

Montana State Report 10 – 2005

This fall, the Montana State Library in partnership with the Montana Library Association launched a new statewide marketing campaign. “What’s Your Story? Find it at the Library!” provides Montana’s libraries with a wide range of marketing tools they can utilize to promote their own services and programming to their users. The campaign will be a multi-year effort, with each year targeted at different user populations, and is tied together through the use of a consistent logo and consistent messaging. Traditional marketing and public relations tools, such as op-eds, newsletter pieces, letters-to-the-editor, brochures, posters, etc. are being developed for libraries to utilize in their own promotion pieces. The marketing campaign will also include such things as programming ideas directed toward our target audiences; PowerPoint presentations, libraries can give to interested groups, and statewide partnerships as well as a guide on how to build local partnerships for the long-term benefit of your library. There will also be a statewide TV, radio, and print campaign. Everything will be available for libraries to download from a Web site, whatsyourstory.ws. The “What’s Your Story? Find it at the library!” campaign is sponsored by the Montana State Library, the Montana Library Association, the Library Services Technology Act, Mountain West Bank, and AARP.

The Montana State Library Assists Libraries wanting to join the Montana Shared Catalog.

The State Library is offering financial assistance to Montana libraries interested in joining the Montana Shared Catalog (MSC) consortia. The Montana Shared Catalog is a statewide project, in part sponsored by the Montana Library Network and paid for by participating libraries. The Montana Library Network is a project of the Montana State Library, guided by the statewide multi-type Montana State Library Networking Task Force. MLN partners with Montana libraries to ensure the delivery of quality, standards-based, networked library materials and services to all Montanans. MLN is funded with Library Services and Technology Act (LSTA) moneys from the Institute of Museum and Library Services. There are currently 60 libraries participating in the MSC.

PEEL Scholarships Awarded

The Montana State Library Commission awarded the final scholarships from the Professional Education and Employment for Librarians (PEEL) grant received from the Institute of Museum and Library Services (IMLS) in 2003. The awards - totaling more than \$42,000 - will help three Montanans attend graduate library school beginning this fall. The scholarship recipients are: Catherine McMullen, Library Aide at Bozeman Public Library and a MPLA Board Choice Recipient, who will earn her degree through the University of Washington’s distance library program; Kathy Mora, Assistant Director at Great Falls Public Library, who will earn her degree through the University of North Texas distance library program; and Samantha Pierson, Director of Lincoln County Library in Libby, who will earn her degree through the distance library program of the University of Southern Mississippi. The 2003 PEEL grant will also help fund full time professional level positions for two years at two Montana libraries. All public, school (K-12), and tribal libraries are eligible to apply for the stipends, which are for \$30,000 each. Libraries receiving the stipend are required to provide a cash match for the same amount.

The Montana State Library received notice in late June that its second PEEL grant was selected by IMLS for a \$460,444 “Recruiting and Educating Librarians for the 21st Century” award. PEEL II will fund a statewide promotion/recruitment campaign designed to attract Montana residents to the library profession, with an emphasis on recruiting more Native American librarians. In addition, ten Montanans will receive \$25,000 scholarships to attend graduate library school at the University of Washington. Four stipends will also be awarded to help libraries bring these new graduates into their communities.

Rural Health Care Grant Awarded

Laurel Egan, St. James Healthcare Medical Librarian, Butte, has won a \$10,000 grant from NNLM for a project to further understand the resource needs of rural health care facilities in Southwest Montana. Titled The Effective Use and Integration of Regional Library Resources in a Rural Health Care Setting, the project would cover a period of performance from July 2005 to March 2006. The goal of the project is to further understand the resource needs of

rural health care facilities in Southwest Montana through a training program designed to address these needs. The project will be collaboration between St James Healthcare and the Community Health Center, both located in Butte, and the Ruby Valley Hospital in Sheridan, Montana. Onsite assessments of 1) what is needed and 2) what is currently available will be performed and appropriate training materials will be developed. Knowledge and availability of resources, including an expanded use of internet assets, will enhance medical education and facilitate more effective information retrieval. As part of the project, Laurel will develop training materials and purchase two laptop computers, a printer, and a projector to be used in training. Training will be provided to the clinical and administrative staff with a focus on quality medical information via the internet using NLM resources as PubMed, My NCBI, Pubcrawler, and MedlinePlus.

KRMC Medical Library Receives Express Outreach Award

Kalispell Regional Medical Center Medical Library was awarded the Express Outreach Award by the National Network of Libraries of Medicine, Pacific Northwest Region. "Need Health Info? Assessing Trustworthy Health Information Online in Northwest Montana" is the project title. Heidi Sue Adams, Librarian at Kalispell Regional Medical Center, will work with various local libraries and other community organizations to increase access to health information by health care consumers. The first step will be to obtain a portable training lab consisting of laptop computers. The lab will be used for training researchers to find reputable health information using online resources. This project will enable increased collaborations with other organizations that serve health care consumers. The Traveling Training Lab/Medical Information Stations will be rotated among their locations.

Trustee Training

The Montana State Library will continue its series of leadership workshops for public library trustees and directors. This year's workshops, "Evaluation at Your Library," will be presented by Dr. Debra Wilcox Johnson, a professor at the University of Illinois library school and a partner in Johnson & Johnson Consulting, a firm specializing in library management issues and training. Debra will present the workshop in two Montana locations: Billings on Saturday, October 22 and Missoula on Saturday, November 5.

MLA Conference

The 100th Anniversary of the Montana Library Association will be held at the next MLA conference, May 3–6, 2006, in Missoula, Montana.