

**Minutes
IAC Meeting
December 12, 2008
Indiana State Library
Room 401
3 p.m.**

Committee Chairman Dan Bowell called the meeting to order. Council members attending included: Dennis Lawson, Becky Cole, Nancy Hettlinger, Lynn Hobbs, Elaine Skopelja, Betsy Hine, Emily Okada, Kristina Brewer, Peg Harmon and Donna Smith. Staff from the State Library included Mike Peters, Jacob Speer, Catherine Lemmer, Jim Corridan and Amy Holliday.

Minutes

The minutes from the September 12th meeting were approved.

State Library Update

Statistics: Peters distributed a handout (attached) with the July-November 2008 statistics. The handout included database sessions, total searches, and full text. Peters noted that there is an increase in overall database usage and that the NetLibrary statistics did not start until October when the new database was operational.

NetLibrary: Speer stated that a database from NetLibrary was added to INSPIRE in October. The NetLibrary collection includes over 2,500 electronic book titles from leading publishers of reference, scholarly and professional books. The database may be searched either through the federated search engine or directly by clicking the NetLibrary icon on the front page of INSPIRE. Bowell requested that the State Library communicate to the libraries that they may add the MARC records from NetLibrary to their own catalogs.

Marketing: Speer distributed a handout from Emmis Communications on the INSPIRE marketing campaign. Speer reported that commercials promoting INSPIRE aired on Network Indiana and reached all 92 counties in the state. The radio messages urged listeners to go to INSPIRE and use Indiana's free virtual library. During September and October the commercial aired 5,886 times on Network Indiana. In addition to the Network Indiana radio ads during September and October INSPIRE ad aired 660 times on the statewide Purdue and IU Sports Network during football games. Also 330 commercials aired across Indiana during high school football programming. During the fall campaign, INSPIRE's messaging reached approximately 158,620 unique listeners. (Source: *Arbitron's Maximiser Fall 2007 data*) Speer also noted the radio ads will continue on Network Indiana during news broadcasts and will air during IU and Purdue basketball games and during high school basketball games. Skopelja asked why the ads

weren't on NPR and why the committee didn't have more input. Corridan stated that the advertising campaign is part of the day to day operations of running INSPIRE and it wasn't practical to have the advisory committee deeply involved. Speer also noted that 4 different INSPIRE bookmarks were designed and distributed during December to libraries via INFO Express and that a series of posters based on the bookmarks would be available soon. Skopelja requested that white space be added to the bookmarks so that libraries may customize the bookmarks.

Training: The State Library has had 5 trainers give 10 presentations on INSPIRE to more than 150 people in various locations throughout the state since July 1, 2008. State Library staff is available to deliver trainings upon request.

Old Business

Strategic Plan: The Committee reviewed the Strategic plan. Bowell requested that the opening language for plan be included and distributed to the council for discussion at the next meeting.

New Business

Role and responsibilities of IAC: The Committee reviewed the charge to the committee and requested that the State Library provide more updates between meetings. Speer said he would provide an update to the committee in between meetings. Bowell stated that the members should be reporting to their appointing authority about INSPIRE.

Announcements

Meeting dates for March, June and September. Bowell said he would do a survey to set dates for the next three meetings.

Meeting Adjourned