Library Services and Technology Act
Five-Year Plan
2008-2012

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NORTH DAKOTA STATE LIBRARY
LIBRARY SERVICES and TECHNOLOGY ACT (LSTA)
FIVE-YEAR PLAN
2008-2012

Mission Statement

Provide access to information for North Dakota.

Needs Assessment

The North Dakota State Library will meet its mission through the implementation of the Library Services and Technology Act (LSTA) Five-Year Plan, the North Dakota Library Vision 2010, and the State Library's 2006-2011 Long Range Plan. (Attached are the North Dakota Library Vision 2010 and the North Dakota State Library 2006-2011 Long Range Plan documents.)

The State Library conducted three Focus Groups / Think Tanks in three locations throughout the state in February 2006. Participants included librarians from public, academic, school, and special libraries, library board members, and citizens. Five questions were asked that became the basis of discussion and information gathering. (The questions, information, and results from the Think Tanks follow this section.) The questions led to the identification of the needs of the librarians and citizens. The information was collected and organized. It has been interpreted and analyzed by the State Librarian and the North Dakota Library Coordinating Council, and incorporated into the LSTA Five-Year Plan.

A series of surveys were sent by e-mail and U.S. mail to school, public, and academic libraries. The services covered in the surveys included resource sharing/interlibrary loan, reference, talking books, the radio reading service, statewide cataloging services, and technical assistance/consulting services. The answers were evaluated and analyzed by the State Library administrative team and used both for evaluating the State Library LSTA services in the Five-Year Evaluation, and planning for LSTA future services for the Five-Year Plan. (The results of the surveys were included in the State Library's Five-Year Evaluation.)

Follow-up Think Tank meetings are planned for the winters of 2008 and 2010, again to be done in multiple locations throughout the state. Surveys will be done in the spring of 2009, and the information will be analyzed to see if the Five-Year Plan will need adapting and changing, and what services will be impacted.

Goals

Goal 1 Create a statewide community of libraries working together to provide quality library services in North Dakota.

Libraries must rely on cooperation and networking of all material, staff, and electronic resources to meet the information needs of North Dakota citizens. Twenty-first century libraries working together will enable North Dakotans to face the growing challenges of global interdependence and global competition; the ever-increasing information explosion; the continuing evolution in computer and communications technologies; and the increased need for lifelong learning, job retraining, and recreation.

LSTA Purpose: Providing electronic and other linkages among and between all types of libraries.

OBJECTIVES:

- Continue the development and strengthening of a comprehensive statewide online library catalog by adding the collections of North Dakota libraries to WorldCat.
- Develop and deliver statewide resource sharing by continuing and strengthening the statewide interlibrary loan and document delivery system.
- Support networking among all types of libraries.
- Provide training to library staff and citizens in using information resources.
- Provide shared electronic resources accessible to all citizens in all locations.

ACTIVITIES:

- Provide direct access to a statewide comprehensive online library catalog of standardized bibliographic records.
- Support connectivity, communication, bibliographic format (USMARC), document delivery, interlibrary loan, and Internet access.
- Build on existing structures and networks.

- Create and maintain an accessible North Dakota digital archive of historical and government documents, photographs, maps, etc.

- Equip librarians, students, faculty, and citizens to more effectively access the Online Library Resources and the state's online library catalog.

Goal 2 Develop and deliver library services to North Dakota citizens.

LSTA Purpose: Developing library services that provide all users access to information through local, state, regional, national, and international electronic networks.

LSTA Purpose: 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 of Management and Budget and revised annually in accordance with 42 USC Sec. 9902 (2) applicable to a family of the size involved.

OBJECTIVES:

- Provide access to WorldCat for all North Dakota citizens through a statewide contract.

- Provide library services to persons having difficulty using a library.

- Provide library services to citizens in underserved urban and rural communities.

- Develop library cooperative ventures for resource sharing.

ACTIVITIES:

- Provide electronic and other library resources in various formats to North Dakota citizens.

- Deliver library services to persons having difficulty using a library.

- Deliver library services to citizens in underserved and rural communities.

Goal 3 Assure equitable access to information resources and library services to individuals throughout the state.

Access to information and library services is of paramount importance to the individual and to society for survival in an information age.

L*STA Purpose: 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 of Management and Budget and revised annually in accordance with 42 USC Sec. 9902 (2) applicable to a family of the size involved.*

LSTA Purpose: Developing library services that provide all users access to information through local, state, regional, national, and international electronic networks.

OBJECTIVES:

- Provide library and information access and services for all citizens regardless of age, economic status, location, literacy level, ethnicity, or disability.

ACTIVITIES:

- Provide ongoing training in searching procedures to assure information competency and literacy.
- Provide library collections and services available to persons having difficulty using a library.
- Provide training grants to develop and train North Dakota professional librarians who deliver library services to citizens.
- Provide Online Library Resources for use statewide.

Evaluation Plan

Statewide resource sharing, reference services, and services provided to persons with disabilities will be evaluated through use of data gathered in annual statistical reports, user surveys measuring customer satisfaction, focus groups, site visits, and informal feedback from library patrons.

Focus group sessions will be held in various locations across the state to assess the benefits the grants have been to the community; how the services have strengthened the

North Dakota network of libraries; and how the services have expanded the awareness of the library in the community.

Activities

Listed under each goal.

Stakeholder Involvement

Focus group sessions called "Think Tanks" will be held to study the library and Information needs of citizens, students, libraries, librarians, state officials, and governing boards.

The North Dakota Library Coordinating Council will serve as the advisory council to the Library Services and Technology Act program and continue to update the long-range plan for North Dakota libraries entitled *Library Vision.*

The North Dakota State Library, the North Dakota Library Association, and the North Dakota Library Coordinating Council will work cooperatively to present training programs, foster the development of libraries, plan for the future of North Dakota libraries, and act as an advocate for libraries and librarians.

Communication and Public Availability

The Library Services and Technology Act Five-Year Plan for North Dakota will be made available to all interested parties via the State Library's Web site at http://ndsl.lib.state.nd.us. Individuals and institutions not having online access to the Web will be mailed a printed copy upon request. The State Library will from time to time make special announcements in its newsletter as a reminder of the plan's existence, outcomes, and successes. Brochures and electronic communication will be utilized to communicate general and specialized LSTA information to both the public and library communities.

Monitoring

Grants will be awarded to libraries that meet the North Dakota Long-Range Plan.

Quarterly and final reports will be required, reviewed, and evaluated by the North Dakota State Library and the North Dakota Library Coordinating Council.

Site visits will be made to grant recipients by North Dakota State Library staff and/or selected North Dakota Library Coordinating Council members.

Statewide services will be evaluated using instruments developed to measure customer satisfaction.

Think Tank Information

Librarians, library board members, and citizens had their chance to give input and share ideas on the future of North Dakota libraries during a series of "Think Tanks" held in Fargo, Dickinson, and Minot in February 2006. Over one hundred people attended the "Think Tanks" which were sponsored by the North Dakota Library Coordinating Council and the North Dakota State Library.

The "Think Tanks" were an effort for librarians to share ideas and gather information crucial to library services across the state now and in the future.

Listed below are the questions discussed and the information gathered.

What should the Library Vision 2010 and Library Services and Technology Act grant priorities be for the next two years? (LSTA guidelines do not allow funding of the following: building projects, purchase of library materials, operating expenses, or ongoing costs.)

Listed in priority order:

- Digitize unique, local material to make it accessible statewide.
- Training, including online.
- Automate libraries by adding them to the statewide catalog.
- New technology.
- Equipment.
- Interlibrary loan (ILL) – Demonstration ILL project, including couriers.
- Innovative / creative.
- Online Library Resources and E-books.
- Partnering school and public libraries.
- Access—extending existing services.
- Marketing.
- Preparing children 0-5 years old to read.
- Virtual reference service statewide.
- Develop consortiums.
- Needs assessment.

How do you see the Statewide Online Library Catalog looking in 2015? What is working? What should be changed?

Listed in priority order:

- Seamless searching of library catalogs, Internet sites, and Online Library Resources—enabling one-stop shopping.
- All North Dakota libraries' holdings in WorldCat.
- Localized digital content.
- User friendly.

- More digital resources available in the catalog including North Dakota history items and newspapers.
- Multimedia.
- Richer online catalog—all bells and whistles—Readers' advisory, pictures, etc.
- Online instruction.
- Training for changing ideas.
- Statewide interlibrary loan system.
- Institute courier system to relieve postage money.
- Electronic resources—complete and fast.
- Statewide library card.
- Virtual librarian available 24-7.
- Various formats available—all types.
- Personalized portal.
- Voice recognition.

How can libraries use their services to leverage economic development in the community?

Not in priority order:

- Create partnerships with other organizations in the community.
- Offer the library as a place for public events.
- Inviting people in.
- Make the building accessible.
- Provide meeting rooms for economic development committees and local businesses.
- Make technology available for use.
- Offer computer use instruction.
- Develop or expand a small business collection and promote it in the community.
- Create economic development center and opportunities.
- Attend Chamber of Commerce.
- Promote information literacy.
- Prioritize library services based on community needs:
    - Fax machine.
    - 24-hour service.
    - Notary public.
    - Online access.
    - Scanner.
- Libraries should be prepared to provide access to government information needed by business and economic development organizations.
- Get in the communication "loop" of the city planners.
- Feature library services as a quality of life issue in community economic development literature. Develop relationships with economic developers.
- Support work force development through referral and resource materials, i.e., literacy collections, English as a second language (ESL), bibliographic instruction.

- Visit public service organizations and see what they need or what we can do for them.
- Promote library as key component in quality of life.
- Teaming up with economic developers.
- Foster relationships with local business community.
- Job center and tax help.
- Reach out to former community members.
- Provide sense of place.
- Utilize display opportunities.
- Let community know about the library.
- Short seminars for special interest within the library.
- Sharing local histories.
- Start a foundation.
- Provide services to new immigrants, ESL.
- Move outside the walls of your facility.
- Library needs to be visible in community events.
- Libraries need to be reference centers for local community.
- Marketing.
- Open a branch in a developing area to revitalize.
- Provide information on grant opportunities for small businesses on economic development.
- Librarian should be on community committees.

What world trends may affect North Dakota library services? How?

Not in priority order:

- Public relations and outreach.
- Global business.
- Google-ization and Barnes & Noble-ization of libraries.
- Use of new technology.
- Need for accurate information.
- Funding issues.
- Security issues / identity theft.
- Aging population.
- Population shift.
- Cultural diversity.
- Shortage of volunteers.
- Increased use of genealogy searches.
- Text messaging iPod.
- Open 24/7.
- Survey to find people's needs—local market.
- Support of lifelong/nontraditional education.
- Distance education—get information faster.
- Religious/political views may lead to censorship or not offering differing information.

- Higher IQs.
- Hiring younger librarians.
- Easier world travel—cultural interactions—offer cultural resources.
- Gap between rich/poor—affects accessibility.
- Copyright laws limiting use of resources—anti-piracy, etc.
- Teaching patrons to evaluate information.
- Assess student knowledge—library accountability.
- Librarian needs a variety of skills.
- Generation gap—professional and with customers.
- Resource sharing.
- Innovative advertising of library resources.
- Trend in home schooling.
- Cost of energy.
- Isolation.
- Librarians need to address out-sourcing.
- No Child Left Behind.
- Rise of self-publishing—"vanity presses"—not legitimate resources!
- Mass retailers—lack of diversity, smaller bookstores don't survive to offer more unique resources.
- Losing libraries in schools—qualified library staff.
- Copyrights.
- Economic decline—demands on libraries are increasing.
- Sharing of resources—limited budgets.

How can we get information and library services out to where the people are rather than waiting for them to come to us?

Not in priority order:

- Develop regional/state strategies.
- Invite politicians to the library.
- Day care centers.
- Instruction/Training—Go out to schools, supermarkets, etc.
- Show yourself; i.e., Telephone Directory (*We Are Here*); Library = business.
- Commercials (PSAs).
- Cause publicity.
- Promotional material.
- Invite community members.
- Identifying alumni groups.
- Book clubs.
- North Dakota Library Association poster sessions.
- Neighborhood school libraries for drop off / pick up.
- Distribute books in bars or motels!
- Kiosks—banks, grocery stores, medical facilities, vet, dental.
- Friends of the Library (networking).
- Billboards in bathrooms.

- Free bookmarks (in grocery bags, in utility bill envelopes, etc.).
- Booths at conferences and events.
- Outreach—visit schools, booths, realtors, brochures, kiosks, rotary, businesses, assisted living facilities, etc.
- Booths (county and state fairs) / Career Days.
- Printed products—Web site, bookmarks, yellow pages.
- Newsletters, brochures.
- Open houses.
- Word of mouth.
- Traveling librarian (similar to ice cream truck, designed for each population).
- Tapping into existing groups—who can help!
- Partnership in advertising.
- Build relationships—network—cooperate—media—local businesses—organizations—other libraries.
- Partnerships—existing / new.
- Give back to the community—you help us; we help you.
- Partnerships with other agencies and schools.
- Make use of others' programs.
- Offer meeting rooms—attract people to the library.
- Training for seniors—low income, other groups, etc.
- Offer training.
- E-mail, instant-messaging.
- Free wireless for tourists.
- Bookmobiles—extend services, wireless access, update collection.
- Good, friendly, courteous service.
- Video conferencing—online tutorials, patrons, library staff.
- Drawing at booth—contact information would include e-mail address.
- Automation.
- Make your Web site a "virtual library."
- Library Web page.
- Coffee shop!
- Storefront annexes.
- More electronic resources.
- Free access to subscription services.
- More "Think Tank" forums at conferences; one-on-one situations.
- Statewide cooperative—virtual reference services, "chat reference."
- Drive-thru service—books + Starbucks = happy patrons.
- Utilize public access: reach more patrons—homebound.
- Remote access machine that provides microfilm.

Assurances

Attached.