

Preparing Ohio Area Media Centers for Statewide Resources Sharing

An LSTA Automation Grant

Submitted by INFOhio

Abstract

Each of Ohio's twenty-four Area Media Centers (AMCs) have been providing curriculum-related audiovisual resources to schools in their geographic region since 1972. By relying on the expertise of local advisory councils composed primarily of library media specialists, each has developed a unique collection to be shared cost-effectively among educators within the region. Since 1994 they have migrated to a common ordering and scheduling software – Medianet -- which has enabled local educators to search an OPAC and even place orders over each center's website. In spite of its versatility and appropriateness to media scheduling tasks, the software will not currently allow for the smooth upload and download of standard full MARC records. Pilots conducted at some of the twenty-four centers have proven the value of enhancing audiovisual records with Ohio Proficiency correlations or kid-safe Internet links, but the lack of automation has kept these improvements from being implemented across all centers. In order for the AMCs to contribute their extensive and unique collections and their expertise in educational audiovisual acquisition to Ohio's statewide resource sharing project-Moving Ohio Resources Everywhere (MORE)-a new MARC module must be developed for Medianet. A retrospective conversion must be accomplished on many of the centers' minimally cataloged records, and the enhanced AMC records must be placed in a special database at the INFOhio Union Catalog so that teachers and students anywhere in the state can locate and access audiovisual resources from any of the centers. Further, AMC staff members must be trained to use this new module to automate their ongoing cataloging process and to inservice end users regarding expanded statewide access opportunities. If funded, this LSTA automation proposal will not only make the resources of the AMCs accessible to all 94,900 Ohio teachers, but will create a software module

and an automation process that can be shared at no additional cost with other Ohio regional services providers, such as Special Education Resource Centers or Educational Technology Centers, that might wish to use it to enable their participation in MORE.

Preparing Ohio Area Media Centers for Statewide Resource Sharing

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General Description of the Project

The Ohio Area Media Center project is a library automation grant proposal written with the goal of providing students and teachers with a stronger library media program, accessing the over 100,000 shared audiovisual resources available today through the connectivity technology offers. Currently all twenty-four Area Media Centers (AMCs) have the scheduling software and hardware necessary to locate and circulate materials in each center's geographical area. However, students or teachers from one geographic area must search twenty-three other catalogs to locate materials needed if their local center cannot provide them. Only four of the twenty-four centers have records in standard full MARC format. This proposal is to convert the records of all twenty-four Ohio Area Media Centers to full U.S. MARC format and add the records to the INFOhio Union catalog. Holdings information for each center will also be added at the INFOhio Union catalog, thus creating one location in Ohio to access the collections of the twenty-four centers and developing a process that allows for the efficient, uniform maintenance of all collections. (See Appendix A for a map and directory of all AMCs.)

Purpose of Project in Relation to Identified Needs

Effective educational programs are accomplished when educators provide a variety of learning experiences designed to meet the individual student's learning style. Current research published by Media Consultants - System Integrators of Dayton, Ohio, indicates that the brain processes visuals at 400,000 times faster than text alone. Assimilation and retention of information is improved 60% by using visuals over text alone. An audience is 43% more likely to be persuaded by using visuals in a presentation. Similarly, a Harvard University study on comprehension indicates that retention for a verbal presentation is 7% versus 87% for a verbal and visual presentation.

The use of appropriate audiovisual media in the classroom can provide learning experiences which lead to greater student understanding of the concepts being presented. Sally Mason, in "Libraries, Literacy and the Visual Media" (1994) reminds us that "video helps those who cannot yet read. It fills the information gap. Through video one can learn how to interview for a job, or how to fix a car, or how to prepare nutritious meals. One can learn about American culture and its political system." Mason quotes former Librarian of Congress Daniel Boorstin's statement about the need for audiovisual resources as an integral component of library services: "We forget that the book was a triumph of technology and that the book was considered to be a mechanical manuscript just as television is sometimes considered to be an audiovisual book." (1978)

Due to the cost of audiovisual materials, most school libraries have very limited collections. Public library audiovisual collections are intended to meet the needs of all community users, and do not focus on academic content. Ohio's consortium of twenty-four Area Media Centers,

established in 1972, help to fill this need by providing media resources on a regional basis. Current statistics gathered in February 2002 indicate that 131,812 titles are held by the AMCs, of which 112,585 are VHS format. Titles in the AMC collection range from 6 minute programs specifically designed for first grade reading to 15 minute programs designed for 12th grade chemistry students. Formats include: nearly 5,000 laserdiscs and CD-ROMs; over 1,800 recorded books; and more than 500 DVDs. (A complete list of current holdings appears in Appendix C.) Our state's rich diversity of communities--ranging from our densely populated urban centers, to growing suburban areas, to rural farming townships -- is one of our strengths. Although the Ohio Area Media Centers are funded by state charter, individual missions and goals align strongly with those of educators in curriculum and technology so individual AMC collections are varied. Together the centers circulate an average of 150,000 items each year for a total of 510,000 viewings. A study done in 1997 at the Northwest Ohio Area Media Center determined that an average item received 3.4 viewings per circulation.

Since 1994 the centers have collaborated with each other and with other regional service agencies throughout the state to standardize on a web-based catalog and scheduling system--Medianet--that has greatly improved teachers' ability to locate and access the Area Media Center resources. However, on any given school day, there are many materials on the shelves of one AMC that would benefit a class elsewhere in Ohio. Time is precious, and the ability to locate thousands of audiovisual resources with a single search would be of value to teachers. Access to these records in one location would provide a single-search capability.

A recent independent review of statewide regional service agencies by the CELT Corporation of Marlborough, MA, found that " the regional service agency system does not have characteristics of a system but a loose configuration of service agencies." The Ohio Area Media Centers have collaborated with each other and with other regional service agencies to improve services, but each center's efforts have impacted primarily their immediate geographic area. Since most AMCs have very small staffs, they rely on the guidance of advisory councils, composed primarily of library media specialists from the member schools. Through this project the Area Media Centers, a partner with Ohio's library network, will embrace appropriate, emerging audiovisual technologies used in the school, home, and community. These technologies will enhance curriculum and instruction of information literacy by providing greater access for all Ohio's learners and educators.

Goals

The AMC chartered goals include benefits for students, classroom teachers, and library media center staffs throughout the state of Ohio.

The primary goals of the regional media program as related to this project are to:

- Supply appropriate media to support the attainment of the objectives of the curriculum of the state's K-12 schools
- Provide every teacher with access to a regional media source of sufficient quality and quantity to meet their instructional needs and goals,
- Provide a comprehensive catalog of all materials available from each center to any interested teacher to maximize the potential usage of media, and
- Provide every classroom with access to a comprehensive and up-to-date media collection

In light of these goals, the following objectives have been established for this project.

Measurable Objectives and Activities

Objective 1: Improve ease and accuracy of teachers in locating, accessing, and evaluating AMC media and technology resources in existing formats

Activity 1.1: Convert approximately 40,000 unique AMC records to full MARC, and upload into the INFOhio union catalog with holdings information to identify all AMCs from which an item is available

Activity 1.2: Add standardized Library of Congress and LC for Children subject headings to 100% of existing AMC records

Activity 1.3: Add enhanced, detailed notes fields to a minimum of 75% of existing records (percentage based on previous retrospective conversion pilot with four centers)

Activity 1.4: Add links to specific state curriculum and testing standards to 25% of existing AMC records.

Objective 2: Extend the functionality of AMC scheduling software (Medianet) to provide teachers with additional resources in emerging media and technology formats

Activity 2.1: Add to the AMC databases, using appropriate MARC tags, such enhancements as: links to images; clips and complete digital videos; and links to supplemental materials such as blackline masters, PDF files of teacher or student guides, and images of loanable items

Activity 2.2: Add a minimum of 2,500 links to related kid-safe Internet sites to AMC records for centralized review and update. Note: A consortium of AMCs purchased

Follett *Web Path Express* in 2000 and have updated these records in 2002, but these links are only accessible in the records from the four AMCs currently in the INFOhio Union Catalog

Objective 3: Improve the productivity of AMC staff statewide

Activity 3.1: Redeploy time currently spent on original cataloging into enhanced patron services

Activity 3.2: Provide orientation and training to a minimum of 700 teachers statewide to promote use of these enhanced resources

Objective 4: Develop and disseminate processes that facilitate MARC record transfer between INFOhio's integrated cataloging software (MultiLIS) and media scheduling software (Medianet)

Activity 4.1: Pilot, test, and publicize a process which will be made available for use by other Medianet users throughout Ohio (other regional service agencies--such as Special Education Regional Resource Centers and Educational Technology Centers--and school districts

Activity 4.2: Develop training materials and provide training to staff in all AMCs statewide

Activity 4.3: Implement the process with resource items added to and deleted from the AMC collections

Relation to LSTA Goals

This project involves all 24 Ohio Area Media Centers, INFOhio, Brodart Automation, and Dymaxion Research Ltd., of Halifax, Nova Scotia, (vendor of Medianet scheduling software).

Our project closely parallels the goals and priorities of the LSTA Plan: "for establishing or enhancing electronic linkages among and between libraries"; "for electronically linking libraries with educational, social, or information services"; "for assisting libraries in accessing information through electronic networks"; "for encouraging libraries in different areas, and for encouraging different types of libraries, to establish consortia and share resources"; "for paying costs for libraries to acquire or share computer systems and telecommunications."

The completion of this project will allow the Area Media Centers full participation in the INFOhio information network. In order to participate in Moving Ohio Resources Everywhere (MORE), libraries are required to have their records in full MARC format, and in a system that is Z39.50 and SIP2 compliant. After completion of this project the records from the twenty-four AMCs will be full MARC records, and will be in the INFOhio Union catalog, which is Z39.50 and SIP2 compliant. (Letters of support from participating partners are included in Appendix B.)

Technical Plan

Thanks to a pilot project undertaken in 1998, the INFOhio Union catalog currently has all necessary software and hardware to identify materials owned by four of the twenty-four centers, however this identification process is not automated and requires hand entry and duplication of cataloging efforts. In addition, the consortium of AMCs purchased Follett *Web Path Express* in 2000 and have updated these records in 2002, but these links are only accessible in the records from the four AMCs currently in the INFOhio Union Catalog. They are not accessible from the individual AMC Medianet catalogs. Even new materials purchased by these four centers are not automatically added to the Union catalog and may not be searchable for months.

No equipment purchases will be necessary for this project. Contractual services from Dymaxion Research Ltd., working in collaboration with state INFOhio technology support staff, will create a new software module that will be available in all twenty-four AMCs. The module to be developed (See Appendix D) includes an automated process for matching titles and a computer assisted process for reviewing the proposed automated matches plus manually matching titles not automatically matched (i.e. due to variations in title name) that in fact do exist in the INFOhio Union Catalog. This module will facilitate the movement of data between the Union and the respective local Area Media Centers' online catalogs. It is important not to send records to the retrospective conversion vendor-- Brodart Automation--that are all ready in the INFOhio Union catalog. Sending all records at once for conversion would result in extra expense. Furthermore, each Brodart record would still have to be matched at the Union level and might overlay an improved INFOhio record with a possibly inferior record.

Currently Medianet does not allow for an overlay approach to import MARC records or for export of records back out in MARC format. Once in place, the new Medianet module that automates the import/export process between Medianet and MultiLIS will be provided at no extra charge to any other INFOhio member. Other regional service providers such as Special Education Regional Resource Centers, as well as large school districts with extensive audiovisual collections could benefit.

All Area Media Center staff will receive four days of training on the new cataloging process and end-user search strategies. These four days of instruction will take place prior to April 2003.

Access to Library Patrons with Disabilities

INFOhio has formed a sub-committee and launched a state-wide movement to promote and address web accessibility issues. A major goal of INFOhio is to raise awareness and provide training to the web developers in the K-12 environment. Immediate concerns are to:

- Make the INFOhio Web site as accessible as possible
- Assure key personnel are trained in and are aware of accessibility issues
- Develop compliance procedures as part of INFOhio's Strategic Plan
- Get student and adult patrons with disabilities involved in the process (e.g., testing, evaluation)
- Attend major assistive technology conferences to increase awareness

This project will be a part of the INFOhio Strategic Plan in developing better access for students and teachers with disabilities.

In addition to improved website access, the implementation of full MARC records will provide information to teachers about close captioned video materials. The 1989 invention of the caption-decoding microchip allowed for televisions to receive the captions without a separate decoding box. Beginning in 1993, this caption-decoding technology was required in all televisions 13 inches or larger manufactured for sale in the US, so odds are good that one or more televisions in most school buildings have this feature built in. Studies with learning disabled students, as well as emergent readers, have shown the use of close captioned video materials to be effective in advancing reading abilities. A pilot in the East Central North Area Media Center identified over 700 close captioned titles among the 6900 VHS titles in the collection. Providing this

information for all titles held statewide would increase teachers' access to materials of special value to disabled students.

Personnel / Project Implementation Team

The key personnel who will be involved in this grant have a strong history of collaboration on INFOhio and other joint projects. Cindy Siler will provide fiscal services through INFOhio's fiscal agent, Northern Buckeye Education Council. INFOhio will contribute the services of Cynthia Hustead, INFOhio Project Coordinator, John Whyde, INFOhio Medianet Support and Jean Banks, INFOhio DASite/MultiLIS/Medianet Support. The Trumbull County Educational Service Center and INFOhio will contribute the services of Tony Marshalek, Executive Director for State & Local Electronic Media Projects, North East Ohio IMC. Dymaxion Research, Ltd. will provide the services of Peter Mason, CEO, and his technical support staff members Natalie Aisthorpe and Stephanie Mayfield.

Co-coordinators of the project will be Cynthia Hustead and assisting Cynthia will be Tony Marshalek. They will be liaisons with the twenty-two other Area Media Centers. They will provide assistance with preparation of shelf-lists for conversion; communications with vendors; training; and follow-up support. Account establishment and record loading will be handled by INFOhio technical service support and Medianet technical support, who will provide on-site visits as well as telephone and e-mail support.

Profiles of Key Project Personnel

Cindy Siler, Treasurer/Business Manager, Northern Buckeye Education Council (NBEC), is a certified public account with 11 years experience as a state auditor and 10 years experience as Northern Buckeye Education Council's Treasurer/Business Manager. Cindy successfully administered the LSTA 1999 Full Grant funds that INFOhio received for "Cataloging Training Basics" and "Best Practices for Ohio K-12 Library Staff" projects. Cindy was also the fiscal agent for the 1999 Full Grant awarded to the Northwest Ohio Computer Association (NWOCA), for \$172,416. As the treasurer to NBEC, Cindy manages a budget of over \$28 million.

Cynthia Hustead, INFOhio Project Coordinator, has worked for several years in Ohio's public libraries, Cynthia joined INFOhio's staff as the Project Assistant in 1999. Cynthia assumed the leadership in coordinating the parties needed to meet the goals of the LSTA 1999 and 2000 Full Grant project, "INFOhio Cataloging Training Basics and Best Practices for Ohio K-12 Library Staff" and "I.T.'S. DRA/MultiLIS: INFOhio Training Standardization for DRA/MultiLIS." Team members report that she skillfully attended to all of the administrative aspects of the grant, as well as, the planning and execution of all the behind the scene details needed to meet grant goals. Cynthia is a graduate of Kenyon College and Kent State University's School of Library and Information Science.

Tony Marshalek, Executive Director for State & Local Electronic Media Projects, has served as director of the North East Ohio Instructional Media Center since 1976, and has collaborated with the Trumbull County Educational Service Center on grants for library automation and with Ohio SchoolNet to design summer workshops. Most recently Tony administered a grant to explore the benefits of using digital technology in the classroom. He serves on the INFOhio Governing and

Advisory Board, INFOhio Steering Committee, INFOhio Instructional Development Task Force, INFOhio Medianet Task Force, the State Library of Ohio's Steering Committee for the Statewide Resource Sharing initiative and the INFOhio Technical Team.

Jean Banks, INFOhio DASite/MultiLIS/Medianet Technical Support, has been with NOACSC for six years working with INFOhio Technical Services Support. Her background includes 18 years in information services in the aerospace industry. She serves on the INFOhio Steering Committee, INFOhio Union Catalog Task Force, INFOhio Library Automation Task Force, and the State Library of Ohio's Steering Committee for the Statewide Resource Sharing initiative. Jean is responsible for general INFOhio technical support including the development of DRA/Web2 for the state.

John Whyde has been the Medianet Technical Support Coordinator for the INFOhio Medianet sites since May 1998. Before that he was a customer support representative for Dymaxion, the company that produces Medianet. His duties include creating and configuring Medianet databases, converting sites' old data records for loading into Medianet, training agencies on site, and offering telephone and e-mail support to agencies using Medianet. John serves on the INFOhio Steering Committee and the INFOhio Technical Team.

Natalie Aisthorpe has served as a Dymaxion Senior Application Specialist for over fifteen years. Since 1996 she has been dedicated to Medianet (a market-leading media and equipment scheduling system designed for use by universities and school districts). Responsibilities include the planning, installation, and on-site training for twenty+ Medianet sites across North America

and Australia. She serves as the project manager responsible for the ongoing maintenance for over thirty sites.

Stephanie Mayfield has been part of the Medianet Development team since 1995. Since 1999 she has been Medianet's Manager of Conversion Services. In this capacity, she has managed, designed, and implemented data flow systems and tools. Projects include: automated daily update of MARC records, conversion engine providing a consistent backbone with enough flexibility to adjust to load specific needs, and data analysis tools.

All key personnel who will be involved in this project have participated in school library automation in the past. The project coordinators are certificated library media specialists.

Timeline

The timeline of this project is ambitious but practical. Below is a detailed, month-by-month description of the activities required to complete this project:

- 01/02 Area Media Center coordinators meet to discuss submitting an LSTA proposal
- 01/02 Applicants attend LSTA Grant Writing Workshop
- 03/02 LSTA Automation proposal submitted to State Library of Ohio
- 03/02 AMC coordinators meet to discuss shelflist preparation
- 04/02-06/02 AMC staffs weed collections and prepare records for conversion
- 07/02 Notification of recommendation to fund

- 08/02 AMC staff complete preparation of records; communicate with vendors
Dymaxion and Brodart
- 08/02 Dymaxion staff match AMC titles against INFOhio's current media titles using an automated process (Developed with funds outside of the LSTA project)
- 09/02 AMC staff complete pre-project surveys of time on task
- 10/02 Fiscal agent establishes local and federal grant accounts for record keeping
- 10/02 Project coordinators and fiscal agent opens purchase orders for contractual services.
- 11/02 Dymaxion staff develops and tests an automated process to send only unique titles for retrospective conversion to Brodart
- 12/02 AMC staff begins sending identified unique shelf list titles to Brodart for retrospective conversion
- 12/02 Project coordinators and AMC staff begin publicizing the receipt of the grant (See Appendix E)
- 01/03 Project coordinators and fiscal agent staff file 1st quarter written narrative and financial report
- 02/03 Dymaxion staff trains INFOhio and Medianet technical support in upload and download processes
- 02/03 INFOhio staff tests and implements a procedure that will take pairs of codes of the matched titles (e.g. INFOhio title/record# and that Medianet database's title #) and add the Medianet database's title # as a holdings code into the INFOhio Union catalog.

- 02/03 INFOhio staff exports MARC records that have changed (e.g. new site holdings code or change in record content) since the last run (likely daily, weekly or monthly) for each AMC to a directory or filename specific to that AMC.
- 02/03 Awareness sessions on access to audiovisual records at Ohio SchoolNet Conference
- 03/03 Develop and print training packets and informational brochures
- 03/03 INFOhio Medianet Technical Support trains AMC staff on maintenance process
- 03/03 Project coordinators train AMC staff on how to inservice end users on use of Union catalog and ordering procedure
- 04/03 Project coordinators and fiscal agent staff files 2nd quarter financial report
- 04/03 AMC staff conducts end user training
- 07/03 Project coordinators and fiscal agent staff file 3rd quarter written narrative and financial report
- 09/03 Collect AMC staff post-project surveys of time on task
- 10/03 Project coordinators file 4th quarter "Year End" written narrative report
- 11/03 Project coordinators and fiscal agent staff file "Close-Out"
- 11/03 Awareness sessions on access to audiovisual records at the INFOhio Union (GOTEC)
- 09/04 Project coordinators file "Year-After" narrative/evaluation report Project Continuation/Sustainability

Fiscal agents for all Area Media Centers participating have indicated in writing their willingness to bear the ongoing costs after the grant has concluded, including the direct costs of equipment

maintenance and software upgrades as well as additional equipment needs. They are also supportive of the indirect costs of releasing staff from their duties to attend training and user group meetings.

A plan for publicizing the work of the grant has been developed. (See Appendix E). Keeping educators, state decision makers, and members of the general public aware of the benefits and progress of the grant project will ensure demand for its continuance.

Project Continuation and Sustainability

Because the proposed project is so completely integrated with the current goals, methods, and facilities of the Area Media Centers, advances can be sustained within existing budgets.

Equipment and connectivity currently supplied by each of the AMCs will continue to be their responsibility. Maintenance and upgrades to the Medianet and MultiLIS software are now and will continue to be the responsibility of INFOhio. Personnel at the AMCs will have their time redeployed rather than extended, with patron service responsibilities supplanting some of the time currently expended on original cataloging. We are confident that the benefits to Ohio's teachers gained through this grant can, and will, be continued and expanded. This project will prepare the state's AMCs for the next generation of audiovisual services—digital licensing.

Evaluation

Project evaluation is both qualitative and quantitative, including observations and training data from AMC staff, and electronically generated statistics on records loaded and items circulated.

The evaluation plan appears on a chart on pages 17-19.

Reporting & Potential Remedies

Reporting: LSTA Year End Report, INFOhio Governing and Advisory Board, consortium of AMC coordinators, and local AMC advisory councils

Remedy: Investigate further dedupping and tagging procedures

Reporting: LSTA Year End Report and Year After Report, INFOhio Governing and Advisory Board, consortium of AMC coordinators, and local AMC advisory councils

Remedy: Review OhioLink records for sources of more informative notes fields. Contact committees of teacher leaders through Ohio Department of Education, professional associations and the Ohio Schoolnet Commission as sources for correlation of additional resources.

Evaluation

Evaluation: MultiLIS Union Catalog reports generated in June 2003 will indicate a minimum of 60,000 unique items available for loan from Ohio's AMCs

Evaluation: Questions added to existing INFOhio post-training evaluation form will determine teacher participants' opinion of user-friendliness of new interface

Evaluation: Analysis of randomly selected records from MultiLIS Union Catalog reports on items available for loan from Ohio's AMCs, generated in June 2003, will indicate that 100% have LC or LC for Children subject headings. These 2003 reports will indicate that at least 60% have detailed notes fields, and at least 10% have state curriculum links. Similar reports generated in June 2004, will show detailed notes fields in 75%, and state curriculum links in 20% of records.

Objectives & Activities

Objective 1: Improve ease and accuracy of teachers in locating, accessing, and evaluating AMC media and technology resources in existing formats

Activity 1.1: Convert current AMC records to full MARC, and upload into the INFOhio union catalog with holdings information to identify all AMCs from which an item is available

Activity 1.2: Add standardized LC and LC for Children subject headings to 100% of existing AMC records

Activity 1.3: Add enhanced, detailed notes fields to a minimum of 75% of existing records

Activity 1.4: Add links to specific state curriculum and testing standards to 20% of existing AMC records

Objective 2: Extend the functionality of AMC scheduling software (Medianet) to provide teachers with additional resources in emerging media and technology formats

Activity 2.1: Add to the AMC databases links to images, clips and complete digital videos; and links to supplemental materials such as blackline masters, PDF files of teacher

Reporting: LSTA Year End Report, INFOhio Governing and Advisory Board, consortium of AMC coordinators, and local AMC advisory councils

Remedy: No need for remedy anticipated; this technology has currently been piloted with 4 of the 24 AMCs' records.

Evaluation: MultiLIS Union Catalog reports generated in June 2003 will indicate new item formats are available for loan from Ohio's AMCs, including links to related kid-safe Internet sites through Follette Web Path Express

Reporting & Potential Remedies

Evaluation

Objectives & Activities

or student guides, and images of loanable items

Activity 2.2: Add a minimum of 2,500 links to related kid-safe Internet sites to AMC records for centralized review and update

Evaluation: Pre and post surveys of AMC staff will indicate a significant decrease in time spent on cataloging tasks and a significant increase in patron service activities

Objective 3: Improve the productivity of AMC staff statewide

Activity 3.1: Redeploy time currently spent on original cataloging into enhanced patron services

Activity 3.2: Provide orientation and training to a minimum of 700 teachers statewide to promote use of these enhanced resources.

Evaluation: Examination of annual reports filed by the AMCs with the Ohio Schoolnet Commission will indicate a minimum of 1,000 inservices and school visits conducted statewide. Likewise an examination of participant registrations and agendas for INFOhio workshops statewide will indicate a minimum of 700 teachers impacted.

Reporting: LSTA Year End Report, INFOhio Governing and Advisory Board, consortium of AMC coordinators, and local AMC advisory councils

Remedy: Provide further training to AMC staff on effective training techniques. Increase efforts to publicize available training opportunities to teachers.

Objective 4: Develop and disseminate processes that facilitate MARC record transfer between INFOhio's integrated cataloging software (MultiLIS) and media scheduling software (Medianet)

Activity 4.1: Pilot, test and publicize a process which can be made available for use by other Medianet users throughout Ohio (other regional service agencies—such as Special Education Regional Resource Centers and Educational Technology Centers—and school districts

Evaluation: A written process model and training materials will be made available as PDF files on the state INFOhio-AMC website and will be disseminated through conference presentations and at exhibitor displays at the spring 2003 Ohio Schoolnet Conference and the fall 2003 GOTEC conference

Reporting: LSTA Year End Report, INFOhio Governing and Advisory Board, consortium of AMC coordinators, and local AMC advisory councils

Remedy: Investigate further outlets for publicizing the process model, possibly in professional newsletters or via professional listservs.

Reporting & Potential Remedies

Evaluation

Objectives & Activities

Activity 4.2: Develop training materials and provide training to staff in all AMCs statewide	Evaluation: MultiLIS Union Catalog reports generated in June 2003 will indicate a minimum of 60,000 unique items available for loan from Ohio's AMCs	Reporting: LSTA Year End Report, INFOhio Governing and Advisory Board, consortium of AMC coordinators, and local AMC advisory councils
Activity 4.3: Implement the process with resources items added to and deleted from the AMC collections		Remedy: Investigate further dedupping and tagging procedures or additional purchase of resources

Budget

In January 2002, all Area media Centers involved in this project were surveyed to determine their needs to complete the automation project.

Category	Justification	Local	Federal	Total
Contractual				
Retrospective Conversion at .69 per av title	Covert approximately 40,000 av catalog entries for 24 Area Media Centers	\$0.00	\$27,600	\$27,600
Dymaxion/Medianet MARC Input/Out Module	Dymaxion will create a module for all 24 AMC that will allow them to move new records to INFOhio Union and back to local Medianet Catalog	\$0	\$24,000	\$24,000
Contractual services of Temporary cataloger for one-time manual review	Review automatic matching results and manually matching remainder of titles received from Brodart and Dymaxion	\$19,563	\$10,437	\$30,000
INFOhio Support of New Module for Medianet sites.	INFOhio technical services will load new module, test, and and maintain.	\$0	\$10,000	\$10,000
Total Contractual Costs		\$19,563	\$72,037	\$91,600
Development and printing of training materials	Materials for 48 AMC staff members at \$ 25.00 each	\$1,200	\$0	\$1,200
Development of a print Informational document for mailing & in-person distribution	Mailing to 4,836 buildings of a three-fold two color brochure. This brochure will also Be used for state level meetings. Cost of 10,000 brochures Cost of Bulk Mailing	\$2,000 \$1,250	\$0 \$0	\$2,000 \$1,250
Total Other Costs		\$4,450	\$0	\$4,450
Total Budget		\$24,013	\$72,037	\$96,050

BUDGET SUMMARY

CATEGORY	LOCAL	FEDERAL	TOTAL
Contractual	\$ 19,563.00	\$ 72,037.00	\$ 91,600.00
Other	\$ 4,450.00	\$ 0.00	\$ 4,450.00
Total	\$ 24,013.00	\$ 72,037.00	\$ 96,050.00

Federal cost per user:

\$ 72,037.00 ÷ 94,990 teachers = \$.76



THE INFORMATION NETWORK FOR OHIO SCHOOLS

March 11, 2002

Tony Marshalek
Executive Director for State & Local Electronic Media
NEO-IMC
347 North Park Avenue #307
Warren, OH 44481

Dear Tony:

It is with pleasure that the INFOhio Governing Advisory Board submit "Preparing Ohio Area Media Centers for Statewide Resource Sharing." On behalf of the Board, I commend the Area Media Centers for the leadership demonstrated in recommending and facilitating this LSTA Automation Grant which will combine the strengths of INFOhio's media booking and library automation software.

If awarded this grant, we understand that the holdings of the Area Media Centers will be incorporated into the INFOhio Union Catalog via the creation of new and efficient maintenance programs which will provide the necessary interface between the Medianet and MultiLIS systems. Funding of this grant will enrich the teaching and learning opportunities offered to the students and teachers in Ohio's classrooms by providing enhanced access to the rich audiovisual collections of all Area Media Centers.

Sincerely,

A handwritten signature in cursive script that reads "Theresa M. Fredericka".

Theresa M. Fredericka
Executive Director
274 East First Avenue, Suite 100
Columbus, OH 43201

15 March 2002

Dear Evaluator

Dymaxion Research Ltd strongly supports this LSTA grant application from Ohio's Area Media Centers..

As well as the benefits detailed in the Grant Application we believe it increases the "state of the art" for a consortium to use its own union catalog for efficient retrospective conversion.

We are also pleased that the on-going component of this project is totally automated enabling the benefits to be achieved though just one-time costs.

Our support for this project is demonstrated by our agreement that we'll extend the license of provided modules to all INFOhio Medianet sites at no additional cost.

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Medianet@dymaxion.com
www.dymaxion.com/medianet

Yours sincerely,



Peter Mason
PRESIDENT
(pmason@dymaxion.com, ext 151)

Appendix C
Count of Titles in Ohio Area Media Center Collections - February 28, 2002

Center	VHS	Laser/CD	Kits	Print	Audio	DVD	Slides/ Prints	16mm/ Filmstrip
Delaware Union	3222	50	0	0	0	0	0	0
Franklin	7800	0	38	121	0	0	0	106
Licking Knox	5615	337	786	785	642	0	18	37
Pickaway	5223	167	0	0	0	20	0	0
North Coast	8011	248	0	0	59	18	0	0
East Central North	6919	478	400	476	165	38	0	0
East Central South	2792	120	13	0	0	21	0	458
Lorain County	5160	70	16	12	0	0	24	955
Medina	4196	36	20	397	0	0	0	4
Sandusky	4433	83	546	60	726	12	80	756
Satellite V	3427	87	0	2	0	3	0	0
Summit	2331	112	5	0	0	26	0	0
NEO-IMC	6163	854	35	169	80	193	9	0
North West	4544	72	0	0	0	0	0	125
West Central	5139	286	0	0	93	0	0	319
Hocking Athens	4200	503	10	0	0	12	0	0
South Central	6354	96	0	0	0	135	0	0
Southeastern	2916	97	18	0	36	34	0	0
Brown-Adams	2867	93	2	0	0	9	1	0
Butler	1990	61	30	144	0	0	0	86
Clermont	4445	202	40	305	21	0	1	2
Hamilton	5399	251	4	0	1	39	0	0
Warren	5239	691	113	173	106	0	0	0
Wilmington	4200	118	100	0	0	12	0	275
Totals	112585	5112	2176	2644	1929	572	133	3123 *

* Films and filmstrips will not be included in the conversion process proposed.

Appendix D

Dymaxion Project Components:

The Medianet team of Dymaxion Research Ltd will set-up the following process that will be used for each of the AMC's:

- The AMC's titles that should be added to the INFOhio Union Catalog will be exported. This may exclude titles by any of the database fields (e.g. exclude equipment, exclude titles nearing their withdrawal date, etc).
- The Medianet *Collapse Title* module will be run to provide an automated matching of a Medianet database to the INFOhio union catalog
 - The matching, by default, uses the title and format. The title matching ignores punctuation, casing and leading and trailing *A*, *The* and *An*. For review purposes it also shows length, year, distributor and producer.
 - One site recently commented that the 70% of the identical titles were automatically matched and at least 95% of those matched were correctly matched. (e.g. cases that were not handled were where sites entered the title name differently or where there was two different titles with the same name).
 - The results of this matching are presented in a Web interface for a librarian to review. False matches (e.g. two different titles called *The Volcano*) are corrected and the INFOhio title code is entered for titles that could not be automatically matched due to a significant variation in title name.
 - The outputs of this process are:
 - A file of pairs of codes of the matched titles (e.g. INFOhio title/record# and that Medianet database's title #). INFOhio staff use this file to add the Medianet database's title # as a holdings code in the INFOhio union catalog. This in turn causes a URL back to the Medianet database to automatically appear in the INFOhio union catalog!
 - A file of MARC records in US Communication format for all titles that were not matched. This file would be sent to Brodart to match against their database. These records are sent to INFOhio and for upgrading to standard as needed and then loading into the INFOhio union catalog.
 - All records for that AMC are then exported from INFOhio and overlay the records in the AMC's Medianet database. This ensures teachers of each AMC receive the benefit of uniformly rich quality catalog records.
 - The expanded INFOhio database is then used for matching the next database. This approach ensures a greater percentage of each additional

AMC is matched against the INFOhio database (i.e. saving the cost of external cataloging).

The components provided by Dymaxion are:

- License to the Medianet *Collapse Title and Web review* Module: \$10,000.
- License to the Medianet US Communication MARC Export Module: \$9,000.
- Staff time of \$6,000 to:
 - confirm consistency of field use between AMC databases
 - setup of the above two new modules
 - setup of the MARC import module for initial overlay plus automatic on-going updates.

Appendix E

Publicity Plan

This project will be publicized in a variety of ways:

- Each of the 24 Area Media Centers will include an announcement about the planned improvements as a part of materials they already distribute to their teacher patrons. In a typical school year, the statewide average number of such publications is 27,000 catalogs and supplements and 117,000 promotional materials.
- Both the state INFOhio website-which receives an average of ### hits per ###-and each of the individual AMC websites will post news about the grant and updates on added features as they become available.
- Presentations will be proposed and exhibit booths will have displays at the fall 2002 GOTEK conference and the spring 2003 Ohio Schoolnet Conference. Contacts will also be made to other professional associations such as Science Educators Council of Ohio (SECO), Ohio Council of Teachers of Mathematics (OCTM), and Ohio Council for the Social Studies (OCSS), asking them to place brief printed announcements in their regular print and electronic publications.
- INFOhio regularly distributes newsletters and provides electronic resource "spotlights" via their listserv at least once a month. These will keep library media specialists updated on the progress of the project.
- A feature currently available in the AMCs' Medianet scheduling software allows the centers to distribute targeted email messages to registered teacher patrons. This feature will be used to announce new resources and search methods acquired through the grant.

- Because this project involves innovative software developments and new marketing/pricing models for vendors, it is expected that they will promote this Ohio project with potential customers in other states.