

Library Services & Technology Act

Michigan Report for 2015

*Randy Riley, State Librarian
Karren Reish, LSTA Coordinator & Editor*



Information Partners for the 21st Century



April 2016

Dear Members of Congress:

Michigan's libraries provide a wealth of resources and services to state residents. Our public libraries collect resources and create programs for the many constituencies and needs in their communities, both rural and urban. Our school libraries curate materials and teach information literacy curriculum for students and teachers. Our academic libraries support research and develop collections for our college and university faculty and students. Michigan's public, school and academic libraries are fulfilling these varied roles admirably. Residents from around the state and from all walks of life finding a place in their libraries. To help develop and maintain these services, the Library of Michigan creates equity through a base level of support for individuals and libraries with statewide library services.

Federal LSTA funds are used to purchase access to a range of materials, such as databases of articles on a range of topics, eBooks, early literacy support and business materials. Through these resources and others, the Library of Michigan helps the larger library community serve businesses, workers, students, and individuals. This support helps build literacy, learning skills, and knowledge. Libraries are sharing daily with each other and collaborating with community groups and businesses to find and assist a wide array of community needs.

We appreciate your support for the people of Michigan through the funding of the federal Museum and Library Services Act. LSTA funds are vital to the provision equitable, quality resources and services to your constituents. These resources are the foundation of many successful programs, such as the Michigan eLibrary, which receives significant state and local funds as well. These materials and services are available to all Michigan's residents and many are building their future with them. Thank you for your time and support.

Respectfully,

A handwritten signature in black ink that reads "Randy Riley". The signature is written in a cursive, flowing style.

Randy Riley
State Librarian of Michigan

TABLE OF CONTENTS

Library of Michigan’s Mission	1
2015 LSTA Overview	1
2015 Key Facts about LSTA in Michigan	2
Michigan LSTA Program Goals.....	3
STATEWIDE PROJECTS – Serving All of Michigan’s Residents.....	4
MeL – the Michigan eLibrary	4
MeL Components:	5
MeLCat - the Michigan eLibrary catalog	6
Childhood & Family Literacy Support... Summer Reading and Michigan Reads!	7
Library & Cultural Collaborations.....	8
Training and Technology to Improve Services for Michigan Residents.....	9
Support for Rural Communities... the Ploud Collaborative	10
Michigan Residents Speak	<i>Back Cover</i>

LIBRARY OF MICHIGAN'S MISSION

The Michigan Legislature created The Library of Michigan to guarantee the people of this State and their government one perpetual institution to collect and preserve Michigan publications, conduct reference and research, and support libraries statewide.

The Library of Michigan supports all Michigan communities and residents through the use of federal funds from the Institute of Museum and Library Services through the Library Services & Technology Act (LSTA). The programs and resources supported with these funds fulfill the Library of Michigan's mission and the federal LSTA goals. Michigan's LSTA program focuses on statewide services to provide a base level of access to information, and assistance and training for libraries throughout the state so all residents may use quality resources. This focus puts a premium on programs and resources that are available regardless of geographic area, age, or information need. The statewide projects are designed to be worthwhile for and available to individuals, public library users, K-12 students and teachers, higher education students and faculty, government officials and businesses. The Library of Michigan strives to support all Michigan residents with LSTA funding.

2015 LSTA OVERVIEW

In 2015, Michigan's \$4,328,074 in LSTA funding supported resources for public, academic, K-12 and special libraries and the public. The majority of LSTA funds coming to Michigan supported the Michigan eLibrary "MeL" (<http://mel.org>), which includes:

- Licensed databases with quality published information ranging from general information to specialized research;
- K-12 and higher education test preparation; occupational tests and job training;
- Subject area and age specific gateways with recommended resources, including Jobs, Business, Kids, Teens, Government, Health, Legal and Books & Literacy;
- "Michigana," a collection of digitized primary historical resources on Michigan;
- MeLCat, a statewide library catalog and patron-initiated interlibrary loan service.

Other statewide services included summer reading programming; the Michigan Reads! early literacy program; continuing education for librarians and library trustees through workshops and training; web site software and hosting for small and rural libraries; web site support for MeL; and training and assistance for libraries on E-rate funding applications.

These projects provide ready access for state residents to a wide range of information. They also are significant cost savings for individuals, local municipalities and educational institutions. The collaborative nature of the projects and the cost savings from statewide purchasing allow the Library of Michigan and libraries throughout the state to provide residents a wealth of quality online materials and shared print resources for a minimal cost. ■

2015 KEY FACTS ABOUT LSTA IN MICHIGAN

- ❖ Michigan residents borrowed 988,548 books, CDs, DVDs, audiobooks, etc. through MeLCat. Local libraries saved over \$34.6 million dollars by not buying these items.
- ❖ 442 libraries are MeLCat members; including 85% of public libraries, as well as academic, school and special libraries, saving time and money, while providing more materials to their patrons.
- ❖ Job seekers and those practicing for educational and occupational tests took 98,858 tests and 10,461 courses in LearningExpress at no cost to them.
- ❖ Jobs and Career Accelerator, an interactive site that assists job seekers with resume writing, interviewing and job searches, had over 9,000 sessions.
- ❖ A range of quality early literacy resources are available at no cost to parents, caregivers, libraries and Great Start and Head Start communities through MeL.
- ❖ The Library of Michigan distributed 5,600 early literacy program kits to libraries, elementary schools, Head Start programs, Great Start Readiness programs and child care resource centers as part of the Michigan Reads! program.
- ❖ People searched MeL databases 26.3 million times and downloaded 5.3 million documents, which is equivalent to nearly one item for every single person in Michigan.
- ❖ Michigan small businesses are supported by MeL staff work with groups such as SCORE, Small Business Development Centers (SBDCs), SBA-Michigan and Library BizConnect.
- ❖ Funding for E-rate training helped libraries to get over \$1 million in discounts for telecommunications costs, allowing more complete access to the Internet to their communities.
- ❖ Several thousand public library staff received training on a wide range of programming and management topics at minimal costs in 2015 through workshops, webinars and the conferences. ■

MICHIGAN LSTA PROGRAM GOALS

The LSTA Five-Year Plan for Michigan, October 2012 through September 2017 addresses the needs of Michigan residents for information and library services through three goals. These goals were determined through an evaluation of the previous Five-Year Plan and community needs assessments, which included input from residents and library staff from rural and urban areas across the state.

A specific focus of the goals is to bring services directly to residents by assisting local libraries in communities across the state.

Goal 1: Michigan residents will have equal access to resources and materials in various formats for lifelong learning.

Need: Users continue to need equitable access to materials, both print and digital, on a range of topics and at their point of need. Libraries need a consistent and stable source of materials to meet this need.

Goal 2: Michigan residents will have opportunities to gain new skills and improve skills to engage in the 21st century community and economy.

Need: Users need access to 21st century skills and training, especially in rural and underserved urban areas of the state, although this is an issue in all communities. Users need workforce development training, technology literacy education, support for improved reading literacy, and assistance with a range of social and government services. Libraries need professional development and training materials to meet these needs.

Goal 3: Michigan libraries will actively pursue partnerships and initiatives that support community development and engagement.

Need: Users need consistent and equitable services from libraries to assist them in lifelong learning and community engagement. Libraries need to be able to easily share best practices for services and for developing local partnerships to meet this need.

Proposed programs and measures for outputs and outcomes for each goal are listed in the Five-Year Plan at www.michigan.gov/lsta. The Five-Year Plan for 2012-2017 is a part of how the Michigan library community will continue to provide appropriate, quality services and programs to its patrons through 2017. ■



STATEWIDE PROJECTS – Serving All of Michigan’s Residents

MeL – the Michigan eLibrary

Mission: Michigan’s virtual library, MeL, gives Michigan residents the information they need, when they need it, where they need it, and in the format they desire.

The Michigan eLibrary (“MeL,” at mel.org) is Michigan’s statewide virtual library, an essential tool for Michigan’s residents. Through statewide subscriptions, MeL provides comprehensive topical information ranging from auto repair to zoos. Resources are available 24/7 and include full-text articles; interactive encyclopedias; eBooks; car repair manuals; K-16 academic and occupational practice exams that are interactive; job search courses; digital history collections; genealogy and local history; free Michigan-focused Internet resources; and a variety of other quality commercially published information.

The MeL materials are designed to serve job seekers, entrepreneurs and business owners, workers seeking retraining, college, high school and elementary school students, parents, homeschoolers, educators, and lifelong learners.

With over 20 years of development and improvement, MeL is a backbone of library resources for students and other residents and a great return on investment. In 2015, people used the databases over 26.3 million times and downloaded 5.3 million documents and articles, which is nearly three searches for every single person in Michigan.

MeL databases cost \$3.5 million in 2015. If Michigan residents had paid for each article they downloaded in 2015, they would have paid nearly \$80 million. If libraries and schools had purchased the suite of databases individually, the costs would have been many millions more. Statewide contracts also saves libraries and schools the time and staff necessary to negotiate with vendors and maintain the services. ■



MeL Components:

Databases – Hundreds of thousands of subscription magazine and newspaper articles, reference book articles, art images, eBooks, historical documents and images, and other full-text materials. Content ranges from PreK-12 levels to professional and research levels in science, medicine, education, technology, humanities, arts, social sciences, law and genealogy. Spanish language materials are available for PreK-12 students. State funds also support significant business and early literacy resources.

MeLCat – The statewide library catalog and resource-sharing network. Users can search the catalog from www.MeL.org/melcat or directly from their participating local library catalog. Michigan residents are using MeLCat to easily identify and request convenient, quick and free delivery of materials from other participating Michigan libraries to their own library for pick up.

Michigana – Digitized local historical resources from Michigan libraries, including family papers, photographs, diaries, obituaries, newspapers, maps, archives and other local documents and commercial history resources. These materials illustrate Michigan’s place in American history especially in topics such as the Civil War and the automotive, shipping and lumbering industries.

eBooks – A collection of thousands of non-fiction and reference electronic books for academics and professionals. Topics include science, computers, business, education and humanities among others.

Gateways – A balanced collection of quality subscription eResources and librarian selected Internet sites that are Michigan-related or especially useful to Michigan residents. MeL’s Business Gateway, for example, supports economic development and small businesses. The Kids and Teen gateways are newly redesigned.

Tests, Tutorials & Workforce Development – A comprehensive, interactive site with occupational, licensing and academic practice tests and tutorials for K-16 and job seekers, from the GED to the GRE. The Job & Career Accelerator section offers workforce skills building— such as career planning, job search, resume writing and interviewing. ■

MeLCat - the Michigan eLibrary catalog

MeLCat is a virtual statewide library catalog and resource-sharing network. Member libraries share both a catalog that library users can search and a commitment to sharing their collections. Books, DVDs and other materials are delivered via a fast statewide delivery service that is free to the library users. In 2015, MeLCat was a combined library collection of 45.5 million items.

Michigan residents use the catalog to easily identify and request convenient, quick delivery of materials to their home library, and they did so 988,548 times or over 2,700 times for every day in 2015. The requested materials were delivered in three to five days and a significant number of the requests were delivered in less time, all at no charge to the user. Through this service, local communities did not need to purchase nearly \$34,600,000 of materials needed by their communities.

The residents who request materials are students, educators, business professionals, rural and urban residents - all users with a participating library card have ready access from home, work or school to more sources than any individual library could own. In rural areas especially, the program has a strong impact.

In 2015, four new libraries joined the collaborative, fourteen libraries had their systems migrated, and we are providing in-depth support and training of continuing members. As of September 30, 2015, 442 libraries were participating members. MeLCat includes libraries from every area of the state, making it a true statewide service. In Michigan, public, school, academic and special libraries all participate in the statewide catalog and they do not have to convert to a common integrated library catalog system, saving local funds and staff time.

MeLCat is also a true collaboration. Member librarians participate in planning committees and user groups. MeLCat is a voluntary program with local delivery costs and local staff participation so the number of public, academic and school libraries that participate speak to the value it has for diverse communities.

LSTA funding has allowed Michigan's libraries and communities to reach out and share their expertise and their collections with each other. ■

Childhood & Family Literacy Support... Summer Reading and Michigan Reads!

Summer Reading

Summer Reading programs at public libraries use materials from the national Collaborative Summer Library Program (CSLP). LSTA funds the Library of Michigan's participation in CSLP. Membership in the collaborative allows the state library to provide high-quality, comprehensive summer reading manuals to all public libraries, saving the libraries both staff time and funds. These manuals include activities and materials for early literacy, children, young adults, adults and families reading together.

In studies, children who participate in summer reading maintain or increase their reading levels throughout the summer. This helps develop children's interest in personal reading and encourages them to improve their reading skills. Michigan's participation in this program allows local library staff to focus more on working with children rather than developing materials and provides greater access to programming for children.

Michigan Reads! One State, One Children's Book Program

Michigan Reads! is the flagship statewide early literacy program for the Library of Michigan. This annual statewide one book program promotes the value and benefits of reading early and often to preschoolers and to encourage family bonding through reading.

The program includes a custom early literacy kit based on a new book each year, which is distributed to public and tribal libraries, public and private elementary schools, and Great Start Readiness program and Head Start program classrooms, and child care provider resource centers. Author events at public libraries and schools is an integral part of the promotion and outreach. LSTA funds helped support this program and brought the author to thousands of children in eleven schools and twelve libraries. Overall, kits reach nearly all children ages 3 to 4 who are eligible for either Great Start or Head Start programs and nearly all children in the state aged 5 to 7, regardless of income or geographic area. ■



Library and Cultural Collaborations

The Michigan Activity Pass is a partnership between 391 public libraries and 387 arts and cultural organizations throughout the state. The Library Network coordinates the program, which provides discounted or free admission to cultural attractions to library card holders at their local public libraries. In 2015, activities were available in all counties, providing residents with greatly expanded opportunities to explore and learn about their state. A great development last year was the inclusion of the Department of Natural Resources Park and Read program in the Michigan Activity Pass. The Library of Michigan supported the program to provide these experiences statewide. ■



Training and Technology to Improve Services for Michigan Residents

Conferences & Training

The Library of Michigan uses LSTA funding to provide or sponsor continuing education for librarians throughout the state. Libraries are able to improve and expand services available to Michigan residents by learning from expert presenters and colleagues. The continuing education program also allows public libraries, especially small and rural libraries, to receive their state certification, which is required for public libraries to receive state aid to public libraries funds. Highlights include:

E-Rate Support & Training

The federal Universal Service Fund, also known as E-rate, is an important source of funding telecommunication and Internet access for public libraries. In 2015, the Library of Michigan funded training workshops and consultation services for public libraries. Michigan public libraries received discounts of over \$1,000,000. Libraries used these funds to increase access to local services and collections, while at the same time implementing needed broadband service for their community.

Spring Institute Conference (with the Michigan Library Association)

Spring Institute was a two-day conference for children and youth librarians at public libraries and school librarians. The conference provided training, resources, and strategies to deliver high-quality youth services and programming to library patrons throughout Michigan.

Academic Libraries Day (with the Michigan Library Association)

Academic Libraries was a two-day conference for academic librarians from colleges and universities. The focus this year was practical approaches to patron interaction and education and also the role of information literacy.

Workshops (with Kent District Library, the Midwest Collaborative for Library Services and Friends of Michigan Libraries)

The Library of Michigan sponsors occasional one day workshops for libraries and library trustees to provide training on current issues and programming and management topics.

Online Training

The Library of Michigan has begun providing access to WebJunction, a national service providing webinars, videos and online resources on a range of library management, programming and technology issues. This service is available to all library staff in Michigan 24/7. ■

Technology Support

Public Library Data Collection

The Library of Michigan uses LSTA funding to support the collection of data about public library services and the provision of state aid to public libraries. Through these activities, the library community can get a better understanding of local and regional library service trends and the Library of Michigan distributes state funds to local communities to provide increased services.

Support for Rural Communities... the Ploud Collaborative

The Library of Michigan supports rural libraries and their communities through improved access to online resources. As part of that support, the Library of Michigan maintained its membership in the Ploud collaborative. The Ploud program helps small, rural libraries provide online information. The collaborative develops software for modern, robust library websites that are simple and easy to update for small libraries unable to develop websites on their own due to staff knowledge or budgetary limitations. Within Michigan, the Library of Michigan trains librarians on how to use the software and provides hosting and programming development for websites for participating libraries. As of September 2015, 122 communities have quality library websites, giving rural residents access to MeL materials and to information on local services. Rural area residents now have the same online library resources that residents in larger communities enjoy and used their libraries' sites over 1.1 million times last year. ■

For questions or comments concerning this publication, please contact Karren Reish at 517-241-0021, or email reishk@michigan.gov.

Toll-free 1-877-479-0021

MICHIGAN RESIDENTS SPEAK

We regularly receive comments about the impact of these program for people, including professionals, businesses, and teachers, among many others. The following are a selection from the last year.

"I have used the MeLCat system in many ways... I have requested materials that have helped me get more out of my online, college level classes about fundraising and grant writing in particular... Additionally I have used the system to become and remain involved in community activities... This service is one that sets Michigan apart from all the other states in which I have lived"

"I use MeL and MeLCat in my work as a school principal to read professional journals online and request specific books from libraries across the state. These services have allowed our school to cancel traditional print subscriptions to almost every journal. I estimate this saves us about \$1,000 per year- and we are still getting the same benefits (and more!)"

But even more, I use MeL and MeLCat at home. My kids and I love to read and listen to BookFlix and other ebooks. I also regularly request books from other libraries throughout the state. It is amazing that public and private universities and city/township libraries have cooperated in this way. MeL and MeLCat are a great example of the good that can happen when we work together and organize our resources! Thanks for all you do to enrich my life - at school and at home!"

"I just wanted to let you know how much I appreciate the Learning Express Library. The computer training videos were exceptional and I often referred individuals who needed to update their computer skills to the site. This helps build confidence and employment skills for job seekers."