



MONTHLY NEWSLETTER

This newsletter provides summarized information on the activities of the Glob@l Libraries - Bulgaria Program in **July 2011**.

Stage 2011 Target Libraries Selection

At its meeting on 12 July 2011 the Glob@l Libraries – Bulgaria Program Board (PB) approved a list of 147 libraries in 95 municipalities for inclusion into the program's Stage 2011. 449 libraries from 166 municipalities all over Bulgaria applied for inclusion under Stage 2011. The list of libraries is published on the program portal: <http://glbulgaria.bg/en/node/3976>.

The PB required the PMU to provide additional information on six more libraries' applications. Upon the provision of this information, the PB shall decide whether they shall be added to the list of approved libraries under Stage 2011.

The PB members were also acquainted with the status of the provided new librarian positions to the target libraries under Stages 2009, 2010 and 2011.

The program manager also presented a report on program activities for the period January – June 2011.

Training Component

The Glob@l Libraries – Bulgaria training program's pilot phase was completed in the end of July.

The last thematic training of trainers under the program was held in the period 18-21 July 2011 in the Velingrad Grand Hotel. The key trainers Aneta Doncheva and Aleksandar Pozharliev trained 17 trainers in Thematic Area 2: "Public Library Management", Modules 1 and 2. The average evaluation given by the attendees was 4.86 with a maximum of 5.00.

Thus, after 10 very successful thematic trainings held, the program has 130 prepared trainers who know the thematic content in detail, apply interactive training methods, know how to manage group processes, have motivation and feel as Glob@l Libraries – Bulgaria Program trainers. The average evaluation of all thematic trainings of trainers is 4.74 (with a maximum of 5).

18 district libraries held trainings for trainers in Thematic Area 2: "Public Library Management", Thematic Area 3: „Modern Library Services” and Thematic Area 4: „Soft Skills (Interaction with Users and Communities)” as a part of the training program for librarians for 2011-2013.

A total of six trainings in "Public Library Management" were held in the district libraries in Varna, Kyustendil, Montana, Plevan, Shumen, and Stara Zagora.

Librarians were trained in "Advocacy and Project Cycle Management" in the district libraries in Pazardzhik, Pernik, Smolyan and Haskovo.

A total of four trainings in Thematic Area 3: “Modern Library Services” were held in the district libraries in Blagoevgrad, Vratsa and Silistra, as well as in the Metropolitan Library in Sofia.

Training in Thematic Area 4: “Soft Skills” was held in the district libraries in Gabrovo, Kardzhali, Plovdiv and Sliven.

The summarized statistics show that for a 21-week period (from 7 March to 31 July 2011) 115 trainings were held, 88 of which were in Thematic Area 1: “Information and Communication Technology (ICT)” and the other 27 were in the remaining thematic areas of the training program. 1,224 librarians were trained: 880 of them went through an 11-day ICT course and 344 librarians were trained in some of the other areas.

An analysis of the pilot phase is under elaboration and the trainers’ comments and trainees’ feedback are being summarized. The analysis is based on the reports by the training bases, trainers and supervisors, as well as on the trainees’ feedback. Its focus is on recommendations regarding the training program and materials.

A training materials consultant whose main task is to improve the copy quality, its readability and applicability in practice was hired in the end of July. According to the preliminary plan, the training materials shall be updated until December 2011/January 2012.

Communication and Advocacy

Official openings of libraries equipped by the program continue in the entire country. A computer room opened on 1 July in the library of the Anton village, Sofia district; on 2 July – in the “Hristo Belchev 1941” chitalishte library in Vasilyovo village, Teteven municipality; on 4 July the Lovech municipality’s deputy mayor, eng. Plamen Petkov, opened the information center in the libraries in the Chavdartsi and Kazachevo villages, Lovech municipality. The library in Kazachevo village has already made a long waiting list of people who would like to learn how to work online and volunteers who are ready to help with the training.

A computer room was opened on 5 July in the “Yosif Dobranov – 1933” chitalishte library in Zhitnitsa village, Plovdiv district; on 8 July – in the “Vazrazhdane 1928” chitalishte library in Iskrets village, Svoje municipality; on 25 July – in the “Razvitie-1897” chitalishte library in Telish village, Cherven Bryag municipality; on 26 July – in the “Samorazvitie” chitalishte library in Brestnik village, Plovdiv district.

Many libraries, including those in the smaller settlements, have started computer skills training for citizens. The upcoming and held trainings are also announced on the program portal in the newly opened section “Training for Citizens”: <http://glbulgaria.bg/en/node/4154>.

The first Glob@l Libraries – Bulgaria advertising campaign ended on 12 July. It continued with varied intensity (in accordance with the media plan) for approximately 2 months, with the first broadcasts starting on 16 May.

It was elaborated as a “teaser” campaign with the objective to provoke interest in the library as a place for information, communication and access to the global information network’s resources, on the one hand, and in the Glob@l Libraries – Bulgaria Program, on the other hand.

The campaign was targeted at two main groups, the first of which was profiled as people of over 60 years of age who live in smaller settlements with limited access to information and limited opportunities to use computers and the Internet. The second target group was young

people: school and university students who live and study in medium-sized to big towns and cities, actively surf the net and have realized their information needs.

On the target groups' profiles basis, corresponding communication vehicles were selected – radio and Internet. The advertising campaign's slogans, adapted for radio spots and Internet banners, were: "Take your grandma to the library" and "Libraries are something more now".

The radio spots provided brief, fun and attractive presentations of the new opportunities provided by libraries which are included in the program, such as free Internet access and computer skills training. They were broadcasted on three radio stations: the Bulgarian National Radio (BNR) – "Horizont Programme", "Radio 1" and "N-Joy", with the two spots being positioned in different time zones in accordance with the time when each target group listens to the radio most often. The BNR "Horizont Programme" broadcasted both spots for 132 times for the entire campaign period, while "Radio 1" and "N-Joy" made 135 broadcasts each.

The Internet campaign used two web banners, as well as text-based advertisements in Google (Google AdWords). The banners were published in popular Bulgarian Internet portals which are often visited by the target groups and which were selected after target groups' analysis.

The statistics after the campaign completion show that the banners were displayed a total of 694,020 times and clicked 1,347 times. The campaign achieved higher results than initially planned: <http://dnes.dir.bg/> achieved 14.45% more banner impressions (displays) than planned, and <http://btv.bg/> - 9.26% more.

The text links in Google AdWords were shown 166,577 times and clicked 4,708 times. The keywords which were clicked most often as part of the advertising campaign were "library", "book", "stories", "reading" and "global".

196 thousand were the visits to the program portal (www.globulgaria.bg) in July, a little over 98 thousand of which were unique. 16% of the portal's visitors in July viewed more than one page within a single visit.

The Glob@l Libraries – Bulgaria Program's friends in Facebook grew by another 100 in July to reach 1300 and the number of the program's Twitter followers also grew, although that was more modest – to 250. The statistical data received by Facebook indicate that social networks are used by Bulgarian librarians and patrons in the summer as well but a little less – in July the program's Facebook page was visited a little over 37 thousand times and 800 interactions were done with it (information uploads, comments and publication "likes").

The work on upgrading the program portal also continues. Currently, work is being done on some of the last steps before the upgraded portal starts: creating an updated database of the Bulgarian libraries included in the Glob@l Libraries – Bulgaria Program and applying the recommendations received after the analysis of the usability tests which were held in the beginning of the summer with librarians and patrons who use the program portal.

Projects / Fundraising

The Glob@l Libraries – Bulgaria Program team continues supporting the "Fundraising Opportunities" section on the program portal: <http://globulgaria.bg/en/current-information>.

Information on current calls providing additional funding opportunities to chitalishte and libraries was published in July. Among those were calls announced by the Balkan Trust for Democracy, the Tulip Foundation, the "People Decide" fund of the Workshop for Civic Initiatives Foundation, as well as under different programs: the Black Sea Basin 2007 –

2013 mutual operative program, the Trans-border Cooperation Program between Bulgaria and Macedonia, the “Youth in Action 2007 – 2013” program (Activity 1.2 – Youth Initiatives).

Special letters were also sent to the program district coordinators containing information on upcoming calls and programs which fund library activities.

Monitoring and Assessment

In July the target libraries under Stage 2009 completed an online survey which gathered information on the program’s impact from the ICT equipment delivery to end-June 2011. The analysis of the completed surveys shall be elaborated in August.

In August 2011, we expect to accomplish the following:

- Analysis of the training program’s pilot phase
- Particularization of the training schedules in October - December
- Analysis of surveys regarding program impact on target libraries under Stage 2009
- Selection of independent consultant for analyzing the opportunity for creating a centralized IT infrastructure for the target libraries under the program

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