

Kentucky Department for Libraries and Archives

Library Services and Technology Act

FIVE-YEAR PLAN

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Overview

According to the latest census data, the population of Kentucky is 4,058,633. Many of Kentucky's residents live in rural areas (44.2%) with slightly less than half of the population (48.8%) living in metropolitan areas. The three largest metropolitan areas are concentrated in the North/Central region of the state, leaving much of the state's population without ready access to resources available in urban areas.

Poverty and education levels, prime indicators of the economic condition and life quality of Kentucky citizens, have shown some recent improvement, but remain at an unacceptable level. In Kentucky, 16.8% of adults are living below the poverty line. Even more disturbing, 22.5% of children under the age of 18 are living in poverty. In 2005, Kentucky's per capita income ranked 43rd in the nation. Clearly, the educational status of Kentucky is connected to this high rate of poverty. With a graduation rate of just 79%, Kentucky ranks 49th in the nation for the percent of people over the age of 25 who have completed high school. Only 19.3% of the population have obtained bachelor's degrees or higher. Shockingly, the number of citizens over the age of 25 who have no high school diploma (327,649) is higher than the number of citizens who have attained bachelor's degrees (312,484).

Although 91% of the population in Kentucky is white, several different cultures are represented throughout the state, including African American, Hispanic and Asian. The Hispanic population continues to show steady growth, particularly in areas close to major cities. Almost 4% of the state's population 5 years and older speak a language other than English at home.

These statistics are evidence that Kentucky's citizens need the free programs and services provided by libraries that expand opportunities and improve the quality of life for all citizens, regardless of economic status, education level, geographic location, or language barriers.

Mission Statement

The Kentucky Department for Libraries and Archives is committed to support and promote equitable access to quality library services and information resources, and to ensure that adequate documentation of government programs is created, maintained, and available for public use.

As a dynamic, evolving organization, and as a leader in providing quality management and delivery of information resources, the Kentucky Department for Libraries and Archives envisions a future in which:

- Libraries are valued as essential partners in the educational and economic development of their communities.
- The rights of citizens are protected in a democracy by essential documentation of government agencies, programs, and policies.
- People use information resources and technology to improve the quality of their lives.

Needs Assessment

KDLA conducted several needs assessments that were instrumental in developing the 2008-2012 LSTA Five-Year Plan. These included a 2005 survey of public library staff to assess the basic library services and collections provided through KDLA; a focus group conducted at the 2007 Kentucky Public Library Association meeting to determine the level of need for adult programming in libraries; four focus groups at the 2006 Widening Circles Conference that resulted in a 2007 online survey directed toward children and young adult librarians; and a training needs survey of librarians in Kentucky.

KDLA statewide consultants supplied information on the current status of Kentucky's libraries in the areas of technology, youth and adult programming, library collections, and continuing education needs. Other resources used in developing the plan included KDLA's current Strategic Plan, U.S. Census Data, Lighthouse International reports, the 2005-2006 Statistical Report of Kentucky Public Libraries, the 2006 Report of the Kentucky Long-Term Policy Research Center, and the independent evaluation of KDLA's 2003-2007 LSTA Five-Year Plan. A detailed description of the needs assessments is provided in the Appendix.

Based on analysis of the available data and provided information, the following four categories of need were identified. LSTA funding is a central component of meeting these needs in Kentucky.

1. Access to Information and Resources

The citizens of Kentucky face many barriers in obtaining access to information and resources they need in their everyday lives. Barriers may be economic, educational, or geographic and are most evident in the rural areas of the state. As a significant percentage of the population does not live within a metropolitan area, access to traditional library resources and services is limited. The people of Kentucky need free and full access to information and resources, in multiple formats, provided through the library system.

2. Technology and Electronic Linkages

The citizens of Kentucky need the ability to receive reliable information in an expedient manner from many different sources. Libraries need to have state of the art technologies, and the ability to maintain connectivity with each other and KDLA.

3. Library Programming and Services

Libraries not only serve individual needs, but also provide a sense of community and climate of lifelong learning. Many libraries in Kentucky lack the resources to provide the types of library programming and services that would enable them to meet the educational, social and informational needs of their customers. Libraries need financial and expert professional support to meet these needs within their own communities. In addition, libraries need to ensure that patrons with special needs are able to fully access library services.

4. Continuing Education and Professional Development

The citizens of Kentucky need libraries that have qualified, competent, professional employees to assist them with their information and resource needs. Currently, Kentucky ranks 45th in the nation for the number of librarians with accredited Master of Library Science degrees. Libraries need professionally qualified librarians to lead them in providing a higher level of service to customers. Library staff and trustees need on-going training opportunities to increase their knowledge and skills in order to perform their job duties in a manner that serves the public interest and provides excellent customer service.

NEED # 1 – ACCESS TO INFORMATION AND RESOURCES

Summary Needs Assessment: It is impossible for any single library to meet all the information needs of citizens in their communities, especially as the wealth of available information and resources continues to grow and widen across national and international boundaries. Limited financial resources and inadequate facilities for housing collections keep Kentucky's libraries, particularly those in smaller, rural areas, from fully meeting their customers' needs. Therefore, the library community needs a centralized agency to support collaborative efforts that provide and enhance the information resources and services available to all libraries throughout Kentucky.

There is a growing demand for interlibrary loan capabilities and access to electronic databases of available information. This requires the collection and maintenance of complete and accurate bibliographic descriptions of materials offered. Service delivery methods need to accommodate the rising use of Internet-ready electronic equipment, including cell phones, laptops, and PDAs, while still maintaining traditional library collections. For libraries to be considered essential partners in the success of their communities, they need to be able to offer library services in a manner that corresponds with the different ways citizens desire to receive those services. In Kentucky, there is also a growing demand for access to archival materials housed at KDLA and other historical institutions across the state.

Goal: Provide a central source of information and resource sharing activities that support libraries in their efforts to meet their customers' needs.

With support from LSTA funds, KDLA will develop, coordinate, support, and maintain centralized programs and functions at the state level designed to assist libraries in providing efficient and cost-effective information services. This will be accomplished by providing a comprehensive collection of materials; supporting resource-sharing activities through physical and electronic means; creating and maintaining bibliographic union databases and access tools; and, developing and fostering partnerships with all types of libraries and information providers.

LSTA Purpose: Expanding services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages; developing library services that provide all users access to information through local, state, regional, national, and international electronic networks; and developing public and private partnerships with other agencies and community-based organizations.

Key Output Targets:

- At least 2,300 new titles of DVDs, interactive CD-ROMs, audiobooks, book discussion kits, mystery kits and other types of kits as appropriate will be added to the central KDLA collection each year.
- At least 16 database license renewals or initial contracts will be purchased to provide access to the most current resources available.
- At least 200,000 records will be added or updated in the Kentucky OCLC database each year.
- At least 350 records of archival material and manuscript collections from institutions throughout Kentucky will be added to the KDLA Catalog each year.
- At least 2,500 existing records of archival material will be updated and standardized each year, making the KDLA Catalog easier to use.
- The number of visits to the KDLA Catalog will increase by at least 5% each year.
- Resource-sharing activities by all types of libraries in Kentucky will increase by at least 4% each year.

Key Outcome Targets:

- KDLA will see at least a 5% increase each year in materials circulation indicating that available materials are meeting the needs of public libraries and their users.
- Kentucky libraries will report at least a 4% increase each year in interlibrary loan activity as their access to materials increases indicating customers are discovering and requesting materials for their information needs.
- Use of the KDLA Catalog will increase by at least 5% each year indicating that users are successfully locating the information they seek.
- At least 80% of end users surveyed each year will indicate they were satisfied with the provided reference services and that their information needs were met.
- At least 80% of licensed database users surveyed each year will indicate that they are locating information which meets their needs.

Programs: (*Timeframe 2008-2012*)

1. Maintain, update and support access to a central collection of information resources in all formats available to public libraries, State Library patrons, and State Library staff for reference and research purposes.
2. Provide accurate and complete information about holdings in libraries of all types in Kentucky to enable efficient resource-sharing and interlibrary loan.
3. Expand access to Kentucky's archival and manuscript materials through the KDLA Catalog.
4. Operate a centralized collection access and management support unit to maintain the OCLC database of Kentucky's holdings, and to provide direct and consultative support to library staff throughout Kentucky.
5. Provide a statewide program to develop partnerships and enhance collaborative efforts that serve the informational needs of library staff and citizens of Kentucky by providing financial support, coordination of activities, and delivery of services.

NEED # 2 – TECHNOLOGY AND ELECTRONIC LINKAGES

Summary Needs Assessment: Library personnel, administration and governing boards lack the necessary skills, knowledge and experience to anticipate technology changes, select and maintain advanced technical equipment, and utilize existing technology for the maximum benefit of the library and its customers. Less than 10% of the libraries in Kentucky employ a full time technology staff member, and nearly 15% of public libraries and a significant number of academic and special libraries are not automated. Many of those that have achieved some level of automation are in need of system migration to a more suitable system. Libraries also need the ability to implement technological innovations that could enhance, improve or expand services available to their customers.

As the central resource and reference center for libraries in Kentucky and for citizens needing access to research and reference materials, KDLA requires up-to-date technology and telecommunications resources to form the basis of the network infrastructure that supports the LSTA program. One of the most critical needs for libraries and their customers is the ability to readily and effortlessly access KDLA for the support they need in all areas of library services.

Goal: Enhance the ability of libraries in Kentucky to meet the challenges presented by new technologies, and increase the electronic linkages between libraries statewide and KDLA.

With support from LSTA funds, KDLA will support and assist in the development and maintenance of electronic linkages between libraries across Kentucky. This will be achieved by providing the

services of a statewide technology consultant, supporting technology development in individual libraries through the awarding of technology subgrants, and maintaining the technological and telecommunications infrastructure of KDLA.

LSTA Purpose: Providing electronic and other linkages among and between all types of libraries; and developing library services that provide all users access to information through local, state, regional, national, and international electronic networks.

Key Output Targets:

- At least 13 technology related subgrants will be awarded each year.
- At least 20 technology related workshops will be offered each year.
- Needed equipment, software and license updates will be purchased to provide for the stability of the KDLA infrastructure.

Key Outcome Targets:

- At least 15% of Kentucky's libraries will receive on-site technical support and consultation each year which will increase availability and accessibility of information resources.
- At least 75% of libraries receiving technology planning subgrants will automate within two years following completion of the planning process.
- Automated libraries will indicate through their subgrant reporting that they were able to better utilize their collections, as well as make their holdings available to a wider audience.
- At least 75 % of library staff surveyed each year will indicate they were able to meet the requests of their customers 80% of the time because of the technology resources provided.
- At least 85% of library staff surveyed each year will indicate the technology resources provided to them enabled them to accomplish their work in a timely and accurate manner.
- At least 90% of customers asked each year will indicate their telephone calls to the State Library were answered in a timely and satisfactory manner and that they received the information they needed.

Programs: *(Timeframe 2008-2012)*

1. Provide direct financial assistance to libraries by offering technology related subgrants.
2. Employ a statewide consultant to provide professional technology support to Kentucky's libraries and to coordinate the technology subgrant process.
3. Supply and support the central information technology and telecommunications infrastructure sufficient to allow reliable access to KDLA for the provision of technical assistance and information delivery to public libraries statewide, patrons and partners of the State Library, and Kentucky's citizens.

NEED # 3 – LIBRARY PROGRAMMING AND SERVICES

Summary Needs Assessment: Many of Kentucky's citizens require specialized attention in the provision of library services. Over 200,000 Kentucky children live in families with income levels below the federal poverty threshold, indicating a need for free and accessible programs to support their educational needs and encourage their personal development. Library programs and services are needed to supplement the efforts of families and schools in the educational process. In particular, Kentucky's at risk children and their families need multigenerational programs to help parents guide their children toward becoming strong, independent readers and to encourage their acceptance of reading as a necessary skill for everyday living. Children tend to become good readers if they grow up in environments where books and reading are significant parts of daily family life. Libraries can and should be key partners in this endeavor.

As baby boomers age, the number of people older than 65 is expected to multiply three-fold. Therefore, the number of Americans who report some form of vision impairment is estimated to rise dramatically to 20 million by 2010. According to Lighthouse International, “the number of people with serious vision problems – uncorrectable vision impairment – is growing as we all live longer.” One in six Americans age 45 or older reports some form of vision impairment. While libraries continue to be a valued source for talking books and Braille materials, they must also respond to an increasing need for large print books and discussion kits in a variety of genres. And, although vision impairment is generally recognized as a target of special needs programs, there are other segments of the population who have difficulty using traditional library services and who will require special services in the future. In particular, Kentucky has the nation’s second highest disability rate among adults aged 21 to 64 at 20 percent.

Geographic and economic limitations affect many of the citizens of Kentucky, as well. Much of the population cannot easily access the cultural and educational opportunities that are available in the urban areas of the state. Distance and cost are factors that influence a citizen’s ability to take advantage of art museums, theater, concerts, and other cultural events. Libraries need to locally develop programs that promote an appreciation of the arts and expansion of cultural activities that enhance the life quality of individuals in their communities.

Another special group of citizens, whose programming needs were included in survey responses from public library staff, is the adult and elderly populations. This rapidly growing group seeks library services designed to meet their unique needs. Libraries are beginning to receive large numbers of requests for adult programming, book discussion kits and reading groups, craft kits and workshops, male-oriented hobby kits, and writing workshops.

Few libraries in Kentucky can afford to support full-time staff members with the qualifications to provide for all categories of need. To help them meet the needs of these citizens, libraries across the state need assistance from specialized professional statewide consultants and collaboration with community organizations that work directly with these groups.

Goal: Provide, support, improve and expand library programming and services available to the underserved, unserved and special needs populations of Kentucky.

With support from LSTA funds, KDLA will provide centralized services and programs designed to assist libraries in their service to special needs citizens. This will be accomplished by ensuring access to print or non-print information; expanding programs and services to the disabled and other persons having difficulty using conventional library services; providing financial assistance to libraries for the purpose of high quality, targeted programming; encouraging partnerships and collaboration between libraries and community organizations; and offering the support of specialized professional statewide consultants.

LSTA Purpose: Targeting library services to individuals of diverse geographic, cultural, and socioeconomic backgrounds, to individuals with disabilities, and to individuals with limited functional literacy or information skills; targeting library and information services to persons having difficulty using a library and to underserved urban and rural communities, including children from families with incomes below the poverty line; and developing public and private partnerships with other agencies and community-based organizations.

Key Output Targets:

- At least 11 programming subgrants will be awarded each year.
- At least 225 librarians will attend summer reading workshops each year.
- 95% of public libraries in Kentucky will sponsor summer reading programs each year.
- Summer reading participant registrations will increase by at least 5% each year.
- At least 5,000 blind or physically handicapped library patrons will be served by the Kentucky Talking Book Project each year.
- At least 120,000 special format books will be circulated each year.
- The Kentucky Talking Book Library will conduct at least 10 outreach activities each year.
- At least 20 reading and discussion kits that target special needs groups will be added to the central KDLA collection each year.
- Regional consultants will make at least 1,000 site visits each year to attend library meetings and to assist libraries in developing programs and services.
- At least 2 new partnerships will be initiated each year between public libraries or KDLA and community organizations or other government agencies that serve special needs groups.

Key Outcome Targets:

- 90% of surveyed library program participants will indicate the program they attended resulted in a positive change in their behavior, attitude or skill level.
- 80% of librarians and library staff surveyed each year will report that the consultant services provided through KDLA positively impacted their ability to expand programming and services.
- 80% of surveyed public library trustees will report the guidance they received from KDLA consultants increased their knowledge and understanding of library management issues.
- Registered Talking Book patrons will check out an average of twice as many books per patron as registered public library cardholders each year.
- 85% of Talking Book patrons surveyed will rate the services that they received as very good or excellent.
- 90% of existing and new partners surveyed will report that the cooperation and collaboration with libraries and KDLA increased the level and quality of services to special needs groups.

Programs: *(Timeframe 2008-2012)*

1. Provide direct financial assistance to libraries by offering programming subgrants for developing and implementing programs tailored to meet the specific needs of individual communities.
2. Employ statewide consultants to provide professional support to libraries in developing and implementing children, young adult, and adult programs and services, and to coordinate the programming subgrant process.
3. Support Talking Book activities at the central agency, and provide subgrants to financially assist Talking Book programs in other areas of the state.
4. Provide professional guidance to public library directors, trustees, librarians and staff through the work of regional consultants located throughout the state.
5. Seek and develop partnerships between libraries and other Kentucky organizations that serve specialized populations.

NEED # 4 – CONTINUING EDUCATION AND PROFESSIONAL DEVELOPMENT

Summary Needs Assessment: Qualified librarians, informed library trustees, and trained library staff are needed in order for libraries to meet the needs of their customers. There are currently 259 librarians working in Kentucky's public libraries with Master of Library Science (MLS) degrees accredited by the American Library Association (ALA). This represents only 13% of total public library staff and places Kentucky at 45th when compared to other states. A staggering 76 Kentucky counties

do not currently have an ALA accredited MLS librarian. This lack of professionally educated librarians has a profound impact on the ability of libraries to successfully develop and provide access to library programs and services.

Another essential component for improving library services is the continuing education and professional development of library staff, particularly those providing direct service to customers. Most libraries do not have the discretionary income to provide appropriate opportunities for on-going staff training.

Retention of qualified staff is also a factor in libraries throughout Kentucky and at KDLA. According to a 2007 Gallup Poll, workers who feel engaged in their jobs are more likely to stay and be successful in their current positions. Libraries and KDLA need to make continuing education and professional development opportunities available in order to ensure a trained, well-informed, well-prepared, and stable workforce to provide the services customers need and deserve.

Goal: Strengthen the statewide library system by providing a competent, qualified workforce to deliver services and programs addressed in the six LSTA purposes.

With support from LSTA funds, KDLA will develop, provide and support continuing education and professional development opportunities for librarians, library staff, trustees, KDLA staff, and other partners in the provision of library services.

LSTA Purpose: Expanding services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages; developing library services that provide all users access to information through local, state, regional, national, and international electronic networks; providing electronic and other linkages among and between all types of libraries; developing public and private partnerships with other agencies and community-based organizations; targeting library services to individuals of diverse geographic, cultural, and socioeconomic backgrounds, to individuals with disabilities, and to individuals with limited functional literacy or information skills; and targeting library and information services to persons having difficulty using a library and to underserved urban and rural communities, including children from families with incomes below the poverty line.

Key Output Targets:

- At least 10 libraries will receive continuing education subgrants each year to support students in an accredited Master of Library Science program.
- Each year, at least 1,000 library staff members from across the state will attend continuing education opportunities that were planned and organized by the KDLA continuing education consultant.
- At least 5 training opportunities will be offered to public library trustees each year.
- At least 65% of KDLA staff will attend at least one training event each year.

Key Outcome Targets:

- Through the continuing education subgrants provided, Kentucky will realize a 5% increase in MLS degreed public librarians included in the state system for certification of librarians over the five-year period.
- At least 85% of libraries whose staff members received tuition assistance will report that their services improved as a result of a better educated workforce.

- At least 75% of surveyed participants in training events will indicate improved skills and greater confidence in their ability to meet the library services and information needs of their customers.
- At least 75% of surveyed public library trustees participating in KDLA training events each year will report an increase in knowledge of library services.
- At least 70% of KDLA staff attending training events each year will report they feel more confident and better equipped to meet the needs of libraries and library customers.

Programs: *(Timeframe 2008-2012)*

The following programs will support and provide continuing education opportunities designed to address the six defined LSTA purposes.

1. Provide continuing education subgrants to libraries to financially support students pursuing a Master's Degree in Library Science from an ALA accredited program.
2. Employ a statewide continuing education consultant to coordinate and develop training and professional development opportunities for library staff and trustees across the state, and to coordinate the continuing education subgrant process.
3. Support and provide training, professional development and continuing education opportunities for KDLA staff.

Evaluation Plan

KDLA staff will evaluate program successes and improvement needs on a continual basis through the monitoring process. Following the close of each federal year in the five-year period, the LSTA Coordinator will work with project monitors to compile the annual State Program Report for IMLS. During this process, all programs and specific projects will be evaluated individually to determine if output and outcome targets were met.

The final evaluation of the 2008-2012 LSTA Five-Year Plan will be comprised of the following components:

- An evaluation committee, consisting of KDLA personnel and selected members of the State Advisory Council on Libraries, will review all documents related to the Five-Year Plan and offer guidance and assistance in the compilation of the final evaluation.
- An evaluation consultant will be selected by the Committee to complete an independent evaluation of the Five-Year Plan. The consultant will prepare an overall evaluation of the progress made toward achieving the plan goals and an in-depth evaluation of exemplary programs chosen by the Committee.

Stakeholder Involvement

An LSTA planning committee was established to develop the Kentucky 2008-2012 LSTA Five-Year Plan with assistance from library staff and users. Their roles, responsibilities and the timeframe of their involvement are illustrated in the following table.

Stakeholder	Roles and Responsibilities in the Planning Process	Timeframe for Involvement
State Advisory Council on Libraries (representatives from all different types of libraries and library users)	Advise the Chief Officer on the LSTA priorities, needs, plans, policies, and evaluation	Committee will meet quarterly throughout the five-year period
LSTA Planning Committee (selected members of KDLA staff and an ad hoc committee of the State Advisory Council on Libraries)	<ul style="list-style-type: none"> ♦ Provide leadership for the federal library program and assure the LSTA program is consistent with the SLAA overall priorities ♦ Provide additional opportunities for library user comments ♦ Communicate feedback to the Advisory Council 	Regularly scheduled committee meetings and periodic evaluation activities
KDLA Management (Chief Officer, division directors, and management team)	Provide leadership in planning and evaluation activities for the LSTA program	As appropriate
LSTA Coordinator and project monitors	<ul style="list-style-type: none"> ♦ Advise management on LSTA program ♦ Plan, monitor and evaluate project activities 	On-going basis, plus two formal meetings annually
Representatives of library and information users and the library community	Provide feedback through surveys and/or focus groups about library services and LSTA activities	Periodically throughout the five-year period

Communication Procedures

Drafts of the 2008-2012 LSTA Five-Year Plan will be reviewed by the LSTA Planning Committee members for feedback. The final plan will be submitted to IMLS in electronic and hardcopy format. Following IMLS approval, the Five-Year Plan will be available in both electronic and hardcopy format to all interested parties. The electronic version will be posted on the KDLA website.

Any substantial changes required to the 2008-2012 LSTA Five-Year Plan after IMLS approval will be addressed by the LSTA Planning Committee and the full Advisory Council membership. Proposed revisions will be submitted to IMLS in accordance with prescribed procedures. All stakeholders will be appropriately informed of changes and updated versions of the Plan will be posted on the KDLA website.

KDLA will communicate with stakeholders through the website, appropriate listservs and regular meetings on an on-going basis during the five-year period to relay information on the progress made toward meeting the goals outlined in the Plan. The LSTA Coordinator will provide updates at the quarterly meetings of the Advisory Council. Annual programs and reports will be posted on the KDLA website and distributed to all project monitors and KDLA management.

Application forms and guidelines for subgrants will be posted on the KDLA website and announced via the website, e-mail notification and appropriate listservs in order to allow any interested parties to apply.

Monitoring Procedures

KDLA staff will monitor, track and report on each program and specific projects undertaken during the five-year period. Individual projects will be continually monitored for adherence to all applicable state and federal guidelines and appropriateness to the goals of the Plan.

The LSTA Coordinator will make random site visits to subgrantees, and all libraries receiving subgrants will have at least one site visit by a KDLA consultant during the project term. The LSTA Coordinator and project monitors will ensure compliance with Title VI requirements.

Regular reports will be required of all libraries receiving subgrants and monitors of statewide projects, as necessary. These may include quarterly or mid-year status reports. Final reports, including program and financial information, will be required for all projects. Reports will be reviewed by project monitors, division directors, the LSTA Coordinator and the department's financial staff to determine compliance and progress.

APPENDIX

2005 Survey of Public Library Staff

This survey, sent to public library staff across Kentucky, requested feedback on the basic library collections and services provided by KDLA to public libraries. Responses were received from 132 library staff.

Survey results indicated an increasing need for large print materials; an interest in BiFolkal and large print book discussion kits; and the need for assistance from KDLA in developing and fostering outreach activities and partnerships between KDLA, local libraries, and local organizations, including senior centers, assisted living and nursing home facilities.

A full 97% of respondents said they would recommend KDLA services to other public libraries. However, some respondents noted that finding materials through the KDLA OPAC was difficult. In response, KDLA is actively seeking ways to make the system easier to use. As a direct result of this survey, a user-friendly reserve form was activated within the OPAC, additional descriptive information was added to large print entries, genres were assigned to each title, and reader advisory lists were generated and placed on the KDLA website.

2007 Kentucky Public Library Association – Focus Group

Adult Programmers Collection Related Needs Assessment

Currently, few public libraries have full time staff assigned as Adult Programming Librarians. However, with the changing demographics and more Baby Boomers retiring, public libraries are seeing a dramatic increase in demand for adult programs. Many libraries are struggling to meet this need.

KDLA designed this needs assessment to collect data that would help determine the type of collections that would assist libraries in their local programming efforts. As part of the services provided at the central level, KDLA attempts to acquire library materials that are too expensive to be purchased at the local level or impractical to collect for local use. A classic example of something that falls into both of these categories is a large print book discussion kit. These cost approximately \$350 each.

To complete this assessment, a focus group was held during the Kentucky Public Library Association meeting in April 2007. Thirty-one people attended the planned session. They were divided into four groups, each facilitated by a KDLA staff member. Ideas were solicited and written on a flip chart. At the close of the session, each participant prioritized their top three ideas.

The results were relatively consistent. The most requested materials included different themed kits including book, craft, male-oriented hobby, adult reading, “how-to” instructional, equestrian games, video/book, and genealogy/oral history. KDLA will plan future collections on these results, and will also use the results to develop an online survey in the near future to obtain feedback from a wider audience.

Although the purpose of the focus group was to learn about collection needs for adult programming activities, participants also mentioned other types of support that could be provided to Adult Programming Librarians through the central agency, including the desire for a listserv specifically for adult librarians and a statewide conference on adult programming.

2006 Widening Circles Conference – Focus Groups

Children and Teen Programmers Collection Related Needs Assessment – Part 1

Many of Kentucky's public libraries lack the resources necessary to provide collection materials that meet the needs of targeted groups such as children and young adults. As part of the services provided at the central level, KDLA acquires library materials that are too expensive to be purchased at the local level or impractical to collect for local use. KDLA designed this needs assessment to collect data that would help determine the type of collections that would assist libraries in their local programming efforts.

Over the past several years, KDLA staff noted a dramatic decline in the use of traditional materials by children and teen librarians and an increased interest in interactive programming. This observed change resulted in an assessment plan that began with focus groups at the 2006 Widening Circles Conference, a biennial workshop for children and teen librarians. Each group participated in open and informative discussions that produced raw data used to develop an online survey directed toward a wider audience.

2007 Online Survey – Children and Teen Librarians

Children and Teen Programmers Collection Related Needs Assessment – Part 2

This assessment tool was created from the raw data collected at focus groups held at the 2006 Widening Circles Conference. Seventy-four children's and teen librarians responded to the survey. Results indicated a need for mystery kits for all ages, thematic kits for younger children and multimedia kits for teens.

KDLA moved forward with the mystery kits as they were already available from vendors. Only one producer was willing to partner in this effort, allowing interlibrary loan permissions. Initial kits were purchased and placed into circulation. Thematic and multimedia kits will be created by KDLA staff and librarian volunteers in the near future.

2006 Librarian Training Needs Survey

This annual survey is distributed to all types of library staff and asks for input on content and delivery options of continuing education for librarians. Information is provided to the KDLA continuing education consultant for use in planning and developing training events that meet the expressed needs of libraries across Kentucky. Responses are compiled by region and by library type.

For library-oriented topics, the most common workshop requests were customer service, collection development, marketing and public relations, reference, and assistive technology for library users. For subject-oriented topics, the most common workshop requests were business and consumer information, arts and humanities, genealogy, and health. The most preferred delivery method was face-to-face, with self-paced 24/7 online training ranked as second. A special section of the survey requested information on technology-oriented topics. The top five topics selected were technology trends, library promotion using blogs, beginning MS PowerPoint, wireless and mobile technology, and Xtreme web searching.

Kentucky Department for Libraries and Archives (KDLA) – 2000 Strategic Plan

The most recent version of KDLA's Strategic Plan was completed in 2000. The core values defined in the plan include teamwork, professionalism, lifelong learning, equitable access and privacy, quality service, and partnerships. The plan has three main goals:

- (1) To provide effective services that meet the needs of library and public records customers.
- (2) To build effective and productive partnerships with other organizations and public agencies for enhanced management of and access to information and services.
- (3) To improve employee job satisfaction and agency operations.

KDLA addresses these goals in a variety of ways that include regular evaluation of customers' needs and desired service delivery mechanisms; providing assistance to libraries and government agencies with appropriate use of technology; implementing policies, standards, and procedures that help ensure equal access to public library services; offering continuing education and training opportunities; fostering the development of partnerships that benefit customers and communities; and encouraging an open communication environment, both internally and externally.

In the fall of 2006, Kentucky's State Librarian retired after 26 years of service. Subsequently, a new State Librarian was hired and will oversee the process of updating the department's Strategic Plan. Completion of the new plan is scheduled for September 2007.

Lighthouse International Reports

Lighthouse International is the leading non-profit organization worldwide dedicated to preserving vision and to helping people of all ages overcome the challenges of vision loss. Their reports provide a wealth of information on the status of vision-impaired individuals in the United States and throughout the world.

The leading causes of blindness are: glaucoma, macular degeneration, cataract, optic nerve atrophy, diabetic retinopathy and retinitis pigmentosa. Based on survey data, 8.7 million Americans age 45 or older report a severe vision impairment. The vast majority of middle-aged and older Americans who report vision impairment are partially sighted rather than totally blind. Only 2% of Americans in this age group report they are blind in both eyes. Nationally, 41.5% of visually impaired persons age 21 to 64 are employed. As baby boomers age, there is a growing need for resources that will empower visually impaired individuals to retain their independence and continue to be productive citizens.

2005-2006 Statistical Report of Kentucky Public Libraries

This annual report provides an excellent snapshot of Kentucky's public library system. Kentucky has 116 main libraries, 79 branch libraries, and over 80 bookmobiles and outreach vehicles serving over two million registered borrowers. Nearly 17 million people entered Kentucky's public libraries during the past year.

More than 12 thousand groups held nearly 35 thousand meetings in Kentucky public libraries. Circulation of items topped 25 million. The cost per person for new material acquired by all Kentucky public libraries was \$3.55. Kentucky's public libraries received over 3 million reference requests and interlibrary loans increased by 9.7% over the prior year.

Six of Kentucky's 120 counties account for 52.5% of Kentucky's economy. These same counties comprise 42.1% of all public library expenditures. Local sources provided 87% of the total operating funds available to public libraries.

The number of public use computers in libraries increased 9.7% and the number of library systems with websites increased 10.9% over the previous year. Over 31,000 library customers were trained to use electronic resources.

2006 Report of the Kentucky Long-Term Policy Research Center

Kentucky's Long-Term Policy Research Center prepares and distributes a biennial trends report prior to the start of each budget cycle. This report centers around five major areas: communities, education, economy, environment, and government. It includes information on current conditions in Kentucky, and is used by the Governor, the General Assembly, and the public. Of particular note, the report commented on the contribution of Kentucky's public libraries to the arts opportunities available to citizens. The following is an excerpt from the report:

“Many public libraries across our state have become dynamic cultural and learning centers where the public has free access to arts, entertainment, and educational materials in a range of mediums...Statewide, per capita revenue and expenditures on staff, collections, and continuing education vary dramatically. In turn, rates of attendance, book circulation, and computer availability tend to correlate with levels of investment in these resources.”

The report also included information on computer access for Kentuckians. Fifteen percent of those surveyed said they had no access, while another 15% indicated they had access somewhere other than their home. Kentucky’s libraries, assisted by LSTA funding and the Gates Foundation, have made significant strides in the availability of computer access and training. While progress has been made, LSTA funding continues to be a critical component in this effort.

2003-2007 LSTA Five-Year Plan Evaluation

The evaluation of the Kentucky 2003-2007 LSTA Five-Year Plan was completed in March 2007 by the C. Berger Group, Inc., an independent consulting firm located in Carol Stream, IL. The Five-Year Plan included the following four goals: Access/Technology, Awareness/Outreach, Children and Youth Services, and Programming/Training. According to the consultant’s report, KDLA was successful in implementing the goals and objectives of the Plan.

The consultant made several observations and recommendations that were considered during the development of the 2008-2012 LSTA Five-Year Plan. Flexibility in the provision of programs; importance of traditional library services, even as new technologies emerge; communication with all involved parties; and cooperation with others to form partnerships that maximize the use of LSTA funding were all part of the lessons learned over the past five years. Specific recommendations for improvement were in the areas of control and measurement. It was recommended that KDLA improve the subgrant monitoring and reporting process. In response, KDLA will expand training opportunities for subgrant recipients and KDLA project monitors, especially in outcome-based evaluation procedures. The consultant also noted an inconsistency in the statistical analysis of some programs. KDLA will ensure that output measures are noted at the beginning of the five-year period and consistently reported on an annual basis for comparison.

The specific program selected for an in-depth evaluation was the Continuing Education for Public Libraries. Believing that a well-trained, motivated workforce is the most effective way to meet LSTA goals, KDLA designed this project to assist Kentucky’s libraries with developing competent, knowledgeable staff. Through these individuals, programs are implemented that expand access to educational resources, develop library services, improve electronic access to information, encourage partnerships, and serve disadvantaged citizens. A short survey sent to selected public library directors and trustees confirmed the importance of this project. One respondent commented, “This program makes a tremendous impact on the public library system.”