

2007 Innovations Awards Program
APPLICATION

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ID # (assigned by CSG): 07-E-05NJKNOWINITIATIVE

Please provide the following information, adding space as necessary:

State: New Jersey

Assign Program Category (applicant): Infrastructure and Economic Development (Use list at end of application)

1. Program Name

New Jersey Knowledge Initiative

2. Administering Agency

New Jersey State Library

3. Contact Person (Name and Title)

Susan Kaplan, Program Manager, New Jersey Knowledge Initiative

4. Address

P.O. Box 520

Trenton, NJ 08625-0520

5. Telephone Number

609-984-3286

6. FAX Number

609-633-3963

7. E-mail Address

SKaplan@njstatelib.org

8. Web site Address

New Jersey State Library www.njstatelib.org

New Jersey Knowledge Initiative www.njki.org

9. Please provide a two-sentence description of the program.

The New Jersey Knowledge Initiative connects entrepreneurs, small businesses, researchers and students to millions of top science and technology journal articles and key business information. NJKI spurs economic growth and strengthens high-tech initiatives by providing free, unlimited and convenient access to high-end, proprietary resources in the fields of science, medicine, technology and business. This is information not available for free on the Internet or at bookstores.

10. How long has this program been operational (month and year)? Note: the program must be between 9 months and 5 years old on April 2, 2007, to be considered.

21 months

11. Why was the program created?

New Jersey is home to a great number of scientists and engineers, and has always been a leader in scientific innovation. To sustain a highly-skilled workforce and provide job opportunities for these talented professionals, the state must provide assistance in many forms to high tech companies of all

sizes. New Jersey's libraries have experience providing assistance and access to information. The Knowledge Initiative funded the purchase of twelve databases so that libraries can provide critical scientific and business information.

12. What problem[s] or issue[s] was it designed to address?

Existing programs and services to assist small business did not provide the information infrastructure to enable startup companies to compete effectively. NJKI provides businesspersons throughout the state with access to thousands of full-text journals and company data. High tech startup companies face greater challenges in this regard to acquire essential scientific and technical information. Many scientific journals are too costly for them to purchase. This program leveraged \$6 million to buy databases that would have cost nearly \$75 million if purchased individually.

12. Describe the specific activities and operations of the program in chronological order.

7/05 Twelve databases were purchased for use by scientists, businesspersons, researchers, students, and faculty throughout the state. Registration of incubator companies for remote database access began.

7/06 During the first year of the program, over five million full-text articles and records were used (viewed, printed, downloaded, or emailed). Nearly 200 companies were registered for remote access to the NJKI.

9/07 Surveys of academic and public librarians report overwhelmingly that the databases are extremely valuable to their users.

2/07 Over eight million articles and records were used during the first 18 months of the program. Several of the 280 registered companies have been awarded major grants and/or won venture capital.

13. Why is the program a new and creative approach or method?

At its inception, the New Jersey Knowledge Initiative was the first program of its kind in the nation. At this writing, it is still the only program of its kind.

14. What were the program's start-up costs? (Provide details about specific purchases for this program, staffing needs and other financial expenditures, as well as existing materials, technology and staff already in place.)

\$6 million for the first two years of the program. Of this, \$5.8 million paid for the databases. There is one existing State Library staff assigned as Program Manager. Program staff also includes one full-time program consultant (librarian) contractor and one part-time marketing assistant contractor.

15. What are the program's annual operational costs?

\$3 million per year.

16. How is the program funded?

It is 100% funded by the state legislature.

17. Did this program require the passage of legislation, executive order or regulations? If YES, please indicate the citation number.

Initial funding was through the FY2005 budget appropriations bill.

18. What equipment, technology and software are used to operate and administer this program?

PCs, MS Office, MS Publisher, Internet Explorer, and Frontpage.

19. To the best of your knowledge, did this program originate in your state? If YES, please indicate the innovator's name, present address, telephone number and e-mail address.

YES.

Norma E. Blake

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20. Are you aware of similar programs in other states? If YES, which ones and how does this program differ?

While many states offer statewide library database access, I am not aware of any other program focused on business and economic development.

21. Has the program been fully implemented?

YES

If NO, what actions remain to be taken?

22. Briefly evaluate (pro and con) the program's effectiveness in addressing the defined problem[s] or issue[s]. Provide tangible examples.

The key indicator of program success has been frequency and volume of usage. Anecdotal feedback from businesses supports the effectiveness of this program, while identifying other information content that is highly desirable for businesses. Additional funding is needed to purchase access to such content.

23. How has the program grown and/or changed since its inception?

A major aspect of program success is the extent and success of outreach to the business community to promote the program and raise awareness of the capacity and expertise of New Jersey's libraries to serve businesses.

24. What limitations or obstacles might other states expect to encounter if they attempt to adopt this program?

The New Jersey Knowledge Initiative is a collaborative effort by the NJ State Library, academic libraries, the New Jersey Library Association, and four NJ regional library cooperatives. Collaboration can be complex, depending on the existing library infrastructure.

Libraries may also find it challenging to explain or describe the need for and costliness of high quality databases of journal articles and company data, and why this information cannot be obtained for free via the Internet.

2007 Innovations Awards Program Program Categories and Subcategories

Use these as guidelines to determine the appropriate Program Category for your state's submission and list that program category on page one of this application. Choose only one.

Infrastructure and Economic Development

- Business/Commerce
- Economic Development
- Transportation

Government Operations

- Administration
- Elections
- Public Information
- Revenue

Health & Human Services

- Aging
- Children & Families
- Health Services
- Housing
- Human Services

Human Resources/Education

- Education
- Labor
- Management
- Personnel
- Training and Development
- Workforce Development

Natural Resources

- Agriculture
- Energy
- Environment
- Environmental Protection
- Natural Resources
- Parks & Recreation
- Water Resources

Public Safety/Corrections

- Corrections
- Courts
- Criminal Justice
- Drugs
- Emergency Management
- Public Safety

Save in .doc or rtf. Return completed application electronically to innovations@csg.org or mail to:

CSG Innovations Awards 2007
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This application is also available at www.csg.org, in the Programs section.

Deadline: April 2, 2007