

Library Services & Technology Act

Five-Year Plan for Michigan
October 2017
Through September 2022



LIBRARY SERVICES & TECHNOLOGY ACT

FIVE-YEAR PLAN FOR MICHIGAN OCTOBER 2017 THROUGH SEPTEMBER 2022

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MISSION STATEMENT:

“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.”

An agency of the Michigan Department of Education, the Library of Michigan is comprised of two main divisions: Statewide Library Services, and Reference Research Services and Collections Management Services. Statewide Library Services provides consulting services, library staff certification, continuing education programs, resources and training, and the Michigan eLibrary, the virtual library with resources for all Michigan residents. Reference Research Services provides research and support for all departments of state government, including the Michigan legislature and courts. Collections Management Services maintains the Library of Michigan collections, including the Law Library, Michigan Collection, Rare Book Room, government documents and other materials.

Through a variety of programs, partnerships and initiatives, the Library of Michigan seeks to best serve the information needs and interests of the legislature, state government, Michigan libraries and the millions of people who use them.

NEEDS ASSESSMENT:

The Library of Michigan actively engaged in needs assessment throughout the timeframe of the previous five-year plan. Through the assessment activities, the Library has reached out to Michigan residents, library users, the library community and specific stakeholder groups such as the Library of Michigan LSTA Advisory Council and state library associations. Library staff also strives to remain abreast of national trends and reports through engagement in library organizations and researching national and regional reports that impact library services.

Assessment activities for this Five-Year Plan included:

- Biannual LSTA Advisory Council meetings
- 2014 and 2016 Michigan eLibrary (MeL) statewide surveys, which analyzed the usage and impact of the elements of MeL and other statewide programs. EPIC MRA, a social research group, conducted the surveys, which included the following:
 - A random phone survey of Michigan residents
 - An online survey of Michigan library users
 - An online survey of Michigan library staff
- Solicitation of feedback in annual evaluations from library staff participating in specific programs, such as Summer Reading, Michigan Reads, Ploud, etc.

- The Five-Year Plan for 2012-2017 Evaluation, completed in 2017 by Growth Management Consultants, which included:
 - Focus groups of library staff from all library types in 4 locations around the state.
 - Focus groups of library patrons in 4 locations around the state.
 - Focus group discussion with the LSTA Advisory Council.
 - Focus group discussion with Library of Michigan staff.
 - A review of usage data and management files of LSTA funded projects.

This assessment yielded the following needs impacting the Michigan library community:

- Users need equitable access to materials, both print and digital, on a range of topics at their point of use. To address this, libraries need a consistent and stable source of materials to meet this need, especially in underserved urban and rural areas.
- Users need access to current services and training, especially in rural and underserved urban areas of the state. Areas of need include workforce development, information and technology literacy, reading literacy, and assistance with a range of social and government services. To address this, libraries need professional development and resources to meet these needs.
- Users need supportive communities where community groups and agencies focus on the collective impact for residents. To address this, libraries need training and assistance to participate in these collaborative community engagement programs.
- Users need easily discoverable access to library and cultural collections within and across their communities. To address this, libraries need resources and assistance to provide effective access to these resources.

The Library of Michigan will monitor the Needs Assessment by continuing to hold regular meetings with the LSTA Advisory Council, surveying the library community and Michigan residents through program evaluations and occasional surveys of statewide programs, and the Five-Year Plan evaluation that will occur for the 2017-2022 plan. Library of Michigan staff also visits libraries to discuss local conditions and issues with staff and trustees.

GOALS:

To meet the identified needs of Michigan's residents, the Library of Michigan has established the following goals for the next five years. In collaboration with libraries of all types, state agencies and other statewide and community groups, the Library intends to improve statewide services to achieve these goals. Goals are in order of priority. Priority was established by the number of libraries and Michigan residents impacted by the programs associated with the goals. The Library will use IMLS funds in conjunction with state and local funds to support activities that are statewide projects and competitive subgrants.

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

Need: Users need equitable access to materials, both print and digital, on a range of topics at their point of use. To address this, libraries need a consistent and stable source of materials to meet this need, especially in underserved urban and rural areas.

LSTA Purposes: Section 912I (3), (4), and (9).

Goal 2: Michigan residents will have access to current services and training support through their libraries.

Need: Users need access to current services and training, especially in rural and underserved urban areas of the state. Areas of need include workforce development, information and technology literacy, reading literacy, and assistance with a range of social and government services. To address this, libraries need professional development and resources to meet these needs.

LSTA Purposes: Section 912I (2), (5) and (6).

Goal 3: Michigan libraries will continue to support their communities through collective impact initiatives and community engagement.

Need: Users need supportive communities where community groups and agencies focus on the collective impact for residents. To address this, libraries need training and assistance to participate in these collaborative community engagement programs.

LSTA Purpose: Section 912I (2), (6) and (8).

Goal 4: Michigan residents will be able to use Michigan's historical and cultural collections for lifelong learning.

Need: Users need easily discoverable access to library and cultural collections within and across their communities. To address this, libraries need resources and assistance to provide effective access to these resources.

LSTA Purpose: Section 912I (3), (7) and (9).

PROJECTS:

To meet these goals, the Library of Michigan will work toward the following objectives through coordinated activities with the statewide library community. IMLS funding will provide the base level of support, in addition to state library staff and funds and local library staff and funds. The Library will continue to research and develop new activities that fit these goals and objectives to meet the needs of Michigan residents and libraries over the period of the Five-Year Plan.

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

- Objective 1: Residents will have access to physical materials in libraries across the state.
 - Activity 1: MeLCat, the statewide resource sharing catalog, software will be maintained to provide consistent access to materials to residents. Outcome: Users will have access to needed materials.
 - Activity 2: Library staff will be trained in the use of the MeLCat system to ensure user access is equitable and timely. Outcome: Users will receive materials at their time of need.
 - Activity 3: MeLCat holdings will be searchable through simple Internet searches, without requiring direct use of a catalog. Outcome: Michigan residents will be able to identify and locate library materials in their area simply and quickly at their time of need.
- Objective 2: Residents will have access to digital materials at their time of need.
 - Activity 1: Statewide database subscriptions and portals will be maintained to provide consistent, stable access to digital materials. Outcome: Students and lifelong learners will have access to needed materials at their time of need.
 - Activity 2: Library staff will be trained in the use of the MeL databases and eResources to provide information and support to users. Outcome: Users will find materials at their time of need.
- Objective 3: Underserved rural and urban communities will have equitable access to materials.
 - Activity 1: The Ploud project will provide small communities with modern library websites. Outcome: Residents of small and rural communities will have access to MeL databases, community information and government services as needed.
 - Activity 2: Community libraries needing affordable Internet access will have E-rate training and opportunities to participate in other Broadband initiatives. Outcome: Underserved rural and urban libraries will understand their options to provide Internet access and technology infrastructure in their communities.

Goal 2: Michigan residents will have access to current services and training support through their libraries.

- Objective 1: Libraries will learn current trends and best practices to improve local services and programs for residents.
 - Activity 1: Libraries will have access to statewide and national professional development opportunities on a range of topics and for a range of demographic groups. Outcome: Libraries will be able to provide appropriate services for users' lifelong learning and use of community services.
 - Activity 2: Librarians will have access to online training and communities to learn current best practices for a range of statewide and national library issues and services. Outcome: Libraries will be able to provide appropriate services for users' lifelong learning and use of community services.
 - Activity 3: Librarians will have access to training and information on assessing and improving service and program quality. Outcome: Libraries will be better able to develop high quality programs in their local communities.
 - Activity 4: Small and rural libraries will have access to a full professional library conference experience through the biennial Rural Libraries Conference. Outcome: Librarians will learn how to provide new services and programming to their community through training at Rural Libraries Conference.
 - Activity 5: Libraries will receive training on cutting edge issues in library services through statewide workshops done in partnership with the state library groups. Outcome: Librarians will learn about new services or new methods for current services by attending workshops.
 - Activity 6: Library trustees and board members will have access to training on library services and management. Outcome: Trustees and board members will be better prepared to assist library staff in serving their communities.
- Objective 2: Libraries will assist unemployed and underemployed residents and students to access vocational training, digital literacy training and educational and vocational tests.
 - Activity 1: Libraries will assist job seekers and students by providing access to online vocational and educational training. Outcome: Job seekers and students will build technical and educational skills at their library.
- Objective 3: Libraries will work to promote emergent and family literacy skills in their communities.
 - Activity 1: Libraries will work with children and teens in their communities to maintain and increase literacy through Summer Reading programs, both traditional programs and online programs. Outcome: Participating teens and children will have access to a range of summer literacy programs.

- Activity 2: Libraries will have access to training and materials to assist in the development of family and early literacy in their communities, especially from underserved populations. Outcome: Participating parents and caregivers will receive information on emergent literacy and understand the importance of reading to their children.
- Objective 4: Libraries will be able to develop new programs to support multiple literacies (early literacy, ESL, financial, etc.), specific demographic groups (elderly, children or teens, immigrants, disabled, etc.) or access to technologies (MakerSpaces, assistive devices, etc.).
 - Activity 1: Public libraries will be able to develop new programs through competitive grant funds for materials and supplies. Outcome: Participating users will have improved access to lifelong learning programs.

Goal 3: Michigan libraries will continue to support their communities through collective impact initiatives and community engagement.

- Objective 1: Libraries will be able to participate in community engagement programs.
 - Activity 1: Libraries will have access to training and support as they engage their communities. Outcome: More libraries will participate in the broader community in their service areas.
- Objective 2: Libraries will be able to develop collaborative relationships with community groups and agencies to improve community services, especially for underserved populations.
 - Activity 1: Public, academic and school libraries will be able to develop collaborative programs through competitive collaborative grants. Outcome: Residents will have access to programming focusing on local community needs with broad community support.

Goal 4: Michigan residents will be able to use Michigan's historical and cultural collections for lifelong learning.

- Objective 1: Residents will be able to discover and use digitized historical and special collections more readily.
 - Activity 1: Libraries and cultural institutions with historical and special collections will collaborate and be able to participate in state and national digital libraries. Outcome: Michigan residents will be able to identify and locate digitized historical or special materials and have easier access to institutions in their area.

TIMELINE:

The Library of Michigan will do the activities of the Five-Year plan goals and objectives throughout the 2017-2022 time period. Rural Libraries Conference (Goal 2, Objective 1, Activity 4) planning is ongoing, but the conference will be held in 2018 and 2020.

COORDINATION EFFORTS:

The Library of Michigan coordinates with the broad library community in Michigan and state and local agencies to promote and provide services, such as a partnership with the Secretary of State to provide promotion of the Michigan eLibrary resources in their branch offices. Other partnerships include:

- Early literacy: We work with the MDE Office of Great Start and local Great Start coalitions to provide information on early literacy and to develop local partnerships between the early childhood education community and public libraries.
- Elementary and Secondary education: We actively promote K-12 appropriate MeL materials to other offices in the Department of Education, K-12 related professional associations and local school districts.
- Digital access and broadband: We continue to work with the MDE Universal Service Fund Office to ensure that public libraries have access to the information necessary to provide appropriate digital access in their communities.
- Economic and workforce development: We continue to work with state workforce development agencies and local economic development groups to educate their users and members on business, entrepreneurship and job skills training resources in the Michigan eLibrary and at their local public libraries.

These efforts are not an inclusive list of the Library’s outreach and partnerships.

Focal Area Crosswalk:

Objective	Focal Area	Intent
Goal #1 “equal access to information resources”		
Objective 1: Residents will have access to physical materials in libraries across the state.	Information Access	Improve users’ ability to discover information resources.
Objective 2: Residents will have access to digital materials at their time of need.	Information Access	Improve users’ ability to discover information resources.
Objective 3: Underserved rural and urban communities will have equitable access to materials.	Institutional Capacity	Improve the library’s physical and technological infrastructure.
Goal #2 “access to current services and training support”		
Objective 1: Libraries will learn current trends and best practices to improve local services and programs for residents.	Institutional Capacity	Improve the library workforce.
Objective 2: Libraries will assist unemployed and underemployed residents and students to access vocational training, digital literacy training and educational and vocational tests.	Employment & Economic Development	Improve users’ ability to use resources and apply information for employment support.

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Objective	Focal Area	Intent
Objective 3: Libraries will work to promote emergent and family literacy skills in their communities.	Lifelong Learning	Improve users' general knowledge and skills.
Objective 4: Libraries will be able to develop new programs to support multiple literacies, specific demographic groups or access to technologies.	Lifelong Learning	Improve users' general knowledge and skills.
Goal #3 “collective impact initiatives and community engagement”		
Objective 1: Libraries will be able to participate in community engagement programs.	Civic Engagement	Improve users' ability to participate in their community.
Objective 2: Libraries will be able to develop collaborative relationships with community groups and agencies to improve community services, especially for underserved populations.	Lifelong Learning	Improve users' general knowledge and skills.
Goal #4 “use historical and cultural collections”		
Objective 1: Residents will be able to discover and use digitized historical and special collections more readily.	Information Access	Improve users' ability to discover information resources.

EVALUATION PLAN:

Evaluation of the LSTA program will include the ongoing analysis of the program activities by Library of Michigan staff to review participation, usage and outcomes to ensure the activities are effective and meeting plan goals. The periodic repetition of a statewide survey of Michigan residents, library users and library staff will allow comparisons for ongoing programs over time and insight into program outcomes in addition to annual usage statistics and evaluations. The Library will complete an independent, formal evaluation in 2021 in accordance with LSTA requirements.

STAKEHOLDER INVOLVEMENT:

The Library of Michigan involves the statewide library community in LSTA funded program development and assessment through a variety of means. Specific methods include discussion and solicitation of feedback in the following venues:

- LSTA Advisory Council meetings – The LSTA Advisory Council includes public, academic, K-12, and special library representatives as well as representation from library cooperatives, library users, and disabled users and users from disadvantaged communities.
- School Library Advisory Group meetings – The Workgroup includes school librarians, Michigan Association of Media in Education members, and information science professors.
- Library of Michigan Board of Trustees meetings
- Peer Reviewer participation in the competitive grants programs.

- Program-related focus groups and committees – at the level of developing programs, assisting in vendor review for Michigan eLibrary related contracts, and participation in program management of programs such as MeLCat.
- Ongoing meetings with staff at individual libraries by statewide services consultants.

COMMUNICATION AND PUBLIC AVAILABILITY:

The Library of Michigan staff communicates on LSTA funded activities through a variety of means. The results and benefits of the following communication procedures are twofold. First, an increased awareness of the projects and second, an increased understanding of how to participate in and comment on the projects.

Information provided includes:

- The Five-Year Plan,
- the Five-Year Plan evaluation,
- annual reports,
- survey results,
- press releases,
- training materials,
- brochures
- and presentations.

Stakeholder groups included are:

- The LSTA Advisory Council,
- public libraries,
- academic libraries,
- K-12 libraries,
- special libraries,
- library cooperatives,
- state library associations,
- library related non-profit organizations,
- state and local officials
- and Michigan residents.

Information channels include:

- Printed materials,
- Messaging on various state and association listservs, web sites, and social media sites,
- webinars,
- conferences
- and in-library presentations and meetings.

MONITORING:

The Library of Michigan continually monitors LSTA funded projects through various methods. State library staff review this data and feedback regularly.

- Biannual statewide surveys of library users, staff and stakeholders.
- Provision of annual reports and fact sheets to the public and the library community.
- Communication of LSTA funded activities and outcomes through traditional and electronic means, such as: printed materials, state conference presentations to user groups and library groups, email communications to focused listservs for school libraries, academic libraries, public libraries and a specific LSTA related listserv.
- Review of individual programs through the collection of usage and outcome data for the annual IMLS State Programs report.
- Evaluations of workshops and conferences provided through LSTA programs.
- Evaluations of materials provided through LSTA programs.
- Annual review of the Five-Year plan goals and progress on activities by Library of Michigan statewide services staff and the state LSTA Advisory Council.
- Submission of the Five-Year plan evaluation to IMLS.
- Financial audits as required by the State of Michigan Auditor General's office.

State library staff will use the collected data to determine if the activities are meeting the stated goals and if the program activities are conforming to the Five-Year plan and the LSTA purposes.