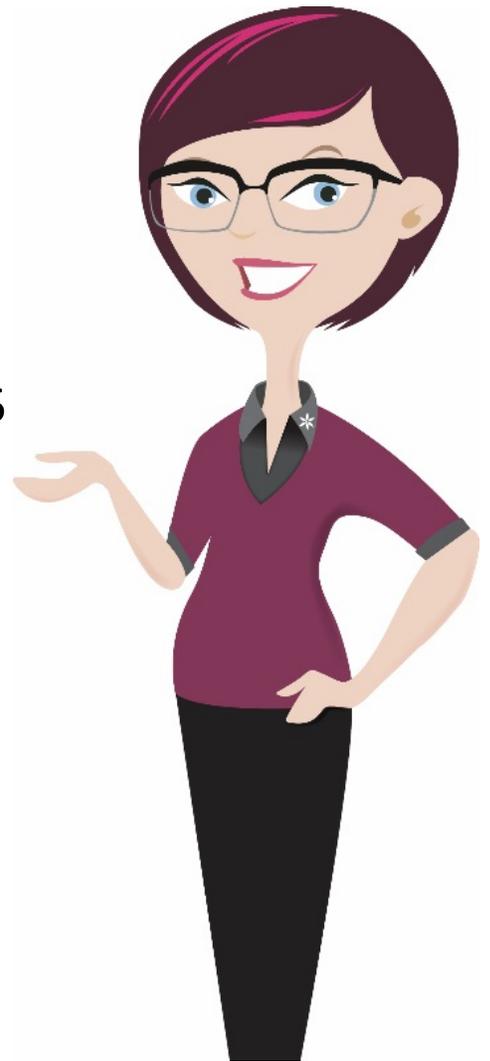


LILI DATABASES
Annual Report - FY 2015



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The LiLI Databases were established in 1998 when Idaho legislators unanimously passed legislation for funding. The program continues today with State funding approved annually as part of the Idaho Commission for Libraries' budget. These funds, with additional funds through the Library Services and Technology Act (LSTA), cover the costs of acquiring the content that makes up the LiLI Databases.

Content

The LiLI Databases are made up of 44 individual databases acquired through four vendors. The full list of databases for FY2015 is provided at the right. The content costs for the LiLI Databases totaled \$708,108 in Fiscal Year 2015.

Support

The LiLI Database program is managed by the Technology and Access Services Consultant at the Idaho Commission for Libraries, with support from the Web Developer, Support Team, and other Library Development staff.

In addition to content, approximately \$19,507 of LSTA funds were spent in support of the LiLI Databases for promotion, outreach, and advisory activities. Without accounting for staff or administrative overhead such as physical work space and technology needs, the LiLI program costs for the year were \$727,615.

Access

The databases are available at no cost to all Idaho residents. Individuals access the databases through www.LiLI.org, links to LiLI.org from their libraries' websites, or links to individual databases from their libraries' websites.

LiLI Steering Committee

The program receives advisory input from the LiLI Steering Committee made up of 14 members of the Idaho library community. The Steering Committee operates in partnership with ICfL staff to plan, initiate, and evaluate LiLI services.

FY 2015 DATABASE LIST

- Auto Repair Reference Center (Ebsco)
- Ebscohost (Ebsco)
 - AGRICOLA
 - Academic Search Premier
 - GreenFILE
 - Computer Source
 - ERIC
 - Fuente Academica
 - History Reference Center
 - Legal Collection
 - Library, Information Science & Technology Abstracts
 - Literary Reference Center
 - MasterFILE Premier
 - Military & Government Collection
 - Newspaper Source Plus
 - Professional Development Coll.
 - Psychology & Behavioral Sciences
 - Religion and Philosophy Collection
 - MAS Ultra: School Edition
 - Middle Search Plus
 - Primary Search
 - Teacher Reference Center
 - TOPICsearch
 - Vocational & Career Collection
 - Business Source Premier
 - Regional Business News
 - Small Business Reference Center
 - Alt HealthWatch
 - Consumer Health Complete
 - Health Source: Consumer Edition
 - Health Source: Nursing/Academic
 - MedicLatina
 - MEDLINE
- Gale Virtual Reference Library (Gale Cengage)
- LearningExpress Library
- NoveList Plus and NoveList Plus K-8 (Ebsco)
- World Book Web (World Book)
 - World Book Kids
 - World Book Student
 - World Book Info Finders
 - World Book Advanced
 - World Book Reference Center
 - World Book Timelines
 - World Book Discover
 - Enciclopedia Estudiantil Hallazgos

LILI DATABASE SUMMARY

During Fiscal Year 2015, most of the LiLI Databases were in the fourth year of contracts that started in FY2012. The exception is LearningExpress Library, in its second year as a state-funded resource. LearningExpress was initially introduced as part of the “online @ your library” project funded by the Broadband Technology Opportunities Program (BTOP).

Content Costs

The Commission expended \$662,478 in state funds and \$46,630 in LSTA funds for Database content. The Commission expends \$0.41 in State funds per Idahoan to acquire content.¹

FY2015 Content Costs		
Content Product	State Funds	LSTA Funds
Auto Repair Reference Center	\$ 26,572	
Ebscohost	\$ 390,422	
Gale Virtual Reference Library		
• Annual Maintenance		\$ 4,500
• FY15 Added Content		\$ 41,130
LearningExpress Library	\$ 110,400	
Novelist Plus	\$ 37,115	
World Book Web	\$ 96,969	
Total Cost	\$ 708,108	

Usage

User access of the LiLI Databases increased over the prior year by 17 percent with a total of 1,878,971 user sessions across all the tools funded by the LiLI Database program. This is an

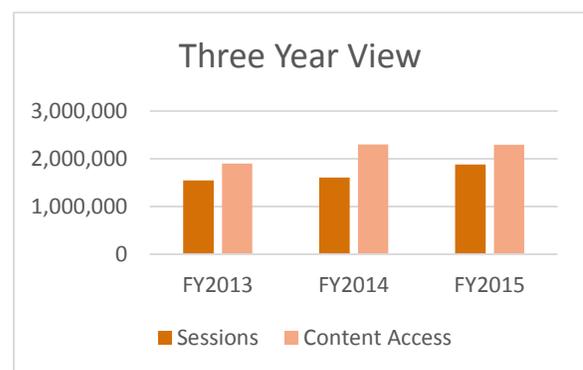
estimated 1.15 logins per Idahoan during the year at a cost of \$0.38 per login.

FY2015 Sessions/Logins	
Ebsco Products (Auto Repair Reference Center, Ebscohost, Novelist Plus)	1,666,878
Gale Virtual Reference Library	66,469 ²
LearningExpress Library	14,203
World Book Web	131,421
Total Sessions/Logins	1,878,971

During those sessions, Idahoans accessed 2,287,893 full text information resources at a cost of \$0.31 per full text view. Full text views include articles, encyclopedia entries, and learning tutorials. The auto repair and readers’ advisory content is not calculated as “full text.”

FY2015 Content Access ³	
Ebsco Products (Ebscohost)	1,649,287
Gale Virtual Reference Library	19,145
LearningExpress Library	16,389
World Book Web	603,586
Total Content Access	2,288,407

A view of the three-year growth in use of the LiLI Databases



The pages following take a closer look at each of the products making up the LiLI Databases.

¹ Idaho Population estimate of 1,634,464 per <http://quickfacts.census.gov/qfd/states/16000.html>

² GVRL sessions include sessions from libraries with additional GVRL content.

³ Full Text access for Auto Repair Reference Center and Novelist are not provided by the vendor as all search results lead to full content.



AUTO REPAIR REFERENCE CENTER

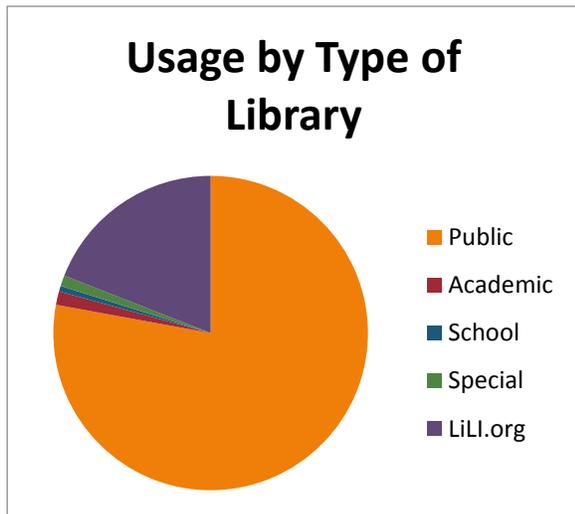
Auto Repair Reference Center (ARRC) provides do-it-yourself maintenance and repair content for most major makes and models of vehicles. ARRC has been a part of the LiLI Databases for many years. The most recent contract started July 2012 and concluded at the end of Fiscal Year 2015.

Usage

Idahoans logged into ARRC 26,784 times during the most recent year. That is a 12% increase over the prior year's 23,984 sessions.

As all searches in the database lead to full content, the vendor does not provided data for full text access by users. This creates a small discrepancy when evaluating overall LiLI Database activity as the full text access in the automobile repair database is not included in the overall usage.

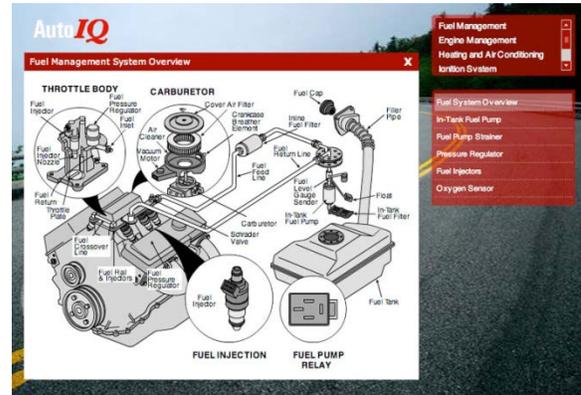
Public library users comprise the highest number of ARRC users, with those coming from the LiLI.org portal making up the second highest user group as can be seen in the graph below.



Costs

Fiscal Year 2015 contract costs for Auto Repair Reference Center were \$26,572. Taking into

account usage for the year, ARRC was \$0.99 per user session.



Looking ahead

With the expiration of the contract for automobile repair content, the Commission sought proposals to provide that content for Fiscal Year 2016 and beyond. A contract with Gale Cengage Learning for access to their Chilton Library database will fill the needed automobile repair content moving forward.



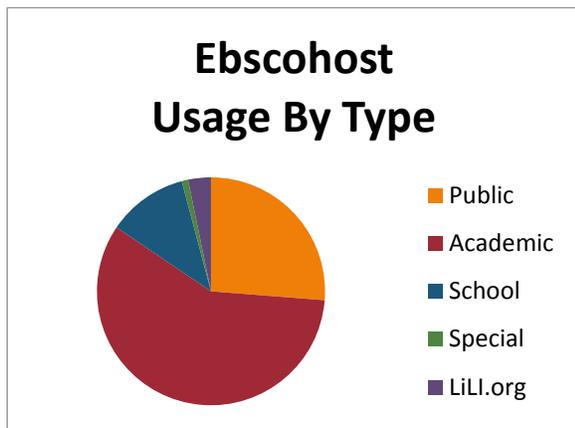
EBSCOHOST

The Idaho subscription to Ebscohost provides the largest number of databases to the LiLI collection as can be seen on Page 1. As a result of renewal pricing negotiations with the vendor, this year saw the addition of History Reference Center and Literary Reference Center at no additional contract cost. Ebscohost remains the largest cost for the LiLI Database program, but it also has the most significant amount of usage by Idahoans.

Near the end of FY2015, Ebsco introduced Explora, a new search interface to access Ebscohost content. The new interface is improved in user design for easy navigation specifically in the K-12 school environment.

Usage

There were 1,228,234 Ebscohost user sessions in FY2015, for an increase of 13 percent over the prior year's 1,088,870 sessions. Ebscohost is accessed most often by academic library users, as shown below.



While using Ebscohost, users viewed 1,649,287 full text articles. The table shows the journal titles from which full text is most frequently accessed by Idaho's users.

Title	Full Text Accesses
Library Journal	27,450

Time Magazine	23,005
Publishers Weekly	17,475
USA Today	17,161
Maclean's	16,634
American Journal of Public Health	16,251
American History	14,118
School Library Journal	11,548
PLoS ONE	11,427
Kirkus reviews (New York, N.Y. : 1991)	10,059

The most frequently searched databases in the Ebscohost package are:

- Academic Search Premier
- MasterFILE Premier
- Newspaper Source Plus
- Health Source – Consumer Edition
- Vocational and Career Collection
- Legal Collection
- ERIC
- GreenFILE
- Professional Development Collection
- Regional Business News

These databases are most often searched using the basic Ebscohost interface versus any of the specialized interfaces such as Business Search, Consumer Health Complete, or the student interfaces. Staff attribute this to the fact that most use is in academic libraries where local discovery tools allow users to search multiple library resources at one time.

Costs

The cost for Ebscohost during FY2015 was \$390,422. The annual costs translate to \$0.32 per user session and \$0.24 per full text view.

Looking Ahead

With the shift in K-12 education standards focusing on informational text, we would like to see an increase in usage by school libraries. Staff will continue promotion and training to schools to focus on informational text and new interface functions.



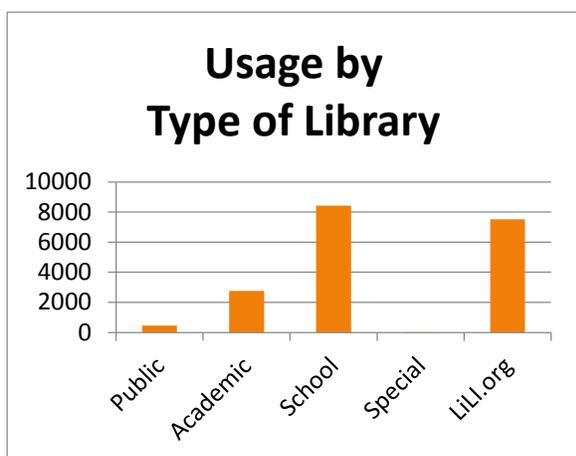
The collection of Gale Virtual Reference Library (GVRL) e-reference books were added to the LiLI service just over 10 years ago. The collection is unique for LiLI Database service in that all the content is purchased by the Commission versus a subscription model. All purchases and an annual maintenance fee for GVRL are paid with grant funds through the Library Services and Technology Act (LSTA).

Over the life of the collection, there has been only minor weeding and few additions. Near the end of FY2015, the Commission added two titles to the collection and removed three titles with outdated content.

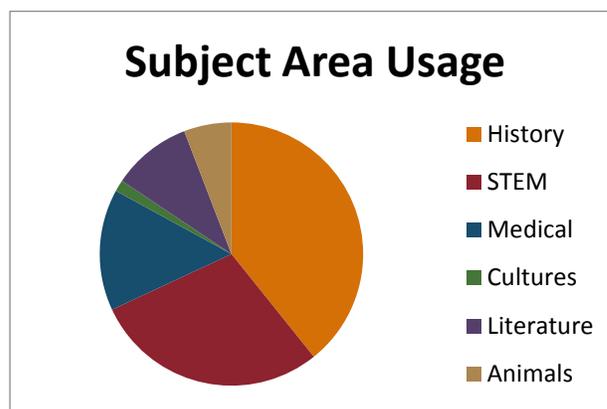
Usage

The current year saw GVRL logins increase by 75% going from 38,059 in FY2014 to 66,469 in FY2015. Staff hold concerns the increase is the results of flawed data as the vendor's reporting system includes all sessions by all libraries in Idaho, many of which subscribe to additional GVRL titles beyond the LiLI collection. Full text retrieval reports are accurate as that element can be limited to the titles in the LiLI collection.

GVRL content is most often accessed by school libraries as shown in the graph.



The subject areas most often accessed by Idaho users are history and STEM content. The GVRL collection has a well-used collection of reference books with primary source content (history) of value to K-12 school students. See the chart below for the breakdown in usage by subject area.



Looking Ahead

Staff have begun to budget for regular updates of the GVRL content in an effort to keep the content up to date and useful to Idahoans. In an effort to create a more robust collection, staff will be developing a collection development plan to guide future purchasing decisions.

Additional plans in the maintenance of the GVRL collection will include conversations with the vendor representatives to discuss options for statewide promotional materials with LiLI co-branding and practical training options for educators and small public library staff.



LEARNINGEXPRESS LIBRARY

LearningExpress Library was initially made available to Idahoans through the Commission’s BTOP-funded “online @ your library” program. During FY2015, LearningExpress funding moved to join the LiLI Database suite.

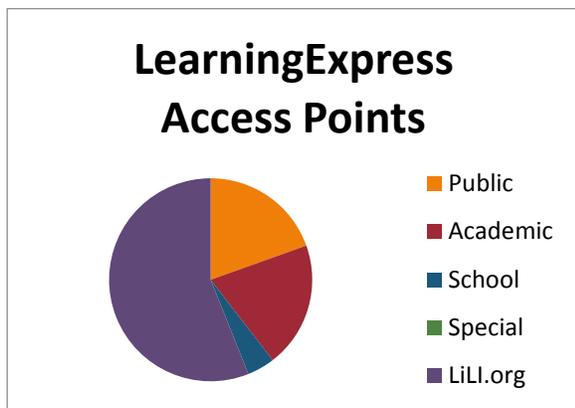
LearningExpress content covers a wide variety of Idahoan’s needs including:

- College and career preparation
- Job skills
- K-12 tutorials on topics for Grades 4 and up
- GED preparation
- Microsoft™ and Adobe™ software tutorials

Near the end of FY2015, LearningExpress Library was acquired by Ebsco. Communications with Ebsco representatives indicate the service will continue without interruption.

Usage

LearningExpress had 14,203 logins during the fiscal year, with 3,383 new account registrations by individuals. Most logins came from LiLI.org:



Users took advantage of 16,389 learning resources in the database. The most frequently used learning resources can be categorized as digital literacy learning, largely from the Popular Software Tutorials learning center with tutorials on Microsoft™ products, using the Internet, basic computer use, and more. A breakdown of

topic areas accessed by users follows. Feedback from partner agencies that utilize LearningExpress to assist individuals working on a GED indicates that Mathematics and Language Arts content is often utilized as a precursor to GED studies.

Topic	Accesses
Digital literacy	3,694
Mathematics	2,741
Language arts	2,388
High school equivalency	2,371
College entrance	2,281
Career preparation	1,962
College placement	330
AP Exams	217
PSAT	174
U.S. citizenship	118
Graduate school entrance	67
Sciences	42
Other	4

Costs

The annual cost for LearningExpress is \$110,400; or, \$7.77 per login and \$6.74 per resource accessed. While the per-access costs are higher than the other LiLI tools, staff have determined the annual subscription cost is a good investment. The value of the learning resources used is approximately \$966,200 assuming conservative values of computer courses (\$150), ebooks (\$20), skills tutorials (\$60), and practice tests (\$20).

Looking Ahead

While Ebsco indicates there are no anticipated changes to LearningExpress since the acquisition, staff will continue to monitor product changes at Ebsco that could impact, for positive or negative, the state’s ongoing subscription to the LearningExpress Library collection.



NOVELIST PLUS

NoveList Plus, a service of Ebsco, provides readers’ advisory content for Idaho users for both fiction and non-fiction reading material. An individual may identify books with a particular topic, genre, setting, character style, or with similar features of known books.

The Idaho subscription to NoveList Plus includes access to NoveList Plus K-8, a similar database with books appropriate to readers in Grades 8 or under. NoveList Plus K-8 also includes curriculum guides for teachers addressing Common Core State Standards as well as Picture Book Extenders, which provide guides for parents and educators to extend the learning of popular picture books with activities and lesson plans.

In August 2014, the Commission expanded a basic NoveList subscription to NoveList Plus. Where prior access was limited to fiction readers advisory, the “plus” access included non-fiction content as well. Some libraries had been subscribing to “plus” content on their own. The addition of the non-fiction content for statewide access meant a more robust service meeting the education needs of Idahoans with the implementation of Common Core State Standards in Idaho’s K-12 schools.

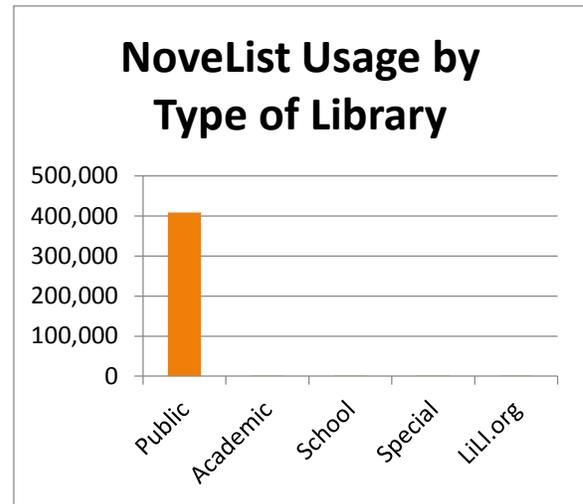
Usage

NoveList Plus usage increased dramatically over the prior year, with 411,860 user sessions in FY2015. That is nearly 25 times the usage over FY2014 (16,495). Staff believe the remarkable change is a reflection of adding “Plus” to the regular NoveList subscription, which resulted in usage by those libraries with their own “Plus” subscription moving to the LiLI Database tallies.

Among the NoveList interfaces, NoveList Plus is, by far, the most used for Idaho’s readers’

advisory needs. The separate K-8 interface is just 1 percent of the total NoveList usage.

Public libraries are the top users of NoveList products, with schools representing a surprisingly low proportion of total usage.



Because all search results in NoveList lead to full text content, Ebsco does not include full text views in the database usage reports.

Costs

During Fiscal Year 2015, the cost to support access to NoveList content was \$37,115. That amounts to just \$0.09 per user session.

Looking Ahead

NoveList access continues for Idahoans in FY2016. While NoveList Plus was added in FY2015, usage data shows that small number of libraries have not yet made the transition to the new “Plus” interface. Commission staff will work with those libraries to assist them in making the transition.

In addition, Commission staff will investigate options to improve usage of NoveList Plus and NoveList Plus K-8 by school users.



WORLD BOOK WEB

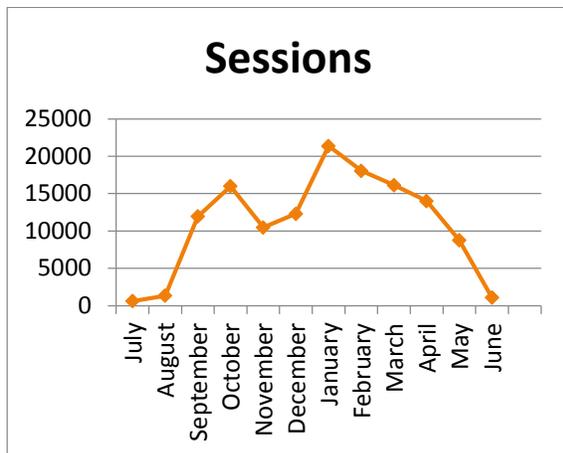
The World Book Web content has been available as part of the LiLI Databases since 2012. The statewide subscription includes eight database products, which are listed on Page 1 of this report.

During the year, the Student, Kids, and Advanced World Book databases saw significant interface updates to improve the user experience.

Usage

With 131,421 user sessions in FY2015, usage of World Book products experienced a 70% drop in user sessions over 2014. FY2014, however, had over double the usage of 2013. The large fluctuations in usage from year to year may be indicative of unreliable usage reports, but may also reflect inconsistency of use by schools.

While the reporting system does not, at this time, allow for a breakdown of usage by type of library, the target users for World Book Web are schools. A view of user sessions by month shows a pattern consistent with K-12 school access.



Full text views for the year were 603,586; a 19 percent drop from the previous year's 747,106 full text views. Though, if the usage reports can be trusted, it shows a good return on full text content per session with 4.6 full text accesses per session.

Costs

The fiscal year costs for World Book Web were \$96,969. This creates a cost of \$0.74 per session, and just \$0.16 per full text view.

Looking Ahead

Idaho is fortunate in that the state's World Book representative provides a great deal of training direct to school libraries and in classrooms without charge. At the same time, however, World Book has little to offer in the way of promotional or marketing materials to aid in outreach efforts. Additionally, at present, the reporting system is not fully functioning and comparing data collected in prior years suggests the potential for having received inaccurate reports.

Moving forward, Commission staff will work with World Book to request support for promotional efforts through printed supplies, while also seeking clarity and improved functionality of usage reports. In particular, staff would like to better determine which of the eight World Book databases are seeing usage by students and other researchers.

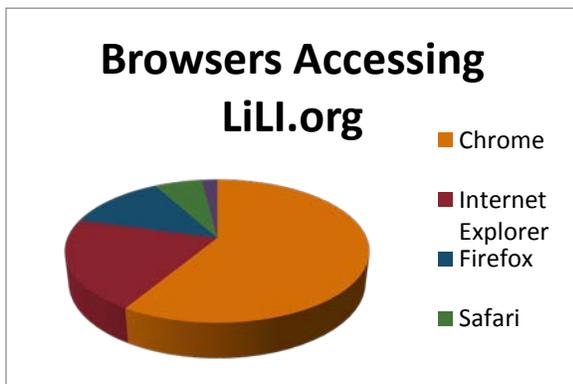
LiLI.org is a gateway for Idaho residents to access free, online tools for their education, business, and recreation needs. In addition to the LiLI Databases, LiLI.org includes access to online tools through other Commission for Libraries programs such as DayByDayID.org, NextAvenue.org, and the Talking Book Service catalogs. The Commission also partners with other organizations to make online content available to Idahoans. Examples of these programs are the Digital Public Library of America (DPLA), Scout, the Idaho Statehouse Tour, the Career Information Service, and many more. In total, LiLI.org provides access to over one hundred online tools.

Usage

During the year, LiLI.org had 181,612 visits (the time during which a user is actively engaged with some part of the site) from 117,088 unique users. On average, users visit 2.3 pages per session. Per Google Analytics, an estimated 63.8% of visitors, or 115,896 sessions, were visiting LiLI.org for the first time.

Browsers

Users visiting LiLI.org are most frequently using the Chrome browser, with Internet Explorer being the second most common browser used to access the site.



⁴ Page Views equals the total number of pages viewed. Repeated views of a single page are counted.

Desktop users comprise the largest group accessing LiLI.org (91.70%), with mobile and tablet users making up just 8.3 percent of those accessing the site. Among the mobile devices and tablets used, the most popular are:

- Apple iPad (25.63%)
- Apple iPhone (16.72%)
- Samsung SM-T217S Galaxy Tab (15.56%)

Page Views

Visitors to LiLI.org tend to access pages with content for K-12 students most frequently. Of a total of 418,594 page views⁴, the top LiLI.org pages visited are as follows.

Page	Percentage Page Views
Main LiLI.org	50.85%
Group: Students, Grades 9-12	24.49%
Group: Students, Grades 5-8	5.57%
Group: Students, College/University	5.51%
Alphabetical List of Databases	2.15%

Looking Ahead

LiLI.org will see a number of updates in Fiscal Year 2016. Areas to address include:

- Updates to graphics/logos for individual databases to improve users' ability to recognize content.
- Refining content within Group and Topic areas to reflect added content and adjustments based on requests from users.
- Addition of LearningExpress learning centers for direct linking.
- New slideshow content to promote content and functionality for user groups targeted by outreach and promotional activities.

Training

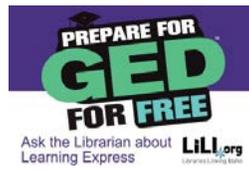
Commission staff organized and/or presented 17 training events focused on LiLI Databases or LiLI.org tools in Fiscal Year 2015. There were 295 attendees at the live sessions or viewing archived online events.

In addition to live training events, staff introduced a LibGuide this year with links to online tutorials on the use of LiLI.org tools. Tutorial links were accessed 139 times from the Tutorials page (<http://guides.lili.org/lilitutorials>).

Outreach

Throughout the year, Commission staff attend conferences like the Idaho School Boards Association Conference, Meridian Tech Expo, and others to share information about LiLI resources of value to participants.

New in 2015, staff organized a Yard Sign promotion where all Idaho high schools and public libraries were provided a yard sign promoting the availability of free ACT & SAT preparation tools (at high schools) and ACT, SAT, and GED preparation tools (at public libraries).



A number of positive comments about the success of the signs were received by staff. Among those,

- “As soon as we put it out there, we had people coming in asking for more information.” - Mountain Home Public Library
- “I put up the yard sign right when I got it in the mail yesterday...we just had a senior

stop by the circ desk to ask for directions on how to get to the ‘ACT prep place.’” - Gena Marker, Centennial High School

With the success of the test preparation promotion, future yard sign promotional ideas will be considered by staff, including the possibility of creating seasonal campaigns to promote LiLI.org tools.

Costs

During the fiscal year, the Commission expended \$14,160.19 on training and promotional activities. This figure does not include staff travel to attend in-person training and outreach events.

The single largest expense was \$5,106 to replenish supplies for LiLI.org pencils—a popular promotional tool at conferences and used by teachers with their students.

The yard signs were created for \$4,169.92 including shipping materials. Actual shipping costs are folded into the program’s proportion of agency-wide postage expenses, and will be reflected in the FY2016 postage costs for LiLI.

Fiscal Year 2016 training and outreach events are budgeted for \$15,637.50. Staff anticipate an increase in postage along with reprints of a number of LiLI promotional materials shared with the library community through <http://libraries.idaho.gov/page/lili-promotional-materials-order-form>.

Looking Ahead

In addition to a schedule of webinars and continuing to meet the requests for as many in-person requests as staff time allows, the next year will also include a focus on educating the library community about promotional tools available through the vendors, which can be customized locally.

CONTRACT RENEWALS

Fiscal Year 2016 will see annual renewals for Ebscohost, World Book, LearningExpress, and the Gale Virtual Reference Library. Due to the expiration of contract renewals for Auto Repair Reference Center and NovelList, Commission staff will work with the Idaho Division of Purchasing to determine the best solutions for replacement of that content. The intention is to align all contracts for a new database selection process in 2017-18, with all contracts starting anew July 1, 2018.

DATABASE SELECTION PROCEDURE

Commission staff will be working over the next 1-2 years to develop a database selection procedure that can be facilitated by the agency. The selection process in the past has presented a number of difficulties which prevent proper evaluation of content in addition to the database functionality. Important to the process will be reliable usage and assessment data for current contracts, a collection development plan for the service, and an examination of best practices from other states regarding acquisition of statewide databases.

USAGE DATA AND ASSESSMENT

Reporting Accuracy. The process of collecting data for this annual report and the annual performance measures reported to the State of Idaho at the close of the fiscal year have highlighted inconsistencies in the reporting functions available through the vendors. Staff would like to stress upon the vendors the need for more reliable reports.

Assessment. It would be beneficial for the LiLI Steering Committee to discuss meaningful measurements regarding the use of databases. Staff may be able to utilize functionality with

the vendors and/or authentication systems to collect meaningful assessment data regarding the value of the databases to those who use them.

PROMOTION ACTIVITIES

Promotion activities will expand in the coming year with more education to the library community about tools available to them directly through the vendors for local needs. Additionally, Commission staff will work with vendors to request creation of more co-branded promotional materials that can be used statewide. Building on the success of having LearningExpress co-branded materials, staff hope to extend availability of LiLI-branded database promotional materials for services through Ebsco, World Book, and Gale Cengage.

BRANDING

Commission staff are working on branding options for libraries that link to the LiLI Databases for their own websites. Branding is important to let users know the source of the tool they are using as well as to recognize the funding decisions made through State legislative actions. Branding options will include simple links to LiLI.org as well as the use of specially-created logos with co-recognition of the database creator and LiLI as the funding source.

TRAINING

Training activities will continue in FY2016 with a schedule of monthly online webinars to highlight functionality of databases and uses for specific audiences such as schools, the business community, and college & career preparation.

STAFF**Program Activities**

Gina Persichini, Technology & Access Services
Consultant
Shirley Biladeau, Continuing Education
Coordinator
Jeannie Standal, School Library Consultant

Website

Edgar Correa, Web Developer
Ben Bibikov, Web Designer

Fiscal Activities

Sandy Hetzel, Buyer
Katy Place, Financial Specialist
Kristina Taylor, Grants/Contract Officer

Support Team

Karen Parsons, Office Specialist II
Nancy Reese, Office Specialist II
Dian Scott, Office Services Supervisor

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Ann Joslin, Idaho State Librarian
Marj Hooper, Associate State Librarian
Roger Dubois, Administrative Services Manager
Pam Bradshaw, Program Supervisor

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Sue Niewenhaus
Lewis Clark State College Library

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Idaho State University

Ann Joslin
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Appointed Representatives

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Boundary County District Library

Gretchen Caserotti
Meridian Library District

Michael Greenlee
University of Idaho College of Law (Boise)

Lynn Hauer
Community Library Network

Lynn Johnson
Mountain View School District

Eric Suess
Marshall Public Library

Carla Sherman
Valley of the Tetons District Library

Susan Tabor-Boesch
Wood River Middle School



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