Superintendent Burmaster approves preliminary 2008 LSTA grant program and budget

By Peg Branson, LSTA and Continuing Education Consultant
Public Library Development Team

State Superintendent Elizabeth Burmaster approved the Library Services and Technology Act (LSTA) preliminary grant program and budget for 2008. The LSTA funds will, once again, facilitate innovation, demonstration, and enhanced library services in Wisconsin. LSTA applications for 2008 are due September 12, 2007, and must be submitted online.

Several new categories are available for LSTA funding in 2008:

- *Wireless Connections* – $60,000 will assist public library systems in helping their member libraries to install the technology needed to offer wireless Internet access for library patrons or to upgrade current wireless service. Grant funds will be allocated to the public library systems based on a maximum of $500 per participating library.
- *Innovative Uses of Technology* – $60,000 will be available to assist public libraries and public library systems in implementing programs or services that demonstrate innovative uses of technology in the library. Grant funds will be awarded on a competitive basis with public libraries eligible for a maximum of $5,000 and public library systems eligible for a maximum of $20,000 per grant.
- *Library Development Training* – $20,000 will be available to allow applicants to hire a trainer to provide expertise to public library staff and boards to learn more about library related topics and issues and enhance the ability of the library staff to better serve patrons. Applicants can apply for grant awards between $500 and $3,000 for this purpose.
- *Adolescent Literacy Initiative* – $20,000 will be available to fund a statewide leadership conference and regional training on the literacy needs of adolescents, adolescent brain

development, and the role public libraries play in promoting adolescent literacy. Regional workshops around the state will follow.

Among the other grant categories to be funded in 2008* are:

- Library System Technology Projects – $400,000 (noncompetitive)
- Merging Shared Integrated Library Systems – $75,000 (noncompetitive)
- Shared Systems for Schools – $25,300 (noncompetitive)
- Virtual Reference – $69,300 (noncompetitive)
- Digitization – $42,000 (competitive)
- Delivery Services – $75,000 (noncompetitive)
- Literacy – $250,000 (competitive)
- Disabilities – $125,000 (competitive)

*The grant categories and the dollar amounts may be revised on the basis of the total dollars available, applications submitted, and other factors, before final awards are made.

Additional information on the LSTA grant categories, including the *LSTA Information and Guidelines for Wisconsin 2008,* is available on the LSTA website at http://www.dpi.state.wi.us/dpi/dltcl/pld/pdf/guide08.pdf. Contact Peg Branson, LSTA Program Coordinator, for more information. ✿

2003-2007 Wisconsin LSTA activities evaluated

By Peg Branson, LSTA and Continuing Education Consultant
Public Library Development Team

As part of the requirements for receiving the federal LSTA (Library Services and Technology Act) funds, the Division for Libraries, Technology, and Community Learning had to develop a five-year plan for activities to be funded with LSTA during 2003-2007 and then evaluate those activities at the end of this five-year period. The plan had to identify Wisconsin's present and projected library needs and a plan for helping to meet those needs with federal funds made available under the LSTA program.

The Division used a variety of reports, surveys and other information sources for evaluating the LSTA program from 2003-2007, including periodic progress reports begun in 2003, existing data and reports, surveys and studies, and group meetings and hearings. Many library-related groups were involved in assessing the LSTA program, including the LSTA Advisory Committee, the Council on Library and Network Development, and the Library and Information Technology Advisory Committee. Also involved were key public library system staff, including system directors and coordinators, system special needs and youth consultants, system technology consultants, and system continuing education consultants.

In the fall of 2006 the Division worked with Josh Morrill of MorrillSolutions Research to develop a web survey using SurveyMonkey to gather and analyze information on the LSTA program. The purpose of the survey was to help assess the use of the LSTA funds from 2003-2007 and the potential use of LSTA funds for 2008-2012. The survey was distributed to public library system staff and members of the LSTA Advisory Committee, and made available to the Wisconsin library community to get input from librarians in public, academic, school and special libraries and from library trustees.

Some of the LSTA funds Wisconsin received were used for statewide and state-level projects administered by the Division, some were awarded to public library systems to coordinate projects on behalf of their member public libraries, and some were awarded directly to individual public libraries. Some of the grant categories available during the past five years were part of a competitive grant process; others were noncompetitive and funds were awarded on a formula basis for specific purposes.

Wisconsin identified three primary goals in its 2003-2007 LSTA plan, one focusing on the utilization of technology to improve services and facilitate access to the materials in libraries, a second to ensure access to libraries for all Wisconsin residents who have difficulty using a library because of limited literacy and language skills, disabilities, and other barriers, and a third to ensure adequate library services to all state residents no matter where they reside. Sixteen subgoals or objectives were identified which further delineated the three goals. In addition, seventy-eight activities provided specific information on ways and methods the state would use to work toward the goals.

Highlights of the LSTA Program in Wisconsin 2003-2007

From 2003-2007 the LSTA funds were used effectively and there was progress in all of the areas addressed in the five-year plan for that time period. The programs and services funded by the LSTA program have been an important part of the improvements in library services that have occurred in Wisconsin. LSTA funds played a prominent role, especially in assisting Wisconsin libraries in improving library services through technology and in promoting and supporting the role of public libraries in early learning activities for children ages birth to five.

LSTA funding in Wisconsin represented less than 1% of public library expenditures statewide during this time period. However, there was enough money to demonstrate new programs, model programs, and provide exemplary services at all levels, local, regional and statewide, particularly when the LSTA funds were used in conjunction with other funding sources.

Wisconsin ranks #1 nationally in per capita public library interlibrary loans with 5.5 million loans in 2005. Public library system efforts to develop shared integrated library information systems have greatly contributed to the

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accessibility and growth of resource sharing. Currently, close to 90 percent of Wisconsin residents are served by the 310 public libraries participating in shared integrated systems. Interlibrary loans continued the double-digit annual growth that began in the mid 1990s. This increase in interlibrary loans has been supported by a corresponding expansion of regional and statewide interlibrary delivery services. LSTA funds, in combination with state and local funds, were used to support these activities.

Among the major accomplishments with the LSTA program from 2003-2007 were the following:

- LSTA funds, in conjunction with local and state funds, helped increase the percentage of public library participation in shared automation systems from 65% in 2003 to an anticipated 90% by the end of 2007. A cost study of these shared systems in 2006 showed that 87% of public libraries indicated high or very high levels of satisfaction with their shared systems.
- LSTA funds were used to support an initiative for promoting early learning activities and services in public libraries statewide beginning in 2003. The initiative encouraged public libraries to offer programs for infants and toddlers. Data gathered from the 2006 public library annual reports indicate that 198 public libraries offered programs for infants and toddlers, a 77 percent increase between 2001 and 2006 in the number of libraries offering such programs. During 2006 the web version of the publication designed to support the initiative was downloaded 43,912 times, making it one of the most frequently downloaded web documents offered by the Division.
- LSTA funds were used to support planning efforts for statewide interlibrary loan and a new resource sharing tool.

Statewide Resource Contacts

Cooperative Children's Book Center
4290 Helen C. White Hall, 600 N. Park St., Madison, WI 53706
ccbcinfo@education.wisc.edu .... www.education.wisc.edu/ccbc/
Kathleen Horning, Director .... (608) 263-3720

Milwaukee Public Library/Interlibrary Loan
814 West Wisconsin Avenue, Milwaukee, WI 53233-2385
Brian Hannemann, Interlibrary Loan Librarian .... (414) 286-3082

WiLS/Interlibrary Loan
728 State Street, Rooms 464 and B106B, Madison, WI 53706-1494
schneid@wils.wisc.edu .... http://www.wils.wisc.edu/
Kathy Schneider, Director .... (608) 263-2773

Wisconsin Regional Library for the Blind and Physically Handicapped
813 West Wells Street, Milwaukee, WI 53233-1436
http://www.dpi.state.wi.us/dpi/dltcl/rll/lbphinfo.html
Marsha Valance, Regional Librarian .... (800) 242-8822

Division for Libraries, Technology, and Community Learning

Wisconsin Department of Public Instruction,
125 South Webster Street
P.O. Box 7841, Madison, WI 53707-7841;
(800) 441-4563, fax (608) 267-1052
www.dpi.wi.gov/dltcl

Richard Grobschmidt
Division Administrator .... (608) 266-2205

Public Library Development Team
Michael Cross, Director 267-9225
Robert Bocher, Consultant
Technology 266-2127
Peg Branson, Consultant
LSTA and Continuing Education 266-2413
John DeBacher, Consultant
Public Library Administration 266-7270
Barbara Huntington, Consultant
Public Library Youth and Special Services 267-5077
Alan Zimmerman, Consultant
Public Library System Administration & Finance 266-3939

Instructional Media and Technology Team
Stephen Sanders, Director 266-3856
Kate Bugher, School Library Consultant
Instructional Media and Technology 267-9287
Barry Golden, Education Consultant
Evaluating States Education Technology Programs ... 267-2373
Stuart Ciske, Technology Consultant
Instructional Technology Planning & Integration 267-9289
Donna Steffan, Technology Consultant
Information & Technology Literacy Standards & Integration 267-1282

DPI Library & Statistical Information Center
Kay Ihlenfeldt, Team Leader 266-3108

Interlibrary Loan and Resource Sharing Team
2109 S. Stoughton Rd., Madison, WI 53716; fax 224-6178
Sally J. Drew, Director 224-6161
Circulation Desk 224-6169
Mary Clark, Team Leader
Resource Sharing Technology 224-6179
Loretta Harmatuck
Government Services 224-6165
Martha Farley, Team Leader
Reference and Interloan 224-6168
Willeen Tretheway
Audiovisual and Technical Services 224-6171
Terry Wilcox
Interlibrary Loan Services 224-6163
Vickie Long
WISCAT User Support 224-5394

Wisconsin Child Care Information Center
Lita Haddal, Director .... (800) 362-7353 or (608) 224-5388

To send e-mail, use the following format (all lowercase letters):
firstname.lastname@dpi.state.wi.us

New LSTA Advisory Committee members appointed

By Peg Branson, LSTA and Continuing Education Consultant
Public Library Development Team

State Superintendent Elizabeth Burmaster announced new appointments to the LSTA (Library Services and Technology Act) Advisory Committee in March. The new members are Jan Adams, Media Specialist, CESA 10; Roxane Bartelt, Head of Children's Services, Kenosha Public Library; Jeff Gilderson-Duwe, Director, Oshkosh Public Library/Winnefox Library System; Bea Lebal, Director, T.B. Scott Library, Merrill; and Mildred McDowell, District Library Media Specialist, Milwaukee Public Schools.

Continuing members of the committee are Terrance Burton, Director, Ebling Library, UW-Madison; Paula Kiely, City Librarian, Milwaukee Public Library; Paul Onufrak, Automation Librarian, Eastern Shores Library System; Elizabeth Richmond, Associate Professor/Reference Librarian, UW-Eau Claire; Phyllis Davis, Director, South Central Library System; Terry Dawson, Director, Appleton Public Library; Jim Gingery, Director, Milwaukee County Federated Library System; Jane Pearlmutter, Associate Director, UW-Madison

School of Library and Information Studies; and Zora Sampson, Director, Library, Information, Instructional Technology, UW Barron County, Rice Lake.

Members on the committee serve staggered three-year terms. The committee advises the state superintendent and the Division for Libraries, Technology, and Community Learning on the development of the long-range plan for the LSTA program, annual grant priorities and categories, and applications and recommendations for grant awards.

More information on the LSTA program is available at http://dpi.wi.gov/pld/lsta.html . Contact Peg Branson 608/266-2413 or peg.branson@dpi.state.wi.us if you have questions.✿

New members of the LSTA Advisory Committee gathered for an orientation session on April 4. Seated left to right are Roxane Bartelt, Mildred McDowell and Jan Adams. Standing left to right are Bea Lebal and Jeff Gilderson-Duwe.

Verizon Foundation launches Thinkfinity.org

By Donna Steffan, Technology Consultant,
Instructional Media and Technology Team

Thinkfinity was launched on March 27 at the National Press Club in Washington DC. Approximately one year ago the Verizon Foundation adopted MarcoPolo, a unique content and technology space that offered high-quality, research- and evidence-based resources and practices for K-12 educators. The Wisconsin Department of Public Instruction (DPI) rolled out MarcoPolo lessons and instructional technology resources in 2000 and continues to integrate these resources into the WDPI Curriculum Resource Center found on WINSS at http://www2.dpi.state.wi.us/sig/practices/cw/index.asp. This spring the Verizon Foundation merged the MarcoPolo instructional resources with their Literacy Network as Thinkfinity.org.

Thinkfinity is the cornerstone of the Verizon Foundation's Literacy, Education, and Technology online literacy resource center. Thinkfinity, which means "endless possibilities for learning," is designed to improve learning in traditional and 21st century educational settings and also beyond classrooms and the school day by providing high-caliber content,

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A study of interlibrary patterns and protocols and automation systems was conducted, revised statewide interlibrary loan guidelines were developed, and an RFP process resulted in a new statewide resource sharing tool at the end of 2006.

• LSTA funds were used to help initiate statewide virtual reference service providing 24/7 coverage in 2006. Fifteen of the 17 public library systems in the state provide staffing hours and the whole state had access to the service. The service is expected to be continued with partial support, allowing the service to be tested and evaluated and a long-term funding model developed. LSTA support will be phased out after the demonstration period.✿

Libraries encouraged to link to statewide online services

By Sally Drew, Director
Reference and Loan Library, and
Mary Clark, Supervisor, Resource Sharing Technology
Reference and Loan Library

Casual conversations with Wisconsin library users and non-library users alike show that many do not know about statewide online services such as BadgerLink, Ask?Away, Wisconsin Heritage Online (WHO), WISCAT, or the Wisconsin state government portal. Libraries play a major role in informing users of these free services by featuring them on their local library or public library system websites. The Division encourages libraries to link from their local web pages to available statewide online services as needed, and if at all possible, to include a logo for these services. Including an official logo, button, or graphic image for the statewide service, helps to reinforce the brand names of these services with the public. If there is sufficient room on the local site, a short description of the service can also be helpful in promoting the statewide service.

Graphic images connected to these statewide online services can be found and copied from the web locations listed below. A brief description of each service is also provided for use on the local web sites.

To add these links to your web page, first copy the desired image to your web page:
Download the image to the proper directory on your server, indicating the proper file type (file_name.gif). Be sure to note the directory where you store the image file.
- Windows environment: Right click on the image and choose Save Picture As:
- Macintosh environment: Click on the image while holding down your mouse button until a menu of choices appears. Choose Download Image to Disc.
Then, link from the logo image to the appropriate statewide service.

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instructional resources and professional development needed to improve student achievement and community learning – anytime, anywhere, at no cost.

Thinkfinity joins the Verizon Foundation in partnership with several of the nation's leading content and literacy providers and professional education organizations, including:
- American Association for the Advancement of Science
- International Reading Association
- National Center for Family Literacy
- National Council on Economic Education
- National Council of Teachers of English
- National Council of Teachers of mathematics
- National endowment for the Humanities
- National Geographic Society
- ProLiteracy Worldwide
- Smithsonian-National Museum of American History and
- The John F. Kennedy Center for the Performing Arts.

Thinkfinity's goal is to truly make a positive difference in the 21st century lives and learning communities of students, teachers, families, work-force and community members. To achieve this goal Thinkfinity provides over 55,000

authoritative educational and literacy resources for teachers, students and community programs including standards-based K-12 lesson plans, online student materials, and interactive learning objects and web-sites.

A comprehensive and robust professional development program is planned for preparing public school and community educators to incorporate Thinkfinity's rich resources into their instructional settings for maximum impact. A rollout network of select state and national education and literacy agencies and organizations, including the DPI, ensures an effective implementation of these valuable 21st century resources and services.

Short and long-term growth of Thinkfinity is planned for this flagship platform. Thinkfinity plans to continue to provide an ever-growing collection of high-quality, non-commercial standards-aligned educational and literacy resources and to continue to foster an expansive professional development program, with a focus on best practices for student and teacher achievement with built-in authentic assessments. Thinkfinity will continue to utilize emerging technologies and communication tools to provide universal access to these learning opportunities for all both within the school learning environment and beyond the walls and day of the traditional school.✪

Online services — *from page 5*

BadgerLink

You can find BadgerLink logos to transfer to your library's local web page at: http://www.badgerlink.net/promote.html .

Logo Examples Available:

Link to the Service
Once downloaded, link any of these images to BadgerLink using the following URL: http://www.badgerlink.net .

Text Example:
   "BadgerLink provides access to full text magazines, newspapers and reference resources, literature, and other information. The services are provided by the Department of Public Instruction with funding through the Public Service Commission, Universal Service Fund."

Wisconsin Heritage Online (WHO)

You can find WHO logos to transfer to your library's local web page at the WHO wiki page: http://wiheritage.pbwiki.com/ .

Logo Example Available:

Link to the Service
Once downloaded, link the image to Wisconsin Heritage Online using the following URL: http://wisconsinheritage.org/ .

Text Example:
   "Wisconsin Heritage Online provides a gateway for searching and displaying content for Wisconsin library digital image collections. Subject matter includes all aspects of Wisconsin history, culture, government and industry."

Wisconsin.Gov
You can find logo graphics to transfer to your library's local web page at: http://www.wisconsin.gov/state/core/acceptable_use_policy.html#linktoportal .

Logo Examples Available:

Link to the Service
Once downloaded, link the image to the Wisconsin government portal using the following URL: http://www.wisconsin.gov .

Online services — *from page 6*

Text Example:
   "Wisconsin.gov is the state government portal for state agency online services and information."

Ask?Away
You can find logo graphics to transfer to your library's local web page at: the Ask?Away Virtual Publicity Kit for Libraries web page at: http://www.askaway.info/librarykit/ .

Logo Examples Available:

Link to the Service
Once downloaded, link the image to the Ask?Away service using the following URL: http://www.askaway.info/. Note that this link will connect users to the generic Ask?Away service page.   If your library supplies staff support to Ask?Away or is located within the boundaries of a public library system that does so, you may want to link to that library or library system page. Those libraries that are not located within a participating library system should contact Steve Fischer at the Reference and Loan Library for an appropriate link at 608-224-6175 or steven.fischer@dpi.state.wi.us.

Text Example:
   "Ask?Away is a statewide virtual reference service staffed by Wisconsin public and academic librarians and the national 24/7 Reference Cooperative. Reference service is provided through chat or email services."

WISCAT
You can find logo graphics to transfer to your library's local web page at: WISCAT presskit web page at: http://www.dpi.wi.gov/rll/wiscat/presskit.html .

Logo Examples:

Link to the Service
Once downloaded, link the image to the WISCAT service using the following URL: http://www.wiscat.net/agent/login.asp?cid=stwi&lid=stwi&mode=g. Note that this link will provide guest access to the search-only WISCAT. A WISCAT annual license is required if your library wants patrons or staff to link to a specific WISCAT implementation related to your local library login. Contact Vickie Long at 608-224-5394 or vickie.long@dpi.state.wi.us for more information on creating a customized link to WISCAT.

Text Example:
   "WISCAT is a combined union catalog for Wisconsin libraries; it contains 7 million titles and more than 32 million holdings from over 1200 contributing Wisconsin libraries; it contains material in all formats, including books, serials, videorecordings, sound recordings and other audiovisual formats."✿

Steve Sanders wins 2007 *Making It Happen* award

By Kate Bugher, School Library Media Consultant
IInstructional Media and Technology Team

Steve Sanders, Director of the DPI Instructional Media and Technology Team, was awarded the 2007 "Making It Happen" award from ISTE, the International Society for Technology in Education, at the recent WEMA conference. The "Making It Happen" program identifies and rewards educational technology leaders around the world for their commitment and innovation. Don Knezek, ISTE CEO, presented Steve with his "Making It Happen" jacket honoring his more than 25 year commitment to instructional technology and 21st century learning at the local, state and national level.

Over 750 educators and 130 exhibitors attended the annual WEMA Conference at the Monona Terrace Convention Center in Madison March 25-27. Participants attended multiple workshops and presentations on new strategies, tools and best practices in

keeping with the theme of *Cultivating Success: Growing Information and Technology Literacy in Wisconsin.*

In her conference address, State Superintendent Elizabeth Burmaster focused on the vital role of school libraries as technological information centers and the importance of reading, information and technology literacy skills in the success of today's students. She stated that access to quality school library programs is an issue of equity and reiterated the need for continued advocacy to ensure state funding and support for staffing and resources.

New bylaws were also adopted by the membership at the conference which

officially changed the name of the association to WEMTA, the Wisconsin Educational Media & Technology Association. The name change was part of a restructuring initiative to better embrace and represent the ongoing collaboration of all library, media and technology personnel in the education of our state's PK-12 students. More information about the association is available at http://www.wemta.org/.

The 2008 WEMTA conference will focus on *Meeting the Needs of All Children: the Role of Information and Technology.* The conference will be held April 6-8, 2008, at the Four Points Sheraton in Milwaukee. ✿

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