

Southern Maryland Regional Library  
Association

# Annual Report

FY 2012



**Southern Maryland**  
Regional Library Association, Inc.

# Annual Report FY2012

## Strategic Initiative 1 – Provide leadership and vision in library services development

### Strategic Objective 1

Facilitate communication, teamwork, and shared decision making to coordinate library services.

#### Highlights:

- Completed re-design of staff/county extranet to better communicate library services to tri-county library staff
- Deployed SMRLA mobile web page that provides access to all available SMRLA-purchased and state-wide mobile applications and services
- Continued work with tri-county libraries via the Technical Support Group to help them identify mobile web page options for their county
- Continued to explore collaborative mechanisms available in Microsoft Exchange and SharePoint to enable sharing of documents, contacts, email distribution lists, calendar events, etc., among the four organizations
- Hosted regular meetings of customer groups including; Director’s Council, PR/Marketing Team, Technology Support Group, Reference Committee, Circulation Supervisors, Branch Managers, and quarterly with the Children’s Coordinators
- Reviewed status of region-wide technology planning
- Developed additional content for staff extranet, including acquisitions module guides and processing standards
- Staff met with marketing team members at the regional and state levels
- Developed and implemented SmartBox technology project which provides branch staffs with innovative, hands-on learning opportunities
- Organized and implemented region-wide campaign called “Power Up” for library audio and e-books
- Implemented monthly ads in local newspapers
- Continued advertising in area magazines (e-books, OMOB, Enterprise update, Disney Digital, Summer Reading, OverDrive/Kindle, Tumblebooks)
- Updated COSMOS “What’s hot” section every month
- Wrote scripts for, designed, and edited videos for new COSMOS software
- Provided Facebook and Twitter updates for use by county libraries
- Increased Facebook followers by 175%; Twitter by 146%
- Staff invited to participate in Maryland Governor’s first “tweet-up”

- Organized first Student Learning Recognition program
- Published SMRlicious bi-monthly; incentives to read implemented

**Objective met for the year.**

**Strategic Objective 2**

Anticipate and identify library trends and implement for the region.

Highlights:

- Implemented web-enabled version of the OPAC for the Android OS and other non-Blackberry/IOS web-enabled devices. BookMyne Android and Library Anywhere apps were implemented
- Conducted two “Libr@ry TechKnow/Technology Showcases” to share technologies and information obtained via conferences, seminars, and professional literature with branch staffs, including NetSmart for Libraries
- Participated in Maryland 5 Quarters statewide event “Dangerous Ideas and Killer Questions”
- Enhanced web-enabled version of the OPAC for the iPhone, Android, and Blackberry
- Identified and implemented emerging technology and demonstrated how that technology might be used by our customer libraries - VMware and training, SharePoint Intranet Project, Mobile Workflows Access, Mobile Web Site, Facebook app, SmartBox blog
- Tested and implemented SirsiDynix Enterprise enhanced search interface software
- Shared technology-based information and marketed technology services with the committees and through newsletters
- Identified potential new services for implementation
- Staff attended conferences and workshops and reported back on trends and developments
- Many staff participated in/led several statewide committees
- Staff conducted environmental scans, read trade journals, professional publications, and held discussions with other staff and colleagues to identify potential new services
- Staff participated on a statewide team developing a program to foster futuring skills in library staff

**Objective met for the year.**

**Strategic Objective 3**

Identify training needs and coordinate training delivery methods.

Highlights:

- Created and administered annual Training Needs Assessment
- Evaluated results of annual Training Needs Assessment and developed quarterly training schedules
- Identified and delivered training sessions via non-traditional methods, e.g. WebEx, Horizon Wimba, video, videoconferencing, etc.
- Assisted with the final migration of all library computers to Office 2010
- Conducted SirsiDynix system training and refresher training
- Evaluated training sessions based on lag and lead indicators defined in the Strategic Plan
- Continued to automate training record keeping using the Csuite database

**Objective met for the year.**

**Strategic Objective 4**

Enhance and develop services to benefit member libraries.

**Highlights**

- Established migration paths for systems software modules
- Worked with tri-county library staff to configure the SirsiDynix Enterprise 4.1 and then implemented program
- Planned and tested credit card payments implementation through Enterprise.
- Developed specialized API reports and customized the SirsiDynix system to meet defined customer needs
- Enabled Library Elf including SMS-based customer notification
- Continued to investigate options for library materials vending machine
- Continued to identify and implement access methods that are common to multiple types of web-enabled mobile devices; implemented Library Anywhere and our own mobile website
- Purchased, configured, and tested a method of printing trapped holds to a sticky type label to improve productivity in the branches
- Implemented domain sharing
- SharePoint implementation continued
- Continued work with SLRC to test and implement new statewide ILL system
- Continued to add locally available titles to the statewide e-book consortium (Overdrive) via Advantage Staff. The pilot \$10,000 Advantage project extended for another year
- Monitored and evaluated newly released versions of SirsiDynix Symphony and Staff Web software to plan potential upgrade/implementation
- Continued e-book market evaluation to determine if there is content that would benefit our customers. Evaluated with 3M, Freeding, Baker & Taylor's Axis360

- Assisted in opening of new Charles County branch – Technical Services and Information Services
- Created and added content to the Technical Services Department wiki, as a means of creating an instruction manual of procedures
- Published bi-monthly electronic newsletter, SMRlicious
- Generated free marketing materials for use by county partners in promoting library services, including: downloadables; OMOB; Mango Languages; and summer reading
- Designed full-page ads concerning libraries for each county’s “Newcomers Guide”
- Organized and coordinated region-wide library event, Southern Maryland Library Night at the Blue Crabs
- Staff developed display materials and attended community events and conferences on behalf of our county library partners, including: a legislative event in Annapolis; a So. Md. Leadership Conference; and a Caregivers Conference
- Continued daily postings on Face Book and Twitter
- Held discussions with customers to identify additional technologies that can be implemented at a regional level
- Established trials of new databases and evaluated existing online databases

**Objective met for the year.**

## Strategic Initiative 2 – Provide technological leadership

### Strategic Objective 5

Build expertise in current and future technologies in SMRLA and county staffs.

Highlights:

- Assisted counties in developing methods for implementing QR codes and promotion/marketing of this service
- Conducted workshops on SharePoint, Systems Center and VMware
- Hosted workshop with Howard Rheingold, nationally renowned author of “Net Smart: How to Thrive Online”
- Budgeted for training, conferences, and cutting edge equipment, software and technologies
- Surveyed tri-county staff to identify current and future technologies that they would like to see implemented
- Conducted specialized technology training for customer groups
- Staff participated in several technology-related workshops

- Staff read technology and library journals as well as listservs and blogs, etc. and reported on topics at each meeting of the Technology Support Group, Reference Committee, Circulation Supervisors, Branch Managers and Directors

**Objective met for the year.**

**Strategic Objective 6**

Develop and plan appropriate technology applications in support of library systems.

**Highlights:**

- Developed access database of all SMRLA computer equipment; contents contain all warranty, hardware and software contract information
- Upgraded Microsoft System Center Configuration Manager to 2012 version
- Identified and demoed technology applications; new GVRL interface, Windows 8, VMware, SharePoint, Mobile Web Site, Facebook App, Lab-in-a-Box Blog, and Enterprise
- Continued implementation of the Technology Plan; purchased Windows 7 licenses and AWE workstations
- Consulted with county library staff to help them implement self-check, ecommerce, SIP interfaces, and computer management software with our ILS
- Completed implementation of Overdrive Advantage
- Analyzed e-book products - Freeding, Baker & Taylor's Axis360, and Gale's products at PLA
- Met regularly with current teams: Directors, Branch Managers, Technology Support Group, Reference Committee, Circulation Supervisors, and Children's Librarians to assess technology needs
- Upgraded OCLC software in Technical Services
- Investigated alternative cataloging product – Sky River
- Technical Services manager accepted to SirsiDynix Cataloging SPP initiative team to improve cataloging web client
- Director served on the Rural Broadband Coordination Board
- Director chaired the State Library Resource Center Commission
- Director chaired the newly formed Maryland Library Consortium

**Objective met for the year.**

**Strategic Objective 7**

Develop and promote communication about technology trends and needs.

**Highlights:**

- Publicized appropriate new technologies during training sessions and team meetings
- Enhanced Windows SharePoint services technology portal site and continued developing a technology blog accessible to all library staffs
- Implemented SMRLA SmartBox projects
- Began training counties staffs to use SMRLA's SharePoint server as a content management site
- Continued the IT planning teams as the bodies responsible for understanding IT needs, opportunities, priority-setting, and resource allocation

**Objective met for the year.**

**Strategic Objective 8**

Provide effective operational support for the tri-county technology infrastructure.

Highlights:

- Continued continuity of operations planning and disaster recovery for IT
- Purchased and implemented VMware vSphere 4 (virtualization software); virtualized four servers
- Continued to implement and adjust a monitoring, management, and support agreement for PCs and software with tri-county libraries
- Continued to implement and adjust, with tri-county libraries, a set of minimum PC hardware standards for all newly purchased PCs
- Continued to implement and adjust, with tri-county libraries, a list of software and services that will be supported by the SMRLA help desk staff
- Assisted the tri-county libraries with strategies to continue deploying laptops and other personal computing devices for public use in their libraries

**Objective met for the year**

**Strategic Initiative 3 – Advocate and market public libraries**

**Strategic Objective 9**

Promote library services and resources.

Highlights:

- Participated in MACo planning committee and exhibit
- Staff actively participates in state marketing team
- Developed talking points and hand-outs for MAPLA legislative event
- Participated in state MAPLA/DLLR committee
- Staff joined ALA sub-committee for Empowering Voices group

- Strengthened partnerships for future high visibility events (i.e. Southern Maryland Blue Crabs game, OMOB, region-wide marketing campaigns)
- Developed and distributed 15 different marketing region-wide campaigns for use by counties
- Created SmartBox electronic toolbox for marketing materials for county use
- Developed advocacy message maps for use by MAPLA
- Organized region's participation and exhibit at the Southern Maryland Delegation Reception
- Organized and participated in presentation to Southern MD delegation
- Organized region-wide library participation in financial literacy program in partnership with CSM
- Posted daily to Facebook and twitter
- Staff attended advocacy workshops
- Published SMRlicious newsletter
- Developed and implemented numerous marketing plans for new and underused services provided to the library systems
- Created advertising and marketing materials for the Southern Maryland Library Night with the Blue Crabs (including delivery truck wrap, t-shirts, free giveaways at game, staff tickets, etc.)
- Updated the delivery truck wrap three times
- Created all advertising and marketing for summer reading programs, including radio ads, the delivery truck wrap, and a set of 12 newly designed and printed reading brochures
- Created local bus ads for Charles County and St. Mary's counties; billboard in Calvert County
- Created regional commuter bus advertising for the tri-county area
- Continued participating in partnership between MAPLA and DLLR

**Objective met for the year.**

### Strategic Objective 10

Seek support for library services in Southern Maryland.

Highlights:

- Provided coordinated support to county libraries for One Maryland One Book event
- Developed new community/regional partners for OMOB with St. Mary's College.
- Obtained OMOB author for presentation to region
- Collected evidence of value of public libraries and disseminated through Facebook, Twitter, and library and community partners



- Increased number of social media followers; Facebook by 175%, Twitter by 147%
- Participated in and contributed to all regional and state library programs, i.e. MAPLA, MLA, SLRC, and DLDS
- Exhibited at several conferences/events, including: a legislative event, a leadership conference and a caregiver's conference
- Director served on library association Legislative Committee and an intergovernmental task force for public libraries
- Staff drafted several statements used in advocacy efforts by members of MAPLA
- Staff worked on several bills in the General Assembly concerning pensions, capital funding, health care, and state aid
- Met with Governor O'Malley during his first "Tweet-up" in Annapolis

**Objective met for the year.**

Attachment 1

**Training and Customer Satisfaction Statistics**

FY 12

				No. of	Individual	Average
				Evaluations	Satisfaction	Individual
Date	Time	Event	Trainer	Received	of 90%	Satisfaction Rate
8/3/2011	All Day	Acquisitions Order Management	Smrla	1	0%	80%
8/31/2011	PM	Medical Reference		7	43%	82%
9/28/2011	All Day	Microsoft Publisher Essentials	Laura Allison	5	100%	100%
10/4/2011	PM	Literary Criticism Resources		11	36%	83%
10/24/2011	PM	Free Library Services & Web Resources for Job Hunters		10	90%	90%
10/25/2011	AM	MySpace, Facebook & Social Networking Tools	Dan Ream	7	71%	93%
11/1/2011	All Day	Train the Trainer: Making Training Stick	Gail Griffith	11	73%	100%
11/14/2011	PM	Getting the Most from Free E-Books on the Web	Dan Ream	9	100%	99%
11/15/2011	AM	Consumer Protection and Education Web Resources		5	100%	97%
11/29/2011	AM	Exceptional Customer Service	Lisa Ford	11	100%	99%
11/29/2011	PM	Exceptional Customer Service	Lisa Ford	16	100%	99%
12/7/2011	All Day	STAR POWER: Putting Every Child Ready to Read		33	88%	93%
12/20/2011	Day	YALSA's Teens and Technology Institute	YALSA	27	85%	92%
1/12/2012	AM	Symphony Adding & Editing Item Records	Susan Grant	9	100%	91%
1/17/2012	All Day	Black Belt Librarian	Warren Graham	23	91%	92%
1/24/2012	AM	SMRLA Orientation for Branch Staff	Smrla Staff	9	67%	88%
1/26/2012	PM	Congratulations! You're the Person In Charge		22	77%	94%
1/31/2012	AM	Libraries & Autism: We Are Connected		15	73%	93%
1/31/2012	PM	Libraries & Autism: We Are Connected		13	92%	92%
2/27/2012	PM	Getting the Most from Free E-Books on the Web	Dan Ream	7	100%	97%
3/28/2012	All Day	Microsoft Powerpoint - Introduction	Laura Allison	4	100%	98%
4/19/2012	AM	Symphony Essential Skills	Smrla Staff	5	80%	96%
4/24/2012	AM	The Accidental Technology Trainer		14	71%	91%
4/26/2012	All Day	Symphony Circulation Training	Smrla Staff	6	67%	93%
5/17/2012	AM	Book Feast	Children's Librarians	25	84%	91%
5/29/2012	PM	The Best of consumer Health Web Resources	Dan Ream	3	100%	93%
6/13/2012	PM	Libraries & Autism: We Are Connected		25	76%	84%
6/14/2012	AM	Libraries & Autism: We Are Connected		12	50%	85%
6/14/2012	PM	Libraries & Autism: We Are Connected		21	71%	86%
<b>Total</b>				<b>366</b>	<b>79%</b>	<b>92%</b>

Attachment 2

MARINA/Interlibrary Loan Statistics for FY 2012

<b>Items Borrowed by Southern Maryland Regional Library</b>			
Filled	Unfilled	Total	% Filled
13351	5998	19349	69%

<b>Items Lent by Southern Maryland Regional Library</b>			
Filled	Unfilled	Total	% Filled
12298	1741	14038	87%

Attachment 3

Total Items Processed					
Month	Calvert	Charles	St. Mary's	SMRLA	Total
July	1912	1763	2439	18	6132
August	1552	1700	3128	65	6445
September	2708	824	2052	1	5585
October	1568	1243	2533	1	5345
November	2006	1356	2115	1	5478
December	1768	1270	2389	63	5490
January	2155	1321	2519	79	6074
February	1463	964	2357	12	4796
March	1569	1565	2399	3	5536
April	1516	760	2236	1	4513
May	1483	1628	2078	14	5203
June	2383	1314	2616	0	6313
<b>Total</b>	<b>22083</b>	<b>15708</b>	<b>28861</b>	<b>258</b>	<b>66910</b>

Total Books					
Month	Calvert	Charles	St. Mary's	SMRLA	Total
July	1671	1669	2021	18	5379
August	1158	1355	2419	65	4997
September	2193	682	1570	1	4446
October	1103	1019	1801	1	3924
November	1332	1207	1607	1	4147
December	1280	1045	1637	63	4025
January	1483	1270	1834	79	4666
February	1166	730	1774	12	3682
March	1223	1439	1598	3	4263
April	1296	699	1568	1	3564
May	833	1375	1460	14	3682
June	1571	1107	1714	0	4392
<b>Total</b>	<b>16309</b>	<b>13597</b>	<b>21003</b>	<b>258</b>	<b>51167</b>

## Total Other Items

<b>Month</b>	<b>Calvert</b>	<b>Charles</b>	<b>St. Mary's</b>	<b>SMRLA</b>	<b>Total</b>
July	241	94	418	0	753
August	394	345	709	0	1448
September	515	142	482	0	1139
October	465	224	732	0	1421
November	674	149	508	0	1331
December	488	225	752	0	1465
January	672	51	685	0	1408
February	297	234	583	0	1114
March	346	126	801	0	1273
April	220	61	668	0	949
May	650	253	618	0	1521
June	812	207	902	0	1921
<b>Total</b>	5774	2111	7858	0	15743

