

# LiLI Databases

## Annual Report - FY 2016





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# PROGRAM OVERVIEW

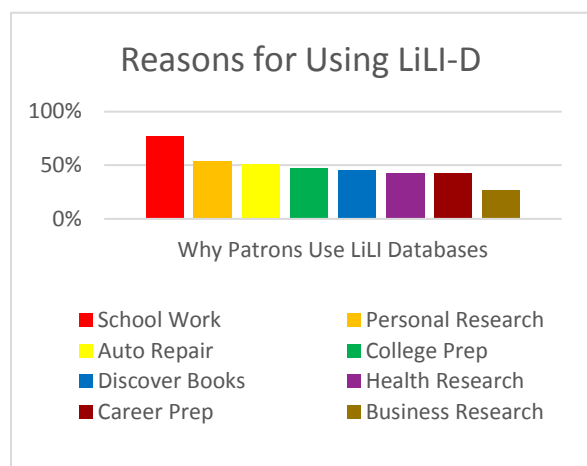
The LiLI Databases completed 18 years of service in FY2016, and remain a vital service meeting the information needs of Idahoans.

The LiLI Databases are made up of over 40 individual databases, acquired through three vendors, as shown at the right. The content is available through libraries and [www.LiLI.org](http://www.LiLI.org). It is further supplemented with additional tools and services acquired through partnerships and accessible at LiLI.org.

While most of the content is funded by the State, Library Services and Technology (LSTA) grant funds support LiLI Databases promotion, outreach, and advisory activities. Without including staff or administrative overhead, the LiLI program costs for FY2016 were \$699,667.

An April 2016 survey of the library community confirmed support of the program with 94% of library community respondents indicating the Databases help to meet users' information needs.

Results also identified why users are accessing the databases, with school work ranking highest.



This annual report summarizes the usage data, program inputs, activities for the 2016 fiscal year. It also identified anticipated future actions for the continued sustainability of the program.

## FY 2016 DATABASE LIST

- Chilton Library (Gale Cengage)
- 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 (Ebsco)
- NovelList Plus and NoveList Plus K-8 (Ebsco)
- World Book Web (World Book)
  - World Book Kids
  - World Book Student
  - World Book Advanced
  - World Book Timelines
  - World Book Discover
  - Enciclopedia Estudiantil Hallazgos

# LiLI DATABASE SUMMARY

The LiLI Databases saw a significant increase in logins during the year, along with an increase in full text access. Gains are attributed to improved content and continued outreach to educators. Overall program costs were less than the prior year.

## Content Costs

The Commission expended \$663,748 in state funds and \$35,919 in LSTA funds for Database content. The Commission expends \$0.41 in State funds per Idahoan to acquire content.<sup>1</sup>

FY2016 Content Costs		
Content Product	State Funds	LSTA Funds
Auto Repair Reference Center		\$ 4,977
Chilton Library	\$ 21,000	
Ebscohost	\$ 398,230	
Gale Virtual Reference Library		\$ 4,500
<ul style="list-style-type: none"> <li>Annual Maintenance</li> <li>FY16 Added Content</li> </ul>		\$ 26,442
LearningExpress Library	\$ 110,400	
Novelist Plus	\$ 37,149	
World Book Web	\$ 96,969	
<b>Total Cost</b>	<b>\$ 699,667</b>	

## Usage

User access of the LiLI Databases increased over the prior year by 165 percent with a total of 4,970,712 user sessions across all the tools funded by the LiLI Database program. Resulting in 2.95 logins per Idahoan at a \$0.14 per login.

<sup>1</sup> Idaho Population estimate of 1,683,140 as of July 1, 2016, per United State Census Bureau Quick Facts

<sup>2</sup> Auto Repair Reference Center, an Ebsco product, remained accessible to a few libraries after the previous contract ended.

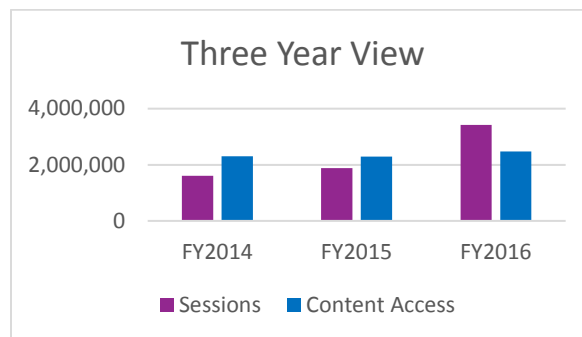
FY2016 Sessions/Logins	
Chilton Library and Auto Repair Reference Center <sup>2</sup>	13,121
Ebscohost	3,203,696
Gale Virtual Reference Library	75,121
LearningExpress Library	12,350
Novelist Plus	1,544,940
World Book Web	121,484
<b>Total Sessions/Logins</b>	<b>4,970,712</b>

Caution is advised when counting logins, as some systems track multiple sessions in multi-search interfaces. This effect is visible with Ebscohost as seen on Page 6. Full text content may be a more reliable measure.

Idahoans accessed full text resources 2,473,942 times at a cost of \$0.28 per view. Full text views include articles, encyclopedia entries, and learning tutorials. Auto repair and readers' advisory usage is not included as "full text."

FY2016 Content Access <sup>3</sup>	
Ebsco Products (Ebscohost)	1,598,094
Gale Virtual Reference Library	24,689
LearningExpress Library	16,089
World Book Web	835,057
<b>Total Content Access</b>	<b>2,473,942</b>

A view of the three-year growth is below.



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



## 1.1 CHILTON LIBRARY

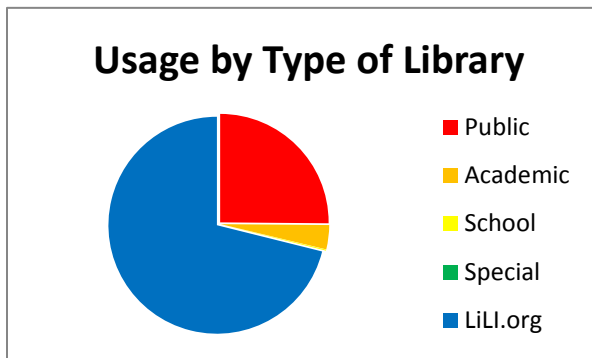
Chilton Library, a product of Gale Cengage, was added to LiLI August 1, 2015, and available for 11 months of the Fiscal Year. The previous source for auto repair content, Auto Repair Reference Center, remained available in July 2015 providing continuous access to auto repair reference materials. The details below refer only to Chilton Library use for the 11-month time period.

The Chilton Library provides information on repairs, maintenance schedule, repair labor estimates, and bulletins or recalls for vehicles. In addition, Chilton provides Automotive Service Excellence (ASE) test prep quizzes for automotive professionals preparing for certification through the National Institute for Automotive Service Excellence.

### Usage

Idahoans retrieved content from Chilton Library 10,854 times during FY2016. The usage reports available do not differentiate between the numbers of logins and searches, but shows “hits,” which are the number of times a user has retrieved results from a search.

Users from LiLI.org comprised the largest group accessing Chilton Library. This is a marked change from the prior year during which the majority of usage came from public libraries.



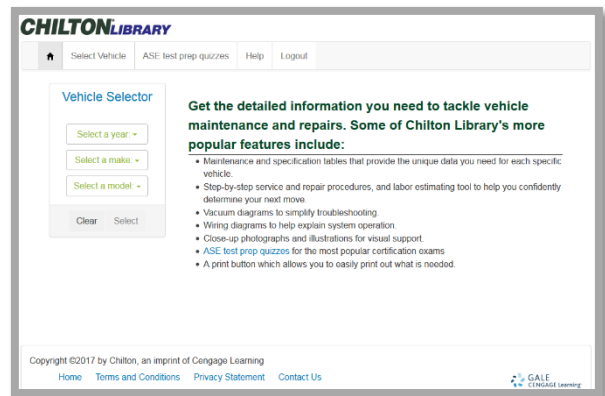
### Costs

Contract costs for Chilton Library were \$21,000. Taking into account the usage during the

contract period, the cost was \$1.93 per user session.

### Looking ahead

Usage of the Chilton database is improving entering into its second year as part of LiLI, but it still lags behind the previous auto repair product. Staff will be working with Gale Cengage team to promote use of the database at libraries around National Car Care Month activities. The Gale team will provide marketing kits to libraries as part of the effort. ICfL staff will also highlight Chilton Library in a monthly “Get to Know a LiLI Database” education series and using agency social media tools.

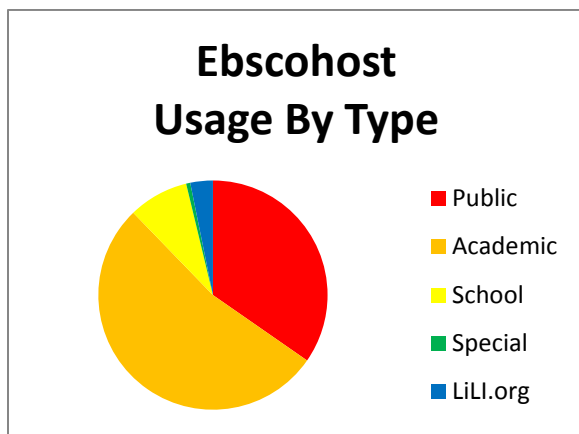




The Idaho subscription to Ebscohost provides the largest number of databases to the LiLI collection as can be seen on Page 1. As a result, Ebscohost remains the largest cost for the LiLI Database program with the most significant amount of usage by Idahoans.

### Usage

There were 3,203,696 Ebscohost user sessions in FY2015, for an increase of 92 percent over the prior year's 1,878,971 sessions. Ebscohost is accessed most often by academic library users, as shown below.



While using Ebscohost, users viewed 1,598,094 full text articles, which is a decrease of three percent over the prior year.

The usage data is contradictory with a very large increase in sessions with fewer views of content as a result of searches. This is attributed to the introduction of the Explora interfaces implemented just prior to the year.

Explora provides an improved user experience, particularly for K12 users. Explora also introduced more cross-database searching within Ebscohost products by enabling more databases in the default search. It is similar to a federated search for the user – a desired

feature based on survey results. When a user begins a session with multiple databases in the default search, the system will log a “session” for each of those databases. The result can be seen in the large jump in user sessions.

The small decrease in full text access is something to watch for as a potential trend. When examining use by type of library user, there were decreases in full text use by all types except public library usage, which saw an increase of nearly 32% access of full text over the previous year.

The table shows the journal titles from which full text is most frequently accessed by Idaho’s users.

Journal Title	Full Text Accesses
Library Journal	32,893
Time Magazine	24,006
Maclean’s	20,313
Publishers Weekly	20,008
USA Today	17,860
New Republic	15,808
American History	15,222
New Yorker	14,070
Newsweek	12,695
School Library Journal	12,426

### Costs

The cost for Ebscohost during FY2016 was \$398,230. The annual costs translate to \$0.21 per user session and \$0.25 per full text view.

### Looking Ahead

Education for public and school library staff in calendar year 2017 is planned to improve usage and retrieval of content through the Ebscohost databases. ICfL staff will continue to monitor usage data and work to improve the user experience based on survey results.



## GALE VIRTUAL REFERENCE LIBRARY

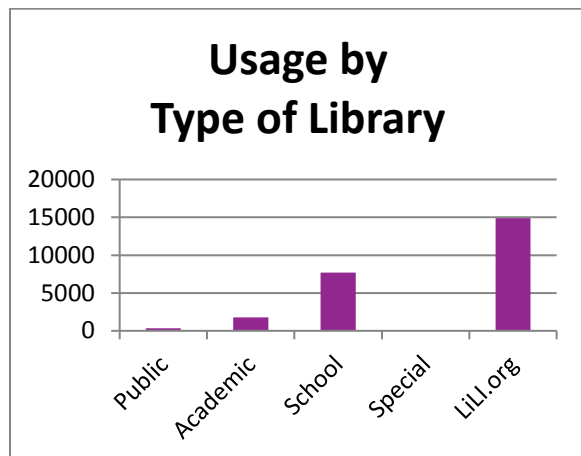
The Gale Virtual Reference Library (GVRL) e-reference books collection is unique for LiLI Database service in that all the content is purchased by the Commission versus a subscription model. All purchases and an annual maintenance fee for GVRL are paid with grant funds through the Library Services and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

During FY2016 the Commission added or updated over 30 volumes in the collection with a focus on primary source materials for history and STEM content. Staff attribute increases in use of the GVRL content to these content adjustments and continued promotion in the education community.

### Usage

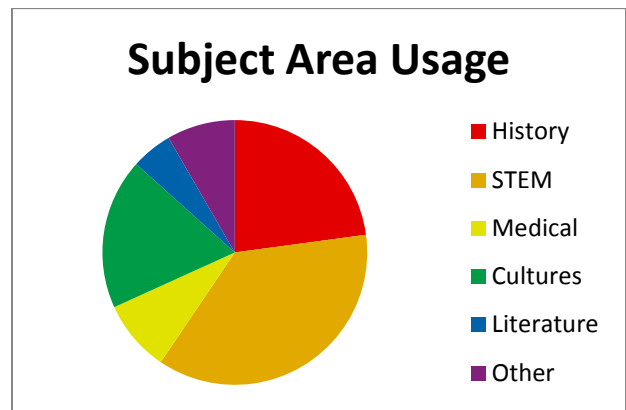
The current year saw GVRL logins increase by 13 percent with 75,121 logins for FY2016, over the 66,469 from the prior year. Full text retrievals increased by 29 percent over the prior year from 19,145 to 24,689.

GVRL content is most often accessed by users through the LiLI.org site, with the second highest entry point from school sites. While the users through LiLI.org cannot be identified by their affiliation with a type of library, ICfL staff believe that school libraries often link their students through LiLI.org.



### Content

The subject area most often accessed by Idaho users is STEM, with an equally large number accessing the history and cultures content. See the chart below for the breakdown in usage by subject area.



The following table shows the top used titles in the GVRL collection.

Title	Full Text Retrievals
American Decades	3,793
Encyclopedia of Science, Technology, and Ethics	2,826
UXL Encyclopedia of Science	1,978
Grzimek's Animal Life Encyclopedia	1,818
Encyclopedia of Food and Culture	1,567
Ethics, Science, Technology, and Engineering: A Global Resource	1,166
The Gale Encyclopedia of the Unusual and Unexplained	965
Drugs and Controlled Substances: Information for Students	866
Encyclopedia of Recreation and Leisure in America	788
UXL Encyclopedia of World Mythology	783

### Looking Ahead

There is no plan to add content in FY2017, though staff will continue outreach to the library community and educators.



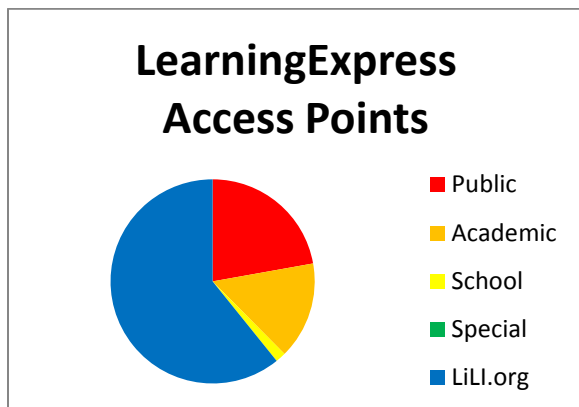
LearningExpress covers a wide variety of college and career readiness needs including:

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

LearningExpress is unique as a LiLI Database in that it provides skills building versus reference content to the end user. It is also unique in that many who access the tool are likely focused on a particular need within a small sub-set of the available resources for a particular moment in time. For example, an individual may access LearningExpress Library while preparing for a professional certification, then have no need to return to the site until their next career step.

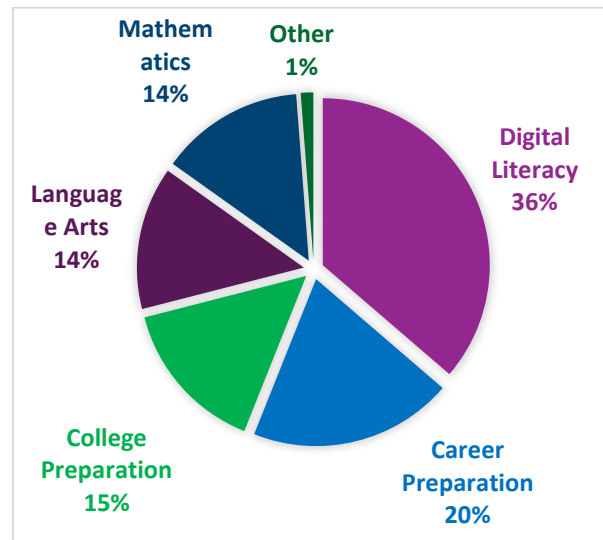
### Usage

LearningExpress had 12,350 logins during the fiscal year, with 2,532 new account registrations by individuals. Most logins came from LiLI.org as shown in the chart below.



Users took advantage of 16,089 learning resources in the database. The most frequently used learning resources can be categorized as digital literacy comprised of software 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 utilizing LearningExpress to assist individuals working on a GED indicates that Mathematics and Language Arts content is often utilized as a precursor to GED studies.



### Costs

The annual cost per resource accessed was \$6.89. The value of the learning resources used is approximately \$1,062,060, assuming conservative values of computer courses (\$150), ebooks (\$20), skills tutorials (\$60), and practice tests (\$20).

### Looking Ahead

Staff continue to promote LearningExpress Library through educators and workforce development partners like the Department of Labor. FY2017 will see more development of support materials to improve the experience of new users.



## NOVELIST PLUS

Novelist Plus, a service of Ebsco, provides readers’ advisory content for Idaho users for both fiction and non-fiction reading material. Individuals use it to find books with a particular topic, genre, setting, character style, or with similar features of known books. In many cases, individuals make use of prepared materials in the database like book discussion guides, read-alikes for popular titles, and grab-and-go book lists.

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. The K-8 interface usage is less than 1 percent of the entire Novelist use in Idaho, suggesting a need for more training about the tool to library staff and other educators serving young children.

### Usage

Novelist Plus usage increased dramatically over the prior year, with 1,544,940 user sessions in FY2016. That is almost four times the usage over FY2015 (411,860). Nearly all who use Novelist are accessing it through a public library. Schools remain a very small percentage of total users – less than one percent.

All search results in Novelist lead to full text content. As a result, Ebsco does not include full text views in the database usage reports.

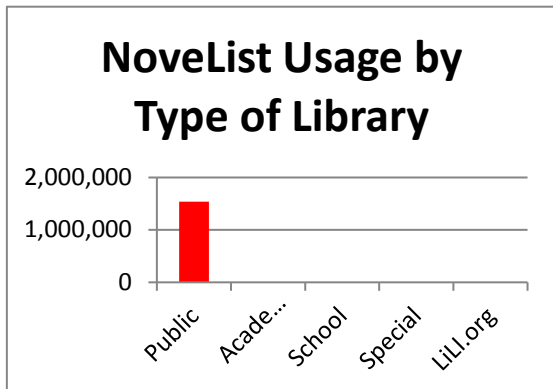
### Costs

During Fiscal Year 2016, the cost to support access to Novelist content was \$37,115. That amounts to just \$0.02 per user session.

### Looking Ahead

In the FY2015 report it was noted that a future activity was need to encourage libraries to make the move to using the “Plus” version of Novelist. It provides more content, including non-fiction referrals, for the user. While the data shows most libraries were successful in making the change, usage reports identify nine libraries that have not yet done so. Staff will work with those libraries to assist them in updating their links to Novelist Plus.

In a similar fashion, staff will continue to seek opportunities to inform the library community of good practices for utilizing the K-8 interface to serve younger readers.





## WORLD BOOK WEB

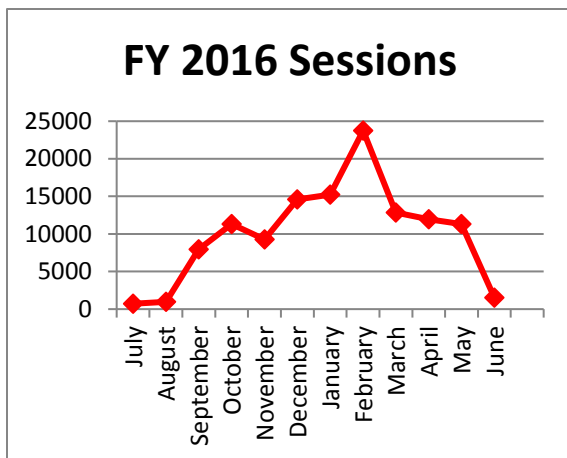
The World Book Web statewide subscription includes five database products, each with a focus on a particular user group, plus the Timelines tool. During the year, World Book refined their group of databases, removing some and updating others. The resources available to Idahoans include:

- World Book Kids
- World Book Student
- World Book Advanced
- World Book Discover
- Enciclopedia Estudiantil Hallazgos
- World Book Timelines

### Usage

With 121,484 user sessions in FY2015, usage of World Book products experienced a 7.5 percent drop in user sessions from the prior year. At the same time, however, access of full text content increased by 38 percent with 835,057 full text accesses. Among the individual World Book resources available, 78 percent of the full text content accessed was in the World Book Kids database.

The 12-month pattern of user sessions, shown in the graph below, indicates usage consistent with K-12 school access.



### Costs

The fiscal year costs for World Book Web were \$96,969. This equates to cost of \$0.80 per session, and just \$0.12 per full text view.

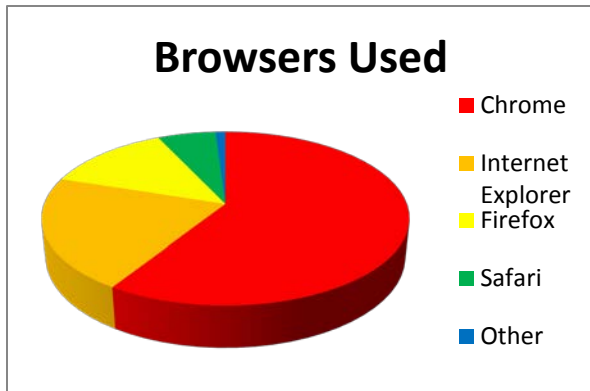
World Book has kept the costs the same since FY2014. In addition, the local World Book sales representative has made himself available to schools for training both staff and students in using the databases successfully. World Book also provided a supply of LILI-branded bookmarks for distribution to Idaho libraries in response to requests by ICfL staff for promotional materials.

### Looking Ahead

World Book will provide at least one webinar for Idaho library staff members in the coming year, which will be recorded for viewing beyond the live event. This will supplement the local training provided by the World Book staff in schools.

Usage reports are now being created and distributed by World Book staff to provide more details.

LiLI.org is the entryway to the LiLI Databases for many Idahoans. ICfL provides sub-accounts for each subscription database for libraries, but they may opt to direct users through the LiLI Portal. Access through the portal provides remote patron authentication for libraries that do not have the technology for it, and a link to the databases for Idahoans who do not have a local library.



In addition to the LiLI Databases, the LiLI Portal includes links to partner resources like the Career Information System, Idaho government content, and more.

During FY2016, ICfL staff updated the LiLI Portal with graphic buttons for the many tools, adjusted content in various user groups and topic areas to make frequently used tools easier to find, and updated the slideshow to feature a Publication Finder and the newly implemented Chilton Library database.

### Usage

The site analytics for LiLI.org in this document are limited to site visits originating in Idaho as reported by Google Analytics. The previous year included all visits to the site, but a period of unusual activity from “bots” originating outside Idaho and outside the United States, between April and June of 2016, skewed the data. It was decided to report on only usage identifiable as originating in Idaho for a clearer picture of

activity. This may omit activity from legitimate users who either block location data on their devices or gain connectivity from other locations.

LiLI.org had 178,885 site visits from Idaho during the reporting period. This is an increase of 2.9% over the Idaho site visits in Fiscal Year 2015. On average, users visit 2.3 pages per session.

### Browsers

The browser used most often to access LiLI.org is Chrome (59%), followed by Internet Explorer (21%).

Most visitors to LiLI.org use a desktop computer (92%). Mobile users are most frequently using an Apple iPad, Apple iPhone, Windows Tablet, or Samsung device.

### Page Views

Visitors to LiLI.org tend to access the following pages within the site most frequently:

- Group: Students, Grades 9-12
- Group: Students, Grades 5-8
- Group: Students, College/University
- Alphabetical List of Databases
- Group: Students, Grades K-4

### Looking Ahead

Plans for the coming year will not have a significant impact on LiLI.org. Continued maintenance and monitoring of use and feedback will be important as planning begins for database renewal in 2018. It will be at that time when any changes, if necessary, will be made to the LiLI.org site.

# TRAINING, AND OUTREACH

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## Training

Commission staff organized and/or presented 18 training events addressing the LiLI Databases or LiLI.org tools during the year. There were 294 individuals either attending those events live or viewing archived recordings. Sixty-nine of those were educators outside of libraries.

The LiLI Tutorials online guide, located at <http://guides.lili.org/lilitutorials>, provides links to tutorials and job aids to support on-the-job learning or on-demand needs. Tools linked from the guide were accessed 323 times.

## Outreach and Promotion

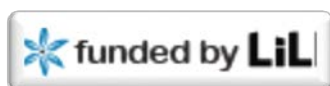
As previous years, Commission staff attended and presented at conferences to reach new audiences and collaborate with like-minded partners. Some of these events included: the Idaho School Boards Association Convention, Career and Technical Education's (CTE) Reach Conference, the Advanced Opportunities Conference, Idaho Career Development Association Conference, and the Idaho Association of School Administrator's (IASA) Summer Conference.

The Commission makes available promotional materials like the LiLI "mood" pencils, rack cards, bookmarks, and other branded items to library staff so they can share them with their end users. The materials are available for order through an online form. The ICfL Support Team distributed 16,562 promotional items during the year.

## Branding

In January 2016, ICfL Staff debuted

revised instructions to assist the library community with branding the LiLI tools to create a clear message regarding the funding for LiLI. A webpage includes logos for each



database pre-branded with the "Funded by LiLI" statement. Branding also continues with the pre-set block for all eBranch websites.

As a part of the branding effort, staff also created the **Boost Your LiLI Usage** guide that includes resources for downloading and customizing promotional materials, adding MARC records for full content items to the local catalog, and instructions for monitoring usage statistics.

## Costs

During the fiscal year, the Commission expended \$10,895.47 for promotional activities, which included production of LiLI-branded pencils, LibGuides software, registration fees to exhibit at outreach events, and shipping costs for distributing promotional materials. This figure does not include staff travel to attend in-person training and outreach events.

## Looking Ahead

Feedback provided in the April 2016 survey of the library community included the library community's preferences for training delivery. Online, self-paced tutorials ranked highest with 63% of the survey respondents identifying it as a preferred form of training. Among the training methods listed, only three were identified as preferred by more than half of the respondents:

- Online, self-paced tutorials (63%)
- Online webinars, 2 hours or less (56%)
- Printable, self-paced tutorials (52%)

As a result, staff will create online, self-paced tutorials to offer in addition to the schedule of live webinars. Staff will also continue development of more guides to assist library staff with discovering practical applications for databases to meet user needs.

Commission activities in FY2017 will continue to support the mission of building the capacity of libraries to better serve their communities. In addition to providing technical assistance, promotional materials, and outreach in communities, activities will include the training, promotion, branding, and planning outlined below.

## **TRAINING**

After a brief break on the webinar schedule, 2017 will include 10 webinars addressing 12 of the LiLI Databases.

A printable guide for new users of LearningExpress Library will be created with a focus on college and career preparation applications.

Online, self-paced learning, arranged in learning paths, will be designed to target school and public library staffs. The learning paths will make use of existing learning materials, requiring the development of just Idaho-specific content to fill in where vendor or partner content is not already available.

Building on the LiLI Tools for Schools guide at <http://guides.lili.org/toolsforschools>, staff will expand the content to address databases for all types of libraries with a “Get to Know the LiLI Tools” guide. The new guide will be accompanied by a monthly overview of a LiLI Database distributed by email, the ICfL blog, and LiLI social media tools. Each overview will include information about the database, reasons why someone might choose it, a link to try it out, support documents to share it with users, and links to online tutorials.

The LiLI Facebook page has scheduled posts highlighting different uses or descriptions of databases for each weekday during 2017. The revived social media schedule will coincide with the kickoff of the monthly overviews of tools.

## **CONTRACT RENEWALS**

The current contracts for LiLI Databases will expire June 2018. The selection process for acquiring new contracts will begin during FY2017.

The April 2016 survey included a needs assessment regarding content and functionality of the databases. That information will be used for the development of a collection development plan to feed the Scope of Work necessary in a request for proposals in the database selection process.

Staff will also prepare a selection procedure proposal to guide the agency through the procurement process.

## **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.

## **DATA COLLECTION**

Recent decisions regarding public library data collection nationwide impacts the LiLI program. More detail is needed to quantify the usage through individual libraries. At present, usage through [www.LiLi.org](http://www.LiLi.org) and eBranch websites does not identify the library to which a user is connected. Staff will need to work with the Web Team to identify potential solutions to collect this data while securing user privacy and addressing remote user authentication needs.



# LILI DATABASE FY2016 PROGRAM SUPPORT

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## STAFF

### Program Activities

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

### Website

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Ben Bibikov, Web Designer

### Fiscal Activities

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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

### Management Team

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

## LILI STEERING COMMITTEE

### Ex Officio Representatives

Lynn Baird  
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Tracy Bicknell-Holmes  
Albertsons Library, Boise State University

Sue Niewenhaus  
Lewis Clark State College Library

Sandi Shropshire  
Idaho State University

Ann Joslin  
Idaho State Librarian

### Appointed Representatives

Sandy Ashworth  
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



LILI is made possible with funding through the Idaho Commission for Libraries with additional support through the Institute of Museum and Library Services.

