

THE LIBRARY OF MICHIGAN AND MCLS

MCLS Annual Meeting
Marquette, MI
November 18, 2016

The “State” of Michigan Libraries

- Central part of Michigan communities
- Future funding
- Partnerships and Collaboration
- Haves and have nots...

The Library of Michigan's Approach...

- “Promiscuous Collaborator”
- Create an environment where partnering is easier/expected
- Cheerleader
- If necessary, force difficult conversations
- Resource for libraries of all types and sizes
- Focused on training, marketing, publicity, etc. to ensure that there are successful “outcomes”

Be A Part of the Community You Serve...

- New expectation of LM Staff
- Visit libraries
- Take more workshops to libraries statewide
- Get to know library staff across the state
- Only a phone call away...







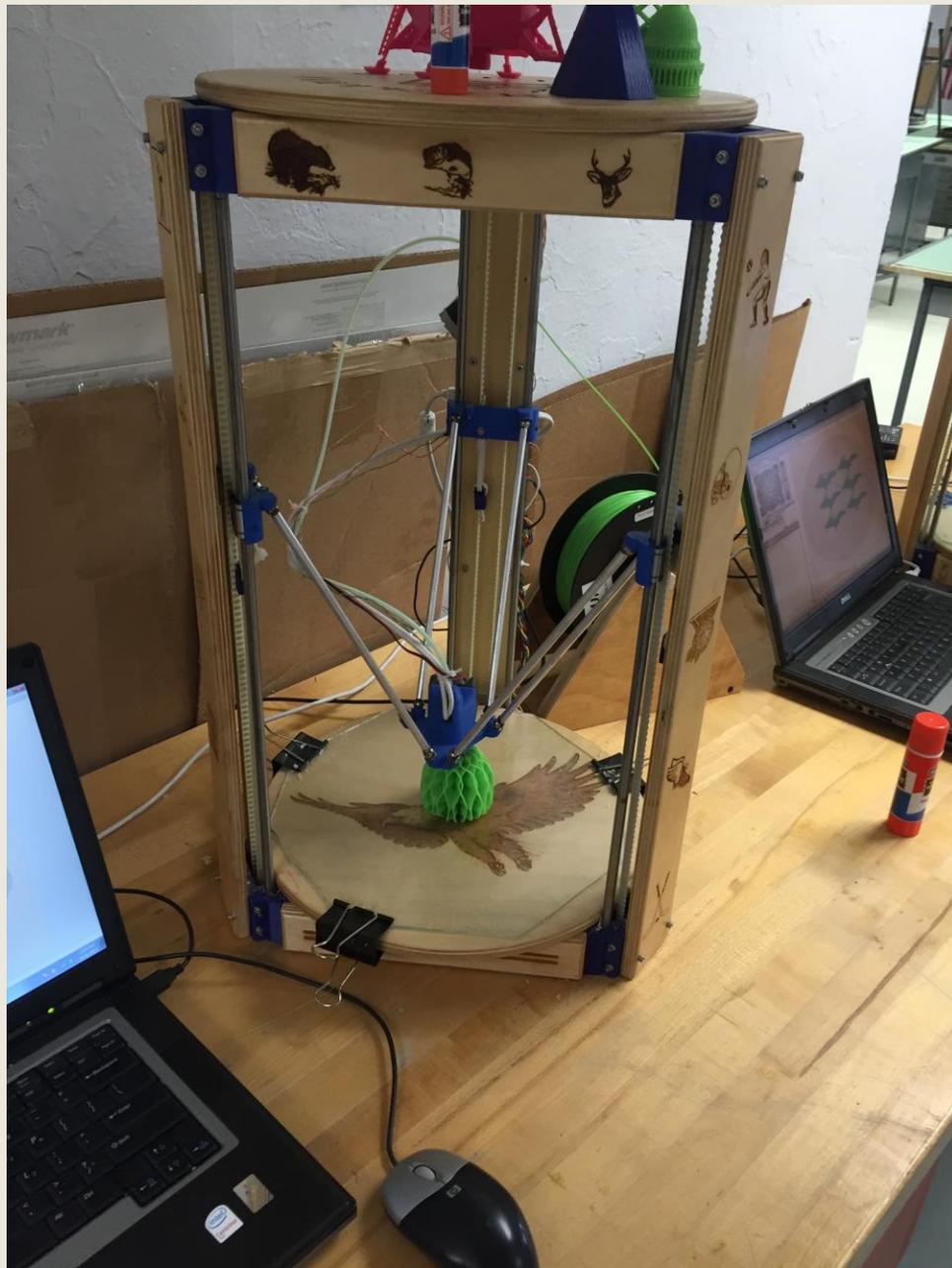










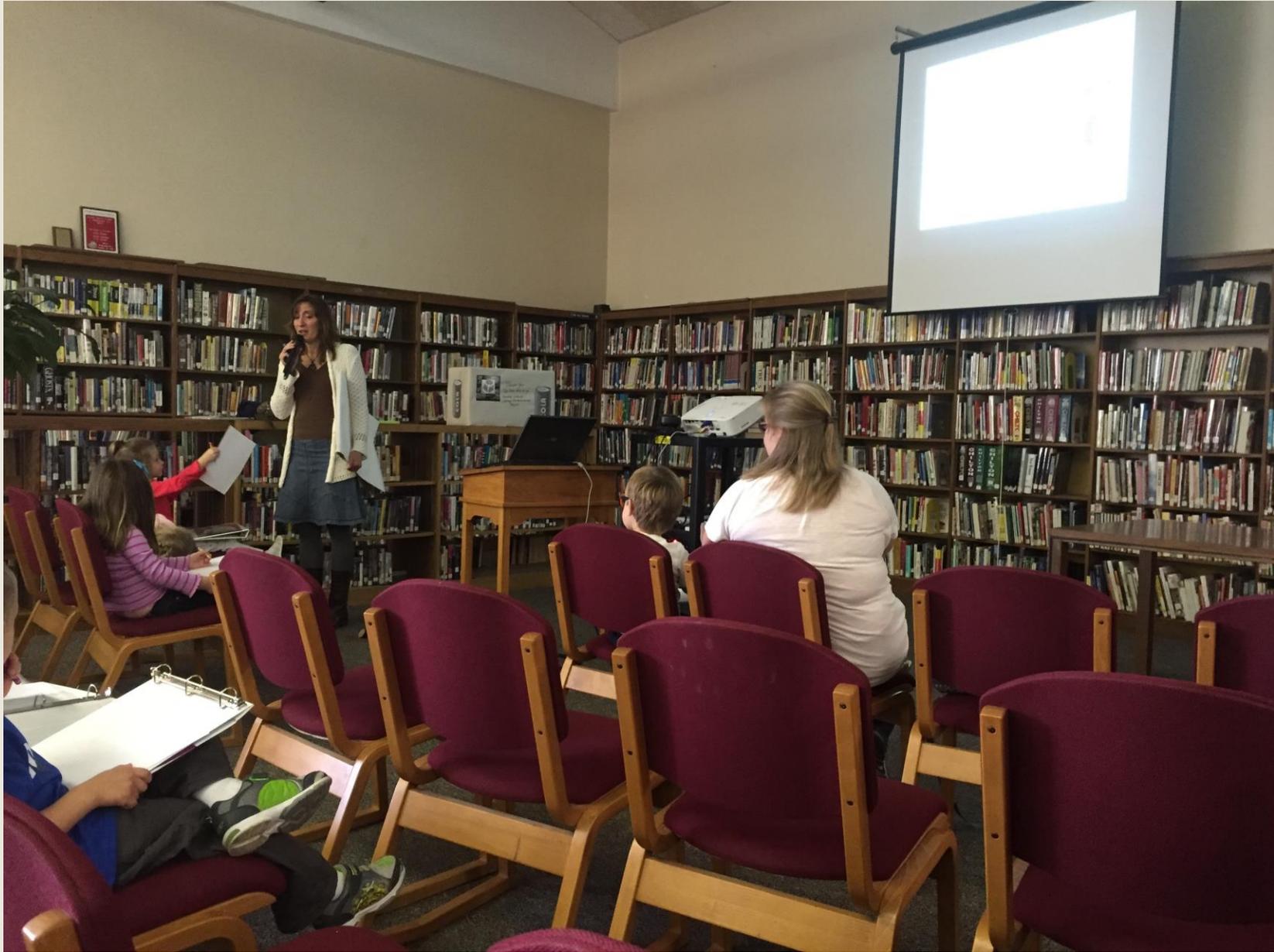


































Michigan eLibrary and MeLCat

- 30+ Databases
- MCLS as a partner
- Good stewards of tax dollars (return on investment)
- Zepheira contract

Harwood

- MCLS partner
- Cohort groups
- LSTA funding
- Strongly encouraging libraries to look outward...

Digital Public Library of America (DPLA)

- MCLS, University of Michigan, Michigan State University, Wayne State University, Western Michigan University partners
- Formation of a Michigan Hub
- Identifying potential content statewide

Continuing Education Stipends

- LSTA funds
- Up to \$1,500
- Almost any type of CE activity
- Competitive

“Literacy” Programs

- Michigan Reads!
- Michigan Notable Books
- Summer Reading

New Staff Positions

- Library Law Consultant
- Youth Services Consultant

Workshops

- Reading Redefined
- STEM workshops
- New Directors
- Advanced Directors
- Beginning Workshop
- Rural Library Conference

Meeting Users Where “They Live”

- Search engine optimization
- Google Ad. Words
- Social Media
- Twitter Chats
- ETC.

Library Visits

- Statewide Library Services staff each will be visiting at least 10 libraries annually (more than 100 additional visits)
- 60+ libraries since becoming State Librarian
- Hired Christine Schneider as K-12 Education Specialist – visited over 50 schools in her first 6 months
- Request a visit...

QUESTIONS?

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