



Florida Department of State  
Division of Library and Information Services  
State Library and Archives of Florida

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*Gateway to Information*

*through Florida's Libraries:*

*A Strategic Plan for Library Development*

*Years 2003-2007*

**2007 Evaluation**

# I. Introduction and Summary

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## **Supporting State Library and Archives Services**

Libraries are the gateway to information. For the past five years, the Florida Division of Library and Information Services, also known as the State Library and Archives of Florida, endeavored to coordinate information and resources statewide to serve the people of Florida, librarians, archivists, records managers, and governmental officials. This report highlights accomplishments by the State Library and Archives of Florida for the federal fiscal years from October 1, 2002 through September 30, 2007.

## **Progress of Service Delivery**

The most measurable progress is in electronic access by Floridians and others to an immeasurable collection of information through the *Florida Electronic Library*. This report details the progress and accomplishments made by the State Library and Archives of Florida in providing this access.

## **Importance of Federal Support**

**Federal support benefits all types of Florida libraries and all Floridians**

Funding provided through the Library Services and Technology Act enables the State Library and Archives of Florida to encourage innovation and cooperation among libraries and archival institutions statewide. Federal support increases access to the resources held by Florida's libraries and archives, and benefits the people of Florida, the United States, and the world.

Library Services and Technology Act funds allow libraries to support lifelong learning for people of all ages. As a result, libraries are better able to serve children, the homebound, and the elderly—those who would otherwise have difficulty using information services. Funds are also used to expand and update technologies, enabling libraries to help bridge the digital divide.

Federal funds also make available the published and unpublished documentary history of the state through the *Florida Electronic Library* and the *Florida Memory Project*. The *Florida Electronic Library* provides a wealth of reliable, authoritative databases through public libraries and public schools. The *Florida Memory Project* provides electronic access via the Internet to Florida's historically significant documents, photos, and film and audio clips.

Library Services and Technology Act grants position librarians for future leadership through statewide conferences, program development, and leadership institutes.

Library Services and Technology Act funding is used to address four key areas:

- **Statewide Leadership:** Florida public library service is supported principally by local funds. Since Florida libraries are home ruled, statewide guidance and oversight is important for projects affecting all libraries.
- **Support for the Disadvantaged:** Floridians residing in rural and/or impoverished locations benefit from programs and technology that are only made possible through federal grants.
- **Enhanced Services:** The State Library and Archives of Florida provides services that all libraries need. These include training for staff, resources for summer programming, database access, and discounts for interlibrary loan delivery provided through aggregated contracting.
- **Sustainability:** Libraries that address sustainability in their applications have generally used their well-designed grant projects as seed money and then continued funding those successful projects at the local level.

From 2003 to the present, federal grant funding has allowed Florida's libraries to nurture economic growth. Strong libraries are critical to the state's future development, and to keeping Florida's communities informed, economically sound, and vibrant.

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## II. Results

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### **Goal 1: Florida Residents Have Electronic Access to Information Resources and Services through the Florida Virtual Library**

The state of Florida made progress toward this goal.

The *Florida Electronic Library* is comprised of the six components listed below:

- **Statewide Licensed Databases:** Set of commercial online databases licensed and available to all participating public and academic libraries in Florida and their registered patrons
- **Portal:** Common user interface that provides access to a range of statewide information resources in digital form
- **Virtual Reference:** Online interface available through the portal that provides users with reference services
- **Virtual Union Catalog:** Statewide union catalog of the holdings of all Florida libraries that can be searched through the portal
- **Interlibrary Loan:** Statewide system that allows users to request library materials from any Florida library and provides for delivery of materials to users
- **Local Digital Content:** Local union catalogs and other local digital resources available through the portal

As a virtual library, the *Florida Electronic Library* produces a significant advance in library service for the state of Florida. The *Florida Electronic Library* provides a wide range of electronic information services and resources presented in an organized, coherent, and accessible manner. The *Florida Electronic Library* complements print and other resources held in Florida collections, and provides Florida residents with access to a multitude of resources they would not otherwise have. In response to this access, Florida residents, as indicated by those who participated in past evaluations, generally support the concept of a virtual library for the state of Florida and the development of the *Florida Electronic Library* as the virtual library.

<b>Florida Electronic Library</b>
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<i>Ask a Librarian</i>
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<i>Florida Memory Project</i>
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<i>Florida on Florida</i>
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<i>FloridaCat</i>
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<b>Electronic Databases</b>
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<b>Document Delivery</b>
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In addition, the *Florida Electronic Library* links services and resources from different types and sizes of libraries and other organizations across the state. Participant organizations of the *Florida Electronic Library* include public, academic, and special libraries; library cooperatives; school media centers serving kindergarten through high school; and regional resource centers. Shared access to resources and services held by these participants broaden Florida residents' access to information resources—resources often developed from funds provided by all residents of Florida.

These shared services and resources also provide educational and economic benefits to residents of Florida through Florida libraries. Centralized product licensing and access to shared resources provide educational opportunities not otherwise available to students, and offer economic incentives for participant organizations to share the cost of resources that are

expensive and often otherwise unobtainable. Continued development and implementation of *Florida Electronic Library* components will offer additional benefits and extend access to shared information.

The Florida statewide licensed database component of the *Florida Electronic Library* connects Floridians with relevant information sources. Increasing numbers of database sessions, searches, and other outputs indicate continued growth in use of databases licensed by the state.

Both the *Florida Electronic Library* portal and the *Ask a Librarian* virtual reference program show significant increases in numbers of residents using these services. The *Florida Electronic Library* portal currently includes access to numerous databases in addition to other Florida-specific information. This portal allows Florida residents to retrieve information from multiple sources with a single search engine. The *Ask a Librarian* program utilizes trained librarians employed by a wide range of academic, public, and special libraries to provide reference services to Florida residents via e-mail and chat. This reference program continues to grow in use and popularity as a statewide online service.

The *Florida Electronic Library* includes a virtual union catalog that provides the state's residents with access to holdings of participating Florida libraries. Residents of Florida currently obtain materials via interlibrary loan from participating libraries through a variety of means. Although participation levels presently do not include all Florida libraries, current marketing efforts by the State Library and Archives of Florida and other parties should produce future growth in this area.

The *Florida on Florida* service provides Florida citizens with access to digitized historical materials on Florida history. Examples of digitized materials include photographs, maps, and copies of historical documents. This service aggregates metadata records into a union catalog, which is a single repository. *Florida Electronic Library* developers have made progress in providing access to digital or electronic local content through the *Florida on Florida* service and continue to add digitized holdings. In addition, *Florida Electronic Library* developers expect to expand the number of collections with holdings in the *Florida Electronic Library* and to promote and support these digitization projects at the local level.

**Outcome 1: Florida residents use statewide licensed databases for informational needs.**

In 2001, the *Florida Electronic Library's* E-Resource Committee identified four potential online database products for the *Florida Electronic Library*: proQuest, EBSCO, SIRS, and the Gale Group. In 2002, the Southeastern Library Network developed and conducted a survey to evaluate these online products based on identified needs. Following recommendations in the SOLINET report, *Florida Electronic Library* developers selected the Gale Group as the state's initial online database product. In 2002, the state implemented a five-year contract (2002-2007) with Thomson Gale and renewed the contract in 2007.

Training was provided for library employees in 2004-2006 by the State Library and Archives of Florida, licensed database vendors, and multitype library cooperatives using multiple approaches. This training included information on the use of licensed databases and how to access those databases. In addition, both vendors and multitype library cooperatives developed instructional modules and will continue to develop these in the future. Multitype library cooperatives, with support from the State Library and Archives of Florida, coordinated Gale training sessions for their cooperative libraries. In addition, Gale conducted training sessions in school districts of all 67 Florida counties during 2006.

<b>Selected Gale Database Transactions</b>			
	Total Sessions	Total Full-Text Downloads	Total Retrievals
FY 2005	1,638,830	6,148,169	7,914,416
FY 2006 (Jan-Sep)	2,358,229	8,777,070	9,914,416

In November 2002, marketing consultant Alexis Sarkisian developed the Florida Virtual Library Marketing Plan. The two primary market targets of the plan were 1) library professionals—those in the library profession who would inform their library users about resources available through the *Florida Electronic Library*, and 2) specific groups of Florida residents—for example, students and teachers, business professionals, and individuals in medical or financial fields who would receive personal benefits from the resources. One of the key aspects of the marketing plan was the development of a branded logo.

Press releases contributed to the public awareness program. Secretary of State Glenda Hood announced the launch of the *Florida Electronic Library* in December 2003. Secretary Hood demonstrated several features of the *Florida Electronic Library* at the St. Petersburg College Digitarium, with a focus on the *Ask a Librarian* component. On July 19, 2005, Secretary Hood announced that the *Florida Electronic Library* would provide equal access to electronic resources for all students in Florida's public schools. In addition, the State Library and Archives of Florida has conducted ongoing publicity and marketing efforts since 2004 by presenting the *Florida Electronic Library* at library conferences and meetings, and by providing a variety of printed materials that include bookmarks, information handouts, and other marketing aids.

<b>Total Database Gale and OCLC Searches</b>			
	Gale Databases	OCLC FirstSearch	Total Searches
FY 2005	4,083,900	2,132,038	6,215,938
FY 2006	15,355,250	2,216,864	17,572,114

The statewide licensed database program of the *Florida Electronic Library* provides access to 37 licensed databases at present. Use of the Thomson Gale licensed databases for 2005-2006 shows a 44 percent increase in total sessions, a 43 percent increase in the number of full-text downloads, and a 25 percent growth in the number of items retrieved.

Usage data provided by Gale indicate that searches have grown from an average of 250,000 per month at the beginning of 2004 to a current average of one million per month. OCLC FirstSearch provided statistics that report a continuous rate of five percent growth per year in the number of FirstSearch products available through OCLC since the last quarter of fiscal year 2004. FirstSearch shows an increase of 182 percent in total searches (i.e., Gale and OCLC FirstSearch) from 2005 to 2006. The 182 percent increase is from 6,215,938 searches in 2005 to 17,572,114 searches in 2006.

The outputs for the statewide licensed database component of the *Florida Electronic Library* indicate that this program meets the intended outcome. Overall, project outputs such as numbers of sessions, searches, downloads, and retrievals indicate continued growth in usage by Florida residents.

<b>LSTA Automation and Technology Grants</b>	
FY 2002-2003	\$4,676,468
FY 2003-2004	\$4,915,102
FY 2004-2005	\$4,268,647
FY 2005-2006	\$4,901,680

## **Outcome 2: Residents use the Florida Virtual Library portal to retrieve information from multiple sources with a single search engine.**

Evaluation of Outcome 2 includes separate assessments of the Portal and the Virtual Reference Service. The *Florida Electronic Library* Portal includes the *Florida Electronic Library* Web site (user interface) and the portal search and retrieve interface (MetaLib/SFX).

### **Florida Electronic Library Portal**

The Florida Library Network Council serves as an advisory body to the State Library and Archives of Florida. The council meets and reports to the State Librarian as needed. The council recommends actions and the State Library and Archives of Florida makes final decisions on all programs. The following specific responsibilities guide the actions of the council:

- Advise the State Library and Archives of Florida on planning, guidelines, policy, and priorities related to the development of statewide library network and resource sharing programs
- Consider the needs of all types of libraries and seek the input and represent the views of citizens, library users, librarians, library trustees, friends, related associations, and agencies
- Assist the State Library and Archives of Florida in the evaluation of plans and proposals and program activities that involve networking technology and library resource sharing, and in long-range planning funding priorities as these pertain to library network development and resource sharing programs
- Communicate the goals, plans, policies, and activities of the Division to government officials, library stakeholders, and the general public

In 2003, the Florida Library Network Council, assisted by RMG Consultants, Inc., developed a plan for a statewide virtual library for Florida. This report, titled *The Florida Virtual Library: Plan for Statewide Implementation*, outlined components of the portal, including:

- Operates as the centralized gateway to online electronic resources, those developed for the *Florida Electronic Library* and those linked through the *Florida Electronic Library* (i.e., locally created databases; local, state, and federal Web sites)
- Allows end-users to create persistent individualized or personalized versions of the user interface to be accessed and modified by users
- Functions as a search engine for resources with access points based on metadata formats such as Dublin Core, MPEG, or on Meta tags associated with HTML coding of Web sites
- Links various systems via the Internet using the NISO Z39.50 search and retrieve protocol or similar method



In 2004, Ex Libris offered to participate in a trial one-year pilot program to demonstrate the Ex Libris MetaLib/SFX product refinements as redesigned to meet *Florida Electronic Library* portal requirements. The initial one-time cost of \$40,000 included hosting, training, and consulting services provided by Ex Libris to ensure success of the pilot program.

Prior to the development of the *Florida Electronic Library*, the Florida Center for Library Automation and the College Center for Library Automation had selected MetaLib as the product to provide an integrated portal software system for Florida's academic libraries. Following the pilot project phase for the portal product, Ex Libris offered flexible pricing agreements to the *Florida Electronic Library* for licensing the MetaLib/SFX product. The State Library and Archives of Florida proposed that the Florida Center for Library Automation purchase a license for MetaLib/SFX on behalf of the *Florida Electronic Library*. The State Library and Archives of Florida would then provide the Florida Center for Library Automation with funds to purchase and install hardware suitable for implementing MetaLib/SFX and the Florida Center for Library Automation would host the product for the *Florida Electronic Library*. Ex Libris would provide basic implementation services and extended services to include localization of resources and implementation of the authentication module as described by the Florida Center for Library Automation Ex Libris contract.

Based on the MetaLib/SFX pilot project and results of usability, functionality, and accessibility testing of the product by the Florida State University Information Use Management and Policy Institute in 2004, the Florida Library Network Council concurred with the State Library and Archives of Florida's proposal that the Florida Center for Library Automation purchase, license, and host the MetaLib/SFX product for the *Florida Electronic Library* with funding provided by the Library Services and Technology Act. This purchase occurred in 2005. Purchase agreements included provisions that Ex Libris provide implementation services that included localization of resources and implementation of the authentication module as described by the Florida Center for Library Automation Ex Libris contract (2005).

In 2003, the State Library and Archives of Florida developed a centralized and uniform Web site and user interface for the *Florida Electronic Library*, which it hosts. The Web site provides a centralized access point to *Florida Electronic Library* components and links to the MetaLib/SFX interface. MetaLib/SFX implementation through the *Florida Electronic Library* Web site occurred in 2005.

In 2004, the State Library and Archives of Florida contracted with the Information Use Management and Policy Institute of Florida State University to conduct evaluations of the *Florida Electronic Library* Web interface and the MetaLib search and retrieve interface pilot program. The Information Use Management Institute conducted usability, usefulness, functionality, and accessibility testing of both the *Florida Electronic Library* Web interface and the MetaLib search and retrieve interface. The Florida Library Network Council considered the results of the report, *Usability, Functionality, and Accessibility Testing of the Florida Electronic Library Portal Product*, in the decision to purchase MetaLib/SFX as the portal product. Following implementation of MetaLib/SFX, the State Library and Archives of Florida contracted for additional testing of the MetaLib search and retrieve interface. The results of the 2005 study provided guidance for continued implementation of the MetaLib/SFX product.

Related activities under Outcome 2 include supporting the continued expansion and development of local library networks and increased numbers of public access computers beginning in 2003, and supporting continued active partnerships with other state agencies in areas of telecommunications and networking.

<b>Gates Foundation and E-Rate Funding: Support Expansion and Development of Local Library Networks and Increased Numbers of Public Access Computers</b>		
FY 2003 Gates	\$388,500	
FY 2005 Gates	\$1,068,000	
FY 2006 Gates	\$1,177,350	
FY 2002 E-Rate	\$2,504,486	Total Authorized Disbursement
FY 2003 E-Rate	\$1,865,780	Total Authorized Disbursement
FY 2004 E-Rate	\$1,628,282	Total Authorized Disbursement
FY 2005 E-Rate	\$1,079,445	Total Authorized Disbursement
FY 2006 E-Rate	\$2,174,583	Committed Amount
Total	\$11,886,426	

<b>Gates Foundation and E-Rate Funding: Support Continued Active Partnership in the Area of Telecommunications</b>	
FY 2006 LSTA	\$43,133
FY 2002 Gates	\$72,711
FY 2004 Gates	\$163,200
FY 2006 Gates	\$29,850
Total	\$308,894

Portal usage statistics from 2004 to 2005 show that total sessions have increased 44 percent, total full-text downloads have increased 43 percent, and total retrievals have increased 25 percent. Total searches through the portal show a 276 percent increase from 2004 to 2005.

<b>Portal Usage Statistics: Number of Times Information is Accessed Using Portal</b>				
	Total Sessions	Total Full-Text Downloads	Total Searches	Total Retrievals
FY 2004	1,638,830	6,148,169	4,083,900	7,914,416
FY 2005	2,358,229	8,777,070	15,355,250	9,914,573

*Florida Electronic Library* Web site statistics that include statistics from Thomson Gale, OCLC FirstSearch, FloridaCat, and *Florida on Florida* show that 20,042,676 total searches occurred through the *Florida Electronic Library* Web site in 2005. This is an increase of 222 percent in total searches from 2004. Additional Web site usage statistics for 2004-2005 include a 43 percent increase in full-text access and a 25 percent increase in total retrievals of items.

<b>Selected Statistics for the <i>Florida Electronic Library</i> Web Site</b>		
	FY 2004	FY 2005
Page Views of the <i>Florida Electronic Library</i>	2,702,297	2,340,864
Total Database Searches*	6,215,938	20,042,676
Total Full-Text Accessed	6,148,169	8,777,070
Total Retrievals	7,914,416	9,914,573
Items Sent Via Courier	531,151	494,212**
*Includes Thomson-Gale, OCLC FirstSearch, FloridaCat, and <i>Florida on Florida</i> .		
**Items sent via courier for 2005 not final.		

The State Library and Archives of Florida successfully obtained funding for the *Florida Electronic Library* portal and virtual reference services. Library Services and Technology Act funds provided \$23,788,880 to support the functionality of the virtual library. Gates Foundation funds and E-Rate funds provided \$11,886,426 to expand and develop local library networks and increase the numbers of public access computers. Library Services and Technology Act funds and Gates Foundation funds provided \$308,894 as support for continued partnerships in the area of telecommunications.

<b>LSTA and Gates Foundation: Number of Technology Grants Funded</b>	
FY 2003 LSTA + FY 2002 Gates	41
FY 2004 LSTA	25
FY 2005 LSTA + FY 2004 Gates	43
FY 2006 LSTA	19
FY 2007 LSTA + FY 2006 Gates	74
Total	202

<b>Number of Public Access Workstations</b>	
FY 2001 Statistics	5,766
FY 2002 Statistics	6,619
FY 2003 Statistics	7,029
FY 2004 Statistics	8,344
FY 2005 Statistics	9,557

Evaluations of usability, functionality, and accessibility conducted in 2004 produced mixed results from participants. Initial reactions from library patrons supported the product's potential capabilities; however, library staff members had reservations in terms of the product. Concerns from library staff included a lack of search features and delimiters common to most public library search and retrieve interfaces. Additionally, a second round of testing of the product indicated less precision and accuracy in the results produced by the MetaLib product. The second study, however, identified substantial improvements from the 2004 study in the MetaLib product in terms of usability, functionality, and accessibility.

From 2003–2007, 202 technology grants for local libraries have been funded using LSTA and Gates Foundation funds. This has contributed to an increase of 66 percent in the total numbers of public access workstations from 2001 to 2005. In addition, total E-Rate funds received by public libraries are \$9,252,576.

The following “Description of the MetaLib Central Knowledge Database” offers insights of additional benefits for the *Florida Electronic Library* from the implementation of the MetaLib/SFX product:

*The MetaLib Central Knowledge Base contains configuration records that control searching of information resources available through MetaLib for all of MetaLib customers. Ex Libris works with its customers to determine the highest priority resources (free and commercial) and works with information vendors to develop configurations parameters necessary to search their resources. The configuration records are based on standard technologies provided by the information vendor, such as Z39.50 and XML gateways.*

*The MetaLib Knowledge Base holds technical and descriptive data for each of the resources accessed via MetaLib. The Central Knowledge Base Service maintains configuration records for each resource that contain the “rules” for searching resources, for retrieving records and for parsing records to construct the OpenURL.*

*As part of the CKB update every month, the FEL receives a monthly update for the configuration (linking information) and use (searching information) for approximately 200 free Web based electronic resources that have been reviewed by the librarians who are customers of MetaLib. They include targets for searching such as the AGRICOLA Articles (NAL) database from the National Agriculture Library, American Medical Association Journals, Bartlett's Quotations, BizEd (a free resource for business education), various library catalogs such as the British Library and the Center for Research Libraries catalog, Civil Engineering database, Encyclopedia Britannica Online, Fashion Institute of Technology, FindArticles.com, Library of Congress Handbook for Latin America, and The Internet Legal Resource Guide.*

*When the FEL implemented MetaLib, it included the expansion of searchable resources to include the more than 200 free Web based targets available in the MetaLib Central Knowledgebase. Overall, the development of the FEL site and implementation of the MetaLib/SFX portal product meet the outcome of residents using the FEL to retrieve information through the FEL portal. The FEL Web site provides access to numerous databases and sources of information. In addition, the State Library and Archives of Florida show significant provision of necessary funds in support of residents retrieving information through the FEL Web site.*

For a listing of all resources, visit the *Florida Electronic Library* Web site at  
<http://www.flelibrary.org/resources/resources.cfm>

## Virtual Reference Service

In 2003, the Florida Library Network Council, assisted by RMG Consultants, Inc., developed a report called *The Florida Virtual Library: Plan for Statewide Implementation* to implement the *Florida Electronic Library* portal. This report included development of a statewide *Virtual Reference Service* for Florida. Established in 2003, the *Ask a Librarian* virtual reference service began as a partnership between the College Center for Library Automation and the Tampa Bay Library Consortium. A Library Services and Technology Act grant funded *Ask a Librarian* as the pilot project for the virtual reference component of the *Florida Electronic Library* for FY 2003. *Ask a Librarian* currently serves as the official virtual reference service for the *Florida Electronic Library*.

<b><i>Ask a Librarian</i> Selected Statistics (July 2003 – September 2006)</b>	
<b>Number of Virtual Reference Transactions</b>	
Live Chat and E-mail Sessions	66,207
Live Chat Sessions	42,252
Total Participating Libraries (Offer reference services)	90
Total Trained Staff	1,078

The chart above provides data regarding reference transactions. Live chat sessions for the period July 2003 through September 2006 totaled 42,252. A total of 66,207 live chat and e-mail sessions were conducted by 90 libraries, an increase of 50 libraries from the initial launch of the service with 40 libraries in 2003. Also, 1,078 total library staff participated in *Ask a Librarian* training sessions.

Overall, the virtual reference program, *Ask a Librarian*, meets the outcome of allowing Floridians to retrieve information through the *Florida Electronic Library* portal. The *Ask a Librarian* program increasingly provides online reference services. In addition, the State Library and Archives of Florida shows significant provision of necessary funds in support of residents retrieving information through the *Florida Electronic Library* Web site.

### **Outcome 3: Residents use the virtual union catalog to access holdings of libraries in Florida.**

The Online Computer Library Center is a nonprofit membership organization involved in computer library service and research to provide access to information at reduced cost. In 2004, OCLC served 41,000 libraries in 82 countries and territories around the world. The OCLC database includes 839,185,592 location listings worldwide. Member library residents can request materials from any member library through OCLC.

In 2002, OCLC invited the State Library and Archives of Florida to participate in a pilot program to create a State of Florida virtual union catalog. The initial virtual union catalog would represent the holdings of over 400 Florida libraries as set in WorldCat, OCLC's shared catalog of library holdings. The purpose of the pilot program was to test a prototype state virtual union catalog and provide input to OCLC for testing new technology for resource sharing through the statewide virtual union catalog.

The pilot covered three broad areas of service in FirstSearch WorldCat:

- Creating cooperative union catalogs based on holdings set in WorldCat
- Adapting FirstSearch to meet needs of resource sharing professionals
- Testing gateway (or portal) functionality for searching Z39.50 resources

Based on feedback from pilot participants and other sources of market research, OCLC launched two new services as part of a pilot state virtual union catalog in August 2003: the Group Catalog Service and staff resource sharing. The Group Catalog Service represents the collections of library cooperatives based on holdings set in WorldCat. The catalog functions like a separate FirstSearch database. Users of the catalog have the ability to limit searches to any combination of libraries profiled for the catalog and to expand searches to all of WorldCat.

The staff resource sharing view introduces a new view of FirstSearch WorldCat designed for resource sharing professionals. Library staff can log onto FirstSearch with their OCLC interlibrary loan accounts, locate items, and produce interlibrary loan requests from a modified FirstSearch interface. The OCLC Z39.50 cataloging interface became the virtual union catalog component of the Florida Virtual Library portal in 2004. The Florida Library Network Council defines the statewide bibliographic database as the total body of bibliographic records held in the OCLC database.

Starting in January 2004, the *Florida Electronic Library* implemented *FloridaCat* as the statewide union catalog available through OCLC's FirstSearch service. In 2004, there were 24 million location listings in the collected holdings of 298 Florida libraries. In addition to these holdings, the *Florida Electronic Library* statewide union catalog would also make the database of the OCLC system available to Florida libraries.

Florida was one of two states partnered with OCLC in the deployment and testing of the new database technology. The partnership made the Florida group view of WorldCat possible. The group view allowed OCLC to host the statewide union catalog that represents the holdings of all 400 Florida libraries as set in OCLC WorldCat.

Through the OCLC statewide union catalog, *FloridaCat* is able to search all of Florida's 28 million holdings. The Florida statewide union catalog has the capability to link to a library's local holdings and to retrieve information about availability. The statewide union catalog includes a Z39.50 information gateway that allows library patrons to search Thomson Gale databases concurrently using *FloridaCat's* bibliographic database. *FloridaCat* is available through the *Florida Electronic Library* Web site (<http://www.flelibrary.org>).

The Florida Library Information Network, part of the Florida Library Network, is a statewide cooperative network created in 1968 and developed to promote interlibrary loan and resource sharing. Its intent is to provide access for all Florida residents to information and materials held in Florida libraries. In 1995 and 1996, two work groups, the Florida Interlibrary Loan Working Group and a Transition Working Group, began development of guidelines and standards for statewide resource sharing that would incorporate new and emerging technologies for statewide

The Florida Library Information Network manual is available online at <http://dilis.dos.state.fl.us/flin/flinman.cfm>.

resource sharing. The two work groups produced 21 recommendations for developing common understanding and consensus of standards, practices, and procedures. Many of the recommendations are included in the current

Florida Library Information Network manual. Policies, standards, practices, governance, and procedures contained in the manual conform as closely as possible to the *National Interlibrary Loan Code for the United States*.

<b>Union Catalog Library Members: Number of Libraries with Records</b>	
FY 1985	25
FY 1997	252
FY 2006	264

<b>FLIN Participating Libraries by Type as of FY 2006</b>	
Academic Libraries	89
School Libraries	13
Public Libraries	90
State Library and Archives of Florida	1
Special Libraries	71
Total:	264

Two hundred sixty-four Florida libraries currently have records in the union catalog. Any Florida library may elect to participate. Participation is encouraged by the State Library and Archives of Florida and the Florida Library Network Council as a means to interact with other Florida libraries and to improve the efficiency of shared resources for both Florida libraries and Florida residents.

<b>FloridaCat Bibliographic Holdings</b>	
Number Bib Records (minimum one holding from a Florida Library)	8,570,496
Total holdings of Florida Libraries Associated with Bib Records	34,207,430

<b>FloridaCat Growth (Total Holdings)</b>	
FY 1986	7,956,199
FY 1997	18,444,961
FY 2006	34,207,430

<b>Use of Union Catalog</b>		
	FY 2004	FY 2005
<i>FloridaCat</i>	2,033,807	2,453,481
FirstSearch	2,132,038	2,216,864
Total	4,165,845	4,670,345

The virtual union catalog provides shared access to Florida library resources through the *Florida Electronic Library*. The State Library and Archives of Florida, the Florida Library Network Council, and the Florida Library Information Network continue with efforts to expand approaches to the delivery of resources. *Florida Electronic Library* developers plan to explore alternative delivery means through shared integrated library systems, implementation of the Z39.50 module in additional library online catalogs, and exploration of the expanding potential of the Internet in providing resource access.

Data shows an increase in the number of libraries that are members of the union catalog from 25 in 1985 to 264 in 2006. Diversity of the membership is represented by eight categories of participating libraries. *FloridaCat* holdings have grown 330 percent from 1986 to 2006 and use of the union catalog (i.e., *FloridaCat* and FirstSearch) grew 12 percent from 2004 to 2005.

Assessment of the activities and outputs presented above suggest that the *Florida Electronic Library* virtual union catalog meets the outcome in providing Florida residents with access to the holdings of Florida libraries. Participation levels at present do not include all libraries, even though all libraries have the opportunity to participate. The State Library and Archives of Florida, however, continues efforts to increase library membership in the Florida Library Information Network and to broaden access to information for Florida residents.



#### **Outcome 4: Residents obtain materials from any Florida library through interlibrary loan or a statewide virtual borrower's card.**

**The** Florida Library Network Council provides advice regarding interlibrary loan and the development of a statewide virtual borrower's card. (See Outcome 2 for a list of Florida Library Network Council requirements and guidelines.) Policies, standards, practices, and procedures contained in the Florida Library Information Network Manual were developed to conform as closely as possible to the National Interlibrary Loan Code for the United States. The most current FLIN manual is available at <http://dilis.dos.state.fl.us/flin/flinman.cfm>.

Initially, FLIN borrowing and lending functions were created between libraries dependent on OCLC's international database of library holdings. However, efforts directed toward shared integrated library systems, development of the Z39.50 standard, and the development of the Internet broadened the possibilities for interlibrary loan and the sharing of bibliographic records between libraries.

In 1995, the Florida Library Network Council suggested the adoption of TCP/IP (standard Internet protocol) as the network standard for the sharing of Florida library resources and as access to OCLC via the Internet. Also in 1995, the Florida Library Network Council suggested the adoption of USMARC as the standard for bibliographic records held in the statewide union catalog and NISO Z39.50 as the standard for the exchange of bibliographic records. NISO Z39.50 has not replaced OCLC for holdings of bibliographic records; however, as more libraries add Z39.50 modules to their online public catalogs, the capabilities for additional means of sharing resources between libraries will continue to increase.

Presently, a number of agencies provide the delivery of interlibrary loan materials. Licensed databases of the *Florida Electronic Library* offer full-text downloads for selected materials and the statewide virtual union catalog provides shared access of Florida library resources, including full-text download for selected materials. OCLC also provides interlibrary loan services to member libraries.

Florida libraries can physically receive or return materials using the Florida Library Network Statewide Ground Delivery or "DLLI" System, or by U.S. Postal System library rate unless requested otherwise by the lending library. All Florida libraries that are members of FLIN are eligible to participate in the DLLI program, which provides pickup and delivery of interlibrary loan materials between over 200 libraries throughout Florida. Local funds from participating libraries provide 75 percent of the service, with Library Services and Technology Act funds supplementing 25 percent of the cost for operation. Libraries that are members of a multitype library cooperative can arrange for DLLI delivery through their cooperative.

Tampa Bay Library Consortium's Courier Service provides physical delivery of materials to Florida's libraries. The Courier Service is a route-based service where service operators establish routes to and through geographic areas made up of a variety of businesses (commercial and non-profit) that have need of delivery services. A truck arrives at each facility participating in the route for pickups and deliveries. The truck visits each site whether there is material to be delivered or not, picking up what is there and dropping off materials destined for that particular facility. The truck transports the materials to a central facility where sorting and delivery to the next geographic region occurs. This type of delivery service has significant advantages for libraries seeking to ship large volumes of materials on a regular schedule, as the cost remains the same whether the truck picks up one item or hundreds. Tampa Bay Library Consortium has managed the Courier Service since its inception in 1998.

A virtual borrower's card would allow every resident of Florida to have a library card, or virtual borrower's card, with access to shared Florida library resources anywhere and at any time. The virtual borrower's card, as a statewide authentication process, would allow Florida patrons to borrow items located in the Florida union catalog. At present, a general approach to shared resources between libraries is reciprocal agreements that allow the use of local cards at non-local libraries. A 2004 study of reciprocal agreements between libraries found that 77 percent of 81 library respondents indicate they have reciprocal agreements with at least one other library.

<b>Number of Interlibrary Loan Requests Filled by Florida Public Libraries</b>	
FY 2001	253,080
FY 2002	253,144
FY 2003	282,086
FY 2004	267,906
FY 2005	256,767
Total	1,312,983

<b>Number of Interlibrary Loan Materials Requested by Florida Public Library Residents</b>	
FY 2001	217,501
FY 2002	282,102
FY 2003	292,794
FY 2004	307,426
FY 2005	288,639
Total	1,388,462

<b>Courier Service ILL Packets Received and Delivered 2005-2006</b>	
[Note: packets may contain multiple items]	
Ground Delivery Service Total Packets Sent	329,173 packets
Ground Delivery Service Total Packets Received	321,535 packets

Interlibrary loan services are not yet fully implemented into the *Florida Electronic Library*; however, further development will occur in the future. At present, interlibrary loan use across the state of Florida continues to grow every year; libraries initiate reciprocal borrowing and lending programs with other libraries; physical delivery systems are currently in place; and pilot projects of interlibrary loan management systems (e.g., *iBorrow*) are being developed and implemented.

## **Outcome 5: Residents access digital or electronic local content through the virtual library.**

In 2002, the Florida Library Network Council approved the appointment of a Digital Collections Working Group. The Digital Collections Working Group evaluated technological architecture capable of 1) linking digital library collections; 2) providing guidelines for resource development that include the use of standards for cataloging; and 3) providing access to the resources contained in the digital library collections. The working group initially identified four different approaches used in other states with more fully developed programs for digital library collections development. The criteria for selecting a technological architecture included:

- Cost (one time and ongoing)
- Technology employed
- How much work effort does it take at the central site?
- How much work effort does it take at the collection site?
- Does it meet expectations of participant librarians?
- “Does it Work?” factor
- Timeframe for implementation
- Sustainability
- Scalability
- Central vs. Distributed Approach
- Can it fit into the portal?

The working group assessed the four programs and, based on the results of the evaluation, selected the Open Archives Initiative’s Protocol for Metadata Harvesting (OAI/PMH) method as the technological architecture for the *Florida Electronic Library* digital collections service. The working group determined that OAI/PMH would provide a cost effective technological approach for Florida libraries. The resulting service, *Florida on Florida*, currently uses the OAI/PMH as the underlying framework. Through an agreement with the State Library and Archives of Florida and funding from Library Services and Technology Act, the Florida Center for Library Automation hosts the *Florida on Florida* service at their facilities located in Gainesville, Florida. The statement of work for the *Florida on Florida* pilot project includes the following description for the OAI/PMH framework:

*This framework was developed to make it easy for organizations with collections of metadata in library catalogs and other databases to contribute copies of their metadata to union databases used by central search services. In this model, the parties with collections of metadata are data providers and parties maintaining the central databases are service providers. The OAI framework provides a simple Web-based protocol for service providers to request metadata from data providers, and for data providers to respond with copies of their metadata to union databases used by central search services. In this model, the parties with collections of metadata are data providers and parties maintaining the central databases are service providers. The OAI framework provides a simple Web-based protocol for service providers to request metadata from data providers, and for data providers to respond with copies of their metadata records. The goal was to impose minimal demands on*

*contributors while building infrastructure for the sites to contribute to any OAI-based initiative.*

In addition, *Florida Electronic Library* developers created, promote, and support guidelines for digital content creation and access based on national standards.

The *Florida Electronic Library* provides access to online digital resources through *Florida on Florida*, a comprehensive virtual union catalog that makes digital collections held by libraries, archives, museums, and historical societies throughout Florida available. *Florida on Florida* resources include:

- Publication of Archival, Library and Museum Materials (PALMM) collections of the state university system
- Central Florida Memory collection of the University of Central Florida and its partners
- Heritage Collection of Historical Images of the Alachua County Library District
- Florida Writers Project of Jacksonville University
- Florida Memory Project of the State Archives of Florida
- Confederate Pension Records of the State Archives of Florida
- World War II Service Records from the State Archives of Florida
- Photographic Collection of the Bay County Public Library

The *Florida on Florida* program provides a single point of entry for search and retrieval through links embedded in metadata records that link the record directly to the digital content. The links to the digital content use the presentation facilities of the source collection as the access point. The *Florida Electronic Library* will continue to develop and make available additional digital resources.

<b>Digital Resource and Project Funding</b>		
	Dollars	Number of Projects
FY 2003	\$594,275	5
FY 2004	\$285,511	2
FY 2005	\$163,000	1
FY 2006	\$322,320	2
FY 2007	\$219,980	2
	\$1,585,086	12

Library Services and Technology Act grants totaling \$1,585,086 have funded 12 digitization projects from 2003–2007. In addition, an initial bibliography identified 23 digitization projects under development throughout Florida during 2006. The chart below lists some of the digitization projects along with the number of records digitized to date. *Florida Electronic Library* developers continue to identify additional digitization projects for inclusion in the bibliography and the *Florida on Florida* virtual catalog.

<b>Selected <i>Florida on Florida</i> and <i>Florida Memory</i> Project Collections</b>	
Collection	Metadata Records Created
Alachua County Library District Heritage Collection of Historical Images	344
Bay County Library Photo Collections	7,028
Burgert Brothers Photographic Archives	13,566
Central Florida Memory (University of Central Florida)	1,488
Digital Repository of Mote Marine Laboratory	100
Florida Confederate Pension Application Files (State Library and Archives of Florida)	12,856
Florida Maps Collection (State Library and Archives of Florida)	815
Florida Photographic Collection	129,933
Florida Writer's Project Collection (Jacksonville University)	288
Florida's Early Constitutions	5
Jacksonville Public Library Special Collections	239
Publication of Archival, Library & Museum Materials (PALMM)	12,119
Spanish Land Grants (State Library and Archives of Florida)	605
TBLC Digital Collections	147
WPA Image Collection (Broward County Library)	1
Winter Park Public Library Digital Collection	647
World War I Service Cards (State Library and Archives of Florida)	42,407

The Florida Center for Library Automation conducted a pilot study in 2004 for the development of an Encoded Archival Description Document Type Definition (EAD DTD) protocol for special collections in libraries. The study and pilot database was funded through a Library Services and Technology Act grant initiative named "Opening Archives: Improving Access to Primary Sources in Florida."

The purpose of the pilot study was to test the successful digitization of special collections by cataloging selected collections using the EAD DTD protocol as the guideline. The results of the cataloging would make the selected collections available for inclusion in library catalogs and OCLC and provide test collections for a pilot union database. The pilot union database, as

planned, is searchable, and the content of the database includes multiple digital collections from special collections of multiple library types.

The pilot database created in the 2004 project has evolved into a production system. The resulting program, *Archives Florida*, is a growing database of finding aids (guides) to collections held by archives in Florida. Any archive, library, historical society, museum, or similar agency in Florida is eligible to contribute finding aids to the *Archives Florida* database. Contributing agencies must meet a few specific requirements, most importantly that the finding aids are produced according to the Encoded Archival Description (EAD) standard. To help organizations produce finding aids in EAD, the *Best Practice Guidelines for Encoded Archival Description in Florida* is available through the following Web site: <http://www.fcla.edu/dlini/OpeningArchives/>.

In 2006, the State Library and Archives of Florida provided a grant that supported four regional workshops that trained more than 80 people from 40 organizations. The complete final report for this project was submitted November 2006 and is also available through the *Archives Florida* Web site.

The *Florida Electronic Library* guidelines for digital creation and access include plans for submitting any collection-level descriptive records to bibliographic networks such as Research Libraries Information Network or OCLC, and for using Encoded Archival Description (EAD) as the descriptive format for archival finding aids, or the reasons for selecting any alternative approaches. The results of the Florida Center for Library Automation study and others on EAD DTD will guide future *Florida Electronic Library* digitization projects for access to digital or electronic local content.

To provide information on local, state, and federal government, the State Library and Archives of Florida provides the Florida Government Information Locator Service. This virtual catalog of government information is available via the Internet through the Florida Department of State Web site. It provides links to information resources about local and federal government, as well as links to other resources relative to government, such as links to sites related to business, tourism, and libraries.

To further partnerships with local libraries and government in areas of record retention and government information, the State Library and Archives of Florida held a meeting on *Digitization in Florida* on September 7, 2005. The purpose of the meeting was to identify ways that the State Library and Archives of Florida can help the meeting attendees promote the work they have already done. The State Library and Archives of Florida also highlighted some programs designed to provide central access to resources. Some of the participants gave brief summaries of digitization initiatives at their institutions.

Florida libraries have implemented a number of digitization projects. An initial bibliography lists 23 digitization projects. In addition, the *Florida on Florida* site contains 16 collections and the *Florida Memory Project* contains eight collections. Florida's libraries, the *Florida Memory Project*, and the *Florida on Florida* union catalog continue to make available existing collections, add to current collections, and develop new collections.

*Florida Electronic Library* developers have created guidelines to promote and support digital content creation and access based on national standards and the use of OAI/PMH as the underlying framework for the *Florida on Florida* component of the *Florida Electronic Library*. *Florida on Florida* provides a single point of entry for the search and retrieval of digitized records from a variety of digital catalogs and the number of available catalogs for searching continues to grow.

A pilot study conducted by the Florida Center for Library Automation in 2004 provided input for the successful digitization of special collections by cataloging selected collections using the EAD

DTD protocol. Results of cataloging using the EAD DTD protocol provides access to selected digitized collections through the *Florida Electronic Library* for Florida residents. In addition, Library Services and Technology Act funds provided \$1,585,086 in support of the digitization of resources for 12 projects from 2003–2007.

The creation of an initial bibliography of current digitization projects provides data that supports the continued development and availability of catalogs with digital or electronic local content that is accessible, or soon to be accessible, to Florida residents through the *Florida Electronic Library*. Over 222,000 records are available to residents through the *Florida on Florida* Web site from the 17 selected catalogs in the table. *Florida on Florida* developers will continue to add records to these collections and to develop new collections.

In addition, the Florida Government Information Locator Service provides links to local, state, and federal government information resources. FGILS functions as a virtual card catalog of government information resources. The *Florida Electronic Library* continues to work and collaborate with local libraries and government to provide information on record retention and government information locator services.

At present, *Florida Electronic Library* developers have met the initial outcome for this component. Residents currently have access to digital or electronic local content through the *Florida Electronic Library*. As a virtual union catalog, the *Florida on Florida* Web site provides access to many existing online digital resources through a centralized search and retrieve interface. In addition, *Florida Electronic Library* developers will continue to add digitized materials to the collections, develop new collections, and support public library digitization projects.

### **Usability and Satisfaction**

Overall, participants in the 2005 usability study conducted by the Florida State University Information Institute believed the *Florida Electronic Library* search interface has improved compared to prior Information Institute studies. Respondents determined that the site is more usable and useful for both experienced and casual/novice users.

Participants generally rated the *Florida Electronic Library* Web site as better than average. Participants of the 2005 study also felt that additional future modifications within the Web site would further enhance the site for users.

In addition to the Information Institute studies, the State Library and Archives of Florida collected nearly 150 comments from attendees at the 2006 Florida Association for Media in Education conference. This organization includes individuals from the Florida Association of School Librarians, the Florida Audiovisual Association, and the Florida Association of Educational Television. Regarding usefulness and use of the *Florida Electronic Library* Web site and other components through school media centers, attendees' comments, in general, were positive and support further development. In 2005, as part of the Information Institute's evaluation activities, a Web-based survey was posted by the College Center for Library Automation, host of *Ask a Librarian*. Generally, the respondents supported the *Ask a Librarian* service, provided insight as to the perceived value produced for these individuals by the service, and provided examples of how the service is used.

### **Current and Future Functionality**

Functionality testing of the *Florida Electronic Library* search and retrieval interface indicates improvements in many areas since the previous evaluations conducted by the Information Institute. Functionality testing as conducted in this study focused on criteria identified as necessary to increase the accuracy and precision of retrieved search results. In using algorithms (to determine ranking), federated search systems by nature tend to decrease accuracy and

precision. By continuing to assess the search interface based on more traditional library criteria, accuracy and precision is improving along with the capability to simultaneously search across multiple library and vendor databases.

**Current and Future Accessibility Results**

Accessibility testing by the Information Institute indicates that accessibility through the *Florida Electronic Library* Web site, the Digital Catalog Collection site, and the search and retrieve interface has improved significantly compared to prior studies. Improvement within the *Florida Electronic Library* home pages and other related pages will help to better meet the needs of Florida residents with disabilities and to create a better flow (navigation) between the different aspects of the *Florida Electronic Library* as a whole.

**Marketing/Communication**

The State Library and Archives of Florida launched several public awareness campaigns to promote the Florida Virtual Library and its components at library-related Florida conferences from 2004-2006. The public awareness campaigns initiated a marketing plan developed by and based on marketing recommendations from Alexis Sarkisian. In 2005, the State Library and Archives of Florida developed an addendum to the original marketing plan. The addendum includes definitions of target audiences, marketing principles, goals, and objectives. In addition, Thomson Gale group supplied a marketing strategy to better serve students in kindergarten through grade 12. The goal of the marketing plan was to increase use of the *Florida Electronic Library* databases in schools during the 2006-2007 school years. The goals of the plan as it related to the *Florida Electronic Library* included increasing awareness and participation, increasing usage, alignment of resources with student performance, and the integration of resources into classroom curriculum.

In addition to efforts by the State Library and Archives of Florida, the Information Institute conducted two studies to determine the effects of the marketing efforts.

Specifically, the study team surveyed local library managers on use, marketing activities, and suggestions for future marketing efforts. Overall, 41.2 percent of the respondents described State Library and Archives of Florida educational activities, marketing, or publicity related to the *Florida Electronic Library* as useful or very useful.

<b>Overall Usefulness of <i>Florida Electronic Library</i> Marketing Activities</b>			
Library	Useful	Neutral	Not useful
Overall	41.2%	51.0%	7.4%
Public library	44.8%	48.0%	7.2%
Rural public	54.1%	40.5%	5.4%
Suburban public	39.5%	47.0%	13.2%
Urban public	44.4%	51.0%	3.7%
Higher education	21.1%	68.4%	10.5%
Community college	26.7%	73.3%	0.0%



The chart below summarizes marketing efforts by local libraries overall. Creating a hotlink to a *Florida Electronic Library* component or to the *Florida Electronic Library* Web site were the most popular local marketing activities. Staff training, including tutorials for new staff, was also an important activity.

<b>Local Library <i>Florida Electronic Library</i> Marketing</b>			
Local marketing done	Yes	No	Not sure
Hotlink to <i>Florida Electronic Library</i> component	67.8%	20.5%	11.7%
<i>Florida Electronic Library</i> hotlink on Web site	60.1%	22.9%	17.0%
Staff training	48.8%	34.1%	17.2%
Create own materials	48.8%	34.1%	17.1%
Public training	26.9%	45.8%	27.3%
Link to pathfinders	24.7%	40.2%	35.1%
Local press release	17.9%	37.4%	44.7%
Local radio PSA	2.0%	51.8%	46.2%
Local TV PSA	2.9%	53.3%	43.9%
Talked to local groups	29.7%	34.4%	35.9%
Other	81.5%	3.6%	14.9%

Based on the results for each component, the *Florida Electronic Library*:

- Meets the outcomes developed for the goal of this project
- Produces a significant advance in library service for the state of Florida
- Continues to make progress toward meeting its goal by providing Florida residents with electronic access to additional information resources

## **Goal 2: People in Florida of All Ages Have Programs and Services that Support Lifelong Learning through Their Libraries**

The State of Florida made progress toward this goal.

### **Outcome 1: Florida residents improve their knowledge and skills through targeted programs provided by libraries and library partners.**

Family literacy programs provided by public libraries help individuals improve their ability to read, write, and speak English; compute and solve problems; and learn to help their children and themselves to be better readers. Through public libraries, Florida's citizens are increasingly able to use technology, electronic databases, and information resources. Children also benefit when libraries use grant dollars to provide child-centered environments. Since 2003, many libraries have purchased computers, books, and educational software programs to help children succeed in school. Library Services and Technology Act funds play a substantial role by providing funding to purchase or upgrade computer labs and hold training classes in public libraries.

Over the past five years, new adult literacy programs were started and maintained in Lake County, the Suwannee River Regional Library System, the Three Rivers Regional Library System, and at the Bushnell Library in Sumter County. The Alachua County Library District is implementing a volunteer literacy program this year with Library Services and Technology Act funds. The Library District plans to add the literacy position to their local budget in fall 2007.

Through a community-based approach, the State Library and Archives of Florida's Office of Community Development provides grants, training, and consulting services to help public libraries and their partners design and improve adult and family literacy programs. Overall, most libraries have literacy coordinators or volunteers who aid in preparation and delivery of programs for underserved groups. A literacy program's impact can be measured by the number of families, parents of infants, children, teens, and adults who completed programs that required a time commitment both in and outside of a library.

The State Library and Archives of Florida issued two types of literacy grants. The first type was statewide grants issued to multiple libraries to deliver the same program. Three statewide examples exemplify effective literacy programs.

- **Prime Time:** This six-week reading, storytelling, and discussion program encouraged low-literacy, low-income families to become library users by reading and discussing humanities topics.

- **Read and Write around Florida:** This six-week program introduced non-traditional library users to the rich Florida folklore heritage while increasing reading, listening, and speaking skills. A typical session featured a storyteller reading two stories chosen from a collection of Florida-based stories or stories by Florida authors. Following the readings, a literacy counselor led a theme-focused discussion. In 2006, five libraries were awarded grants to implement this adult and family literacy program.
- **Born to Read:** This early childhood literacy program taught new parents, parents-to-be, and grandparents who are primary caregivers to read to their babies. Nearly all of the libraries continued this program with local funds after grant funding ended. Marion County Public Library System's program is an example of a successful implementation, with over 120 participants in 2003. Ninety-two percent of the Marion County participants responded in a questionnaire that the program helped them understand the importance of reading to their infants daily; they likewise indicated in their reading logs that they gained increased awareness of the importance of reading in enhancing child development.

**Excerpts from parent's *Born to Read* logs:**

*...now he helps me turn the pages*

*I love it when he brings a book to me to read...*

*We love to read together and we make time everyday...*

A second type of literacy grant was awarded to individual libraries or library systems targeting specific, underserved populations. Four examples illustrate sustained programs:

- *Frog-Speak* is the rural Franklin County Public Library's family learning project that provided innovative, intergenerational learning programs to increase literacy skills, encourage career and educational development, heighten self-awareness, and support caregiver parenting roles for an underserved population.
- Pinellas Public Library Cooperative received a grant to start a mobile deaf literacy center. The *Deaf Literacy Center* established satellite centers at four libraries in the Cooperative. Services included training 56 tutors and individualized tutoring for over 75 hearing-impaired individuals. Classes were tailored to the needs of the deaf, and included computer classes, four weekly English literacy classes, life skills workshops, parenting, safety and health, and signed story times at schools and libraries. In 2003, over 50 hearing-impaired children participated in weekly story times and over 1,000 hearing patrons participated in sign language classes.
- Lee County Public Library's *English Café* Project enabled new immigrants to practice their English conversational skills with volunteer conversation partners and to learn about library resources available for their families. From 2003 through 2004, over 600 adults participated in this worthwhile, award-winning project, which continues with local funding.

- Monroe County Public Library System received a grant in 2002 to provide library services for better employability. *Library Services for Limited English Proficient Hospitality Workers* paired trained volunteer literacy tutors with adult learners in five Monroe County library locations. Because tourism comprises more than two-thirds of the county's jobs, the project used a workplace curriculum and targeted limited English proficient adults employed or seeking employment in hotels and motels. In addition to increasing their literacy levels needed for work, the 315 adult students learned library skills needed for lifelong learning. Based on pre- and post-test scores of the English as a Second Language Oral Assessment, 71 percent of the students achieved gains of one or two literacy levels after completing the 15-hour program.

**Outcome 2: Children and teens, along with their parents, teachers, and caregivers, have library programs and services that are age and developmentally appropriate.**

The *Florida Library Youth Program* is a core component of the public library's extension of the school year and is coordinated on a statewide basis to eliminate redundant planning at the local level. The project is cost effective since it eliminates duplicative services and provides for economy of scale. The program encourages preschool and school-age children and their families to use their local public library for both education and recreation during school vacation periods. The State Library and Archives of Florida provided a manual, regional staff development training workshops, and promotional materials in English and Spanish. The local libraries, using the program's materials, conducted storytimes, craft programs, and literature/library-based activities. The success of this program depends upon the cooperation of Florida's public

<b>Florida Library Youth Program 2003-2006 Averages</b>	
575	Staff trained at statewide training
14,085	Local programs delivered
518,332	Children attended programs

libraries. On annual average, over 95 percent of library administrative units have ordered the program's materials and 85 percent of those units submitted annual evaluation forms. Each of the participating local libraries also invested local dollars in staff time and materials collections.

Library Services and Technology Act funds also piloted a three-year *Summer Library Reading Partnership* project in 2003 to support former Governor Bush's *Read to Learn* initiative. The pilot's

goal was to ensure that all Florida students were reading at grade level before they enter fourth grade and to help prevent "summer slide." Libraries customized the program to meet their communities' needs. Typical components included outreach to schools' summer academic programs for students at risk of failing Florida's mandatory test for promotion; recruiting mentors as tutors; and access to an interactive Web-based program targeting struggling third grade readers. Libraries received one-year grant funds from \$2,500 to \$10,000 based on the population of the service area. After the initial year of funding, libraries continued supporting the project with local efforts.

*Afterschool @ Your Library*, a 2003 grant, enabled five Broward County library branches in underserved communities to offer after-school programs also. Trained staff provided after-school reading practice, homework assistance, and computer instruction. Altogether, the 233 school-age children enrolled in the program read or listened to and discussed 437 juvenile books beyond those assigned for schoolwork. The children learned and practiced new reading skills to promote academic success. Parents repeatedly expressed their thanks for the homework help provided for their children and described benefits such as better concentration, improved reading aloud skills, and improved grades.

Two south Florida conferences gave youth librarians increased opportunities to learn about children's programming from experts. The annual Conference on Children's Literature, held in conjunction with Broward County Library's Children's BookFest, featured presentations and workshops by nationally recognized, award winning children's authors. Miami-Dade Public Library System's The Art of Storytelling Annual Conference sponsored storytellers who demonstrated practical tips to create captivating stories. The State Library and Archives of Florida encouraged youth librarians to attend these conferences by providing annual mini-grants.

Most recently, *El día de los niños/El día de los libros* grants promoted multicultural celebrations. Pinellas Public Library Cooperative administered a series of 22 mini-grants in connection with the April 30 Day of the Child/Day of the Book. Local libraries hosted various festivities such as

storytelling, puppet shows, music, and dancing. Most added multilingual and multicultural books to their collections. In all, libraries sponsored 115 programs with nearly 15,000 adults and children celebrating multiculturalism and reading.

Without federal funding and this statewide program, many libraries would not be able to develop local programs as effectively. Levy County Public Library System is an example. In 2003, this system used grant funding to begin an infants' and children's program that extended into the rural community. With grant funds, the library hired its first youth services coordinator to present programs in the library and at daycare facilities. The library system also placed revolving collections of books in medical facilities and daycare centers and established an incentive program to bring parents to the library. This program, which is now only partially funded with a federal grant, now includes special programs for preteens and teens, teen volunteers, monthly education and entertainment programs, and homework help through a *Teacher in the Library* program.

**Outcome 3: The general public, local government, and businesses are informed about the values and services of their library.**

The value of libraries became measurable in 2003, when the State Library and Archives of Florida commissioned a study to determine the economic impact of libraries in communities. Published in 2004, *Taxpayer Return on Investment in Florida Public Libraries*, a return on investment study, provided libraries with a tool to measure how much value Floridians are receiving in return for investing their tax dollars in libraries. Based upon a survey and annual data reports, a conservative estimate is that Florida's public libraries return \$6.54 for every one dollar invested.

This study indicates that Floridians clearly value the services of their libraries. Using information from extensive interviews, the researchers of *Taxpayer Return on Investment in Florida Public Libraries* concluded that over half of Florida's adult residents and over one-third of all children made in-person visits to public libraries. According to the research conducted from December 2003 through September 2004, a common belief is that public libraries are used primarily for recreation or entertainment; however, the researchers found that the majority of adults use public libraries for three purposes:

- Personal or family reasons (e.g., health and wellness needs)
- Education
- Business or work-related needs

The State Library and Archives of Florida distributed a report of the study at the annual library directors' meeting. Findings were also exhibited at rural sustainability meetings and via exhibition booths at annual conferences of the Florida Association of Counties, the Florida Association of Court Clerks and Comptrollers, and the Florida League of Cities. According to a State Library and Archives of Florida survey, librarians commented that they were using the study to educate their communities by sharing this study with their boards, Friends of Library groups, advisory councils, business leaders, and elected officials.

#### **Outcome 4: Florida libraries have support for ongoing development and excellence.**

The State Library and Archives of Florida serves as the information resource provider for the Florida Legislature, all Florida state agencies, and local governments. The state's net population grows daily by 1,000 residents. While the number of legislators, government employees, and librarians remains fairly constant, the number of visits to the State Library and Archives of Florida's Web site—coupled with the number of downloads of forms, reports, and training registrations—has increased exponentially.

The State Library and Archives of Florida's Office of Community Development is composed of eight full-time consultants and five support staff. The office works with local libraries to develop programs and services for Florida's residents. Over the last four years, consultants responded to an annual average of nearly 18,000 requests for assistance. One example of a consultant's role is assisting with the E-Rate process. This includes approval of technology plans for all eligible libraries; assisting with submission of E-Rate forms; conducting training sessions; participating in state and national E-Rate committees; and responding to requests for information from libraries, state agencies, and vendors related to E-Rate deadlines, plans, appeals, site visits, and rule clarification. Other assistance and consulting activities include, but are not limited to:

- Supporting local libraries by researching and communicating best practices
- Evaluating library services and programs
- Collecting and disseminating statistics
- Assisting libraries with long-range planning
- Revising the State Aid to Libraries Grant Program
- Partnering with other organizations to monitor emerging trends

The Office of Community Development partnered with the Florida Library Association to update the standards for public library services. The project was completed in 2004. The Office of Community Development also participated in the revision of the Standards in 2006. An annual document issued by the Office of Community Development compares Florida's public library statistics with the Standards.

Participation in the Office of Community Development's training sessions continues to grow. For example, the number of participants attending statewide training opportunities increased 38 percent—from 2,234 in 2003 to 3,075 in 2005. Similarly, the number of training sessions offered increased 234 percent—from 35 presentations in 2003 to 117 presentations in 2005. Examples of training provided include assistance with applying for Library Services and Technology Act grants, long-range planning, data collection, and records management.

The Office of Community Development's consultants monitor libraries' successes in meeting their Library Services and Technology Act grant goals by visiting recipient libraries at a minimum of once a year with ongoing contact as needed to meet the library's needs. An annual Consulting Services Evaluation is sent to public library directors. For the past four years, the Consulting Services Evaluation has shown that public library directors rate the overall quality and timeliness of the services provided by the Office of Community Development as excellent. In addition, when individual services are evaluated, the public library directors indicate that the quality of service is excellent.



### **Goal 3: Librarians Are Well Positioned for Leadership in the 21<sup>st</sup> Century**

The State of Florida made progress toward this goal.

#### **Outcome 1: Libraries use the services of a statewide recruitment and awareness program to address needs for staffing.**

The *Florida Library Jobs* Web site (<http://www.floridalibraryjobs.org>) addresses the statewide need to assist library organizations with filling their staffing vacancies.

Introduced in 2004, the *Florida Library Jobs* Web site is a Web-based strategy to help library managers recruit qualified applicants and to assist potential library employees seeking vacant positions. Activities related to sustaining this project include continual monitoring of the Web site, evaluating user surveys, and updating the Web site based upon user feedback. Recent updates include identifying positions requiring bilingual skills, and adding positions for paraprofessionals and positions not requiring a Master of Library Science degree.

<b>Visits to <i>Florida Library Jobs</i> Web Site</b>	
<b><u>Year</u></b>	<b><u>Visitors</u></b>
<b>2005</b>	<b>282,670</b>
<b>2006</b>	<b>360,000</b>

According to data reports, the site has an average of 23,274 hits daily with 12,275 average page views per day, and an average of 12.44 page views per visitor. The highest number of job descriptions posted at one time has been 110 positions. Based on the *Library Employer Survey of 2005*, 68 percent of employers agree or strongly agree that posting a position on the Florida Library Jobs site has assisted their organization in filling a vacancy. In addition, 85 percent agree that the ability to advertise library jobs that do not require an American Library Association accredited graduate degree is a worthwhile component. Seven percent needed to use the multilingual skills indicator when posting their organization's job announcements. 2006 survey data shows that 39 percent of the job searchers who posted their résumés were contacted as a result of the Web site and 18 percent obtained a job in a Florida library.

## **Outcome 2: Libraries have well-trained staff to provide exceptional service to the public.**

The Florida Library Leadership Program has two major components: the *Sunshine State Library Leadership Institute* and the *Leadership Symposiums*.

The *Sunshine State Library Leadership Institute* component began in August 2004 and continues, with planning underway for 2008. The institute uses a strategy created to provide qualified library leaders, assist in retaining current staff, and develop new leaders to replace those who will retire. In a needs assessment conducted in 2002, nearly every library system reported open, unfilled positions.

Staffing issues identified included:

- Recruiting and retaining qualified staff to fill jobs with changing requirements
- Fewer continuing education opportunities in less secure and less attractive working conditions
- Lower salaries when compared to those in peer organizations.

There was general agreement that libraries had reached a crisis stage both for the hiring library of directors, senior managers, and youth services librarians, and for providing continuing education for managers.

**The Sunshine State Library Leadership Institute graduated 80 new leaders.**

The Institute is open to public, academic, school, and special library employees who exhibit leadership potential, including the ability to share their enthusiasm, optimism, and vision for the library services of tomorrow. Each year, 40 participants are selected by a volunteer task force appointed by the State Library and Archives of Florida.

Through a contractual agreement, the Northeast Florida Library Information Network facilitates the Institute and its 10 day-long sessions, which are held at two locations each year.

New elements were added in 2005, focusing on results from the survey data suggested by library directors, Leadership Institute participants, State Library and Archives of Florida consultants, and the Florida Library Association. One of these, a mentoring component, involves each participant selecting an experienced leader who agrees to offer guidance for the length of the program. Positive feedback from participants encouraged the State Library and Archives of Florida to continue the Institute for a third year.

Institute graduates are pursuing promotions and more active roles in library professional organizations such as the American Library Association and the Florida Library Association. Second year participants and mentors are also promoting the Institute by speaking to the third year participants as well as serving on a task force to assist with selecting future participants. Some graduates are volunteering information concerning their promotions. In 2008, the State Library and Archives of Florida plans to develop a baseline study by surveying all participants to document their career successes.

The second component of the Florida Library Leadership Program is a series of *Leadership Symposiums* for library middle managers. The State Library and Archives contracted with two multitype library cooperatives, the Northeast Florida Library Information Network and the Southeast Florida Library Information Network, for delivery of four sessions. The original plan was to hold two one-day leadership sessions; however, with matching funds from these two cooperatives, the project has expanded beyond the original goal and now provides a total of

four library middle manager symposiums including one delivered by a third cooperative, the Southwest Florida Library Network.

Additional training for library workers is provided by the state's six multitype library cooperatives using Library Services and Technology Act funding. The cooperatives deliver a range of training opportunities to hundreds of Florida librarians and staff annually. The cooperatives provide face-to-face training that includes presentations, conferences, and workshops. They also provide a lending video library and use of list-serve or group e-mailings, online classes, and satellite downlinks. The Panhandle Library Access Network cooperative's 2005 outputs are indicative of the variety of these learning opportunities: the cooperative awarded 11 scholarships, taught 50 workshops with 729 attendees, loaned 73 training tapes to 31 libraries, communicated with 1,391 list-serve members, and provided 116 hours of consultations. As a result, Florida's librarians and support staff have gained skills needed provide their communities with quality service.

### III. Results of In-Depth Evaluations

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The State Library and Archives of Florida selected the *Florida Electronic Library* programs, Goal One, for the in-depth evaluation of the outcomes. This report's assessment includes *Florida on Florida*, the *Florida Memory Project*, *FloridaCat*, *Florida's Ask a Librarian*, the *statewide Florida database-licensing program*, and the *Florida Portal*.

The study team conducted an outcomes assessment of the *Florida Electronic Library* based on the original goal and outcomes identified in 2002. Each outcome includes a list of activities, outputs, outcome indicators, and source/methods to match the activity as presented in the long-range plan. This report presents the results of the outcomes assessment by outcome. The results of this study build upon prior assessments and activities related to the *Florida Electronic Library* and selected components. Prior assessments and activities include those conducted and implemented between 2002 and 2006 by the State Library and Archives of Florida, the Florida State University Information Institute, the Florida Library Network Council, *Florida Electronic Library* work groups, and relevant activities of other parties or organizations.

## IV. Progress in Showing Results of Library Initiatives or Services

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Based on the planned developments, the *Florida Electronic Library* will continue to make significant progress toward meeting its goal—to provide Florida residents with electronic access to additional information resources and services.

Within the framework of challenges during the past five years, the State Library and Archives of Florida continues to make progress as indicated by a consistently growing number of liaison contacts and consistently high library evaluations related to primary programs.

Prior to this reporting period, the State Library and Archives of Florida required by rule that Library Services and Technology Act grantees develop and report inputs, outputs, outcomes, and indicators annually and made progress toward training librarians in developing program measures, outcomes, and indicators. Librarians who used the LSTA Toolkit, an online point-of-need instruction in outcome-based evaluation, submitted better proposals. To continue progress and improve the quality of the semi-annual and annual reports, the State Library and Archives of Florida will require use of the Toolkit.

## V. Lessons Learned

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### **Evaluation is an Ongoing Process**

One lesson learned by the State Library and Archives of Florida Library is that three conditions can hamper effective project evaluation. First, what initially appears to be a suitable evaluation methodology during the project design phase may be neither appropriate nor sufficient at the end of the project. Second, evaluation that is ongoing throughout the project is most effective; therefore, evaluation carries a cost, both in time and other resources. The State Library and Archives of Florida would be well served to have a position dedicated to providing guidance and reviews of grantees' evaluation methodologies. Likewise, grantees should be advised to include a resource budget. Third, because most projects are operational for less than one year, conditions for empirical data collection and evaluation are not optimal. This lesson is applicable to projects of all types and sizes.

A second lesson learned is that contracting for expertise may provide the most qualified and cost effective resource for statewide programs. The evaluations of two programs provided a new perspective. First, the quality and attendance at the Florida Library Youth Program's workshops increased when children's programming professionals presented the workshops and second, contracting with a lawyer who is a librarian answered a request from library directors for assistance with policy review.

## VI. Brief Description of Evaluation Process

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### **Who was involved?**

The following were involved:

- A team of four staff members representing Grant Management; the Planning, Development, and Statistics Unit; and the Information Systems Unit
- The State Librarian and manager of the Office of Community Development
- Consultants from the Information Use Management and Policy Institute of the College of Information at Florida State University

### **How was it conducted?**

The State Library and Archives of Florida evaluation team reviewed annual reports from the last five years. Two staff members reviewed data sources and internal memos, and compiled information. The team conducted an outcomes assessment of outcome activities, outputs, indicators, and source/methods relevant to *Florida Electronic Library* development and implementation from 2002–2007. The team reviewed information sources contained in reports of prior research conducted by the research team from fiscal years 2002 to present; and information collected from additional data identification and collection efforts such as interviews of key stakeholder groups, focus groups, and individuals.

### **What was the cost?**

In addition to staff time, the external consultant fee for preparing Part III, an in-depth evaluation, was \$50,000. This report includes a summary of the evaluation.