EXHIBIT 4

CLEVELAND PUBLIC LIBRARY

Board Meeting
June 19, 2012

<u>RESOLUTION TO ACCEPT LSTA GRANT TO ADMINISTER KNOWITNOW</u>

WHEREAS, The KnowItNow Suite of virtual services was initiated by Cleveland Public Library and the CLEVNET Consortium in 2001; and

WHEREAS, In July 2004, KnowItNow evolved into a statewide program provided by three (3) equal library partners: Cleveland Public Library, Northeast Ohio-Regional Library System (NEO-RLS) and Cuyahoga County Public Library and was funded for a period of three (3) years with LSTA federal monies awarded by the State Library of Ohio; and

WHEREAS, Pursuant to an evaluation conducted in 2006 by Kent State University School of Library and Information Science, the State Library of Ohio asked that the KnowItNow statewide virtual service be consolidated under one organization, Cleveland Public Library, rather than operating as a partnership; and

WHEREAS, For the five (5) Fiscal Years commencing July 1, 2007 through June 30, 2012 the Board of Trustees has accepted the State Library Board's award of LSTA grant to continue this statewide virtual service; and

WHEREAS, In May 2012, the State Library Board awarded a LSTA grant in the amount of $502,763.60 to Cleveland Public Library for the continued administration of KnowItNow for the period July 1, 2012 through June 30, 2013; now therefore be it

RESOLVED, That the Cleveland Public Library Board of Trustees accept this most recent LSTA grant in the amount of $502,763.60 from the State Library of Ohio and that the Executive Director or his designee is authorized to enter into and execute such agreements and instruments as may be necessary or appropriate to effectuate the terms and conditions of this Resolution, which agreements and instruments shall be subject to the approval of the Library's Chief Legal Officer; and be it further

RESOLVED, That the Cleveland Public Library Board of Trustees expresses its appreciation to the State Library of Ohio for the continued funding of KnowItNow.

2012 – 2013 LSTA Grant Proposal

Cleveland Public Library
325 Superior Avenue
Cleveland, Ohio 44114

Submitted by

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KnowItNow24x7
2012 – 2013 LSTA Grant Proposal

❧ Introduction ❧

Cleveland Public Library is requesting LSTA funding for July 2012 through June 2013 to administer KnowItNow24x7, Ohio's collaborative virtual reference project. Beginning solely as a statewide online chat service, KnowItNow24x7 now incorporates email, instant messaging, and texting (SMS) and offers localized chat, text, and instant messaging options for Ohio libraries. Through the use of technology, KnowItNow24x7 complements the State Library of Ohio's vision of "ensuring the delivery of all information and library services to all Ohio residents, anywhere, anytime."

Ohio can be rightly proud of the fact that KnowItNow24x7 remains one of the busiest statewide virtual reference services in the country. From July 2011 through April 2012, librarians working with KnowItNow24x7 handled a total of 59,404 sessions – an average of over 194 sessions per day. Included in that total were 1,874 text messages. Text messaging, implemented in 2011, is currently the second most popular means for patrons to interact with the service although live online chat still accounts for almost 95% of all patron activity. Since going statewide in 2004, KnowItNow24x7 has allowed residents of every county in Ohio to ask a total of over three-quarters of a million questions of librarians staffing the service around the state.

All in all, 2011 – 2012 saw a number of positive developments and these will continue to bear fruit and lay the groundwork for more enhancements to the service in 2012 – 2013.

❧ Selected Activities from 2011 – 2012 ❧

On-Going Recruitment and Training

New Libraries Join Collaborative Network
Three libraries joined the KnowItNow24x7 network in the past grant year: Barberton Public Library, Rodman Public Library (in Alliance), and Stark County District Library (based in Canton). All three libraries accepted the invitation to attend KnowItNow24x7 training sessions to get a better idea of what the service had to offer and subsequently made the decision to join the collaborative service.

Barberton Public Library wanted to provide reference services through KnowItNow24x7 "because our patrons have access to and utilize this service. It is also a great opportunity for our staff to familiarize themselves with digital resources and hone reference skills," according to Rachel Helbing (Reference and Community Health Librarian).

When asked why Stark County District Library decided to join KnowItNow24x7, David Krajci (Reference and Nonfiction Services Manager) said, "The library's virtual reference task force felt that the library's best course of action to begin a virtual reference service was to actually become a part of KIN and to work with it in providing this essential reference service for our customers and all Ohioans. The task force members were drawn to KIN by its organization, support, training, and its statewide network of service providers."

On-going Training and Professional Development
With both new libraries joining the collaborative and existing participants wishing to sharpen their staff members' skills, ten KnowItNow24x7 training days were hosted by libraries during 2011 – 2012. Basic hands-on training on the virtual reference software was provided as well as more advanced training in virtual reference customer service. In all, 147 librarians took part in these training opportunities at Massillon, Worthington,

Xenia, Shaker Heights, Twinsburg, Barberton, Canton, Cleveland (Cleveland Public Library and Cuyahoga Community College), Columbus (State Library of Ohio), and Parma (Cuyahoga County Public Library).

The KnowItNow24x7 Coordinator also presented programs on the efficient use of Google, Wikipedia, and other online tools at four Ohio Library Council Chapter Conferences (Kent, Wilmington, Toledo, and Independence), the Ohio Educational Library Media Association Conference, and the Ohio Library Council Convention. Well over 150 people attended these presentations which also included opportunities to share information about KnowItNow24x7 as well as to distribute promotional items for the service.

Addressing Participation by Public Libraries
To address the low participation of Ohio public libraries staffing the collaborative virtual reference service, a letter (see **Appendix I** for text) outlining the benefits of participation in KnowItNow24x7 was crafted and signed by Beverly Cain, State Librarian of Ohio. The letter was sent to over 40 library directors in February 2012, and, in March and April, the KnowItNow24x7 Coordinator followed up with each director by email. As of the end of April 2012, eleven libraries had responded with five stating that they would be unable to consider joining the service due to limited staffing: Hudson Library and Historical Society, Napoleon Public Library, Perry County District Library, Morley Library (Painesville), and Rocky River Public Library. Rocky River Public Library has expressed interest in reconsidering in 2013 and does currently assist in answering email questions left by KnowItNow24x7 patrons. Several libraries have expressed that they might consider joining the collaborative service, but none have made any commitments to date.

Educational Initiatives

Continuing Collaboration with Kent State University School of Library and Information Science
KnowItNow24x7 collaborated again this year with Dr. Miriam Matteson to train students in her reference services class to staff the virtual reference service and reflect on their experience. This project has been extremely rewarding, and both Dr. Matteson and the KnowItNow24x7 Coordinator are looking forward to continuing this endeavor. One student during the Fall 2011 semester had one of her transcripts chosen by the Quality Assurance Committee for KnowItNow24x7 as a Transcript of the Month.

The KnowItNow24x7 Coordinator also attended Library Career Nights hosted by the School of Library and Information Science in Columbus and Kent. This was the fifth year for participating in the Kent event and the first for the Columbus location. Several students expressed interest in volunteering as interns for KnowItNow24x7 and promotional items were distributed to students as well as libraries attending the event.

Practicum Experience and Volunteer Internships
The Spring 2012 semester saw the inauguration of KnowItNow24x7 as a practicum site for students of Kent State's School of Library and Information Science. The service's first practicum student was Ashlee Clark who also serves as Executive Assistant to the State Librarian of Ohio. Dr. Matteson served as Ms. Clark's faculty advisor. Although the practicum was primarily "virtual," it did include regular phone and email contact between the KnowItNow24x7 Coordinator and Ms. Clark. One of the requirements of the practicum was to post regular blog entries on the KIN24x7 Provider Site (see http://provider.knowitnow.org/blogs/aclark43). These blog posts sparked some lively responses from other KnowItNow24x7 librarians.

Web and Software Platform Enhancements

Creation of Applications for iPhone and Droid Platforms
In keeping with both the current year's objectives and the recommendations of the *LSTA Five Year Plan 2008-2012 Evaluation Summary* by Pelz and McDonnell, KnowItNow24x7 contracted with SourceN in Spring 2012

to begin developing applications (popularly known as "apps") for the two most widely-available smart phone platforms: iPhone and Android. The apps will allow patrons to chat with a librarian from their smart phones in a controlled interface and not simply through their phone's Internet browser. Debugging and user testing continued through the fourth quarter of the 2011 – 2012 grant year.

Enhancement of Web Presence
A major improvement to the KIN24x7 Provider Site (http://provider.knowitnow.org) was the implementation of searchable transcripts. Prior to this development, transcripts were available to KnowItNow24x7-participating librarians on the Provider Site but were simply accessible by day and time. Now, not only can transcripts be searched for those handled by a specific librarian, but searches can also be limited by day, a range of dates, type of library, and by keyword.

Another aspect of KnowItNow24x7's web presence is its Twitter feed: @KIN24x7. As of mid-April, @KIN24x7 had 206 followers, over double the number from a year ago. The Twitter feed continues to be very helpful in sharing information with librarians and the public, both about the service itself as well as useful information concerning libraries and library service.

✇ Proposed Activities for 2012 – 2013 ✇

Implementation of the Smart Phone Apps
With the development of the iPhone and Android apps scheduled for completion in the fourth quarter of the 2011 – 2012 grant year, the next step will be submitting them to Apple's iTunes and Google Play's Android Marketplace. The submission process will be overseen by the KnowItNow24x7 Website Coordinator, and the apps are projected to be available for downloading by the public during the early part of the 2012 – 2013 grant.

Increased Marketing of KnowItNow24x7
In response to the *LSTA Five Year Plan 2008-2012 Evaluation Summary* by Pelz and McDonnell, KnowItNow24x7 will look at ways to increase marketing opportunities in the upcoming grant year. Since the decision was made in 2007 to take a grassroots approach to marketing, an important component of this will be acquisition of additional promotional items to provide to libraries and schools. Opportunities to partner with education-related organizations (e.g., Ohio Educational Library Media Association (OELMA), INFOhio, etc.) will also be explored. The success of the increased marketing will also be dependent on adequate staffing levels of KnowItNow24x7 to handle any increased traffic resulting from these efforts.

Continued Provider Recruitment Efforts
After assessment of the effectiveness of the recruitment letter (**Appendix I**), KnowItNow24x7 will continue to encourage libraries to join the collaborative network. Those directors expressing interest in joining "in the future" will be followed-up with during the 2012 – 2013 grant year. Opportunities for sharing information at membership meetings of the regional library systems, directors' meetings, and other venues will be explored. Regular statistical reports will also be shared in the monthly KnowItNow24x7 Newsletter (and posted to the OPLIN listserv) to demonstrate the impact on the service by patrons from non-participating libraries. These statistics can also continue to be shared with individual directors on a case-by-case basis. Other recruitment efforts will also be explored both in concert with the State Library and independently.

Standardization of Training
A range of instructional materials including manuals, handbooks, cheat sheets, and screencasts are currently available to train librarians on KnowItNow24x7 policies and procedures; however, it has been found that librarians being trained "in-house" by participating KnowItNow24x7 institutions do not always cover all applicable skills. To address this discrepancy as well as to provide standardized "refresher" materials for librarians currently staffing the service, a set of KnowItNow24x7 Core Competencies will be developed during

the upcoming grant year. These will be similar to core competencies in other areas which have been developed by the Ohio Library Council (www.olc.org/corecompetencies.asp), the Public Library of Cincinnati and Hamilton County (Technology Core Competencies), and others. This will also include creating comprehensive training materials and providing training opportunities to allow librarians to meet the competency requirements. It will also be recommended that local supervisors include the KnowItNow24x7 Statewide Coordinator in any on-going training initiatives for new staff.

Continued Collaboration with Kent State University
With the successes of the Spring 2012 semester, other opportunities to host practicum students will be explored. Dr. Miriam Matteson has already mentioned that another student is interested in the position. Openings for volunteer interns will also be advertised with the library school to expand the learning opportunities available through KnowItNow24x7. Dr. Matteson has also expressed interest in having another one of her reference services classes trained to staff two one-hour shifts on KnowItNow24x7 as part of their educational experience.

After-hours Coverage Re-allocation and Re-structuring
For 2012 – 2013, KnowItNow24x7 (in consultation with the State Library of Ohio) decided to re-allocate early morning hours (1:00 am to 7:00 am) to mid-day (noon to 3:00 pm) during the K-12 school term to assist in coverage for this busy time on the service. In 2011, the activity from 1:00 am to 7:00 am accounted for less than 4.5% of all sessions initiated on the service. On the other hand, noon to 3:00 pm saw almost 25% of all sessions initiated. This re-allocation of contracted staffing will provide valuable coverage to the mid-day hours during the school term.

Since 2010, KnowItNow24x7 and Oregon's L-net have shared costs for after-hours reference staff coverage of their statewide services by NEO-RLS. For the past two years, L-net has also been required to conduct a Request for Informal Proposal (RIP) process in relation to its after-hours coverage. For the 2012 – 2013 grant year, L-net awarded their after-hours contract to OCLC. KnowItNow24x7 will be continuing with NEO-RLS for 2012-2013, but the loss of shared hours with L-net will impact cost and coverage. During the 2012 – 2013 grant year, other re-structuring of coverage may also be considered to both contain costs and provide the most advantageous coverage.

Line Item	Description	2011-2012 Expenditures	Contractor
	2012 – 2013 LSTA Grant Proposal		
	-- Budget Summary for KnowItNow24x7 --		
	Platform & Support		
1	Software, Hosting, and Support	$34,000.00	SourceN; Mosio; Cleveland Public Library (CPL)
2	KnowItNow24x7 Statewide Coordinator: Full-time (scheduling, training, planning, promotion, communication, etc.)	$86,000.00	CPL
3	KnowItNow24x7 Web Services Coordinator: Full-time (tech support, programming, server maintenance, etc.)	$83,500.00	CPL
4	Training	$2,100.00	CPL
5	Marketing	$4,000.00	CPL
6	Travel, Meetings, and Conferences	$6,000.00	CPL
7	Equipment Program Expenses	$1,200.00	CPL
Subtotal	**Platform & Support**	**$216,800.00**	
	In-Kind Library Service Coverage		
8	Daytime and Early Evening Reference Staff	In-kind	Ohio public, academic, and special libraries
	After-hours Coverage		
9	After-hours coverage by NEO-RLS AfterDark Virtual Reference Service (See **Appendix II**)	$271,320.00	Northeast Ohio Regional Library System
Subtotal	**Lines 1-10**	**$488,120.00**	
	Administration Costs		
10	3% of lines 1-10	**$14,643.60**	CPL
TOTAL	**2012-2013 LSTA Grant Request**	**$502,763.60**	

1. **Software, Hosting, and Support:** This line covers the statewide SMS/texting contract with Mosio, the technical support with Source(N) for the SparkRef/Openfire software platform, costs of further development and upgrading of the SparkRef/Openfire platform to remain current and enhance reference service, and incidental funds to purchase selected print or digital reference manuals on specific software and programming topics to adequately support and augment the platform. Cleveland Public Library (CPL) supplies hosting hardware (i.e., servers, etc.) as an in-kind contribution for the SparkRef/Openfire platform.

2. **KnowItNow24x7 Statewide Coordinator:** This line covers one FTE (including benefits: OPERS, health insurance, Medicare and life insurance). This position oversees information-sharing and quality control of the service; coordinates implementation of new aspects of the service; recruits additional libraries to contribute staff time to handle sessions; schedules day-time providers; acts as liaison with partners; and organizes, facilitates, and coordinates regional and local efforts to provide training and grassroots marketing efforts.

3. **KnowItNow24x7 Web Services Coordinator:** This line covers one FTE (including benefits: OPERS, health insurance, Medicare and life insurance). This position coordinates configuration and maintenance of the SparkRef/Openfire software, maintains databases and web pages, manages upgrades, provides necessary coding for reports and enhancements, and assists in coordinating daytime and early evening staffing. This person also provides day-to-day technical support for participating librarians and is also on-call after-hours.

4. **Training:** This line covers the cost of a web conferencing and support software licenses to be determined (e.g., Dimdim, Webex, Adobe Connect, etc.) to enhance the ability of training new KnowItNow24x7 agents; to improve current agents' skills; to facilitate meetings of KnowItNow24x7 committees; and to share information with virtual reference stakeholders. The software licenses also allow the Web Site Coordinator to troubleshoot software issues with remote KnowItNow24x7 providers.

5. **Marketing:** This line covers the costs of materials to promote KnowItNow24x7 to the public, educators, librarians, administrators, and other stakeholders within Ohio.

6. **Travel, Meetings, and Conferences:** This line covers the expenses of traveling to meet with local libraries and librarians within Ohio for training, to present and exhibit at conferences and meetings to promote KnowItNow24x7; to explore potential partnerships with regional or statewide virtual reference services; to engage in professional meetings to maintain KnowItNow24x7's reputation and to learn from colleagues; and to share information at local, regional, and statewide meetings to explore recruitment efforts.

7. **Equipment Program Expenses:** This line covers the cost of cell phone and monthly cell phone charges for the Website Coordinator and the Statewide Coordinator and home Internet access for the Website Coordinator.

8. **Reference Staff:** Ohio public, academic, and special library staff will provide reference service during open hours as an in-kind contribution to the service as part of their regular library duties.

9. **After-hours Coverage:** See **Appendix II** for proposal submitted as quote for 2012-2013 AfterDark coverage by the Northeast Ohio Regional Library System (NEO-RLS). This year's NEO-RLS AfterDark coverage was negotiated and agreed to by the KnowItNow24x7 Statewide Coordinator and the NEO-RLS AfterDark Virtual Reference Service Coordinator.

10. **Administrative Costs:** 3%, Cleveland Public Library

February 14, 2012

[Name and Address of Director]

Dear Colleague:

Ohio libraries have been providing online reference service as part of KnowItNow24x7, Ohio's collaborative virtual reference project, since it went statewide in September 2004. Since that time, librarians from public, academic, and special libraries (as well as the after-hours freelance librarians contracted by the Northeast Ohio Regional System) have handled almost three-quarters of a million sessions.

I am writing to encourage you to consider becoming an active participant in KnowItNow24x7.

KnowItNow24x7 is built upon a model of collaboration and partnership. The statewide service is seamless for patrons: They receive an answer to their query whether it is answered by a librarian from their local public library or a librarian from another library. It is a service that is truly statewide, fiscally prudent, and which epitomizes library cooperation. This sense of shared commitment and reciprocal service figure prominently in the testimonials attached to this letter from several current KnowItNow24x7 libraries. In 2011, only 40 of Ohio's 251 public libraries were active participants volunteering staff time on the service. Of the questions asked by customers of KnowItNow24x7 last year, over 40% came from libraries who did not actively contribute staff time to the statewide service. I am requesting that you consider having your library become a KnowItNow24x7 provider.

There are many benefits to being a KnowItNow24x7 provider:

For management, participation in KnowItNow24x7 presents an opportunity:
- To increase statistics for reference transactions done by your library.
- To review the work of your reference librarians via virtual reference session transcripts.
- To provide more access options for your patrons to contact you.
- To expand reference service hours seamlessly.
- To demonstrate your commitment to regional and statewide resource sharing and collaboration.

For librarians, participation in KnowItNow24x7 presents an opportunity:
- To hone their reference skills in a variety of subjects.
- To get more "real" reference questions.
- To conduct self-evaluations via virtual reference session transcripts.
- To ask for assistance from other librarians on difficult questions directly through the KnowItNow24x7 software.
- To develop professionally through free training, online forums, virtual reference transcripts, and materials at the KnowItNow24x7 Provider Site.

There is no cost associated with training, software and support for provider libraries. By contributing a minimum of three hours per week to staff the statewide collaborative, libraries are also eligible to take advantage of locally-based benefits, such as:

- A plug-and-play online reference service for your library that allows your librarians to chat directly with your patrons.
- The ability to monitor your existing instant messaging accounts with AOL, Yahoo!, and MSN through the KnowItNow24x7 software.
- The opportunity to have a low-cost subscription with Mosio Text-a-Librarian for a local texting keyword, allowing your patrons to contact you via text message.

You are welcome to take a look at the materials available at the KnowItNow24x7 Provider Site (http://provider.knowitnow.org) including *Documentation*, *Statistics*, the *Quality Assurance Committee for KnowItNow24x7 Blog* (which includes exemplary transcripts), and *Training Materials*. Cumulative KnowItNow24x7 statistics for 2011 can be found at http://provider.knowitnow.org/node/45191.

I am asking all Ohio public libraries to evaluate the benefits KnowitNow24x7 is providing to your patrons. Please consider becoming an active KnowItNow24x7-participating library and continue the tradition of this statewide service providing cost-savings and equity of access to all.

If you have any questions, please feel free to contact the KnowItNow24x7 Statewide Coordinator, Don Boozer, by email at support@knowitnow.org or by phone at 216-623-2960.

Sincerely,
[signature]
Beverly L. Cain
State Librarian

NEOToday**.org**
Bookmark Us!

Proposal for AfterDark Virtual Reference Coverage
NEO Regional Library System – Cleveland Public Library
2012-2013

Introduction

Since 2004, The Northeast Ohio Regional Library System (henceforth NEO-RLS) has been committed to providing high quality Virtual Reference service.

In these times of library budget reductions and reduced library hours, the KnowItNow24x7 Reference Service is vital to meeting the informational needs of Ohioans. As more and more information is made available online, Virtual Reference Librarians are uniquely positioned to facilitate access and demonstrate the continuing relevance of Librarians as information specialists.

One of the strengths—and commitments—of the KnowItNow24x7 service is to provide direct service between librarian and citizen online anytime. NEO-RLS believes that this is a commitment to which any institution that manages KnowItNow24x7 must remain firm.

1. **On Demand Service.** As an ever increasing number patrons choose to conduct their library transactions online, KnowItNow24x7 is perfectly positioned to provide busy Ohioans access to high quality information whenever it fits into their schedule.

2. **AfterDark Virtual Reference Service staffed entirely by Ohio librarians**. Those who hear about the AfterDark service are impressed that AfterDark is staffed by Ohio librarians. AfterDark librarians are frequently asked "where" they are, and patrons have stated that they are pleasantly surprised that we are from Ohio, and possibly may even be their own local librarian. AfterDark's Ohio-based service also fosters buy-in among the daytime librarians. Many of them know one or more of the AfterDark librarians, and consider them a vital part of the KnowItNow24x7 team.

3. **Direct control of customer service**. The AfterDark Librarians are continuously monitored and evaluated by the Project Coordinator. The Project Coordinator works closely with KnowItNow24x7 management to ensure the highest level of customer service.

Therefore, NEO-RLS submits this proposal to provide a vital component to the KnowItNow24x7 service from July 1, 2012 through June 30, 2013. This service includes ALA accredited MLS Librarian coverage, online chat, instant messaging, text messaging, email and other text based reference coverage.

Expenses: $271,320

After Hours Reference Staff: $187,420

Live reference service coverage at the rate of $20.00/hr based on the schedule outlined by the KnowItNow24x7 Coordinator.

After Hours Supervision: $69,900

- 18 hours a day/7 day a week management of the AfterDark service and the librarians, including evaluation, scheduling, supervising, communications, support and troubleshooting, training, collecting statistics , maintaining the Extranet website, and payroll.
- Communicating with the KnowItNow24x7 Coordinator to troubleshoot, and ensure high quality Virtual Reference and customer service.
- Providing Virtual Reference service during AfterDark shifts, as needed.
- Maintenance of the KnowItNow24x7 Wiki knowledge database.

Material & Equipment Program Expenses: $ 4,825

Home Internet, Cellular Phones, Postage, Paper, Training, Contracts and Misc. Printing, Misc. Office Supplies, Hardware, Software and Equipment.

Administrative costs: $ 9,175

3.5% to cover staff support from NEO-RLS Fiscal Officer, Administrative Assistants, and Technology Department. Also includes rent and cleaning for one office, electric, heat, water, phone service including long distance, use of NEO office equipment (printers, photocopier, fax, projector, computer cables), use of video equipment and sound studio, use of staff room and facilities, access to professional literature, use of meeting room and conference rooms.