



Montana State Library  
Statewide Library Resources Division-  
Library Development  
FY 2015 Work Plan  
July 1, 2014-June 30, 2015

The mission of the Montana State Library's Statewide Library Resources Division is stated within the overall agency's mission in the current MSL Long Range Plan for 2012-2022:

"The Montana State Library is committed to strengthening libraries and information services for all Montanans through leadership, advocacy, and service."

As part of the efforts to meet this mission, SLR strives to help all Montana citizens receive the information they need in order to improve and enhance their lives by:

- Improving public library services
- Promoting cooperation among all Montana libraries of all types

SLR provides leadership and guidance related to library programs, services, and facilities. SLR staff plans, develops, and implements programs, projects and pilots, and administers funds for new and improved library services throughout the state.

This work plan is developed based on the goals contained in the [MSL 2012-2022 Long Range Plan](#). Specific work objectives for FY2015 are organized by the MSL six agency-wide Long Range Plan goals. Together, these objectives represent a collective approach to defining the highest priority tasks for SLR for FY2015. Where lead staff is identified for an objective, it is understood that other Library Development staff may participate in the overall effort to successfully meet that objective. Additionally, though specific staff has been identified under each objective, other SLR-LD staff will often collaborate in order to successfully carry out these objectives.

The Talking Book Library's FY2015 work plan is submitted separately.

### **Goal One—Content**

MSL acquires and manages relevant quality content that meets the needs of Montana library users.

1.1. Enhance Montana State Library's statewide e-content subscription and purchase programs.

1.2. Work collaboratively toward developing, managing, presenting, and preserving Montana-relevant digital content.

#### SLR Work Objectives:

- Develop and articulate a method and schedule for collecting and evaluating statistics on content provided through SLR LD projects to better understand that content's effectiveness and usage. (*Lead staff: Cara Orban, Jo Flick*)

- Develop and promote the e-content expansion pilot and encourage Montana libraries to contribute or provide referrals to locally created content. This effort will benefit library patrons by providing unique, local works of fiction and non-fiction and enable participating libraries to build e-content collections independent of third party providers. *(Lead staff: Cara Orban)*
- Evaluate ongoing costs, funding opportunities and storage options for CONTENTdm that meets current and future storage needs, putting the Montana Memory Project in a strong position for future growth. CONTENTdm is the digital content management system administered by OCLC that is used by MMP contributors to upload digitized materials and create metadata for those materials. *(Jennifer Birnel)*
- Launch a new MSC EBSCO Host e-book collection, offering another accessible e-book collection to all MSC library patrons. *(Lead staff: Ken Adams, Mike Price)*
- Discuss with libraries the option of adding additional content to the DiscoverIT collection of resources and negotiate with EBSCO to lower the cost of adding individual subscriptions and content repositories to DiscoverIt. Continuing to expand the resources available in this statewide integrated discovery tool will make it an even more effective, one stop search tool that Montana librarians envisioned and have requested over the last decade. *(Lead staff: Cara Orban)*
- Identify 4-6 communities in Montana that have rich collections of unique materials related to Montana's economic, social, cultural or political history or materials that document a more current transition, such as the Bakken project. Encourage these communities, in partnership with their local library, to add these collections to the Montana Memory Project. *(Jennifer Birnel, Pam Henley)*
- Collaborate with staff of the Montana Historical Society and the Montana Office of Public Instruction to create classroom lesson plans for the Montana Memory Project so that teachers can easily incorporate this resource into their yearly teaching activities. *(Jennifer Birnel)*

## **Goal Two—Access**

MSL provides libraries, agencies, and its partners and patrons with convenient, high quality, and cost-effective access to library content and services.

2.1. Improve the user interface of MSL's Web sites and improve and expand online service to meet changing user needs.

2.3. Improve Montanans' access to library materials (including discovery, request, and delivery), providing more materials to choose from, and making access increasingly efficient.

2.5. Assist Montana libraries with 'fulfillment', that is, getting the right library content into patrons' hands quickly, efficiently, and at prices that libraries can afford, regardless of whether the item is owned by the patron's local library.

2.6. Publicize Montana State Library's services and resources.

2.7. Support Montanans' continued free access to the Internet provided through local public libraries.

2.8. Actively investigate and implement, as appropriate, web-scale solutions including web-scale integrated discovery systems, cloud computing, centralized indexing and harvesting of content, to make the resources of Montana libraries discoverable in a single search.

SLR Work Objectives:

- Evaluate how the SLR portal is presented in the overall MSL site by informal conversations with Montana library staff and as part of regular trainings on the portal, to provide a truly helpful, easily navigable web resource for library development. *(All staff)*
- Carry out usability testing by Montana library staff on the SLR web pages to better understand areas that need improvement or changes in design. *(Lead staff: Cara Orban)*
- Create a regular schedule of analyzing usage of all SLR pages, and using Google Analytics. *(Lead staff: Cara Orban)*
- Working with the MSL Marketing Coordinator, update the "For the Public" website (<http://mymontanalibrary.org/>). New content and links will include access to community resources and resources that celebrate services provided by libraries. *(Lead staff: Lauren McMullen, Cara Orban)*
- Working with the MSL Marketing Coordinator, budget for and implement innovative and effective promotional materials that best publicize the statewide resources available through DiscoverIt. *(Cara Orban, Jennifer Birnel, Ken Adams, Jo Flick)*
- Optimize the use of our central user authentication software, EZproxy, within Discover It, MontanaLibrary2Go Local and other potential projects by improving instructions in the Library Directory, raising awareness of EZproxy among MSL staff, and providing online and in-person training opportunities for library staff. The benefit to the Montana library user is a single, one-time authentication process when accessing resources outside of the user's local library *(Cara Orban, Mike Price, Ken Adams)*
- Investigate the potential of a centralized RFP process for at least some pieces of the E-rate program to see if this would be more cost effective for participating libraries. *(Suzanne Reymer)*
- Investigate the possibility of a central approach for completing and submitting Form 470, a form used to facilitate the competitive bidding process required for an e-rate application, to see if there are cost and time benefits to participating libraries. *(Suzanne Reymer)*

- Investigate and test returning to a local instance of CONTENTdm for the MMP, which could speed up search results and download times for end users across the state. *(Jennifer Birnel)*
- Launch an RFI and possibly an RFP process to investigate options for new MMP software in order to learn more about alternatives to CONTENTdm. *(Jennifer Birnel)*
- Create and implement a cost share formula for a statewide courier contract to provide a more stable, long term, affordable option for a statewide library courier service. *(Cara Orban)*
- Coordinate an RFP process to secure a centralized contract for a statewide courier service. *(Cara Orban)*
- Investigate and educate librarians about OCLC's new discovery system as it becomes available, so that there is understanding among Montana librarians of this additional integrated search tool available at no cost through our OCLC group services. *(Cara Orban, Suzanne Reymer, Pam Henley, Lauren McMullen)*
- Gather data about bandwidth through the public library statistics and the new speed test tool to better inform us on the current situations in libraries. *(Suzanne Reymer)*
- Meet with the appropriate staff of the Montana Telecommunications Association to gain a more in depth understanding of the structure of and technical language used in the telecommunications industry in Montana. This knowledge will be gained in order to more effectively communicate with librarians and participate in high level planning efforts related to broadband. *(Lead staff: Suzanne Reymer)*

### **Goal Three – Training**

MSL provides appropriate trainings and training resources so that the best use can be made of the resources offered.

3.1. Enhance Montana State Library's statewide training opportunities including all formats with client-learning as the Library's goal.

3.2. Provide users with trainings and assistance related to statewide offerings and resources.

3.3. Develop and present appropriate library leadership training for Library Directors and Trustees.

3.4. Provide regular training opportunities for MSL programs and services.

3.5 Train and assist users to contribute content to MSL's collections.

3.6 Provide a central repository of training materials in various formats that support and make successful ongoing statewide projects and MSL resources and services.

### SLR Work Objectives:

- Create a training evaluation approach that all LD staff doing training will apply consistently and that is tied to CE, to more effectively and consistently provide training in all areas. *(Lead staff: Jo Flick)*
- Evaluate SLR and vendor provided training through the creation and utilization of standardized evaluation tools that are also tied to CE, so that CE requirements are a consideration in the training evaluation process. *(Lead staff: Jo Flick)*
- Participate in a train the trainer event to improve training skills. *(All staff)*
- Produce training webinars about library districts so that interested librarians and trustees can easily access essential information about districts, on demand. *(Lauren McMullen, Pam Henley, Suzanne Reymer, Jo Flick)*
- Develop an MSC plan to address staff turnovers in MSC libraries, particularly schools, to improve communication when there is new staff, reducing gaps in knowledge. *(Ken Adams)*
- Develop a training curriculum for new MSC software and services to ensure that all MSC librarians receive the training needed when there is new software and services. *(Lead staff: Amy Marchwick)*
- Provide short, recorded webinars on the resources available to libraries that enable them to create compelling charts and visual reports drawing from the data in their public library statistics. These recordings will be available for viewing from the Learning Portal at the librarian's convenience. This effort will be undertaken in order to assist libraries in telling their stories to their local funding bodies and communities. *(Suzanne Reymer, Lauren McMullen, Pam Henley, Jo Flick)*
- Evaluate and implement as appropriate ideas coming from the COSLA CE Connector Committee to engage Montana librarians in national CE trends. *(Lead staff: Jo Flick)*
- Identify state and regional experts in the areas of succession issues, employment law, library budgets and local library-government relations who could be invited to present online and in person trainings at Federation meetings, Fall Workshop and MLA Conference. Ensure that these particular areas are included in presentation proposals made by MSL for these events. This will be done to strengthen library directors' understanding of and comfort with these areas. *(Suzanne Reymer, Lauren McMullen, Pam Henley, Jo Flick)*
- Add a district transition template to the current Public Library District First Year resource so that libraries, boards and local governing and funding bodies can collaboratively work their way through the district transition process. *(Suzanne Reymer, Lauren McMullen, Pam Henley)*
- Receive facilitation training to more effectively engage in local discussions between various parties about potential library districts, and other potentially

controversial topics, so that these initial discussions are more effective and successful. *(Suzanne Reymer, Lauren McMullen, Pam Henley)*

- Spend time focusing on very small (1-2 person) library needs when planning trainings in all areas of library development in order to ensure that MSL trainings are relevant and accessible to all sizes of library staff. When planning trainings, consider libraries where the director is part time and wears many hats, does not have an MLS degree and where the library budget does not include the room for staff to travel regularly to conferences. *(All staff)*

#### **Goal Four—Consultation and Leadership**

4.2. Advise Montana Library Directors and Trustees regarding administrative concerns, such as funding, budgeting, policies, and personnel.

4.3. Establish and maintain contact with Library Directors and Trustees, and other MSL partners, to remain cognizant of their needs and the challenges they face.

4.5. Provide leadership and support to identify and address key information gaps for MSL partners and patrons. Gaps may include but are not limited to early literacy, access to sustainable Internet and technology services, access to legal and medical information resources, job related services and services to seniors.

4.8 Facilitate more state-wide purchases of content, supplies, and programs that benefit all Montanans through their local libraries.

#### SLR Work Objectives:

- Create a 5 year strategic plan for the MSC so that the consortium has a guiding document addressing growth, governance and system possibilities. *(Ken Adams)*
- Develop and undertake an annual visitation schedule of MSC libraries by the MSC Director in order to provide effective in person communication on an annual basis. *(Ken Adams)*
- Create an LSTA policy and procedures guide and provide training to assist MSL staff with the annual LSTA process so that staff have clear direction about the process, accessible through a central document. *(Cara Orban)*
- Launch a formal survey to evaluate the changes to consulting services at MSL in order to assist us in determining whether we are meeting the needs of all sizes and locations of public libraries. *(Suzanne Reymer, Lauren McMullen, Pam Henley)*
- Explore opportunities for additional partnerships that enable libraries to temporarily provide traveling exhibits of interest to their local communities, expanding the idea of libraries as community anchor institutions. *(Lead staff: Jo Flick)*

- Attend the Association of Rural and Small Libraries and the Public Library Association 2015 conferences so that LD staff are in tune with the challenges and opportunities for collaboration beyond Montana. *(Staff to be determined)*
- Provide an “MSL Room” during the 2015 Montana Library Association conference in order for librarians to ask MSL staff questions about matters of interest and network with each other. *(Staff to be determined)*

### **Goal Five—Collaboration**

MSL promotes partnerships and encourages collaboration among its users.

5.3. Assist users in developing collaborative relationships and cooperative projects with other state, regional, national, or international partners (libraries, schools, colleges, museums, archives, local and tribal governments, non-profit organizations, government agencies, the business community, et cetera).

5.5. Assist partners in developing web-accessible Montana-related digital content, and provide Montanans with access to digital collections and items relating to Montana's cultural heritage.

5.6. Promote library-related automation, data, networking standards, and web-scale solutions.

5.7. Work toward regional cooperative efforts, programs, and products that bring additional information value to Montanans.

#### SLR Work Objectives:

- Add to the sophistication of the Library Directory for optimum utilization by all library staff in Montana. New features planned for FY15 are adding the ability to track CE credits through a library's Directory profile and offering the option of creating and saving within the Directory individually customized, interactive transition planning templates for new public library districts. *(Lead staff: Mike Price)*
- Complete the MSC reorganization effort. The remaining work for FY15 will be changing the circulation policies of the individual libraries not participating in an MSC user sharing group , customizing the item category drop down lists in the system so that each library's list only contains those categories used by the library, reviewing scheduled system reports following the circulation policy changes and removing scheduled reports from the system that are no longer necessary. SirsiDynix, the company that provides the MSC integrated library system, will remove all policies that will no longer be used by the end of calendar 2014. These final steps in the MSC reorganization will make the MSC a

successful tool for quality library development and cost effective for its members. *(Ken Adams, Mike Price, Melody Condron, Amy Marchwick)*

- Put together a formal list of current and past directors, and board chairs of public library districts willing to serve as mentors to directors and boards exploring the library district option. Using this list, connect identified mentors and interested directors and board members. Mentoring partnerships have been successful in other areas of library development such as cataloging and we want to see if this approach will aid in the growth of library districts. *(Suzanne Reymer, Lauren McMullen, Pam Henley)*
- Encourage public libraries to conduct community assessments, articulate specific goals and objectives for outreach programming, and build partnerships with one or more partners in the community, in order to illuminate the role of the public library as a community anchor. To accomplish this objective within a single project in FY15, we will focus on the Maker Space project. We will draft a series of questions that will comprise a community assessment tool for use by those libraries that borrow a Maker Space kit. One aspect will be ways in which members of the community were engaged in presenting maker space programs. Building on this information, hosting libraries will then complete an Outreach Action Plan that outlines plans for structured activities which will make use of the maker kits, and articulates the specific resources (staff time, materials, funding, meeting space, and training) that they and their community partners will contribute toward the implementation of these plans. The Outreach Action Plan will also identify program expectations and desired outcomes (for both libraries and community partners) to be met through these activities. Library staff will be trained in how to use this assessment tool and libraries borrowing the kits will be required to conduct a community assessment using the tool. At the end of the 8 week hosting period, hosting libraries and their community partners will complete an evaluation form for MSL in which they will determine the extent to which they achieved desired outcomes. Evaluation data may be qualitative and based on participant feedback, but will also include program statistics and output data collected by the hosting library. This first effort will inform SLR-LD staff about how we can assist libraries in the future with this kind of assessment. *(Lead staff: Lauren McMullen, Cara Orban)*
- Communicate with Montana school administrators about the MSC and school library growth by regular email updates sent through OPI when new school libraries are added to the MSC, attendance at the Montana School Administrators annual conference, a booth at the Montana Education Association's annual conference and by providing talking points to MSC school librarians to share with their local administration. *(Ken Adams)*
- Study and evaluate the pros and cons of moving to vendor supplied bibliographic records within the context of MontanaLibrary2Go and the MSC, as opposed to records from WorldCat , so that end users have access to quality metadata that ensures successful search experiences. *(Cara Orban, Ken Adams)*

## **Goal Six—Sustainable Success**

MSL is efficient and effective (measured against partner and patron outcomes) and is engaged in fulfilling its mission.

6.3. Evaluate new and continuing content and services against MSL's mission and long range plan.

6.5 Use Federal Library Services and Technology Act moneys to support new MSL pilots and projects; and support ongoing projects using State funds.

6.7. Foster staff members' value and satisfaction in their achievements and their contributions to MSL's mission.

6.8. Diversify MSL's staff knowledge, skills and abilities.

6.9. Develop the leadership and management skills of MSL staff.

6.11. Provide for an information technology infrastructure which insures industrial strength capacity, and reliability.

### SLR Work Objectives:

- Demonstrate leadership in the area of social media by more regularly and consistently communicating our news through Twitter and Facebook. More engagement by SLR-LD staff in using social media will exemplify how libraries can leverage tools like Twitter and Facebook to be more present in their own communities. *(All staff)*
- Come together for a meal when attending Fall Workshop, MLA or other statewide conferences in order to make the most of these opportunities for staff collaboration and troubleshooting. *(All staff)*
- Participate in an SLR Division retreat to strengthen communication and understanding of shared goals within SLR. *(All staff)*
- CELEBRATE SLR accomplishments to recognize the good work being done on a daily basis. *(All staff)*