



MEMO

To: MSL Commission
From: Jennie Stapp, State Librarian
Malissa Briggs, Central Services Administrator
Evan Hammer, Digital Library Administrator
Subject: Public Awareness Campaign extension
Date: June 19, 2023

MSL requests authority from the Commission to extend the current contract with Hoffman York through FY 24. The contract extension will be funded with unspent FY 23 funds.

Why is it important to extend the current public awareness campaign contract?

The Montana State Library (MSL) has many very popular applications, but the public is mostly unaware of the work of our agency. This lack of awareness has had negative implications during the legislative process and general support for the agency in the past. For example, in the 2017 session, MSL endured cuts totaling almost one third of our budget which resulted in many staff layoffs.

In addition to increasing use of, and recognition for, current services and applications such as Talking Book Services and the Cadastral application, MSL is also tasked with implementing a real time network (RTN) which is intended to be entirely funded with subscription payments. Reaching those who qualify for and will benefit from these services, requires extensive promotional efforts and professional expertise.

How will we measure the success of the campaign?

The statement of work provided separately describes in more detail the work and deliverables that will be accomplished with this project extension. Under the current contract Hoffman York has prepared draft campaign strategies for Talking Books and the RTN. A more detailed campaign strategy to promote the Cadastral application would be prepared if the contract is extended.

This dashboard provides data regarding metrics to evaluate the impact of the initial public awareness campaign: [Workbook: MSL Awareness Campaign \(mt.gov\)](https://www.mt.gov/workbook/msl-awareness-campaign).

MSL Talking Books currently supports approximately 2000 patrons. Relying on census data we estimate 50,000 Montanans may qualify for this service which means that we are serving 5% of the eligible population. The National Library Service, which sets standards for Talking Books, has set a goal to increase patrons by 2.5%.

The RTN currently has 170 users using the system free of charge. Because we are not yet accepting subscriptions, we have zero paid subscribers. To fully fund the RTN with subscriptions, we must grow the number of subscribers to 500 in five years or less.

MSL will release a new cadastral application by the end of 2023. The cadastral application is one of the most used web applications in state government and yet MSL routinely hears from users that they don't realize the application is operated by MSL. We want to measure increased use, user satisfaction with the new application, and awareness that the application is operated by MSL. We have baseline usage data. Beginning July 1, MSL will launch a user satisfaction and awareness survey to establish baseline data for those two metrics. Follow up surveys launched with the new application will be used to evaluate awareness and satisfaction compared to baseline data.

How will the contract extension be funded?

Overall Awareness	\$36,000
Talking Books	\$62,450
Cadastral	\$75,000
<u>Real Time Network</u>	<u>\$76,550</u>
Total	\$250,000

*detailed budget and funding plan on next page.

What funds have spending restrictions?

Real Time Network (Restricted and One time only):

Funds can only be spent on implementation of the Real Time Network.

Montana Land Information Account:

Funds can be spent on Cadastral and Real Time Network.

MSL Trust:

Funds can be spent overall awareness, Talking Books, Cadastral and Real Time Network.

General Fund:

Funds can be spent overall awareness, Talking Books, Cadastral and Real Time Network.

What will happen to unspent funds?

Real Time Network (Restricted and One time only):

Unspent cash will remain in the MSL's account and cannot be spent without future legislative authority.

Montana Land Information Account:

Unspent cash will remain in the account and cannot be spent without future legislative authority.


MSL Trust:

Unspent cash will remain in the account and can be spent with Commission approval.

General Fund:

Unspent cash will revert to the state and cannot be spent.

Awareness Campaign Request							
Funding Source	Available Funding	Project				Total Request	Remaining Funding
		Overall Awareness	Talking Books	Cadastral	RTN		
Real Time Network	89,425.92	9,000.00			76,550.00	85,550.00	3,875.92
MLIA	152,662.06	9,000.00		75,000.00		84,000.00	68,662.06
General Fund	109,790.58	9,000.00	62,450.00			71,450.00	38,340.58
MSL Trust	31,405.00	9,000.00				9,000.00	22,405.00
Totals	• 383,283.56	36,000.00	62,450.00	75,000.00	76,550.00	250,000.00	133,283.56

 *Indicates applicable funding source