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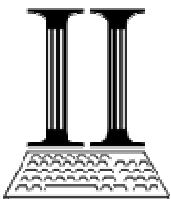
**FLORIDA ELECTRONIC LIBRARY
FIVE-YEAR EVALUATION
(2003-2007)**

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EXECUTIVE SUMMARY

This study assesses goal one of the Florida Electronic Library (FEL), *Florida residents have electronic access to information resources and services through the Florida virtual library*. More specifically, the current evaluation assesses progress towards meeting this goal through assessments of the degree the FEL meets initial outcomes created for this goal.

The current evaluation by the Information Institute of the FEL for the State Library IMLS five-year plan is an outcomes assessment of each of the FEL components. Results of the outcomes assessment presented in this report address *Section III: Results of an In-Depth Evaluation of the IMLS Guidelines for a Five-Year Report*. The IMLS guidelines for section III state:

Describe methods and findings of an in-depth evaluation of at least one goal/objective/program/project that used IMLS funds. If possible, this initiative should be one that produced a significant advance in library service in the state.

The intent of this study is to determine the degree the FEL produces a significant advance in library service for the state of Florida based on outcomes created for each FEL component.

Key Findings

The Florida statewide licensed database component of the FEL provides access for Florida residents to relevant information sources. Licensed database activities and outputs indicate continued growth in use of the statewide licensed databases (increased sessions and searches). Florida residents also increasingly use the statewide licensed databases to meet information needs (increases in downloads and retrievals).

The FEL portal and the virtual reference program (i.e., Ask a Librarian) show significant progress and increases in numbers of residents using the FEL to retrieve information through the FEL portal and the Ask a Librarian service. The FEL portal currently includes access to numerous databases and sources of information and licensed databases. In addition, the FEL portal allows Florida residents to retrieve information from multiple sources with a single search engine. The Ask a Librarian program provides virtual reference services to Florida residents and continues to grow in use and popularity as a statewide online reference service.

The FEL virtual union catalog provides access to holdings of participating Florida libraries to Florida residents. Participation levels presently do not include all potential Florida libraries; however, current marketing and dissemination efforts by the State Library, FLNC, FLIN, and other parties should produce a growth in participation based on the outputs and activities of this component.

Residents of Florida currently obtain materials (interlibrary loan) from participating Florida libraries through a variety of means (i.e., OCLC, full-text downloads, etc.). FEL developers continue with efforts to increase interlibrary loan access to materials held in Florida

libraries for Florida residents. FEL developers also continue to develop and utilize currently available physical and electronic delivery means for the exchange of ILL materials.

The Florida on Florida service provides Florida citizens access to digitized Florida historical materials (i.e., photos, copies of documents, etc.). The service aggregates metadata records into a single repository (union catalog). FEL developers have made significant progress in providing access to digital or electronic local content through the Florida on Florida service and continue to add holdings to current digitized collections. In addition, FEL developers expect to expand the number of collections with holdings in the FEL and to promote and support these digitization projects at the local level.

Based on the results presented above for each component of the FEL, the research team concludes the FEL meets the outcomes developed for the goal of this project. Based on the outcomes, the FEL produces a significant advance in library service for the state of Florida. In addition, based on the development levels of each component (i.e., planned and implemented) the FEL will continue to make significant progress towards meeting its goal by providing Florida residents electronic access to additional information resources and services through the FEL.

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Florida Electronic Library Five-Year Evaluation (2003-2007)

The Institute of Museum and Library Services (IMLS) requires an in-depth evaluation as part of a required five-year report of State Library activities. The in-depth evaluation is of one of the goals of the State Library's current long-range plan, *Gateway to Information through Florida Libraries, An Outcomes Plan, 2003-2007*¹ (hereafter referred to as the Plan). The State Library has selected the development and implementation of the Florida Electronic Library (FEL) as the goal for this in-depth evaluation. The outcomes assessment of the FEL, conducted by the Information Use Management and Policy Institute (Information Institute) of Florida State University meets this IMLS evaluation requirement.

Since 2002, the Information Institute has engaged in multiple evaluations of the Florida Electronic Library (FEL)². During this time, the Information Institute has conducted a needs assessment for the FEL³ and assisted in the clarification of the status and goals of the FEL,⁴ developed criteria and measures to assess the FEL,⁵ and developed evaluation plans and strategies for the FEL. In addition, the Information Institute has developed and conducted evaluations of the FEL Web site and of individual components of the FEL.

Prior Information Institute evaluations of the FEL include usability, functionality, and accessibility testing of various components of the FEL for the State Library⁶. As an ongoing evaluation effort, the Information Institute has conducted evaluations of the FEL Portal Product, the FEL web site, and the Digital Content Collection component as reported in *Evaluation of Selected Components of the Florida Electronic Library* (2004) and *2005-2006 Florida Electronic Library Evaluation Activities: Usability, Functionality, and Accessibility* (2006)⁷. In addition, the Information Institute completed marketing studies⁸ and developed an evaluation database of key statistical indicators to describe FEL activities for selected FEL components.⁹

¹ Florida Department of State. (2002). *Gateway to Information Through Florida Libraries: An Outcomes Plan, 2003-2007*. Available 13 November 2006 at <http://www.ims.gov/pdf/5yrplans/FLplan.pdf>.

² For additional information about FEL see: <http://www.flelibrary.org/>

³ Information Use Management and Policy Institute. (2002). *Creating a Five-Year Strategic Plan for Library Development in the State of Florida: Needs Assessment*. . Tallahassee, FL: Florida State University, Information Institute.

⁴ Information Use Management and Policy Institute. (2003). *Review and Evaluation of Selected Florida State Library Projects*. Tallahassee, FL: Florida State University, Information Institute.

⁵ Information Use Management and Policy Institute. (2003). *Measures and Statistics to Assess the Florida Electronic Library (FEL)*. Tallahassee, FL: Florida State University, Information Institute.

⁶ Information Use Management and Policy Institute. (2003). *Florida Electronic Library: Pilot Project Functionality Assessment*. Tallahassee, FL: Florida State University, Information Institute; and Information Use Management and Policy Institute. (2004). *Evaluation of Selected Components of the Florida Electronic Library*. Tallahassee, FL: Florida State University, Information Institute.

⁷ Information Use Management and Policy Institute. (2004). *Evaluation of Selected Components of the Florida Electronic Library*. Tallahassee, FL: Florida State University, Information Institute; & Information Use Management and Policy Institute. (2006). *2005-2006 Florida Electronic Library Evaluation Activities: Usability, Functionality, and Accessibility*. Tallahassee, FL: Florida State University, Information Institute.

⁸ Information Use Management and Policy Institute. (2005). *Marketing the Florida Electronic Library: A Survey of Selected Local Library Manager Views*. Tallahassee, FL: Florida State University, Information Institute; & Information Use Management and Policy Institute. (2006). *2005-2006 Florida Electronic Library Evaluation*

The current evaluation by the Information Institute of the FEL for the State Library IMLS five-year plan is an outcomes assessment of each of the FEL components. Results of the outcomes assessment presented in this report address *Section III: Results of an In-Depth Evaluation of the IMLS Guidelines for a Five-Year Report* (Requirement in IMLS state library reporting guidelines; contact State Library for source). The IMLS guidelines for section III state:

Describe methods and findings of an in-depth evaluation of at least one goal/objective/program/project that used IMLS funds. If possible, this initiative should be one that produced a significant advance in library service in the state.

The intent of this study is to determine the degree the FEL produces a significant advance in library service for the state of Florida. The results of this study build upon prior assessments and activities related to the FEL and of selected FEL components. Prior assessments and activities include those conducted and implemented between 2002 and 2006 by the Information Institute, the State Library, the Florida Library Network Council (FLNC), FEL work groups, and relevant activities of other parties and/or organizations.

Goals, Objectives, and Outcomes

As stated in the Plan, the goal for the FEL is *Florida residents have electronic access to information resources and services through the Florida virtual library* (Note: Currently referenced as the FEL). Meeting the above goal will help assure the establishment of ongoing assessment, fine-tuning, and improvement of the FEL; and will provide IMLS with an assessment of the current state of the FEL and of ongoing efforts to continue to develop and market the FEL. As part of an ongoing evaluation process, the research team developed objectives to assess the long-term goal of the FEL. Objectives for this study are:

- Review prior Information Institute FEL evaluations (i.e., 2002 – 2006) of the FEL and selected FEL components;
- Identify key findings from activities conducted by the State Library of Florida, the Florida Library Network Council (FLNC), and other FEL work groups that describe past and current levels of development and implementation of FEL components; and
- Conduct an outcomes assessment of the development and implementation of the overall FEL and of selected FEL components from 2002 to present for the IMLS LSTA five-year report.

Evaluation efforts of the current project will continue to assist the State Library in the ongoing development and implementation of the FEL and in meeting the long-range FEL goal.

The FEL presents interesting challenges from an evaluation perspective. The FEL is currently comprised of the six components listed below:

Activities: Usability, Functionality, and Accessibility. Tallahassee, FL: Florida State University, Information Institute.

⁹ Information Use Management and Policy Institute. (2005). *Evaluation Activities for the Florida Electronic Library: Data Collection Strategies and Statistics - Interim Report.* Tallahassee, FL: Florida State University, Information Institute.

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

As the electronic library project progresses, the FEL may evolve to include other services and additional programs. At this time, however, these six components (above) are the focus of the evaluation plan proposed in this document.

FEL developers created a number of outcomes to assess progress of the FEL in meeting goal one. Outcomes for the goal of this project relative to the FEL components include:

- Outcome 1: Florida residents use statewide licensed databases for informational needs (Statewide Licensed Databases).
- Outcome 2: Residents use the Florida Virtual Library portal to retrieve information from multiple sources with a single search engine (Portal and Virtual Reference).
- Outcome 3: Residents use the virtual union catalog to access holdings of libraries in Florida (Virtual Union Catalog).
- Outcome 4: Residents obtain materials from any Florida library through interlibrary loan or a statewide virtual borrower's card (Interlibrary Loan).
- Outcome 5: Residents access digital or electronic local content through the virtual library (Local Digital Content).

FEL programs selected by the State Library for inclusion in the outcomes assessment for goal one include *Florida on Florida*, the *Florida Memory Project*, *FloridaCat*, *Florida's Ask-A-Librarian*, the *statewide Florida database-licensing program*, and the *Florida Portal*.

In addition to findings from the outcomes assessment, this report presents an overview of findings relative to the following areas as required activities of the long-range plan:

- Stakeholder involvement (i.e., library staff surveys, interlibrary cooperation, network development planning, FLNC guidance to the State Library, etc.); and
- Communication (i.e., public awareness campaigns launched to promote the FEL and FEL components, marketing efforts by the State Library, marketing evaluations by the Information Institute, etc.).

Discussion of the results of the outcomes assessment includes information collected in reports, evaluations, and other sources (including anecdotal) from all potential users (i.e., library staff and library users) in the following areas of interest: satisfaction, current and future functionality, cost savings and benefits, training needs and issues, and future direction.

In 2002, FEL developers selected web-based surveys as the source/method for each outcome listed above and the results of these surveys as the indicators for each outcome. Since that time, however, FEL developers and researchers determined web-based surveys do not provide sufficient numbers of responses to posted questions or anecdotal data received to use the results of the surveys as effective indicators, or as the source/method for the outcomes. Of the web-based surveys attempted by FEL developers and researchers since 2003, none produced significant numbers of responses to allow adequate current assessments (FY 2006) based on the surveys (completed FY 2003-2005 when conducted). Some potential explanations include:

- Timing of surveys – surveys were scheduled during the development and initial implementation stage of most components when usage was lowest;
- Pop-up blockers and other Internet security applications make it difficult for many users aware of the components to access the surveys; and
- Usage (overall) of the FEL has grown to such an extent in the past couple years that results of web-based surveys collected during low usage periods (initiation of components) do not reflect current usage numbers well.

Assessment of outcomes for this evaluation of the FEL will rely on levels of completion of activities and selected outputs that result from those activities instead of web-based surveys.

Project Task I (August 15, 2006 – October 15, 2006)

The research team conducted an in-depth analysis of existing FEL evaluation reports and other related documents and material to identify results of activities, outputs, indicators, and source/methods for each outcome of the goal of the project. The research team provided the state library liaison with a list of the various reports and documents that the Information Institute has produced related to the evaluation of the FEL since 2002. The State Library provided the research team with documents, reports, and other data sources relative to the outcomes assessment.

Methodology

The research team met on a regular basis, both in person and via email with the State Library Liaison and other parties to insure that all the appropriate FEL evaluation reports, documents, data, or related information possible to obtain was available to the study team. Sources for review include:

1. State library supplied information sources (i.e., state library reports on activities and development activities of the FEL from 2002 to present); and
2. Information sources contained in reports of prior research conducted by the Information Institute study team (i.e., from fiscal years 2002 to present).

The study team coordinated with the State Library Liaison to identify any additional data collection sources needed to meet IMLS report requirements. Data identified in the reports and other sources include information on activities, outputs, indicators, and source/methods for each outcome of the goal of the project. Results of task 1 efforts are included along with the findings from task 2 in the *Evaluation Results* section of this report (below).

Project Task 2 (August 15, 2006 – December 15, 2006)

The research team conducted an outcomes assessment of each outcome (presented above) activities, outputs, indicators, and source/methods relevant to FEL development and implementation from 2002 – present. The State Library presented the study team with the guidelines for goal 1 (See Appendix A). Results of the evaluation include the following information:

- Status reports on activities listed for each outcome of Goal 1 (Note: If an activity was not implemented a brief explanation is given. Any additional activities are also supplied);
- Data for the outputs and indicators for Goal 1 (Note: Any additional output and indicator data available is included in the assessment); and
- Results collected from evaluations, focus groups, etc. of all potential users (library staff and library users).

Information collected from potential users include comments and responses in areas relative to the FEL and FEL components, such as satisfaction, current and future functionality, marketing/communication, cost savings and benefits, training needs and issues, use barriers, and the future direction of the FEL.

Methodology

The research team met with the State Library Liaison to establish specific data collection strategies for each type of data needed to conduct an in-depth outcomes assessment of each outcome. Three primary sources provided data for each outcomes assessment. The sources are:

1. State library supplied information sources (i.e., state library activities in the development of the FEL from 2002 to present);
2. Information sources contained in reports of prior research conducted by the research team (i.e., from fiscal years 2002 to present); and
3. Information collected from additional data identification and collection efforts (i.e., focus groups and interviews of key stakeholder groups and individuals).

The study team, along with the State Library Liaison determined that the data sources identified above sufficiently meet IMLS outcomes assessment requirements. Results of the data collection effort and outcomes assessments appear in the *Evaluation Results* section (below).

EVALUATION RESULTS

The study team conducted an outcomes assessment as required by IMLS of the FEL (Figure 1 below) based on the original goal and outcomes identified in 2002. Each outcome includes a list of activities, outputs, outcome indicators, and source/methods to match the activity as presented in the long-range plan. This report presents the results of the outcomes assessment by outcome.

Activities listed for each outcome are the original activities listed in the State Library of Florida long-range plan. Current assessment of the activities for each outcome includes a brief overview of the results of each activity along with explanations for changes to an activity when necessary that may have occurred since 2002, such as altering the purpose of the activity or not conducting the activity. Assessment of each outcome follows the presentation of activities, outputs, indicators, and source/methods.

NOTE: Figures in the results present data, unless otherwise noted, by federal fiscal year (Oct 1 – Sep 30).

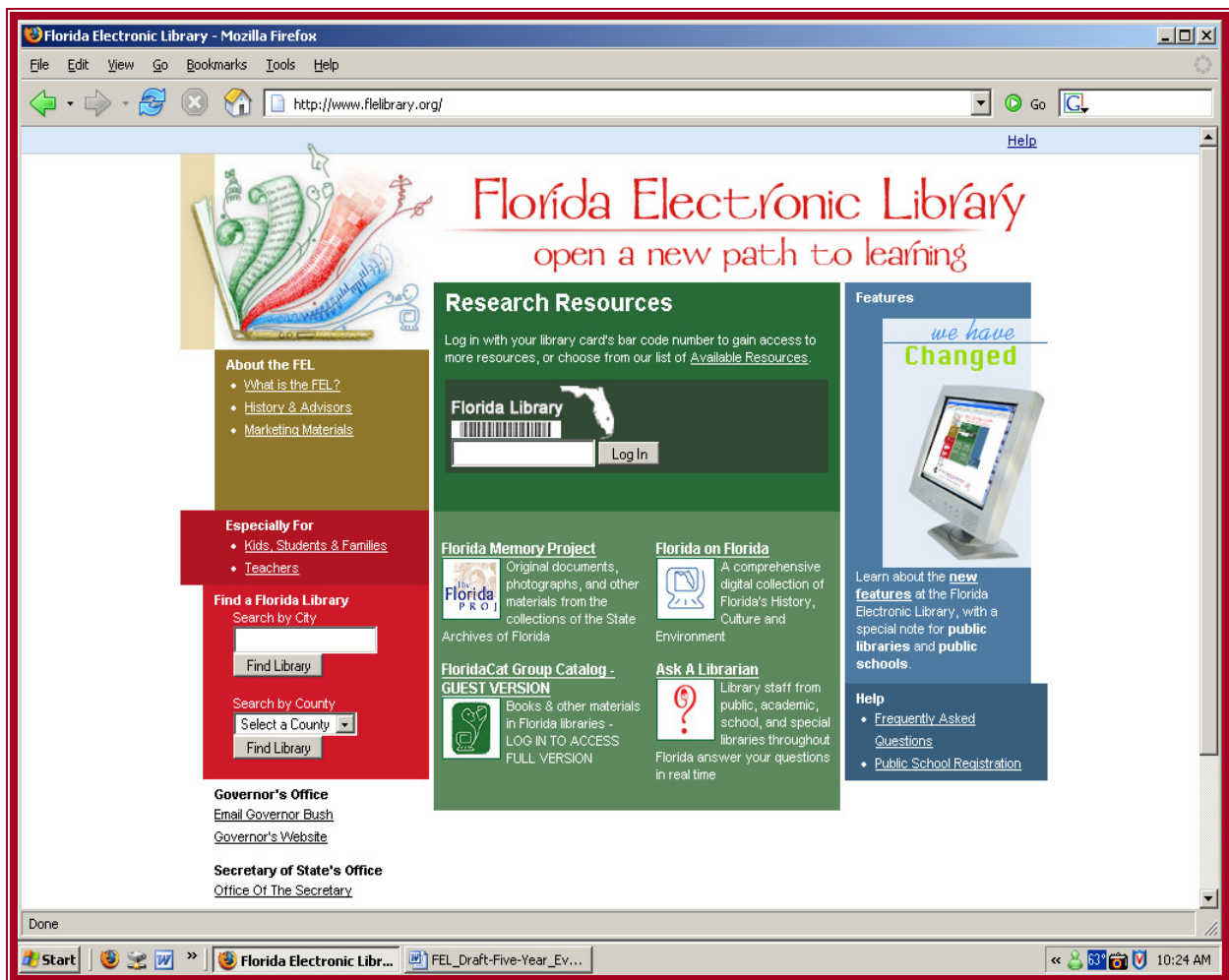


Figure 1: FEL home page.

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

Activities

1. Identify potential online database products of interest to the greatest number of users statewide through a survey of Florida libraries and an evaluation of online products (FY 2003).

In 2001-2002, E-Resource Committee members of the FEL identified four potential online database products for the FEL. These products include proQuest, EBSCO, SIRS and the Gale Group. In 2002, Solinet developed and conducted a survey¹⁰ based on identified needs of the FEL online database to evaluate the online products.

2. Negotiate license(s) with one or more providers of online database products for access by all users (FY 2003–ongoing).

Based on recommendations from the Solinet report, FEL developers selected the Gale Group as the initial online database product for the FEL in 2002.

3. Implement statewide licensing (FY 2003-2005).

In 2002, FEL developers implemented a five-year contract (2002-2007) with Thomson Gale as a provider of statewide licensed databases. The State Library recently renewed the contract. The new contract with Thomson Gale extends through 2012. The current contract provides an array of electronic resources available through the FEL that includes new and enhanced databases¹¹.

4. Continue working with a steering committee to provide input on the licensed database program (FY 2003-ongoing).

The budget of the FEL has not had any additional funds added for the steering committee, the Florida Library Network Council (FLNC) to consider additional databases. FEL developers and FLNC would consider additional resources if funding were available.

5. Establish multiple approach training programs, utilizing instructional modules, for databases and all content and services of the Florida Virtual Library and technology, including a help desk (FY 2003)

The State Library, licensed database providers (i.e., Thomson Gale and the Online Computer Library Center [OCLC]), and multi-type library consortiums (MLCs) provided multiple approaches to training in 2004-2006. Training included use of licensed databases and the use of the FEL to access licensed databases. In addition, both vendors and MLCs developed or

¹⁰Dykeman, A. (2002). Activities and Findings on the State Library of Florida Public Library Database Project. SOLINET Report. Received from State Library.

¹¹ Ring, J. A. (2006). New Five-Year State Contract with Thomson Gale. Memo to the Directors of Florida's public libraries, state universities, and community college libraries.

will develop instructional modules. MLCs, with support from the State Library, coordinated Gale training sessions in MLC libraries. In addition, Gale has targeted and conducted training sessions in school districts of all sixty-seven Florida counties during 2006.

6. Launch public awareness campaign for the Florida Virtual Library (FY 2003).

In November 2002, Ask Alexis developed the *Florida Virtual Library Marketing Plan*¹². The two primary market targets of the plan are:

- Library professionals – those in the library profession who would inform their library users of resources available through the FEL; and
- Florida residents – residents of Florida, other than library professionals who would receive personal benefits from the resources available to them through the FEL (i.e., students and teachers, business professionals, individuals in medical or financial fields, etc.).

One of the key aspects of the marketing plan is the development of a branded logo for the library.

The State of Florida also contributed to the public awareness program through a series of press releases related to the FEL. Then Secretary of State, Glenda Hood announced the launch of the FEL in December 2003. Secretary of State Glenda Hood demonstrated several features of the FEL at the St. Petersburg College Digitarium with a focus on the Ask a Librarian component.¹³ On July 19, 2005, Secretary of State Glenda Hood announced that the FEL would provide equal access to electronic resources for all students in Florida's Public schools as part of Governor Bush's *One Florida*¹⁴ initiative.

In addition, the State Library has conducted ongoing publicity and marketing efforts since 2004 by presenting the FEL at library conferences, meetings, etc. The State Library, as part of a marketing effort, has provided a variety of handouts that include bookmarks, information handouts, and other marketing aides.

Selected Outputs

According to the original Plan, no outputs were pre-determined for this outcome. For purposes of this outcome assessment, the research team and the State Library present selected outputs of activities conducted for the licensed database component.

1. Number of contracted databases: The FEL provides thirty-seven licensed databases¹⁵.

¹² Ask Alexis. (2002). *Florida Virtual Library Marketing Plan*. Received from the State Library and Archives of Florida.

¹³ Gibbs, S.W. (2003). *Virtual Library Links Florida's Literary Resources*. Pinellas News, 12.05.2003.

¹⁴ MyFlorida. (2006). *One Florida*. Available at http://www.myflorida.com/myflorida/government/governorinitiatives/one_florida/index.html.

¹⁵ State Library. (2006). Resources: FEL Licensed Resources. Available 19 December 2006 at <http://www.flelibrary.org/resources/licensed.cfm>.

2. Number of logins (sessions), full-text downloads, and retrievals. (See Figure 2 below)

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

Figure 2: Thomson Gale total sessions, full-text download, and retrievals¹⁶.

3. Number of total searches from Gale and OCLC (See Figure 3 below)

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

Figure 3: Total Database Searches.

4. Usage Data (See Figures 4 and 5 below)

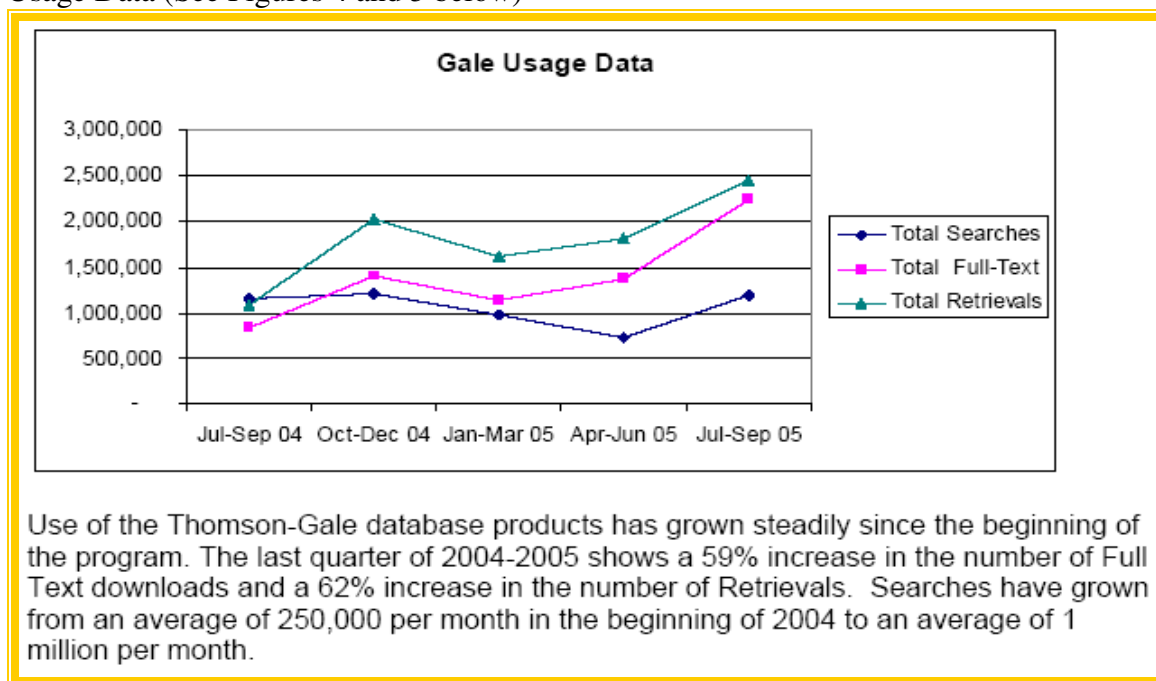


Figure 4: Gale Usage Data Table, July 2004 – September 2005¹⁷.

¹⁶ State Library & Archives of Florida. (2005). *Florida Electronic Library Statistics (Table 1)*. Available at <http://www.flelibrary.org>.

¹⁷ State Library & Archives of Florida. (2005). *Florida Electronic Library Statistics (Table 1)*. Available at <http://www.flelibrary.org>.

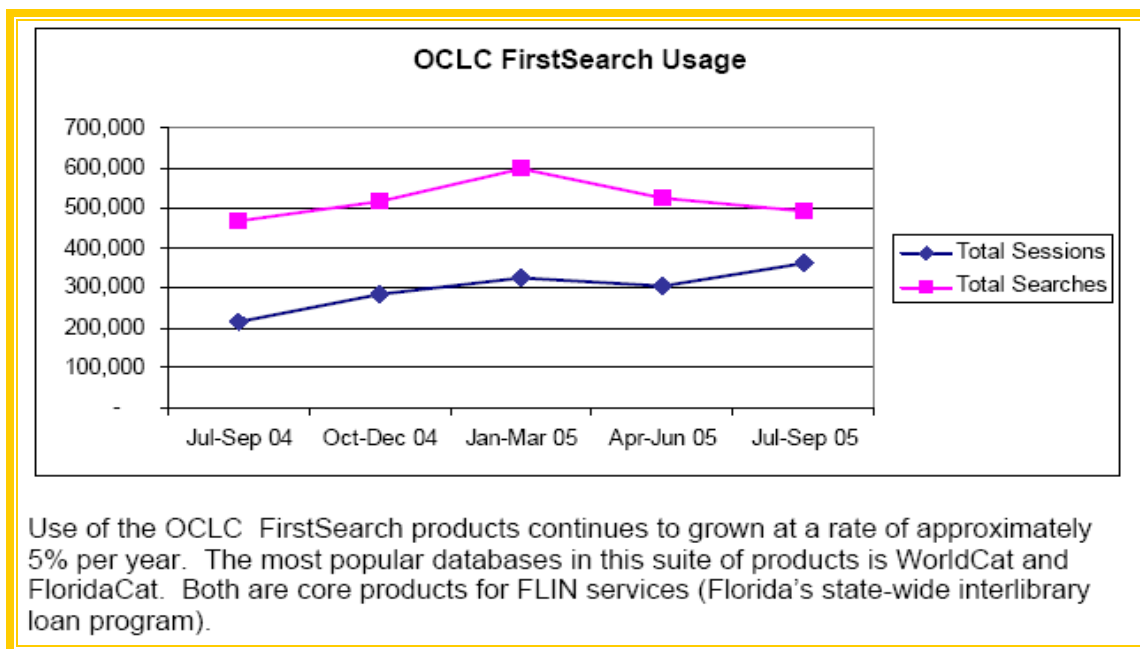


Figure 5: OCLC FirstSearch Usage Data July 2004 – September 2005¹⁸.

Assessment of Outcome

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

The statewide licensed database program of the FEL provides access to thirty-seven licensed databases at present. In terms of use of the Thomson Gale licensed databases for FY 2005-FY 2006, Figure 2 (above) shows a 44% increase in total sessions, a 43% increase in the number of full-text downloads, and a 25% growth in the number of items retrieved.

In Figure 4 above, Gale-provided statistics indicate searches have grown from an average of 250,000 per month at the beginning of FY 2004 to a current average of one million per month. OCLC FirstSearch provided statistics (Figure 5 above) indicate a continuous rate of 5% growth per year since the last quarter of FY 2004 in the number of FirstSearch products available through OCLC FirstSearch. Figure 3 (above) shows a 182% increase in total searches (i.e., Gale & OCLC FirstSearch) from FY 2005 to FY 2006. The 182% increase is from 6,215,938 searches in FY 2005 to 17,572,114 searches in FY 2006.

The outputs for the Florida statewide licensed database component of the FEL indicate the FEL meets the outcome for the statewide licensed database program. Overall, licensed database activities and outputs indicate continued growth in usage of the statewide licensed databases (increased sessions and searches). Florida residents also increasingly use the statewide licensed databases to meet information needs (increases in downloads and retrievals).

¹⁸ State Library & Archives of Florida. (2005). Florida Electronic Library Statistics (Table 2). Available at <http://www.flelibrary.org>.

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

Evaluation of outcome 2 includes separate assessments of the FEL *Portal* and the FEL *Virtual Reference Service*. The FEL Portal includes the FEL web site (user interface) and the portal search and retrieve interface (Metalib/SFX)

1) FEL Portal

Activities (Portal)

1. Establish a committee to advise the Division on implementation of portal (FY 2003).

FLNC serves as the advisory body to the Division of Library and Information Services. The Council meets and reports to the State Librarian as needed. The following specific responsibilities guide the actions of the council and include:

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

The Council has neither approval nor disapproval authority, but it recommends actions to the Division. The Division of Library and Information Services, as the legal authority for administering the Library Services and Technology Act and Long Range Plan for Library Development, makes final decisions on all FLNC plans and programs.¹⁹

2. Identify and assess portal products and develop requirements for product (FY 2003).

In 2003, RMG Consultants, Inc. recommended development of a pilot program for the portal²⁰. FLNC, assisted by RMG Consultants, Inc. developed a plan for a statewide Virtual Library for Florida called *The Florida Virtual Library: Plan for Statewide Implementation* to implement the FEL portal²¹. According to the portal plan, the portal:

¹⁹ FLNC. (2005). FLNC Guidelines for Organization and Operation. Available from State Library.

²⁰ RMG Consultants. (2003). Consultant's Report on Implementation of the Florida Electronic Library for the Florida Library Network Council (FLNC). Available 20 December 2006 at http://www.flelibrary.org/about/FEL_Consultants_Report.pdf.

²¹ State Library. (2004). The Florida Library Portal: MetaLib/SFX Pilot Project.

- Operates as the centralized gateway to online electronic resources, those developed for the FEL and those linked through the FEL (i.e., locally created databases, local, state, and federal websites, etc.);
- Allows end-users to create persistent individualized or personalized versions of the user interface to be accessed and modified by users; and
- Functions as a search engine for resources with access points based on metadata formats such as Dublin Core, MPEG, or on Meta tags associated with HTML coding of web sites.

According to the portal plan, the portal's centralized search engine would link various systems via the Internet using the NISO Z39.50 search and retrieve protocol or similar method.

In 2004, Ex Libris offered to participate in a trial one-year pilot program to demonstrate the Ex Libris *MetaLib/SFX* product refinements as re-designed to meet FEL portal requirements. The initial one-time costs (\$40,000) to the FEL for the pilot program included hosting, training, and consulting services provided by Ex Libris to insure success of the pilot program.²²

3. Conduct formal procurement procedure to evaluate and select portal product (FY 2003).

Prior to the development of the FEL, the Florida Center for Library Automation (FCLA) and College Center for Library Automation (CCLA) selected MetaLib as the product to provide an integrated portal software system for academic libraries. Following the pilot project phase for the portal product, Ex Libris offered flexible pricing agreements to the FEL for licensing the MetaLib/SFX product. The State Library proposed that FCLA purchase a license for MetaLib/SFX on behalf of the FEL. The State Library would provide FCLA with funds to purchase and install hardware suitable for implementing MetaLib/SFX and FCLA would host the product for the FEL. Ex Libris would provide basic implementation services and extended services to include localization of resources and implementation of the authentication module as described by the FCLA Ex Libris contract.²³

4. Implement portal (FY 2003).

Based on the MetaLib/SFX pilot project and results of usability, functionality, and accessibility testing of the product by the Information Institute (2004), FLNC concurred with the State Library recommendation that FCLA purchase, license, and host the MetaLib/SFX product for the FEL with funding provided by LSTA. Purchase occurred in FY 2005. Purchase agreements include provisions that Ex Libris provide implementation services that include localization of resources and implementation of the authentication module as described by the FCLA Ex Libris contract (2005).

5. Create uniform web site and user interface (FY 2003).

²² State Library. (2004). The Florida Library Portal: MetaLib/SFX Pilot Project.

²³ State Library. (2005). The Florida Library Portal: MetaLib/SFX Implementation.

In 2003, the State Library developed a centralized and uniform web site and user interface for the FEL. The State Library hosts the FEL web site. The web site provides a centralized access point to FEL components and links to the Metalib/SFX interface. MetaLib/SFX implementation through the FEL web site occurred in 2005.

6. Determine content to be accessible/searchable via portal (FY 2003-ongoing).

In 2004, the State Library contracted with the Information Institute of Florida State University to conduct evaluations of the FEL web interface and the MetaLib search and retrieve interface pilot program. The Information Institute conducted usability, usefulness, functionality, and accessibility testing of both the FEL web interface and the MetaLib search and retrieve interface. FLNC considered the results of the report, *Usability, Functionality, and Accessibility testing of the FEL Portal Product*²⁴ in the decision to purchase MetaLib/SFX as the portal product. Following implementation of MetaLib/SFX, the State Library contracted with the Information Institute to conduct additional testing (i.e., *Usability, Functionality, and Accessibility testing of the FEL Portal Product, 2005*²⁵) of the MetaLib search and retrieve interface. The results of the 2005 Information Institute provide guidance for continued implementation of the MetaLib/SFX product by FEL developers.

7. Support automation and technology grants needed to support functionality of the virtual library [FY 2003-ongoing] (Figure 6 below).

LSTA Automation and Technology Grants	
FY2002-2003	\$4,676,468
FY2003-2004	\$4,915,102
FY2004-2005	\$4,268,647
FY2005-2006	\$4,901,680
FY2006-2007	\$5,026,983
Total	\$23,788,880

Figure 6: LSTA automation and technology grants FY 2002 – FY 2006²⁶.

8. Support continued expansion and development of local library networks and increased numbers of public access computers [FY 2003-ongoing] (Figure 7 below).

²⁴ Information Institute. (2004). *Evaluation of Selected Components of the Florida Electronic Library: Functionality, Usability, and Accessibility Testing*. Tallahassee, FL: Florida State University, Information Institute.

²⁵ Information Institute. (2005). *2005-2006 FEL Evaluation Activities: Usability, Functionality, and Accessibility Final Report*. Tallahassee, FL: Florida State University, Information Institute.

²⁶ Supplied by State Library.

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

Figure 7: Gates Foundation and E-rate funding²⁷.

- Support continued active partnership in the area of telecommunications and networking with Florida Department of Education’s Florida Information Resource Network (FIRN) and Office of Technology and Information Services, and State Technology Office [FY 2003-ongoing] (Figure 8 below).

Support Continued Active Partnership in the Area of Telecommunications	
FY 2006 LSTA	\$43,133
FY 2002 Gates	\$72,711
FY 2004 Gates	\$163,200
FY 2006 Gates	\$29,850
Total	\$308,894

Figure 8: LSTA and Gates Foundation funding²⁸.

Outputs (Portal)

- Number of times information is accessed using portal (Figure 9 and 10 below).

Portal Usage Statistics				
	Total Sessions	Total Full-text Downloads	Total Searches	Total Retrievals
FY 2004	1,638,830	6,148,169	4,083,900	7,914,416
FY 2005	2,358,229	8,777,070	15,355,250	9,914,573

Figure 9: FEL portal outputs FY 2004 – FY 2005²⁹.

²⁷ Supplied by State Library.

²⁸ Ibid.

²⁹ State Library & Archives of Florida. (2005). Florida Electronic Library Statistics. Available at <http://www.flelibrary.org>.

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

Figure 10: Selected FEL usage statistics October 2004 – September 2005³⁰.

2. Number of technology grants funded (Figure 11 below).

Number of Technology Grants Funded	
FY 2003 LSTA + FY 2002 Gates	41
FY 2004 LSTA	25
FY 2005 LSTA + FY 2004 Gates	43
FY 2006 LSTA	19
FY 2007 LSTA + FY 2006 Gates	74
Total	202

Figure 11: LSTA and Gates Foundation technology grants FY 2002 – FY 2007³¹.

3. Number of public library access workstations (Figure 12 below).

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

Figure 12: Number of public access workstations FY 2001 – FY 2005³².

4. Total amount of E-rate funds received by public libraries:

Total E-rate funds	\$9,252,576
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³⁰ State Library & Archives of Florida. (2005). Florida Electronic Library Statistics. Available at <http://www.flelibrary.org>.

³¹ Florida Library Directory with Statistics

³² Ibid.

Assessment of Outcome for FEL Portal

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

The State Library, FLNC, FCLA, and CCLA identified and assessed portal products, developed requirements for the product, and recommended the Ex Libris product (MetaLib/SFX) as the FEL portal search engine. Formal procurement and licensing procedures occurred in 2005 following the pilot program (FY 2003) and evaluation by the Information Institute (FY 2004). The State Library created a uniform web site and user interface, i.e. the FEL web site (FY 2004); and implementation of the MetaLib/SFX product began in 2005.

The State Library successfully obtained funding for the FEL portal and virtual reference services. LSTA funds provided \$23,788,880 (Figure 6 above) to support the functionality of the virtual library. Gates Foundation funds and E-rate funds provided \$11,886,426 (Figure 7 above) to expand and develop local library networks and increase the numbers of public access computers. LSTA funds and Gates Foundation funds provided \$308,894 (Figure 8 above) as support for continued partnerships in the area of telecommunications.

Evaluations conducted in 2004 (i.e. usability, functionality, and accessibility) by the Information Institute produced mixed results from participants of the study. Initial reactions from library patrons supported the product's potential capabilities; however, library staff members had reservations in terms of the product. Concerns from library staff included a lack of search features and delimiters common to most public library search and retrieve interfaces.

Additionally, a second round of testing of the product (evaluations conducted by the Information Institute in 2005) identified less precision and accuracy in the results produced by the MetaLib product. The second study, however, identified substantial improvements from the 2004 study in the MetaLib product in terms of usability, functionality, and accessibility.

In figure 9 (above), portal usage statistics (FY 2004 to FY 2005) show total sessions have increased 44%, total full-text downloads have increased 43%, and total retrievals have increased 25%. Total Searches through the portal show a 276% increase from FY 2004 to FY 2005.

In addition, FEL web site statistics (figure 10 above) that include statistics from Thomson-Gale, OCLC FirstSearch, FloridaCat, and Florida on Florida show 20,042,676 total searches have occurred through the FEL web site in FY 2005. This is an increase of 222% in total searches from FY 2004. Additional FEL web site usage statistics for FY 2004 – FY 2005 include 43% increase in full-text access, 25% increase in total retrievals of items.

From FY 2003 – FY 2007, 202 technology grants have been funded (Figure 11 above). The total numbers of public access workstations have increased by 66% from FY 2001 to FY 2005 (Figure 12 above). Total E-rate funds received by public libraries are \$9,252,576.

In addition to the above, the following “Description of the MetaLib Central Knowledge Database” from the State Library offers insights of additional benefits for the FEL from the implementation of the MetaLib/SFX product³³:

The MetaLib Central KnowledgeBase contains configuration records that control searching of information resources available through MetaLib for all of MetaLib customers. Ex Libris works with its customers to determine the highest priority resources (free and commercial) and works with information vendors to develop configurations parameters necessary to search their resources. The configuration records are based on standard technologies provided by the information vendor, such as z39.50 and XML gateways.

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

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

When the FEL implemented MetaLib it included the expansion of searchable resources to include the more than 200 plus FREE Web based targets available in the MetaLib Central Knowledgebase. For a complete description see the available resource listing on the FEL Web site at <http://www.flelibrary.org/resources/resources.cfm>

Overall, the development of the FEL web site and implementation of the MetaLib/SFX portal product meet the outcome of residents using the FEL to retrieve information through the FEL portal. The FEL website provides access to numerous databases and sources of information. In addition, the State Library shows significant provision of necessary funds in support of residents retrieving information through the FEL web site.

³³ State Library. (2006). Description of the MetaLib Central Knowledge Database. Available from the State Library.

2) Virtual Reference Service

Activity (Virtual Reference Service)

Establish statewide virtual reference service (FY 2003):

In 2003, FLNC, assisted by RMG Consultants, Inc. developed a plan called *The Florida Virtual Library: Plan for Statewide Implementation* to implement the FEL portal³⁴. The plan included development of a statewide *Virtual Reference Service* for Florida. Established in 2003, the *Ask a Librarian* virtual reference service began as a partnership between the College Center for Library Automation (CCLA) and the Tampa Bay Library Consortium (TBLC). An LSTA grant funded *Ask a Librarian* as the pilot project for the virtual reference component of the FEL for FY 2003. *Ask a Librarian* currently serves as the official virtual reference service for the FEL.³⁵

Outputs (Virtual Reference Service)

1. Number of virtual reference transactions (Figures 13 and 14 below).

Ask-a-Librarian Selected Statistics (July 2003 – September 2006)	
Live Chat & E-mail Sessions	66,207
Live Chat Sessions	42,252
Total Participating Libraries (Offer reference services)	90
Total Trained Staff	1078

Figure 13: Virtual reference statistics July 2003 – September 2006³⁶.

³⁴ State Library. (2004). The Florida Library Portal: MetaLib/SFX Pilot Project.

³⁵ Ask a Librarian. (2006). *Florida's Statewide Collaborative Live Virtual Reference Service*. About Ask a Librarian. Available 20 November 2006 at <http://www.askalibrarian.org/info/aboutaskalibrarian.asp>.

³⁶ Ask a Librarian. (2006). Ask a Librarian Statistics July 2002 – September 2006. Available 20 November 2006 at <http://www.askalibrarian.org/info/pdf/statistics.pdf>.

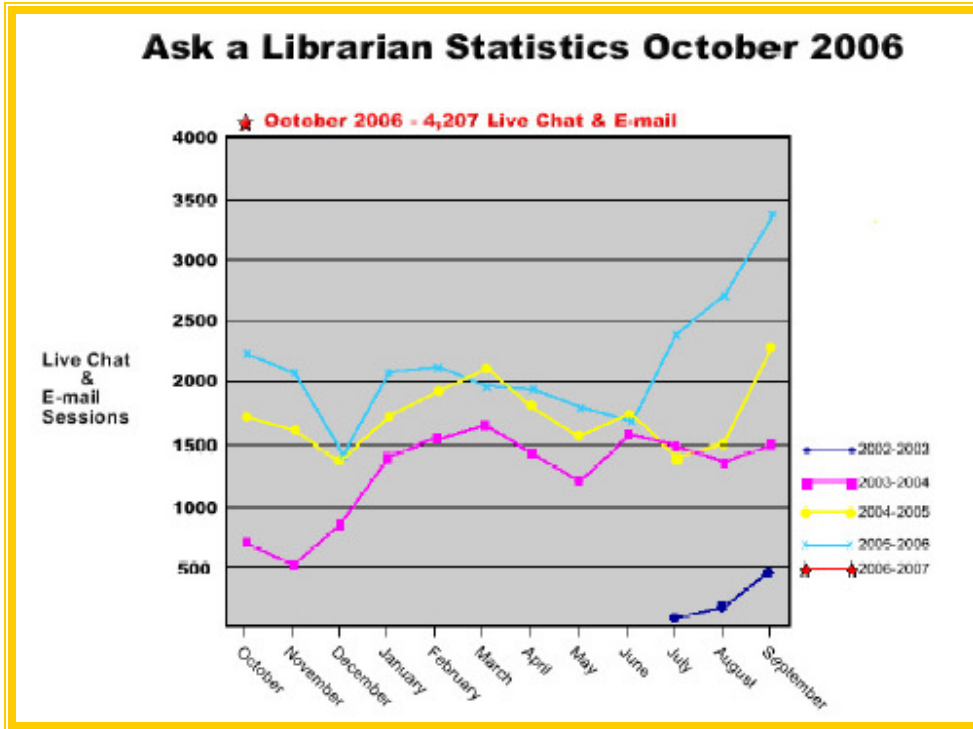


Figure 14: Ask a Librarian statistics October 2002 – September 2006³⁷.

- Number of training sessions conducted (Figure 15 below):

Ask a Librarian Training Sessions	
Total training sessions	89
Total staff trained	1078

Figure 15: Total training sessions and staff trained since July 2003 through Ask a Librarian³⁸.

Assessment of Outcome for Virtual Reference Service

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

Figures 13 and 14 (above) provide data for numbers of reference transactions. Live chat sessions for the period July 2003 – September 2006 show 42,252 live chat sessions and 66,207 live chat and email sessions conducted by 90 libraries (an increase of 50 libraries from the initial launch of the service with 40 libraries in 2003). Also in Figure 13, 1078 total library staff participated in Ask a Librarian training sessions.

Figure 14 shows live chat and email sessions per FY year from 2003/2004 through 2005/2006. A comparison of FY 2003 and FY 2005 numbers for the month of October (initial month of FY)

³⁷ Ibid.

³⁸ Ask a Librarian. (2006). Ask a Librarian Statistics July 2002 – September 2006. Available 20 November 2006 at <http://www.askalibrarian.org/info/pdf/statistics.pdf>.

indicates an approximate increase in sessions of 200%. A similar comparison of the month of September (final month of FY) for 2004 and 2006 indicates an approximate increase of 127%.

Overall, the FEL virtual reference program, *Ask a Librarian* meets the outcome of residents using the FEL to retrieve information through the FEL portal. The Ask a Librarian program increasingly provides online reference services. In addition, the State Library shows significant provision of necessary funds in support of residents retrieving information through the FEL web site. Figure 16 (below) presents the *Ask a Librarian* home page.

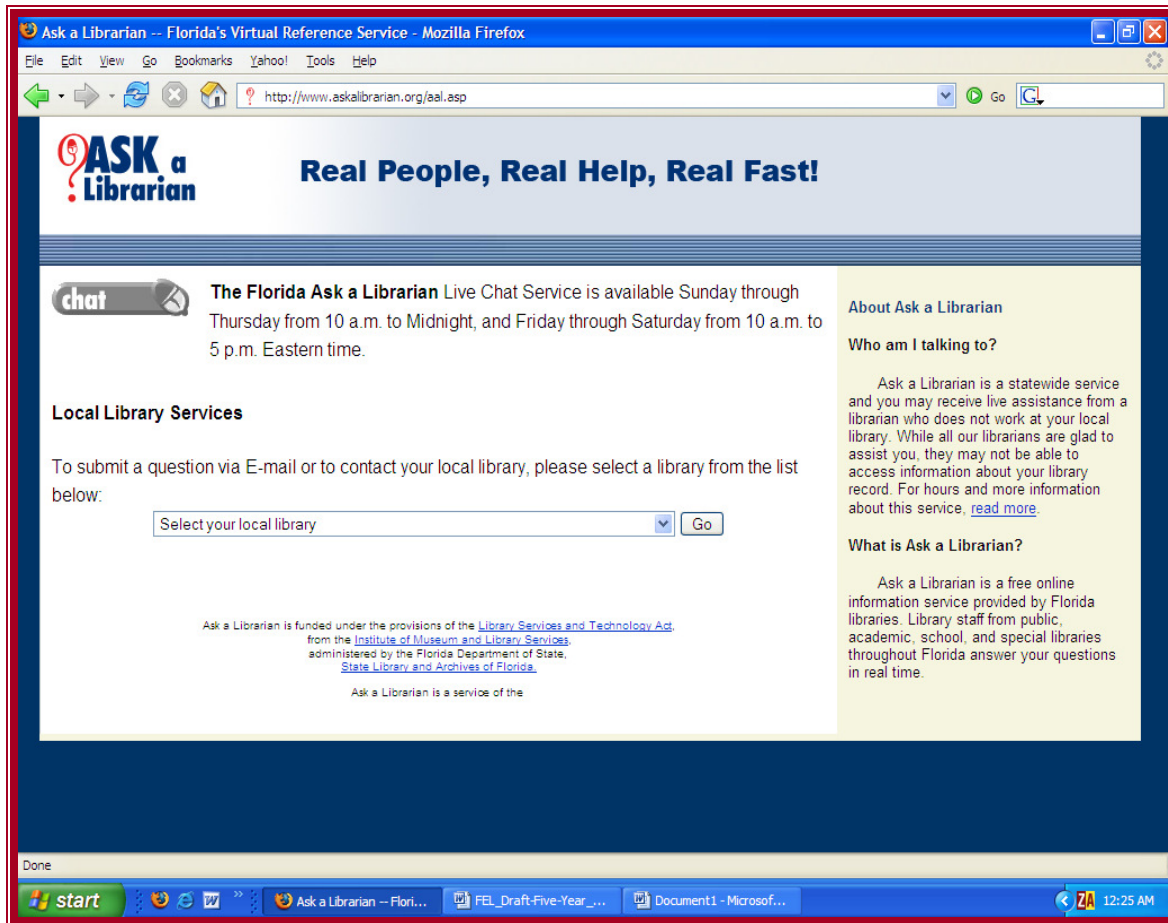


Figure 16: Ask a Librarian Home Page

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

Activities

1. Establish a committee to advise the Division on the virtual union catalog (FY 2003).

FLNC serves as the advisory group for the virtual union catalog. See outcome 2 (above) for a list of FLNC requirements and guidelines.

2. Implement the virtual union catalog as a component of the Florida Virtual Library portal, incorporating Z39.50 search into basic functionality (FY 2003).

The OCLC system is a nonprofit membership organization. In 2004, OCLC served 41,000 libraries in 82 countries and territories around the world. The OCLC database includes 839,185,592 location listings worldwide. Member library residents can request materials from any member library through OCLC.

In 2002, OCLC invited the State Library of Florida to participate in a pilot program to create a state of Florida virtual union catalog. The initial virtual union catalog would represent the holdings of over 400 Florida libraries as set in OCLC WorldCat. The purpose of the pilot program was to test a prototype state virtual union catalog and provide input to OCLC for testing new technology for resource sharing through the statewide virtual union catalog.³⁹

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

- Creation of consortia union catalogs based on holdings set in WorldCat;
- Adaptation of FirstSearch to meet needs of resource sharing professionals; and
- Test gateway (or portal) functionality for searching Z39.50 resources.

Based on feedback from pilot participants and other sources of market research, OCLC launched two new services as part of a pilot state virtual union catalog in August 2003, the Group Catalog Service and staff resource sharing.

The Group Catalog Service represents the collections of library consortiums based on holdings set in WorldCat. The catalog functions like a separate FirstSearch database. Users of the catalog have the ability to limit searches to any combination of libraries profiled for the catalog and expand searches to all of WorldCat. The Staff resource sharing view introduces a new view of FirstSearch WorldCat designed for resource sharing professionals. Library staff can log onto FirstSearch with their OCLC ILL accounts, locate items, and produce interlibrary loan requests from a modified FirstSearch interface.⁴⁰

³⁹ State Library. (2002). Opportunity to participate in prototype of a Florida group catalog.

⁴⁰ OCLC. (2003). OCLC Group Catalog Pilot Final Report.

The OCLC Z39.50 cataloging interface became the FEL virtual union catalog component of the Florida virtual library portal in 2004. FLNC defines the statewide bibliographic database as the total body of bibliographic records held in the OCLC database.

3. Create uniform search implementation of online bibliographic databases throughout the state (FY 2003).

Starting in January 2004, The FEL implemented *FloridaCat* as the statewide union catalog available through OCLC's FirstSearch service. In 2004, there were 24 million location listings in the collected holdings of 298 Florida libraries. In addition to these holdings, the FEL statewide union catalog would also make the database of the OCLC system available to Florida libraries (See OCLC holdings in activity 2 above).

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

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

4. Develop common understanding and consensus of standards, practices, and procedures (FY 2003).

The Florida Library Information Network (FLIN) is a statewide cooperative network created in 1968 and developed to promote interlibrary loan and resource sharing. The intent of FLIN is to provide access for all Florida residents to information and materials held in Florida libraries. FLIN is part of the Florida Library Network (FLN).

In 1995 and 1996, two work groups (the Florida Interlibrary Loan Working Group [FILL] and the FLIN to FILL Transition Working Group) began development of guidelines and standards for statewide resource sharing that would incorporate new and emerging technologies for statewide resource sharing. The two work groups produced twenty-one recommendations for developing common understanding and consensus of standards, practices, and procedures. Many of the recommendations are included in the current FLIN Manual.

Policies, standards, practices, and procedures contained in the FLIN Manual and developed to govern FLIN conform as closely as possible to the *National Interlibrary Loan Code for the*

United States (found at <http://ala1.ala.org:70/0/alagophix/40511001.document>). The most current FLIN manual is available at <http://dlis.dos.state.fl.us/flin/flinman.cfm>.⁴¹

Outputs

1. Number of libraries with records in the union catalog (Figures 17 and 18 below).

Union Catalog Library Members	
FY 1985	25
FY 1997	252
FY 2006	264

Figure 17: Union Catalog Library Members FY 1985 – FY 2006⁴²

FLIN Participating Libraries by Type as of FY 2006	
Academic Libraries	89
School Libraries	13
Public Libraries	90
State Library	1
Special Libraries	71
Total:	264

Figure 18: FLIN participating libraries by type, FY 2006⁴³

Two hundred sixty four Florida libraries currently have records in the union catalog. Every library in the state of Florida may select to participate in the union library. Participation is encouraged by the State Library and FLNC as a means to interact with other Florida libraries and to improve the efficiency of shared resources for both Florida libraries and Florida residents.

2. Number of records in union catalog (Figures 19 and 20 below).

FloridaCat Bibliographic Holdings	
Number Bib Records (minimum 1 holding from a Florida Library)	8,570,496
Total holdings of Florida Libraries associated with Bib Records	34,207,430

Figure 19: Number of records in the Union Catalog⁴⁴.

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

Figure 20: Total FloridaCat holdings FY 1986, 1997, and 2006⁴⁵.

⁴¹ FLIN. (2006). *FLIN manual*. FLIN library source page available at <http://librarydata.dos.state.fl.us/FLINQuery.cfm>.

⁴² Ibid.

⁴³ FLIN Library Source Page. (2006). Available at <http://librarydata.dos.state.fl.us/FLINQuery.cfm>.

⁴⁴ Potts, D. (2006). *FloridaCat bibliographic records*. OCLC. Supplied by State Library.

⁴⁵ The FLIN Manual. Available at <http://dlis.dos.state.fl.us/flin/flinman.cfm>.

3. Number of libraries participating in virtual borrower's card.

Forty-five libraries currently participate in the TBLC pilot project.

4. Use of union catalog (Figure 21 below)

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

Figure 21: Total use of FEL Union Catalog.

Assessment of Outcome

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

As part of the FLN, the virtual union catalog provides shared access of Florida library resources through the FEL. The State Library, FLNC, and FLIN (the statewide cooperative created to promote ILL and resource sharing in 1968) continue with efforts to expand approaches to the delivery of resources. FEL developers plan to explore alternative delivery means through shared integrated library systems, implementation of the Z39.50 module in additional library OPACs, and by exploring the expanding potential of the Internet in providing resource access.

Figures 17 and 18 (above) provide support for the current success of the Union Catalog in FEL. Figure 17 provides data that shows an increase in Union Catalog library members with records in the union catalog from 25 in 1985 to 264 in 2006. Figure 18 shows the diversity of the membership with eight categories of participating libraries. Figures 19 and 20 (above) provide data that show FloridaCat Bibliographic holdings and the growth of the holdings. Figure 20 shows a 330% increase in FloridaCat holdings from FY 1986 to FY 2006. Figure 21 (above) indicates a 12% growth in use of the union catalog (i.e., FloridaCat and FirstSearch) from FY 2004 to FY 2005.

Assessment of the activities and outputs presented above suggest that the FEL virtual union catalog (Figure 22 below) meets the outcome in the provision of access to holdings of Florida libraries to Florida residents. Participation levels at present do not include all libraries even though all libraries have the opportunity to participate. The State Library, however, continues efforts to increase library membership in FLIN and to broaden access to information for Florida residents.

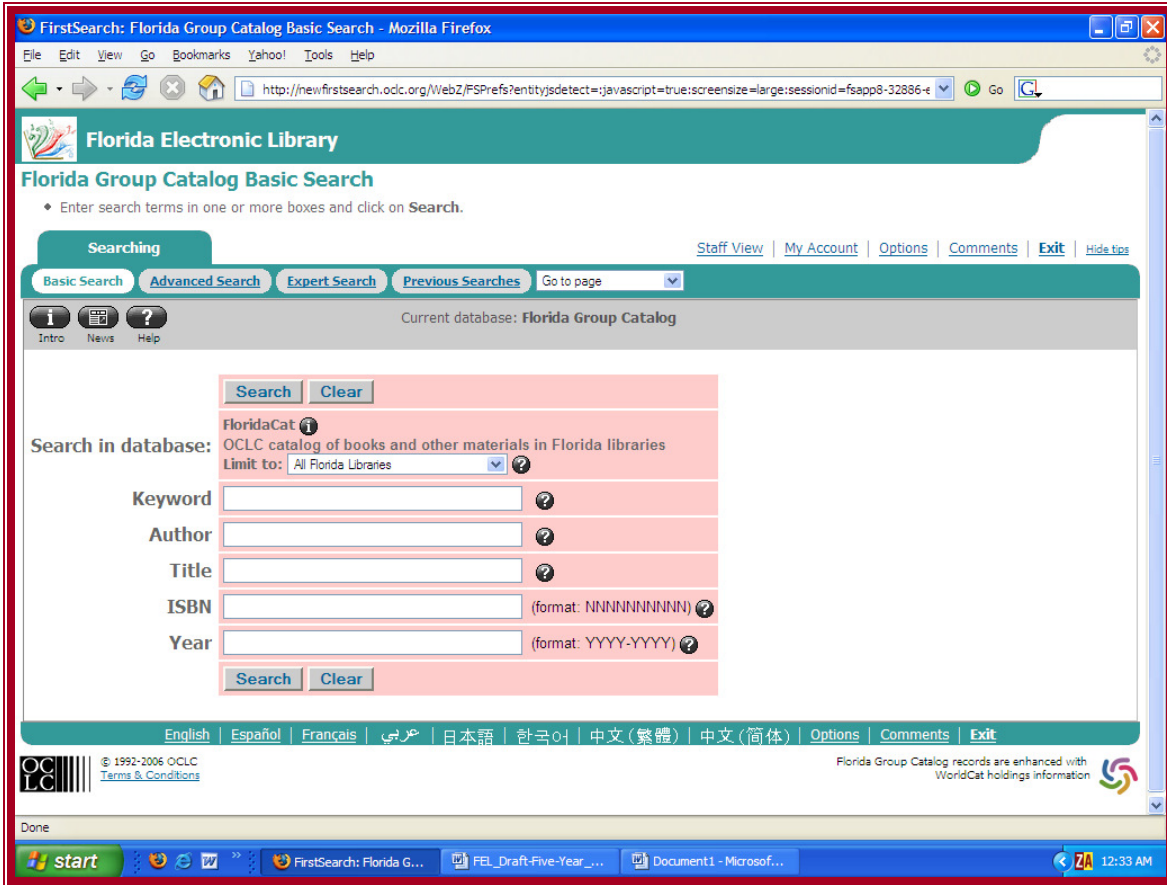


Figure 22: FEL group catalog.

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

Activities

1. Establish a committee to refine, promote, and encourage compliance for statewide ILL policies and procedures:

FLNC serves as the advisory group for the interlibrary loan and statewide virtual borrower's card development and implementation. See outcome 2 (above) for a list of FLNC requirements and guidelines.

2. Review Florida Library Information Network (FLIN) policies and manual and make recommendations for revision (if necessary) to reflect virtual library developments (FY 2004).

Policies, standards, practices, and procedures contained in the FLIN Manual and developed to govern FLIN conform as closely as possible to the *National Interlibrary Loan Code for the United States* (found at <http://ala1.ala.org:70/0/alagophix/40511001.document>). The most current FLIN manual is available at <http://dlis.dos.state.fl.us/flin/flinman.cfm>.⁴⁶

3. Implement a standards-based ILL management system that is ISO standards compatible with the portal and virtual union catalog (FY 2004).

Initially, FLIN borrowing and lending functions was created between libraries dependent on OCLC resources, an international database of library holdings. Efforts directed towards shared integrated library systems, development of the Z39.50 standard, and the development of the Internet, however, broadened the possibilities for interlibrary loan and the sharing of bibliographic records between libraries.

In 1995, FLNC suggested the adoption of TCP/IP (standard Internet protocol) as the network standard for the sharing of Florida library resources and as access to OCLC via the Internet. Also in 1995, FLNC suggested the adoption of USMARC as the standard for bibliographic records held in the statewide union catalog and NISO Z39.50 as the standard for the exchange of bibliographic records. NISO Z39.50 has not replaced OCLC for holdings of bibliographic records; however, as more libraries add Z39.50 modules to OPACs the capabilities for additional means of sharing resources between libraries will continue to increase.⁴⁷

4. Provide physical and electronic delivery of materials (FY 2004-ongoing).

⁴⁶ FLIN. (2006). *FLIN manual*. FLIN library source page available at <http://librarydata.dos.state.fl.us/FLINQuery.cfm>.

⁴⁷ FLIN. (2006). *FLIN manual*. FLIN library source page available at <http://librarydata.dos.state.fl.us/FLINQuery.cfm>.

Presently, a number of agencies provide the delivery of ILL materials. Licensed databases of the FEL offer full-text downloads for selected materials. The FEL statewide virtual union catalog provides shared access of Florida library resources through the FEL that include full-text download for selected materials. OCLC also provides interlibrary loan services to member libraries.

Florida libraries can physically receive or return materials using the Florida Library Network Statewide Ground Delivery (DLLI) System or by U.S. Postal System library rate unless requested otherwise by the lending library. All Florida libraries that are members of FLIN are eligible to participate in the DLLI program that provides pickup and delivery of interlibrary loan materials between over 200 libraries throughout Florida. Participating libraries fund 75% of the service with LSTA supplementing 25% of the cost for operation. Libraries that are members of an MLC can arrange DLLI delivery through the cooperative.

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

5. Define the concept of virtual borrower's card as a function of the virtual union catalog and statewide ILL system (FY 2004).

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

Outputs

1. Number of Interlibrary Loan (ILL) requests filled by Florida libraries (Figure 23 below).

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

Figure 23: Total ILL requests filled by Florida public libraries FY 2001 – FY 2005⁴⁸.

2. Number of Interlibrary Loan materials requested by Florida public library residents (Figure 24 below).

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

Figure 24: Total ILL requests requested by Florida public libraries FY 2001 – FY 2005⁴⁹.

3. Number of Interlibrary Loan packets received and delivered by Courier Service [ground delivery] (Figure 25 below).

Courier Service ILL Packets Received and Delivered FY 2005-2006	
Ground Delivery Service Total Packets Sent	329,173 packets
Ground Delivery Service Total Packets Received	321,535 packets

Figure 25: Total ILL packets sent and received FY 2005-2006⁵⁰.

⁴⁸ Florida Library Directory with Statistics

⁴⁹ Ibid.

⁵⁰ Tampa Bay Library Consortium. (2006). *Courier Service Statistics, FY 2005-2006*. Supplied by State Library.

Assessment of Outcome

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

Figures 23 and 24 (above) show the numbers of requests filled (1,312,983 FY 2002-2006) and materials requested (1,388,462 FY 2002-2006) by Florida public libraries through FEL related ILL services. Figure 25 (above) shows the total number of ILL packets sent and received through the TBLC Courier Service. [Note: packets may contain multiple items].

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

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

Activities

1. Develop, promote, and support guidelines for digital content creation and access based on national standards (FY 2003-ongoing).

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

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

The Working Group assessed the four programs, and based on the results of the evaluation selected the *Open Archives Initiative’s Protocol for Metadata Harvesting (OAI/PMH)* method as the technological architecture for the FEL digital collections service. The working group determined that OAI/PMH would provide a cost effective technological approach for Florida libraries.⁵¹

The resulting service, Florida on Florida, currently uses the *Open Archives Initiative’s Protocol for Metadata Harvesting (OAI/PMH)* as the underlying framework. Through and agreement with the State Library and funding from LSTA, The Florida Center for Library Automation (FCLA) hosts the Florida on Florida service at their facilities located in Gainesville, Florida.

⁵¹ State Library. (2006). Digital Collections Overview of Comparison of Four Models for State Technological Architecture. Available from the State Library.

The statement of work⁵² for the Florida on Florida pilot project includes the following description for the OAI/PMH framework.

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

In addition, FEL developers created, promote, and support guidelines for digital content creation and access based on national standards. Instructions for FEL related projects involving digitization (i.e., guidelines) are included in this report (See Appendix B).

2. Identify and provide access to existing online digital resources of interest (FY 2003-ongoing).

The FEL currently provides access to online digital resources through *Florida on Florida*, a comprehensive virtual union catalog that makes digital collections held by libraries, archives, museums, and historical societies throughout Florida available. Florida on Florida resources include⁵³:

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

The Florida on Florida program provides a single point of entry for search and retrieval through links embedded in metadata records that link the record directly to the digital

⁵² State Library. (2005). Exhibit 1: Statement of Work. *Digital Collections Pilot Project (Florida on Florida)*. Available from State Library and Archives of Florida.

⁵³ State Library. (2005). Exhibit 1: Statement of Work. *Digital Collections Pilot Project (Florida on Florida)*. Available from State Library and Archives of Florida.

content. The links to the digital content use the presentation facilities of the source collection as the access point. The FEL will continue to develop and make available additional digital resources based on the guidelines presented in activity one above.

3. Identify potential digital resources and prioritize possible digitization projects [FY 2003-ongoing] (Figure 26 below).

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

Figure 26: LSTA funding of digital resources FY 2003 – FY 2007⁵⁴.

LSTA grants of \$1,585,086 have funded 12 digitization projects from FY 2003 – FY 2007 (Figure 26 above). In addition, an initial bibliography compiled by Teen Peterson for the State Library identified twenty-three digitization projects under development throughout Florida during FY 2006⁵⁵. Figure 27 (below) lists some of the digitization projects along with the number of records digitized to date. FEL developers continue with the process of identifying additional digitization projects for inclusion in the bibliography and accessible through the Florida on Florida virtual catalog.

4. Develop electronic aids for identification of digital projects (FY 2004).

The Florida Center for Library Automation (FCLA) conducted a pilot study in 2004 for the development of an Encoded Archival Description Document Type Definition (EAD DTD) protocol for special collections in libraries. The purpose of the pilot study was to test the successful digitization of special collections by cataloging selected collections using the EAD DTD protocol as the guideline. The results of the cataloging would make the selected collections available for inclusion in library catalogs and OCLC and provide test collections for a pilot union database. The pilot union database, as planned, is searchable, and the content of the database would include multiple digital collections from special collections of multiple library types.⁵⁶

The FEL guidelines for digital creation and access (Activity 1 above) includes plans for submitting any collection-level descriptive records to bibliographic networks such as RLIN (Research Libraries Information Network) or OCLC (Online Computer Library Center) and for using EAD (Encoded Archival Description) as the descriptive format for archival finding aids, or the reasons for selecting any alternative approaches. The results of the FCLA study

⁵⁴ Supplied by State Library.

⁵⁵ Peterson, T. (2006). Digitization of Florida Local History Materials: A Bibliography. Available from State Library.

⁵⁶ 01-LSTA-F-04

and others on EAD DTD will guide future FEL digitization projects for access to digital or electronic local content.

5. Provide information or links to local, state and federal government information (FY 2003-ongoing).

The Florida Government Information Locator Service (FGLIS) is a virtual card catalog of government information that is available via the Internet through the Florida Department of State web site. The State Library of Florida administers the FGLIS. FGLIS provides links to information resources about local and federal government as well as links to other resources relative to government, such as links to sites related to business, tourism, libraries, etc.⁵⁷

6. Partner with local libraries and government to provide information on record retention and government information locator services (FY 2003-ongoing).

The State Library held a FEL meeting on *Digitization in Florida*, September 7, 2005. Mark Flynn of the State Library emphasized that the goal of the State Library is to make materials as accessible as possible to citizens of Florida. The purpose of the meeting was to identify ways the State Library can help the meeting attendees promote the work they have already done. The State Library also highlighted some programs designed to provide central access to resources. Some of the participants gave brief summaries of digitization initiatives at their institutions.

Outputs

1. Number of digitization projects implemented in Florida.

Florida libraries have implemented a number of digitization projects. An initial bibliography, compiled by Teen Peterson lists twenty-three digitization projects. In addition, the Florida on Florida site contains 16 collections⁵⁸ and the Florida Memory Project contains 8 collections⁵⁹. Florida's libraries, the Florida Memory Project of the State Library and Archives, and the Florida on Florida union catalog continue to make available existing collections, add to current collections, and develop new collections.

2. Number of metadata records available through Florida on Florida (Figure 27 below).

⁵⁷ State Library and Archives of Florida, Florida Department of State. (2006). Florida Government Information Locator Service. Available at <http://dlis.dos.state.fl.us/fgils/>.

⁵⁸ Florida on Florida. (2006). Florida on Florida Collections. Available from Florida on Florida Collections 20 November 2006 found at <http://bib10f-8.fcla.edu/cgi/b/bib/bib-idx>.

⁵⁹ Florida Memory Project. (2006). Available at <http://www.floridamemory.com/>.

Selected Florida on Florida and Florida Memory Project Collections	
Collection	Metadata Records Created
Alachua County Library District Heritage Collection of Historical Images	344
Bay County Library Photo Collections	7028
Burgert Brothers Photographic Archives	13,566
Central Florida Memory (University of Central Florida)	1488
Digital Repository of Mote Marine Laboratory	100
Florida Confederate Pension Application Files (State Library of Florida)	12,856
Florida Maps Collection (State Library of Florida)	815
Florida Photographic Collection	129,933
Florida Writer's Project Collection (Jacksonville University)	288
Florida's Early Constitutions	5
Jacksonville Public Library Special Collections	239
Publication of Archival, Library & Museum Materials (PALMM)	12,119
Spanish Land Grants (State Library of Florida)	605
TBLC Digital Collections	147
WPA Image Collection (Broward County Library)	1
Winter Park Public Library Digital Collection	647
World War I Service Cards (State Library of Florida)	42,407
Total	222,588

Figure 27: Number of metadata records by selected databases⁶⁰.

Assessment of Outcome

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

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

⁶⁰ Florida on Florida. (2006). Florida on Florida Collections. Available from Florida on Florida Collections 20 November 2006 found at <http://bib10f-8.fcla.edu/cgi/b/bib/bib-idx>; & Florida Memory Project. (2006). Available at <http://www.floridamemory.com/>.

A pilot study, conducted by FCLA in 2004 provided input for the successful digitization of special collections by cataloging selected collections using the EAD DTD protocol. Results of cataloging using the EAD DTD protocol provides access to selected digitized collections through the FEL for Florida residents. In addition, LSTA funds provide \$1,585,086 dollars in support of the digitization of resources for 12 projects from FY 2003 –FY 2007 (Figure 28 above).

The creation of an initial bibliography of current digitization projects provides data that supports the continued development and availability of catalogs with digital or electronic local content that is accessible, or soon to be accessible to Florida residents through the FEL. Figure 27 above shows 222,588 records currently available to residents through the Florida on Florida web site from the seventeen selected catalogs in the table. Florida on Florida developers will continue to add records to these collections and to develop new collections.

In addition, FGLIS provides links to local, state, and federal government information resources. FGLIS functions as a virtual card catalog of government information resources. The FEL continues to work and collaborate with local libraries and government to provide information on record retention and government information-locator services.

At present, FEL developers have met the initial outcome for this component. Residents currently have access to digital or electronic local content through the FEL. As a virtual union catalog, the *Florida on Florida* web site provides access to many existing online digital resources through a centralized search and retrieve interface. In addition, FEL developers will continue to add digitized materials to the collections, develop new collections, and support public library digitization projects. Figure 28 below presents the Florida on Florida web site.



Figure 28: FEL Florida on Florida digital content home page.

Additional Results

Results in the section below include additional information collected from sources identified in Task 1 (above) of this study and not included as activities for a specific outcome. The results below present assessments by areas of stakeholder interest based on evaluations of potential FEL users (i.e., focus groups, interviews, usability, and surveys) or of affects on potential FEL users (i.e., functionality and accessibility tests).

Usability and Satisfaction

Overall, participants of the 2005 Information Institute usability study⁶¹ believed the FEL search interface have improved over prior Information Institute studies. Respondents determined the site is more usable and useful for both experienced and casual/novice users.

Based on the Likert scale responses, participants generally rated the FEL web site as better than average. Participant responses indicate the site has improved from the 2003 usability study conducted by the Information Institute. Participants of the 2005 study also felt that additional future modifications within the web site (based on the findings of this study) would further enhance the site for users.

In addition to the Information Institute studies, the State Library collected nearly 150 comments from attendees at the 2006 Florida Association for Media in Education (FAME) conference⁶² regarding usefulness and use of the FEL web site and the FEL components through school media centers. The comments are available in this report (See Appendix C) and include FEL features and components accessed, use of the features and components, importance of the content provided by the FEL, and educational opportunities provided by the content of the FEL. In general, the comments are positive and support the FEL and the further development of FEL features and contents.

“FAME advocates for every student in Florida to be involved in and have open access to a quality school library media program administered by a highly competent, certified library media specialist. FAME is a collaborative, responsive, dynamic network for Florida library media professionals.”⁶³ Membership of FAME includes individuals from the Florida Association of School Librarians, the Florida Audiovisual Association, and the Florida Association of Educational Television.

⁶¹ Information Use, Management, and Policy Institute. (2006). *2005-2006 Florida Electronic Library Evaluation Activities: Usability, Functionality, and Accessibility Draft Final Report*. Tallahassee, FL: Florida State University, Information Institute.

⁶² State Library. (2006). *Advocacy Comments from Florida Association for Media in Education*. Collected from the 2006 FAME Conference.

⁶³ Florida Association for Media in Education. (2006). *Our mission...our vision*. Available 5 December 2006 at <http://www.floridamedia.org/about/about.html>.

In 2005, as part of the Information Institute's evaluation activities,⁶⁴ the College Center for Library Automation (host of Ask a Librarian) posted a web-based survey. Responses to this survey, in terms of survey respondents' thoughts on the use and usability are included within this report (See Appendix D). In general, the respondents support the Ask a Librarian service, provide insight as to the perceived value produced for these individuals by the service, and provide examples of how the service is used.

Current and Future Functionality

Functionality testing of the FEL⁶⁵ search and retrieval interface indicates improvements in many areas since the previous evaluations conducted by the Information Institute. Functionality testing as conducted in this study focuses on criteria identified as necessary to increase the accuracy and precision of retrieved search results. In using algorithms (to determine ranking), federated search systems by nature tend to decrease accuracy and precision. By continuing to assess the FEL search interface based on more traditional library criteria, accuracy and precision is improving along with the capability to simultaneously search across multiple library and vendor databases.

Current and Future Accessibility Results

Accessibility is the level at which a technology can be used by individuals with disabilities. This can include having built-in accessibility features and working with adaptive technologies that individuals with disabilities may be using. Accessibility testing is particularly important in Florida as many seniors have disabilities including visual, hearing, and mobility impairments that impact the ability to use Web-based materials. Also, the Florida legislature has recently shown interest in accessibility related issues with State of Florida websites.

Accessibility testing of the FEL by the Information Institute⁶⁶ indicates that accessibility within the FEL web site, the Digital Catalog Collection site, and the FEL search and retrieve interface has improved significantly compared to prior studies. Improvement within the FEL home pages and other pages of the FEL will help to better meet the needs of Florida residents with disabilities and create a better flow (navigation) between the different aspects of the FEL as a whole.

Marketing/Communication

The State Library launched several public awareness campaigns to promote the Florida Virtual Library and its components at library related Florida conferences from 2004-2006. The

⁶⁴ Information Use Management and Policy Institute. (2005). *Evaluation Activities for the Florida Electronic Library: Data Collection Strategies and Statistics - Interim Report*. Tallahassee, FL: Florida State University, Information Institute.

⁶⁵ Information Use, Management, and Policy Institute. (2006). *2005-2006 Florida Electronic Library Evaluation Activities: Usability, Functionality, and Accessibility Draft Final Report*. Tallahassee, FL: Florida State University, Information Institute.

⁶⁶ Information Use, Management, and Policy Institute. (2006). *2005-2006 Florida Electronic Library Evaluation Activities: Usability, Functionality, and Accessibility Draft Final Report*. Tallahassee, FL: Florida State University, Information Institute.

State Library public awareness campaigns initiated a marketing plan developed by and based on the AskAlexis⁶⁷ marketing committee recommendations. In 2005, the State Library developed an addendum to the original marketing plan.⁶⁸ The addendum includes definitions of target audiences, marketing principles, goals, and objectives. In addition, Thomson Gale group supplied a marketing strategy for K12 to the State Library. The goal of the marketing plan is to increase penetration of the FEL databases in the K-12 school market⁶⁹ during the 2006-2007 school years. The goals of the plan include increasing awareness and participation of the FEL, increase usage of the FEL, alignment of FEL resources with student performance, and the integration of FEL resources into classroom curriculum.

In addition to the State Library efforts, the Information Institute conducted two studies to determine the affects of the State Library marketing efforts.⁷⁰ Specifically the study team surveyed local library managers on:

- FEL, and FEL component usage;
- Local library FEL marketing and publicity activities;
- Evaluation of STATE LIBRARY FEL marketing efforts;
- Suggestions for future FEL marketing;
- Advice for preferred groups to target for future marketing;
- Advice on FEL collections and services to feature in future marketing; and
- Mode of communication preferred regarding FEL marketing efforts.

The goal of the study was to assist the State Library improve its marketing and use of the Florida Electronic Library by asking for the advice of the professionals that are closest to the FEL's point of use.

Overall 41.2% of the respondents found State Library educational activities, marketing or publicity related to the FEL useful or very useful. The data contained within this study offers the committee and FEL administration possible directions for future FEL marketing activities.

Overall 41.2% of the respondents found State Library educational activities, marketing or publicity related to the FEL useful or very useful (categories 4-5). 7.4% of the respondents found State Library FEL marketing efforts to be not useful (categories 1-2). Figure 29 (below) summarizes these results overall and by library type.

⁶⁷ AskAlexis. (2002). *The Florida Virtual Library: Marketing Plan*. Available from the State Library and Archives of Florida.

⁶⁸ State Library. (2005). *Florida Electronic Library: Marketing Plan Addendum*. Available from the State Library and Archives of Florida.

⁶⁹ Thomson Gale. (2006). *FEL K-12 Strategic Plan for 2006/7: Increasing Penetration in the K-12 School Market*. Available from the State Library.

⁷⁰ Information Use, Management, and Policy Institute. (2005). *Marketing the Florida Electronic Library: A Survey of Selected Local Library Manager Views*. Tallahassee, FL: Florida State University, Information Institute; & Information Use, Management, and Policy Institute. (2006). *Florida Electronic Library 2006 User Marketing Assessment: Focus on the K-12 Community*. Tallahassee, FL: Florida State University, Information Institute.

Overall Usefulness of FEL Marketing Activities			
Library	Useful	Neutral	Not useful
Overall	41.2%	51.0%	7.4%
Public library	44.8%	48.0%	7.2%
Rural public	54.1%	40.5%	5.4%
Suburban public	39.5%	47.4%	13.2%
Urban public	44.4%	51.9%	3.7%
Higher education	21.1%	68.4%	10.5%
Community college	26.7%	73.3%	0.0%

Figure 29: Usefulness of FEL marketing efforts⁷¹.

Figure 30 (below) summarizes local marketing efforts by local libraries overall. Creating a hotlink to a FEL component or the FEL website were the most popular local FEL marketing activities. Staff training was also an important activity as the FEL service was new. The need for ongoing staff training suggests the need for some form of tutorials that quickly introduce new staff to the FEL and include the same set of important information. There was high interest in locally branding the State Library product (or its components) through State Library prepared locally customizable marketing materials.

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

Figure 30: Local library FEL marketing efforts⁷².

Figure 31 (below) ranks future FEL marketing activities that library manager respondents overall thought would be most useful.

⁷¹ Information Use, Management, and Policy Institute. (2005). *Marketing the Florida Electronic Library: A Survey of Selected Local Library Manager Views*. Tallahassee, FL: Florida State University, Information Institute; & Information Use, Management, and Policy Institute. (2006). *Florida Electronic Library 2006 User Marketing Assessment: Focus on the K-12 Community*. Tallahassee, FL: Florida State University, Information Institute.

⁷² Ibid.

Future FEL Marketing by Activity			
Marketing activity	Yes	No	Not Sure
Bookmarks	88.8%	3.3%	7.9%
Online Tutorial on Database Use	82.9%	3.2%	13.1%
Online Tutorial on FEL use	81.5%	3.6%	14.9%
FEL Brochures	78.5%	8.5%	13.0%
Online Tutorial on FEL Services	78.3%	5.0%	16.7%
Regional training	75.5%	10.3%	14.2%
FEL FAQ	73.0%	6.2%	20.9%
Posters	69.7%	15.6%	14.7%
Training at conferences	64.1%	16.4%	19.5%
Customizable Print Materials	59.0%	13.0%	28.0%
Booths at conferences	44.3%	20.5%	35.1%
Online contests	38.5%	31.0%	36.9%
Internet banner and ads	37.8%	26.8%	35.3%
Banners	30.5%	39.0%	30.5%

Figure 31: Future marketing activities selected by Florida public library managers⁷³.

Training Needs and Issues

In 2005, Thomson Gale conducted eleven training sessions for the FEL with 115 total participants.⁷⁴ During the 2004-2005 fiscal years, TBLC and CFLC LSTA annual reports show that the two consortiums conducted 17 training sessions with 164 participants (Output 6 of Outcome 1 above). Training sessions focused either on the FEL web site including databases or specifically on the Thomson Gale databases. The State Library added that NEFLIN and TBLC have developed training modules and made these modules available for other consortiums, libraries, the state library, or other interested organizations to use as training tools (Activity 5 of Outcome 1 above). Selected issues associated with these results include:

- Training methodology – development of a universal training methodology will increase consistency in training methods;
- Uniform data collection instruments – uniform data collection instruments can increase the ability to compare data across libraries and library systems by variables such as library size, type, stakeholders, etc.;
- Participation – additional participation is needed at the local library level and in library systems to provide comprehensive results for evaluation purposes; and

⁷³ Information Use, Management, and Policy Institute. (2005). *Marketing the Florida Electronic Library: A Survey of Selected Local Library Manager Views*. Tallahassee, FL: Florida State University, Information Institute; & Information Use, Management, and Policy Institute. (2006). *Florida Electronic Library 2006 User Marketing Assessment: Focus on the K-12 Community*. Tallahassee, FL: Florida State University, Information Institute.

⁷⁴ Thomson Gale. (2006). Florida Electronic Library 2006 Annual Report. Supplied by State Library of Florida; & Thomson Gale. (2006). Florida Electronic Library Training and Marketing Power Point Presentation. Available from the State Library.

- Centralized data reporting – reporting the results and/or the actual data collected to a single agency, such as the State Library is necessary to engage in a comprehensive, long-term evaluation effort designed to improve the FEL and the FEL components.

An omnibus approach to evaluation of the FEL that addresses training issues related to the FEL will benefit database providers, use of the FEL, and further development of the FEL and FEL components.

CONCLUSION

The goal of the FEL, as stated in the State Library long-range plan, *Gateway to Information through Florida Libraries, An Outcomes Plan, 2003-2007*, is:

Florida residents have electronic access to information resources and services through the Florida virtual library.

At present, the State Library, FLNC, FEL work groups, and other interested organizations and parties meet or will meet the activities and outputs for each outcome of this goal.

The current evaluation by the Information Institute of the FEL for the State Library IMLS five-year plan specifically assessed the outcomes developed for each of the FEL components. Results of the current assessment of outcomes for the goal of this project include:

- Outcome 1: Florida residents use statewide licensed databases for informational needs (statewide Florida database-licensing program).

The Florida statewide licensed database component of the FEL meets the outcome above. Overall, licensed database activities and outputs indicate continued growth in use of the statewide licensed databases (increased sessions and searches). Florida residents also increasingly use the statewide licensed databases to meet information needs (increases in downloads and retrievals).

- Outcome 2: Residents use the Florida Virtual Library portal to retrieve information from multiple sources with a single search engine (Florida Portal that includes the portal search and retrieve interface and Ask a Librarian).

The FEL portal and the virtual reference program (i.e., Ask a Librarian) show significant progress and increases of numbers of residents using the FEL to retrieve information through the FEL portal and the Ask a Librarian service. The FEL portal currently includes access to numerous databases and sources of information in addition to the licensed databases. Ask a Librarian use continues to grow in use and popularity as a statewide online reference service.

- Outcome 3: Residents use the virtual union catalog to access holdings of libraries in Florida (FloridaCat).

The FEL virtual union catalog provides access to holdings of Florida libraries to Florida residents. Participation levels presently do not include all potential Florida libraries. Current marketing and dissemination efforts, however, by the State Library, FLNC, FLIN, and other parties should produce a growth in participation based on the outputs and activities of this component.

- Outcome 4: Residents obtain materials from any Florida library through interlibrary loan or a statewide virtual borrower's card (OCLC, TBLC, and iBorrow).

Residents of Florida cannot obtain materials from Florida libraries specifically through a FEL-based interlibrary loan service at this time. A statewide virtual borrower's card is also not part of the FEL at this time. FEL developers, however, continue with efforts to meet this outcome with the pilot test of the iBorrow management system that will include a statewide virtual borrower's card. FEL developers also will continue to develop and utilize currently available physical and electronic delivery means for the exchange of ILL materials until implementation of an ILL management system occurs. FEL developers are considering a plan to implement an ILL management system in FY 2007.

- Outcome 5: Residents access digital or electronic local content through the virtual library (Florida on Florida and the Florida Memory Project).

The Florida on Florida service provides Florida citizens access to digitized historical Florida materials (i.e., photos, copies of documents, etc.). The service aggregates metadata records from eight distributed sites into a single repository (union catalog). At present, FEL developers have made significant progress in providing access to digital or electronic local content through the FEL. FEL developers will continue to add holdings to current digitized collections and to expand the number of collections with holdings in the FEL. In addition, digitization projects continue to grow in number in local libraries and other organizations around the state. FEL developers will continue to promote and support these digitization projects at the local level and to incorporate these projects in the FEL as they are developed.

Based on the results of the outcomes presented above for each component of the FEL, the Information Institute research team concludes that the FEL continues to make significant progress towards meeting goal one.

As part of the long-range plan, the State Library, FLNC, FEL work groups, and other interested organizations and parties will continue to plan and conduct evaluations (i.e., formative and summative), collect data, and produce reports of activities and development for each component of the FEL. In addition, FEL developers plan to continue to disseminate information regarding the development status and success of the FEL to both strengthen the existing FEL market and to introduce the FEL into new markets.

Benefits and Impacts

As a virtual library, the FEL produces a significant advance in library service for the state of Florida. The FEL currently provides a wide range of electronic information services and resources presented in an organized, coherent, and accessible manner that would otherwise not be available. The FEL complements print and other resources currently held in Florida collections and provide Florida residents the means for access to a multitude of resources they would not otherwise have. In response to this access, Florida residents (i.e., those who participated in past evaluations) generally support the concept of a virtual library for the state of Florida and the development of the FEL as the virtual library.

In addition, the FEL links services and resources from different types and sizes of libraries and other organizations across the state. Participant organizations of the FEL include public, academic, and special libraries, library consortiums, K-12 media centers, and regional resource centers. Shared access to resources and services held by these participants broaden Florida residents' access to information resources, resources often developed from funds provided by all residents of Florida.

These shared services and resources also provide educational and economic benefits to residents of Florida and to Florida libraries. Centralized licensed products and access to shared resources provide educational opportunities to students not otherwise available and offer economic incentives for participant organizations to share the cost of expensive and at times unobtainable resources. Continued development and implementation of FEL components and other resources will continue to offer additional benefits and impacts on access to shared information.

Recommendations and Next Steps

As presented in this report, development of the components of the FEL either meets or indicates significant progress towards each outcome presented above. Within this context of significant progress, the research team offers the following recommendations and steps to further future development of the FEL, including:

1. Continue to develop FEL components as planned.
2. Disseminate results of the five-year IMLS evaluation to all FEL component developers and present the results to Florida library conferences and other state and national level conferences where applicable, etc.
3. Develop new outcomes along with activities, outputs, and output indicators for each component of the FEL based on current and proposed future levels of development of each component and the results of this five-year evaluation.
4. Create an evaluation strategy that includes formative and summative evaluation approaches specific to each FEL component for ongoing assessment as development and implementation processes continue.
5. Instigate data collection strategies and appoint data collection managers for evaluations planned for each continuing phase of development and implementation for each FEL component.
6. Appoint a centralized data collection agency (i.e., State Library liaison or member of the State Library) as part of an overall data-collection management strategy for future assessments of the FEL.
7. Create a dissemination plan to share results of formative and summative evaluations (i.e., conducted and/or collected by the centralized data collection agency) on an annual basis.
8. Update the current marketing strategy for ongoing and future marketing efforts of the FEL and FEL components.
9. Conduct additional detailed analysis of the Ask a Librarian service in terms of transaction assessment, user assessment, location of users, and quality/impact of services.

The components of the FEL, as developed to this point either provide, or show significant potential to provide electronic access to information resources and services through the Florida virtual library for residents of the state of Florida. In addition, the results of the outcomes assessment of the activities and outputs (presented above) suggest the FEL meets the initial outcomes and shows substantial progress towards meeting the stated goal one of the FEL.

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APPENDIX A: Gateway to Information Through Florida Libraries, An Outcomes Plan, 2003-2007

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

Context/Need

Regional meetings, interviews with individuals in the state, and the findings of a stateside survey all support the development of the statewide virtual library as a top priority. There are great expectations for the development and implementation of the virtual library. The study team that developed the needs assessment recommended that for this planning cycle the virtual library be the top priority.

The Florida Virtual Library is seen as a wide range of electronic information resources, digital content, and online information services organized in a coherent and cohesive manner that can be searched by Florida residents. Access to the Florida Virtual Library will be provided through a portal, an easy-to-use Web-based, multilingual common user interface, allowing the user to retrieve information from multiple sources by a single search. The Florida Virtual Library complements the print and other resources in Florida library collections and provides users access to many resources.

LSTA Purposes of Goal 1:

1. Expanding services for lifelong 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; and
3. Providing electronic and other linkages among and between all types of libraries.

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

Activities include but are not limited to:

- Identify potential online database products of interest to the greatest number of users statewide through a survey of Florida libraries and an evaluation of online products (FY 2003);
- Negotiate license(s) with one or more providers of online database products for access by all users (FY 2003–ongoing);
- Implement statewide licensing (FY 2003-2005);
- Continue working with a steering committee to provide input on the licensed database program (FY 2003-ongoing);
- Establish multiple approach training programs, utilizing instructional modules, for databases and all content and services of the Florida Virtual Library and technology, including a help desk (FY 2003); and
- Launch public awareness campaign for the Florida Virtual Library (FY 2003).

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

Activities include but are not limited to:

- Establish committee to advise the Division on implementation of portal (FY 2003);
- Identify and assess portal products and develop requirements for product (FY 2003);
- Conduct formal procurement procedure to evaluate and select portal product (FY 2003);
- Implement portal (FY 2003);
- Create uniform web site and user interface (FY 2003);
- Determine content to be accessible/searchable via portal (FY 2003-ongoing);
- Establish statewide virtual reference service (FY 2003);
- Support automation and technology grants needed to support functionality of the virtual library (FY 2003-ongoing);
- Support continued expansion and development of local library networks and increased numbers of public access computers (FY 2003-ongoing); and
- Support continued active partnership in the area of telecommunications and networking with Florida Department of Education's Florida Information Resource Network (FIRN) and Office of Technology and Information Services, and State Technology Office (FY 2003-ongoing).

Outputs:

- Number of times information is accessed using portal;
- Number of virtual reference transactions;
- Number of technology grants funded;
- Number of public access workstations;
- Number of training sessions conducted; and
- Total amount of E-Rate funds received by public libraries.

Outcome Indicator and Source/Method:

Number and percent of web site users who indicate on a web-based survey that they successfully located desired information (Source – web-based user survey conducted in 2005).

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

Activities include but are not limited to:

- Establish a committee to advise the Division on the virtual union catalog (FY 2003);
- Implement the virtual union catalog as a component of the Florida Virtual Library portal, incorporating Z39.50 search into basic functionality (FY 2003);

- Create uniform search implementation of online bibliographic databases throughout the state (FY 2003); and
- Develop common understanding and consensus of standards, practices, and procedures (FY 2003).

Outputs:

- Number of libraries with records in the union catalog;
- Number of records in union catalog; and
- Number of libraries participating in virtual borrower's card.

Outcome Indicator and Source/Method:

Number and percent of web site users who indicate on a web-based survey that they successfully located material using the virtual union catalog (Source – web-based user survey conducted in FY 2005).

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

Activities include but are not limited to:

- Establish a committee to refine, promote, and encourage compliance for statewide ILL policies and procedures (FY 2004);
- Review Florida Library Information Network (FLIN) policies and manual and make recommendations for revision (if necessary) to reflect virtual library developments (FY 2004);
- Implement a standards-based ILL management system that is ISO standards compatible with the portal and virtual union catalog (FY 2004);
- Provide physical and electronic delivery of materials (FY 2004-ongoing); and
- Define the concept of virtual borrower's card as a function of the virtual union catalog and statewide ILL system (FY 2004).

Outputs:

- Number of Interlibrary Loan Requests filled by Florida libraries; and
- Number of Interlibrary Loan materials requested by Florida residents.

Outcome Indicator and Source/Method:

Number and percent of interlibrary loan users who indicate on a survey accompanying received material, that material was received in a timely manner and met information needs (Source – user survey conducted in FY 2005).

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

Activities include but are not limited to:

- Develop, promote, and support guidelines for digital content creation and access, based on national standards (FY 2003-ongoing);
- Identify and provide access to existing online digital resources of interest (FY 2003-ongoing);
- Identify potential digital resources and prioritize possible digitization projects (FY 2003-ongoing);
- Develop electronic aids for identification of digital projects (FY 2004);
- Provide information or links to local, state and federal government information (FY 2003-ongoing); and
- Partner with local libraries and government to provide information on record retention and government information locator services (FY 2003-ongoing).

Outputs:

- Number of digitization projects implemented in Florida; and
- Number of pages/images digitized.

Outcome Indicators and Source/Method:

Number and percent of web site users who indicate on a web-based survey that digital content of the Florida Virtual Library provides information that supports lifelong learning or formal education (Source – user survey conducted in FY 2005).

Additional Potential Assessment Reporting Areas

1. Stakeholder Involvement: Library staff will be surveyed to identify current online subscriptions, areas of interest and products of interest. The Florida Library Network Council (FLNC) is charged with facilitating interlibrary cooperation, network development planning and advising the Division.

2. Communication:

A public awareness campaign will be launched to promote the Florida Virtual Library and its components.

Definitions

Outputs:

- Number of contracted databases;
- Number of logins;
- Number of items downloaded; and
- Number of library staff trained on new databases.

Outcome Indicator:

Number and percent of web site users who indicate on a web-based survey that they successfully located specific information; this percentage will be used as a baseline figure for future surveys.

Source/Method:

Sources – web-based user survey conducted in FY 2005; number and percent of library staff trained who indicate ability to use databases and provide service to the public by training public or providing information using databases; and evaluation forms of all training sessions.

Appendix B: Instructions for Projects Involving Digitization

Projects involving digitization of materials, regardless of the category in which they are submitted, should discuss the following:

- 1) Material to be digitized, including the number of items, if possible, or some other indication of volume; the current state of processing for the collection (is there an inventory or finding aid?); subject matter, including relationships to other collections; and how the material was or will be selected for imaging;
- 2) Likely use of and demand for the materials in digital form (existing or potential audiences);
- 3) Equipment to be used (whether purchased, leased or outsourced);
- 4) Does the institution own full title to the collection including copyright; are there restrictions on how the collection can be accessed or used; and how these legal issues have been or will be addressed;
- 5) Technical standards to be used for: each type of file format to be produced (master, access, and thumbnail, as appropriate, and rationale for each); image quality (resolution, depth, tone, and pixel array of camera or pixel dimensions of scanner); content descriptions (access aids, including descriptive metadata); system management and accessibility (structural and administrative metadata); and quality assurance;
- 6) Plans for submitting any collection-level descriptive records to bibliographic networks such as RLIN (Research Libraries Information Network) or OCLC (Online Computer Library Center) and for using EAD (Encoded Archival Description) * as the descriptive format for archival finding aids, or the reasons for selecting any alternative approaches;
- 7) Plans for creating item level metadata describing digital objects created as part of the project and ability of resulting metadata to be harvested by state and national metadata harvesting programs;
- 8) Estimated cost per image (include, for example, estimated costs of scanning, quality control and indexing; and the basis for calculation); and
- 9) Plans for preservation and maintenance of the digital files (storage systems, migration plans and funding).

**The Society of American Archivists has adopted EAD as the descriptive standard for archival finding aids.*

Applicants for digitization projects can find useful technical information on the web sites of the Library of Congress' American Memory Project (<http://memory.loc.gov/ammem/ftpfiles.html>), and its Ameritech Competition Lessons Learned (<http://lcweb2.loc.gov/ammem/award/lessons/lessons.html>), as well as the National Archives and Records Administration's Electronic Access Project (<http://www.nara.gov/nara/vision/eap/eapspec.html>). Other resources include the Digital Library Federation's publications (<http://www.clir.org/diglib/dlfpub.htm>) and the Research Libraries Group's DigiNews (<http://www.rlg.org/preserv/diginews/>).

The State Library of Florida does not prescribe a particular framework or approach, but the proposal should reflect an awareness of the technical considerations involved and provide a

rationale for the approach selected. Examples of LSTA funded digitization projects can be found on the IMLS web site at <http://www.ims.gov/guidelines/nlgprojectlinks.htm>.

Appendix C: Advocacy Comments received at Florida Association for Media in Education Conference

Florida Association for Media in Education Advocacy Comments	
	Comments
1	Read School Library Journal online; use endangered species site-very hot idea!
2	We have not used this resource yet, but I can see many uses for this service. Especially the newsletter - "It's Galementary!" Sounds great! Can hardly wait to get started.
3	I will expose my students to your services to help my students with the various research projects that are assigned in their classroom.
4	I will use this tool in my media skill lessons with my elementary and middle school students.
5	To use online resources instead of Google.
6	Teaching subject area teachers about FL electronic library during a technology in-service.
7	Our students use Biography Resource Center and Literary Criticism in Language Arts Projects. Opposing Viewpoints keeps up to date entries as opposed to trying to keep print material and current issues.
8	Using articles on InfoTrac OneFile for FCAT and SAT reading practice in classrooms
9	We use Biography Resource, Literature Resource, Opposing Viewpoints, Science Resource
10	Teaching the teachers about the Florida Electronic Library. Modeling the use of the databases with the students.
11	When all else fails, or to avoid frustration in first place, I turn to the electronic library with the students. It consistently delivers!!
12	Because the maps and globes we have are so dated, I have used the InfoTrac Kids Edition maps. I project them onto a white screen so they are easily seen. They're up-to-date.
13	Use of databases with all research projects within school. Providing instruction on databases.
14	I begin all library research units by demonstrating Student Resource Center Gold, Professional Education, Opposing Viewpoints and Health & Wellness to the class via a projector and laptop. Also I teach the online databases to all our pre-IB 9th grade students.
15	I am an elementary teacher that uses computers to teach reading as a special area. I could use the reference tool to find Florida History and World History.
16	FEL has been used for research to do senior projects.
17	By showing students the databases provided them by the state and county, students have realized the wealth of materials available to them. Recently, classes have used the databases on mythology and British poetry.
18	Having stds use Florida Electronic Library. Use the e-books.

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19	We use Gale's Expanded Academic Index for our higher level students. I'm planning to offer more e-books in the future.
20	I have already incorporated it into my 9th grade orientation as well as posting the web address next to the computers for handy access while doing research.
21	I'm going to continue to recommend these resources to students and advertise these wonderful free resources to teachers and parents
22	I show all links to Gale databases and electronic citation on my Media Center homepage. I work collaboratively with teachers to do both print/nonprint research.
23	My students love the databases because it gives them exactly what they are looking for instead of getting 1000's of hits of materials that really don't relate to what they are looking for.
24	My students are currently doing reports on endangered species. I'll show them how to access info through the e-book feature.
25	My students love finding books to read using "What Do I Read Next."
26	Direct students to become more discriminating users. Spend more time explaining step by step.
27	I have placed links on our homepage for destiny. We will be adding more about the e-books and galeschools.
28	I can introduce the resources to my English classes and my English department & focus on research and analysis.
29	I use it all the time with Ask a Librarian because I know that everyone I speak with will have access to these databases.
30	I use it to introduce online research skills lesson.
31	We don't allow Google or www searches at our school. We have a special menus where students can only select from the Gale databases for research.
32	Monica Lopez is going to be presenting the Gale Group products to our media specialists and media aides at our December media meeting! Looking forward to it . Love your products.
33	I use InfoBits for great information, child appropriate, easily accessible. With grades 4-6 I have them check Gale Resources first - before Internet searching.
34	I use Gale with my students to help my students do research, cite sources, and become information literate.
35	Collaborating with teachers; research skills
36	I am working on literacy skills with students to be able to independently access information particularly about health related issues.
37	Using the lesson plans with reference materials when teaching library skills
38	We offer a 9th grade orientation and we introduce FEL to them.
39	Working with students for research

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40	FELibrary; online encyclopedias; online catalog; lessons on evaluating websites, note taking, citing sources; strong collection of print materials; research games for grades 2-8 and skills
41	I work at the county media office - I will recommend FL Elec.Lib to teachers for add. Resources for their classes.
42	Using Discovering Collection for literary and historical research; promoting the database to teachers.
43	I will encourage them to use the Florida Electronic Library and I will find resources on the Gale schools website to use in class.
44	I do orientation with all students doing research projects before they start their research - Gale is awesome - I am also using it to find nonfiction for my reading teachers.
45	We teach Gale resources to all classes that come for research. We feature the Gale icon as a link on our media center web so they can access easily from home.
46	I had a parent night orientation to show parents and students how to access and utilize. I've shown teachers to they can assist students with DAR Essay Science Fair projects and other individual classroom research projects.
47	Inform teachers of this resource
48	Gave the fourth grade teachers the website and got them to use it for Florida history.
49	Train teachers and students on using info search. By going to authoritative site a student will read facts not hearsay.
50	I will add a link on my research computers to Florida Library (Electronic) to make research faster and accessible.
51	Continue to expose my students to the excellent resources!
52	Give more individual time to students doing research
53	Our diverse population has created a real need to have other languages available in the ebooks. We have really promoted that aspect this year and our ESOL teachers are thrilled.
54	Using FEL as research tool
55	I am already using "What Do I Read Next?" with my middle school students.
56	I love to show a student one of your databases and then they see there is more than Google!!
57	I introduce Florida Electronic Library to students as they begin research projects.
58	I have used FEL with my teachers in many ways...most recently we researched topics related to LMS such as STDs and other health related issues. Loved it!
59	I plan to use "What Do I Read Next?" with the reading classes to promote reading.
60	Training them to use FEL resources
61	Help guide students to valid resources which online searched with known search techniques but provide resources quickly. It is great for not only finding great resources but also showing how to evaluate a valid Internet resource.

62	Gateway HS has purchased several databases and electronic books from Gale. Our staff appreciates the quality of material and its comprehensive searchability. Students are beginning to use the databases for general research and particularly when working on their critical analysis.
63	I am using the ebooks for my students that do not have computers in their homes! We are a Title I school.
64	Provide background for history students creating pseudo-autobiographies of individuals living during periods of American history.
65	I'm trying to get my students off Google and into research databases - it's a hard sell!
66	Before each class schedules time in the library, I give a tutorial on all our available online resources. I will add this for sure!!
67	I have a link from the school webpage to the Gale databases. They use them all kinds of research especially science fair RIGHT NOW! DK would be great!
68	Ebooks will be wonderful tools for my students who love to use the computer more than books.
69	I will definitely go to Galeschools.com for info to help me help teachers. I'm interested in using the ebooks - really cool! Thanks
70	Ebooks will be helpful to students doing nonfiction report writing - especially with endangered species. Our students do report writing on nonfiction subjects K-5.
71	After the session I attended I plan to take this back and share this great resource with teachers at my school.
72	I will be publicizing the PowerSearch. Please hurry and get all of your databases under the same umbrella.
73	Haven't used yet.
74	Helping make sure district teachers have training necessary to use the Gale databases.
75	Use in research data gathering special projects; give assistance for collaborative planning with teachers
76	If you have not used Thomson Gale Databases - you are missing out! When I worked in the public library sector and patrons would ask for biography info (i.e. Ronald Reagan - after death) the Biography Resource Center came to the rescue!!!! Now as a school librarian we love the InfoTrac OneFile, Junior Ref Gold. I love Thomson Gale so much!!!!
77	We provide access for our students and our community through our library media web page with our databases, our OPAC and a link for FEL. We teach our faculty and students to use all and we promote lifelong learning in all we do.
78	Elibrary has helped me work with low achieving 4th graders with learning better research skills.
79	Teaching library classes; helping teachers

Florida Electronic Library Five-Year Evaluation (2003-2007)

80	We have Opposing Viewpoints, Science Resource Center, Student Resource Center Gold, Literature Resource Center, to mention a few of the Gale online subscriptions. Our students have to exhaust these "safe" onlines before they can go out to the web. Gale has every subject covered with authoritative, wonderful information. We love Gale and certainly could not do without it!!!
81	I compare searches on a specific topic first showing Google then SRC talk about the time it takes to sort through Google hits to find "good" sites compared to a little time up front to get to all "good" hits in SRC.
82	I teach my teachers to use the databases for classroom research. We all project the process so students learn step-by-step processes.
83	This is awesome - I plan to tell my science teacher about Health & Wellness - I will do a workshop for my K-5 teachers on InfoTrac OneFile - Thank you, thank you!
84	Provide instruction on using all the databases available to Hillsborough County; Give one on one instruction, demonstrating how controversial topics are not filter by our county system; show how using these databases limit "hits" to those that are most helpful - not "selling" them something.
85	After this presentation, I will look into becoming better acquainted with this product. Our county (Seminole) already has this database.
86	I am very new and will be using it
87	After this demonstration I will be using InfoTrac OneFile, InfoTrac Kids Edition, and InfoTrac Students Edition. I will also access the resources on galeschools.com.
88	For research - projects, general reference questions, complete homework assignments
89	All research by our students across the subject areas, I teach to use FEL resources. All of the teachers require that students to use a minimum of 2 resources from the Internet. Also students use the "How to Write a Research Paper". It is also great.
90	Alternative to Google Search
91	Student Resource Center Gold; Opposing Viewpoints
92	Have converted some diehard teachers to the use of electronic articles over physical print article by using Thomson-Gale. It's amazing that some teachers want students to find the pages when you have it all.
93	You need to work directly with subject area specialists at the Department of Education (Florida) to inform the classroom teachers of these tools. Also, provide sessions on these tools at teacher conferences. Cancer research
94	Science fair; alternative to google
95	Teacher workshops; science fair projects
96	I have used it as a research tool.
97	Copyright free pictures; science fair research

Florida Electronic Library Five-Year Evaluation (2003-2007)

98	I teach all our middle school students about Galenet. We utilize it for science research, interdisciplinary projects, and research of every kind. Even at the middle school level, we use the InfoBits Charts tab to teach how to read graphs and charts.
99	Alternative to Google
100	Pictures; science fair projects; history projects; reliable database vs Google
101	As a resource to teach reference and research skills.
102	Schools in our district use the electronic resources in order to have home and school access and not have to buy hard copy.
103	Alternative to Google as search engine; science fair; issues and answers
104	Haven't used it yet at our new school but will use it for research and alt to Google.
105	Shared with PTO training sessions for teachers; orientations to students (scavenger hunt using database)
106	Internet research
107	Read ebooks to students
108	Introduce computer research
109	Research projects for grades 6-12:1).Science Fair Projects 2). DAR Projects 3). Collaborative Projects with teachers across the curriculum 4). Career Awareness Information 5). Explaining the various databases and when they are appropriate and relevant for projects
110	Reading electronic books - grades 1-3
111	Databases
112	Besides using Galenet at school, I taught my middle school aged son how to utilize the Science Resource Center
113	Teaching InfoTrac to juniors for research purposes; presented "What Do I Read Next?" to staff - for personal use and how to present to students
114	We love InfoBits, how easy it is to use and how much information we can get on just about any subject!
115	We used InfoBits for info/biography on Iraq and Hussein for 6th grade to compare/contrast US and Iraq society and why the US is helping Iraq to be democratic. We also use Science Fair projects in Science Resource Center!
116	I use Galenet to access nonfiction text for content area reading
117	Using the judging information worksheets to help students with research; Science project research instead of Google; To prepare workshops for teachers.
118	We use Kids InfoBits to enhance our morning announcements. We can locate pictures quickly to show each morning.
119	I use it to get lesson plan ideas.
120	Science fair project resources are excellent.
121	We log in not the way we're supposed to so we never get credit for using your product. It's too slow.
122	Supporting teachers with research efforts.

Florida Electronic Library Five-Year Evaluation (2003-2007)

123	Smarter search for elementary students; promote product to staff for lesson plans; parent workshop
124	I make sure to introduce all of my classes to Thomson Gale during orientation.
125	Student research
126	Plan to use it - definitely
127	Internet research (elem); highlight children magazines (popular)
128	I am planning to present to my teachers to expose them to other resources.
129	Research; Home access for resources; PTSA Meetings; Robot calls home; School newsletter
130	Bookmarked on all student workstations as starting point for research
131	Unit lessons for reference and research
132	Pictures copyright free
133	FEL is always available to each of our students.
134	Just found out about (at district library meeting) - put email out to staff suggesting they use these [make shortcut on student computers! Espec in lab] and encourage students to use rather than Google, etc.
135	Introduction of the electronic database concept to our students moving on to college; provide authoritative higher level search strategies that provides so much more than Google.
136	Training sessions for faculty and staff on the use of FEL; students using scavenger hunts to find info on FEL
137	Ask a librarian -- WOW! What a special service.
138	I used it to support 4th grade Florida history research by using primary documents.
139	Professional resources for teachers on reading; resources on Florida history
140	An alternative for Google searches
141	An alternative to Google
142	I use the Florida Electronic Library in my media center.
143	ERIC searching InfoTrac for student research
144	It's linked on my Destiny home page. I demonstrate it when I teach research skills. We'd use it more if we could access InfoTrac through One Search.
145	History fair; Florida Memories project; science fair; linked to catalog search; linked to school website; I teach students to use it during info lit projects/lessons. I taught dept's to use it for Prof and student use.
146	I help teachers who are doing their MA work.
147	Teachers use it for professional resources when taking academic classes. Students use it for social studies and science project help.
148	As part of my orientation so students know how to use a source that is accurate and up-to-date.

Florida Electronic Library Five-Year Evaluation (2003-2007)

149	FEL works! - My students have never had a resource that is so easy to use and informative as Gale! Thank you for de-Googling my school!
150	World History project; Admin certification; Careers
151	I had a parent night and demonstrated how parents and students to access online resources including the Thomson Gale info databases.
152	Teacher sources; lesson plans; prof journals
153	I use the Health & Wellness module with our students, Student Resource Center Gold, Test Prep and more. I also made flyers for our students with passwords for home access.
154	I use "What Do I Read Next?" with book club students to help them build booklists.
155	Encourage reading bu using What Do I Read Next?
156	I am going to hold a parent night and use the Flectronic Library to offer parents a safe place for Internet searches.
157	Alternative to Google; endangered species database
158	Using Gale online: Lit Resources; Bio Ref Center; Student RC; Oppossing Viewpoints; Student Edition; Professional Collection; Health Center
159	I've put a Gale link on our Destiny home page and kids are discovering what a great resource it is.
160	I'm going to do a training with all my teachers who will use with their students.
161	I will bring the outline Spanish materials to the Spanish department at my school.
162	Tied to my school website; use instead of Google; use for Science and Social Studies Fair
163	Professional collection for teachers
164	Need more for elementary. Are you considering video streaming?
165	So far I have only added it as a web link on my media center web page. I am training sci teachers next week on online resources. I plan to highlight it in a parent newsletter. I am just beginning to advertise and explore.
166	I've been using it with 9th grade classes as they come in to their LMC orientation. They have to look up a specific topic and tell me what they find. It is on my media center website page as a link.
167	We've used the Florida Memory Project picture files for 4th grade social studies projects (Florida curriculum requirements.)
168	We will use this database for presentations for Women's history month and Black History month.

Appendix D: Ask a Librarian Patron Comments

Ask a Librarian Web Survey Responses from Users (Patrons)	
	Comments
1	Whatever you're doing is fantastic! Keep it up!
2	I loved this feature! Thank you so much. I was very frustrated before asking the librarian. It made my searching much more "human" even if it was over the computer.
3	Keep providing this great resource, Thanks.
4	You guys are doing a magnificent job on this for Florida students, I think you should go U.S. and international.
5	The person who helped me was very nice and polite!
6	Gret, the best help service online foreal
7	I do a tremendous amount of research using the web. This encounter hasn't dimmed the web one bit, ah contraire it has strengthend the web.
8	Speedy!
9	this service is top notch and immensely useful, thank you for setting it up.
10	I appreciate your promptness, and friendliness.
11	YOU GUYS rawk! this is awesome! ive never EVER heard of this, i stumbled on it by complete accident if everyone knew about this itd be huge i bet!
12	please keep this service, I would be lost without it!!
13	Your website is awesome, and also a great idea. The only thing that is kind of annoying is waiting for someone to get on, but there is probably no way around it. Thanks for all of your help.
14	Thank you for this service... it's great!
15	please keep this program, I utilize it often and would be lost without it
16	can't improve on perfect!!!
17	please keep this service, I would be lost without it
18	You guys are awesome! I love how this sight helps me find exactly what I need in half the time it would take for me! Thank you for this website!
19	I think Ask a Librarian is a very helpful tool and I'm surely going to tell my friends about this website
20	You are a lifesaver! Thank you so much for this service!
21	AWESOME! It was absolutely wonderful. Probably my best online experience ever. Thank you so much. Very simple and quick and not frustrating.
22	I loved it! I like how the shared websites come up so the librarian can interact with me and assist me as if they were beside me. They are knowledgeable and made it easy to find complex journals.
23	well i have only used this once but keep up the good work it really helped me
24	You guys are good and kind
25	I've used this service a few times and each time the librarians have been extremely helpful. I am very pleased with the service!
26	The librarians are helpful,curteous and very informative. Great peolpe to talk to. Jean
27	the service is helpful.i am not skilled in the use of computers. the ask a librarian walked me though each step and made it seem easy
28	I love this site.
29	Its nice because the questions I needed help with got answered!
30	make there typeing a little bit faster!!
31	This was a great experience! The librarian was very friendly and very helpful.
32	It was very helpful and the teachers (robots) lol r vary helpful thanx for this site!! its awesome!!
33	i think that this is a good web site for kids to use so that when they go to the library they know what to do and know how to do it.
34	Still trying to locate what I need for my paper.
35	I appreciate the assistance. It was very quick and helpful.
36	amazing. i could only remember the characters code name and sporting event and the librarian figured out the book's title. i am impressed.