

Strategic Goals for the Florida Electronic Library (FEL)

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INTRODUCTION

The Division of Library and Information Services and the Florida Library Network Council, an advisory body to the DLIS, developed the concept of the Florida Electronic Library, and the various components of the FEL have been implemented during the five years 2003 through 2007. The FEL includes:

- Portal for user access to the range of content and services of the FEL.
- Access to commercial databases, licensed at the statewide level for access by Florida residents.
- Statewide resource sharing, including the Virtual Union Catalog of holdings of Florida libraries and mechanisms for interlibrary loan and delivery of materials.
- Access to non-commercial or public Florida Digital Resources, locally-produced electronic content maintained by state and local government agencies and non-profit organizations.
- Virtual reference service, online information and research assistance to the public provided by volunteer librarians.

The State Librarian, representatives of DLIS, members of the FLNC, and other interested parties met in January 2008 in Orlando as a planning group to review and discuss the first five years of implementation of the FEL and to develop plans and concepts for the next five years of the FEL.

ASSESSMENT OF THE IMPLEMENTATION OF THE FEL

The planning team conducted a detailed review and discussion of the five main components of the FEL as implemented, and considered the implications for either continuing or discontinuing each component. A summary of the review and discussion of each component follows.

Portal and Access

Access to FEL resources is provided through the FEL gateway utilizing the Ex Libris Metalib/SFX product hosted at the Florida Center for Library Automation.

In general, the discussion of the portal had an emphasis on access to FEL content, and what methods or means could be used to provide the greatest access; planners believe that Florida residents and library users want more electronic resources and better access to them.

In the discussion about the portal, the question of whether the Metalib/SFX product is needed any longer to provide access to FEL content was raised. It was pointed out that Gale and OCLC are the only targets, and each now has its own interface (see the discussion on commercial electronic content, below).

In addition, the original goal for the FEL was a single portal interface; as the technology and user behavior have evolved, the focus and goal now is on access through any portal or interface available to users. If the Metalib/SFX portal product is kept, planners feel that the user interface should be improved or enhanced.

Planners discussed the need for greater accessibility to FEL content from individual library Web pages, and feel that public libraries should be encouraged to integrate FEL resources with local resources on local Web pages, so that FEL content can be branded as part of locally provided information services. There is a need for better communication with public libraries regarding FEL search capabilities and strategies and to create higher awareness of FEL Web pages and tools.

A concern was expressed about libraries that don't use the FEL, or use it on a limited basis. Some reasons suggested were lack of skills and/or training on the FEL at the local level and the limited human resources at some libraries

A solution could be the provision of more and better training on FEL tools and content, and the State Library seems the logical agent to serve as a resource to assist libraries in creating Web sites and pages, to provide help and support, and to help libraries locate hosting and Web development resources.

Public libraries need to reach a greater audience, since a formerly significant percentage of FEL users, students, are now using recently implemented school library portals, not public library portals. Planners agreed that public libraries and the FEL in general need to attract new users to new content, and that a greater penetration of current target audience is needed, requiring more and better marketing and promotion of both local library services and the FEL.

Commercial Electronic Content

The two providers of commercial licensed content in the FEL are Gale and OCLC.

The Gale multi-year contract has been recently re-negotiated and renewed; Gale provides access to a wide range of commercial databases to registered users of public libraries and school libraries.

The OCLC FirstSearch product provides access by all registered library users in the state to a number of specialized databases, and the planning group discussed the popular use of database products ERIC by school libraries, Proceedings First by academic libraries, and various Spanish language databases in South Florida libraries. Content from OCLC is licensed on a year by year basis.

Each provider has its own Web portal and user interface, and Gale provides a template of its interface to any public library in the state for use at its own Web splash screen and user interface starting point. The State Library is considering plans to swap out the Ex Libris SFX portal interface (described above) for the Gale

Power Search interface, which would provide federated search across all licensed Gale products. OCLC has developed a new user interface to its range of products, including the WorldCat bibliographic database of member library holdings, and is planning on moving its entire suite of database products to a new environment; the implications for access by users is unknown until implementation.

Planners discussed the question of whether there is sufficient use of electronic content to justify the ongoing costs, and whether the perceived benefit, the virtual unrestricted use of commercial database by Florida residents, justifies the costs.

Planners agreed that access to commercial content licensed on behalf of library users in the state is a very successful component of the FEL; licensing on the state level, rather than at the individual organization level, is cost-effective, and the high usage justifies the costs. There was consensus on the desire to continue this component of the FEL, and to possibly expand the licensed content made available to users, depending on the availability of funding.

A discussion of funding led to the suggestion that the State Library seek supporting financing from partner agencies whose constituencies benefit from access to commercial content, such as the Department of Education, especially if no new funding for licensed content is available in the next five years. The suggestion was made to analyze use of the OCLC FirstSearch suite of products on a database by database basis and eliminate low usage products if it becomes necessary to reduce or restrict spending on database products.

In a discussion on training, it was noted that Gale now provides 30 days training on use of its electronic resources in the state every year, coordinated with trainers in schools and library cooperatives; planners suggested that such training could be expanded and supplemented, and also serve as a model for training in the use of other FEL component resources.

Resource Sharing

The components of library resource sharing -- the Virtual Union Catalog of holding of Florida libraries and mechanisms for generating and managing requests for materials and for delivery of materials to patrons -- include the Ex Libris Metalib portal and the OCLC FirstSearch and SirsiDynix URSA product. The Metalib portal supports search of individual bibliographic database targets using NISO Z39.50 search and retrieval protocols, and FirstSearch, hosted at OCLC, and URSA, hosted at Tampa Bay Library Consortium, support the generation and management of requests by the public for materials owned by libraries in Florida and throughout the world. FirstSearch is used to manage requests for materials owned by libraries whose holding are in the OCLC database; URSA is used to manage requests for materials owned by libraries that participate in the TBLC reciprocal borrowing program.

Most materials from libraries in the state intended for users within the state are delivered by a contract delivery service that picks up and delivers materials on a regular schedule on routes throughout the state.

Resource sharing generated discussion of the perceived benefits to users and questions about the continued use of OCLC FirstSearch for interlibrary loan request purposes, as OCLC imposes a fees for such requests. The usage statistics from OCLC and the reciprocal borrowing statistics generated by the local integrated library systems of participating libraries suggest that resource sharing and physical delivery of materials continues to be a significant activity, and planners agreed that it should be a continuing component of the FEL.

It was pointed out that access to the holdings of almost all Florida libraries is an important political issue, and that the good will generated by that access justified the continued support of resource sharing.

Non-commercial Content and Digitization

The focus on access to non-commercial or public databases in the FEL is Florida digital resources, a range of locally-created databases and electronic content that includes Florida on Florida (a digital history, culture, and environment collection), Florida Voices (an oral history collection), Archives Florida (digital library and museum archives of state universities), and the Florida Digital Newspaper Library (a collection of digitized archival newspapers published in the state).

Generation of local digital content is becoming increasing important as the awareness of the value of the content, typically unique, increases, and the cost for the tools and technology to support digitization falls. In addition, standards for creation of and access to local digital content continue to be developed and implemented. Digitization of local content is seen as a growth segment in provision of library information services as more libraries undertake digitization projects, and more individuals convert personal collections of photographs, manuscripts, memorabilia, and artifacts to digital format.

The Publication of Archival, Library and Museum Materials (PALMM) project of the state's public universities is probably the largest digitization initiative in the state, and metadata information about most materials can be searched in a single database. The PALMM project can be considered a model for further large-scale digitization efforts in the state.

Planners agreed that continuing to encourage the development of digital content is important to the FEL, and that continuing to collect metadata from various digitization projects in state will be part of the FEL.

There is a need to identify and prioritize collections of interest to be digitized; planners suggested an inventory of known local resources throughout the state and a canvass of libraries and other organizations to discover unknown or little-known resources that might be targets for digitization.

Planners also identified the need to encourage those libraries and other organizations with the will to conduct digitization projects to acquire the technical skills and tools required for best practices and for conformance to standards.

Virtual Reference

Ask a Librarian, the online reference service, uses the SirsiDynix Docutek VRLPlus product, hosted at and supported by TBLC. The service is staffed by volunteer librarians from throughout the state who field reference questions from and assist users seeking information. Users can send questions and receive responses via email 24 hours a day or chat live online with librarians during selected hours. While the service is intended for any one, the audience that seems most receptive to it is young people, particularly elementary and high school students.

Virtual reference was a relatively new concept when it was included in the original plan for the FEL, and it took several years for the service to gain traction and to find an audience. Usage is increasing, however, likely due to strong marketing and outreach to the target audience on the part of staff who work with Ask a Librarian. They recently conducted a contest on YouTube, the online digital video distribution service, to create a public service spot for Ask a Librarian; the contest generated a lot of interest and submissions from young people, and seems to have created higher awareness of and interest in the service.

Planners were impressed with the proactive outreach methods used to promote the service: letting the target audience participate in the development of media spots; using the online tools and sites that are part of the everyday experience of the target audience to reach out to them; and allowing and encouraging them to use the same tools to participate.

Planners see Ask a Librarian as a growth segment of the FEL that should continue to be supported and used as a model for promoting other services of the FEL

CONCEPTS AND ISSUES FOR THE NEXT FIVE YEARS OF THE FEL

The Florida Electronic Library is at a critical juncture: content and infrastructure are in place and continue to be developed and enhanced, but changes in technology and culture have created constituencies and audiences that traditional channels and service models may not be adequate or appropriate to reach, and the State of Florida faces tough economic challenges that will determine how services and agencies will be funded.

A number of factors have influenced some dramatic changes in the behaviors and attitudes of information seekers. Web 2.0 and the tools and technologies based on it, the “Google-ization” of information, and social networks and participatory Web sites like YouTube, MySpace, FaceBook, and Wikipedia are part of an environment that encourages users to reach out, to share, to respond, and to expect immediate access to information.

As planners consider the next five years of the FEL, they are faced with an overarching question: How will libraries as a community, and by extension, the FEL as it represents the community, respond to the changing times, human behavior, and funding? Can and should the FEL help address these and other issues as they arise?

The planning group discussed a number of key concepts and issues presented for consideration in planning the next five years of implementation of the Florida Electronic Library.

Web 2.0

Web 2.0 is a term used to describe the trend in Web technology and design that encourages creativity, information sharing, and collaboration among users. Web 2.0 is not a set of technical specifications, but is characterized by the new ways that developers and users utilize the Web, such as Web-based communities and hosted services like social networking sites, wikis, blogs, and folksonomies.

In the January 2006 edition of the newsletter of the Urban Libraries Council, an association of metropolitan public libraries, a number of members noted that there is a growing sense of need in the country for face-to-face contact in communities, “a search for connection to community that is beginning to grow,” and they suggest that libraries are a logical agent to foster that connection.

As social networks and tools like MySpace, Facebook, and YouTube have become integral parts of the life experience of many, a new sense of community is evolving. Geographic constraints don’t define like-minded groups of people, and “face-to-face” takes on a new meaning as the Web becomes more and more personalized.

Research by newspaper publishers about readers shows that people want to be able to use information in a larger community, to talk about things, to meet people who have similar or different views.

People seeking information want not just facts, but also tools to help them interpret, to develop and share opinions, and to comment (the “blogosphere”). It could be argued that information is shifting from a product to a service; the FEL can take advantage of its users by looking at itself through the eyes of the users, and leveraging the knowledge of users.

People don’t want to visit or stay in only site or information source, but to select from a wide range all over the Web. The rise in the use of multiple links from sites acknowledges this need. The tools in sites like MySpace and YouTube that allow and encourage comments and links help spread the behavior and awareness.

There is a need to integrate library services with the tools and technologies that people use today; libraries provide content and other resources and services of value to users, but that message doesn’t always seem to get to users. Libraries have to reach out to users and show that services available through the FEL like access to commercial content, digitization, and virtual reference add value to and supplement library resources or programs.

The first step in outreach is to use the tools familiar to users, especially those Web 2.0 tools associated with use of popular search and participatory sites. These tools provide a more interactive experience of Web use and create better and more comfortable environments for users.

Content and message need to be delivered differently, and proactive rather than static mechanisms are needed; there is tremendous competition for eyeballs and clicks, and requiring users to visit sites on their own initiative means there has to be something attractive or interesting to them to take them to the sites.

Some of the FEL components attract large user numbers, and that interest can be built on and leveraged to create higher awareness of all components.

The image of the FEL and awareness of FEL content and services

The State Library and Network Council face the challenge of creating higher public awareness of the FEL; the FEL has a valuable brand name, but a more contemporary image and user environment need to be created. As for the image, re-branding or refreshing the look and feel of some existing components could help increase awareness, and adding new components or services could reach segments of the state population that don’t use the FEL now. In addition, the wide diversity and range of communication channels and communication behaviors requires a variety of approaches to reach target audiences. The public relations/marketing resource

and level of effort might have to be increased to meet this dual challenge of creating higher brand awareness and reaching fragmented audiences.

The FEL could benefit from feedback from users in a more structured environment that provides for more formal input and analysis of data and responses; direct contact of library staff with users doesn't always result in a coherent sense of statewide community wants and desires. Gathering and analyzing user feedback on a continuous basis could be resource-intensive; the use of technology to gather and analyze data and information would be desirable.

A potential target is young people, pre-teenagers and teenagers, especially those unfamiliar with the FEL and its content and services and who could benefit immediately from access to FEL resources. Reaching that target, which is not monolithic and is diversified all over the state, will require programs that attract users with the cultural and social icons they respond to – electronic content, music, video games, and the Web.

The evolution of the electronic social network and participatory online environments

In keeping with a long-standing mission of libraries, the FEL has a focus on serving the information needs of the people of the state. As formats for presentation and channels for delivery of information have changed radically in recent years, the role of the library as information center comes into question. For better or worse, the Internet, Web, and various available search engines and sites like Google are often the first choice, and sometimes the only choice, for many people seeking information.

Libraries need to take advantage of the desire and willingness of users to participate, to disseminate views and opinions, to share thoughts and feelings; this behavior encourages use, and sites that are optimized with tools that promote interaction are more likely to attract and keep users than those that don't.

During the FEL planning session, participants heard a presentation on the BiblioCommons social networking product now in development in Canada. The software provides users with the abilities to interact with bibliographic data found in online catalogs by tagging records with personal subjects or reference headings, creating and responding to reviews of books, creating wish lists and historical reading lists, and other functions and features. This tool is designed specifically for library applications, and is similar to a number of new and evolving products aimed at providing users a means to interact with formerly static data. Planners were enthusiastic about the possibilities presented to the FEL by participatory social networking software like BiblioCommons, and a test or pilot implementation of the BiblioCommons product or similar product is viewed as a high priority for a new feature to be added to the FEL.

Developing resources for Web 2.0 services

If FEL implementation in the next five years incorporates Web 2.0 tools, especially a social networking product like BiblioCommons, there will be a need for Web programming and design resources at the local library level. As new Web services are added to the FEL, there will also be a need for training at the local level. It is important that staff development and training utilize the tools of the Web and incorporate the concepts and spirit of Web 2.0.

The State Library is the logical provider or coordinator of Web design and development and training. The State Library should also be responsible for providing design and training resources for digitization projects, and should be responsible for the uniform application of standards for creation and provision of local digital resources. It is critical to the continued development of the FEL that the State Library have the resources and tools to assist the libraries of the state to adapt to the new environment.

The State Library's role in the next evolution of the FEL should continue to be one of facilitation and coordination, with a focus on developing the human resources needed for full participation. One area suggested by planners could be facilitating partnerships of those libraries that have Web services skills and resources with libraries that want Web design, development, programming, and other services and skills.

Increased demand for Consumer Health Information

After the initial FEL planning session, the State Library commissioned a survey and needs assessment of the FEL Consumer Health Information to assess public library patron needs related to access to consumer health information and services. The research, conducted by the Information Use Management and Policy Institute, College of Information, Florida State University, shows that a number of public libraries provide health information outreach services, and that more services and resources are likely to be needed in the future to meet increased demand.

Libraries that provide consumer health information services are concerned about the decrease in electronic resources and staff to provide patron assistance (primarily due to budget cuts or other financial constraints) and would like access to a wider range of resources and more and better training on resources and health related topics.

One conclusion of the research is that a health resource training program should be developed, focusing on a range of needs and topics, including access of general health resources, drug information resources, electronic state government materials, and state and local resources, and special topic training sessions to address patron health-related questions.

The place for books and other print material

There is a strong emphasis on digital content and electronic resources in the provision of library information services today, and popular media are moving toward electronic delivery and away from physical formats. However, it will take years for traditional formats to be completely overtaken by digital formats.

There is also a strong move toward digitization of print format materials, especially books, as evidenced by the Google Book Search project, which underscore the value of some print collections, especially those containing works in the public domain.

Resource sharing statistics show that there is still high demand for books and other print materials; although print formats are challenged on all sides, they still constitute a significant part of the aggregate statewide materials collection. As long as print remains a viable format, it will have a place in the FEL, and the resource sharing component (virtual union catalog, interlibrary loan, and delivery), should be supported and promoted.

The need for ongoing strategic planning

The evolution of Web 2.0 and Library 2.0 technologies and services and the dynamic changes in personal computing technologies expected in the near future make planning the FEL challenging, particularly when the current planning structure is based on infrequent meetings of the Florida Library Network Council.

RMG recommends that the State Library constitute a standing Strategic Technology Planning Team responsible for understanding technology needs and opportunities and reporting to and interacting with the State Library and FLNC to provide a more timely environment for setting priorities, for allocating resources, and for long range planning for the FEL.

The team should be a working group responsible for planning, reviewing, and recommending for implementation new technologies and products and upgrades and replacement of existing technologies and products.

RMG further recommends that the Strategic Technology Planning Team include at least one representative from the FLNC, at least one representative from the State Library administration, one representative from FCLA, one representative from CCLA, and at least two representatives from the state's library community, at least one of which should be a member of and represent the proposed New Technologies Task Force.

Membership of the Strategic Technology Planning Team is critical to the success of the planning process: it needs to be right-sized and rightly-constituted. Small group dynamics govern the efficiency and success of

discussions, learning, and decision-making; a small team usually works well. Members must represent the technical, policy, and operational aspects of the FEL and the state library community.

FLORIDA ELECTRONIC LIBRARY STRATEGIC GOALS 2008-12

The Florida Electronic Library is at an important phase in its evolution. The social and cultural forces at work in Florida, the country, and the world mandate new approaches to meet the information needs of a modern community in which access to digital information and technology is pervasive and almost requisite for daily life.

The FEL is poised to take on this challenge. It has become a trusted agent in the state, providing information services and content that reach tens of thousands of Floridians every day. The FEL provides public access to electronic information and cultural and education resources that is unparalleled in the state.

The Florida Electronic Library has great strengths: its infrastructure, its component resources, and its name and image. The FEL will use these strengths to pursue three strategic directions that address the challenges of today, that will allow the FEL to thrive, to reach out to users, to attract new users, and to help ensure that the state's libraries remain strong and flexible information service organizations.

Strategic Directions

These are the Strategic Directions that the Florida Electronic Library will pursue during the next five years.

To maintain its role as a primary source of content to meet the information, educational, and cultural needs of the people of the state, the Florida Electronic Library will continue to provide licensed commercial digital content for access by Florida residents, will foster the development of and access to locally-created digital content, and will continue to support resource sharing of materials among Florida libraries.

To broaden its reach in the communities of the state, the Florida Electronic Library will incorporate the tools and technologies of Web 2.0 to reach out to and attract new populations of users and develop higher levels of familiarity with and use of FEL content and services, and will create a higher profile by more active marketing, using the tools and techniques of Web 2.0.

To complement and further enhance the utility of its content and services, the Florida Electronic Library will provide and encourage the development of human resources in Florida libraries in the skills, tools, and techniques of Web 2.0.

To ensure the currency of the Florida Electronic Library technology environment, the State Library as advised by the Florida Library Network Council will conduct an ongoing strategic planning process for the FEL.

Strategic Direction 1: Continue to Provide Content and Access

To maintain its role as a primary source of content to meet the information, educational, and cultural needs of the people of the state, the Florida Electronic Library will continue to provide licensed commercial digital content for access by Florida residents, will foster the development of and access to locally-created digital content, and will continue to support resource sharing of materials among Florida libraries.

Strategic goal: Access to commercial licensed content will continue to be provided through the FEL, and the licensed content made available to users will be expanded, depending on the availability of funding.

Strategic goal: The resource sharing component (virtual union catalog, interlibrary loan, and delivery) will continue to be supported and promoted.

Strategic goal: The continued development of digital content to be added to the FEL will be supported, and the FEL will continue to provide access to Florida-related content.

Strategic Direction 1: Goals and Objectives

Strategic goal 1.1: Access to commercial licensed content will continue to be provided through the FEL, and the licensed content made available to users will be expanded, depending on the availability of funding.

Objective

Build on the FEL component with the highest use and greatest visibility.

Strategies

The State Library will continue to fund commercial database licensing.

The State Library will seek supporting financing from partner agencies whose constituencies benefit from access to commercial content.

Encourage greater integration of and access to FEL content with individual library Web pages through implementation of better tools and more outreach to libraries.

Evaluate and implement additional consumer health information resources.

Strategic goal 1.2: The resource sharing component (virtual union catalog, interlibrary loan, and delivery) will continue to be supported and promoted.

Objective

Be prepared for anticipated higher demand for shared resources and materials.

Strategies

Add social networking tools specific to bibliographic content.

Strategic Direction 1: Goals and Objectives (cont'd.)

Strategic goal 1.3: The continued development of digital content to be added to the FEL will be supported, and the FEL will continue to provide access to Florida-related content.

Objective

Attract users through provision of unique local content not available from other sources.

Strategies

Increase programs for digitization of local content to foster creation of new digital resources; develop marketing and outreach efforts to create a higher awareness of digital content and its availability.

Identify and prioritize collections of interest to be digitized; conduct an inventory of known local resources throughout the state and a canvass of libraries and other organizations to discover unknown or little-known resources that might be targets for digitization.

Continue to collect metadata from various digitization projects in state for inclusion in FEL target databases.

Strategic Direction 2: Reach Out

To broaden its reach in the communities of the state, the Florida Electronic Library will incorporate the tools and technologies of Web 2.0 to reach out to and attract new populations of users and develop higher levels of familiarity with and use of FEL content and services, and will create a higher profile by more active marketing, using the tools and techniques of Web 2.0.

Strategic goal: The Florida Electronic Library will use its Web presence to provide opportunities for development of online and virtual communities that foster and promote discussion and exchange of information and ideas, and that allows users to create and share information.

Strategic goal: Like content, the message of the Florida Electronic Library will be delivered differently, using proactive rather than static approaches and mechanisms for outreach.

Strategic Direction 2: Goals and Objectives

Strategic goal 2.1: The Florida Electronic Library will use its Web presence to provide opportunities for development of online and virtual communities that foster and promote discussion and exchange of information and ideas, and that allows users to create and share information.

Objective

Make the FEL part of the Web social community and network.

Strategies

Re-design the user interface for improved and enhanced look and feel and usability.

Integrate interactive Web 2.0 tools and technologies into the Web environment.

Incorporate social networking software and tools appropriate for a library information environment.

Design the site so that access to any user is provided through any available portal or interface.

Strategic goal 2.2: Like content, the message of the Florida Electronic Library will be delivered differently, using proactive rather than static approaches and mechanisms for outreach.

Objective

Attract new users to the FEL by use of contemporary and non-traditional channels.

Strategies

Design, develop, and implement public awareness and marketing campaigns intended to reach out to users and potential users of FEL content and services.

Create a more contemporary image of the FEL to accompany the updated look and feel of the Web site.

Leverage the marketing and outreach already done for Ask a Librarian, and use it as a model.

Seek direct feedback from users in a structured online environment that is part of the FEL.

Use Web tools to gather and analyze user feedback on a continuous basis.

Expand Ask a Librarian in terms of users and participating libraries.

Strategic Direction 3: Develop Human Resources

To complement and further enhance the utility of its content and services, the Florida Electronic Library will provide for and encourage the development of human resources in Florida libraries in the skills, tools, and techniques of Web 2.0.

Strategic goal: The State Library will create higher awareness among Florida public libraries of Florida Electronic Library search capabilities and strategies and improve library staff skills in use of FEL content and tools.

Strategic goal: The State Library will provide libraries with access to Web programming and design resources needed for integration of FEL Web 2.0 services and tools, especially a social networking product.

Strategic goal: The State Library will help staff of libraries and other organizations that conduct digitization projects to acquire the technical skills and tools required for best practices and for conformance to standards.

Strategic Direction 3: Goals and Objectives

Strategic goal 3.1: The State Library will create higher awareness among Florida public libraries of Florida Electronic Library search capabilities and strategies and improve library staff skills in use of FEL content and tools.

Objective

Make the human resource component of the FEL as current and vital as the technology and content components.

Strategies

Promote more frequent and detailed communication with public libraries regarding FEL activities.

Provide more comprehensive training on FEL tools and content.

Provide training on Web 2.0 services as added to the FEL.

Provide training on consumer health information resources and topics of general interest and concern.

Base training on and utilize the tools of Web 2.0.

Utilize an expanded version of the Gale electronic resources training as a model for training in the use of other FEL component resources

Strategic goal 3.2: The State Library will provide libraries with access to Web programming and design resources needed for integration of FEL Web 2.0 services and tools, especially a social networking product.

Objective

Remove any perceived boundaries to creation of local Web services.

Strategies

Provide or coordinate Web design and development and training for libraries.

Facilitate partnerships of those libraries that have Web services skills and resources with libraries that want Web design, development, programming, and other services and skills.

Help libraries locate commercial hosting and Web development resources.

Strategic Direction 3: Goals and Objectives (cont'd.)

Strategic goal 3.3: The State Library will help staff of libraries and other organizations that conduct digitization projects to acquire the technical skills and tools required for best practices and for conformance to standards.

Objective

Develop a corps of library staff capable of creating and managing digital content at the local level.

Strategies

Train local library staff in the tools and standards for digitization of local content and in the creation of content and descriptive metadata.

Provide design and training resources for digitization projects.

Adopt established guidelines and standards for digitization; establish best practices for digitization; communicate both to the Florida library community.

Be responsible for the uniform application of standards for creation and provision of local digital resources.

Create a task force or work group of representatives of libraries in the Florida community that have conducted digitization projects to provide guidance and advice to the State Library and Florida libraries regarding digitization.

Strategic Direction 4: Conduct Ongoing Strategic Planning

To ensure the currency of the Florida Electronic Library technology environment, the State Library as advised by the Florida Library Network Council will conduct an ongoing strategic planning process for the FEL.

Strategic Goal: The State Library will create a standing Strategic Technology Planning Team responsible for understanding technology needs and opportunities, for setting priorities, for allocating resources, and for long range planning and budgeting for FEL technology.

Strategic Goal: The State Library will create a New Technologies Task Force that will be charged with bringing technologies and projects to the Strategic Technology Planning Team.

Strategic Direction 4: Goals and Objectives

Strategic Goal 4.1: The State Library will create a standing Strategic Technology Planning Team responsible for understanding technology needs and opportunities, for setting priorities, for allocating resources, and for long range planning and budgeting for FEL technology.

Objective

A working group will be responsible for planning, reviewing, and recommending for implementation new technologies and products and upgrades and replacement of existing technologies and products.

Strategies

The team will be composed of representatives from the State Library, Florida Library Network Council, and the Florida library community.

The team will meet on a regular basis and report at every FLNC meeting.

The team will use the Strategic Technology Goals for the FEL as a starting point for its work.

Strategic Goal 4.2: The State Library will create a New Technologies Task Force that will be charged with bringing technologies and projects to the Strategic Technology Planning Team.

Objective

Leverage the technology skills and interests of staff at Florida libraries to keep the FEL current in new technologies and technology-based services.

Strategies

Populate with library staff who are familiar with new personal technologies and Web 2.0 and Library 2.0 features and functions.

Encourage members to attend technology and library conferences and to track new products and applications that might be appropriate for FEL content and services.

Mission

The Florida Electronic Library is the statewide public resource for information and access to information. Through its programs, services, and resources, the Florida Electronic Library reaches out to all the people of Florida and provides an environment that stimulates personal growth, participation, and a sense of community.

Vision

The Florida Electronic Library is a dynamic environment that encourages participation and provides users the ability to interact with resources and each other. The FEL builds on its established infrastructure by incorporating contemporary Web 2.0 tools and services appropriate for a library information environment. The FEL uses the strength of its name and brand to position itself as the premier free, authoritative, and dependable information resource in the state. The FEL reflects and enhances the cultural diversity of the communities it serves.