

The History of SEO Service Center



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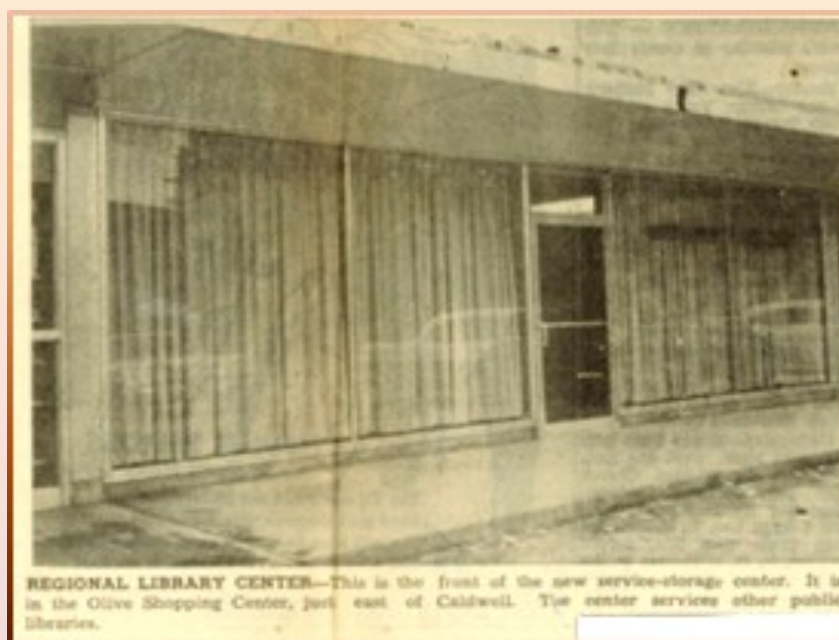
SEO History

The State Library Service Center was established by the State Library of Ohio with the intent of augmenting the services of 12 libraries in 8 counties of Ohio which were among the state's most impoverished. The Center was placed in Caldwell because it was centrally located in the region. The Center first opened in January 1961.

It covered an eight-county service area that included Belmont, Guernsey, Monroe, Morgan, Muskingum, Noble, Perry and Washington counties.

The Center was one of four field units established by the Ohio State Library (known now as the State Library of Ohio). Locations of the other units were Central Ohio Bookmobile in Columbus, serving Ross, Champaign, Madison, Marion and Union Counties, Regional Library Center in Napoleon, serving Fulton, Henry, Defiance and Wood Counties, and Regional Library Service Center in Winchester, serving Adams and Brown Counties.

The Regional Center was a store front that was 2,400 square feet on two floors with a space about 15,000 volumes plus a meeting space for 30 people, several offices, two bookmobiles and work space. It was located in Olive Shopping Lane. It had two operating budgets. One budget was for the regional center and one budget for the bookmobile program.



SEO History

The Center stayed at this location until 1980. The State Library of Ohio leased 13,252 square feet of office and warehouse space located on State Route 821 south of Caldwell. In 1991 the State Library of Ohio purchased the leased property.



SEO History



The Center was considered an anomaly because it was not a public library intended for patron usage. It was to be used for storage and distribution for the regional libraries in Ohio. Patrons do not borrow directly from the Center. It is a library for libraries.

SEO Directorship



Shirley Sippola, 1961-1964 - Her time was devoted to checking and ordering supplies, requisitioning and receiving the remaining equipment needed, and the usual basic organizational planning related to a new operation.



R. Jane Thomas, 1964-1972 – She served as the bookmobile supervisor and an adult consultant before becoming the director. She worked at the Center since it opened in 1961

SEO History

SEO Directorship



Raymond Mulhern, 1972-1978 – He started at SEO in 1968 and was the assistant director for three years then was appointed director. He was responsible for the operation of the Center along with reference, consultant, bookmobile and all related services.



Susan Schmidt, 1978-1979 – She took directorship in July 1978. She was the project director of the federally-funded, multi-county cooperative Mideastern Ohio Library Organization (MOLO). She plans to continue and to improve the fine service that the Regional Library provides to Southeastern Ohio. This includes a ten-county area.



F. Ward Murrey, 1979- 1998 – He started out as a part time employee traveling to various counties to pick up books. He later became an assistant to R. Jane Thomas and a bookmobile driver. When R. Jane Thomas left the Center, he became the bookmobile supervisor. Mr. Murrey was appointed director and had the vision for sharing an automation system statewide and a traveling training lab. He worked at the Center since it opened in 1961.

SEO History

SEO Directorship



Christine Tucker, 1999-2007 – She was an effective leader. She guided the SEO building addition project through the design, procurement, and contract phases. She brought the SEO bookmobile libraries together to develop a collaborative program to continue to provide bookmobile service after the State Library program ceased.



Dianna Clark, 2007-2019 – She worked at SEO for 23 years before being promoted to director. She played a big part in the development and expansion of the SEO Consortium, which is currently comprised of 97 library systems, 246 service points and 49 counties.



John Stewart, 2020-present — John was promoted to the SEO Director of Operations and Technology after the retirement of Dianna Clark. He has worked at SEO for 17 years. His early years at SEO were as Network Administrator. As the Technology Supervisor, John oversees staff that maintain the day-to-day operations of the library consortium. He interacts with library directors, staff and patrons providing the best library user experience possible for every Ohioan.

SEO History

SEO Bookmobile Service

In November 1961, the State Library Service Center staff members Mrs. Shirley Sippola, Miss R. Jane Thomas and F. Ward Murrey, Jr. accepted the delivery of the bookmobile from the Gerstenslager plant in Wooster.

The bookmobile held 3,000 books. In January 1962, the bookmobile made its first visit to a school community in Noble County. During January, the first month of operation, the bookmobile circulated 1,145 books in Monroe County and 5,006 books in Noble County. The circulation for the first year of service was 69,240 books in Monroe and Noble Counties in 228 ½ hours of service, 16 different locations, and driving 6,557 miles. The bookmobile served 17 schools and communities in Noble and Monroe Counties.

The program continued to provide bookmobile service to communities and schools in Noble, Monroe, Washington, Belmont, Harrison, and Perry counties. The program extended the service for the Guernsey County District Public Library to be their back-up bookmobile on an as needed basis.

After much consideration the State Library of Ohio decided to cease bookmobile operation in December 2002.



SEO History

SEO Automation

Libraries began resource sharing through a facsimile machine taking 3 minutes per transmission. In 1986, there were 4 libraries out of the 13 libraries joined to form a consortium, using CLSI (Computer Library Systems Incorporated). This was a circulation system/online catalog which was provided via phone lines and multiplexors.

Interest grew until all 13 libraries used a shared circulation system. This system was housed and maintained at SEO.

*In 1993, SEO changed vendors to Dynix. This system was a text based circulation system.

*In 2001, SEO migrated 22 library systems bringing the total number of SEO libraries to 63 systems in over 150 locations.

*In 2005, SEO migrated from Dynix to Horizon. This was a client/server circulation system.

*In 2009, SEO had a total of 73 libraries in 156 locations representing 36 Ohio counties.



*In 2012, SEO migrated from Horizon to Symphony Workflows. This is a windows based circulation system and is the current ILS for the consortium.

*In 2020, SEO has a total of 97 library systems in 241 locations representing 49 Ohio counties.

SEO History

SEO Circulation

2019 SEO Consortium Statistics

- ♦ 95 Library Systems
- ♦ 241 Physical Locations
 - ♦ 49 Counties
 - ♦ 8,003,049 Items
 - ♦ 858,480 Borrowers
- ♦ 1,422,504 Bibliographic Records
 - ♦ 1,138 Die Cut Patterns

2019

Annual Consortium Circulation

- ♦ 14,643,013 Total Circulation
- ♦ 160,809 Resource Sharing to Non-Member Libraries
 - ♦ 6,871 OCLC ILL Filled
 - ♦ 219 Periodical Requests
 - ♦ 65 Reference Questions Filled

SEO History

SEO Delivery of Materials

In the early years, The State Library Service Center delivered materials via United States Postal Service or the bookmobile. As the demand for materials grew, a need for a delivery service was implemented. SEO was the first of its kind in the entire state to have such a delivery program.

The custodian of SEO would deliver materials in the southeast region two days a week (Tuesday and Thursday). The State Library expanded the delivery service and contracted with the company, Pony Express, to provide delivery to the libraries. The route was split between two drivers to make daily stops at all locations. There was a greater demand for more frequent deliveries, so the “Pony” soon grew to three days a week (Monday, Wednesday and Friday).

At this time, the State Library of Ohio contracted in a statewide resource sharing delivery service. This delivery service provided an efficient, economical and successful program on behalf of libraries throughout Ohio. The dramatic increase in activity with the number of libraries participating in this service, as well as the amount of materials moving throughout the system, proved to be a valuable resource.

SEO History

SEO Library Flooding Disasters

The library that was located on Olive Street, Caldwell, Ohio, suffered numerous flooding incidents. Due to the repeated water damage the library was relocated in 1980 to its current address on Marietta Road (State Route 821) south of Caldwell, Ohio.



SEO History

SEO Library Flooding Disasters

The Marietta Road location was believed to be above the flood plain. However, in June 1998 SEO had approximately 3½ feet of water in the bookmobile garage due to excess rain causing Duck Creek to overflow its banks. Weekend staff were unable to access the building due to flooded highways. On that following Monday, all employees able to report to work, helped to remove mud saturated books from the building. Records were kept of the item numbers for discard from the system with over 7,700 books being destroyed. The building was without running water for a couple of days. Cleanup continued once full water usage was restored.



SEO History

SEO Library Building Addition

In 1998, the State Library changed SEO from a regional library to a statewide library resource center. The shift from a regional perspective to a statewide perspective has resulted in much heavier use of the SEO collection, the SEO library database, and the SEO facility.

The State Library requested capital funds to build an addition on the SEO facility and to purchase shelving. The purpose of the building expansion was to provide space for a growing and increasingly used collection. In June 2000, SEO was approved \$750,000 for the project to add a 9,900 square foot expansion to the existing facility.



SEO History

SEO Library Open House

November 3, 2002



SEO Library Center Director, Christine Tucker and State Librarian, Mike Lucas, cut the ribbon for the official opening of the new addition to SEO Library Center.

SEO Name Change

For many years, SEO stood for Southeastern Ohio. Because SEO served the entire state and not just one region, the SEO Advisory Committee voted to change the name of the library center. SEO now stands for *Serving Every Ohioan* and the center was known as the SEO Library Center rather than the Southeastern Ohio Regional Library.

SEO has evolved over the years from being one of the State Library's Bookmobile Centers to a lending library/ILS consortium to today's work of supporting an ILS consortium made up of 94 library systems.

In 2020, the name was change from SEO Library Center to SEO Service Center.

SEO History

SEO Mobile Computer Training Lab

In 1998 SEO expanded services and outreach to consortium members with the introduction of a mobile computer training lab. To create this innovative technology training center SEO retrofitted a bookmobile with eight computer workstations. Transforming a bookmobile, which once traveled throughout six counties in Southeastern Ohio carrying over 4,500 books, into a roving training center was a milestone in library service.

The mobile lab was hailed a success with a busy schedule traveling throughout the state. It was a valuable resource for libraries to teach computer classes in their communities. As the need for computer training and access to the Internet grew, the State Library of Ohio responded by having a wireless mobile computer lab built.

The new lab hit the road in 2003. It was equipped with the latest wireless mobile technology, networked computer workstations, a printer and projector. The lab's first trips were to Monroe County District Library and Canal Fulton Public Library. The mobile computer training lab averaged 30 library visits per year serving 2500 patrons participating in 250 classes.

The State Library of Ohio's commitment to help libraries serve their communities with computer training opportunities remains strong. Hardware and software updates keep pace meeting the needs of library patrons throughout Ohio.

The headquarters for the mobile lab was at the SEO Service Center in Caldwell, Ohio—a department of the State Library of Ohio.

The mobile computer training lab was in use for 14 years. The cost to maintain the mobile lab increased, and the shift in technology changed to more handheld mobile devices. The decision to replace the training lab with a technological and economical service was made.



SEO History

SEO On-Demand Technology Training

In May 2016, a new form of mobile training was announced. The On-Demand Technology Training service provides a one-day training at a library location. SEO employs an On-Demand Training Coordinator for this technology. The On-Demand Coordinator travels to libraries using a cargo van that is spacious enough to house mobile devices used for training. Devices, such as iPads, laptops, projectors and screens, needed for the courses selected by the library, are provided for training. Training in various computer programs such as Excel, Windows, Outlook, Cyber Security training, 3D printing and troubleshooting devices is also provided.



SEO History

The F. Ward Murrey Annex

The SOLO Learning Center was constructed in 2000 beside SEO Service Center. In 2006 the SOLO Regional Library System disbanded as part of a reorganization of regional libraries throughout the state. The annex building was gifted from the SOLO Regional Library System to the State Library of Ohio. The facility was renamed the F. Ward Murrey Annex. This facility continues to be used as a training center for state agencies and libraries across the state.



The lab is equipped with 14 computers with internet access and projection screen.



SEO History

SEO Service Center



The SEO (Serving Every Ohioan) Service Center, located in Caldwell, supports a consortium of 95 Library systems at 241 physical locations throughout 49 counties across Ohio using the OPLIN network .

The power of this consortium resides in resource sharing among consortia members allowing small and rural library systems to have access to millions of items free of charge to their patrons.

SEO Service Center maintains and supports a centralized shared catalog database that includes over 8 million items with a patron database of 850,000+ borrowers.

The SEO staff provides technical support as well as software help desk support for all consortium members, alleviating the burden of specialized IT functions on small libraries.