INSPIRE Advisory Committee
August 23, 2012-1:00 PM
Indiana State Library- Room 401

Chairperson Lynn Hobbs called meeting to order at 1:05 pm.

Members Present: Gabrielle Hysong, Elizabeth Orban, Justin Kingery, Lori Duggan, Rebecca Richardson, David Ryan, Trisha Shively, Susan Wheeler, Kathryn Millis, Nancy Kirkpatrick

Absent Members: Robert Paglia

Non-voting staff present: Shauna Borger, Steven Schmidt, Adam Bowling, Wendy Knapp, Drew Griffis

Agenda/Minutes
Agenda approved with subject additions added to New Business. Typographical errors found and corrected in minutes of May 24.

State Library Report:
New INSIPIRE website, Adam discussed 360 search engine. Process was very long. Transition went fairly smoothly but spent a lot of days in July working with Serial Solutions to work out glitches that we were assured would work.

Serial Solutions implemented a "fix" in 2011 but that fix did not get put in with the flip over. Adam continually checking and trying to ensure it stays. Since the migration to 360 search, usage is good. Not a lot of public input either way. A problem with logging in. In some cases it can't be replicated.

Lynn noticed some issues with the INSPIRE logo. The search looks like it should be where you click to start the search. When you hover over the pull down menus are big boxes, not clear they are clickable options. Adams checks in Chrome, Mozilla and Internet Explorer. Rebecca checked it today and it looked okay. Lynn asked for other feedback. Kathryn Millis states that the change is overwhelmingly positive however links to how to get to searches might need to be looked at. Lilly had to have IP range access reset. The authentication engine is a new geo-IP validation. Lilly has access now. The issue was resolved.

Kathryn's passwords questions. Adam will get the actual number, but ball park estimate 5,000 and 10,000. Kathryn thinking its low and she's found that on her phone she needs a password when she doesn't have a laptop (but people may only have phone access). Many people that only have phones and we may need to reach out to that population that they should sign up for a password and teach them how to use it.

Adam explained the need for the IP authentication and the issue with providers IP ranges and explained how the temporary password process works. How do we meet awareness to users who want to use INSPIRE on a phone or I-Pads for geography and economics only have phones and we're paying for their access. The local library would be the ones who would field the questions.

Adam told David that we have difficulty reaching school children and asked for assistance from David with DOE.

Licensing terms: Lori asked if the interlibrary loan terms were different from what the local libraries have in place. We'll have to follow up on this. We'll ask our attorney and get back to committee.

Susan Wheeler, the "other" category:
Business, nursing, data monitor control (not in 'Business). Adam will work on these categories as soon as possible. Data Monitor is being replaced by another database. The order of the display in the categories is determined by 360, so we can't customize that. Lynn reiterates the role of the committee is to manage the feedback and suggestion from upgrade and submit a help desk ticket when there's an issue like the categories or anything like that.

Trisha Shively asked that hobbies and crafts be highlighted on home page for awhile.

Steve Schmidt is trying to get the marketing cards in the appropriate places around the state.

Rachel asked about EBSCO e-books. Adam explained that we have some in the databases and about 80 other titles that we paid for.

Marketing:
Coming weeks, reusing the Geek campaign from last year because of the huge success. We'll do radio and on-line advertising again this year. We still have 3 great spokespeople. Market analysis by Butler University shows that less than 5% of population recognize INSPIRE by name. If you tell them what it is, less than 10% know what it is. Part of this campaign will be for students who will have access after graduation through INSPIRE. Drew surveyed public libraries for marketing materials usefulness. Most respondents want bookmarks and posters. Table tents was #3. We have some money for print advertising if the bookmarks could promote advertising. i.e the bookmarks could promote a specific resource or collection, libraries can slip them in all books on the shelves.

Statistics:
Drew reported 72% wanted topic specific advertising. 28% INSPIRE generic; 16% Industry specific; 13% resource specific. Libraries only want 500 of each item so we may be able to create more options of materials that empower libraries to be the

grassroots adversary for INSPIRE. Radio ads begin Labor Day through first week of October.

Shauna asked committee to give input on what materials are wanted and needed to her. Send feedback to Shauna so she can pass it along. We are considering a marketing calendar (county fairs, hobby shows). Drew reiterates there is an issue getting materials to academic and public libraries. But we have difficulty reaching the schools because if we can get it to the school it may never reach the school libraries.

Portals
Shauna discussed the Legislative portal, K-12 portal, and Indiana History portal. We are looking to start promoting the portals on Statehood Day. The legislative portal will be password protected.

New Business:
Kathryn thought the new site had some issues. Subjects and descriptions are gone. Each member of the IAC has been assigned several databases in INSPIRE and they are to gather a description, subjects, marketing materials and training materials on each and provide that back to Shauna Borger by October 15.

Next meeting November 8, 2012 at 1:00 pm.

Meeting adjourned: 2:35