

Library Services and Technology Act
Massachusetts Long Range Plan 2008-2012

Submitted by the Massachusetts Board of Library Commissioners
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Overview

In preparation for the writing of this 2008-2012 LSTA Long Range Plan, the Massachusetts Board Of Library Commissioners conducted a statewide study of the needs of Massachusetts residents, and of library services that could address these needs. The following needs consistent with the purposes of the Library Services and Technology Act (LSTA) were chosen for this State Programs Five-Year Plan:

- Massachusetts residents use their libraries heavily, and there is increasing demand for resource sharing. This requires a minimal level of connectivity which has not been reached statewide. Access to information can be increased by improving the infrastructure for resource sharing.
- The documentary heritage of Massachusetts includes irreplaceable collections of books and documents that are in need of conservation and preservation. Libraries that hold these resources must assure that these materials continue to be accessible to researchers, historians, students and the general public.
- Libraries must respond to a changing landscape that increasingly offers customers other options for reading and reference; staff members should be provided with the skills and training to deal with a host of new issues.
- In addition to being able to find information, 21st century communicators must be less passive in how they utilize it. When the average citizen may create content that is quickly viewed by millions of web users, knowing the skills and etiquette of social networking, blogs, wikis, information security, and emerging technologies may make a difference in landing a job or a place in a chosen college, and indeed may contribute to economic survival. It may also advance civic and community efforts.
- The ability to read can affect economic, educational, and physical well-being as well as cultural and other dimensions of one's life. Learning to read in school is directly related to children's exposure early in life to adults' reading aloud, talking, and using language with them. In Massachusetts, more than two million adults (44%) do not have functional English literacy skills or the basic abilities expected of a high school graduate. Of these adults, 465,000 are undereducated or limited English proficient parents with children under thirteen years of age. Libraries need to be concerned with emergent literacy skills.
- According to the results of the *National Assessment of Adult Literacy* (2005, http://www.air.org/publications/documents/SAAL_MA_web.pdf), adults sixteen and older in the Commonwealth continue to be challenged in their ability to perform everyday tasks such as reading and understanding newspaper articles, job applications, maps, and medicine labels. The demographics of Massachusetts are changing rapidly. As of 2006, one in

seven Massachusetts residents was born in another country. Libraries must meet the challenge of serving this population.

- According to the 2006 report *A Generation in Transition* (2006) published by MassInc., a local public policy institute, more than 1.83 million Massachusetts residents will turn sixty within the next ten years. As active, older adults seek information to help shape their views on health care, housing and caring for family members, libraries will be positioned to enable their civic engagement.

Each of these needs and the associated goals, LSTA purposes, output and outcome targets and programs, with approximate time frames, is described in the body of this document. Working documents that support each of the needs summarized here are included in the appendices.

The six LSTA purposes with which this plan is aligned are set forth as follows:

Sec. 9141. Grants to States. (a) In general

Of the funds provided to a State library administrative agency under section 9123 of this title, such agency shall expend, either directly or through subgrants of cooperative agreements, at least 96 percent of such funds for: [numbers supplied]

1. expanding services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages;
2. developing library services that provide all users access to information through local, state, regional, national, and international electronic networks;
3. providing electronic and other linkages among and between all types of libraries;
4. developing public and private partnerships with other agencies and community-based organizations;
5. targeting library services to individuals of diverse geographic, cultural, and socioeconomic backgrounds, to individuals with disabilities, and to individuals with limited functional literacy or information skills;
6. targeting library and information services to persons having difficulty using a library and to underserved urban and rural communities, including children (from birth through age 17) from families with incomes below the poverty line (as defined by the Office Management and Budget and revised annually in accordance with section 9902(2) of Title 42) applicable to a family of the size involved.)

Mission Statement

The Massachusetts Board of Library Commissioners is the state agency that supports, improves and promotes library services throughout the Commonwealth. We seek to provide every resident of Massachusetts with equal opportunity to access information resources that will satisfy individual educational, working, cultural, and leisure-time needs and interests, regardless of an individual's location, social or physical condition, or level of intellectual achievement.

Goal 1: Massachusetts residents, no matter where they live, will find and obtain the resources they need using an improved technological infrastructure that links all types of libraries and provides and coordinates shared electronic resources. Residents will have access to digitized images of unique and valuable resources, improved access tools, and properly preserved physical and electronic materials.

LSTA Purposes Aligned with This Goal

1. Expand services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages.
2. Develop library services that provide all users access to information through local, state, regional, national, and international electronic networks.
3. Provide electronic and other linkages between and among all types of libraries.

Needs Addressed by This Goal

There is increasing demand for resource sharing, as shown by network and delivery statistics. Interlibrary loans have increased by 99.7% in five years, with twelve million items per year in delivery. There should be a minimal level of Internet connectivity for all public libraries and all members of automated resource sharing networks, as shown in the WMRLS Small Libraries Study, telecomm reports to MBLC, and the national Public Library Internet survey by John Bertot, et al., in Florida. There is a need to maintain a secure and robust automation infrastructure for automated resource sharing networks, and a need for more sophisticated search tools, including federated/meta-search, and Open URL resolvers. A statewide library card program with an electronic registration component, as demonstrated by the Authentication Needs Assessment, January 2007, and also by the Market Street Research survey, is needed—users desire a simplified single sign-on to all resources to which they are entitled. Libraries require simplified management of providing access to licensed electronic content, while maintaining branding and statistics through a statewide portal.

In a summer 2006 survey, Massachusetts public, academic, K-12, and special librarians indicated a need for full-text online resources including Massachusetts newspaper, periodical, and reference content for their customers' personal and educational needs.

The documentary heritage of Massachusetts is essentially intact from its founding, and much rich information and documentation exists. Throughout the Commonwealth, repositories house irreplaceable collections of books and private and public documents that serve as a rich resource for researchers involved in local, state, regional, national, and international studies. Library staffs in public and academic libraries and in other repositories have long collected materials that document their immediate and adjoining locales as well as focusing on specific collecting areas. Although much of this material is monographs and pamphlets, a significant portion is manuscript material (personal and organizational papers), photographs, posters, ticket stubs, broadsides, etc. Many of these collections are in need of conservation work to prolong their lives and to enable them to be handled.

Throughout Massachusetts, preservation survey reports have documented the preservation problems in libraries as they relate to the collections (particularly the local history, special, and archival ones); building concerns; storage, enclosures, and handling practices; environmental issues; emergency preparedness; preservation policy and planning; in-house repairs; reformatting needs; and commercial binding. The preservation of library and/or archival research materials with significant research value is important to ensure that these materials remain a viable tool for generations to come. These resources include books, journals, newspapers, documents, photographic prints and negatives, sound recordings, maps, architectural drawings, and other materials whose primary value is informational. Preservation microfilming, digitization of historical materials to provide access, and treatment for conservation of research materials with significant artifactual value have all been strategies using LSTA funds.

Key Output Targets:

- By 2012, users of over 500 Massachusetts libraries of all types and 610 outlets will have access to contemporary ILS services on multi-type shared systems, including a 21st century OPAC.
- By 2010, all residents of Massachusetts will be able to search and retrieve online content, as well as request physical materials via the statewide virtual catalog through an advanced statewide portal.
- By 2012, 359 public libraries in Massachusetts (97%) will have a broadband (384K or greater) connection to the Internet. Success will be measured by detailed telecomm reports and grant reporting from network and regional providers.
- By 2012, 400,000 Massachusetts residents, or 10 percent, of currently registered residents, will have registered for and received a statewide library card. Twenty percent of these will have obtained their statewide card online. (Data will be collected via the annual public library survey, and by the e-registration system.)

- By 2012, at least fifteen libraries will have digitized at least one major historical collection and mounted it on the Internet.
- By 2012, at least twenty-five libraries will have completed a preservation survey and developed a Preservation Action Plan based on the information included in the consultant's report and observations made at the time of the consultant's visit.
- By 2012, at least twelve libraries will have completed Preservation of Library and Archival Materials or Manuscript Arrangement and Description projects based on the reports resulting of the Preservation Surveys.
- By 2012, the staff of at least five libraries will have been introduced to basic archival principles of arrangement and description, will have completed the processing of the manuscript collections in their care, and will have made them available for research.

Key Outcome Targets:

- When interviewed, at least two staff members in each of the libraries that received Manuscript Arrangement and Description grants will have acquired a basic knowledge of archival arrangement and description principles where none existed before, and will be able to apply these principles to manuscript materials and/or collections.
- After the receipt of the consultant's report, at least 80 % of the staffs of the libraries implementing Preservation Surveys will have an increased knowledge of preservation principles and how these affect library and archival materials, and have knowledge of concrete steps that can be taken to ameliorate the identified problems.

Program Portfolio:

Initial offerings:

- Network System Upgrades, Preservation Survey, Preservation of Library and Archival Materials, Manuscript Arrangement and Description, Digitization of Historical Resources, Access to Licensed Databases, Digital Commonwealth, Disaster Preparedness Workshops, Emergency Assistance program and *dPlan: the Online Disaster Planning Tool*.
- Statewide Advisory and Technical Assistance Program, Statewide Continuing Education and Training Program.
- Expand the Small Libraries in Networks program to public libraries that have not yet joined a network, providing an annual offset to the cost of network membership, or the cost of a broadband connection to the Internet.
- Expand the statewide virtual catalog to include the MassCat union catalog and unaffiliated academic library systems.

- Pilot projects for creating and testing a statewide Identity Management infrastructure using distributed user records housed in multiple ILS systems, and establishing the conditions for a statewide “single-sign-on” to electronic resources.

Goal 2: Library users will have access to effective library and information services provided by well-trained and supported library staff.

LSTA Purposes Aligned with This Goal

1. Expanding services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages.

Needs Addressed by This Goal

Libraries must respond to a changing landscape that increasingly offers users other options (the bookstore, Internet, local cable) to meet their needs. However, it is often these efforts, particularly those involving today’s technology, that increase the stress level of both customers and library staff and cause a great deal of frustration. Whether the stress is on the front line library worker who is dealing with an angry or upset patron or on the customer who feels library staff is not responsive, attitudes around customer relations can be traced back to those who manage libraries. Library administrators must provide their staffs with the skills and training to deal with a host of new issues in order to be truly “user-friendly,” for, ultimately, customer satisfaction is directly related to employee satisfaction.

Increasingly, as customers go first to an institution’s webpage to find information about hours, services, programs, and resources, there is recognition of the importance of this initial contact providing ease of use, helpfulness and full access to all online members of the community. Outreach to those not already using the library’s services is important electronically, as well as by other means. Increasing numbers of non-English speaking residents speak a wider variety of languages; there are huge challenges in reaching these individuals with library services.

A 2007 survey of library users and nonusers, *Use of and Attitudes Toward Library Services Among Massachusetts Residents* (prepared by Market Street Research, January 2007), indicated that, while customer satisfaction was high in general, 9.5% of those surveyed would use their library more if it had “friendlier, more helpful staff.” In a previous survey, current and prospective library users believed that a focus on customer services was essential—many users stating it was a major factor in their decision to frequent a local library. Some of the non-users indicated that perceptions of poor customer service were a factor in their decision not to use their local library more frequently.

Key Output Targets:

- By 2012, fifteen additional libraries will undertake intensive Customer Service projects, providing training for all staff (including part-time staff) on how to improve customer service, deal with problem users, and resolve issues about use of new technologies. These libraries will also develop customer service-oriented public relations strategies and materials, and develop, evaluate, and/or update a staff training manual or orientation manual, and update current policies and procedures to reflect attitudes of good customer service.
- By the end of the five year plan, 10 libraries will apply for and carry out a project to train staff in Reader's Advisory practices.
- By the end of the five year plan, 100 individuals will have completed training as part of the Library Leadership Massachusetts Institute (to be held every two years).
- Yearly reports on staffing of Massachusetts libraries.

Key Outcome Targets:

- In learning contracts with project directors, 80% of participating staff in libraries with Customer Service projects will indicate that they have achieved goals set forth for one or more of the core competencies for customer service identified in the 2005 Massachusetts Library Leadership Institute (<http://www.cmrls.org/images/lead/Core%20Competencies%20final040706kp.pdf>).
- In surveys of library staff participating in Reader's Advisory projects, 80% of respondents will state they have an increased confidence level in making recommendations to customers since taking the training.
- In surveys of library staff participating in Reader's Advisory projects, all staff will report an increase in the number of authors/titles they are able to identify within given genres.
- Each participant in the Massachusetts Library Leadership Institute will develop his/her Personal Action Agenda by the end of the Institute. Within the first year of the anniversary of their institute, 85% of participants will have completed their Personal Action Plans for leadership growth. (See Appendix A.)

Program Portfolio: Customer Service, Reader's Advisory, Leadership Institutes, Statewide Data Coordination and Analysis, Statewide Continuing Education and Training, Statewide Advisory and Technical Assistance.

Goal 3: All Massachusetts residents will be better prepared to meet life's challenges at school, in the workplace, and in their daily lives through access to programs and training that foster their development of information literacy skills and communication technology skills.

LSTA Purposes Aligned with This Goal:

1. Expanding services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages.

Needs Addressed by This Goal:

In addition to being able to find information, 21st century communicators must be less passive in how they utilize it. When the average citizen may create content that is quickly viewed by millions of web users, knowing the skills and etiquette of social networking, blogs, wikis, information security, and emerging technologies may make a difference in landing a job or a place in a chosen college, and indeed may contribute to economic survival. It may also advance civic and community efforts and add to the knowledge base of the greater human community.

Information and communication technology (ICT) pairs teaching what has been defined as information literacy, or knowing how to find, evaluate, and use information from a variety of sources based on a fundamental understanding of the ethical/legal issues surrounding its access and use with teaching how to use “digital technology, communications tools and networks appropriately” to enable customers of all ages to meet life’s challenges at school, in the workplace and in their daily lives. (Sources: “Learning for the 21st Century,” Partnership for 21st Century Skills, Educational Testing Service, ALA Information Literacy Competency Standards for Higher Education)

Outputs: Classes, workshops, institutes, training materials

Key Output Targets:

- By the end of fiscal 2012, at least 15 libraries of all types will apply for grants to provide programs and training to improve their users’ information and communication technology literacy skills.

Key Outcome Targets:

- At least 75% of library users of all ages participating in ICT programs will demonstrate improved information literacy skills, which include the ability to analyze, access, manage, and evaluate information in oral, written, and multi-media formats.
- At least 75% of customers of all ages participating in these grant programs will report improved ability to assess complex choices and be responsive to new and diverse perspectives at school, in the workplace, or at home.

- At least 75% of customers of all ages participating in these grant programs will report that they understand the ethical/legal issues surrounding the access, creation, and use of information.

Program Portfolio:

ICT Literacy Programs
Academic Library Incentive Program
School Library Incentive Program

Goal 4: Massachusetts children and young adults will have access to public and school libraries that are active partners in providing resources and learning opportunities that foster literacy from birth through the teen years.

LSTA Purposes Aligned with This Goal

1. Expanding services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages.
4. Develop public and private partnerships with other agencies and community-based organizations.
6. Targeting library and information services to persons having difficulty using a library and to underserved urban and rural communities, including children (from birth through age 17) from families with incomes below the poverty line.

Needs Addressed by This Goal

The ability to read is fundamental to success in today's world. It can affect economic, educational, and physical well-being as well as cultural and other dimensions of one's life. Learning to read in school is directly related to children's exposure early in life to adults' reading aloud, talking, and using language with them. Before children actually read, fostering the development of early literacy skills that emerge during the first three years lays the foundation for success in school and life. Emergent literacy skills include vocabulary (naming), print motivation (enjoyment of books), print awareness (rules of written language), narration (understanding and storytelling), letter knowledge, and phonological sensitivity (hear and use smaller sounds in words).

Promoting activities that lead to the growth of proficient and prolific readers is one of the things that libraries do best. Creative programming that draws children, young adults and parents, with their infants, preschoolers and students, into libraries and into active reading programs has long been one of the chief talents of children's librarians. Public and school libraries and other groups should be active partners in working to raise children's literacy and increase their enjoyment of quality literature. Therefore, cooperatively and individually libraries contribute significantly to laying a sound educational foundation for the youth of the Commonwealth.

Family literacy is a family education model that helps break the cycle of poverty and illiteracy by improving the educational opportunities of families. The Family Literacy Consortium of Massachusetts defines family literacy as coordinated learning among different generations in the same family that helps both adults and children reach their full personal, social, and economic potential. In Massachusetts, more than two million adults (44%) do not have functional English literacy skills or the basic abilities expected of a high school graduate. Of these adults, 465,000 are under-educated or limited English proficient parents with children under thirteen years of age. Children in 114,000 families have a parent who cannot read aloud to them. Children in 264,000 families have parents who can read at a basic level but have difficulty helping their children with homework. (<http://www.doe.mass.edu/familylit/FAQ/faq3.html>)

A substantial body of research since 1990 shows a positive relationship between school libraries and student achievement. The research studies show that school libraries can have a positive impact on student achievement—whether such achievement is measured in terms of reading scores, literacy, or learning more generally. A school library program that is adequately staffed, resourced, and funded can lead to higher student achievement regardless of the socio-economic or educational levels of the community. (School Libraries Work!--Scholastic Research and Results, Updated 2006) (http://www.scholastic.com/librarians/printables/downloads/slw_2006.pdf)

A comprehensive statewide study of Massachusetts school libraries was conducted in 2000 by Simmons College Graduate School of Library and Information Science (<http://web.simmons.edu/~baughman/mcas-school-libraries>). Survey results were related to MCAS (Massachusetts Comprehensive Assessment System) scores to determine the impact of school libraries on student achievement. The outcomes confirmed that at each grade level, schools with library programs have higher MCAS scores and that students at each level score higher when there is a higher per-pupil book count.

Massachusetts has 1,712 public schools, of which 1,609 have library media centers (reported in 2000 by the National Center for Education Statistics).

(Resources: ALA-Born to Read, Clinton-Macomb Public Library-21st Century Literacies-Christine Lind Hage)

Key Output Targets:

- By 2012, at least ten school and public libraries will apply for grants to advance emergent literacy and literacy skills for children (0 - teens) by providing resources, programs, and training.
- By 2012, at least ten public libraries will apply for grants to promote the development of family literacy programs that provide for both the emerging literacy skills of children and the parenting skills of low-literate adults.
- By 2012, at least ten school and public libraries will apply for grants to encourage and support the development of children's and young adults' reading skills through collection development and a variety of innovative programs.

Key Outcome Targets:

- When surveyed, 80% of parents or caregivers participating in family literacy programs will report repeating elements of the storytime program at home; 90% will check out library materials when attending the program.
- At least 90% of parents participating in family/emergent literacy programs will understand the importance of fostering emergent literacy skills.
- At least 75% of parents/caregivers participating in family/emergent literacy programs will report a 30% increase in the number of hours per week that they read to their children.

Program Portfolio:

School Library Incentive Program, Emergent Literacy Programs (Mother Goose on the Loose, Mother Goose Asks “Why?”, EqualAccess Partnership, Conversation Circles (component), Statewide Advisory and Technical Assistance Program.

Goal 5: All Massachusetts residents will have equal access to library information, collections, and services regardless of their geographic location, cultural or socioeconomic background, and regardless of disability or limited functional literacy skills.

LSTA Purposes Aligned with This Goal:

5. Targeting library and information services to people of diverse cultural, socioeconomic and geographic backgrounds; to people with disabilities and those with limited English language skills and limited functional literacy.
6. Targeting library and information services to persons having difficulty using a library and to underserved urban and rural communities, including children (from birth through age 17) from families with incomes below the poverty line.

Needs Addressed by This Goal:

According to the results of the National Assessment of Adult Literacy (2005, http://www.air.org/publications/documents/SAAL_MA_web.pdf), adults sixteen and older in the Commonwealth continue to be challenged in their ability to perform everyday tasks such as reading and understanding newspaper articles, job applications, maps, and medicine labels. The national test assessed adults on their ability to read and understand prose writing, documents and quantitative content areas and revealed that one out of every three adults in Massachusetts is functioning at the “below basic” or “basic” level. (<http://www.doe.mass.edu/news/news.asp?id=2690>) The highest percentage of adults who scored in the basic and below basic categories speak Spanish as their first language. Approximately 46 percent of Hispanics scored at the below basic level, as compared to 25 percent of black and six percent of the white adults who participated in the assessment.

Adults who are still struggling with basic reading, writing and computation skills need these skills to succeed in the working world and in daily life. These numbers were confirmed in the recently published study, *New Skills for a New Economy* (www.MassINC.org) that found more than 1.1 million of the state's 3.2 million workers do not have the skills required to perform in the state's rapidly changing economy. Approximately 667,000 workers who currently have a high school diploma still lack the basic skills to function in an increasingly competitive workforce. An additional 280,000 people have dropped out of high school and another 195,000 do not speak English as their first language. Leaders in education and workforce development continue to stress the importance of higher order skills in order to maintain the state's competitive edge. Currently only six percent of the need for adult basic education programs is served by a combination of literacy programs that offer basic literacy instruction, GED preparation and training for English for Speakers of Other languages (ESOL).

The demographics of Massachusetts are changing rapidly. As of 2006, one in seven Massachusetts residents was born in another country. The impact of these newcomers on the economy is significant. In the last 25 years, the numbers of immigrants in the workforce has doubled so that today 17 percent of our workforce is composed of people from other countries, many of whom do not speak, read or write English well. There has also been a major shift in the countries of origin among immigrants arriving in Massachusetts. At present, half of all new immigrants arrive from Latin American and the Caribbean, and another 23 percent come from Asia. The future economic health of the Commonwealth is directly linked to the educational skills of its immigrant population. Libraries have a key role to play in helping these newcomers bridge the civic and economic challenges in order to better integrate into our society.

According to the latest census, approximately 19% of the population or one out of five people in the United States have some kind of disabling condition. This means that in Massachusetts there are approximately 1,150,000 individuals with disabilities. By far the largest populations are 390,000 seniors between the ages of 65 -74 years and another 274,000 over the age of 75. About six percent of people with disabilities (70,000) are under the age of fifteen and 59 % are working age. Among this group, twelve percent of individuals with disabilities are of minority status, the highest incidence of disability being in the African American community. These disabilities range from mobility impairments to visual impairments, including legal blindness and difficulties in reading conventional print. Some 6% of the population faces challenges in hearing an ordinary conversation because of chronic hard of hearing conditions or deafness. Other disabling conditions including mental illness and mental retardation present challenges in conventional uses of library services and materials.

Many libraries have begun to provide Assistive Technology (AT) devices and services that help to maximize an individual's control over their environment by allowing access to many library services and sources of information. More mainstream availability of AT devices promotes improved communication access for users with disabilities and the ability to independently use library resources.

In Massachusetts the number of incarcerated individuals continues to climb. The Massachusetts Department of Correction (DOC) operates eighteen correctional facilities in the state. As of 2005, the total DOC population was close to 9,000 sentenced inmates.

Another 9,000 are serving time in different county houses of correction under the jurisdiction of the county sheriff. Eventually, 95% of all inmates in all correctional facilities will be released back into their communities with a need to access job information, housing, substance abuse and other services.

The number of homeless families in the Commonwealth has increased over 26% during the past year as the affordable housing crisis intensifies. In 2006, more than 21,000 children in the Commonwealth were homeless. Last year, Massachusetts was the most expensive state in the nation for renting an apartment with Boston being the fifth most expensive city in the nation. The growing number of homeless families and limited funding for programs to serve them has strained the family shelter system. These families need information to address their short term needs and knowledge to take an active role in decisions which affect their lives.

In 2005, the city of Boston identified 6,365 homeless men, women, and children, an increase of 500 from the previous year. Many individuals who are denied access to state-funded shelters have been forced to double up or split up, often living in overcrowded apartments or in unsafe or abusive settings. Many of these individuals are shut out by a system that creates a crisis of hidden homelessness. An issue faced by this population is a decrease in residential programs for substance abuse and treatment. These individuals need information on transitional housing and programs that offer employment, life skills and recovery resources that will enable them to gain control over their lives.

Key Output Targets:

- By 2012, at least five libraries will establish or expand literacy services to people with functional reading, writing, and computation challenges.
- By 2012, at least ten libraries will apply for grants provide resources to serve their Limited English Proficient (LEP) communities.
- By 2012, at least ten libraries will implement informally structured conversation groups for English language learners.
- By 2012, at least ten libraries will have developed extensive multi-language print and online resource collections that will provide improved access to community information such as health, school, housing, immigration and citizenship.
- By 2012, twenty libraries will identify and establish partnerships with other community agencies and organizations that work to support outreach to adult new readers, people with limited English language skills, people with disabilities and the homeless as part of their long-range planning
- By 2012 at least ten libraries will have conducted an audit of their collections, services and equipment for people with disabilities.
- By 2012 at least five libraries will have applied for a grant under the Planning for Libraries for People with Disabilities program.

- By 2012, at least 100 libraries (school, academic, public and special) will have created or updated a record in the Accessibility for People with Disabilities database on the MBLC website.
- By 2012, at least ten libraries serving inmates of Massachusetts correctional facilities will update their long range plan of service.
- By 2012, at least five libraries in Massachusetts will address the issue of service to the homeless by developing policies and approving rules of conduct to address customer behavior, protecting the rights and safety of library customers and staff while being enforced in a fair and reasonable manner.

Key Outcome Targets:

- Given the development of a model conversation circle program for English Language learners, 75% of participants in the program will report satisfaction towards meeting at least one key learning goal as a result of the library program.
- Given the development of library programs to people with disabilities, 85% of these users will report increased independence in accessing library programs, services and equipment.
- At least ten librarians serving institutionalized populations will report success in writing and submitting a new long-range plan for library service. At least 50% of the institutions will apply for and carry out a project to meet inmate needs.
- As a result of participating in grant programs to serve underserved users, librarians will report an ability to build increased local support by developing strategic alliances with other community agencies. At least 75% of libraries applying for projects that target outreach will report that they have reached a new audience and have created alliances not previously explored.
- As a result of applying for grant projects to serve underserved users, 90% of participating libraries will report success in conducting needs and assets assessments, be able to document coalition building, and promote public awareness of new programs and services.

Program Portfolio: Conversation Circles, Community Languages, Serving People with Disabilities, EqualAccess Libraries Program, Accessibility for People with Disabilities web area, statewide Advisory and Technical Assistance.

Goal 6: Massachusetts residents, regardless of age, will have access to lifelong learning resources and programs through their local libraries.

LSTA Purposes Aligned with This Goal:

1. Expand services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages.
4. Develop public and private partnerships with other agencies and community-based organizations

Needs Addressed by This Goal:

Libraries have a key part to play in extending public discussions about the roles and responsibilities of our citizens; democracy depends on an engaged and informed group of constituents. Recent surveys such as those conducted by Harvard sociologist, Robert Putnam, chronicle a downward spiral of civic apathy. Writing on behalf of the Saguaro Seminar (<http://www.ksg.harvard.edu/saguaro/>), a civic engagement program in Cambridge, MA, Putnam comments: "America throughout its history has been exceptionally civic-minded. However, we now see a public that is withdrawing from communal life, choosing to live alone and play alone. We are becoming mere observers of our collective destiny." Others have observed that "core values" are slipping away and that community life is "out of balance." This decline in social capital has been attributed variously to demographic shifts, the growth of less civic minded baby boomers, the rise of two-career families, urban sprawl and television, video gaming and Internet use.

According to the 2006 report *A Generation in Transition (2006)* published by MassInc., a local public policy institute, more than 1.83 million Massachusetts residents will begin to turn sixty within the next ten years. The study relates that unlike previous generations, today's "Baby Boomers" appear ready to delay their retirement past the current norm and to will continue to work part-time. Indeed, they are destined to reverse a trend from previous decades. These changing attitudes on retirement will have an impact on the workforce as they seek information to help shape their views on health care, housing, caring for family members, civic involvement and options for retirement.

In the MetLife report, *The New Face of Work (2005)* <http://www.civicventures.org/> a survey of Americans age fifty to seventy reveals a high number of respondents interested in taking jobs now or in the future to help improve the quality of life in their communities. Fifty-eight percent of baby boomers surveyed indicated they would consider taking jobs that would serve their communities. This group expressed interest in the following areas: education, health care, helping those in need, working with youth, civic activism, arts and culture, and the environment.

Since 2000, more than fifty libraries of all types across the Commonwealth have been actively involved in promoting the reading and discussion of one book centered on a theme. The practice of presenting "One Book, One Community," or "On the Same Page" programs has resonated with people across the state and the nation. Many communities have extended the projects by including related titles for children and teens. Creative programs have reached out to all age groups and worked to establish partnerships with a broad array of schools, institutions of higher learning, and cultural and civic organizations. These programs have served to promote a culture of reading while increasing closer community ties through the shared experience of discussing the same book. These projects provide a unifying experience for participants while affirming the joy of books and the power of literacy.

The public library is poised to partner increasingly with local schools, museums, and other social and cultural institutions. It should serve as a forum to showcase social issues and opportunities for involvement. The public needs to feel welcome in a hospitable space or "Third Place" as so aptly named in the 2003 study conducted by the Online Computer Library Center (OCLC). This is a place where groups of people are

encouraged to be curious about a breadth of social planning or civic issues that may affect the communities in which they live. It also serves as the place where individuals have opportunities to pursue life long learning, gain new skills or improve current ones and increase control over their lives as independent adults. Programs and services connecting powerful ideas to experience serve as practical tools promoting communication--moving community members toward a fuller civic reflection. By exploring ideas in a community context, members of the public can better interpret their roles as workers, family members, community/citizen members and life long learners.

Libraries can offer community programs and serve as a public forum where people can improve their communication, decision making, and interpersonal skills. Citizens can interact with others in engaging and friendly discourse. The wealth of information available in the library allows individuals to pursue multiple lines of inquiry and to collect, organize, evaluate, analyze and interpret these findings. As Putnam suggests, a civic renaissance is a proven possibility if our libraries choose to respond to the challenge. Indeed, the future well-being of our communities depends on it.

Outputs: workshops, institutes, training materials, EqualAccess Libraries Lifelong component. New grant programs for Older Active Adults.

Key Output Targets:

- By 2012, at least ten libraries will apply for a grant program to offer a community reading program.
- By 2010, an updated database of books selected for community reading will be available and accessible through the MBLC.
- By the 2009, the MBLC will offer a statewide training program about how libraries may serve a population of older active adults.
- By 2012, to develop a grant program targeting older active adults. At least ten libraries will apply for funds to provide service to this group.
- By 2012, ten libraries will identify and establish partnerships with other community agencies and organizations that work to support outreach to older active adults as part of their long range planning.
- By 2009, thirty libraries will apply for Equal Access projects for Youth, Health, or Lifelong Access.

Key Outcome Targets:

- By 2012, 65% of customers from ten libraries will report a greater sense of community through the shared experience of reading and discussing the same book.
- By 2010, 90% of librarians participating in the Equal Access program will report implementation of "Access Skills," which include: 1) assessing assets and needs of a target audience, 2) conducting outreach, 3) identifying partners and collaborating, 4) conducting advocacy and raising public awareness, 5) creating work plans, and 6) evaluating and documenting programmatic work.

- By 2009, 85% of customers from 30 libraries participating in the Equal Access program will report that they view libraries as community centers for information and education.
- At least 80% of librarians participating in the EqualAccess program will report their ability to build strategic alliances with other community agencies.
- Given the development of new library programs for older active adults, 75% of participants in the program will report satisfaction towards meeting at least one key learning goal as a result of their participation.

Program Portfolio:

On the Same Page Community Reading Program, ICT Literacy Programs, Community Connectivity and Intergenerational Programs, EqualAccess Lifelong Learning Program.

Summary of Planning and Implementation Procedures

The following summarizes the stakeholder involvement, communication and monitoring procedures put into place for the development, finalization and implementation of the *Massachusetts LSTA Long Range Plan 2008-2012*. It also serves as a method for gathering feedback about the plan as it is implemented, for assessing changing needs and for providing input to future programs.

Stakeholder Involvement Procedures

To ensure input from all types of libraries, the State Advisory Council on Libraries (SACL) consists of 16 members with representation from public, academic, school, special and institutional libraries, as well as libraries serving the blind and physically handicapped. In addition, five members of the council represent library users. SACL members review LSTA programs and budget priorities annually, as well as review specific proposals from subgrantees for LSTA funding. (See <http://mblc.state.ma.us/grants/lsta/sacl/index.php>.)

Development of this LSTA Long Range Plan followed closely after planning activities conducted as part of the Massachusetts Board of Library Commissioners *Strategic Plan for Library Services in Massachusetts*.

During that process participants were asked to comment on how current Board and LSTA programs had helped their library to be successful, how programs could be improved, and what programs not currently offered would help their libraries succeed.

Fifteen “Key Issues” Forums were conducted. Although the majority of attendees were public library directors, there was representation from academic, school and special libraries as well as Library Trustees and Friends. Comments were also received by email. Additional forums with regional library administrators, network administrators and staff of the Perkins School for the Blind and the Talking Book Libraries to assure that their voices were heard in the process.

Although the discussions were not limited to LSTA issues, numerous comments specific to LSTA were received and were incorporated both in the evaluation of the old plan and in the preparation of this new five year plan. An overview of the strategic planning process, as well as prompts from the Key Issues Forums, may be found at <http://mblc.state.ma.us/mblc/stratplan/index.php>.

For a complete listing of the Key Issues Forums held, and the stakeholders addressed, see Appendix B.

In June 2006, the Board of Library Commissioners also appointed a five-member subcommittee of the State Advisory Council on Libraries (SACL) to participate in the LSTA evaluation and planning processes. Appointed were: Ann McLaughlin (public library representative), Gail Scanlon (academic library), Richard Poisson (special library), Joan Stern (school library) and Irving Zangwill (library user representative).

In January 2007, a survey was done by Market Street Research of Northampton, MA, on “*Use Of and Attitudes Towards Library Services Among Massachusetts Residents*,” which provided a wealth of information directly from library users about their views on library customer service, on a number of LSTA funded services such as licensed databases and programs for children and teens, and overall improvements that might be made to libraries and their programs. (A PowerPoint presentation on the survey is available at <http://mass.gov/mblc>.)

LSTA staff met regularly beginning in March 2006 to work on the evaluation and new Long Range Plan, in compliance with the LSTA calendar approved by the Board. (See appendix.)

A draft of the new LSTA Long Range Plan was posted for public comment at: <http://mass.gov/mblc>. Comments were incorporated into the final plan.

Future Stakeholder Involvement Procedures: Prior to the announcement of each yearly grant round, information about potential new programs is posted to the “allregions” listserv, which reaches almost all regional member libraries, for comment. Detailed information about the grant round is mailed to all potential participants as hard copy, as well as posted on the MBLC website. Workshops for potential applicants are held in all regions of the state. These avenues provide additional opportunities for communication with, and feedback from, stakeholders on the LSTA program and its directions. Various MBLC Committees and Task Forces may plan and evaluate specific LSTA projects or initiatives. Special review teams (approved by SACL and the MBLC) may also be called upon as appropriate to review proposals for LSTA funding.

Communication Procedures

Drafts of the Five-Year Plan were presented to the members of the Steering Committee for review and feedback. Once the Five-year Plan has been approved by IMLS, it will be published in print form and on the MBLC website. It will be made available to all public, academic, and special libraries, and selected school libraries and users throughout the period of the Five-year Plan. Readers will be invited to log their comments on the Web site.

Any substantive revisions to the Plan, especially to the needs and goals, will be submitted to IMLS according to the provisions of the LSTA, and to appropriate stakeholders. An e-mail will be sent, followed up with hard copy.

The MBLC will publicize achievements of important milestones and results of the Five-Year Plan as required for reporting purposes, as well as to meet stakeholder needs. The channel for communicating these achievements will depend largely on a particular stakeholder group’s needs and will include an appropriate combination of presentations and meetings, print and electronic media and required reports, e.g. the Annual Report.

Monitoring Procedures

The MBLC will assign appropriate staff to track implementation of the Five-Year Plan continuously and to prepare appropriate reports as required. An important component of

this tracking process will be monitoring of sub-grantee projects, which are funded under the LSTA Program. In addition to providing biannual status reports and final reports on the progress of each project in relation to the Plan, the MBLC staff will conduct an annual on-site monitoring visit for each project. Any necessary corrective action will be decided upon in collaboration with the sub-grantees.

Goal 1: Massachusetts residents, no matter where they live, will find and obtain the resources they need using an improved technological infrastructure that links all types of libraries and provides and coordinates shared electronic resources. Residents will have access to digitized images of unique and valuable resources, improved access tools, and properly preserved physical and electronic materials.

TIMELINE OF ACTIVITIES					
ACTIVITIES	2008	2009	2010	2011	2012
Users of 500 libraries will have access to contemporary ILS services					X
All residents will be able to search and retrieve online content, as well as request physical materials via the statewide virtual catalog through a statewide portal.			X	X	X
All public libraries will have broadband access to the Internet			X	X	X
Ten % of currently registered residents will have received a statewide library card; 20% will have received it online.					X
Fifteen libraries will have digitized at least one major historical collection.	X	X	X	X	X
Twenty-five libraries will have completed a preservation survey and developed an action plan.	X	X	X	X	X
Twelve libraries will have completed Preservation of Library and Archival Materials or Manuscript Arrangement and Description projects based on their Preservation Survey	X	X	X	X	X

Staff of five libraries will have be introduced to basic archival principals and have used them to process mss descriptions in their care.	X	X	X	X	X
After receiving consultant’s report, at least 80% of staff implementing Preservation Surveys will have an increased knowledge of preservation principles.	X	X	X	X	X

Goal 2: Library users will have access to effective library and information services provided by well-trained and supported library staff.

TIMELINE OF ACTIVITIES					
ACTIVITIES	2008	2009	2010	2011	2012
Fifteen additional libraries will undertake Customer Service projects, providing training for all staff.	X	X	X	X	X
Ten libraries will apply for and carry out a project to train staff in Reader’s Advisory practices	X	X	X	X	X
100 Individuals will have completed training as part of the Library Leadership MA Institute.		X		X	
Yearly reports on staffing at MA libraries will be available to libraries and the public	X	X	X	X	X
80% of staff participating in Customer Service projects will indicate that they have achieved goals set for one or more core competencies	X	X	X	X	X

<p>80% of staff participating in Readers' Advisory projects will indicate that they have an increased level of confidence in making recommendations to customers since taking the training.</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p>X</p>
<p>85% of participants in the Library Leadership Institute will have completed their Personal Action Agenda for leadership growth within 1 year of the institute.</p>			<p>X</p>		<p>X</p>

Goal 3: All Massachusetts residents will be better prepared to meet life’s challenges at school, in the workplace, and in their daily lives through access to programs and training that foster their development of information literacy skills and communication technology skills.

TIMELINE OF ACTIVITIES					
ACTIVITIES	2008	2009	2010	2011	2012
Fifteen libraries of all types will apply for grants to provide programs and training to improve their users’ information and communication technology literacy skills.		X	X	X	X
75% of users participating in ICT programs will demonstrate improved information literacy skills.		X	X	X	X
75% of users participating in ICT programs will report improved ability to assess complex choices and be responsive to new perspectives.		X	X	X	X
75% of users participating in ICT programs will report that they understand the ethical/legal issues surrounding access, creation and use of information.		X	X	X	X

Goal 4: Massachusetts children and young adults will have access to public and school libraries that are active partners in providing resources and learning opportunities that foster literacy from birth through the teen years.

TIMELINE OF ACTIVITIES					
ACTIVITIES	2008	2009	2010	2011	2012
Ten school and public libraries will apply for programs to advance emergent literacy and literacy skills for children by providing resources, programs and training. When surveyed, 80% of parents will report repeating elements of the storytime program at home; 90% will check out library materials when attending the program.	X	X	X	X	X
Ten public libraries will apply for grants to promote the development of family literacy programs that provide for both the emerging literacy skill of children and the parenting skills of low-literate parents; 90% of participating parents will understand the importance of fostering emergent literacy skills. They will report a 30% increase in the number of hours per week they read to their children.	X	X	X	X	X
Ten school and public libraries will apply for programs to encourage and support the development of children's and young adults' reading skills through collection development and a variety of innovative programs.	X	X	X	X	X

Goal 5: All Massachusetts residents will have equal access to library information, collections, and services regardless of their geographic location, cultural or socioeconomic background, and regardless of disability or limited functional literacy skills.

TIMELINE OF ACTIVITIES					
ACTIVITIES	2008	2009	2010	2011	2012
Five libraries will establish or expand literacy services to people with functional reading, writing, and computation challenges.	X	X	X	X	X
Ten libraries will apply for programs to provide resources to serve their Limited English Proficient (LEP) communities.		X	X	X	X
Ten libraries will implement informally structured conversation groups for English language learners. 75% of participants will report satisfaction toward meeting at least one key learning goal as a result of the program.	X	X	X	X	X
Ten libraries will develop extensive multi-language print and online resource collections that will provide improved access to community information such as health, school, housing immigration and citizenship.	X	X	X	X	X

Twenty libraries will identify and establish partnerships with other community agencies and organizations that work to support outreach to adult new readers, people with limited English language skills, people with disabilities and the homeless as part of their long range planning.	X	X	X	X	X
Ten libraries will have conducted an audit of their collections, services and equipment for people with disabilities. Five libraries will have applied for a grant under the Planning for Libraries for People with Disabilities program.	X	X	X	X	X
One hundred libraries will have created or updated a record in the Accessibility for People with Disabilities database on the MBLC website.	X	X	X	X	X
Ten libraries serving inmates of MA correctional facilities will update their long range plan of service. 50% of these libraries will apply for a carry out a project to meet inmate needs.	X	X	X	X	X
Five libraries will address the issue of service to the homeless by developing policies and approving rules of conduct to address customer behavior, protecting the rights and safety of library customers and staff. Policies will be enforced in a fair and reasonable manner.	X	X	X	X	X
Given the development of library programs for people with disabilities, 85% of these users will report increased independence in accessing library programs, services and equipment.	X	X	X	X	X

As a result of participating in grant programs to serve underserved users, libraries will report an ability to build increased local support by developing strategic alliances with other community agencies. At least 75% of libraries applying for projects that target outreach will report that they have reached a new audience and have created alliances not previously explored.	X	X	X	X	X
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Goal 6: Massachusetts residents, regardless of age, will have access to lifelong learning resources and programs through their local libraries.

TIMELINE OF ACTIVITIES					
ACTIVITIES	2008	2009	2010	2011	2012
Ten libraries will apply for a grant to offer a community reading program; 65% of customers from these libraries will report a greater sense of community through the shared experience of reading and discussing the same book.	X	X	X	X	X
An updated database of books selected for community reading will be available and accessible through the MBLC.			X	X	X

The MBLC will offer a statewide training program about how libraries may serve a population of older active adults		X			
Ten libraries will apply for a grant program targeting older active adults			X	X	X
As part of their long range planning, ten libraries will identify and establish partnerships with other community agencies and organizations that work to support outreach to older active adults			X	X	X
Thirty libraries will apply for EqualAccess projects for Youth, Health, or Lifelong Access	X	X			
By 2010, 90% of librarians participating in the Equal Access program will report implementation of “Access Skills,” which include: 1) assessing assets and needs of a target audience, 2) conducting outreach, 3) identifying partners and collaborating, 4) conducting advocacy and raising public awareness, 5) creating work plans, and 6) evaluating and documenting programmatic work.	X	X			

<p>By 2009, 85% of customers from 30 libraries participating in the Equal Access program will report that they view libraries as community centers for information and education.</p>	<p>X</p>	<p>X</p>			
<p>At least 80% of librarians participating in the EqualAccess program will report their ability to build strategic alliances with other community agencies.</p>	<p>X</p>	<p>X</p>			
<p>Given the development of new library programs for older active adults, 75% of participants in the program will report satisfaction towards meeting at least one key learning goal as a result of their participation.</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p>X</p>	<p>X</p>

Goals set for the 2007 Massachusetts Library Leadership Institute

1. Each participant will develop his/her action plan and leadership activities by the end of the Institute.
2. Personal Action Agendas are to be developed during the institute. They may include a commitment to:
 - Advocacy for Massachusetts libraries through participation in one or more professional organizations (for example, a network or region); or
 - Membership and participation in the appropriate Massachusetts library association; or
 - Contribute to a library publication or newsletter on a topic related to library leadership or advocacy; and
 - Follow-up with one or more of the institute's mentors on the participant's progress on his/her action plan and leadership activities.

List of 2005 Key Issues Forums

(Public Library locations open to library community and the general public, other stakeholders as listed.)

March 14	Network Administrators
March 23	Regional Administrators
May 13	Brooks Library, Harwich
May 19	Newton Free Library
May 20	Middleboro Public Library
May 23	Berkshire Athenaeum, Pittsfield
May 26	Nevins Memorial Library, Methuen
June 6	Western Region Headquarters, Whately
June 7	Millbury Public Library
June 15	Boston Public Library
June 23	Abbot Public Library, Marblehead (NOBLE Annual Meeting)
June 30	Massachusetts Board of Library Commissioners
July 26	MBLC Staff
August 10	Worcester Talking Book Library
August 11	Perkins Braille and Talking Book Library

**Calendar for Evaluation of 2003-2007 Library Services and Technology
Act (LSTA) Long Range Plan
And Development of 2008-2012 Plan**

These are preliminary dates, subject to change.

1. IMLS Workshop discusses evaluation of old plan, development of new plan (2008-2012)	November 2005
2. Staff discussion of timeline, past LRP process, preliminary brainstorming, makeup/representation of committee, use of focus groups, etc.	April 2006
3. SACL LRP subcommittee appointed by Board (including SACL liaison)	June 2006
4. Staff gather data for evaluation (including data from community forums for Strategic Plan) of current LSTA Long Range Plan (2003-2007)	June-July 2006
5. Online survey of library community for evaluation & new plan	July-August 2006
6. Evaluation of current LSTA Long Range Plan prepared by staff	August 2006
7. Evaluation submitted to IMLS	Early September 2006
8. Evaluation presented to MBLC	November 2006
9. Library user survey for new plan	
10. Draft of new (2008-2012) Long Range Plan prepared by staff	September-January 2006
11. SACL approval of draft Long Range Plan	January 2007
12. New plan available for public comment (web posting)	February/March 2007
13. New plan submitted to Board for approval	April 2007
14. New plan submitted to IMLS	June 2007
15. New plan begins	October 1, 2007

Due dates: 3-31-07—Five Year Evaluation (2003-2007) due at IMLS
6-30-07—New Five Year Plan (2008-2012 due at IMLS)

Appendix D includes Fact Sheets for programs offered for the 2008 program year, therefore, Long Range Plan goals referred to are from the *Massachusetts LSTA Long Range Plan 2003-2007*.

Most programs again be offered in 2009.

In addition, libraries may apply under the “Open” category for programs offered in prior years but no longer separately featured. Fact sheets for prior years “Grants from the Past” may be viewed on the MBLC website at <http://mblc.state.ma.us/grants/lsta/opportunities/past/index.php>.

FACT SHEET

FY2008 Academic Library Incentive Grants

BACKGROUND

BACKGROUND

Massachusetts academic institutions are valued participants in the multitype regional library systems. While there are over 125 academic regional member libraries when special academic institutions are included in the count, only a small percentage of these institutions have submitted long-range plans for approval by the Massachusetts Board of Library Commissioners.

In FY06, the LibQual+ Survey, an Association for Research Libraries Assessment Program, was initiated as an LSTA grant program. It has always been a priority of the federal program to encourage innovation and risk taking. It is also an interest of the Massachusetts Board of Library Commissioners to provide librarians with opportunities to help fulfill their long range plan goals and objectives. To further encourage academic regional library members to complete and submit long-range plans to the MBLC to become eligible for LSTA grant opportunities, this second academic library only grant program is being offered.

The academic library incentive grant will be awarded to academic libraries with MBLC approved long-range plans to:

- carry out a specific goal and objective identified in the institution's long range plan and action plan
- meet the needs of their users as identified in the assessment of user needs section of their approved plan
- address at least one of the many unique challenges that academic libraries face such as collaboration with other agencies in the community, scholarly communication, and collections and access, as long as they are within the LSTA purposes.

A total of five grants for \$5,000 will be funded under this competitive grant program.

MASSACHUSETTS LONG RANGE PLAN

A library may focus on any goal of the LSTA Massachusetts Long Range Plan 2003-2007.

PROGRAM REQUIREMENTS

Applicants are reminded that

- a significant program component is required for any project to assure that the specific target population will be directly served,

- data and rationale supporting use of grant funds is required,
- *measurable, outcome-based goals and objectives are important to a project's approval.*
- requests that are largely for materials, equipment, or staff will not be considered

ELIGIBILITY

To be eligible to apply for direct grants, an academic library must:

- Be a member of a regional library system
- Have an updated long-range plan on file at the Board by October 1, 2006 that meets the requirements of the *Massachusetts Long-Range Plan; 2003-2007* (see Appendix B). If a plan is already on file, an updated Action Plan for FY2008 must be on file by December 1, 2006.
- Attend a grant application workshop (January/February 2007) and, if awarded grant, an awardees training workshop in Fall 2007.

INTERESTED?

Applicants must submit a **Letter of Intent** by **December 1, 2006** with the “Academic Library Incentive Grant” option checked off under **Mini-grant TYPE**. Applicants should refer to the enclosed calendar for due dates in this year’s round. An informational workshop to assist applicants in completing an application for this program will be held in late January/early February 2007. For additional information about this program, please contact Marlene Heroux at the MBLC at 800-52-7403, ext. 250 or by e-mail at marlene.heroux@state.ma.us.

FACT SHEET

FY2008 Conversation Circles: English Language Learning Groups

BACKGROUND

The latest census reveals a dramatic rise in the state's immigrant population. Seventeen percent of our workforce is now immigrants--up from roughly 9 percent in 1980. As of 2004, one in seven Massachusetts residents was born in another country. Approximately 23 percent come from Asia, but there has been a notable shift in the countries of origin of these immigrants. Now almost half of all new immigrants come from Latin American and the Caribbean. Nearly 1 out of every 5 immigrants entering the state was from Brazil. There are some 38 active library-based literacy programs in the Commonwealth which offer services for English Language learners. However, many libraries that have seen increases in immigrants are not set up offer a fully functioning ESOL/literacy program. As a way to solve the challenge of responding to need for English language practice, some of these libraries, such as Brookline, Chelmsford and Weston, have begun to offer informal English Conversation programs. These programs may be supervised by library staff but conducted by trained volunteers. Volunteers are often eager to participate as a way to meet new people, learn about other cultures and become involved in the community. Many want to give back to society or participate because they may have prior experience through travel or friendships with those who grew up in a family where English was not the primary language.

- Other states (for example, Washington and Connecticut) follow a model called "Talk Time," which was begun through collaboration with local social services agencies and with Americorps volunteers. Some Massachusetts programs offer informal groups like "Let's Talk", "Small Talk" or simply, "Conversation Circles." Regardless of the name, these programs represent an important response from the library about the need to provide structured opportunities for second language learners in need of opportunities to practice basic conversational English. Sessions are designed to increase the participant's comfort level when using English and help increase participant's knowledge of American culture, customs, and idiomatic expressions. Programs would serve as a forum for community members to meet others from different cultures.

Programs would:

- Be volunteer lead and coordinated by designated, trained library staff
- Consist of 6 to 8 participants in each group conducted in an informal relaxed and friendly atmosphere in the library or community location
- Be about one hour long and focus on vocabulary building through informal conversation.
- Focus on topics of practical interest such as ordering food, going to the doctor, visiting a child's school

MASSACHUSETTS LONG RANGE PLAN GOAL/OBJECTIVE

Goal 5: Provide a full range of services to persons who face special challenges using libraries

Objective 2: Strengthen the role of libraries in developing literacy and lifelong learning skills for adult new readers and those with limited English proficiency

PROGRAM DESCRIPTION

This program would allow ten libraries to receive grants of up to \$10,000 to develop a volunteer program for Conversation Circles. Funds would be used to pay for a part-time volunteer coordinator and pay for support materials on English language instruction and citizenship. The library should work with local agencies serving newcomers as well as organizations that place trained volunteers in community service positions. Libraries would need to commit staff time to organizing and training volunteers and agree to designate at least one staff member as support for this program.

Eligibility:

Open to public libraries that:

- Have identified a need to serve the language and learning needs of a diverse population in their long range plans
- Have a long range plan on file at the MBLC by October 1, 2006 that meets the requirements of the Massachusetts Long range Plan 2003-2007 (see Appendix B). If a plan is already on file, an update Action Plan for FY 2008 must be on file by December 1, 2006.
- Are members of a regional library system and certified in the State Aid program through the application and award process.
- Available funds: \$10,000 over a two year period.

Interested?

Applicants must submit a Letter of Intent by December 1, 2006 with the “Conversation Circles” option check off under **TYPE**. Applicants should refer to the enclosed calendar for due dates in this year’s round. An informational workshop to assist applicants in completing the application for this program will be held in late January/early February 2007. If you need more information about this program call, Shelley Quezada at the MBLC 1 800-952- 7404 ext. 235 or email Shelley.quezada@state.ma.us .

FACT SHEET

FY2008 Customer Service

BACKGROUND

Libraries face increased competition from an array of information providers that promise a breadth of services in this digital age akin to those currently offered in library settings. Cable companies promote broadband Internet access into the home, while sleek bookstores entice readers to settle down with a cappuccino as they peruse a magazine. Subtle suggestions are made that libraries are becoming obsolete, and as a result, librarians are challenged to balance traditional library services with those delivered by ever-changing technologies in a setting that is more in keeping with its competitors. Observations about public service institutions frequently reveal that “patrons” who walk in the door of the library are viewed as passive users of a service and are only dealt with when they have a specific request. A growing outlook within the library field suggests that librarians need to view patrons more as “customers.” Moreover, there is a direct relationship between satisfied customers and community support.

The library must respond to a changing market that increasingly offers patrons other options (the bookstore, Internet, local cable) to meet their needs. However, it is often these efforts, particularly those involving today’s technology, that increase the stress level of both customers and library staff and cause a great deal of frustration. Whether the stress is on the front line library worker who is dealing with an angry or upset patron, or on the “customer” who feels library staff is not responsive, attitudes around customer relations can be traced back to those who manage libraries. Library administrators must provide their staffs with the skills and training to deal with a host of new issues in order to be truly “user friendly,” for ultimately, customer satisfaction is directly related to employee satisfaction.

Increasingly, as customers go first to an institution’s webpage to find information about hours, services and programs and resources, there is recognition of the importance of this initial contact providing ease of use, helpfulness and full access to all online members of the community. Marketing the library’s services is important electronically, as well as by other means.

MASSACHUSETTS LSTA LONG-RANGE PLAN GOAL/OBJECTIVE

Goal 2: Maintain and extend effective library and information services for users by providing library staff with training and support.

Objective 1: Coordinate and provide continuing education opportunities, improve customer service, and enable library staff to become better managers, proficient guides to electronic resources, and more responsive to user needs to meet public expectations.

CUSTOMER SERVICE PROGRAM

Seven libraries will be selected to receive mini-grants up to \$10,000 based on the extent of activities proposed and the number of staff to be trained. Libraries will agree to conduct some kind of pre- and post-survey of the community as a part of this project. Some project funds may be spent on marketing and informing the public of services provided with LSTA funds (particularly stateside electronic databases), including through the library’s website. In addition, these projects will:

- provide training for all staff, including part-time staff, on how to improve customer service, deal with problem patrons, and resolve issues about use of new technologies
- develop customer service-oriented public relations strategies and materials
- develop, evaluate and/or update a staff training manual, or orientation manual, and update current policies and procedures to reflect attitudes of good customer service
- assess physical access, signage, websites, collections, programs, etc., with regard to users with disabilities, limited English proficiency, job seekers, etc. This may be done as part of a “secret shopper” exercise where staff visit other libraries, looking through the eyes of these customers.

ELIGIBILITY

Open to all libraries that:

- Are members of a Regional Library System
- Have a long-range plan on file at the MBLC by October 1, 2006 that meets the requirements of the Massachusetts Long-Range Plan, 2003-2007 (see Appendix B). If a plan is already on file, an updated Action Plan for FY2008 must be on file by December 1, 2006
- Are (for public libraries) certified in the State Aid Program throughout the application and award process.

INTERESTED?

Applicants must submit a Letter of Intent by December 1, 2006 with the “Customer Service” option checked off under TYPE. Applicants should refer to the enclosed calendar for due dates in this year’s round. An informational workshop to assist applicants in completing an application for this program will be held in late January or early February 2007. If you would like additional information on this program contact Shelley Quezada at the MBLC at 1-800 952-7403 ext. 235, or e-mail at shelley.quezada@state.ma.us.

FACT SHEET

FY2008 Digitizing Historical Resources

BACKGROUND

The documentary heritage of Massachusetts is essentially intact from its founding, and much rich information and documentation exists. Throughout the Commonwealth, repositories house irreplaceable collections of books, as well as private and public documents, which serve as a rich resource for researchers involved in local, state, regional, national, and international studies. Library staffs in public and academic libraries and in other repositories have long collected materials that document their immediate and adjoining locales as well as focusing on specific collecting areas. Although much of this material is monographs and pamphlets, a significant portion is manuscript material (personal and organizational papers), photographs, posters, ticket stubs, broadsides, etc. Many of these collections are physically sound and have been organized with a finding aid but need greater accessibility for patron use.

Through this digital imaging program, Massachusetts' libraries will have support to participate with a growing number of libraries in making our national memory available to all. Although final standards for the digitization of such materials do not yet exist, guidelines and “best practices” have been evolving through numerous projects. Any digitization project funded through this LSTA program will be expected to follow these guidelines and/or “best practices,” and any standards, including metadata standards, which have been developed throughout the project and beyond. The institution must also commit to maintaining the digital files and making them available to researchers for the foreseeable future. By creating digital images of these resources and by making them available on the Web, libraries will be providing access to them for research from anywhere in the world. Moreover, the original documents can then be preserved and stored in secure, climate-controlled storage for those who actually need access to them in person for their research. Note that this Targeted Program is not to be considered a preservation program. Digitization is currently designated only as an access tool.

The library will be responsible for providing a current finding aid for the collection(s) based on current practices as recommended by the Society of American Archivists. Samples will need to be submitted with the grant application. All successful applicants will be expected to attend a workshop on the creation of finding aids, if they have not received archival training. The original document(s) must have undergone appropriate conservation measures, be processed and cataloged prior to digitization, and be stored under appropriate conditions (both environmental and physical.) Digitized documents must be available on the Internet and, once available, the URL must be included in the catalog record for the document.

The completion of a preservation survey and a library preservation action plan is required to be eligible for this program. The MBLC has funded numerous applications for Preservation Surveys with LSTA funds. The interest in preservation surveys has shown a serious concern among librarians for the long-term well-being of their collections. Preservation surveys, whether funded through LSTA grant funds or by individual libraries, have resulted in reports used by library staff and trustees to develop multi-year preservation action plans. These reports document such things as:

- the preservation problems in libraries as they relate to the collections (particularly the local history/special/archival ones)
- building concerns

- storage, enclosures, and handling practices
- environmental issues
- emergency preparedness
- preservation policy and planning
- in-house repairs
- reformatting needs

Eligible costs include: proper care and handling of original documents to prepare them for scanning; the costs of scanning and image and metadata creation; the cost of Optical Character Recognition (OCR) work to create searchable text; and the costs associated with mounting these files on a web site. This program does not fund the purchase of equipment or the deployment of staff to digitize documents or images. Rather it is assumed that these services will be purchased. Creation of a web site will not be funded. However, this program is not intended to disqualify potential applicants who have created their own scanning lab to digitize their own collections, have dedicated staff to do the scanning, create the appropriate metadata for the scanned images, and mount these images on the Web. If an institution has such a program in place, the staff should contact Gregor Trinkaus-Randall at (800) 952-7403 x 236 or at gregor.trinkaus.randall@state.ma.us to discuss the possible project and its eligibility. In addition, conservation activities are not a part of this program and will not be funded. The library holding the documents will be responsible for mounting and maintaining all related files on the Web. Digitized items and/or collections must be listed in the MBLC's online Special Collections Directory available through MBLC's web site, and be available to be harvested by the Digital Commonwealth Project for access by researchers. Hyperlinks will be provided directly to the image and/or text files.

MASSACHUSETTS LONG-RANGE PLAN GOAL/OBJECTIVE

Goal 1: Enhance Massachusetts library resources and their accessibility to residents by building the technological infrastructure needed to link all types of libraries and by promoting preservation and access.

Objective 4: Provide electronic access to historical and other significant research materials through digitization.

PROGRAM ELIGIBILITY

Any library or cooperating group that meets standard eligibility requirements for Direct Grant programs is eligible to apply. A cooperating group may apply on behalf of one or more of its members. To apply for funds, a library or cooperating group must:

- Be a member of a regional library system and, for public libraries only, be certified throughout the application and award process.
- Have a long-range plan on file at the MBLC by October 1, 2006 that meets the requirements of the *Massachusetts Long-Range Plan, 2003-2007* (see **Appendix B**). If a plan is already on file, an updated Action Plan for FY2008 must be on file by December 1, 2006. If a cooperating group is applying on behalf of one or more of its members, all participants must meet this requirement.
- Provide at least one fifth of the total project costs to achieve the required 4 to 1 ratio of federal to local funds.

PRIORITIES AND FUNDING

Under this program, priority will be given to materials of local, state, regional, or national importance that contribute to an understanding of our historic and cultural heritage. Preference will be given to collections in the following order and subject areas: 1) collections documenting significant Massachusetts historical, geographical, cultural, economic, and natural developments and/or collections with direct application and relevance to Massachusetts; 2) unique collections representing resources unavailable in any other repository; and 3) collections located in Massachusetts repositories that provide a unique and/or cohesive resource, independent of subject area. Libraries will be awarded grants ranging from \$5,000 to \$40,000.

INTERESTED?

Applicants must submit a **Letter of Intent** by **December 1, 2006** with the “Digitizing Historical Resources” option checked off under **TYPE**. Applicants should refer to the enclosed calendar of due dates in this year’s round. An informational workshop to assist applicants in completing an application for this program will be held in late January or early February 2007. A preliminary schedule is enclosed. If you need more information about this program, please call Gregor Trinkaus-Randall at the MBLC, 800-952-7403 x 236 or e-mail him at gregor.trinkaus-randall@state.ma.us.

FACT SHEET

“EqualAccess” Grant Program

BACKGROUND

As public libraries are increasingly called upon to respond to the changing demographics of their communities and to vastly expand the range of programs and services they offer, many librarians feel excited, but also overwhelmed and unsupported. To respond to this situation, EqualAccess Libraries™ was developed by Libraries for the Future (LFF), the programming wing of the Americans for Libraries Council (ALC), a national non-profit organization whose purpose is to promote new approaches to sustaining and developing libraries in the 21st century.

EqualAccess Libraries™ is a professional development program that trains public librarians and library staff in how to address their community's most pressing needs through assessment and information gathering, the development of strategic partnerships with local organizations, and the creation of innovative work plans that reflect their community's unique character. Additionally, EqualAccess participants discuss the latest trends impacting health consumers, Baby Boomers and older adults, and youth; explore new uses of technology to expand services; and develop their expertise in **health, lifelong, and youth programming**.

In Massachusetts, the EqualAccess program represents a collaboration between the ALC and the Board of Library Commissioners, which has dedicated \$300,000 of LSTA grant funds to EqualAccess grants over a 3-year period (2006-2008). In 2006, 15 libraries—as diverse as tiny, rural Hinsdale and larger, urban Quincy—received \$5,000 EqualAccess grants to expand programs and services in health, lifelong, or youth programming, referred to as Health Access, Lifelong Access, and Youth Access respectively. Fifteen additional libraries, from around the state, will receive EqualAccess grants in 2007.

The quality of the EqualAccess program is best summed up in the words of two 2006 Massachusetts participants:

- “One of the best training programs I have ever attended in 36 years!”
- “Presenters were very impressive—knowledgeable, thorough, positive, invigorating, and approachable.”

MASSACHUSETTS LONG RANGE PLAN

A library may focus on any goal of the LSTA Massachusetts Long Range Plan 2003-2007.

PROGRAM DESCRIPTION

This program will allow fifteen libraries to receive \$5,000 grants to develop or expand programs and services for youth (teens and ‘tweens), Boomers and older adults, and health consumers. Each participating staff member or librarian will choose a program focus (Youth, Health, or Lifelong

Access) and be responsible for the completion of summer grant tasks and program implementation following participation in a 4-day EqualAccess Training Institute.

Successful program participation and receipt of the LSTA award entails the following:

- The participation of two frontline librarians or staff members in the four-day EqualAccess Libraries Institute, to be held at the Thomas Crane Public Library in Quincy, MA, on March 13th and 14th, April 25th, and May 30th, 2007. (Smaller libraries with staff limitations may enroll just one librarian.)
- By August 2007, completion of targeted assets and needs assessments by Institute participants.
- By September 2007, completion of Youth, Health and/or Lifelong Access work plans and evaluation plans that address identified opportunities and challenges and define achievable outputs and outcomes.
- Implementation of Youth, Health and/or Lifelong Access programs and services in 2007-2008.
- Completion of two LSTA progress reports and all distributed EqualAccess Institute and Program evaluations and surveys.

The \$5000 LSTA grants EqualAccess Libraries receive may be allocated to one EqualAccess Program or divided between two, depending on the priorities of the library and the Access Program(s) in which Institute participants receive training.

ELIGIBILITY

This program is open to public libraries that:

- Are members of a regional library system and remain certified in the State Aid program throughout the application and award process.
- Have a long-range plan on file at the MBLC by October 1, 2006, that meets the requirements of the *Massachusetts Long-Range Plan, 2003-2007* (see Appendix B). If a plan is already on file, an updated Action Plan for FY2008 must be on file by December 1, 2006.
- Agree to send two staff members to the entire 4-day EqualAccess Institute. (Smaller libraries may send just one staff member.)

INTERESTED?

Application materials will be mailed to all public library directors in the state in late November and will be due on January 19th, 2007. If you need more information about the EqualAccess grant program, call Eleanor Stafford at the MBLC, 1-800-952-7403 ext. 228 or e-mail eleanor.stafford@state.ma.us. You may read more generally about the EqualAccess program and view agendas from the 2006 Massachusetts EqualAccess Institute at <http://ea.webjunction.org> and <http://ea.webjunction.org/do/Navigation?category=14011>.

FACT SHEET

FY2008 Manuscript Arrangement and Description
BACKGROUND

The documentary heritage of Massachusetts is essentially intact from its founding, and much rich information and documentation exists. Throughout the Commonwealth, repositories house irreplaceable collections of books, as well as private and public documents, which serve as a rich resource for researchers involved in local, state, regional, national, and international studies. Library staffs in public and academic libraries and in other repositories have long collected materials that document their immediate and adjoining locales as well as focusing on specific collecting areas. Although much of this material is monographs and pamphlets, a significant portion is manuscript material (personal and organizational papers), photographs, posters, ticket stubs, broadsides, etc. Through this grant program, applicants can focus on the arrangement and description of archival materials.

Much archival material housed in libraries remains unorganized and inaccessible due to limited staff with archival training. Furthermore, many libraries do not have local history/special collections/archives' collection development policies that assist in determining the scope and subject areas of the institution's holdings.

This program will provide funding for the arrangement and description of archival materials according to currently accepted national standards, assistance with collection development and other appropriate policies, and training for staff in basic archival theory and practice and preparation of finding aids at the collection level for increased access. (These finding aids should be online wherever possible.) This will be done by contracting with an archival consultant for the project. The MBLC will provide applicants with a list of criteria for hiring an archival consultant as well as list of archival consultants who have met these criteria. Any consultant not on this list will need to be approved by MBLC staff. The completion of a preservation survey and a library preservation action plan is required to be eligible for this program.

The completion of a preservation survey and a library preservation action plan is required to be eligible for this program. The MBLC has funded numerous applications for Preservation Surveys with LSTA funds. The interest in preservation surveys has shown a serious concern among librarians for the long-term well-being of their collections. Preservation surveys, whether funded through LSTA grant funds or by individual libraries, have resulted in reports used by library staff and trustees to develop multi-year preservation action plans. These reports document such things as:

- access to the collections
- the preservation problems in libraries as they relate to the collections (particularly the local history/special/archival ones)
- building concerns
- storage, enclosures, and handling practices
- environmental issues
- emergency preparedness
- preservation policy and planning
- in-house repairs
- reformatting needs

Each applicant will be required to provide information as to the quantity, overall condition, and general subject matter of the manuscripts in their library; how these relate to local, regional, state, or national issues; a description of the current state of their arrangement and description (if any) and storage, including the environment and security; and a description of any archival training that staff have received.

One approach (involving practical experience) will be to hire an archivist to:

- Inventory the holdings, arrange and describe one manuscript collection, and provide staff with training in basic archival theory and practice to deal with manuscript and other non-monographic materials to be arranged and described by the staff during the remainder of the grant period and in the future
- Respond to questions and problems in person or by telephone during the remainder of the grant period
- Return to the repository to review and evaluate the work of the staff and to provide further training as necessary
- Assist in developing rules, regulations, policies, and procedures for defining the collection scope and content and for the secure operation of the local history/special collections/archives room

A second approach will be to hire an archivist to:

- Inventory the institution's manuscript collections and provide full arrangement and description of these collections
- Provide staff with basic training in archival theory and practice so that they may deal with manuscript and other non-monographic materials in the future
- Assist in developing rules, regulations, policies, and procedures for defining the collection scope and content and for the secure operation of the local history/special collections/archives room

MASSACHUSETTS LONG-RANGE PLAN GOAL/OBJECTIVE

Goal 1: Enhance Massachusetts library resources and their accessibility to residents by building the technological infrastructure needed to link all types of libraries and by promoting preservation and access.

Objective 3: Ensure access to information by preserving significant source materials in their original format, reformatting or copying materials at risk of loss, providing information on appropriate environmental and physical storage conditions and offering training in disaster preparedness.

PROGRAM ELIGIBILITY

Any library or cooperating group that meets standard eligibility requirements for Direct Grant programs is eligible to apply. A cooperating group may apply on behalf of one or more of its members. To apply for funds this program, a library or cooperating group must:

- Have completed a "Preservation Survey" within the past five years and developed a Preservation Action Plan based on this survey.
- Be a member of a regional library system and, for public libraries only, remain certified for the State Aid Program throughout the application and award process.

- Have a long-range plan on file at the MBLC by October 1, 2006 that meets the requirements of the *Massachusetts Long-Range Plan, 2003-2007* (see **Appendix B**). If a plan **is** already on file, and updated Action Plan for FY2008 must be on file by December 1, 2006. If a cooperating group is applying on behalf of one or more of its members, all participants must meet this requirement.
- Provide at least one fifth of the total project costs to achieve the required 4 to 1 ratio of federal to local funds.

PRIORITIES AND FUNDING

Under this program priority will be given to materials of local, state, regional, or national importance that contribute to an understanding of our historic and cultural heritage. Preference will be given to collections in the following order and subject areas: 1) collections documenting significant Massachusetts historical, geographical, cultural, economic, and natural developments and/or collections with direct application and relevance to Massachusetts; 2) unique collections representing resources unavailable in any other repository; and 3) collections located in Massachusetts repositories that provide a unique and/or cohesive resource, independent of subject area. Libraries will be awarded grants ranging from \$5,000 to \$40,000.

INTERESTED?

Applicants must submit a **Letter of Intent** by **December 1, 2006** with the “Manuscript Arrangement and Description” option checked off under **TYPE**. Applicants should refer to the enclosed calendar of due dates in this year’s round. An informational workshop to assist applicants in completing an application for this program will be held in late January or early February 2007. If you need more information about this program, please call Gregor Trinkaus-Randall at the MBLC, 800-952-7403 x 236 or e-mail him at gregor.trinkaus-randall@state.ma.us.

FACT SHEET

FY2008 Mother Goose on the Loose

BACKGROUND

The MBLC will offer Mother Goose on the Loose (*MGOL*), an early childhood literacy program for babies, young children and their caregivers pioneered at the Enoch Pratt Free Library in Baltimore. The program evolved from a library nursery rhyme program into a 30 minute structured program based on the learning theories of educator Barbara Cass-Beggs. This innovative, emergent literacy program builds on the most recent findings in brain research. Studies show that children learn best through routine and repetition in a nurturing atmosphere. When children are immersed in pleasurable language experiences on a regular basis there is a heightened brain capacity which affects their preparation for reading and writing at a later stage. MGOL is appropriate for children from birth to age five and their parents/caregivers.

MGOL has the following program goals:

- Increase the use of the public library by families with young children by fostering emergent literacy skills in young children
- Provide an educational model to parents, increasing their understanding/skills as a child's first and most important teacher
- Increase the skill level of youth services staff to work with the community about the developmental needs of children
- Develop young children's familiarity and comfort with libraries, books, words, and music

Youth services staff will work with parents in a highly structured program which teaches them to use a variety of musical activities including rhymes, songs, finger plays, puppets, musical instruments and colored scarves. Patterns of music (fast/slow, high/low, loud/soft) and phonemic awareness are taught to the very youngest children. The program promotes appropriate responses to verbal cues, as well as fostering motor coordination and speech development.

Libraries chosen to participate in this program will attend an all-day training session conducted in Fall 2006. LSTA funds will be used to purchase high quality developmental toys, musical instruments, furniture, and accessories and puppets to be used with the young children. Funds will also be used for appropriate library materials including board books, picture books, and support material for parents. Additional programs for parents could be offered on topics such as "Recent developments in the field of baby brain research", "The importance of music for children", "The importance of movement for young children", or "Age appropriate crafts to do with a young child". Libraries would conduct program publicity and evaluation.

MASSACHUSETTS LONG RANGE PROGRAM GOAL/OBJECTIVE

Goal 4: Strengthen the role libraries play in children's and young adults' learning and their success in life.

Objective 5: Promote the development of family literacy programs that provide for both the emerging literacy skills of children and the parenting skills of low-literate adults.

PROGRAM DESCRIPTION

Up to eight public libraries will be selected to receive grants of \$7,500 to plan and implement a project using the material developed for *Mother Goose on the Loose*. Grant funds may be used to support a limited number of staff hours as well as program materials and outreach to communities.

Components of the project will include the following:

- Agreement to utilize the *MGOL* program model and to participate in the training sessions
- Agreement to offer family programs to a minimum of fifteen families
- Agreement to publicize the program using brochures, posters, pamphlets and non-print media, as appropriate
- Commitment to working in concert with local schools, museums and other agencies to extend the reading experience
- Agreement to participate in a statewide evaluation of *MGOL* to determine the usefulness/effectiveness of the current delivery models of the program.

ELIGIBILITY

Open to public libraries that:

- Have identified a focus on early childhood/preschoolers or family literacy in their long-range plans
- Will agree to send at least one library staff member to a full day of training to be offered by the MBLC staff in Fall 2007
- Have a long-range plan on file at the MBLC by October 1, 2006 that meets the requirements of the *Massachusetts Long-Range Plan, 2003-2007* (see Appendix B). If a plan is already on file, an updated Action Plan for FY2008 must be on file by December 1, 2006.
- Are certified in the State Aid program throughout the application and award process.

INTERESTED?

Applicants must submit a **Letter of Intent** (form enclosed) by **December 1, 2006** with the “Mother Goose on the Loose” option checked off under **TYPE**. Applicants should refer to the enclosed calendar for due dates in this year’s round. An informational workshop to assist applicants in completing an application for this program will be held in late January/early February 2007. For additional information about this program, please contact Shelley Quezada at the MBLC at 800-952-7403, ext. 235, or e-mail at shelley.quezada@state.ma.us.

FACT SHEET

FY2008 Network Connections and Servers

PURPOSE

The purpose of this program is to offset a portion of the costs for maintaining and upgrading telecommunications- and server-related hardware and software for the nine automated resource sharing networks. Activities covered include: replacing aging core telecommunications hardware for network central sites and remote library locations to prevent telecommunications failures for mission-critical library operations; upgrading member capacity; increasing security; maximizing bandwidth efficiency; allowing new wireless services to be deployed within the library; and replacing aging system servers or adding to server capacity where network growth/load warrants

Types of equipment to be purchased include: central site routers and switches, remote site routers and switches, DSU's, firewalls, VPN (virtual private network) equipment, packet prioritization and compression equipment, and related equipment.

MASSACHUSETTS LONG-RANGE PLAN GOAL / OBJECTIVE

Goal 1: Enhance Massachusetts library resources and their accessibility to residents by building the technological infrastructure needed to link all types of libraries and by promoting preservation and access.

Objective 1: Support the development of the technological infrastructure needed by Massachusetts libraries to access library automation and electronic information services and to extend these resources into the community.

ELIGIBILITY AND NETWORK RESPONSIBILITIES

To be eligible for this program, a network must:

- Have a long-range plan on file at the MBLC by October 1, 2006 that meets the requirements of the *Massachusetts Long-Range Plan, 2003-2007* (see Appendix B). If a plan **is** already on file, an updated Action Plan for FY2008 must be on file by December 1, 2006.
- Each member of the network must be a member of a regional library system as a contingency of any direct grant award. An application from a network can be submitted on behalf of several members, as well as the entire group.

Priorities

Based on two iterations of the *Technology Needs Survey of Automated Resource Sharing Networks* (August, 2003 and August, 2004), a number of telecommunications-related hardware/software needs over the next three years have been identified. The following priorities have not changed from the FY04 grant round.

Priority 1 – Core Infrastructure Repair and Maintenance

Requests for equipment replacement must be supported by evidence that:

- Existing equipment is a bottleneck
- Equipment is malfunctioning (service records)
- Equipment is no longer being supported (“end-of-lived”)
- Equipment will be used to ameliorate insufficient bandwidth capacity to the library, e.g., increase 56k to fractional T-1

Up to 75% of hardware/software and up to 50% of installation costs, depending upon availability of funds.

Examples of hardware and software are:

- Backbone routers – Aging backbone routers purchased under the original TCP/IP grants in the mid-to-late 1990’s.
- Packet-Shaping equipment at the central site and at remote library locations
- Replacing library and central site LAN hubs with switches
- Replace library routers, CSU/DSU’s (“base” router, not including optional VLAN Wireless modules/upgrades. See **Priority 2** below)
- Firewall additions/replacements/upgrades
- Virtual Private Networking (VPN) equipment if shown to replace more costly telecomm circuits (Networks requesting VPN connections over the public Internet must demonstrate that this is a cost-effective, secure, and sufficiently reliable solution for their member connection to the central site.)
- Central Site Server Upgrades/Replacement

Priority 2 - Wireless

Wireless router modules and wireless security equipment. Other internal library wireless equipment beyond the router is not eligible (*e.g.*, access nodes, antennae, wireless bridges). Up to 50% of hardware/software costs. Installation is not included.

ANTICIPATED FUNDING

There is a total of \$200,000 available for FY2008 from the LSTA Special Projects budget. We expect this to be a highly competitive grant round. Due to the extreme economic pressures faced by networks, for Priority 1 equipment, the FY08 grant round maintains last year’s maximum offset for eligible equipment and software costs of a maximum of 75% and offers the possibility of up to 50% installation costs, depending upon the availability of funds. Cost proposals submitted with applications shall include any relevant E-rate discounts.

INTERESTED?

Applicants must submit a **Letter of Intent** by **December 1, 2006** with the “Network Connections and Servers” option checked off under **TYPE**. Applicants should refer to the enclosed calendar for due dates in this year’s round. For additional information about this program, please contact Paul Kissman, Library Information Systems Specialist, at the MBLC by phone 800-952-7403 ext. 238, or email paul.kissman@state.ma.us.

FACT SHEET

FY2008 Network System Upgrades

BACKGROUND

The residents of Massachusetts depend on automated resource sharing networks for access to vital library information. Most residents now rely on online public access catalogs (OPACs) for access to their library's collections (both in the library and over the Internet) and for access to the holdings of other network member libraries. Increasingly, residents use OPACs to place holds on materials, to use community information and referral files and to access full text periodical literature resources and downloadable media. In many libraries the OPAC is the gateway to other resources provided through the Massachusetts Board of Library Commissioners, the Massachusetts Regional Library Systems and the Internet.

New web search and retrieval, interoperability standards, as well as tightly integrated information discovery tools and advanced user interface design, are rapidly evolving to leverage the value of more traditional integrated library system services –OPAC, circulation, reserves, cataloging, patron management, acquisitions and serials control.

Though the nine automated library networks have mature membership levels, they continue to add new members, pushing the physical and technical limits of their current systems.

The Library Services and Technology Act provides a major focus on information access through technology. “Through building technological infrastructure and strengthening community relationships, libraries and museums can offer the public unprecedented access and expertise in transforming information overload into knowledge.” (Institute of Museum and Library Services (2006). *About Us*. Retrieved October 24, 2006 from <http://www.ims.gov/about/about.shtm>)

MASSACHUSETTS LONG-RANGE PLAN

Goal 1: Enhance Massachusetts library resources and their accessibility to residents by building the technological infrastructure needed to link all types of libraries and by promoting preservation and access.

Objective 1: Support the development of the technological infrastructure needed by Massachusetts libraries to access library automation and electronic information services and to extend these resources into the community.

PROGRAM ELIGIBILITY AND REQUIREMENTS

Open to all nine eligible automated resource sharing networks that:

- Have a long-range plan on file at the MBLC by October 1, 2006 that meets the requirements of the Massachusetts Long-Range Plan, 2003-2007 (see [Appendix B](#)). If a plan is already on file, an updated Action Plan for FY2008 must be on file by December 1, 2006.
- Have not received a network system upgrade grant within the last five years.

The Network System Upgrade grant opportunity distinguishes itself from the related “Network Connections and Servers” grant in that it goes beyond simple expansion and replacement of current equipment for an existing ILS. Under this program, the network must undertake a full public request for proposals (RFP) process for a replacement integrated library system, with thoroughly documented evaluation of proposals. This process must be underway at the time the application is filed, and preliminary results must be available for review by SACL in order for a grant award to be recommended.

The network must provide thorough evidence of ongoing operational support, maintenance and a plan for data migration, any library staff or end user training required to implement the project.

The network will be responsible for re-establishing full interoperability with the statewide virtual catalog.

The network will be responsible for estimating the impact on the regional and statewide delivery services, and demonstrating how the proposed ILS will improve the efficiency of delivery to and from its member libraries and service outlets.

Grant funds are typically used for the purchase of hardware and core software, and provide a supplement to funds provided by the network and its member libraries. Grant funds will not be used for non-essential modules or functionality. Grant funds may be used to help offset data migration costs, if sufficient funds are available.

STANDARDS

The proposed system will support the following standards.

Z39.2 - MARC21 Record Formats and Structures
Z39.50 v3 Server (Bath/U.S. National Profile for Library Applications)
Z39.82 NCIP (NISO Circulation Interchange Protocol)
W3C WAI Web Content Accessibility Guidelines (WCAG 1.0)

Other standards that will promote universal access and interoperability are strongly encouraged, such as Unicode support, OpenURL compliance, MARCXML, OAI-PMH, alternate metadata schemes (e.g. Dublin Core), Web Services architecture.

BUDGET/FUNDING

A total of \$300,000, with \$200,000 in the first year and \$100,000 in the second year, has been budgeted in this grant round to support one award. Federal funds should not be expected to support more than one-half to two-thirds of the costs for equipment, software and installation.

INTERESTED?

Applicants must submit a Letter of Intent by December 1, 2006 with the “Network System Upgrade” option checked off under TYPE. Applicants should refer to the [grant calendar](#) for due dates in this year’s round. If you would like additional information on this program contact Paul Kissman at the MBLC at 1-800 952-7403 ext. 238, or e-mail at paul.kissman@state.ma.us.

FACT SHEET

FY2008 “On the Same Page” Community Reading Campaign Mini-grant Program

BACKGROUND

Launched in Seattle and quickly picked up by Chicago and New York, the concept of a community read-a-thon where libraries promote reading the same book among a variety of constituents has attracted enthusiastic supporters around the country. In Massachusetts, Greenfield*, South Hadley, Beverly and many other communities have all embarked on providing the “one book” experience to local residents. Each community has tailored its approach in a somewhat different manner, but essentially is building a community of readers through providing opportunities for its citizenry to engage in thoughtful discussion of the same book. Seattle is currently in its fifth year with this very exciting community reading program.

PROGRAM DESCRIPTION

This mini grant program would provide funds to purchase books (in both print and audio formats), develop public relations strategies, feature reader’s advisory support tools and provide book-related links to promote the project on the library’s webpage; to promote discussion of a shared title over a period of weeks. Funds could be used to support a part-time person to help the library coordinate the reading campaign; in some cases an author visit could be sponsored. The library could chose to purchase additional materials supporting the theme of the chosen book or to buy other titles by the same author. Copies of the book would be available through the public and school libraries for extended check-out, or if people wished they could purchase the book at a discounted rate with a local book dealer.

Promotional materials would include banners, signs and an “On the Same Page” button to identify that someone is reading the same book. Given the evaluation of the project, funds could be used to plan and purchase materials for a future discussion. Communities would be expected to identify funds to continue promoting the “one book” project in future years. This would be an especially excellent project for library Friends groups to undertake.

Libraries would be responsible for developing a strategy to work with local bookstores, colleges and/or schools, newspapers, council on aging, resident homes, or other community groups which could serve as locations for a series of coordinated book discussions- the possibilities are endless and would depend on the specific resources of the community. Readers would receive and be asked to wear a “On the Same Page” button during the weeks when book discussions would be take place to demonstrate participation in the project and to promote spontaneous conversations.

Libraries receiving grants would be asked to attend a training meeting in October 2006 to discuss project implementation and strategies. Technical support will be provided through online discussions among grant recipients and site visits from the MBLC. Ten libraries will be considered for funding for up to \$7,500.

This program will promote a culture of reading, and increase closer ties among community members through the shared experience of reading and discussing the same book. It supports the broad intent of increasing literacy in the Commonwealth which is achieved by reading and discussion.

MASSACHUSETTS LONG-RANGE PLAN GOAL\OBJECTIVE

GOAL 6: Increase public awareness of the intrinsic value of libraries in promoting personal and economic growth for every resident in every community through the wide array of programs and services that libraries offer.

Objective 3: Support approaches, strategies and programs that increase community connectivity, build social trust, and affirm the value of libraries as centers of civic life.

ELIGIBILITY

Primarily for public libraries; however, nonpublic libraries that can present a strong case for community-wide collaboration and partnership with a variety of local agencies may be considered. Libraries should:

- Have a long-range plan on file at the MBLC by October 1, 2006 that meets the requirements of the *Massachusetts Long-Range Plan, 2003-2007* (see Appendix B). If a plan is already on file, an updated Action Plan for FY2008 must be on file by December 1, 2006.
- Agree to send at least one library staff member to a training session to be offered by the MBLC in October 2007.
- Public libraries must remain certified in the State Aid program throughout the application and award process.

INTERESTED?

Applicants must submit a **Letter of Intent** by **December 1, 2006** with the "On the Same Page" option checked off under **TYPE**. Applicants should refer to the enclosed calendar for due dates in this year's round. An informational workshop to assist applicants in completing an application for this program will be held in late January/early February 2007. If you need more information about this program, call Shelley Quezada at the MBLC, 1-800-952-7403 ext. 235 or e-mail shelley.quezada@state.ma.us.

*The "On the Same Page" campaign was originated by the Greenfield Public Library.

FACT SHEET

FY2008 Open Grant Program

BACKGROUND

This category is being offered to allow librarians to satisfy needs that are not now being met by current programs. It has always been a priority of the federal program to encourage innovation and risk taking. It is also an interest of the Massachusetts Board of Library Commissioners to provide librarians with opportunities to help fulfill their long range plan goals and objectives. The **Open** program will allow applicants to apply new methods to solve problems, build programs, and best carry out their library's mission and plan. These projects must meet the needs of a specific target audience. It is important that applicants speak with a consultant about their project ideas for feedback and guidance prior to submitting an application.

The **Open** LSTA grant program allows applicants as much flexibility in the development of their projects as possible. Applicants can seek awards for projects that otherwise do not fall under the current LSTA program offerings, whether the project is innovative or well applied in many libraries. The **Open** Grant will also allow the applicant to adapt programs that have been offered in the past or have proven models, such as Discovery Kits, Connecting Cultures, Business & Career Resources, and Health and Science Reference. (Information about these "Grants from the Past" programs may be found in the LSTA section at www.mlin.org) Finally, the **Open** Program offers libraries an opportunity to exercise maximum creativity to implement unique services in a flexible and collaborative grant-making environment. It encourages creative program development and rewards those librarians willing to engage in a higher level of effort and to take those risks.

MASSACHUSETTS LONG-RANGE PLAN

The **Open** program which builds on the results of prior years' Innovative Projects. **Open** offers a less rigorous test than the Innovative program which was described in the Long Range Plan as such: "[Innovative] Projects should propose activities that are new and creative, have not been tried previously in Massachusetts, will result in models that can be of value to other libraries with similar needs, and show potential to be replicated as mini-grants or targeted programs. The idea for the project is determined by the applicant within the broad, general goals of the federal program." Although the requirement for innovation has been relaxed, projects should be replicable in other libraries of a similar type.

PROGRAM ELIGIBILITY AND REQUIREMENTS

To be eligible to apply for direct grants, a library must:

- Be a member of a regional library system
- Have an updated long-range plan on file at the Board by October 1, 2006 that meets the requirements of the *Massachusetts Long-Range Plan; 2003-2007* (see Appendix B). If a plan is already on file, an updated Action Plan for FY2008 must be on file by December 1, 2006.
- For public libraries, remain certified in the State Aid to Public Libraries program throughout the application and award process.
- For automated resource sharing networks or other cooperating groups, each member of the group must be a member of a regional library system as a contingency of any direct grant

award. An application from a cooperating group can be submitted on behalf of several members, however, as well as the entire group.

BUDGET/FUNDING

Projects may be funded for 1 or 2 years. It is anticipated that funding requests will be in a range of \$5,000 to \$30,000 (regions and cooperatives may exceed under certain circumstances). Applicants are reminded that a significant program component is required for any project to assure that the target population will be directly served, and that *measurable, outcome-based goals and objectives are important to a project's approval*. Requests that are largely for materials, equipment, or staff will not be considered. As a general guide, none of these budget elements should exceed 30% of the total requested. A significant local in-kind or cash contribution is expected. Requests for library automation systems or for retrospective conversion cannot be accepted under this program. The MBLC supports nine automated resource sharing networks for libraries' automation needs and has provided funding for retrospective conversion through the state-funded MARC Conversion and MassCat programs.

INTERESTED?

Applicants must submit a **Letter of Intent** (form enclosed) by **December 1, 2006** with the "Open" option checked off under **TYPE**. Applicants should include a project abstract (100-150 words, including goals and *activities*) with the letter of intent to help us put you in touch with the appropriate consultant. Please refer to the enclosed calendar of due dates in this year's round. An informational workshop to assist applicants in completing an application for this program will be held in late January/early February 2007.

WHERE TO BEGIN?

Contact us at 1-800-952-7403:

Gregor Trinkaus-Randall, Preservation Specialist, ext. 236 or gregor.trinkaus-randall@state.ma.us
Paul Kissman, Library Information Systems Specialist, ext 238 or paul.kissman@state.ma.us
Shelley Quezada, Underserved Populations Specialist, ext. 235 or shelley.quezada@state.ma.us
Beth Wade, Grants Manager, Early Childhood, Young Adult & Elderly Services, ext. 232 or beth.wade@state.ma.us
Marlene Heroux, Reference Information Systems Specialist, Academic Libraries, Youth Services, ext. 250 or marlene.heroux@state.ma.us

FACT SHEET

FY2008 Preservation of Library and Archival Materials

BACKGROUND

The documentary heritage of Massachusetts is essentially intact from its founding, and much rich information and documentation exists. Throughout the Commonwealth, repositories house irreplaceable collections of books, as well as private and public documents, which serve as a rich resource for researchers involved in local, state, regional, national, and international studies. Library staffs in public libraries, academic libraries and other repositories have long collected materials that document their immediate and adjoining locales, as well as focusing on specific collecting areas. Although much of this material is monographs and pamphlets, a significant portion is manuscript material (personal and organizational papers), photographs, posters, ticket stubs, broadsides, etc. Many of these collections are in need of conservation work to prolong their lives and to enable them to be handled. Through this grant program, applicants can focus on the particular preservation and conservation need(s) of their local history/special/archival collections.

The completion of a preservation survey and a library preservation action plan is required to be eligible for this program. The MBLC has funded numerous applications for Preservation Surveys with LSTA funds. The interest in preservation surveys has shown a serious concern among librarians for the long-term well-being of their collections. Preservation surveys, whether funded through LSTA grant funds or by individual libraries, have resulted in reports used by library staff and trustees to develop multi-year preservation action plans. These reports document such things as:

- access to the collections
- the preservation problems in libraries as they relate to the collections (particularly the local history/special/archival ones)
- building concerns
- storage, enclosures, and handling practices
- environmental issues
- emergency preparedness
- preservation policy and planning
- in-house repairs
- reformatting needs
- commercial binding

This program will support the preservation of library and/or archival research materials with significant research value, including informational materials in print, non-print, manuscript, or other format or medium. Eligible materials include books, journals, newspapers (not covered under the Massachusetts Newspaper Project), documents, photographic prints and negatives, sound recordings, maps, architectural drawings, and other materials whose primary value is informational. Research value is defined as long-term significance. Age, aesthetic interest, or the degree of deterioration will not, in themselves, argue effectively for preservation if research values cannot also be established.

Eligible project activities include, but are not limited to, preservation microfilming of eligible materials according to current ANSI standards; a hybrid approach of preservation microfilming and digitization for access; preservation of photographic formats and the creation of prints and negatives as part of this process; the binding, matting, boxing, or other protective enclosures for preserved

materials; the repair or rebinding of discrete collections of eligible materials; major conservation treatment by a qualified conservator or conservation treatment facility of eligible research materials with significant artifactual value; and, special shelving or storage furnishing for special format materials or for materials that will receive conservation treatment as part of a funded project and subsequently require special storage. Finding aids at the collection level should be prepared for increased access. (These finding aids should be online wherever possible.)

Proof of ownership will be required for any project that involves the direct treatment of materials. It does little good to expend the funds for conservation activity if, upon being returned to the library, the materials will be located in an area where their deterioration will continue as it had before treatment. Therefore, it is crucial to note that no project will be funded that intends to return preserved (conserved) materials to a storage location that is not environmentally controlled. Each applicant will be required to certify that the storage area for the treated materials is environmentally controlled and that they are able to maintain constant temperature, relative humidity, light, Ultra-Violet radiation and air quality levels based, in-so-far as is possible, on the recommended standards for the materials involved.

MASSACHUSETTS LONG-RANGE PLAN GOAL/OBJECTIVE

Goal 1: Enhance Massachusetts library resources and their accessibility to residents by building the technological infrastructure needed to link all types of libraries and by promoting preservation and access.

Objective 3: Ensure access to information by preserving significant source materials in their original format, reformatting or copying materials at risk of loss, providing information on appropriate environmental and physical storage conditions and offering training in disaster preparedness.

PROGRAM ELIGIBILITY

Any library or cooperating group that meets standard eligibility requirements for Direct Grant programs may apply. A cooperating group may apply on behalf of one or more of its members. To apply for funds, a library or cooperating group must:

- Have completed a "Preservation Survey" within the past five years and developed a Preservation Action Plan based on this survey.
- Be a member of a regional library system and, for public libraries only, remain certified in the State Aid for Public Libraries Program throughout the application and award process.
- Have a long-range plan on file at the MBLC by October 1, 2006 that meets the requirements of the *Massachusetts Long-Range Plan, 2003-2007* (see **Appendix B**). If a plan is already on file, and updated Action Plan for FY2008 must be on file by December 1, 2006. If a cooperating group is applying on behalf of one or more of its members, all participants must meet this requirement.
- Provide at least one fifth of the total project costs to achieve the required 4 to 1 ratio of federal to local funds.

PRIORITIES AND FUNDING

Under this program priority will be given to materials of local, state, regional, or national importance that contribute to an understanding of our historic and cultural heritage. Preference will be given to collections in the following order and subject areas: 1) collections documenting significant Massachusetts historical, geographical, cultural, economic, and natural developments and/or collections with direct application and relevance to Massachusetts; 2) unique collections representing resources unavailable in any other repository; and 3) collections located in Massachusetts repositories

that provide a unique and/or cohesive resource, independent of subject area. Libraries will be awarded grants ranging from \$5,000 to \$40,000.

INTERESTED?

Applicants must submit a **Letter of Intent** (form enclosed) by **December 1, 2006** with the “Preservation of Library and Archival Materials” option checked off under **TYPE**. Applicants should refer to the enclosed calendar of due dates in this year’s round. An informational workshop to assist applicants in completing an application for this program will be held in late January or early February 2007. A preliminary schedule is enclosed. If you need more information about this program, please call Gregor Trinkaus-Randall at the MBLC, 800-952-7403 x 236 or e-mail him at gregor.trinkaus-randall@state.ma.us.

FACT SHEET

Preservation Survey FY2008

BACKGROUND

Goal Five of the statewide preservation plan is “to identify and preserve critical collections to the greatest extent possible.” To stimulate the analysis of collections in libraries that may have local, state, regional or national significance and that may be in need of preservation, this year's LSTA grant round makes available up to five \$2,500 grants to fund institutional preservation surveys.

Library staffs realize there are preservation problems with their collections, but they may have little idea where to start or what their options might be. By contracting for a preservation survey to be performed by a preservation consultant, the library staff will be able to determine how to proceed in rectifying the problems:

- The survey will focus attention on those items that need specific conservation work and will identify the types of work that this might entail, including actual treatment as well as storage, handling, and security suggestions.
- The survey will help the library staff determine the treatment priorities of those items in need of work and the steps necessary to accomplish it.
- The preservation consultant will examine the library building and make suggestions as to steps to be taken to prolong the life of the materials.

Once the survey has been completed, it will be up to the library to pursue the recommendations of the consultant. Actions may involve low cost/no cost steps or using locally appropriated or private funds to address more significant issues, such as the installation of environmental controls and/or item by item conservation treatment. **A preservation action plan based on the recommendations of the consultant will be required as an outcome of this grant.** The preservation action plan and a copy of the survey report must be filed with the MBLC at the completion of the project. An update to the library's Critical Collections Questionnaire should also be filed with the preservation action plan, to provide more accurate information for access. Finally, libraries may wish to apply for future LSTA funds to address the recommendations put forth in the survey report.

MASSACHUSETTS LONG-RANGE PLAN GOAL/OBJECTIVE

Goal 1: Enhance Massachusetts library resources and their accessibility to residents by building the technological infrastructure needed to link libraries of all types and by promoting preservation and access.

Objective 3: Ensure access to information by preserving significant source materials in their original format, reformatting or copying materials at risk of loss, digitizing significant materials for electronic access, extending the useful life of library materials, providing appropriate physical storage conditions and offering training in disaster preparedness.

ELIGIBILITY

To apply for the funds to conduct a preservation survey, a library must:

- Have completed a "Critical Collections Questionnaire" for inclusion in the MBLC Manuscripts, Archives and Special Collections database, which provides collection level access for the public (<http://mblc.state.ma.us/books/manuscripts/index.php>) as it relates to the library's "special collections" and have it on file at the MBLC.
- Have a long-range plan on file at the MBLC by October 1, 2006 that meets the requirements of the *Massachusetts Long-Range Plan, 2003-2007* (see Appendix B). If a plan **is** already on file, an updated Action Plan for FY2008 must be on file by December 1, 2006.
- Pay a minimum of \$500 toward the cost of the survey from local or private funds.
- Be a member of a regional library system and, for public libraries only, remain certified in the State Aid for Public Libraries Program throughout the application and award process.

There are a number of conservators and institutions in the New England area that are qualified to conduct library preservation surveys. The MBLC has information on these individuals and institutions and will be happy to share it with anyone interested in having a preservation survey of their collections and building carried out.

INTERESTED?

Applicants must submit a **Letter of Intent** (form enclosed) by **December 1, 2006** with the "Preservation Survey" option checked off under **TYPE**. Applicants should refer to the enclosed calendar for due dates in this year's round. An informational workshop to assist applicants in completing an application for this program will be held in late January or early February 2007. A preliminary schedule is enclosed. If you need more information about this program, please call Gregor Trinkaus-Randall at the MBLC, 800-952-7403 ext 236 or e-mail gregor.trinkaus-randall@state.ma.us.

FACT SHEET

READER'S ADVISORY in the LibRARY: Putting the "RA" Back in Library—A Training Program FY2008

BACKGROUND

Over the past few years when the MBLC has conducted focus groups with users and nonusers across the state, numerous people have commented that they "used to rely on the library for reader's advisory services" but now they were more likely to go to a bookstore or to Amazon.com as a source for finding something to read. While the library community has spent the past decade or longer wrestling with issues of new technology, many traditional services, such as reader's advisory services, have gone by the board. Moreover, many library staffs do not feel confident in their abilities to match a person with the right book. While new databases such as "Novelist" and "What Do I Read Next?" are now available, many staffs have not received training in their use, nor do they feel secure in their ability to help a patron use these new electronic tools.

There is clearly sentiment within the library profession that we are losing "market share" to other entities for a service which was once so basic to our mission. Communication from librarians at site visits and meetings supports the need to offer training for both professional and paraprofessional staff, particularly in light of the new electronic tools which are now available. Both Southeastern and Western Massachusetts regional library systems have responded to a need from the field by offering reader's advisory workshops over the past few years. The Massachusetts Library Association conference has also begun to feature RA in response to professional requests, and PLA continues to offer a pre-conference devoted to the subject every two years.

This project will provide funds for training staff in the use of electronic and print reader's advisory tools. It will enable libraries to purchase popular reading collections in multiple formats. To enhance staff members' ability to match the appropriate book with the reader, libraries receiving funding will be requested to study a selected genre during the course of the project year. This staff development activity can focus on a genre of the staff's choice. Libraries in the metro Chicago suburbs have been conducting these studies for many years with excellent results. The Adult Reading Round Table (ARRT) group includes both professional and paraprofessional librarians who have honed their reader's advisory skills by meeting every other month to discuss selected genre literature. Through the "praxis" of engaging library staff in a genre study, their skill level increased greatly.

PROGRAM DESCRIPTION

Up to seven public libraries will be selected to receive grants of \$10,000 to plan and implement a project designed to train a staff in the techniques of Reader's Advisory. Grant funds may be used to support a limited number of staff hours as well as program materials and outreach to communities. This project would have the following goals:

- Improve the skills of library staff in the use of print and electronic resources related to reader's advisory services
- Use electronic services, including web sites, listservs and chat, as an aid in collection building and reader guidance

Suggested activities include:

- Staff will participate in an in-depth examination of a staff-selected area of genre literature
- Contract with regional and outside Reader's Advisory specialists to offer workshops and training to library staff
- Investigate marketing RA services as a strategy to attract potential customers in the community-at-large in order to make better use of library materials and services

ELIGIBILITY

Open to public and institutional libraries that:

- Have identified a focus on reader's advisory or customer service in their long range plan
- Staff will be requested to attend an all-day training session in Fall 2007. Grant participants will reunite in September 2008 at the end of the grant to discuss what they learned during the course of their study
- Have a long-range plan on file at the MBLC by October 1, 2006 that meets the requirements of the *Massachusetts Long-Range Plan, 2003-2007* (see Appendix B). If a plan **is** already on file, an updated Action Plan for FY2008 must be on file by December 1, 2006.
- Are members of a regional library system and for public libraries, remain certified in the State Aid Program throughout the application and award process.
- Agree to send staff to a training program in October 2007.

INTERESTED?

Applicants must submit a **Letter of Intent** (form enclosed) by **December 1, 2006** with the "Reader's Advisory" option checked off under **TYPE**. Applicants should refer to the enclosed calendar for due dates in this year's round. An informational workshop to assist applicants in completing an application for this program will be held in late January/early February 2007. For additional information about this program, please contact Shelley Quezada at the MBLC at 800-952-7403, ext. 235, or e-mail at shelley.quezada@state.ma.us.

FACT SHEET

FY2008 School Library Media Center Incentive Grants

BACKGROUND

In the Commonwealth, poor facilities, lack of automation and up-to-date equipment, and outdated collections, incompatible with the Curriculum Frameworks hinder our school library media centers. Our students suffer from these insufficiencies as their school library media centers struggle to provide them with much-needed set of skills and resources to help them become competent lifelong learners, information-literate in this information-rich digital world. How behind are we? In 2000, the U.S. DOE reported that Massachusetts ranked 49th out of 51 states (includes D.C) with only 63.3 books checked out per 100 students each week, far below the national average of 106.2 books. The Commonwealth ranked 40th for total materials expenditures per student and 36th for number of books held per 100 students. A 1999 Simmons GSLIS study found that “at every grade level, schools with library programs have higher MCAS (Massachusetts Comprehensive Assessment System) scores. At the elementary level, students score higher on the MCAS tests when the library is aligned with the state curriculum frameworks. Simmons also reported that, based on 1998-99 U.S. DOE rankings, Massachusetts ranked 49th out of 50 states in terms of providing its public schools with library media centers and 38th in providing public school students with certified library media specialists.

A landmark statewide research study that provides insight into the effectiveness of school libraries from the student’s perspective confirms that “the effective school library led by a credentialed school librarian plays a critical role in facilitating learning in general, and information literacy, in particular.” Furthermore, “99.4 percent of students in grades 3 to 12 believe school libraries and their services help them become better learners.” (*Student Learning Through Ohio School Libraries*, Dr. Ross J. Todd and Dr. Carol C. Kuhlthau and “13,000 Kids Can't Be Wrong” by Debra Lau Whelan, *School Library Journal* February 1, 2004.

MASSACHUSETTS LONG-RANGE PLAN GOAL/OBJECTIVE:

Goal 4: Strengthen the role libraries play in children’s and young adults’ learning and their success in life.

Objective 1: Encourage and support the development of children’s and young adults’ reading skills and an appreciation of literature through a variety of innovative programs, including after school reading programs in school and public libraries.

Objective 4: Encourage libraries to advance children’s and young adults’ information literacy by developing programs and services that teach effective information research skills, utilizing both print and electronic resources.

PROGRAM DESCRIPTION This program will improve the resources available to K-12 students through their school library media centers and promote the visibility of school library media centers and their role as “an integral part of the teaching and learning process across all areas of the curriculum” (Massachusetts School Library Media Association’s “Model School Rubrics,” May 2002). Grantees will:

- Purchase and catalog materials for their school library media center collection in a variety of formats during the grant year.
- Provide data and rationale supporting collections developed with grant funds.
- Develop or enhance a marketing communication program for the school library using the American Library Association’s “Campaign for America’s Libraries Toolkit for School Library Media Programs @ your library.” (<http://www.ala.org/ala/pio/campaign/schoollibrary/schoollibrary.htm>)
- Include a component of cooperation with a local public library (refer to MBLC’s *Policy on Cooperation between School Libraries and Public Libraries*).

Grant budget allocation: No less than \$3000 will be spent on library resources and cataloging of grant materials. If additional paid staffing for hours beyond regular school hours is required to carry out the project’s activities, no more than \$500 of the total grant amount may be used for this purpose. In addition, no more than \$500 can be used for equipment and no more than \$750 may be used for honorariums for performers or speakers. All purchases (collections and equipment) funded with this grant are the property of the school library media center and should be housed there except when on loan (purchases may not be indefinitely loaned to another location).

A total of ten grants for \$5,000 will be funded under this competitive grant program.

ELIGIBILITY:

- The applicant must have had a long-range plan on file at the MBLC by October 1, 2006 that meets the requirements of the *Massachusetts Long-Range Plan, 2003-2007* (see Appendix B). If a plan **is** already on file, an updated Action Plan for FY2008 must be on file by December 1, 2006. (Please note: In order for an individual school to apply for a Library Incentive Grant, the school must have its own, accepted Long-Range Plan. District-wide Long-Range Plans make a district eligible for **one** Library Incentive Grant, which may be carried out anywhere in the district. The superintendent should sign a SLIG application for a district.)
- Attendance at grant application workshop (January/February 2007) and, if awarded grant, awardees training workshop in October 2007.

INTERESTED?

Applicants must submit a **Letter of Intent** by **December 1, 2007** with the “School Library Incentive Grant” option checked off under **TYPE**. Applicants should refer to the enclosed calendar for due dates in this year’s round. An informational workshop to assist applicants in completing an application for this program will be held in late January/early February 2007. For additional information about this program, please contact Marlene Heroux at the MBLC at 800-52-7403, ext. 250 or by e-mail at marlene.heroux@state.ma.us.

FACT SHEET

Small Libraries in Networks FY2008

BACKGROUND

Under the Public Library Initiative (PLI), the Board of Library Commissioners proposed to support the costs for all public libraries serving populations fewer than 10,000 (and certain others) to affiliate with or join an automated resource sharing network. This program was to provide ongoing services and support for 139 public libraries for three levels of network service: Online Internet, Online Affiliate Membership, and Full circulating Membership (including C/W MARS Mininet). For each level of service, the program is intended to provide:

- Partial offset of new member charges
- All necessary telecommunications equipment
- An offset of the annual network service fee
- The annual cost of a telecommunications circuit to connect the library on a full time, always on (not dial-up) basis

MASSACHUSETTS LONG-RANGE PROGRAM GOAL/OBJECTIVE

Goal 1: Enhance Massachusetts library resources and their accessibility to residents by building the technological infrastructure needed to link all types of libraries and by promoting preservation and access.

Objective 1: Support the development of the technological infrastructure needed by Massachusetts libraries to access library automation and electronic information services and to extend those resources into the community.

PURPOSE OF GRANT

In fiscal years 2002 and 2003, the Board offered support for the Small Libraries in Networks program using funds provided in a state supplemental budget for library technology. In those two application rounds, a total of 65 libraries have received support. Beginning in 2004, however, state funds were not available to continue this program. This leaves these 65 libraries without a source of the ongoing support they need in order to maintain their membership in or dedicated connection to the network. For FY2006, the Board awarded two grants (C/W MARS and MVLC) to continue support for 61 of these libraries. The purpose of this FY08 grant program is to continue to provide for the cost of ongoing membership at current levels under the Small Libraries in Networks program for those libraries in communities of fewer than 10,000 population (and Easthampton, Hopkinton, Ludlow, Tyngsborough, and Millbury) that affiliated with a network through the SLIN program in FY2002 and FY2003.

SCOPE

This grant program implements the offset of annual network charges for libraries that joined a network through the Small Libraries in Networks program. This grant offering does not support the cost of new libraries joining networks, nor will it support an increased membership level for current participants. It remains the Board's intention to fund the full Small Libraries in Networks program should a source of state funds be identified.

ELIGIBILITY

Automated resource sharing networks are eligible to apply. In addition, a network must:

- Apply on behalf of current eligible public library members. Individual libraries do **not** need to send Letters of Intent. These libraries must:
 - Be in a municipality that was certified to receive State Aid to Public Libraries in FY2006 and remain certified throughout the application and award process.
 - Have received previous support under the state-funded Small Libraries in Networks program.
 - Belong to municipalities of fewer than 10,000 population, with the exception of Easthampton, Hopkinton, Ludlow, Tyngsborough, and Millbury who are also eligible.

ANTICIPATED FUNDING

A total of \$125,000 will be available for this program in FY2008. Grants will be awarded, based on staff review, to eligible networks that submit proposals complying with program requirements and guidelines. Funding based on level of network membership will be: \$1200 for Online Internet, \$1800 for Online Affiliate, and \$2500 for Full Members (including C/W MARS Mininet).

INTERESTED?

Applicants must submit a **Letter of Intent** (form enclosed) by **December 1, 2006** with the "Small Libraries in Networks" option checked off under **TYPE**. Applicants should refer to the enclosed calendar for due dates in this year's round. If you need more information about this program, call Paul Kissman, Library Technology Specialist, at 800-952-7403 x238 or email at paul.kissman@state.ma.us.

FACT SHEET

Serving ‘Tweens and Teens Targeted Grant FY2008

BACKGROUND

Across Massachusetts eager and hopeful teens enter the library each afternoon, looking for a place to be with their friends, to relax and to work on homework. They may also be seeking a place to expand their world, to volunteer in the community, and to pursue new projects. Many public libraries have responded to their unique library needs by developing innovative programs and strategies to serve them.

The need for programs and services for middle school and senior high school age students is apparent. The average school day ends between two and three in the afternoon and almost every teenager in America must find somewhere to go and something to do after school. A survey commissioned by the AfterSchool Alliance entitled “*Working Families and Afterschool: A Special Report from America After 3 PM: A Household Survey on Afterschool in America*”¹ found that while 14 million K-12 children spend some portion of their afternoon taking care of themselves, only 6.5 million children participate in any form of after-school program. Even if every child in America participated in an after-school activity such as sports or drama, that activity would cover only part of the school year.

Julie Ann Walker, Executive Director of the American Library Association's Young Adult Library Services Association states that while library services to young adults had been in decline, in the last five years there has been a reversal of that trend and "a whole movement toward community-based programming focused on youth development" as a result of new "assets-based research." This idea builds on the assets of at-risk, underserved youth with programs that intervene before these adolescents get into trouble. The purpose of this LSTA program is to provide an opportunity for libraries to develop programs and services that meet the needs of their young adult population. Ideally, every public library in the state would meet the Massachusetts Library Association's "Standards for Public Library Service to Young Adults." While some libraries have made substantial progress toward that goal, other libraries have yet to provide the space, staff, and/or services that address the needs of this group. It is hoped this grant program may help them achieve these important standards.

MASSACHUSETTS LONG-RANGE PLAN GOAL/OBJECTIVE

GOAL 4: Strengthen the role libraries play in children's and young adults' learning and their success in life.

¹ Please find this report at http://www.afterschoolalliance.org/press_archives/Working_Families_Rpt.pdf

Objective 1: Encourage and support the development of children’s and young adults’ reading skills and an appreciation of literature through a variety of innovative programs, including after school reading programs in public libraries.

PROGRAM DESCRIPTION:

This program will allow seven libraries to receive up to \$20,000 in grant funds over a two year period to carry out a targeted program aimed at middle and high school aged “tweens and “teens.” Libraries must conduct a preliminary needs assessment including focus groups with teens, interviews with community leaders, parents, and teachers. As part of the grant program libraries will be expected to:

- Form or strengthen a Teen Advisory Board (TAB)
- With input from the TAB, develop creative programming strategies which will reach out and meet the needs of ‘tweens and teens
- Develop collections of materials including books, books on tape, CDs, magazines, games, graphic novels and DVDs; collections should be aligned, in part, with material needed by the middle/high school students as part of standards and curriculum frameworks.
- Examine the library’s “teen space” and have it meet (or move towards meeting) the goals set by the teen board. This may include limited redesign.

Limited grant funds may be used to pay for extra hours for the Young Adult Services librarian or to hire staff to help with extra activities related to Teen Advisory Board or special programming during afternoon/evening or weekend hours.

Collaboration should be demonstrated with middle/high school librarians and school personnel as well as tie in with local youth centers, boys and girls clubs, YMCA/YWCA, scouts or sports facilities, religious organizations or community centers which serve diverse youth.

ELIGIBILITY

Open to Public Libraries that:


- have identified a need to serve middle and high school students in their long-range plans
- have a long range plan on file at the MBLC by October 1, 2006 that meets the requirements of the Massachusetts Long Range Plan 2003-2007 (see Appendix B). If a plan is on file, an updated Action Plan for FY2008 must be on file by December 1, 2006.
- are certified in the State Aid Program throughout the application and award process.
- Agree to participate in a special training meeting in October 2006.

INTERESTED?


Applicants must submit a Letter of Intent (form enclosed) by **December 1, 2006** with the “Serving “Tweens and Teens” option checked off under TYPE. Applicants should refer to the enclosed calendar for due dates in this year’s round. An informational workshop to assist applicants in completing an application for this program will be held in late January/early February 2007. If you need more information about this program, call Shelley Quezada at the MBLC at 800-952-7403 ext. 235 or e-mail shelley.quezada@state.ma.us



USE OF AND ATTITUDES TOWARD LIBRARY SERVICES AMONG MASSACHUSETTS RESIDENTS



**Presented by Dr. Julie Pokela
Market Street Research
February, 2007**



Objectives

- The objectives of the study were to determine:
 - Residents' overall use of Massachusetts libraries.
 - Residents' awareness and use of specific library services.
 - Residents' satisfaction with their primary library and its staff.
 - Methods for increasing overall library use.
 - Residents' attitudes regarding the role of librarians.
 - Residents' preferred channels of communication regarding library resources.

Methodology

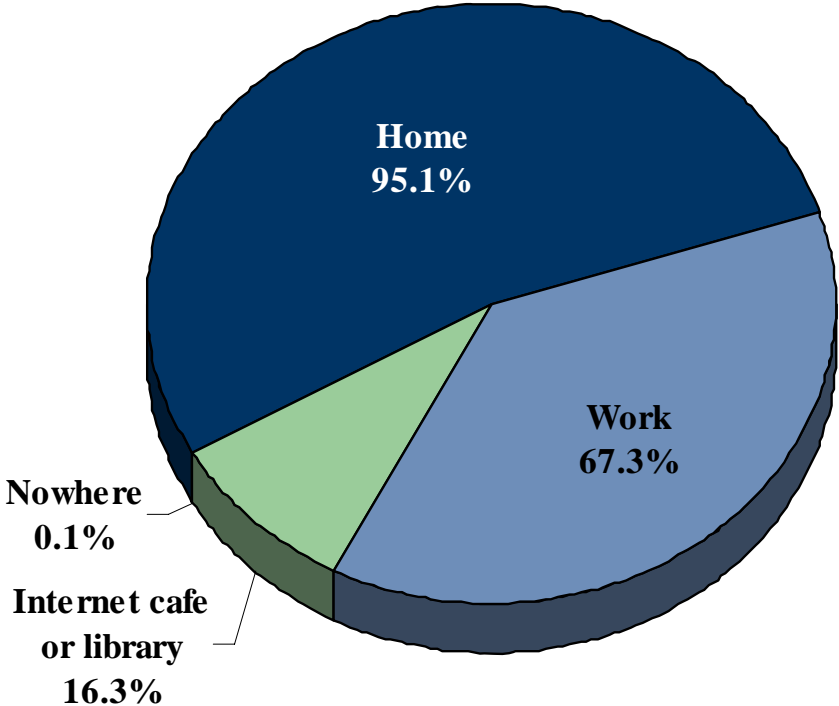
- Market Street Research conducted a web-based survey of 1,200 Massachusetts residents, including 200 respondents in each of the following survey areas:
 - Western Massachusetts, comprised of Berkshire, Hampden, Hampshire and Franklin counties.
 - Worcester County.
 - Suffolk County.
 - Norfolk and Middlesex counties.
 - Essex County.
 - Southeastern Massachusetts, comprised of Plymouth, Bristol, Barnstable, Nantucket and Dukes counties.
- Interviews were conducted from January 4 through January 16, 2007.
- The total results are weighted based on the actual population distribution in the survey area.
- The margin of error is plus or minus 1.7 to 2.8 percentage points.

Demographic Characteristics of Survey Respondents

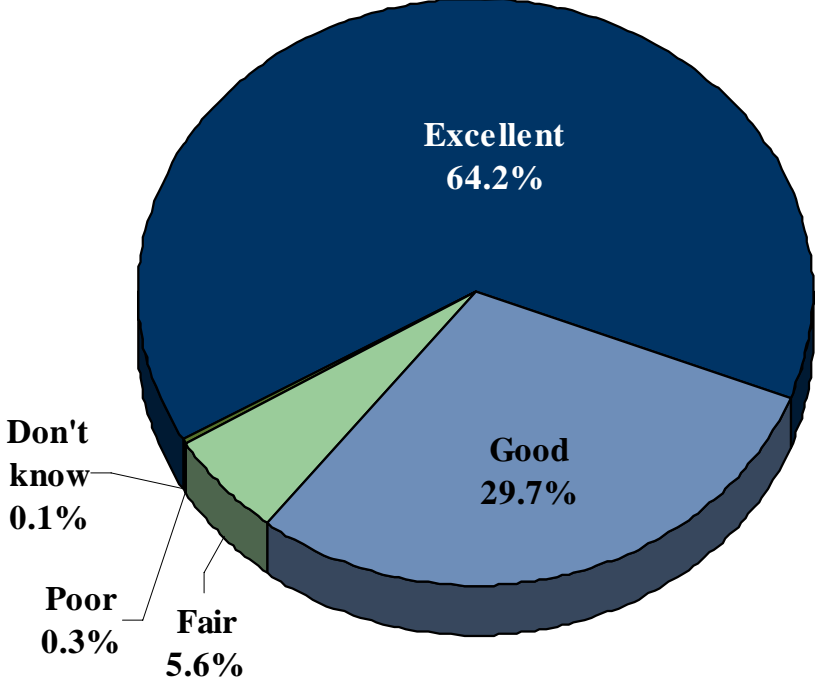
- Respondents in this research have much higher levels of education and are much more affluent than Massachusetts residents overall.
 - While less than two-fifths of Massachusetts residents age 25 and over have a bachelor's degree or higher, nearly four-fifths of survey respondents (all of whom are age 18 or over) have a similar level of education.
 - Less than two-fifths of Massachusetts households have incomes of \$75,000 or more, compared with nearly three-fifths of survey respondents.
- Women are over-represented in this research.
 - A majority of survey respondents (66.5%) are female.
 - The breakdown of genders is closer to 50% males and 50% females in Massachusetts.

Internet Use

Location Internet Accessed From

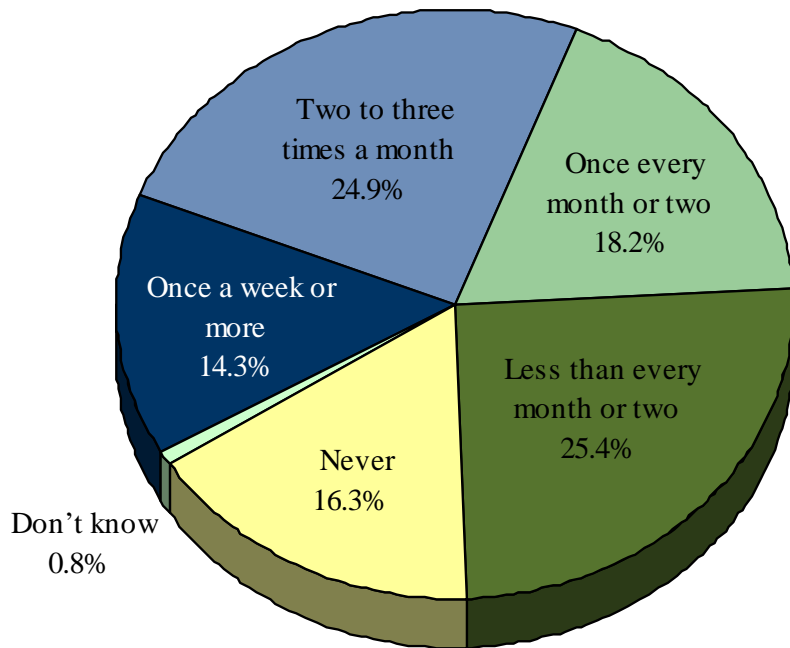


Self-Reported Ability to Use the Internet

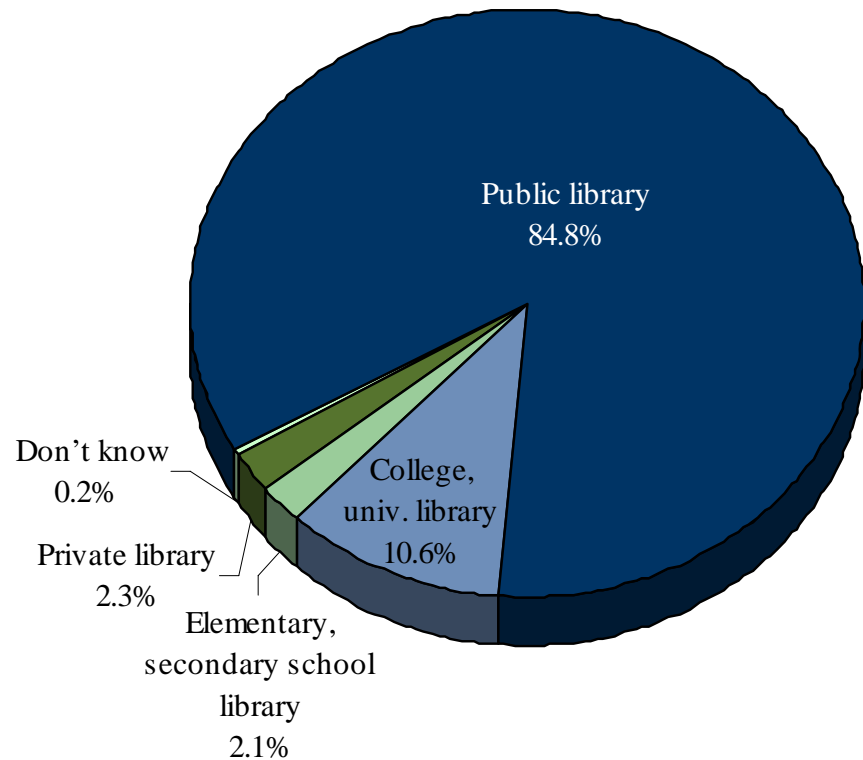


Use of Massachusetts Libraries

Frequency of Library Use (Past Year)



Primary Library



“What are your major reasons for using your library?”

Reasons for using library

Quotes

Use of library resources:

Books (52.5%)

CDs, DVDs (15.5%)

Internet (10.6%)

Use of other resources; free or affordable resources (38.6%)

“I am an avid reader and I am able to get all the books I am interested in either through interlibrary loans or from my library. The library sponsors all sorts of programs for learning (like basic computer) or for fun and entertainment. We have an excellent program for kids that I am able to take my grandchildren to, as well as passes to museums, et cetera, that I can use to take them places.”

“I borrow lots of VHS and DVDs with no charges (as long as they are on time). I borrow lots of CDs also... and sometimes I actually pick out a book!”

“I love to read and don’t see a reason to purchase books when I can just get them out of the library.”

“EVERYTHING I need is available, either in the stacks or through interlibrary loans. It saves me a fortune as I am an avid reader.”

“What are your major reasons for using your library?” (cont.)

Reasons for using library	Quotes
Convenient location (41.5%)	<p><i>“The library is close to my home and easy to get to.”</i></p> <p><i>“Ten minutes away from home.”</i></p> <p><i>“It’s close to where I live.”</i></p>
Conducting research, work or studying (27.3%)	<p><i>“I use the library because I am in my third year of college. I have research to do to write papers for school and I need to write papers at the computers.”</i></p> <p><i>“Research to complete a paper for a college course. Watch required videos for college courses. Check out books to help understand my field of study.”</i></p> <p><i>“I attend the university to which it is attached. I have research to do, so I need a research library. The library has fairly substantial holdings.”</i></p>

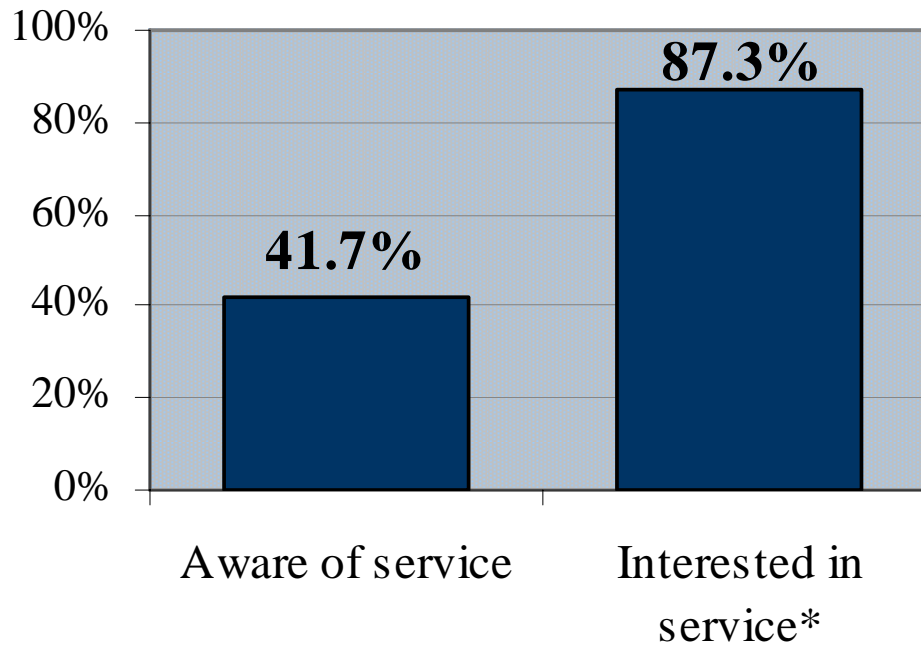
“What are your major reasons for using your library?” (cont.)

Reasons for using library	Quotes
Library staff is friendly, helpful (13.8%)	<p><i>“The people who work there are always friendly and very helpful.”</i></p> <p><i>“Librarian is always helpful and pleasant to work with.”</i></p> <p><i>“The staff is very helpful. They enrich my life.”</i></p> <p><i>“I work in a school. The librarian is very helpful finding resources for me and other teachers, and for my kids.”</i></p>
Physical facility is quiet, pleasant (13.2%)	<p><i>“I also used it for a quiet place to study.”</i></p> <p><i>“The quietness is a retreat from the noise and craziness outside.”</i></p> <p><i>“Nice cubicles where I can bring my laptop and work in privacy and comfort.”</i></p> <p><i>“The quiet atmosphere in which I can work uninterrupted for as long as I need.”</i></p> <p><i>“The library itself is a great building and I find it very relaxing to hang out there!”</i></p>

“What are your major reasons for using your library?” (cont.)

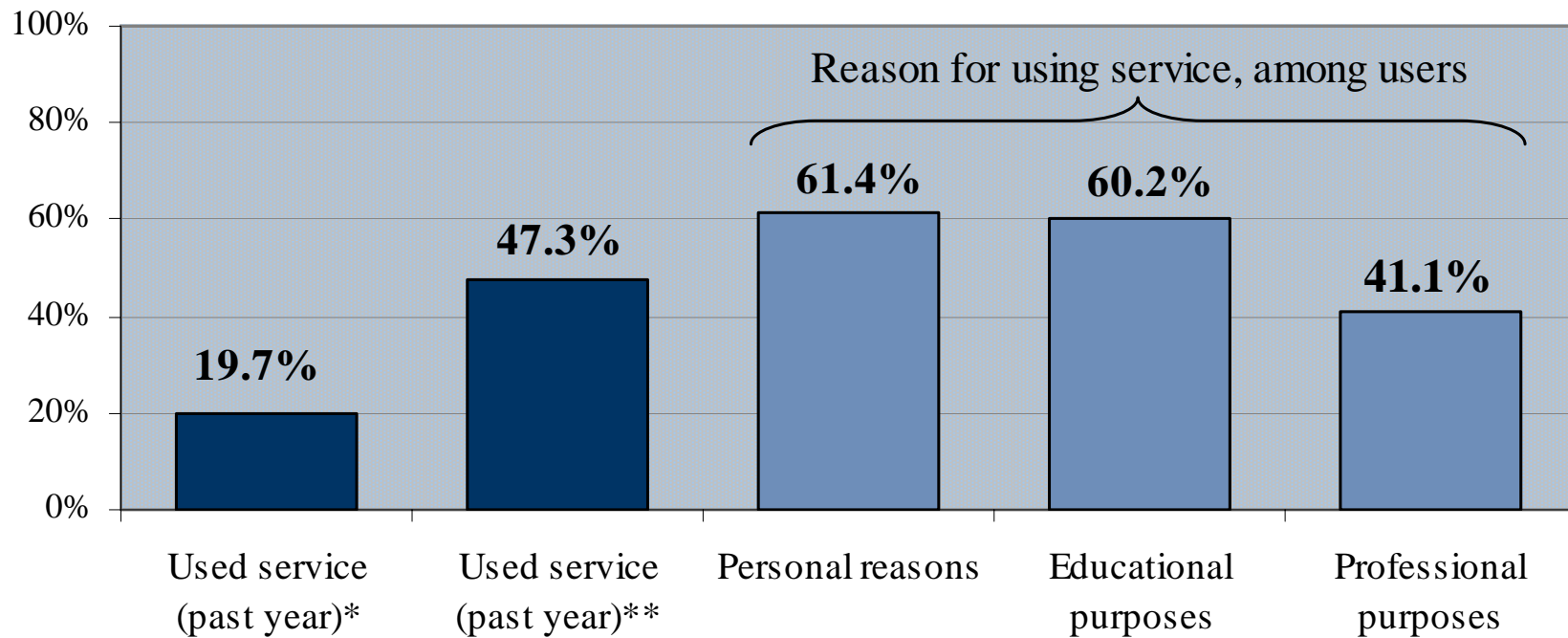
Reasons for using library	Quotes
Easy to use (11.7%)	<p><i>“I can use their on-line catalog to order my book and pick it up when its ready.”</i></p> <p><i>“I have been reading books very fast, and it is simple and easy to get them out of the library instead of spending the money owning the books. The library made it easy to use my library card with a key tag.”</i></p> <p><i>“On-line management of my account, free delivery to local branch of book requests. It’s like Amazon.com... only free.”</i></p>
Selections and activities for children (11.3%)	<p><i>“My daughter is in elementary school and we visit to select books from her suggested reading list supplied by her teachers.”</i></p> <p><i>“My six-year-old son likes to read. My daughter was taking the ASVAB test and needed the practice book.”</i></p>

Online Access to Full-Text Articles



* *Very or somewhat interested.*

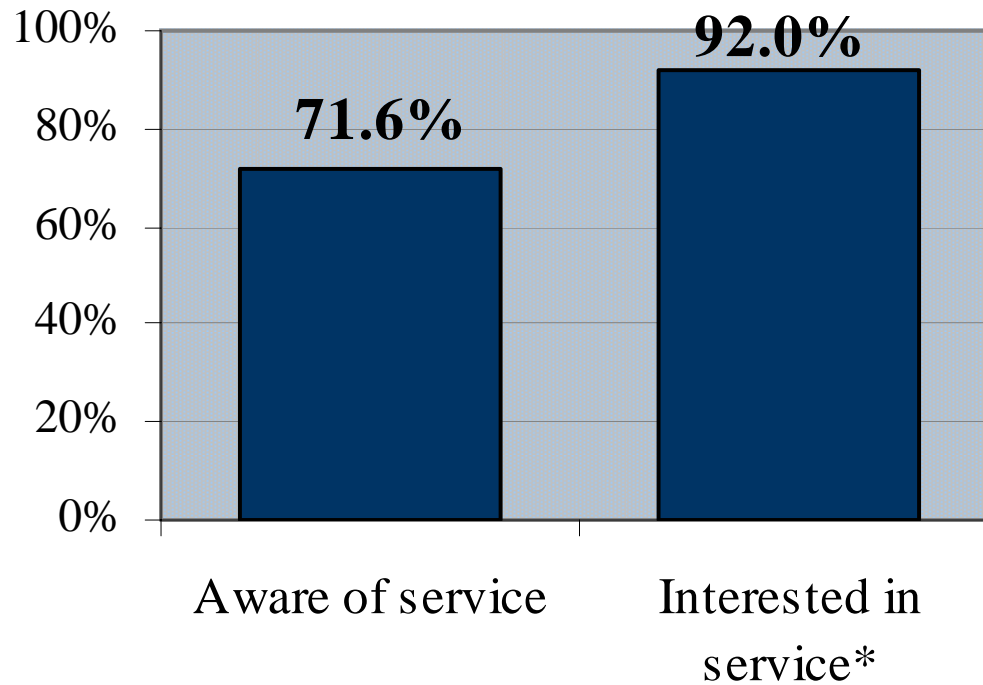
Use of Online Access to Full-Text Articles



* Among all respondents.

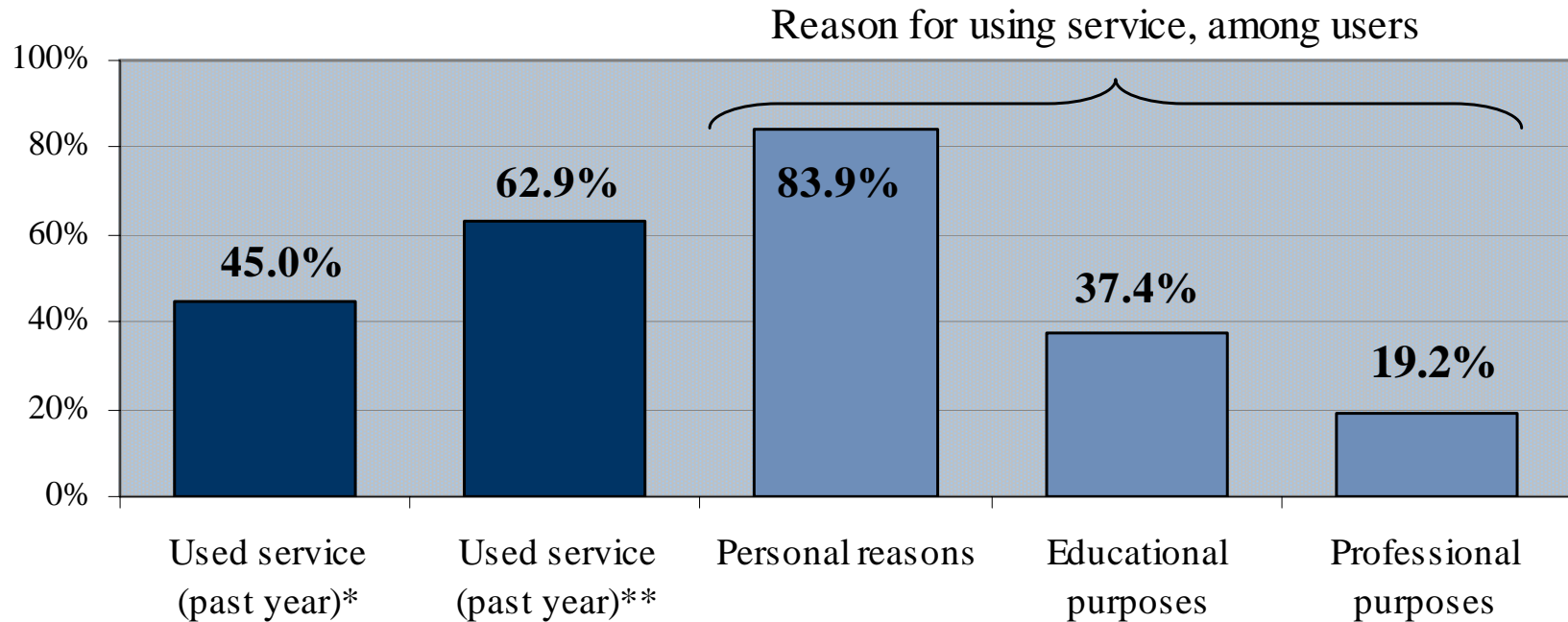
** Among respondents aware of the service.

Interlibrary Loans



* *Very or somewhat interested.*

Use of Interlibrary Loans

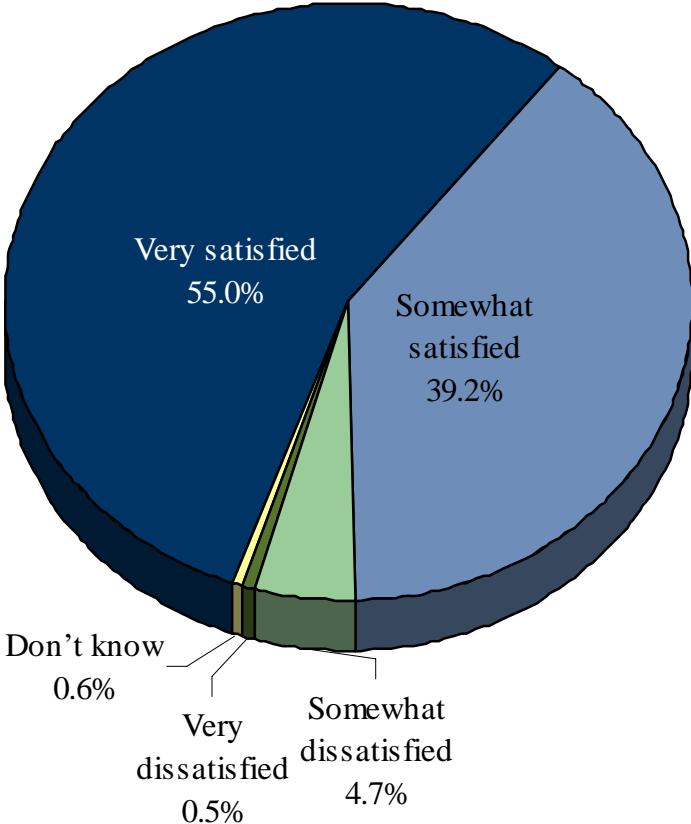


* Among all respondents.

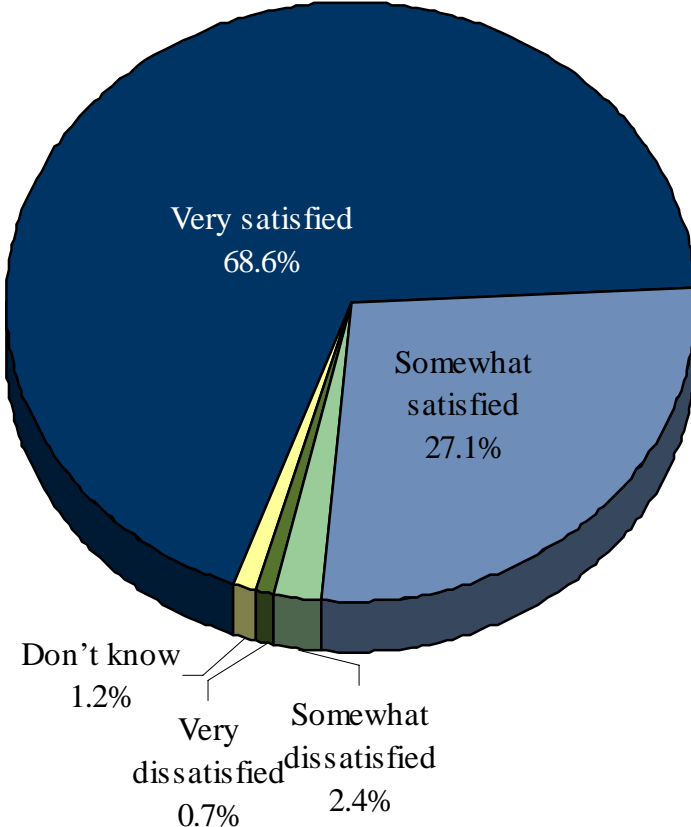
** Among respondents aware of the service.

Satisfaction With Primary Library

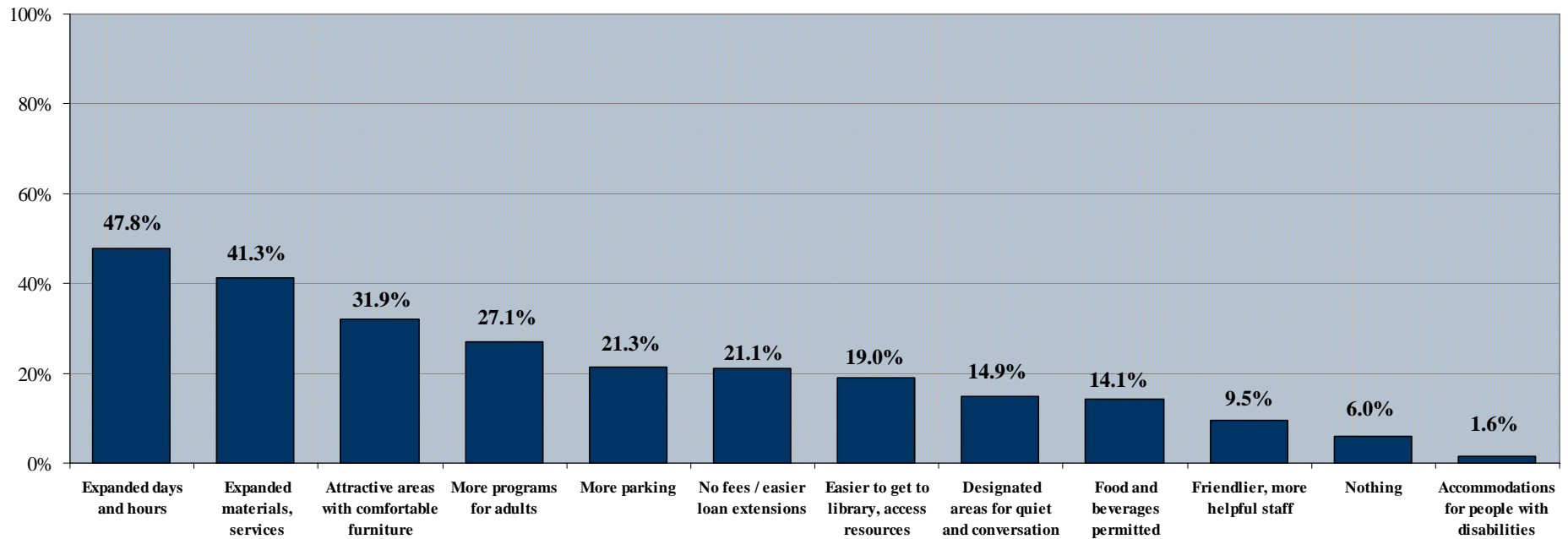
Overall Satisfaction With Library



Satisfaction with Library Staff



Changes That Would Increase Library Use



“What services would you like your library to provide?”

Desired services	Quotes
Recreational programs and services (24.5%)	<p><i>“Adult education classes in topics such as cooking, travel, or other hobbies.”</i></p> <p><i>“Activities for seniors, such as bridge groups.”</i></p> <p><i>“Lessons in creativity; for example, art lessons for kids, sewing lessons.”</i></p>
Expanded or improved technological resources and services (18.2%)	<p><i>“Computer training including how to use a Blackberry, an iPod or an MP3 player. Microsoft training and Excel training.”</i></p> <p><i>“If the library provided wireless Internet access and has a more comfortable area to read, I would use it more often.”</i></p> <p><i>“More electronic journal access. A move to have more books online.”</i></p> <p><i>“E-audio books, downloadable to my iPod.”</i></p>

“What services would you like your library to provide?” (cont.)

Desired services	Quotes
Expanded collection (16.3%)	<p><i>“Short-term software use (sort of try before buy).”</i></p> <p><i>“Documentary movie database (tape/DVD/etc.)”</i></p>
Enhancements to physical facility (13.4%)	<p><i>“A cozy reading area where you could bring a cup of coffee and relax.”</i></p> <p><i>“Increased play space for kids. . . . Cozy and comfortable adult reading space in the library.”</i></p> <p><i>“More of an area for kids to socialize in a safe environment.”</i></p> <p><i>“Provide a coffee-shop environment for meeting friends.”</i></p>

“What services would you like your library to provide?” (cont.)

Desired services

Quotes

More convenient hours (11.6%)

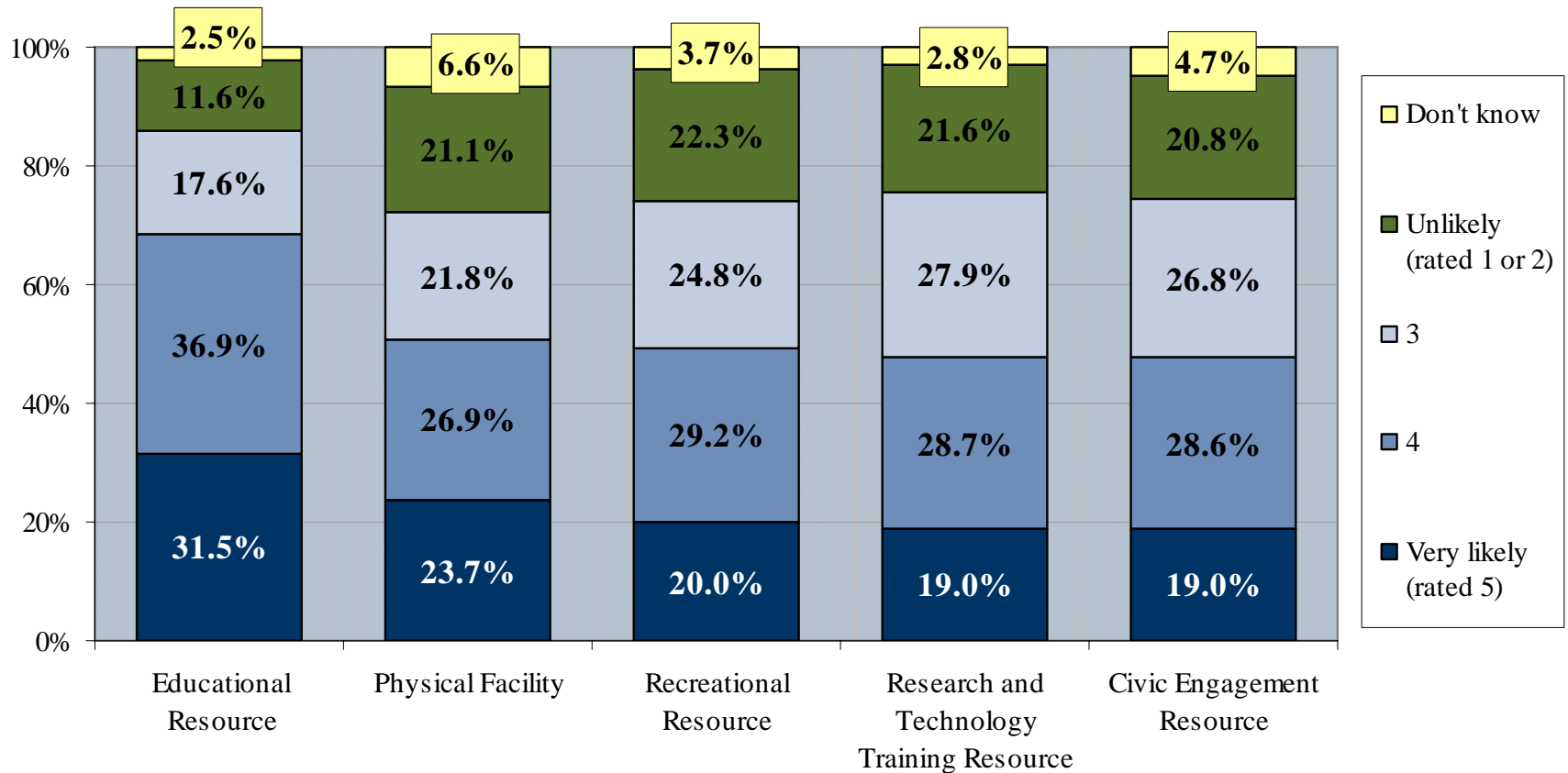
“I would be more motivated to use my local public library more often if I had more time off from work (I sometimes work 6 or 7 days per week) or the library open times matched with my occasional days off.”

“Being open later, and all weekend so I would not have to contend with the downtown traffic problem.”

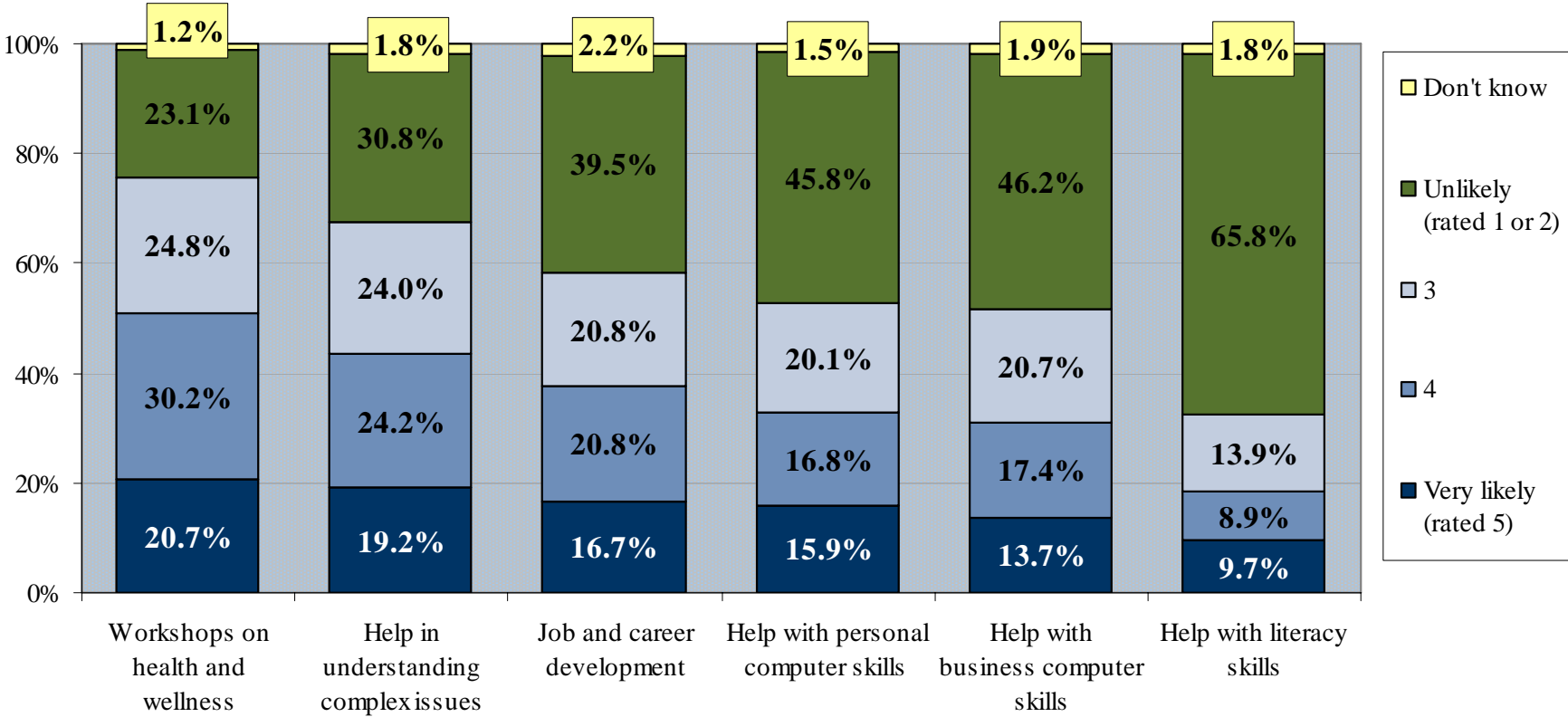
“The only thing that really limits my use of our library is its open hours.”

“More adult programming offered for working adults (evenings/weekends). Hours better suited to working adults.”

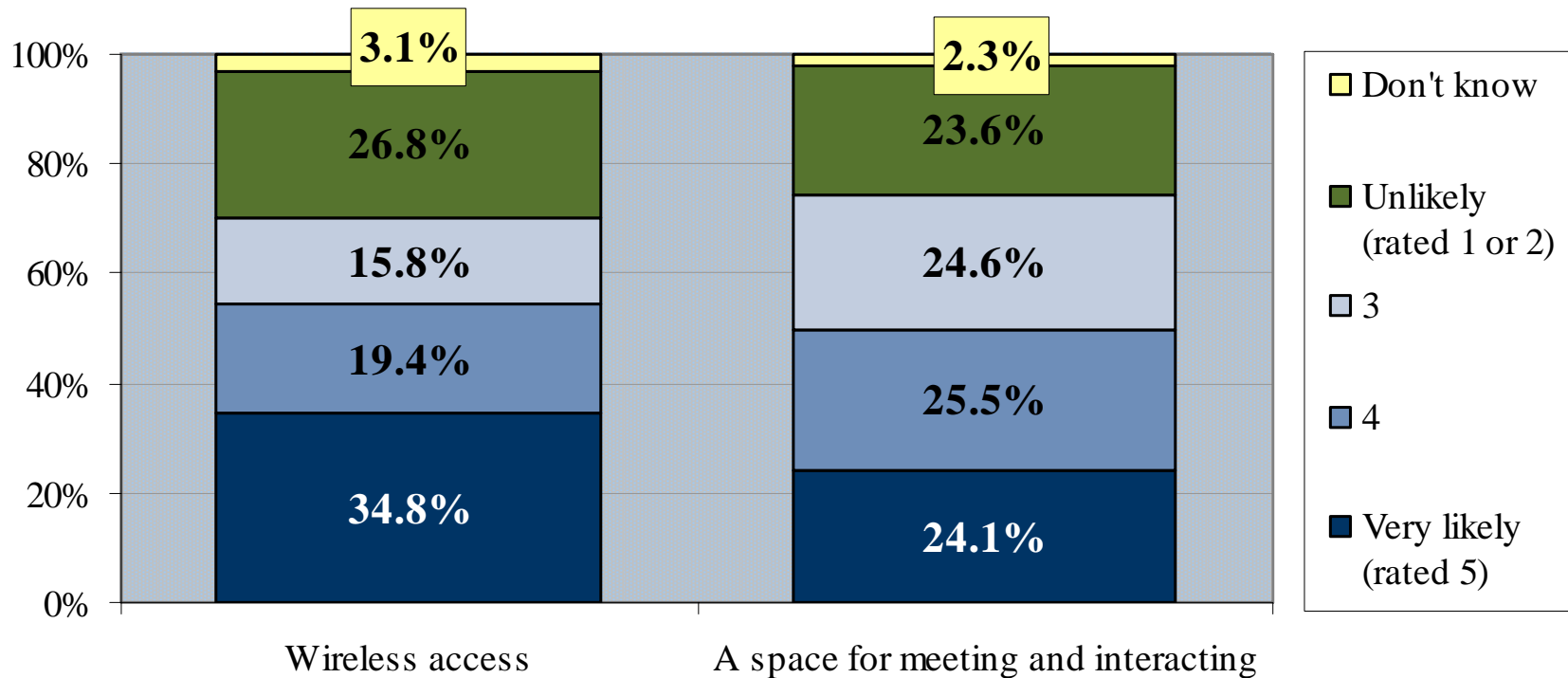
Likelihood of Using Library in Five Capacities



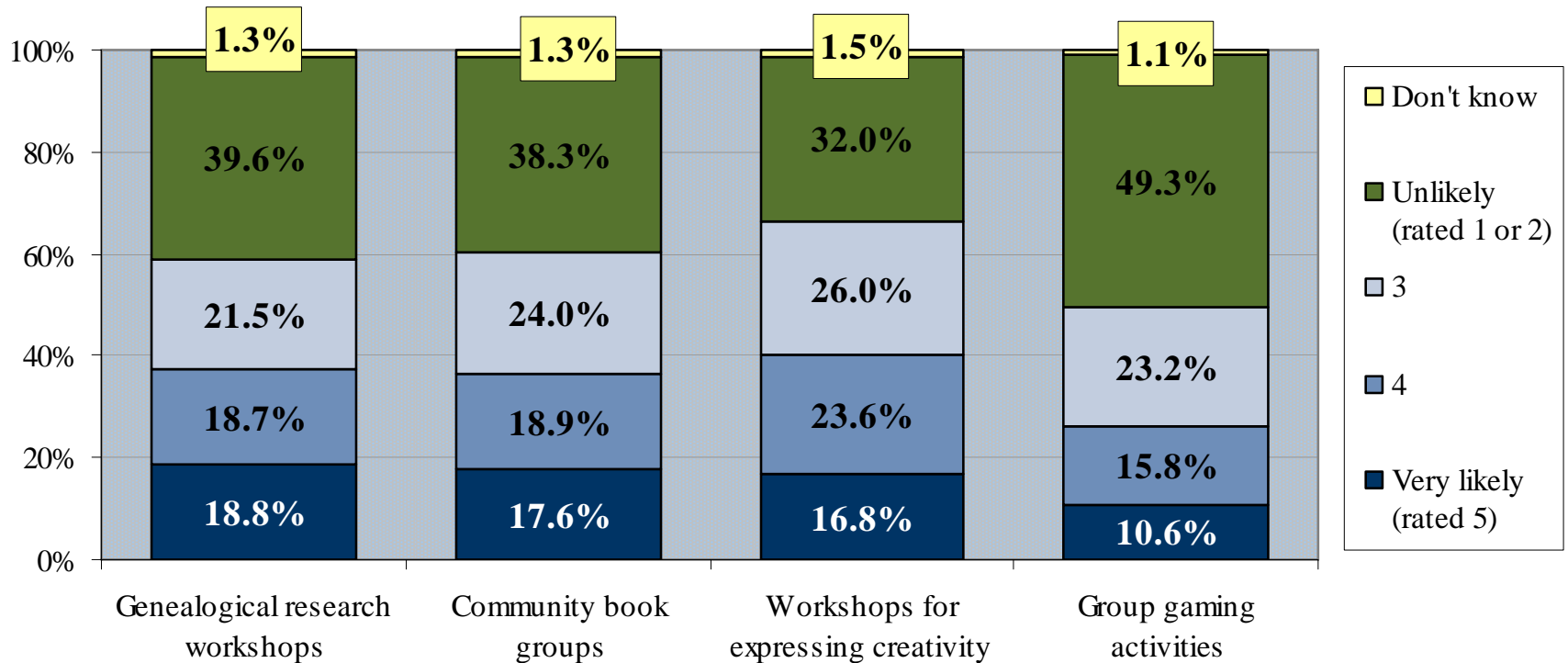
Likelihood of Using Library in an Educational Capacity



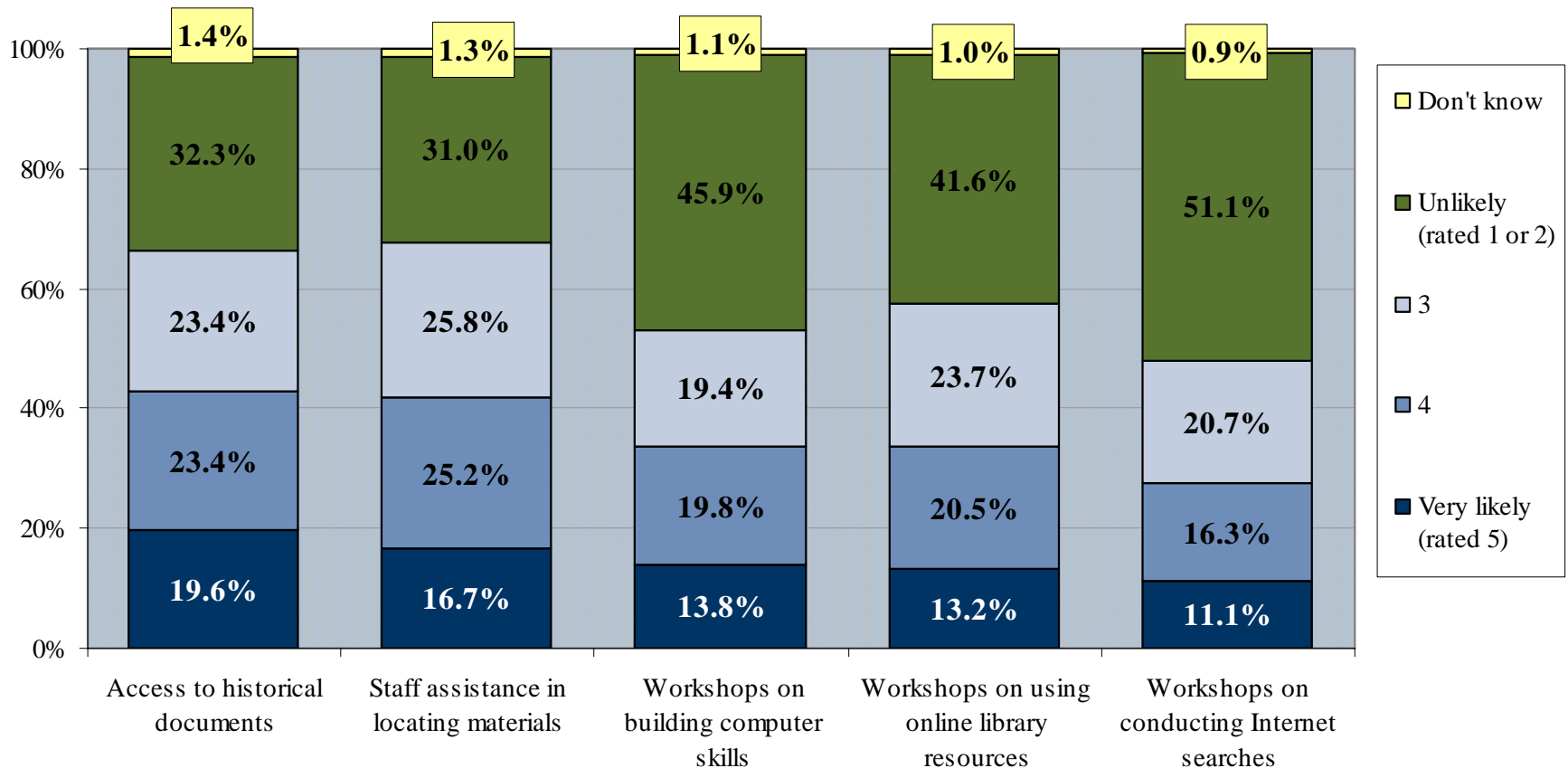
Likelihood of Using Library in a Physical Facility Capacity



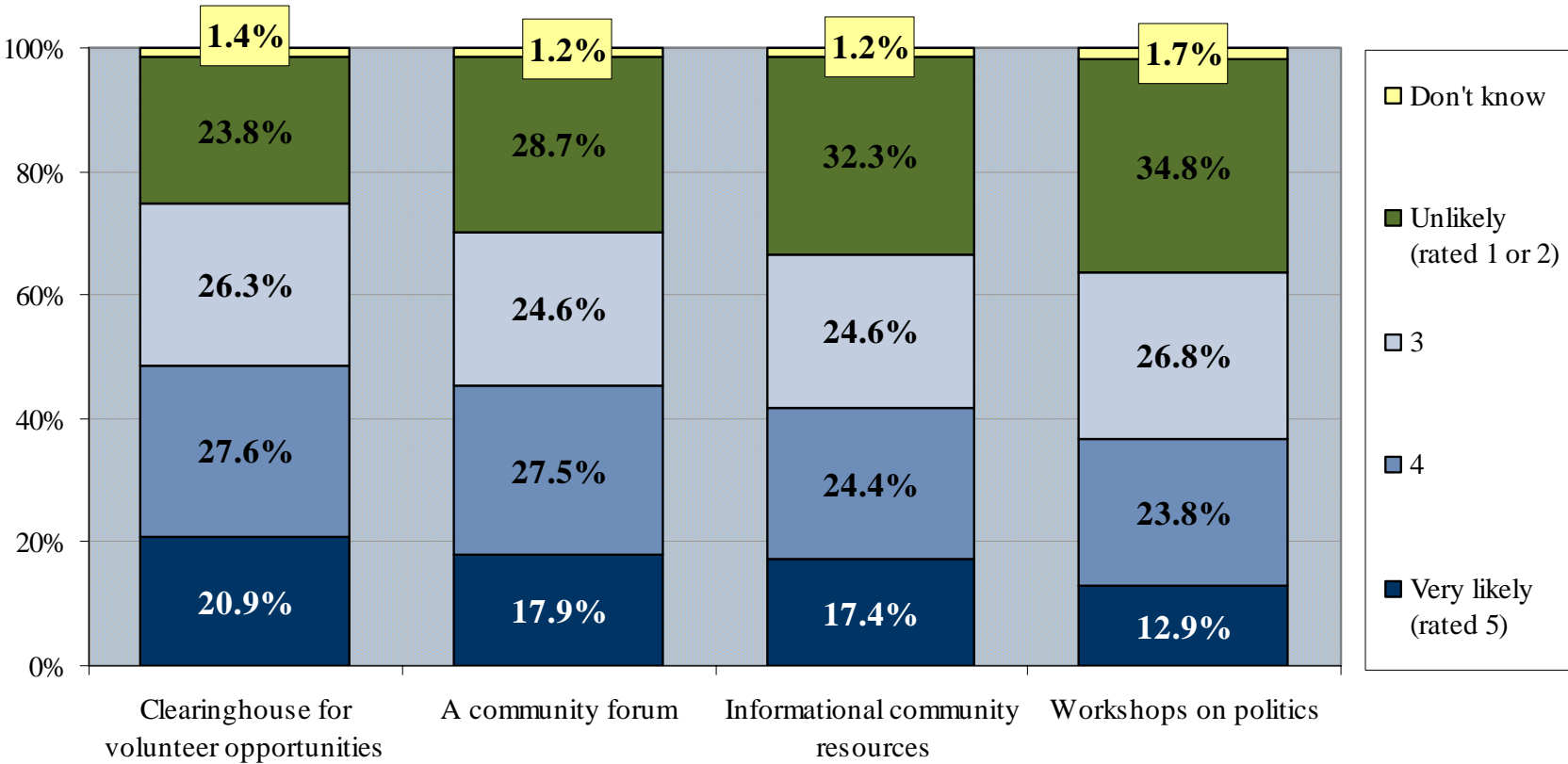
Likelihood of Using Library in a Recreational Capacity



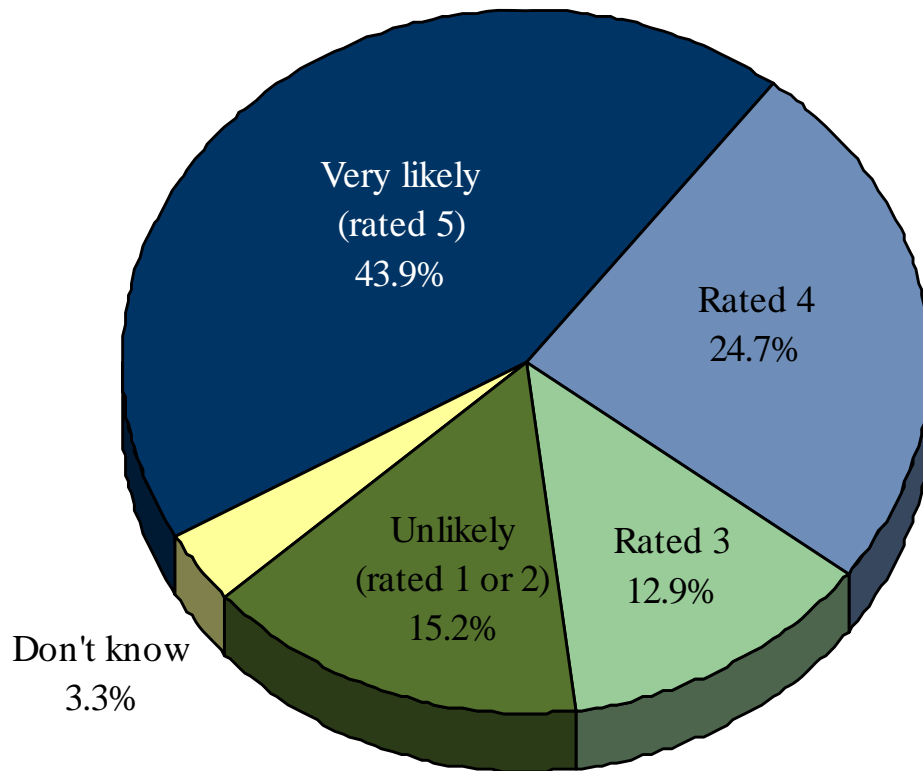
Likelihood of Using Library as a Resource for Research and Technology Training



Likelihood of Using Library as a Resource for Civic Engagement

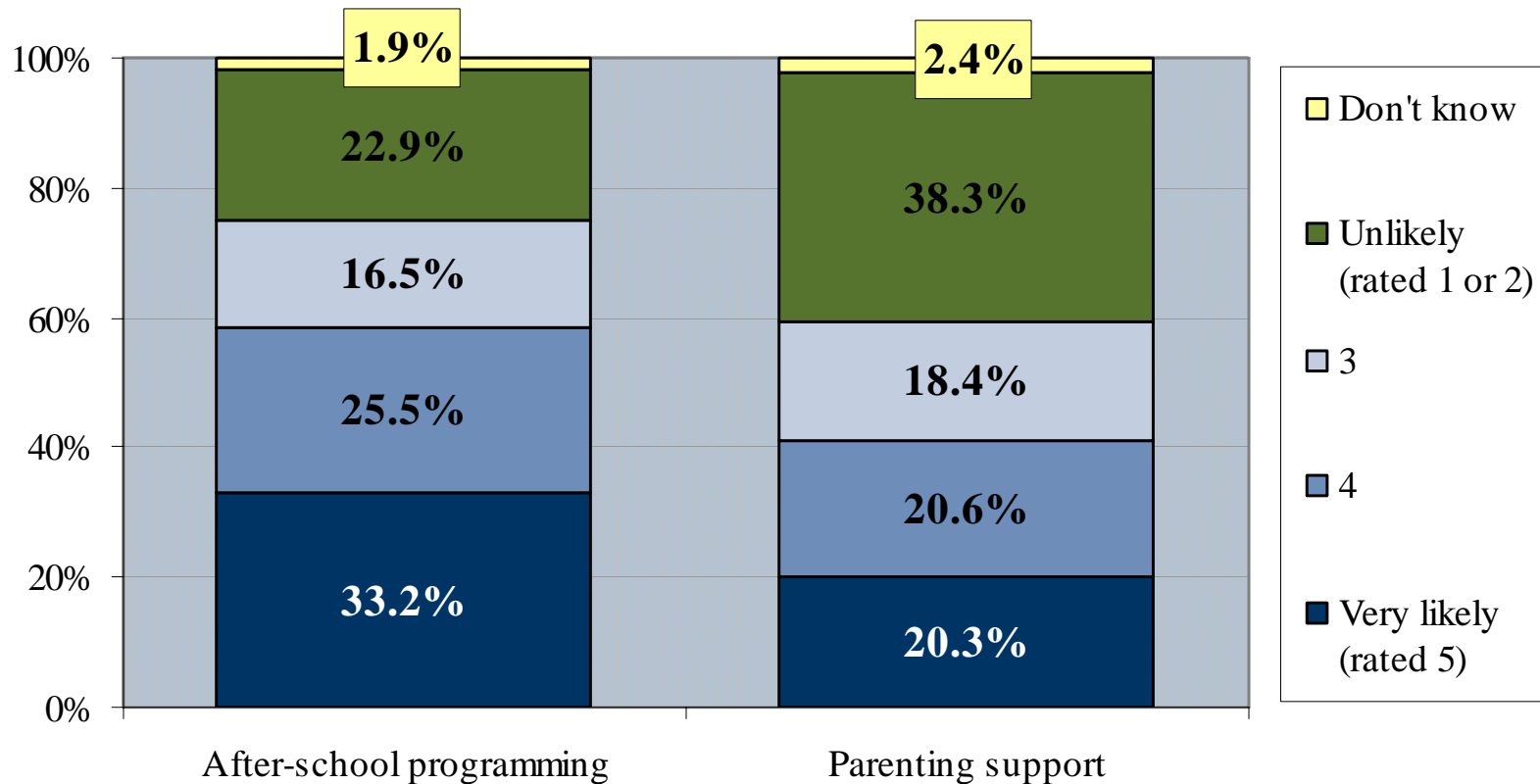


Overall Likelihood of Using Library as Hub for Parents and Children*



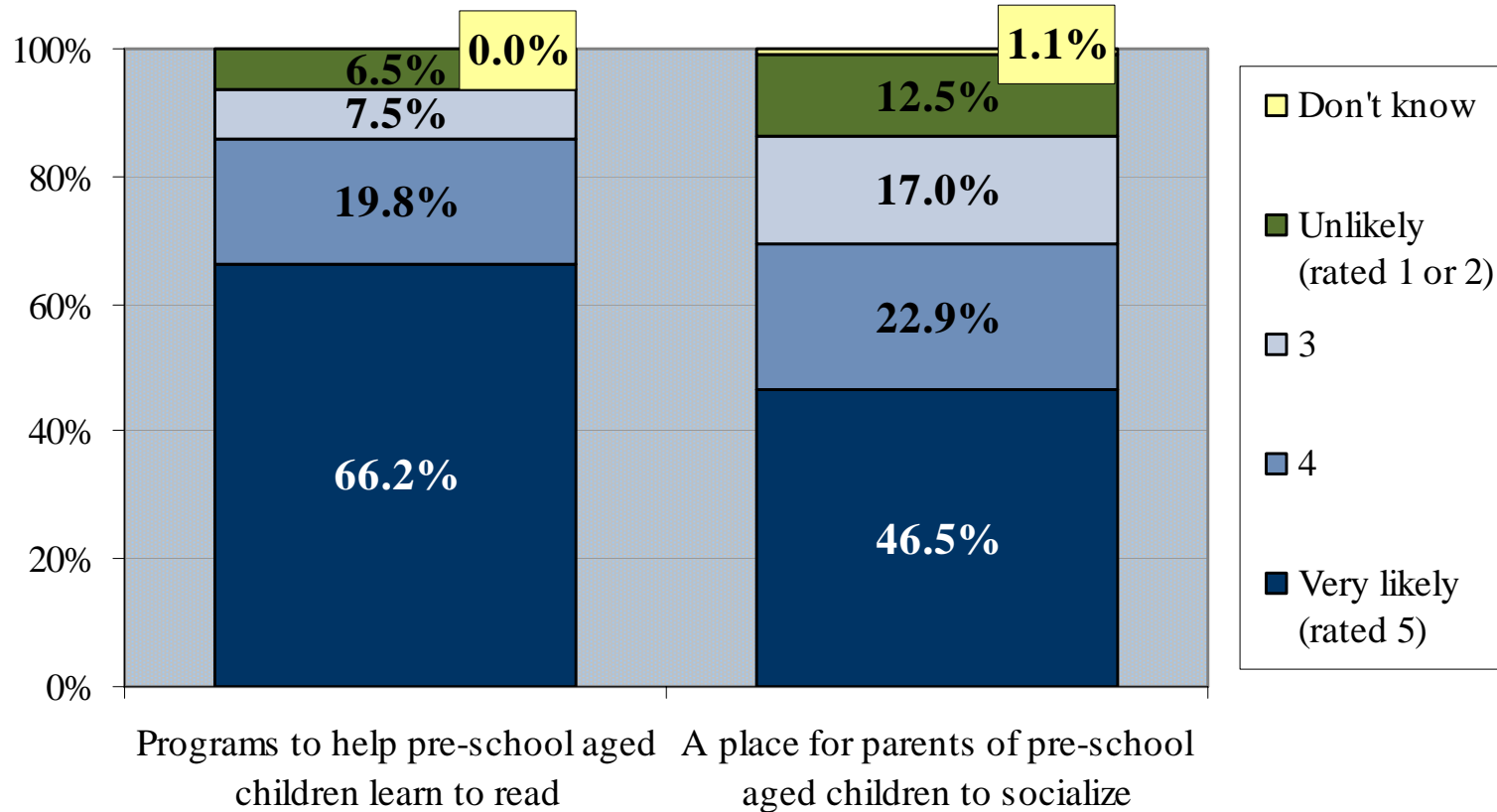
* Among respondents with children age 18 and under living in the household (N=365).

Likelihood of Using Library as a Hub for Parents and Children*



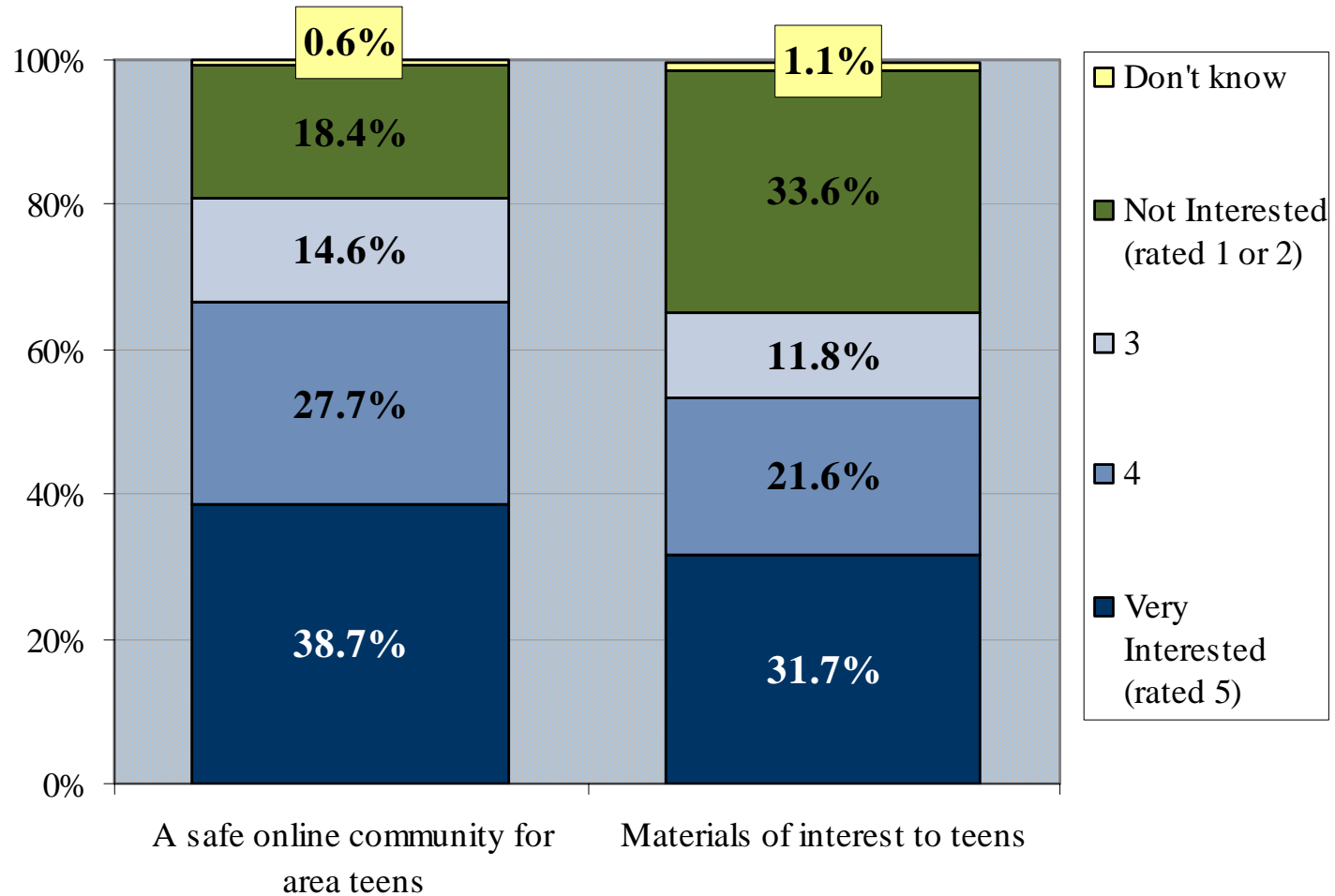
* Among respondents with children age 18 and under living in the household (N=365).

Likelihood of Using Library as a Hub For Parents and Preschool-aged Children*



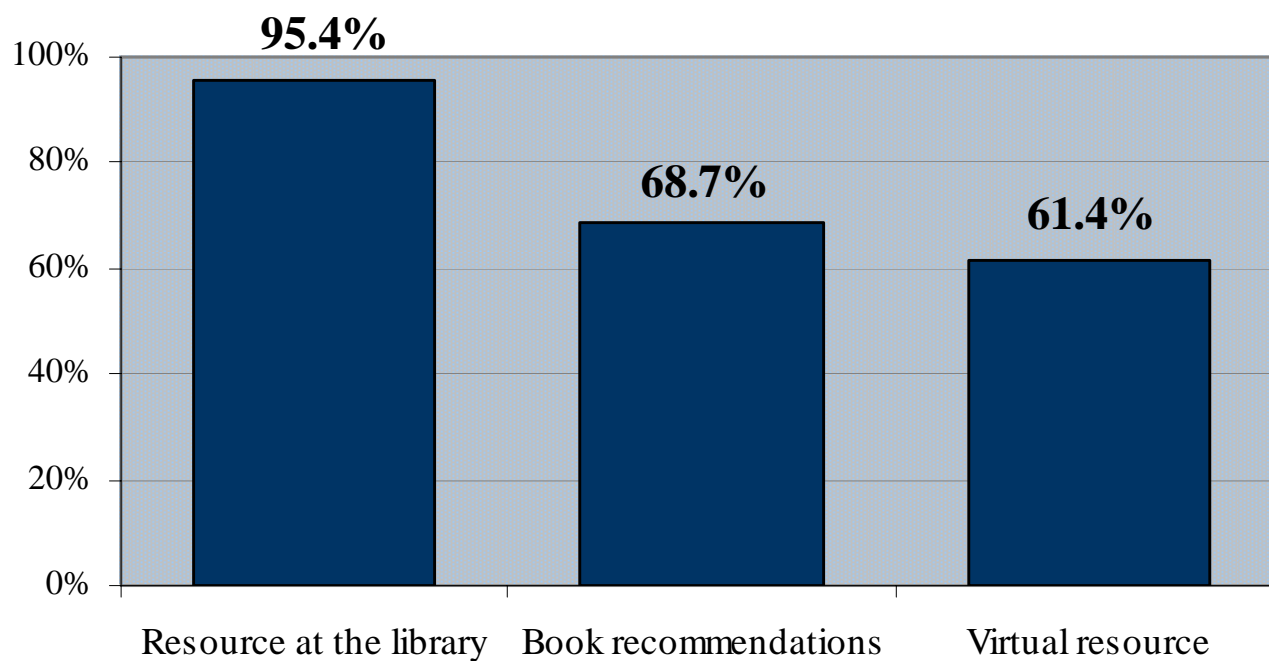
* Among respondents with children of preschool age living in the household (N=111).

Interest in the Library Providing Services for Teenagers*

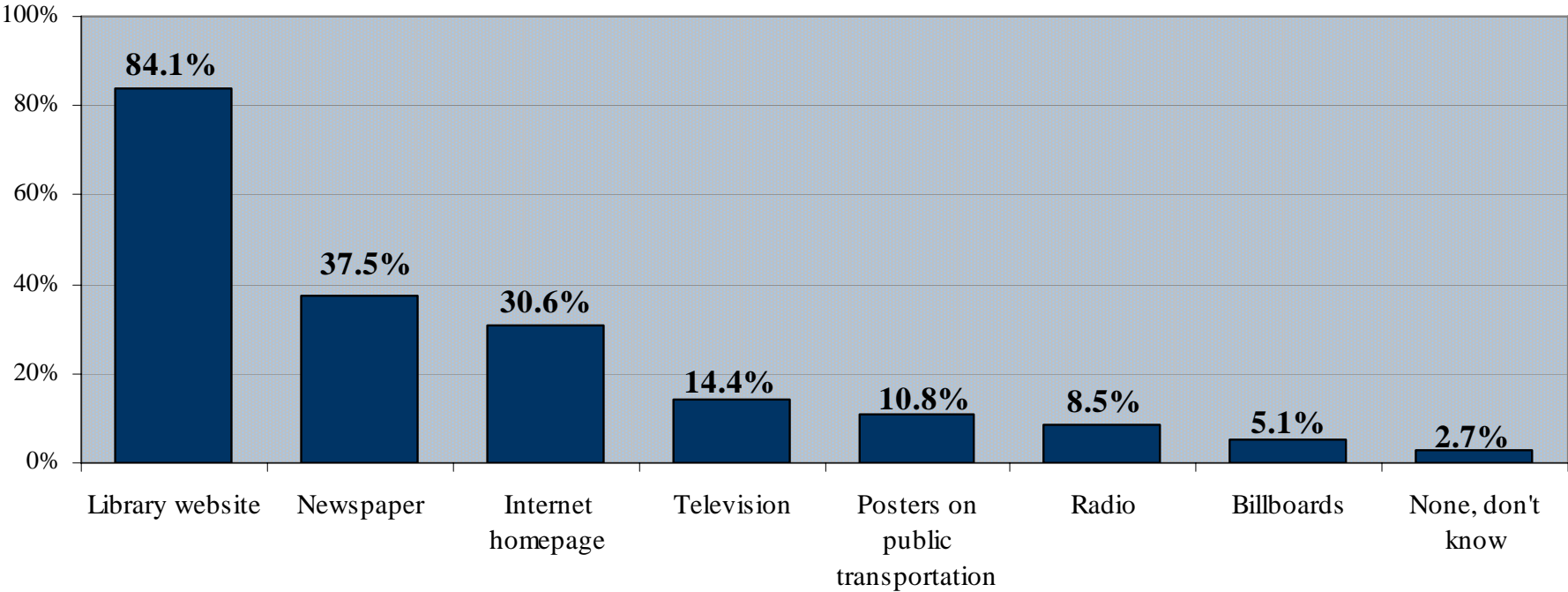


* Among respondents with teenage children living in the household (N=156).

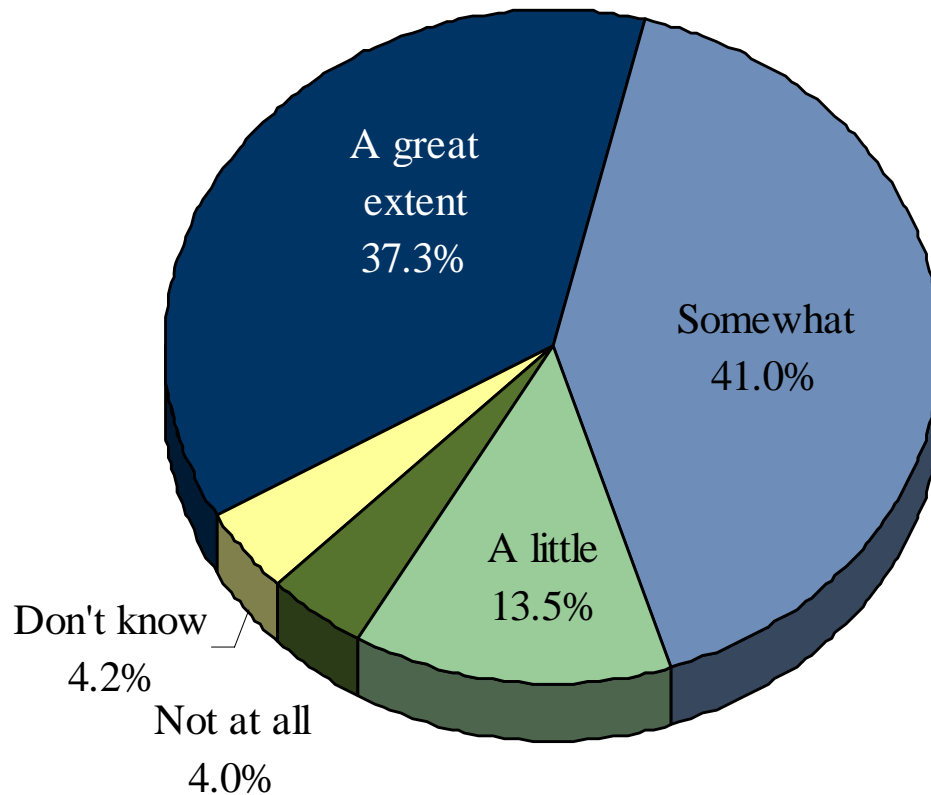
Perceived Role of Librarians



Preferred Sources of Information Regarding Library Resources

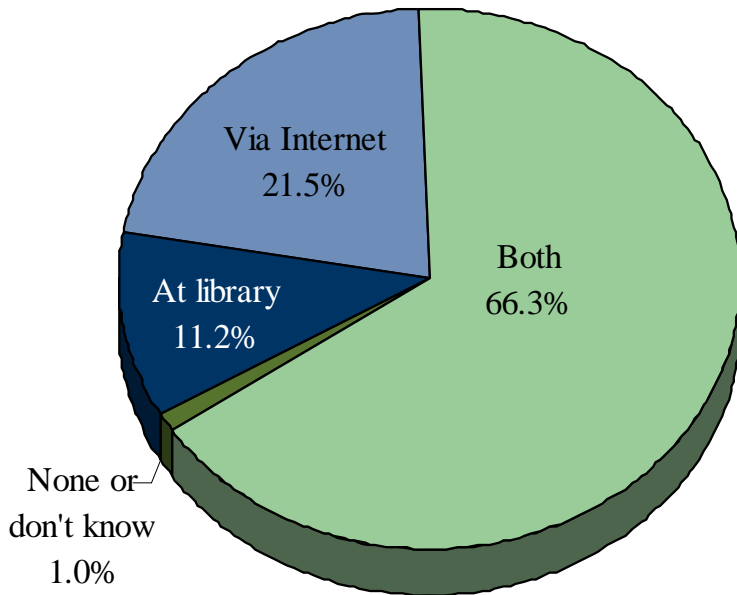


Supports Use of Public Funds for Informing Residents About Library Resources



Preferences Regarding Library Access

Preferred Means of Accessing Library Resources

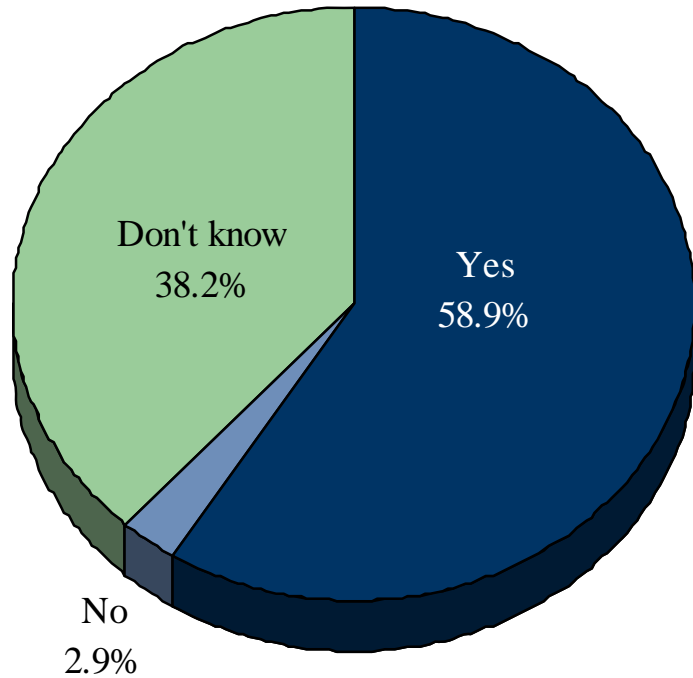


Who prefers these methods for access?

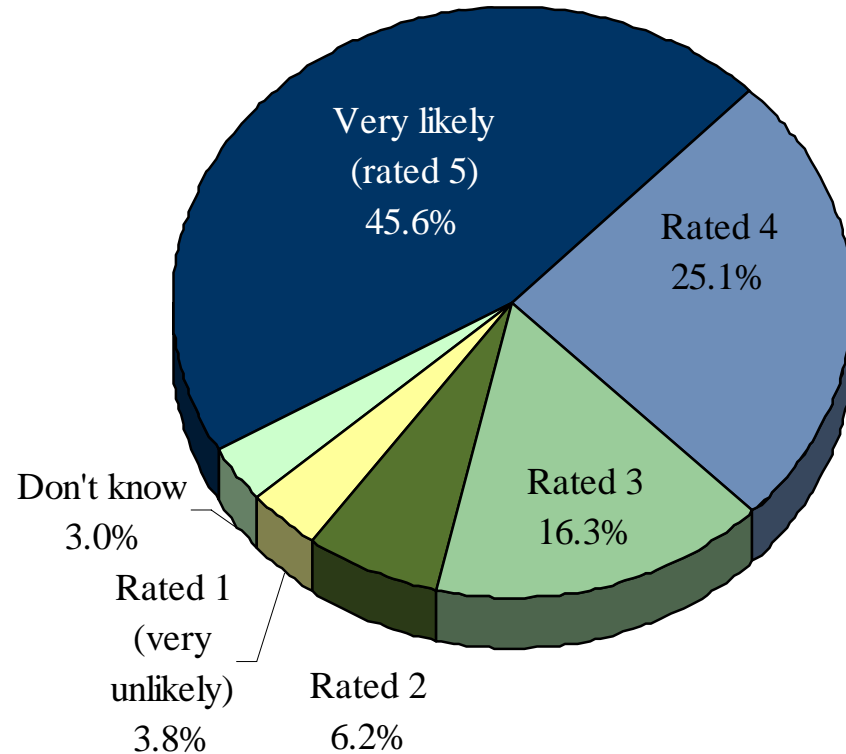
- | | |
|--------------------------|---|
| Physical facility | ▶ <u>Less educated</u> : 15.3% vs. 10.1% degree |
| | ▶ <u>Long-term residents</u> : 15.0% 20+ yrs vs. 8.9% <20 yrs |
| | ▶ <u>Public library</u> : 13.5% vs. 4.3% univ. |
| | ▶ <u>Library users</u> : 12.1% vs. 6.9% non-users |
| Internet | ▶ <u>Non-users</u> : 38.4% vs. 18.1% users |
| | ▶ <u>Suffolk Cty</u> : 29.0% vs. 21.5% total |
| | ▶ <u>No children</u> : 23.3% vs. 17.4% children |
| Both | ▶ <u>Library users</u> : 69.0% vs. 52.8% non-users |
| | ▶ <u>Women</u> : 68.3% vs. 62.3% men |
| | ▶ <u>Better-educated</u> : 68.3% vs. 59.6% without degree |

Library Website

Primary Library Has A Website



Likely to Access Library Website



Summary

- The vast majority of respondents have used a library in the past year and most have done so frequently.
- The vast majority of respondents use a public library as their primary library, with most others using college or university libraries.
- Library users are highly satisfied with their primary library overall and with the helpfulness and friendliness of library staff.
- Almost all of the respondents in this research have Internet access.
- The most desired changes for better meeting residents' needs and increasing library use are expanded days and hours of operation and expanded materials and services.
- Most survey respondents are aware of Massachusetts libraries' online interlibrary loan service, and almost all are interested in this service.
- The vast majority of survey respondents are interested in having online access to full-text articles.

Summary (cont.)

- Respondents are particularly interested in their libraries playing a role of an educational resource.
- Respondents are generally interested in their libraries playing a role as physical facilities for the community.
- Respondents are moderately interested in their libraries playing a role as a resource for research and technology.
- Respondents are moderately interested in their libraries playing a role as a resource for civic engagement .
- Respondents with children expressed high levels of interest in programs and services their libraries could provide for parents and children.
- Almost all respondents want librarians to act as a resource for library patrons, and most feel it makes sense for them to provide book recommendations and act as a virtual resource to assist patrons.
- Most respondents support the use of public funds to keep residents informed about library resources.

Recommendations

- Based on the findings of this research, we recommend that the MBLC should:
 - Develop and implement services and enhancements to Massachusetts libraries that are compelling, contemporary, and in line with what residents' find desirable in libraries.
 - Increase residents' access to area libraries.
 - Extend programs and services for parents and families.
 - Enhance libraries' physical facilities.
 - Develop a campaign to increase residents' awareness of library services and promote a new image of Massachusetts libraries.