

**Minutes  
IAC Meeting  
September 12, 2008  
Indiana State Library  
Room 401  
2 p.m.**

Committee Chairman Dan Bowell called the meeting to order. Attending: Dennis Lawson, Becky Cole, Nancy Hettlinger, Lynn Hobbs, Elaine Skopelja and Betsy Hine. Emily Okada attended as a guest and staff from the State Library included Mike Peters, Jacob Speer, Catherine Lemmer, Jim Corridan and Adam Bowling.

**Minutes**

The minutes from the June 17 meeting were approved.

**State Library Update**

Speer gave an overview of the new INSPIRE interface noting that the home page is less cluttered than in the past. Speer also covered the new icons on the left side and the navigation options at the top of the page. Lawson asked about changes to the advanced search page and it was noted that the advanced search screen remained nearly the same.

The State Library is working with Emmis Communications to market INSPIRE. Radio ads will be aired during Purdue University and Indiana University football and basketball games and high school football and basketball games. A value added component of the broadcasts will include a trivia contest sponsored by INSPIRE and the announcers will direct the participants to INSPIRE to find the answers to the questions. The radio ads will also be played on the Network Indiana radio stations during the news broadcasts. Network Indiana covers all 92 counties in Indiana and will provide a statewide platform for the ads. INSPIRE bookmarks are being developed and will be distributed to public, academic and school libraries. Skopelja asked why the IAC was not more involved the decision making process regarding the marketing. Speer responded that although the IAC was not directly involved with the decision making that the marketing plan developed by the IAC had a major impact on the direction of the marketing. A statewide audience was targeted, television ads were not included, and the bookmarks continued. These decisions were a direct response to the desires of the IAC.

The State Library is working to add several hundred e-books to INSPIRE and is working with vendor NetLibrary. The titles should be available by October and will include a wide variety of topics and titles.

Peters reported that 1,012,606 searches were completed in July and 1,062,388 were completed in August.

Corridan also addressed the fact that the way INCOLSA was collecting INSPIRE usage statistics was not entirely accurate. Corridan explained that each individual search on INSPIRE was calculated as multiple searches due to the fact that each database that the search term was found in counted as a search. In other words, if INSPIRE has 38 databases and an individual searched for the word “library” and the word library was found in all 38 databases the person’s search would be counted as 38 individual searches. Peters is working to correct the situation and will report statistics that reflect actual use at the next IAC meeting.

### **Old Business**

The resources and funding portion of the Strategic Plan was discussed. Bowell asked State Library staff to compile the latest version the Strategic Plan and e-mail the committee.

### **New Business**

Bowell said that an area to be discussed was that some academic libraries, including Taylor University, are either wrongly using old attribution language or no attribution language for EBSCO. State Library staff said they would communicate to the academics the proper language so that the language could be updated.

### **Announcements**

The next meeting date is Friday December 12 and the meeting will start at 3 pm.

### **Meeting Adjourned**