & Distribution Program													
MONTHLY ACTIVITY	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Number of Physical Titles Received	48	64	61	84	70	40	82	87	128	64	57	38	823
Number of Documents Distributed	768	1024	976	1344	1120	640	1312	1392	2048	1024	912	608	13168
Number of copies added to SIRSI	0	0	22	25	38	36	68	_**	15	12	0	2	218
Number of e-documents harvested from websites	0	0	404	289	303	199	102	404	136	325	363	458	2983
Number of e-documents added to CONTENTdm	0	0	0	0	0	410	513	370	75	325	363	458	2514
TOTAL													19706
Depository Libraries for MD Publications													
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													
Enoch Pratt Free Library/ MD Dept.*													
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.													
** Need to recover lost data.													

SLRC WORKSHOP CALENDAR FOR FY 2012

Training scheduled by region

Training sessions conducted are noted by a full completion date following the session (month, day, year)

Central Maryland

Beyond Basic Reference, FRED, Brunswick, July 22, 2011
Beyond Basic Reference, FRED, C. Burr Artz, July 25, 2011
Excellent Customer Service, FRED, Urbana, October 6, 2011
Excellent Customer Service, FRED, C. Burr Artz, October 7, 2011

Eastern Shore

Excellent Customer Service, ESRL, Denton, December

Southern Maryland

Medical Reference, SMRLA, August 31, 2011
Literary Criticism, SMRLA, October 4, 2011

Western Maryland

Cyberbullying, WRML, September 22, 2011
Intellectual Freedom, ALLE, November

Statewide

Science & Technology Resources, Wimba, September 15, 2011
LATI: Model Reference Behaviors/Excellent Customer Service, BCPL, September 21, 2011
Business Resources & Job Search, Wimba, September 22, 2011
LATI: Follow Up to Session 2, Wimba, October 5, 2011
LATI: Online Resources & Current Events, Wimba, October 12, 2011
Health Resources, Wimba, October 13, 2011
SLRC Conference, SLRC, October 19, 2011
LATI: Business Resources & Job Search, Wimba, October 26, 2011
Children's Readers Advisory, Wimba, November
Literary Criticism, Wimba, November
LATI: Science & Technology Resources, Wimba, November
LATI: Health Resources, Wimba, November
LATI: Legal Resources, Wimba, November
LATI: Adult & Teen Readers' Advisory, BCPL, December
LATI: Legal Resources, Wimba, December
Listeners' and Viewers' Advisory, Wimba, December

Children's Program Evaluation Form

Program:

Location:

Date:

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

3. As a result of this program, to what level did you?	Not at all		To a	
great degree				
a. Feel your child understands how books are used?	1	2	3	
4 5 N/A				
b. Learn new resources for children?	1	2	3	4
5 N/A				
c. Feel informed or delighted?	1	2	3	
4 5 N/A				

4. How did you hear about this program?

Facebook Library Flyer Library Newsletter Library Web Page Newspaper Twitter

School Other _____

5. Have you been to the Library before?

Yes No

6. Would you like to come back?

Yes No

7. Do you have a Library Card?

Yes No

8. Do you live in Baltimore City?

Yes No

If not, which county do you live in? _____

Comments



School-age Children and Teen's Program Evaluation FormProgram:

Location:

Date:

If you are a teacher please answer as many questions as you can on behalf of your students.

1. Did you learn something today? Yes
No
2. Do you want to read more? Yes
No
3. Did you have fun today? Yes
No
4. Do you have a greater love of books/reading/the Library? Yes
No
5. Have you been to the Library before? Yes No
6. Would you like to come back? Yes No
7. Do you have a Library Card? Yes No
8. How did you hear about this program?
 Facebook Library Flyer Library Newsletter Library Web Page
 Newspaper
 Twitter School Other _____
9. Do you live in Baltimore City? Yes No

If not, which county do you live in? _____

Comments

Enoch Pratt Free Library
State Library Resource Center
School-age Children and Teen's Program Evaluation Form

SLRC Training Evaluation Form

Program:

Location:

Date:

Trainer(s):

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

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?		1	2	3
5 N/A				4
b. Make a connection with someone or something?			1	2
4 5 N/A				3
c. Get enjoyment or feel entertained?			1	2
4 5 N/A				3

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. How did you hear about this program?

slrc.info MaryLib Merlin e-mail Facebook Twitter

Other _____

8. For which library system do you work? _____

Comments

Pratt/SLRC Adult Public Program Evaluations

Program Name: SLRC Adult Public Programs FY12 Q3 YTD

Program Location: _____

Date: _____

Total Attendees: 1687 Total Respondents: 900 Total Return Rate: 53.3%

BEFORE

Before attending this Library program, how aware were you of the topic?	
Total Respondents	746
% Very Aware	18.77%

Before attending this Library program, what was your knowledge level of the topic?	
Total Respondents	749
% High	14.82%

AFTER

After attending this Library program, how aware were you of the topic?	
Total Respondents	713
% Very Aware	63.81%

After attending this Library program, what was your knowledge level of the topic?	
Total Respondents	737
% High	50.75%

% Increase
225.00%

% Increase
236.94%

Get motivated to do something?	
81.1% rated a 4 or 5	

Make a connection with someone or something?	
75.1% rated a 4 or 5	

Get enjoyment, feel entertained?	
82.0% rated a 4 or 5	

How did you hear about this program?	
E-mail	40
Facebook	19
Flyer	36
Friend	299
Newsletter	117
Newspaper	105
School	16
Twitter	1
Web Page	22
Other	176
Total	831

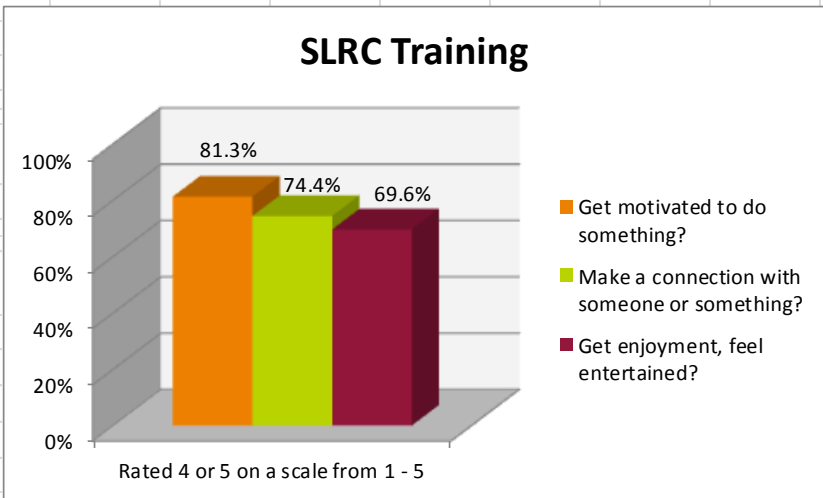
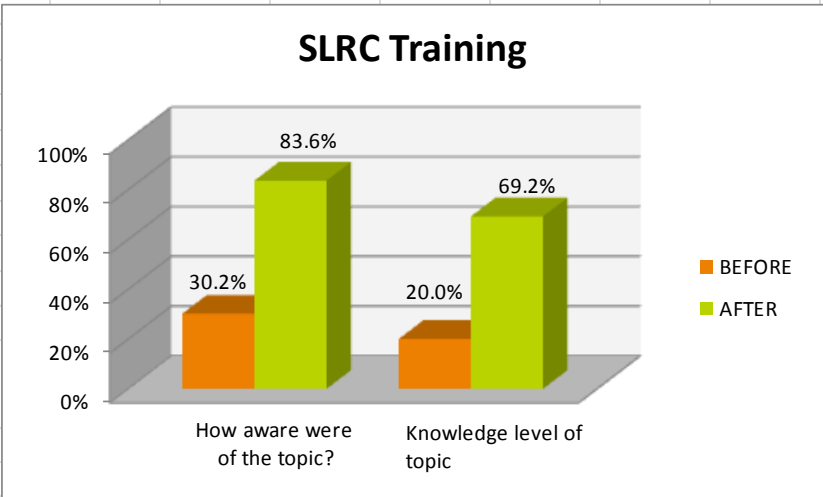
First time attending a Library program?	
% Yes	37.8%

Do you plan on coming back?	
% Yes	99.6%

Do you have a library card?	
% Yes	87.4%

County of Residence	
Allegany	2
Anne Arne	43
Balt City	675
Balt Co	65
Calvert	0
Caroline	2
Carroll	0

Baltimore	Outside Balt.
Howard	2
Kent	1
Mont.	5
PG	4
Q. Anne's	0
St. Mary's	0
Somerset	0
Talbot	0
Washington	1
Wicomico	0
Worcester	1
Out of St	7



Maryland's State Library Resource Center Dashboard FY 2012 Q4 YTD

Service Measures

Reference	FY12 Total	FY11 Total	Difference
Ready Reference/Title Checks	659,180	641,800	3%
Research	230,171	201,447	14%
Career	10,909	8,367	30%
Student	9,315	5,667	64%
Computer	38,131	28,057	36%
Total	889,351	843,247	5%

Central / SLRC

Circulation	484,889	528,320	-8%
In-house Circulation	196,107	191,971	2%
Visits	477,572	439,558	9%
www.slrc.info			
Website Page Views	26,400	30,689	-14%
Home Page Views	4,716	6,642	-29%
Unique Visitors	5,970	6,069	-2%

Interlibrary Loan

Mainia	51,903	52,008	0%
OCLC	9,650	10,728	-10%
Direct Loan	3,755	4,031	-7%
Total	65,308	66,767	-2%

Training/Public Programs

SLRC Library Training Sessions	87	100	-13%
SLRC Library Training Attendance	1,677	1,968	-15%
SLRC Public Programs	10	53	-81%
SLRC Public Program Attendance	877	2,877	-70%

Sailor

Website Page Views	532,469	779,273	-32%
Home Page Views	98,091	167,279	-41%
Unique Visitors	115,035	164,212	-30%
Database Sessions (EBSCO)	2,183,664	712,417	207%
Database Downloads	5,040,887	1,952,575	158%
Database Searches	3,244,068	2,054,148	58%
Cost per EBSCO Download	\$0.11	\$0.95	-88%
Cost per ProQuest Download	\$0.10	\$0.09	11%
Cruise Accounts Processed	1,549	2942	-47%

State Publications

Depository and Distribution	e-Documents	Titles Rec'd	Copies Dist'd
	2,514	823	13,168

Outcomes

Estimated Value of SLRC Services

Quantity	SLRC Service	Retail Value	Value
65,308	Interlibrary Loan	\$25.00	\$1,632,700
96,371	Circulations by County Customers	\$20.00	\$1,927,420
889,351	Customer Queries Answered	\$7.00	\$6,225,457
1,677	Training Sessions Given	\$150.00	\$251,550
877	Programs for Public	\$15.00	\$13,155
0	Exhibits Lent to County Libraries	\$600.00	\$0
303	Hosting Conferences	\$220.38	\$66,775
25	Copy Rights and Permissions		\$2,548
2,267	Digital Images Produced		\$9,984
3,244,068	Sailor Database Articles Retrieved	\$8.36	\$27,120,408
Total Value			\$37,249,998
Return on Investment			391%

SLRC Training

Topic	BEFORE	AFTER
How aware were of the topic?	84.7%	29.2%
Knowledge level of topic	68.4%	17.4%

SLRC Training

Question	Percent Yes
Was the material helpful to your work at the library?	98.3%
Do you plan on using this material at work?	98.3%
Was this training a good use of your time?	96.1%

Financials / County Statistics

Expenditures YTD

Salaries	\$4,327,270
Benefits	\$1,302,194
Contractual Services	\$2,221,658
Supplies	\$202,314
Materials & Equipment	\$1,464,692
Total	\$9,516,128
Total SLRC FY 2011 Grant	\$9,516,128
YTD percentage	100%

County Materials/Info Requests

County	Materials/Info Requests	% of Total
Allegany	646	0.4%
Anne Arundel	14,329	9.8%
Baltimore County	69,669	47.4%
Caroline	930	0.6%
Carroll	3,364	2.3%
Cecil	1,268	0.9%
Dorchester	294	0.2%
Frederick	2,259	1.5%
Garret	425	0.3%
Harford	3,754	2.6%
Howard	4,852	3.3%
Kent	436	0.3%
Montgomery	4,381	3.0%
Prince Georges	3,849	2.6%
Queen Anne's	968	0.7%
SMRL	3,472	2.4%
Somerset	122	0.1%
Talbot	328	0.2%
Washington	1,650	1.1%
Wicomico	368	0.3%
Worcester	313	0.2%
Unknown County	16,733	11.4%
Out of State	12,536	8.5%
Total	146,945	100.0%

SLRC Training

Question	Percent Yes
Get motivated to do something?	82.8%
Make a connection with someone or something?	71.9%
Get enjoyment, feel entertained?	71.8%



Workforce Development and Maryland's State Library Resource Center

The State Library Resource Center provides access for Marylanders to gain information and skills for employment through training, individual consultations, and library resources. Four specialized centers come together to provide these resources for online job applications, job searching, and small business and nonprofit start-up:

- Job & Career Information Center
- Business Center
- Grants Collection: Nonprofit Resource Center
- Public Computing Center

Workforce development in Maryland focuses on providing training opportunities. From January to December 2011, we offered **153 trainings** to **2,765 participants** throughout the state of Maryland.

Workforce Development Resources

- Over 3,000 books, audiobooks, and DVDs
- Databases remotely accessible
- 2,429 Test Study Guides
- Webpages providing information for job seekers and businesses
- 125 PCs with Internet access and Microsoft Office
- 3 e-newsletters with 2,015 subscribers

Sample Trainings Offered

- Job Searching 101
- Interviewing Basics
- Online Job Application Tutorial
- Fundraising in a Challenging Economy
- Small Business Start Up
- Business Plan Research
- Setting Up an Email Account
- Introduction to Word and Excel

Workforce Development Partnerships

- MD Governor's Grants Office
- MD Department of Assessments and Taxation
- MD Department of Business and Economic Development
- U.S. Small Business Administration
- Volunteer Maryland
- Women Entrepreneurs of Baltimore

State Library Resource Center | Enoch Pratt Free Library | 400 Cathedral Street | Baltimore, MD 21201
Tel 410-396-5430 | Fax 410-396-1441 | www.slrc.info

Workforce Development Trainings January – December 2011

Region	Number of Trainings
Central Maryland	16
Baltimore City	105
Southern Maryland	2
Eastern Shore	3
Statewide	7

Workforce Development Web Page Views January – December 2011

Area	Number of Web Page Views
Business Center	12,866
Grants Collection	5,895
Job & Career Information Center	15,604
Total	34,365



Workforce Development and Maryland's State Library Resource Center

Success Stories

Changing Lives Through Workforce Development

- Access computers for online job searching, job applications, and resume writing
- Attend trainings to learn about job searching, business and nonprofit startup, and computer skills
- Schedule one-on-one specialized consultation for assistance with resume writing, business and nonprofit research, and computer skills
- Start a business or nonprofit with business plan guides, funding leads, local laws and more
- Learn computer skills at any level
- Maximize your efficiency with high-speed internet access on library computers or through Wi-Fi access
- Successfully pass exams for GED, nursing, civil service, Praxis, and more using test study guides at home or in the library

Tracie Spriggs, owner of honey biscuits, was searching for more information about her small business. She felt desperate and discouraged after aimless searching through Google.

After coming to the State Library Resource Center, she contacted **Naomi Hafter**, business librarian, who directed her to the resources she needed. Tracie also benefited from Naomi's training, *How to Start a Small Business*. Tracie now has a full time catering business.

What Customers Are Saying About Trainings

"I came to the Job & Career Information Center for help reviewing my resume, and ended up getting a lot more help than I expected. After working with me on my career objectives, the librarian pulled out samples of professional resumes and cover letters to show me. These weren't just any samples, but real people looking for work in my same field as myself!

I was surprised both by the wealth of information available to me and the librarian's ability to quickly find materials custom fitted to me. I would recommend the Job & Career Information Center and their librarians to anyone looking for a new job." – **Roy Sullivan**

"The Business, Science and Technology Department did a wonderful job helping me gather the information that I needed to write a credible business plan." – **Tammy M. Craig**

"I feel like I had one of the most productive funding meetings to date... I didn't get any funds, but I feel like I have access to millions." – **Scott B.**

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