

State Library Report

May 2015

Activities / Accomplishments

The State Library Commission met on May 18 in Raleigh. They heard updates about State Library activities and engaged in a rousing discussion about the future of public libraries.

Library Legislative Day was held in Washington DC on May 5. State Librarian Cal Shepard accompanied NC's student ambassadors as they visited their congressional representatives and spoke up eloquently in support of continued funding.

The Library for the Blind and Physically Handicapped hosted a travel program on May 5 at the Museum of History's Longleaf Pine Room. Guest speakers were library patrons James Benton, Mary Flanagan and Kathy Brack. The program was well received by the 60 people attending.

The State Library's genealogy training "RootsMOOC" ended on June 1, 2015. **4018** individuals signed up for the course. Even though the course discussions and quizzes are no longer available, other course content such as the instructional tutorials and videos will still be accessible online through the Library's YouTube channel (<https://www.youtube.com/user/statelibrarync/videos>). RootsMOOC was made possible in part by a grant from the Institute of Museum and Library Services under the provisions of the federal Library Services and Technology Act as administered by the State Library of North Carolina.

Effective May 4, the Government and Heritage Library (GHL) moved to one service point located on the West Mezzanine. Approximately 70% of our in-person visitors were from NC in May, and about 30% were from other states. A user survey for in-person customers was developed and launched to capture user response and feedback concerning the single service point. This feedback will be considered by the Reference Team when planning the permanent single service point. A visiting researcher commented on May 21 – "Very nice facility. Outstanding staff - very helpful and very knowledgeable!"

Laura Brown, Library Science student at UNCG, who has been interning with GHL over the Spring semester, presented her findings on the usability study she conducted to staff in the GHL and State Archives. These results will assist GHL in planning revisions to landing pages, and those relating to CONTENTdm will be shared with OCLC.

Library Development offered 7 in-person workshops during the month of May, with a total attendance of 123

- *LibGuides V2* – 3 full-day workshops (46 attendees)
- *New NC LIVE Basics* – 4 full-day workshops (77 attendees)

45 library staff consumed 46 ½ hours of online training.

Jennifer Pratt and Kelly Brannock worked with library foundation directors from the large urban libraries to present a Fundraising Summit held on May 15th at the Foundation for the Carolinas in Charlotte. Kelly also participated in 3 conference calls with other statewide CE consultants regarding module 4 of the COSLA New Directors 101 project. She prepared slides and developed a resource list for module 4 on *Asset Management*. She also collaborated with a COSLA representative and other statewide CE consultants to narrate/record the *Asset Management* module. Kelly participated in the May 28th meeting of the ALA Learning Round Table Executive Board and reported on Marketing & Communications committee activities; shared meeting minutes with other committee members. Revised the Learn RT brochure and forwarded the document to ALA for duplication and distribution at the 2015 ALA conference.

Jeffrey Hamilton prepared and published scholarship applications for NC library staff to attend the Association of Rural and Small Libraries and the North Carolina Library Association conferences.

Raye Oldham oversaw the EZ grant decision process and notified the 2015-2016 LSTA Grant Applicants of the funding decisions. She also announced Round 2 of the EZ Edge Technology Program which will provide public libraries with an opportunity to complete their Edge Action Plans with grant funded technology purchases. She also submitted the State Library of NC annual State Program to the IMLS.

LD consultants completed State Aid monitoring and established eligibility for all 80 liaison libraries.

Molly Westmoreland provided a workshop to the governing board, the local boards and Friend board members of the CPC Regional Library. As Consultant for Public Library Management, one of her responsibilities is to help library boards understand the importance of their role in providing quality public library service to the people of North Carolina. She attended the May meeting of the board of the Friends of NC Public Libraries and provided a workshop for the Friends of Perry Memorial Library.

The Library Development section enjoyed their annual retreat at the NC Humanities Center. They discussed the section goals and priorities and aligned them with the goals of the State Library, DCR and Governor.

Amanda Johnson was invited by Susan Brown, director of CHPL to participate in their Market Segmentation Workshops with Marc Futterman of CivicTechnologies. This was a LSTA grant funded project to analyze CHPL's communities of service and identify market segments that do not use library services and develop methods of outreach.

Amanda has been evaluating the Colorado State Library's data dashboards as a possible model for updating the State Library's site. Dave Hodgins, web programmer for Colorado, has agreed to share the code for their site.

Public Library statistical tables for 2013-14 have been finalized and uploaded onto the website.

Lori Special represented the State Library at the NC Home Educators Conference in Winston-Salem and the Reach Out & Read Summit on May 15, 2015 in Charlotte by hosting an information table about library services for children. She facilitated 5 Counting Opinions Reading Club hands-on Configuration and 6 Activity Tracker webinars in May.

Notable Statistics

LD Blog statistics

- 1,748 site visits
- 3,305 pages views
- Top three posts: Google analytics (widget) is no longer compliant with the latest release of WordPress. Staff are searching for an alternative application.

GHL Blog statistics

- 1,572 visits
- 2,374 page views
- Top posts:
 - 146 views: New Additions to NCpedia, North Carolina's Online Encyclopedia, May 13, 2015 (<http://wp.me/p17ckJ-4mg>)
 - 171 views: Hertford County, North Carolina County of the Week, May 3, 2015 (<http://wp.me/p17ckJ-4lJ>)
 - 146 views: Digital Collections: Raleigh History, May 4, 2015 (<http://wp.me/p17ckJ-4kO>)