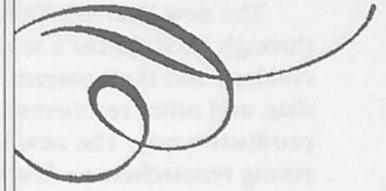


GO WHERE THE EXPERTS GO

by Margaret Mohundro



Indiana residents have searched INSPIRE more than 51 million times since INCOLSA began the service in 1998. Beginning in 2005, INSPIRE users will be able to search more effectively and efficiently when the new INSPIRE Website is launched.

Throughout INSPIRE's history, INCOLSA has worked with its partners at the Indiana Library Federation on public awareness activities to educate and to promote the service.

The newest ILF public awareness campaign, funded through the Indiana State Library with a federal LSTA grant, continues its focus on INSPIRE users at colleges and universities, libraries, and schools. Yet the campaign reaches beyond those audiences to address the needs of the business, biomedical, life sciences, and other high-tech audiences. These potential INSPIRE users will be encouraged to "Go Where the Experts Go" and use INSPIRE, "Indiana's Online Research Library."

ILF continues its work with the Indianapolis-based public policy advertising and marketing firm, Issues & Advocates, on this new campaign.

The goals are to position INSPIRE as a statewide resource for economic development, job creation, and job growth; create strategic alliances in business, government, and education; prove INSPIRE's value to Indiana quality of life; and create more visibility of INSPIRE in libraries statewide.

This public awareness campaign reaffirms INSPIRE as a resource, a touchstone, and an inspiration for Hoosiers to reach a little higher. It establishes INSPIRE as the foundation of a statewide information infrastructure for business and education. It encourages Indiana residents to become participants in the information economy of the 21st century.

INCOLSA's role in this campaign is to develop a new INSPIRE Website designed to help achieve these goals and complement the activities and materials designed by the ILF. INCOLSA Executive Director Michael Piper assembled the INSPIRE Team of Margaret Mohundro, Howard Trace, Jan Gillespie, Marla Ruther-

ford, and Larry Baerveldt to develop, test, and launch the new Website.

The Team has been reviewing statistics and user feedback; investigating emerging technologies; and working within the parameters of available technologies, user authentication issues, Web Accessibility Initiative (WAI) guidelines, and budgetary concerns. After much analysis and discussion, the Team determined a new organizational structure for presenting the databases and searching the databases was of primary importance.

Currently, when users enter INSPIRE, they are asked to select a search interface – INSPIRE Interface (SiteSearch), EBSCOHost, or others. This can be confusing to searchers, and immediately puts up a boundary for new users – "Which interface do I choose? What's the difference? What is an interface, anyway?"

The new INSPIRE Website will present search options by subject and streamline the search process. Users will go to the INSPIRE Website and choose among categories including Business, Medical, Literature, Biography, Current Events, and more. This will assist the user in three ways. First, it will direct the user immediately to topics of his or her interest. Second, it will enable the user to receive more targeted and appropriate results. Third, it will enhance the user's perception of the value of INSPIRE resources by showcasing the wealth of information available on a particular subject.

Users will also be able to search by audience – Academic, Kids, Spanish Language, and more.

For more experienced users, there will be an option on the new INSPIRE Website to search by individual database.

Along with the new INSPIRE Website in 2005, users can look forward to a new option for students in elementary and middle schools. INCOLSA will launch a new INSPIRE Kids Website in 2005, which will run concurrently with the existing INSPIRE Kids Website through the end of the school year. Students, teachers, and media specialists will have the opportunity to

experiment with the new INSPIRE Kids interface while at the same time maintaining access to and use of the existing INSPIRE Kids interface through June 2005.

The new INSPIRE Kids will provide searching through EBSCOHost's *Searchasaurus*, and will enable children and their parents to search articles, encyclopedias, and other resources online in an exciting and productive way. The new INSPIRE Kids will encourage young researchers to develop basic search methodologies, and will offer Lexile limiters (reading level), making it easy for young users to read and research appropriately challenging materials. Additionally, the Team is investigating a special INSPIRE Website for teen users, which INCOLSA expects to test in Spring 2005.

Along with the launch of the new INSPIRE Website, INCOLSA staff will update all training and demonstration materials as well as the FAQ pages and other information about INSPIRE that appears on the site. INCOLSA also will work with the various agencies and individuals that have contributed training and informational materials to the INSPIRE Clearinghouse to help those groups with updates.

INCOLSA will continue to provide INSPIRE training at no charge through June 2005, thanks in part to an LSTA grant. Classes include *Overview of INSPIRE*, *Advanced INSPIRE Searching*, *INSPIRE EBSCOHost Training*, *Finding Business Sources on INSPIRE*, and *Using INSPIRE with Kids*. Materials and exercises in these classes will incorporate features of the new INSPIRE Website.

ABOUT THE AUTHOR

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