

Library Services & Technology Act

Michigan Report for 2010

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Information Partners for the 21st Century

May 2011

Dear Members of Congress,

As the 21st century economy becomes a reality for us all, Michigan's residents need appropriate skills, both on the job and in their personal lives. The library is a center in each community, rural and urban, that assists people to gain these 21st century skills in all arenas. Libraries welcome patrons of all ages and provide training and materials for their lifelong success. Communities have come to expect their library to provide education from cradle to grave, job and business success skills, community activities, and civic engagement.

To meet community needs as fully as possible, libraries use innovation in learning. The Institute of Museum and Library Services has published "Museums, Libraries and 21st Century Skills," which details ways that libraries are moving their communities forward. Michigan libraries employ this focus to aid individuals with learning and innovation skills; information, media and technology skills; and life and career skills. Additionally, communities need 21st century skills such as global awareness; financial, economic, business and entrepreneurial literacy; civic literacy; health literacy, and environmental literacy. Libraries excel in encouraging these skills in young and old alike and use materials and programs funded by federal Library Services & Technology Act (LSTA) dollars to achieve these ends.

Thank you for your support for Michigan's communities and libraries through the funding and reauthorization of the federal Museum and Library Services Act. Communities statewide benefit from the services and resources funded by LSTA. As we move forward into an era where more and evolving skills are required, these resources have become essential. Your support for this foundation of materials and services gives Michigan students, businesses and residents a way to grow into a brighter future.

Respectfully,

A handwritten signature in black ink that reads "Nancy R. Robertson". The signature is fluid and cursive, with a long horizontal stroke at the end.

Nancy R. Robertson
State Librarian of Michigan

TABLE OF CONTENTS

Library of Michigan’s Mission	1
2010 LSTA Overview.....	1
2010 Key Facts about LSTA in Michigan.....	2
Library of Michigan’s LSTA Program Goals for Michigan.....	3
Statewide Projects:... Serving all of Michigan’s Residents	4
MeL – the Michigan eLibrary	4
MeLCat – the Michigan eLibrary Catalog.....	6
Childhood Literacy Support – Collaborative Summer Reading	8
Training to Improve Services to Michigan Residents.....	9
Support for Rural Communities... the Plinkit Collaborative	10
Local Projects... Bringing Innovation to Communities through their Libraries	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.

2010 LSTA OVERVIEW

To support Michigan communities and residents as well as the Library of Michigan's mission and the federal LSTA goals during these economically troubled times, the focus of Michigan's LSTA program in 2010 was on statewide services and sharing innovative library projects. This focus put a premium on providing materials and services to all residents, regardless of geographic area, age, or information need. In order to reach the widest group of people possible, the statewide projects are designed to be worthwhile to individuals, public library users, K-12 students and higher education students. All benefit from LSTA funding.

In 2010, Michigan's \$5,144,352 in LSTA funding supported public, academic K-12 and special libraries through various statewide projects. The majority of LSTA funds coming to Michigan supported the Michigan eLibrary "MeL" (<http://mel.org>), which includes licensed databases with published information from general topics to specialized research; subject area portals, such as Jobs & Business; "Michigana," a collection of digitized Michigan history primary source material; "MORE," Michigan Online Resources for Educators; Featured Resources on vital topics; and MeLCat, a statewide catalog, patron-initiated interlibrary loan, and delivery service. Other statewide services included summer reading programming; continuing education for librarians through workshops and training; web site training and hosting for small and rural libraries; and training and assistance with E-rate funding applications.

These projects created and sustained wide-ranging, successful statewide collaborations and cost savings for both institutions and individuals. The collaborations and cost savings allow the Library of Michigan and libraries throughout the state to provide a wealth of online materials and shared print materials to all Michigan residents for a minimal cost. ■

2010 KEY FACTS ABOUT LSTA IN MICHIGAN

- ❖ Statewide database contracts saved Michigan libraries and residents over \$72 million dollars, 19 times what we pay for statewide coverage.
- ❖ Michigan residents can use online Michigan eLibrary (MeL.org) materials from home, work or a library 24/7.
- ❖ People in Michigan searched MeL databases over 57.7 million times.
- ❖ After those searches, people downloaded 12.3 million articles and documents, which is equivalent to 1.25 items for every single resident of Michigan.
- ❖ 391 libraries are MeLCat members, including public, academic, school and special libraries.
- ❖ Michigan residents requested 941,703 items through MeLCat and received 837,256 of them. Each of these items is a book, CD, DVD, audiobook, etc. that their home library did not have to buy for a savings of over \$29 million dollars.
- ❖ 99,910 children and 19,008 teens participated in the Summer Reading program in a sampling of public libraries.
- ❖ These children and teens in the Michigan Summer Reading program logged 1,272,848 hours of reading.
- ❖ Funding for E-rate training helped libraries to get \$2,037,774 in discounts for telecommunications costs and Internet access.
- ❖ Michigan Online Resources for Educators (MORE) now has nearly 60,000 educational web sites that include videos, lesson plans, etc. Most are tied to state curriculum standards for public and private teachers and home schoolers.
- ❖ The Plinkit collaborative brings websites to small and rural libraries, providing their communities with local information and access to library materials online. ■

LIBRARY OF MICHIGAN'S LSTA PROGRAM GOALS FOR MICHIGAN

The *LSTA Five-Year Plan for Michigan, October 2007 through September 2012* 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 libraries 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 I: Equity of Access

Increase equity of information access and library resources by providing basic statewide access to information and resources and special assistance to libraries in underserved rural and urban communities, and to libraries that are working to provide service to persons having difficulty using a library.

Goal II: Equity of Service

Increase equity of service to Michigan residents by providing professional development resources and opportunities to libraries throughout the state to improve public services, programming and outreach, especially to underserved rural and urban populations.

Goal III: Equity in Innovation

Foster new, innovative services and programs by funding scalable pilot projects for use by libraries statewide to meet and anticipate Michigan residents' constantly changing needs for library services and information.

Proposed programs and measures for outputs and outcomes for each goal are listed in the Five-Year Plan at www.michigan.gov/lsta.

These goals reflect the current and future needs of Michigan residents and libraries as well as the goals of the LSTA legislation. As such, the Five-Year Plan is a part of how the Michigan library community provides quality services and programs to our patrons through 2012. ■

STATEWIDE PROJECTS - Serving All of Michigan's Residents

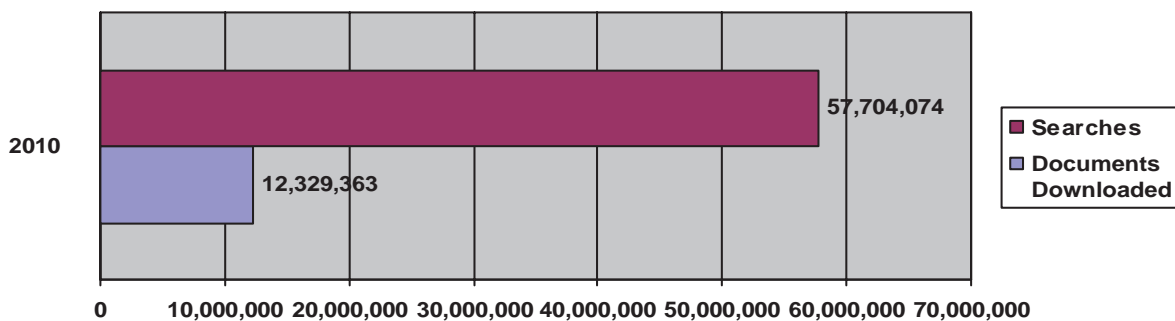
MeL - the Michigan eLibrary

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. A MeL Study funded by LSTA in 2010 showed 20% of Michigan residents knew about MeL and 80% of those used it at home and at work.

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 electronic, available 24/7 and include full-text articles, ebooks, car repair manuals, K-16 academic and vocational practice exams that can track and score an individual's performance, K-12 curriculum materials, digital history collections, free Michigan-focused Internet resources, and a variety of other quality commercially published databases.

Job seekers, entrepreneurs and business owners, workers seeking retraining, college, high school and elementary school students, parents, home schoolers, educators, and lifelong learners all use these collections to find what they need to succeed, to learn, and to improve their lives. The resources include elementary, secondary, college and professional level research; general information on health and social issues; local history and genealogy; and access to articles and books available in Michigan libraries.

MeL is a vital part of library services to students and other residents and a great return on investment. In 2010, people used the databases over 57.7 million times with nearly 58 searches and 1.25 articles for every single resident of Michigan.



MeL databases cost \$3,815,140 in 2010. If libraries had purchased these subscriptions individually, the cost would have been approximately \$72 million, 19 times what we pay for statewide coverage. Looked at another way, if Michigan residents had paid for each article they downloaded in 2010, the articles alone would have cost around \$185 million. We also save libraries the time and staff necessary for negotiating contracts and managing the subscriptions. ■

MeL Components:

MeL Databases – Hundreds of thousands of subscription magazine and newspaper articles, reference book articles, art images, historical documents and images, curriculum materials and other full-text materials. Content ranges from the K-12 level to professional and research levels in science, medicine, education, technology, humanities, arts, social sciences, law and genealogy. Spanish language materials are available, especially for K-12 students.

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

MeL Michigana – Digitized local historical resources from Michigan libraries, including family papers, photographs, diaries, obituaries, newspapers and other local documents and commercial history resources. These materials illustrate Michigan’s past through primary sources on towns, counties, and individuals and topics such as the Civil War and the automotive, shipping and lumbering industries.

MeL eBooks – A collection of over 24,000 non-fiction and reference electronic books for academics and professionals. Topics include science, computers, business, education and humanities among others. Users can read online or search at any time of the day or night.

MeL Featured Resources – A balanced collection of quality Internet sites selected by librarians that are Michigan-related or particularly useful to Michigan residents. Local school, college and public libraries stretch and leverage their materials budgets by ready access to appropriate, quality, free resources on MeL.

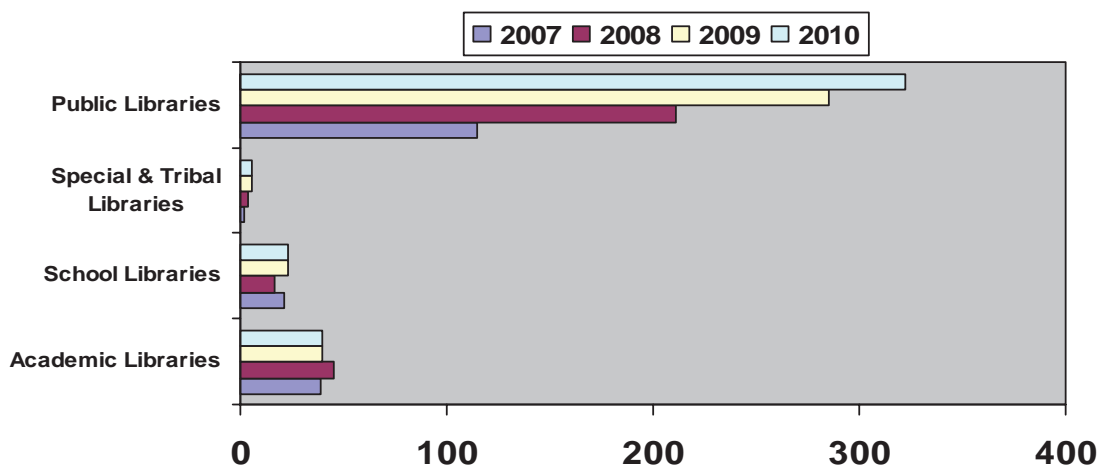
MeL Tests, Tutorials & Workforce Development – A comprehensive, interactive online learning platform of vocational, licensing and academic practice tests and tutorials for K-16 and job seekers, from GED assistance to the GRE. The Job & Career Accelerator section covers a broad area of workforce skills building— from career planning and preparation, job search skills, to resume writing and interviewing skills.

Michigan Online Resources for Educators (MORE) – A database of tens of thousands of quality educational materials that are web-based and aligned with the state’s current curriculum standards. This portal helps K-12 teachers and homeschoolers find the right materials for their students quickly and easily, allowing them to focus their time on teaching. ■

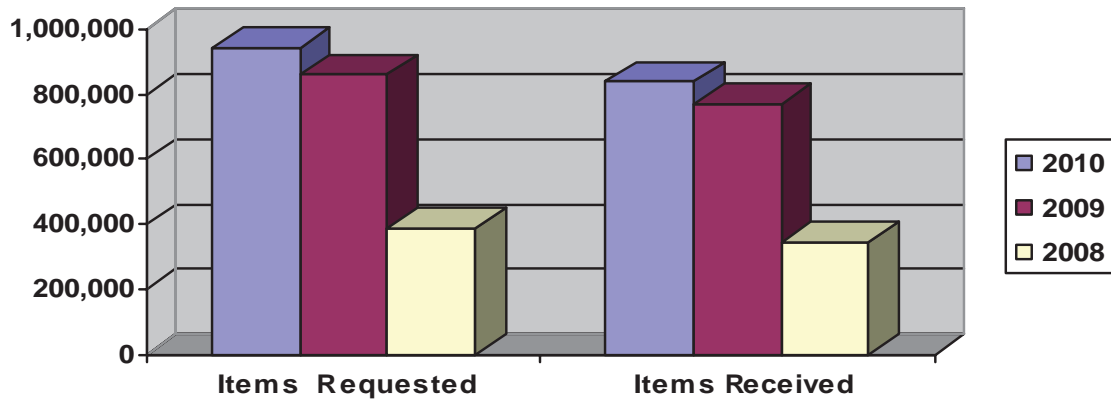
MeLCat - the Michigan eLibrary catalog

MeLCat is a virtual statewide library catalog, delivery service and resource-sharing network. This successful, cost saving collaboration shared nearly a million items in 2010. Member libraries share both a catalog that library users can search and a commitment to sharing their collections. Library users can easily order other libraries' materials online, and the titles are delivered via a fast statewide delivery service that is free to the library users. These loans saved local residents over \$29,000,000 dollars.

In Michigan, public, school, academic and special libraries are participating in the statewide catalog and they do not have to convert to a common integrated library catalog system, a cost savings. MeLCat includes libraries from every area of the state, making it a true statewide service. In 2010, 28 new libraries were integrated into MeLCat. The 391 members as of September 30, 2010 include the following types of libraries.



At the end of state fiscal year 2010, MeLCat was a combined library collection of 43.2 million items. Users can search MeLCat directly from www.mel.org or through a link in their local library catalog. Michigan residents are using the catalog to easily identify and request convenient, quick delivery of materials to their home library, to the tune of 837,256 items last fiscal year. Items were delivered in an average of three to five days and a significant number of the requests were delivered in one day at no charge to the user. ■



MeLCat is a true collaboration. Librarians throughout the state participate in planning committees and user groups. MeLCat is a voluntary program so the fact that 80% of public libraries and 26% of academic libraries are now members speaks to the value it has for diverse communities across the state.

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 impact on library users has been striking.

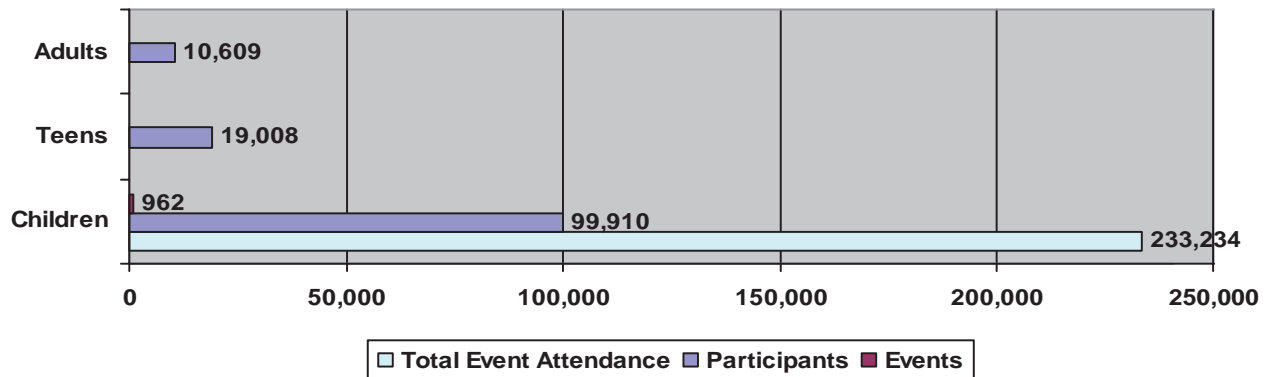
LSTA funds support MeLCat catalog software, enhancements to the catalog, software to allow users to find full-text articles within the catalog, new member library training, and integration of new members' catalogs into MeLCat. LSTA funding has allowed Michigan's librarians to reach out and share their expertise and their collections with all Michigan residents. ■



Childhood & Family Literacy Support... Collaborative Summer Library Program

The Collaborative Summer Library Program (CSLP) is a national group that develops quality materials for public library Summer Reading programs. 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 myriad literacy improvement activities and materials aimed at children, young adults and families reading together. Manuals were sent to all public libraries in Michigan.

Summer reading programs have been shown to develop children's interest in reading year-round, encouraging and motivating them to improve their reading skills. Michigan's participation in this program allows local libraries to leverage their funds and provides greater access to programming for children. We had 42% of public libraries respond to a participation survey and in just those libraries; the following numbers of children, teens and adults participated in the program and in children's events. ■



Training to Improve Services to Michigan Residents

Conferences & Workshops

The Library of Michigan uses LSTA funding to sponsor continuing education for librarians throughout the state. Libraries are able to improve and expand services available to Michigan residents by learning from presenters and colleagues. The continuing education program also allows public libraries, especially small and rural libraries, to maintain their state certification, which is required for public libraries to receive state aid to public libraries funds. The workshops focused on services to rural areas, to children and teens, and to the persons having difficulty using a library as well as improving literacy.

Spring Institute Conference

This three-day conference in Lansing gave public and school librarians the opportunity to learn about new strategies and resources for children's and youth services. The sessions covered citizenship, early literacy, technologies, second languages, and music in collections and programs for children and youth.

Academic Libraries Day

This workshop focused on understanding and reaching the academic library users and communities through social media. Specific topics included how to adapt to the challenges of the changing academic world, understanding new user needs and developing appropriate services, and the role of scholarship in academic libraries and how that relates to the library's influence and impact on their student and faculty users.

E-Rate Support & Training

The federal Universal Service Fund, commonly known as E-rate, is an important source of funding telecommunication and Internet access for public libraries. The Library of Michigan uses LSTA funding to provide training and support for libraries participating in the program. In 2010, Michigan public libraries received discounts totaling \$2,037,774. Libraries used these funds to provide local services and collections, while at the same time implementing needed broadband service for their community.

Continuing Education Fund

The Library of Michigan has a continuing education tuition reimbursement program for current full-time employees who are enrolled in a nationally accredited graduate library and information science program. LSTA funds are used to support this project, which is designed to help recruit current library paraprofessionals who have an informed understanding of and commitment to the profession. ■

Support for Rural Communities... the Plinkit Collaborative

Understanding that many residents now expect to be able to find local services online, the Library of Michigan joined the Plinkit Collaborative in 2009. The collaborative develops software for modern, robust library web sites that are simple and easy to update for small libraries unable to develop web sites on their own due to staff knowledge or budgetary limitations. Within Michigan, the Library of Michigan is training librarians on how to use the software and is providing hosting for web sites for participating libraries. As of September 30, 2010, forty-nine communities have robust library web sites, giving access to materials and to information on local services, giving residents in small and rural towns the same access to information resources that residents in larger communities enjoy.

LOCAL PROJECTS... Bringing Innovation to Communities through their Libraries

LSTA funding allows us to look forward to programs that will improve the capabilities of libraries and the lives of all Michigan residents. In 2010, the Library of Michigan completed three Modeling the Future subgrants. The subgrant program is intended to fund innovative, replicable projects, especially those targeted to an underserved population. As part of each project, each grantee wrote a project manual that can be used by a library of any size to replicate the project locally. In this way, the federal funds for one library can help benefit residents across the state.

The grantees were Peter White Public Library and the Superiorland Library Cooperative in Marquette and the Riverview Public Library in Riverview and all focused on improving services to underserved populations.

"Library Links" - Peter White Public Library conducted a research and action project designed to investigate new methods of delivering quality library services to remote, rural or isolated communities through training and mail service.

"What's a Librarian to Do? Remaining Relevant in a Fast-Changing World" - Superiorland Library Cooperative worked on involving teens in a multi-library effort to identify "library 2.0" best practices and implement them in a virtual branch library designed just for teens.

"Library Immigration Connection Center" - Riverview Public Library created a resource center that assists immigrants in southern Wayne County in their transition to American life through language, technology and American life classes. ■

*For questions or comments concerning this publication,
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MICHIGAN RESIDENTS SPEAK...

Federal funding for the afore-mentioned projects has had a deep impact on the quality of life of Michigan's residents. We often receive positive comments on the impact and benefits of statewide services from the people of Michigan.

Impact for job seekers:

"I just learned about your site at the "Creating Entrepreneurial Communities" conference this past Wednesday. I am IN LOVE! Thankyouthankyouthankyou! I will spread the gospel – you guys ROCK!"

Impact for rural residents:

"The whole of the state's library collections to choose from in my mailbox!"

Impact for disabled users:

"I only live a few blocks away, but once the weather turns bad, I cannot get here. I have no car and I do not walk well. Without this, I have virtually no books all winter. I can't describe the loss."

Impact for teachers and students:

"I'm taking a business management class this semester and every few weeks the professor has us look for articles on certain topics. The General Reference Center Gold has been so incredibly useful! I can't imagine having to track down all those journals, find indexes to them, and copy them off. No single library could possibly hold all of them, let alone afford them... Thank you for this service."

"If I am to stay current in teaching practices in the general classroom, I need to be able to access the professional literature. MeL helps me to make it so."

Impact on children's literacy:

"A patron praised MeL to me today. One child in her family refused to read. They ordered in a MeL book and for some reason that proved to be the key. The child has been reading since then and the mother gives full credit to MeL."