

Enoch Pratt Free Library
Maryland's State Library Resource Center

Strategic Planning Cycle 2011-2015
Annual Report
FY 2011

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

- * Identify SLRC target audiences

Academic Libraries
DLDS
Homeschoolers
Maryland Independent Schools
Maryland Public Schools
Public Libraries
Regional Libraries
State Government Agencies

- * Identify key organizations in each target audience group

Congress of Academic Library Directors
Association of Independent Maryland Schools
Maryland Library Association
MAPLA
Maryland Correctional Librarians
National Conference of State Legislatures (Md. Legislative Research Librarians Section)
Special Library Association (Maryland Chapter)

Approved by the State Library Resource Center Commission
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1.2 ***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

- * Establish a robust social network presence for SLRC

Adding to the Twitter and Facebook presence all 194 SLRC podcasts are available free from the iTunes store page. This is the first step in moving content into the classroom on iPods and establishing the iTunes university presence.

▲	Name	Podcast	Released	Description	Time	Popularity
1	How to Pay for College	Enoch Pratt Free Librar...	11/24/10	An annual seminar ...	57:09	■■■■■■■■
2	Chuck Palahniuk	Enoch Pratt Free Librar...	5/12/09	Chuck Palahniuk's ...	1:09:11	■■■■■■■■
3	A Tribute to Lucille Clifton (1936 - 2010)	Enoch Pratt Free Librar...	6/30/10	Poet Lucille Clifton ...	1:51:41	■■■■■■■■
4	Michael Pollan	Enoch Pratt Free Librar...	5/19/09	Michael Pollan talks...	1:21:21	■■■■■■■■
5	David Rakoff	Enoch Pratt Free Librar...	9/24/10	In Half Empty, a coll...	50:52	■■■■■■■■
6	Kimberla Lawson Roby	Enoch Pratt Free Librar...	1/26/11	The infamous Reve...	45:31	■■■■■■■■
7	Eddie Brown	Enoch Pratt Free Librar...	5/23/11	Beating the Odds is...	1:13:09	■■■■■■■■
8	Ralph Nader	Enoch Pratt Free Librar...	5/20/11	Ralph Nader appea...	1:12:35	■■■■■■■■
9	Dhani Jones	Enoch Pratt Free Librar...	8/8/11	Now in his 11th sea...	57:43	■■■■■■■■
10	Alexandra Natapoff	Enoch Pratt Free Librar...	2/25/10	Alexandra Natapoff, ...	59:51	■■■■■■■■
11	Ben Mezrich	Enoch Pratt Free Librar...	7/28/11	Thad Roberts, a fell...	40:55	■■■■■■■■
12	Elijah Anderson	Enoch Pratt Free Librar...	6/17/11	Following his award...	1:03:17	■■■■■■■■
13	Writers LIVE at the Library - Garrison K...	Enoch Pratt Free Librar...	8/13/08	Author and national ...	1:12:57	■■■■■■■■
14	Andrei Codrescu	Enoch Pratt Free Librar...	5/6/11	Andrei Codrescu is ...	53:13	■■■■■■■■
15	Danielle Evans	Enoch Pratt Free Librar...	5/4/11	Danielle Evans, aut...	48:04	■■■■■■■■
16	Isabel Wilkerson	Enoch Pratt Free Librar...	1/19/11	In The Warmth of Ot...	1:08:00	■■■■■■■■
17	Jacqueline Edelberg	Enoch Pratt Free Librar...	2/2/11	No other question i...	1:24:32	■■■■■■■■
18	Junot Díaz	Enoch Pratt Free Librar...	4/29/09	Junot Díaz reads fro...	48:37	■■■■■■■■
19	Charles Ogletree	Enoch Pratt Free Librar...	5/4/11	On July 16, 2009, H...	49:07	■■■■■■■■
20	Author Cora Daniels	Enoch Pratt Free Librar...	8/13/08	talks about "The Im...	34:19	■■■■■■■■

Five-hundred and ninety people currently follow the SLRC Twitter presence. SLRC staff Tweets appropriate SLRC news and related information daily. There are links to the SLRC and Pratt Facebook pages.

- * Develop audience targeted podcasts

Edgar Allan Poe
John Wilkes Booth
Workforce Development

- * Explore the use of commercial email marketing services

The two commercial email marketing services being explored are Constant Contact and VerticalResponse, both are fee based services.

Constant Contact accounts include:

- Email Marketing
- Online Surveys
- Event Marketing
- Social Media
- Provide Templates and Professional Emails
- Analyze Impact
- 60 Free Trial
- Non-Profit pre-pay monthly accounts \$12 to \$120.00

VerticalResponse accounts include:

- Email design & creation tools
- Free image hosting
- Customizable signup forms
- List management tools
- List segmentation
- Open & click tracking
- Return on investment reporting
- Social Sharing with Twitter & Facebook
- Non-Profit pre-pay accounts \$12.75 to \$6.83 (volume discount)

The Library currently maintains electronic newsletters for the Job Center, Small Business Center, and the Grants Collection. These are effective in targeting specific audiences and the use of Web Trends provides page view data but does not provide opened email data.

SLRC has transitioned its newsletter management tool from the Library's web content management system to Vertical Response, a fully web-based email marketing and newsletter provider. This transition will allow SLRC to more effectively manage its newsletter lists, segment and test market multiple

Approved by the State Library Resource Center Commission
September 15, 2011

newsletter designs, and relieve a substantial burden from the Library's Web staff in the Information Access Division. Additionally, utilizing the Vertical Response service should increase mail delivery rates (avoiding spam filters) and provide a more consistent and satisfactory user experience for SLRC customers. Vertical Response also offers a cost-free option for qualified nonprofits, allowing SLRC to utilize the service on a very cost-effective basis.

- * Explore the use of non-electronic marketing techniques

Through the Library's Director of Communications free program announcements appeared in county newspapers statewide in FY10. This is a concept being further explored in order to reach a larger audience.

The brochure, *Sailor Research Databases*, was revised in October 2010 to promote the provision of online subscription databases to Maryland public libraries and schools. The brochure is designed to market the databases and to inform customers of their value and to educate them as to how a library research database differs from a website. The brochures were placed in Central's PC Commons and in all Pratt computer training labs and packets will be mailed to every public library system in Maryland and to DLDS.

The Digitization Supervisor was the main presenter for an OCLC webinar titled *Shine a Light on Your Digital Collections* that was held on September 22, 2010. The presentation included an overview of MDCH and the strategies used to increase the visibility of the program's digital collections. The webinar had 220 attendees.

The Digitization Supervisor gave a presentation about MDCH at a meeting of the Washington Art Library Resource Committee (WALRC) on October 28, 2010. The group consists of librarians from art and architecture libraries and research institutions throughout the Washington, DC metropolitan area, including Maryland.

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

- * Identify training needs and opportunities for SLRC staff

Mystery Shopper survey data indicates staff sensitivity training is needed in the area of young adults/teens. The survey conducted last year will be refined and involve a larger statewide audience.

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- * Create an internal curriculum meeting training needs

The courses offered for staff to enhance their customer service skills this fiscal year are as follows:

Customer Service
Exceptional Customer Service

Customer service related courses included:

Verbal Judo
Communication Connection
Dealing with Difficult People
Huh, What's that you're saying?
Power Up Phone Skills
Managing Emotionally Charged Situations
Trouble at the Desk: Staying Safe in the Library

All SLRC staff is attended Customer Service at the Central Hall Information Desk modules. These modules designed by the Information Services staff are centered on helping customers navigate computer issues, how to effectively employ the “warm” hand-off, and providing value added service at the Central Hall desk.

All SLRC public service staff have made customer service excellence a priority for FY 2012. The process started in the Spring of FY 2011 with staff and managers identifying customer service strengths and weaknesses. Staff worked through the Summer defining and prioritizing a program that includes a management component.

The training to be added for the Fall of FY 12 will include the following:

Generational Diversity
Fully Engaged Customer Service
Customer Retention with Emotional Intelligence
Revitalizing the Customer Experience

- * Explore available online training opportunities

ALA (www.ala.org)

Infopeople (www.infopeople.org)

Internet Library for Librarians (www.itcompany2.com)

LYRASIS (www.lyrasis.org)

OPAL: Online Programs for All (www.opal-online.org)

PPLA (www.ala.org)

Professional Learning Centre (www.institutie.ischool.utoronto.ca)

Sirsi Dynix (www.sirsidynix.com)

SkillSoft (www.skillsoft.com)

SOLS – Clearinghouse (www.sols.org)

Urban Library Council (www.ulc.org)

WebJunction (www.webjunction.org)

YALSA's E-courses (www.ala.org)

Lifelong Education @ Desktop (LE@D) and WebJunction are good second options:

Lifelong Education @ Desktop

- Part of Distance Learning at University of North Texas
- Offers over 60 courses for public librarians, administrators, support staff, medical librarians, school librarians, etc.
- Self-paced web-based classes run 1.5 to 3 hours, include pre- and post-tests
- Course cost is under \$30.00
- Group (institutional) accounts and rates require 30 seat purchase
- CEUs to be determined by home institution

WebJunction

- Free membership
- Offers no-fee webinars and self-paced tutorials running 2 - 3 hours that cost \$40.00
- Most courses developed by [LE@D](#), [SkillSoft](#), and LibraryU (now transitioned to [WebJunction](#))
- Provides an integrated course portal, additional support and administration

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

Action steps

- * Create two searchable web based SLRC special collection databases

One database already identified is the Information Services, Telephone Reference Service Query File.

Information Services staff is two-thirds through the process of weeding out the cards that will not be included due to age and historical changes in the subject matter. As of now we have about 500 entries.

Staff has created a mock-up access database to show categories that will be included. Once weeding is complete staff will work with Information Access to create the actual database template and begin entering records.

- * Redesign web resources

Implemented a mobile web application for the Pratt Library (9/10) to help customers locate services and events while “on the go.” Web Department staff did the work completely in-house and selected Studio for iPhone from Component One as the development tool. The software contains a list of controls and other components with a phone-friendly look and feel. They imported this into Visual Studio or Visual Web Developer and did the main programming themselves, using features from Ektron, Pratt’s web Content Management System. The data is directly from the Pratt’s main website database and features the catalog, programs and events, podcasts, booklists, and library locations. It works best on iPhone, iTouch, and Android smartphones.

A new Sailor website was launched in November with a brand-new look and revised content. The new site contains updated information about Sailor and merged with redundant content from the SAC and other related websites. All text has been entered into Ektron, the content management system on which the new Sailor website is built. The website was presented to the Sailor Advisory Committee in October and to the SLRC Commission in November 2010.

The MDCH Website redesign began in February, 2011. Initial drafts of the homepage and design of the MDCH logo are underway. A new version of CONTENTdm, the digital collection management system staff currently use, was set up on a test server for the Digitization staff to try out. Currently web staff is waiting for CONTENT dm 6.1, a better version, to be released in the late summer 2011.

- * Expand web-based digital resources

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On July 1, 2010, SAILOR contracted with EBSCO Publishing to commence a three-year subscription (FY11-13) to provide the following online 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.

On March 15, 2011 the Head of the Collection Management Department and the Library's LYRASIS consultant for electronic resources hosted an MPERL meeting at the Orleans Street Branch to discuss the results of the Winter survey of current public library database offerings. This discussion identified any electronic resources to be considered for negotiation for the coming year. Also, the Assistant State Superintendent of Libraries shared the MOU for the Maryland Library Consortium explaining that it would be distributed to library Administrators at MAPLA.

The annual subscriptions for SAILOR research databases were renewed in June for FY12 in accordance with the three-year contracts with EBSCO and ProQuest. The LYRASIS consultant offered database trials to the MPERLs in April and May following up on requests from the March meeting. Pricing for several products is now under consideration by interested libraries.

The State Publications Depository and Distribution Services continues to add "born-digital" (electronic) state documents to the Electronic State Documents Repository created in CONTENTdm in FY10. Nearly 80 items have been added. The Maryland State Documents Depositories are being surveyed to ascertain which agencies' publications should be prioritized for addition to the repository as a pilot program to prepare for launching the repository for public access.

The annual meeting of the Maryland State Document Depository librarians was held on October 26, 2010, at the Orleans Street Branch of the Enoch Pratt Free Library. Steve Anderson reported on the recommendations of the State Documents Subcommittee – to maintain the "status quo" regarding the Maryland State Docs statute – and Doug McElrath offered an in-depth presentation on the University of Maryland Internet Archive Project that they have been able to implement in cooperation with LYRASIS and a Sloan Foundation grant. Some issues raised in the round-table discussion: Staffing and funding problems, currency of cataloging, and the viability of web links to born-digital documents. Joan Bourne announced her impending retirement in March, 2011. Meeting attendees expressed concern that this position be filled as soon as possible so as not to lose momentum in digitization project and coordination of other issues of importance to the SPDDP.

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State Documents and Digitization Staff met in November to review criteria for the addition of electronic state documents in ContentDM. A “style guide” has been created that lists the fields that will be used for this project. Staff reviewed the data from similar projects, such as *The Chesapeake Project* (MD State Law Library, Georgetown U. and State Library of Virginia) and the *Oklahoma Crossroads Project* in order to maintain consistency for ease of access in WorldCat.

Joan Bourne, Supervisor of the Documents Unit since March, 2005, retired on February 28, 2011. Darcell Little, Assistant Manager of the Maryland Department, SLRC, formerly Librarian II, State Publications Depository and Distribution Program, has been selected to supervise the Documents Unit. She assumed the lead for the Unit and the SPDDP on Monday, May 2, 2011.

The new manager of the SPDDP has spent the first two months in the job reviewing the Program’s procedures, training the Program’s Office Assistant, initiating contact with state agencies and libraries, and correcting and updating electronic records in CONTENTdm.

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**State Publications Depository and Distribution Program
Statistics FY'11**

	<i>Number of Titles Received</i>	<i>Number of Copies Distributed</i>	<i>SIRSI</i>
Jul-10	69	1104	0
Aug-10	48	768	0
Sep-10	66	1056	0
Oct-10	59	944	0
Nov-10	52	832	0
Dec-10	44	704	0
Jan-11	19	304	0
Feb-11	83	1328	0
Mar-11	129	2064	0
Apr-11	92	1472	0
May-11	90	1440	0
Jun-11	103	1648	0
<i>Year-end Totals</i>	854	13664	0

Depository Libraries for MD Publications

One copy of all state documents received is distributed to each of these libraries:

MD Dept. of Legislative Services*
 MD State Archives
 Maryland State Law Library
 Enoch Pratt Free 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

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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 and surplus copies.

MDCH

World War II in Maryland, a digital collection of 35 pamphlets, programs, advertisements, ration books, and other artifacts, was published on the MDCH website and Pratt Library digital Collections webpage in July 2010.

Maryland in Postcards Collection – This collection of 140 postcards of various Maryland landmarks and locales was published on the MDCH website and Pratt Digital Collections page in January.

Aftermath of the Great Baltimore Fire – Metadata which had never been completed for all images was finally added. The collection, which includes over 250 photographs, documents, and reports, was published on the MDCH website and Pratt Digital Collections page in February.

Carl Spoerer's Sons Collection – Selection and scanning of items from this collection of photographs and blueprints pertaining to one of Baltimore's earliest automobile manufactures began in February and was completed in April. The metadata will be added and completed in FY12.

Mencken Collection - Approximately 60 additional items selected from this collection were scanned in February. 24 more items were scanned in May. Metadata was completed, and all 84 items were added to the online collection in June. Most of the items date from 1880-1898, and were created during Mencken's childhood and adolescent years. They include advertisements from his father's cigar company, family photographs, documents, sketches, and some of Mencken's school records.

Flickr marketing efforts to make images from MDCH's digital collections available via Flickr continue. As of September, 45 MDCH images have been uploaded to the EPFL Flickr photostream, and have been viewed ~3,400 by Flickr users, marked as Favorites 65 times, and received 30 comments.

New Web Guides

Transitions – A Flight Plan for Re-Entry Success, geared to the return to society for those leaving the correctional system

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How to Document Your Sources, for the student or basic researcher with questions about citing sources and creating bibliographies

The American Civil War, 1861 to 1865

Studying the Holocaust

Obtaining a U.S Passport

Creating Digital Art

Making it in the Music Biz

150 Years Ago this Week in the Civil War

This new site focuses on the weekly reporting of the US Civil War as seen in Maryland Newspapers during the four year period. Coverage is featured from around the State of Maryland and includes human interest stories as well as general War reporting. These are direct scans from microfilm the Library has produced from its Maryland newspaper collection

The site is in development in the format of a blog that will automatically archive the articles featured. The archive will be retrievable by month with one year's listing of articles available. The start of each new year of the War period the reporting for the previous year will be archived for 12 months.

The project supports the Maryland public school system annual assignment requiring students to access and use primary source documents.

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

Action steps

- * Deliver reliable Sailor network services

Upgraded connection in Montgomery County (Rockville) from OC3 to a fiber (GigE/1,000 mbps) connection from Comcast doubled capacity to 300 mbps while decreasing cost by 2/3.

Upgraded Howard County Comcast from 25 mbps to 40 mbps.

Upgraded Harford County Comcast from 25 mbps to 40 mbps.
Installed fiber at 6 St. Paul to make better use of lower cost services from other networks.

Installed fiber at 6 St. Paul to make better use of lower cost services from other networks. First application is replacement of Garrett County T-1s with a SDSL/fiber connection saving more than \$1,300/month.

SOC moved Garrett County T-1s to a SDSL/fiber connection saving more than \$1,300/month using the installed fiber at 6 St. Paul.

Sailor staff continues moving physical servers to virtual host servers. Thus far 37 servers have been moved to 6 hosts.

Sailor is routing IP addresses to the next generation of Internet Protocol (IPv6) to avoid IPv4 address exhaustion. This transition is the only practical and readily available long-term solution to this global problem of running out of IP addresses. Began exchanging IPv6 address space with Cogent and made the first allocation of IPv6 address space to Calvert County Government.

SOC moved Sailor's point of presence (PoP) in Washington County in early November 2010 from the Central Library on Potomac Street in Hagerstown to the temporary administrative offices on Tandy Drive to prepare for the November 10th closure of the Central Library for renovation.

SOC moved Sailor's PoP in Talbot County in December, 2010 from the Central Library on West Dover Street in Easton to temporary quarters on Glebe Road, using a wireless link, to prepare for the closure of the Central Library for renovation.

SOC was asked by the Office of Legislative Audits to conduct a security audit on the Sailor Network. The audit was conducted by an outside firm, Janus, and successfully completed in December, 2010. The audit revealed that SOC

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maintains a well-protected network. An executive summary of this report was presented to the Sailor Advisory Committee at their December meeting.

SOC completed a comprehensive Disaster Recovery Plan, detailing steps to mitigate failures or degradation of the network or its services. An executive summary of this report was presented to the Sailor Advisory Committee at their December meeting.

SOC is removing the last T1 (1.5 mbps) services from two locations and replacing the circuits with cable based Internet services. They are the circuit between LaPlata and SMRLA in Charlotte Hall and in Mt. Airy. The sites will continue to appear on the Sailor network using virtual private network (VPN) equipment. The upgrades will increase bandwidth by 14x while reducing cost 42%.

SOC completed work with Dorchester County IT to obtain a fiber connection from the Cambridge library to the local Sailor PoP in March. Capacity was increased 10x while lowering cost by 75%.

Baltimore County Public Library has made a decision to become a part of the Sailor Network following a meeting of their administrative and technical staff with Pratt staff on 4/15/11. Pratt staff hosted a tour of the SOC area and introduced BCPL technical staff to Sailor personnel on May 12, 2011

Sailor Operations Center staff has extended the current 90-day expiration date of Sailor Cruise Accounts to 180 days beginning July 18, 2011, and are continuing to review the feasibility of online renewal.

The Systems Department Manager re-negotiated the contract with Comcast during the early summer, 2011, and consequently all Sailor sites using Comcast (Anne Arundel, Baltimore, Frederick, Harford, Howard, Montgomery, Prince Georges, SMRLA, Wicomico) will enjoy increased bandwidth while reducing costs beginning in FY2012.

- * Explore the expansion of timely electronic access to SLRC subject departments

Maryland AskUsNow coverage has been expanded from the single service point, Telephone Reference to now include all of the SLRC subject departments. SLRC customers now have more direct and immediate access to SLRC subject specialists.

Instant and text messaging is available to the Business Science, Social Science, Sights and Sounds, and Maryland Departments. Telephone Reference will be the next area to come online.

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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

- * Create an annual needs assessment process

The Needs Assessment process will have three critical components:

- A strategy to identify what we know about SLRC
- A set of methods to verify this information
- A process for the integration of what was learned

Steps to be followed:

- * Define the purpose and process
- * Develop a timeline for the process that will begin in FY 2012
- * Designate an internal team as we are examining the SLRC internal divisions, Information Access and Public Service
- * Data gathering
- * Data analysis and evaluation
- * Report findings
- * Set a timeline for the annual assessment

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

- * Design a “Value of SLRC” survey

The Value of SLRC Services for the First Quarter of FY 11 is \$5,147,264. The complete breakdown for this quarter can be found on page 20 of this report. The projected value of SLRC service for the entire fiscal year would equate to \$20,000,000 providing the demand for services remains stable. Note that this is based on actual SLRC statistics. The second phase of this project is to create a survey that will reflect how customers value SLRC services.

Capturing the data for the numerous surveys required will be accomplished by creating a survey that encompasses more than one area of information.

- * Conduct regional focus groups

Regional Focus Groups will be conducted beginning with the Spring SLRC Conference.

Central Maryland
Eastern Shore
Southern Maryland
Western Maryland

First Focus Groups scheduled for April 6, 2011 SLRC Conference. These will be held as a part of the Unconference group discussions in the afternoon sessions.

Two questions were posed during these Focus Group Sessions:

The first question asked: What is SLRC currently providing that supports and your library. The responses could easily be narrowed to three categories. The important note here is that the responses here are from frontline staff.

1. SLRC Resources*
2. MARINA and Interlibrary Loan
3. Training
 - * SLRC Resources includes SLRC Staff, Collections, and Web Guides

The second question asked: What additional value can SLRC offer to support you and your library. The top three responses were:

1. Outreach*
2. Training
3. Resources
 - * Outreach included public programming that will be curtailed in FY 2012 due to fiscal and staffing constraints

One unexpected though welcome additional value was SLRC's ability to provide "Out of the Box Thinking" and SLRC's ability to "Share New Ideas." Related to both of these is now the demand for the Library's Best Practices Chair, Sonia Alcantara- Antoine, and Manager of Information Services to visit other Maryland public libraries sharing how to begin a Best Practices process.

SLRC has started an observation study of how walk-in customers actually use the Library. This is based on the study conducted by the Cincinnati Public Library. The "Cincinnati" study was presented at PLA and appeared in American Libraries as well.

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The SLRC Observational Study will help us better focus SLRC services to the walk-in customer. See Appendix 6 for the preliminary results based on the first sampling period.

- * Develop a monetary “Value of SLRC” marketing tool

The Current Value of SLRC Services mentioned above is the preliminary marketing tool that can be used during the next General Assembly session.

3.3 ***Create an assessments-related results reporting system for internal and external customers and stakeholders.*** (SLRC Strategic Plan Goal 3: Objective 3)

Action steps

- * Design a “Dashboard” reporting system

The Dashboard for SLRC can be found in Appendix 3. The Dashboard provides a snapshot view of SLRC service measures, user satisfaction, service value, quarterly financial information, and the use of SLRC resources by Maryland Counties.

The latest Quarter Dashboard appears in Appendix 3. Please note that a full size copy of the Dashboard for each Quarter is available now on slrc.info.

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 Maryland public library strategic initiatives

Advocacy
Build Internal Expertise
Building Effective Independent Learners
Collections
Communication and Teamwork
Customer Service
Early Literacy
Leadership
Life Long Learning
Management and Marketing Development
Organizational Effectiveness
Public Programming
Research Assistance and Instruction
Resource Development
Service to School Age Populations
Staff Development/Training
Strategic initiatives identified:
Technology and expanding access
Teens
Timely Access
Virtual Collections
Work with Public Schools

- * Explore potential strategic initiative partnerships

SLRC is involved in many of the strategic areas other Maryland public libraries have included in their strategic plans. The SLRC Tour, SLRC training, and SLRC public programming compliments as well as supports the initiatives above.

The next step will be to choose an area to explore with the library community in a way that it supports their Plan and furthers libraries in Maryland generally.

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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

- * Develop a partnership with MSDE School Library Media Specialists

Current Public and Independent Library Partnerships are:

Anne Arundel County Public Schools

Howard County Public Schools

Montgomery County Public Schools

Independent Maryland Schools

Association of Maryland Independent Schools (AIMS)

Oldfields School

iPod Technology

SLRC has created an iTunes store page that houses all of the podcast currently available on the Pratt website. The site includes a combined logo for Pratt and SLRC. The next phase is to add local history and Workforces Development podcasts created for the classroom.

- * Identify partnerships areas supporting the Maryland State Curriculum

Maryland has adopted the National Core Common Standards Initiative. The key resources have been reviewed with the next step to include discussion with appropriate MSDE and public school staff.

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

- * Survey Maryland based educational and cultural organizations with a web presence

Partnerships are being explored with some in process at the close of FY 2011 with expansion planned with the following organizations:

Walters Art Museum

Baltimore Museum of Art

Association of Independent Maryland Schools

MOST – Maryland Out of School Time

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September 15, 2011

- * Identify potential partnerships projects

New statewide partnership with the Maryland Department of Labor Licensing and Regulation (DLLR) involves not only SLRC but potentially other Maryland public libraries. The origin of this partnership was to illustrate how Maryland public libraries support workforce development and the Maryland Governor's Skills2 Compete Maryland initiative. MAPLA is the overall coordinating organization through SLRC Co-Chairs the Core Working Group.

There have been two meetings to date. The second meeting was a working meeting to begin to define how this partnership might unfold. Trudy Chara and Pat Taylor from DLLR were the leads from DLLR. The result of this meeting was a heightened awareness of DLLR's activities in the area of GED and the impact of this on workforce development.

DLLR would like to take part in the marketing skills libraries in Maryland have and initially expand GED testing sites in Baltimore City, Baltimore County, and Prince George's County. All three counties have agreed to be part of this first step.

SLRC will directly work with Trudy and Pat in marketing the GED program. The SLRC direction also includes a further update of the How to Get a GED in Maryland Guide and the Job Seekers Toolkit.

The DLLR Partnership continues to move ahead. The first step is to be responsive to their need to establish GED testing sites recognizing that it is often the lack of a GED Certificate that holds back many Marylanders from gaining employment during this period of fiscal duress.

SLRC has undergone the approval process to become a GED testing site and expects to launch this activity by the beginning of the school year in the Fall if not before. One other library system in Maryland has expressed the willingness to support this first step toward employment by becoming a GED testing site and that is the Prince George's County Public Library.

The MAPLA Working Group will meet with DLLR again in June with the following agenda:

- Update on the GED Testing sites
- Workforce Development Activity
- Projects already in place (DLLR and Library) that we can all market better
- Having a representative from the Maryland public library community on one of the DLLR planning committees. (GED/Adult Ed/Workforce Development)

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- Discussion of how we can work together on Financial Literacy. This seems more marketing in nature right now.
- The Partnership Agreement Process. DLLR/Paulette is thinking a statewide Partnership (MAPLA) and later individual Partnerships with the local libraries as appropriate.

* Explore new information resources accessible through partnerships

In July, as part of an ongoing partnership with the Maryland Historical Society, the Digitization Supervisor provided CONTENTdm digital collection management software training to MHS' Digitization Coordinator. Staff at the MHS informed us in February that they had digitized everything in their War of 1812 Collection. We have provided them with further assistance regarding metadata standards, and they have now begun working on the metadata. Their plans are to complete this project by the fall in time for the new school year, then give us the collection to upload on the MDCH website.

In August, a digital collection of 20 handwritten speeches from UMBC's Ferdinand C. Latrobe Papers was published on the MDCH website. Latrobe was a Maryland native and an important figure in state politics in the late 19th century.

SMRLA StoryCorps digital collection was published on the MDCH website in September 2010. The collection consists of audio excerpts from ten interviews done as part of an oral history project commemorating SMRLA's fiftieth anniversary. Transcripts of the interviews were added to the collection and are accessible within the Transcript field of each interview.

Harford County Living Treasures digital collection was expanded by 32 items in October, 2010. It consists of audio/video recordings of oral history interviews conducted with longtime residents of the county. Existing transcripts of the interviews were also scanned and converted to PDF format, and can be accessed within the Transcript field of each item.

In November, the Digitization Supervisor traveled to Cambridge, MD to meet with staff from the Dorchester Co. Historical Society and explore potential partnership with MDCH.

In March, the Digitization Supervisor met with the Maryland Room Manager of Frederick County Public Libraries to discuss partnership with MDCH. Scanning selected items from the Extension Agent Annual Reports Collection at FCPL's Thurmont Center for Agricultural History will begin summer 2011.

The Digitization Supervisor traveled to the Captain Salem Avery Museum in Shady Side, MD on April 18 to discuss potential partnership with MDCH. In June, the museum's board approved the partnership, and museum staff are currently selecting items from their local oral history collection for publication

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on MDCH. Once the selection process is complete, MDCH staff will begin preparing the items for upload into CONTENTdm.

The Pratt Library participates in a statewide digitization project commemorating the Civil War Sesquicentennial. The project, titled *The Civil War in Your Attic: Preserving the Legacy of Maryland and the Civil War*, is an initiative by the Maryland History and Culture Collaborative (MHCC), to identify and digitize original Civil War era documents and photographs owned by private individuals throughout Maryland. All digitized items for this project will be hosted on the MDCH Website. Other participating institutions include McDaniel College, Salisbury University, University of Maryland College Park, UMBC and Western Maryland Regional Library/WHILBR. The group is currently establishing parameters and selection criteria, finalizing procedures and documentation for the project. Each institution is responsible for coordinating their own scanning event and providing the images and metadata to MDCH so they can be uploaded into the online collection. A webpage on the MDCH website with information about *The Civil War in Your Attic* project and a list of scanning events being held throughout the state was published in May. The Pratt Library will host the group's first scanning event on Saturday, July 16, 2011.

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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

- * Define SLRC's roles within the Maryland library community

SLRC's roles as they exist now are to provide back-up and specialized collections, reference support, training and programming to Maryland libraries. The subjects reflected below are the result of the afternoon open discussion in the Unconference format. These are areas that have the potential to reshape if not add to current SLRC roles, particularly those that speak to broader issues.

Marketing
Best Practices
Collection Development
Future of Libraries; Latest Trends
Doing More with Smaller Staff
eBooks
Intellectual Freedom

- * Expand existing projects supporting SLRC's roles

Training is being expanded beyond the face to face sessions that are the more traditional method for SLRC's delivery of training workshops. SLRC will begin offering selected workshops online beginning mid-Spring. Two workshops per month are planned followed by a careful evaluation. The Training team will also be discussing combining the online and face to face workshops as compliments to each other in upcoming training design.

Reference Support has been expanded through the use of texting and social media. The emphasis now is centered on the re-design of the Library's Telephone Reference Service. The re-design includes moving to a different model that involves fewer transfers, a "warm" handoff when a transfer is required, the creation of one number used system and statewide for access to Telephone Reference, and more expansive statewide marketing.

Programming in support of public interest in Maryland's county public libraries continues with a regional scheduling focus whenever possible. Programs are requested directly from the county library system with the majority of the programming this year have a Maryland/Local History based theme.

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The Resource Delivery Department worked with the State Correctional Librarian to assist in picking up and temporarily storing materials that were donated as a result of an article in the March 25, 2011 *Washington Post* about the state correctional libraries' need for materials.

Implemented and supported Marina/URSA 4.2 for statewide resource sharing services.

Testing for URSA 4.2 was delayed while NCIP issues were resolved and so that Polaris could begin configuring PRGE for URSA. There was some initial success with testing at Prince Georges County, so Polaris agreed to add Carroll County to the test process. This provided an opportunity for Polaris to compare how the URSA processes and configurations work at two different Polaris libraries. Polaris has just completed configuration for URSA at Carroll County, and initial testing has been successful.

Testing resumed and was completed in November with Allegany County (TLC) and Garrett County (TLC) and Carroll County (Polaris) and Prince Georges County (Polaris.)

The developers began working on the code for the new release URSA 4.2.1 in November 2010. The new release has been planned to fix the pending issues we identified during the testing process i.e. the courier codes for printing wrappers, the OCLC workflow and the blank form for copy requests.

By the end of December 2010, the developers had made progress on the code for the new release URSA 4.2.1 which included a fix for the courier codes for the printing wrappers issue. SirsiDynix informed us that the code would be published for us to review in January. The developers also made progress on setting up the workflow for OCLC requests and the blank form for copy requests. We were told that the plan was still in place to deliver code every couple of weeks so that we can review and test it. SirsiDynix expected that this process would take until March 2011.

In a conference call with Dean Omori, Product Manager on January 13, 2011 we learned that the SirsiDynix developers were back at work on the OCLC workflow solution and the other pending issues.

On January 26, 2011 the RSD Manager arranged for and coordinated an online meeting that was hosted by SirsiDynix and included participants from SirsiDynix, Polaris, Pratt and ILL/IT staff from Carroll County and Prince Georges County. All issues on URSA, Polaris and Workflows were resolved and both libraries are now ready to proceed with URSA 4.2. Also Polaris and staff at Baltimore County and Talbot can now

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initiate URSA configuration and NCIP installation in preparation for testing.

In March, a new engineer was assigned to the project. On 3/18/11, Dean Omori announced that he was leaving SirsiDynix and that the URSA upgrade project would now be led by SirsiDynix staff member, Anne Arthur. No additional information or details have been sent, and Anne Arthur has not scheduled a conference call to discuss URSA upgrade status.

On March 25, 2011, the server that hosts both URSA 2.6 and URSA 4.2 for Marina was moved from the present facility in Salt Lake City to a new facility in Atlanta and resulted in Marina being down for three days.

Staff from CARR went to BCPL to show them how URSA works since they don't have the experience with URSA 2.6 that others have.

An introductory webinar was held on April 15 to re-introduce the URSA product and the testing process to BCPL, KENT and TALB. Howard County cannot test until they upgrade to Polaris 4, and Harford County must re-test once they migrate to Polaris.

Though we are continuing to move forward with testing URSA 4.2 with Polaris libraries, it is only prudent to once again explore other resource sharing products. Because of the lack of real progress with implementing URSA 4.2 and the continued slowing down of support our confidence in the success of this project is minimal. Therefore, in late April a detailed memo was sent to the members of the previous 2008 Resource Sharing Software Exploration Team (RSSET) to solicit their participation in once again exploring alternative resource-sharing software vendors. A few new members have been added to the group, including a couple from academic libraries, to ensure that all ILS systems and regions of the state are represented.

In early May, RSSET was officially reconvened. Members were asked to review a draft of a Request for Information (RFI) before it was sent to vendors. Should a decision be made in the near future to change vendors for this important Maryland service, we need to be as prepared as possible to make an informed decision based on research of the critical features and criteria needed. On May 24, 2011 after review and input by the RSSET team, a Request for Information (RFI) was sent to the following vendors: Auto-Graphics, Inc., OCLC, Relais International and SirsiDynix. Responses were due on July 14, 2011.

On May 26, 2011 Harford County migrated from Horizon to Polaris and is ready to re-test with URSA 4.2

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Testing with BCPL, KENT and TALB has been moving very slowly. KENT and TALB tried a few tests, but BCPL has not been able to test due to ongoing NCIP issues. On June 14, BCPL sent an update to say that Polaris had done some work on the NCIP issues. Pending confirmation testing should resume in early July.

The Information Access Division Chief met with Berit Nelson, Vice President, Library Relations, SirsiDynix and Anne Arthur, Manager, ILS Production Management, SirsiDynix at the ALA Annual Conference in late June to discuss the status of the URSA product, plans for the upgrade and the RFI.

The RSSET team will meet on August 31, 2011 at the Enoch Pratt Free Library, Orleans St. Branch for vendor presentations and demos.

Planned and implemented annual Statewide Circulation Conference

The Maryland Statewide Circulation Conference for 2010 was held on November 4, 2010. The Circulation Supervisor, in consultation with the Resource Delivery Manager, arranged for speakers for the conference.

Speakers and topics included:

- Lew Belfont, Howard County – *Reinventing Ourselves, Transforming Our Libraries: The New Requirements of Circulation Services*
- Debby Bennett and Jeri Cain, Caroline County – *Creating a Positive Service Culture Using a Secret Shopper Program*
- Moushumi Chakraborty and Sharon Payne, Salisbury University – *Give a Pickle, Get a Smile! Sweet Isn't It?*
- Irmgarde Brown, Harford County – *Marketing at the Circulation Desk*
- Andrea Snyder, Enoch Pratt Free Library/State Library Resource Center – *Social Media and Libraries*
- Rosanne Torpey, Psychologist – *Staying Safe in a Changing Environment*

Online registration began in early October and 116 attended.

The date for the 2011 annual Statewide Circulation Conference has been set for November 3, 2011. In early July, an email was sent to the MD Circulation Supervisor list and MARYLIB to solicit possible speakers and programs.

Participate in SLRC Conferences to provide information about the cooperation among Maryland Libraries.

The Resource Delivery and MILO Managers presented at the SLRC Conference on November 10, 2010 and highlighted how Maryland libraries cooperate. The discussion included a short history of the Maryland Interlibrary Loan Department (MILO), a discussion of the revised Cooperative Borrowing Agreement and the newly created

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Resource Sharing agreement, a demo of Marina and other interlibrary loan services and a tour of MILO office and Transshipping.

The Resource Delivery and MILO Managers repeated the presentation for the Spring SLRC Conference on April 6, 2011.

Number of attendees: 14

- * Develop new projects supporting SLRC's roles

Maryland's first public library "Unconference" Web 2.0 Unleashed was held

SLRC's first UnConference was held on Thursday, August 12, 2010 at the Enoch Pratt Free Library, State Library Resource Center's Central Library. 72 Library employees from around the state came together for the day to cover the topic "Web 2.0 Unleashed". Participants had the opportunity to direct the conference by voting on the content to be presented the morning of the event. The day included lightning talks, group discussions, show and tell/demonstration sessions, and keynote speakers covering topics from free online tools to managing your online presence to the future of print media. The UnConference offered the attendees the ability to voice what was on their mind, and learn what was on the minds of the library community around the state of Maryland.

Number of attendees: 72

Library Systems Represented:

AACPL
Baltimore City Public Schools
Baltimore County Public Library
Carroll County PL
Cecil County Public Library
Cecil College Library
DLDS
Enoch Pratt Free Library
Goucher College Library
Harford County Public Library
Howard County Library
Loyola Notre Dame
Maryland AskUsNow!
Montgomery College
Montgomery County Public Libraries
NCI at Frederick
Prince George's County Memorial Library System
Queen Anne's County Free Library
St. Mary's County Library
U of Md. Eastern Shore
UMB Health Sciences and Human Services Library

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Washington County Free Library
Western Maryland Regional Library

What Was Covered:

Session A: Lightning Talks (10 talks, 5 minutes each)

1. Lib Answers
2. Continuing Conversations Through E-mail
3. Merlin
4. LinkedIn
5. Best/Worst Apps for iPhones
6. The Nook
7. Sony E-Reader
8. Foursquare
9. Managing your online reputation
10. Free Online Tools
11. Instant Messaging

Session B: Group Discussions

1. Transliteracy / Digital Literacy
2. Using Social Media for Advocacy/Programming
3. Marketing Websites/Services
4. Cutting Edge Technology / Web 2.0 Tools
5. Mobile Sites

Keynote Speakers

Steve Kruskamp - E-Commerce Marketing Officer for 1st Mariner Bank
Tom Rowe - Director of Web Marketing for Visit Baltimore

Session C

1. What is the future of libraries (print vs. electronic)?
2. Tech Petting Zoo / Cutting Edge Technology
3. Web 2.0 in the Catalog
4. Blogs

Re-cast of the SLRC Tour

The SLRC Tour format has been changed to that of a Conference. While there is still a tour option allowed, the SLRC Conference was reformatted to incorporate the Fall LATI curriculum, responsiveness to several more time sensitive or current library issues, and to include an Unconference format.

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The Fall SLRC Conference included:

Introduction to the Information Access Division
Cyber Bullying, Digital Disrespect, Privacy Invasion, and Textual Harassment
Social Media and Libraries
Roadblocks and Detours in Genealogy

Unconference Discussion Sessions included:

Customer Service 911
Marketing and Outreach
Stress and Doing More with Less
E-Readers and Print vs. Electronic
Future of Libraries
Intellectual Freedom

Attendance: 100

The Spring SLRC Conference includes:

Introduction to the Information Access Division
Teen Reader's Advisory
Beyond Basic Reference: What's New and Using the Web
SLRC Walking Tour
Discussion: Outcome Based Evaluations: The Nuts and Bolts
Discussion: Programming in the Library: Key Elements to make your Program a Success
Got to be Read: Reader's Advisory for African American Fiction
Listeners' and Viewers' Advisory for Adults
Small Business Resources
Storytelling for Non-Storytellers
Legal Research for Public Librarians: Working with Maryland Law
Discussion- Jobs vs. Facebook: Prioritizing the Use of Public Computers in the Library
Discussion- Implementing Change at the Grassroots Level: One Successful Model
Discussion- Social [Not] Working: Getting the Most from Social Networking Tools
Discussion- Building Bridges: How to Successfully Establish Partnerships
Conference Wrap-up: Evaluation, CEU Forms and Final Thoughts

Note: Sessions planned are based on a survey sent to MaryLib, MAPLA, and former SLRC Conference attendees.

Attendance: 100

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Wimba Thursdays has been developed as a way of expanding training outreach to the desktop for Maryland library staff. The Wimba training was developed to be more responsive to library staff who in today's fiscal climate find it difficult to leave their location to attend a training session. The one hour sessions include CEU credits and require an outcome based evaluation form response will be conducted throughout this fiscal year and continue in fiscal 2012. The sessions for the balance of this fiscal year are as follows:

April 28 – Basic Reference
May 5 – Excellent Customer Service
May 19 – Online Services and Resources
June 9 – Legal
June 16 – History

SLRC Sponsored WIMBA Training FY '11

Five one-hour sessions held:

4/28	Basic Reference Interview and Resources	9 participants
5/5	Excellent Customer Service	13 participants
5/19	Online Services and Resources	16 participants
6/9	Legal Resources (Federal and Maryland)	17 participants
6/16	History/MD History Resources	<u>21</u> participants
		76 total

13 Systems represented:

Anne Arundel, Baltimore County, Charles , Calvert, Caroline, Enoch Pratt, Frederick, Harford, Prince Georges, Montgomery, St. Mary's, Washington, Worcester.

Increase of awareness of topic to very aware after training: average increase of 31.8% (15%, 40%, 57%, 0% [started at 100%], 47%)

Increase of knowledge level to high after training: average increase of 41% (61%, 31%, 42%, 44%, 29%)

From follow-up survey to which there were 27 responses

100% would take further Wimba trainings from SLRC.

81% told their co-workers about the training.

100% said the day and time were convenient.

Issues with Wimba: 20 responded. 11 had no problems, 6 had sound issues, 3 had connectivity issues.

Topic suggestions:

- Government
- Business (scheduled for 9/22/2011)
- Readers' Advisory for all ages
- Children's Services (scheduled for 11/3/11)

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- Medical (scheduled for 10/13/2011)
- Genealogy
- Consumer Resources
- Science & Technology (scheduled for 9/8/11)
- E-books and e-readers
- Repeat those topics already presented

Comments: a sample of responses

Basic Reference Interview and Resources:

This was a well-presented refresher on reference interview techniques and I'm always looking to be refreshed.

Highly educational and interesting; so glad I was there for the 'maiden voyage' of the wimba training. So interesting and on point. I hope to see many more trainings, already signed up for several more in this particular series.

I recently completed LATI training – much of this was review. However, it never hurts to go over information and this is something that I use every day! Thanks.

Excellent Customer Service Using MRBs:

I thought the presentation was great...concise...clear ...informative.

I think this was a great way to do and attend trainings.

I really enjoy taking the classes via Wimba, I'd love to have more opportunities.

I tend to avoid webinars because all of the current library training is via webinars these days, which gets kind of boring, but the presenters did a great job and kept it interesting.

Very good online training workshop. Customer service is a major part of our jobs as librarians. Very helpful info!

Online Services and Resources:

I thank SLRC for the different trainings that [it] is offering; they can be very useful.

I really enjoyed this training. Patrick did a great job of explaining search tips, Google features, advance search and more.

I live out of state but work in Worcester County. I use online resources very often but I still learned something new from the program. Thank you for presenting it in online format as I really do not like to travel any more.

It was very informative!

This was a very educational program. I feel I need to explore a great deal more on Google to really get a handle on what's available.

Legal Resources:

Presentation and presenters were excellent. This was a good, concise listing and explanation of various legal resources.

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The Legal Resources Wimba Training session was very informative and the web resources I will be able to use at BCPL to help my customers. This was excellent! I am relieved to know that we will be receiving a copy of the presentation later for further study. This was a very informative and well conducted webinar. The presenters managed to gather enough relevant information and presented it in an easy to follow manner. Thanks!

History/MD History Resources:

I'm the MD librarian in PG County...excellent presentation with great resources!

This was an excellent and informative program.

I really enjoy this type of training and plan to attend more sessions in the future. Jeff and Bob were very thorough and did a great job.

Very informative webinar. This one as well as last week's on law resources provided very good resources and interesting information. Thanks.

The Maryland History/History training was very informative. Very good training!

Strategy for remainder of FY '12:

Based on the positive outcomes as shown by increasing participation, large number of systems represented, increase in awareness and in knowledge level, and from comments received, the program will continue in the fall of 2011. As before, participants will receive a survey after every presentation to gauge their effectiveness and to garner feedback for ongoing improvement. During the fall, plans will be made for continuing the presentations through June, 2011.

Trainings already scheduled:

9/8	Science & Technology Resources	11/10
9/22	Business Resources	12/1
10/13	Health Resources	12/15
11/3	Children's Reader's Advisory	

Dates to be filled:

Project Compass

Through a 2009 grant from the *Institute of Museum and Library Services* WebJunction and the State Library of North Carolina launched Project Compass, a one-year initiative to work with state libraries in support of public libraries' efforts to meet the urgent and growing needs of the unemployed. This work has resulted in a rich collection of material on Workforce Resources.

On September 2nd, Project Compass held a final, online wrap-up meeting for all summit participants.

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SLRC will take on the role of the coordination of information on Workforce Development programs in Maryland public libraries and disseminate this information through slrc.info.

slrc.info includes a Workforce Development area under the Plans and Reports tab. The survey results from the FY 2010 survey of Maryland public libraries conducted by Paula Isett, Community Outreach Specialist at DLDS is available. A one page chart developed from the FY 2010 survey is available as a pdf that can be printed and provided to library customers. The one page chart contains a live link to each Maryland public library system making it practical for sending as an email directly to customers or as a quick reference guide for Maryland public library staff.

Workforce Development is expanding statewide through the new partnership with the Maryland Department of Labor, Licensing and Regulation (DLLR). The groundwork for this partnership was set through a meeting with Secretary Sanchez and representatives of MAPLA.

Two meetings have been held. The first meeting was an opportunity for Maryland public library staff to describe how libraries currently support workforce development and to highlight the successful partnership the Anne Arundel County Public Library has with their local One-Stop Career Center that is under the DLLR Umbrella. SLRC highlighted the online training modules available to library customers statewide in the area of workforce development and demonstrated the Maryland Workforce Exchange module for DLLR staff in attendance.

The second meeting provided DLLR staff to talk about their support of workforce development with emphasis on the role of their statewide GED program. The GED program is the first step for a large majority of those seeking employment. Pat Taylor who directs this area noted the importance of combining this and financial literacy into our move ahead. DLLR is specifically asking libraries to consider becoming or expanding their role as GED testing sites. Pat Taylor was particularly interested in beginning with Baltimore City, Baltimore County, and Prince George's County. All three systems were represented at the meeting and agreed to participate.

DLLR is eager to gain marketing experience, particularly in the Social Network area. They see Maryland's public libraries can be helpful in this area.

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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

- * Examine performance measures used by other State Library Resource Centers

State Library and State Library Resource Center agencies use a variety of performance indicators when reporting services they provide though few State Library Resource Center agencies provide an expansive system of reporting.

A survey of web sites suggests the performance indicators in use:

Best Practices

Collaborative or Partnership Arrangements

Collections

Customer Satisfaction

Databases Available and Use

Document Depository Use

Inter-Library Loan Transactions

Reference Services Provided

Reference Transactions

Registered Users

- * Identify standard library performance measures

ISO Standards are available for National libraries

ANSI Standards are available for specific library applications e.g. data communications, statistics recording

General yet informal performance measures for public libraries that are also used by State Library Resource agencies include what is published by the American Library Association Statistical Report from the Public Library Data Service.

These can be summarized in the following groups:

Population served

Resources per-capita

Use

Technology

Age Level Services

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- * Develop standard performance measures for SLRC

SLRC collects performance and outcome measures monthly. The measures are reported bi-monthly or quarterly depending on the internal SLRC reporting cycle to the SLRC Commission and the Library Services Advisory Committee. The current standard measures include the following:

Information and Materials Requests by Maryland County Library
Statewide Public Programming Outcomes
Statewide Training Outcomes
Value of SLRC Services

Added to the list will be:

Collaborative or Partnership Arrangements
Collections
Databases Available and Use
Document Depository Use
Inter-Library Loan Transactions (Marina, OCLC, Direct Loan)
Population served
Resources per-capita
Sailor (Page Views, Database Use)

The performance measures were incorporated into the Second Quarter Dashboard Report.

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

Action steps

- * Evaluate SLRC's existing outcomes based evaluation program

The current outcomes based evaluation form has captured information that has been unavailable in the past. The evaluation process now allows the Library to report a level of transfer of training as well as capture familiarity with the SLRC and SLRC services.

The current form could be simplified further so it involves less time to complete the form.

- * Explore changes in the existing program to better illustrate training outcomes

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The existing form allows us to collect outcome measures that help us in planning the expansion or addition of new programs. The transfer of training information has proven useful in these areas as well as establishing the value of this particular SLRC service.

The general sampling statistics for that SLRC uses now for capturing internal outcomes provides the flexibility to quickly, in a just in time manner to change the form to capture newly identified and important data sets. The new program/training/workshop evaluation form in the final design phase. The new form will have the flexibility to capture data that will be adaptable to new goals or audiences as SLRC continues to evaluate its programming roles.

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

Action steps

- * Improve SLRC program data collection methods

New methods are currently being investigated to improve on the current program evaluations, such as specific outcomes for job, business, and ex-offender re-entry programs. Sources being consulted are:

- o Outcome Indicators Project: A joint project of the Urban Institute and The Center for What Works
- o Basic Guide to Outcomes-Based Evaluation for Nonprofit Organizations with Very Limited Resources from the Free Management Library
- o So What? Using Outcome-Based Evaluation to Assess the Impact of Library Services by Rhea Joyce Rubin for the Massachusetts Board of Library Commissioners

Also, with the introduction of Microsoft Excel 2010, new ways of reporting the data are being explored to show results more simply. Recommendations will be made in April for implementation at the beginning of FY12 in July.

- * Monitor and reported SLRC program performance quarterly

Program and Training performance appear on the Quarterly SLRC Dashboard.

**Enoch Pratt Free Library
Total FY11 Group Services
SLRC Programs by Location and Program Name**

Location and Program Name	Number of Programs	Number of Participants
Allegany Co.	8	77
Adult Reader's Advisory	1	9
Beyond Basic Reference	1	5
Collection Development: From the Ref Desk	1	14
Customer Service Beyond the MRB	1	6
Google Mostly...	1	9
Maryland and SLRC Genealogy resources	1	9
Materials Merchandising: Boost Your Circulation	1	10
Social Media and Libraries	1	15
Anne Arundel Co.	16	1,327
Anne Frank: Her Life, Her Diary, and Beyond	2	190
Business Resources for Librarians	4	41
Jessup Elementary School	4	355
LATI - Intellectual Freedom Seminar	1	21
LATI Intellectual Freedom	1	26
Mysterious Death of Edgar Allan Poe	3	280
Storytelling Program	1	414
Baltimore Co.	9	304
Basic Genealogical Resources	1	36
Genealogical Resources at SLRC	1	33
Introduction to Grantwriting	1	6
Introduction to Proposal Writing	1	15
Life and Death of John Wilkes Booth	1	25
Maryland in World War II	1	130
Native Americans In Maryland	1	19
Storytelling Workshop	2	40
Calvert Co.	2	49
Genealogical Resources at SLRC	1	24
Grantseeking Basics	1	25
Caroline Co.	3	58
Collection Development from the Reference Desk	1	13
ESRL - What is Reference Now	1	13

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Library Ethics 101	1	32
Carroll Co.	5	64
Basic Maryland Genealogy	1	1
Cheapeake Bay Shipwrecks	1	10
How much is my old book worth?	1	26
Job Searching 101 for Library Staff	2	27
Cecil Co.	1	16
Golden Age of Radio	1	16
Charles Co.	1	10
Basic Reference SMRLA	1	10
Dorchester Co.	1	2
Maryland in World War II	1	2
ESRL	2	18
Listener's & Viewer's Advisory for Adults	1	7
Social Media and Libraries	1	11
Frederick Co.	1	13
Customer Service Beyond the Model Reference Behaviors	1	13
Garrett Co.	2	36
Genealogy and the State Library Resource Center	1	14
What Do You Know About Maryland?	1	22
Harford Co.	4	269
Basic Genealogy and SLRC Genealogy Resources	1	17
Federal Writers Program in Maryland	1	4
Maryland in World War II	1	232
World War II in Maryland	1	16
Howard Co.	7	171
American Factfinder and U.S. Census	1	14
Basic Genealogy	1	14
Improve Your Research Skills	1	20
Infamous Marylanders	1	19
Job Searching 101	1	23
LATI - Teen Readers/Advisory	1	21
Life and Death of John Wilkes Booth	1	60
Kent Co.	1	16
How much is my old book worth?	1	16
Montgomery Co.	4	122
Adult Reader's Advisory	1	26
Children's Readers Advisory	1	18
Materials Merchandising: Boost Your Circulation	1	37
Model Reference Behaviors	1	41

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N/A	2	33
Afternoon SLRC Tour	1	18
Intro to the Information Access Division	1	15
Other	4	600
Alternative Pathways Job Fair	1	50
Alternative Pathways to Success Fair	1	110
Cummings Job Fair	1	400
SEED School	1	40
Prince George's Co.	6	128
Business Resource Workshop	2	19
Listener's Advisory	1	50
Marketing Resources	1	20
Reader Advisory	1	30
SBDC How to Write a Business Plan	1	9
SLRC	36	712
AACPS Librarian Visit	1	112
Beyond Basic Reference	1	30
Business Resources for Librarians	1	17
Creating Creative Book-Based Programs for Children	1	13
Cyber Bullying, Digital Disrespect, Privacy Invasion, and Textual Harassment	1	23
Discussion - Building Bridges: How to Successfully Establish Partnerships	1	8
Discussion - Implementing Change at the Grassroots Level	1	12
Discussion - Jobs vs. Facebook	1	12
Discussion - Outcome Based Evaluation Discussion	1	2
Discussion - Programming in the Library	1	12
Discussion - Social [Not] Working	1	15
Got to Be Read: Reader's Advisory for African American Fiction	1	4
Introduction to the Information Access Department	1	14
Legal Research for Public Librarians: Working with Maryland Law	1	26
Library Advocacy Workshop	1	21
Listener's & Viewer's Advisory for Adults	1	27
Marina Training	4	12
Marketing and Outreach	1	22
Morning SLRC Tour	1	21
Proposal Writing	1	23
Roadblocks and Detours in Genealogy	1	22
SLRC Conference Walking Tours	2	46
SLRC Tour	1	2
SLRC Unconference	1	81
Social Media and Libraries	3	73

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Storytelling for Non-Storytellers	1	22
Teen Reader's Advisory	1	26
Tour of BST visiting library intern	1	1
Tour of SLRC/Central Library	1	7
Tour of the MILO Department	1	6
SMLRA	5	79
Book Talking Program	2	24
Job Searching 101 for Library Staff	1	15
Listener's & Viewer's Advisory for Adults	1	27
SMRLA - What Is Reference Now	1	13
Somerset Co.	1	11
Maryland in World War II	1	11
St. Mary's Co.	2	30
Before You Seek a Grant	1	20
Beyond Basic Reference- SMRLA	1	10
Talbot Co.	2	73
Collecting African American Art	1	9
Native Americans In Maryland	1	64
Washington Co.	2	30
Golden Age of Radiol	1	14
Native Americans in Maryland	1	16
Wicomico Co.	1	1
Bush Declaration	1	1
Wimba	21	470
Basic Reference Interview and Resources: Helpful Hints	1	10
Excellent Customer Service	1	20
History Resources Wimba	1	24
LATI - Basic Reference	1	22
LATI - Customer Service	1	22
LATI - Legal Resources	1	22
LATI - Online Services & Resources	1	21
LATI Basic Reference	1	25
LATI Business and Job Searching	2	47
LATI Excellent Customer Service	1	25
LATI Health Resources	2	47
LATI History Resources	2	49
LATI Legal Resources	1	25
LATI Online Resources	1	25
LATI Science and Technology Resources	1	22
Legal Resources Wimba	1	17

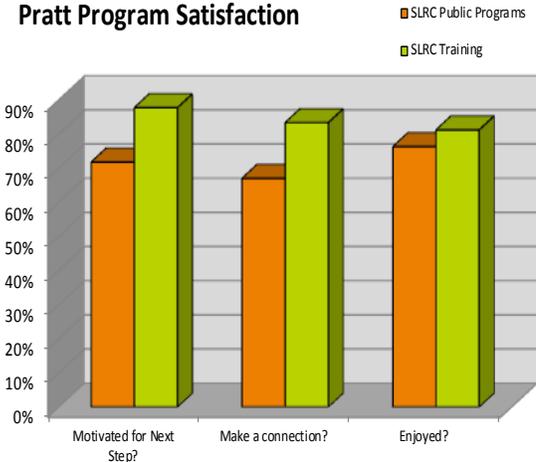
Approved by the State Library Resource Center Commission
September 15, 2011

Online Services and Resources	1	21
Reader's Advisory-Wimba	1	26
WMRL	1	7
How to Createand Lead a Teen Book Club	1	7
Worcester	3	65
I Need a Job	2	30
MLA Workshop	1	35
Worcester Co.	2	54
Adult Reader's Advisory	1	36
Maryland in World War II	1	18
Grand Total	155	4,845

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Appendix 3

Maryland's State Library Resource Center Dashboard FY 2011 Total

Service Measures	Outcomes	Financials / County Statistics																																																																		
Reference	Pratt Program Satisfaction 	Expenditures YTD																																																																		
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Appendix 4
SLRC Workshop Calendar for FY 2011

Training Scheduled by Region

Training sessions conducted are noted by a full completion date following the session, i.e. month/day/year

Central Maryland

Anne Arundel County Public School Librarians Tour, SLRC, August 17, 2010
Storytelling, BCPL Perry Hall, October 7, 2010
Reader's Advisory, PGCMLS, October 14, 2010
Job Searching 101, Carroll County Westminster, November 4, 2010
Storytelling, BCPL Pikesville, November 4, 2010
Boost Your Circulation, MONT, March 10, 2011
Model Reference Behaviors, MONT, April 12, 2011
Job Searching 101, Carroll County Eldersburg, May
Children's reader's Advisory, MONT, May
Adult Reader's Advisory, MONT, May

Eastern Shore

Adult Reader's Advisory, WORC, October 11, 2010
Listeners' and Viewers' Advisory for Adults, ESRL, March 2, 2011
What Is Reference Now? ESRL, March 24, 2011
Collection Development: From The Reference Desk, ESRL, May

Southern Maryland

Storytelling. SMRLA, September 16, 2010
Creating Creative Book-Based Programs for Children, SMRLA, September 16, 2010
Listeners' and Viewers' Advisory, SMRLA, January 13, 2011
Basic Reference, SMRLA, January 31, 2011
What Is Reference Now?, SMRLA, March 30, 2011
Beyond Basic Reference, SMRLA, April 14, 2011

Western Maryland

Google...Mostly, ALLE, July 28, 2010
Beyond Basic Reference, ALLE, July 29, 2010
Social Media for Libraries, ALLE, October 21, 2010
Adult Reader's Advisory, ALLE, November 15, 2010

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Customer Service beyond the Model Reference Behaviors, ALLE, November 16, 2010
Collection Development, ALLE, November 29, 2010
Boost Your Circulation, WMRL, March 24, 2011
Genealogy, WMRL, April 27, 2011
African American Genealogy, WMRL, April 28, 2011

Statewide

Unconference 2010: Web 2.0 Unleashed, SLRC, August 12, 2010
Listeners' Advisory, MLA/PSD, September 30, 2010
LATI Intellectual Freedom, TBA, October 6, 2010
LATI Basic Reference, Wimba, October 13, 2010
LATI Excellent Customer Service, Wimba, October 20, 2010
LATI Online Resources, November 3, 2010
SLRC Conference, SLRC, November 10, 2010
LATI Business and Job Search, Wimba, November 17, 2010
LATI Legal Resources, Wimba, December 1, 2010
LATI Health Resources, Wimba, December 15, 2010
LATI History Resources, Wimba, January 12, 2011
LATI Science and Technology, Wimba, January 19, 2011
LATI Intellectual Freedom, AACPL, March 2, 2011
LATI, Basic Reference, Wimba, March 9, 2011
LATI, Excellent Customer Service, Wimba, March 16, 2011
LATI, Online Resources, Wimba, March 30, 2011
SLRC Conference, SLRC, Wimba, April 6, 2011
LATI, Business and Job Search, Wimba, April 13, 2011
LATI, Legal Resources, Wimba, April 20, 2011
Basic Reference, Wimba, April 28, 2011
Excellent Customer Service, Wimba, May
Online Resources and Services, Wimba, May
LATI, Adult and YA Readers' Advisory, AACPL, May
LATI, Health Resources, Wimba, May
LATI, History Resources, Wimba, May
LATI, Science and Technology Resources, Wimba, June

Appendix 5

*Additional

Public Programming for Maryland libraries and organizations

Central Maryland

Shipwrecks on the Chesapeake, Carroll Co., 7/14/10
How much is my old book worth?, Carroll Co., 9/15/10
Improve Your Research Skills, Howard Co., 9/29/10
Federal Writer's Project in Maryland, Harford Co., 10/18/10
Job Searching 101, Carroll Co., 11/4/10
WWII in Maryland, Harford Co. (Jarrettsville), 11/10/10
WWII in Maryland, Harford Co. (Havre de Grace), 12/06/10
WWII in Maryland, Baltimore Co. (Pikesville), 12/22/10
Resume Writing 101, Baltimore City (EPFL-Herring Run), 1/11/11
Interviewing 101, Baltimore City (EPFL-Herring Run), 1/18/11
Resume Writing 101, Baltimore County (North Point), 1/27/11
Job Searching series, Howard County, Spring 2011(dates TBD)
Basic Genealogy, Howard Co (Glenwood), 3/17/11
Proud to be a Marylander?, Howard Co. (Columbia), 3/22/11
WWII in Maryland, Baltimore City (EPFL-Govans), 3/26/11
Basic genealogy and SLRC genealogy resources, Howard Co
(Glenwood), 3/24/11
WWII in Maryland, Baltimore City (EPFL-Govans), 3/26/11
Basic genealogy and SLRC genealogy resources, Carroll Co
(Taneytown), 4/11/2011
Resume Writing 101, Baltimore County (North Point), 4/27/11
WWII in Maryland, Harford County (Volunteer Celebration),
4/30/2011
Maryland and SLRC Genealogical Resources, Harford County
(Fallston), 6/4/2011
Poe's Death, Carroll County, 10/20/11

Eastern Shore

Bush Declaration, Wicomico Co., 7/8/10
How much is my old book worth? Kent Co., 10/9/10
Maryland Home Front in WWII, Worcester Co., 10/13/10
Maryland Home Front in WWII, Somerset Co., 10/14/10
Native Americans in Maryland, Talbot County, 11/18/10
Collecting African American Art, Talbot County (Easton), 2/24/11

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Southern Maryland

Introduction to Fundraising Sources, St. Mary's County, 9/13/10
Before You Seek A Grant, Calvert County, 9/13/10
Maryland and SLRC genealogical resources, Calvert County, 10/9/10

Western Maryland

Golden Age of Radio, Washington Co., 10/28/10
Maryland Genealogy, Garrett County, 12/2/10
What Do You Know About Maryland?, Garrett Co., 12/3/10
What Do You Know About Maryland?, Garrett Co., 4/1/11
Native Americans in Early Maryland, Washington Co., 4/14/11

Additional

Anne Arundel County Public Schools:

Poe's Death (2 sessions), Lindale Middle School (Anne Arundel County Public Schools), 11/4/10 (POSTPONED will be rescheduled)
Life of Anne Frank, Severn River Middle School, December 7, 2010
Children's Department, Crofton Meadows Elementary School, 3/25/11
Children's Department, Jessup Elementary School, April 15, 2011
Mysterious Death of Edgar Allan Poe, Chesapeake Bay Middle School,
Life and Death of John Wilkes Booth, Chesapeake Bay Middle School,

Programs generated from AIMS Conference:

Life and Death of John Wilkes Booth, Glenelg Country School (Ellicott City) March 17, 2011
Life and Death of John Wilkes Booth, Boy's Latin Upper School, March 29, 2011
Mysterious Death of Edgar Allan Poe, Monarch Academy Public Charter School (Glen Burnie), May 3, 2011

Displays/Exhibits

Baltimoreana Display (to celebrate Frank Zappa), EPFL-SEL, October to December 2010
Christmas from the Maryland Ephemera Collection, EPFL-Govans

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November 2010 to January 2011
Black History Month Display, Severn River Middle School (AACPS),
January to March 2011
Women's History Month Display, Severn River Middle School
(AACPS), March to April 2011
Dickeyville (Baltimore), Roland Park Country School, April 2011
Preakness and Maryland Horse Racing, Cecil County Public Library
(Elkton Branch), May 2011

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Resources
Resources
Resources
Serving as a model for innovation
Staff
Subject and Web Guides
Subject Departments
Support for customers questions
Tours
Training
Valuable information
Web and How-to Guides
Web Site
Workforce Development
Workforce Development Resources

Summary

Resources including Collections and Staff	(52%)
MARINA/Interlibrary Loan	(25%)
Training	(23%)

What additional value can SLRC offer to support you and your library?

Access to multiple resources
Additional Program Outreach
Continue the SLRC Conferences and “Unconference” sessions
Creativity and New Ideas
Donate Books to Baltimore County and teach us How to deal with Rude Customers
Expand Training
Ideas, “Out-of-the-Box Thinking”
Interlibrary programming
Let libraries know what public programs you offer in other county branches
List of public programs available for county libraries
Loan of display items
More outreach
More Training
More Work with Correctional Librarians
Offer training at BCPL
Our responsibility to use and understand what is available
Programming ideas
Programs
Share new ideas
Special Collections
System Specific Training
Training for staff in smaller libraries
Training outside of Baltimore
Visiting other Maryland public library systems by the Best Practices Team
Way to partner with DC Public
Webinars

Summary

Outreach	(53%)
Training	(37%)
Resources	(10%)

Surprises

Creativity and New Ideas
Out of the Box thinking
Best Practices Support

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Needs Assessment

Demographic Analysis

Focus Groups both internal and external

LATI

SLRC Conference

MAPLA

MaryLib

SLRC Staff

External (Library Directors)

1. How does your library system use SLRC?

Training

Inter-Library Loan/Marina

Audio-Visual Resources

Sailor Infrastructure

Sailor Databases

Reference Information or Resources

Local History Materials

Subject Specialists

2. Please indicate the level of use of these services

(1=Very Often; 2= Somewhat Often; 3= Not at all)

Training

Inter-Library Loan/Marina

Audio-Visual Resources

Sailor Infrastructure

Sailor Databases

Reference Information or Resources

Local History Materials

Subject Specialists

3. Please list what you define as SLRC priority services:

4. What do you see as SLRC's major strengths?

5. What do you see as SLRC's major weaknesses?

6. Are there trends or opportunities you feel SLRC should explore?

7. Additional comments:

My work assignments include:
(Please check all that are appropriate)

Administrative
Management
Reference
Circulation
Inter-Library Loan
Staff Development and Training
Facilities
Technology Support

Library staff questions (External)

1. How do you use the services and resources available from SLRC?

Training

Inter-Library Loan/Marina

Audio-Visual Resources

Sailor

Reference Information and Resources

Subject Specialists

2. Please indicate the level of use of these services

(1=Very Often; 2= Somewhat Often; 3= Not at all)

Training

Inter-Library Loan/Marina

Audio-Visual Resources

Sailor Infrastructure

Sailor Databases

Reference Information or Resources

Local History Materials

Subject Specialists

3. Please list what you define as SLRC priority services:

4. What do you see as SLRC's major strengths?

5. What do you see as SLRC major weaknesses?

6. Are there trends or opportunities you feel SLRC should explore?

7. Additional comments:

My work assignments include:

(Please check all that are appropriate)

Administrative

Management

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Reference
Circulation
Inter-Library Loan
Staff Development and Training
Facilities
Technology Support

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Library staff questions (Internal)

1. Please list what you define as SLRC priority services:
2. What do you see as SLRC's major strengths?
3. What do you see as SLRC major weaknesses?
4. Are there trends or opportunities you feel SLRC should explore?
5. Additional comments:

My work assignments include:
(Please check all that are appropriate)

Administrative
Management
Reference
Circulation
Inter-Library Loan
Staff Development and Training
Facilities
Technology Support