



# State Library of Iowa

## LSTA Five Year Plan Evaluation Report 2003-2007

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Mary Wegner, State Librarian  
State Library of Iowa  
1112 East Grand Avenue  
Des Moines, IA 50319

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## I. Introductory statement and summary of impact of IMLS funds to support State Library of Iowa services

The mission of the State Library of Iowa is to advocate for Iowa libraries and to promote excellence and innovation in library services, in order to provide statewide access to information for all Iowans. Federal support through LSTA funds has been critical to the State Library's ability to fulfill this mission.

Ultimately, the State Library seeks to sustain a state of learners because lifelong learning is essential to individual success and to a democratic society. State Library support empowers Iowa libraries of all types to provide leadership and services to enhance learning in families and communities, to build 21st century skills, to sustain cultural heritage and to increase civic participation. Successes made possible by LSTA funds include the following:

### **Iowa public libraries switched to high speed Internet benefiting Iowans who use public library computers to search the Web**

Almost all (97%, or 527) of Iowa's public libraries have Internet access, which makes it possible for them to connect library customers with the world of ideas and information. And today, most (89%, or 497) of those libraries have high speed Internet, which is so much easier for library users. Five years ago, only 20% of the libraries were connected with high speed Internet. The State Library facilitated this transformation by highlighting the role of libraries in providing public access computing, advising libraries about their high speed Internet options and answering their technical questions.

### **Iowa legislature reinstated teacher librarian requirement**

Teacher librarians play a key role in K-12 education by teaching Iowa students how to effectively find and evaluate information. These information literacy skills contribute to higher test scores and are essential for lifelong learning. In 2006, legislation was enacted which requires each Iowa school district to have a qualified licensed teacher librarian. The State Library initiated an annual statewide survey of all school libraries and is leading the development of guidelines for Iowa school library programs.

### **Public librarians received training in early childhood literacy development strategies**

For years, the State Library has been deeply involved in early childhood learning through its work with Iowa's 543 public libraries and partnerships with other organizations and agencies. Beginning in 2003, the State Library developed and taught a curriculum on early childhood literacy development especially for public librarians. Initial overview sessions on early literacy and follow-up workshops supporting individual strategies have been attended by more than 500 staff.

### **The Iowa Center for the Book and the "All Iowa Reads" program were born**

In 2002, the State Library was officially recognized by the Library of Congress as Iowa's Center for the Book. The mission of the Iowa Center for the Book is to stimulate public interest in books, reading, literacy and libraries. Current projects include the "**All Iowa Reads**" program, begun in 2003, which annually selects a book that all Iowans can read and discuss during the year. "**Letters About Literature,**" begun in 2004, invites readers in grades 4 through 12 to take

part in a national reading and writing contest. Readers write a personal letter to an author explaining how his or her work changed their view of the world or themselves. In only three years of existence, more than 2,800 Iowa students have participated. Iowa students have been among the national semifinalists each year, and Iowa produced a national winner in 2005. As National Letters About Literature Program Director Catherine Gourley emphasizes, “Students who read, write better; students who write, read more. Research supports this reading-writing link...”

### **The State Library championed the role of librarians in helping their communities become information literate**

“Information literate people are those who have learned how to learn. They know how to learn because they know how knowledge is organized, how to find information and how to use information in such a way that others can learn from them. They are people prepared for lifelong learning, because they can always find the information needed for any decision or task at hand.” (American Library Association, Presidential Committee on Information Literacy, Final Report, 1989) Librarians – working in libraries of all types – have an important role to play in helping their communities become information literate. Teaching others how to find and critically evaluate information is a unique skill that librarians bring to our information-overloaded society.

The State Library stressed the importance of the information literacy role for public as well as academic and school librarians, and provided librarians with numerous opportunities to learn more about integrating information literacy into public library services.

### **A statewide library Leadership Institute inspired Iowa librarians**

Strong library leaders are essential to the evolution of great libraries. The Iowa Library Association Leadership Institute was established to ensure that its members are prepared to actively shape the future of Iowa libraries and the services they provide. In 2004 and 2006, the State Library used LSTA money to help fund two leadership institutes. Each of the institutes had 25 participants. A three month follow up to the 2004 institute indicated that as a result of attending the institute: 95% had taken risks; 75% pursued innovation; 65% participated in new leadership activities within the Iowa Library Association and/or the Iowa library community; 60% participated in other, new leadership activities within their own community.

### **Direct State Aid was a proven success in improving library service for Iowans**

The purpose of Direct State Aid is to improve library services in Iowa by encouraging libraries to meet standards of quality. Administered by the State Library’s Library Development staff, the program is a proven success, with clear and positive results. Since 1999, the number of Iowa public libraries whose director is certified (better trained in library services) has increased 20 percent. The number of libraries whose collection is up to date has increased 27 percent. The number of libraries whose services to special population groups of all ages has increased 25 percent. The number of libraries open an adequate number of hours per week has increased 15 percent. The average increase from 1999-2005 in the number of libraries meeting each of the public library standards is 17 percent. Since its inception, Direct State Aid led to a 70 percent increase in the number of accredited libraries in Iowa, from 171 in 1999 to 291 in FY06.

## II. Overall report of results in achieving goals and objectives based on Five-Year Plan

Goal 1: Provide expanded, equitable access to library information, materials and services to Iowans of all ages, using an understanding of customer needs to improve services and to increase customer awareness of library resources

Goal 1 General Comments:

One of the State Library's accomplishments not mentioned below is the complete re-design of our Web site, <http://www.statelibraryofiowa.org/> The Web site, unveiled April 1, 2006, uses Plone, an open source content management system. The new Web site is noteworthy because it is one of the primary ways we communicate with our customers and provide access to information for all Iowans.

### Objective/target #1

**The percentage of libraries of all types subscribing to State Library sponsored databases will increase to 75% by FY06.**

Surpassed the goal

The State Library purchased statewide licensing for two subscription databases - EBSCOhost and FirstSearch. To participate, each library paid a small portion of the costs based on a formula that includes a base amount and per capita amount. The percentage of libraries subscribing to State Library sponsored databases in FY06 is as follows:

- 78.3% of the public libraries
- 100% of the academic libraries

### Objective/target #2

**Use of electronic resources, measured by the number of search transactions, will increase 10% annually.**

Surpassed the goal

EBSCOhost was introduced in 2003. As the table below shows, searches in FirstSearch decreased while searches in EBSCOhost increased. We believe the use patterns can be explained by the fact that EBSCOhost is perceived as easier to use and libraries are more inclined to try it first. In addition, more libraries give direct access to EBSCOhost to their customers than give direct access to FirstSearch. In spite of the decrease in FirstSearch searches, we continue to provide FirstSearch to ensure that libraries have access to WorldCat.

Database	Time Period	No. of Searches	Change from Previous Year	Change from 2003-2006
EBSCOhost				262% increase
	2006	8,138,821	58% increase	
	2005	5,143,265	29% increase	
	2004	3,988,999	78% increase	
	2003	2,243,773	NA	
FirstSearch				38% decrease
	2006	411,465	28% decrease	
	2005	568,302	11% decrease	
	2004	636,181	4% decrease	
	2003	663,664	NA	

### Objective/target # 3

**The number of state documents available through the State Library's electronic document repository will increase by 10% each year.**

Surpassed the goal

Iowa Publications Online (IPO), <http://publications.iowa.gov/>, is a centralized depository for electronic documents intended for the general public produced by Iowa state agencies. This program, maintained by the State Library, allows Iowans and others to have ongoing access to electronic state documents now and in the future. Were it not for the preservation role of IPO, access to electronic state documents would be limited to what is currently available on state agency Web sites.

The number of documents in IPO has increased dramatically. In FY04 the jump was huge as the project was just getting underway. The FY05 increase was 104%, and the FY06 increase was 47%. Currently there are more than 3,400 digital state documents available in IPO. Web hits to IPO have also increased substantially and are currently about 50,000 per month.

### Objective/target # 4

**At least 10 Iowa libraries will contribute digitized Iowa heritage materials to a central Web site maintained by the State Library by FY06.**

Surpassed the goal

Iowa Heritage Digital Collections, <http://iowaheritage.org/>, is an online repository of Iowa history and culture created by bringing together in digital form documents, images, maps, finding aids, interpretive and educational materials, and other media from collections held by a wide range of organizations throughout Iowa.

Currently 11 libraries from across Iowa have contributed to the Iowa Heritage Digital Collections (IHDC) Web site. A variety of libraries are represented, including the three state university libraries, several private college libraries and two public libraries. Although the State Library does not maintain the Web site, we continue to work with the IHDC steering committee to guide the direction and growth of the project.

#### **Objective/target # 5**

**A marketing survey will be conducted and results will be available by the end of FY04.**

☒ Did not work toward this goal

A combination of a 32% state budget cut and the necessity of managing three major grants from the Gates Foundation resulted in our not having the funding or the staff time to carry out the marketing survey. This is one of our lessons learned. Our staff workloads are such that when a staff member is given an additional assignment, it results in that staff member not being able to do something else. This seems obvious now, but we have learned that we need to make more of an effort to consider all the ramifications of taking on projects. In other words, we need to consciously decide what is not going to get done if we take on a new project.

#### **Objective/target # 6**

**A coordinated library public relations strategy will be developed by the end of FY05.**

☒ Did not work toward this goal

As stated in objective 5 above, a combination of a 32% state budget cut and three major grants from the Gates Foundation resulted in our not having the funding or the staff time to develop a coordinated library public relations strategy.

#### **Objective/target # 7**

**A follow-up library marketing survey will be conducted by early FY07.**

☒ Did not work toward this goal

As stated in objective 5 above, a combination of a 32% state budget cut and three major grants from the Gates Foundation resulted in our not having the funding or the staff time to conduct a follow-up library marketing survey.

### **Objective/target # 8**

**The number of children participating in summer library reading programs will increase 10% by FY06.**

Surpassed the goal

Research has shown that children (defined as under 14 years of age) who read six or more books during the summer maintain or improve their reading skills, while children who do not lose ground by September. The Summer Library Program encourages reading for pleasure, the development of positive attitudes about the public library, and provides constructive activities during the long break from school.

In 2003, the number of children participating in the summer library reading program was 124,717; in 2006, it was 142,578, a 14% increase. According to the July 1, 2005 U.S. Census estimate, there were 366,872 Iowa children ages 5 through 14. Our 2006 summer library reading program reached approximately 39% of Iowa's children.

### **Objective/target # 9**

**The number of librarians who submit evaluation surveys reporting the benefits to children of the summer library reading program will increase from the current 50% to 80% by FY06.**

Made progress towards this goal

At the time Iowa's LSTA Plan was submitted in 2002, 50% of the librarians submitted evaluations following their summer library program. In 2006, 68% submitted evaluations. The higher return rate is important because our youth services consultant uses the evaluations to improve the program each year.

### **Objective/target # 10**

**The number of public access Internet computers per library building will increase to 5.8 (the 2002 national average) by FY06.**

Surpassed the goal

In 2002, when the current LSTA plan was submitted, Iowa had an average of 2.3 Internet computers per public library building. According to Iowa's FY06 public library annual survey, the number of public access Internet computers per library building has increased to 6. Much of the increase can be attributed to the Gates Foundation U.S. Library Program which distributed \$3,735,480 to approximately 380 public libraries to purchase computers in 2003. Libraries purchased nearly 1,000 computers through this grant program.

### **Objective/target # 11**

**The number of public library staff trained in early childhood literacy strategies will increase by 10% by FY06.**

☑ Surpassed the goal

Prior to the 2003-2007 LSTA plan, the State Library had provided early literacy training to 188 library staff members. In 2003, we provided six workshops around the state conducted by Jane Kitson, a nationally recognized early childhood literacy consultant. The workshops taught library staff activities to strengthen the language to literacy link in young children. With 519 staff attending, we were able to increase the number of public library staff trained in early childhood literacy by 176%.

In addition, we offered workshops in Nonfiction Resources with 222 attendees, Story Retelling with 50 attendees and Parent Training, Part 1 with 98 attendees.

### **Objective/target # 12**

**The number of libraries that provide reading and literacy outreach programs to targeted populations and customers with special needs will increase by 10% by FY06.**

☑ Surpassed this goal

In 2003, 376 libraries ( 69%) provided reading and literacy outreach programs.  
In 2006, 455 libraries ( 84%) provided these programs, a 21% increase.

We are especially pleased by the progress with this objective. A standard related to this objective was added to the new edition of In Service to Iowa, Public Library Measures of Quality, published by the State Library in 2004. (The standards program gives public libraries a tool for identifying strengths and areas for improvement, and encourages them to improve services.)

This new standard says, “The library offers outreach services to day care centers and other entities in which groups of preschool children gather. Daycares may include commercial or in-home preschools and/or Headstart. Outreach service includes collections and programming.”

The addition of this standard was effective in encouraging more libraries to offer outreach programs to preschool children. This is very important in Iowa, a state where 71.4% of all children under six live in families where both parents are employed.

### **Objective/target # 13**

**The number of libraries with high-speed Internet access will increase to 80% (the 2002 national average) by FY06.**

✔ Surpassed the goal

In 2002, when the current LSTA plan was submitted, only 25% of Iowa's public libraries had high speed service. In FY06, 89% of libraries had high-speed Internet access.

The State Library's role in this dramatic increase was two-fold. The State Librarian was a member of a Governor's task force addressing high speed Internet access in Iowa. The participation of the State Librarian increased the visibility of libraries and aided in the recognition of public libraries as the access point in each community for all Iowans, regardless of income, to have access to high speed Internet. Secondly, State Library technical staff pulled together information to create a relational database of public libraries and potential high speed Internet service providers in their area.

As mentioned earlier, the Gates Foundation U.S. Library Program distributed \$3,735,480 to approximately 380 public libraries to purchase nearly 1,000 computers in 2003. The Gates computer program had the added benefit of helping libraries get high speed Internet access. The Gates Foundation used the database already created by the State Library to help libraries obtain high speed Internet access. By June 30, 2003, when public libraries were beginning to get their Gates computers, the number with high speed access jumped to 65%. Since then the percentage has grown to 89%.

#### **Objective/target # 14**

**The number of libraries participating in the federal E-rate program will increase by 10% by FY06.**

✔ Did not meet this goal

In 2003, approximately 332 libraries participated; in 2006, there were 271, a decrease of 18%. This objective was written before anyone realized the full impact of the Children's Internet Protection Act (CIPA). While the State Library certifies technology plans for the E-rate program, we no longer encourage libraries to participate in E-rate discounts for Internet access. CIPA requires libraries to block or filter certain material from being accessed through the Internet including that which is constitutionally protected. We have made the decision not to encourage E-rate participation because of our support for intellectual freedom and our belief that internet use decisions should be made by local public library boards of trustees.

#### **Objective/target # 15**

**In FY07, a randomized sample survey will show that 50% of Iowa library users surveyed are aware of online databases and Web-based resources offered through the State Library.**

✔ Did not work toward this goal

A combination of a 32% state budget cut and three major grants from the Gates Foundation resulted in our not having the funding or the staff time to survey Iowa library users about their awareness of online databases and Web-based resources.

**Objective/target # 16**

**Seventy-five percent of online databases users surveyed will indicate positive benefits for themselves or their families by FY07.**

Did not work toward this goal

A combination of a 32% state budget cut and three major grants from the Gates Foundation resulted in our not having the funding or the staff time to survey online database users.

Goal 2: Improve library service to Iowans through knowledgeable, customer-oriented staff and well-informed, effective public library trustees

Goal 2 General Comments:

In addition to the objectives below, there were other noteworthy accomplishments:

- The Iowa Certification Program for Public Librarians was revised so that there are more options for meeting continuing education requirements, including continuing education credit for implementing training attended.
- Through a partnership with Bibliographical Center for Research (BCR), the State Library sponsored national educational teleconferences produced by the College of DuPage. These have particular appeal for librarians with MLS degrees.
- Over a two year period we developed an online continuing education catalog which went live on January 1, 2006. The catalog improves the registration process and makes it easier to confirm registrations, send reminders and generate reports.
- The State Library hired a new continuing education consultant whose time is allocated 100% to continuing education. Through a partnership with WebJunction, she has become familiar with and tested learning management software and has developed some web-based continuing education opportunities. We are making great strides in expanding online learning opportunities.

### Objective/target # 1

**90% of public library directors will participate annually in the Iowa Certification Program for Public Librarians.**

Surpassed the goal

Of 543 public library directors, 492 or 91% participate in the Iowa Certification Program for Public Librarians. The program is designed to improve library service in Iowa by improving the skills of public library staff. Iowa's Direct State Aid program for public libraries requires that the library director be certified. In 1999 when the Direct State Aid program was implemented, participation in certification increased to 90% and has remained constant. Before Direct State Aid, participation was approximately 60%.

### Objective/target # 2

90% of participants in Town Meetings each year will indicate that the meeting was worth their time.

Surpassed the goal

For our annual Town Meetings, State Library staff plan a four-hour continuing education program for librarians and take it on the road to seven locations around Iowa. Town Meetings provide opportunities for librarians to learn about major issues affecting libraries, gain ideas for

improving programs and services and get to know State Library staff better. Program topics over the last four years included information literacy, how to lead book discussion groups, taking advantage of discounts available to libraries, library legal issues, the special library levy, personal safety in the library, readers advisory, and board orientation.

Town Meeting survey results are below:

Year	Participants who completed an evaluation and indicated the meeting was worth their time
2003	100% of 301 evaluations (344 attended)
2004	99.6% of 282 evaluations (380 attended)
2005	98.9% of 359 evaluations (447 attended)
2006	97.4% of 313 evaluations (342 attended)

### Objective/target # 3

**On a cumulative basis from FY03-07, 40% of public libraries will have trustees participating in trustee education programs.**

☑ Made progress towards this goal

Of 543 public libraries, 161 or 30% reported that they had trustees participating in trustee education programs. Trustee participation in continuing education is an ongoing challenge. Our programs for trustees over the Iowa Communications Network (video teleconferencing) consistently draw about 100 participants, although there are almost 3,500 library trustees in Iowa. As an alternative to programs offered by the State Library, we have created trustee training resources which we encourage public library directors to use in their local orientation of board members. Two topics have been developed so far --governance and library funding. See <http://www.statelibraryofiowa.org/ld/Trustees/rsc>. It remains to be seen whether this alternative delivery method will reach more trustees.

The Iowa Library Trustee’s Handbook was updated and published in 2003. The handbook is an educational tool for trustees and gives them a basic understanding of their responsibilities.

### Objective/target # 4

**80% of staff completing each Public Library Management 1 and 2 class from FY03-07 will indicate they have a good or excellent ability to deal with selected library management issues.**

☑ Surpassed the goal

Over the period 2003-2006 an average 85.5% of students indicated a good or excellent ability to deal with selected library management issues after completing class. In-depth evaluation of this objective is reported in Part III.

## Objective/target # 5

**From FY03-07, follow-up surveys (conducted one to six months later) of Iowa library staff and trustees attending selected continuing education programs (at least one annually) will indicate that 50% of the participants experienced a change in knowledge, skills or attitude as a result of the training.**

✔ Surpassed the goal

The Iowa Library Association leadership institute was established in 2004 to ensure that its members are prepared to actively shape the future of Iowa libraries and the services they provide. In 2004 and 2006, the State Library used LSTA funds to help fund the institutes. Each institute had 25 participants. Depending on the knowledge, skill or attitude being measured, 60% to 100% of participants experience a change as a result of the training. According to the Iowa Library Association, four participants from the 2004 leadership institute have run for ILA president or executive board; so far, two participants from the 2006 institute have run. Many of the participants are currently serving as subdivision chairs. In-depth evaluation of this objective is reported in Part III.

Goal 3: Position librarians to be recognized as the experts in helping Iowans become competent information consumers

**Objective/target # 1**

**Provide all library staff members with an opportunity for training in information literacy by FY06.**

Met this goal

The State Library provided a number of opportunities for all library staff members to attend training in information literacy. A total of 1351 library staff members attended the following programs.

- 2003 Town Meetings, in person programs held in seven locations in 2003 (344 attended)
- A Public Librarian's Role in the Age of Information, a two-hour class offered in 2004 using video teleconferencing (163 attended)
- A two hour College of DuPage satellite teleconference on the Role of Teaching, offered in 2004 (49 attended)
- Teaching Computers to the Public, an in-person class held in eight locations in 2004 (178 attended)
- Five-hour Information literacy workshop presented on request by our state librarian and youth services consultant (four sessions, 135 attendees)
- Librarian's Internet Toolkit for Kids, hands-on class offered 12 times in 2005 (125 attended)
- Using the Internet for Reference, hands-on class offered eight times in 2005 (81 attended)
- Libraries on the Prairie, a two-day, in-person program held in five locations in 2006 that included a two hour session on information literacy (276 public library directors attended)

**Objective/target # 2**

**Ensure that public relations strategies developed by FY05 include the role of the librarian in helping Iowans become competent information consumers.**

Did not work towards this goal

As noted in Goal 1, Objective 6, a combination of a 32% state budget cut and three major grants from the Gates Foundation resulted in our not having the funding or the staff time to develop a coordinated library public relations strategy. However, we did create a section on our Web site, <http://www.statelibraryofiowa.org/ld/infolit> that provides information literacy resources for librarians and promotes our belief that public librarians play an important role in helping their communities become information literate.

### **Objective/target # 3**

**Staff from 50% of public libraries will have participated in information literacy training by FY06.**

Surpassed the goal

During 2006 we held five two-day “Libraries on the Prairie” workshops that were attended by 276 public library directors. Each of them attended a two-hour session entitled “The Public Librarian and Information Literacy.” Of Iowa’s 543 public libraries, 276 or 51% participated in this information literacy training. Town Meetings in 2003 included a general session on information literacy which was attended by 344 people. Estimating that there were 300 libraries represented among the 344 attendees, we reached 55% of the libraries through this session.

### **Objective/target # 4**

**Increase the number of persons using electronic resources in a typical week in public libraries by 10% from FY03 to FY07.**

Made progress towards this goal

In 2003, the “number of persons using electronic resources in a typical week” in Iowa public libraries was reported as 71,354. In 2006, the Federal-State Cooperative System changed the data element to “users of public Internet computers.” In 2006, 72,546 was reported, an increase of 2%.

Previous to the change in the data element, libraries reported the “number of persons using electronic resources in a typical week,” which included people using the library’s online catalog. With the new data element, these numbers are no longer included and we believe this explains the relatively small growth in use.

### **Objective/target # 5**

**At least 10% of public libraries will report that they are offering after-school homework or information literacy programs from FY03 to FY07.**

Surpassed the goal

We conducted a survey in 2006 to obtain data on the number of public libraries that offer information literacy programs. Of 309 survey respondents, 24% indicated they offered structured training classes on how to find and evaluate information.

The survey question was, “Structured training is defined as training offered by the library at a specific time and place for two or more library customers. In the past year, have you offered structured training classes for your library customers about how to find and evaluate

information? (Examples: a class about finding genealogy information or a class on Internet search skills.)”

### **Objective/target # 6**

**Increase the number of classes in information literacy skill training offered by libraries of all types by 20% between FY03 and FY07.**

✔ Made progress towards this goal

As noted in objective 5 above, we conducted a survey in 2006 to obtain data on the number of public libraries that offer information literacy programs. Through this survey we were able to establish a baseline of 24% of public libraries offering structured programs.

The survey will need to be repeated in the future to determine if the percentage of libraries offering classes and the number of classes have increased. While structured classes are important, there is now more recognition that one-on-one training at the time of need (the teachable moment) is an equally valid way of teaching information literacy. One-on-one training at the time of need is a method that small libraries with limited staff and facilities will probably find to be more do-able.

### **Objective/target # 7**

**Increase the number of school library media specialists taking part in the school library media impact study from 50% in FY01 to 80% by FY06.**

✔ Surpassed the goal

An annual survey of all Iowa school libraries was launched by the State Library in 2002: <http://www.statelibraryofiowa.org/ld/statistics/schools>. In FY06, 83% of teacher librarians (451 of 545) completed the survey. (Our preferred term is now “teacher librarian”.)

It is important for teacher librarians to complete the annual school library survey so we know the condition of school libraries. Without this information, we cannot identify where improvements need to be made or determine if we are making progress.

### **Objective/target # 8**

**Between FY03 and FY06, 80% of library staff taking training on databases and Web-based resources will indicate on course evaluations that they have improved their familiarity and proficiency with using and demonstrating electronic resources.**

✔ Surpassed the goal

Depending on the result being measured, between 93% and 100% of the participants indicated they had improved their familiarity and proficiency in using and demonstrating electronic resources. Detailed results from course evaluations are below.

Course	Date	Results
Intro to EBSCOhost	05/05	After the class, 100% said they had a better understanding of the different databases and resources EBSCOhost provides; 100% said they feel more confident using EBSCOhost to answer reference questions; 100% said they felt comfortable showing patrons how to use EBSCOhost.
EBSCOhost for Kids	01/06	After the class, 98% felt more confident using EBSCOhost to answer students' reference questions; 97% felt comfortable showing students how to use EBSCOhost.
Advanced EBSCOhost	11/05	After the class, 100% had a better understanding of the advanced features EBSCOhost provides; 98% felt more confident using EBSCOhost; 98% felt comfortable showing patrons how to use EBSCOhost.
Beginning EBSCOhost	11/05	After the class, 100% had a better understanding of the different databases and resources EBSCOhost provides; 98% felt more confident using EBSCOhost to answer reference questions; 93% felt comfortable showing patrons how to use EBSCOhost.
Advanced Features of EBSCOhost	10/04	After the class, 100% said they were somewhat or very comfortable using advanced searching features of EBSCOhost; 100% said they were somewhat or very comfortable selecting the most relevant database to do efficient searches.
EBSCOhost Basic Searching	10/04	Before the class, 41% said they were comfortable using EBSCOhost; after the class, 100% said they were comfortable. After the class, 95% indicated they were able to select the most relevant database to do efficient searches.
FirstSearch Training	10/04	Before the class, 47% said they were comfortable using FirstSearch; after the class, 97% said they were comfortable. After the class, 94% said they were likely to use FirstSearch to answer reference questions.

### Objective/target # 9

**In FY06, the school library survey will show a higher percentage of certified school library media specialists in school districts than reported in 2002.**

Did not meet this goal

Iowa school districts began to cut librarians in 1995 after a requirement for them was removed from the Iowa Code. From 1996 to 2006, there was a 27% decrease in the number of full-time teacher librarians in Iowa schools – a reduction of 195 positions. In 2002, there were 617 full-time teacher librarians in Iowa public schools, and in 2006 there were 508 - a decrease of 18%. This trend was alarming because research has shown that teacher librarians make significant contributions to further the academic achievement and lifelong learning of students. By providing teachers and students with a full range of print and electronic resources to support learning, the school library positively impacts student achievement.

To address the decline in the number of teacher librarians employed by school districts, the State Library worked with the Iowa Department of Education and the Iowa Library Association to convince the governor and the legislature to reinstate the requirement. In 2006, legislation was enacted to reinstate the requirement that each Iowa school district have a qualified licensed teacher librarian. The State Library is now working with the Department of Education to establish guidelines for K-12 school library programs and to write a technical assistance document for schools.

Goal 4: Identify and encourage resource sharing and partnerships in order to help libraries provide effective, high-quality service to Iowans

Goal 4 General Comments:

In 2006, we wrote and published, *Is a Combined School / Public Library Right for Your Community*, <http://www.statelibraryofiowa.org/ld/combined-sch-pl> (This document replaces the former *Iowa Joint Use Library Guide*, published in 1996). It was written to assist Iowa communities in making informed decisions on whether to combine school and public library services. It provides decision-makers with a means of assessing the feasibility of establishing a combined library and, if the decision is made to proceed, with a Planning Guide that addresses the many areas of library operations that need to be considered if the combined library is to be successful.

There was an interesting discovery during the project. Although operating joint libraries is often seen as a way for cities and school districts to save money, per capita expenditures actually increased in the last five Iowa communities where school and public libraries combined.

#### **Objective/target # 1**

**Increase the total number of libraries participating in SILO interlibrary loan from 688 to 750 from FY03 to FY07.**

✔ Made progress towards this goal

In FY06, 727 libraries participated in SILO interlibrary loan, our statewide ILL program. We feel we've reached capacity and don't expect significant growth in this number.

#### **Objective/target # 2**

**Increase the number of non-public libraries participating in SILO interlibrary loan from 144 to 200 from FY03 to FY07.**

✔ Made progress towards this goal

In FY06, 193 non-public libraries participated in SILO ILL. While most academic libraries participate at least minimally in SILO ILL, the majority of school libraries do not participate. However, we don't expect a significant increase in school library participation because their resource sharing needs are primarily met by Iowa's Area Education Agencies.

#### **Objective/target # 3**

**Increase the number of Z39.50 library catalogs that can be accessed in real time through SILO broadcast searching to 10 (none currently) by FY07.**

❑ Did not work toward this goal

We did not pursue broadcast searching via Z39.50, because few libraries have been willing to make their Z39.50 servers accessible over the public Internet. Libraries cite several reasons for restricting access, including Integrated Library System (ILS) performance concerns, ILS license limitations, security policies, and unstable server software.

#### **Objective/target # 4**

**Increase the number of library districts to 7 (none currently) by FY07.**

❑ Made progress towards goal

Library district legislation passed by the Iowa General Assembly in 2001 was the result of a 2000 recommendation from a statewide Library Services Task Force. The intent was to create legislation that would provide more options for local library governance structures, such as multi-county or city/county library systems. The State Library and Iowa Library Service Areas studied the legislation in 2003-2004 and found it to be unworkable because it would diminish the authority of cities to appoint library board members. We are supportive of larger library units of service and plan to propose changes to the law that would make it more palatable to libraries, cities and counties.

#### **Objective/target # 5**

**80% of SILO interlibrary loan participants will indicate they are satisfied with the service they receive from the State Library by FY06.**

❑ Made progress towards this goal

We did not conduct a survey to determine whether SILO interlibrary loan participants are satisfied with the service. However, if use is an indicator of satisfaction, the steady use of SILO ILL indicates participants are satisfied. Statistics from the last four calendar years are below:

- 2003: 128,793 requests/107,284 will sends (83.3% fill rate)
- 2004: 128,182 requests/103,484 will sends (80.7% fill rate)
- 2005: 125,539 requests/105,110 will sends (83.7% fill rate)
- 2006: 128,677 requests/107,618 will sends (83.6% fill rate)

On November 16, 2005, we celebrated a milestone: the 1 millionth interlibrary loan made through SILO since it was launched in 1997. Fonda Public Library (city population 648) requested the book "Silver Bells," which it did not own, from the Larchwood Public Library (city population 788). Larchwood received the request and sent the book to Fonda on November 17. State Librarian Mary Wegner said, "The SILO interlibrary loan system provides Iowans, no matter where they live, with equal access to the state's library resources. This system shows how closely Iowa libraries work together to provide great library services to Iowans. I'm proud that the State Library developed this sharing system and that Iowa libraries participate so

enthusiastically.” Larchwood Public Library Director Gayle Bruns said, “One million is great. It’s like winning a million dollar lottery.”

Related to the quality of ILL service, in 2004 we requested a bid from OCLC for providing unlimited access to a single statewide union catalog of library holdings. The proposal included an Iowa subset of WorldCat, plus unlimited cataloging and an interlibrary loan system, which would have replaced the Locator and SILO ILL.

A statewide task force was formed to evaluate the advantages, disadvantages, and budget feasibility of the bid. The task force was composed of users and non-users of OCLC, with librarians from university, college and community college libraries; large, medium and small public libraries; Library Service Area staff; and State Library staff. The task force met several times between September 2004 and May 2005. Members closely analyzed the bid and examined numerous pricing scenarios.

State Library staff and the task force concluded that it was not possible to accept the bid for budgetary reasons. The proposed OCLC bid offered many advantages. Unfortunately, neither the State Library nor the non-OCLC libraries had the financial capacity to sustain participation in this project over time. Task Force members hoped that Iowa will be able to move to a statewide OCLC system in the future, and recommended that Iowa libraries gradually develop readiness to move to an OCLC group catalog.

To that end, the State Library’s SILO staff worked to upgrade the SILO Locator. All non-OCLC libraries were encouraged to purchase accurate, high-quality cataloging records. To help improve the records in the Iowa Locator, we had a session about MARC records at Town Meetings in 2005. Of the 243 library staff members who attended one of the seven sessions, 97% said they had a better understanding of how to submit records to the SILO Locator and the importance of the SILO Locator Minimal MARC Standards. The State Library updated standards for submitting records to the Locator and began enforcing them on July 1, 2006.

#### **Objective/target # 6**

**80% of public library directors will be aware of changes in the law that allow for the formation of library districts by FY06.**

Made progress towards goal

At the 2003 Town Meetings, the State Librarian informed the 344 librarians in attendance about the changes in the law that allowed for the formation of library districts. Estimating that 300 of 543 public libraries were represented, 55% of library directors were made aware of the law. However, as noted in objective 4 above, the law as currently written has been found to be unworkable.

## Goal 5: Strengthen Iowa’s libraries through state level leadership and statewide library advocacy, coordination and planning

### Goal 5 General Comments:

In addition to the accomplishments described below, the State Library:

- Worked with the Iowa Library Service Areas to provide assistance to Iowa libraries in “telling the library story,” including the use of Web Connect. Together the State Library and LSAs created the Telling the Library Story Web Toolkit, <http://www.statelibraryofiowa.org/ld/tell-library-story>
- Coordinated three Gates grants related to public access computing for Iowa libraries: Training Program Grant, Rural Sustainability Grant, Staying Connected Grant.
- Provided coordination for the Iowa Center for the Book activities.

### Objective/target # 1

**By FY07, 80% of Iowa libraries of all types will submit annual survey data. (Note: The State Library is not involved with collection of data from academic or special libraries.)**

✔ Met this goal

If we are to know the condition of school and public libraries, they need to complete annual surveys. Without the information obtained from such surveys, we are not able to identify where improvements need to be made or determine if progress is being made. The number and percentage of libraries submitting annual survey data are below:

- School libraries:  $1100/1500 = 73\%$
- Public Libraries:  $532/543 = 98\%$
- All:  $1632/2043 = 80\%$

### Objective/target # 2

**By FY06, a survey of Iowa library staff will show that 80% believe the State Library provides effective leadership for Iowa libraries.**

✔ Made progress toward goal

The 2005 Town Meeting evaluation included the open-ended question, “What are the two most important things the State Library does for you? We did not prompt respondents to think of leadership and yet, out of 351 responses, about 38% mentioned leadership either directly or indirectly. (The other responses most frequently mentioned were continuing education and interlibrary loan.) Sample responses to the question that we considered “leadership” were:

- “Provides important CONNECTIONS, awareness & skills. Continuing education that supports standards of management as well as new perspectives & ways of doing things that better serve our communities.”
- “The State Library works to see to it that our libraries receive as much funding as possible.”
- “Keeping us informed on issues that we (the library community) need to be aware of. Providing us with the experts to be able to perform our jobs better.”
- “Supports me, with help and information, both on resource work and with city issues. But most important is their willingness to fight for our libraries funding and resources, so that we may continue our work.”

### **Objective/target # 3**

**By FY06, a survey of Iowa library staff will show that 80% are satisfied with the programs, services and customer service provided by the State Library.**

Made progress toward the goal

Although we did not conduct a customer satisfaction survey per se, in 2006, we hired Hill, Simonton Bell, a market research company, to conduct four focus groups of library directors. The primary purpose of the research was to assess the perception of the State Library in general and the library’s Web site in particular. (We had unveiled a redesigned Web site using content management software on April 1, 2006.)

The focus group report said, “Overall perception of State Library services and staff is extremely positive. The Web site is also perceived positively. Suggestions by participants are adjustments rather than huge issues.” Perception of the State Library was, “Friendly helpful, knowledgeable people who will answer any question or help find the answer.” Quotes from focus group participants included:

- “They’re always looking for new ways to help us.”
- “They do follow-up really well.”
- “They have a good response time.”
- “It’s the go-to place for help”
- “I have called there often and have yet to have them not answer my question.”

### **Objective/target # 4**

**County support for Iowa public library services per \$1,000 assessed valuation will increase from \$0.17 in FY03 to \$0.34 in FY07.**

Made progress towards this goal

As of FY06, county support for public library services per \$1,000 assessed valuation increased to \$0.21. Since we don’t have control over the decisions county boards of supervisors make about library funding, our role has been to increase the awareness of library funding disparities and to

provide library directors and boards with the information and tools they need to advocate for equitable funding from counties. The disparities in public library funding across Iowa are illustrated by the following statewide averages using fiscal year 2006 data:

#### Per Capita

- \$31.90 – the statewide average city funding for public libraries
- \$13.15– the statewide average county funding for public libraries

#### Cents per \$1,000 Assessed Property Value

- \$1.17 – the statewide average city funding for libraries
- \$0.21 – the statewide average county funding for libraries

The Iowa Commission of Libraries, the State Library’s governing board, took a position in 2005 and again in 2006, that “The Iowa Commission of Libraries strongly endorses the principle of adequate compensation for library services to all Iowans. Toward that end, the Commission encourages library boards to adopt policies regarding contracts for library services that assure equitable tax support for libraries by all jurisdictions.”

To address this issue, the State Library has:

- Developed and maintained a reciprocal working relationship with the Iowa League of Cities
- Developed and maintained a good working relationship with the Iowa Department of Management, the official source of city and county funding information
- Raised the issue with the Iowa Commission of Libraries who took a position and explained it in a letter to every public library director and board president in 2005
- In 2005, discussed the issue of equitable funding with the director of the Iowa State Association of Counties
- Provided seven sessions on equitable funding at the 2005 Town Meetings and provided one evening session for trustees using video teleconferencing
- Provided information about city and county library funding on our Web site
- Supported libraries that pursued equitable funding with information and encouragement
- Wrote a front page article on equitable funding for the January/February 2007 issue of *Footnotes*, our newsletter

This is a long term issue and we intend to continue to work on it.

### III. Results of in-depth evaluations

#### Method

We conducted in-depth evaluation of two objectives related to continuing education programs, Goal 2, Objectives 4 and 5. In both cases, the evaluation method was self-reports from program participants using an online survey tool called SurveyMonkey, <http://www.surveymonkey.com/> We have found this tool to be very effective for conducting both pre- and post surveys. In most cases, the link to the survey is sent to participants via e-mail following a program. They simply click on the link to get to the survey which they can complete more easily and quickly than a traditional paper survey.

We believe ease of use contributes to our high rate of return which is important for reaching accurate and reliable conclusions. (Using Town Meetings as an example, during 2003 through 2006, we had 1513 people attend. Of that number, 1255 completed surveys for an 83% return rate.) Also contributing to our high rate of return is that participants receive continuing education credit needed for recertification only after completing the survey.

#### Results

##### Objective/target # 4

80% of staff completing Public Library Management 1 and 2 classes from FY03-07 will indicate they have a good or excellent ability to deal with selected library management issues.

Over the period 2003-2006 an average 85.5% of students indicated a good or excellent ability to deal with selected library management issues after completing class. These issues include developing a positive working relationship between the library and the director; managing staff; preparing and presenting a budget; policy development; planning; identifying community needs; collection development; intellectual freedom; reference and readers advisory; serving adults, young adults, children and other groups in the community.

The table below illustrates student achievement.

Class/Year	Percentage indicating good or excellent ability to deal with selected library management issues after completing class
PLM 1 2003	84%
PLM 2 2003	87%
PLM 1 2004	77%
PLM 2 2004	93%
PLM1 2005	86%
PLM 2 2005	90%
PLM 1 2006	81%
PLM 2 2006	86%

Objective/target # 5

In 2004 and 2006, the State Library used LSTA funds to provide leadership institutes sponsored by the Iowa Library Association. Each of the institutes had 25 participants. Results from the one-month follow-up surveys are below:

Year	Strongly Agreed or Somewhat Agreed with the Statement	Statement
2004	91%	More confident about my ability to be a change agent in my organization than before the Institute
	91%	More confident about my ability to be a change agent in the general library community
	96%	Have a greater understanding of leadership
	91%	Feel that I have greater capacity to provide leadership in a variety of settings
	87%	More willing to take risks
	83%	More willing to pursue innovation
2006	82%	More confident about my ability to be a change agent in my organization than before the Institute
	100%	More confident about my ability to be a change agent in the general library community
	100%	Have a greater understanding of leadership
	100%	Feel that I have greater capacity to provide leadership in a variety of settings
	94%	More willing to take risks
	100%	More willing to pursue innovation

For the 2004 leadership institute we also did a three month follow up survey. The results are below:

Year	Yes Response	Statement
2004	95%	Have you taken any risks as a result of attending the institute?
	75%	Have you pursued innovation as a result of attending the institute?
	65%	Are you participating in any new leadership activities within the Iowa Library Association and/or the Iowa library community as a result of attending the institute?
	60%	Are you participating in other, new leadership activities within your own community as a result of attending the institute?

According to the Iowa Library Association, four participants from the 2004 leadership institute have run for ILA office; two participants from the 2006 institute have run. Many of the participants are currently serving as subdivision chairs.

## IV. Progress in showing results of library initiatives or services

We agree that outcome measurement / impact assessment is essential for improving programs, allocating resources, determining what difference libraries are making and for communicating with outside decision makers. We described two in-depth evaluations in Part III.

We have made an effort to go beyond measuring outputs and customer satisfaction to incorporate outcome measurement / impact assessment into other programs as well. Examples illustrating our progress are below.

### Goal 1, Objective 8

The number of children participating in summer library reading programs will increase 10% by FY06.

By being aware of research conducted by other institutions, we can make inferences about the impact of the summer library program. One example is *The Role of Public Libraries in Children's Literacy Development: An Evaluation Report*, Pennsylvania Library Association, 2001 <http://www.statelibraryofiaowa.org/ld/youth-services/slp/importance/role/>. The research conducted about summer reading programs in Philadelphia studied four groups of children with low reading scores who came from low-income working families. Two groups attended summer reading programs; the other two attended day camps. After a few weeks in the programs, **the children in the summer reading program read significantly better** than those who attended camp. We can infer from this study, that the summer library programs taking place in Iowa libraries would have the same results.

### Goal 1, Objective 12

The number of libraries that provide reading and literacy outreach programs to targeted populations and customers with special needs will increase by 10% by FY06.

While the number of libraries that provide such programs is an output, we can infer from the same research cited above that these programs are having an impact. The research found that public library reading programs played an important role in the **reading achievement of children who lack access to books** and other reading materials in their daily lives.

### Goal 2

Improve library service to Iowans through knowledgeable, customer-oriented staff and well-informed effective public library trustees.

While we still report the number of continuing education programs offered and the attendance which are outputs, we have improved the quality of the questions we ask on post evaluations so they get closer to measuring impact. For example, we often ask participants to self-assess their knowledge, skills, or attitude pertaining to the subject of a program they attended. We also regularly ask, "What do you plan to do as a result of attending this program?" These types of questions go beyond whether attendees liked the program and improve our ability to determine whether the program is making a difference for library staff.

### Goal 3, Objective 8

Between FY03 and FY06, 80% of library staff taking training on databases and Web-based resources will indicate on course evaluations that they have improved their familiarity and proficiency with using and demonstrating electronic resources.

The assessment we conducted for this objective is another example of the improved quality of questions used in post training evaluations. After taking EBSCOhost classes participants indicated they were more proficient and comfortable with this database. The table detailing the results is included in Part II, Goal 3, Objective 8.

### Goal 5, Objective 4

County support for Iowa public library service per \$1,000 assessed valuation will increase from \$0.17 in FY03 to \$0.34 in FY07.

While funding amounts are not outcomes, adequate funding is fundamental to providing quality library service. This is a “risky” objective for us because we don’t have control over how well counties fund libraries. So far we have not met our objective. But by studying whether county support for libraries increases over time, we believe we are studying our own impact. Better library funding translates into more open hours, better collections, up-to-date technology and better quality programs for Iowans.

## V. Lessons learned

### **1. Continue to use LSTA funding for projects of statewide impact**

Iowa librarians continue to be very supportive of our current practice of using LSTA funding primarily for statewide projects rather than for individual local projects.

### **2. Consider carefully the ramifications of taking on additional projects**

Our staff workloads are such that when a staff member is given an additional assignment, it results in the staff member not being able to do something else. This seems obvious now, but we have learned that we need to consider all the ramifications of taking on other projects and consciously decide what is not going to get done if we take them on. The best examples are the opportunities we had from the Gates Foundation to administer three grant programs (Training Grant, Staying Connected, Rural Sustainability) on behalf of Iowa public libraries. Administering these three grants prevented us from carrying out some of the LSTA activities we expected to accomplish at the time we developed the 03-07 Five Year Plan.

### **3. Leverage staff resources and non-federal funding to carry out our LSTA plan**

Whenever it was possible, we used state funding and grant funding (such as the Gates Foundation) to further our existing LSTA goals. We continue to feel this is preferable to using non-federal funds to go in a direction inconsistent with our goals. By taking this approach we have been able to accomplish more of our LSTA plan and convey a consistent message about our priorities.

### **4. Measure progress regularly and frequently**

We needed more continuous measurement: regular (at least annual) snapshot of progress made toward achieving LSTA objectives. We plan to assess progress with the 2008-2012 LSTA plan at Library Development staff meetings at least every three months.

### **5. Write objectives that come closer to measuring impact**

For future LSTA plans, we need to improve our ability to develop objectives that can be measured in terms of impact. All of our objectives were “worthy,” but many of them involved counting outputs. In several cases, it was difficult to obtain the data needed to evaluate the impact. It would be better to have fewer objectives, but have ones that measure impact.

## VI. Brief description of evaluation process

The evaluation process was conducted internally using primarily existing data. The main evaluators were Mary Wegner, State Librarian and Sandy Dixon, Program Director for Library Development. Also involved in providing data for the evaluation were four Library Development consultants, two other State Library managers, our public information specialist and SILO technical staff. We used a variety of sources including the following:

- Previous LSTA annual reports
- Statistics from the annual Public Library Annual Survey and the school library survey
- Data from the accreditation report public libraries submit every three years
- Impact results from post training evaluations conducted via SurveyMonkey
- Statistics collected internally by the State Library such as number of libraries subscribing to State Library sponsored databases, number of database searches, attendance at continuing education events, number of interlibrary loan transactions
- Internal databases maintained by the State Library such as accreditation detailing which libraries meet each of 75 different measures
- Special data gathering efforts such as the focus groups conducted about our Web site and the special survey of libraries about information literacy activities
- City and county funding information available from the Iowa Department of Management

## VII. Appendix

No items in the appendix.