



USL Staff Reports to the  
State Library Board  
March 31, 2011 – June 8, 2011

***Director's Report***  
***Donna Jones Morris/State Librarian***

**State Library Board**

Grand County Public Library Director Carrie Valdes was appointed to become a member of the State Library Board. She is filling the vacancy of Board Member Samuel Passey, whose term expires June 30, 11. She will be reappointed. Board Chair TerryAnn Harward and Director Donna Jones Morris conducted a Telephonic Orientation for New Utah State Library Board Members Meeting on June 8. TerryAnn Harward has served as Chair and Member of the State Library Board, from July 1, 2003 to June 30, 2011. Carolyn Bessey has served as a Member of the State Library Board from July 1, 2003 to June 30, 2011. Plaques will be given to Board Members Harward and Bessey at the June 9, 2011 meeting.

**Blind and Disabled**

Optimization - USL hired Teksystems through a DTS process to conduct an efficiency study of the Blind Program warehouse and office operations. The goal of the project is to facilitate the optimization of workflow processes. Teksystems Analyst Tom Hollingsworth is making recommendations and assisting with the implementation of efficiencies based on analysis and optimization theories. The Optimization Study of the Blind and Disabled operations by Teksystems through DTS has been completed to the point where RFID and automation of the warehouse operations were recommended, and acquisition of equipment to automate the manual process has begun.

Construction of the Library for the Blind Building at the Utah Department of Corrections (UDC) will be completed soon. The Utah State Library cooperates with UDC and produces recordings for the blind and disabled, utilizing inmates as the workforce.

The Blind Program restructured the patron service area so that the internet terminals, browsing shelves and demo machines are in a single location at the front of the Library. This is an area for Reader's Advisors and Librarians to show patrons the technology we have available and demo the digital machines.

**Democratic Republic of Georgia Visitors**

Utah State Library hosted a visit from five librarians from the Democratic Republic of Georgia on April 18th. The delegation, accompanied by two interpreters, was arranged through the Utah Council for International Diplomacy, and included librarians from the National Parliamentary Library of Georgia, Tbilisi [Capitol City] Main Library, and Division of Culture and Education, Tbilisi City Hall. Director Donna Jones Morris and USL staff members briefed the delegation on USL organization and operations, and provided a tour of the facility and numerous take home materials. Utah was the only state library visited during their trip to the United States, which also included the Library of Congress.

**Governor's Mansion Library**

The Digital Library Services staff inventoried the book collection of the Governor's Mansion Library and published an updated catalog to the collection last published in 2000.

**Library Services and Technology Act (LSTA)**

An RFP has gone out to the appropriate audience seeking a qualified firm to provide a formal evaluation of Utah State Library Division's existing LSTA Five-Year Plan: 2008-2012, and assist with the development of a comprehensive recommendation for a new LSTA Five-Year Plan: 2013-2017 for Utah library products and services to the Utah library community.

**Trading Spaces Mentoring Program**

The second round of this program has started, with the next deadline for applications set for September 15. The 14 people currently receiving mentorship come from academic and public libraries, with mentors from the

same types of libraries. A total of 105 people have participated to date, including mentees, mentors, and the mentoring committee.

Among those who have completed their mentoring project, 83% described their experience as excellent and 17% described their experience as good, and no one has been dissatisfied. More information about the program is available at: <http://library.utah.gov/tradingspaces> or from Project Coordinator Colleen Eggett at 801-715-6776, or [ceggett@utah.gov](mailto:ceggett@utah.gov).

### **Utah Futures**

Utah State Library has partnered with the Utah Department of Workforce Services, the Utah State Office of Education, Gear Up, Utah Higher Education Assistance Authority, Utah System of Higher Education, and the Utah State Office of Rehabilitation in support of the initiative "Utah Futures" Career Information Services, available through Public Pioneer, or at <https://www.utahfutures.org/>. "UtahFutures.org" is THE place to go for education and career planning, and for occupation and job leads. Here, library patrons can build resumes and easily customize them for specific job applications. They can study for standardized tests and find tutorials. Through partnership with UtahFutures.org, Learning Express is now available to all Utah Libraries.

### **Utah Library Association (ULA)**

Multiple USL staff presented sessions at the annual ULA Conference. This upcoming year USL will be represented in ULA by:

**Donna Jones Morris** – Liaison from State Library to the ULA Board, and Liaison to the Legislative Committee

**Juan Lee** – Trustees, Advocates & Friends Roundtable Liaison, Liaison to the Legislative Committee

**Ray Matthews** – Government Documents Round Table

### **Youth Services**

Summer Reading is beginning at libraries across our state. Utah State Library (USL) is participating in the annual Collaborative Summer Library Program with 49 other states. This year's theme for children is "One World, Many Stories" and for teens is "You Are Here". USL coordinates summer reading for the entire state. Many libraries have been requesting copies of the Governor's Summer Reading Challenge calendar, which incorporates the "One World, Many Stories" theme into the call for children and their caregivers to read 20 minutes each day. The nine bookmobiles that are part of USL will be participating in Summer Reading, and there is a program for Blind and Disabled patrons of USL.

The State Library is extremely pleased to be televising public service announcements with Governor Herbert, Mrs. Herbert and their family, encouraging children to continue reading throughout the summer.

<http://www.youtube.com/user/UtahStateLibrary?blend=10&ob=5#p/u/4/xWP7EoGDbJY>

### **Represented USL**

- ULA Legislative Committee Meetings April 6 and May 24.
- American Society for Public Administration (ASPA) meeting April 7.
- Institute of Museum and Library Services webinar April 12.
- Utah Education Network Steering Committee Meeting April 15 and Strategic Planning Committee May 25.
- Utah Futures Steering Committee April 21.
- Utah Academic Library Consortium at Weber State University April 25.
- Social Media Workshop at USL April 26.
- Training on Managing Multiple Projects, Objectives, and Deadlines for USL Supervisors, April 27.
- Attended 21st Century Library Building Symposium at USL on May 4.
- Metropolitan Area Director's Meeting at Park City Library May 5.
- Interviewed by Salt Lake Tribune Television and Media Reporter Vince Horiuchi concerning Kindle usage to download Overdrive materials from libraries on May 5-this resulted in an article on May 9, 2011.
- Attended and presented at the Utah Library Association Conference May 12 and 13 at the Davis County Conference Center in Layton.
- Attended the Workforce Services and Community and Economic Development Interim Committee Meeting on May 18.
- Toured Uinta County Library in Evanston, Wyoming on May 20.
- Interviewed by KBYU Adam Loose about State Parks and Library partners who check out free State Park passes on May 20.
- Resource presenter for Salt Lake City Library Board Retreat on June 4<sup>th</sup>.

## Staffing Changes

Iron County Bookmobile Librarian Jeff Lewis resigned May 24, 2011.

## **Marketing and Public Relations** **Jeri Openshaw, Communications Specialist**

### Press Activity

**Snapshot Day – April 4, 2011** - One Day in the Life of Utah Libraries – Over 120 libraries participate, and over 100,000 people walked through library doors in Utah in April, 2011 (Academic, Public, and School Libraries participated)

**National Bookmobile Day – April 12, 2011** - Utah Celebrates National Bookmobile Day - For over 50 years Utah's rural residents have been frequent visitors to the Utah State Library Bookmobiles. In April 2011 Utah joins the nation in celebrating bookmobiles.

**Utah State Library and Partners Reveal Library Snapshot Results – May 23, 2011**- During the month of April public libraries, academic, school and special libraries participated in taking an anything-but-average look at a day in the life of Utah libraries in concurrence with National Library Week.

### Media Coverage:

**Tooele Transcript – April 20, 2011** - Reporter Lisa Christenson – Cost of fuel for bookmobile not as high due to the use of diesel fuel.

**Salt Lake Tribune – May 9, 2011 - Vince Horiuchi** – Growing popularity of eBooks and the question when will eBooks be available on Kindle.

**Vernal Express – May 18, 2011 - New Uintah County Library Breaks Ground** – Utah State Librarian Donna Jones Morris speaks at library ground breaking.

**KBYU – May 20, 2011 – Adam Loose** – State Parks and Library partner to extend free State Park passes for checkout at several Utah Libraries.

### Media Campaigns

Web Ad running on Fox 13 for PIONEER – Utah's Online Library – through June 2011

PIONEER – Utah's Online Library – eBook and audio book ads running on mid Utah radio stations through summer 2011

Governor's Family promoting Summer Reading runs as a PSA on local TV through Summer 2011.

## PROJECTS

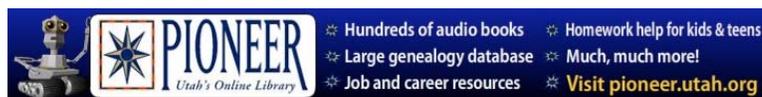
Communications Specialist Jeri Openshaw assisted in the initial setup and printing of the updated Governor's Mansion Library Directory.

[http://utah.ptfs.com/awweb/guest.jsp?smd=1&cl=all\\_lib&lb\\_document\\_id=42056](http://utah.ptfs.com/awweb/guest.jsp?smd=1&cl=all_lib&lb_document_id=42056)



Other projects and activities included:

- Involved in promoting and developing elements of the 2011 Snapshot Day – A Day in the Life of Utah Libraries. All types of Utah libraries participated again this year.
- Working on the Governor's Summer Reading Calendars for 2011. USL distributed around 30,000 to Utah libraries of all types. She is also working with McDonald's to arrange for summer reading information to be on the tray liners from mid June through July at all Utah McDonald's. USL also purchased an air schedule for the Governor's Literacy Commission PSA on KSL and KSTU FOX 13 – the PSA will run through July.
- Attended the 2011 Utah Library Association Conference.
- Placed more promotional items on the USL YouTube channel which include PSAs and other video captures that spotlight USL services.
- PIONEER – Utah's Online Library – Communications Specialist Openshaw is working with FOX 13 TV on a web based PIONEER media campaign to include this animated character. Check it out on the FOX website.



- PIONEER – Utah's Online Library quick facts continue to air on KSL's Business Report with Chris Redgrave – these will air frequently during the "Speaking on Business" report.
- Identified and distributed materials for blind and disabled services to government agencies and other organizations that would be suitable sources to place outreach. Developing additional materials to place in appropriate offices.
- Worked with Continuing Education Coordinator Colleen Eggett to schedule a media/communications training for librarians and USL staff – it focused on proper use of social networking and national social networking attorney Randy Dryer was the guest on April 26, 2011. The presentation was attended by over 60 of Utah's library representatives.
- Working with Disney Radio to talk about PIONEER and the bookmobile program at four events held by Disney throughout the summer.
- Developed a new updated brochure for new UPLIFT trainings held in July and August.
- Producing a PSA for the bookmobile program. Shot video of the bookmobile in Stockton, UT.



Specialist Openshaw attended three Utah Cultural Alliance meetings. Meetings revolved around planning the Cultural Bytes issues to focus on in 2011. She also arranged for Natalie Gochmour from the Chamber of Commerce to speak at a Cultural Bytes on business and the cultural community.

Specialist Openshaw continues to work with Gail McCollough from the SLC Main library who will work with USL to display items from 80 years of the talking book. Materials will include information on Reed Smoot – the Utah Senator who sponsored the bill 80 years ago.



***Assistant Director/Library Development  
Cheryl Mansen***

**Public Library Annual Data**

State Data Coordinator Juan Lee has published data from all libraries' annual reports that were concluded March 31<sup>st</sup>. At: <http://library.utah.gov/programs/development/statistics/index.html> there are PDF and XLS forms of the data analysis. Statewide Annual Report Data is due to NCE in June.

**Youth Services**

Youth Services Coordinator Matt McLain reports that Utah Kids Ready to Read (UKRTR) will begin meeting again in July to discuss the Every Child Ready to Read 2nd Edition and how to adapt the program to meet the needs of Utah libraries. The State Library will be offering materials and trainings in cooperation with UKRTR later in the year. Additionally, the Utah Humanities Council granted Preschool Pioneer \$3,000 to begin developing an online early literacy portal. UKRTR will help develop content for the website.

**Summer Reading Program**

Congratulations to Autumn Greenwood, winner of the 2011 "You Are Here" Teen Video Challenge. Utah is one of twenty states that had video submissions. Autumn will receive \$250 for her entry, and the Bingham Creek Library will receive \$100 as Autumn's local library. The winning video can be viewed at: <http://library.utah.gov/programs/youth/summerReading.html>

Youth Services Coordinator McLain reports that Summer Reading is beginning at libraries across Utah. The Bookmobiles will be participating in Summer Reading. He is also working with Sarah Pitkin to create a summer reading program for the Library for the Blind. Information for the Summer Reading Survey will be sent out soon that we will ask libraries to submit their Summer Reading Program evaluation in September. The 2012 Children's Theme is "Dream Big--Read", and the Teen Theme is "Own the Night". Nationally recognized trainer on Summer Reading Programs Patti Sinclair will be coming to Utah to present on the 2012 program and manual.

**LSTA**

After the IMLS Grants to States workshop in Baltimore, MD in March, staff prepared and submitted to Purchasing Division an RFP for consulting firms to bid on a contract to conduct the IMLS required evaluation of USL's current LSTA Five Year Plan (2008 – 2012), and the development of a new LSTA Five Year Plan (2013 – 2017). The RFP was released to the vendor community on May 24<sup>th</sup> with a ceiling of \$75,000 placed on the bids. An impartial evaluator is required by IMLS, and will help USL create a comprehensive new Plan

to guide its efforts to help Utah libraries develop their technology through 2017. The new Plan is due to IMLS in June 2012.

Utah State University graduate student Gentry Green presented her research results to the USL Director and staff on May 3<sup>rd</sup>. This research will help USL develop the next LSTA Five Year Plan and improve USL's efforts to communicate with their constituents. Included in the findings: Most directors preferred personal email correspondence while clerks preferred to receive information via a digital newsletter. Small libraries most frequently use the USL website and are more likely to turn to a USL consultant.

### **DCC Capital Facilities Grant Applications**

USL received three 2011 Applications by the June 1 deadline: Helper City, Orem Public, and San Juan County. All three are repeat applicants. (Helper's application in 2010 was incomplete and not considered by the Board.) The applications are available for review through each Board member's Salesforce account under "Community Grants" category, "Funding Opportunities" tab, and scroll down to the "Funding Applications" section. For assistance accessing this database contact Consultant Stephen Matthews at (801) 715-6722, email: [smatthews@utah.gov](mailto:smatthews@utah.gov). Since the 2010 projects were unfunded by the Legislature, and it is expected that the 2011 applications will also not be funded, it appears to have placed a negative incentive on libraries expending the time and effort to submit applications.

### **Outreach**

State Data Coordinator Juan Lee was USL lead for the *Snapshot 2011: One Day in the Life of Utah Libraries* was conducted April 4-22 across the State as an initiative jointly sponsored by the Utah Library Association, Utah Educational Library Media Association, Utah Academic Library Consortium, and the Utah State Library Division. Results of this year's event are available at: <http://utahlibrariessnapshot.pbworks.com/w/page/23647978/Results> Don't miss the slideshows from each type library.

Among the 39 libraries that participated this year, the following was collected along with numerous photos.

- These libraries were open for a total of 437 hours
- 53,759 people visited these libraries
- Library users borrowed 63,877 items from these libraries, including books, magazines, DVDs, CDs and more
- The Internet computers were used 10,805 times in Utah libraries
- Library staff fielded 5,338 questions in Utah libraries
- 545 Utah residents received new library cards
- Utah libraries presented 119 programs or instructions sessions
- A total of 2,239 people attended programs and special activities at Utah libraries
- 60 individuals worked as volunteers for Utah libraries
- Volunteers supported Utah libraries by working a total of 168 hours for the library
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USL also had a booth at ULA promoting the services of the State Library.

### **Bookmobiles**

Supervisor Sara Wever is functioning as Bookmobile Supervisor working with the Program Manager, Cheryl Mansen. In the last of a three year plan to improve Bookmobile collections Bookmobile Supervisor Wever purchased juvenile non-fiction books, DVDs and audio books this year. These purchases will update and supplement the existing collections of the Bookmobiles statewide. Bookmobile Supervisor Wever and Program Manager Mansen will be working with Bookmobile staff, using both training and information from the Symphony ILS system to increase the weeding of old and outdated materials from Bookmobile collections.

Digital Resource Librarian Darci Card is revising the Bookmobile webpage to meet DCC standards and improve the functionality of the website. The revisions include more flexibility for individual mobile library sites, easier navigation for customers, and fun facts and great pictures. This project is expected to be completed by the end of June. Bookmobile Supervisor Wever will be working on the development of a wiki-based Bookmobile staff page, with easy to find information and links. This project is expected to be completed by August.

Bookmobile Supervisor Wever, Assistant Director Mansen, and Director Morris hosted the Annual Bookmobile Conference at USL on June 1<sup>st</sup> and 2<sup>nd</sup>. This vital training development effort for mobile library staff helps them connect to USL and each other, as well as get the latest information. The Program included discussion of specific operational practices such as patron privacy, missing parts, public relations, and social media.

Much of the time was dedicated to problem solving with the new Symphony ILS and thinking about and planning for future services.

**Library Resources Program**  
**Craig Neilson**

**Pioneer**

Digital Resource Librarian Card has created a beta version of a mobile interface for Pioneer. The interface automatically detects users coming in from mobile devices and gives them fast access to our various premium resources. Further modifications will follow within the next 3- 4 months. Colleen Eggett, Rick Cline (Utah Education Network) and I presented a program about Pioneer at the recent Utah Library Association conference in Layton. About 60 attendees received an overview of what's new, including simplified user authentication, Learning Express, ebook and audiobook additions, and the mobile site. We are currently in negotiations to add *One Click Audio* to Pioneer. This serves as a replacement for NetLibrary, but should feature roughly the same content in a more accessible format. Our other audiobook service, *OverDrive* has announced that many of the ebooks will be compatible with Kindle during the early part of FY2012. Communication Specialist Jeri Openshaw has helped us put together a radio spot that is currently being heard in the middle of the state promoting Pioneer resources.

*Pioneer Use Statistics (estimated for FY2011)*

Resources Retrieved: 827,788; Cost per search: \$.20; Pioneer page views: 1,016,891

**Resource Sharing**

USL is providing funds for a pilot project for a shared catalog in Richmond, Lewiston, Newton, and Smithfield. This group will explore the increased sharing, savings, and user satisfaction involved in operating this type of shared service. Librarian II Linda Roholt has been consulting with these libraries on cataloging standardization and related topics involved in bringing their disparate collections under one virtual roof. Colleen Eggett's efforts in promoting the revival of the statewide Resource Sharing Committee have been instrumental in bringing Orem into the state's resource sharing fold. Orem Director Louise Wallace has generously given the green light to this effort. This will mean that all public libraries serving over 50,000 residents now will contribute the state's resource sharing pool. The Department of Natural Resources has joined our Cooperative Catalog. Library Technician III Ruthanne Hansen has been working with their new Director to get them on board with our other collection of state agencies and bookmobiles. This service provides them a web interface for their library collection, increasing its accessibility to users.

**Resource Sharing Stats**

Number of Materials requests from Small – Medium Public Libraries handled through USL: 17,162

**Training for Libraries**

USL provided a special all day workshop on facilities construction and design (21<sup>st</sup> Century Buildings Symposium) in May. The workshop brought together local library directors who had built or were in the process of building new libraries, the director of an innovative small library in Wyoming, and a member of a prestigious architectural firm that has won several Library Journal awards for exceptional library design. UPLIFT provided training in children's services in Ephraim and Salt Lake City. Carla Morris and Matt McLain provided the training. Attorney Randy Dryer presented on the legal aspects of library use of social media.

**Government Information**

New collections added: (1) USGS water-data reports for 2010, (2) A large number of municipal newsletters, USU agricultural extension reports (including science journals going back to the 1940s), and (3) Utah Senate Journals, 1896 to 2000, have been prepared are awaiting the DTS contract for the repository platform, SimpleDL, that we will be using for the Utah Law Library.

Our staff inventoried the book collection of the Governor's Mansion Library and is preparing an updated catalog to the collection last published in 2000.

The FY 2012 contract for ArchivalWare, the repository system used by the Digital Library, is finished and has been sent for signatures.

**Blind and Disabled Program**  
**Lisa Nelson**

**Outreach**

Program Manager Lisa Nelson presented the annual Blind Program library update at the National Federation of the Blind (NFB) conference on May 13.

**Optimization Study**

USL is beginning to implement the Blind program optimization recommendations made by TekSystems analyst Tom Hollingsworth. Program Manager Nelson and staff are in the process of procuring equipment to introduce RFID technology into the warehouse. Additionally, efficiencies are being introduced into staff workflows

**Reading for the Blind Building at the Department of Corrections**

The tentative completion date for the Reading for the Blind building at the Department of Corrections is June, 2011.

**Multistate Center West (MSCW)**

USL was awarded the MSCW contract, by the Library of Congress on March 30, 2011 and will continue to serve libraries in the National Library Service network located west of the Mississippi.

<b>FINANCIAL REPORT STATE LIBRARY</b>				
<b>FISCAL YEAR FY2011 THRU MAY 25</b>				
			Percent of Year:	91.00%
	<b>FY2010</b>	<b>FY2011</b>		
<b>Revenue by Source</b>	<b>Actual</b>	<b>Budget</b>		
General Fund Base Appropriations	\$4,644,200	\$4,481,800		
General Fund Carryover FY2010		\$235,100		
Federal Funds LSTA	\$1,340,600	\$1,623,300		
Library of Congress Multi State Contract	\$795,000	\$826,000		
County Revenue for Bookmobile Services	\$1,005,700	\$973,000		
Other Blind and Disabled Revenue	\$260,000	\$264,400		
Sale of Surplus Property	\$5,400			
<b>Total</b>	<b>\$8,050,900</b>	<b>\$8,403,600</b>		
	<b>FY2010</b>	<b>FY2011</b>	<b>FY2011</b>	<b>Percent</b>
<b>Expenditure by Program</b>	<b>Actual</b>	<b>Budget</b>	<b>YTD Nov</b>	<b>Expended</b>
Library Administration	\$1,707,900	\$1,781,200	\$1,586,600	89.07%
Library for the Blind and Disabled	\$1,686,900	\$1,653,800	\$1,400,500	84.68%
Library Development	\$2,362,600	\$2,694,700	\$2,079,300	77.16%
Library Resources	\$2,058,400	\$2,273,900	\$2,071,600	91.10%
<b>Total</b>	<b>\$7,815,800</b>	<b>\$8,403,600</b>	<b>\$7,138,000</b>	<b>84.94%</b>
<b>UTAH STATE LIBRARY BUDGET REDUCTIONS</b>				
<b><u>ADMINISTRATION</u></b>	<b>PREVIOUS</b>	<b>FY2012</b>	<b>TOTAL</b>	
Previous Other Reductions	\$31,400	\$ -	\$31,400	
Total Administration	\$31,400	\$ -	\$31,400	
<b><u>BLIND AND DISABLED</u></b>				
Warehouse Worker		\$58,400	\$58,400	
Previous Other Reductions	\$219,300		\$219,300	
Total Blind and Disabled	\$219,300	\$58,400	\$277,700	
<b><u>LIBRARY DEVELOPMENT</u></b>				
Librarian III Position		\$85,600	\$85,600	
Automotive Technician		\$6,500	\$6,500	
Previous Other Reductions	\$190,200		\$190,200	
Total Library Development	\$190,200	\$92,100	\$282,300	
<b><u>LIBRARY RESOURCES</u></b>				
CLEF Grant Reductions	\$274,200	\$17,700	\$291,900	
Lending Support Program		\$26,000	\$26,000	
Pioneer Database	\$48,300	\$50,000	\$98,300	
Previous Other Reductions	\$69,600		\$69,600	
Total Library Resources	\$392,100	\$93,700	\$485,800	
<b>Total Library Reductions</b>	<b>\$801,600</b>	<b>\$244,200</b>	<b>\$1,077,200</b>	
FY2012 Percentage of Reduced General Fund Appropriation			<b>5.4%</b>	
Cumulative Percentage of Reduced General Fund Appropriation				<b>20.36%</b>
FTE Positions Reduced FY2010	\$ (2)			
FTE Positions Reduced FY2011	\$ (1)			
FTE Positions Reduced FY2012	\$ (2)			