

Montana State Library Annual Report

2015



Letter from the Montana State Librarian



Fiscal year 2015 was a year of turning inward for the Montana State Library. It was a year of intense learning about ourselves and how we serve our diverse community. Thanks to our staff, Commission, and our partners, we heard a lot about shared hopes and dreams for how we can best serve our patrons.

Throughout the year, and through multiple conversations, we identified the values our employees hold dear and identified where they want our services to go next and how to continue to adapt to a changing library environment. These aspirations drive how we are approaching everything we do in the next few years.

Our strategic initiatives and priorities reflect shared values including collaboration, compassion, knowledge, opportunity, accountability, sustainability, and transparency, which inform and guide our transformative work.

The State Library's commitment to engagement, learning, and stewardship means we are listening, learning, and growing by:

- Renewing our own commitment to our mission for better library experiences for our diverse users.
- Preserving Montana information and improving access to it.
- Continuing to strengthen the culture of continuous improvement through ongoing assessment of Library activities and programs.
- Providing physical and digital infrastructures that advance research, knowledge, and education.

We will continue conversations with additional stakeholders, both formally and informally. We will also participate in collaborative staff learning activities in which we will talk about what we are learning as an organization, why that learning is important, and how we can act on that information.

It is an honor to provide Montana with quality library services and programs; we look forward to continuing the journey.

Sincerely,

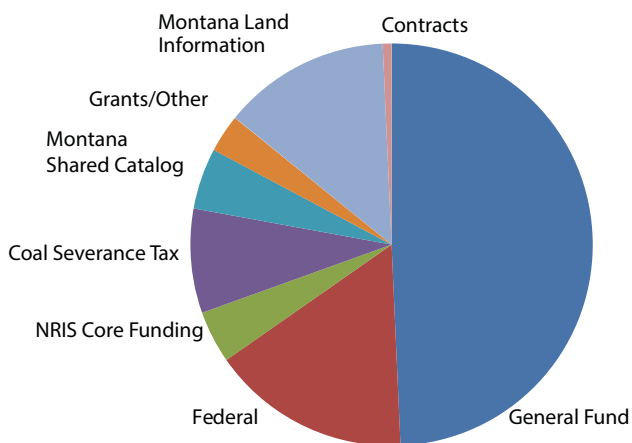
Jennie Stapp
Montana State Librarian

2015 Annual Report Overview

Revenue and Expenditures

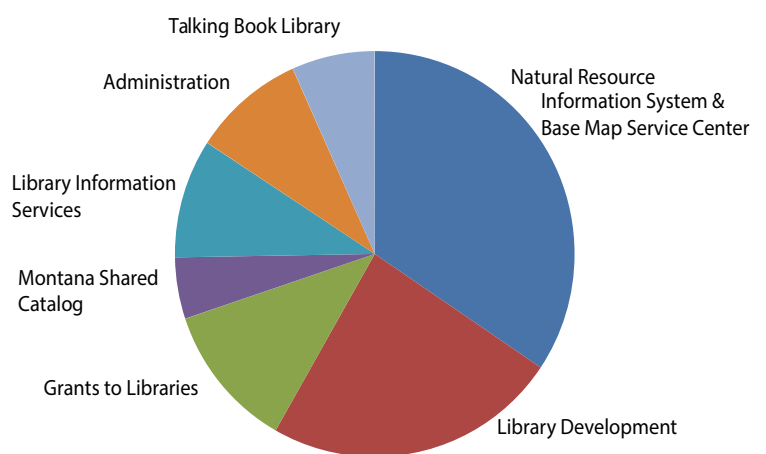
Revenue

General Fund	3,312,598
Federal	1,073,863
Natural Resource Information System Core Funding	283,523
Coal Severance Tax	562,798
Montana Shared Catalog	329,182
Grants/Other	205,111
Montana Land Information	904,289
Contracts	47,502
	<u>6,718,866</u>



Expenditures

Natural Resource Information System & Base Map Service Center	2,313,425
Library Development	1,599,795
Grants To Libraries	778,425
Montana Shared Catalog	329,182
Library Information Services	637,189
Administration	608,928
Talking Book Library	451,922
	<u>6,718,866</u>



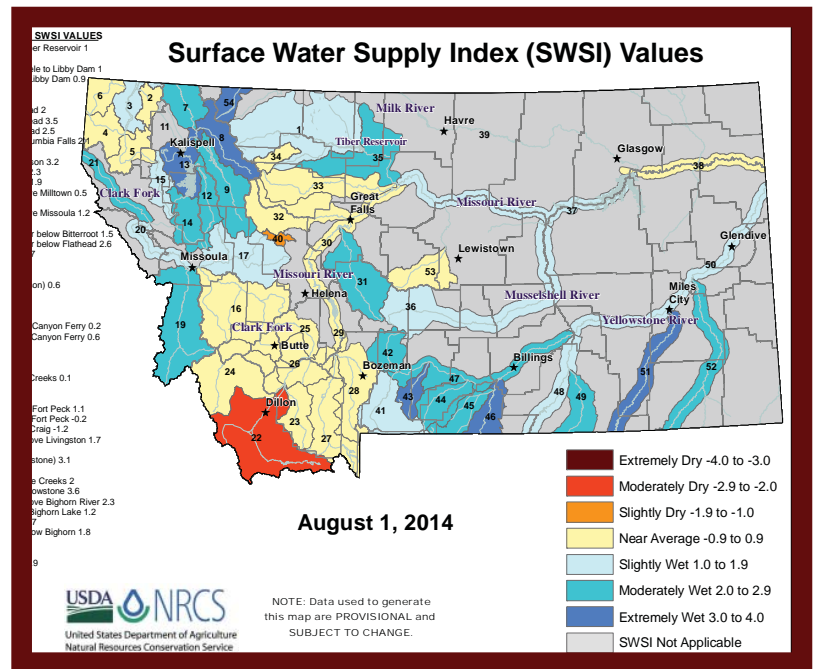
Goal One- Content

The Montana State Library acquires and manages relevant quality content that meets the needs of Montana.

The Legislative Snapshot is dependent on the expertise of cross program staff. These staff research topics of importance to the Legislature and data that is relevant to inform deliberations, organize and/or format data so that it can be mapped and charted to improve information understanding, and present the data in both print and online forms that help Legislators understand issues at both a statewide and local level and that facilitate further research as necessary.

The 2015 Legislative Snapshot was organized around specific issue briefs, such as Women in the Workforce, Federal/State Coordination, Education Funding, Economic Impacts, and more. While the print version will remain static, as issues developed during the session, additional briefs were added to the online version of the snapshot.

The Legislative Snapshot continues to be a valued tool created by the State Library for the Legislature that showcases the kinds of information and services that MSL provides in the context of the issues that legislators will consider during the session. MSL staff seeks data and information from a variety of state and federal agencies, which creates further opportunities for future partnerships.



http://mslapps.mt.gov/legislative_snapshot/

The Wetland and Riparian Mapping Center of the MTNHP has updated its status map, which can be found at http://mtnhp.org/nwi/images/wetland_status.jpg. To date, over 3 million acres of Montana wetlands and riparian areas have been mapped by the center.

Montana Memory Project (MMP) was invited by the Mountain West Digital Library and the Digital Public Library of America (DPLA) to participate in the Public Library Partnerships Project funded by the Bill and Melinda Gates Foundation. This project provided digital skills training for librarians including digitizing, describing and exhibiting their cultural

heritage materials online through DPLA exhibitions.

Thanks to the training, four new collections are now published in the MMP:

- Hobson Community Library - Early Agriculture and Homesteading in Judith Basin County
- Judith Basin County Free Library - Sheep Ranching in Judith Basin County
- Billings Public Library - Billings Images of People and Images of Events
- Roundup School Community Library - Musselshell Valley Historical Photographs

MSL MMP staff collaborated with staff of the Montana Historical Society and the Montana Office of Public Instruction to **create classroom lesson plans** for the Montana Memory Project so that teachers can easily incorporate this resource into their yearly teaching activities.

Additionally, MSL staff presented to MEA-MFT conference participants about adding their

own lesson plans to the MMP educational resources page.

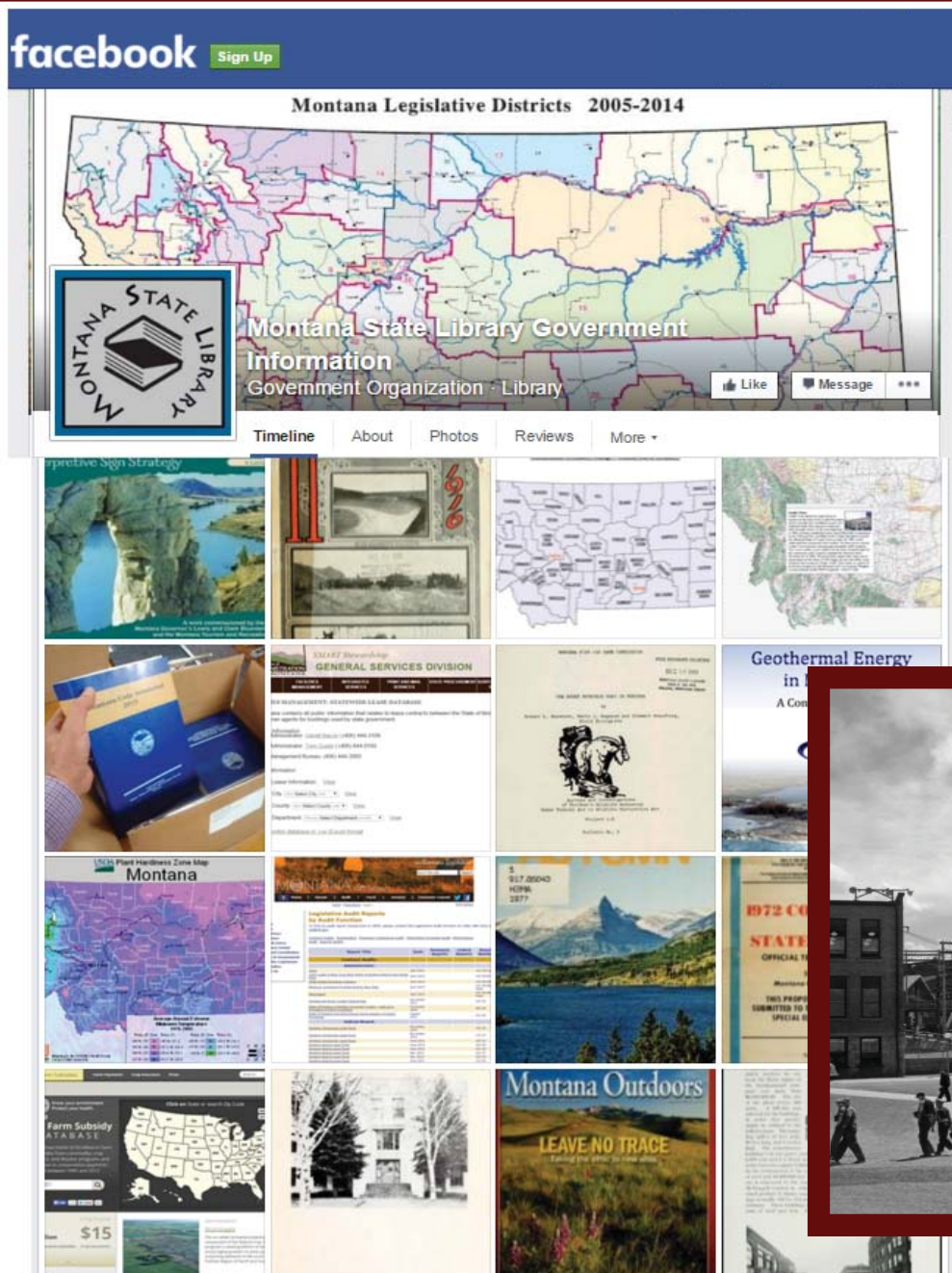
MSL Talking Book Library staff completed the **BARD (Braille and Audio Reading Download) Bibliographic Synchronization project** for MTBL's digital storage and digital duplication system with the National Library Service in order to make higher quantities of in-demand titles available to patrons faster. This increased the annual amount of BARD Duplication on Demand physical copies, which helps meet patron demands for increased digital copies of book and magazine titles.

The completion of the HABC post-production of newly completed "born-digital titles" is in process. To date, 45 digital audio books have been started, 15 are currently being recorded, and 30 are in various stages of post-production. The Recording Program Director continues to learn the recording, noise reduction, and the equalization software programs. Two volunteers are currently being trained to help with the HABC post-production quality assurance processes.



Goal Two - Access

The Montana State Library provides libraries, agencies, and its partners and patrons with convenient, high quality, and cost-effective access to library content and services.



Montana State Library's Facebook pages reach our wide range of users with targeted content.

<https://www.facebook.com/MontanaStateLibrary.GeographicInformation> and
<https://www.facebook.com/MontanaStateLibrary.MMP>

For the past year, MSL has been migrating to a **new web Content Management System** (CMS). MSL had previously used the WordPress CMS managed by Pressable. While this solution was a good option at that time, the State Information Technology Services Division (SITSD) has since begun offering a robust CMS service, known as DNN, on the state enterprise web platform. Utilizing the state enterprise web platform provides additional security measures and better opportunities for integration between our web resources and other IT resources. We have worked with SITSD since their initial testing of the system in October 2013, and since that time, the entire library program web pages have been migrated from WordPress to the state supported CMS. In addition to added security and efficiency, moving to SITSD's DNN environment came at no cost saving the State Library several thousand dollars annually.

As an agency, we worked to develop policies that support flexible **social media usage** that encourages contributions from staff.

Because our programs are so diverse and serve so many diverse users, the decision was made to have multiple Facebook (FB) pages addressing our users' needs. Current FB pages include: the Montana State Library (general); the Montana Memory Project; the Montana Talking Book Library; Geoinfo; Natural Heritage Program; and State Government Information.

This year, for the first time ever, MSL launched a Facebook (FB) advertising campaign for two programs: the Montana Memory Project and State Government Information. In a four-month period, the MMP saw a 771 percent increase in "likes" on the page, which resulted in an average of over 1,000 people per day who engage with the content on the MMP FB page. In a two-month period, the State Government Information page saw a 919 percent increase in "likes" on the page, which resulted in an average of over 500 people per day who engage with the content on their FB page.

Goal Three - Training

The Montana State Library provides appropriate trainings and training resources so that the best use can be made of the resources offered.

MSL contracted with Sage Solutions Non Profit Consulting of Bozeman to **provide succession planning training** for library trustees and library directors using FY14 LSTA funds designated for trustee training. Sage Solutions presented three hour sessions at the Broad Valleys, South Central, Tamarack, and Golden Plains Spring Federation meetings. Sage Solutions also produced an “Emergency Succession Plan Handbook” and a “succession toolkit” and distributed these resources to attendees. The trainings and materials were very well received and resulted in increased understanding of the importance of strategic, operational and policy planning by library boards, in order to be better prepared for transitions in leadership at the library.

MSL training staff continue to **expand the number and topics covered with online webinars and archived webinars**. Trainers have expanded the number and range of online self-paced tutorials available to learners, focused primarily on assisting learners with tasks that frequently result in requests for help from staff. The secondary focus has been on improving basic awareness of shared resources such as the Montana Memory Project. The MSL purchased Camtasia software licenses for several trainers so that they can easily create self-paced tutorials using screen capture and the instructional design enhancements included in the software. These tutorials make

it possible for the librarians we serve to access these resources for help at the moment when they need that help. MSL training staff will expand the number and type of self-paced learning that we develop over the next year to include critical information for new public library directors. The tutorials are all available online at MSC’s Learning Portal at: <http://libraries.msl.mt.gov/Home/Learning>.

Continuing Education (CE) training and online certification applications have **made the process of achieving certification easier** for Montana librarians, and improved the efficiency of processing applications. While demand for certificates grows, the staff time allotted for managing the certification program is static, so achieving every efficiency possible in the process is important to the program’s sustainability. Moving the process away from paper applications has also created long-term benefits in data retention and analysis. MSL staff now has access to aggregate data on the professional development activities of Montana librarians, which will better inform our training in the future.

MSL staff collaborated to **present six online trainings** to Montana librarians on the following databases: Auto Repair, Small Engines, GreenFile, Environment Complete, Opposing Viewpoints, Consumer Health

Complete, CINAHL, and the A to Z index of electronic resources. These trainings were part of the series entitled: *Database-a-week: Become an eResource Ninja!* By providing these trainings, our goal was to help Montana librarians provide better reference service.

Additionally, MSL staff offered three **ReferenceUSA in-person training sessions** taught by an Infogroup vendor representative. These trainings created new

demand for three additional online webinars weeks later. One of these online webinars was requested by Montana Department of Transportation (MDT) librarians and tailored to specific work needs of MDT staff. Finding residential addresses associated with right-of-way projects in ReferenceUSA was especially valuable to MDT staff. State GIS employees were particularly interested in discovering the ability to get latitude/longitude coordinates for Montana businesses from ReferenceUSA.



<http://libraries.msl.mt.gov/Home/learning>

Goal Four - Consultation and Leadership

The Montana State Library provides consultation to enable users to set and reach their goals.

MSL GeoInfo staff **completed documentation for Cadastral, Geodetic Control and Boundary themes started under the FY14 CATSPAW** project. The landownership team adopted Microsoft One-Note as a standard for documenting workflows. Documentation for loading geodetic control into the Multi-state Control Point Database (MCPD) was completed in March. Documentation of the boundaries workflow is now complete.

To date, 25 public and school libraries have hosted **the Montana Makers makerspace kits**, which were purchased with FY13 and FY14 LSTA funds. Makerspaces are part of a growing movement of hands-on, mentor-led learning environments to make and remake the physical and digital worlds. Each Montana Makerspace kit includes a wide range of items from badge makers to sewing machines to telescopes to electronic circuitry and LEGOS. They foster experimentation, invention, creation, and exploration through design thinking and project-based learning.

A makerspace is a physical location where people gather to share resources and knowledge, work on projects, network, and build. Makerspaces provide tools and space in a community environment – in this case, your local public library! Expert advisors may be available some of the time, but often novices get help from other users. Hosting libraries completed evaluation forms and surveys to report the successes and challenges of their programs, and whether goals articulated in the hosting applications had been met. Montana libraries indicated that arts and crafts and simple plug-and-play technology tools, such as circuits and MaKey MaKey, were most popular, whereas computer programming tools were more challenging and less used during the brief time frame. Most libraries agreed that the pilot helped them to increase STEM (science, technology, engineering, math) and young adult programming offerings in their communities, and to try out makerspace materials that they may want to purchase.



Young makers safely learn about electricity with Squishy Circuits at ImagineIF Libraries in Kalispell.



Clockwise from top left; students:

- *work together on a robotics project.*
- *collaborate on makerspace programs.*
- *complete advanced projects using Arduino microcontroller.*
- *use “soft circuits” within traditional craft.*
- *and, make building projects, learning the fundamentals of engineering.*

Goal Five - Collaboration

The Montana State Library promotes partnerships and encourages collaboration among its users.

The state contract for courier service

that commenced in January 2015 serves 54 libraries through 19 drop sites that have signed service agreements with Critelli Couriers as of October 2015. Most of these items (91%) are comprised of Montana Shared Catalog sharing group materials.

The Courier Alliance sent an average of 685 crates per month in calendar 2015, averaging \$7.75 per crate (based on a monthly contract value of \$5,300). With approximately 20 items per crate, participating libraries pay an average of \$0.38 per item. There is no special packaging required to send items via courier, allowing staff to quickly and easily sort and send a large volume of materials.

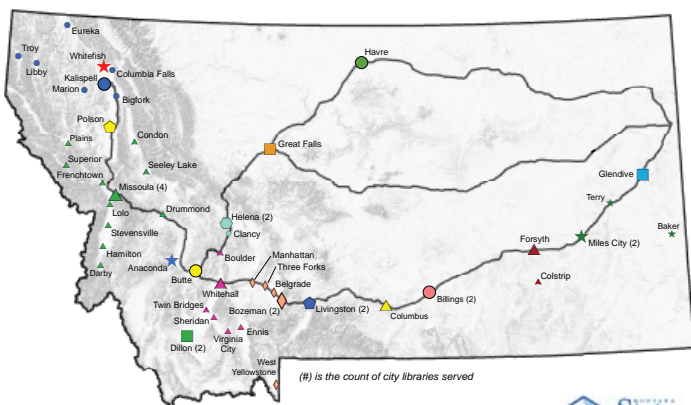
By comparison, traditional interlibrary loan delivery via mail requires additional processing time and packaging costs. The cost of staff time plus post and packaging costs for any given time period, divided by the number of interlibrary loan transactions in that period, yields an average cost range between \$5.00 and \$19.00 per item among Montana libraries that participate in interlibrary loan.

Monthly averages:

- \$5,300 total contract value (library and MSL contributions)
- 200 stops (increase from 196 in February to 226 in September)
- 685 sent crates per month
- Average cost \$7.75 per crate

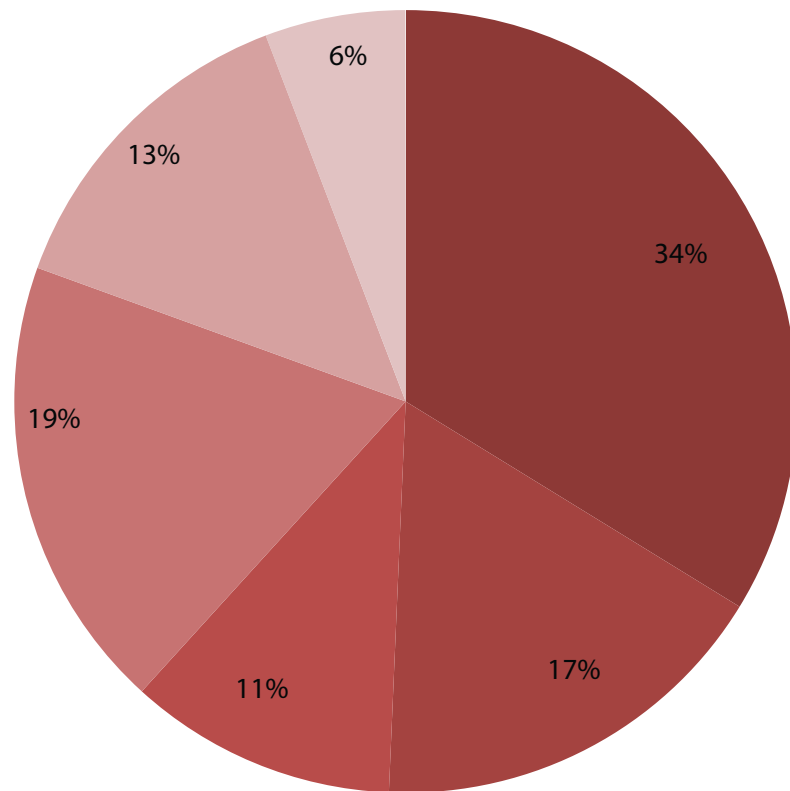
Montana Courier Alliance

Main Library Drop Sites and Libraries Served



The Montana State Librarian was elected to serve as Chair of the Board of Directors of the **Schools, Health, and Libraries Broadband (SHLB) Coalition**. The SHLB Coalition supports open, affordable, high-capacity broadband connections for anchor institutions and their surrounding communities.

Internet Speed by Percent of Public
Library Service Population



■ 30-1,000 mbps ■ 10-29 mbps ■ 6-9 mbps
■ 3-5 mbps ■ 1-2 mbps ■ not reported

The 82 main public libraries across Montana provide bandwidth sufficient for intensive internet functions (6-1000 mbps) to approximately 62% of the state's population.

Goal Six - Sustainable Success

The Montana State Library is efficient and effective (measured against partner and patron outcomes) and is engaged in fulfilling its mission.

In the **2015 legislative session**, the MSL budget increased by approximately 1.1% overall and 3.3% General Fund over the previous biennium. These budget increases include the Water Information System Coordinator position, which was made permanent, and increases for fixed costs. Our appropriation for Coal Severance Tax (CST) monies was reduced by approximately \$90,000 each year of the biennium. These monies fund library federation grants, statewide library databases and the state publications digitization program. After much deliberation and consultation with the Network Advisory Council and the Office of Public Instruction, MSL did not renew the contract with Tutor.com for HomeworkMT as a result of the reduction.

Unfortunately, the FTE reduced by the 2013 Legislature, including 1.29 FTE in the State Library, were not restored this session. Through existing vacant positions and the planned reorganization of the Digital Library, MSL was able to absorb most, but not all, of this reduction without losing staff.

For the first time, the Montana State Library dedicated \$10,000 to **market its' programs and services**. Based on meetings with program managers and review of program goals, MSL staff evaluated the marketing needs of all programs and put forth

recommendations for a suggested marketing budget. This year, MSL spent money to: purchase television and print advertising for the Montana Talking Book Library program in an effort to recruit additional patrons and volunteers; redesign the MSL web site; design web graphics to represent the Geographic Information program; promote the Montana Memory Project and the State Government Information Facebook pages in order to increase access to our digital collections; and sponsor NPR in order to promote the new collections in Discover It. All program marketing yielded additional interaction, engagement, and access to our collections; however, the most successful marketing was on Facebook which increased access to our collections in a significant way.

At the 2015 Biodiversity without Boundaries conference (the annual NatureServe/Heritage network conference), the **Montana Natural Heritage Program** was presented with the **2015 NatureServe Scientific and Technological Achievement Award** "in recognition of outstanding and innovative efforts to provide the scientific basis for conservation decisions". The award was primarily for MTNHP's work in making its information more widely available, especially through the new Species Snapshot web application.

In May, the Natural Heritage Program was chosen for a **Wetland Stewardship Award**, which was presented by Lieutenant Governor Angela McLean in an award ceremony at the State Capitol. These awards are given biennially to recognize “individuals and teams who exemplify excellence and commitment in wetland conservation, protection, and restoration in Montana.”

MSL Talking Book Library staff **finished installation of the HABC**, or “Hindy”, recording software, and replacement of old hardware in July, 2014. This upgrade will benefit patrons by having a higher quality, more efficient platform for listening to newly recorded Montana titles. New digital titles will be uploaded to BARD, through an NLS process, and made available to patrons and other Talking Book Libraries nationwide, increasing MTBL’s efficiency in decreasing staff time processing out of state patron requests for Montana talking books.

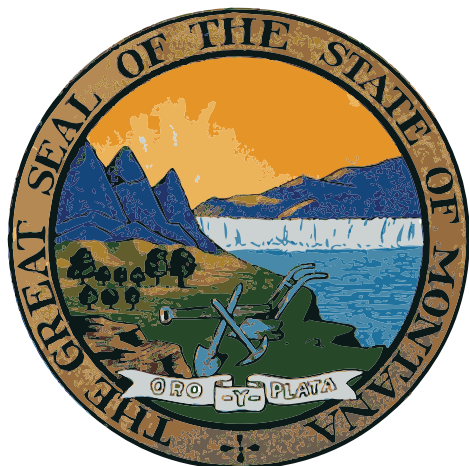


Volunteer Coordinator Erin Harris works with Talking Book Library volunteers to record Montana books and magazines.



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