



INTRODUCTION

The phrase *challenging times* has almost become a commonplace expression these days.

A short list of challenges relative to libraries would include

- ♦ Funding not keeping pace with increased library use.
- ♦ Reduced staff and materials funding in school and academic libraries.
- ♦ Increased competition from commercial eBook readers.
- ♦ More media stories questioning the role of libraries in a digital world, coupled with more stories extolling the value and need for libraries in tough economic times.
- ♦ Polarization of public opinion over how or if civic services such as libraries should be funded.
- ♦ Serious examination of whether current funding models are adequate for library services.

In short, fiscal year 2009 was tough. FY 2010 is shaping up to be even more so throughout the state. While predicting how everything will turn out is hardly a science, it is certain that more changes (and challenges) lie ahead for everyone.

To address one challenge, improving Coloradans' perceptions of libraries, one project now underway to help libraries help themselves is the development of a statewide marketing effort that focuses on shifting people's perceptions of what libraries are today and will be in the future.

Working with the basic premise that Colorado libraries are places of active adventure—where you can engage new ideas, new experiences and new frontiers, a statewide advisory committee chose the campaign platform *Beyond Words*.

The campaign purpose is to ensure the future of libraries statewide and build the Colorado library brand by increasing awareness of the transformational aspects of libraries and the positive impact libraries have on all residents.

The coming year will see further refinement of this concept, along with guidance on how to best use this brand locally.

Following is a brief summation covering highlights of some State Library's activities, projects and support services that the dedicated staff is engaged in to help improve libraries throughout the state and fulfill the responsibilities as defined in statute and federal law.

We welcome your questions, ideas and comments. Check the resources page later in this report for contact information.

Eugene Hainer
Assistant Commissioner for the Colorado State Library

NETWORKING & RESOURCE SHARING

Guides development of and maintains essential web-based services necessary for library cooperation, cost savings, and patron service, such as the Colorado Virtual Library, virtual reference services and digitized historic newspapers. FY 2009 accomplishments include:

- ♦ The SWIFT interlibrary loan program was used by nearly 390 libraries of all types to place more than 117,000 requests for library materials at no cost to the library or patron.
- ♦ AskColorado – librarians handled 40,753 live chat sessions through this 24/7 statewide virtual reference service available on the web.
- ♦ Colorado Historic Newspaper Collection – web site content grew to 166 newspaper titles and 533,000 digitized pages.
- ♦ Use of the Colorado Historic Newspapers site increased, drawing nearly 26,582,000 hits and more than 205,000 visitors.
- ♦ Plinkit – number of library or organization web sites hosted on the service increased to 29. The service won two awards during 2009, including Project of the Year from the Colorado Association of Libraries.
- ♦ Colorado Virtual Library – including the CVL for Kids web site, this resource drew 2,213,000 hits and nearly 257,000 visitors.

LIBRARY DEVELOPMENT

Consulting, leadership and support services to directors, youth services staff, education leaders, school librarians and state institutional staff for improved services in all Colorado libraries. Key FY 2009 activities:

- ♦ Provided 53 workshops and presentations to 1,250 library staff in Colorado public, school, academic and state correctional libraries.
- ♦ Online meeting and webinar software developed to reach more areas of Colorado and allow library staff access to meetings, trainings and other activities.
- ♦ Provided leadership for collaboration through a task force on Integrated Library Systems.
- ♦ Creation of the Council for Library Development, a futurist think tank with cross-type representation.
- ♦ Developed a Learner's Bill of Rights and 21st Century Learner Colorado library program tiered standards.
- ♦ Funded and supported the Power Libraries Program which in 2009 included 115 high performing and developing Power Libraries.
- ♦ Summer Reading Program – 96 libraries or 85% of Colorado public libraries participated in the statewide summer reading program using the materials, resources and training provided by our membership in the Collaborative Summer Library Program.
- ♦ Provided training and mentoring to ten rural libraries on *Every Child Ready to Read* in conjunction with the Colorado Libraries for Early Literacy advisory group.
- ♦ Partnered with DU on a grant for an MLIS Early Literacy fellowship.
- ♦ Institutional Library Development consultants supported offender re-entry to reduce recidivism and consulted on ADA compliance.
- ♦ Purchased materials to support the reentry, education and literacy goals of youth and adults incarcerated in the Department of Corrections. 89% of these offenders used their prison libraries, checking out more than 566,000 materials and visiting their libraries more than 411,000 times.

- ♦ Planned and implemented conversion of the Department of Corrections library online catalog system to a remotely hosted solution.

LIBRARY RESEARCH SERVICE

Provides statistics and data analysis tools to help library leaders and advocates evaluate their library, frame the discussion about the role of the library in their community and talk about their library in quantifiable terms. FY 2009 accomplishments:

- ♦ Initiated DART (**Data Analysis and Resource Tools**), and beta tested the Reference Tracker, a tool to help libraries track their reference statistics.
- ♦ Supports continued development of LibraryJobline.org for online job postings, a service in its third year to allow the Colorado library community to post and find jobs. New features include a twitter feed and resources for job hunters.
- ♦ LibraryJobline.org received almost 200,000 annual visits from nearly 7,000 unique visitors each month.
- ♦ Over 1,300 jobs had been posted as of June 2009.
- ♦ Close to 400 users registered as employers.
- ♦ More than 1,200 job seekers registered for MyJobline—customized profiles to set up searches and be notified of new job postings.
- ♦ An LRS blog, introduced in 2004, receives, on average, over 500 page views per month, with more than 106,000 annual visits by nearly 7,000 unique visitors each month.
- ♦ LRS-i tools, such as the Wage Calculator (20,867 unique hits), Random Date Generator (8,496 unique hits), and the Patron ROI Calculator (4,412 unique hits) remain popular with users.
- ♦ Administered two 60-Second Surveys – “Reference Service – Where is it Going?” and “Libraries and the Economic Recession.”
- ♦ Published 13 editions of Fast Facts with topics ranging from “Challenged Materials in Colorado’s Public Libraries, 2007” to “Colorado Libraries Return on Investment 5 to 1.”

- ♦ Published the Closer Look Report “Public Libraries – A Wise Investment,” which presented the finding from the research project “What’s it Worth to You? A Return on Investment Study of Selected Colorado Libraries.”

LIBRARY COMMUNITY PROGRAMS

Works with and trains library administration including facilitation for strategic planning; advocates for public libraries; engages community partners for library development; assists in the understanding of legal requirements and library establishment procedures. FY 2009 accomplishments:

- ♦ Organized 10 libraries into the *Across Colorado Digital Consortium*, saving \$70,000 in startup and content costs, with more savings over time.
- ♦ Offered board training, strategic planning, advocacy and library law instruction to current and new directors and trustees.
- ♦ Organized a week-long celebration of National Library Week with participation from three CDE Board members and a poster featuring Commissioner Dwight D. Jones.
- ♦ Developed continuing education events on important workplace skills for CDE employees.
- ♦ Developed four continuing education events for CDE employees on Facilitation, Coaching, Presentation Skills and Time Management.
- ♦ Partnered with Colorado Humanities to represent Colorado at the National Book Festival in Washington, D.C.

COLORADO STATE PUBLICATIONS LIBRARY

Provides permanent public access to state agency publications for Colorado residents through the library in Denver and the depository system throughout the state. FY 2009 accomplishments:

- ♦ Received, cataloged and made accessible more than 4,220 new publications from state agencies.
- ♦ Answered reference questions on topics such as elk migration, K-12 education, health care coverage, state revenue forecasts and road conditions.

- ♦ Received 22,853 searches on the Online Public Access Catalog for the library and 52,967 site visits on the State Publications website.
- ♦ Digital documents remain popular and the number accessed during the year was 6,903.
- ♦ Total number of patron services contacts provided by COSPL- 83,110 and by the depositories – 7,874
- ♦ The Colorado State Publications Library Blog, created to share information on timely topics and links to state publications, continues to be popular with 8,135 visits during the year.

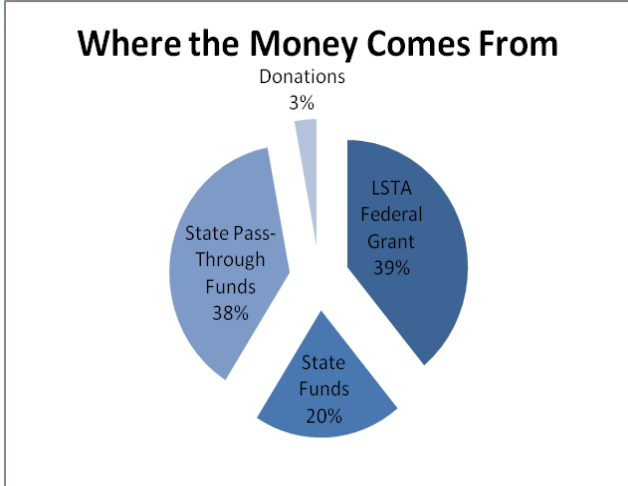
COLORADO TALKING BOOK LIBRARY

Provides recorded, Braille and large-print books and magazines as well as a small collection of descriptive videos to Coloradans of all ages who are unable to read standard print material due to visual, physical or learning disabilities whether permanent or temporary. FY 2009 accomplishments:

- ♦ Provided free library service to 8,535 print-disabled Coloradans with 407 additional institutional accounts across the state.
- ♦ Circulated over 328,000 audio, large print and Braille books through its free mailing service of library materials.
- ♦ Welcomed the assistance of over 190 volunteers, who donated 25,000 hours of time to the library, the equivalent of eight full-time employees.
- ♦ Received 27,680 hits on the Online Public Access Catalog (OPAC) for the library, resulting in 28,367 books being ordered online.
- ♦ Hosted a 9Health Fair at the library that focused on people with visual impairments and was attended by hundreds of health-seeking visitors.
- ♦ CTBL was represented at 55 outreach and vision support groups during the year, including fifteen 9Health Fairs throughout the metro area and Pueblo.

FINANCIAL INFORMATION

WHERE THE MONEY COMES FROM



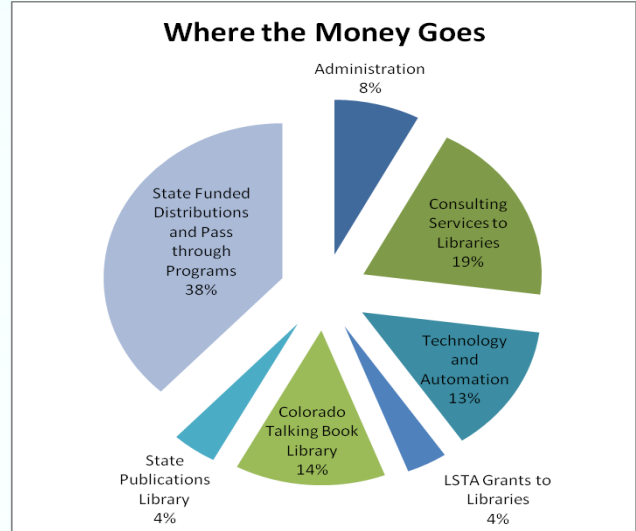
Library Services and Technology Act Grant _____ \$2,612,764
Federal funds distributed through the Institute of Museum and Library Services (IMLS).

State Funds _____ \$1,336,892
Appropriations, General Fund

State Pass-Through Funds _____ \$2,550,000
Audio Information Network of CO, National Federation of the Blind, CO Library Consortium, Statewide Databases

Donations _____ \$197,956
Private donations, Mary Jones Trust, Friends of the Colorado Talking Book Library

WHERE THE MONEY GOES



Administration _____ \$519,139
Personnel, travel, supplies, printing, postage, indirect costs, computers and building costs

Consulting Services to Libraries _____ \$1,295,051
Personnel, travel, supplies, workshops, printing, online training

Technology and Automation _____ \$900,715
CO Virtual Library, AskColorado, Historical Newspapers, Swift, Plinkit, computer/technical services, technology equipment

LSTA Grants to Libraries _____ \$245,797
Library Services and Technology Act (LSTA) Federal grants

Colorado Talking Book Library _____ \$914,085
Personnel, audio/Braille/ large print books, descriptive videos, supplies, newsletter, outreach, building maintenance

State Publications Library _____ \$272,825
Personnel, digital repository project, automated library system maintenance fees, supplies, printing

State Funded Distributions and Pass through Programs _____ \$2,550,000
Audio Information Network of CO, National Federation for the Blind, CO Library Consortium, Statewide Databases

RESOURCES AND CONTACT INFORMATION

Colorado State Library
201 E. Colfax Ave., Room 309
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303-866-6900
www.ColoradoStateLibrary.org

Colorado Libraries blog www.coloradolibraries.org

Colorado Library Jobline www.libraryjobline.org

A unit of the Colorado Department of Education

