



# SEFLIN

February 13, 2025

Judith Cooper  
Lake Park Public Library  
529 Park Avenue  
Lake Park, FL 33403

Dear Judith,

On behalf of the Board of Trustees and Staff of SEFLIN, we are pleased to present the FY2023-2024 Annual Report. This summary is a measure of the estimated value of SEFLIN services your library and the region received.

Throughout SEFLIN, libraries received \$9.05 in services for every dollar invested in SEFLIN. This investment constitutes the local funds SEFLIN is required to supply in order to receive grant funds from state and federal programs. SEFLIN's work is only possible due to the combined efforts of all our members working together to share resources.

In FY2023-2024, SEFLIN completed our rebranding campaign and our new long-range plan. This fresh look at - and of - SEFLIN gave us firm data to show that our services are matching our members' needs. Even so, we are striving to continue to improve resource sharing in our region, advocacy work for our libraries, development of library staff, and better awareness of the services we have to offer.

FY2024-2025 has been off to a challenging start, as we have experienced significant funding delays in receipt of our state and federal grants. Even so, we have kicked off our revamped interest groups, expanded our committee work, increased the number of continuing education programs offered over the same time-period as last year (October - January), issued more OneCards than the same time-period as last year, and held our annual conference! We are also working hard collecting data on LSTA funded projects statewide and citizen comments through our Libraries Step Up campaign to assist with our advocacy work in both Tallahassee and Washington DC. In short, SEFLIN is working hard for you, our members.

Lake Park Public Library:	SEFLIN Region:
The estimated market value of SEFLIN services provided in FY2023-2024 was \$53,035.	The estimated market value of SEFLIN services for all members provided in FY2023-2024 equaled \$2,962,654.
Membership dues and other payments to SEFLIN in FY2023-2024 totaled \$6,498.	Membership dues and other payments received in FY2023-2024 from all SEFLIN members equaled \$327,402.
<b>Lake Park Public Library received \$8.16 in service value for every \$1.00 paid to SEFLIN.</b>	<b>The regional service value was \$9.05 for every \$1.00 paid to SEFLIN.</b>

Libraries are essential to our communities and through working together, we can accomplish far more than we can independently. Thank you for continuing to be a part of this great work!

Sincerely,

*Brock A Peoples*

Executive Director

*Irina Galilova*

Manager of Administrative Services

## STAFF DEVELOPMENT SERVICES MARKET VALUES

Service	Participation	Value
Live Training	15	1,500
On-Demand Training		5,308
Courses	7	1,925
Conferences	2	300
Membership Meetings	1	80
SEFLIN Leadership Retreat		0
At Your Library Program		0
<b>TOTAL MARKET VALUE</b>	<b>25</b>	<b>9,113</b>

The SEFLIN Continuing Education Program for 2023-2024 continued to deliver impactful professional development opportunities tailored to the diverse needs of library staff across Southeast Florida. This year, we expanded our offerings with new initiatives and maintained our commitment to providing high-quality training in both live and on-demand formats.

### *New Initiatives & Expanded Offerings*

- Launched the **At Your Library** program, delivering on-site training customized to the unique needs of individual libraries.
- Supported three **Library Staff Days** with a total investment of \$14,200 to enhance professional development.
- Hosted a highly successful **Youth Storytime** in-person workshop and a two-day **Leadership Retreat**, featuring Amy Johnson, State Librarian of Florida, as a keynote speaker.

### *Comprehensive Training Opportunities*

- SEFLIN provided **87 live training events** (both online and in-person) covering a wide array of topics, including personal and professional development, marketing, management, privacy, and cataloging.
- Collaborated with **BrainBuffet** to offer a customized four-session Adobe training series focusing on design principles and the integration of generative AI in library settings.
- Members gained additional value through LYRASIS webinars and course registrations, further enriching their educational experience.

### *Expansive On-Demand Learning Resources*

- SEFLIN ensured access to a robust collection of over **280 on-demand training opportunities** through Niche Academy and curated content partnerships, offering flexible, self-paced learning opportunities.
- Presented specialized online courses from **Library Journal** and **Library Juice Academy**, enabling members to engage in structured learning on a diverse range of professional topics.

### *Collaborative Statewide Initiatives*

- SEFLIN participated in the **Florida Libraries Online (FLO) conference**, a joint initiative with Florida's Multi-Type Library Cooperatives (MLCs), to provide training on current trends and challenges in the library field, exemplifying SEFLIN's dedication to fostering connections and supporting professional development statewide.

### *Commitment to Excellence*

- The 2023-2024 fiscal year underscored SEFLIN's dedication to meeting the evolving needs of our member libraries. From innovative leadership programs to expanded on-demand resources, SEFLIN has remained steadfast in supporting library staff with the tools and training they need to thrive in a dynamic professional environment. We are proud to continue serving our members and look forward to another year of growth and collaboration.

## TECHNOLOGY & RESOURCE SHARING SERVICES MARKET VALUES

Service		Value
Library Marketing Consulting		
T-Mobile Hotspots		
Florida Library Delivery Services (# of packages sent)	248	1,540
SEFLIN OneCard Program (# of cards issued)		
Breakthrough Awards		
Adobe Creative Cloud Suite (# of licenses)		
e-Consortia (# of circulations)	1,903	31,320
Summer Reading Program		792
KOHA Group		10,270
Group Purchases		
Florida Library Jobs (#of job postings)		
<b>TOTAL MARKET VALUE</b>		<b>43,922</b>

### *Library Marketing Consulting*

- SEFLIN offered tailored marketing consulting services to five libraries, led by **Meridith Elliott Powell**, a renowned sales strategist, leadership expert, and award-winning author recognized in Haris Halkic's LinkedIn list of "20 Top Sales Trainers You Should Know."

### *Mobile Internet Access for Patrons*

- To bridge the digital divide, SEFLIN provided 60 **T-Mobile Wi-Fi hotspots** to 12 libraries, enabling their communities to stay connected. Additionally, SEFLIN extended the consortia discount to 3 libraries to obtain 45 additional hotspot devices.

### *Florida Library Delivery Services*

- SEFLIN supported 23 participating libraries, facilitating the delivery of **19,736 bags** of library materials across Florida at no charge, ensuring seamless inter-library lending throughout the state.

### *OneCard Reciprocal Borrowing Program*

- With 24 participating libraries, SEFLIN's OneCard program expanded access to print collections, with registrations soaring by 86%, totaling **1,043 new patrons** in 2023-2024.
- The SEFLIN OneCard Committee continued to improve the program, focusing on enhancing the self-registration process, streamlining patron data capture, and improving procedural documentation.

### *Breakthrough Awards*

- SEFLIN awarded **\$20,067** in grants to support impactful library initiatives, such as cultural preservation projects, digitization efforts for historical records, and the acquisition of 3D scanners for advanced scholarly research.

### *Library Media Design Tools via Adobe Creative Cloud*

- SEFLIN enabled 23 subscribers from 7 libraries to access **Adobe Creative Cloud's suite** of tools for graphic design, video, social media marketing, and more, at an exclusive discount.

### *eConsortia*

- SEFLIN continued to support digital resource sharing through its eConsortia, including **CloudLibrary, OverDrive, and LYRASIS' Palace Platform**. In 2023-2024, these platforms facilitated 146,832 digital circulations across participating libraries.

### *Summer Reading Programs*

- SEFLIN enhanced summer reading initiatives by providing libraries with access to the **READsquared** platform and partnering with award-winning Children's entertainers at **Page Turner Adventures** for engaging, educational programming, reaching thousands of young readers.

### *ILS & Discovery Layer - Koha Group*

- SEFLIN partnered with Bywater Solutions to offer the **Koha Integrated Library System and Aspen Discovery Layer**, now serving five independent municipal libraries.

### *Group Purchasing Cohorts*

- SEFLIN facilitated group purchases such as **RDA ToolKit** and **OCLC CatExpress**, helping libraries streamline cataloging and enhance operational efficiency.

### *Florida Library Jobs*

- SEFLIN continued to manage the Florida Library Jobs website, a free resource where libraries posted **98 job openings**, connecting job seekers with valuable employment opportunities within the state.

### *Travel Funding for Advocacy Committee*

- SEFLIN provided travel funding for Advocacy Committee members to attend a crucial meeting in Washington, D.C., where they advocated for library funding and policies with lawmakers.

### *Library Resource Sharing Trainings & Webinars*

- SEFLIN offered a range of **professional development opportunities**, including training on cataloging tools (Baker & Taylor, MarciveWeb), and webinars on creative resources like Creativebug and The Palace Project.

