

2006

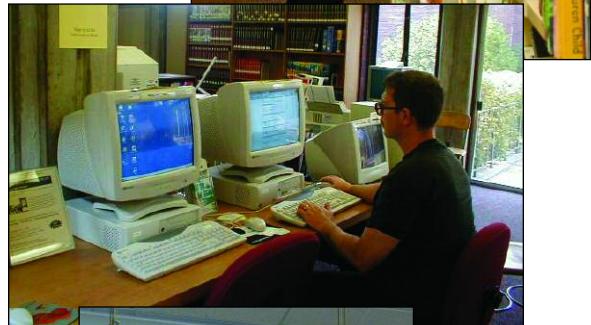
ANNUAL REPORT

Commonwealth of Massachusetts
BOARD OF LIBRARY COMMISSIONERS



Strong Libraries are essential

to education and lifelong learning,

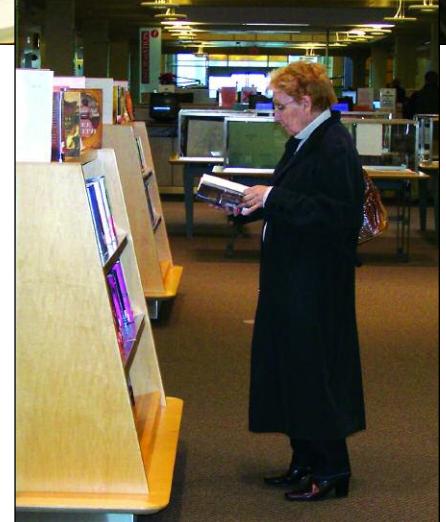


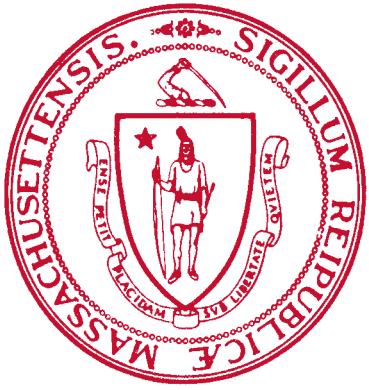
to economic development,

to strong

communities and

a strong democracy.





The Massachusetts Board of Library Commissioners is the agency of state government with the statutory authority and responsibility to organize, develop, coordinate and improve library services throughout the Commonwealth. The Board advises municipalities and library trustees on the operation and maintenance of public libraries, including construction and renovation. It administers state and federal grant programs for libraries and promotes cooperation among all types of libraries through regional library systems and automated resource sharing networks. It also works to ensure that all residents of the Commonwealth, regardless of their geographic location, social or economic status, age, level of physical or intellectual ability or cultural background, have access to essential new electronic information technologies and significant electronic content.



Current Board Members, standing from left to right, John Arnold, Vicki Kaufman, Emily Salaun, Edward Bertorelli, Richard Dunbar, and seated, George Comeau, Em Claire Knowles and Katherine Dibble. Not pictured is Joseph Hopkins.

COMMISSIONERS

Dr. Em Claire Knowles, 2001-
Chairman

Medford

George T. Comeau, Esq., 2004-
Vice Chairman

Canton

Katherine K. Dibble, 2005-
Secretary

Roslindale

John E. Arnold, 1994-
Edward L. Bertorelli, 1995-
Richard D. Dunbar, 2005-
Joseph S. Hopkins, 1998-
Vicki L. Kaufman, 2006-
Elia Marnik, 1994-2006
Emily M. Salaun, 2005-

Westborough
Milford
West Springfield
Amherst
Melrose
Reading
Needham



Last year the citizens of Massachusetts used their libraries more than ever before. Circulation, visits, delivery of materials, online visits and searches were all up, and no library can meet all the demands of its users from local resources alone. That is why the Massachusetts Board of Library Commissioners provides statewide leadership and funding that works toward the goal of equal access to library resources for all.

Nearly 1,800 public, school, academic and special libraries are linked together through a Regional Library System that moved more than 12 million items to borrowers last year, automated library networks that provide access to member library holdings, and by online electronic content (magazines, newspapers, reference materials and business and health information) available in libraries and directly to residents. The Board also improves library service through state aid to public libraries, and specialized services to the blind, legally blind and disabled residents that keep them in tune with the world of ideas through talking books, Braille and large print books.

Funding cuts since 2001 have placed immense burdens on local library budgets at a time when demand for services keeps rising. This has resulted in progress toward equal access becoming seriously eroded. Equity of access requires that all libraries work together: public libraries, school libraries, college and university libraries, and nonprofit and corporate libraries.

Report of the Chair

During the past year, my hopes regarding the necessary and positive changes in libraries in Massachusetts has been the focus of efforts by the Massachusetts Board of Library Commissioners. This hope for progress has also been expressed nationally, as well as at the local level, by Senator Barack Obama in his recent book, *The Audacity of Hope*, and Governor Deval Patrick who used the slogan, "A hope for positive change," in his election campaign.

During Fiscal Year 2006, the Massachusetts Board of Library Commissioners established three committees charged with the interpretation and review of the Strategic Plan carried out in 2005. The Statewide Delivery Committee worked on a report, *Delivery Services: Best Practices*, which was submitted in the fall of 2006. This report is already being utilized as a resource for the state's libraries, regions and networks. Both the State Aid Review Committee and the Public Relations Advisory Committee have been meeting on a regular basis to complete their reviews and recommendations by the spring of 2007. The reactions and suggestions from these committees will offer creative new paths for the Board to pursue into the future.

In addition to reviewing the Board's Strategic Plan, the allocation of construction funds has also been a primary goal of the Board this past year. More than \$16 million was sent to communities across the state for their ongoing projects, as well as additional provisional awards and the start of another Planning and Design Grant Round. The effect on these communities is truly a positive change. The construction of new library facilities provides jobs, and in turn these libraries provide informational gathering and recreational opportunities. In the previous administration, both Governor Mitt Romney and Lieutenant Governor Kerry Healey recognized this through their continued support for the Massachusetts Public Library Construction Program.

The work undertaken by the Commissioners and staff of the Board reaches public, school, academic and special libraries.

The partnership between the Board and the Massachusetts Library Association (MLA) also proved to be very fruitful. This collaboration involved the Board's Legislative Agenda, MLA Ways & Means Day and MLA Legislative Day at the State House, and the statewide Legislative Breakfasts. These projects and events expand the impact of the Board and spread our message throughout the state. My role as Chair of the Board in this collaborative effort has expanded my appreciation of the political process and the need for the collaborative grassroots efforts of the Board, Regional Library Systems, Automated



Library Networks, library workers, trustees and friends. Through this continued partnership between the Board and MLA, we can assure that libraries will continue to serve the changing needs of the residents in the Commonwealth.

By serving as Board Chair, as well as a library school administrator, has given

me a better understanding of the role that the Board plays in the libraries of Massachusetts. The work undertaken by the Commissioners and staff of the Board reaches public, school, academic and special libraries. The values imparted by the Board include teamwork, customer support and a drive for improvement. I want to thank the staff of the Board, the Regional Library Systems and the Automated Library Networks for inspiring admiration in me, and they each deserve appreciation for their commitment to providing the best information for library patrons.

The Commissioners who served on the Board over the past year have demonstrated their dedication and commitment to the libraries of Massachusetts. Their voluntary efforts have positively impacted the library services available to the residents of Massachusetts. Elia Marnik of Reading, who left the Board this year, was one such Commissioner. Her contributions as the Chair of the Board and the Board Liaison to the Massachusetts Center for the Book have been vital, and her example and perspective were a positive example for the rest of us. It is also my pleasure to welcome Vickie Kaufman of Melrose who has already begun to make her own contributions to the Board.

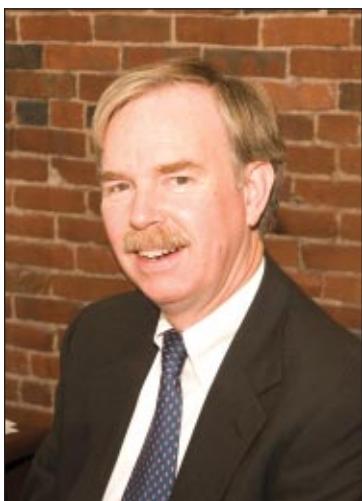
Leading the Board during this time of hope and change has been extremely rewarding and truly made me proud to be member of the Massachusetts Board of Library Commissioners.

*Em Claire Knowles
Chair*

Report of the Director

Strong libraries are essential for education and lifelong learning, for economic development, for strong communities and for a strong democracy.

The Massachusetts Board of Library Commissioners works to provide equity to library services by creating a level playing field so that residents of all ages across the Commonwealth have access to essential library collections, services, facilities and online content regardless of where they live. Through libraries, residents find information and knowledge to improve their lives, to support education, to build their communities and to sustain our democracy.



Equity of access requires that public, school, college and university, and nonprofit and corporate libraries work together. Programs administered by the Board make every library better and assure that libraries provide the best value for taxpayer dollars.

Strong library service depends on appropriate funding from local, state and federal sources. Local funds provide staff to run public and school libraries, state funds

provide the infrastructure for sharing materials and the expertise to strengthen libraries, and federal funds support library networks and provide grants to libraries to enable them to offer new services.

Public libraries continue to face funding challenges. The greatest challenge this year was in the Town of Hampden that closed its public library from July 1, 2005 to June 30, 2006, but has since funded the library for FY2007. While the number of requests for waivers of the Municipal Appropriation Requirement in the State Aid Program declined from 44 to 28 in FY2006, most public libraries continue to struggle with under-funded budgets at a time when use continues to increase. For the 7th consecutive year, total public library circulation increased in FY2006 to 55,225,700.

Overall state funding for libraries improved in FY2006. The greatest single increase came in the Library Technology and Resource Sharing account (7000-9506) where close to a \$1.5 million increase restored essential funds for the automated library networks and for online content used by libraries and residents statewide. Modest increases were also provided for statewide services including the Regional Library Systems (7000-9401) and State Aid to Public Libraries (7000-9501).

On the federal level, the Library Services and Technology Act funding received through the Institute of Museums and Library Services increased slightly to about \$3.45 million. The Board also

received a new grant of \$79,050 from the Bill & Melinda Gates Foundation to provide workshops on sustaining libraries' investment in technology.

During the year, the Board formed a partnership with the Americans for Libraries Council in New York that expanded their Equal Access Libraries professional development program to Massachusetts. Through this partnership 60 public libraries over a three year period will be able to participate in this program. During the summer of 2006, the first 15 participating public libraries praised the training and are implementing their services focusing on youth, health or lifelong access in FY2007.

The Board concluded the initial phase of its strategic planning process with the publication of six key issues. During FY2006 the Board chose to focus on four of these issues: delivery, patron authentication, state aid to public libraries and marketing. An Authentication Task Force was formed in December 2005 to investigate problems with the ability of library users to log into online electronic resources and to identify solutions that will ensure that all Massachusetts residents can access the online content they are entitled to. A Statewide Delivery Committee was appointed in November 2005 to follow up on discussions from a delivery summit held in June 2005, and to make recommendations to the Board to improve the delivery system that moves approximately 12.5 million user-requested items every year. In May the Board appointed a State Aid Review Committee of 30 members to undertake a complete review of the program and recommend a structure for the next generation State Aid Program. Finally, a public relations summit was convened in June as the kick off event for the development of a three-year public relations and marketing plan for libraries. Presentations at this summit featured statewide campaigns from the states of North Carolina, New Jersey and Washington that generated enthusiasm for moving ahead with a coordinated plan here.

The Massachusetts Public Library Construction Program, recognized as one of the leading library construction initiatives in the country, saw the opening of new, expanded or renovated public libraries in Ashland, Dracut, Lakeville, Lunenburg, Needham, Norfolk and Oak Bluffs. Other municipalities held groundbreakings and seven communities were added to the Board's Waiting List that stood at 33 at the end of the year. Since 1990, 208 communities across the Commonwealth have opened new or expanded public libraries with state grants totaling \$278 million that have generated a total estimated economic impact of \$1 billion.

In fiscal year 2006 a number of key planning initiatives were set into motion with the expectation that they will result in changes to support the range of dynamic library service residents of the Commonwealth expect and demand.

*Robert C. Maier
Director*

LEGISLATIVE AGENDA

For its Legislative Agenda for FY2007 the Massachusetts Board of Library Commissioners adopted a Three-Year Legislative Agenda in the fall of 2006 to serve as a framework for its funding requests. The agenda focused on restoring funding for library services toward their previous high levels, as well as the continued need for a Public Library Construction Bond Bill.



Each year trustees from around the state gather to advocate for the Board's **Legislative Agenda** and the need for library funding during Library Legislative Day sponsored by the Massachusetts Library Association. Pictured are library trustees **Dottie Gomez**, (from left to right) **Anne Gibbons**, **Mary Downing**, and **Marjorie Baldassare** from the **Everett Libraries** with **Mary Puleo**, Assistant Director.

"Equity of access requires that all libraries work together: public libraries, school libraries, college and university libraries, and nonprofit and corporate libraries. State budget funds administered by the Board are essential to this mission. This Legislative Agenda is a 3-year plan to strengthen key programs that help libraries meet the needs of users and provide specialized services to users statewide."

To accomplish this, the Legislative Agenda called for funding State Aid to Regional Public Libraries at \$16.5 Million; State Aid to Public Libraries at \$9.3 Million; Library Technology & Resource Sharing at \$3.3 Million; the Talking Book Libraries at \$2.6 Million, and its Administration account at \$1 Million. In addition, it called for renewed efforts in obtaining \$75 Million for public library construction.

Through the efforts of the librarians, trustees, Friends of libraries, funding increases were gained in each of the Board's

line items by the Legislature. In addition, a new funding source, the Public Libraries Fund, was introduced by Senator Edward Augustus that would provide some state funding for public libraries based on the amount of private fundraising done by library foundations, trustees and Friends for additional services not provided for with municipal funding. However the public library construction funding was not realized as the Legislature was unable to come to an agreement on any funding for Capital Projects.

STATE AID to PUBLIC LIBRARIES

Each year the Board administers the State Aid to Public Libraries Program to municipalities whose public libraries meet statutory (MGL c.78, ss.19A and 19B) and regulatory requirements (605 CMR 4.00). Three grants, each based on a different disbursement formula, are awarded for meeting compliance with the minimum standards of free public library service as measured on the Annual Report Information Survey and Financial Report (ARIS) that is submitted annually by public library directors. "The State Aid to Public Libraries Program encourages libraries to meet certain minimum requirements and develop improved services, while assisting those municipalities with less revenue raising capability and those who lend materials to the residents of other communities," – Dianne Carty, Head of State Aid & Data Coordination.



State Aid Unit – Dianne L. Carty, Head of State Aid & Data Coordination, left, Uuchi Ng, State Aid Administrative Assistant, James Lonergan, State Aid Specialist, seated, and Ann Downey, EDP Systems Analyst.

In FY2006, 341 municipalities were certified and awarded \$9,039,844 in State Aid to Public Libraries. Budget language allowed the Board to award a total of 65 waivers of the FY2005 Municipal Appropriation Requirement (MAR) with 28 MAR waivers granted.

Following the Strategic Planning process in 2005, State Aid was cited as a Key Issue: *"This key issue includes all of the factors that go into 'State Aid' funding and its process. Multiple comments were received about the desirability of reviewing the current minimum requirements and waiver process. However, many people also believed that the time has come for a general review of the State Aid process and suggested a 'starting from scratch' approach to define a next generation State Aid program rather than tweaking the existing program (since that has proved difficult in the past). Suggestions included a 3-tier approach that may make the current State Aid process more understandable and workable. This included programs best summarized as 'Libraries in Need' (for those libraries who need help to meet whatever standards are in place), 'Libraries Meeting the Minimum Standards', and 'Libraries Far Exceeding the Minimum Standards' (related to the previous work done on the 'Beyond the Basics' program)."*

In June 2006, the Board approved the charge, time-line and composition of a State Aid Review Committee that will assess the role of a state aid program in improving library services through review of the current state aid program and review of approaches in other states, and will develop a next generation program for recommendation to the Board. During FY2007, the committee will meet to develop recommendations to present to the Board.

During the year, surveys of the various types of libraries and their services in the Commonwealth were also developed. Data collected resulted in 15 data reports covering public, school and special libraries that are available in both printed and electronic format on the Board's Web site (www.mass.gov/mblc).

REGIONAL LIBRARY SYSTEMS

During the past ten years, the Board has provided funding to six Massachusetts Regional Library Systems that allows libraries of all types to provide library users with materials and information across the Commonwealth. These regions provide services to, and support resource sharing among nearly 1,800 public, academic, school and special libraries that include interlibrary loan, reference and referral, delivery of materials between libraries, continuing education, technical assistance, database access, bookmobile services, cooperative purchasing programs, supplemental deposit collections of print and nonprint materials, and the Summer Reading Program.

REGIONAL HIGHLIGHTS

Boston

During Fiscal Year 2006, the Boston Regional Library System focused on Continuing Education to respond to member needs with workshops in electronic resources, training in readers' advisory and cataloging, computer skills, and Boston Public Library (BPL) resources. Positive results were shown with attendance up by 84 percent to 1,074 attendees.

One particularly well-attended series entitled, *Focus on the Future: Planning, Funding, Learning, Finding*, offered programs on long-range planning, grants, new media and primary sources. Other popular courses highlighted the unique collections and exhibits at the BPL, such as the Norman B. Leventhal Map Center that hosted the exhibit, "Journeys of the Imagination," that explored the various ways that mapmakers from the 15th century through today have created and translated their real and imagined world views.

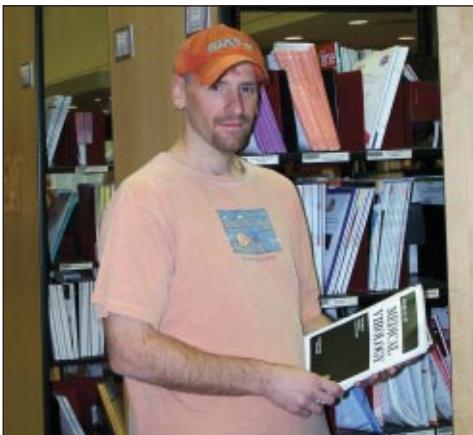
Finally, with a new generation of Millennials learning to use the library, the continuing education focus started to shift to social networking and Web 2.0 applications, an area that has only been touched upon and will continue to be an important focus into the future.

Central

When the Executive Board of the Central Massachusetts Regional Library System

(CMRLS) brainstormed for new services, one common question from members was, "My library really needs some on-call staff to cover for emergencies and vacations. Can't CMRLS help us with that?"

"We explored member needs for temporary staffing, investigated the market and the developed a business plan," says Carolyn Noah, CMRLS Administrator. In late 2004 BiblioTemps®, a library temporary staffing agency was launched, and by June 2006, the program had helped 42 libraries solve staffing problems.



Bill Rogers of Amherst, an employee with **BiblioTemps®** and pictured here while working at the **Lamar Soutter Library** at UMass Medical Center in Worcester, says that one of the many things he enjoys about working as a librarian with the service, is the variety of positions and individuals that he has had the opportunity to work with.

Specializing in placing experienced library workers at all levels from support staff to administrative, BiblioTemps® has placed librarians in temporary positions that have included youth services, interim directors, and circulation and reference librarians. The service recruits, interviews and checks temp references before placement, subsequently managing payroll and benefits. The result is a solution that eases library staffing crises, helps librarians in transition find work, and generates income to support ongoing programs of CMRLS.

And as one user of the service said, "The temp's experience and background helped her quickly learn our organizational system. She was processing and cataloging materials the same day she arrived. BiblioTemps® saved us a tremendous amount of time and effort in finding a professional who we could count on to get the job done."

Metrowest

The Metrowest Massachusetts Regional Library System (MMRLS) worked on several endeavors during FY2006; among them a Strategic Plan, delivery and an After School Storytelling Club project.

The Strategic Planning Process, facilitated by Becky Schreiber of Schreiber/Shannon Associates, drew around 40 member participants to a two-day Future Search brainstorming session in June. Participants contributed top priorities for a roadmap for the future, and also delineated the differences between Metrowest and the Minuteman Library Network (MLN). "With our new Mission Statement, 'Metrowest, a membership-driven organization of multi-type libraries, provides access to resources and services that augment the capacity of individual member libraries. Mobilizing a small force of highly skilled employees and the cooperation of our members, we deliver continuing education and technological expertise, high level reference and consulting services, shared materials, and advocacy leadership to ensure the relevance and vitality of libraries in Metrowest Massachusetts,' we are ready to navigate and plan for the years ahead," says Sunny Vandermark, MMRLS Administrator.

Metrowest also worked with MLN to look at the growth in the volume of materials in the delivery system. With the popularity of patron-placed holds, some restrictions on the circulation of audiovisual materials between libraries resulted in a two percent decrease in volume from the previous year's high. MMRLS and MLN also formed a joint delivery committee that provided opportunities to discuss delivery.

In November 2005, 13 Metrowest libraries participated in a storytelling training workshop with acclaimed storyteller Sherry Norfolk as a part of a Library Services and Technology Act grant, After School Storytelling Club. More than 50 percent of the librarians, who participated, demonstrated growth in their storytelling knowledge and skills. A blog was created as a communication tool for librarians, as well as a place for teens to report on their progress and experiences. Students who have

participated are demonstrating positive growth in skills, knowledge and attitudes about storytelling, public speaking and using the library. In Cambridge 71 percent of the teens who participated indicated a willingness to do storytelling as a community service.

Northeast

In FY2006, the Continuing Education Program of the Northeast Massachusetts Regional Library System (NMRLS) blended traditional workshops with self-paced online training via WebJunction, and presented learning opportunities through networking and informal discussion. During lunchtime brown bag sessions, urban library staffs met to share ideas on services to diverse communities and public library directors came together to discuss administrative and operational topics.

Now in its fourth year, the Assistant Directors' Forum, continued to meet, and Liz Doucett, Assistant Director of Lucius Beebe Memorial Library in Wakefield, initiated the idea of a library staff shadowing program. More than 40 staff from 11 libraries visited hosting libraries to network, share ideas and bring a new idea back to their own libraries. In addition, this program, dubbed "Me and My Shadow", was this year's recipient of an H. W. Wilson Library Staff Development Grant.

Also, in collaboration with the Massachusetts School Library Association, NMRLS had a discussion series, "Making the Connections," that focused on the continuing education needs of school media specialists and library teachers. Other educational opportunities included a Power Breakfast that brought together children, youth, and adult programming staff to showcase exemplary programs; a Friends of Libraries meeting to discuss successful book sales and gift shop management; a demonstration/discussion on downloadable audio books with staff from the Merrimac Valley Library Consortium and the North of Boston Library Exchange automated networks; and a professional development day on emerging technologies and their impact on libraries.

"Overall, the Region's continuing education choices reached nearly 1,200 participants in FY2006," says Gregory Pronevitz, NMRLS Administrator, "and NMRLS continues to seek in-person and distance learning options that meet the changing training needs of its member libraries."

Southeastern

February 2006 saw the kickoff of *My Own Café* (www.myowncafe.org), a virtual space for teens in the Southeastern Massachusetts Regional Library System (SEMLS). The idea for *My Own Café*, was conceived several years ago as a way to help public and high school libraries reach out to teens through the Internet. Despite the fact that teens make up one of the heaviest online users, only a handful of public libraries had a teen Web site; and those that did, found it hard to compete with the design and content available on commercial sites.

Through a Library Services and Technology Act grant, *My Own Café* was designed and developed through consultations with staff and teens. An important requirement for the project was to create a site that each participating library could customize for its own patrons. When a teen with a barcode from a library logs in, their own library's

name appears under the *My Own Café* logo, and they can see library information, events and job postings specific to their own community.

By logging on to *My Own Café*, teens can gain instant access to online databases, learn about events happening in their community, download music from local bands, and talk to other teens in the region through the site's message boards. To distinguish *My Own Café* from the myriad of commercial sites targeting teens, local events, jobs and scholarships are featured. Even the music comes from local bands. The message boards, moderated by teen volunteers, allow registered users to meet teens from other towns, yet are close enough so they can easily meet in person at *My Own Café* sponsored events.

"Rather than pulling teens away from libraries, this virtual space has created more reasons for them to visit the library, says Cindy Roach, SEMLS Administrator. "One teen formed an Anime Club that now meets at public libraries throughout the region. Even though she didn't find enough teens to form a club in her own community, she was able to find plenty of participants when she raised the idea on a *My Own Café* board."



Samantha White, standing, student administrator for **My Own Café** at Hull High School, shows **Katherine Dubrovsky**, Library Teacher, how the teen initiated library Web site works.



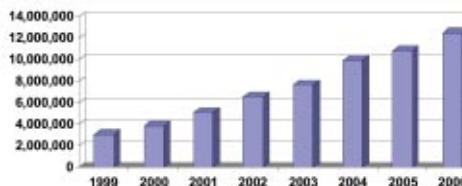
Dave Phelps, Bookmobile/Delivery Specialist with the **Western Massachusetts Regional Library System**, averages about 15 stops each day to deliver and pick up books and other loaned materials for patrons across the Commonwealth.

Western

Among the many service developments since the Western Massachusetts Regional Library System (WMRLS) formed as the first region back in 1961, none is more dramatic than the recent increase in the amount of materials moving through the Regional Delivery Systems. As recently as FY1996, the total number of materials in WMRLS delivery was slightly over 200,000, which by FY2006 had grown to more than 1.7 million, with significant increases expected for several years to come!

Today, delivery includes working with all six of the Regional Library Systems, the nine automated networks, academic consortia, MassCat and the Virtual Catalog. Although each organization is involved in different aspects of the process, it is a truly statewide endeavor with more than 12 million items moving through delivery last year. Delivery is primarily provided by van or truck, and in some regions, by boat and U.S. Mail. In addition to regional delivery services, library materials may be sent between regions through a cross-state delivery service that connects all six regions every weekday.

"At WMRLS, delivery is done using our own vehicles that are driven by WMRLS employees," says John Ramsay, WMRLS Administrator. This system has remained reliable and responsive to changes, despite the tremendous increase in demand.



Rise of Delivery in Massachusetts

Currently there are five trucks, with the most recent having been purchased with funds made available during FY2006.

In the other Regional Library Systems there are contracts with commercial couriers to do the transporting, and in the Central Massachusetts Regional Library System, staff do the sorting in-house, while the others outsource the sorting too.

In November 2005, a Statewide Delivery Committee was appointed by the Board that grew out of a statewide Delivery Summit held in September 2005. Charged to review and clarify a list of priorities that came out of that summit, the committee worked during FY2006 on five issues: labeling, sorting, cost of delivery, regional member library responsibilities and communications. During the later part of FY2006, the committee worked on a "best practices" document designed to provide information that will lead to the most efficient and best use of the considerable time and effort that library, regional and network staffs invest in the service each day.

LIBRARY TECHNOLOGY and RESOURCE SHARING

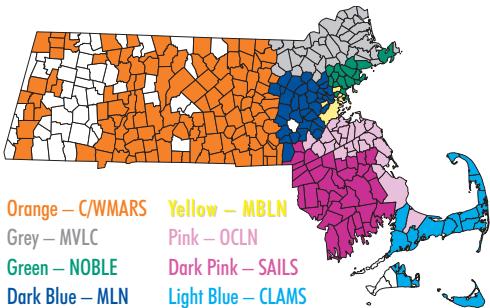
Board programs improve local library operations and provide Internet access for most public libraries by supporting nine automated networks. At present, 307 of the 370 Massachusetts public libraries are members of an automated network, and an additional 57 libraries receive Internet access. Board staff provides support and technical assistance to automated networks and public libraries applying for discounted telecommunications services under the federal E-Rate program. Using state and federal funds, the Board coordinates the development and expansion of this statewide network to extend services equitably to all residents of the Commonwealth.

The Board and the Regional Library Systems have licensed in-library, campus-wide, and home access, to full-text magazine and reference databases, providing access to thousands of copyrighted general, business, health, scholarly, biographical and news publications. Through MassAnswers, an online chat reference service, librarians are available to answer research and information questions from library users 24/7.



The funding that the **Minuteman Library Network** receives through the Board's Library Technology & Resource Sharing line item (7000-9506) directly helps member libraries and their users. "Libraries count on these funds to provide the infrastructure through which they can deliver new technologies and services demanded by their users. This funding has enabled Minuteman to keep member libraries' fees low, by helping offset telecommunications costs and by recognizing the tremendous success of resource sharing," says **Susan McAlister**, Minuteman Library Network Executive Director.

BLIND and DISABLED



Public Libraries in Automated Library Networks

In FY2006, more than \$580,000 from the Board's line item (7000-9506) Library Technology and Resource Sharing partially funded current and retrospective content from Thomson Gale, a world leader in e-research and educational publishing, of more than 37,000 journals, magazines and reference books, 66 percent of which are Full Text. Federal funds from the Institute of Museums and Library Services distributed to the Commonwealth funded the remaining cost of these statewide electronic resources.

Braille & Talking Book Library

During FY2006 the number of patrons and institutions registered with the Braille & Talking Book Library at the Perkins School for the Blind increased from 16,954 to 18,451.

Perkins also provides NFB-NEWSLINE®, a service that makes it possible for blind individuals to gain access to newspapers via a toll-free telephone number. The numbers of users of this service increased in FY2006 from 1,752 to 1,966 resulting in almost a 29 percent increase in calls to the service. Outreach initiatives about the service included a mailing to all registered blind individuals in Massachusetts, newspaper and radio announcements, targeted literature for optometrists' and ophthalmologists' offices for patients, and increased exhibiting and speaking engagements about the Library's

services. In FY2006, the *Cape Cod Times* was added to the program to provide users living on the Cape and Islands with a local newspaper to listen to through the program.

In May 2006, the Braille & Talking Book Library joined a consortium of talking book libraries in ten other states that offer Unabridged - digital audio books for the print-disabled. Unabridged provides an accessible portal to an online library of narrated digital audio books. Unabridged uses the Windows Media Audio-based content and delivery system from OverDrive that works on computers capable of running the Microsoft Windows operating system. Eligible library users may self-checkout and download digital audio books, then either play them back on PCs with Windows Media Player and the OverDrive Media Console, or transfer the content to WMA-enabled portable playback devices, or burn the content onto CDs.

Talking Book Library at the Worcester Public Library

During FY2006 staff of the Talking Book Library (TBL) at the Worcester Public Library worked with the Web master for the library to lay the groundwork for a complete overhaul of the Web page of the Talking Book Library that included a redesigned layout with improved accessibility and content. TBL staff created PDF files of the large print catalog, large print quarterly supplements for adult, young adult and juvenile titles, as well as the described video catalog and various forms; added new content links and checked the accuracy of existing links. The Talking Book Library continued to grow and promote its Large Type book collection, which is provided with free mail delivery across the Commonwealth to registered patrons, by adding 1,227 new titles, and sending 7,034 large print titles to 1,927 patrons, a 74 percent increase over FY2005.

Outreach activities included a presentation at a "Serving Seniors" workshop for librarians from the Central Massachusetts Regional Library System, an appearance on the WTAG radio program, "Region on the Move," visits to nursing homes, rehabilitation facilities, assisted living centers, low vision clinics, as well as exhibiting at several senior events.



Jim Izatt, left, Head of the **Talking Book Library** at the **Worcester Public Library** working with the **Rev. George McDermott**, volunteer, who helps inspect the more than 400-500 talking books that are returned each day.



Public Advisory Unit – Maureen J. Killoran, Head of Public Library Advisory & Government Liaison, left, Sharon Zitser, Public Library Advisory Administrative Assistant, center, and Brian Donoghue, Research Librarian/Friends Liaison, right.

PUBLIC LIBRARY ADVISORY

The Public Library Advisory Unit provides advisory services to Trustees, Librarians, municipal officials, and citizen advocates for public libraries who are seeking information and advice about administrative and legal issues pertaining to public libraries in Massachusetts. As part of this mission, an annual series of continuing education programs for the library community are provided each year.

This year the Board offered the following seminars:

- The 2nd annual “Friends Sharing with Friends” conference was held in September 2005 with more than 100 Friends and trustees in attendance, and featured Rockie Blunt, a communications consultant, on “How to Run a Successful Meeting”.
- In November 2005, another 80 trustees, librarians and Friends attended “Major Gifts; The Next Step in Your Fundraising Campaign,” conducted by Rick Blain, a professional fundraising consultant.
- February 2006 saw more than 120 trustees and librarians at the 6th annual Trustee Symposium where “Group Decision Making Skills for Library Trustees,” “Getting Your Library the Attention it Deserves” and “Advocating for Your Library Budget, What Works and What Doesn’t” were presented.

In addition, staff participated in organizing workshops for the MLTA/MFOL Joint

Conference in October 2005, and in May 2006 staff made a presentation on “Fundraising for Public Libraries” at the Equal Access Libraries Institute.

For the 10th year in a row, the Board participated as exhibitors at the Annual Conference and Trade Show of the Massachusetts Municipal Association where staff organizes, and along with other Board staff and Commissioners, staffs the booth. “This gives us the opportunity to speak with municipal officials about the services and funding programs that the Board provides to public libraries,” says Maureen Killoran, Head of Public Advisory and Government Liaison. “And is an excellent opportunity to promote the Board while becoming familiar with the concerns of local officials.”

In FY2006 almost 700 informational inquiries were received from the library community that involved issues such as the Open Meeting Law, Conflict of Interest, roles of library directors and public library trustees, fundraising procedures, and the legal authority of the board of library trustees within municipal government.

PUBLIC AWARENESS

FY2006 saw the Board continue its public awareness campaign, begin work on a 3-year Marketing and Public Relations Plan, and continue its role of providing information to the media about the work of libraries and

the ongoing programs, grants and work of the Board.

In October 2005, an advertising campaign using transit ads on the sides of buses, was launched that reached a wide audience in cities and towns throughout the Commonwealth as the buses traveled to shopping malls, schools, universities, through business districts, and past supermarkets, theaters and public libraries. Two ads ran for approximately six to eight weeks, and then again in the spring of 2006 on the Berkshire Regional Transit Authority, Brockton Area Transit Authority, Greater Attleboro Taunton Regional Transit Authority, Lowell Regional Transit Authority, Massachusetts Bay Transportation Authority, Merrimack Valley Regional Transportation Authority, Pioneer Valley Transit Authority, and the Worcester Regional Transit Authority.

During the summer to promote the 2006 Statewide Summer Library Adventure, “What’s buzzin’ at your library,” the Board once again sponsored an advertising campaign with 36 billboards across the state that encouraged summer reading and reminded kids and their parents to see “what’s buzzin’ at your library.” In addition, a Tool Kit with 30-second PSA scripts, as well as some black & white ads, was produced that local libraries could personalize for their local papers, newsletters or radio stations.



Messages promoting libraries on buses throughout the state were part of this year's **Public Awareness Campaign**.

PUBLIC LIBRARY CONSTRUCTION

Since 1990 the Massachusetts Public Library Construction Program has assisted more than 200 cities and towns throughout the Commonwealth with the construction of new libraries, additions and/or renovations to historic libraries, as well as preliminary planning activities essential to a building project.

FY2006 saw several more libraries across the state continuing to benefit from the construction program, with \$16.3 Million expended. In July of 2005 \$21,508,811 in provisional grants were made to seven public libraries from the 2004-2005 Grant Round, with an additional \$4,046,848 in funding awarded in April of 2006. Also in April, an additional nine projects were added to the Waiting List for a total of 33 projects awaiting more than \$90 Million in funding. However, one of the disappointments in FY2006 was the fact that the Legislature did not pass a Capital Bond Bill for any new construction.

Other construction milestones saw the following Openings and Dedications of projects completed through the program: *Ashland Public Library*, *Lakeville Free Public Library*, *Lunenburg Public Library*, *Norfolk Public Library*, and the *Oak Bluffs Public Library* in the fall and winter of 2005, and the *Moses Greeley Parker Memorial Library* in Dracut and the *Needham Free Public Library* in the spring of 2006. In addition, groundbreakings were held in *Charlton*, *Florence* (*Northampton*), *Georgetown*, *Great Barrington*, *Harvard*, *Leominster*, *Mattapoisett*, *New Salem* and *Wendell*.



The **Ashland Public Library** expanded and renovated its original Carnegie library.



A new modern addition was added on to the original **Needham Free Public Library**.



Both young and old took part in the groundbreaking for the new **Charlton Public Library**.



Senator Smitty Pignatelli spoke at the groundbreaking for the expansion and renovation of the **Mason Library in Great Barrington**.



Kids were a big part of the groundbreaking for the new **Wendell Free Library**.



Commissioner Elia Marnik was a keynote speaker at the groundbreaking for the new **Harvard Public Library**.



The new **Lakeville Public Library** offers its community all the services of a modern library.



The **Moses Greeley Parker Memorial Library** in **Dracut** more than tripled in size after its expanded addition opened behind its original building.



Even though the weather wasn't very cooperative, library officials were eager to break ground for the expansion and renovation of the **Peabody Library** in **Georgetown**.



The new **Lunenburg Public Library** welcomes patrons to its spacious building.



Residents of Norfolk turned out on a sunny November day for the Dedication of the new **Norfolk Public Library**.



Everybody got into the act for the groundbreaking and expansion of the **Mattapoisett Public Library**.



Residents of the **Village of Florence** in Northampton turned out for the groundbreaking of the expansion and renovation of the **Lilly Library**.



Now the largest library on **Martha's Vineyard**, the **Oak Bluffs Public Library** opened to rave reviews.

LIBRARY SERVICES & TECHNOLOGY ACT FEDERAL PROGRAM

The federal government, through the Institute of Museum and Library Services (IMLS), annually appropriates funds to the Board under the Library Services and Technology Act (LSTA) to help implement the goals and objectives of the *Massachusetts Long-Range Plan, 2003-2007*. For FY2006 this represented \$3,449,395 for the Commonwealth of Massachusetts, a slight increase over FY2005.

Each year, in addition to statewide projects, the Board uses LSTA funding to give direct grants to libraries that allows them to offer services above what their local funding would allow. To ensure that there is representative input from all types of libraries, the LSTA program is reviewed by the State Advisory Council on Libraries, a 16-member council of library users and librarians from public, academic, school, institutional and special libraries, as well as libraries serving persons with disabilities.



Library Development Unit – Rachel Devin, Library Development Administrative Coordinator, standing, left to right, Gregor Trinkaus-Randall, Preservation Specialist, Marlene S. Heroux, Reference Information Systems Specialist, Anne M. Larsen, Library Building Consultant/Small Library Specialist, Patience K. Jackson, Library Building Consultant, Paul J. Kissman, Library Information Systems Specialist, and Yiluo Song, Web Coordinator; seated, Shelley Quezada, Consultant to the Underserved, Nancy Rea, Deputy Director & Head of Library Development, and Beth Wade, Grants Manager.

Direct grants totaling \$1,242,580 were awarded in 15 categories to 71 libraries, Regional Library Systems and automated library networks.

- Community Languages
- Customer Service and Marketing the Library

- Digitizing Historical Resources: Management of Special Collections
- Discovery Kits
- LibQualTM Survey
- Manuscript Arrangement and Description: Management of Special Collections
- Mother Goose On the Loose
- Network Connections and Servers
- On the Same Page
- Open Projects
- Preservation Survey
- Reader's Advisory
- School Library Incentive
- Small Libraries in Networks
- Statewide Database and Promotion

Among some of the exemplary programs were:

Bringing Reader's Advisory Back to the Springfield City Libraries

Over the past several years, when the Board has conducted focus groups with library users and nonusers, numerous people have commented that they “used to rely on the library for reader’s advisory services.” While the library community has spent the last decade wrestling with new technology, this grant provided staff training on the use of electronic and print reader’s advisory tools. Approximately 45 percent of the staff at the Springfield City Libraries attended multiple genre discussion groups, read assigned books, attended professional conferences and participated in training opportunities. They also produced more book displays, composed more book lists for patrons in print and on the

library’s Web site, participated in more book discussion groups, read more fiction, and recommended more books to their patrons.

“Following the grant, 73 percent of the staff stated they were more aware of reference sources, Web sites and databases that can

help to find an appropriate reader recommendation and that in the past year they either read or listened to books outside of their preferred genre,” said Shelley Quezada, MBLC Consultant to the Unsered.



Linda Grodofsky, standing, Instructional Services Librarian at the **Springfield City Library**, with Martha Coons, Young Adult Librarian, (seated left to right), Sarah Hodge-Wetherbe, Children’s Library Associate, and Judy Cmero, Manager of Borrower Services, some of the staff who took part in the **Reader’s Advisory LSTA Grant Project**.

“Exposure to the various components of this project allowed seasoned librarians to sharpen their book recommendation skills and explore other genres, and nonprofessional employees were introduced to the concept of being able to make informed recommendations based upon skills that they naturally have,” said Linda Grodofsky, Coordinator of One Book, One Springfield.

Open Project: Access for All

The Access for All Open Project grant for the Brooks Free Library in Harwich was designed to make library services accessible to all local residents, including those with disabilities, and to take proactive steps to integrate people with disabilities into library activities.

The library expanded its VITAL program (Vision Impaired Technology Assistance at the Library) by adding technology and software, increasing outreach, and training more tutors on how to help people with vision impairments use the assistive technology. With this grant, the library was able to add a TTY line, improve acoustics in the meeting room and add a wireless

microphone, purchase personal assistive listening devices and an audio-induction system. Also purchased were wheelchair accessible tables and workstations, large print materials, audio-books and audio-described videos.

However, perhaps the most important aspect was the individualized tutoring to teach volunteers on how to assist users with vision impairments in using the assistive technology. Although not in its immediate service area, the library entered into a partnership with the Chatham-Nauset Lions Club who wanted to see the replicated at libraries in their district. They understood that although they could donate assistive technology to their local libraries, without a program to teach the visually-impaired in how to use it, the equipment would sit unused.

"It was our goal to make the library a role model for other libraries, other town departments and community organizations, to make the library a welcoming place for all," said Virginia Hewitt, Director of the Brooks Free Library. "And by partnering

with other agencies, we have been able to spread this inclusive philosophy beyond our walls. We have provided services to people with sight impairments from many neighboring towns on the Cape, as well as across Massachusetts and the country."

In addition, the library staff has taken advantage of the curiosity of its users to educate them about what takes place in the Center, and to provide interaction with the many sight impaired people now using the library with which they previously had little contact.

EqualAccess

As public libraries try to respond to changing demographics in their communities and expand the range of services they offer, many librarians feel excited, but also overwhelmed and unsupported. In FY2006 the Board collaborated with the Americans for Libraries Council (ALC), a national non-profit organization that promotes new approaches to sustaining and developing libraries in the 21st century, to spearhead its EqualAccess program.

In the spring of 2006, 25 librarians—from reference librarians to library directors of smaller libraries—participated in the four-day EqualAccess Libraries Institute, where they received training in addressing their community's most pressing needs through assessment and information gathering, development of strategic partnerships with local organizations, and creation of innovative work plans that reflect their community's unique character. Institute participants were exposed to trends impacting health consumers, youth, Baby Boomers and older adults; explored technology to expand services; and developed their expertise in health, lifelong, or youth programming, depending on their interests and program goals.

During the summer participants put the principles of the training into practice by assessing the assets and needs of their target audiences, writing work plans and developing outcomes.

As part of her initial assessment, Megan Allen, Assistant Director of the Thomas Crane Public Library in Quincy, surveyed patrons in both English and Chinese to determine the programming needs and interests of Quincy's older adults. In addition, a series of three focus groups was moderated and recorded by a library staff team.

In Palmer, Chris Reim, Youth Services Librarian at the Palmer Public Library, established a teen advisory board, and recruited and organized training for "Tech-Know" Teens to provide technical support to library patrons that addressed the needs of these two different groups.

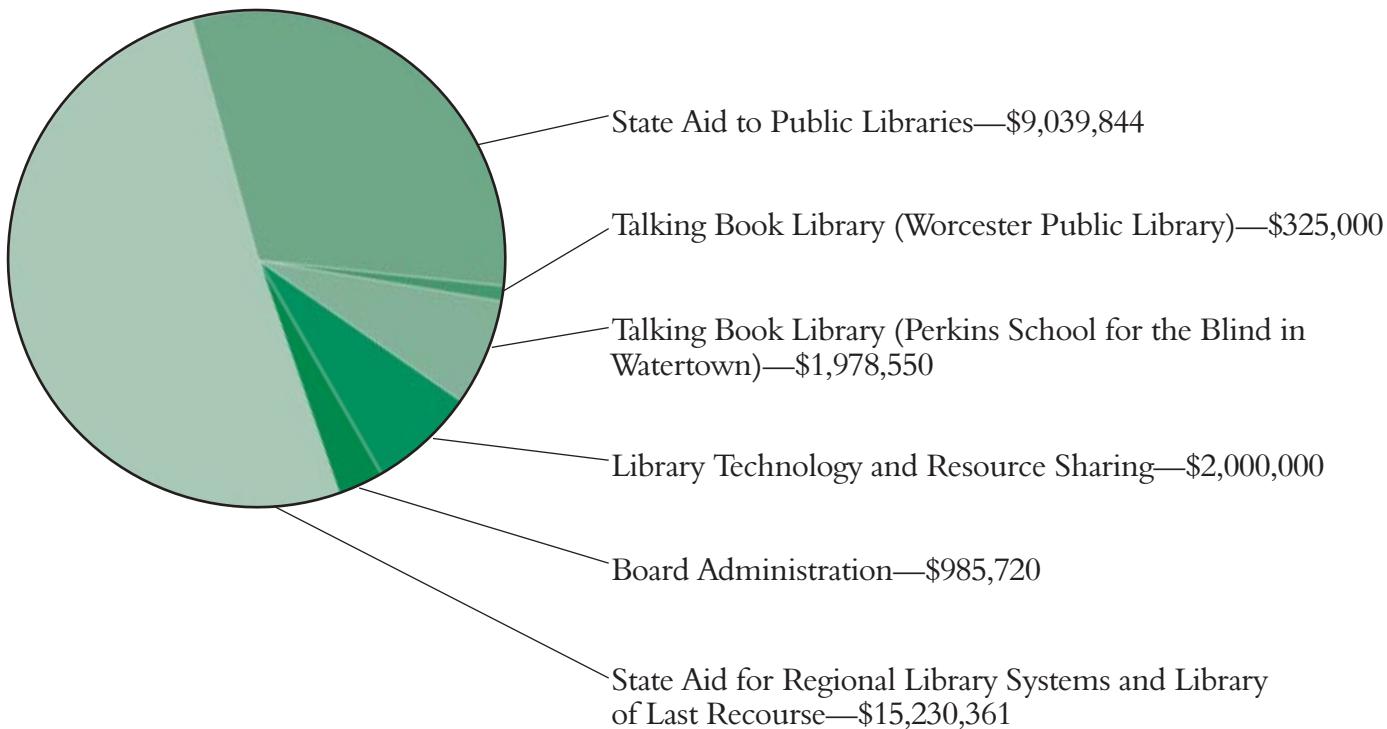
Acceptance to the EqualAccess grant program was quite competitive in 2006 since only 15 libraries could be accepted the first year of the three-year program. In 2007 an additional 15 libraries will be awarded EqualAccess grants and trained at another EqualAccess Libraries Institute.



Eleanor Stafford, Massachusetts EqualAccess Program Manager, right, speaking with **Hannele Minsk**, Teen Specialist at the **Kingston Public Library**, left, about the plans for their **Youth Access** project.

FINANCIAL STATEMENT for STATE FISCAL YEAR 2006 July 1, 2005 to June 30, 2006

Total State Appropriated Funds—\$29,559,475



Other Funds

State Capital Funds for Public Library Construction	\$16,302,497
Federal Funds Allotment for LSTA	\$3,449,395
Bill & Melinda Gates Foundation Trust	\$79,050



Business Unit Staff – Left to right, Terry D'Angelo, Business Office Administrative Assistant, Susan Gibson, Accountant V, Barbara G. Glazerman, Head of Operations & Budget, Viju Vaidja, Accounting & Payroll, Deborah Shalit, Contracts Specialist, and Amy Pyke, Receptionist.

PUBLIC RELATIONS ADVISORY COMMITTEE

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Susan Flannery, 2006-2007	<i>Director of Libraries</i> , Cambridge Public Library
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Stephanie St. Laurence, 2006-2008	<i>Public Relations/Reference Desk Coordinator</i> , Tufts University Tisch Library, Medford

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Mary Braney, 2000-2006	<i>School Libraries</i> , Knox Trail Regional Jr. High, Spencer
Kim Charlson, 2002-2008	<i>Libraries Serving Those with Disabilities</i> , Perkins Braille & Talking Book Library, Watertown
Karin Deyo, 2006-2009	<i>School Libraries</i> , Taunton Elementary Schools
Kathryn Erat, 2000-2006	<i>Users</i> , Cambridge
Robin Glenn, 2006-2009	<i>Users</i> , Northampton
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Francis Murphy, 2003-2009	<i>Users</i> , Arlington
Josephine Napolitano, 2005-2007	<i>Users</i> , Methuen
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Owen Smith Shuman, 2002-2007	<i>Public Libraries</i> , Groton Public Library
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Thomas Standring 2005-2008	<i>Users</i> , Danvers
Forest Turner, 2006-2009	<i>Institutional Libraries</i> , Suffolk County House of Corrections, Boston
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Irving Zangwill, 2005-2008	<i>Users</i> , Fall River

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Wellesley Free Library
Boxford Town Library
Worcester Public Library
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Massachusetts Board of Library Commissioners
Dedham Public Library
Tufts Library, Weymouth
Lenox Library Association
Massachusetts Board of Library Commissioners
Massachusetts Board of Library Commissioners
Boston Public Library
Winthrop Public Library
Cambridge Public Library
Minuteman Library Network,
Nevins Memorial Library, Methuen
Thayer Memorial Library, Lancaster
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Western Massachusetts Regional Library System
Haverhill Public Library
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Kingston Public Library
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Shrewsbury Public Library
Reading Public Library
Massachusetts Board of Library Commissioners, Boston
Western Massachusetts Regional Library System, Whately
Massachusetts Board of Library Commissioners, (Ex-Officio)
Minuteman Library Network, Natick
Bristol Community College, Fall River
Merrimack Valley Library Consortium, Andover
Old Colony Library Network, Braintree
Metrowest Massachusetts Regional Library System, Waltham

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Dianne L. Carty	Head of State Aid & Data Coordination
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David L. Gray	Director of Communications & Public Information
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Sharon Zitser	Administrative Assistant, Public Advisory



Administrative Unit – Robert C. Maier, Director, left, David L. Gray, Director of Communications & Public Information, center, and William J. Morton, Assistant to the Director, right.



2006 ANNUAL REPORT

Commonwealth of Massachusetts
BOARD OF LIBRARY COMMISSIONERS

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