



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

**FY 2017 SLRC Annual Plan  
September Update**

*The proposed DRAFT SLRC Annual Plan for FY 2017 responds to the FY 2016 survey of Maryland Library Administrators setting a stronger course toward leadership and responsiveness to the needs of Maryland libraries and their customers.*



**Market SLRC services and resources to the Maryland library community**

**Action steps:**

- Effectively communicate SLRC products, resources, and services supporting the needs of Maryland library staff and customers.

**The SLRC subject department and services brochures printed in FY 2016 have been expanded to include:**

- Edgar Allan Poe
- Job and Career Information Center
- Small Business Center
- Teen Center and Student Express

Brochures in process include:

- Research Databases
- State Library Resource Center
- Sailor Databases

A special brochure holder was designed and printed that will become a highly visible marketing vehicle for the brochure series.

The new Sailor electronic resources, including Rosetta Stone, were added to the Sailor website and featured on the Pratt database site.

Collection Management staff began systematically contacting database vendors to request marketing materials that help to describe and promote Sailor databases and other library electronic resources.

Catalogers began working with Maryland Department staff to inventory and add online catalog access to college and secondary school yearbooks housed in the Maryland collection.

- Broaden the reach of AskUsNow to Maryland library customers on all levels at the moment of need.

#### **AskUsNow Outreach**

Outreach to the Maryland school community:

- Washington County Public School, elementary school librarians in Hagerstown.
- Washington County Public School, secondary school librarians in Boonsboro.
- Baltimore County Public School, secondary social studies teachers in Essex.
- St. Mary's County Public Schools Library Media
- Collaborated with the Carroll County Public Library in presenting AskUsNow! to Carroll County Public School elementary and secondary school librarians on their professional development day.

Marketing

- Created an Ad for Baltimore Comic-Con Convention
- Newly revised and highly graphic AUN School Toolkit entitled "Your Students' Information Gateway". There is a guide for toolkit for the public school student and for the academic student.
  - K-12  
[http://askusnow.info/staff/sites/default/files/AskUsNowSchoolToolkit\\_K-12\\_2016-2017.pdf](http://askusnow.info/staff/sites/default/files/AskUsNowSchoolToolkit_K-12_2016-2017.pdf)
  - Academic  
[http://askusnow.info/staff/sites/default/files/AskUsNowSchoolToolkit\\_Universities&Colleges\\_2016-2017.pdf](http://askusnow.info/staff/sites/default/files/AskUsNowSchoolToolkit_Universities&Colleges_2016-2017.pdf)

Social Media Marketing

- Facebook-13,500 views
- Twitter-16,300 views

### Web Presence

- The redesign of the public AskUsNow web page is in process. The redesign will create a graphic oriented public page to capture customers who are unaware of the statewide chat service and are not currently accessing the service through a Maryland public library systems web page.
- AskUsNow staff analyzed the statistics from a major AUN provider to determine that a public presence would not draw customers away for public library web sites. The results indicated that 81% of the current AUN access is through public library web sites in Maryland.

### Statistics

- See Appendix 1

### OCLC

- There was a site visit from QuestionPoint Representative: Karri Sites, OCLC Library Services Consultant on August 10, 2016. During this visit AUN staff requested a series of changes to enhance the software in order to improve the customer experience:
  - Proactive Chat
  - Screensahring
  - QuestionPoint-wide Qwidget customization
- Increasing visibility statewide recommendations include:
  - Embedding AUN on
    - Board of Election websites
    - Statewide tax agency websites
    - Health Agency websites
    - Y(MCA) websites since they are often heavily focused on homeschooling and broadly market to families
- Use slrc.info more effectively as a direct marketing tool providing effective access to SLRC training; highlighting programming, accessible specialized services and collections.

### **slrc.info**

- A Committee of SLRC specialists has been formed to review the Professional Development tab on the slrc.info website. The current use of slrc.info and the origin of use are illustrated by the charts found in Appendix 2.

The highest use is the LATI web page that only provides static information about the LATI program with a reference to the State requirement and very basic information about the curriculum.

The low use of the Moodle courses that are limited to three and need revision may indicate the lack of their current applicability along with the need to drop Moodle as a learning platform or use Moodle in a much more dynamic way.

- The Committee's charge is not only to review and update training offerings but to bring needed visibility and vitality to this area. The committee will be surveying the Statewide Staff Development Blueprint Committee and the LATI Coordinator in order to determine how to assure that what is needed and applicable for Maryland library staffs is included in this revision.

**DELIVER**

MARYLAND STATE LIBRARY RESOURCE CENTER



**Provide dynamic, timely services, and programs meeting the needs of the Maryland library community**

### **Action steps:**

- Design specialized training based on the requested needs of Maryland librarians.

#### **New training opportunities**

- Arts Programming in the Library
- Crowdfunding for One-Time Projects
- CubeHo: Coding for Toddlers
- Deciding to Give: Teaching the Next Generation About Giving
- Game Changer: How We Transform Our Careers
- How to Tell Your Story with Census Bureau Statistics
- Resumania
- Using Federal and State Resources for Business and Marketing Plan Research

Where feasible these courses will be transferred to digital streaming media enabling staff from around the state to have a more robust training experience. Online modules will not replace the face-to-face training at home locations around the state that was overwhelming the preferred type of training.

Staff is also reviewing the new areas of training Maryland library staffs noted in the training survey. Those areas include trainings related to:

- New Technologies
- Safety and Security
- Children's Services

- Marketing
- Management
- Outreach
- STEM

As part of the roll-out of new SAILOR databases, an hour-long training webinar for Rosetta Stone Library Solution was offered to Maryland public library staff on 8 occasions in July and August. A recording of the webinar was sent to the MPERL list. Training for admin access for reports and statistics will be offered soon.

- Develop online and face2face training and programming for library staff and encourage a culture of lifelong learning in the Maryland library community. A small group of Pratt/SLRC staff met on August 31 to discuss possibilities for an Electronic Resources Staff Awareness Project. Strategies may involve formal and informal training as well as peer mentoring.
- Sponsor SLRC Conferences addressing statewide library interests and needs.

#### **SLRC Conferences**

- The Fall SLRC Conference will take place on October 19, 2016. Workshops include:
  - Keynote speaker, Jennifer Golbeck
  - Accessibility Resource and BARD
  - Bet You Can't: STEM Impossibilities
  - Beyond the Library of Congress: Digital Collections for Research, Learning and Fun
  - Reference Interview
  - Responding to Customer Demand and Publishing Trends
  - Resumania
  - Teen Readers Advisory

#### **Annual Statewide Circulation Conference**

- The conference will be held on Thursday, November 17, 2016 at the Prince George's County Memorial Library System, Bowie Branch. A Save the Date and a request for proposals were sent on July 20, 2016.

#### **Digital Maryland Conferences**

- On July 12 and August 19, Digital Maryland presented the second and third Pre-Scanning Workshops that were offered throughout the state this summer. The July session was held at the Sandy Springs Museum and the August workshop was at the Maryland

State Archives. A total of 47 people attended the workshops that featured presentations on planning digital projects including information of copyright and technology. Presenters were from Digital Maryland, Maryland State Archives, and SLRC.

- Expand electronic access to Maryland State Documents.

The Document Units welcomes Lucy Jones, State Document Librarian II, to the department. Ms. Jones joined the staff on July 1, 2016 and has already implemented changes in the workflow and created new State Documents projects.

Documents staff continue to import electronic state publications and explore the digitization of publications not available electronically. As of July 2016, there are a total of 11,321 full-text searchable electronic publications (for a total of 13,174 PDFs, including the component parts of 104 compound objects), in the State Publications Depository & Distribution electronic repository. See Appendix 4

Staff continues to scan uncatalogued materials from the Maryland Department and 241 documents have been added to CONTENTdm (electronic repository). The State Documents from Central library's 5th stack have been placed on the shelves at ARLOC for review and processing.

- Communicate the status of the SLRC Renovation Project.

### **Renovation Activity**

#### **July/August**

- Permission to proceed with the project was granted May 2016
- Construction started June 2016
- Construction progress includes:
  - Hazardous materials abatement
  - Construction and materials lift in place
  - Closure of Franklin Street staff entrance for access to sub-basement mechanical equipment for removal
  - Removal of 4<sup>th</sup> floor air handling/mechanical equipment
  - Installation of new temporary HVAC ductwork
  - Installation of two temporary air handling units for the HVAC during renovation
  - Demolition of makeshift offices created in the 1980s on the 2<sup>nd</sup> floor
  - Demolition on the third floor making way for new offices, collection, and collaboration areas

- Start of the removal of original building duct work  
See Appendix 3 for select photographs
- Collections:
  - Interfiling of the stack collections working backward is completed through the LC call letter PE
  - 35,000 items in the stack collections have been tagged and programmed by staff in addition to the already having all the public floor collections tagged and programmed



## Lead and expand supportive collaborations and partnerships

### Action steps:

- Strengthen SLRC's leadership role in the digital community expanding statewide and national access to historical and cultural collections held by Maryland institutions.
  - In August, the Digitization Supervisor met with the Star-Spangled Banner Flag House Museum. (7/20)
  - On August 4, Digital Maryland published the Hugh H. Young Collection of Colonial Maryland Papers. This collection from EPFL's Special Collections Department consists of 35 seventeenth and early eighteenth century documents related to the founding and development of the Colony of Maryland.
  - On August 12, Digital Maryland published the Colonial Letters Collection from the Star-Spangled Banner Flag House Museum. The collection consists of five letters written between 1778 and 1800 that display interconnections between historical figures in the American Revolution and their relation to the War of 1812 and the Star-Spangled Banner.
  - In August, the Digitization Supervisor met with the Star-Spangled House (8/10), Goucher College (8/10), College Park Aviation Museum (8/17), Maryland State Archives (8/19), and Preservation Maryland (8/25).
- Establish supportive connections with Maryland's Regional Library community.
- Create SLRC/Maryland County library partnerships to expand Maryland library visibility in the Maryland school community.

#### Partnerships

Active partnerships established to date include those with the following Maryland County school systems:

- Calvert
- Cecil
- Harford
- Howard



- Support resource sharing through statewide collaboration

Due to some additional funding for the SLRC budget for FY17, a 5% increase was given to Baltimore County and Montgomery County for MILO delivery services.

Establish a leadership role in identifying, addressing, and evaluating library trends in the Maryland library community and disseminating best practices.

### **Information Literacy**

SLRC is a member of the new Maryland Information Literacy Exchange's group known as Maryland Information Literacy Task Group. MILEX members come from the academic and school library communities. SLRC was part of a panel presentation providing how public libraries approach information literacy. Public libraries in Maryland have the opportunity to collaborate with colleagues from these communities who have information literacy as one of their core responsibilities.

The Maryland Information Literacy Task Group envisions creating a platform for the implementation of information literacy principles bringing together the academic, school, and public library communities in Maryland. The discussions have centered on a unified customer population from Pre-K to Workforce. Discussions have also focused on creating a statewide conference and the possibilities of a web presence similar to the Pennsylvania library initiative known as PA Forward: <http://www.paforward.org/>



## Provide technology improving Maryland libraries ability to service

### Action steps:

- Monitor Sailor network infrastructure; upgrade services and implement policies as required.

All counties successfully updated profiles so Sailor can apply for Erate. Thanks!

The following counties received upgrades in bandwidth:

- Washington/Hagerstown 100 to 200 mbps
- Calvert/Prince Frederick 100 to 200 mbps

The following counties have upgrades in progress:

- Prince George's/Largo 200 to 600 mbps

Sailor is working with Allegheny County IT and State of Maryland IT (networkMaryland) to complete a fiber connection from the library to networkMaryland in Oakland. This connection will complete the transition of all Maryland libraries to fiber for Internet traffic. networkMaryland fiber already provides data transport from Oakland to Baltimore.

## OUTCOMES

MARYLAND STATE LIBRARY RESOURCE CENTER



### **Establish performance measures illustrating the value of SLRC**

#### **Action steps:**

- Track and analyze subject guide use to refine existing guides and identify the need for new web guides.

#### **Subject Research Guides**

The FY17 first quarter analysis of the existing SLRC web subject guides shows significant change in the top ten guides ranked by subject; however, an increase is the use of these guides. See Appendix 5

- Explore additional outcome measures to more effectively quantify the statewide value of SLRC services.
- Monitor the use of the Sailor databases.

Appendix 1  
**Maryland AskUsNow!**  
Preliminary Statistics FY17 Q1

Library	Total Questions for the Quarter
Allegany County Library System	13
Anne Arundel Community College Truxel Library	75
Anne Arundel County Public Library	179
AskUsNow! Administration (Paul , Becca, & Interns/Volunteers)	260
Baltimore City Community College Library	10
Baltimore County Public Library	371
Calvert Library	111
Carroll County Public Library	120
Cecil County Public Library	88
Charles County Public Library	88
Community College of Baltimore County Library	36
Enoch Pratt Free Library & SLRC	1,638
Frederick County Public Libraries	338
Frostburg State University Ort Library	78
Hagerstown Community College Brish Library	68
Harford County Public Library	556
Maryland State Law Library	117
Maryland State Library for the Blind and Physically Handicapped (LBPH)	10
Montgomery College Libraries	20
Montgomery County Public Libraries	172
National Oceanic & Atmospheric Association Central Library	16
Prince George's County Memorial Library System	416
St. Mary's County Library	345
Stevenson University Library	55
Towson University's Cook Library	33
University of MD, Eastern Shore's Douglass Library	33
Washington County Free Library	127
Worcester County Library	72
Totals:	5,441

Appendix 2

slrc.info Top 20 Pages July1-Aug 29, 2016  
Including Home Page

Title	Pageviews	Unique Pageviews
Home Page	727	530
Library Associates Training Institute	253	200
Maryland Statewide Circulation Conference	156	141
Archived Webinar Recordings	136	108
Public Service Departments	134	96
About SLRC	121	60
Search	118	101
SLRC Webinars	113	69
SLRC Learning Management System	105	29
SLRC Conference	101	85
Professional Development	99	64
Research Guides	69	49
Research Databases	64	55
Maryland Public Library Directory	54	42
Governance, Plans, & Reports	53	34
Moodle Courses by SLRC	39	35
Collections	34	28
Resources	34	32
African American History & Culture	33	8
How to Research Literary Criticism	33	16
<b>Total</b>	<b>2,476</b>	<b>1,782</b>
<b>Total Training (Highlighted in Yellow)</b>	<b>1,002</b>	<b>731</b>
<b>Training as Percent of Total</b>	<b>40.5%</b>	<b>41.0%</b>

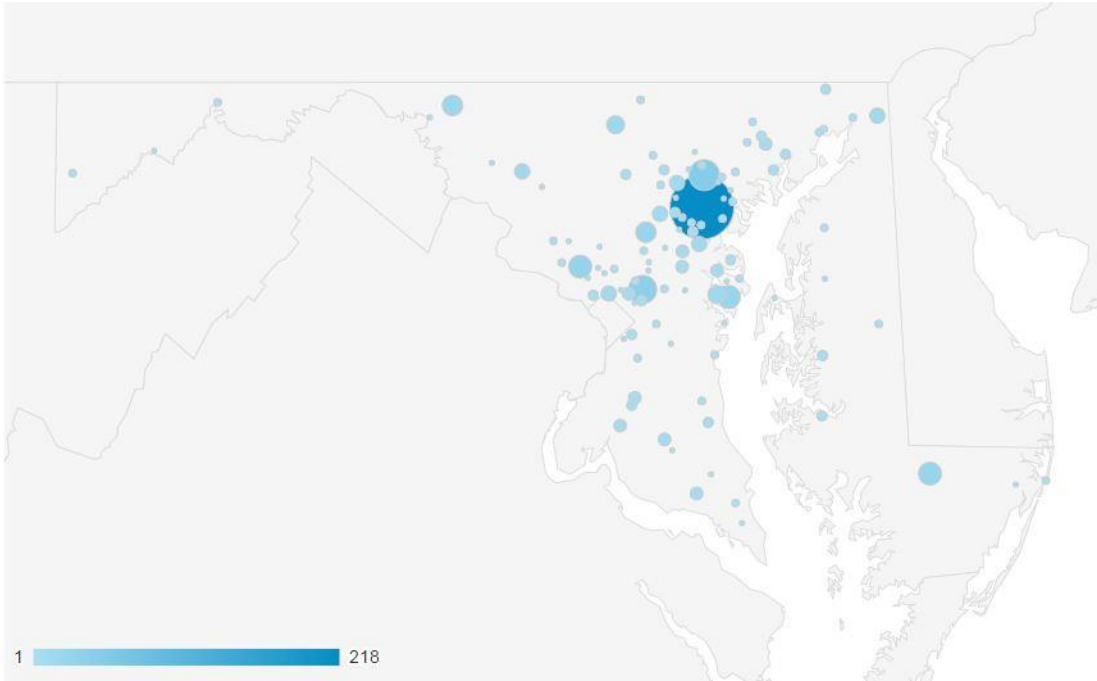
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Research Databases	64	55
Maryland Public Library Directory	54	42
Governance, Plans, & Reports	53	34
Moodle Courses by SLRC	39	35
Collections	34	28
Resources	34	32
African American History & Culture	33	8
How to Research Literary Criticism	33	16
<b>Total</b>	<b>1,749</b>	<b>1,252</b>
<b>Total Training (Highlighted in Yellow)</b>	<b>1,002</b>	<b>731</b>
<b>Training as Percent of Total</b>	<b>57.3%</b>	<b>58.4%</b>

## src.info Use by City Top 21

July 1-August 29, 2016

City	Sessions	% of Total	% New Sessions	New Users
Baltimore	218	37.2%	44.50%	97
Towson	48	8.2%	81.25%	39
Greenbelt	40	6.8%	87.50%	35
Rockville	30	5.1%	60.00%	18
Annapolis	26	4.4%	96.15%	25
Salisbury	25	4.3%	52.00%	13
Columbia	24	4.1%	79.17%	19
Hagerstown	21	3.6%	38.10%	8
Westminster	17	2.9%	82.35%	14
Parole	15	2.6%	86.67%	13
Elkton	14	2.4%	64.29%	9
Frederick	14	2.4%	71.43%	10
Ellicott City	13	2.2%	69.23%	9
Glen Burnie	12	2.0%	66.67%	8
Pikesville	11	1.9%	36.36%	4
Silver Spring	11	1.9%	81.82%	9
Charlotte Hall	10	1.7%	60.00%	6
Severna Park	10	1.7%	70.00%	7
College Park	9	1.5%	77.78%	7
Severn	9	1.5%	55.56%	5
Bel Air South	9	1.5%	66.67%	6
Total	586			361





Appendix 3







## Appendix 4

<b>FY 17 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	31	31											62
Number of Documents Distributed	496	428											924
Number of copies added to SIRSI	95	16											111
Number of e-documents harvested from websites/CD Rom	250	250											500
Number of e-documents added to CONTENTdm	250	250											500
<b>TOTAL</b>	<b>1122</b>	<b>975</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2097</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 5  
 Top 100 Pratt/SLRC Research Tools  
 FY17 Q1

Title	Pageviews	Unique Pageviews
Finding the Value of Old Coins and Paper Money	15,084	13,308
How to Find Grants for Your Nonprofit Organization	12,690	11,131
How Much Is My Old Book Worth?	10,062	7,269
What to Do with an Old Stock Certificate	3,887	2,905
Watch Movies, TV Shows and More Online for Free	3,643	2,724
Research by Subject	2,409	1,471
Genealogy and Family History Resources: Overview	1,352	903
How to Start a Nonprofit in Maryland	1,050	866
2016 Maryland Fairs and Festivals	916	728
Job Seeker's Toolkit	767	572
Finding Historic Maryland Newspapers Online	658	433
Financial Aid for Primary and Secondary School	509	335
New to the United States	449	364
Pearl Harbor - Primary Sources	435	382
Exploring Daily Life throughout History: How Did They Live?	381	282
Film and Television Online Research Resources	364	68
Video Streaming Resources	341	54
Maryland Nonprofit Organizations	337	260
Academic & Professional Testing	210	99
Genealogical Research in the Maryland Department	194	139
Grants & Nonprofit Organizations	190	140
Baltimore Neighborhoods Research Guide	150	87
BaltimoreLINK: The Baltimore Area's New Transit System	141	78
Maryland Government & Law	114	55
Teen Employment	114	70
Charity Evaluation for Donors	103	70
How to Write a Grant Proposal	98	79
Researching the History of Your House	94	75
Employment Services	86	63
Sinking of the Titanic: Primary Sources	83	75
Maryland Film Resources	76	29
Guide to Picture Books	72	60



How to Research the Harlem Renaissance	64	30
African American Genealogy	59	40
Maryland Emergency Assistance	59	44
Maryland Demographics	57	41
How to Get a GED in Maryland	54	46
General Health & Medicine	50	25
Tutorials & Training in Computers & the Internet	50	37
How to Find Grants for Students and Individuals	47	36
(1914-1928) World War I & Jazz Age	45	20
How Do I Find Movies in the Public Domain?	43	25
How Do I Find Out if a Movie Has Public Performance Rights?	43	20
Edgar Allan Poe Collection - Enoch Pratt Free Library	42	33
How to Research Literary Criticism	42	31
Thurgood Marshall - Primary Sources	42	36
Health Care Careers	36	12
World War II in Maryland: Primary Sources	34	31
Auto Repair Reference Center	33	28
How to Research the Black Panther Party	33	24
Nonprofit Fundraising	30	12
War of 1812	29	7
Finding Scholarly Articles	27	20
African American Literature	26	18
Jobs & Careers	26	20
Maryland Genealogy	26	18
Financial Education	25	17
Maryland & Baltimore	25	17
Baltimore City Resources	23	16
Civil Rights	23	9
Fundraising Resources for the Arts in Maryland	23	17
Military	22	5
Maryland Real Estate	20	11
Finding and Evaluating Online News Sources	18	14
Edgar Allan Poe in Baltimore	17	17
Film, TV, & Theater	17	9
History	17	9
Newsletters, Journals, and Blogs	16	7
Gardening	15	8

