



Behind the MeL Curtain

SONYA SCHRYER NORRIS

LIBRARY OF MICHIGAN

What I'll Cover

The Process & Products

How are the MeL databases for 2015 – 2018 being selected? What's under consideration? What about the Business and Early Literacy resources that are on a different funding cycle?

The Benjamins

How much money is being spent? Where does that money come from? How is federal funding that supports MeL being spent differently than in previous years?

Questions

Commonly asked questions about what's in MeL, what's not in MeL, and why. I'll also take questions from the audience.

2015



- ▶ January: Committee meets to provide feedback on what should be in RFP
- ▶ January: Survey goes out to Michigan library community
- ▶ February: Feedback from committee and community considered, statistics consulted, previous RFPs reviewed, scoring mechanism written
- ▶ March: RFP posted and a question/answer period is open for potential vendors
- ▶ April & May: Database trials for library community, vendor demo days at LM
- ▶ June: Negotiate with vendors
- ▶ Mid-summer: Anticipated announcement of selected vendors

Contract Length

- ▶ Core MeL Contract paid for with federal dollars will run from 2015-2018 with the possibility of two one year renewals for each product
- ▶ There are two supplemental MeL Contracts paid for with state dollars: Early Literacy and Business Resources. They are up next year and these resource areas will be brought into sync with the core contract



Live (Enrichment)
Learn (Education)
Work (Economic Stability)

CORE COVERAGE FOR MEL RESOURCES

Core Resources



- ▶ General Interest
- ▶ K-12 Educational
- ▶ Academic (Undergraduate) Educational
- ▶ Health and Wellness
- ▶ Business
- ▶ Michigan
- ▶ Test Preparations, Licensing, Certification, Career Preparation and Workforce Skills Building

Audience of 10
Million

This database suite is intended to meet the information needs of users of all types of libraries as well as those Michigan residents who seek online information whether or not they access that information through a library. While it is not possible for this program to meet all libraries' needs or the needs of all residents that seek online information, it is imperative that this program serves as a core set of resources for all types of libraries and those seeking access to online information.

Geo-IP
Access

Unlimited
Usage



Criteria

- ▶ Content Suitability
- ▶ Access Suitability and Usability
- ▶ Technical Compliance
- ▶ Cost
- ▶ Bidder's Knowledge, Expertise, Organizational Capability, and Customer Satisfaction.

Additional Criteria

- ▶ Training
- ▶ Support for MCLS MeL databases help desk
- ▶ Branding
- ▶ Marketing support

Example: User Interface and Display

- ▶ 1. ability to display MeL Logo on all pages of database
- ▶ 2. ability to link back to <http://mel.org> from the logo on database pages
- ▶ 3. mechanism to allow a “return to your library” link
- ▶ 4. support for customized help files
- ▶ 5. options for “basic” and “advanced” searching modes
- ▶ 6. ability to sort and display records by date (reverse chronological order)
- ▶ 7. ability to sort and display records by relevancy ranking
- ▶ 8. ability to sort and display records by selected field (e.g., author, source)

User Interface and Display cont.

- ▶ 9. ability to mark and display selected records and specify any limitations
- ▶ 10. user defined display and sorting options that can be specified in advance and/or database defined
- ▶ 11. ability to customize user interface
- ▶ 12. Procedures for setting up individual search profiles for the purpose of saving and automatically updating searches, including saving search histories, specifying updating intervals, user notification, security measures for individual accounts, and system management of user accounts.
- ▶ 13. ability to function with voice-synthesizer programs, large print screens, and other adaptive technology used by libraries for the blind and physically handicapped
- ▶ 14. ability for user to easily access read aloud feature for individual article

Responsive Web Design: MeL's Guidelines



RWD: Vendor Responsibilities

- ▶ A willingness and ability to deliver a search experience and content in a responsive native environment/platform
- ▶ A willingness and ability to make mid-course corrections during the contract period that respond to the changing technology environment as informed by statistics of current users and reasonable anticipation of changes
- ▶ A willingness and ability to submit quarterly progress reports that are clear and forthright about the status of current and future efforts to reach or maintain RWD in the form of bullet points not to exceed one page

Products That Scored High Enough Based on Content Coverage to Be Invited to MeL Vendor Days in Lansing

- ▶ EBSCO
- ▶ Gale
- ▶ Proquest
- ▶ Worldbook
- ▶ Encyclopedia Britannica
- ▶ Biblioboard
- ▶ LearningExpress (now owned by EBSCO)
- ▶ Brainfuse
- ▶ Scholastic

MeL 2015 Database Evaluation Survey from the Library of Michigan

Exit this survey



Welcome!



The Library of Michigan has received proposals for statewide database subscriptions. We are asking you to evaluate these databases with regard to how well they perform and how well they meet your patrons' needs.

Feel free to evaluate as many of the databases as you can, but please complete a new survey for each evaluation.

If you feel an area of questions does not pertain to the resource you are evaluating, feel free to skip to the next section.

If you have questions, please contact Deb Biggs Thomas at biggsthomasd@michigan.gov or by phone at 517-373-1580.

Next

Powered by **SurveyMonkey**
Check out our [sample surveys](#) and create your own now!

Michigan eLibrary - Core Package Trial



EBSCOhost Research Databases



Biography Reference Center



Consumer Health Complete



Literary Reference Center



NoveList



Small Business Reference Center

explora[™] Primary School
An EBSCO Experience

explora[™] Middle School (option 1)
An EBSCO Experience

explora[™] Middle School (option 2)
An EBSCO Experience

explora[™] High School
An EBSCO Experience

explora[™] Public Library
An EBSCO Experience

EBSCO Core Package



Library of Michigan

GALE
CENGAGE Learning®

Home

The Pure Michigan Package

The Lake Superior Package

The Mighty Mac Package

Curriculum Alignments

Contact Us



Welcome Library of Michigan:

Gale



Home

ProQuest Product Trials for MeL Trial

[CultureGrams Online](#)

Offers concise, reliable and up to date country reports on 204 cultures of the world, U.S. states, and Canadian provinces (2006), and more.

38 days remaining
Trial period: 03-Apr-2015 - 30-Jun-2015

[Discoverer](#)

SIRS Discoverer with WebFind is an award-winning database designed with the young researcher (grades 1-8) in mind. This interactive tool strengthens research, reading, writing and computer skills. Articles and graphics from more than 1,600 U.S. and international magazines, newspapers, U.S. government documents, and websites are carefully selected for their educational content, interest and level of readability. Inclusion of SIRS Discoverer WebFind delivers the safest collection of websites for kids, with 9,000+ editor-reviewed websites that deliver high-interest, educational Web content, with guaranteed educational purpose and online safety.

38 days remaining
Trial period: 03-Apr-2015 - 30-Jun-2015

[eLibrary](#)

eLibrary, the affordable and user-friendly general reference tool, is the perfect resource for delivering reference essentials. The new, updated interface and features make research easy--no matter the user's age or skill level. Researchers find the answers they need from more than 1,500 full-text magazines, newspapers, books, and transcripts, plus thousands of maps, pictures, weblinks, and audio/video files.

38 days remaining
Trial period: 03-Apr-2015 - 30-Jun-2015

[eLibrary Academic/Public Library](#)

eLibrary for Public and Academic Libraries delivers one of the largest collection of periodical and digital media content. Researchers use the powerful, yet easy-to-use search interface to find the answers they need from more than 2,500 full-text magazines, newspapers, books, transcripts plus thousands of maps, images, web links, and audio/video titles.

38 days remaining
Trial period: 03-Apr-2015 - 30-Jun-2015

[eLibrary Elementary](#)

eLibrary Elementary--the ultimate elementary reference resource--tailors all the media types and functionality of eLibrary for the young reader. Students use the colorful, graphical search interface to find the answers they need from more than 100 magazines, newspapers, books, transcripts, maps, images, web links, and audio/video titles, all selected as safe and appropriate for elementary school studies.

38 days remaining
Trial period: 03-Apr-2015 - 30-Jun-2015

[Heritage Quest Online](#)

Digitized from the popular UMI; Genealogy and Local History collection on microfiche, this online database is an essential collection of unique material for both genealogical hobbyists and professionals.

38 days remaining
Trial period: 03-Apr-2015 - 30-Jun-2015

[NewspaperARCHIVE.com](#)

NewspaperARCHIVE is the world's best resource for historical and genealogical information. Our unique archive spans more than 400 years of family history, small-town events, world news and more.

38 days remaining
Trial period: 03-Apr-2015 - 30-Jun-2015

[ProQuest Research Companion](#)

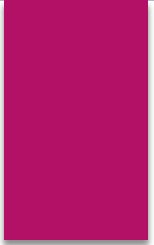
Multimedia-based learning modules and interactive tools focused on the key information literacy principles of finding, evaluating, and using information.

38 days remaining
Trial period: 03-Apr-2015 - 30-Jun-2015

[Renaissance](#)

SIRS Renaissance - Current Perspectives on the Arts & Humanities - a reference database, provides dynamic information on the following topics: architecture and design, culture, literature, multimedia, music, performing arts, philosophy and religion, plus visual arts. Full-text articles are selected

38 days remaining
Trial period: 03-Apr-2015 - 30-Jun-2015



Research Tools

- My Research >
- Citation Builder >
- Atlas >
- How To Do Research >

Featured Content



Prickly pea... Harper Lee Protests in ...

- 28 new images >
- 59 new articles >

Featured Videos



New Town Hall in Munich

Munich's Neues Rathaus, or New Town Hall, stands on the Marienplatz, the central square of the old town.

Learn more



Behind the Headlines

World Book editors highlight breaking news stories and provide links to related background information in World Book.



Awesome Host Trick: 33 Years of Late Nights with David Letterman

May 21, 2015 Popular American television talk show host David Letterman retired Wednesday night after 33 years and 6,028 broadcast.. >



Migrant Crisis in Asia

May 20, 2015 Government officials from three Southeast Asian countries—Indonesia, Malaysia, and Thailand—met today in MalaysiaR.. >

Select learning for any level.



Elementary



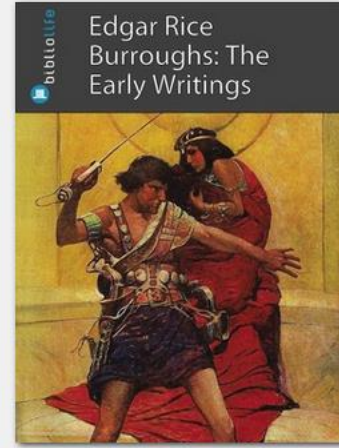
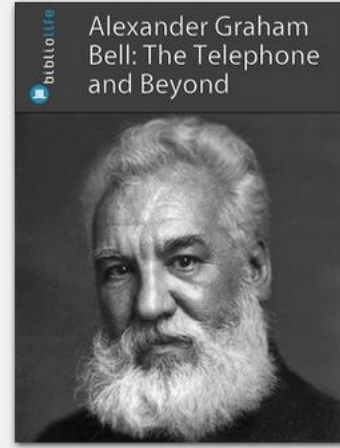
Middle



High

Britannica School

Featured >





Welcome to LearningExpress Library

Achieve your educational and career goals. Choose a center below and get started!



View the **user guides** for LearningExpress Library.



LearningExpress Library



Tutors are available Mon - Thu 3:00 PM to 08:00 PM EST

Brainfuse services will be unavailable for Memorial Day on Monday, May 25, 2015. We will resume normal operations on Tuesday, May 26, 2015.



Expert Help



Live Tutoring

Live online help from expert tutors



Michigan SkillSurfer

A library of Michigan-aligned content, lessons and quizzes, and much more.



Writing Lab

Expert online writing assistance



Send Question

Send a question and get expert help



Study



LEAP Learning Platform

Michigan-aligned diagnostic tests and customized lessons.



FlashBulb™

Create and share flashcards, tests, and games



eParachute

Discover the college majors and careers that match your skills and interests.



Collaborate



MEET™

Schedule sessions with friends in our private virtual study room



Brainwave™

Create and share movie-like notes and ideas

Brainfuse

USERNAME

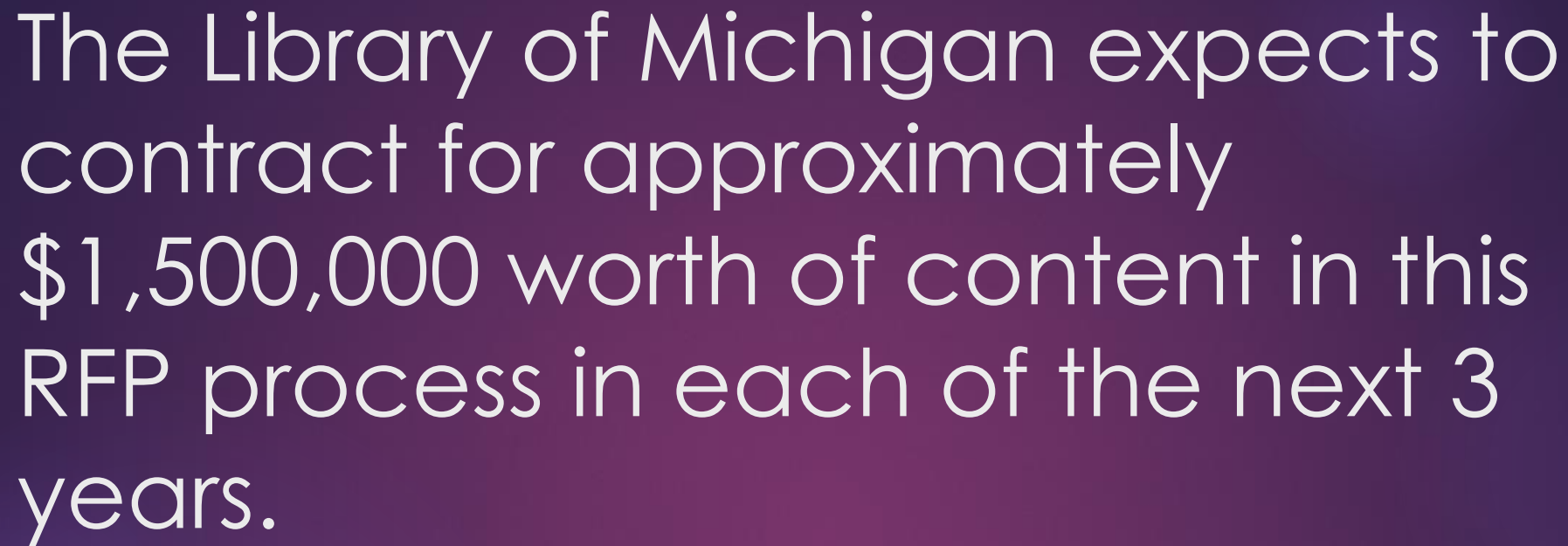
PASSWORD

GO!

[Forgot Username or Password?](#)



Scholastic



The Library of Michigan expects to contract for approximately \$1,500,000 worth of content in this RFP process in each of the next 3 years.

This is approximately **1.2 million** less per year than in the previous contract.



For many years, MeL dollars have been heavily devoted to databases. In this contract period, there is less money to spend and we are prioritizing the federal dollars that support this project in new ways.

What Will the MeL Program Gain?



- ▶ Support for libraries and librarians who are promoting MeL in their communities
 - ▶ What has worked for you in supporting the MeL resources in your library? We want to know and we want to support and build on the programs that work!
 - ▶ The Library of Michigan does not have the human capital to promote MeL and we rely on librarians across the state who know their communities best. You are the ones that make MeL work for Michigan residents.

Other Types of Support for MeL Itself

- ▶ Appropriate support for the MeL.org website itself
 - ▶ Modern, responsive, attractive and regularly updated
 - ▶ A Business Gateway on par with the Kids Gateway
- ▶ Marketing and promotion support through local libraries
- ▶ Continued support for the Duet discovery service on the MeL homepage



MeLCat



Federal Dollars Will Also Go to Non-MeL Support for...

- ▶ Continuing education support for all Michigan library staff through
 - ▶ WebJunction online courses
 - ▶ Rural Libraries Conference
 - ▶ Beginning Workshop (which is necessary for certification of staff which is necessary for state aid qualification)
 - ▶ Scholarships for library staff
 - ▶ Support for trustees
- ▶ E-Rate Support
- ▶ Plinkit Support

Early Literacy and Business Resources on Alternate Funding Cycle

▶ Business

- ▶ **Civic Technologies:** Business Decision
- ▶ **Gale Cengage:** Business Insights: Global, Demographics Now: Business & People, Gale Legal Forms, Gale Virtual Reference Library: Business Collection, Gale Directory Library

▶ Early Literacy

- ▶ **Scholastic:** BookFlix
- ▶ **EBSCO:** Novelist K-8 Plus, eBook K-8 Collection
- ▶ **World Book:** Early World of Learning, World Book Enciclopedia Estudiantil Hallazgos, World Book Kids

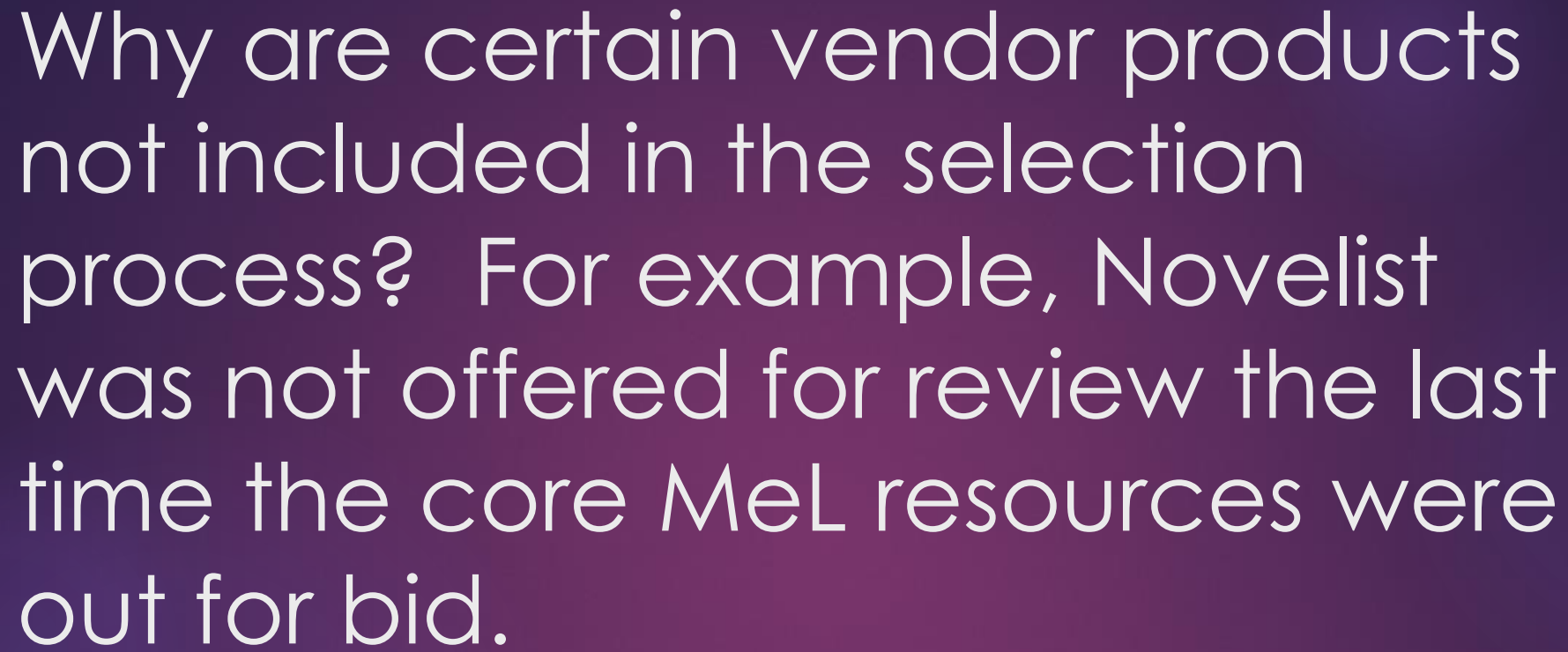
Summary: MeL Funding

▶ Federal Funding: 4.3 million total this year

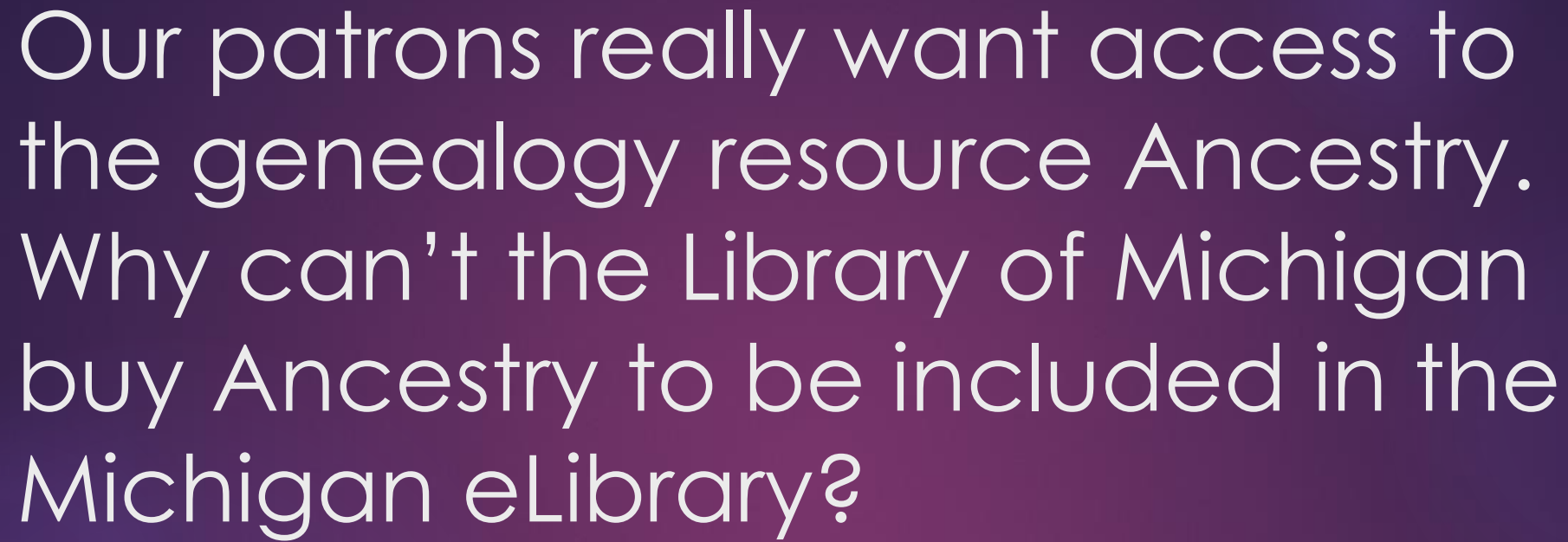
- ▶ 1.5 million will go to MeL databases
- ▶ 1.3 million will go to MeLCat, MCLS support, M.O.R.E., etc.

▶ State Funding: 1.75 million total this year

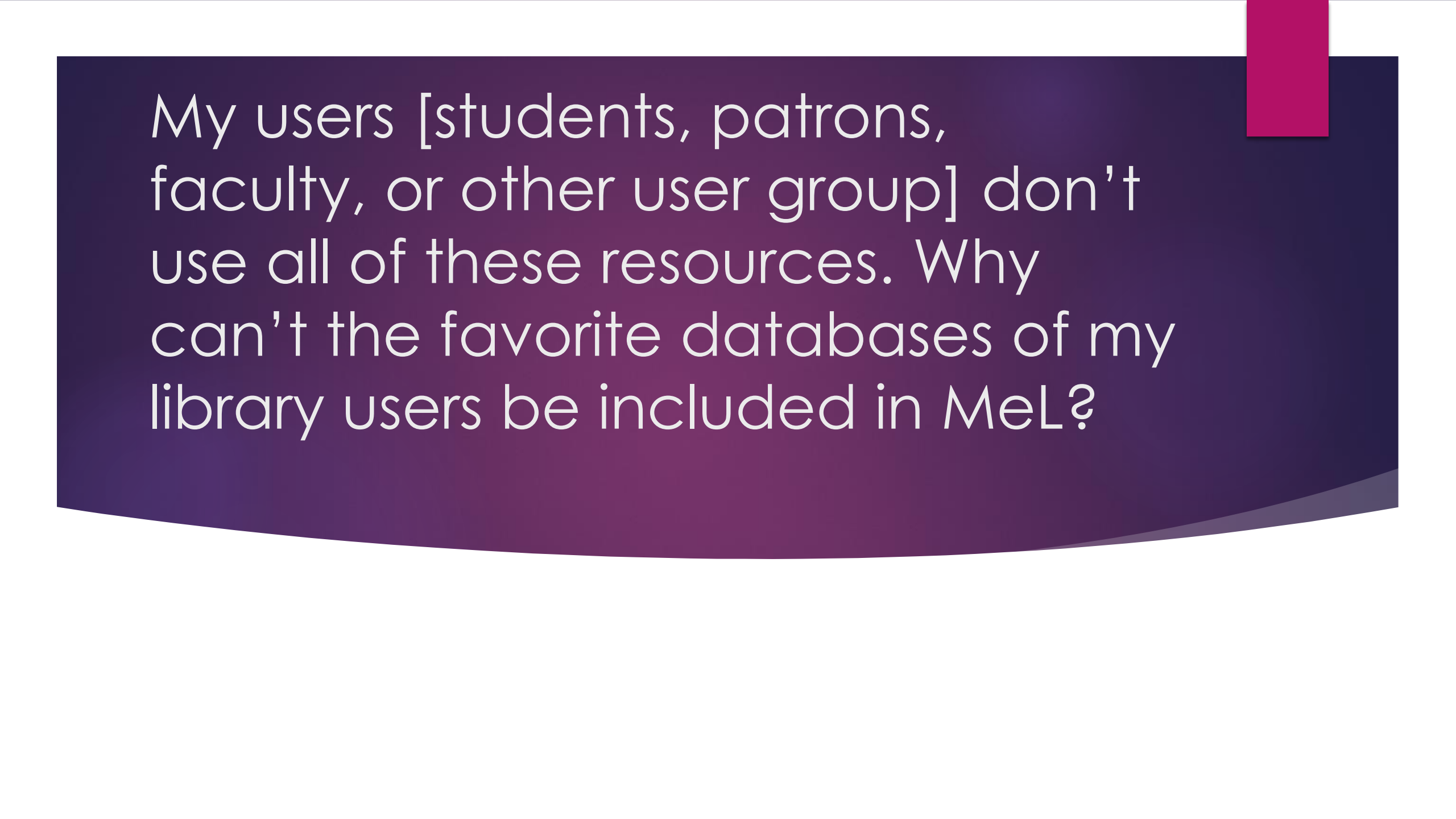
- ▶ Early literacy resources
- ▶ Business resources
- ▶ Other
 - ▶ Marketing and staff support
 - ▶ Servers
 - ▶ Web design and support



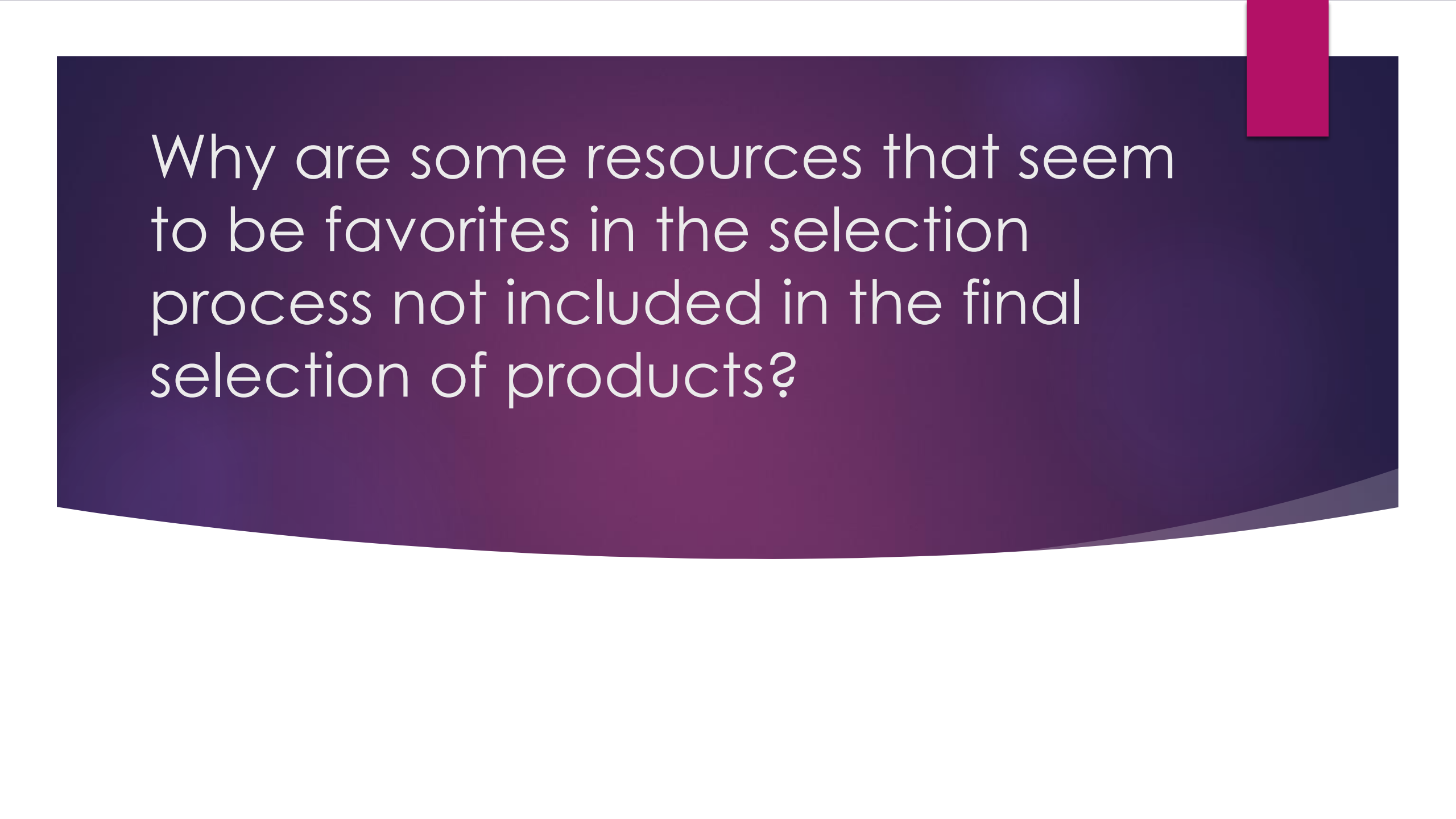
Why are certain vendor products not included in the selection process? For example, Novelist was not offered for review the last time the core MeL resources were out for bid.



Our patrons really want access to the genealogy resource Ancestry. Why can't the Library of Michigan buy Ancestry to be included in the Michigan eLibrary?




My users [students, patrons, faculty, or other user group] don't use all of these resources. Why can't the favorite databases of my library users be included in MeL?



Why are some resources that seem to be favorites in the selection process not included in the final selection of products?



Why don't you spend federal dollars on popular reading materials for MeLCat like a statewide Overdrive account?



My library spends a lot of money on [NAME RESOURCE] and so do a lot of other libraries. Couldn't MeL pick this up to save libraries money?



Why doesn't MeL have more materials that my library can use on the reference desk?



Couldn't Michigan libraries go in together to purchase [FILL IN THE BLANK] and put it on MeL? I'm sure we could save money.

Ancestry or NoveList or ReferenceUSA or WorldCat



Thank you

SONYA SCHRYER NORRIS

NORRIS2@MICHIGAN.GOV

517-373-4457