

State of Wisconsin/Department of Transportation
 RESEARCH PROGRESS REPORT FOR THE QUARTER ENDING: June 30, 2006

Library Connectivity Pooled Fund Project TPF-5(105) http://www.pooledfund.org/projectdetails.asp?id=337&status=4	
Project Title: Administrative/Marketing Services Coordinator: Christi Powers	Project ID: 0092-06-30 Approved Starting Date: 10-01-05 Approved Ending Date: 09-30-07
Project Title: Library Technical Services Investigator: Maggie Sacco, CTC & Associates LLC	Project ID: 0092-06-31 Approved Starting Date: 11-11-05 Approved Ending Date: 11-10-07
WisDOT Administrative Contact: Ann Pahnke ann.pahnke@dot.state.wi.us	WisDOT Technical Contact: John Cherney john.cherney@dot.state.wi.us

Percent Complete:

The Library Connectivity Project is funded for two years, with two separate contracts beginning October/November, 2005. Work on both is approximately 38% complete.

Project Description:

The Transportation Library Connectivity pooled fund study is focused on (1) improving access to diverse collections of transportation-related information; (2) reducing costs through sharing of resources and joint payment of service fees; (3) improving coordination with regional and national organizations for distributing transportation information. The Administrative and Marketing Services contract supports a part-time consultant to oversee the project and develop marketing tools and outreach strategies that promote the value of libraries and information services. The Library Technical Services contract supports a full-time librarian to provide technical assistance to pooled fund participants in organizing, classifying and sharing holdings and developing best practices for transportation libraries.

Additional information about the Library Connectivity Pooled Fund Project may be found on the project Web site at <http://www.libraryconnectivity.org/> and on the project blog at <http://ctcandassociates.com/lpfblog/>.

Progress This Quarter – Administrative and Marketing:

Five of eleven pooled fund members participated in National Library Week with open house events from April 2 to 8, 2006. A total of 3,000 bookmarks, more than 400 flyers and brochures were designed and distributed. Customized with state logos and contact information, the Library Week materials were then distributed by Kansas, Ohio, Oregon, Washington and Wisconsin. All member states digital design thank you notes and bookmarks to be used throughout the year and for post-event purposes. Samples of brochures and flyers can be found on the Library Week Toolkit page on the Marketing Resources page of the pooled fund study Web site along with open house results. See <http://www.libraryconnectivity.org/toolkit.html>.

Another brochure, “Top Ten Reasons to Visit Your Library,” was designed for Ohio, Oregon, Montana, Wisconsin, Kansas and Pennsylvania. Adapted from the Special Library Association’s promotional scheme, this brochure communicates the value of library, research and information services and isn’t time-sensitive, such as the materials used for Library Week.

Two TAC teleconferences were conducted on April 19 and June 20, 2006. Agenda items for the quarterly TAC teleconferences included phase II technical priorities, redefining outreach and networking strategies, performance measures for the study, and preliminary planning of the Library Connectivity Annual Meeting which will be held September 19 to 21, 2006 in St. Paul, Minnesota. For meeting details, see <http://www.libraryconnectivity.org/meetings.html>.

Three performance measure subcommittee teleconferences were conducted during May/June, 2006. The goal was to identify succinct but measurable results and outcomes for the study. The performance subcommittee, consisting of

Jerry Baldwin, John Cherney, Christi Powers and Maggie Sacco, reviewed strategies, sample measures, spreadsheets and tools from member states. A TAC teleconference was conducted on June 28 to review options and discuss classification categories. Since no conclusive decision was made, the consultants will review results from the survey administered in January 2006, extrapolate any relevant data, and make a final set of recommendations to the TAC during the quarterly teleconference.

The Web site was redesigned to include a master calendar, RSS feed, additional links and more integration with the pooled fund study blog. A template of marketing ideas and newsletter articles will be added to the site in addition to testimonial or 'success stories' that can be entered directly onto the blog. The study is gathering anecdotal information from librarians, customers and transportation practitioners that describe how library and information resources are used.

National outreach efforts are underway this quarter as the administrative and marketing consultant attended the AASHTO RAC conference in Columbus, Ohio on July 10 to 13, 2006. Plans include networking with U.S. DOT's Research Information and Technology Agency (RITA) officials to invite a senior analyst as keynote speaker. In pursuing that opportunity, the pooled fund study continues to look for ways to coordinate efforts in establishing regional information and knowledge networks under a national coordinating body, as recommended in TRB Special Report 284. Future outreach goals include proposing a transportation information management session at TRB's annual meeting in January, 2007 and an AASHTO RAC presentation in July, 2007.

In an effort to recruit new members, information was sent and teleconferences were conducted with Alaska and Texas departments of transportation. Follow-up phone calls will be made with each librarian to monitor potential TPF commitments. These states learned of the library connectivity pooled fund study at the Special Library Association (SLA) meeting in Baltimore, Maryland. A presentation was made by TAC members Janet Bix (Ohio) and Stephen Cochran (Washington) on the complementary efforts of the pooled fund study and the Midwest Transportation Knowledge Network. Last, a total of 150 general pooled fund study flyers were distributed at SLA/GTRIC meeting (June, 2006), AASHTO RAC conference (July, 2006) and the Center for Transportation Studies research conference (May, 2006).

Progress This Quarter – Library Technical Services:

Ten of eleven pooled fund libraries have been actively engaged in Phase 1 activities this quarter. Louisiana DOT has been largely inactive in Q2 (due to hurricane Katrina), but we have had some communication from them recently. Completed tasks outlined below reflect the active participation of ten members. We will bring Louisiana up to date with our accomplishments and initiate their OCLC subscriptions when they are ready for active participation in pooled fund study.

We have concluded a comprehensive survey of library services, staffing, budgets, collections and physical space, etc. with a lengthy report and individual site profile reports. We have presented the possibility of a pooled fund subset of TLCat to the Technical Advisory Committee (TAC) and will have further details from an OCLC representative at our annual meeting in September. Coordination of TLCat & TRIS databases has progressed and the technical librarian will attend AASHTO-RAC in July specifically to attend a session on this topic and report back to the TAC. The draft Phase 1 report was submitted to the TAC on March 31, 2006 and the final report was submitted on June 30, 2006.

Much time and effort has been put into planning Phase 2 of our project and a workplan and timeline have been completed and approved by the TAC.

Subscription services from the Online Computer Library Center (OCLC), which include participation in the WorldCat database and the TLCat subset catalog have been initiated and/or instituted for ten active study members. Two members, Tennessee DOT and Pennsylvania DOT, are in the process of going live with new local cataloging systems and will upload their holdings to OCLC when they are ready. One member, Kansas DOT, has upgraded their OCLC membership and will now be contributing to the union catalog and have an unlimited cataloging subscription. Pennsylvania DOT is considering a change in their OCLC membership at this time from regional affiliation to independent status. The technical librarian has been actively involved with both the DOTs and OCLC representatives to facilitate the optimal membership arrangements for the individual libraries. Wisconsin Library Services (WiLS) continues as our agent with OCLC and we are ready to initiate a second set of subscription invoices through them for

those libraries having their access, cataloging and resource sharing subscriptions paid by the pooled fund. Our relationship with WiLS has been a tremendous benefit to our members by simplifying the invoicing process.

Outreach activities continue to be a priority with the TAC and more interest in having the technical librarian involved has been shown. The technical librarian gave a pooled fund study at the Center for Transportation Studies conference in Minnesota last May 2006 and is scheduled to present at the Ohio Transportation Engineering Conference in October 2006. Attendance at AASHTO-RAC in July 2006 presents outreach opportunities as well as gathering important information on the progress on TLCat/TRIS integration.

Work Next Quarter – Administrative and Marketing

Refine, reformulate and reprioritize network, marketing and outreach efforts

Refine, finalize and implement performance measures

Plan, coordinate, and hold annual meeting in St. Paul, Minnesota

Conduct post-meeting follow-up and minutes

Conduct quarterly conference call

Submit proposal to TRB LIST committee to plan and coordinate an information, library and knowledge network presentation at TRB, January, 2007

Work with AASHTO RAC Region I to determine presentation/panel venues for July, 2007 meeting

Work Next Quarter – Library Technical Services

Recommend strategies to meet states' technical needs while staying within the two-year budget

Establish a baseline of OCLC listings for DOTs and provide a report that accounts for the number of holdings added to OCLC (or made accessible online), and other accomplishments, as a result of the study

Identify current best and effective practices in the areas of collection management and library policies and implement and maintain an online repository

Provide technical cataloging assistance to convert bibliographic records into shareable digital format. Specifically, facilitate cataloging activities including: adding new items to WorldCat/TLCat, helping eliminate backlogs, and enhancing overall quality of cataloging

Collaborate with the National Transportation Library (NTL) on tasks identified by the TAC as having mutual objectives

Continue to assist with development of transportation knowledge networks to reduce costs and expand access

Circumstances Affecting Progress/Budget:

Library Technical Services

Subscription evaluations will conclude next quarter. This was not practical in Phase I due to the demanding travel schedule and the time-consuming nature of investigating and securing OCLC subscriptions services. Subscription database information has been gathered with the survey, and more detailed vendor and license information will be gathered next quarter.

Collection assessment will begin next quarter and will start with investigation of software to accomplish the assessments effectively and precisely. OCLC has committed to giving a presentation and demonstration of their Collection Assessment tool at our annual meeting in September. We will also consider the possibility of having a pooled fund subset of TLCat, which would require the approval of NTL (TLCat administrator). This could prove useful in evaluating the member libraries' collections. The option has been presented to the TAC and will be taken up for discussion next quarter.

Investigation of integrating TRIS and TLCat for better functionality has progressed on the initiative of the owners and administrators of the two products, TLCat (OCLC) and TRIS (TRB & BTS). A presentation at AASHTO-RAC detailing the integration is planned for AASHTO-RAC in July. The technical librarian will attend and report back to the TAC.

We would like to complete the last two site visits in Q2. Montana DOT and Louisiana DOT will likely take place in late summer and fall of 2006 respectively.

Our work is largely on schedule at this stage of the pooled fund study, with the exceptions noted above. As the project goals and priorities evolve, the tasks to address them have evolved as well. No delays are expected beyond those that may occur

when working with a large group (scheduling issues with librarians and research managers, accommodation of participants' responsibilities to their libraries and agencies as priorities, etc.).

All Phase 1 tasks and activities have been completed within budget as this phase concludes concurrent with Q1. OCLC subscriptions were budgeted at \$21,214.00 and came in under budget at \$20,640.94. This figure includes costs for Louisiana, which has yet to opt in to OCLC subscriptions for 2006. The technical services librarian's travel budget was set at \$15,000.00 and \$4,438.70 in travel expenses have been incurred to date.

Administrative & Marketing Services

Web site development and maintenance remains under the projected \$3,000 estimate. However, due to the number and size of documents now launched on the Web site, the monthly server fee has increased from \$55 per month to \$80 per month through the University of Wisconsin DoIT office.

The cost for design, production and shipping costs of Library Week materials totaled approximately \$1,500. Printing and shipping costs for the general pooled fund study flyer is forthcoming. Bookmarks and thank you notes were an additional \$900. Travel reimbursement for consultant attendance at the AASHTO RAC conference is approximately \$1,300.

Phase I tasks outstanding include publication of newsletter/magazine article and the creation of a pooled fund study brochure insert that could be used in conjunction with the NTKN brochures originally produced by Wisconsin DOT. A marketing toolkit of ideas will also be added to the Web site after redesign is completed and the blog has become fully interfaced.