Introduction

DALNET. The Detroit Area Library Network. Ameritech Library Services (ALS) and Ameritech Advanced Data Services (AADS) entered into a partnership agreement to implement an integrated library and information system. The system and the planned enhancements provided an opportunity for the development of a local information hub serving the seven county area of southeast Michigan.

The Detroit Area Library Network (DALNET), through the Friends of the Detroit Public Library, was awarded $50,000 by Ameritech of Michigan to implement phase 1 of a program designed to promote public awareness of the planned development of a *Southeast Michigan Information Hub*. This initial phase focused on community information providers and policy makers as a strategic step toward gaining support for design, use and further promotion of the hub.

The planning of activities conducted under this grant began during the 3rd quarter of 1998. All DALNET members have provided leadership and assistance in the development of the activities planned and conducted under this grant, thus assuring that the interests of the populations served by the member libraries have been included and addressed.

Initial Community Contacts

An introductory Powerpoint ® presentation was developed to visually depict the various types of information that can be included within the system. To accompany this presentation an introductory brochure was developed. Both of these instruments were used to solicit comments and suggestions from various stakeholders within the seven-county service area of DALNET. The presentation was given to:

- SEMCOG (South East Michigan Council of Governments) – technology, library and administrative personnel
- University Libraries Advisory Council – Wayne State University
- College of Nursing – Research Faculty, Wayne State University

The University of Detroit Mercy/Media Services assumed the task of the development of two pilot databases. The databases *Father Edward J. Dowling, S.J.-Great Lakes Shipping Collection Database* and an imaging project with the School of Architecture provided the first opportunity to have online demonstrations introducing the concept of an information hub. The premier public demonstration of the image database component was held during the ACRL 9th National Conference, Detroit, Michigan, April 8-11, 1999.

Logo Development

Two preliminary actions became necessary to complete a thorough marketing approach – a name for the system and a logo.

1. The DALNET board of directors established the name for the system — *Im@gine.*

2. The logo (shown above) was designed with the assistance of the DALNET Board of Directors and Ameritech of Michigan.

Video Production

The DALNET board authorized an ad hoc committee to develop a video designed to describe Im@gine and to solicit participation. Chaired by DALNET board member, Dr. Maurice Wheeler, the committee defined the uses of the video, developed the script and designed the total production steps. Production was completed in September 1999.

Simultaneous with the video production, a series of activities and presentations were given to potential information providers. These presentations were developed to include educational institutions and libraries that serve diverse populations within the seven-county service area.

- Community Colleges – May 1999
Continental breakfast meeting was held for all community colleges within the seven-county service area. The audience also included some small independent colleges. Representatives from Ameritech Library Services were included in the presentation.

- The Library Cooperative of Macomb – June 1999
An on-line presentation was given to the members of the cooperative. The cooperative has a membership of 22 public libraries that are located within Macomb and Oakland County.

- Individual Presentations

One-on-one presentations have been made to a series of potential DALNET members and information providers

    Archdiocese of Detroit – Secondary Schools – June 1999
    Greenfield Village/Henry Ford Museum – June and October 1999
    Cleary College System – August 1999
    Rochester College - August and October 1999
    Marygrove College – September 1999

Community Information Providers – Breakfasts

With the success in using ad hoc committees to develop special projects, the DALNET Board established committees to plan and implement public awareness breakfasts for designated groups of potential information providers.

The first of a planned series of breakfast meetings was held for community health, health research and specific health agencies on October 15, 1999. This was the initial opportunity to use the informational video produced under this grant.

Using focus-group methodology, the participating agencies offered ideas and suggestions to be used in the formulation of the information hub, as it will relate to community health. A nucleus of participants has agreed to participate in an advisory role in the final design of this portion of the hub. They further agreed to refer other agencies that should be included. Through this venue it has been decided that a *Community Health Calendar* will be the first development project.

The next two areas of emphasis will be 1) the community and governmental agencies related to economic development and 2) the cultural/historical agencies. Planning committees have been formed for each of these designated groups and the breakfast meetings will be held early in the year 2000 for each of these groups.

Outcomes

Significant interest in DALNET membership has been generated within the academic and museum library community. Contract proposals have been made to two libraries and are awaiting final administrative decisions. The prospective members will further the network of community information providers.

There is still a need to further identify agencies and organizations that produce and/or possess information on the local level that can be included in the hub. Demonstration projects need to be developed to encourage participation by these groups. The development of these demonstration projects will necessitate a different approach to be implemented in Phase II of the grant.

Im@gine is an intuitive system and does not require the level of user training originally proposed in the grant application. We have assessed that prospective information providers need concrete examples of how to develop, organize and use their local information in the format of system integrated databases. These examples or test databases should be publicized to encourage more agency participation.

Therefore, we request that a modification of performance be allowed in the grant to develop two sample databases with a minimum of supporting printed materials. This modification would adjust the categories of the budget while not affecting the cumulative total.

The requested adjustments are:

Print materials	$ 2,000
Consultants (database design)	26,000
Data collection, organization, on-line publishing	40,000
Miscellaneous e.g. mailings, supplies	3,500
TOTAL	$ 71,500*

* Includes $21,500 unexpended funds carried forward from Phase I

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Phase I Expenditures

Video Production
    University Television $ 19,000
    Honorariums
        Host   2,500
        Voice Over   100

Breakfast Meetings
    Westin Hotel   1,300
    Miscellaneous   300
    Promotional items (logo cups,clips)   1,600
    2 planned meetings   2,700
    Invitations/mailings   640

Brochure
    Printing/Materials   350

Total Encumbered Funds $ **28,490**

Attachments

Brochure
Developed for exhibition at ACRL Conference

Invitation
Used for Information Provider's breakfast meetings

Video