

**IOWA**

**LSTA Five-Year  
Plan Evaluation**

**April 30, 2002**

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## LSTA Five-Year Plan Evaluation

### I. Executive Summary

*“I am very pleased with the way the State Library has used LSTA funding to help improve our library’s service to our rural community. LSTA funding has helped our staff and trustees, brought more access to information for our patrons, and furthered our resource sharing. With a faltering economic picture, these things have boosted our impact in this community, giving patrons services that otherwise might only be found in big cities.”*

The LSTA goals for Iowa, FY98-FY02, are as follows:

1. Provide all Iowans with expanded access to information and materials through the State of Iowa Libraries Online (SILO) network.
2. Improve library service to Iowans through knowledgeable, well-trained staff and well-informed public library trustees and library users.
3. Meet Iowans’ increasing demands for information and library services by identifying and encouraging resource sharing and partnerships.
4. Provide state level leadership and services to accomplish the LSTA Five-Year Plan.

The primary objectives of this evaluation are to provide:

- \$ An assessment of the overall impact of Iowa’s LSTA funding and success in achieving the goals identified in the state’s five-year plan.
- \$ An in-depth analysis of two specific goals from the plan: providing Iowans with expanded access to information and materials through the State of Iowa Libraries Online (SILO) network; and improving library service to Iowans through knowledgeable, well-trained staff and well-informed public library trustees and library users.

LSTA built on accomplishments made possible with the federal HEA II-B grant awarded to the State Library in 1995. This grant led the way in bringing technology to Iowa libraries by creating an electronic library network for resource sharing. SILO (State of Iowa Libraries Online) became fully functional in 1997. The State Library continued funding SILO with LSTA money when the grant ended. This funding supports the SILO infrastructure, providing equitable access to information through cutting edge technology to Iowans in both small and large, rural and urban, communities. Access to electronic material and information has encouraged public libraries to increase the number of computers and public access to the Internet.

LSTA funding was used to increase training opportunities for library staff and trustees. Many programs, such as librarian certification, were strengthened by an increase in continuing education opportunities. Education and communication efforts by the State Library, including town meetings, State Library web presence, electronic mail lists, and ICN video conferencing information sessions

have enhanced the relationship among the State Library, Library Service Areas and libraries in the state, resulting in a stronger, more cohesive Iowa library community.

LSTA funding used for competitive partnership grants encouraged the development of cooperative projects in the state. Public libraries began to see other non-library agencies in their communities as partners, which encouraged innovative and creative projects. Many of these projects resulted in resource sharing which provided Iowans with access to more information.

Iowa libraries were able to leverage LSTA funding to achieve direct state aid to public libraries. LSTA funds were used to help the Iowa Library Association complete a marketing study of Iowans' use of libraries, which was used in the ILA lobbying effort for direct state aid. One million dollars in new money for direct state aid to public libraries was appropriated in 2000, and that amount continues to be allocated annually. LSTA funds were also used to finance the work of a statewide task force convened in 2000 to make recommendations to the Iowa Commission of Libraries on the future delivery of library services in Iowa. The Commission received the recommendations and established priorities that continue to guide the State Library and the Iowa library community. The Commission forwarded its recommendations to the legislature in 2001, and landmark library legislation was passed during that same session. The legislation restructured the governance of the regional library system and created Library Service Areas; mandated a closer planning relationship among the State Library, the Library Service Areas, and the Area Education Agency media centers; and made it possible for new forms of library systems to develop.

Evaluation of LSTA programs and projects has been stressed. The State Library routinely evaluates its Library Development programs, using both formal evaluation tools and informal feedback techniques. Subgrantees are required to determine and report the outcomes of LSTA projects, and anecdotal evidence of the impact of the projects is also requested.

LSTA dollars have been used to improve the technological capacity of Iowa's libraries, to expand the public's access to high quality information, to enhance resource sharing, to extend library services to populations that have been unserved or underserved, and to a limited extent to reach individuals who have special needs that impede their ability to use traditional library services and resources. In Iowa, LSTA funds generally support statewide programs and services, thus affecting more citizens than could be reached with smaller, individual grants.

In summary, our evaluation has concluded that Iowans received improved local library service from 1998 to 2002 because of the nearly \$1.5 million received annually from LSTA. Iowa's LSTA program has touched upon each of the federal program priority areas, has had an impact on all types of libraries, and has enabled libraries to pursue a shared vision of providing each Iowan with equal access to information and ideas.

***“The LSTA funds are, in my opinion, essential monies for keeping the library in a small town viable.”***

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

### Introduction

#### **Iowa Demographics**

Iowa is largely a rural state with 55,869 square miles. According to the 2000 U.S. Census, Iowa ranks 30<sup>th</sup> in the nation with a population of 2,926,324, a 2.5% increase over the 1997 estimated census and a 5.4% increase from the 1990 census. Iowa ranked third highest in the number of farms in 2000. Even though Iowa is a rural state, there are indications that more people are moving to urban areas. However, Iowa has only seven metropolitan areas with populations over 100,000: Des Moines, Cedar Rapids, Davenport, Iowa City, Council Bluffs, Sioux City and Waterloo.

Per capita personal income rose slightly from \$23,503 in 1997 to \$26,376 in 2000. The median income per household rose to \$42,993 in 2000 compared to \$33,783 in 1997. The percent of Iowans living in poverty continues to decrease from 11.5 in 1990, to 9.9 in 1997 and 7.1 in 2000. Nationally, Iowa ranks 46 in population living in poverty.

Iowa's population continues to be mostly white (93.9%), but new figures show the population is becoming more diverse (Blacks - 2.1%, Asians - 1.3%, and Hispanics - 2.8%). The number of Hispanics in Iowa has more than doubled since the 1990 census. For example, in the community of Postville, the non-white population increased more than 10,000% in 10 years. In Marshalltown, Hispanic residents grew from 248 to 3,265 in 10 years.

The median age rose from 36.3 in 1997 to 36.6 in 2000. The percentage of people over age 65 is 14.9%; 8.1% of Iowa's senior citizens live in poverty.

In 1990, just over 80% of the population were high school graduates. That increased to 89.7% in 2000, ranking Iowa ninth nationally. In 2000, 22.2% of Iowans had bachelor's degrees.

#### **Status of Libraries in Iowa**

	<u>1997</u>	<u>2002</u>
Number of total libraries	1,940	1,950
Public libraries	536	543
Academic libraries	74	79
*Special libraries	118	133
Registered borrowers	1,600,000 (56% of pop.)	1,747,287 (59% of pop.)
Public access computers in public libraries	912	1,734
National rankings (public libraries)		
Libraries per capita	4	
Circulation per capita	8	10
Library visits per capita	13	10
School media centers	1,212	1,195
Student population	480,000	485,932
School districts	397	371
Enrollment (students per district)	51 to 30,000	55 to 32,010

\*Special libraries (hospitals, government agencies, educational institutions, museums, businesses, agricultural and manufacturing companies, publishing firms and banks)

### **Process to develop the 1998-2002 Plan**

The development of LSTA from LSCA provided a significant change in the focus and role of federal funds for libraries. This was an opportunity to revisit the needs of libraries in light of the statewide vision for library service, created by representatives of the Iowa library community while developing a Unified Plan for Library Service in 1994:

*“Each Iowan will have equal access to information and ideas in order to participate knowledgeably and productively in a democratic society and to lead an enriched life through lifelong learning.”*

Development of the LSTA five-year plan gave librarians a chance to re-examine their strengths and identify challenges that kept them from achieving their vision. The development of the plan positioned libraries to meet the demands of Iowa residents for responsive, high quality library service.

Input for the five-year plan was obtained from a broad cross-section of library users and the Iowa library community, including administrators of the Iowa Regional Libraries (now Library Service Areas), LSCA Advisory Council, State Library staff, Iowa Commission of Libraries, and a survey posted on the State Library web page.

A two-day meeting was held with library users, academic librarians, state agency and special librarians, Library Service Area staff, institutional librarians, school media center specialists, public library trustees, staff from the Department for the Blind, and librarians from small, medium and large public libraries. A focus group with 35 students from the University of Iowa School of Library and Information Science was also conducted.

A first draft of the plan was developed and sent to all participants with a request for further input. Draft two was then sent to all, with an invitation to respond with written comments and/or attend a scheduled statewide meeting over the Iowa Communications Network (ICN). This interactive session was held at 14 ICN sites in the state. Few State Library documents have received so broad and diverse a review. The results included a consensus on the external environment in Iowa, the strengths and challenges facing Iowa’s library community, the decision making principles to guide future uses of federal funds, and the identified goals for the program.

### **Decision Making Principles**

To develop principles to guide decisions about future use of federal funds, focus groups and the LSTA Advisory Committee reviewed successful LSCA projects and identified key factors in their success. There was consensus that the following factors should be applied to the use of Iowa LSTA funds when developing the five-year plan.

- \$ Have a major impact on library service to Iowans
- \$ Level the playing field / increase access to information
- \$ Have statewide benefits
- \$ Foster cooperation, resource sharing, and partnerships
- \$ Involve multi-type and different sized libraries
- \$ Encourage innovation
- \$ Emphasize evaluation

## SUMMARY OF USE BY GOAL, OBJECTIVES AND ACTIVITIES

*“As a director of a small town library, I don’t know where to begin to thank you for all the benefits we receive through LSTA funds.”*

**Goal I: To provide all Iowans with expanded access to information and materials through the State of Iowa Libraries Online (SILO) network.**

- A. Need Identified: Iowans need equitable access to information through their local libraries.
- B. Results: Iowans had more, better and faster access to information because libraries embraced technology and electronic resources. Small as well as large libraries have dramatically expanded their scope. The ability to provide these additional services has empowered Iowa libraries.
- C. Objectives:
  - 1. Provide all public libraries with subsidized access to online databases currently offered on SILO, as well as low cost access to additional databases.
    - a. Continually compare the cost effectiveness/need of current databases on SILO (i.e. OCLC’s FirstSearch) with similar products.
    - b. Identify and pursue additional statewide database licenses based upon input from libraries.

*“Working at a smaller library, you feel like you are on the same footing as the big guys because all the information is there for everyone equally and at the same time.”*

### Activities

98-02 Provided all libraries in Iowa access to online full-text resources with statewide subscription to FirstSearch

99-02 Provided all Iowa residents access to online, full-text database resources with statewide subscription to Electric Library

98-02 Created database selection team to compare databases and surveyed library community for database needs

- 2. Continue access to the SILO Locator and Iowa Union List of Serials through SILO.
  - a. Encourage libraries of all types to contribute MARC records to the statewide online bibliographic database, SILO Locator and the Iowa Union List of Serials
  - b. Facilitate the preprocessing and loading of records into the SILO Locator
  - c. Enhance features to facilitate use of SILO, including collection management features

### Activities

98-02 Provided funding to maintain SILO technical staff

98-02 Provided funding to support and maintain servers, provide upgrades and develop programming for SILO

98-02 Provided staff support of Z39.50 capabilities which allows access to 26 library catalogs using various automation software

- 00-02 Improved the FTP process to download records into the SILO Locator (Union Catalog); Submission error reports became available on a monthly basis
- 00-02 Decreased processing time for libraries to input records into the SILO Locator
- 00-02 Improved the quality of the Locator with new process reducing number of multiple citations and creating batch deletion files; able to provide daily OCLC file updates
- 99 Provided on-line add and delete process to submit records

3. Provide low cost access to online databases through SILO for all types of libraries and their customers.
  - a. Encourage libraries to do retroconversion of bibliographic records, making their collections available to all Iowans via the Locator
  - b. Encourage consortial arrangements to purchase additional databases on SILO
  - c. Offer databases of interest to school, academic, Regent and special libraries

#### **Activities**

- 01-02 Worked with Area Education Association Collaborative for Education Media (ACEM) to coordinate school and library database selection and purchasing projects

4. Facilitate the identification and digitization of unique Iowa resources via SILO
  - a. Seek out and make available Iowa-specific electronic information via SILO
  - b. Encourage agencies to provide electronic access to Iowa state documents
  - c. Provide census information online via SILO

#### **Activities**

- 98-02 Acted as the Iowa center for Census 2000; workshops provided public libraries information on how to participate in the 2000 Census; Census 2000 data was posted on the State Library web page and will be continually updated as data becomes available
- 98-02 Provided "Joblist," an on-line listing of library job openings in Iowa and around the nation
- 98-02 Provided the Iowa Library Directory both in print and online
- 00 Health/InfoIowa - The State Library received a grant from the National Library of Medicine to create an online educational resource for Iowa residents; site resides on the State Library web page
- 00-02 Provided access to a database of Iowa inventors and patent holders on the State Library web page
- 00-02 Developed, in cooperation with Iowa Information Technology Department, a procedure to allow electronic access to all State agency reports
- 98-02 Provided online access to state documents
- 00-02 Worked with Iowa Information Technology Department on technology projects that enhance information access for Iowans
- 98-02 Required all materials purchased with sub-grant funds be loaded in state union catalog

5. Advocate for access to libraries and information services, including the Internet, for all Iowans, including those with disabilities, with limited-English speaking abilities, and the institutionalized.
  - a. Encourage access to SILO and training for institutional library staff
  - b. Partner with the Regional Library consultants to provide assistance to libraries serving disabled Iowans and those with limited-English speaking abilities
  - c. Assist libraries that are proposing innovative services to under-served Iowans
  - d. Explore methods for making Internet access in libraries available to people with disabilities.

### Activities

- 98-02 Provided access to Electric Library and FirstSearch to Iowa institutions
- 98-02 Provided access to State Library web page and mail lists to Iowa institutions
- 98-02 Worked with Internet service providers to get direct Internet access to libraries in rural Iowa
- 00 Sponsored the national downlink on Assistive Technology and broadcast the session statewide over the ICN
- 01 Received “Bobby” approval for HealthInfoIowa web site (Bobby WorldWide is a tool for Web page authors that helps them identify changes to their pages so users with disabilities can more easily use their Web pages.)

### Subgrants

- 98-99 Technology Assistance Consulting (TAC) grants provided funding to assist public libraries needing consulting assistance in the areas of electronic access to information and integrating automated system into a local area network - a total of 47 libraries received up to \$2,000 each to hire consultants.
- 00 Funded router purchases for public libraries that were connecting to SILOnet.
- 00 Vision Through Hearing - a partnership grant among the Decorah Public Library, Northland Area on Aging, Spectrum Industries and the Decorah Lion’s Club resulted in converting the local newspaper to audio format for the visually impaired.
- 01 Improving Library Services for Visually Impaired - a partnership grant including the Waukee Public Library and the Waukee Lions Club provided text enlargement and clarification equipment for the library.
- 01 Partners in Literacy: Reaching Children in the Latino Community – a partnership grant that included the Marshalltown Public Library along with ISU Extension, Iowa Valley Community College and Marshalltown schools to meet the needs of Latino immigrants.
- 02 Reaching the Unconnected - a partnership grant that included the Indianola Public Library, CITA (Community, Information Technology, Access), and Indianola Parks and Recreation to provide computer training classes to the community.
- 02 Leer, UNtaTb, Read - a partnership grant that includes the HAWC Empowerment Home Visiting Programs, Northeast Iowa Library Service Area, Iowa Literacy Resource Center, Decorah Public Library, Garnavillo Public Library and Postville Public Library to serve an influx of immigrants from the former Soviet Union, Mexico and Central America by introducing them to library programs and services.

6. Promote library participation in the Iowa Communications Network (ICN).
  - a. Consult with libraries on installing ICN two-way interactive video meeting rooms
  - b. Expose libraries to the versatility and convenience of the network through workshops and meetings over the ICN
  - c. Provide a statewide workshop on distance learning and teaching via the ICN

#### **Activities**

- 98-02 Provided assistance to 50 public libraries on how to design a video conference meeting room, order distance learning equipment and connect to the ICN
- 98-02 Provided training on distance learning and video conferencing equipment for 50 libraries after they were connected to the ICN
- 98-02 Provided interactive information sessions for ICN libraries on various topics relating to distance learning activities in their communities
- 98-02 Developed an electronic mail list for ICN libraries so they could communicate on topics of interest
- 98-02 Worked with other agencies and organizations (Administrative Telecommunication Advisory Council, Iowa Telecommunication and Technology Commission, Education Telecommunications Council, Alliance for Advanced Communications) on state telecommunications issues.
- 98-02 Encouraged statewide use of the ICN by libraries and State Library staff for training opportunities - The State Library used the ICN for training purposes over 200 hours a year, with close to 3,000 participants per year.
- 02 Applied, on behalf of 50 libraries, for e-rate telecommunications video discounts

#### **D. Benchmarks for Goal I:**

1. Increase the number of libraries participating in SILO Interlibrary Loan to 713 (38.9%)
 

98	513 of 1,940 participating (26.4%)
02	681 of 1,950 participating (35%)
  
2. Increase the number of non-public libraries participating to 188
 

98	88 participating
02	144 participating
  
3. Increase the number of FirstSearch participants to 825
 

98	550 participants
02	610 participants

In addition, Electric Library has been added since the Plan was created with 380-400 libraries accessing per month; 1,195 school libraries access EBSCO
  
4. Increase the number of total searches by 30% in FirstSearch
 

98	15,000 full-text; 405,927 total searches per year
02	16,991 full-text, 897,003 total searches per year

Growth 120%

02	Electric Library searches: 222,467 queries; 391,054 retrievals per year
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5. Increase the number of state institution libraries with Internet access by 5  
98 8 with Internet access  
02 10 with Internet access
6. Increase the number of full-text databases available on SILO by 25%  
98 7 FirstSearch databases offer full-text  
02 40 full-text databases offered in FirstSearch  
02 In addition, full-text Electric Library is available
7. Require all LSTA recipients to use a structured evaluation process.  
All LSTA subgrant recipients are required to submit evaluation reports.

## **E. Results of Selected Goal I Objectives**

### **Continue Access to SILO and online databases**

The State Library of Iowa's SILO project is considered a success on many levels. The infrastructure developed in the HEA grant and continued with LSTA funds has increased the amount of online information available and piqued awareness and use of technology in Iowa's libraries. Emerging technologies are used in creative and effective ways. Libraries continue to add public access computers and Internet connections so customers can get to the information available on SILO. An indirect result of participating in SILO interlibrary loan and accessing available databases is that libraries are continually updating software and hardware.

*“I appreciate the State Library’s help in getting me into the computerized world. At my age, I never would have done it had it not been for them teaching me.”*

*“Thanks to SILO, we do not feel as isolated as we used to.”*

SILO interlibrary loan benefits all Iowans by providing quick access to materials. The proprietary software offers load leveling lending protocols and loan transaction management that commercial vendors do not. Requests are first sent to like libraries in geographic proximity, then are routed farther up the levels of library sizes until the material is located. This allows even the smallest libraries to become lenders.

*“Libraries would not be able to exist the way we do without interlibrary loan. It is the backbone of what SILO is all about. We should be extremely proud. Not every state has something this advanced. People are amazed at how much we can do for them in a small town library through computers and interlibrary loan.”*

SILO electronic databases and resources allow all Iowa citizens to have free access to information and resources. Customers at libraries are “amazed” when they can print full-text articles as results of searches. The availability of electronic resources allows small libraries to meet customer needs as effectively as large libraries.

*“It’s good to be able to get answers so quickly in this world. It’s so instant.”*

**Promote the ICN (Iowa Communications Network)**

Even though LSTA funds did not go into developing this statewide, voice, data and interactive video network, its use by the State Library, Library Service Areas and public libraries has been supported by LSTA. Using the ICN and its video conferencing capabilities has enhanced training and resource opportunities for the Iowa library community. The ICN connects Iowa libraries with more than 750 other video conferencing sites in the state. ICN meeting rooms in libraries are frequently used by library staff and non-library agencies for programming and training. Local libraries with ICN meeting rooms provide a great service to their communities.

The State Library customers and staff depend upon the efficiency and travel cost savings of distance learning. The ICN has been important to the State Library in receiving reactions and feedback on new programs. Attendance and regional diversity increase when all geographic areas of the state are represented. Technology is more easily incorporated into ICN training sessions. ICN training is provided within critical time frames and guarantees information equity. Some training and workshops would not be possible without the video conferencing capabilities because it would involve too much time and travel. Iowans value the opportunity to attend classes and meetings at local ICN sites. If not for the ICN, many librarians would be unable to pursue continuing education or develop professionally.

Because of the number of ICN site locations, a Goal II objective of not having to travel beyond 75 miles was not only met, but exceeded. Often participants can attend sessions in their local communities, and rarely do they have to travel more than 20 miles. The number of ICN meeting rooms in public libraries makes scheduling training sessions easier for the State Library and Library Service Areas.

**Advocate access to Internet for all Iowans**

Public libraries have evolved since SILO was introduced. In 1995, libraries were encouraged to get Internet access, and turned to dial-up access as a solution with one line and one computer. Many libraries soon found this unsatisfactory and moved to 56k direct connections. Now libraries find 56k is too slow to provide adequate service to multiple public access computers. While Iowa libraries have come a long way, there are still many that use dial-up connections because the service is free or inexpensive from the local telephone company.

Some libraries are able to hook into the State Library SILOnet to receive Internet access. Although this is not technically viable for all libraries, it has benefited 31. The State Library recently leased another T-1 circuit to facilitate the growing network and to respond to user concerns of access speed. The State Library has created a list of ISP providers for those libraries not directly connected to encourage them to choose high-speed Internet.

One-hundred and forty of Iowa's 543 public libraries have high speed connections, and gains are slowly being made. In 2000, 19 percent of public libraries had high speed connections; today the figure is 26 percent.

**Goal II : To improve library service to Iowans through knowledgeable, well-trained staff and well-informed public library trustees and library users.**

- A. Need Identified: Iowa public library staff and trustees need training to prepare them to provide high-quality library services to Iowans.
- B. Results: Better trained library staff provide improved library services to Iowans. Continuing education courses record high attendance and more public library directors are certified.

*“Networking at continuing education programs gives us a sense of community. We find out we all share the same problems - even the large and small libraries have the same problems.”*

- C. Objectives:
  - 1. Provide statewide coordination of continuing education opportunities in all areas of library service, including information technology, for public library staff.
    - a. Identify, in consultation with the Library Service Areas, statewide continuing education needs.
    - b. Disseminate an annual list of continuing education offerings available statewide for library personnel.
    - c. Offer Public Library Management I & II courses for library staff
    - d. Continue the development of consulting skills through ongoing training for providers.

**Activities**

- 98-02 Worked directly with Library Service Areas to provide training and information. The State Library could not accomplish its programs without the support and help of the Library Service Areas.
- 98-02 State Library offered Public Library Management I & II courses each year to librarians to meet certification requirements
- 98-02 State Library presented statewide Town Meetings each fall with staff from Library Service Areas and Iowa Library Association - Topics included technology (e.g. Internet and Kids, computer security), customer service, budget preparation and promotion, locating census and health information
- 98-02 Provided Library Service Areas and State Library staff with training and workshops: Masterful Consultation Skills, Becky Schreiber, 1998; Planning for Results, Sandra Nelson, 1999; Effective Presentations, Susan Silk, 2000; New Planning for Results, Sandra Nelson, 2001; and Library Legal Issues, Shauna Shields, 2002.
- 00 Published the Iowa Public Library Director’s Handbook to provide a quick reference source for public library directors; has become the “official” reference on policies, board orientation, and other issues that library directors should know; is used as a resource in Public Library Management classes
- 98-02 Published the Continuing Education Catalog which lists training opportunities for librarians; now converted to an online version that can be continuously updated to include all State Library and Library Service Area offerings
- 98-02 Provided support for the ongoing voluntary librarian certification program which improves library service by developing skills of public library staff. Over 700 librarians are actively participating in the program

- 98-02 Provided funding for various State Library sponsored workshops in topics such as Grant writing, E-rate discounts, Electronic Resources, FirstSearch, Electric Library, Library Standards, Bibliostat, Stories 2000, Technology Plans, Youth Services, Census 2000, and Enrich Iowa
- 99 Sponsored the national downlink “What’s A Library to Do? - Filtering Dilemmas” and broadcast it to several ICN sites throughout the state. Attended by over 100.

#### Subgrants

- 00 Improving Customer Service – Needs assessment and training for public library staff on improving reference and customer service; also included customer service training for State Library staff.
2. Facilitate training on the use of information technologies for staff in libraries serving persons with disabilities and the institutionalized.
    - a. Determine the level of library service currently being offered to people with disabilities.
    - b. Facilitate training to library staff serving people with disabilities or in institutions.

#### Activities

- 00 Sponsored the national downlink on Assistive Technology and broadcast the session statewide over the ICN
  - 98-02 Provided training on FirstSearch, Electric Library and electronic access to Iowa institution staff
3. Provide an annual series of statewide public library trustee training programs.
    - a. Develop and deliver an annual series of trustee training programs based on identified needs.
    - b. Offer training over the ICN so that no trustee needs to travel over 75 miles to a program.

#### Activities

- 98-02 Provided a series of trustee workshops/continuing education opportunities: What’s It All About? The Library Board Member Job Description; Power of the Public Library Boards over Budget and Finance; Grant Writing Tips for Trustees; Raising Our Standards; Technology for Trustees; Legal Issues for Libraries; What Makes a Public Library a Library?; Realist’s View of the 21<sup>st</sup> Century; Policy Development; and Evaluating the Library Director. Using the ICN, trustees can attend in their own community or travel less than 30 miles to attend any session.
- 98-02 Developed the “Iowa Trustees Handbook” which has become a frequently used and well-received tool
- 01 With assistance from Libraries for the Future, sponsored five advocacy workshops for library trustees; attendance included 144 trustees and library directors
- 01-02 Played a key role in creation of new Library Service Areas (LSAs), which replaced Regional Libraries, and helped develop LSA trustee boards. An ICN session was held for the new LSA trustees.

4. Inform Iowans about services available from public libraries and about the importance of libraries.
  - a. In cooperation with the Iowa Library Association and the Library Service Areas, determine library public relations needs.
  - b. Assist with a statewide marketing program for libraries.
  - c. Publicize and promote libraries and library service through the monthly State Library newsletter, *Footnotes*.
  - d. Establish a statewide library discussion listserv.
  - e. Support the continued development of the State Library web site.

***“I value the electronic mail list. You get commentary from other librarians and you find out you are not alone with a certain problem. Sometimes some wonderful ideas come up and provide food for thought.”***

#### **Activities**

- 98-02 Developed and maintained the State Library web pages
- 98-02 Provided marketing information for libraries in *Footnotes* and on the web page
- 00 As part of the statewide awareness marketing campaign, published “Amazing Facts About Iowans and their Libraries,” a mini-brochure
- 98-02 Provided press releases for statewide projects/events
- 98-02 Created and supported “Iowalib” the widely-used electronic mail list for Iowa librarians
- 98-02 Staffed booths at technology fairs, state conferences, and exhibits to publicize the State Library, LSAs and library services.
- 98-02 Published the State Library Annual Report
- 98-02 Published an LSTA report annually for Iowa
- 98-02 Published the Iowa Library Directory each year and distributed to over 1000 libraries; maintained an online version
- 98-02 Worked with the Governor’s Office and the Information Technology Department to ensure that libraries are included in the 21<sup>st</sup> Century Learning Infrastructure Project

#### **Subgrants**

- 98-99 Developed the Statewide Library Awareness Project, a two-step process with an aggressive marketing plan for Iowa libraries that set out strategies and tactics for increasing public awareness of the status of library funding, and developed an identity for Iowa libraries. The program resulted in the Enrich Iowa initiative, which led to the first direct state aid for public libraries in Iowa.

5. Support libraries in their efforts to promote reading
  - a. Coordinate the statewide summer library program for children in order to maintain reading skills and to promote library service
  - b. Establish an annual, statewide program for library staff who serve children
  - c. Provide consulting services and workshops in the area of children’s library services
  - d. Establish a statewide electronic mail list for children’s librarians

- e. Showcase libraries with successful adult literacy programs
- f. Support public libraries in their efforts to promote adult reading through reading groups, etc.

### Activities

- 98-02 Supported youth services for libraries in the state by providing staff to support continuing education workshops, the mail list YA-talk, the youth services web page, and youth services roundtables for children's librarians throughout the state.
- 98-02 Sponsored Early Childhood Literacy workshops for youth service librarians.
- 98-02 Participated in Iowa Literacy Council and Every Child Reads and other literacy groups around the state to develop programs that implement services with common objectives
- 98-02 Developed the Youth Services Advisory Council that provides input and support for State Library programs
- 98-02 Worked closely with Iowa's First Lady Christie Vilsack to promote and develop the Iowa Stories 2000 Project
- 98-02 Developed and implemented the Westgate Lecture and Kids First conferences that alternate every other year

### Subgrants

- 98-02 Coordinated and provided funds for the Cooperative Summer Library Program (CSLP), administered by the North Central Library Service Area, which offers statewide workshops, and provides local libraries with interesting materials to motivate, entertain and educate children so their reading skills are maintained during the summer months; over 400 library staff attend workshops each year and close to 50,000 children participate each summer
  - 01 Developed a manual for young adult summer program; held workshops
  - 02 Literacy Awareness for Adults – a partnership grant with Fort Dodge Public Library, Even-Start Family Literacy Program and Iowa Central Community College that improved literacy for children and adults in Webster County
6. Partner with the Library Service Areas to increase the effective use of the SILO network through continued training of library and agency personnel.
- a. Deliver training to meet the identified needs of Iowa librarians.

### Activities

- 98-02 The Library Service Area staff and State Library Development staff meet monthly to plan and discuss activities throughout the state
- 98-02 Provided the Department of Education a yearly Plan of Service that reflects strong cooperation and coordination between the Library Service Areas and the State Library.
- 98-02 Cooperated with Iowa Library Association on statewide programs for Iowa libraries
- 98-02 Worked with Library Services Task Force to evaluate library services in Iowa; made recommendations for changes in statewide services and programs to the Iowa Commission of Libraries
- 98-02 Worked with Library Service Areas to provide statewide continuing education

**Subgrants**

00 Evaluation of Library Service Areas. Provided funding to contract with the Metanoia Group to evaluate the consulting and continuing education services provided by the Library Service Areas. The results established baseline levels for future improvement of consulting services.

7. Develop a statewide library leadership training program.
  - a. Identify the components of a leadership training program with input from a statewide library task force.
  - b. Provide speakers for the program.
  - c. Help low-income librarians pay for attendance to the leadership training program.

**Activities**

98-02 Cooperated with Library Service Area staff to provide statewide training

**D. Benchmarks for Goal II:**

1. Increase the number of library staff attending continuing education offered
 

98	1,350
02	3,250
2. Increase number of trustees attending continuing education to 714 or 22.2%
 

98	514 of 3,210 (16%) attended at least 1 education opportunity
02	572 of 3,511 (16%) attended at least 1 education opportunity
3. Increase number of continuing education opportunities for library trustees to 1000 opportunities (29.3%)
 

98	Trustees were offered 773 education opportunities
02	During the five year period, approximately 20 - 2 hour programs were offered with an average attendance of 100 equaling 4000 contact hours, or an average of 800 per year.
4. Increase by non-graphical hits per day against the web site to 12,000 per day
 

98	8,000 page hits per day
02	14,571 page hits per day, an 82% increase
	SILO Locator & Interlibrary loan = 15,524 per month
	State Library web page = 7,607 per month
	HealthInfoIowa = 3,900 per month
5. Preparation and administration of a pre- and post tests to attendees of continuing education programs.
 

98-02 Public Library Management I & II students are asked to evaluate their abilities prior to and after taking the classes. Students training on HealthInfoIowa also completed pre-tests and post-tests.

6. Increase the number of persons attending children's programs by 17% to 750,000.  
 98 641,000 participants  
 02 868,308 participants  
 More children reached than ever before; 227,308 or 35% increase

## **E. Results of Selected Goal II Objectives**

### **Provide statewide coordination of continuing education opportunities for librarians and trustees; facilitate training**

The State Library has a strong continuing education program that has a major impact on librarians and trustees, and thus on the people they serve. Staff who are well-trained are more confident in using resources and providing services. Trustee training provides instruction on library advocacy and telling the library story.

Public Library Management (PLM) I and II are offered as part of the Iowa Certification Program for Public Librarians and are required courses for certification levels I through IV. Classes are provided on the ICN about five times a year. However, with the passage in 1999 of direct state aid, and the requirement that the library have a certified director, the level of interest in PLM classes has increased. As a result, seven classes were offered in 1999 and 2000 and six in 2001. Each class averages 35 librarians. The number of certified librarians has increased 25%.

In 1998 (prior to direct state aid), the percentage of public library directors participating in the certification program was 63%. Today, 87% of public library directors are certified. Evaluations from Public Library Management classes indicate students are applying what they learn and are improving library collections, services and programs.

#### Town Meetings

The fall town meetings involve a road crew of six presenters including representatives from the State Library, LSAs and the Iowa Library Association. The programs take place in six different locations in Iowa. Annual town meetings are held to:

- inform libraries about major issues facing libraries
- provide training on timely topics
- offer an interactive way for library directors, staff and trustees to provide customer feedback on State Library and Library Service Area (LSA) programs and services
- help library staff get to know State Library and LSA staff

### **Support libraries in their efforts to promote reading**

#### Summer Library Program

Each year LSTA funding supports the Summer Library Program with almost 50,000 children participating in close to 500 libraries. The program has lasting benefits by helping children gain substantially in both vocabulary and reading comprehension. Funding for the summer library grant, administered by North Central Library Service Area, pays the National Summer Cooperative Consortia membership fee. The State Library of Iowa wrote the manual used in the first year. LSTA funds provide for statewide workshops and give local libraries interesting materials to help motivate, entertain and educate children during the summer months. Attendance for the summer library workshops has grown each year.

Several stories relate the strong impact of this project: One little boy did not want to go on his family vacation because he would miss two weeks of summer reading program. Over 70 children in the state Braille school participated in the summer program at the local library. The children of pipeline workers involved in an area building project participated though they were from other states. Children of migrant workers and children in Salvation Army shelters attended programs.

***“The very best program I’ve done in 18 years of summer story-time.”***

***“We had almost more kids and moms than we could handle.”***

***“Our summer program has a growing reputation in our community.”***

***“We are now working on our summer reading program and the manual is awesome.”***

Young Adults: The Young Adults web page and mail list focus on programming ideas, literacy programs, policies and collection development. The young adults (YA) summer program was introduced this year. LSTA funded the publishing of the YA manual and will fund workshops this summer. This program was a direct result of response to increased demand for such a program from librarians.

#### Iowa Stories 2000

The State Library has worked very closely with First Lady Christie Vilsack to promote her Iowa Stories 2000 Community Projects. The goal is to strengthen communities, families and children through reading, storytelling, and libraries. Each selected community targeted the underserved faction of the community and developed a literacy project. Communities that want to be involved contact the State Library, where AmeriCorps Promise Fellows are available to help facilitate the project. A Promise Fellow acquaints the community librarian with the manual that contains a detailed outline for carrying out projects, and provides a tool kit filled with resources for developing literary projects. The State Library also coordinated focus groups, community forums and developed the manual. Fifty-seven communities have been involved in Iowa Stories 2000.

***“The project helps discover the real needs of your community and helps you build your project based on those needs.”***

#### Kids First Conference and Westgate Lecture Series

Kids First is a two-day conference attended by close to 150 children’s librarians. On alternating years, the Westgate Endowment fund provides money to bring a national speaker to Iowa. These programs are held in cooperation with the AEA Heartland Author conference.

***Comment from Kids First attendee: “This was my first conference and it was great to get so many do-able ideas.”***

#### Literacy Partnerships

The State Library Youth Services Consultant provides additional programs and cooperates with many other agencies to promote literacy: America Reads, the Iowa Department of Education’s Literacy Initiatives, Every Child Reads – a training program attended by nearly 400 people, Early Childhood Literacy Workshops held each year, the Iowa Literacy Council Advisory Group, Iowa Public Television and building literacy kits for use in day cares and preschools.

**Goal III: To meet Iowans' increasing demands for information and library services by identifying and encouraging resource sharing and partnerships**

- A. Need Identified: There is increased demand for library services in Iowa, but Iowa libraries are not receiving increased resources.
- B. Results: Increased resource sharing and the development of partnerships – with libraries and non-library agencies -- have improved library service in Iowa.
- C. Objectives:
  - 1. Increase participation by all types of libraries in SILO interlibrary loan.
    - a. Establish a task force to develop a statewide plan for interlibrary loan among schools and other types of libraries.
    - b. Implement the recommendations of the multitype Interlibrary Loan Task Force upon acceptance.
    - c. Facilitate training on the use of SILO interlibrary loan with multitype libraries by intermediate service providers (i.e. Library Service Areas, Area Education Agencies, etc.)
    - d. Encourage libraries to offer their customers access to the Internet.

*“He applauded interlibrary loan and the service given by my staff in glowing terms. We have a real friend in him and he genuinely appreciates the service. He was especially impressed with the quickness of receiving requested items.”*

**Activities**

- 98-02 Provided staff to support statewide online interlibrary loan through SILO
- 98-02 Provided training on SILO interlibrary loan
- 98-02 Encouraged schools to participate in SILO interlibrary loan
- 98-02 Encouraged libraries to provide public access computers
- 00 Provided libraries with a list of Internet service providers in Iowa; encourage libraries to move from dial-up to direct access; have moved from 912 public access computers in 1998 to 1,734 in 2002

**Subgrants**

- 00 Mahaska is Computer Educated (MICE) - a partnership grant that included Oskaloosa Public Library, William Penn College and Indian Hills Community College to increase the level of information literacy in Mahaska County by developing a curriculum of training modules on electronic library resources and the Internet
  - 02 Reaching the Unconnected - a partnership grant that includes the Indianola Public Library, CITA (Community, Information Technology, Access), and Indianola Parks and Recreation to provide computer training classes for the community
- 2. Model partnering projects with social agencies, state agencies and schools
    - a. Initiate discussions with other statewide agencies on possible cooperative projects.
    - b. Offer information and education on SILO to other statewide agencies.
    - c. Support liaisons from the State Library to other statewide agencies.

**Activities**

- 01 Added Iowa Department of Transportation library records to the State Library's online catalog, making materials available to all Iowa residents
  - 02 Worked with Department of Human Services to incorporate their library materials into the State Library's after the agency library closed
  - 98-02 Partnered with other state agencies to develop programs and services to Iowa libraries: Information Technology Department, Governor's Office, 21<sup>st</sup> Century Learning Infrastructure, Governor's Strategic Task Force, Administrative Schedulers for ICN, Iowa Public Television, Iowa Commission on Volunteer Service
  - 98-02 State Library staff developed partnerships with state agencies to provide programming for literacy: Iowa Literacy Council, Heartland Area Education Agency for Author's Conference; AmeriCorp/Vista/Promise Fellow program for First Lady Christie Vilsack's Iowa Stories 2000, Iowa 4-H, Iowa State University Extension Agency, Iowa Department of Education
  - 98-02 The State Library has exhibited at the Iowa Empowerment Conference, Governor's Conference on Volunteerism, Iowa Cultural Diversity Conference, Parent Educator Conference and several technology conferences
  - 98-02 Worked with Iowa Library Association and Iowa Educational Media Association and exhibited at conferences to showcase library services provided in the state
  - 02 Partnered with State Revenue and Finance to encourage electronic tax filing using public library computers
  - 01-02 Worked with the Alliance for Advanced Telecommunications to develop a plan to use advanced telecommunication services in support of economic competitiveness
  - 00-02 Encouraged libraries to participate in the Iowa Stories 2000 Project, which requires partnership building in local communities
3. Focus on at-risk families, children age five and under, and the elderly by encouraging libraries to partner with social agencies, day care centers, senior citizen centers and schools in order to identify and provide library service to these under-served groups.
- a. Encourage libraries to identify agencies which serve at-risk families, children age five and under, and the elderly in their community
  - b. Encourage innovative library projects which demonstrate cooperation with agencies to better serve these populations.
  - c. Establish a task force to develop a statewide plan for library services for at-risk youth.
  - d. Implement the recommendations for the At-Risk Youth Library Task Force when accepted.

**Activities**

- 98-02 Cooperated with state agencies on literacy programs for children and families
- 01 Mailed the Department of Education "Early Childhood Resource Directory" to all public libraries.

**Subgrants**

- 01 Third Age Project – a partnership grant that provided large print books and books-on-tape to senior citizen care centers

- 01 Reaching Out to Read Out Loud - a partnership project in which the Home Connection and the Eldora Public Library worked together to help children from birth through sixth grade with reading skills
  - 01 From Day One - a partnership with five public libraries in north central Iowa, Iowa Northern Trails AEA, Iowa State University Extension, North Central Library Service Area, and North Iowa Community College which sent letters to the parents of all newborns in the communities, along with a certificate to redeem a book at their local public library
  - 00 Books for Babies, a partnership grant involving public libraries in Story County and Mary Greeley Medical Center in Ames which gave the parents of each baby born in Story County information about the importance of reading and certificates for free books from the library
  - 01 Future Readers - a partnership grant with Clarinda Public Library, Bright & Beautiful Beginnings, Equilibrium Counseling, Growing Strong Families, Iowa State Extension which provided information materials and programs to new parents
  - 01 Villisca Public Library/School Children Program – partnership grant with public, school and Boost4 Families support group which sponsored before and after school daycare
  - 01 Shared Outreach: Facilitating Intra-County Library Cooperation. Public libraries around Dubuque and Dyersville increased library outreach to residents by sharing resources
  - 02 Ready to Read – a partnership grant with Stewart Public Library (Grinnell), Child Care Resource and Referral, and Mid Iowa Community Action to work with preschool children and in-home child care providers to develop early literacy and school readiness
4. Promote partnerships between libraries and museums to deliver more access to information for Iowans.
- a. Encourage innovative cooperative projects between museums and libraries.
  - b. In partnership with the Department of Cultural Affairs, make museum resources available online through SILO.

### Activities

- 98-02 Publicized IMLS grant notices to Iowa libraries
- 01-02 Worked closely with Department of Cultural Affairs and libraries of Iowa State University, University of Iowa and University of Northern Iowa to initiate a pilot project of web-accessible digitized Iowa heritage materials.
- 01 Worked with the Department of Cultural Affairs and local public libraries to encourage citizens to submit oral history recordings of their experiences on 9-11-01 to a Library of Congress project

### Subgrants

- 00 The Community Connects at the Library - a partnership grant that included the Davenport Museum and Science Center and public library to create family centered, educational adventures in the institutions so people would become more familiar with cultural offerings through workshops, artist demonstrations, exhibits and collections

- 02 Arts Alive – a partnership grant with DeWitt Public Library, Headstart, Creative Learning, Ol’Majestic Players and Family Resource Center that provided children with a variety of creative mediums and gave them tools to better express themselves and created an awareness of local arts.
5. Increase the breadth of audiovisual materials available to Iowa residents through the State Library.
- a. Seek input from the library community on their audio-visual (AV) needs and the State Library’s role in meeting those needs.
  - b. Develop and implement a comprehensive collection development plan for AV based on survey data.
  - c. Monitor developments in AV technology.
  - d. Digitize and make available on SILO the State Library AV catalogs.
  - e. Expand SILO to include automated online bookings of AV for libraries.
  - f. Increase awareness of State Library AV materials among libraries.

#### **Activities**

98-02 Loaned thousands of videotapes free of charge to library users; staff attended workshops and created topic bibliographies

98-02 Taped library training sessions that were placed in collection for checkout; continue to catalog all videos in Horizon

02 Changed focus of AV collection; many videos moved to Grant Wood AEA while library science, health, business, and public policy videos integrated into State Library collection

6. Support cooperative projects, including linked catalogs and the use of emerging technologies, to enhance access to resources.
- a. Encourage cooperative innovative projects through demonstration projects, training and equipment.

#### **Activities**

99-02 Funded partnership grants in 25 communities

#### **Subgrants**

98 Homework centers were created at branches of the Public Library of Des Moines to support formal education needs of students.

01 Provided funding for two public libraries to purchase library kiosks.

01 Cooperative Library and School Services (CLASS) - a partnership of the Denison public library and school, the Zion Lutheran School and St. Rose of Lima School to put their catalogs and resources on the web

00 News You Can Use About Delaware County Libraries - a partnership grant involving public libraries in Delaware County that received hardware and software to publish a newsletter mailed to all households in the county outlining library services in their area

- 00 Public/school library partnership grant between the Public Library of Des Moines and Des Moines Public Schools to provide improved library service to students by developing an immediate direct physical link between each school's library and a variety of important curricula-supporting information resources only available at the library
  - 00 Preserving and Sharing Grinnell's Local History - a partnership grant involving the Stewart Public Library in Grinnell and the Grinnell Historical Museum that provides access to 125 years of obituaries and local history; unique materials previously only available at the museum
  - 01 Linking BCLUW Communities - a partnership grant that includes public libraries and schools within the BCLUW school district to create a wide area network that provides online catalogs to the community.
  - 02 Cooperative Collections in Van Buren County - a partnership grant among Southeastern Library Services and six public libraries in the county; a collection development project that will build a base for future collaborative activities in the area
  - 02 OurPastOurFuture@Iowa-Falls.edu - a partnership grant that involves the public library and local school in improving student access to world, American and local history resources
7. Identify and recognize innovation and best practice in the delivery of library services.
- a. In consultation with the LSTA Advisory Council, the Iowa Library Association, the Library Service Areas, the Iowa Commission of Libraries, and the Iowa library community, identify innovative and outstanding library service.
  - b. Stimulate the introduction and testing of new technologies in Iowa libraries. Work collaboratively with libraries to evaluate projects and share findings locally, regionally and statewide.

### Activities

- 00-02 Played a key role in the development of the Library Services Task Force which included representatives from all types of libraries. The charge of this group was to make recommendations to the Iowa Commission of Libraries on positioning libraries to effectively and efficiently meet the future needs of Iowans; resulted in new legislation creating Library Service Areas
  - 00-02 Worked with the Library Commission to implement the recommendations of the Task Force
  - 98-02 Worked with LSTA Advisory Council and implemented recommendations
  - 98-02 Published best practices in *Footnotes*
8. Encourage, in cooperation with the Library Service Areas, more rapid material and information delivery.
- a. Determine current statewide average length of time for delivery of interlibrary loan.
  - b. Identify benchmarks for acceptable delivery time for interlibrary loan.
  - c. Provide information to SILO interlibrary loan participants on the acceptable length of time from receipt of request to final destination.

**Activities**

98-02 State Library electronic mail list supports interlibrary loan activities and answers questions about the statewide system

**D. Benchmarks for Goal III**

1. Increase the number of nonpublic libraries participating in SILO to 188  
     98     88 participating  
     02     144 participating
2. Increase the number of public libraries with public access computers by 189% to 500  
     98     173 with public access  
     02     496 with public access (Increase 187% )
3. Decrease the number of persons served by each public library public access computer to 5,680  
     98     16,400 people served (population divided by number of public computers)  
     02     1,734 people served by each public access computer
4. Reduce the average length of time from SILO interlibrary loan initiation to delivery of materials  
     98     No benchmark set  
     Not available
5. Increase the number of libraries initiating interlibrary loan through SILO to 713 participants  
     98     514 participants  
     02     681 Participants
6. Increase by 11 the number of libraries participating with Z39/50-compliant catalogs  
     98     23 participating libraries  
     02     29 participating libraries
7. Increase the number of library/museum cooperative projects  
     98     0  
     02     2

**E. Results of Selected Goal III Objectives****Increase participation in interlibrary loan and resource sharing**

Iowa libraries have a strong tradition of resource sharing. The two statewide resource sharing programs – Access Plus and Open Access – continue to grow even though state funding per transaction has steadily declined. In the 1970s, the interlibrary loan program was operated with LSCA funds. Today, SILO Interlibrary loan provides an easy, affordable way for libraries to borrow items. The load leveling capability of the system allows even small libraries to lend as well as borrow. The original SILO interlibrary loan system has been updated to provide faster, easier

service, and the union catalog (the Iowa Locator) has improved. The Locator now includes more than 4 million titles and more than 13,510,000 records from 681 Iowa libraries. In 1996, 35 libraries – most of them academic libraries – participated directly in the interlibrary loan program. The Library Service Areas mediated loans from all other Iowa libraries. Today, 681 Iowa libraries do their own interlibrary loans electronically and without mediation. Approximately 500 interlibrary loan transactions take place through SILO ILL each day.

### **Support cooperative projects**

LSTA funding has been available for the last three years for partnership grants. Twenty-five communities received the grants. These grants were set up to assist libraries in pioneering innovative service with new partners and to share the knowledge learned from that partnership with other libraries and with community organizations in order to more effectively serve the residents of Iowa. Requirements for the grants included a 25% match and that at least one public library be involved. Many of the projects involved children's services or reading programs. Common outcomes listed on several of the individual grant reports were: Adults became more aware of the need to read to children and make use of the library. Library circulation increased as all ages used the library more. New parents who were not library users became aware of the benefits offered by the library. Attendance at story times increased. Many new library cards were issued.

Several partnership grants have focused on at-risk youth. Common outcome statements noted a new visibility of the library as a leader for providing services. The partnerships built better relationships within communities. A project between the public library and two local museums to create a series of family centered, diverse, educational adventures for at risk children was extremely popular; attendance increased in all three agencies. The number of library cardholders increased and 51% of the participants were inner-city children.

From a project for Latino youth: *“We had our first youth department patrons, who could be characterized as ‘regular users’, who spoke little or no English.”* Another program designed for senior citizens was so successful that the project was redesigned so more people could participate.

Reports from projects designed specifically to help the visually impaired noted: *“It increased community awareness of the needs of the visually impaired;” “good will was built with agencies that serve the visually impaired population;” and “it provided additional services to the visually impaired in the community.”*

### **Goal IV: To provide state level leadership and services to accomplish the LSTA Five-Year Plan.**

- A. Need Identified: Iowa libraries need state-level library leadership and strong advocates.
- B. Results: Participation in library programs increased, library services in the state improved, and there was an upswing in library advocacy statewide.

In 2000, the State Library received the Iowa Recognition for Performance Excellence Award from the Woods Quality Center. Iowa Excellence is a state government effort designed to improve customer service and decrease costs.

***“I always know I will get an answer from the State Library. If they cannot help me, they will refer me to someone who can. I consider them good friends. I never have second thoughts about calling them because they never make fun of the weird questions I ask!”***

C. Objectives:

1. Ensure equitable library and information services to people in under-served urban and rural communities through state-level leadership, advocacy, coordination and planning.
  - a. Support the statewide library development program through the State Library, including library consultation services, library publications, continuing education, the librarian certification program, library standards, the Open Access and Access Plus programs, and interlibrary loan.
  - b. Continue to provide information on the availability of programs and consulting services through education, *Footnotes*, the State Library web site, and various electronic mail lists.
  - c. Continue to encourage public libraries to seek State Library accreditation.
  - d. Continue to encourage public librarians to seek State Library certification.
  - e. Continue to provide library building consulting to public libraries.

**Activities**

- 98-02 Provided training each fall at Town Meetings
- 98-02 Funded several national downlinks using the ICN
- 98-02 Supported a statewide E-rate coordinator and provided partial support for the representative from Iowa on the ALA E-rate Task Force to attend a national conference
- 98-02 Supported consulting on all State Library programs
- 98-02 Developed and supported library standards for accreditation, which has increased
- 98-02 Provided consultation on library laws, state and local issues, funding, building projects, Internet access, and technical assistance.
- 98-02 Provided on-line reference service with “Ask a Librarian” question forms
- 98-02 Provided grant and funding information with workshops and online information.
- 98-02 Provided support for updating State Library web pages
- 98-02 Provided 30 electronic mail lists on various topics for Iowa libraries
  
- 98-02 Funded State Library publications, including *Footnotes*, the *Iowa Library Trustee’s Handbook*, *Iowa Library Statistics*, *Iowa Library Directory*, and the *Iowa Public Library Director’s Handbook*

**Subgrants**

- 98-02 Building Consulting Grants, administered by the East Central Library Service Area, provided funds so Iowa libraries could hire a consultant to answer questions about space needs, evaluating sites, and writing building program reviews. Each year, 15 to 16 public libraries received up to \$2,500 to hire a consultant. The grants are critical in helping libraries get a good start on building projects.
- 98-02 Developed standards for accreditation. Standards not only improve library service, but provide guidelines for determining how much a library will receive in state aid. They also serve libraries that are advocating for local funding.

2. Increase awareness of libraries in the state.
  - a. Help fund a statewide survey to determine Iowans' awareness of Iowa library services
  - b. Help fund the production of a video outlining library services in the state.

### Activities

#### Subgrants

- 98 Statewide Library Awareness Project: Funding was provided to the Iowa Library Association to develop strategies and tactics for increasing public awareness of library funding sources and technology needs, and enhance perceptions and attitudes about Iowa libraries. Phase one included developing and conducting a survey.
  - 99 Statewide Library Awareness Project: Funding was provided to the Iowa Library Association to develop an aggressive marketing plan for Iowa libraries. Marketing tools included a profile of every public library; a presentation package developed for legislative committees, press releases; and a pocket-sized pamphlet titled "Amazing Facts about Iowans and their Libraries. The initiative resulted in legislation and passage of direct state aid for Iowa public libraries.
  - 99 A study concluded that producing videos to market libraries was cost prohibitive
3. Increase the number of library science materials available to Iowa library personnel through the State Library in consultation with other statewide providers.
    - a. Support the collection with personnel.
    - b. Increase awareness among libraries of the availability of the library science collection

### Activities

- 98-02 Purchased materials for the library science collection
- 98-02 Attended meeting/conferences of other agencies to publicize materials and services available at the State Library
- 98-02 Took large collection of library science books to conferences, Town Meetings and technology fairs for checkout

Library science materials are the State Library's highest circulating collection, averaging 62% of the total circulation in 1998 and 66% over the five-year period. Other State Library collections include public policy, law and medical.

4. Collect and disseminate library information and statistics.
  - a. Continue to annually survey, compile and disseminate important statistical information on Iowa public libraries.
  - b. Expand the electronic collection of statistics using a web-based interface.
  - c. Continue to gather statistical data in accordance with FSCS standards.

### Activities

- 98-02 Represented annually at national FSCS conference
- 98-02 Annually published Public Library Statistics and distributed to libraries
- 98-02 Developed and distributed the annual surveys used to collect statistics. Several new fields have been added to collect necessary information. Staff collected and analyzed the data received. The annual survey has evolved from a paper survey, to a CD-ROM product, and finally to an easy-to-use online survey.

5. Advocate for libraries at the local, regional and state level.
  - a. Continue to publish and disseminate the *State Library Annual Report*, the *Annual Plan of Service* for the State Library and Library Service Areas, the *Pocket Digest of Library Statistics*, and the monthly newsletter *Footnotes*
  - b. Continue to feature local libraries and innovative projects in *Footnotes*.

#### **Activities**

- 98-02 Developed, with the Library Service Area staff each year, the *Plan of Service* to define goals and objectives for programs and services statewide
- 98-02 Published and distributed State Library publications
- 98-02 Published breaking news on the State Library web page
- 98-02 Published in *Footnotes* and on the web page information on innovative projects
- 01 Held an open house for state employees to acquaint them with State Library services and publications

#### **Subgrant**

- 01 Impact of School Media Centers on Academic Achievement – partially funded a study to investigate library media technology and specific collaborative activities involving library media staff and classroom teachers as possible predictors of academic achievement

6. To provide planning and ongoing evaluation of projects and services funded by LSTA, and to administer the LSTA program in cooperation with the Institute of Museum and Library Services (IMLS).
  - a. Compile evaluations from LSTA projects, evaluate the findings, and share with the Iowa community and IMLS.
  - b. Review plans with and receive input from the LSTA Advisory Council and the Iowa Commission of Libraries.

#### **Activities**

- 98-02 Attended annual IMLS fall conference, developed and submitted the LSTA annual report and implemented administrative duties as needed; evaluated subgrants
- 98-02 Posted exemplary projects to IMLS
- 98-02 Requested input from LSTA Advisory Council and Iowa Commission of Libraries

### **D. Benchmarks for Goal IV**

1. Increase the number of accredited public libraries in the state by 50 to 177.
 

98	127 accredited public libraries
02	232 accredited public libraries (83% increase)
2. Increase the number of Iowans who are aware of library services. Statewide marketing plan provided profile sheets for each public library which were provided to Iowa General Assembly and local officials.

3. Increase the circulation of the library science collection  
Circulation of the library science collection increased 10%, compared to the circulation of information services materials which increased 3%
4. Increase the number of items loaned through the reciprocal lending program, Open Access to 2.4 million  
98 1,900,000 items loaned  
02 2,889,997 items loaned (52% increase)
5. Seek input from libraries to ensure that State Library programs and consulting services continue to meet the needs of the Iowa library community.  
The State Library sought evaluations from participants in training and workshops. The Library Services Task Force provided input on services by representatives of all types of libraries

#### **E. Results of Selected Impacts for Goal IV Objectives**

##### **Ensure equitable library and information services**

###### Building consulting grants

Iowa libraries receive assistance from LSTA-funded building consultant grants. Many libraries in Iowa are crowded, are outgrowing their existing facilities and need to arrange existing space more efficiently or plan for expansion or new construction. Since the grants were first awarded in 1994, more than 100 Iowa libraries have had the opportunity to work with professionals who help redesign their libraries, review space needs and building projects, hire architects and evaluate ADA compliance. This project allowed small libraries to get the support and information they needed to lay the groundwork for future expansion.

*“It has given us a good start on much needed planning for the future. We definitely couldn’t afford to hire a consultant on our own.”*

*“This gives us the opportunity to get the information and support we need to lay the groundwork for future expansion. LSTA funds were a godsend; our budget would not have allowed us to hire a consultant.”*

##### **Increase awareness of libraries in the state**

LSTA funds allowed the Iowa Library Association (ILA) to do an aggressive marketing plan for Iowa libraries that set out strategies and tactics for increasing public awareness of library funding sources and technology needs, enhancing perceptions and attitudes, and increasing use of Iowa libraries. The study involved qualitative interviews and surveys. Using the data compiled and working with an outside marketing firm, ILA developed marketing tools for Iowa public libraries, including a profile of every public library. A presentation was developed for legislative committees and press releases were prepared. Iowa libraries received direct state aid for the first time, and increases in funding the next year.

## **MEETING NEEDS IDENTIFIED IN THE STATE PLAN**

LSTA funding was instrumental in allowing the State Library to improve conditions as specified in the five-year plan. All goals and priorities in the Iowa Five-Year Plan were addressed, although not every objective was met.

The greatest amount of funding and impact on Iowans was under Goal I, electronic resources and Goal II, improving library service with well-trained staff. Goal III, identify and encourage resource sharing, was accomplished by using the State Library's leadership role to encourage libraries to participate in resource sharing projects and to expand their services. Goal IV, provide leadership, was implemented by providing staff to carry out library development programs and services. Successful programs such as certification, standards and accreditation, library statistics, summer library program and interlibrary loan had a major impact and will be continued using LSTA funds.

## **EFFECT OF OTHER PROGRAMS OPERATING IN CONCERT WITH LSTA FUNDED PROJECTS**

In the past five years, two programs provided important support in areas addressed by LSTA projects: state aid (Open Access, Access Plus and Enrich Iowa) and the federal universal service E-rate program. These were not evaluated but had synergistic effects on library programs. The State Library encouraged smaller public libraries to take advantage of the E-rate program, which helped increase public access to the Internet. The availability of additional public access computers enhanced the value of statewide databases.

The State Library encouraged libraries to reach accreditation standards to receive state funding. In the third year of state funding, the funding level was tied to the accreditation level of the library. This influenced the number of accredited libraries and the level of standards they met. There has been an 83% increase in the number of accredited public libraries from 127 in 1998 to 232 in 2002. Meeting this higher standard improved library service for all Iowans.

## **III. Results of In-Depth Evaluations**

### **A. Targeted Technology Goal**

#### **Goal I: Provide Iowans with expanded access to information and materials through the State of Iowa Libraries Online (SILO) network**

The SILO network, which became fully operational in 1997, has dramatically improved Iowans' access to information. The following statistics reflect various facets of SILO network activity. The union catalog, known as the Iowa Locator, includes more than 4 million titles and more than 13,510,000 records. 681 Iowa Libraries currently participate in SILO interlibrary loan, up from 513 participants in 1998. There are approximately 500 SILO interlibrary loan transactions per day.

Catalogs of 29 Iowa libraries are Z39.50 compliant. 31 Iowa libraries receive internet access through SILOnet. More than 600 libraries use FirstSearch databases, and approximately 400 libraries use Electric Library each month. The State Library's web site receives more than 14,500 hits per day.

The first year of operation of the SILO network was evaluated by an outside consultant in 1999. Customer satisfaction with FirstSearch and other state library services was also evaluated by consultants in 1999. Summaries of the evaluation reports are presented below.

### **Hill Simonton Bell Focus Group Research Report , September 1999.**

#### Purpose:

- Provide the State Library of Iowa with narrative, anecdotal information on the use of FirstSearch and electronic databases to supplement usage statistics
- Determine usage patterns for State Library funded services

#### Objectives:

- Determine librarians' awareness and perception of current State Library services
- Identify ways in which current services can be improved
- Obtain information on emerging needs of Iowa's libraries so that the State Library can find ways to meet those needs

#### Methodology:

Focus groups were selected to tap participants' thoughts, attitudes and feelings about needs and expectations in a timely, cost effective manner. A group of "users" and one group of "non-users" were recruited. Telephone interviews were conducted using the same moderator and based on the same questions as the focus groups. The focus groups were held in Des Moines and participants were paid mileage and offered overnight accommodations. This was a qualitative research study, so results could not be considered true for all Iowa librarians.

#### Findings:

- Conclusion 1: Satisfaction with State Library services is extremely high among FirstSearch users and non-users; State Library staff are seen as friendly, helpful, and very customer-oriented.
- Conclusion 2: Awareness of State Library services is generally high, although there appears to be less awareness among the smaller libraries and the general public.
- Conclusion 3: One area of potential improvement is State Library reporting.
- Conclusion 4: The major barrier to use of FirstSearch among FirstSearch non-users is lack of uninterrupted time to become proficient at and use what is perceived to be an extremely complicated system.
- Non-users are currently able to meet patron needs with other systems, so there is no benefit to them to use FirstSearch.
- Conclusion 5: Many FirstSearch users indicated they needed more training.
- Conclusion 6: Both FirstSearch users and non-users like SILO and use it primarily for interlibrary loans, e-mail and electronic mail lists.

- Conclusion 7: Both users and non-users of FirstSearch are extremely positive about Electric Library, noting it is easy to use.
- Conclusion 8: Overwhelmingly, the most urgent needs have to do with expanding technology.
- Conclusion 9: The definition of library usage appears to be changing from circulation of materials to provision of other technology-related services, perhaps even via home computers.
- Conclusion 10: Gaps in education appear with non-administrative staff and librarians from small to mid-sized libraries. Interactivity with other librarians is a key component when planning education courses. There is a strong need for more technology-related education

**State of Iowa Libraries Online (SILO) Evaluation, Debra Wilcox Johnson, Johnson & Johnson Consulting, Spring 1999.**

The evaluation report summarized information gathered during the first full operational year of SILO (1997), with updates drawn from SILO online statistics. Sources included SILO statistical reports, written project documents, training evaluations, independent evaluation on the Z39.50 component of SILO, observations by the evaluator, and focus groups and individual interviews.

Initial goals of SILO in the HEA Title II grant were to: expand the existing technical infrastructure to support a statewide library information network with particular emphasis on small rural public libraries; provide a variety of information databases that will expand information resources in the state; test the usefulness of online databases in the K-12 school setting by providing access to selected Iowa schools; achieve national objectives of providing access for libraries to the information superhighway and provide training for librarians to take advantage of tools provided by the Internet; provide a Z39.50 gateway to 25 Iowa library catalogs by the end of the project funding; have 200 public libraries using SILO with access to the Internet by April 1997; and have 400 Iowa libraries using SILO with access to the Internet by the end of project funding.

This evaluation found the following effects on libraries in Iowa:

- Increase in interlibrary loan  
*“We have much more business and are breaking loaning records each month.”*  
*“Interlibrary loan is a high priority for us; patrons are so appreciative of it.”*  
*“In two months we had more interlibrary loan requests than all of last year.”*
- SILO interlibrary is more cost effective than OCLC
- Interlibrary loan changed the public perception of libraries.
- There was increased demand for computers and internet access.
- FirstSearch provided a new option for finding information for patrons.
- Full-text availability was important.

The report also noted effects on Iowa customers:

- When one library demonstrated new programs, customers wanted to use them again.
- Libraries reported that patrons were using the Locator at home and bringing interlibrary loan requests to the library.
- Focus group participants indicated that customers noticed the faster delivery times.
- Students are using SILO when school is closed.

- Lots of nontraditional students are using SILO services.
- More businesses and professionals are coming in to use the computer and SILO services.
- Home schooling families are active users of interlibrary loan.

### **Key Outcomes from the Wilcox Evaluation**

The SILO project changed the face of public libraries in Iowa by automating interlibrary loan, thereby providing information to Iowans much more quickly and leveling the resource sharing load among Iowa libraries. Furthermore, SILO increased Internet access to library customers, as well as information via FirstSearch databases. In addition, the *Iowa Library Directory* became available online and the State Library tested the Z39.50 by creating a gateway to 29 Iowa library catalogs from all types of libraries. Because of SILO, additional computer equipment and telephone lines were placed in libraries. The State Library exceeded its objectives and continues to enhance the SILO network to make additional resources available on SILO while being responsive to users concerns.

## **B. Targeted Service Goal**

### **Goal II: Improve library service to Iowans through knowledgeable, well-trained staff and well-informed public library trustees and library users.**

Public library staff and trustee education is a critical and continuing need in Iowa. There are 543 public libraries but only 13% of the libraries have a director with a master's degree in library science. Seventy-five percent of Iowa's public libraries are in communities with populations under 2,500. The turnover rate of public library directors is high- about 10% annually.

The number of accredited public libraries in Iowa increased by 83% between FY98 and FY02, from 127 and 232. During the same period, the percent of certified public library directors rose from 63% to 87%.

In-depth coverage of three strong State Library continuing education opportunities, Public Library Management, Town Meetings and Trustee Training follow. Also described are an unobtrusive survey of State Library Staff and the work of the Library Services Task Force.

#### Public Library Management

Evaluations are conducted of all classes with the most significant question posed to students being "Describe two things you have done or are doing differently as a result of taking this course." The following are representative of students comments and demonstrate the impact of the Public Library Management classes.

- Establishing a formal training program for trustees
- Updating our magazine display
- Posting the minutes and agendas of our monthly board meetings
- Giving more attention to confidentiality issues when calling customers regarding overdues, interlibrary loans, etc.
- Adding to our collection by listening to the patrons.
- Using book review tools before ordering new books
- Weeding our reference collection and ordering current items

***“This course made me feel proud to be a librarian. I try to make the atmosphere in the library pleasant so people will want to come “***

- Enlarging our large print collection for our older patrons
- Offering Internet classes to patrons fifty and older
- Going to the elementary school book fair where I will register children who don't already have a library card
- Conducting better reference interviews
- Putting a greater emphasis on the use of displays, to increase interest and circulation.
- Changed my thinking about having so many old books on the shelf that hadn't moved for 25-30 years.
- I got busy and did extensive weeding.
- I have reviewed our policy manual, and with the board will rewrite some and rearrange our policy manual.

#### Fall Town Meetings:

The fall town meetings involve a road crew of six presenters including representatives from the State Library, LSAs and the Iowa Library Association. The programs take place in six different locations in Iowa. LSA staff relate that they hear comments about town meetings all year long. Due to demand, there will be eight locations in 2002. Annual town meetings are held to:

- inform libraries about major issues facing libraries
- provide training on timely topics
- offer an interactive way for library directors, staff and trustees to provide customer feedback on State Library and Library Service Area (LSA) programs and services
- help library staff get to know State Library and LSA staff

The following is a synopsis of the town meetings

#### **1998 Attendance – 300**

99% of attendees indicated the Town Meeting was worth their time.

#### Topics:

Who Killed the Public Library? (How does the public perceive libraries and how can the public library thrive?)

Status of direct state aid proposal

Communication principles applied to people in positions of authority

Kids, Libraries and the Internet

Roundtable on Census 2000, grants and funding, public library video classrooms, Universal Services Fund

#### Participant Comments

*“It helps me see the bigger picture of libraries and library services.”*

*“Reminded us of important issues in an entertaining way.”*

*“The session gives me a boost to go back to my library and do my best to make our library the best library possible within our means.”*

**1999** Attendance – 300

100% of attendees indicated the town meeting was worth their time.

## Topics:

Then and Now: 1899, 1999 and Beyond (A comparison of the differences and similarities between 1899 and 1999 library services, and a peek into the future.)

Board Meeting Procedures: Dos and Don'ts

Bibliostat Connect: Making Your Case

The Case of the Vanishing Employees (addressing staff turnover)

## Participant Comments

*"The best part was the stimulation of professionalism."*

*"Gave me an ideas of what is coming in the future."*

*"The whole meeting has been enriching."*

*"Enjoyed networking with colleagues."*

*"The entertaining skit started a mood of open humored inquiry."*

**2000** Attendance 350

100% of attendees indicated the town meeting was worth their time.

## Topics:

Budget Presentations: Making the Case for Your Library

Computer Security

Beyond Circulation: Measuring Library Use

Getting to Know You (question and answers with new Assistant State Librarian)

## Participant Comments – response to "what will you do differently?"

*"Work more closely with city council and county supervisors to make them more aware of library services and needs."*

*"Add more visual aids to budget presentations."*

*"Will attend city council meetings."*

*"Put library brochures in our community banks, health service buildings, day care centers."*

*"Use term 'library use' instead of 'circulation'."*

**2001** Attendance 400

100% of attendees indicated the town meeting was worth their time.

## Topics:

The Elusive Search for Perfect Customer Service

Marketing and PR @ your library

What's New for Census 2000?

HealthInfoIowa (consumer health information website)

Participant Comments – response to “what will you do differently?”

*“Remember every patron is a person and deserves respect.”*

*“Find health information online rather than use our older medical reference books.”*

*“Develop an unattended child policy.”*

*“Show the public how to use HealthInfoIowa;.”*

*“Make a ‘fast facts’ file of census information.”*

*“Use the new slogan ‘@ your library’.”*

### **Trustee Training**

Public library boards have ultimate responsibility for the quality of library service in their communities. However, until 1998, there was no statewide, regularly offered training program for them. In 1997, the State Library convened a Trustee Education Advisory Committee to recommend the content, length and format of a statewide, regularly offered training program for library trustees. The advisory committee included public library trustees, Library Service Areas and the State Library. It was agreed that a training program for Iowa library trustees should:

- help trustees learn what they need to know to be effective
- be convenient for trustees across the state
- be offered on a regular basis
- use a uniform curriculum across the state

The greatest training needs identified by the advisory committee were:

- general responsibilities of trustees and the difference between the roles of the board and the director
- financial responsibilities and authority of the library board
- intellectual freedom
- national library issues and what the future holds
- policy development
- hiring and evaluating the library director
- legal issues

A statewide program was launched in 1997-98 and continues today. All sessions are offered over the ICN. Every session is videotaped and the tapes are added to the State Library’s collection. The tapes may be borrowed by any library for use with local board orientations. The following is a synopsis of attendance, programs, and representative comments from trustees who attended.

**1998** Total attendance for all programs: 572 trustees from 171 libraries

Topics:

What’s It All About? The Library Board Member’s Job Description

The Power of Public Library Boards Over Budget and Finance

Library Philosophy 101 (on intellectual freedom)

Policy Development

Internet Policy

Hiring and Evaluating the Library Director

Legal Issues for Libraries

## Participant Comments:

*"It's a good, basic overview for new trustees. Handouts are clear."*

*"Most information is available in handbooks, but the possibility for area trustees to dialogue is good."*

*"I learned a lot about state code and local ordinances."*

*"I learned the role of the library board in evaluating the library director."*

*"I had a board member and lawyer attend and they were pleased."*

*"Good information on confidentiality and open meeting law."*

*"Learned the steps to write and evaluate library policy."*

*"One of the most important things I learned was the interview questions and what you should and shouldn't ask."*

**1999** Total attendance for all programs: 342 from 112 libraries

## Topics:

What's It All About? The Library Board Member's Job Description

The Power of Public Library Boards Over Budget and Finance

Policy Development

Evaluating the Library Director

If I Were a Visionary: A Realist's View of the 21<sup>st</sup> Century (on the future)

What Makes a Public Library a Public Library? (on intellectual freedom)

Legal Issues for Libraries

## Participant Comments

*"Learned that a referendum is required to change ordinance provision for number of trustees."*

*"Need to actively participate by attending city council meetings."*

*"Every trustee needs to attend this program."*

*"Libraries will always be important to communities. Training is key to good service."*

*"It was good to be reminded of the importance of public libraries to the working of democracy."*

**2000** Total attendance for all programs: 279

## Topics:

Budgeting: the Public Library's Perspective and the City's Perspective

Grant Writing Tips for Trustees

Raising Our Standards (on meeting standards to receive direct state aid)

Technology for Trustees

## Participant Comments

*"I now feel confident that I could write a grant."*

*"Learned importance of planning. Need to do research in finding sources of funding."*

*"Have a good understanding of what we need to do to meet Tier II and Tier III requirements (for direct state aid)."*

*"Appreciated being made aware of the resources available, i.e., In Service to Iowa, Iowa Library Trustee Handbook, Iowa Open Meeting Handbook."*

*"Learned that planning for technology is the same as other strategic planning - need vision statement, review guiding principles, set goals and strategies and time line."*

**2001**

No programs due to building renovation and the resulting move of the State Library staff and collections, and the intense, deadline-driven work of the Library Services Task Force.

**2002** Total attendance for all programs: 87 + 95 registered for May, 2002 program

## Topics:

What's It All About? The Library Board Member's Job Description

Library Budget Perspectives: Library, City, Auditor (to be held May 7, 2002)

## Participant Comments

*"Understand the differences between the job of the library board and the library director."*

*"Informative, helpful - a positive way to feel part of a statewide group."*

*"Very good information for new library board members."*

**Library Services Task Force**

In 1999 and 2000, the Iowa Commission of Libraries noted mounting questions about library service in Iowa. These questions included, *Why not combine school/public libraries? What are the roles of the State Library, Library Service Areas, and the Area Education Agencies? Won't libraries become obsolete with the Internet? How does loaning a book cost a library when the book is just sitting on the shelf? Why do we need trained school librarians/media specialists? Why are there so many independent public libraries? How do school, public, and community college libraries work together?*

The Iowa Commission of Libraries convened the Library Services Task Force, which consisted of 46 Iowans from across the state, including citizens, legislators, library trustees and librarians from all types of libraries. Members were asked to, "take a hard look at how we currently provide library services and how we can ensure Iowans' access to responsive and effective library services in the future." The charge to the Task Force was "to make recommendations to the Iowa Commission of Libraries on the future delivery of library services in Iowa."

With professional assistance from planning and library specialists (funded with LSTA money), the Task Force worked intensely for nearly five months in 2000. During this time, members reviewed Iowa's current library system and services; compared Iowa's model to other state models; identified issues of concern; drafted recommendations for enhancing the delivery of library services; solicited feedback on recommendations from larger Iowa library communities; and finalized recommendations to the Iowa Commission of Libraries.

Based on Task Force recommendations, the Commission identified library system priorities in two categories - those requiring legislative action and those that could be accomplished by the Iowa library community. Commission recommendations were forwarded to the Governor and the Iowa General Assembly. These priorities continue to serve as guidelines for the State Library and the Iowa library community.

In spring 2001, the Iowa Legislature passed and the Governor signed a bill which helped create a new library system for Iowa. Effective July 1, 2001, seven Library Service Areas (LSAs) replaced the former Regional Libraries. Geographic boundaries, staff and services remained essentially the same. The most significant change was the selection and make up of LSA Boards of Trustees. The former Regional Library boards were elected by and from the general public. The new, seven-member LSA boards are appointed as follows: one by public library boards of trustees; one by public library employees, three by the Iowa Commission of Libraries to represent library users and the public at large, one by area education agencies (AEAs), and one by community colleges.

This same legislation:

- requires joint planning on the part of the Iowa Commission of Libraries, LSAs and AEA media centers;
- requires AEA media center advisory committees to include an LSA board member or staff member;
- makes it possible to establish library systems composed of one or more counties, one or more cities, or any combination of cities and counties; and
- requires the Iowa Department of Management to coordinate a study of city and county funding for public libraries.

The legislation has already made LSA boards more representative of customers and has the potential to enhance communication among the Commission of Libraries, LSAs and AEA media centers. It will also help realize economies of scale by making it possible to share library services over a larger geographic area if citizens so choose, and identify and address inequities in public library funding.

The Iowa library community is already:

- Developing a uniform electronic data collection system for all types of libraries so outcome-based information can be compared locally, statewide, and nationally.
- Expanding and improving information literacy training that enables Iowans to find, evaluate, and use information.
- Developing easy to use websites to direct Iowans to reliable information on the Internet. For example, see <http://www.healthinfoiowa.org/> and <http://www.silo.lib.ia.us/datacenter/>

**Unobtrusive Reference Survey, 1998. Prepared by James Alsip, Joseph Fowler, Wendy Ramsey.**

The objective of this survey was to measure the customer service level of State Library staff. Results suggested additional training on reference interview techniques such as probing, verifying, and following-up, as well as informing behaviors.

## IV. Lessons Learned

### Overall Lessons

Federal funding provided through IMLS and LSTA has made it possible for the state of Iowa to make significant progress in improving citizens' access to information through libraries. It has allowed even the smallest public library, serving fewer than 500 people, to reach an unprecedented level of access to current, relevant, and accurate information through the Internet, statewide databases, and resource sharing.

In Iowa, LSTA funds have been focused on making more information accessible, encouraging linkages among libraries and in general, applying the funds to statewide projects to benefit a majority of Iowans. LSTA has had positive effects on all types of libraries, in every region of the state, and in each of the federal program priority areas. Public libraries received the largest amount of funding, but academics, schools, institutions and special libraries all received benefits from the statewide database subscriptions, SILO interlibrary loan and partnership grants.

LSTA funding provided many opportunities for leadership from the State Library of Iowa. Programs such as certification, accreditation and standards, and interlibrary loan helped empower libraries at the local level and will continue to fall under the leadership of the State Library. This past year, steps were taken to develop a data collection system for school libraries. A uniform electronic data collection system for all types of libraries will give libraries an important marketing tool for telling the library story. The relationship between the State Library and individual libraries has been enhanced by using LSTA funds for staff, travel, programs, and technology. The State Library is more visible and communication is more interactive.

### Lessons Specific to SILO

LSTA funding helped continue the progress made during the implementation of SILO through a HEA Title II federal grant. Building upon this infrastructure, the State Library continues to increase and improve electronic resources. The reciprocal partnership between the State Library of Iowa and Iowa State University, developed through the HEA grant, has proved mutually beneficial and continues today. SILO staff and equipment continue to be housed at the university and university staff offer technical support.

By automating the interlibrary loan process and making electronic databases available, the SILO network has dramatically expanded the capability and independence of the local library. Local libraries are now able to do for themselves things that were once done for them – request and receive interlibrary loans, search electronic databases, send messages to an electronic mailing list. This expansion of local library capabilities makes the library more viable and more valuable to its community.

Continuing to challenge Iowa libraries, and Iowa in general, is the large number of telephone companies and Internet service providers that do not offer affordable, high speed access. The same infrastructure problems Iowa had five years ago still exist today. The landscape has improved somewhat, but there are still areas in Iowa where libraries cannot get affordable Internet access. The State Library continues to investigate the most efficient Internet providers, but local situations are different and this remains a challenge.

### **Lessons Specific to State Aid**

The last five years have seen monumental changes in library funding. LSTA was instrumental in developing a proposal for a direct state aid program and marketing it to legislators. By leveraging LSTA in this way, there is now \$1,000,000 in annual direct state aid being distributed to public libraries where there was none prior to 1999. Although Iowa public libraries have received state aid for three years, it continues to be a struggle to paint a clear picture to legislators of the need for even more funding for libraries. It has also been difficult to convey the concept and importance of Open Access and Access Plus and the need for increased funding for these resource sharing programs. Funding for state aid and the resource sharing programs has not been cut, despite the sluggish economy.

Problems occur when services mandated in the Iowa code are not funded, requiring the use of LSTA money to provide the programs. This decreases LSTA funds available for innovative projects rather than basic and mandated services. There will be continued advocacy for more state support to provide additional databases and electronic resources for Iowans and an adequate operating budget for the State Library.

### **Lessons Specific to SubGrants**

Partnership grants have benefited 25 communities in the last three years. The nature of competitive grants and the short time period in which the projects and programs take place makes it difficult to get a full impact/outcome evaluation, and to know if the partnerships continued. To develop these projects, libraries sought out community agencies with common goals and mutual interests. Many partners supplemented the LSTA funding to provide additional resources and services to benefit all partners and their customers. These grants helped increase the visibility of the library in the community.

The third year produced fewer applications and some of the proposed partnerships appeared weak. At the direction of the LSTA Advisory Council, it was decided that new grants would be competitive but not specifically called partnership grants. The grants will focus on priorities of the Library Commission and Library Plan of Service. Extra points on the scoring sheet will be applied when applicants choose partnerships.

The building consultant grants and summer reading program grant are extremely popular. Public libraries have come to expect and rely on these programs, but that makes it difficult to redirect LSTA funds to new and innovative programs.

### **Lessons Specific to Training/Continuing Education**

State Library and LSA staff provided superb continuing education and training opportunities. Evaluation results rated this training excellent. The successful use of electronic databases and SILO interlibrary loan by Iowa librarians have depended on high quality and widely available training sessions. A large amount of effort has been put into statewide training using the ICN. Even though the ICN cuts travel costs and makes training more efficient, it is not as effective as face-to-face communication in some situations. Conclusions from the Hill Simonton Bell Focus Study showed many library staff were apprehensive about using new technologies. Participants stated they wanted more training on the use of electronic resources. Five years later, using these resources has become less complicated and most library staff can use them with ease.

#### Trustee training program

Trustees were offered a variety of continuing education opportunities. Initial training included seven sessions offered in one year. The plan objectives were met, but trustees failed to take advantage of the offerings. Of the possible 3,500 trustees who could attend, fewer than 10% took advantage of the opportunity. The number of sessions per year have been cut to two and the method of providing this information will be evaluated to see if there are more effective ways to offer training.

#### Children's and literacy programs

Children and literacy programs were emphasized in Iowa. The State Library Youth Services Consultant has built a strong program. The State Library has also made many connections and liaisons with other agencies and organizations around the state to improve literacy through joint projects. The Summer Library Program, used by the majority of Iowa's 543 public libraries, has been a great success each summer. A summer program for young adults has been added to fulfill the needs of these library customers. The State Library in past years has begun to emphasize information literacy and will continue to do so.

## **V. Brief Review of Evaluation Process**

- A. Who was involved:
- Mary Wegner, State Librarian
  - Judy Jones, LSTA Consultant
  - LSTA Advisory Council
  - Iowa Commission of Libraries
  - Library Service Area Staff
  - State Library Development Staff
  - Libraries in Iowa

B. How was the evaluation conducted:

An **overall evaluation** of the impact of Iowa's LSTA program and its success in achieving the goals identified in the Plan was conducted by:

- \$ comparing FY98 benchmark levels with the proposed FY02 levels to measure progress toward meeting goals
- \$ reviewing LSTA annual reports
- \$ reviewing final reports and evaluations of individual projects
- \$ assessing the effect of LSTA funds on the state through in-depth discussions with the Iowa Commission of Libraries, LSTA Advisory Council, Library Development Staff (of the State Library), and a State Library/Library Service Area work group.

Reviewing and assessment of these resources, as well as anecdotal and statistical evidence, helped answer a fundamental question: "What was the impact of LSTA funding on the state of Iowa?"

Between 1998 and 2002, external consultants evaluated several LSTA programs and projects: SILO (State of Iowa Libraries Online), customer service and reference skills of State Library staff, the availability of FirstSearch, and Electric Library to Iowa libraries. Methodologies used in these evaluations included review of documentation (SILO), unobtrusive reference survey by trained data gatherers (State Library staff), and focus groups (SILO, FirstSearch, and Electric Library).

Two goals from the five-year plan were selected for in-depth analysis: Providing Iowans with expanded access to information and materials through SILO; and improving library service to Iowans through knowledgeable, well-trained staff and well-informed public library trustees. The SILO goal reflects the IMLS priority of providing services through technology, and the staff/trustee development goal addresses the targeted services priority.

The impact of SILO on the State of Iowa was examined. Usage statistics for SILO Interlibrary Loan, FirstSearch, Electric Library, and State Library web pages were analyzed. Development of the SILO network from FY98 to FY02 was assessed.

Outcomes associated with educational programs for librarians and library trustees were assessed. Participant evaluations from public library management classes, other continuing education offerings for librarians, and trustee workshops were analyzed. Participant evaluations of the State Library's annual Town Meetings (attended each year by 300-400 Iowa librarians) were another source of data.

The LSTA Advisory Council evaluated the program and suggested ways to improve it. The Iowa Library Commission reviewed the evaluation and provided feedback. Comments were solicited from Iowa libraries, Library Service Area staff, and State Library Development staff, much of which was incorporated into the evaluation.