

Library Services and Technology Act
2003-2007
LSTA Five Year Plan Evaluation: South Carolina



State: South Carolina

Agency Name: South Carolina State Library

Date of Submission: April 17, 2007

State Librarian/Chief Operating Officer David S. Goble

Report Prepared By: Guynell Williams, LSTA Coordinator

Contact Person: Guynell Williams

Contact's Telephone Number: (803) 734-4619

Contact's Email: gwilliams@statelibrary.sc.gov

TABLE OF CONTENTS

INTRODUCTORY STATEMENT AND SUMMARY OF IMPACT	3	
OVERALL REPORT OF RESULTS IN ACHIEVING GOALS AND OBJECTIVES		
Goal 1: Enhance the informational services environment of South Carolinians by improving access to library resources and materials		
Objective 1 (<i>See In-Depth Evaluation, p.91</i>)		
Objective 2	6	
Objective 3.....	14	
Objective 4	19	
Objective 5	22	
Goal 2: Further the development of public library services and programs through continued support and guidance for South Carolina’s public library directors, staffs and boards of trustees		
Objective 1	23	
Objective 2	31	
Objective 3	37	
Objective 4	48	
Goal 3: Encourage the adoption and implementation of a statewide marketing plan		
Objectives 1 – 4	64	
Goal 4: Foster the development of initiatives and strategies through partnerships		
Objective 1	70	
Objective 2	77	
Objective 3	85	
Objective 4	88	
RESULTS OF IN-DEPTH EVALUATION	94	
PROGRESS IN SHOWING RESULTS OF LIBRARY INITIATIVES OR SERVICES		
OBE Planning	103	
Other Assessment Strategies	104	
LESSONS LEARNED	106	
BRIEF DESCRIPTION OF EVALUATION PROCESS	108	
APPENDICES		
A	LSTA Five Year Plan State Goals for South Carolina	110
B	Five Year Plan Evaluation Survey Instrument	111
C	LSTA Five-Year Plan Evaluation Survey Results	113
D	Program Year 2006 LSTA Sub Grant Awards	118
E	Program Year 2007 LSTA Sub Grant Proposals	119
F	Overview of LSTA Expenditures in South Carolina, 2003 – 2006	121
G	Summary Statistics: South Carolina Public Libraries	123
H	Fast Facts: South Carolina	125

I. INTRODUCTORY STATEMENT AND SUMMARY OF IMPACT OF IMLS FUNDS TO SUPPORT STATE LIBRARY SERVICES

The role that well-funded libraries play in both the economic and educational development of any state cannot be overstated. South Carolina's 2003 – 2007 LSTA dollars (\$11,857,247) played a pivotal role in both areas. 90% of South Carolina's public libraries participated in the LSTA program during the five-year evaluation period. 85% of those responding to South Carolina State Library's Five-Year Plan Evaluation Survey were either public library or partner organization recipients of LSTA sub grant funding; 68% said there was an increase in local financial support because of LSTA funds. (See *Appendices for Survey Instrument and Results*)

LSTA funds have positioned South Carolina's public libraries to move a new level of **resource sharing**. Projects have:

- Improved resource sharing among South Carolina's public libraries.
- Enhanced the network infrastructure necessary for operation of resource sharing systems.
- Promoted partnerships.
- Developed balanced print/electronic collections in small and medium sized public libraries.
- Provided South Carolinians with on-site and remote access to electronic resources. (
- Expanded access to South Carolina State Library and public library collections.
- Expanded electronic database offerings.
- Facilitated cooperative buying agreements
- Encouraged the development of plans for a statewide union catalog.

The impact of LSTA dollars used to **upgrade the technological infrastructure** of the South Carolina State Library and the state's public libraries has been noteworthy. Funds have:

- Supplemented the cost of providing the state's public libraries with modern integrated systems.
- Allowed testing and implementation of new technologies.
- Facilitated wide-ranging technology improvements.
- Funded regional technology training workshops.
- Supplemented information technology (IT) personnel costs for the South Carolina State Library and public libraries.
- Expanded access to public library collections and facilitated resource sharing.
- Allowed the South Carolina State Library to maintain on the forefront of web site accessibility.
- Made it possible for seven independent county public library systems to create a multi-institutional cooperative.
- Facilitated development of new technology partnerships.

LSTA funds continued to contribute to the exceptional success of **DISCUS – SC's Virtual Library**. Funds have:

- Provided the opportunity for South Carolina State Library staff to obtain consortial purchasing expertise.
- Provided all South Carolinians with equal access to electronic information and learning resources.
- Allowed for expanded DISCUS training to public, school and academic library staffs.
- Provided for the implementation of a targeted marketing effort.
- Produced documented results that resulted in more state funding for the program.

LSTA funds allowed South Carolina to make significant progress in **expanding access to and preserving collections through digitization** projects. Funds have:

- Provided library practitioners with digitization training.
- Expanded the digital library knowledge base in South Carolina.
- Made digitization and preservation of unique South Carolina documents a reality.
- Expanded access to South Carolina's cultural and historical resources.
- Facilitated gathering and sharing of information across scattered digital collections.
- Protected important local collections from deterioration and other damage.

LSTA funded **training of South Carolina State Library and South Carolina public library staffs** provided library personnel with opportunities to obtain practical experience and acquire additional skills. LSTA funded continuing education projects have:

- Kept library staffs current on emerging trends in librarianship.
- Facilitated the training of public library trustee boards for improved governance of the state's public libraries.
- Facilitated the development of cooperative training ventures with partner organizations.
- Improved library services statewide through academic and continuing education of personnel currently employed in South Carolina's public libraries.
- Provided leadership training that encouraged a renewed focus on creating the state's next generation of library managers.
- Allowed the implementation of new online/virtual training technologies.
- Provided for ongoing staff development and training of South Carolina State Library personnel.

LSTA funds expanded and improved library **services and programs for South Carolina's children and teens**. Projects have:

- Implemented and marketed important statewide literacy programs for children and teens.
- Encouraged and facilitated the development of partnerships between local public libraries and community organizations.
- Motivated local funders and private organizations to provide additional funds for library programming and services targeted at families.
- Facilitated the improvement of the literacy level among the state's children and teens, particularly in rural areas.
- Increased participation in the statewide summer reading program.

With state and local dollars woefully inadequate for the development of new **library services, programs and resources for South Carolina's citizens with disabilities**, 2003 – 2007 LSTA dollars have been the "life-line" for the continuation and improvement of the statewide Talking Book Services (TBS) program that is administered by the South Carolina State Library. Additionally, LSTA funds have enhanced **outreach services** provided by South Carolina's local libraries. In some instances, critical services such as mobile library services for citizens in remote rural areas continue only because of funds provided through the LSTA program. Funds have:

- Provided resources and services to needs of more than 8,000 South Carolinians registered talking book readers.
- Expanded large print and commercial audio book collections in small and medium-sized public libraries.
- Provided reliable, computer equipped and Internet capable "Mobile Library" vehicles in counties across the state.
- Created a starting point for South Carolina public libraries seeking to create basic programs and resources to address the needs of South Carolina's rising Hispanic population.
- Positioned the South Carolina State Library to provide a percentage of the tangible dollars necessary for development of local library services for South Carolina's underserved populations.

Although strategies for the development of a statewide library marketing plan did not come to fruition, South Carolina was able to experience some level of success through the **marketing and promotion of LSTA funded statewide initiatives and sub grant projects**. Funds have:

- Positioned libraries in the minds of local residents as a place where they can go to meet information needs and become a part of the community.
- Afforded opportunities to communicate important messages to state, county and local officials.
- Fostered mutually beneficial partnership endeavors through shared promotional and marketing strategies.
- Provided public relations training opportunities to public library staffs.
- Facilitated brand/corporate identity development among some of the state's public libraries.
- Supplemented salaries of South Carolina State Library personnel providing public relations and web development guidance to public library staffs.

LSTA **sub grants to provided to cultural and literary partner organizations** that support the goals of the state's public libraries continued to yield benefits. Funds have:

- Fostered the development of public library community partnership at the local level.
- Contributed to the increased visibility of literary arts in South Carolina.
- Improved literary arts programming in South Carolina's public libraries.
- Encouraged statewide promotion of books and reading.
- Facilitated the building of a network of active and informed Friends groups.
- Exposed South Carolina residents to nationally known authors.
- Strengthened library and information services in communities all over South Carolina.

II. OVERALL REPORT OF RESULTS IN ACHIEVING GOALS AND OBJECTIVES BASED ON 5-YEAR PLAN

Goal 1: *Enhance the informational services environment of South Carolinians by improving access to library resources and materials through the development of sophisticated resource sharing, and superior guidance and training of professional librarians and support staff for South Carolina libraries, with special emphasis on staff in underserved urban and rural communities.*

Objective 1: *See Section III, Results of In-Depth Evaluations*

Objective 2: Provide renewed infrastructure and support for South Carolina State Library interlibrary loan and resource sharing program.

Target: Libraries participating in the South Carolina State Library interlibrary loan and resource-sharing program; 60% will incorporate the development of balanced print/electronic collections in their official collection development policies; 100% will offer citizens on site and remote access to electronic resources.

Result: Made progress towards goal 1, objective 2.

Strategies and Activities

- Provide consultant services to public library technical services and interlibrary loan (ILL) management staffs.
- Make LSTA funds available to public libraries willing to administer sub grant collection development projects.
- Sponsor interlibrary loan workshops and annual Interlibrary Loan Managers' exchanges.
- Assess the impact of LSTA funded training.
- Begin researching a statewide Union Catalog, as a viable alternative to SCLN (SC Library Network¹).
- Research and identify alternative interlibrary loan management and document delivery software.
- Track interlibrary loan customer transactions.
- Enhance WebLion² to provide expanded access to South Carolina State Library collections.
- Begin an intensive weeding and database cleanup project to improve the quality of and access to South Carolina State Library print collections.
- Study the content and use of the South Carolina State Library collections to determine the future path for collection development.
- Facilitate collection development policy updates by South Carolina public library staffs.

Outputs and Outcomes

(Also see outputs/outcomes for Goal 4, Objective 1)

Interlibrary Loan

In FY 2003, 82 % of all South Carolina State Library interlibrary loan transactions were to South Carolina public libraries. For the same period, all other South Carolina libraries combined provided less than one third of that number³.

Interlibrary loan (ILL) orientation was provided to new public library directors and annual ILL Managers Exchanges facilitated networking and sharing of best practices among the state's public library staffs. State Library Information Services staff coordinated these exchanges.

¹ SCLN is an Internet-based communications system designed and implemented by the South Carolina State Library; it is used to facilitate statewide sharing of library materials and online resources. See <http://www.statelibrary.sc.gov/interlibrary-loan.html>.

² WebLion is the South Carolina State Library's online catalog.

³ Based on data from SOLINET (Southeastern Library Network, Inc.).

Twenty-one individuals participating in a 2003 South Carolina State Library sponsored *Interlibrary Loan Managers Exchange* served as an informal focus group for feedback on resource sharing. Participants said they favored any new system that would improve their ability to locate and request materials from other South Carolina public libraries; however, the majority were of the opinion that borrowing from each other could not replace the interlibrary loan services provided by the South Carolina State Library. Those from smaller libraries specifically noted that many of the titles provided by the South Carolina State Library would never be purchased locally due to reasons such as lack of shelf space, insufficient budgets or restrictive collection development policies. Topics covered at the 2003 ILL Exchange included: ILL for customer subject requests; borrowing vs. buying for some types of popular books, E-books and ILLiad⁴ software. By 2005, ILL Exchanges were offering a mix of topics, discussion and software demonstrations. These included: [Virtual reference](#) demonstrations and an overview of effectively using the South Carolina State Library's new WebLion catalog; a WorldCat Resource Sharing web cast with discussion on OCLC interlibrary loan migration/OCLC Open WorldCat; free flowing discussion on dealing with ILL overdues, using the state's Interagency Mail Service for delivery of materials between libraries and ILL record keeping.

In 2005, LSTA funded scholarships for participation by public library staffs (from small and medium-sized libraries) in SOLINET FirstSearch⁵/WorldCat hands-on training; 13 county libraries participated; one scholarship was awarded to each library. A survey was used to determine how skills obtained would be used; participants responded: as a roadmap for migration to the Web-based WorldCat Resource Sharing module; to provide in-house staff training; to improve ILL statistical and related record keeping; to improve the quality of ILL services provided to patrons; and to reduce the amount of time spent searching for locations of materials sought to fill ILL requests.

INTERLIBRARY LENDING BY SC PUBLIC LIBRARIES⁶					
	FY 2006	FY 2005	FY 2004	FY 2003	FY 2002
Items lent	20,164	18,208	13,283	11,209	11,852
Items received	37,472	35,604	41,989	38,568	36,142
INTERLIBRARY LENDING BY SC STATE LIBRARY TO SC PUBLIC LIBRARIES					
Items lent	15,652	17,650	19,915	31,858	32,769

Collection Development

Recommendations from a 2003 study, led by the South Carolina State Library's Information Services director, resulted in consolidation of the State Library's collection development policies and reallocation of funds to increase purchasing in the most heavily used subject areas⁷. An

⁴ OCLC ILLiad is a comprehensive ILL management system that automates routine borrowing and lending activities.

⁵ FirstSearch is an online service that gives library professionals and end users access to a rich collection of reference databases. At the center of FirstSearch is WorldCat, a cooperative database of bibliographic records contributed by more than 57,000 libraries. See <http://www.oclc.org/firstsearch/>.

⁶ For fiscal years 2003 through 2004, South Carolina ranked 4th in interlibrary loans received per 1,000 population of public libraries [50 states and D.C.]

⁷ Study results determined that the most heavily used subject areas were: business and management, applied technology, popular medicine, North American history, social and political sciences, and the South Carolina collection.

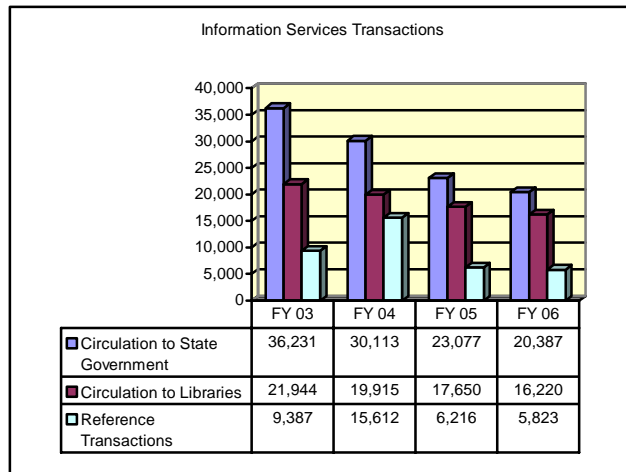
evaluative review of South Carolina State Library periodical subscriptions established that the same resources were being acquired in both electronic and print formats. As a result, numerous print subscriptions were eliminated, resulting in a cost savings of \$18,358 for FY 04. Between December 2005 and June 2006, nearly 13,000 items were removed from the State Library's general collection and 11,455 from federal documents, decreasing total materials held by 2%. A large scale weeding project removed outdated materials and those in poor condition; print resources available electronically were identified and eliminated. Print materials added to the South Carolina State Library's collection decreased 34%, while the total number of electronic records increased by 21%. Overall materials added decreased by 22.9%. South Carolina State Library is well on its way to redeveloping its collections to more closely match the information demands of its customers. The weeding project is ongoing. Bibliographic database cleanup resulted in more efficient online searching of collection records for State Library customers.

Staff development opportunities were delivered to public library technical services staffs through the South Carolina State Library's annual Technical Services Managers' Exchange. Technical Services staffs attending the 2005 Exchange were surveyed to determine topics for future Exchanges. 64.3% indicated a need for discussion on acquisitions procedures, and 42.9% expressed interest in: digital collections; electronic ordering and claiming; OCLC Connexion; and book repair. In 2006 SurveyMonkey, an intelligent survey software tool, was used to assess their training needs. Survey results revealed a high interest in technology, with 71% of respondents citing XML and authority control as a major training need. Other topics of interest were digital collections, electronic ordering and claiming, functional requirements of bibliographic records and OCLC Connexion (software for integrated cataloging). Survey results were used to develop sessions for both the 2005 and 2006 Exchanges, which offered learning opportunities in the following areas: cataloging electronic resources, digital collections, emerging standards for FRBR and XML, and OCLC Connexion Client/Copy Cataloging Tools and facilitated discussions on collaborative efforts in collection development, collection maintenance and the South Carolina's State Library's proposal for a statewide union catalog. Exchange attendance averaged 18 to 20 participants.

In 2006, the South Carolina State Library's Collection Management Services director implemented a Collection Management Services blog⁸ to keep public library staffs updated on technical services issues. The blog also posts South Carolina State Library news and other links of interest.

⁸ See <http://scslcms.blogspot.com/>.

Development of Electronic Resources



Electronic database retrievals increased 36% between FY 2005 and FY 2006. In FY 2006 EBSCO's Electronic Journal services were implemented to provide full-text access to 40 e-journals, and the South Carolina State Library's NewsBank database subscription was expanded to provide State Library cardholders with access to over 600 e-newspapers. MARC records for Gale e-Books were downloaded to the online catalog to provide easier access for patrons. In total, citizens were provided with online access to 74 electronic subscription resources including 24 eBooks. By 2007, South Carolina's public library users were regularly

downloading full text magazine, newspaper and encyclopedia articles (both remotely and on-site at their public libraries), and South Carolina State Library cardholders were accessing electronic subscription databases from their homes and offices. Circulation of print titles by the South Carolina State Library to South Carolina's public libraries decreased 26% between FY 2003 and FY and 2006 and by 43% to State Government employees.

Reference training offered to public library staffs was delivered in conjunction with that developed for state government employees included. The South Carolina State Library's Information Services and Library Development Services staffs work in cooperation to provide this training. Offerings are developed to be responsive to the feedback obtained through surveys administered to participants immediately following each session. FY 2004 and FY 2006 offering are indicative of the type developed and delivered during the five-year evaluation period. They were:

- (2004)
 - Grants Research
 - Using Print and Electronic Resources
 - Find It Fast Using South Carolina State Library Online Resources
 - Finding State Government Information on the Web
 - Medline and other Health Information Resources.
- (2006)
 - Research Methods
 - Using the State Library Efficiently
 - Just Google It
 - Search Engine Tips
 - Finding Federal Government Information
 - Orientation to the State Library
 - Advanced Online Database Searching
 - MEDLINE and Other Health
 - South Carolina Legislative Information
 - FirstGov
 - I Saw It In the Newspaper
 - From First Gov to FedStats

The South Carolina Library Network

Public libraries participating in the South Carolina Library Network (SCLN) transmit interlibrary loan requests to the South Carolina State Library through WebLION. In FY 2003 upgrades to WebLion provided ILL interactive forms for use by public libraries and gave users the ability to simultaneous search four⁹ different university library catalogs. In FY 2006 ILL statistical collection forms were redesigned resulting in improved in-house tracking of interlibrary loan activity. FY 2006 improvements for SCLN involved planning for its replacement through development of a South Carolina statewide union catalog. Demonstrations from vendors (Autographics, SirsiDynix and OCLC) were held for public library managers and South Carolina State Library staff. To determine applicable state of South Carolina procurement regulations, preliminary discussions were held between South Carolina State Library staff and staff of the Division of the State Office of the Chief Information Officer (CIO). A request for proposal (RFP) South Carolina State Library task force was formed and an RFP draft was completed. The process continues.

Collection Development Sub Grants

LSTA sub grant funds were provided to upgrade local library collections in Berkeley, Dillon, Georgetown, Williamsburg and Kershaw County libraries and for ABBE Regional Library (Aiken, Bamberg, Barnwell and Edgefield counties). Results follow: (*Also See Goal 2, Objective 1*)

- (2003) **Berkeley County¹⁰ Library** identified five high demand collection areas for which they were unable to meet customer needs (local history, multi-media, small business administration and computer literacy). LSTA funds added 2,000 new items to the library's collections. As a result, customers were provided with additional copies of local history materials, a DVD collection (the library's first), a core collection of small business materials, computer handbooks for use by those taking training classes in the library's Gates computer lab and a small collection of Spanish language materials for non-English speaking Hispanic customers. Through promotion of these new resources, the library forged community partnerships with the Trident Literacy Program¹¹, Berkeley County School System's English as a Second Language Program and local area Chamber of Commerce offices.
- (2004) **Dillon County¹² Library**, operating with a woefully inadequate children's collection, used LSTA funds to add 1,360 new titles to its collection—representing a 30% increase in the collection's size. Once the books were on the shelves, the benefit to children was almost immediate. Customer reactions shared by staff follow:
 - *One child ran out of the library and yelled to her friends to come inside because the library had new books.*
 - *Another told the library director that she was glad the library finally had some good books.*
 - *A mother commented that she did not know the library had a young adult section until she saw all the new books*

⁹ The university catalogs include The Citadel, Francis Marion University, College of Charleston and the University of SC.

¹⁰ Berkeley County is part of the Charleston Trident Metropolitan Statistical Area (MSA) and is one of the fastest growing counties in the state. 12.3% of the population is African American and 12.5% is Hispanic or Latino. Only 24.4% of the county's population hold a Bachelor's degree or higher. 12.4% of individuals and 9.2% of families are below poverty level.

¹¹ The mission of the program is to increase literacy in Charleston, Berkeley and Dorchester counties.

¹² Located in South Carolina's Pee Dee region, Dillon County sits on Interstate 95 near the South Carolina and North Carolina border. It is a small rural community. 29% of the population is under the age of 17. 2005 population estimate, 30,974; % Black, 45.8%; High school graduates, percent of persons age 25+, 2000 Census, 60.7%; Persons below poverty, percent, 2003, 20.4%; Median household income, 2003, \$26,751.

In just one year, Dillon County Library's circulation of juvenile materials increased from 12% of the total circulation to 20%. The new collection likewise improved Summer Reading participation (See Goal 2, Objective 1)

- (2004) LSTA sub grants awarded to **Georgetown County Library** created opening day children's and adult collections for a library that was under construction in the mostly poor, rural and predominantly African American Carver's Bay¹³ community. *"Without this LSTA collection development grant, it would have proved very difficult for us to have created this core collection of children's books,"* stated the Georgetown County Library director. A resident of the Carvers Bay community commented that the groundbreaking for the library was one of the best days of her life and added, *"Some of us have books and computers that we need for the kids at school and some don't. This is a great starting point right here with this library."* 1,532 titles were purchased for the adult collection and 1,364 for the children's collection. (See Section IV – for more on Carver's Bay)
- (2005) LTSA funds allowed the **Berkeley County Library System** to acquire an opening day collection for a branch that was under construction in its Sangaree¹⁴ community. 3,000 items (adult, children's, audio-visual, YA, reference and South Carolina materials and periodicals) were acquired. Various local governmental quagmires delayed the library's opening; the full impact of the new collection could not be determined. (2006) Conflicts among the city administrators left the new library with no supporting network infrastructure for operation of the library's computer system. This left residents of Sangaree with a fully furnished and equipped new library; but with no Internet access or other computer operations; the library remained closed. Months later, the network infrastructure issue was resolved; the library's opening was scheduled for January 22, 2007. (2007) On January 19, county officials shared news of a break-in that severely vandalized the library; there were broken windows, graffiti and smashed electronics. On March 1, 2007 the Sangaree Library finally opened its doors. Reactions from staff and patrons were reported by a local news channel reported as follows:

"It makes it more special because we've all pulled together and in six weeks, were able to get the library open," said Berkeley County's Interim Library Director.

The library's first visitor was a home schooled child and her mother. The child told the reporter that she talked her mom into beating the library employees to work. *"I told her the library's opening today. Let's hurry up and go,"* said the child. She also remarked, *"I've been counting down the days when it's going to be open. I've been waiting my whole life."*

Sangaree's first library card was issued to the child. Upon receipt of her library card, she said, *"I feel really proud because I've been waiting to get a new book."* She actually got two—both of which were there only because of LSTA. Library materials that were once non-existent in Sangaree are now available to its residents.

¹³ The Carvers Bay district extends across 33% of Georgetown County's landmass. While it exhibits strong community spirit through churches, civic groups and other associations, its population faces, according to Census and other governmental figures, a poverty rate approaching 34%, unemployment of about 15%, and illiteracy of about 30%.

¹⁴ Sangaree is a community of mid-to-high income residents surrounded by unincorporated small rural communities with incomes below the poverty level. The community is a mix of single-family homes, condos, and apartments, Section 8 housing and a manufactured home part that is predominantly Hispanic.

- (2005) After almost two years of operation without funds for new materials, an LSTA collection development grant allowed **Williamsburg County¹⁵ Library** to acquire hundreds of audio books and DVDs (a format that was previously unavailable) for the residents of the county. As a result, the library's FY 2005 circulation statistics showed an improvement (tracked since FY 2003) in what had been a pattern of decline in the use of materials; new titles by African American authors represented the most circulated books.
- (2005) LSTA collection development funds provided 1,200 new items for the collection of **Barnwell County's¹⁶ new branch library**. The project targeted senior adults and added materials in large print and for subject areas such as health and wellness, estate planning, history and genealogy, and more. The impressive combination of a new facility and new materials resulted in a 25% circulation increase for FY 2005 and a documented increase in registration of adult customers and visits to the library by senior adults. The project created new community partnerships that enhanced marketing of both library resources and services. One library visitor told staff she was very pleased to find large print titles by and about African-Americans, as she had never seen these type materials in the old library.
- (2006) **Kershaw County¹⁷ Library**, experiencing a situation similar to Barnwell County's, used its LSTA sub grant to acquire 595 large print and 187 audio books of interest to seniors. Targeted purchasing was based on responses garnered from an informal survey of senior library users. To jumpstart adult programming in two of the library's branches, the new materials were used to begin book clubs and to offer (in partnership with The Humanities Council ^{SC}) literary arts programming that attracted even more seniors to the library.

Collection Development Training for Public Library Staffs

In 2005, in depth training on the best practices for selecting library materials was provided to library staffs of small and medium sized South Carolina public libraries. LSTA funded scholarships for SOLINET (Southeastern Library Network, Inc.) contracted training were awarded for staffs from Berkeley, Georgetown, Sumter, Hampton, and Jasper (AHJ Regional), Lancaster, Pickens, Clarendon, Lexington (Pelion Branch) and Union County libraries. (Although not recipients of LSTA funds, Beaufort County Library and Midlands Technical College Library also registered staff for the training.) Immediately following the workshop, attendees were asked how the information learned would be used; some replies received were as follows:

- *to involve more staff in the collection development process,*
- *to present information learned to all branch managers,*
- *to present information to the library's Management Team,*
- *to update collection policies, and*
- *to consider the whole community, not just known users.*

A follow up survey three months later found that seven systems had made changes to at least one part of their collection development procedures, and four others were in the planning stages for revision of their collection development policies. Collection development polices of public libraries are collected, reviewed and placed on file at the South Carolina State Library.

¹⁵ Williamsburg County's population is 66% African American. Hispanics are less than 1% of the county's population. Williamsburg is a rural county where only 65% of the population has a high school diploma and where 27.9% live in poverty.

¹⁶ Barnwell County's 2005 population estimate is 23,345; in 2000, 21.4% of the population was age 55 and over, 14.9 percent of the population lived in urban areas and 85.1 percent lived in rural areas.

¹⁷ Kershaw County's population is aging. Per the 2000 census, 32% of the population was over 55 years. The Kershaw County Library estimates that 5,162 of the library's registered adult borrowers are over 55.

Statewide Delivery of ILL Materials

A cornerstone of statewide interlibrary loan services is the provision of efficient and timely delivery of materials between South Carolina's public libraries. In 2003, efforts were initiated by the South Carolina State Library to make improvements in this area and to reduce the costs. This was accomplished through collaborating with staff from the Interagency Mail Service (IMS) of the South Carolina State Budget and Control Board and the South Carolina Association of Public Library Administrators (SC APLA); all parties entered into a mutually beneficial contract agreement. Because public libraries were already on IMS delivery routes, implementation was effortless and reliance on the US Postal Service for delivery of materials between South Carolina public libraries and the South Carolina State Library ended. An IMS training session was provided to public library staffs; guidelines were drafted; South Carolina State Library internal mail handling procedures were revised. Throughout 2005 and 2006 cost savings continued to be realized, for both the South Carolina State Library and South Carolina's public libraries.

Overall Impact

The state's public library staffs received training in collection development and reference and research skills. LSTA training in these areas facilitated statewide resource sharing. Training exposed participants to practical knowledge and skills for improvement and updating of local collection development policies. South Carolina State Library Exchanges provided a means for public library technical services and ILL staffs to address specific needs, learn from colleagues, and receive expert instruction as a result of trainers brought to the state through LSTA funded contractual services. Staffs from small and medium sized public libraries were able to obtain knowledge and skills necessary to develop collections to meet the needs of local communities. Before the LSTA funded training initiative, staffs of libraries without the means to finance formal collection development training had little opportunity for participation.

Library Development Consultants, working one-on-one with public library directors, were able to guide the awarding of LSTA collection development sub grants in areas of the state where underserved groups were heavily represented. Through the provision of targeted collection development sub grants, the South Carolina State Library achieved the impetus necessary to ensure incorporation of standard collection development principles and policies by the state's small and medium-sized public libraries—the majority of which operate with extremely limited collection budgets. Citizens once served by inadequate, out-of-date collections now have access to newer titles and varied formats (such as DVDs, audio books on CDs, and electronic collections). Because these libraries now have more balanced collections, including electronic resources that were unavailable to their customers in 2003, collection development and resource sharing among the state's public library systems have been enhanced. LSTA sub grants provided to small and medium sized public libraries expanded collections and proved to be the incentive needed for many to obtain additional local dollars.

Because of LSTA dollars, collections of the South Carolina State Library did not become dated or inadequate to meet the information demands of the state's citizens. The majority of library materials provided by the South Carolina State Library are those that would otherwise be unobtainable from small and medium-sized local libraries. The State Librarian's annual budget calculation estimates show that the provision of these materials saves South Carolina's public libraries¹⁸ at least \$1 million per year. In presenting the South Carolina State Library's FY 2004 budget request to South Carolina's General Assembly, the State Librarian stressed, *"South Carolina State Library collections are essential resources for small and medium sized libraries, many of which are serving much of the state's rural and disadvantaged populations. In many cases, especially in rural SC, public libraries are the only outlet for those interested in educational opportunities outside of formal educational programs that require some level of personal financial investment for access. Because SC's public libraries continue to rank poorly on a number of major indicators (book per capita 2.1; magazines per 1,000 population, 5.0), South Carolina State Library's collections are more necessary than ever."*

¹⁸ Per FY 2005 South Carolina State Library annual compilation: County Libraries (41); Regional Libraries (2) [Counties in Regions (7)]; Municipal Libraries (1); Counties with County-wide Service (46).

Goal 1: Enhance the informational services environment of South Carolinians by improving access to library resources and materials through the development of sophisticated resource sharing, and superior guidance and training of professional librarians and support staff for South Carolina libraries, with special emphasis on staff in underserved urban and rural communities.

Objective 3: Promote increased information sharing with a focus on local interest information by means of digitization of unique SC documents; cooperate with the South Carolina Department of Archives and History and other South Carolina cultural and historical organizations that house unique collections.

Target: Public libraries participating in the South Carolina State Library interlibrary loan and resource sharing program.

Result: Made progress towards goal 1, objective 3.

STRATEGIES AND ACTIVITIES

- Participate in state's digital initiative through partnership with PASCAL (Partnership Among South Carolina Academic Libraries) and participation on its Digital Collections Committee (the Information Services Department Head serves as the South Carolina State Library's liaison).
- Encourage the abovementioned partner organizations to serve as consultants to public library staffs undertaking local digitization projects.
- Participate in PASCAL's survey of digital collection needs and resources.
- Provide and administer digitization sub grants to public libraries and to South Carolina State Library partner organizations (SC Department of Archives and History and PASCAL).
- Work with both partner groups to: identify best practices for digital library project development, develop criteria for identifying collections appropriate for digitization, develop guidelines and capacity to share metadata and digital objects, increase awareness through sponsorship of digital library forums and facilitate access to training in scanning and digital assets management.
- Foster adoption of uniform digitization standards, primarily Western States Dublin Core Metadata Best Practices.

Outputs and Outcomes

In 2003, the South Carolina Department of Archives and History¹⁹ began phase two of a 2001 LSTA funded program that provided finding aids and also digitized the state's entire collection of Confederate Pension Applications, as well as the National Register of Historic Places files for three South Carolina counties. Because long-term storage was not addressed in phase one, a phase two project was necessary. As a result, to implement best practice recommendations of experts in the field, 13,000 TIFF images were transferred to digital linear tape (DLT). During the first four months of 2004, digital images of the Confederate Pension Applications received 7,500 hits. Scanned images were linked to a searchable item level online database making it easier for researchers to locate documents/images. The online records index²⁰ of the South Carolina Department of Archives and History was cited as among the nation's 101 Best Family History Websites for 2004. 199 online survey respondents were uniformly appreciative of having scanned images available online. Comments included:

"The images are incredible. I found...in five minutes what I've been searching for over 20 years... This is an excellent tool."

¹⁹South Carolina Department of Archives & History LSTA funded online images are available at <http://www.state.sc.us/scdah/pilotintro.htm>.

²⁰ See <http://www.archivesindex.sc.gov/Archives/default.asp>.

"I have been doing South Carolina research for 24 years. Until the archives went on line I have been greatly restricted due to time restraints, travel time and cost. Now I am able to acquire much needed data through your excellent site. Thank you."

A Charleston County Public Library preservation technician reported using the database up to three times a week to assist customers using the library's genealogy department.

South Carolina Department of Archives and History staff gained increased knowledge and skills in scanning and image management; they are now able to serve as a resource for public library staffs and others (both in and outside of the state) desiring to digitize historical records. In 2003, they played a lead consultation role in the planned digital history library of South Carolina that was being considered by **PASCAL (Partnership Among South Carolina Academic Libraries)**.

In 2003 PASCAL, supported by an LSTA sub grant, established the conceptual and structural groundwork for the South Carolina Digital Library,²¹ thereby completing phase one of a multi-year project. Results included: identification of successful models and standards, meetings of the PASCAL Digital Library Initiative Committee, hiring of key support staff, selling of the plan to key stakeholders, utilizing consultants from existing successful programs, sending appropriate staff from PASCAL member libraries or program partners to training, identification of best practices for digital library program development, development of criteria for identifying collections appropriate for digitization, identification of user groups and needs within target groups, and issuing a report that outlined a blueprint of functional requirements for development of the South Carolina Digital Library. To assess the condition of digitization efforts in South Carolina a needs and resources survey was administered. The survey yielded a 10% response rate.²² Of note was that of institutions with potential digital collections, several have collections that lend themselves to collaborative projects.

PASCAL's Phase II sub grant, awarded in 2004, resulted in the creation of a small thematic collection of images for inclusion in the South Carolina Digital Library, an actual demonstration digital library for South Carolina, South Carolina Digital Library web site, the beginnings of a gateway (SC Memory²³ directory) to existing digital collections in South Carolina, a fully developed Digital Collections Committee (the South Carolina State Library's Information Services director is a member) and the sponsorship of a Statewide Digital Library Forum. Speakers were represented from successful programs that were launched in Georgia, Florida, North Carolina and Colorado. Attendance stipends were provided to staffs from public and other libraries and from archival institutions. These stipends represented the first coordinated effort to involve public library staffs²⁴ in the state's digitization initiatives. At least two of these libraries later sought and received LSTA digitization sub grants. The Forum, held over four days, was well attended by an average of thirty to forty people from across the state. The attendees were school media specialists, public and academic librarians, and archivists from organizations and public and private colleges and universities. Engaging discussions were held after each session.

²¹ The South Carolina Digital Library (<http://www.digilibsc.org/>) is an online resource providing access to digital collections related to South Carolina cultural heritage or created by South Carolina institutions. The South Carolina Digital Library has adopted the standards set by The Western States Digital Standards Group (<http://www.cdpheritage.org/cdp/documents/CDPDCMBP.pdf>).

²² Survey results are posted at <http://pascalsc.org/digilibsc/surveyresults.htm>.

²³ "SC Memory" is a destination for educators, students, researchers, and collectors to access the cultural heritage of this state in digital formats and "SC in the American Revolution," live online at www.scmemory.org/SCAR/scar.html. South Carolina Memory has been populated with gathered or created metadata on projects from around the state.

²⁴ Statewide Digital Library Forum participants receiving attendance stipends were Beaufort County Public Library, Charleston County Public Library, Coastal Carolina University, Furman University, League Academy of Communication Arts, Georgetown County Public Library, Greenville County Public Library, South Carolina Historical Society, South Carolina State University, South Caroliniana Library (USC), Trident Technical College, Univ. of SC, USC at Aiken, USC School of Library and Information Science, USC School of Medicine, Winthrop University, and York Junior High.

In 2005, the Council on Library and Information Resources (CLIR)²⁵ held a conference in Charleston, South Carolina on "*Managing Digital Assets.*" PASCAL's Phase III LSTA grant funded registration for over twenty individuals (librarians, archivists, school media specialists and technology staffs) from around the state. South Carolina State Library staff also attended as guests of PASCAL. The conference brought together some of the best and brightest minds in the field of digital assets management. In 2006, staffs from local archives and historical societies and from academic and public libraries (Greenville, Charleston, York, Beaufort and Pickens counties) participated in the South Carolina Digital Collections Conference.²⁶ The conference garnered much enthusiasm and high participation. The PASCAL Executive Director remarked, "*I'm encouraged to think that there is a solid base of interest in developing a sustainable program.*"

By the end of 2006, PASCAL was operating the state's first academic virtual library,²⁷ and the PASCAL Board of Directors had reaffirmed their commitment to the digital library. PASCAL's Phase III efforts concluded with the drafting of a vision document, "*Pathway to a Program,*" which outlines factors in sustainability of a digital library program for South Carolina. 2007 finds PASCAL diligently working to complete a five-year plan on issues such as outreach to and working with K-12 educators, faculty, and college/university students; training for smaller institutions; planning for the long-term maintenance of the databases and digital objects; and planning and carrying out a statewide collaborative digital project. PASCAL has submitted a proposal for Program Year 2007 LSTA funds.

Digitization Sub Grants to South Carolina Public Libraries

Three public libraries, Georgetown, Lancaster and York, were awarded 2005 sub-grants for local digitization projects.

- **Georgetown²⁸ County Library** received guidance and assistance from PASCAL with its pre digitization collection assessment and the development of its "*Digitization Planning Assessment Report.*" Georgetown's project focused on preserving, describing, digitizing and sharing about 500 historical images from the library's Morgan and Trenholm Collections.²⁹ Because of its staffing situation, Georgetown's library director had to do most of the intensive physical work involved in evaluating the images and producing descriptions. This led to his pursuit of private funds to secure a full-time, highly trained and capable, professional archivist. As a result, the library was successful in obtaining \$350,000 from the Gaylord and Dorothy Donnelley Foundation for continuation and expansion of its LSTA project to a countywide version. The private funds cover project

²⁵ See <http://www.clir.org/>.

²⁶ The South Carolina Digital Collections Conference keynote speaker was Kalfatovic, head of New Media Office & Preservation Services Department, Smithsonian Institution Libraries. Other speakers and topics: "One Way to Start a Digitization Program" (Boyd, Digital Collections Librarian, Univ. of SC), "Strategies for Digital Preservation" (Danforth, Coordinator of Digital Collections, PASCAL), and a facilitated discussion on digitization projects various South Carolina libraries were undertaking (moderated by Landis, Special Collections Librarian and University Archivist, Furman University).

²⁷ SC's Academic Virtual Library (<http://pascalsc.org/>) is made up of three key components (Collegiate DISCUS, which builds on the South Carolina State Library's DISCUS; PASCAL Delivers, which is a statewide academic library catalog of over 12 million volumes; and South Carolina Memory).

²⁸ Georgetown County. Population, 2005 estimate, 60,983; Black persons, percent, 2005 (a), 34.9%; Bachelor's degree or higher, pct of persons age 25+, 2000, 20%; Persons below poverty, percent, 2003, 14.7%.

²⁹ Morgan and Trenholm photographs cover about 25 years spanning the end of the 19th Century and the beginning of the 20th Century. The importance of these pictures comes from the fact that they cover a time before the full implementation of "Jim Crow" laws. They illustrate a fragile time and place when the Georgetown County's African-American population still shared considerable power with the district's white minority and interacted with it socially and commercially on a regular basis.

- years 2007 – 2009³⁰ and will incorporate a significant preservation component—to ensure the protection of the original images for future generations.
- **York County Library's** digitization project³¹ focused on making four specific collections available, with a long-range goal of using information available in the library's collections to present, via the Internet, as complete a picture of historic Rock Hill as possible. The Winthrop University Olde English Consortium contributed \$2,000 of a Teaching American History Grant³² to assist with the library's efforts. The project resulted in 362 online images of local historic value; these included school insurance photographs from the 1930s and early 1940s. To identify some of the digitized images, library staff created a blog that solicited assistance from the community. The York County Library director noted that LSTA funds made implementation of the project possible.
 - Because the county has no local museum or archives, the **Lancaster County Public Library** became the county's historical repository. Lancaster County Library's project combined digitization and preservation; preservation and organization needs received the greatest attention. Most of the collections are largely unpublished, not cataloged and not readily accessible. 2,000 photographs were organized; 1,895 photographs were indexed and cataloged. Only a small number of photographs, 45, were selected for scanning. (See *Goal 1, Objective #4 results*) The project also resulted in new local history and genealogy web pages for the library, where scans and photographs are being used in online exhibits. A phase II 2006 LSTA sub grant, which is allowing the library to focus on digitization, is well underway.³³

Overall Impact

LSTA funded training allowed institutions and libraries to make important professional connections, gain practical experience and acquire the basic skills needed to carry out independent and collaborative digitization projects. The digital library knowledge base in South Carolina has expanded.

LSTA provided the influence needed for the South Carolina State Library to influence both the South Carolina Department of Archives and History and PASCAL to offer free digitization/preservation consultation to public library staffs. This, in turn, provided the impetus needed to encourage public library staffs to undertake local digitization projects. It is known that other small and medium sized rural libraries (no different than Georgetown, York and Lancaster County Libraries) are housing rare and unique materials that are only known to a select few. Continued LSTA support of digitization will be needed to increase participation among South Carolina's public libraries.

Ultimately, statewide digitization and preservation of unique documents will promote increased information sharing through improvement of access to local interest information. More work is needed to guide the state's digitization efforts toward a dependable and sustainable future. An editorial in a July 2004 issue of *The State Newspaper*³⁴ commented on the efforts of the South Carolina Department of Archives and History:

³⁰ See <http://www.gclibrary.org/digital/default.asp> for more information on the Georgetown County Digital Library – Foundation Initiative. This new stage will engage ten local cultural and civic institutions in cooperating closely and extensively to create an Internet-accessible database of about 20,000 historical photographs on a new web site.

³¹ York County Library's project information is available at <http://www.ychistory.org/abouttheproject.php>.

³² The Teaching American History Grant program is a discretionary grant program funded under the Elementary and Secondary Education Act. It supports programs that raise student achievement by improving teachers' knowledge, understanding and appreciation of American history.

³³ Lancaster County Library scanned images and additional information is available at <http://history.lanclib.org/>.

³⁴ *The State* is SC's largest newspaper. It's primary market is the Columbia Metropolitan Statistical Area (MSA)—now comprised of Richland, Lexington, Fairfield, Saluda, Calhoun and Kershaw Counties in the Midlands region of SC.

"...Without more public or private funding, it will take years to get all of the state's 50 million pages of records online. But every additional document is a step forward."

The provision of a more effective way of gathering and sharing information across scattered digital collections within the state remains the pathway to the development of its resource sharing capability. Improving the availability of these content rich, significant resources requires moving beyond the progress made to date. In the years ahead, PASCAL, the South Carolina Department of Archives and History and the South Carolina State Library, if supported with tangible dollars from the state, can lead the way to full implementation of a collaborative statewide program that ties together academic special collections and archives, public libraries, state government archives and collections, and repositories in other cultural resource institutions to provide a rich statewide virtual collection of key documents of South Carolina history, geography, environment and culture for college students, faculty, researchers, citizens, and K-12 students.

LSTA funds made it possible for the South Carolina State Library play a key role in this vital initiative. Remote access to a select number of significant statewide historical collections is now evident and local historical research has been enhanced. Resources that were once inaccessible to many librarians in smaller academic and public libraries are being made available. Projects funded have served as the catalyst needed to stir up interest that now reaches beyond the academic community. There is renewed awareness among the state's librarians and archivists about the importance of digital initiatives. At this early stage, the ultimate impact on the statewide public, as well as information seekers from other states, can only be imagined, but there is definitely a future in South Carolina for significant expanded access to cultural and historical resources through collaborative digital initiatives.

Goal 1: Enhance the informational services environment of South Carolinians by improving access to library resources and materials through the development of sophisticated resource sharing, and superior guidance and training of professional librarians and support staff for South Carolina libraries, with special emphasis on staff in underserved urban and rural communities.

Objective 4: Encourage preservation of library materials and provide preservation training.

Target: Public libraries participating in the South Carolina State Library interlibrary loan and resource-sharing program.

Result: Made progress towards goal 1, objective 4.

Strategies and Activities

See Goal 1, Objective 3: Digitization

- Administer the State Documents Depository Program.
 - Sponsor and participate in depository librarians meeting.
- Provide opportunities for South Carolina State Library staff to attend related training/CE events.
- Launch electronic State documents project.
 - Seek approval from South Carolina's General Assembly for revision of South Carolina's State Documents Depository Act.
 - Adopt and test a plan for collecting and preserving electronic documents.
 - Research and obtain software and equipment for scanning/imaging.
 - Provide staff training.
 - Preserve State documents in e-format; explore archival methods.
- Catalog, classify and make available all materials used in the library program.
- Collaborate with statewide organizations such as PALMCOP (Palmetto Archives, Libraries, and Museums Council on Preservation) and SHRAB (State Historical Records Advisory Board)
- Participate in statewide preservation meetings/workshops.
- Provide preservation-related training for public library staffs.
- Provide collection management and preservation consultant services to public library staffs.

Outputs and Outcomes

Through partnership with the PALMCOP³⁵ (Palmetto Archives, Libraries, and Museums Council on Preservation) and South Carolina SHRAB³⁶ (State Historical Records Advisory Board), preservation instruction and training was delivered to South Carolina public library staffs throughout the five-year evaluation period (*See Goal 1, Objective 5*). The State Library's partnership also afforded public library staffs access to the state's preservation specialists. These specialists provided technical advice as requested. During the evaluation period, directors of the South Carolina State Library's Collection Management Services (CMS) department were active as PALMCOP board members and also served as PALMCOP preservation specialists—providing guidance to public library staffs. PALMCOP and SHRAB

³⁵ PALMCOP exists to help organizations with limited staff and resources for preservation. It organizes and sponsors a broad variety of educational opportunities for its membership. Per year, PALMCOP averages 3 workshops with 20 attendees per workshop and 4 board meetings. Programs and services made available at modest cost include an annual meeting on a relevant preservation topic, daylong workshops on preservation practices, access to an environmental monitoring equipment package, newsletters and on-site consultations by preservation specialists, whose sponsoring institutions grant them time to do site visits and provide technical advice to PALMCOP members.

³⁶ South Carolina SHRAB is an active and effective agent for the preservation of and wider public access to South Carolina's historical records.

reservation workshops promoted to public library staffs through the South Carolina State Library's partnership efforts included:

- Preserving Papers and Books
- Creating Your Family History
- Managing Electronic Records
- Book Repair; Library Binding
- Reformatting Your Collections
- Conservation Treatments
- Storage and Handling of Materials
- If We Don't Do It Who Will? Documenting and Preserving Neglected S.C.
- Preservation and Care of Photographs
- Preservation of Audio-Visual Materials

In **2004 preservation training** was provided through contract services with SOLINET. The hands-on, one-day workshop taught participants how to minimize damage to collections by learning proper use, handling and storage of collections. To facilitate easy access to preservation information for public library staffs, the South Carolina State Library houses SHRAP preservation handbooks, manuals and other guides (in FY 2005, 135 titles circulated 214 times). Also, a preservation page³⁷ was added to the State Library's web site.

Staff of the South Carolina State Library worked with the **Archives and Special Collections Round Table of the South Carolina Library Association³⁸ (SCLA)** to promote high standards in the preservation of archives, manuscripts and special collections materials. During annual SCLA conferences, the Roundtable offers training opportunities that are promoted to public library staffs. Offerings included:

- (2004) Panel discussion on hidden collections entitled "The Riddle Wrapped in the Enigma," which was followed by a presentation on PASCAL's initiatives to identify special collections in South Carolina and future plans for providing web access to those collections. The program was attended by approximately 30 people and was well reviewed. Attendees indicated that they would be interested future programs on the basics of managing archives, preparing exhibits, and preserving materials, as well as an ongoing interest in digital collections and the PASCAL digitization initiative.
- (2005) A program titled "The Preservation of Audio Visual Media."
- (2006) A detailed presentation entitled, "The Dangers of Everyday Living: Ballpoint Ink," where specialists related to the groundbreaking research from the collaborative work of chemists at the University of South Carolina and the conservation lab on the stability of ballpoint inks in use from 1950–1975

The South Carolina State Library's Collection Management Services director annually attended joint **SCAA³⁹ (South Carolina Archival Association)/PALMCOP Spring and Fall conferences**. The first annual conference of the two groups was held in 2004, where attendees were able to obtain knowledge on issues such as mold mitigation and attend sessions on genealogy, university records management and literary manuscripts. Other conferences provided the following information:

- (2005) [Spring Conference] Sessions on the legal aspects of digitization, the history of the South Carolina Department of Archives and History, South Carolina's religious archives and online exhibits.
[Fall Conference] Archival documents in the classroom, setting up an archives, sources of grant funding across the state, and digitization—what to do as well as what not to do.

³⁷ See <http://www.statelibrary.sc.gov/maintenance-amp-preservation.html>.

³⁸ See <http://www.scla.org/Main/HomePage>.

³⁹ See <http://www.state.sc.us/scdah/scaa.htm>.

- (2006) [Spring] Strategies for handling different types of disasters were offered.
[Fall] Sessions addressed digital technology and legal concerns (privacy protection) and arrangement, care and description of photograph collections.

The information services Director attended a 2003 Government Information Locator Service (GILS) annual conference and obtained information on strategies for preservation of digital government information. In 2004, the South Carolina State Library began efforts to seek approval for revision of the South Carolina's "State Documents Depository Act"⁴⁰—a critical step in gaining momentum for **digitization of state government documents**. As a result, in 2005, the General Assembly revised the Act. State government agencies are now required to notify the South Carolina State Library upon publication of an electronic state document. Meetings held with a sub-committee of the South Carolina's depository librarians resulted in the development of a selection policy for e-documents. Organized collection and preservation of digital state documents began in 2006; prior to that time hundreds of selected state documents were copied from various state agency web sites by South Carolina State Library staff. Now, staff saves them as pdf documents, stores them on its server, builds URLs, posts them to records in its online catalog and provides the URLs to state depository libraries. The libraries can create their own catalog records to make documents accessible, thereby making them available 24/7 to all citizens. Since starting the South Carolina electronic documents project in August of 2005, South Carolina State Library staff has classified 397 items (285 titles) in WebLion as SC-EDOCS. Some are titles that were already represented with an item type of INTERNET but have been re-classified; the majority, though, are newer publications being born digitally.

In 2006, the South Carolina State Library staff worked with the staff of the South Carolina Dept of Archives and History and with the State Office of the Chief Information Officer (CIO) to assist with completion of a survey from the Center for Technology in Government (CTG)⁴¹ that covered digital preservation efforts in state government. The survey was part of the Library of Congress initiative on preserving state government digital information. The resulting report, which profiles each state, includes information on at-risk state government information for South Carolina. South Carolina Department of Archives and History served as a CTG Advisory Committee member.

Overall Impact

This project fostered awareness of proper preservation techniques among technical services staffs in South Carolina public libraries. Increased awareness led to the preservation (and digitization) of important local collections, which are now better protected from deterioration and other damage. Our state cannot afford to lose its unique collections. Coordination and implementation of activities to preserve library materials and prolong the life span of collections is ongoing. South Carolina libraries and other organizations are cooperating to ensure the availability of South Carolina materials for today and the years ahead. Archiving of electronic state documents has begun to halt the disappearance of important records of the state's history.

Electronic documents in general are being collected and cataloged when they are identified. This is expected to lead to the rapid growth of the agency's electronic state documents archives. Continued support of preservation and digitization efforts through targeted LSTA funding is essential; this includes cooperation with PASCAL for expansion of the South Carolina Digital Library (See Goal 1, Objective 3). A South Carolina Digital Library can serve to preserve and enhance accessibility to the cultural resources of the state's libraries and archives.

⁴⁰ See http://www.scstatehouse.net/sess116_2005-2006/bills/319.htm.

⁴¹ See <http://www.ctg.albany.edu/projects/print?proj=lc&PrintVersion=1>.

The importance of this initiative to scholars and college students is evident. However, if South Carolina is to obtain commitments for adequate state and local funding, all involved must develop effective strategies for articulation of its importance to the state's public and private school teachers and students, to its governmental officials and to all South Carolinians.

Goal 1: *Enhance the informational services environment of South Carolinians by improving access to library resources and materials through the development of sophisticated resource sharing, and superior guidance and training of professional librarians and support staff for South Carolina libraries, with special emphasis on staff in underserved urban and rural communities.*

Objective 5: Provide training opportunities for library staffs in areas such as reference and information retrieval skills.

Target: 100% of eligible libraries will participate in the LSTA grant program

Result: Met this goal and objective.

NOTE: See Goal 1, Objectives 2-4 and Goal 2, Objectives 2-3 for supporting narrative for Goal 1, Objective 5 strategies, activities, outputs, outcomes and overall impact.

Goal 2: Further the development of public library services and programs through continued support and guidance for South Carolina's public library directors, staff, boards of trustees, and friends groups, to improve the quality of library service within each community served.

Objective 1: Provide resources and services to meet the reading and information needs of adults, children and youth.

Target: 85% of public library children and youth services staffs will participate in training opportunities provided by the South Carolina State Library.

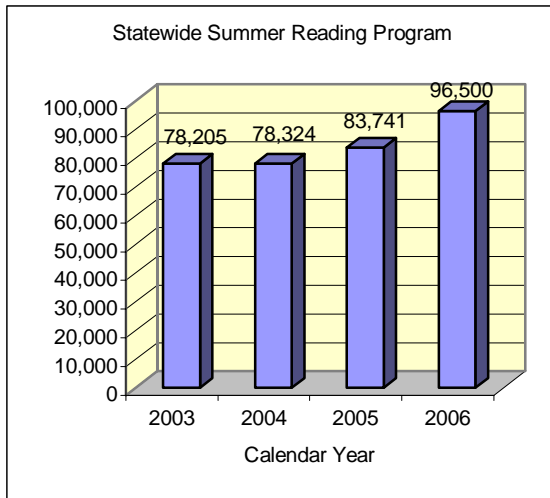
Target: Public libraries will have staffs, services, and programs to enrich the lives of their patrons.

Result: Surpassed this goal and objective.

Strategies and activities

- Provide expertise and guidance to children and youth services staffs in South Carolina's public libraries.
- Encourage increased children's and youth programming in local public libraries.
- Increase participation of families and children in the state's summer reading program.
- Participate in multi-state summer reading program cooperative.
- Provide LSTA sub grants to local public libraries for expansion of services, programs and resources that benefit the state's children and youth.
- Encourage library/community partnerships that support early childhood literacy and school readiness programs.
- Provide continuing education and other training opportunities for children and youth services staffs of public libraries.
- Identify and partner with organizations responsible for statewide development of educational programs for children and youth.
- Market/promote LSTA funded children and youth services projects.

Outputs and Outcomes



The South Carolina State Library sponsored the state's annual statewide summer reading program for children and teens. Program themes for children were:

- 2003 – *Books Ahoy*
- 2004 – *Step to the Beat...Read!*
- 2005 – *FUNtastic Reading*
- 2006 – *Once Upon A time*
- 2007 - *Get A Clue @ Your Library*

For teens:

- 2003 – *Tsunami Summer*
- 2004 – *Rock 'n' Read*
- 2005 – *READiculous!*
- 2006 – *Xtreme*
- 2007 – *You Never Know @ Your Library*

Participation in South Carolina's statewide summer reading program increased 23.4% from 2003 to 2006. Locally supported public library programming and incentives for participating children and teens supplemented materials and resources provided by LSTA dollars. Some of the state's public libraries also created adult summer reading programs that coincided with the statewide program for children and teens.

Examples include Charleston County's 2005 *Reading Wave* program and the 2006 program of the Irmo⁴² Branch Library (Lexington County) where 300 adults participated.

2003 marked the first year of South Carolina's participation in a multi-state cooperative. In 2003, participating states were South Carolina, Mississippi and Georgia. In 2004 Alabama and Virginia joined the cooperative. This joint partnership allowed the state to share artwork and other materials at a reduced cost. In 2006 Mississippi and South Carolina left the cooperative. South Carolina joined the Collaborative Library Summer Program (CLSP)⁴³. The State Library's Children and Youth Services Consultant, along with a public library representative, attended the 2006 CSLP Annual Conference. Commenting on her attendance, the Lexington County children's librarian remarked, "...the most tangible, measurable outcome of my participation...has been the renewed excitement about and enthusiasm for the development of [our state's] 2007 summer reading plans."

The State Library annually sponsored Children's and Young Adult (YA) Services Exchanges and workshop retreats for public library children's librarians. (See also Goal 2, Objectives 2 and 3) Exchanges averaged 20 participants per session. In 2003, 25 librarians attended the *Services to Tweens*⁴⁴ YA Exchange; in 2005, 22 attended for a lively discussion and exchange of ideas on topics that included teen advisory boards, designing/designating a space for teens in the library and library web sites for teens. 2006 Children's Services and YA Services Exchanges attracted 42 participants. 2006 Comments from the Children's Librarians Exchange included:

"All the topics were very timely and it is always great to hear how other libraries deal with issues of concern."

"Thank you for allowing us to meet to discuss issues in children's services!! Please do this again! First time attending."

Training of children's and youth services librarians also included the provision of an Early Childhood Teacher Resource and Video collection. Maintained by the South Carolina State Library, materials are made available through ILL to children's librarians and local childcare staffs throughout the state. Childcare staffs used the materials to meet state requirements for annual training hours; public library staffs used them to facilitate locally produced instructional sessions for local parents and parent groups.

LSTA sub grants afforded public library staffs unique opportunities to participate in varied CE opportunities. For example, the Greenwood County Library's Young Adult (YA) Services Librarian attended the Public Library Association's 2003 *Spring Symposium: Connecting Teens and Reading in a Digital Age*. She used skills and knowledge obtained to improve the library's YA summer programming. In 2004 a Greenville County Library staff member, preparing for promotion to the position of youth services manager for one of the system's branches, attended the Public Library Association (PLA) annual conference. Networking with other professionals afforded her the opportunity to gain new insights and ideas; the participant returned to her library with renewed enthusiasm and immediately shared new ideas with her library director. As a result, several new children's programs were developed by the Greenville County Library system—including its LSTA funded Play and Literacy Center (See Goal 2, Objective 1). Likewise, Lancaster County's children's librarian, after attending the 2004 National Storytelling Festival, implemented an "*American Kids in History*" program where children were introduced to stories from different periods in history. Later, in 2006, the library enhanced children's programming by

⁴² Irmo is located in Lexington County, South Carolina and had a population of 11,039 in 2000. 27.5% of the population has a Bachelor's degree; 32% is 0 to 18 years old; 76.8% is white and 20.2% is African American.

⁴³ The Collaborative Summer Library Program (CSLP) is a grassroots consortium of 44 states working together to provide high-quality summer reading program materials for children (at the lowest cost possible) for their public libraries. Its guiding principle is librarians sharing ideas, expertise and costs.

⁴⁴ Tweens are young people ages 9 – 12.

sponsoring a weekly Kids Book Club. Held during the school year, the program employed a team approach that encouraged attendance and allowed children to read at their own level. In 2005 Charleston County Library, as a result of its attendance in a two-day workshop sponsored by the Lunar and Planetary Institute in Houston, TX sponsored a "Space Camp" that attracted 50 children, ages 8-14.

Throughout the five-year period, the South Carolina State Library's Library Development Services staff provided **guidance to the state's children's librarians** on topics such as: children's library services for Spanish speaking populations, literary programming, story hour training, development of children's collections, mobile services to child care centers, training branch staff to do simple programming for children, establishing relationships with school library media centers and more. (See also Goal 2, Objective 2)

Statewide and local level partnerships were developed and maintained. Local public libraries implemented programs through collaboration with their county First Steps⁴⁵ offices. The State Library's Children's and Youth Services Consultant served as the liaison to the South Carolina's First Steps Governing Board.

In 2003 library based programs served more than 7,608 children and families; this figure represented 80% of First Steps participants. Various programs resulted from these partnerships, one of which was the annual *Letters About Literature*⁴⁶ statewide reading and writing contest coordinated by the **South Carolina Literary Partnership** through the South Carolina Center for the Book⁴⁷. During the same year, South Carolina children wrote 802 letters. One child's letter was among the top six in the nation; in the ensuing years, over 1,000 children have participated. Each year's winners are recognized at a ceremony held at the South Carolina State Library.

Another successful endeavor was the launch of the 2006 ***Every Child Ready to Read @ Your Library*** initiative that was supported by LSTA dollars and two private foundations. As part of the launch, the South Carolina State Library sponsored an LSTA funded workshop that drew 60 children's librarians from across the state and placed *Every Child Ready to Read @ Your Library* kits in every South Carolina public library headquarters. As a follow up, local libraries are to offer training and programs for parents, child-care givers and teachers to help children develop important reading readiness skills. Some libraries have held local workshops. Union County Library sponsored three; Greenville County Library's workshop attracted 39 families (concurrent story time sessions were held). Other libraries, such as the Clarendon County, have started receiving donations from local supporters. Some comments from those participating in the workshop follow:

"I hope to partner with my district's First Steps and offer the workshops for caregivers and parents."

"I will be able to present this information with the caregivers that presently participate in our "Read With Me" program."

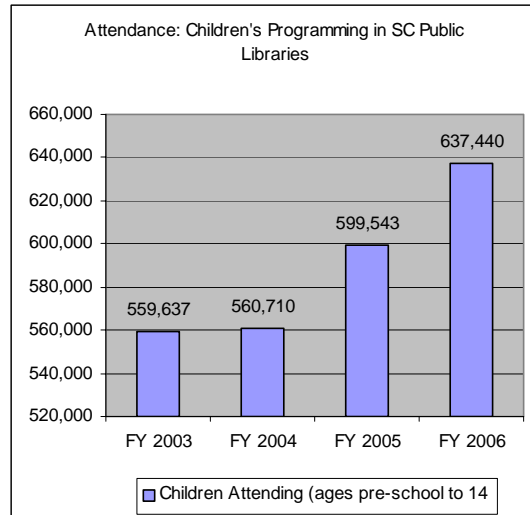
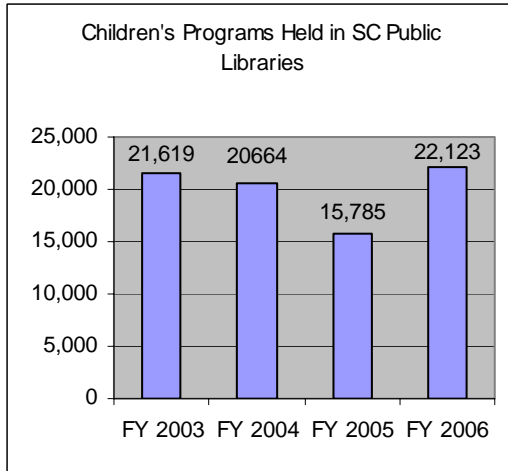
⁴⁵ First Steps is a comprehensive, results-oriented early childhood education initiative designed to ensure that South Carolina children will arrive at first grade healthy and ready to succeed. By state statute, county libraries are represented on State First Steps County Partnership Boards. Library-based programs funded by State First Steps expose children to age-appropriate literature, enhance childcare facilities by distributing books, and offer literacy-rich activities to families and to childcare programs serving children and families. See <http://www.scfirststeps.org/>.

⁴⁶ Letters About Literature is national reading and writing promotional program for children and young adults. See <http://www.loc.gov/loc/cfbook/letters.html>.

⁴⁷ The South Carolina Center for the Book is the South Carolina Affiliate of the Library of Congress Center for the Book; it is a cooperative project of the South Carolina State Library, the University of South Carolina School of Library and Information Science, and the Humanities Council, ^{SC}. See <http://www.sccenterforthebook.org/home/>.

"I plan to begin incorporating it in story time. I think it will be very useful to our community..."

"This is an important program for SC. We need to educate parents and this information does that."



Sub grants awarded to local public libraries improved children's and youth services programs, services and collections. Libraries receiving LSTA sub grants for 2003 – 2006 included:

2003

Picture book sub grants were awarded to each public library for purchase of 100 hardback books, average cost \$15 per book (\$1,500 per outlet – headquarters and branches). A committee of children's librarians identified the 100 picture books. The project began in 2002 and culminated in 2003 when the last set of libraries received funds. The 100 picture books project put the **focus on reading quality books at an early age** and supported the goals of the state's First Steps to School Reading initiative. Each library took a different approach to promoting and using the collection. Some examples follow:

- The **Sumter County Library** also purchased the recommended titles in Spanish and in audio/video formats. The collection became one of the library's most popular. Upon expiration of the grant, local funds were allocated; purchasing picture books in varied formats continues.
- The **Marion County Library** purchased all 100 titles in multiples of 3 and used the remaining funds to purchase the titles in audio/paperback kits and in Spanish. The Spanish titles were promoted to Hispanic students participating in the library's "*Mother Read*⁴⁸" program.
- The **Lancaster County Library** promoted its new collection by distributing brochures to parents, childcare centers and the county's First Steps office. Busy parents and caregivers voiced their appreciation for the recommendations and for assistance in guiding their children's reading activities.
- The **Greenville County Library** ordered 1,250 books and made them available for check out by parents, day care/child development centers, Head Start programs and by elementary school teachers.

⁴⁸ Mother Read classes are designed for low-literate adults who want to improve their literacy skills in order to read to their children.

- The **Beaufort County Library** reported that its newly processed picture books (674 copies) received 571 circulations in just a little over a month.
 - At the **Charleston County Library** the books served as the core of the library's picture book collections and were used in for pre-school story time programs.
- **Spartanburg County Library** replaced a 1981 "Story Caravan" that frequently broke down before reaching its destination. Teachers reluctant to allow children to enter the old vehicle because of inadequate heat, air and lighting enthusiastically welcomed the new "Story Caravan." In its first several months of operation, it circulated 8,800 items and served 2,100 children in private day care centers, church and head start programs, and Boys and Girls Clubs.
 - **Laurens County Library** use LSTA funds to create an adjunct to its "*Born to Read*"⁴⁹ program; the biggest impact of the LSTA funded project was the development of long lasting partnerships with staffs of the Laurens County School District's "*Partners with Parents*" program and the Laurens County Hospital. Mothers responded well to the program. When asked for comment on the program, the Laurens District School Superintendent remarked, "*There is now more of an awareness among parents of needing to begin skills early.*" A parenting teacher encouraged a new mother to bring her baby to an evening story time at the library. The mother arrived with her infant and three other small children. All received library cards, checked out books and were very excited.
 - **York County Library** established a new resource collection (REACH - Resources for EARly Childhood) for day care providers and adults working with children, expanded the library's Kinder Box collection (theme-based learning kits available to day care providers) and supplemented the salary of its children's outreach librarian. Both collections were promoted during "*Literature Alive*" workshops for day care providers that emphasized importance of reading aloud to children and choosing picture books for young children. The workshops were successful and participants left anxious to have kits delivered to their facilities. New partnerships with both small and large day care centers resulted. The library's partnerships continue.

2004

- **York County**⁵⁰ **Library** expanded its 2003 project. Additional "*Literature Alive*" workshops reached 242 childcare providers. The children's librarian reached 919 participants through 28 outreach activities. Hispanic Heritage Month programming, with an interpreter present for kickoff activities, attracted 278 participants. Spanish language books for children were added to the library's collection and monthly bi-lingual story times were held. The library found that reaching Hispanic families was difficult. Although 52 new mothers visited the library, just one Hispanic family was attended the story times. Most of the connections made with Hispanic families resulted from a partnership that facilitated visits by the children's librarian to family resource centers in two surrounding communities. A family literacy educator expressed appreciation in a letter to library staff, "*We thank you for your help with the Hispanic population in Rock Hill...Please let us know what we can do to help make our 'partnership' with you work for the benefit of the families of our community.*"

⁴⁹ *Born to Read* is a program that unites libraries with health care providers to help parents raise children with healthy minds and bodies. See <http://www.ala.org/ala/alsc/alscresources/bornread/bornread.htm>.

⁵⁰ 5,558 people or 2.9% of York County's population (July 1, 2005) is of Hispanic or Latino origin. 6.4% of York County's population is under 5 years of age and 12.2% are ages 5-13 years.

2005

- **The Greenville County⁵¹ Library** developed new programming and established a Play and Literacy Center (PAL) to attract Hispanic and low-income families with children 0-4 years of age; the PAL Center was developed to help the children develop early reading skills. Greenville's staff discovered that outreach to the Hispanic community required non-traditional methods. Community partnerships became the key to achieving desired results. Partnerships included Northwest Crescent Child Development, Family Service Center, United Way of Greenville County's Success by Six, First Steps to School Readiness and several school districts. The center's grand opening attracted 90 attendees. Library staff observed that on weekends, many Hispanic families and fathers could be found at the library using the PAL Center. Prior to the opening of the Center, these families were not represented among the library's weekend visitors. Bilingual story times were held and a mix of English and Spanish speaking families attended. Staff observed many new families that had not previously participated in library programming. The popularity of the bilingual story times resulted in the hire of a part-time staff person to continue the programming momentum. Advertising placed in a Hispanic newspaper resulted in the attendance of 70 participants in the library's first *Cinco de Mayo* party; several children dressed in native garb; the event attracted the attention of a local television station. A local Duke Endowment affiliated foundation initiated a discussion with the Greenville County Library System's to formulate a plan for expanding the library's LSTA funded PAL Center programming to more system's branches.
- **The Kershaw County Library** used LSTA funds to supplement the salary of a school liaison/outreach staff person and to expand its juvenile collection; 5,000 books and audio-visual items were purchased. The liaison contacted schools to obtain required reading lists; staff displayed available titles at the circulation desks of branch libraries; Kershaw County school web page were linked to the library's online catalog web page. Commenting on these varied efforts, a teacher of gifted/talented students remarked, *"...blown away by how hard ya'll are working to collaborate and meet such specific needs...that's wonderful. Thanks for all the work you put into the meeting...doing all those searches tailored to our units was unbelievably above and beyond the call of duty...even for super liaisons!"* To attract home schoolers, the library added a home school educator's link to its web site. The library experienced a 22% increase in juvenile cardholders, a 7% increase in the circulation of picture books and a 20% increase in bookmobile circulation to day care centers.

2006

- **The Allendale, Hampton, Jasper⁵² (AHJ) Regional Library** improved services to children by using its LSTA award to provide the salary of a children's coordinator and to purchase books, activity packages, puppets, coloring books, felt boards and the like; it also established a 24/7 *Dial-A-Story* program (449 calls logged). The children's coordinator created a better climate for cooperation with area public and private school staff (25 visits to schools and day care centers), scheduled more story hours (30 story hours with 646 children), worked with South Carolina Educational Television (SCETV) staff to coordinate two visits by Clifford the "Big Red Dog⁵³" (318 attending), and coordinated 15 children's programs that attracted 473 participants. Despite these accomplishments, County Council chose not to support continuation of the FTE position; instead, Council made a commitment to hire three part-time people—one for each county.

⁵¹ 23,064 people or 5.7% of Greenville County's population (July 1, 2005) is of Hispanic or Latino origin. 6.8% of Greenville County's population is under 5 years of age and 12.9% are ages 5-13 years

⁵² Less than 40% of the residents of the Allendale, Hampton and Jasper counties graduated from high school; there are approximately 4,175 people 25 and over with less than a 9th grade education. Allendale, Hampton and Jasper are among the poorest counties in S.C.

⁵³ Clifford The Big Red Dog - animated TV series is based on the books of the same name; uses storytelling to present moral messages to young children. See <http://pbskids.org/clifford/index-puppy-flash.html>.

- The **Chester County⁵⁴ Library** established the “*Spring Into Reading Program*” (SIR)⁵⁵ as a pilot project; it is designed to teach parents to prepare their children, ages 4-6, to enter school ready to learn. Twelve sessions were offered and 20 children and 20 parents/grandparents finished all sessions. Reports from both parents and teachers to library staff were consistently positive, with indications that the children improved both their reading skills and general success in school. The project’s success led to private funding (from a local foundation) for a second year of the SIR program.

Overall Impact

Public libraries and their partner organizations were provided with continuing education opportunities, LSTA sub grant funding, South Carolina State Library consultant staff expertise and guidance, and resources that expanded and improved library services and programming for South Carolina’s children⁵⁶ and teens.

Dollars spent to market local LSTA projects and statewide initiatives motivated other organizations to notice library based literacy programs; thereby creating several new partnerships that heretofore had not been possible. Additionally, local collaborations that resulted in additional funding through private foundations have increased the effectiveness of public library/community partnerships.

Services, programs and resources once absent for Hispanic families and their children are now evident and ongoing. Many lessons were learned about reaching this population group. A statement by York County Library’s former director expresses it best, “*When we began the bilingual story times, not many families attended. Our partners, however, continued to tell us how grateful they were for this service. They have also continued to promote our services to Hispanic families. We were also able to use their feedback to engage story times in places outside the library building. If they don’t come to you, go to them.*”

⁵⁴ SC. Kids Count statistics show 21.5% of children ages 9-6 in Chester County are considered below the poverty line and that 67.3 of this group are from the county’s most rural communities. Additionally, the 2004 PACT (Palmetto Achievement Challenge Test) scores show that 18.9% of the children tested at Chester Park Elementary School are considered below proficiency level.

⁵⁵ The Spring Into Reading (SIR) program is a holistic, brain-based reading and learning program for parents with children in kindergarten through grade one identified by schools as having learning-to-read challenges.

⁵⁶ 6.6% of the state’s population is under 5 years old and, per the U.S. Census Bureau, in 2003 25% were under 18 years old. Families made up 69% of the households in South Carolina. Among people at least 5 years old living in South Carolina in 2003, 5 percent spoke a language other than English at home. Of those speaking a language other than English at home, 55 percent spoke Spanish. Preprimary school enrollment was 112,000 and elementary or high school enrollment was 701,000 children. 19% of related children under 18 were below the poverty level. 11% of all families and 32% of families with a female householder and no husband present had incomes below the poverty level.

Funding allocated for the statewide summer reading program reached local communities, improved literacy among children and teens, and fostered intergenerational reading activities. Youth were encouraged to visit local libraries; children living in rural and disadvantaged communities were provided with productive summer activities. Teachers reported that repeat participants in summer reading programs improved their academic performance. Parents said they spent more time with their children reading and that children expanded their community social network through the library program. Personal stories, supporting these contentions abound, for example:

A Pickens County boy fell in love with his local library over the summer after visiting every week with his mother. Instead of birthday gifts at his party, he asked his friends to bring \$5 each for a library fund. He contributed \$142 to his library for children's books.

A Berkeley County grandmother visited her local library with her special needs granddaughter starting when she was age 12. When library staff talked with the grandmother, the girl was 15 and excited about her first library. Visits to the library became a regular event for both. The girl was enrolled in the library's summer Reading club and, in 2003, earned her first medal of achievement, which she proudly wore constantly.

A 10-year-old Neeses, South Carolina resident said she joined the summer reading program because it gives her something fun to do. The child's mother said that the 10 year old and her seven-year-old sister had participated in the reading program for the past few summers.

Although more strategies are needed to increase program completion rates, the participation numbers alone attest to the popularity of the program and the willingness of local librarians and local communities to put their own time and resources (monetary and otherwise) into supplementing the benefits their communities receive through the statewide LSTA funded summer reading initiative. The program continues to be a valuable and ongoing part of the state's literacy efforts for the betterment of all of South Carolina's children and teens.

Goal 2: Further the development of public library services and programs through continued support and guidance for South Carolina's public library directors, staff, boards of trustees, and friends groups, to improve the quality of library service within each community served.

Objective 2: Provide consultant services in identified areas of need, such as general development, automation technology, outreach to special needs populations, and youth services.

Target: 100% of the public libraries will receive at least one (1) site visit and/or consultation annually.

Target: 100% of eligible libraries will participate in the LSTA grant program.

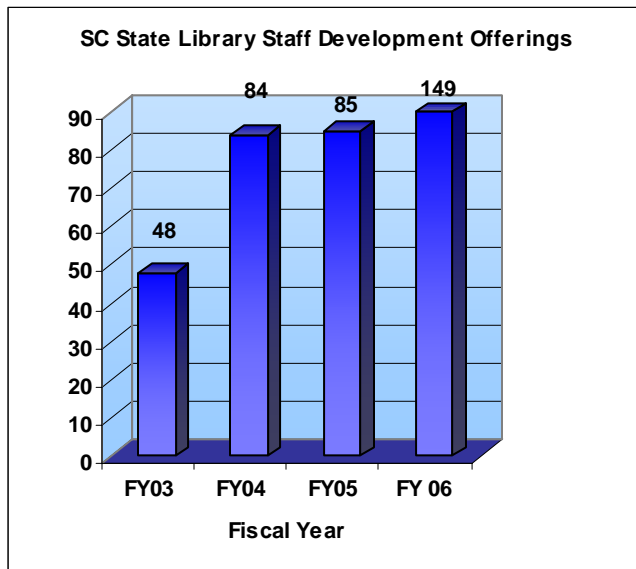
Result: Met this goal and objective.

Strategies And Activities

- Schedule and coordinate public library system site visits by South Carolina State Library staff.
- Schedule and coordinate Library Development staff attendance at public library trustee board meetings.
- Encourage LSTA sub grant participation and use of outcomes based evaluation by public libraries.
- Provide guidance and expertise to public library staffs.
- Survey public library staffs on satisfaction with South Carolina State Library provided services.
- Ensure that South Carolina State Library staff has the skills and knowledge necessary to provide guidance to public library staffs.
 - Assess South Carolina State Library training needs.
 - Identify training opportunities for South Carolina State Library staff.
 - Plan and deliver staff development days that offer varied skills training.
 - Expand South Carolina State Library staff development program offerings.
 - Investigate and implement e-resource training concepts.
 - Provide for the participation of State Library staff in national and statewide organizations and for attendance at related conferences.

Outputs And Outcomes

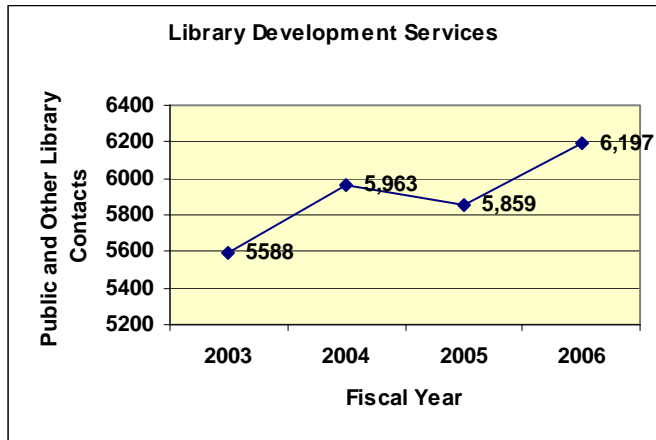
LSTA funds were allocated to ensure that South Carolina State Library staff could actively participate in appropriate conferences, seminars and other CE opportunities, both in and



out-of-state. Staff development day offerings were varied. Survey forms were used to determine usefulness of training, future training sessions and how skills obtained were being put to use. Between 2003 and 2005, internal training offerings increased by 75%. Staff rated offerings as good or excellent, with comments supporting the ratings. For example, remarking on communications skills training, a staff member said, "I am now better equipped to understand various types of communication and to listen and process information shared." Another said, while reacting to participation in a conflict management session, "I have been to many conflict management sessions. This was one of the best."

The use of web-based online programming in 2005 and 2006 further expanded staff development offerings; there was another 75% increase in internal training offerings between 2004 and 2006. Special training sessions, such as *TechExpress*, were hugely successful. *TechExpress* offered a series of one-hour informal, interactive Friday pre-noon technology sessions; they were held in the South Carolina State Library's computer training room; topics covered included: Wikis, Blogs, Social Networking, Tagging, PodCasting, Instant Messaging, and more. Staff feedback was overwhelmingly positive.

SUMMARY: SC STATE LIBRARY STAFF DEVELOPMENT OFFERINGS, 2003 – 2006		
Teamwork: The internal Customer Solution	Using OPAL	Cataloging, Serials, Acquisitions, Java Workflows, etc.
Microsoft Word Levels I, II and III, Dreamweaver, Excel 1 & 2; PowerPoint, Access 1, Photoshop, etc.	Grolier, Infotrac/Gale Basic/Advanced, Medical Business & Legal Database, Effective Use of News Content (database training)	Sirsi migration training [circulation, cataloging, reports, AV booking, serials acquisitions, etc]
E-Rate Train-the-Trainers	WorldCat Resource Sharing	A+ Operating Systems
FISH Philosophy	TechExpress (blogs, Flickr, tagging, etc.)	Virtual Reference
Strategic Planning	Library Disaster Planning/Recovery	TBS Digital Recording Studio Orientation
Digital Preservation Workshop	Metadata for Digitization and Preservation	Sirsi Dynix Forum
ADA (Americans w/Disabilities Act)	Outcomes Based Evaluation workshop	OCLC Connexion
DISCUS databases	Teamwork: The Internal Customer Solution	Microsoft Outlook
2003 – 2006 SUMMARY: OTHER CE PARTICIPATION BY SC STATE LIBRARY STAFF		
Federal-State Cooperative System for Public Libraries Professional Development Conference	Palmetto Archives, Libraries and Museum Council on Preservation /SC Archival Association Joint Conference	Joint Conference of the Association of Rural and Small Libraries/Association of Bookmobile and Outreach Services
SC Association of School Librarians Conference	Annual Continuing Education (CE) Coordinators Forum	Council on Library and Information Resources Digital Assets Management Conference
American Library Association	Palmetto Archives, Libraries and Museum Council on Preservation	Institute of Museum and Library Services State Programs Conference
Children's Policy Forum	Small Agency IT Forum	National Library Service (NLS) Conference
Collaborative Summer Library Program Annual Meeting	SC Information Technology Directors' Association Spring Conference	NC Digital Preservation Conference
SC Library Association Annual Conference	Library of Congress Center for the Book Annual Meeting	Web Accessibility Conference



Library development consultants provided guidance to and shared their expertise with South Carolina public library staffs. In 2004, a reorganization of consultant staff duties resulted in more effective delivery of services. From 2003 to 2006, contacts (consultations, site visits, telecommunications, attendance at board meetings, correspondence, etc.) to public, school, academic and institutional libraries and to other library-related groups increased by 11%; site visits were made to all of the state's county

library systems. The chart bellows summarizes areas of consultation provided.

South Carolina State Library Consultation Services Provided to SC Public Library Staffs Through Phone Contacts, Site Visits, Etc. Summary of Areas of Guidance FY 2003 – FY 2006				
Strategic and long range planning	Policy development	Certification	Facilities planning and construction;	Position descriptions; performance appraisals
Wireless access; integration of emerging technologies	Online programming	Federal grants, State Aid, Gates grants, and lottery spending plans	Web site accessibility, design and development	Resource sharing; collection development
Financial management/reporting	Board meetings; advocacy, marketing	Patron services; community relations; bookmobile services	Recruitment, retention and compensation	Statistical data collection
T1 connections; ILS upgrades	Consortium planning	Server maintenance	Community analysis	Workforce planning

Construction and facilities planning consultation is just one key area of consultation service. On average, between 2003 and 2006, 18 library systems per year received assistance in this area. In 2004, South Carolina State Library sponsored a workshop that introduced Libris Design⁵⁷, a facilities planning system, to 20 public library directors and their staffs. A Libris Design project manager conducted the workshop. The training facilitated software use in SC's public libraries planning for new facilities or renovation of existing spaces. Each participant received a copy of the software, and all were surveyed for their thoughts on the usefulness of the workshop and the software. Kershaw County's Library director commented, *"Having created a building program previously with an adding machine, this software definitely makes the task less daunting. You can so easily create different scenarios and it forces you to think of elements you might not think of otherwise. It's this added value that makes the software so great."* Kershaw

⁵⁷ The Libris Design database is a Microsoft Access database which can be used to create library building programs and furniture and equipment cost estimates and plan renovations; it also produce budgets for library building projects. The software allows users to tailor generic library models into building programs for their own specific projects. With an LSTA sub grant from the California State Library, the Cerritos Public Library, Cerritos, California contracted with Science Applications International Corporation (SAIC) to develop the Libris DESIGN database.

and Fairfield County libraries used the software to create building programs that were then given to architects. Kershaw's resulting renovation was completed. Fairfield's plans remain in development and their search for funding is ongoing. In 2007, the software was still in use. The South Carolina State Library's Director of Library Development Services is using it to assist public libraries, such as the Calhoun County, with development of basic space needs plans. In 2005, the South Carolina State Library added content to its web site to assist public libraries with building projects. The site is still offered and includes facilities planning and construction, South Carolina Public Library Building Facts, and Library Construction resources⁵⁸.

In 2003 and 2004, **sub grants were awarded** to York and Dorchester County Libraries **for development of long-range facilities plans**. Dorchester's project resulted in a long-range facilities plan that was incorporated into a countywide plan. The county is now negotiating to obtain a site for a branch library and a site for another facility that is expected within the next 4 to 5 years. York's final plan was comprehensive and, if fully implemented, will result in a new main library, three new branch libraries, and renovation and expansion of three branch libraries. In 2005, the York County Library system opened a new 11,800 square foot branch. In 2006, a bond referendum was sought for expansion of existing branches and to build a new main library. York continues its efforts to obtain funding.

To assist public library staffs with **statistical data collection and reporting (another key consultation area)**, in late 2003, the South Carolina State Library acquired access to Bibliostat Connect⁵⁹ and offered training sessions. Four months after its implementation in 2004, 15 libraries had used the tool. Those surveyed about their use of Bibliostat Connect said they used it to compare salary budgets; for comparisons with peer libraries, for budget preparation, for annual statistical comparisons for County Council presentations, for annual reporting to their board and for trend data comparisons. Some even requested additional training. Bibliostat usage statistics for 2004 showed that 70% of the libraries had used the software at least once during the year. However, from that time through January 2006, usage dropped precipitously and only 17% were using the tool. The Bibliostat subscription was no longer cost effective and thus was not renewed. Public library staffs were informed and urged to contact the State Library's State Data Coordinator, as well as library development consultants, when in need of assistance with collecting library data for reports and comparisons. Planning is underway to offer training to public library staffs, through Online Programming for All Libraries (OPAL)⁶⁰, on the use of the Federal-State Cooperative System (FSCS) Library Data Tool⁶¹.

Also in 2003, the South Carolina State Library improved the functionality of its in-house statistical collection tool, EASI (Electronic Annual Survey Instrument), which was being used to collect statistical data from South Carolina's public libraries. In that same year, the South Carolina State Library was also presented with the Francis Keppel Award⁶². In 2005, to facilitate ease of use by public library administrators and to improve data accuracy, the South Carolina State Library's Information Technology Services staff added new functionalities and validation features to EASI. In 2006, Bibliostat Collect, a web based site that allows public and academic libraries to enter and

⁵⁸ See <http://www.statelibrary.sc.gov/facility-planning.html>.

⁵⁹ Bibliostat Connect is a web-based tool that gives quick and easy access to comparative statistics about libraries in the nearby region or throughout the country. It can be used to locate statistics and to present them in charts and graphs.

⁶⁰ OPAL is an international collaborative effort by libraries of all types to provide web-based programs and training for library users and library staff members. These live events are held in online rooms where participants can interact via voice-over-IP, text chatting, and synchronized browsing. See <http://www.opal-online.org/>.

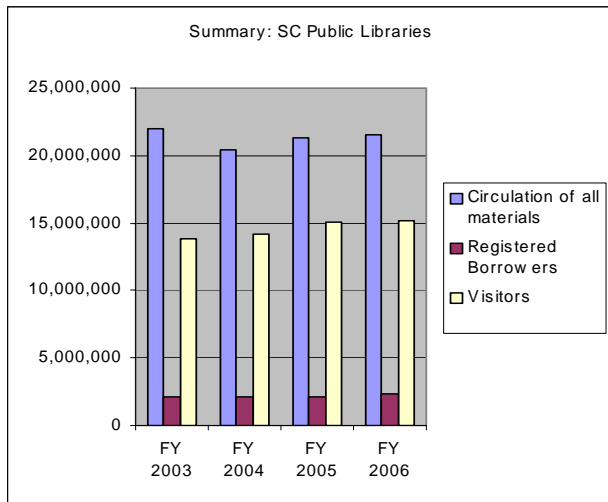
⁶¹ The Library Research Center created an interactive online database for the library information collected annually by the Federal-State Cooperative System, a division of the National Center for Education Statistics. Library rankings and trends for the past five years are available at the national, regional, and state level. <http://lrc.lis.uiuc.edu/web/dataTool.html>

⁶² The Francis Keppel Award is presented by the National Commission on Libraries and Information Science for submitting prompt, complete and high quality public library data.

submit data for the state's annual statistical report, replaced EASI. To facilitate the transition, South Carolina State Library staff sponsored regional training sessions. A comment from, from one public library director sums up the general response to the transition from EASI to Bibliostat Connect, "The online process is WONDERFUL -- fast and easy!"

Overall Impact

LSTA dollars, coupled with state funding, ensured that South Carolina State Library staff were able to engage in continuing education activities throughout the five-year evaluation period. Staff was able to maintain awareness of current and emerging trends in librarianship. Opportunities for contacts with colleagues in and out-of-state nurtured innovation and helped staff maintain their enthusiasm for the difficult work of meeting the customers. Staff development days facilitated inclusion for staff at all levels and contributed to employee learning, well being and motivation. As a result, South Carolina State Library staff continues to have the necessary skills and knowledge required to provide guidance and expertise to staffs in South Carolina's public libraries. As a result, the quality of library services delivered to South Carolina State Library customers was likewise improved.



Because of this project, the South Carolina State Library has been able to play a continuous, proactive role in developing effective public library services, programs and resources for the lifelong education of all South Carolinians. Between FY 2003 and 2006, public library annual service hours averaged 465,591 hours, with no significant statistical change during the time period; registered borrowers and visitors increased by 10%. The Library Development Services program is critical to the overall success of public libraries in South Carolina, and thus, to the delivery of information services to South Carolinians. Library Development consultant staff was

involved in every aspect of public library development, with special emphasis on guidance and assistance to the state's small and medium sized libraries.

Use of SC's Public Libraries: Summary Findings South Carolina State Survey: Spring 2005		
Respondents Using a Public Library in the Past 12 Months	Going to or calling a library or contacting a library through the Internet	45.2%
Purpose for Using Public Library	Borrow Books	58.3%
	Do Research	32.7%
	Use the Internet	14.4%
Type of Contact with a Public Library in the Past 12 Months	In-Person Visit	44.7%
	Telephoned	18.5%
	Online (Internet)	8.5%
Public Library Use by Respondent Education Level	College Degree	57.1%
	Some College	53.4%
	High School Diploma	37.1%
	Some High School	20.4%

In the spring of 2005, the South Carolina State Library participated in the **South Carolina State Survey**⁶³, a cost-shared random probability survey of citizens ages 18 and older living in South Carolina. The survey's results substantiate that South Carolinians continue to use their public libraries and view them as essential components of dynamic communities. This is also a strong indicator that library development consulting services are viable, effective and will play a leading role in determining the direction of public library services and programs in South Carolina for years to come.

⁶³ The SC State Survey is conducted biannually by the University of SC's Institute for Public Service and Policy Research. The survey allows policy makers, researchers, and others to gather reliable data in a timely and cost-effective manner. See <http://www.ipspr.sc.edu/>. Also see <http://www.statelibrary.sc.gov/docs/statistics/StateLibraryReport2005.pdf>.

Goal 2: Further the development of public library services and programs through continued support and guidance for South Carolina's public library directors, staff, boards of trustees, and friends groups, to improve the quality of library service within each community served.

Objective 3: Promote training and workshops that encourage the development and improvement of library services to communities.

Target: 100% of public libraries will send at least one staff member to training.

Target: Public library administrative and public services staffs will demonstrate an improved working knowledge in all areas of training participation.

Result: Surpassed this goal and objective.

Strategies and Activities

- Plan and conduct training/orientation programs for public library staffs.
 - Survey training needs among public library staffs.
 - Use survey results to plan and develop new classes.
 - Develop partnerships for delivery of statewide training.
 - Publicize training programs.
 - Identify and encourage alternative methods of delivering CE.
 - Utilize new online tools to communicate and share information.
 - Schedule and carry out orientation for new public library directors
 - Obtain feedback from training participants.
 - Emphasize training and development of staff serving underserved rural and urban populations.
 - Incorporate adjunct specialized training opportunities (e.g., the Gates Technology Training initiative).
 - Convene CE exchanges for public library program managers (e.g., reference managers, system managers, branch managers, technical services managers and children/youth services managers).
- Certify new public librarians.
- Plan and conduct training/orientation programs for public library boards of trustees.
 - Offer an annual Trustee Institute.
 - Offer on-site training (regionally and at individual libraries).
 - Collaborate with the South Carolina Association of Public Library Administrators to identify topics and speakers.
 - Collaborate with the Trustee section and the Public Library section of the South Carolina Library Association.
 - Involve public libraries and trustees from around the state in the planning, implementation and evaluation.
 - Attend at least one of each public library system's board meetings per year.
- Provide for academic and other training of personnel employed in South Carolina's public libraries, with special emphasis on staffs in small and medium sized public libraries.
 - Work with public library directors to identify potential candidates for academic coursework and for CE opportunities.
 - Provide LSTA tuition assistance sub grants for graduate level library coursework to be completed at University of South Carolina, School of Library and Information Science (USC-SLIS).
 - Provide LSTA CE sub grants for participation in national, regional and other conferences/workshops.

Outputs and Outcomes

Public Library Directors Orientation/Certification of Public Librarians

Yearly, as new public library directors are named, one-day South Carolina State Library orientation sessions are scheduled for new directors; they meet key State Library staff, receive a general overview of South Carolina State Library operations and departments, and receive a thorough overview of State Aid, LSTA and other funding guidance. The South Carolina State Library also provides certification of professional and pre-professional librarians who meet South Carolina Public Library Standards⁶⁴. For FY 2006, there were 293 professional certificates and 54 pre-professional certificates issued.

Trustee Training

Public library trustee training consisted of LSTA funded annual Trustee Institutes, regional trustee workshops and on-site training (contracted and or facilitated training by library development consultants).

(2003)

Abbeville, Saluda, Union, and Kershaw County Libraries participated in workshops that covered planning, delegating, setting policy, fundraising and advocacy. Participating trustees were able to outline unique problems facing their individual counties; they left workshops with reports, prepared by the contract consultant (Dan Cain of the Cain Consulting Group),⁶⁵ that detailed recommended changes suggested as appropriate solutions to the issues articulated. As these were the first four counties to receive the Cain Consulting Group training, feedback received was important. All reported immediate and positive changes in Board operations. For example, the Board of the Union County Library developed a clearer perception of the duties of the library director and began to allow her to carry them out. They eliminated a requirement that she obtains Board permission about everyday management issues, and they began to provide positive reinforcement, whereas previously they only communicated to her when problems arose.

(2004)

Georgetown County Library board members received the Cain Consulting Group training. The long-range effect was to cause the board to restructure its meetings. The board chairperson stated that he felt empowered by the training to do a better job. Four others, new members at the time, said the workshop made them appreciate more clearly their fiscal role. Marlboro County Library's training was specifically tailored to issues of concern, submitted to the consultant prior to the workshop. When asked if the functioning of the board had improved as a result of the workshop, the respondents said "somewhat," and added that it was evident that the those who attended were functioning in a different manner, that morale had improved greatly, that an emphasis on proper procedures and rules was evident, and that the workshop facilitator, Dan Cain, was often quoted in both informal conversation and during formal discussions. A Marlboro County board member remarked, *"The board training workshop was both an educational and a bonding experience. Being able to have it at our library was an added bonus. Although the annual Trustee Institute is very valuable, having a seminar directed at our particular issues was really useful."*

⁶⁴ See <http://www.statelibrary.sc.gov/library-standards-and-guidelines.html>.

⁶⁵ The Cain Consulting Group provides consulting, publications and training for nonprofit and government boards and staffs across the United States and Canada. See <http://www.cain-consulting.com/>.

Annual Trustee Institute

Annual Trustee Institutes (targeted at trustees of all of the state's public libraries), sponsored by the South Carolina State Library, were held 2003 – 2005. One hundred thirty (130) attendees participated in the 2003 Institute entitled, *"Effective Leadership for the 21st Century"*. One participant commented that the Institute "...reminded me of some things I need to do related to keeping elected officials at all levels informed." In 2004, one hundred twenty five (125) attended. The theme was *"From Good to Great – Successful Boards in Times of Change."* The one-day session covered fundraising, organizing Friends Groups, recruiting qualified library directors, working with the library community and the basics of good boardsmanship. In 2005 seventy-eight (78) public library trustees attended. The sessions were: *Effective Library Advocacy; Building Relationships; Improving Public Libraries in South Carolina; Conducting Effective Performance Appraisals; Advocacy Resources for Library Trustees; and a Primer of the South Carolina Ethics Act for Public Library Trustees*. Surveys responses indicated the majority of participants were pleased with their Institute experiences. Most rated the various programs excellent to very good. In 2006, one hundred fourteen (114) individuals participated in the 8th *Annual Public Library Trustee Institute*, a 45% increase over FY 2005; the increase was largely due to the additional efforts of the Library Development Services staff. They devoted additional time and effort in persuading public library administrators to seek increased participation by their trustees. The Institute's theme was *"Effective Communication: Your Key to Library Advocacy."* Sessions included: *Being an Effective Board Member; Getting to Know Your Community; Raising Money for Libraries; What Works with Governmental Staffs; and Techniques for Effective Communication*. Follow up surveys yielded varied participant comments such as:

"I feel armed with a "to do" list not. Thank you."

"I would like to see more of public library staffs attend these meetings. It would allow the trustees to interact with staff people from around the state. Everyone would get the same message."

"Trustee Institutes are always interesting. I have truly enjoyed attending. These sessions are always useful to take back to the public library and [to] my job."

Tuition Assistance and Continuing Education Sub Grants

Throughout the evaluation period, LSTA continuing education/tuition assistance sub grants were provided to public library staffs.

Tuition Assistance

- (2003) **Colleton County Library**. A reference librarian attended the University of South Carolina, School of Library and Information Science (USC-SLIS) to enroll in and complete the course *Libraries, Literacy and Literature*. A community analysis requirement of the course placed the staff member in contact with area local agencies; she worked with residents, in her library's service area, with literacy needs. As a result, the library implemented technology literacy classes (basic Internet and e-mail skills) and began efforts to encourage young adult reluctant readers to make better use to the library's resources.
- (2004) **Greenville County Library**. A staff member, completing his MLS degree coursework, and employed as a reference assistant and was assisted through the tuition assistance program.
- (2005) **Georgetown County Library**. A staff member completing her MLS degree, and employed as the assistant director, was assisted with tuition costs. Remarking on the staff member's collection development coursework funded by LSTA, the library director said, "[The recipient] has utilized the new theoretical knowledge in collection development

and acquisition to guide seven key librarians in selecting adult materials for the headquarters library, three branches, and the system's bookmobile. She has helped them to recognize the value of using peer-reviewed journals in ordering the very best items, [the value] of following the library's collection development policy to employ limited funds in the best strategic manner and [the value] of culling their collection carefully to keep it relevant in an ever-changing world."

- (2006) **Greenville County Library.** A staff member employed as a technical assistant, responsible for organization of the local history room collections, enrolled in the USC-SLIS course "*Information & Records Management.*" As a result of the skills obtained, the staff member reorganized the Vertical Files Collection and created a master list for it. The list is still consulted many times throughout the day by researchers, students and staff members. Additionally, per the library director, the staff member shared knowledge obtained on current and proper procedures in management of historical records with her South Carolina Room coworkers.

Outreach Training

- (2003) **Charleston County Library.** The Bookmobile Services Librarian attended "The Great American Bookmobile Conference" (Ohio) and also attended in 2005. The librarian gained knowledge on the implementation and management of a "Books-By-Mail" service, which the Charleston library implemented in 2006 (See Goal 2 objective 4). Commenting on the result of the staff member's conference participation, the library director stated, "[The participant] learned a good deal and applied his new knowledge to our Bookmobile Services and to the County Library System as a whole. As a result, more homebound residents of Charleston County have had access to our collections. More staff volunteers were recruited to assist...thus increasing the numbers of residents served. With the creation and implementation of the Books-by-Mail program, an even greater number of patrons can have materials delivered to them free of charge. The participant] has aggressively pursued the promotion of this new program." The Anderson County Library Extension Librarian also attended the conference and acquired information to help in the design of its new bookmobile, which was implemented the same year (See Goal 2, Objective 4). Remarking on the opportunity to attend, the staff member stated, "I strongly recommend attendance at the Great American bookmobile conference...Vehicles can be examined...and people who have actually used the features...are available to tell whether [the features] live up to expectations. ...Libraries considering starting bookmobile or other outreach services, or whose programs need revitalizing, can learn a lot in the sessions where service and program ideas are shared... Attending with a definite purpose or need in mind is very worthwhile..."
- (2004) **Aiken-Bamberg-Barnwell-Edgefield (ABBE) Regional Library.** The Extension Librarian attended the Joint Association of Rural and Small Libraries and the Bookmobile and Outreach Services Conference. Information, ideas, and networking opportunities gained by the participant were disseminated to ABBE staff through quarterly site visits to all libraries, in-service day activities, and via the extension librarian's participation in the library's ongoing Strategic Planning Committee. The Berkeley County Library Director attended the same conference. The library director received a hands-on opportunity to evaluate different bookmobile models that were available. Points learned were used to develop a written program of services and cost projections for reinstatement of the library's bookmobile services; the service resumed in 2005. (See Goal 2, Objective 4)
- (2006) **Clarendon County Public Library.** LSTA made it possible for Clarendon's director to attend the Joint Association of Bookmobiles and Outreach Services and Association of Rural and Small Libraries Conference. As the director was in the midst of developing an entirely new service for a technology equipped mobile library, a session on technology tips and how to begin a new service were especially useful. Time spent getting to know the vendors and looking at their vehicles was invaluable. The director was able to actually experience features already specified in bids prepared by the county. Subsequently, the library applied for and received an LSTA sub-grant of \$119,000 to implement its bookmobile services. (See Goal 2, Objective 4).

Youth Services Training

(See Goal 2, Objective 1)

Technology Training

- (2005) **Anderson County Library.** The library's Information Technologist attended three-day, hands on, Sirsi iBistro/iLink Customization Workshop in Huntsville, AL. The training enabled her to customize the library's OPAC and share information with other IT staff. The participant commented, "*The workshop made a difference in my understanding of how the underlying structure of an OPAC system is implemented...This knowledge will allow me greater flexibility in future use.*"
- (2005) **Richland County Public Library (RCPL).** RCPL was preparing for the Horizon 8.0 release. Its periodicals librarian attended the 2005 Customers of Dynix, Inc. Conference (CODI) in Minnesota. She served as the Serials Expert on the CODI Enhancements and Development Standing Committee. The participant noted that she left the conference feeling she had been able to make a positive impact on the continuing development of the Horizon 8.0 user interface for serials. "*By increasing my knowledge and understanding of the Horizon database software, I feel I am making a contribution to all the staff who are and will be trained by me, and thus to the quality of library services delivered to our patrons,*" she said.

Planning

- (2003) **Spartanburg County Public Library.** LSTA enabled the library to contract with the Appalachian Council of Governments (ACOG)⁶⁶ for its efficiency and staffing study, which included an in-depth analysis of succession issues.
- (2004) **Greenville County Public Library.** With LSTA funds, the library provided a comprehensive leadership and management development program for current managers and staff identified as potential management successors. 47 public and academic libraries and partnering organizations were invited. Greenville County Library staff used knowledge obtained to revise the library system's long-range plan.
- (2005) **Kershaw County Library.** Kershaw held a one-day strategic planning workshop that was facilitated by a professional/contract consultant. In addition to library staff, participants included Board of Trustees and Friends of the Kershaw County Library. Although Kershaw's Library Board had previously been involved in strategic planning, the workshop represented the first time library staff had been given an introduction to and training in the strategic planning process.
- (2005) **Aiken, Bamberg, Barnwell and Edgefield (ABBE) Regional Library.** ABBE approached the need for improvement in its strategic planning processes a little differently. It sought LSTA funds to implement the Sirsi Director's Station; once implemented, the product was to provide ABBE staff with the solid facts necessary to make strategic and informed decisions on budgeting and material and program selections. Fifteen senior staff members, routinely involved in strategic planning, were trained to use the system. Staff was enthusiastic about training and felt that, in time, they would be able to incorporate what they had learned into the library's strategic planning process. A 2007 follow up with ABBE staff found the Director's Station had been used to:
 - determine peak circulation times for ABBE's largest libraries,
 - identify where staffing modifications could provide better coverage,

⁶⁶ Created in 1971, the Council of Governments has become a valuable resource for area local governments in the areas of public administration, planning, information systems and technology, grants, workforce development and services to the elderly population.

- help determine initial budget requests,
- guide the collection weeding process, and
- examine bookmobile circulation to aid in the evaluation of the viability of the service.

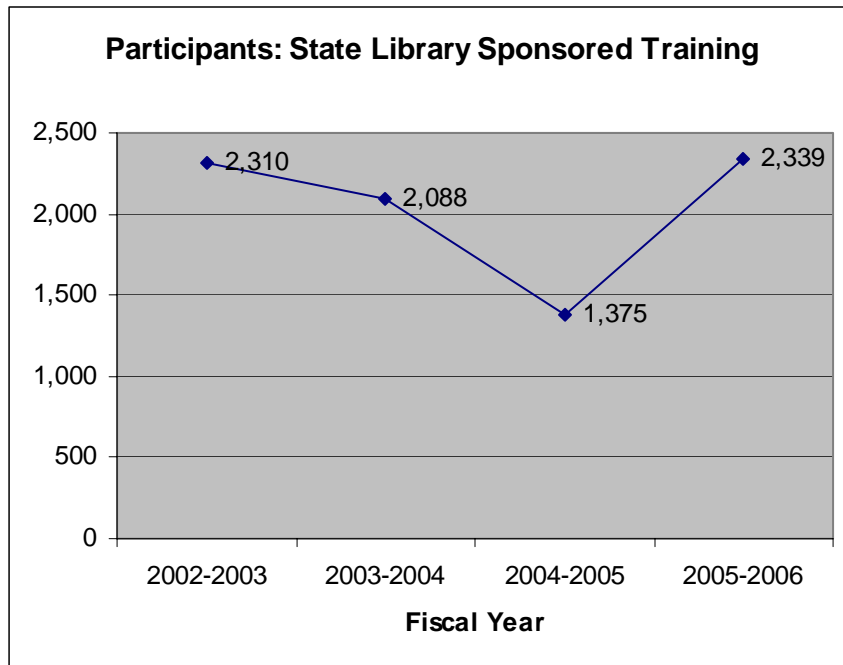
In describing the usefulness of the LSTA funded resource, staff said, “*The Director’s Station has proved invaluable as we deal with lack of space issues at the branches, particularly with adult non-fiction. The information has helped us not only determine what to withdraw on an individual basis, but what entire subjects can be eliminated at the branch level and still meet patron needs with titles held at the county libraries.*”

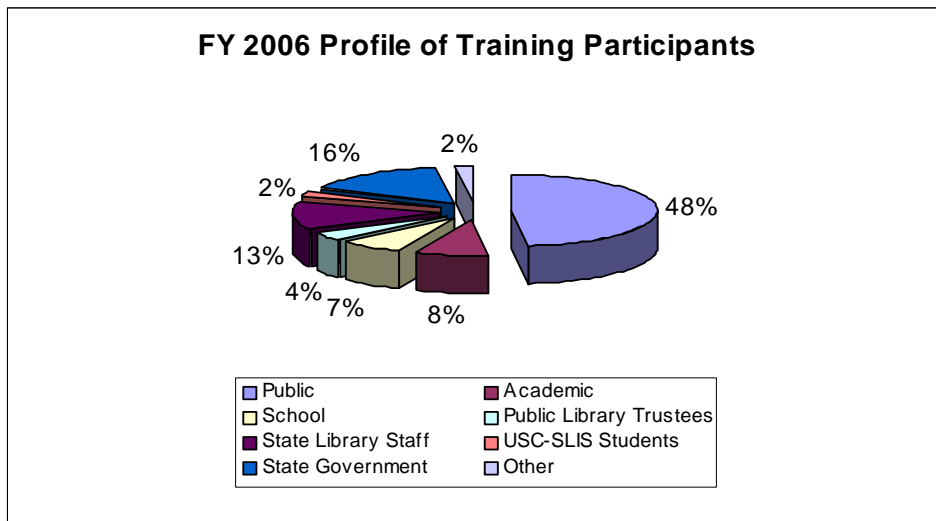
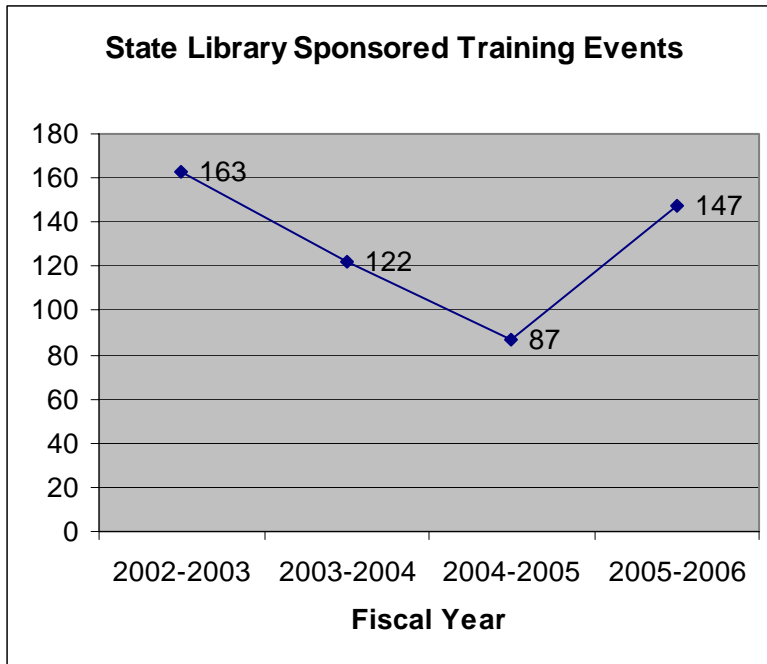
Reference/Research Training

- (2004) **Greenville County Public Library.** The library’s local history and genealogical research reference librarian attended the annual conference of the Federation of Genealogical Societies that was held in Orlando, Florida. Sessions on Cherokee ancestral and African-American genealogical research allowed the participant to return to the library and share knowledge that helped the staff better serve its customers of African-American and Native American descent. Both groups frequently presented the reference team with various genealogical research challenges. Public librarians from across the state also benefited when the participant gave a presentation at the 2004 Reference Mangers Exchange.

State Library Sponsored Training

NOTE: Public library FTE staffing increased by 8% between FY 2003 and FY 2006.



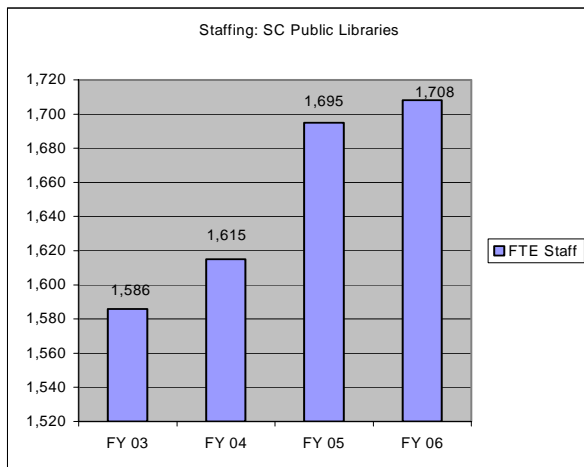


The role of LSTA funds in delivery of statewide continuing education opportunities has been significant; participant evaluations have been positive. Training events and participant numbers greatly increased in FY 2006, with participant numbers returning to FY 03 levels and with training events increasing, over FY 04 by 21%. (See *South Carolina State Library Accountability Reports for FYs 2004 and 2005* at http://www.statelibrary.sc.gov/publications/task_cat_view/gid,209/ for more information.)

Below is a summary of responses obtained from those surveyed after their participation in 2006 South Carolina State Library sponsored CE events:

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Improved my understanding of topic	60%	36%	3%	1%	0
Gave me skills and information to use immediately	60%	35%	4%	0	0
Support materials helpful	53%	41%	5%	1%	0
Trainer Effective	69%	29%	2%	0	0
Overall Evaluation	Excellent	Good	Average	Fair	Poor
	67%	29%	3%	1%	0%

Summary Results of a 2006 South Carolina Public Librarian Salary Survey revealed a need to expand South Carolina State Library planning and partnership efforts toward **next generation recruitment and retention of South Carolina's public librarians**.



As a result, the South Carolina State Library joined with the South Carolina Association of Public Library Administrators (SC APLA) and the University of South Carolina, School of Library and Information Science (USC-SLIS) to sponsor South Carolina's first statewide Leadership Institute. Eighteen (18) library systems, eight (8) USC-SLIS Palmetto and Pine⁶⁷ students, South Carolina State Library staff (library development consultants and the state librarian), and 17 public library directors participated in the Institute (total participation for the three-day event was 44). Although there was some

initial skepticism about the potential end results, survey results revealed that minds were changed because the majority of participants responded they found, unexpectedly, the experience valuable. Student participants stated they were made more self-confident and were better informed about real-life public library operations because of the Institute. Practicing library managers obtained more than a passing glimpse at the crop of new USC-SLIS graduates; some even found a couple of potential new employees. Most comments solicited from participants mirrored the following:

“Probably the most exciting part of the institute was meeting with other managers and directors throughout the state and talking with them about the issues. I cannot tell you how valuable this was to me as a student to learn from others. Please do this again, I will be happy to attend.”

⁶⁷ The Palmetto and Pine Recruiting and Education Initiative is an IMLS-funded grant project that will design and test best recruiting practices and networking to support successive generations of rural public library leadership and staff; the initiative uses a collaborative model in Maine and South Carolina. See <http://www.libsci.sc.edu/palmettopine/index.html>.

Subsequent follow up to determine how skills/knowledge obtained were being put to use yielded responses such as:

"When I attended the Leadership meeting I attended as the Children's Librarian. I am now the Branch Manager ...and I am doing my best to listen to everyone and find out what changes are needed."

"I created a written summary that I sent to my supervisor and her supervisor. It included information about conducting meetings and discussing information at different levels. We started an Emerging Technologies Committee to help staff become more comfortable with technology so that they can provide better service to patrons."

Because of the overwhelming success of the Institute, (and the partnership) the event is now an ongoing annual Institute.

Not all South Carolina State Library provided training is delivered in the form of a statewide event. Throughout the evaluation period, consultants also delivered **on-site training to public library staffs**. For example, in 2006, on-site training included:

FY 2006 TRAINING TOPICS: DELIVERED ON SITE TO PUBLIC LIBRARY STAFFS				
Quick Books	Story Hours	Using Excel	SWOT Analysis and Focus Group training	FISH Philosophy
Organizing a Friends of the Library group	Demo of OverDrive (downloadable audio books program)	Demo of URSA (interlibrary loan/resource sharing software)	Using DISCUS	Management 101
Reference Basics	Supervisory Practices	Customer Service	Teamwork	Trustee Training

In 2003 the Director of the Division of Statewide Library Services met with various public library directors to successfully implement use of satellite downlinks. In 2004, he worked with South Carolina Educational Television; the result was a contract arrangement that continues to deliver satellite training to public library staffs. In that same year, the CE Coordinator attended a South Carolina Partnership for Distance Education⁶⁸ Strategic Planning retreat where alternative CE delivery methods were explored. These type efforts set the stage for **Internet-delivered training for public library staffs** that was implemented during 2005 and 2006. Alternative CE delivery methods implemented included:

- *Library Education @ Your Desktop*⁶⁹ online tutorials. Customers were able to log in at anytime and complete a class. Public library staffs registered for 120 of the 150 seats purchased for FY 2006 (State Library staff used the remaining seats).
- Membership in OPAL⁷⁰ (Online Programming for All Libraries). OPAL's live events are held in an online auditorium where participants interact via voice-over-IP, text chatting, and synchronized browsing.
- The Library Learning Network⁷¹. The South Carolina State Library entered into a statewide license contract for access to the Network; it annually produces and delivers (by satellite downlink and webinar) development and policy programs. Any library in South Carolina with satellite downlink capabilities may participate.

⁶⁸ The South Carolina Partnership for Distance Education is a voluntary, collaborative organization with the purpose of increasing access to education for all the state's citizens through the use of technology. Its members include public and independent higher education institutions, preK-12 school districts, public libraries, governmental agencies, businesses, industries, and health care organizations. See <http://www.sc-partnership.org/>.

⁶⁹ See http://web2.unt.edu/cmp_lead/index.cfm.

⁷⁰ See <http://www.opal-online.org/>.

⁷¹ See <http://www.dupagepress.com/COD/index.php?id=183>.

- The South Carolina State Library's Information Technology Services staff facilitated a startup phase of an IP video conferencing⁷² initiative. Eight videoconferencing units (web based Polycoms) and one multimedia presenter were purchased. Because costs were prohibitive, negotiation with the State CIO to use their server was abandoned. The South Carolina State Library purchased its own bridge and firewall transversal product. Seven Polycom units were distributed to libraries serving as aggregation points for surrounding counties; the libraries are Greenville, York, Florence, Georgetown, Charleston, Beaufort and Barnwell.

The long-range impact of these new delivery methods is yet to me determined. However, in the years to come, it is hoped that Internet/online delivered training will provide quality training and conferencing and cost savings.

Incorporation of the **Gates funded Technology Training** initiative has been important to the delivery of CE opportunities to South Carolina's public library staffs. Because of Gates funding for technology training, LSTA training dollars used for technology training were effectively supplemented to provide expanded training in this area. As a result, in 2003 more than 400 persons from public library staffs received technology training. 93% of them rated offerings as very good to excellent. In 2004, Gates technology training, reached 224 students in 17 sessions. Regional sessions were held in three regional locations (Greenville, Columbia, Charleston). In 2005 a Gates Foundation Staying Connected Grant for advanced technology training provided individual competitive grants to public library technology staffs. Twelve (12) public library staff members were awarded these training grants. Through contract arrangement, they received instruction in advanced networking, computer systems management, network architecture, firewall management, Windows Server maintenance and advanced web design. In 2006, Library Development Services staff, with assistance from both the Collection Management and Information Technology Services directors, provided orientation to public library directors on the requirements and procedures for PAC HUG⁷³ participation. During the same year, the South Carolina State Library, using Gates funds, held its first statewide Technology Institute (known as TechTracks) for public library staffs, trustees, library school students and staffs of academic libraries. Feedback was overwhelmingly positive. For example:

"What a great day!!!! I can't remember when I've been both so challenged and enthused. We can't wait to get into this."

"This is one of the few workshops I've been to where I didn't want it to end!"

Thanks the nationally known speakers and their blogs, South Carolina even managed to garner a little national attention about this important training event. Jenny Levine, Stephen Abram, and Michael Stephens spoke on Library 2.0, millenials, blogs, being user-centered, and other topics on the future of libraries. Immediately following the Institute, planning began for LSTA funded TechTracks regional workshops. The workshops were designed to instruct public library staffs on how to put Library 2.0 principles into practice. By November 2006, these sessions were well underway and are ongoing. TechTracks training will continue as part of the state's new LSTA Five-Year Plan. Sessions are extremely popular and remain in high demand.

In September 2005 WebJunction (which was also Gates funded) kicked off the Rural Library Sustainability project with a 'train-a-trainer' workshop for eleven trainers and coordinators from eight states, one of which was South Carolina. The State Library's Collection Management and Library Development Services directors attended. Since attending, they have coordinated regional workshops that were held in Columbia, Greenville and Moncks Corner. The project is ongoing; more workshops are planned through April 2007.

⁷² See http://www.ivci.com/videoconferencing_polycom.html

⁷³ The grant ensures that South Carolina's public libraries will sustain the progress made possible by a FY 2005 Gates *Staying Connected* grant. See <http://www.statelibrary.sc.gov/gates-foundation-grants.html>.

Overall Impact

This statewide initiative/project provided superior guidance and training of professional librarians and support staff employed in South Carolina public libraries and a mechanism for the improvement of library services statewide. It afforded planning, coordination and delivery of statewide CE events/training sessions and enhanced the effectiveness of job performance in public libraries all across the state. Research and technical skills of library staffs have been enhanced.

LSTA funds allowed the South Carolina State Library to develop and implement cooperative training ventures with other organizations. The results greatly expanded the type and number of CE offerings made available to public library staffs. Additionally, great strides were made in assuring that well-trained boards, with the knowledge and confidence to manage complex issues, govern the state's public libraries.

The project initiated that marked South Carolina's first collaborative effort at growing the state's next generation of library managers. South Carolina's library community has accomplished a great deal to make certain that current and future public library personnel are capable of delivering quality information services to the state's citizens. Because the likelihood of South Carolina's public libraries being able to offer, now or in the immediate future, truly competitive salaries and benefits for recruitment and retention of additional qualified staff⁷⁴, this project is (and will remain) crucial. Its impact and value cannot be overstated. The outcomes narrative has clearly documented the project's impact on the improvement of delivery of library and information services to South Carolinians. When librarians benefiting from LSTA funded CE training return to their home libraries and share knowledge and skills obtained, their colleagues and all library users benefit.

⁷⁴ In 2005 the South Carolina State Library conducted a salary and benefits study of full-time public library staff holding ALA Accredited Master's degrees. The survey was sent to all county and regional libraries and to one municipal library. Two county libraries do not have staff meeting the survey criteria. There was a 100% response rate. The survey documented that 22% of the public librarians in South Carolina are eligible to retire within the next 5 years, including 45% of the directors, 44% of the deputy directors, 25% of the department heads, 12% of the managers and 13% of the professional staff who do not supervise. The average salary paid to a library director in South Carolina is 19% below the Southeastern average; to a deputy director (10% below); to a department head or senior manager (13% below); to a supervisor (4% below); to librarians not supervising (11%); and to beginning librarians (11%).

Goal 2: Further the development of public library services and programs through continued support and guidance for South Carolina's public library directors, staff, boards of trustees, and friends groups, to improve the quality of library service within each community served.

Objective 4: Provide grants to libraries and other cultural and literary organizations supporting and/or complementing the goals of public libraries to extend library services to underserved, to promote reading and the literary arts, and to extend access to library services through outreach and bookmobile services.

Target: At least 80% of public libraries will participate in the LSTA library grant program.

Result: Met goal 2, objective 4.

Strategies and Activities

- Provide LSTA sub grants to South Carolina public libraries proposing innovative programs, services and/or resources for underserved populations.
 - Target library systems with Hispanic populations.
 - Assign Library Development Services consultants to work with public library staffs to define and target services needed by Hispanics.
 - Provide sub grant funds for expansion/improvement/implementation of bookmobile and other outreach services.
 - Identify public libraries facing unusual service challenges and provide for multi-year LSTA sub-grant funding.
- Provide statewide library and information services to citizens with disabilities.
 - Provide LSTA funding for South Carolina's Talking Book Services (TBS) program
 - Monitor the strategic planning process of the National Library Service.
 - Provide adjunct library and information services (beyond NLS provided resources).
 - Provide LSTA sub grants to encourage public libraries to establish/enhance local services/programs for residents with disabilities.

Outputs and Outcomes

Library Development Services staff rarely find an entire county that can be considered as underserved, but such was the case with Abbeville County⁷⁵—a small rural county formerly served by the Abbeville-Greenwood Regional Library System. **In 2002, Abbeville County began efforts to establish a separate library system.** LSTA provided support over the course of 3 years (\$25,000 year 1; \$15,000 year 2; and \$10,000 year 3) to allow the county time to fully establish the system with local support.

In 2003, year one of LSTA support, funds supplemented salaries of the library director and two library assistants. The LSTA support resulted in expanded operating hours for the library's customers. In year two, 2004, collection development was the focus. There were major deficiencies in the collections of every branch, from juvenile materials to adult non-fiction. The library coupled promotion of its new YA and children's titles to its first year of participation in the statewide summer reading programming. 50 children attended the library's first summer reading event. Unveiling of the YA collection served as the kick off event; 31 teens attended. Other programming that promoted the new children's collection included holiday-related story times. The library director also met with local school media specialists and gave book talks to several classes.

In year three, 2005, development of the collection and providing more literary programming was the goal. Author readings were added as part of the library's new literary programming offerings. New fiction and non-fiction titles, picture books, some large print editions and some reference

⁷⁵ Abbeville County -- Population, 2005 estimate, 26,113. Bachelor's degree or higher, pct of persons age 25+, 200, 12.8%; Median household income, 2003, \$30,469; Persons below poverty, percent, 2003, 13.6%.

works were added to the collections; the headquarters library acquired a feature films area made up of VHS and DVD titles. Customer reactions reported by staff included:

Patrons have made many positive comments about the library's efforts to improve the collection. A former English teacher said that the library is becoming a "choice resource" with a wonderful collection.'

A parent praised the library's "wonderful selections for children."

Another patron, returning one armful of books on his way to load up again, declared himself "thrilled with the number of books" now in the headquarters library.

The new feature films collection brought many, many pleased responses from patrons."

A resident, new to the county, was concerned that his work schedule would preclude his using the library. He was thrilled to find that the library's new hours afforded him several opportunities in the week to visit the branch of his choice.

The end of the evaluation period finds the Abbeville County Public Library still going strong. By FYs 2005 and 2006, county funding was increasing by \$10,000 each year. In FY 2006 the appropriation for the library was set at a minimum of \$186,000. The library is currently administering an LSTA sub-grant that allowed it to partner with its local Rotary Club and County First Steps program. Through project automated the county's "Learning Bus" that travels throughout the county to deliver educational services to disadvantaged children under the age of six. Children using the bus can now check out books, get library cards, and access the library's web site and databases. The grant is also providing financial support for more children's programming and other learning materials.

On a much smaller scale, LSTA came to the rescue for the **McCormick County⁷⁶ Library** when, in 2004, nearing completion of a long awaited new 8,400 sq. ft. facility, the library found itself without sufficient interior shelving to house and make its collections accessible. Without LSTA funds, the small library, in all probability, would have had to delay opening for another calendar year. Comments made by South Carolina State Senator Thomas Moore best express the important role of LSTA, "*When I learned that the library was running short on funds as they approached the completion and move into the new library, I knew that too many had worked too hard to see this project fall short...Mr. Johnson's⁷⁷ assistance was instrumental in securing of shelving from a neighboring library⁷⁸ and in the granting process that will provide for the removal, refurbishing and installation of the shelving at McCormick. I would like to thank him, his staff and those in McCormick who have worked so diligently to bring this project to fruition. I am so pleased to have been a part of the combined efforts...I look forward to the final completion.*" The residents of McCormick County are still enjoying their library. Since FY 2003, visits to the library have increased by 23.6%. 24,045 physical visits were reported for FY 2006.

⁷⁶ McCormick County, Population, 2005 estimate, 10,108; Black persons, 2005, 51.4%; Bachelor's degree or higher, pct of persons age 25+, 2000, 16%; Median household income, 2003, \$30,393; Persons below poverty, percent, 2003, 16.1%.

⁷⁷ James B. Johnson, Jr. was South Carolina's State Librarian in 2004.

⁷⁸ The Florence County Library donated the shelving.

Hispanic Outreach⁷⁹

(2003)

- **Aiken-Bamberg-Barnwell-Edgefield Regional Library (ABBE).** Hispanics represented a rapidly growing demographic in the ABBE service area. Through contract services with Aiken Technical College, 100% of ABBE staff participated in Hispanic cultural awareness training. They also acquired basic Spanish language skills by participating in a 20 hour *Command Spanish For Library Workers* course. The training was supplemented with a 2-hour in-service day workshop on Hispanic cultural awareness. Staff created Spanish language fliers advertising services and programs and distributed them to area businesses and agencies serving the Hispanic population. Staff held four “*Welcome to the Library*” events targeted at Hispanic children and their families; attendance was poor. Staff learned through various community contacts, including meetings with county leaders, that Hispanics in their service area were reluctant to participate in government-sponsored programs. Effectively advertising in the Hispanic community proved to be a major obstacle for the staff. This in turn negatively impacted other efforts, such as monthly bilingual story times, which also suffered from low attendance—making it impossible for the library to maintain the services of a bilingual storyteller. The library changed its strategies and began seeking ways to take children’s programming to the Hispanic community. Staff recorded two puppet shows in Spanish and used them at several Hispanic events. Even “*Welcome to the Library*” was taken on the road. For instance, the extension librarian (using the services of an interpreter) attended a start-up meeting of the Aiken, South Carolina Latino Men’s Group; 150 people were in attendance. Library staff also marketed services by staffing an exhibit table at an Aiken County Hispanic Festival. Spanish language materials were displayed; library information and application cards were distributed to approximately 100 people. ABBE staff, highly enthusiastic about their project, met with numerous difficulties in trying to reach their target population. Nevertheless, through numerous twists and turns, they modified the project, refocused their goals and objectives and transformed difficulties into successful results. ABBE continues to purchase new Spanish language materials for addition to collections receiving the most use—those at the main library in Aiken⁸⁰ and the branch library in North Augusta. Also, in conjunction with an area Hispanic Outreach agency, the North Augusta library continues to offer bilingual children’s and adult programs. The agency provides a translator for library staff. A Fall 2006 bilingual children’s story time and craft program attracted 12 participants.
- **Horry County Public Library.** The library used LSTA funds to target preschoolers considered at risk and their primary caregivers. Due to the county’s rising Hispanic population, which is largely attributed a recurring influx of seasonal workers, a prime target population was Hispanic children⁸¹. LSTA funds provided salary dollars for an outreach assistant, which made all the difference between success and failure for the project. The library hired a person fluent in Spanish (Manuel Vega) to fill the position. As a result, bilingual outreach programming efforts really paid off. More than 20 entities that service the Hispanic community were identified. Entities identified as county advocates for migrant workers were also contacted. Regular bilingual preschool programs were established at a branch library, 9 branches held story times in Spanish and English and received bilingual materials for summer reading programs. Stories by Spanish authors were read to large enthusiastic audiences of children and adults. Four summer bilingual

⁷⁹ South Carolina’s estimated Hispanic or Latino origin population, as of July 1, 2005 was 3.3% or 139,801. South Carolina’s Hispanic population grew 7.1 percent - to 139,801 from 2004 to 2005 - the 3rd fastest growth rate in the country. During the past 5 years, South Carolina has recorded a 45% increase in its Hispanic population, the 4th highest growth rate in the nation, according to the Census.

⁸⁰ Persons of Hispanic or Latino origin in Aiken County, per 2005 U.S. Census, 3.0 %; for the state of SC, 3.3%. Change in Hispanic Population 2000-2002, +9%.

⁸¹ Persons of Hispanic or Latino origin in Horry County, per 2005 U.S. Census, 3.6%; for the state of SC, 3.3%. Horry County’s Hispanic population rose by 59 percent between 2000 and 2005.

programs were held; they focused on travel to South America and Mexico. The library received more than 60 complimentary letters about their outreach programming. Some follow:

Staff of one of the branches reported, *“One of our regular patrons, who is Spanish speaking, was THRILLED to see our new books in Spanish. She just could not thank us enough. She cannot read English very well but had been wanting to read to her children.”*

Pre-school teachers commented:

“The program is outstanding and should continue. It is extremely helpful for our rural children especially!”

“Thank you for providing our parenting program with Manuel Vega as a guest speaker...he presented a wonderful program to over sixty eager Hispanic parents. They were able to ask him questions in their native language. His enthusiasm was well received by the group.”

Having received requests from staff of other South Carolina public libraries about this successful project, Horry County Public Library staff, through presentations at the South Carolina Library Association Conference, shared their methods of success. Although maintaining connections with transient seasonal workers has been difficult for staff, because of the success of its LSTA project and the resulting enthusiasm of those reached, the library continues to work with agencies and groups to promote bilingual services and materials. Its website⁸² is reflective of its commitment to providing accessible services. To date, Vega is still earning glowing reviews for his story times. The Horry County Library director recently reported that story time attendance has increased 10% over last year (year-to-date).

(2004)

- o **Horry County Library.** Building on the success of its 2003 efforts, Horry undertook a “Baby Needs Books” project; the project placed 100 new Spanish language titles in one of the system’s branch libraries, and supplemented the salary of the aforementioned outreach assistant. By partnering with local community groups, the library delivered 160 baby packets per month to mothers and their newborns. Staff from Family Outreach of Horry County distributed “Welcome Baby” bags. The county’s school system worked with the library to identify low-income and at risk families, including Hispanic newborns and preschoolers. At seven branch locations, bilingual programming was planned and emphasized during Hispanic holidays. The Outreach Assistant presented a workshop on services to Hispanics to public library staffs from Darlington, Marion, Williamsburg, Georgetown and Florence county libraries. Because of the solid foundation that resulted from the combined efforts of both the 2003 and 2004 LSTA projects, the library recently received a “Certificate of Appreciation” from their county’s United Way and First Steps organizations. The certificate was in recognition of the library’s valuable contribution to enhancing children’s love of reading. Horry County Library is also enjoying more than \$8,000 of funding from First Steps for the outreach program, of which Vega remains the anchor. Vega’s outreach to the community is well appreciated, and the children enjoy his performances. He meets regularly with parenting groups to share the importance of reading to children and serves as the library’s best promotional spokesperson. The First Steps money is used to purchase books that are given to Vega’s preschool audiences—specifically those with limited access to quality books. First Book⁸³, another literacy

⁸² See <http://www.horry.lib.sc.us/>. The web site displays library policies in Spanish and offers a translation feature.

⁸³ First Book is a nonprofit organization with a single mission: to give children from low-income families the opportunity to read and own their first new books. The primary goal of First Book is to work with existing literacy programs to distribute new books to children who, for economic reasons, have little or no access to books. See www.firstbook.org.

initiative, relies on Vega for programming at schools and childcare agencies throughout Horry County. The library continues to receive letters from daycare providers and parents sharing stories of how much the outreach program means to the community and its impact on the lives of children.

(2005)

- **Colleton County⁸⁴ Library.** With the growth of the Hispanic population in Colleton County, came the realization that the library, like many other libraries in South Carolina, lacked programming and materials for people whose primary language is Spanish. The library requested LSTA funds because staff wanted to improve the level of communication between the library and Hispanic residents in its service area. Community leaders and individuals involved with the Hispanic population were consulted to determine the best methods of publicizing library programs. Two Hispanic liaison staff were hired, and the library scheduled 49 bookmobile stops in 16 locations in the Hispanic community. Bookmobile visits to Hispanics proved to be the most successful part of the project. There was overwhelming response to the service. Ten (10) permanent stops per month in the Hispanic community were added to the library's regular bookmobile schedule. The Hispanic liaison assisted staff in selecting Spanish language and bilingual materials for addition to the collection. A "*Hispanic Celebration Day*" was held at the main library and 75 Hispanic residents attended, along with about 20 – 25 non-Hispanic residents. Spanish musicians performed, Mexican food was served and the Hispanic liaison staff conducted bilingual stories and games for children. To publicize library events, several ministers, whose churches serve a significant number of Hispanics, were consulted; *La Isla*, a Spanish publication that serves the Low Country of South Carolina, publicized events. A local Hispanic artist was invited as a featured guest for library programming. The event drew about 100 Hispanic residents.

General Outreach

(2003)

- **Anderson County Public Library.** With its bookmobile services in operation since 1988, the library wanted to developed a true mobile library—one that provides customers of children's daycare and senior centers and residents of low-income housing communities, more than just books. In 2003, with the help of LSTA supplemental funds, the library was able to do just that. An *Anderson-Independent Mail* newspaper 2003 editorial stated:

"The bookmobile, purchased with money provided by the federal government, is an important extension of the main library and its branches around the county. It replaces a 10-year-old converted school bus. The bookmobile typically stops in parking lots in areas not near a branch library and at nursing homes and other places where people typically do not have their own transportation. The Anderson County Library System has literally remade itself in the past five years...We commend employees of the library system and the citizens of Anderson County for the progressive support and vision that it has taken to make our library one of the finest in the southeast."

The library's LSTA funded "Mobile Library" is still going strong, typically visiting roughly 60 locations in a two-week period, and offering an expanded collection of books, magazines, audio books, videos, DVD's, and CD's; satellite and cellular telephone connections for Internet and online catalog access; special programming, including children's story times and puppet shows; computer-based and videotaped training programs; and handicap access and movable media carts.

⁸⁴ Persons of Hispanic or Latino origin in Colleton County, per 2005 U.S. Census, 1.9%; for the state of SC, 3.3%. Change in Hispanic Population 1990-2002, 213.1%.

- **Chesterfield County⁸⁵ Public Library.** In 2003, the library system sought to provide a means for: delivering special outreach services to senior adults and children throughout the county; providing regular courier service among its five branches (for delivery of intralibrary loan materials); and transportation of staff for CE training. LSTA provided the necessary supplemental funds needed for purchase of a van. After the purchase, senior centers were identified and visited. Residents were excited and very interested in signing up for the new outreach services program. The children’s librarian delivered weekly story times and provided materials to day care centers. The LSTA funded vehicle allowed the library system to change the schedule for delivery of materials between libraries from once a week to 2-3 day delivery. During the first month of use of the van, intralibrary loan use increased by 10%. To date, the van is still in use and the library director (appointed in 2006) reports that services would suffer without it. The children’s librarian is still traveling to story times—visiting three branches (all five during the summer) to deliver books, craft supplies, toys, etc. and the occasional special guest performer or storyteller. She also acts as the back-up "courier" for those branches, which means that the turn-around time for books traveling between libraries can be as little as 24 hours. During the summer the van serves as the bookmobile for the town of Patrick⁸⁶, which is several miles from the nearest library branch. Were it not for the bookmobile, children in Patrick would have no library services for children when school is not in session. Currently, services to senior centers are no longer offered—a concern that the library hopes to address in the future, if funding is made available for additional staff. When the van is not being used as the bookmobile, it is used to transport computers, furniture and other large supplies between branches and for transporting groups of staff from place to place for meetings—such as the Association of Public Library Administrators annual “Legislative Day” that is held in Columbia, South Carolina.
- **Fairfield County⁸⁷ Public Library.** In 2003, Fairfield sought LSTA funds to continue and expand reliable, convenient outreach services by replacing its 21-year-old bookmobile. A new vehicle was purchased and put into use. A survey was mailed to library bookmobile users, daycare centers, and doctor’s offices. On a scale of 1 – 10, 78% rated library services a 10, with no rating below 7. When asked how access to library Outreach Services affected their lives or workplaces, comments were:

“...Makes books available without driving 20 miles.”

“The children are excited and look forward to reading the books when they visit the office.”

“Your outreach services save us on time and money.”

“We feel library outreach services are a great asset to this community.”

The Fairfield bookmobile remains operational; ongoing costs of providing outreach services are built into the library’s annual operating budget. Fairfield County Library is committed to providing quality outreach services.

⁸⁵ Chesterfield County, Population, 2005 estimate, 43,435; Bachelor’s degree or higher, pct of persons age 25+, 2000 = 9.7%; Median household income, 2003, \$30,438; Persons below poverty, percent, 2003, 17.2%.

⁸⁶ Per 2000 Census, Patrick Town, SC, population, 354.

⁸⁷ Fairfield County, Population, 2005 estimate, 24,047; Black persons, percent, 2005, 57.7%; Persons of Hispanic or Latino origin, percent, 2005, 1.5%; Bachelor’s degree or higher, pct of persons age 25+, 11.7%; Median household income, 2003, \$30,857; Persons below poverty, percent, 2003, 15.9%.

- **Sumter County⁸⁸ Public Library.** Because Sumter doesn't have the population base out in the county to support branches in the small towns/communities, services must be provided through a mobile library. LSTA funds were sought and awarded to allow the library to replace a 14-year old vehicle with 168,000 miles. Its new vehicle, placed in operation in 2004, gave the library the ability to house 2,500 books and four Internet stations (two for the librarians). Two ladies staff the mobile library and one has been on the job for over 20 years. *"We really do have nice people,"* remarked one. *"And we have more variety than the main library. Every day it's something different. We have our regulars, we have rural and city people, young and old."* The other commented, *"We really get to know our patrons. They are our friends, really."* The mobile library is still fully operational. It serves the far reaches of the community and also visits day care centers and some assisted living centers. One assisted living center client noted that she had been patronizing the bookmobile for six years. Rural children participate in the library's summer reading program through the bookmobile. The bookmobile ladies estimate they have close to 300 kids who use the bookmobile to select and check out books. *"They show each other their books, but they know which one is theirs,"* said one of the ladies. *"Some of the kids thought we actually lived on the bookmobile..."*

(2004)

- **Chester County Public Library.** Chester, already in the process of preparing to replace its bookmobile with local and private funds, found itself in the unexpected predicament of having to accelerate its plans when its old bookmobile was totally disabled by an accident that halted all outreach services. Fully realizing the importance of the bookmobile in a rural area such as Chester, the library director contacted the State Library and made an eloquent plea for LSTA funding to help Chester County restore its bookmobile services. Funding was provided to give Chester the remaining amount needed for the county to purchase a new vehicle. The library director identified a Greensboro, North Carolina vendor with a bookmobile on hand—due to the inability of the original purchaser to obtain necessary funds. Chester's bookmobile service was operational again within record time. Additionally, the story behind the design of the bookmobile's graphics⁸⁹ was so unique that Chester was invited to showcase the library's bookmobile at the 2004 National Bookmobile Conference in Columbus, Ohio. The residents of Chester County are still receiving a wide range of library services through its LSTA funded bookmobile.
- **Greenwood County⁹⁰ Library.** Like many of the other libraries profiled, Greenwood had an older vehicle (11 years old). The vehicle was no longer reliable and there were frequent service interruptions. The new vehicle was a welcomed addition. It is making monthly visits to 14 daycare centers, 3 nursing homes, to one senior center and to 5 inner city neighborhood stops. It provides materials and story programs and other services to children and their caregivers, the elderly and the homebound. Stops are also made in isolated communities lying three miles or more from the nearest library facility.

(2005)

- **Aiken-Bamberg-Barnwell-Edgefield Regional Library (ABBE).** At the time of its application for LSTA funding, due to high operational costs resulting from regular mechanical breakdowns of their older vehicle, ABBE was accepting no new homebound patrons—and had not done so for at least five years. Outreach services had been scaled back to such an extent that the library's courier van was being used only to deliver

⁸⁸ Sumter County, Population, 2005 estimate, 105,517. Black persons, percent, 2005, 47.5%; Persons of Hispanic or Latino origin, percent, 2005, 2%; Bachelor's degree or higher, pct of persons age 25+, 2000, 15.8%; Median household income, 2003, \$32,807; Persons below poverty, percent, 2003, 16.3%.

⁸⁹ Chester County Library staff suggested the graphics that include a caption reading "Bringing the Library to You Since 1903," a picture of one of the first bookmobiles (on horse and buggy) and the caption "Biblio Bus" for the Hispanic members of the community. Chester County, Population, 2005 estimate, 33,228; Black persons, percent, 2005, 38.2%; Bachelor's degree or higher, pct of persons age 25+, 2000, 9.6%; Persons below poverty, percent, 2003, 15.6%.

⁹⁰ Greenwood County, Population, 2005 estimate, 67,979; Black persons, percent, 2005, 32.1%; Persons of Hispanic or Latino origin, percent, 2005, 4.1%; Bachelor's degree or higher, pct of persons age 25+, 18.9%; Median household income, 2003, \$34,578; Persons below poverty, percent, 2003, 13.9%.

reserve books and ILL materials to the region's 14 branch libraries and to childcare centers. LSTA funds allowed the library to purchase a new vehicle and expand services to include twice a month visits to about five assisted living facilities and the Federal Correctional Institute in Edgefield County. Deliveries to 42 childcare centers (also twice a month) and the branches (twice a week) continued. The bookmobile averages 50 - 55 stops a month, holds approximately 3,400 items and circulated 9,123 items in FY 2005. Services are still being delivered with no mechanical breakdowns and complete schedule reliability. The bookmobile is on the road four days a week.

- o **Spartanburg County Library.** By partnering with the city of Spartanburg's Adult Learning Center, the library established a *Mobile Cart Training Lab* to target the non-library using public. The lab offers hands-on Internet and basic computer skills training at no charge. Library staff handled hardware and software installation, coordinated scheduling of locations and transported the labs. The partner organization, using its own private grants funds, provided curricula and instructors. Classes were held at six of the library's branch locations. The equipment consisted of two mobile PC labs of ten laptops each, with wireless Internet connectivity and access to the Library's catalog and Microsoft products. Extension Librarians were trained to use the mobile PC lab. Because the library's branches did not have to be hard-wired for computer training rooms, the two LSTA funded mobile labs resulted in cost savings. During the project's grant activity period, 203 people received training. Pre and post-test scoring showed that 94% of the participants made academic progress. A sixty-seven year old student said that her reason for participating in the training was to learn how to send e-mail to a son in service overseas. Several adults attending the Chesnee area training wanted to make themselves more marketable for job opportunities. Others wanted to obtain skills so that they could complete online job applications. (The closing of several Chesnee area textile mills, in the prior two or three years, had left many of its adult residents without good paying jobs.)

To date, Spartanburg has continued to operate its *Mobile Cart Training Lab*. During calendar year 2006, 147 individuals received computer training. Pre and post-test scoring showed that 95% of the participants made academic progress. Staff observed that the intimidation factor regarding computer training was almost too much for the students prior to their taking classes offered through the *Mobile Cart Training Lab*. Library staff said, "*We heard time after time that the treatment received provided a comfortable and secure learning environment never experienced prior to these classes. Many left encouraged and motivated to take further training they wouldn't have been able to do without us.*" Success stories provided by training staff support this. They include:

- o In Inman (town), the majority of students attending the classes had minimal computer training. Due to their distance from the Spartanburg city area, most, were it not for the classes being brought to their area, would never had attempted any type of computer use. Students from this area asked many questions relative to eBay, Internet usage and beginning small businesses.
- o In Pacolet (town), one student was a middle-aged mom of a special needs child. She wasn't in a position to take classes requiring much travel time. These classes enabled her to do more online research for her child and to brush up on her word processing skills.
- o In 2006, classes were held at the Cowpens (town) branch library for the first time. The number of participants in these sessions was much greater than expected for this branch. Two Spanish-speaking women were so excited during the classes because the instructor was willing to work with them through their English language learning curve. They also mentioned how much easier it was to learn from someone who took their time with them, unlike their children who did it so fast they couldn't follow. To further assist the ladies in their educational efforts, staff provided referrals to the Adult Learning Center for English as a Second Language classes. In Cowpens there was also another memorable student. This one was in the midst of

chemotherapy treatments and was so grateful for the distraction. Also, the class enabled her to do a lot of research online—which was of tremendous help to her.

- 2006 was the *Mobile Training Lab's* second visit to Boiling Springs (town); the first was in 2005. Attending the class was an older couple from the first class. They were so excited about what they had learned in the first session, that they bought a new laptop, which they proudly brought with them to the second session so they would not have to deprive a new student of the use of one of the library's laptops. There were also two gentlemen with Parkinson's disease who took the class in Boiling Springs; two months later, they followed the class to Inman for additional training. Repeatedly they commented on how comfortable they felt being able to learn in an environment where they did not have to feel uncomfortable about their physical challenges. They weren't able to follow as quickly, but with the instructor's help and their fellow students being willing to wait for them, they did great. The Boiling Springs class also included a retired Magistrate. Having had clerical support staff during her career days, once retired, she realized she was in need of some computer knowledge. She found the class so helpful that she and her husband decided to buy a second computer.

Remarking on the impact of the program, the Spartanburg County Library Director said, *"Because of LSTA, the Spartanburg County Library System was able to make some progress in meeting an existing unmet community service need. The success has continued in its second year. The students continue to express their sense of empowerment through the knowledge they've gained through these computer classes."*

(2006)

- **Clarendon County⁹¹ Library.** Seeking to establish its own outreach services, the library, receiving bookmobile services through contract arrangement with the Sumter County Library, applied for and was awarded an LSTA grant to establish its own mobile library services to children, teens, adults and senior citizens living in remote areas of the county. The Friends of Clarendon County Library contributed \$25,000 to the effort. Using supplementary LSTA funds, the library purchased its first bookmobile⁹² and with great fanfare, announced the start of its mobile services. A quote from a County Council member, which appeared in a local newspaper, speaks to the importance of the project, *"I've always been able to get to (the library), but we have a lot of people in this county that cannot get into the county seat to get books. I think it's time Clarendon County started to put an emphasis on things that can make the county a better community. I'm glad to see the Council is supporting this."* Stops are on a two-week basis, except for two towns that receive once a week service. To identify at least twenty possible sites for the mobile library service, library board members personally visited some areas and met with community leaders to obtain input on the needs of area residents. Staff reviewed census data to determine population demographics of residents living in areas identified by the library board. A mobile library coordinator and an assistant were hired to staff the mobile library. To stock the mobile library, new books for children and young adults were purchased with local funds. The mobile library has been especially significant for the towns of Summerton and Turbeville⁹³—neither of which have branch libraries. A

⁹¹ Clarendon County: Population, 2005 estimate, 33,363; Black persons, percent, 2005, 51%; Persons of Hispanic or Latino origin, percent, 2005, 2.2 %; Median household income, 2003, \$26,721; Persons below poverty, percent, 2003, 21.3%; Persons below poverty, percent, 2003 for SC, 13.8%.

⁹² Clarendon County Library Bookmobile specifications: Purchased from OBS, Inc. -- 28'11" long; 23' load space; 141" height; 87" head room; 2 air conditioners; 3,000 volumes of books, videos and audio books; satellite and wiring; minimum of two patron computer workstation; wheelchair lift; color backup camera and backup alarm. Images of Clarendon County are colorfully displayed on the vehicle's white exterior.

⁹³ Summerton Town has the largest number of poor areas in the county with many residents undereducated, unemployed and without transportation. Per the 2000 Census, Turbeville, Poverty Status, 1999, Families, 19.9%.

Summerton town administrator commented, "A lot of our children do not have transportation or parental participation, and the mobile library may be their only opportunity to go into a library." Library staff and residents remain enthusiastic about their still "new" mobile library services. All mobile library stops are open to the public.

- **Greenville County Library.** The library sought LSTA funds to purchase a new bookmobile (its 1990 model was no longer in service) for resumption of its mobile library services to residents in rural areas of Greenville County. In FY 2004, using the old vehicle, the library circulated 47,965 items and recorded a door count of 5,025 customers. In March of 2006, the new bookmobile was formally launched in a ceremony in front of the county office building, with a ribbon cutting ceremony and tours of the bookmobile provided for the public. Stops were evaluated in terms of their proximity to branches and maps from the county planning commission were used to identify areas of population density. From March to September 2006, 2,867 patrons visited a bookmobile stop and 13,757 items were checked out, representing a 3% increase over the same period in 2005. The bookmobile features vibrant and colorful original artwork of books and people reading, reflecting the diverse population served by the bookmobile. The colorful design attracts public notice and acts as a moving billboard for the library system, with faces of diversity communicating the message that the Greenville County Library wants to provide service to EVERYONE. The bookmobile attended a block party for underprivileged children at an apartment complex and attracted 350 residents—many of whom signed up for library cards and now regularly show up at the nearest bookmobile stop, which is less than a mile away from their complex. During one school visit, several children with disabilities came on the bookmobile, and one little girl said that she wanted to drive the bookmobile when she grows up. "At one time, there was talk of doing away with the bookmobile altogether", said a Greenville County Councilman, "but thanks to the [LSTA] grant, we now have a new bookmobile we can be proud of." Greenville's bookmobile services are still operational, and staff continually seek new and innovative ways to reach new customers and to deliver services.

Seniors

Most of the state's public libraries, particularly those with bookmobile services that target the homebound, consider senior services as part of their overall outreach efforts. However, in 2006, **Aiken-Bamberg-Barnwell-Edgefield Regional Library (ABBE)** and **Kershaw County Library** implemented related projects. ABBE focused on senior residents of Barnwell County⁹⁴ and its planned relocation of the Barnwell Library to a new facility. 1,200 new books, CDs and DVDs of appeal to senior library users were purchased. Hundreds of copies of the brochure, "*Serving Seniors at the Barnwell County Public Library*", were distributed to area agencies and organizations serving seniors, and a web page⁹⁵ for seniors was created. In the wake of the opening of the new library building, all of the library's usage statistics, including circulation of materials of interest to seniors, increased significantly. As such, ABBE could not attribute the 25% increase in circulation solely to the LSTA funded project. Nevertheless, ABBE staff believes the stronger collection for seniors was a significant factor. A local private foundation contributed \$14,000 toward the project and has pledged an annual gift of \$6,500.

The Kershaw County⁹⁶ Library, estimating that over 5,000 of its registered borrowers were 55 and over, focused on enhancing resources and programs for senior customers who used its Camden library. As with ABBE, marketing of the new materials was timed to match the re-opening date of the newly remodeled Camden headquarters library. The building renovation allowed for expansion of the large print collection areas. For one day, a written survey was handed out to adult patrons entering the library (up to 150 persons). Various questions were asked.

⁹⁴ Barnwell County, Persons 65 years old and over, percent, 2005, 12.8%.

⁹⁵ See <http://www.abbe-lib.org/reference/seniors.cfm>.

⁹⁶ Kershaw County, Population, 2005 estimate, 56,486; Persons 65 years old and over, percent, 2005, 13%; Persons 65 years old and over, percent, 2005, for SC, 12.6%.

Consequently, library programming and materials selection were based on some of the survey results. With 27% of respondents indicating an interest in historical programs and 78% saying they had never attended a library program, a *"Presidents, Politics, and Power"* film discussion program was scheduled and held; it garnered good attendance. With 57% saying they preferred fiction, LSTA dollars were used to add more fiction titles to the library's offerings for seniors. The library director noted that the LSTA funded project provided a jumpstart for the library's adult services program, and the momentum will not be lost.

Citizens with Disabilities

South Carolina's public libraries rely on the state's Talking Book Services program to provide reading materials and other resources to citizens with disabilities. Although few have the resources (monetary or human) to develop innovative local programs in this service area, all consider this customer group as part of their overall outreach services program. Public libraries, particularly those with bookmobile services, regularly inform patrons about the availability of the Talking Book Services program. However, during the five-year evaluation period, two of the state's public libraries implemented LSTA projects designed to provide services for the visually impaired.

In 2005, the **Colleton County⁹⁷ Library** used LSTA funds to expand its large print and audio books collections. The library doubled the amount of shelving for large print books and relocated the collection to a well-lighted and accessible area. Recorded materials (cassette and CD titles), previously in storage due to shelving limitations, were cataloged and made available. New signage, designed especially for people with low vision was installed, an open house was held to introduce the new collections and promotional brochures were distributed to local county agencies, area nursing homes, doctors' offices, etc. Library staff, through informal point-of-contact surveying, received favorable comments on the expanded services. Patrons were especially pleased with the new shelving, lighting and accessibility of the area.

In 2006, the **Charleston County Library** created a *"Books-By-Mail"* program to provide print books, audio books, music CDs, videos and DVDs to people in Charleston County qualifying as permanently or temporarily homebound. Persons qualifying for the State Library's Talking Book Services (TBS) Program received referrals. To promote the program and to identify potential new customers, Charleston County Public Library staff worked with the Charleston Disability Resource Center. Marketing efforts included presentations to the Mayor's Office on Aging Network, the Rotary Club, the Low County Senior Center, the Bookmobile Librarians Interest Group Meeting, the Aging-in-Place Coalition, the Charleston County Office of the South Carolina Department of Disabilities and Special Needs, and more. Churches were encouraged to distribute *"Books-By-Mail"* program brochures and applications to eligible members of their congregations. Applicants were required to provide proof of homebound status. A library assistant was hired to assist with preparing materials for mailing. Feedback from program participants was almost all positive, e.g., *one customer said she loved the program and thought that every library should have it, and another said it is a wonderful idea and she considers it to be a miracle for some.* Nevertheless, because of low participation numbers, the project administrator reported disappointment with the program results. He concluded that, overall, the Charleston County community was much slower to embrace the program than anticipated at its creation and launch phase. Even so, the Charleston County Library still views the service as important and continues to support and promote its availability.⁹⁸

In South Carolina, the largest percentage of LSTA dollars dedicated to extending library services to the underserved was expended to supplement the **Talking Book Services (TBS) program**. The program provides free library services to South Carolinians of all ages unable to use

⁹⁷ Colleton County, Per the 2000 Census, Number and % of Persons with a Disability, ages 21 to 64, 27.7%; Age 65 and over 54.7%.

⁹⁸ See the *"Books -by-Mail"* page on the Charleston County Library's web site at <http://www.ccpl.org>.

conventional print materials due to blindness, reading disabilities, visual impairments, or temporary or permanent physical conditions that make holding books or turning pages difficult or impossible. The program operates with a Consumer Advisory Council that provides feedback on existing and planned programs and services.

Funds expended to educate the public about the availability of the TBS program resulted in increased use of its services and resources. **Promotional efforts** reached community service organizations, professional caregivers, disability service providers, K-12 educators, citizens with physical disabilities, local churches, civic groups, senior centers and more. In 2004, a local television news reporter visited the library and produced a segment on the service. The segment featured two of the library's patrons and aired over two nights in the Columbia metropolitan area. During this same time, South Carolina actively participated in the Library of Congress, National Library Service for the Blind and Physically Handicapped (NLS)⁹⁹ nationwide "Take A Talking Book" promotional campaign. 1,018 new readers were registered in 2004. Public education delivered via presentations and exhibits to groups and at events across the state served to connect TBS staff to local communities. In 2006, with a new focus on reaching potential customers in African American communities, TBS staff participated in 36 promotional/public education events across the state. Public library contacts were maintained, throughout the evaluation period, by placing TBS applications and promotional brochures in main libraries and branches across the state. .

In 2003 LSTA funds made it possible to upgrade TBS computer workstations with the latest versions of adaptive software. During the same year, three adult students enrolled in vocational rehabilitation training used the workstations to practice skills; and one instructor visited the library on a regular basis, for several months, to assist an elderly trainee. Tour groups received demonstrations of the adaptive technology. Since 2003, the South Carolina State Library has continued to update the software. However, to date, on-site use of the **assistive technology computer workstations** remains very low. Nevertheless, TBS staff continues to receive and answer questions from users about assistive technology devices such as: use of JAWS, screen readers, CCTVs, screen magnifying software, obtaining funding for personal acquisition of assistive technology, etc. The South Carolina Assistive Technology (AT) Program's¹⁰⁰ web site lists ten (10) South Carolina public libraries as AT resource centers. In 2005, TBS hosted a South Carolina Assistive Technology Advisory Committee meeting.

Another LSTA funded adjunct service, Newsline for the Blind¹⁰¹, also experienced very low use by TBS customers. At its peak in 2003, TBS staff obtained Newsline® registration of about 4% of the total registered talking book readership (about 320 people). Even so, usage per month never even reached 25% of those registered. With use of the service averaging about 42 individuals per month (approximately 13% of those registered), the expense of maintaining the Newsline® contract could not be justified. Upon expiration of the 2004 contract, the service ended. The few customers who enjoyed having access to Newsline® were greatly disappointed with the decision.

LSTA funds supplemented the cost of a descriptive video/DVD collection that provided blind and visually impaired TBS customers access to recreational movies equivalent to those enjoyed by sighted public library users. LSTA funds also supported growth and provision of large print books for low vision readers. The descriptive movie collection numbered 644 items and the large print collection numbered 19,647 items for FY 2006.

⁹⁹ See <http://www.loc.gov/nls/>.

¹⁰⁰ See <http://www.sc.edu/scatp/scatcenters/publiclibraries.htm>; The South Carolina Assistive Technology Program (SCATP) provides training, technical assistance and works with consumers, service providers, state agencies and policy makers to support children and adults with disabilities in their efforts to acquire and use technology as a routine part of day-to-day living.

¹⁰¹ NFB Newsline® is an audio newspaper service of the National Federation of the Blind. See http://www.nfb.org/nfb/Newspapers_by_Phone.asp?SnID=370552182.

In 2005, to encourage summer reading participation by TBS children, ages pre-school through 12, TBS held its first on-site summer reading party. Although the "FUNtastic Reading" party attracted a small number of children, staff was pleased when a few parents from outside of the Columbia area brought their children to the party. The parents expressed appreciation for the event and the children were the proud recipients of reading medals and special prizes made possible by generous donations of individual TBS supporters. In 2005, children's programming included a festive "bunny party" where South Carolina's former First Lady Rachel Hodges read from the Rosemary Wells book, Bunny Party. Children from the South Carolina School for the Deaf and Blind attended. A large Braille display of pages from the book was available for the children. Children were treated to birthday cake and other treats (also made possible by individual TBS donors). A 2006 summer reading party was held and garnered similar participation numbers as the 2005 event. Throughout the five-year evaluation period, an average of 15 –30 children participated by mail in the summer reading program. TBS staff continues to work with their Advisory Council to seek new ways to develop, promote and increase participation in children's programming.

TBS customer satisfaction surveys are done every two to three years. The response rates generally range between 22% and 33% of the registered patrons. Results of a TBS FY 2005 customer satisfaction survey showed 85% of customers rating the services as excellent. 98% were satisfied with their reading selections, and 94% said TBS provided playback equipment was received in good condition.

Information services are delivered through email, phone, fax, and regular mail and through direct one-on-one contact with customers who visit the library. The toll-free access provided for customers allows staff to service tens of thousands of customer calls yearly. By 2006, although it remains merely a fraction of those who contact TBS staff by phone, more TBS customers were actively using email; 1,296 customer transactions were handled by e-mail. Talking book customers (both direct and indirect recipients of services) continue to communicate a genuine appreciation and need for the statewide service. Comments follow:

"I want to thank you for everything you do for those whose sight has been taken away." Daniel Island, SC

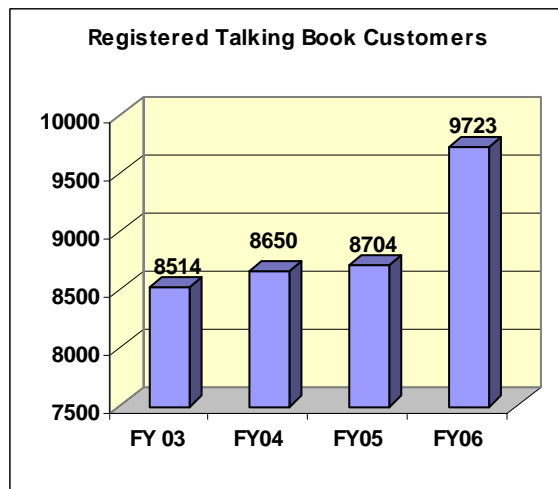
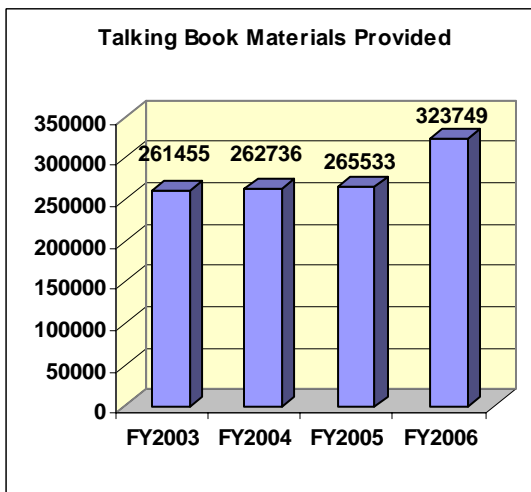
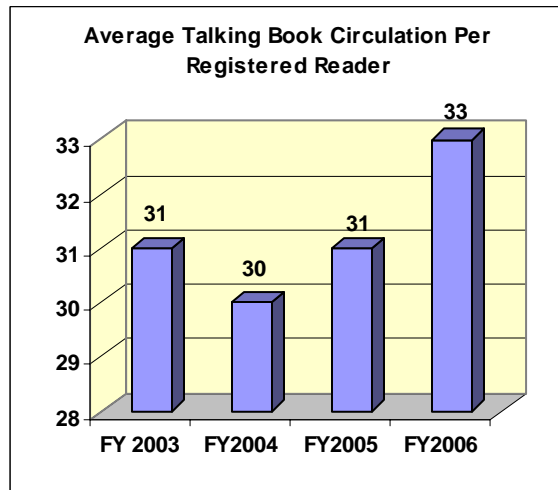
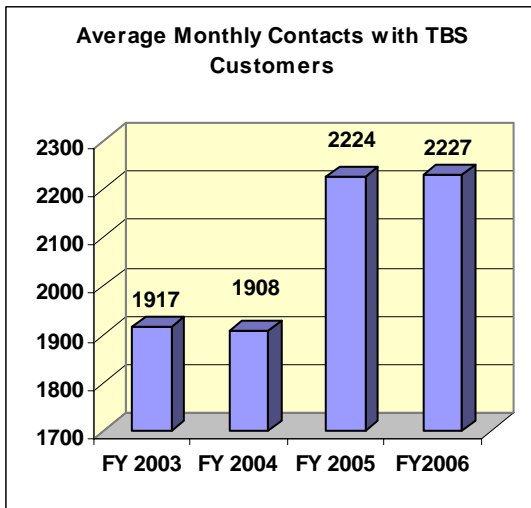
"My daughter used these services through middle school and high school. These services helped her read many novels with much less frustration—given the fact that she has a learning disability in reading. She graduated from high school with a 3.7 GPA in the top 25% of her class. She went on to get a university degree and graduated Magna Cum Laude. I know these Talking Book services helped her greatly to improve her basic reading skills. As a teacher, I have recommended your services to many parents. Thank you again for the important work you do in helping young people and adults enjoy reading and learning." (Mother of patron and teacher, Irmo, SC)

"Please know that you make an incredibly positive difference in the lives of those who cannot see." (Barnwell, SC)

"Thank you very much for your help in getting Dad his Jack Higgins titles. His books have become his lifeline, and our whole family is grateful." (Pickens SC)

"Talking Book Services play a large role in the life of many of our veterans and helps them to fill a lot of their free time. I have had several of the veterans tell me over the years that Talking Book Services helped them through the tough days when they were adjusting to their loss of sight. Having something to read took their mind off of their own problems and also filled the long hours." (Staff, VA Medical Center, Charleston, SC)

"Dad was a very intelligent, curious individual, and when his sight faded and he was unable to read, he felt that loss most significantly. After he had exhausted the tape collection at the Barnwell Library, one of the staff members there connected him with Talking Book Services, and he became one of your most prolific users and ardent supporters. As Dad further lost his mobility and was confined to a wheelchair, the tapes, including the magazines on tape, became a real lifeline to keep him informed and interested in the world around him, and he always enjoyed discussing the newest books by his favorite writers." (Daughter of a patron, Pickens, SC)



Between FY 2003 and FY 2006, average monthly contacts increased 16.2%, materials provided, +23.8% and registered customers, +14.2%.

Revitalization of the **TBS volunteer recording program**, which produces magazines, fiction and non-fiction books by South Carolina authors about South Carolina and South Carolinians, was a major priority for 2006. Planning that began in 2005 culminated in the much needed conversion of the TBS in-house recording operations from analog to digital. LSTA funds made this possible. The program is now fully equipped with operational state of the art digital recording equipment for production new titles for South Carolina's talking book readers. TBS staff continues volunteer recruitment efforts; the program's goal is to increase in-house recording production.

During the LSTA five-year evaluation period, the NLS made site/evaluation visits. The program consistently received NLS compliance approval. In 2005, NLS director Frank Kurt Cylke visited the South Carolina State Library as part of a coordinated effort to garner tangible support by the states for transition to the digital talking book format.

2004 – 2005 planning efforts resulted in the 2006 migration of the TBS operations from an out-dated Sirsi integrated library system to the Keystone Library Automation System (KLAS)¹⁰². The system, implemented through technical support from the South Carolina State Library's IT staff, provides increased functionality for both the TBS staff and its patrons. The KLAS system's efficient circulation module improved the ability of the program's small mailroom staff to process more materials for delivery to customers, resulting in a 22% increase (over the previous FY) in materials delivered to South Carolina's talking book readers. The KLAS system also gave customers direct access to the TBS online catalog. Customers are now able to make their own reading selections and transmit their requests to staff.

A July 2006 NLS report¹⁰³ noted that KLAS has a greater number of user sites (61) than any other library information system in use by an NLS network library. The report also lists several general characteristics of the five library information systems expected to be used in the future digital talking book distribution system—the old SIRSI system is not included. Thus, it is only because of LSTA funds that South Carolina is now positioned to move forward with NLS toward its 2008 rollout of the nationwide digital talking books program.

Overall Impact

Without LSTA funds, the South Carolina State Library, although always able to identify unique service challenges, could not provide the tangible dollars necessary to demonstrate what can be done to improve the quality of people's lives. All recipients of LSTA outreach sub grants reported that those benefiting from the services created or enhanced were very grateful. Comments from the Abbeville County Library director best sum up LSTA's overall impact. *"By improving the library's offerings, the quality of life for patrons is improved. In a rural county like Abbeville, which has no bookstore, no movie theatre and limited cultural offerings, the library plays a major role in providing quality materials for education and enjoyment."* Because of LSTA assistance, an entire county (Abbeville—population 26,113) now has an independent library system.

Although not really considered at the time of development of the state's 2003 – 2007 Five Year Plan, and although much remains to be accomplished, LSTA enabled some of the state's public libraries to address the library service needs of South Carolina's emerging Hispanic population. LSTA facilitated increased awareness among the state's public library administrators and created accessible and relevant collections and programs for Hispanic families living in a few South Carolina communities. A Colleton County local newspaper writer, reflecting on the Hispanic outreach work accomplished by the library staff in his hometown said it best, *"...[They] set good examples for the rest of us by getting into position to accommodate change and, in so doing, improve the quality of life."*

Among South Carolinians age 40 and older, there are an estimated 42,463 cases of vision impairment (13,847 of that number are blind). More of the state's small and medium sized public libraries now offer improved large print and commercial audio book collections—many of which exist because of LSTA sub grant funding.

¹⁰² See <http://www.klas.com/>.

¹⁰³ See <http://www.loc.gov/nls/reports/dtbdist/audiobkdist/section-2.html>, Audio book distribution system design For: Digital talking book distribution analysis. Task 2 - System design (Final report : June 29, 2006).

The state's Talking Book Services program serves more than 9,000 of that number; many rely on the program as their only library. In South Carolina many local libraries typically do not have the necessary resources to fully provide service to this population group. It is only because of the TBS program, which is supplemented by LSTA funds, that all South Carolina public libraries are able to offer local residents, with qualifying disabilities, access to specialized services. The program provides accessible collections that support their recreational, professional and educational reading needs; adaptive support equipment, staff attuned to their needs, and referral assistance to other state disability services are also offered. With about 1.1 million 65 and over residents expected to live in South Carolina in 2020, demand for services of the TBS program is expected to continue.

Counties unable to provide uninterrupted mobile library services to those most in need now have reliable, computer equipped and Internet capable vehicles that allow them to offer improved services to a greater number of people. Outreach services throughout the state have been enhanced. Results of surveys completed by sub grantees clearly document the positive and life changing impact of LSTA outreach projects. For example, 61% of those surveyed by the Clarendon County Library said its bookmobile gave them the ability to read more books; 41% said they expected their children's performance in school would improve because of the bookmobile. As noted by Greenville County Library staff, for many of the state's citizens in remote rural areas, the bookmobile is the only outlet of the library that they can reach.

LSTA funds have played, and will continue to play, a major role in helping South Carolina public libraries provide access to information to all South Carolinians.

Goal 3: Encourage the adoption and implementation of a statewide marketing plan through a centrally organized and professional team of library and non-library staff members that promote general library concepts and usage for all rural and underserved urban communities.

Objective 1: Provide sub grants to libraries for training, developing, and implementing various marketing plans, which target rural and underserved urban communities.

Target: 100% of eligible libraries will participate in the LSTA grant program.

Objective 2: Implement a statewide marketing plan by taking the leadership role to present certain components of the plan so as to enable libraries to tailor it to their communities.

Target: 100% of public libraries will participate in a statewide marketing plan.

Target: The general public and key community decision makers will be more knowledgeable of the services offered by local libraries.

Objective 3: Present public relations and effective public library marketing workshops to library staff members, boards of trustees and Friends groups.

Target: 90% of public libraries will send at least one staff member to an annual Public Relations and Marketing workshop.

Target: Public library staff will demonstrate improved skills in the production of library promotional materials.

Objective 4: Consult with individual libraries as requested.

Target: 25% of the public libraries will receive a consultation services visit in the area of Public Relations and Marketing.

Result: Made progress towards goal 3, objectives 1 – 4.

Strategies and Activities

- Require all sub grantees to outline marketing strategies for approved LSTA projects.
- Hire a public relations coordinator for the South Carolina State Library.
 - Provide for public relations/marketing guidance/consultation to small and medium-sized public libraries.
 - Offer sub grants to small/medium sized libraries for participation in marketing pilot projects.
- Market all LSTA funded statewide initiatives.
 - Collaborate with partner organizations for joint marketing/promotional events.
 - Revamp promotional materials.
 - Expand media venues.
- Offer an annual public relations exchange.
- Show support for public library marketing and promotional events.
 - Schedule attendance by the State Librarian.
- Host and publicize awards that promote statewide literacy initiatives.

Outputs and Outcomes

Successful marketing events resulted from collaborations with South Carolina State Library partner organizations. In 2003 these included:

- Statewide distribution and promotion of South Carolina's "Literary Map" with partner organization the Palmetto Book Alliance (PBA).¹⁰⁴ The development and distribution of the *South Carolina Literary Map*, which was well received by South Carolinians all over the state, was partially funded by LSTA.¹⁰⁵

¹⁰⁴ See <http://students.libsci.sc.edu/literarymap/first.htm>. The South Carolina Center for the Book was known as the Palmetto Book Alliance (PBA) from 2002 – 2006.

¹⁰⁵ Staff of the South Carolina Educational Television (ETV) informed the State Librarian, in August 2006, that SCETV had begun the process of producing a literary series based on the *South Carolina Literary Map*.

- Statewide promotion of the “South Carolina Book Festival” with partner The Humanities Council^{SC} (See goal 4, objective 4). This is an annual event.
- Collaborations with the SC APLA resulted in development of a public relations campaign outline. The theme was “*Faces of South Carolina Library Users.*” The campaign was planned to showcase photographs of South Carolina public library users and included personal statements about the value and role of public libraries in their lives. Although prototypes of promotional materials were produced, regrettably, the campaign never moved to the next phase.
- Through collaboration with multiple partner groups, the South Carolina State Library participated in the coordination and implementation of “*SC Reads*”, a six-months campaign aimed at getting citizens reading the same book at the same time.
- The South Carolina State Library participated in a Library of Congress, National Library Service for the Blind and Physically Handicapped (NLS) sponsored “*Take A Talking Book Campaign*” six-months public relations campaign aim at attracting new readers age 55 and over. The Talking Book Services program was advertised to seniors across the state through use of Public Service Announcements (PSAs) on television, radio and in local newspapers. A press conference and reception were hosted; a State Senator and a representative of the National Library Service for the Blind and Physically Handicapped were in attendance.

In 2003 the South Carolina State Library did not have a professional public relations coordinator on staff. A public relations team coordinated internal marketing efforts; project administrators for statewide initiatives, such as DISCUS and the summer reading program, were responsible for coordinating each project’s marketing components. The PR team met monthly. (NOTE: PR outcomes are also reported throughout other parts of this report.)

In 2004, the South Carolina State Library hired a part time public relations coordinator and a full-time web administrator. Coordination of all marketing and public relations efforts were immediately transferred to the PR Coordinator; this included assisting the South Carolina State Library’s CE Coordinator with planning for and developing annual Public Relations Exchanges for public library staffs. Both positions greatly improved marketing and PR results. In 2005, Public Relations Coordinator gave a presentation on marketing bookmobile services at the Bookmobile Librarians’ Exchange. Also a PR listserv was initiated; the PR Coordinator used it to deliver her weekly “*PR Tip of the Week*” service. By mid-2006, due to an abrupt resignation, the public relations coordinator position was once again vacant; to date, the vacancy remains.

The 2005 **Public Relations (PR) Exchange** offered the panel presentations/discussions on various topics such as:

- Library Extreme Makeover; How to Make Your Library an Inviting Place
- Creative PR Strategies
- Branding the Library

In 2006 PR Exchange participants commented: “*Many of the ideas/concepts can be immediately put to use in planning and development of future PR strategies,*” and “*Good informative session...Time well spent.*”

2004 South Carolina State Library PR Highlights:

- Hosted the first annual summer reading party at the South Carolina State Library for Talking Book Services readers ages pre-school – twelve.
- Hosted “*Letters About Literature*” (an adjunct of the children’s/youth services statewide initiative; prizes were provided by the Target company).
- Held Notable State Documents awards ceremonies (to showcase South Carolina State Library special collections; award plaques, financed by state funds, were provided). This is an annual event.

- State Librarian participated in statewide LSTA ceremonial check presentations for recipients of LSTA sub grants of \$10,000 or more. The presentations always garnered local publicity for public library sub grantees and provided free local media coverage for their LSTA funded projects.
- Completed the South Carolina phase of the NLS *“Take a Talking Book”* senior outreach campaign.
- Promoted Talking Book Services at numerous exhibit events.
- Promoted DISCUS - South Carolina's Virtual Library through professional conference presentations and exhibits.
- Distributed thousands of copies of the *“South Carolina Literary Map”* to South Carolina's K-12 schools.
- Participated in a total of 30 promotional events.

2005 South Carolina State Library PR Highlights:

- The Public Relations Coordinator participated in a panel discussion entitled, *“Promoting Library Services! More Bang for Your Buck,”* at the Friends of South Carolina Libraries (FOSCL) annual statewide meeting.
- In celebration of Children's Book Week, the South Carolina State Library worked with its partner, the University of South Carolina's Center for Children's Books and Literacy¹⁰⁶, to host a book signing; it was held at the South Carolina State Library and featured noted South Carolina African American children's author, Joyce Hansen.
- In partnership with the South Carolina Autism Society, the South Carolina State Library facilitated the participation of public libraries in Autism Awareness Month; materials were provided free of charge to public libraries and placed in all public library locations.
- Public service announcements promoting the statewide summer reading program aired on local Columbia television stations.
- The South Carolina State Library announced the launch of its new online chat reference service *“Ask A Librarian”* and its newly redesigned *SConnects @ the Library* web site.
- A *“GOT HOMEWORK?”* billboard campaign was launched, with cooperation from the Outdoor Advertising Association of South Carolina (OAASC); the campaign promoted DISCUS as a student's best resource for homework assistance. (*See Section III, In Depth Evaluation*)
- The DISCUS program held its first virtual reference meeting for school media specialists.
- South Carolina State Library initiated phase one of a multi-phase branding project *“Serving South Carolina with MORE”*, designed to promote all statewide initiatives. Also a new logo (a freshened approach to the lions which have been the symbol for the South Carolina State Library for many years) was developed to brand the State Library with a clean, modern look. *MORE* reflects the idea that the State Library and all libraries offer more than people realize. The brand identity was adopted as a way of making citizens more aware of how much libraries offer to everyone.
- The South Carolina State Library launched a public library marketing pilot project with four public libraries; participating libraries were Beaufort, Lancaster, ABBE (Aiken-Bamberg-Barnwell-Edgefield Regional), and Sumter.
- The Talking Book Services department hosted, at the South Carolina State Library, an Assistive Technology Advisory Committee meeting, an American Council of the Blind of South Carolina Low Vision Fair and a summer reading theme party for children with blindness and low vision.
- Volunteers gathered at the Talking Book Services reading room for recognition ceremonies on October 6. Fifty-five (55) volunteers were recognized for contributing 1,947 hours of service.

¹⁰⁶ The South Carolina Center for Children's Books and Literacy is the renamed expansion of the USC School of Library & Information Science's center for book evaluation; it is housed at the South Carolina State Library. See <http://www.libsci.sc.edu/ccbl/index.htm>.

2006 South Carolina State Library PR Highlights:

- The State Librarian participated in the University of South Carolina's Center for Children's Books and Literacy ribbon cutting ceremony.
- Dedicated the South Carolina Center for the Book¹⁰⁷, now officially housed at the South Carolina State Library. The South Carolina Literary Partnership used the occasion to promote statewide literacy efforts and the vital role of South Carolina's public libraries. The event coincided with the start of the South Carolina Book Festival weekend. The C-Span Book TV bus made an appearance (in front of the South Carolina State Library) and was available for tours; South Carolina Educational Radio Network interviewed the State Librarian; the interview was aired on SCERN's "Speaking of Schools" program.
- The Library Development Services staff and the State Library's PR Coordinator provided branding and logo development guidance to South Carolina's small and medium sized public libraries.
- Promotional check presentations were made by the State Librarian to public libraries receiving state and LSTA funds to launch, literacy, automation, outreach and other local projects.
- Statewide distribution of "Got Homework/Get DISCUS" bookmarks promoted the service.
- The State Librarian participated in local groundbreaking ceremonies, library open houses and other events where local community leaders publicized the value of libraries.
- To help South Carolina State Library staff understand the importance of communicating a corporate identity, staff development sessions were by PR Coordinator; guidance was provided on how to effectively communicate the library's new brand identity.

Public library marketing/PR sub grants projects

In 2003, the **Greenville County Library System (GCLS)** received LSTA funding to address its need for a targeted public relations campaign. The grant provided for the hire of a communications firm. The firm developed and implemented, by phone, a community survey instrument. The GCLS measured the levels of awareness of the library's services and programs and examined patrons' frequency and purpose of use of the library. Library administrators learned that 64.5% had a favorable image of the GCLS; 81.3% used the library primarily for pleasure or leisure reading; and 80.5% cited personal assistance from a librarian as their reason for using the library. The survey also revealed that the most appreciated library factors are selection and variety, good information resource, nice atmosphere/appearance, helpful/knowledgeable staff, and convenient locations. The importance of the Internet as a way to find and communicate information was found to be a strong factor in lives of local residents. When non-library users were asked what would make them use the library, 3.9% said "more computers." The GCLS administration used survey findings for strategic and long range planning. Strengthening the library system's web site and expanding online services were identified as priorities.

Much effort was expended to find out what residents actually thought of the GCLS. Respondent comments were compiled by library staff and included:

"I was unemployed recently and seeking assistance in cleaning up my resume and actively seeking employment via the Internet. The Greenville County Library gave me the tools I needed by providing good customer service, a quiet atmosphere to think and work in and plain old 'Southern Hospitality' during a difficult time in my life. It truly made a difference in my life."

"Our library at school doesn't have many good books, I come here to check out as many as I want."

¹⁰⁷ The SC Center for the Book is a cooperative project of the SC State Library, the USC School of Library and Information Science and the Humanities Council, ^{SC}. Its mission is to celebrate SC's rich literary heritage and to bring public attention to the importance of books, writers and reading. Among the Center's many projects is *Letters About Literature*, a reading and writing promotion program with competition levels for grades 4 – 6, 7 and 8, and 9 - 12.

"I think it is such a blessing to our community. The children's area is wonderful."

"Being a busy mom ...I love all the audio books ...It's the way I stay current."

The GCLS hired a marketing and consulting firm to implement a media relations program and to help the library develop brand essence. Results included a new logo for the library, which was described by one resident during his tour of the new library as "a crisp fresh look." GCLS also identified five brand essence behaviors: During the first few months of the media campaign, the GCLS realized:

- a 26% increase in the traffic at the Main Library,
- an increase in traffic in most of its branch locations (data source was door counts),
- at least 36 media placements, and
- well-attended grand opening events¹⁰⁸.

At the conclusion of the campaign, data showed that:

- media coverage increased over the previous year by 269%,
- 22,687 library cards were issued, and
- 1,248,033 people used the library.

In 2005, after completing phase one of its own logo/branding project that gave a new look to its newsletter, DISCUS marketing items, summer reading banners, the library's logo and more, the **South Carolina State Library sought four libraries willing participate in pilot brand identity projects.** Working with the Library Development Services staff, **the State Library's PR Coordinator successfully recruited Lancaster, Sumter and Beaufort County Libraries and the ABBE Regional Library (Aiken, Bamberg, Barnwell and Edgefield) as partners for the project.** Each library received a \$4,000 LSTA award. Upon expiration of the project, each library had a new logo to serve as a graphic identity for their libraries. All used the contract services of a professional design firm. Some even tried to incorporate web site redesign, but for most, such was too ambitious and had to be abandoned. However, all of the libraries displayed, and continue to do so, the logos on their web sites. To introduce the "corporate identity package" concept to other public library staffs, each partner library presented their "success stories" at the South Carolina State Library's 2006 Public Relations Exchange. Comments from participating library directors follow:

"In its 100 year history, the library has never had a permanent logo. Our new corporate identity will project a positive image of the library and help us promote our services to the community," remarked the Lancaster County Library director.

Sumter County Library began to use its new logo immediately upon its approval by the library board. *"The library is trying to use the new logo on everything it does so that people can quickly recognize the library just by its logo,"* said the Sumter County Library director. *"Our library has never had any type of identifying logo other than the library symbol and the opportunity to participate in this project was greeted with great enthusiasm by our staff. We are constantly out in the community at events and the idea of a recognizable symbol of the library is fantastic."*

¹⁰⁸ During this time period (2002 – 2003), the Greenville County Library headquarters moved to a new main library building. See http://www.cgdarch.com/project_details.php?id=147.

Overall Impact

Because the South Carolina State Library requires a marketing component for all LSTA funded sub grant projects, libraries and partner organizations put forth varied efforts to market to their target populations. Their efforts positioned libraries in the minds of local users as a place where they could go to meet their information needs and become a part of the community through participation in varied library programming. Of particular importance were the LSTA dollars that promoted projects that provided services to underserved populations. Marketing and promotional efforts have informed the state's citizens that their public libraries offer a wealth of resources on-site as well as through the Web. In many cases promotional efforts (because messages also reached state, county and local officials) resulted in the additional funding needed for continuation of projects upon expiration of LSTA support.

With its collaborative partners, the South Carolina State Library promoted South Carolina libraries and fostered other mutually beneficial partnerships. Promotional and marketing efforts informed those benefiting from statewide LSTA funded programs and services of the important role that libraries play in their lives. LSTA made it possible to obtain promotional items for all statewide initiatives. Additionally, the concept of brand identity has been introduced to public library staffs across the state, and four of South Carolina's libraries now have brand identities and logos that can be used on brochures, newsletters and other library publicity materials for years to come. Hopefully, the example set by the four partner libraries will spur other South Carolina public libraries to develop innovative marketing/PR projects.

Because of various problems that plagued efforts at implementing strategies and activities to meet the objectives and targets of the marketing goal, the overall impact of this initiative is not as desired. Results have fallen far short of those envisioned when the marketing goals and objectives were developed. South Carolina still has no formal statewide marketing plan for its public libraries. However, the end of the five-year evaluation period did not conclude without some form of marketing success. More planning and more resources will be needed to achieve the results desired. Keeping the decision makers and the public informed through marketing and public relations strategies will remain essential to the success of all South Carolina libraries.

Goal 4: Foster the development of initiatives and strategies through partnerships and the establishment of library cooperatives and consortia to improve utilization of resources, collections, and services in South Carolina libraries.

Objective 1: Provide sub grants to public libraries for next generation web-based integrated library systems, applications upgrades, and Z39.50 interface to promote collaboration and continued connectivity.

Target: 90% of public libraries will participate in a statewide or regionally based association or consortia.

Target: 75% of public libraries will establish partnerships with local agencies and organizations.

Result: Made progress towards goal 4, objective 1.

Strategies and Activities

- Make sub grant funds available to public libraries migrating/upgrading to next generation web based integrated library systems.
- Encourage the use of web catalogs and Z39.50¹⁰⁹ interfaces to facilitate sharing of resources at the local level and to improve customer service both inside and outside South Carolina public libraries.
- Partner with a large South Carolina public library systems to explore new technologies beyond Z39.50 interfaces.

Outputs and Outcomes

Sixteen (16) South Carolina public libraries (or 38%) received LSTA automation sub grants.

(2003)

- **York County Library** used LSTA funds to migrate from an obsolete text-based system to a graphical, web-based version of Dynix's Horizon software. Three years prior to the LSTA award, the York County Library started a process for improvement of customer services by seeking an enhanced graphical access to the library's collection. After the library was awarded \$79,000 in LSTA funds, York County local funders were forthcoming with matching funds. *"Without the federal money, it would have taken much longer to complete the technology upgrades,"* said the library director. *"We really got lucky."* (Current Automation Vendor: SirsiDynix; ILS Product: Horizon)
- **Chesterfield County Library** sought to move its programs and services forward by implementing a modern automated system. With \$15,000 in LSTA funds, the library was able to acquire a new data server and implement a new integrated library system (ILS). Access to the library's collection (print and electronic) was expanded. Patrons surveyed indicated they felt comfortable using the library's new system because of the training provided by library staff. (Current Automation Vendor: TLS; ILS Product: Library Solution)
- **Florence County Library**, preparing for a 2004 move to a new headquarters building, received \$100,000 in LSTA funds to ensure that citizens of Florence County would have a fully functioning ILS prior to the opening of the new headquarters. Without the funds, it was doubtful that the library would have opened with its Dynix Horizon Sunrise system and Pharos Uniprint/SignUp systems installed, operational and with 100% of staff trained on all system modules. Patrons were provided, for the first time ever, with self-serve Internet sign up and printing stations. Additionally, staff welcomed the unexpected addition of the system's Homebound module. Extra local and state funds allowed upgrades to T-1 circuits for four of the county's smaller branches, which improved the response time for catalog functions. (Current Automation Vendor: SirsiDynix; ILS Product: Horizon)

¹⁰⁹ Z39.50 is an information retrieval protocol that supports communication among different information systems.

- o **Newberry County Library**, at the time of its LSTA application, was experiencing excessive downtime—a decided inconvenience for both the public and the library staff. Its \$55,000 supplemental LSTA sub grant allowed the replacement of an obsolete, slow and cumbersome integrated library system with the TLC (The Library Corporation) system. Upon implementation, the library gained technology parity with other Newberry county agencies. Patrons informally surveyed expressed satisfaction with the library's new system; excessive downtime, characteristic of the old system, became a thing of the past. Prior to the LSTA award, remote access for Newberry County residents had been discussed for many years; patrons had even made direct requests to library board members. It is only because of LSTA, which provided 64% of the total cost of the new system, that Newberry County residents are now able to browse the library's catalog and determine resources available before driving a long distance; they are also able to remotely access their personal library accounts. *(Current Automation Vendor: TLC; ILS Product: Library Solution)*
- o **Greenville County Library** used LSTA to finance 16% of the cost of migrating its ILS from Sirsi "Classic" to Sirsi UnicornOasis. Prior to the migration, the library's catalog was staid in appearance and lacking graphic capabilities of commercial web sites. Because of the new ILS, patrons reported increased satisfaction with using the library and there was a marked increase in the use of the new catalog. Staff reported that the system's new efficient modules allowed enhancement of services to customers. *(Current Automation Vendor: SirsiDynix; ILS Product: Unicorn)*

(2004)

- o **Abbeville County Library** (See Goal 2, Objective 4) sought an additional LSTA grant for assistance with its goal of obtaining total independence from the Greenwood County Library System. Still dependent on Greenwood County Library for processing and cataloging of its print collection and use of its ILS, LSTA funds allowed the Abbeville County Library to sever an annual \$23,000 contract. With an LSTA grant of \$75,323, Abbeville County Library achieved data migration, hardware and software installation and staff training for implementation of the TLC system. Because of the successful LSTA automation project, Abbeville is able to offer its patrons a website with a searchable catalog, a calendar of events, photos of library activities, book lists, and links to other reference web sites. The immediate impact for both staff and patrons was that with cataloging processes and procedures in place, routinely passing materials between Abbeville and Greenwood ceased. Materials are now made available for patron use without the long wait times that were inherent in the old process. Patron feedback, as conveyed by the library director, follows:

"Over and over, staff is being told by patrons that they are 'getting books much quicker' and that they 'didn't have to wait very long for best sellers.' Patrons do not see all the reasons that service and timeliness have improved. They just know that more and more the answer to their question, 'Do you have this book available?' is 'Yes, it is.'"

The LSTA funded independent automation system will continue to provide improved library services Abbeville County to patrons for years to come.

- o **Kershaw County Library** financed 48% of the cost of its new ILS with LSTA funds. In the prior years the library lost ground in keeping up with technological advances. With a system powered by an eight-year-old server, the library was unable to fully participate in resource sharing with other South Carolina public libraries. From this rather bleak situation, and with the assistance of LSTA funds, the library made a huge leap into the modern world of technology, including offering a wireless network for its users. The library director commented that the project changed the whole landscape of the library, literally, and touched every staff member and every patron of the library. *(Current Automation Vendor: SirsiDynix; ILS Product: Horizon)*

- **Lancaster County Library** sought LSTA funds to help the library improve its network infrastructure. Plagued by a network with faulty LAN design and inefficient routers and switches, the library desperately wanted to improve service by resolving network configuration problems, upgrading equipment and software and by providing a more customer friendly online catalog interface. Upon completion of the project, the library's entire operational environment immediately improved, both for customers and the staff. *"We just had a tangle of wrong IP addresses and computers that might get out to the Internet one day then not for the next three days. We can troubleshoot many problems from the server now. You don't have to service fifty computers individually. Security is better and so is virus protection. We still have problems, but I'm happy to say they are manageable now,"* noted Lancaster's network administrator. Circulation staff observed, *"Before the equipment and software changes, we had a hard time doing circulation routines because of breakdowns on the Internet computers. We had to constantly stop to help people get reconnected online. Those kinds of problems have been almost eliminated. Circulation now runs much smoother."* (Current Automation Vendor: TLC; ILS Product: Library Solution)
- **Orangeburg County Library** wanted to by move from a DOS environment to a windows-based environment so as to offer its customers more user-friendly interfaces and remotely accessible features. Although hampered by numerous unforeseen "crises", the library eventually completed its LSTA project and migrated to a multi-server environment. Patrons are now able to obtain information from databases. Library staff received compliments from school teachers who told them that access to online databases has helped tremendously in their work with high school students. (Current Automation Vendor: Polaris Library Systems; ILS Product: Polaris)

(2005)

- **Cherokee County Library** used LSTA funds to migrate to Dynix's Horizon Information Portal. The library sought to provide a seamless one-search interface for customers inside or outside the library. LSTA provided 53% of the funds needed to make this happen. After the successful migration, library customers were provided on demand one-on-one system operation demonstrations. The library director observed that with summer reading being the most stressful time of the library year for both staff and patrons, the first use of the new system during the summer period was enormously helpful in terms of maximizing use of time, facilitating the check-in/check-out process, and maintaining the overall sanity of both staff and patrons. Also, during the first year of use of the new system, the library's 18 OPAC computers were almost always in use, often to the point of being completely full, which was fully substantiated by the library's Internet logbook. Additionally, staff observed that previously where patrons struggled with an old system, they now find that searching the catalog is self-explanatory and parallels other types of familiar computer programs. Children in particular have responded well to the system. One school student remarked, *"I can do better in school because of this Horizon, it makes finding stuff easy."* From the older age group, staff heard more of this type of comment, *"...Someone can't just walk in and use this system without training."* These patrons are still inclined to turn to staff for aid in finding books rather than using the computers; library staff always accommodate them. The general observations of library staff led them to conclude that the majority of patrons are able to handle the searching themselves and that positive feedback has greatly exceeded negative feedback. (Current Automation Vendor: SirsiDynix; ILS Product: Horizon)
- **Dorchester County Library** upgraded to the web-based Polaris system but did not participate as part of the Palmetto Polaris Consortium (See Goal 4, Objective 3). Prior to Dorchester's receipt of the LSTA grant, its last upgrade was 1997. At the time of its LSTA application, support for Dorchester's old Galaxy system was being phased out; the library absolutely had to move to a new system. LSTA provided 32% of the total cost. At the end of the project period, the library had noticeable improvements in internal operations as well as service to patrons. There was a 21% increase in the use of the library's web site, patronage inside the library increased by 2.3% and the processing rate of the cataloging department increased by 12%. Because of the supplemental LSTA funds provided to Dorchester County,

the library now offers smooth check-in/check-out processes, efficient management of patron information and the ability for patrons to manage their own accounts as desired. The library director reported that the greatest impact has been that public services staff spends less time managing hardware and more time serving patrons. (*Current Automation Vendor: Polaris Library Systems; ILS Product: Polaris*)

- **Fairfield County Library** used LSTA funds to cover 64% of the cost of upgrading its ILS from the Dynix Classic automation system to its Horizon system. Fairfield serves as an excellent example of how Gates funds were incorporated as matching money for these type automation projects. Fairfield funded the replacement of three routers and the upgrading of its branch library to a T1 connection with Gates funds. Both actions were necessary for the Horizon software. From implementation until the end of the project period, the library experienced a 14% increase in external users of its ILS. Staff observed that the ability to download MARC records using Z39.50 technology transformed cataloging processes. The upgrade resulted in a card catalog with enriched content. Comment from the library director, *"The library's upgrade ...provided the library with an up-to-date platform. Because of this, the library is better positioned to take advantage of new opportunities for further enhancement of its technology services to patrons."* (*Current Automation Vendor: SirsiDynix; ILS Product: Horizon*)

(2006)

- **Beaufort County Library's** web site had not been updated in style or appearance since its inception in 1998. The library sought an LSTA sub grant to provide a new, attractive web interface and to separate the library's web site support from the county's. The LSTA funds allowed the library to purchase and install its own web server. Staff selected the Sirsi EPS/Rooms as its web site software product. Beaufort County Library's new library web site went online February 2007 as beaufortcountylibrary.org. It offers an online bookshelf of Web pages about local history and nature, as well as information about organizations, jobs and other community resources. People can now ask reference questions by e-mail and instant messaging and get hundreds of thousands of free magazine and encyclopedia articles at home through the Web site. To launch the new site, the library hosted its first annual Community Open House at its branches in Beaufort, Bluffton, Hilton Head Island and Lobeco. Library staff demonstrated the unique uses and resources of the new Web site. Beaufort County Library is also embracing Web 2.0¹¹⁰ *"With ... a new and ever-improving library Web site and increased access to resources and information, Beaufort County Public Library is on the way to making our public library system number one in South Carolina,"* said the library director. The *Hilton Head Island Packet* newspaper, making the case that no public library can run on tax dollars alone, noted that LSTA funds paid for the software, Internet server equipment, publicity and other necessities that made it possible for the library to launch an entirely new Web site. (*Current Automation Vendor: Sirsi Dynix; ILS Product: Unicorn*)
- **Greenwood County Library** decided to pursue LSTA automation funding upon learning that its Dynix System was being phased out by the parent company. The library's administration viewed the dilemma as an opportunity for staff to choose a system that would be the most user friendly for both customers and staff. After evaluating several systems, staff chose TLC's Library Solution. The library director stated, *"The TLC system cost more than we anticipated, but so many patrons said they found it easier to use than the Dynix system. We feel the extra expense is justified."* Several patrons commented to the library's circulation staff that they liked the new system and enjoyed having more control over their library accounts. (*Current Automation Vendor: TLC; ILS Product: Library Solution*)

¹¹⁰ See the library's 2.0 site, bcgov.net/bftlib/web.htm

Exploration of new technologies was accomplished through partnerships with Richland County Public Library¹¹¹ (RCPL), one of the state's largest and most accomplished public library systems. During the five-year evaluation period, RCPL received three LSTA sub grants. In 2003, RCPL was seeking ways to respond to customers' desires for greater access to online resources, including databases, Internet and office functions. To meet this need, RCPL proposed using thin client¹¹² technology. The library sought and received LSTA funds to establish a model system that would allow staff to test the efficiency of the technology. RCPL's goal was to determine if full desktop computers with a full operating system were absolutely necessary for public workstations. RCPL placed 12 V-link Smart Internet terminals at one of its St. Andrews branch¹¹³. Veicon Technology Inc. was the vendor chosen. Staff familiarized themselves with the equipment before it was placed in public areas. Patrons reported satisfaction with having more word processing stations, but dissatisfaction with time limits on the machines, which were subsequently adjusted. RCPL staff became dissatisfied with their chosen vendor due to a pattern of slow response time related to their addressing a configuration problem. Inadequate maintenance and reliability of system negatively impacted the expected results. However, the prototype system allowed staff to learn many lessons and to share experiences with other public library staffs—within and outside of the RCPL system. Since the completion of the model system project, thin client technology has been implemented in other South Carolina libraries—including those of the Palmetto Library Consortium.

In 2005 RCPL sought and received LSTA funds to implement RFID¹¹⁴ technology. Long-term project goals were to provide library users with fast checkout service and to provide the library with improved staff efficiency, long-term cost savings through limited personnel growth and reassignment of personnel, and improved security and inventory control for materials. Three branches were involved in the project. TechLogic hardware and software and Phillips RFID tags were used. However, early in project's timeline, RCPL staff changed from TechLogic to Vernon¹¹⁵; this shifted the project to the latest RFID standard of tags. Upon completion of the project, self-checkout usage at the three branches was reported as follows: Blythewood 48%, North Main 38% and Wheatley 33%. Approximately 100,000 items in the library's retrospective collection were converted to RFID, which represented about one-tenth of the library's materials collection.

The process of converting the collection to RFID was found to be very labor intensive. Project administrators also found that staff and patron resistance was strong. Patron reaction to self-checkout was mixed. Some really liked it; others refused to use it. Patrons using the technology communicated to library staff that self-checkout using RFID was much easier than it was with barcodes. Realizing that blocks on their record also prevented them from using self-checkout, many patrons began making a greater effort to clear blocks in a timelier manner. RCPL administration experienced no immediate impact in terms of the technology providing more time for staff to accomplish other work, but remained optimistic that this would happen in time, as patron resistance to self-checkout began to diminish. A comment logged at one branch is particularly telling:

At the Wheatley Branch, an 82 year old patron said, *"I had a heckuva time learning how to use these things at the grocery store,"* but he tried it and later said he didn't mind the new way of doing business too much because it's not like the grocery store where they make him pay afterwards.

¹¹¹ See <http://www.richland.lib.sc.us/>.

¹¹² A thin client, sometimes called a lean client, is a low-cost, centrally-managed computer devoid of CD-ROM players, diskette drives, and expansion slots

¹¹³ RCPL's St. Andrews branch was documented as having high PC use, in a service area with 60,000 residents—with 16,000 residents using the branch each month.

¹¹⁴ Radio-frequency identification (RFID) is an automatic identification method, relying on storing and remotely retrieving data using devices called RFID tags or transponders.

¹¹⁵ Vernon has created a new division — Integrated Technology Group — for library technology, especially RFID. Vernon RFID is now called Apex RFID and Vernon Express Self Checkout is Apex XpressCheck. See <http://www.integratedtek.com/>.

Staff concluded that the ability to get in and out of the library quickly remains appealing to many. Again, lessons learned by project administrators were shared with other public library staffs. The RCPL Technologies Administrator participated in a presentation about RFID and self-checkout at the 2004 South Carolina Library Association (SCLA) Conference and again in 2005 via a poster session that demonstrated RFID and self-check out. RCPL has continued its RFID conversion using local and grant funds—including funds from another LSTA sub grant for the 2006 conversion of two of its larger branches—the John Hughes Cooper and the Southeast branches¹¹⁶. LSTA funds purchased the computer equipment and software necessary to implement RFID at these two branches.

At the Cooper branch, in the first few months of operation, one checkout unit yielded 20% of the checkouts. The first several months of use of two self-checkout units at the Southeast branch resulted in 31% of checkouts. By the project's completion, 40% of the branch's circulation was being handled through self-checkout. At the completion of phase two of its RFID/self-checkout project, RCPL had tagged over one half of the library's 1.2 million items; five of its locations were not RFID ready but were using barcodes to offer self-checkout; and 28% of circulation throughout the RCPL system was through self-checkout. RCPL administration also noted that library patrons were getting used to self-checkout as there was much less resistance than manifested during the phase one project. Staff working in locations where the circulation is the highest remain enthusiastic about self-checkout and noted that it made it possible for them to handle steadily increasing circulation with the same number of staff.

Friends of RCPL contributed \$150,000 toward the library's self-checkout system. These funds made it possible to transfer LSTA budgeted funds to purchase more hardware and software thereby bringing on board four more branches than envisioned in the original project proposal. RCPL's long-term goal is to continue solicitation of local and other funds to convert the entire RCPL system (all locations) to RFID service. RCPL's proposal for LSTA program year 2007 RFID phase three funds has been submitted to the South Carolina State Library and is pending.

An LSTA award to the **South Carolina Department of Archives and History (SCDAH)** advanced the cause of improving utilization of and access to unique resources for all South Carolinians. When 2006 LSTA funds were made available to SCDAH, its on-site extensive and detailed computerized catalog was residing in an outdated DOS-based computer software program with limited functionality. Operating within such an inadequate environment, SCDAH staff could not even make its catalog available via the Internet. Information seekers within and outside of South Carolina were poorly served. Providing LSTA funds to SCDAH allowed staff to migrate from its old DOS system to a Windows environment. The result is more complete and accurate data, enhanced searching capabilities through more creative indexing practices, reports that allow better planning/reporting of work activities and development of a new knowledge base among SCDAH staff. The LSTA grant allowed SCDAH administrators to bring their operations into the 21st Century. As a result, staff will have the necessary infrastructure to facilitated future linking of scanned historical records to descriptions in the online catalog. Information records about the historical colonial, state and local government holdings available at the SCDAH are now more widely available. To publicize the project, the SCDAH placed a prominent article on the homepage of its web site entitled, "*State Library Grant to Put Archives Catalog on the Internet.*"¹¹⁷

¹¹⁶ Both branch libraries serve large numbers of children and senior citizens as well as students and business people. The Southeast Branch is between two large military installations and serves many military families. Southeast also serves more Spanish speaking citizens than other branches in the library system.

¹¹⁷ See <http://www.state.sc.us/scdah/research.htm> and <http://www.state.sc.us/scdah/lstagrant.htm>.

Overall Impact

A recent ILS 2007 survey of public libraries (done in conjunction with the South Carolina State Library's efforts at preparing an RFP for a statewide union catalog) further documented the impact that LSTA funds have had in this area; the majority of South Carolina's public libraries are now fully operational with modern systems produced and supported by nationally known ILS vendors.

Because of the award made to the South Carolina Department of Archives and History (SCDAH) , a major South Carolina repository of information is now operating in a Windows environment, with robust functionality that is providing improved service to South Carolinians and information seekers outside of the state. The SCDAH project administrator said it best when he commented, *"Were it not for LSTA funds, the majority of the SCDAH's holdings would have remained a buried treasure without a map."*

LSTA allowed the South Carolina State Library to experiment with new technologies through the formation of partnerships with larger library systems. Technologies such as thin clients and RFID self-checkout are being replicated in other South Carolina public libraries—without the added expense of experimentation and testing. Additionally, with the Richland County Public Library (RCPL) RFID/self-checkout system firmly established, other public library staffs are able to utilize RCPL technology staff's knowledge and expertise. Targeting LSTA dollars to a large library system with the staffing and infrastructure necessary to bring about successful implementation of new technologies has proven to a successful strategy that is beneficial to all of South Carolina's public library systems. Because technology is constantly changing, it will be desirable to form even more partnerships with library systems able to demonstrate the persistence and flexibility needed to successfully carry out cutting edge technology projects. This is expected to be a viable strategy for years to come as South Carolina libraries continue to seek ways to fund the development and maintenance of next-generation library networks.

Goal 4: Foster the development of initiatives and strategies through partnerships and the establishment of library cooperatives and consortia to improve utilization of resources, collections, and services in South Carolina libraries.

Objective 2: Encourage upgrades to the statewide telecommunications infrastructure by collaborating with the South Carolina Division of the State Chief Information Officer.

Target: Annually 25% of public libraries will receive consultation services and/or site visit(s) to facilitate improvement in the areas of general technology and/or consortia agreements.

Result: Made progress towards goal 4, objective 2.

Strategies and Activities

- Cooperate with the Division of the State Chief Information Officer (CIO) to maintain and troubleshoot Internet access for public libraries.
- Facilitate the establishment and/or enhancement of electronic linkages among or between South Carolina's public libraries
- Assist public library staffs with development/revision of technology plans.
 - Designate state library personnel to serve as special consultants.
 - Provide training to facilitate technology planning for E-Rate eligibility.
 - Update South Carolina Public Library Technology Standards.
- Coordinate the Universal Service Program (E-Rate) to facilitate the process to assist eligible public libraries and schools in maintaining affordable telecommunications access
- Improve and promote the development of user-centered web sites.
- Incorporate the LSTA sub grants award process to compliment Gates funded automation/computer upgrades.
 - Coordinate public library application process for Gates hardware replacement grant.
 - Monitor correlation of Gates funded hardware installation in public libraries.
- Facilitate training of local library staffs through targeted IT consultation by South Carolina State Library staff and the coordination/sponsorship of statewide technology training events.
- Survey public library technology staffs.
- Provide an array of technical and communications support and guidance to the South Carolina State Library departments and to South Carolina public library staffs.
- Ensure technology expertise/support/guidance by South Carolina State Library IT staff for all statewide LSTA funded initiatives
- Plan for and implement upgrades to the South Carolina State Library's network infrastructure.

Outputs and Outcomes

Seven libraries—Chester, Darlington, Dillon, Georgetown, Marion, Marlboro and Sumter—sought LSTA funds to develop a consortium (**The Palmetto Polaris Consortium**¹¹⁸) to facilitate the sharing of resources by establishing a common integrated library system, reciprocal borrowing agreements, compatible collection development strategies and common cataloging policies. LSTA funding was provided in two phases and was combined with South Carolina Education Lottery funds and Gates grant funds. **Phase one (2004)** resulted in the acquisition of 76 thin clients (replaced dumb terminals) and five (5) servers. When the Consortium realized it lacked the means to finance adequate oversight of servers by the vendor, solutions were sought through discussions with staff of the Division of the State Chief Information Officer (CIO)¹¹⁹. The CIO agreed to host the consortium servers at a low charge prorated among all the members. The CIO also solved major security gaps in at least six of the seven county libraries when it installed, at no charge, a second T-1 line to each headquarters to create private virtual networks; the networks

¹¹⁸ In 2006, the Palmetto Polaris Consortium changed its name to Palmetto Library Consortium (PLC).

¹¹⁹ See <http://www.cio.sc.gov/>.

enabled one firewall for the main library of each county. Thus, collaboration with the CIO resulted in a reduction of the number of firewalls needed from 27 to seven and the establishment of a neutral location for the servers. Without all of these steps, facilitated by the CIO, the members would not have had the necessary technology infrastructure to make the move from Galaxy to the technologically advanced Polaris integrated library system¹²⁰. The South Carolina State Library's Automation Consultant worked closely with the seven libraries and was described, by the member libraries, as the "guiding light" for the project. Phase one also resulted in common practices for operation of the system.

Phase two (2005) LSTA funds provided the means for the completion of the migration and the actual implementation of all operations for the Palmetto Library Consortium. In FY 2004, the total circulation of items for all locations was 1,076,066. In the first six months of the Consortium, the circulation was 572,173. At the end of the first full year of the Consortium's operation, ILL borrowing had increased by 19% and loaning by 96%. The other major component of the project was training, both for staff and library patrons. Staff training was accomplished through use of the "train the trainer" format and patron training was accomplished through one-on-one point of needs training. Before the Palmetto Library Consortium project, patrons had to authenticate any database either through the use of a password or only in their local library. Now, patrons served by the seven member libraries can log onto DISCUS (South Carolina's Virtual Library) from home using their own library card and PIN. They can also access other databases owned by individual libraries through this same system. Polaris offers embedded metasearch capabilities so patrons can search the library's catalog, the web, other library catalogs and Z39.50 databases at one time—using one common interface. One member library reported that the yearly maintenance on the new system is less than what the library paid to maintain their old system. For FY 2006, the consortium had 27 library locations (includes bookmobiles) and 209,662 registered borrowers. It circulated 1,082,189 items and served 1,541,057 visitors (total represents physical and virtual). A 2006 local Darlington newspaper quoted the library director as saying, "*Polaris represents the type of advanced technology that our community expects to see in their library.*" The impact of the project on improvement of library services in South Carolina is clearly exceptional.

The Information Technology Services (ITS) staff of the South Carolina State Library provided the necessary skills and expertise to build and maintain the structure necessary for operation of all of the state's LSTA supported statewide initiatives, including Talking Book Services. The highly trained ITS staff consists of a systems librarian, two information technology specialists and a web administrator. Throughout the five-year evaluation period, ITS staff:

- o operated and maintained the South Carolina Library Network (*See Goal 1, Objective 2*),
- o facilitated remote authentication and access to DISCUS and other State Library electronic resources accessible by South Carolina State Library cardholders from homes or offices,
- o managed/hosted a variety of electronic discussion lists that encouraged networking and information exchange between public libraries, enhanced cooperation among partners and shareholders, and provided timely and accurate information about services of the South Carolina State Library, (*two new listservs, E-Rate (erate-sc) and TECHSTANDARDS-L were created in 2005*)
- o maintained and improved the State Library's catalog (WebLION),
- o monitored State Library systems for compatibility with the state's network infrastructure, and
- o maintained the agency's computer lab that facilitates the delivery of continuing education for State Library, state government and public library staffs.

¹²⁰ Both Galaxy® and Polaris are GIS Information Systems, Inc. (GIS) integrated library systems.

The South Carolina State Library, as did several of the state's public libraries (See *Goal 4, Objective 1*), completed a **successful migration (FY 2003 – FY 2004) from Sirs's Classic system to its Unicorn System**¹²¹. The result was increased functionality for patrons using the State Library's online catalog. The migration also provided public library staffs with the ability to request and renew ILL items online. For the State Library's Collection Management Services staff, the new system provided the ability to transmit electronic purchase orders and invoices, resulting in improved efficiencies for acquisitions processes.

FY 2005 **network infrastructure upgrades**¹²² provided increased bandwidth and redundancy and paved the way for the introduction of new telecommunications technology. The upgrades included:

- An advanced firewall system to protect against intruders, monitor bandwidth usage, and prevent spam, virus, and other network security attacks.
- An upgrade of the network WAN connection from level T1 to T3 access to the Internet (facilitated by the Division of the State CIO).
- The replacement of end of life switches for local area network (LAN) enhancement for increased bandwidth and redundancy.
- The configuration and installation of 18 new Gateway Profile 5.5s in the South Carolina State Library's computer training room.
- The upgrade of a production server, resulting in e-mail improvement.

To accomplish FY 2006 **network infrastructure improvements**, ITS staff accomplished the following:

- Performed reconfigurations to provide gigabyte connectivity.
- Implemented software to provide additional monitoring of network traffic and broadband usage.
- Moved to a Windows 2003 domain, with multiple network segments, to enhance file storage access and resource sharing capabilities.
- Migrated to a new mail server to provide additional functionality within the agency.
- Migrated to a different domain structure for increased network security.
- Implemented a file server for storage to increase the security of key documents for staff and to provide improved business continuity in the event of a hardware failure or other disaster.
- Implemented an interactive intranet to provide improved transfer of information among South Carolina State Library staff.
- Created VLANs (virtual local area networks) to better handle the South Carolina State Library's network traffic and bandwidth. (This resolved access problems for other agencies.)
- Gave South Carolina State Library staff the ability to log into the network as authenticated users for file storage access and resource sharing; this was especially useful to the Library Development Services (LDS) staff as it facilitated improved efficiency of consultation work with public library staffs.
- Implemented software that allows South Carolina State Library staff to enter helpdesk requests, which enhanced the ability of the IT staff to track and respond to requests for assistance (this includes transfer of assistance requests from public library staffs via library development consultants making site visits).

ITS staff, working in conjunction with the South Carolina State Library's LDS staff, provides an array of **technical and communications support and guidance to public library staffs** statewide. The number of libraries receiving one-on-one technology consultation per year varies. Those receiving ITS consultation services for FY 2006 represented about 70% of the state's county libraries.

¹²¹ See <http://www.sirsi.com/Sirsiproducts/unicorn.html>.

¹²² In FY 2005, South Carolina's General Assembly allocated \$100,000, of the \$2.5 million SC Education Lottery Act funds awarded to South Carolina public libraries for technology improvements, to the SC State Library. See <http://www.statelibrary.sc.gov/sc-education-lottery.html>.

IT guidance and assistance provided to public library staffs involved areas such as:

- o Network upgrades,
- o Troubleshooting network connectivity problems,
- o Accessibility
- o Listservs,
- o UNIX,
- o IP addressing,
- o Z.39.50 connections,
- o EZ Proxy,
- o FCC registration,
- o Instant messaging for virtual reference,
- o State of South Carolina DNS (internal domain name servers) changes,
- o Creating and using blogs
- o Exchange server set up/maintenance,
- o Polycom set up/use for distance education,
- o Wireless networking, and more.

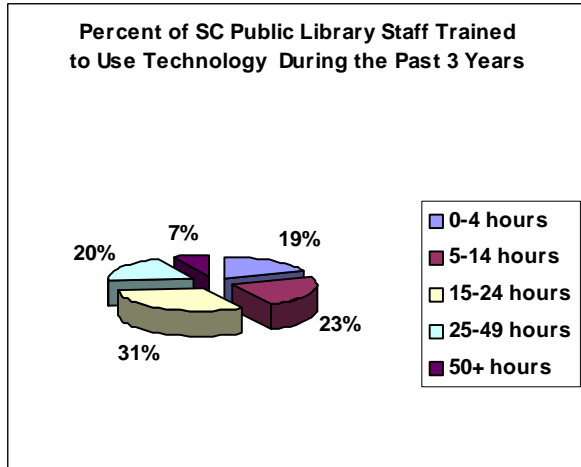
Another major area of consultation involves **E-Rate¹²³ and technology planning¹²⁴**. South Carolina's E-Rate participation is coordinated with the Division of the State CIO. In 2004, an E-Rate section was added to the State Library's web site¹²⁵. The South Carolina State Library is the authorized technology plan approver for South Carolina's public libraries; its ITS director is the E-Rate Coordinator. In 2004, a technology planning workshop was held for public library staffs; a technology plan template was developed for their use. New and revised public library technology plans were collected from each South Carolina public library system and placed on file at the State Library; the State Library also revised its technology plan. In FY 2005, workshops on the E-Rate application process were held in three regional locations, effectively training 52 individuals from 39 library systems. The South Carolina State Library's guidance to public libraries resulted in South Carolina public libraries successfully applying for and obtaining Universal Service Support Mechanism (E-Rate) discounts (see *chart below*) throughout the five-year evaluation period.

E-Rate Discounts Realized Through Direct Application By Individual South Carolina Public Libraries	2003	\$ 469,651.57
	2004	\$ 190,687.23
	2005	\$ 289,103.01
	2006	\$ 331,825.51
E-Rate Discounts Realized for South Carolina State Library Through Direct Application	2003	Did not file
	2004	\$ 786.24
	2005	\$ 624.00
	2006	\$ 288.00
E-Rate Discounts Realized for TBS Through Direct Application by the South Carolina State Library	2003	Did not file
	2004	\$ 2,395.10
	2005	\$ 1,680.00
	2006	\$ 1,691.42
E-Rate Discounts Realized for South Carolina Public Libraries and Schools Through Direct Application By the Division of the South Carolina State CIO	2003	\$ 7,811,694.74
	2004	\$11,591,064.32
	2005	\$11,377,650.63
	2006	\$21,257,779.44
Total E-Rate Discounts Realized for the State of South Carolina (includes additional filings by schools)	2003	\$59,463,815.18
	2004	\$39,633,225.41
	2005	\$41,775,255.01
	2006	\$32,250,763.53

¹²³ E-Rate, an adjunct to the Internet/Telecommunications Project, ensures that all eligible libraries and schools have affordable telecommunications access. See <http://www.usac.org/sl/>.

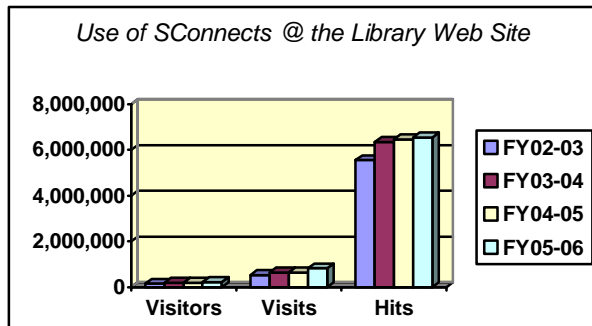
¹²⁴ Technology Plans are required by the Universal Service Support Mechanism's E-Rate certification standards.

¹²⁵ See <http://www.statelibrary.sc.gov/e-rate.html>.



percent of **library staffs trained to use technology**. Results for South Carolina public libraries are represented on the chart shown.

In FY 2006, the State Library's ITS director assisted the State CIO's office with surveying South Carolina's public libraries to obtain data need for the state's MPLS - Multi-Protocol Label Switching project¹²⁶; the project began in 2007 and is in process. The ITS director continues to coordinate the dissemination of information on this project. Also in 2006, In 2006, the South Carolina State Library became an active member of the South Carolina Information Technology Director's Association (SCITDA)—providing yet another avenue for **networking and technology educational opportunities**. South Carolina State Library IT staff participated in a host of staff development activities throughout the five-year evaluation period (See Goal 2, Objective 2). For example, 2004 and 2005 training involved: E-Rate train-the-trainer workshops, ALA Mid-Winter's XML pre-conference; UNIX training at an area Technical College; State Data Network Overview; Information Security Risk Evaluation and Web Network Management; State IT planning meeting; software licensing; A+ Operating Systems; IT Procurement, etc.



In 2004 to assist South Carolina's public librarians in providing useful Internet links for their patrons, the State Library redesigned the *SConnects@theLibrary*¹²⁷ portion of the its web site. Public libraries were encouraged to use it as the home page for their public workstations. By 2006, libraries were still using the site as an information source, but few were using it as a home page. The State library ended support of the site with the close of FY 2006¹²⁸. Development of web sites is now

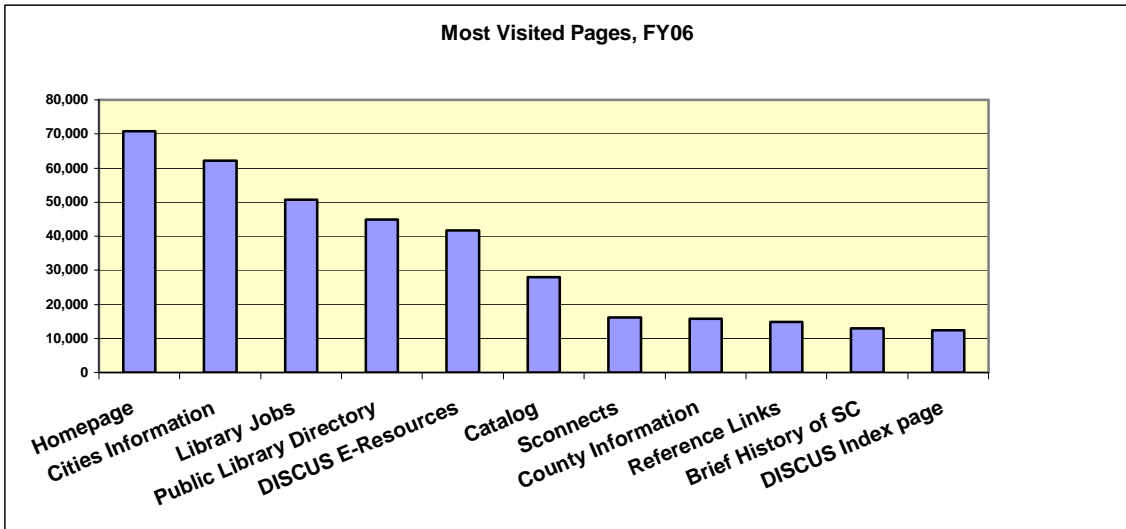
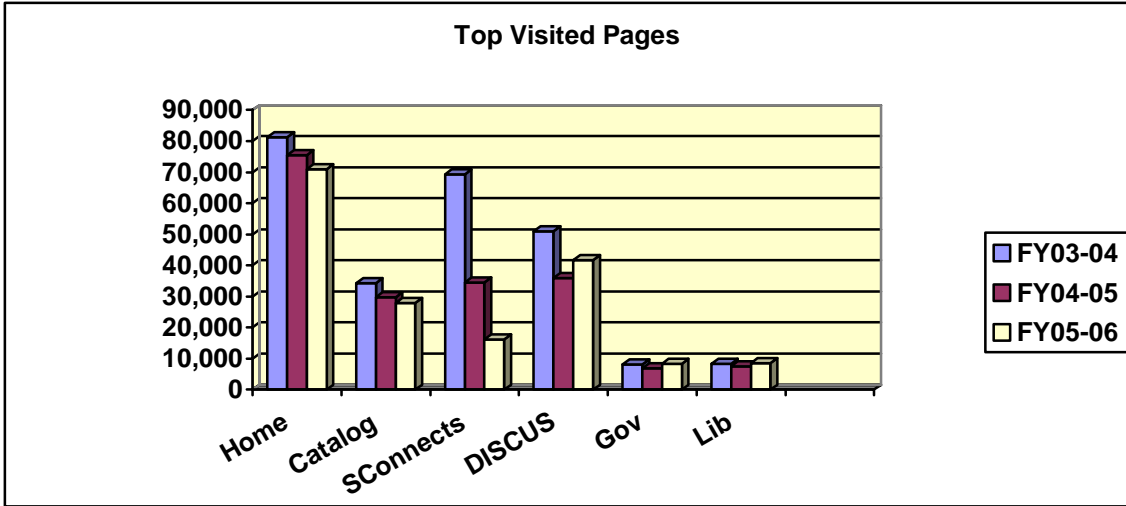
common among the state's public libraries.

¹²⁶ The Multiprotocol Label Switching (MPLS) Virtual Private Network (VPN) service will replace the statewide data network. MPLS provides a single platform to begin deploying voice, video and data over a single network and eliminates problems with traffic engineering, VPN, Layer2 Transport and any-to-any connectivity. The service will upgrade the state's Internet backbone, leading to improvement of Quality of Service (QoS) for SC's K-12 schools and public libraries.

¹²⁷ *SConnects@theLibrary* was a specialized reference area of organized links designed to assist public library staffs in meeting the information needs of citizens.

¹²⁸ The domain name has been preserved for future use as the name for SC's planned for statewide union catalog.

The State Library launched its new web site on July 1, 2006 at www.statelibrary.sc.gov. Built on the open source content management system, Joomla¹²⁹, the web site is a content-rich resource designed for the state's public library staffs, South Carolina state government employees and South Carolina's citizens. The new design takes advantage of the latest technological advances in content management and social networking software—such as RSS (really simple syndication) feeds, blogs, calendars, forums, discussion groups, and more. In the period from FY 03 to FY 06, visits to the South Carolina State Library's web site increased by 55% and unique visitors by 43%.



¹²⁹ Joomla! is a Content Management System (CMS) used to build websites and other powerful online applications. It is an open source solution that is freely available to everybody.

The State Library's web administrator keeps abreast of developments in web site design and accessibility and actively participates with the South Carolina State Government Webmasters Association¹³⁰. ITS staff provides the necessary expertise needed to ensure the success of the state's Talking Book Services program¹³¹; web accessibility is a priority. A new content structure and a new navigation scheme for the TBS web pages accompanied the release of the South Carolina State Library's new web site. Working with the South Carolina Access to Information Technology Coordinating Committee¹³², the agency was a partner in developing standards language to ensure that South Carolina state government web sites are accessible to people with disabilities.

The South Carolina State Library hosts an annual **System Manager's Exchange for public library staffs**. Topics covered at the 2003 Exchange included: *new technologies, proxy servers/software options; IP address management/Network mapping and technology planning*. 34 representatives from 25 public library systems attended. In 2004, 44 public library staff, 5 State Library staff, 2 state government employees, and 1 Bell South representative attended the Exchange. Topics included: *state of the state's Internet infrastructure; IP address management and network mapping; wireless networking; and an open forum where spam, Microsoft updates, print management, and open source technology were discussed*. 45% of participants rated the Exchange as very good. Main topics of the 2005 Exchange were the CIO's planned telecommunications upgrade for the state and CIO services available to public libraries. Other topics included: *wireless applications, thin clients - leasing vs. owning, RFID self-check, aggregated searching, Z39.50 and public access computing*. The majority of participant evaluations rated the Exchange as excellent. Participant comments included:

"I am taking home many ideas for the future. It is interesting to see what larger libraries are doing. We are a small library, and I find it interesting to see where we may be in the years to come."

"I want to schedule a session with the CIO to more fully explore their services."

In 2005, the South Carolina State Library hosted its first **Web Administrators Exchange**, but did not sponsor one in 2006. An Exchange has been scheduled for April 2007. Those participating in the 2005 Exchange were enthusiastic about the event; comments included:

"I plan to redo my web site to make it more consistent."

"We are beginning to talk of redesigning and this information will aid us. Also I'm ready for a new calendar and it's great to get recommendations."

"I'll be playing more with my style sheets now I know some sites with tutorials, etc."

¹³⁰ See <http://www.scgw.org/>.

¹³¹ In 2005, IT staff successfully converted the TBS analog recording booth to digital and began work on migrating TBS operations from its out dated Sirsi ILS to the KLAS system. (See Goal 2, Objective 4) Launch of the State Library's new web site also included improvements to the TBS web pages.

¹³² See <http://www.sc.edu/scatp/webaccess.htm>, South Carolina Assistive Technology Program, Web Accessibility and <http://www.sc.edu/scatp/about.htm>.

Overall Impact

As the underlying technology infrastructure for the state's libraries is the engine for all successful services and programs, the impact of this project truly has been all encompassing. Supplemental funds provided by LSTA have impacted all sectors of operations related to enhancement of the technological environment for South Carolina libraries. LSTA funds supplemented salaries for South Carolina State Library IT and Library Development Services staffs and were combined with E-Rate discounts and Gates, State Aid, South Carolina Education Lottery and other funding to facilitate various technology improvements realized during the LSTA Five-Year Evaluation reporting period.

Because of the project, the South Carolina State Library was able to improve its critical technological infrastructure and has remained on the forefront of web site accessibility. The project has also facilitated access to resources in the collections of the South Carolina State Library and those of South Carolina's public libraries. All users of electronic resources provided by South Carolina's libraries are now better served with faster access and expanded electronic collections/databases.

With many of the state's small and medium-sized libraries lacking sufficient in-house technology staffs or expertise, efficient delivery of information services could not have been accomplished without the assistance provided by the South Carolina State Library's consultant staffs. Statewide technology training sponsored by the South Carolina State Library improved the skills of public library technology staffs statewide—this includes the state's larger and better-financed public libraries as their technology staffs frequently participated in and received benefit from the training events. Guidance from South Carolina State Library consultant staff facilitated technology planning and E-Rate participation among the state's public libraries.

Before implementation and completion of LSTA ILS and other automation upgrade projects, the collections of some of the sub grantee libraries were not accessible by any other library; consequently, these libraries did very little loaning. Now, patrons in the service areas of these libraries are experiencing waits of only a couple of days before a requested item arrives at their library. Prior to the completion of these LSTA projects, it was not uncommon for some patrons to experience wait times of several weeks to get an item from an outside library or, even worst, experience the frustration of simply having to give up altogether on their efforts to obtain requested materials. The Polaris Library Consortium (PLC) is the most prominent example of this resource sharing success.

This small group of South Carolina libraries is now actively lending and borrowing materials in the most cost-effective, efficient way possible for all. PLC is a reality only because of LSTA funds. The 2004-2005 formation of the PLC represented the first time in the history of South Carolina the coming together of independent county public library systems come to create a formal, multi-institutional cooperative for the development of an informational network for sharing of data and resources freely among its members. The combined work of the seven member libraries created a new level of library service for the citizens of their counties. The Division of the State CIO, as a result of its work with the seven PLC libraries, actively began to seek ways to work with other South Carolina public libraries. Also, the success of the PLC serves as a model for the future of resource sharing in South Carolina and sets the stage for the envisioned South Carolina statewide union catalog system—which will only come to fruition through the support of LSTA funds.

The resources and services of South Carolina's public libraries have been strengthened because of LSTA funded automation projects.

Goal 4: Foster the development of initiatives and strategies through partnerships and the establishment of library cooperatives and consortia to improve utilization of resources, collections, and services in South Carolina libraries.

Objective 3: Encourage and provide consultation regarding 24/7 virtual reference support for public libraries.

Target: Annually 25% of public libraries will receive consultation services and/or site visit(s) to facilitate improvement electronic/virtual reference

Target: Library staff members will demonstrate and promote the expansiveness of shared resources and collections by utilizing electronic/virtual reference support skills.

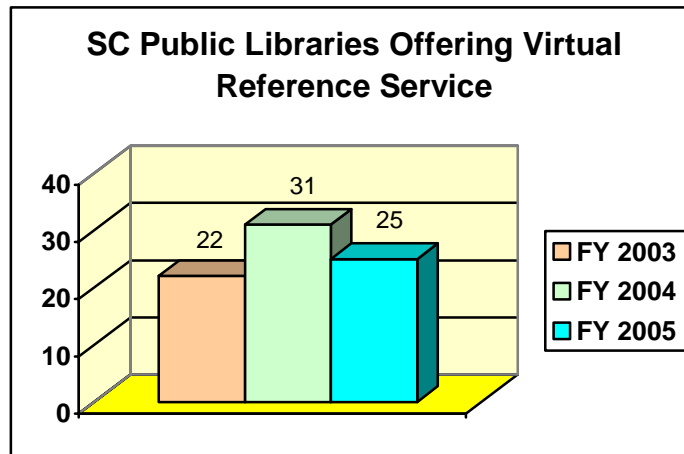
Result: Did not work towards goal 4, objective 3.

Strategies and Activities

Although some accomplishments and activities can be reported for this objective, there was no systematic plan implemented by the South Carolina State Library to accomplish Objective 3 for Goal 4 of South Carolina's 2003 –2007 LSTA Five-Year Plan.

As such, results obtained came about as a result of other strategies and activities implemented to meet other stated goals and objectives (such as statewide continuing education and expanded access to statewide databases). The text that follows represents adjunct results that relate directly to the implementation/use of virtual reference services in South Carolina.

Outputs and Outcomes



2003

- The South Carolina State Library began the planning and initial training for the implementation of its "Ask A Librarian" virtual reference (VR) service.
- Charleston County Public Library (CPL) received an LSTA continuing education sub grant, which allowed the library's Electronic Resources Librarian to attend an OCLC sponsored Virtual Reference Desk conference. The College of Charleston Libraries also received an award for attendance by its reference librarian responsible for the implementation of virtual reference services. CPL's staff member stated, "As a result of attending this conference, we are better able to train staff, enhance our planning, anticipate known pitfalls in service, and reach patrons at their point of need on the web more efficiently." The College of Charleston Libraries' staff member said, "I received timely information to help the College of Charleston meet its go "live" service date...and a great deal about the entire spectrum of such a service—from working cooperatively in multi-type consortial arrangements down to the more routine issue of developing a non-threatening format for fostering constructive criticism of librarians' virtual reference work." The College of Charleston Libraries now offers virtual reference services via IM (Mondays – Saturday, regular business hours), regular email, and 24/7 live chat (Ask-A-

Librarian). The Charleston County Library offers IM and regular email during normal operating hours.

2004

- The DISCUS program director used VR technology to provide a one-hour online training meeting to 15 school media specialists off-site at a Spartanburg High School. The experimental pilot yielded mixed results. Several of the participants indicated they felt this method was viable and an alternative to driving four hours to Columbia (location of the South Carolina State Library) for training.
- The Richland County Public Library, in partnership with the Brisbane City Council Library Service, Queensland Australia and Somerset County Council Libraries, Arts and Information Service, United Kingdom offered Answers Now, a 24/7 VR service.

2005

- South Carolina State Library IT staff completed VR and VR administrator training.
- The South Carolina State Library implemented “Ask A Librarian.” It was offered three hours a day. Reference staff assigned to VR duties received training in a session entitled “Effective Communication for VR”; they also participated Tutor.com training and additional training for system administrators. Tutor.com training was conducted using the VR Toolkit software. Use of the online chat reference service allowed experimentation with a different method of delivery of information.
- Using an online pop-up survey, and about 10 months after implementation of “Ask-A-Librarian”, the South Carolina State Library surveyed users. There were 83 virtual reference sessions logged with 15 responses. The response rate was too low to make any significant conclusions about the usefulness of the service. Responders rated their overall satisfaction at 6.82 (7 being the highest).
- When the DISCUS program developed several workshops to focus on its newer products for that year, trainers included Gale’s Virtual Reference Library and highlighted its Ebook titles.

2006

- The Partnership Among South Carolina’s Academic Libraries (PASCAL) signed agreements to make Xreferplus¹³³ available to their students, as a main component of its new virtual reference service.
- An instruction session for the Virtual Reference Center was added to the DISCUS training schedule after DISCUS InfoTrac & Gale databases were migrated to the PowerSearch platform.
- The South Carolina State Library included a discussion of VR services as part of its 2006 Reference Manager’s Exchange.
- An online pop-up survey was used to gauge customer satisfaction with the “Ask A Librarian” service and yielded responses from only 27 users. This small number ranked their satisfaction with the service at 6.2 and helpfulness of the information at 5.5 (on a scale of 7 to 1).
- At the close of FY 2006, the South Carolina State Library replaced its “Ask-A-Librarian” service with email and IM virtual reference service—where customers receive an answer to questions within 24 hours (excluding weekends and holidays).¹³⁴ The Information Services department continues to promote the service, which is available during regular operating hours, to state government employees and public library staffs.

At the close of FY 2006, it was undecided whether or not more would be done with virtual reference training in South Carolina. The state’s public libraries are familiar with the service. Many prominently offer Instant Messaging (IM) and regular e-mail VR services; they also promote services through their web site. Some, such as the Beaufort County Library are using MeeboMe for embedded chat. (See Goal 4, Objective 1)

¹³³ Xreferplus is an online reference solution for libraries.

¹³⁴ See <http://www.statelibrary.sc.gov/research-assistance.html>.

Overall Impact

Rather than obtaining vendor offered software for VR, South Carolina's public libraries have followed the trend toward IM to deliver VR services. As no systematic evaluation has taken place, data are not available to substantiate the level of success with South Carolina's public libraries have had with real-time virtual reference services. Whether the state's public libraries have the staffing levels necessary to monitor chat enough hours for the service be attractive to users remains to be determined. Likewise, the concept of chat co-operatives or collaboration in a chat-based reference service has not been explored.

Goal 4: Foster the development of initiatives and strategies through partnerships and the establishment of library cooperatives and consortia to improve utilization of resources, collections and services in South Carolina libraries.

Objective 4: Promote and actively participate in library consortia and associations such as PASCAL (Partnership Among South Carolina Academic Libraries), Association of Public Library Administrators, South Carolina Archival Association, South Carolina Library Association, South Carolina Association of School Librarians, Special Libraries Association South Carolina Chapter, South Carolina Humanities Council, South Carolina Arts Commission, First Steps to School Readiness and museums.

Target: 75% of public libraries will establish partnerships with local agencies and organizations.

Target: General public will be more knowledgeable of the services offered by local libraries and services made possible because of library partnerships and participation in consortia agreements.

Result: Made progress towards goal 4, objective 4.

Strategies and Activities

- Facilitate and coordinate group purchases of electronic databases for the state's college and public libraries.
- Administer the state Group Access Capability (GAC) for OCLC.
- Offer and promote electronic information databases.
- Make sub grants available to partner agencies with unique collections that should be more widely available to the general public.
- Expand literary arts programming in South Carolina public libraries.
 - Encourage participation by South Carolina's public libraries.
 - Provide staffing for the South Carolina Literary Arts Partnership.
 - Continue support of the South Carolina Book Festival.
- Strengthen membership of statewide Friends of South Carolina Libraries.
 - Provide sub grants to encourage continuing education.
 - Facilitate promotion of the contribution that Friends make to South Carolina Libraries.
 - Improve communication/interaction among Friends groups.

Outputs and Outcomes

Public libraries were encouraged to engage in cooperative procurement of electronic information products/software and to actively participate in **library consortia**, such as SOLINET - GAC¹³⁵. In 2003, nine (9) public libraries participated in SOLINET - GAC and another nine (9) participated as full OCLC members. Cost savings were realized through the South Carolina State Library's coordination of group purchases, such as the 2003 purchase of OCLC FirstSearch databases. As a result, 17 libraries realized a cost savings of over \$50,000. By 2004, GAC membership had risen considerably with the majority of South Carolina's public libraries participating¹³⁶.

Targeted consultant services were provided to public library staffs engaged in negotiating and developing **consortia agreements**. The Palmetto Library Consortium (*See Goal 4, Objective 2*) is the best example of the success of these efforts among South Carolina's public libraries. In 2005, the South Carolina State Library offered its customers 19 additional databases for a total of

¹³⁵ [Southeastern Library Network, Inc., Group Access Capability (SOLINET - GAC)] The South Carolina GAC includes both Full members, who use Online Computer Library Center (OCLC) for cataloging and resource sharing, and Selective members, who use OCLC for resource sharing only. OCLC profiles each member of a GAC group so that all members have access to each other's bibliographic, locations, and summary holdings records.

¹³⁶ Currently about 25 South Carolina libraries are participating as SOLINET affiliate members and 8 as full members. See <http://www.solinet.net/>.

55 databases (21 more than offered in 2004; the total does not include DISCUS databases). (See Section III, Goal 1, and Objective 1 for the narrative on DISCUS and consortia agreements).

In South Carolina, academic libraries identified group database purchases as a priority. As such, the South Carolina State Library actively engaged in efforts to establish connections with related South Carolina's academic library community. In 2003, the State Library's Information Services (IS) director began her second year of participation on PASCAL's Digital Collections Committee. To date, the South Carolina State Library is still actively involved in this endeavor, and the State Library's DISCUS Program director actively participates as an ex-officio member of the PASCAL Consortial Purchasing Committee. Also, the South Carolina State Library supported, through LSTA sub grant funding, PASCAL's coordination of the state's digital initiative. (See Goal 1, Objective 3)

In 2004, the State Library's Information Technology Services (ITS) director participated in development of a **Sirsi statewide vendor proposal**; the State Librarian communicated with PASCAL on the same. Those directly involved in the statewide vendor proposal were primarily the state's academic and technical school libraries. As the State Library and several of the state's public libraries were Sirsi customers, the potential for expanded resource sharing was appealing. However, at the end of the process, South Carolina's academic libraries chose to proceed with a vendor other than Sirsi. Nevertheless, because of the ITS director's participation, a wealth of knowledge was obtained during the process and important connections with technology personnel from the various South Carolina colleges, universities and technical schools were made.

In several instances, **partnership work** resulted in accomplishments that advanced the goals and objectives of other organizations. For example, in 2005, as a result of assistance provided by the South Carolina State Library's web administrator, the South Carolina Association of Public Library Administrators (SC - APLA) and the Friends of South Carolina Libraries were able to improve the functionality of their web sites. In 2006, the Information Services director represented the South Carolina State Library as a member of the State Web Portal Focus Group and provided content for the "Education" and the "Facts & History" sections of the new state portal. When the redesigned state government web portal was unveiled, the South Carolina State Library's presence was evident¹³⁷. On a larger scale, the South Carolina Department of Archives and History became an important partner for the South Carolina State Library when 2004 LSTA support resulted in a successful digitization initiative for both organizations. Then, in 2006, LSTA sub grant funding allowed the South Carolina Department of Archives and History to migrate its operations from an outdated DOS system to a windows-based system. (See Goal 1, Objectives 3 and 4).

Other partnership endeavors that improved services of South Carolina libraries were those that involved the statewide Friends of South Carolina Libraries organization and The Humanities Council^{SC}, which resulted in improved literary arts programming in South Carolina public libraries and in expanded statewide promotion of books and reading. LSTA sub grant funding was made available to both groups throughout the five-year evaluation period.

Friends of South Carolina Libraries (FOSCL)¹³⁸

Friends Groups all over South Carolina are helping public libraries implement strategies to improve services to citizens. For example, in 2003 the Surfside Beach Friends sponsored a Children's Day Program that attracted 125 participants, and in 2004, Florence Friends raised \$30,000 for collection development through the sponsorship of an appearance by Garrison Keillor at Florence's Civic Center. During the five-year evaluation period, LSTA funds awarded to FOSCL contributed to the group's efforts to build a network of well-informed and active Friends,

¹³⁷ See <http://www.sc.gov/Portal/Category/LIBRARIESANDHISTORICALSOCIETIES>.

¹³⁸ The mission statement of the Friends of South Carolina Libraries (FOSCL) is to motivate and support local Friends groups, to preserve and strengthen libraries, and to create awareness and appreciation of library services. See <http://www.foscl.org/>.

committed to improving library services at both state and local levels. Grants awarded averaged \$2,500 - \$4,500.

In 2003, 80 leaders representing 23 Friends groups from across the state attended the FOSCL annual meeting, held at the South Carolina State Library; they received instruction on successful techniques for fund raising. LSTA funds made it possible for FOSCL to invite experts in the field of fundraising. In 2004, 68 participants from 26 counties attended the annual meeting; it was held at the Newsplex¹³⁹ facility of South Carolina Educational Television (SC ETV). SC ETV staff provided tips and strategies for publicizing library events and services. Participants rated the meeting as very good to excellent. That same year, 250 library friends, library trustees, librarians, and other supporters attended the South Carolina APLA's Library Legislative Day. Also, FOSCL produced a new brochure entitled, "*Be A Friend*"; printed 1,000 copies and distributed them to the membership and the state's public libraries. In 2005, the Friends Executive Board sought an LSTA grant for sponsorship of a Library Administration and Management Association (LAMA) Regional Institute (*Successful Fundraising for Libraries: what works now?*). Library advocates, sixty-seven (67) individuals from public libraries and Friends groups attended the Institute, which was that was held at the Richland County Public Library in Columbia. After the workshop, one participant commented, "...All kinds of useful information...practical...inspired me to begin work." Subsequent follow up, to determine how skills/knowledge obtained was put to use by the participants, yielded the following:

- The Florence County Development Officer reported that her library opened a development office and raised \$100,000 in six weeks.
- The Boiling Springs (Spartanburg County) Friends reported that as a result of the workshop, they set a goal to raise \$25,000 in one year.

FOSCL's 2005 President commented, "*With the help of LSTA grants...from IMLS and the South Carolina State Library, we will be able to do more extensive programming. The ALA and the Friends of Libraries-USA have many programs that we would like to bring to South Carolina.*" FOSCL has a pending proposal for LSTA Program Year 2007 funds.

The Humanities Council, ^{SC}

To **improve the visibility of literary arts in South Carolina**, the South Carolina State Library partnered with The Humanities Council ^{SC}, the South Carolina Arts Commission and then South Carolina Center for the Book (formerly the Palmetto Book Alliance) to form the South Carolina Literary Arts Partnership. The South Carolina State Library awarded LSTA sub grants to **The Humanities Council ^{SC}** to support and facilitate a host of literary arts programming events in South Carolina's public libraries and to co-sponsor the annual South Carolina Book Festival.

The **South Carolina Book Festival**¹⁴⁰ outputs/outcomes for the years 2003 – 2006 follow:

- (2003) The Festival attracted 7,000 attendees (exceeded prior year attendance records), 80 authors and more than 100 vendors. 27% of those in attendance were from outside the Columbia area and roughly 5% traveled from another state to attend. 350 aspiring authors attended an all day writing workshop that was held at the South Carolina State Library. Festival related book clubs and library discussion groups were held around the state in various locations, including public libraries; free showings of films based on books were held at the Columbia Museum of Art. Public libraries that signed on as official festival partners agreed to, throughout the months and weeks leading up the Festival, select books by Festival authors as their book club reading selections.
- (2004) 6,775 attendees, 85 authors and more than 150 vendors participated. Festival marketing was expanded in an attempt to attract more African-American participants. Festival ads ran for three weeks, and 10 days of 60-second spots aired on an African-American urban contemporary radio station. 26% of those in attending the Festival traveled from more than 50 miles away, and roughly 6% traveled from another state to attend. For the first time in Festival history, a panel focused on trends in African

¹³⁹ See <http://newsplex.sc.edu/>.

¹⁴⁰ See <http://www.scbookfestival.org/>.

American writing and publishing. All panel events were heavily attended; many featured standing room only crowds.

- (2005) A Book Festival Coordinator was hired, which significantly scaled down the amount of time the partnership's Literary Arts Programmer had to spend with Festival tasks. 5,000 attendees, 79 authors and 80 vendors from six states participated. Women, ages 40-55 attended in greater numbers than other age groups. 33% of those in attendance traveled from more than 30 miles away, and 6% traveled from another state. For the first time, Festival evaluators attempted to determine which states were represented; they were, as expected, North Carolina, Kentucky, Georgia, Virginia, Florida. Evaluators also wanted to know if the Festival was drawing new participants. However, survey results revealed that the majority were repeat participants with most having attended a Festival two to three times before. The Festival was held at the new Columbia Metropolitan Convention Center (an upscale venue in the middle of downtown Columbia). Although attendance was down 26%, the new, better-appointed, location provided exhibitors, authors and attendees with a more pleasurable experience. The cooperation of the South Carolina Poetry Initiative¹⁴¹ made it possible to program multiple poetry slots for the Festival. The poetry programming attracted some of South Carolina's youth and minority demographic; many were already very familiar with and interested in the national poetry slam movement that allows open microphones so people can read from their own writings.
- (2006) 5,700 attendees and more than 90 vendors participated. 26% of those in attendance traveled more than 30 miles one way and 7% traveled from another state. To increase Festival visibility, the Partnership, for the first time, worked with South Carolina Educational Television (SC ETV) and South Carolina Department of Parks, Recreation and Tourism (SC PRT); it also established a special "10th Anniversary Honorary Book Festival Committee" for the same purpose. Comments from 2006 Festival participants: "*A plus for Columbia and all of us who love her, Thanks,*" and "*...Loved meeting new Black authors!*"

LSTA funds used to expand literary arts programming in South Carolina's public libraries was beneficial to residents in areas all around the state. A summary follows:

- (2003) The "*Let's Talk About It*"¹⁴² (LTABI) library based reading series was held at several public libraries. The 2003 series title was, *Remember Everything: The Importance of Heritage in South Carolina Literature*. Public libraries also supplemented programming by offering adjunct events. For example, the Friends of the Waccamaw Branch Library (Georgetown County) hosted an author talk entitled, "*Blues is the Song of the Soul*" that attracted 62 residents.
- (2004) The partnership hired a new literary arts programmer (one-third of the salary dollars were and are provided by LSTA funds). *Let's Talk About It* programming reached four counties, with an estimated audience attendance of 480. 19 Speakers Bureau¹⁴³ programs reached 15 counties, with a total audience count of 1,525. Public libraries hosted various events, with wide-ranging programming topics. For example: "*Stories in African-American Tradition*" (Williamsburg County Library); Charleston County Library hosted the speaker topic, "*Archaeological interpretation of Slavery in SC*"; and "*Carolina on My Mind: Discovering the South Carolina Low Country*" was hosted by the Chapin Library (Lexington County).

¹⁴¹ The South Carolina Poetry Initiative is a statewide organization that works with libraries, museums, schools, colleges, community organizations, and various other entities to promote and celebrate the reading, writing and performing of poetry. See <http://www.cas.sc.edu/engl/poetry/>.

¹⁴² *Let's Talk About It* has long been the backbone of library programming offered by The Humanities Council^{SC}. These book discussion series are designed around themes ranging from women's autobiography to the importance of heritage in South Carolina literature. See <http://www.schumanities.org/html/ltai.html>.

¹⁴³ See <http://www.schumanities.org/html/speakersbureau.html>. Through the Speakers Bureau program, SC's scholars travel throughout the state to share their interests and knowledge of the humanities.

- (2005) The book, *South Carolina Poetry Fellows: A Collection of the Works of Contemporary South Carolina Poets* (A Hub City Writer's product), was purchased with LSTA funds and placed in the collections of all South Carolina public libraries (main headquarters and branch locations); copies were also made available to the state's Literary Arts Partnership organizations. 366 South Carolinians participated in four *Let's Talk About It* reading and discussion programs held in South Carolina's public libraries. Reducing the amount of time the Literary Arts Programmer had to spend on the South Carolina Book Festival resulted in numerous enhancements to the *Let's Talk About It* project. These included:
 - Development of two new "*Let's Talk About It*" series in response to a survey of public library programming staffs.
 - Development of a planner's manual for libraries interesting in hosting "*Let's Talk About It*" events.
 - Completion of a calendar of literary arts events for the South Carolina Center for the Book¹⁴⁴ web site.
 - Updating the series list on the Humanities web site to include newer series, film dates and accommodation numbers.
 - Promotion of *Let's Talk About It* through appearances at the Festival, the South Carolina Public Libraries Branch Managers' Exchange, and a meeting of the South Carolina Association of Public Library Administrators.
- (2006) Nine (9) public libraries hosted *Let's Talk About It* programs that reached 983 (more than double that of 2005) South Carolinians. 2005 efforts by the Literary Arts Programmer greatly to this increase. *Let's Talk About It* programs included: "*Faith Differences and Different Faiths*" (Oconee County Library); "*North Carolina Literature*" (Surfside Beach Library); "*Of Travel*" (Charleston County Library); "*Remember Everything: The Importance of Heritage in South Carolina Literature*" (Socastee Branch Library - Horry County); "*Tell About the South*" (Aiken County Public Library), "*Not for Children Only*" (Westside Branch Library - Spartanburg), etc. Two new "*Let's Talk About It*" series were added, "*SC Literary Map: Women of Carolina*" and "*No Suitcase Needed: Books with a Strong Sense of Place.*" A Berkeley County Library program attendee commented, "*The visiting scholars are wonderful and add so much to the book discussion!*"

A survey of public library staffs revealed that author talks are the most desired literary programming. As a result, a database of South Carolina authors was created for the web site of the Humanities Council,^{SC}

Ongoing collaborative efforts with the South Carolina Poetry Initiative resulted in more than 1,200 Midlands area¹⁴⁵ students participating in the *Poetry Out Loud: National Recitation Contest*.

The South Carolina Book Festival web site was enhanced with audio clips of authors, and the South Carolina State Library's web administrator facilitated the redesign of the web site of the South Carolina Center for the Book.

¹⁴⁴ See <http://www.sccenterforthebook.org/events/>.

¹⁴⁵ The Midlands roughly refers to an area in the middle of South Carolina, including but not limited to: Calhoun, Fairfield, Kershaw, Lexington, Orangeburg, Richland and Sumter counties.

Overall Impact

Collaborative work with partner organizations resulted in cooperative buying agreements that have strengthened library information services in communities all over South Carolina. Electronic database offerings have expanded considerably. It is expected that this trend will continue as existing partnership collaborations continue, emerging technologies fuel even more projects and new partnership relationships are formed.

Throughout South Carolina, Friends groups have little opportunity to network with counterparts to develop and share ideas, to report on projects and activities, and to foster enthusiasm for promoting and supporting the state's public libraries. Because of LSTA, for three consecutive years, FOSCL's Executive Board was able to improve participation in annual statewide Friends meetings with expert speakers and new promotional efforts.

LSTA funds have greatly impacted the availability of literary arts programming in South Carolina's public libraries. A former South Carolina Literary Arts Programmer reflected, *"Our goal is to help create a state of readers who also use and appreciate the rich resources of our public libraries, our book stores, and the organizations devoted to developing the best in fun and meaningful cultural programming."* Because of the LSTA supported South Carolina Literary Arts Partnership more public libraries served as host sites for literary activities and are playing a role in helping to reach this important goal. The result has been more visibility for literary happenings around the state. Rural populations in various counties of South Carolina are receiving exposure to literary programming that did not even exist at the start of the LSTA Five-Year evaluation period. Furthermore, the LSTA supplemented South Carolina Book Festival is the largest literary weekend event in the state, and its reach is statewide and beyond. Nevertheless, much more remains to be accomplished, and LSTA will play a role in this area for years to come.

III. Results of In-Depth Evaluation

Goal 1: Enhance the informational services environment of South Carolinians by improving access to library resources and materials through the development of sophisticated resource sharing, and superior guidance and training of professional librarians and support staff for South Carolina libraries, with special emphasis on staff in underserved urban and rural communities.

Objective 1: Provide and expand access to statewide databases for all South Carolina citizens through the DISCUS program.

Target: At least 75% of all South Carolina libraries will participate in at least one DISCUS database training session.

Target: At least 75% of workshop participants will demonstrate the ability to successfully navigate and utilize the basic components of the DISCUS databases annually.

Result: Surpassed goal 1, objective 1.

*Selecting an initiative to profile for this section was not difficult. **DISCUS – SC’s Virtual Library** has produced a significant advance in library service in the South Carolina. When asked which statewide initiative had been most important to their customers during the five-year evaluation period, 78% of survey respondents said DISCUS; it was second only to technology infrastructure, which 80% rated as the most important. When asked which had created progress for South Carolina residents statewide, 78% responded DISCUS. (See Appendices for Survey Instrument and Results) A profile of the impact of DISCUS follows.*

Strategies and Activities/Outputs and Outcomes

DISCUS, South Carolina’s Virtual Library is a program with a long history. It was derived from the concept **D**igital **I**nformation for **S**outh **C**arolina **U**sers and targets the state’s entire population¹⁴⁶. Activities begun in 2001 and culminating in 2006 focused on expanding access to DISCUS databases and enhancing database offerings.

Due to staff turnover, the latter part of FY 2005 involved recruitment of a new DISCUS Program Director and strategizing for the revitalization of the DISCUS training component. Orientation and training of the new DISCUS Program Director, under the supervision of the Director of the Division of Statewide Library Services was a major part of the plan for **regaining the program’s momentum**. By FY 2006, the major revitalization objective was the rebuilding of the DISCUS program support staff. As a result, the South Carolina State Library successfully recruited and hired a full-time DISCUS training coordinator and a part-time DISCUS administrative assistant. Adding these two positions was key to the reinvigoration of the training/consultation component of the DISCUS program. Also, with the program again fully staffed, various other activities were undertaken and completed such as: publicizing DISCUS training sessions and new DISCUS databases; updating promotional brochures; tracking DISCUS usage and surveying users, reconstituting the DISCUS Database Assessment Committee¹⁴⁷, increasing appearances at conferences and other events to market the program, investigation of new training delivery methods; and upgrading the network infrastructure to provide access for additional customers. In

¹⁴⁶ South Carolina. July 1, 2006 Population Estimate, 4,321,249; Percent Change in Population 2000-2006, 7.7%; South Carolina Median Family Income by Family Size: 2005, \$48,100; Percentage of People in Poverty, 3-year average 2003-2005, 14.2%; 1,053,152 people were enrolled in school in South Carolina in 2000 and of these, 85.9 percent attended public school and 14.1 percent attended private school; 2000 Urban Population, 60.5%; 2000 Rural Population, 39.5%.

¹⁴⁷ New databases are fully evaluated and selected by the DISCUS Database Assessment Committee. The 2006 Committee consisted of three representatives each for higher education (Clemson University Libraries, Central Carolina and Trident Technical Colleges); public libraries (Lexington, Charleston and Greenwood County Libraries); and schools (AC Flora High-Columbia, Berea High-Greenville and Broome High-Spartanburg), with one ex-officio from (PASCAL) Partnership Among South Carolina Academic Libraries.

FY 2004 there were 18 DISCUS databases and by FY 2006, the DISCUS program offered 22 DISCUS databases and 24 reference eBooks.

Promotion of DISCUS always has been and continues to be a major focus of the program. In FY 2005 a targeted billboard campaign was implemented and a professional graphic designer was engaged to update the DISCUS logo and other promotional items. The successful “*Got Homework? Get DISCUS*” billboard campaign helped increase database usage. Fifty billboards were posted across the state. Each county had one billboard, with Florence, Charleston and Lexington counties receiving extras.¹⁴⁸ During the same year, a customized DISCUS icon was developed so that school libraries and individuals could see on their desktops when a “shortcut” to DISCUS web pages was created. A DISCUS favicon¹⁴⁹ was developed to add DISCUS branding to users’ bookmarks. As a follow up to the successful billboard campaign, in FY 2006 the “*Got homework? Get DISCUS*” theme was used on a new bookmark. Designed to help users access the DISCUS databases, they could write the current DISCUS username and password on one side of the bookmark, which created a handy ready reference tool for quick referral for home access. These bookmarks were, and continue to be, distributed at training and promotional events across the state. For the convenience of customers, the DISCUS program began offering, in early FY 2007, brochures and other handout “templates” via the DISCUS web site. Teachers and librarians may use them to distribute the DISCUS home access information and can easily edit them to include the DISCUS username and password before printing and distributing them to students and other library users. They may also customize them in any other manner desired but must restrict distribution of the access information to South Carolina residents only (as required by database licensing agreements).

With the program fully staffed, DISCUS promotional efforts were increased when smaller conferences and other functions throughout the state were added to the DISCUS marketing schedule. A few DISCUS users’ comments follow:

“I am conducting DISCUS training for all grades 3, 4, and 5 students in my school. Any other promotional items that I can use would be appreciated. I am using your PowerPoint for training and your brochure. It has finally dawned on my students that they are being given something that is useful both now and in middle school and high school. One student asked how much it was going to cost - you should have seen his face when I told him it was for free!” (Elementary School Media Specialist, Piedmont, SC)

“I know that when students use DISCUS they will find just about any topic they research. Promote by putting it on every desktop and in classrooms. Give out bookmarks/user password, etc. Love it!” (Middle School Teacher, North Augusta, SC)

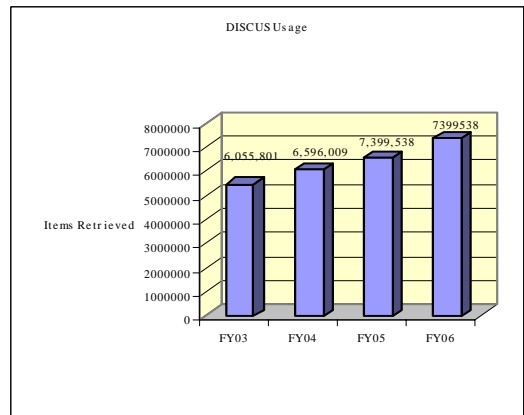
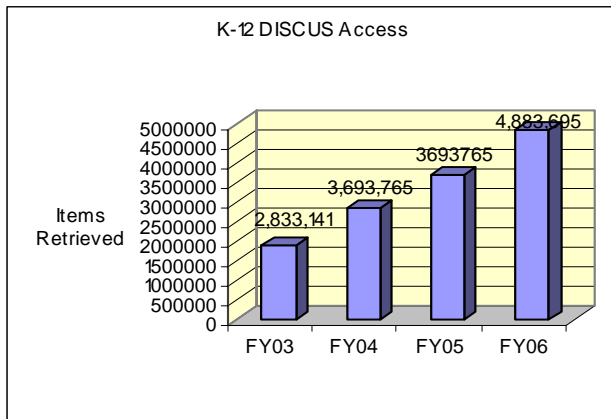
Formal and informal surveys of **teachers using DISCUS** frequently yield comments such as,

“Our students now have 24-hour access to information, not just 8-3 access.”

“I see that DISCUS has made a difference in the way students approach research, i.e., they are more refined in their searches and have better outcomes of programs.”

¹⁴⁸ Made possible through collaboration with the Outdoor Advertising Association of SC, Inc. (OAASC).

¹⁴⁹ A favicon (short for “Favorites icon”), also known as a page icon, is an icon associated with a particular website or web page. A web designer can create such an icon, and many graphical web browsers can then make use of them.

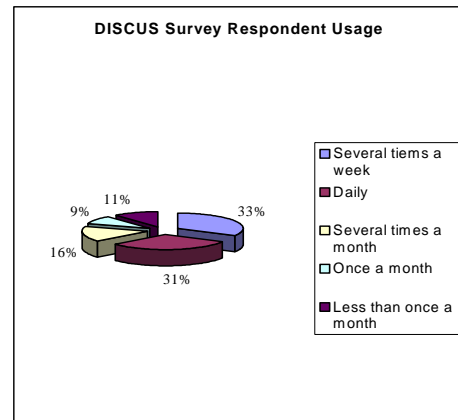


DISCUS Database Usage

- Usage of DISCUS databases in FY 2002 increased 41% over FY 2001.
- Overall usage increased by 19% in FY 2003, while usage by K-12 students and teachers grew 44%, with all DISCUS users obtaining over 5.4 million items.
- Over 6 million articles were obtained through the program during FY 2004, an 11% increase; K-12 use exceeded 2.8 million items, representing 47% of total FY 2004 DISCUS use.
- FY 2005 K-12 items retrieved through DISCUS increased by 30% and represented 56% of total DISCUS usage; items retrieved by South Carolina residents increased by 9%.
- FY 2006 Items retrieved by DISCUS K-12 users increased 32% and 12% by South Carolina residents.

FY 2003 data revealed that 45% of **DISCUS usage** was done through colleges, 35% through schools, 8% through public libraries, and 13% from home. Usage access patterns for FY 2005 showed 87% on-site at schools, colleges and public libraries and 13% at home, office or other locations—consistent with FY 2004. In FY 2006 88% of users accessed DISCUS from computers on-site at schools, colleges, universities and public libraries, while 12% accessed DISCUS from homes, offices and other locations.

A FY 2006 **Database Assessment Committee survey**¹⁵⁰ revealed that 33% of DISCUS users accessed databases several times a week, 31% daily and 16% several times a month, with other usage being once a month or less than once a month. A comparison of usage access patterns for FY 2006 vs. FY 2005 showed an 18% increase for schools, no significant change for public libraries, and a 27% decrease for academics.¹⁵¹



¹⁵⁰ See <http://www.scdiscus.org/docs/Survey%20Summary%20Report%201106.doc>.

¹⁵¹ DISCUS usage by academics decreased as a result of the development of Collegiate DISCUS — coordinated by the Partnership Among S.C. Academic Libraries (PASCAL), in cooperation with its members, one of which is the S.C. State Library. Collegiate DISCUS is available only to academics and State Library cardholders. Through 19 databases, it provides access to thousands of core college/university e-resources. Collegiate DISCUS is only one part of the state's Academic Library Portal (funded by the General Assembly, institutions and grants, including an LSTA grant from the South Carolina State Library).

During the five-year evaluation period, DISCUS Program staff held meetings with the DISCUS Database Assessment Committee. Various **user surveys** were completed; focus group type sessions were also carried out as opportunities arose. DISCUS usage statistics were used to determine which databases were of most value to customers. Little used databases were dropped, while new databases were added based upon recommendations of users represented by the Database Assessment Committee.

Respondents to a FY 2003 **database assessment survey** expressed support for maintaining the then existing 18 DISCUS databases and cited newspapers (local and regional), literary criticism, science and technology as priority areas for additional databases. A survey of public library directors was completed in FY 2004 to determine the top three choices for database additions. In FY 2004, two new databases were added, one of which was *The State*.¹⁵² In FY 2005, database upgrades included a move to Gale's more comprehensive business database and the addition of an upstate newspaper *The Greenville News*.¹⁵³ Evaluation of usage reports of the newspaper resources revealed that these resources are more heavily used "in-house" by the public libraries than by colleges or schools. The top three choices for additional databases, per a FY 2005 public library survey, were Ancestry.COM, Learning Express Library's Learn-A-Test and Gale's Contemporary Literary Criticism.

In FY 2006, a reconstituted DISCUS Database Assessment Committee completion its first comprehensive database assessment survey since FY 03. **The survey re-examined content needs and provided invaluable data on database satisfaction and future content needs.** 882 DISCUS users (teachers, students, media specialists, public librarians) responded to the survey. The top five desired content areas for databases were:

- o current events,
- o history,
- o general reference,
- o newspapers (local and regional) and
- o geography/multi-cultural resources.

In response to the survey findings, and after a successful collaboration with the Partnership Among South Carolina Academic Libraries (PASCAL) to negotiate access, Gale's Literature Resource Center was added to the DISCUS offerings in FY 2006, as was Gale's Virtual Reference Library¹⁵⁴. PASCAL provides access to these resources for its members within the academic community, and DISCUS provides access to both the public libraries and the K-12 community. Reaction to the additions was overwhelmingly positive.

"The new Literature Resource Center is great. That will really be a plus for our students working on their literary papers in the spring. One of my teachers is working on his Masters at USC [the University of South Carolina] and I told him about it. He told me yesterday that he had used it exclusively to write his paper and did quite well on it. So thanks for all you at the State Library who provide this service for us." (K-12 Media Specialist, Orangeburg (SC) Preparatory School)

¹⁵² Market for *The State* newspaper: The Columbia metropolitan statistical area (MSA) is comprised of Richland, Lexington, Fairfield, Saluda, Calhoun and Kershaw Counties in the Midlands region of South Carolina. Columbia is the 73rd largest metropolitan area in the country. *The State* reaches more than 70% of the primary market during the week. Readers tend to be between 25 and 54 years of age, married, with at least some college education. They are also employed full-time with annual household incomes in excess of \$50,000.

¹⁵³ Located on the I-85 economic corridor between Atlanta and Charlotte, Greenville is South Carolina's center of population, employment and retail sales. Greenville is home to the state's largest public school system. Population: 581,281; Median family household income: \$44,784; Median age: 35.9; Circulation: 88,898 morning; 116,455 Sunday.

¹⁵⁴ Gale Virtual Reference Library is a database of encyclopedias and specialized reference sources for multidisciplinary research; Literature Resource Center is the most comprehensive literary collection available online.

"I have used GALE resources both print and electronic for 25 years. They are the best. I supplement what you give us through DISCUS with the Discovering Collection. So this literature database is just marvelous. Let me tell you, if no one else has, how much we appreciate all that you do for our schools. Thanks for everything. Oh did I tell you that the bookmarks were great." (Media Specialist, Clinton (SC) High School)

Along with new FY 2006 database content, users were provided higher level functionality when DISCUS was migrated to the new Gale PowerSearch platform which gave them the ability to search Thomson Gale DISCUS content by exploring one, several or all available databases simultaneously. One user commented:

"Love the new look, especially the PowerSearch. I am thrilled with Literature Resource Center. We needed this in the high schools!" (School Teacher, Easley, SC)

During the five-year period, various **enhancements to DISCUS web site** were implemented to improve usability and to create a more effective web presence for promotion of the DISCUS program. Some portions of the DISCUS site were updated in 2003, but there were major changes made during FY 2004. These changes improved access and navigability for the K-12 sections of the site. As a result, FY 2004 statistics documented a 50% increase in use by schools of the K-12 section. In FY 2005, links were added to the "partners" area of the DISCUS K-12 site for the South Carolina Literary Map and the South Carolina Reference Room. Reaction was immediate with a Darlington County Library patron writing to DISCUS staff,

"So many South Carolina writers! I have certainly made use of the South Carolina Reference Room on the State Library site. Having the room on DISCUS should make all that South Carolina related information easily available to even more people."

To respond to needs communicated through responses to a FY 2006 Database Assessment survey, DISCUS staff worked with the State Library's web administrator to add individual links to each of the three Grolier Online Encyclopedias on the DISCUS K-12 page. Also, a school library media task force was organized to brainstorm about new ideas for the K-12 section of the DISCUS web site. More improvements were made; comments from the K-12 community about the changes follow:

A Fairfield (SC) Intermediate School Media Specialist wrote, "When our health teacher assigned a research project to every student in our school, approximately five hundred, the preferred site was DISCUS. It's linked to our school page and library page."

An elementary school teacher from Sumter, South Carolina remarked on the DISCUS K-12 web site redesign, "My fifth and fourth graders used the new DISCUS web site this week. It is great!"

As noted in a previous section of this report, technology improvements and the emergence of Web 2.0 led the South Carolina State Library to completely redesign its entire web site in FY 2006, which also included more changes to the DISCUS site. However, improvements did not end with the launch of the South Carolina State Library's new web site; a separate DISCUS web site redesign project was undertaken with the goal of creating a DISCUS 2.0 web site. On April 13, 2007, the DISCUS program director announced the launch of the new DISCUS 2.0 web site. The current direct link is: <http://scdiscus.org/portal/>. It's too early to report on reactions to the site or the usage of the new site, but to date, comments and reactions have been positive. The new portal provides access to all the licensed **online** resources currently accessible, with appropriate authentication, through DISCUS.

Training is another major and important component of the DISCUS program. Training, consultation and technical support were provided to teachers and to public and school library staffs throughout the five-year evaluation period. DISCUS training modules were evaluated and class scheduling was revamped. 609 participants attended 39 FY 2003 DISCUS training sessions; 299 of those trained were from the K-12 schools. In FY 2004, DISCUS training sessions increased by 33% with 833 participants; public library DISCUS consultations averaged 87 per month. In FY 2005, the DISCUS *“Train the Trainer”* program (which was introduced in FY 2003 in response to feedback from training participants) had 41 sessions with 494 participants that included college and public library staffs, school media specialists and school technology and curriculum resource staffs. The majority of participants rated the sessions as good or excellent. In FY 2005 staff turnover negatively impacted the program’s ability to fulfill its training goals; the number of training sessions held decreased by 41% over the previous year.¹⁵⁵ FY 2005 staffing disruptions were resolved in FY2006, allowing the program to resume a normal training schedule.

During the FY 2006, the DISCUS Program director made site visits to various public libraries (e.g., Charleston, Greenville and Pickens) to meet county library directors and to discuss plans for improvement in DISCUS training. The *“Train the Trainer”* class was redesigned to include more information about learning styles, communication skills and how to deliver training content. Other classes were redesigned to fulfill the South Carolina Department of Education’s Renewal Credit Plan¹⁵⁶ guidelines for educator recertification. Additionally, DISCUS training schedule changed to provide courses twice at the same location, once in the morning and once in the afternoon. This provided participants with greater ability to adjust participation to times and locations better suited their own schedules and job responsibilities. During FY 2006, the DISCUS program also added the South Carolina Independent Schools Association (SCISA)¹⁵⁷ to its family of institutions. 51 schools were added to the program. As a part of the implementation process, DISCUS staff provided two DISCUS orientation workshops to a total of 44 SCISA participants. Overall training participation for the year increased by 74% over FY 2005. 857 participants attended 58 training sessions; the majority of participants rated training as good or excellent. A participant comment follows:

“Amy D. was here last Friday to conduct the DISCUS for Kids training, and both the content and training received rave reviews from our staff in attendance. We appreciate everything you all do!” (Staff Development Coordinator, Greenville County Library)

In 2006, DISCUS staff developed a one-hour pilot training session and offered it to and librarians through use of OPAL¹⁵⁸ (Online Programming for Public Libraries), which allowed participants to receive training from their desktops. The OPAL training session entitled, *“Ten Great Ways to Use DISCUS in the Public Library”* was moderated by DISCUS staff. Approximately 27 people participated in the online training that focused on ten common questions frequently encountered in public libraries and how DISCUS resources could be used to answer those questions. At the conclusion of the session, the participants were asked to comment on both the content of the training and the functionality of the OPAL software. In April 2007, DISCUS staff used OPAL to

¹⁵⁵ At the close of FY 2005, a new DISCUS Program director was hired. By the second quarter of FY 2006, the DISCUS program was fully staffed with the addition of a part-time program assistant, who provides administrative communications and training support, and a full-time DISCUS training coordinator. These three hires enabled the DISCUS program to regain its momentum.

¹⁵⁶ The Renewal Credit Plan provides a mechanism that enables educators employed in a South Carolina public school district and educators employed by participating educational entities to apply a broad range of relevant professional development activities toward their certificate renewal.

¹⁵⁷ The South Carolina Independent School Association (SCISA) is a non-profit voluntary association of independent schools with responsibilities to establish accreditation standards, coordinate athletic and academic competition, and raise funds for member organizations. See <http://www.scisa.org/>.

¹⁵⁸ OPAL (Online Programming for All Libraries) is a collaborative effort by libraries of all types to provide cooperative web-based programming and training. Participants can interact via voice-over-IP, text chatting, and synchronized browsing. The South Carolina State Library began its membership in FY 2006. See <http://www.opal-online.org/>.

present a “guided tour” through the new DISCUS 2.0 web site and is making plans to schedule more DISCUS OPAL training. Comments from the 2006 OPAL training participants included:

“The class was like dessert. I appreciate the class and please let’s do this again.” --(Marion County Library)

*“...If it were offered again, I would encourage our staff members to see it.”
--(Spartanburg County Public Libraries)*

*“The session was great and very informative. It will help immensely.”
--(Oconee County Library)*

DISCUS collaborative partners were identified as opportunities arose and partnership activities were pursued. For example, training was extended beyond school and library audiences through collaboration with the Small Business Development Center (SBDC located at the University of South Carolina at Aiken). Training classes on DISCUS business resources were provided to its staff. The sessions proved to be so popular that the USC-Aiken, SBDC instructor was asked to present sessions to all of South Carolina’s SBDC coordinators.

To investigate partnering with for training delivery, in 2006, DISCUS staff held meetings with held, with South Carolina Educational Television (SCETV) staff. Although the meetings were approached with great enthusiasm on both parts, failure to reach an affordable contract arrangement led to the abandonment of the endeavor; it was simply too cost prohibitive. However, as a result of other discussions with SCETV, DISCUS now appears on its web portal, Knowitall.org,¹⁵⁹ as a valuable educational resource for students, teachers and parents. The following stories, shared with DISCUS staff, illustrates how useful DISCUS is for South Carolina’s teachers and the good job that school media specialists are doing to make sure teachers are aware of DISCUS as an essential resource:

I just had the best interaction with a history teacher! He came in the library and asked if I had READER’S GUIDE TO PERIODICALS and I asked him why. He looked at me like I was from Mars...I returned the look. He said, “Mmmm...So students can look up magazine articles and other information on the Renaissance.” I said, “Oh! We call that DISCUS!” He’s a pretty cool teacher so I knew I could torture him a little and he wouldn’t get mad...I gave him a bookmark with my DISCUS info on it and then I scheduled his students in to teach them how to access the information they will need. This is great because he hasn’t used the library all year! Caught one! (High School Media Specialist, Orangeburg, SC)

[8th grade social studies project] “The topic was 9/11...the class was divided into groups...Each group had to produce a model, display, or book about 9/11...I went to the classroom and we talked about the presentations they would do and watched the video on 9/11 that CNN had sent to all schools. Later in the media center I demonstrated searching DISCUS for them. Since the events were so recent the resources they used had to be recent. Our biggest resource was DISCUS...we invited administrators and parents to the group presentations. They were wonderful! It was the best project I’ve ever collaborated on with a teacher.” (High School Media Specialist, Williamston, SC)

¹⁵⁹ Knowitall.org is SCETV’s educational Web portal, a collection of fun, interactive websites for K-12 students, teachers and parents. Links to DISCUS are found at <http://www.knowitall.org/links/index.cfm>.

In FY 2004, DISCUS formalized its partnerships with the South Carolina Department of Education, SCETV and the Medical University of South Carolina by incorporating links to their sites on the DISCUS K-12 site. In FY 2005, the DISCUS director worked with SCETV and the South Carolina Department of Education to brainstorm implementation strategies for their new video on demand stateside license, "StreamlineSC."¹⁶⁰ During this same time, the DISCUS program director and the State Librarian began supporting and working with the South Carolina Commission on Higher Education to garner support for a state funded DISCUS Academic (proposed as an academic adjunct to the existing DISCUS), which was eventually released by PASCAL as Collegiate DISCUS¹⁶¹.

As a result of its demonstrated contribution to the state's educational improvement objectives, the DISCUS program receives over \$2 million in state funding each state fiscal year. Prior to FY 2006, state funding for DISCUS was received as a transfer from the budget of the K-12 Technology Initiative¹⁶². FY 2003 financial support for the DISCUS program represented 14% of total South Carolina State Library expenditures, 15% in FY 2004, 13% in FY 2005 and 15% in FY 2006. License renewal costs for the 2006 calendar year totaled \$2,379,618. Financial analysis continues to support the FY 2004 conclusion that central purchase and coordination of DISCUS allows South Carolina institutions to realize an annual "cost avoidance" in excess of approximately \$20 million. For FY 2006, the estimated cost avoidance was \$28 million. Were each library to purchase access to DISCUS databases separately, the total cost would be \$31,188,020. In FY 2005, the South Carolina General Assembly voted to fund DISCUS at \$2,071,000 for FY 2006 and to place DISCUS funds in the budget of the South Carolina State Library—thereby ensuring state funding for DISCUS. In FYs 2003 and 2004, DISCUS state funding was only \$1,633,000 and at \$2,015,460 in FYs 2005 and 2006 (+ 23% over FY 2003). FY 2006 state funding also included a \$250,000 supplemental appropriation. For allotment years 2002 – 2005, LSTA funding for the DISCUS program totaled \$912,019 LSTA dollars. (NOTE: Line item state funding for DISCUS excludes salaries with all state funds being used in support of database subscriptions/enhancements only).

Overall Impact

DISCUS positions the South Carolina State Library as a key partner in the state's educational infrastructure. DISCUS contributes to education excellence for all South Carolinians. Through DISCUS, citizens served by small school districts and libraries have access to the same high quality resources as those served by larger, more prosperous institutions. One simple comment by a participant in a DISCUS "We Want Your Feedback" on-the-spot survey of 2006 South Carolina Association of School Librarians Conference (SCASL) attendees, best illustrates this conclusion. The conference participant said,

"I live in a poor rural area. Classrooms can't afford expensive reference books. Now we have all kinds of reference books online and they are free." (Elementary School Librarian, Dillon, SC)¹⁶³.

¹⁶⁰ StreamlineSC is a standards-based video-on-demand service utilizing Discovery Education's *unitedstreamingTM*. It was created to improve and manage learning resources in SC schools and is available free to every school in SC. See <http://www.myetv.org/education/streamlinesc/>.

¹⁶¹ Collegiate DISCUS is available only to academics and State Library cardholders. Through 19 databases, it provides access to thousands of core college/university e-resources. See <http://pascalsc.org/public/er/cd/index.htm>.

¹⁶² Established by the General Assembly, the K-12 School Technology Initiative is a public/private partnership that includes the State Department of Education, SC ETV, the State Budget and Control Board, the State Library, and the private sector telecommunications providers in the state. The Initiative fosters the effective use of technology to support teaching and learning throughout the state. See <http://ed.sc.gov/agency/offices/tech/k12init/>.

¹⁶³ The racial makeup of Dillon county is 50.39% White, 45.35% Black or African American. 24.20% of the population and 19.40% of families are below the poverty line.

During the years it has taken to fully grow the DISCUS program, the South Carolina State Library gained invaluable consortial purchasing and technical expertise. It is expected that this expertise will continue to be in demand, well into the future, by others across the state. At this time the full impact of DISCUS collaborations is not known; however, when the Partnership Among South Carolina's Academic Libraries (PASCAL) began developing its academic virtual library (Collegiate DISCUS), the group called upon the expertise of the South Carolina State Library's DISCUS program director. She remains an active participant on PASCAL's Consortial Purchasing Committee and continues to assist with ongoing selection of Collegiate DISCUS content.

With many of the state's local libraries and school systems unable to afford electronic and print resources in sufficient variety and quantity to meet users' information needs, the cost avoidance data previously cited substantiates the conclusion that the DISCUS program ensures that all South Carolinians have equal access to information and learning resources. The program provides resource tools that support secondary education curricula, a wide variety of ePeriodicals, eBooks, databases, and subscription resources. DISCUS group training to public library staffs, new connections made with career vocational and adult education classes and the creation and production of new DISCUS promotional items, as well as statewide promotional efforts, all facilitated increased database usage by customers. The DISCUS program improves and expands offerings every single year of its existence and remains a key tool for the essential delivery of information to all South Carolinians.

The increased and continued state funding provided to the DISCUS program by South Carolina's General Assembly substantiates the State Library's long held contention that DISCUS' contributes to the educational excellence goals and economic development efforts of the state. The benefit of the program has also been more than validated by the continued support of the State's K-12 Technology Committee (a vital partner for the DISCUS program). In FY 2006, the Committee supported the transfer of \$250,000 in supplementary funds to the program for the purchase of more databases. The General Assembly provided the same supplementary funding as a direct line item in the State Library's 2007 budget and, as of April 2007, the state's Senate Finance Committee has adopted a FY 2008 budget that provides the same level of supplementary funding.

DISCUS is now one of the state's essential resources, and it reaches millions of citizens of diverse backgrounds each and every day. In a March 2006 article entitled, "SC Virtual Library a Reliable Source," a news reporter for the "*The Post and Courier*"¹⁶⁴ summed it up this way, "*If tax season has depressed you and you're looking for one good example of your tax dollars at work, look at DISCUS.*"

¹⁶⁴ "*The Post and Courier*," owned by the Evening Post Publishing Company headquartered in Charleston, S.C., is the South's oldest daily newspaper.

IV. PROGRESS IN SHOWING RESULTS OF LIBRARY INITIATIVES OR SERVICES.

Outcome-Based (OBE) Planning

The South Carolina State Library experienced some measure of success as a result of its efforts to implement the OBE concept. In 2003, OBE handouts and manuals, received during the LSTA Coordinator's attendance at the IMLS 2002 State Programs Conference, were shared with Library Development Services (LDS) Consultants. LSTA guidelines were revised to include a section (adapted from IMLS manuals) on OBE. LDS consultants assisted LSTA applicants with development of evaluation sections of their applications and encouraged them to use OBE evaluation methods. Final reports received from sub grantees confirmed that many tried to incorporate OBE methods.

In 2004, at an SC APLA meeting, the LSTA Coordinator and the Director of the Division of Statewide Library Services gave a presentation on the LSTA sub-grant process, which included and overview and the importance of OBE. Also, the South Carolina State Library worked with IMLS to bring formal OBE training to the state. Over 70 people registered for the training. Final reports submitted at the end of the 2004 grant activity period showed that OBE remained a difficult concept for libraries to carry out. Many expressed that tracking of target populations over a two-year or more time period to determine behavioral impacts was, because of limited personnel and time, impractical.

In 2005, in an effort to continue formal OBE training and to supplement the 2004 IMLS training provided in SC, the South Carolina State Library offered LSTA stipends to staffs of small and medium sized libraries as a means to encourage participation in a University of South Carolina, School of Library and Information Science (USC-SLIS) sponsored OBE workshop. Held in 2006, the workshop was entitled "*Developing and Implementing Outcome Measures in Your Library.*" Four library systems received stipends for staff attendance. The participants said their motivation for attendance was to understand OBE as their library systems were pursuing LSTA sub grants and they were chosen to serve as project administrators. Of the library systems represented, all subsequently applied for and received LSTA sub grant funding. Final reports submitted at the end of the 2005 grant activity period indicated that full implementation of the OBE concept remained elusive—for sub grantees as well as the South Carolina State Library. However, final projects reports showed more use of surveying, small focus groups and the gathering of anecdotal information.

At the close of 2006, it must be concluded that OBE continues to be an "easier said than done" method for sub grantees, as well as South Carolina State Library project managers, to fully embrace—primarily because of the investment of time that is required to do it well. Reliance on quicker data gathering methods and obtaining anecdotal information is the norm. Nevertheless, OBE awareness in South Carolina has improved since 2003. Some public library directors have even used a few OBE methods for non-LSTA related reporting. All are enthusiastic about the essential question, "*What difference do we make?*" and all understand the importance of being able to demonstrate results that provide the answer.

Other Assessment Strategies

Every effort is made, within the limits of available resources (both human and capital) to assess the long-term value of library services initiated and supported by LSTA dollars. This is done a number of ways (See *Section VI – Evaluation Process*), but one of the most effective has been through follow up one-on-one contact with sub grantees and State Library project managers.

One excellent example is the Carver's Bay Collection Development sub-grant project (funded with Program Year 2004 funds) of the Georgetown County Library System (See *Goal 1, Objective 2*). Although awarded to further the cause of collection building and resource sharing among South Carolina public libraries, at the end of the 2004 grant activity period, the construction of the Carver's Bay library remained at a standstill; the reasons were varied and complicated. Yet, two years after the official end of the 2004 grant activity period (by 2006 the construction of the library was finished) the South Carolina State Library was able to demonstrate that the greatest impact of the LSTA funds awarded to the Georgetown County Library system for the Carvers Bay Branch Library¹⁶⁵ was not the books and other materials acquired, but rather, the example provided by the library's system's director. The library director used two small LSTA collection development sub grants to convince other funders of the worth of his vision for a once forgotten, poor, rural and mostly African American community, with an illiteracy rate approaching 30%. Prior to the opening of the new facility, residents had to drive anywhere from 30 to 45 minutes to reach the nearest public library in Georgetown County. As of the writing of this report, the director has obtained hundreds of thousands of dollars from national funders in support of his vision for excellent library services.

Of particular note is what this small library has done in the area of services to teens. It has used interactive computer gaming to attract area teens to the library. A private foundation is funding the library's interactive gaming program for high school students at a rate of about \$75,000 annually for three years. About 90% of the gaming club teens are African American males, a key population segment that the library had targeted for involvement. Because of the success of its efforts, the library was named by Webjunction as the National Library of the Month for August 2006. The South Carolina Association of Counties featured the library in its January 2007 publication. The Carver's Bay Library is also included in a recent documentary project sponsored by the U.S. Libraries Initiative of the Bill and Melinda Gates Foundation; the Initiative showcases success stories on how computers and the Internet in public libraries can positively impact citizens' lives¹⁶⁶.

Similarly, although not on as grand a scale as Carver's Bay, other library directors, such as the ABBE Regional Library System director, used the results of their LSTA collection sub-grants to acquire additional funds from private funders.¹⁶⁷ The role that LSTA dollars play in motivating local funders (governmental and private) to identify and allocate (or reallocate) local dollars to library services projects in South Carolina libraries cannot be overstated. The impact is evident and applicable to all of the state's 2003-2007 LSTA Five-Year State Plan goals.

¹⁶⁵ The Carver's Bay Branch serves the rural northwest portion of coastal Georgetown County. It is one of four in the county.

¹⁶⁶ For more information on Carver's Bay, see <http://www.webjunction.org/do/DisplayContent?id=13796> and <http://www.libraryjournal.com/article/CA6411714.html> for the advocacy video.

¹⁶⁷ ABBE Regional Library secured additional grant monies totaling \$14,000 from the Fuller Family Foundation (a local private non-profit entity) that purchased an additional 775 items for enhancement of the LSTA collection created to meet the needs of seniors using the Barnwell County Library branch. The Foundation also pledged an annual donation of \$6,500 for future collection enhancement.

Another method of assessing the value of library services is to monitor the progress that public libraries are having in obtaining state funding, as well as monitor statistical data on use of public libraries in South Carolina. An estimated 52% of the state's citizens have a public library card. The high percentage of library cardholders in South Carolina indicates that South Carolinians value and use their public libraries. The report, *The Economic Impact of Public Libraries on South Carolina*¹⁶⁸, illustrated that the total economic impact of public libraries to the state is \$347 million while the actual cost of these services is \$77.5 million (\$4.48 return for every \$1 expended).

Use of LSTA dollars to implement new programming ideas and to upgrade technology, have helped public library directors show local and state funders what can happen when additional funds are forthcoming. South Carolina's public libraries are experiencing more support from the state's General Assembly. In FY 2005, South Carolina libraries saw an increase in State Aid 82 cents per capita to \$2 per capita in FY 2006—or from \$3,766,692 to \$8,079,638. For FY 2007, South Carolina's public libraries saw the addition of \$110,000 in recurring funds to set the State Aid minimum grant at \$50,000 per county—increasing it from its previous \$40,000 level. The FY 2008 budget process remains underway, but to date, the South Carolina Association of Public Library Administrators (SC APLA) has already obtained success. The final language in the lottery portion of the budget approved by House Ways and Means Committee appropriates \$1,000,000 "to the State Library to be distributed to local libraries for operating expenses." (This means \$21,739 for each library system.) SC APLA remains involved in South Carolina's FY 2008 budgetary process and continues to work for an increase in State Aid from \$2 per capita to \$2.25, with a minimum grant of \$60,000. On March 13, a representative made an impassioned plea on the floor of the House for support of this funding. He spoke eloquently on how public libraries improve education and concerning their importance for South Carolina's communities. Both the House Ways and Means and the Senate Finance Committees have adopted budgets supporting the State Aid request.

¹⁶⁸ See <http://www.libsci.sc.edu/SCEIS/final%20report%2026%20january.pdf>. A 2006 follow up survey of public library administrators (facilitated by the South Carolina State Library) on the usefulness of data that resulted from the successful study found that the study's results are still being used for presentations to key stakeholders and to garner support for increased funding. Survey results revealed that: 55% of library directors had used the results in meetings with legislative delegations, 74% with city or county council members, 40% with fundraisers and 72% with members of the press.

V. LESSONS LEARNED

In carrying out the strategies and activities necessary to meet the goals and objectives of South Carolina's 2003 – 2007 Five-Year State Plan, it became evident that what appeared to be a logical and coherent plan at the time of development, proved to be problematic. This can be attributed to the progression of years that also brought about circumstances and other changes that could not have been envisioned when South Carolina's Five-Year State Plan was developed. As such, a major lesson learned is that it is important to reassess one's Five-Year State Plan annually and then take advantage of IMLS procedures that provide for its revision. Failure to do so is a mistake that, at the evaluation stage, can give the appearance of less progress for a state than was actually realized.

Another lesson learned is that to properly document results, a state must start with well-developed targets. Targets cannot be "fuzzy" or poorly thought out. Targets must be realistic and selected to match goals and objectives that are equally well defined. Efforts are already underway at the South Carolina State Library to involve more parties (internally and externally) in the development of its 2008 – 2012 LSTA Five-Year Plan. Four focus group sessions¹⁶⁹ have been held to seek input from public and technical school library administrators and directors of partner organizations. Results of the session have been compiled and are being used to assist in determining the state's 2008 – 2012 needs and priorities.

Results of a survey (*See Appendices*), to obtain feedback on South Carolina's LSTA administration process, validated Library Development staff assumptions that paperwork involved in the administration of an LSTA sub grant project, although necessary, is, at times, also an impediment to progress and participation by potential sub grantees. 68% of survey respondents (public library and partner organization staffs) cited such as a reason for not applying, although there was a need, for LSTA funds. Many (75%) of those responding in this way were convinced that their staffs would not have enough time to administer and implement a grant. This is an issue that, no doubt, is of concern for other states as well. An adjunct benefit of the focus group sessions was the receipt of several suggestions about possible ways to reduce LSTA sub grantee administrative paperwork—one of which was to change the reporting/paperwork processes to reflect/match the scope of a proposed sub grant project. South Carolina State Library administration, in conjunction with its Library Development Services staff, will continue to seek ways to streamline LSTA processes.

The South Carolina State Library also learned that providing personalized assistance to LSTA sub grantees is extremely important and can make the difference between success and failure for sub grantees. Because the South Carolina State Library uses some of LSTA dollars to supplement salaries of staff that provide consultation services, it was important to validate the level of investment to the results achieved. With 82% of survey respondents indicating that State Library staff is willing to assist public libraries in their efforts to obtain funding, clearly, the South Carolina State Library has figured out what works in this area. More importantly, of those actually receiving assistance, 100% responded that South Carolina State Library staff is very helpful and that their application for funds was successful because of State Library assistance.

¹⁶⁹ An internal Task Force consisting of the South Carolina State Library's LSTA Coordinator, the Library Development Services director, a Senior Library Development Services Consultant and a University of SC, School of Library and Information Science (USC-SLIS) Professor and a USC-SLIS graduate student made up the Task Force for development of the focus group sessions. The USC-SLIS Professor and the Senior Library Development Services Consultant served as facilitators for the sessions.

Lastly, public library directors and LSTA project administrators are busy people. In a state such as South Carolina, quite often, they are also one in the same. Many simply don't have the time or the resources to embark on systematic, formal long term evaluative OBE studies; however, all of them want to communicate the value of their efforts to their customers, potential customers and governmental and private funders. Thus, over the course of the evaluation period, the South Carolina State Library has observed that the best way to obtain long-term impact data is to establish a good rapport with sub grantees, maintain regular contact with them and then make it as easy as possible for them to provide a State Library Administering Agency (SLAA) with data that can be used to demonstrate the overall impact of LSTA funds for the improvement and advancement of library services in the state.

VI. BRIEF DESCRIPTION OF EVALUATION PROCESS

Summary of methods used: *Review of existing records (including a review of all sub grants and statewide initiative reports prepared during the five-year evaluation period), surveys (public library and partner organization staffs), individual contacts to sub grantees/project administrators, use of published statistics (e.g., FSCS statistics and those compiled by the State Library's State Data Coordinator); analysis of outputs (to show change over time and to connect changes and activities to desired results); site visits to public libraries administering LSTA sub grants; compilation of survey data; and consultation with South Carolina State Library managers and statewide initiative project administrators.*

Because LSTA funds support all major South Carolina State Library's programs and services provided through statewide initiatives, the LSTA evaluation process is ongoing and occurs as part of the agency's overall strategic planning and accountability process. Reporting undertaken and completed as part of the requirements for South Carolina State Government agencies, by definition, encompasses progress made through use of supplemental LSTA dollars and, as such, all such reports, covering state fiscal years 2003 through 2006, were reviewed for related data, which have been incorporated into this report.

A component of the South Carolina State Library's strategic planning process involves development of annual business plans that outline objectives and systematic/timed action steps for the successful completion of such within a state fiscal year. Involved in the annual business planning process is the monthly tracking of progress made in implementing action steps, which, as stated, also relate directly to the goals and objectives outlined in South Carolina's LSTA 2003–2007 Five-Year State Plan. As such, these progress reports were also reviewed for review/updating of summary strategy/activity statements included in this report.

Additionally, the wealth of the State Programs Reporting (SPR) system has been mined for outcomes and outputs data—both for LSTA funded statewide initiatives and sub grant projects. The results have been systematically applied to each of South Carolina State Library's approved Five-Year State Plan goals. SPR data was collapsed further so as to associate sub grant projects and statewide initiatives to the targets originally outlined in the Five Year State Plan.

Because South Carolina's sub grantees are not required to submit progress reports upon expiration of LSTA funding, in several instances it was necessary to make individual contacts with various public library directors, and with LSTA project administrators from partner organizations, to determine the current status of programs, services and/or resources that resulted from LSTA funded projects. These contacts were accomplished via email and telephone contacts. Those contacted provided the LSTA Coordinator with short reports, most of which were submitted by email. These type contacts were only made when the necessary information could not be located through review of relevant library web sites, newsletters and various written reports already on file at the South Carolina State Library. Likewise, South Carolina State Library staff, designated as project administrators (in most cases these are departmental managers or division heads) for statewide initiatives, received personal contacts for either additional information or clarification on information being prepared for this report.

The assistance and the input of the South Carolina State Library's Information Technology Services (ITS) director was sought for development of the sections of this evaluation report that document the impact of LSTA funds used to improve the technology infrastructure for the state's public libraries and that of the South Carolina State Library. Staff of the DISCUS program assisted with providing additional data for the in-depth evaluation of the highly successful virtual library service.

The South Carolina State Library's Director of the Division Statewide Library Services serves as the agency's state data coordinator and is also the agency's resident expert on customer surveying. His expertise and assistance was sought for statistical data gathering and for assistance with development of an evaluation survey. The public library directors' listserv was used (February 28, 2007) to post a notice about the survey and to encourage participation. The notice was also sent to past project administrators of from partner organizations. A second notice was sent a few days before the survey closed on March 16, 2007. There were 27 respondents; 70% were public library directors; 11% were other (i.e., partner organizations).

The Library Development Services (LDS) department was also instrumental in assisting with the development of this evaluation report. Staff of the department reviewed the evaluation survey and assisted with finalizing the survey instrument. The LDS Director provided essential information necessary to ensure accuracy of the information communicated in sections of this report, as did the State Library's former CE Coordinator (now serving as a Senior Library Development Consultant).

Another key evaluation method involved site visits to public libraries administering LSTA sub grant projects. This was accomplished primarily through the efforts of Library Development Services Staff. The South Carolina State Library's LSTA sub grant award process involves the assignment of individual Library Development consultants as LSTA project consultants to public library sub grantees (the LSTA Coordinator provides administrative guidance to all). Because Library Development consultants routinely visit South Carolina's public libraries—headquarters and branch locations—such visits are combined with their LSTA project consultation duties. Upon return to the South Carolina State Library, consultants prepare, as a matter of normal operating procedures, written reports that document site visits, activities carried out while there and resulting outcomes. These reports, which are communicated through file sharing, maintenance of paper files and emails (with report attachments), were available for review by the LSTA Coordinator. Reports from other site visits, accomplished during the five-year evaluation period, were also reviewed. These included those that resulted from the 2004 visit of the South Carolina's IMLS State Programs Consultant (who was accompanied by South Carolina State Library staff to five South Carolina public libraries) and those that resulted when the LSTA Coordinator accompanied Library Development Consultants, during the Spring and Summer of 2005, to several sub grantee public library sites.

Use of all of these methods allowed the development of a report that describes what LSTA funds accomplished in South Carolina from 2003 - 2007, for whom and for what results. The South Carolina State Library's LSTA Coordinator was responsible for coordinating all activities related to the development of this report and for the writing of the report itself. These tasks are considered part of the responsibilities of the LSTA Coordinator's position at the South Carolina State Library. Thus, the cost of staff time, communications, supplies and other resources dedicated to the report have been absorbed as part of the usual and allowable costs for the administration of the South Carolina's LSTA program. No formal consultation contract was sought or obtained for the development of South Carolina's final report.

VII. APPENDICES

Appendix A: 2003 –2007 LSTA Five Year Plan State Goals for South Carolina

GOAL 1: *Enhance the informational services environment of South Carolinians by improving access to library resources and materials through the development of sophisticated resource sharing, and superior guidance and training of professional librarians and support staff for South Carolina libraries, with special emphasis on staff in underserved urban and rural communities.*

Objective 1: Provide and expand access to statewide databases for all South Carolina citizens through the DISCUS program.

Objective 2: Provide renewed infrastructure and support for South Carolina State Library interlibrary loan and resource sharing program.

Objective 3: Promote increased information sharing with a focus on local interest information by means of digitization of unique SC documents; cooperate with the South Carolina Department of Archives and History and other South Carolina cultural and historical organizations that house unique collections.

Objective 4: Encourage preservation of library materials and provide preservation training.

Objective 5: Provide training opportunities for library staffs in areas such as reference and information retrieval skills.

GOAL 2: *Further the development of public library services and programs through continued support and guidance for South Carolina's public library directors, staff, boards of trustees, and friends groups, to improve the quality of library service within each community served.*

Objective 1: Provide resources and services to meet the reading and information needs of adults, children and youth.

Objective 2: Provide consultant services in identified areas of need, such as general development, automation technology, outreach to special needs populations, and youth services.

Objective 3: Promote training and workshops that encourage the development and improvement of library services to communities.

GOAL 3: *Encourage the adoption and implementation of a statewide marketing plan through a centrally organized and professional team of library and non-library staff members that promote general library concepts and usage for all rural and underserved urban communities.*

Objective 1: Provide sub grants to libraries for training, developing, and implementing various marketing plans, which target rural and underserved urban communities.

Objective 2: Implement a statewide marketing plan by taking the leadership role to present certain components of the plan so as to enable libraries to tailor it to their communities.

Objective 3: Present public relations and effective public library marketing workshops to library staff members, boards of trustees and Friends groups.

Objective 4: Consult with individual libraries as requested.

GOAL 4: *Foster the development of initiatives and strategies through partnerships and the establishment of library cooperatives and consortia to improve utilization of resources, collections, and services in South Carolina libraries.*

Objective 1: Provide sub grants to public libraries for next generation web-based integrated library systems, applications upgrades, and Z39.50 interface to promote collaboration and continued connectivity.

Objective 2: Encourage upgrades to the statewide telecommunications infrastructure by collaborating with the South Carolina Division of the State Chief Information Officer.

Objective 3: Encourage and provide consultation regarding 24/7 virtual reference support for public libraries.

Objective 4: Promote and actively participate in library consortia and associations such as PASCAL (Partnership Among South Carolina Academic Libraries), Association of Public Library Administrators, South Carolina Archival Association, South Carolina Library Association, South Carolina Association of School Librarians, Special Libraries Association South Carolina Chapter, South Carolina Humanities Council, South Carolina Arts Commission, First Steps to School Readiness and museums.

Appendix B: 2003 – 2007 Five Year Plan Evaluation Survey Instrument

1. Please select the title that most accurately reflects your duties with the library or organization you represent. *(Please select all that apply)*

Library director
Reference/public services librarian
Children's/youth services librarian
Cataloger/technical services librarian
IT Specialist/librarian
Paraprofessional/support staff
Other (please specify)

2. Has your library or organization received an LSTA sub grant during the 2003 –2007 time period?

Yes
No

3. If your library or organization has NOT applied for an LSTA sub grant throughout the 2003 – 2007 time period, what are your reasons for not applying? *(Please check all that apply)*

Unaware of what kinds of grants are available.
Don't have time to apply.
Wouldn't have enough time to administer and implement a grant if we got it
None of the grant categories fit my library's needs
The reporting requirements are too difficult.
My library/organization wouldn't be able to continue the grant program after grant funding ends
Don't have the experience or skill to write a grant.
Other (please specify)

4. If your library or organization has NOT applied for an LSTA sub grant throughout the 2003 – 2007 time period, what are your reasons for not applying? *(Please check all that apply)*

Library director
LSTA project administrator
LSTA fiscal officer
Other (please specify)

5. If your organization applied for and/or received an LSTA sub grant, please indicate your opinion regarding each of the following: *(Strongly Disagree; Disagree; Agree; Strongly Agree)*

The process of applying for an LSTA grant is relatively straightforward
The grant application instructions are understandable
The paperwork involved about the right amount to assure accountability
The paperwork involved is too difficult.
SC State Library staff is willing to help my library in its efforts to get an LSTA grant

6. SC State Library staff assisted my library/organization with the LSTA sub grant process.

Yes
No

7. Was South Carolina State Library staff helpful?

Yes, very helpful— without their help my application probably would not have been successful
Minimally helpful—I did not need to call on them
Minimally helpful—they did not have all the answers I needed
Made the process more difficult for me

8. Was there an increase in local financial support to continue a service or program that resulted from your LSTA sub grant project?

Yes
No

9. Under the 2003 – 2007 Plan, LSTA funded a number of statewide initiatives. Which initiatives have been most important to the users of your library's or organization's services? (*Not Important; Somewhat Important; Very Important*)

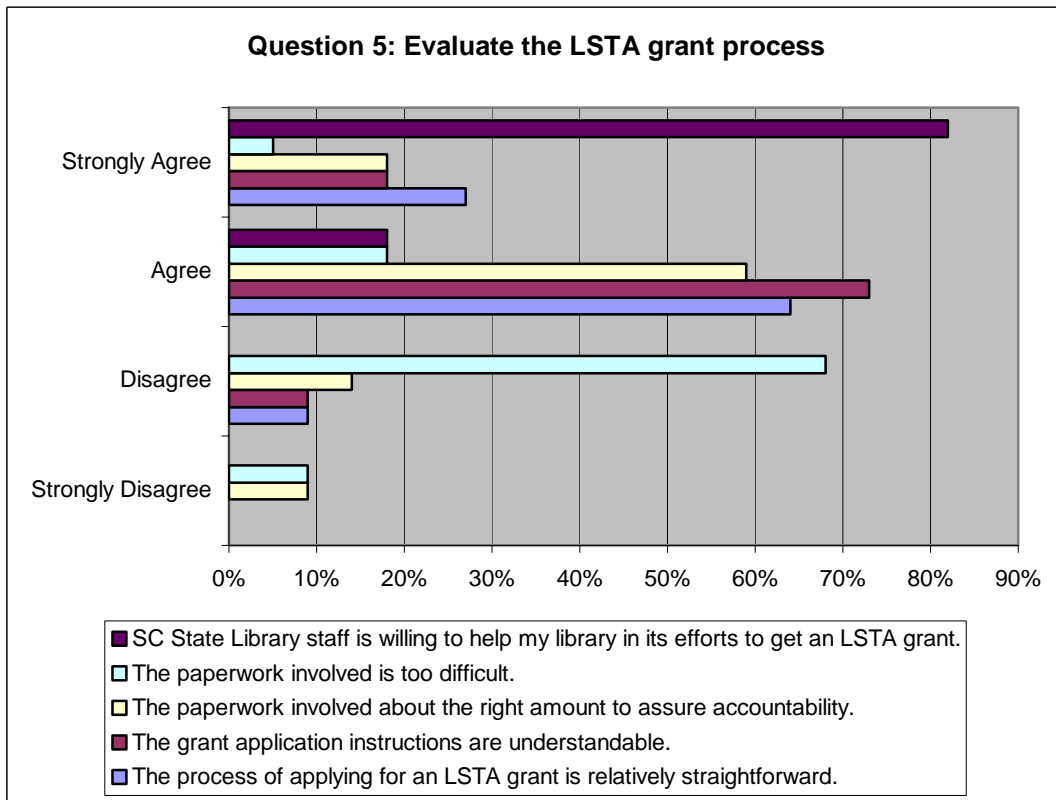
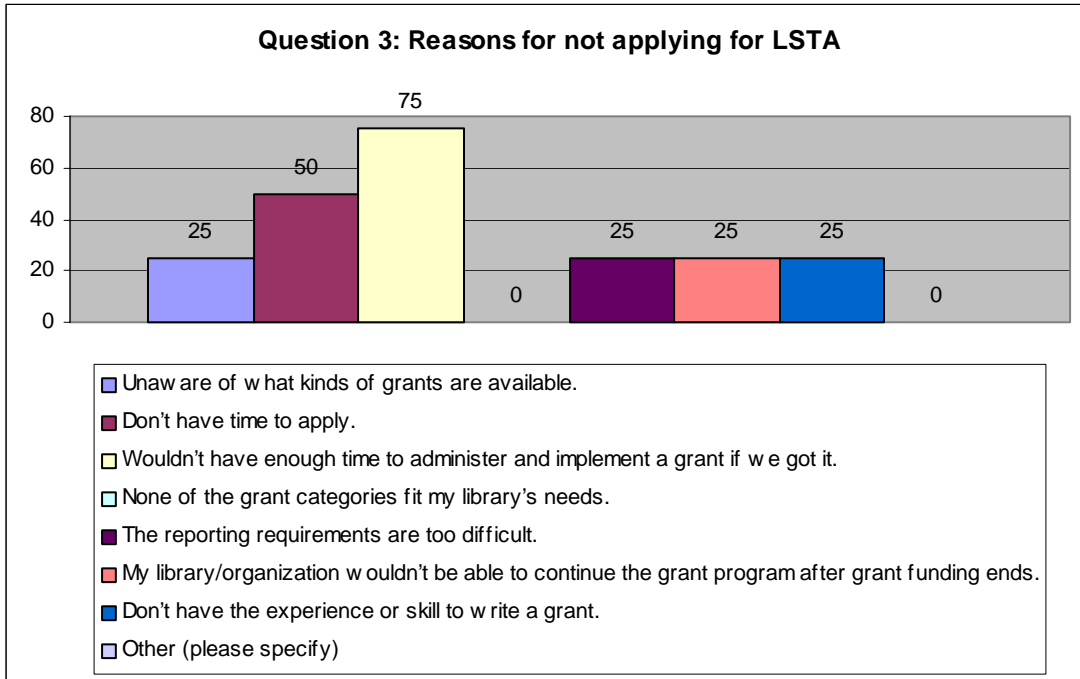
Technology infrastructure (statewide)
Summer Reading
DISCUS
Talking Book Services
Sub grants for local automation/ILS upgrades
Partnerships between libraries and community organizations
Continuing education opportunities
Tuition reimbursement
Sub grants for general literacy
Sub grants for local outreach projects
Literary programming partnership w/South Carolina Arts Commission and Humanities Council
Marketing of Services/Programs

10. Of these statewide initiatives, in your opinion, which would you say have created progress for South Carolina residents statewide? Please select only the THREE most important.

Technology infrastructure (statewide)
Summer Reading
DISCUS
Talking Book Services
Sub grants for local automation/ILS upgrades
Partnerships between libraries and community organizations
Continuing education opportunities
Tuition reimbursement
Sub grants for general literacy
Sub grants for local outreach projects
Literary programming partnership w/South Carolina Arts Commission and Humanities Council
Marketing of Services/Programs

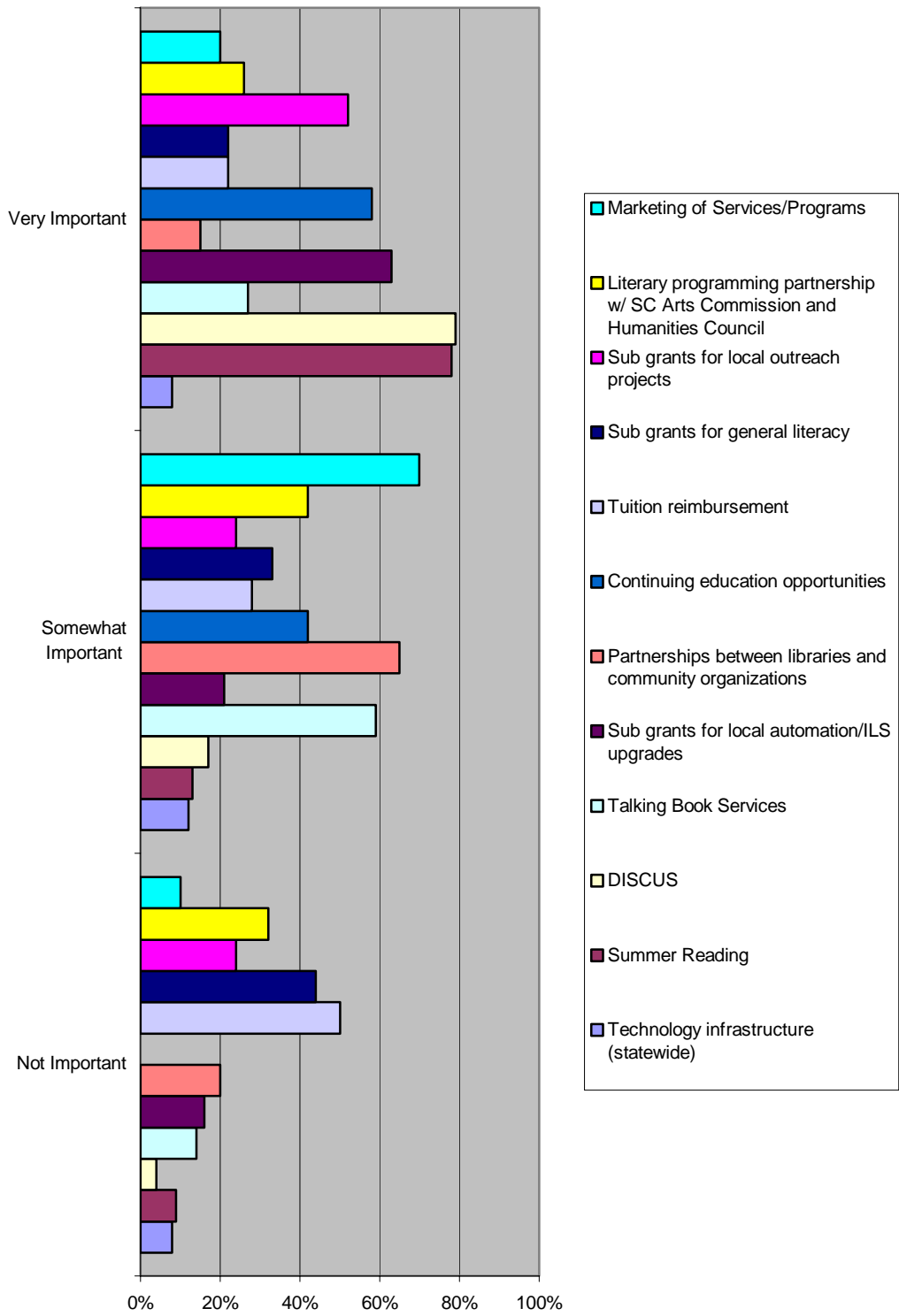
11. Please feel free to add any other comments regarding the 2003 – 2007 LSTA program in SC.

Appendix C: 2003 – 2007 LSTA Five-Year Plan Evaluation Survey Results

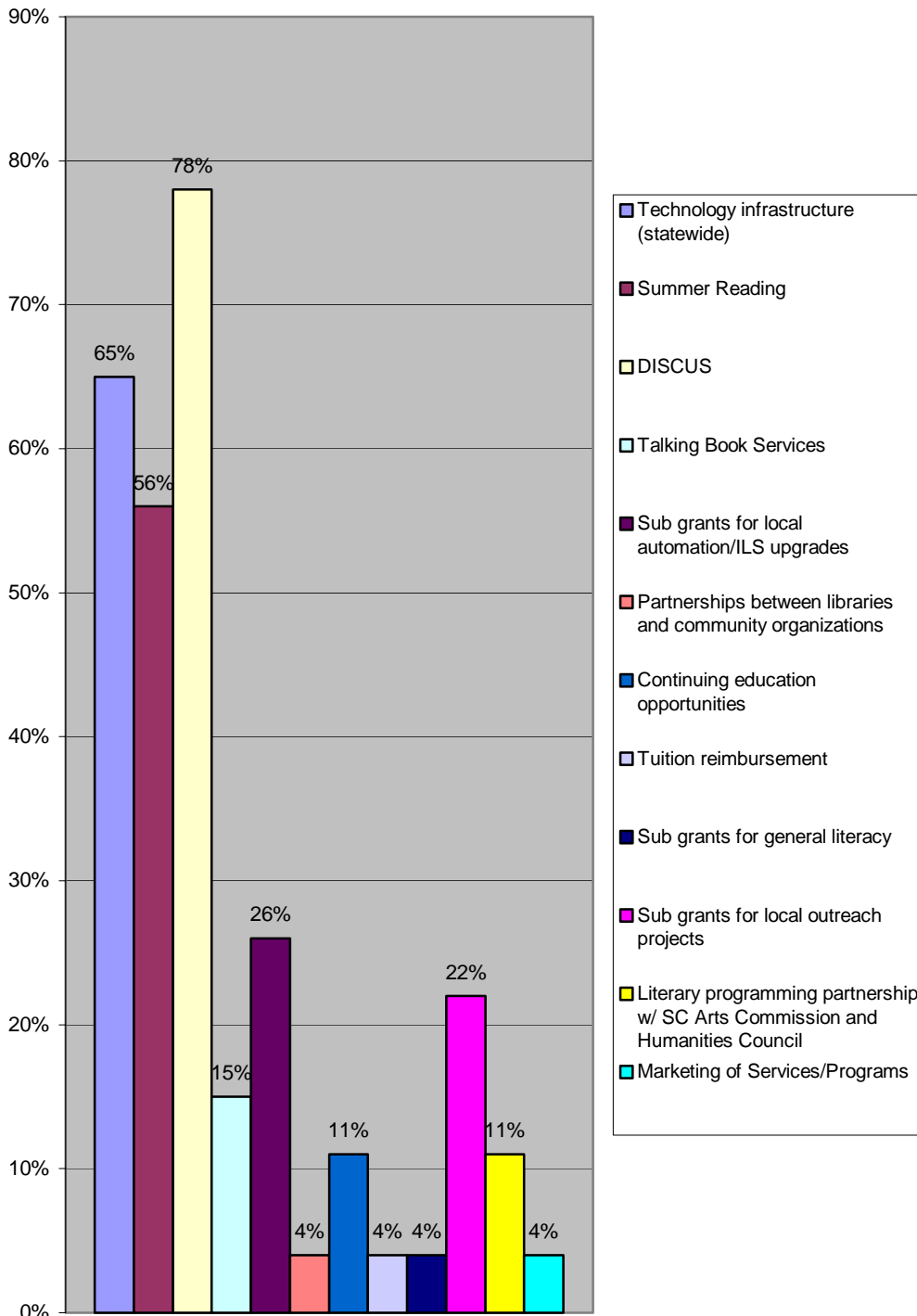


NOTE: In responding to question # 7, 100% of survey participants indicated that State Library staff was very helpful in providing assistance to them with the LSTA application process.

Question 9: Statewide initiatives most important to customers



Question 10: Statewide initiatives creating progress for SC



QUESTION 11: COMMENTS RECEIVED FROM SURVEY RESPONDENTS

1. Historic Preservation was not listed but it was very important in my community.
2. DISCUS and other statewide initiatives have been a tremendous help to local libraries. It is hoped that these kinds of initiatives will continue and increase in coming years.
3. I believe that it would be very helpful if the State Library hosted a morning workshop twice a year for those library staff members who are applying for the first time or need a refresher. Particularly the budget page is not easy to understand or to complete given the limited instructions. It would really help to have interaction with State Library Staff and questions asked and answered during a live or OPAL session.
4. LSTA funding is a critical element in advancing information delivery to South Carolina citizens and the State Library is doing an exemplary job in managing the program.
5. It's impossible for me to select only three projects. LSTA funds have made it possible for this library to offer reliable bookmobile service, to upgrade our online catalog, to have great summer reading program theme materials and handbook for our children and teens, and to offer our patrons DISCUS. If those funds weren't available to support these programs and services, my library would not be able to offer them at all (DISCUS) or would be providing a much lower quality of material (Summer Reading Programs). I can't say enough good things about the way the funds have been used, and about the helpfulness of the State Library's Staff. The application process is one of the easiest I've used, and State Library Staff is very helpful when I'm completing an application. Guynell and Felicia are always willing to take their time to look over an application, and make suggestions. Plus, I very much appreciated Guynell's working with me when the Greenwood County Garage Manager and the County Council dragged their feet when I applied for a grant for the new bookmobile.
6. The grant, which helps fund the annual South Carolina Book Festival, literally enables thousands of South Carolinians access to writers, booksellers, and books; the evaluations from the 2007 festival indicate numerous participants will increase their use of their local libraries.
7. DISCUS is a valuable resource for our patrons that we would not be able to offer without the LSTA program.
8. We could not have achieved much of what we have in the past 4 years were it not for LSTA funding. I do think that the reports could be minimized, but the funding is invaluable to us. Thank you!
9. This was a huge project for my library and the State Library consultants were determined to make it happen because they were very aware of our need. We now have outreach throughout the whole county and this is why the county agreed to fund personnel and materials and operating costs - it fit into their mission. They have been very supportive of this project because they, too, saw the need.
10. With the assistance of SCSL staff members, we received several significant grants through the 2003 -2007 LSTA program. Thanks to these funds, we are now providing programs and services that would not otherwise have been funded through local sources. There are no other grant programs that I am familiar with that provide such a long-lasting return on our relatively small investment of time and effort during the application procedure.

11.	I have always been very pleased with the willingness of State Library staff to find ways to help us do our jobs well. Your staff is exemplary and always welcome.
12.	Our Palmetto Consortium (seven library systems) has been so successful within our communities. LSTA funds provided a way for us to move forward. We could never have done the upgrades on their own. The years that we have lottery funds decreases our need for LSTA funds to keep our technology systems running; but, if we were unable to get these lottery funds, federal funds would be extremely necessary to keep us going. After the infrastructure is in place, it still takes additional funds to support the system. Lottery funds are non-recurring. DISCUS is an example. Small and medium library systems could never purchase these databases on their own. Our populations in the country need information just as much as those in metropolitan well-funded locations. There are no local funds that I know of for local out-reach projects or for serving special groups of the population. LSTA funds give us an opportunity to meet the needs of these groups that otherwise would not be served. We do not have the funds to finance promotional materials for our summer reading programs. In order to attract children and to hold their attention, we must first tell them about the programs and then give them some clever incentive to participate. The State Library has always provided us with these materials financed by LSTA. Reading/education is a great investment in our future.
13.	The only thing that makes LSTA awkward is the Outcomes bases evaluations, which I know is mandated from above.
14.	The LSTA program in South Carolina allows small, rural libraries like Chester County Library to reach for the stars to provide the best and most current library services available to our customers.
15.	I appreciate very much the opportunity to apply for LSTA grants. They enable my library to try new things. The citizens of my county have benefited greatly from this program. Thank you.
16.	We have received two grants - one small one for continuing education and a large one for technology upgrades involving several library systems. Both grants met critical needs - the first for personnel issues and the second for a more modern, efficient library for our community.

Appendix D: Program Year 2006 LSTA Sub Grant Awards

Sub grant projects in process for the two-year grant activity period ending September 30, 2007.

LSTA PROGRAM YEAR 2006 (OCT. 1, 2005 – SEPT. 30, 2007)			
Project Title	Library	LSTA Funds	Purpose
Serving an Unserved Population	Allendale-Hampton-Jasper Regional Library	\$19,800	This is a 3-part plan. Part 1 is to open the libraries after hours for teen activities (book clubs, game nights, etc.); Partners include a planning team of local teens and local schools; expenses include additional staff, materials (books for teens), programming costs; Part 2 is collection development; pt 3 is hiring pt-time staff (young people) to work w/children, etc.
Step to the Library	Abbeville	\$25,000	Partner w/Abbeville County First Steps "Learning Bus" program to provide outreach to underserved children [700 or 1/3 of the preschool population] and a percentage of their parents/caregivers; Outreach to include virtual access, story hours and special programs to provide increased access to the library's resources.
Upgrading the Adult Non-Fiction Collection	Dillon	\$40,000	Upgrade collection; Target is entire county's population (focus is Latta-pop 1,410)
VISION - Increasing Information	Florence	\$2,628	The project seeks to provide access solutions to aid deaf, blind and visually impaired patrons. The main library (through support from corporate foundations) has acquired a license for JAWS and for Open Book-- both products are installed at the main library; This grant will provide the means to give the six branch libraries similar capabilities; target group is 5,000 visually impaired Florence County residents.
Family Fridays	Greenville	\$5,257	Series of 8 "Family Friday" programs for families, targeting those below the poverty level; but open to all (puppetry, dance, music, & theater); free of charge; once a month.
Literary Arts Programming in SC	The Humanities Council, SC	\$47,875	Improve the visibility of the literary arts in partnership with the SC State Library, SC Center for the Book, and SC Arts Commission through promotion and implementation of the SC Book Festival and library-based literary programs for citizens.
Historical Collections: Preservation and Access, Phase II	Lancaster	\$14,506	Part II of FFY2005 LSTA project. To create finding aids and exhibits and digitize selected collections for access by students and researchers. Target group is estimated at 12,000 (researchers, students, genealogists and the general public seeking local history resources unique to Lancaster County)
CE	Lexington	\$1,000	ALA participation
The Library Connect Center – A 21 st Century Library	Richland	\$65,000	Target population – 40,000 residents of northwestern Richland County; the Center is a 3,000 sq ft rented storefront space; LSTA grant will allow better library service to an underserved area at a reasonable cost using technology to link the Center with resources available in the main library; Center could serve as an initial step to a full service branch.
CE	SC State Library Saluda McCormick Union Colleton	\$4,550	Joint. Bookmobile/Rural Librarianship Conference participation
CE	SC State Library	\$4,500	Statewide Leadership Institute
CE	York	\$930	ALA participation/staff member/children's dept
Total Program Year 2006 LSTA Sub Grant Awards			\$231,046

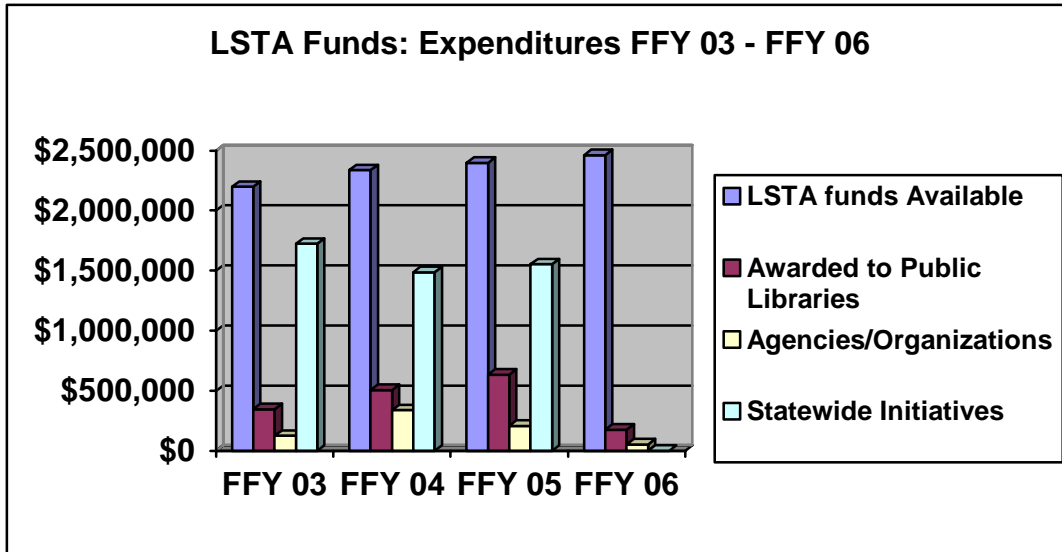
Appendix E: Program Year 2007 LSTA Sub Grant Proposals

Sub grant project proposals for the two-year grant activity period ending September 30, 2008.

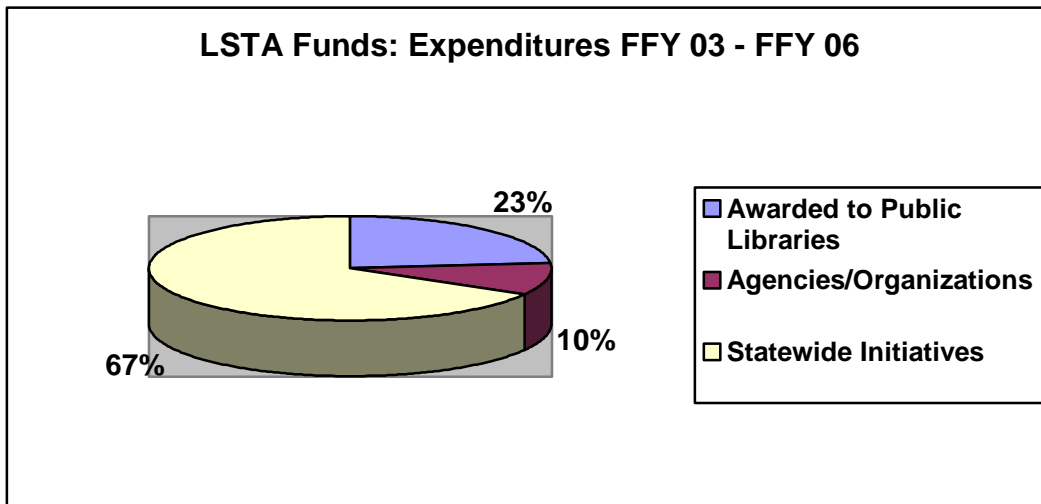
LSTA PROGRAM YEAR 2007 (OCT. 1, 2006 – SEPT. 30, 2008)			
Project Title	Library	LSTA Funds	Purpose
Abbeville 2.0	Abbeville	\$20,000	Provide increased access to resources by utilizing Library 2.0 applications; Increase library's system visibility among teens; foster use of Web 2.0 applications for marketing and public relations; train staff in the use of Web 2.0 and Library 2.0 trends.
RFID @ My Library	Aiken, Bamberg, Barnwell, Edgefield Regional Library	\$210,000	New library has resulted in circulation gains of 40%; Library does not have staff to address increased activity; RFID will facilitate efficient use of existing staff; LSTA project will allow expansion of RFID to the entire ABBE system; already exists in Barnwell
Expanding Online Access to SC's Historical Records	Archives and History, SC Dept. of	\$32,000	Phase I of projected 5-year effort to fully populate the Archives unique and highly popular Online Records Index with images of documents described in the ORI. Goal is to double the amount of pages of historical records available via the ORI by fall 2008.
Learning Lab	Cherokee	\$14,520	Offer technology training through the purchase of a mobile training lab w/8 laptops and one mobile storage unit; target is Gaffney seniors & teens and library staff development.
Digital Library: Local History	Darlington	\$27,600	Prepare and digitize images/text to make information accessible for local history researchers; digitize two local newspapers
"Friend Raising" for SC: Bridging the Gap Between Library Friends and Funders	Friends of SC Libraries	\$2,625	Allow FOSCL to partner with SCLA to deliver workshops to teach Friends how to strategize/plan cooperatively with library staffs and to teach fundraising for the benefit of local libraries. Combined, the workshops will provide a "toolbox" of proven skills and actions.
Digital Library Newspaper Project	Georgetown	\$32,100	Phase I; Creation of full-text searchable Georgetown County SC Newspaper Internet Database; greatly improved access to the content of an important 19th century SC newspaper; preserve fragile archival materials.
Creating Enthusiasm for Libraries and Reading	Greenville	\$9,380	Partner with two Title I (40% or more students qualify as low income) to increase library use among 7th & 8th grade students.
The Amazing Read	Greenville	\$7,400	Promote literacy; develop and foster community partnerships; target-- all age groups/populations.
Young Adult Librarian I	Horry	\$45,547	Provide services to an underserved group in Horry County, youth ages 12 - 18 in the Conway/Socastee area; Conway Library has no teen librarian.

LSTA PROGRAM YEAR 2007 (OCT. 1, 2006 – SEPT. 30, 2008) - <i>continued</i>			
Project Title	Library	LSTA Funds	Purpose
Literary Arts Programming in SC	The Humanities Council, ^{SC}	\$44,000	Ongoing project - improve the visibility of literary arts through partnership w/t SCSL, SC Center f/t Book, & SC Arts Commission with library based programming and SC Book Festival.
Digitization and Microfilming of Marlboro County Probate Records	Marlboro	\$43,411	Preserve historic, unique government documents; make them more easily accessible by offering copies at the local library; cooperate with the county probate court to digitize their records already microfilmed and available at the library; partner with the Marlboro Historical Society and the Marlboro County Historic Preservation Commission
Digital Heritage Planning, Curriculum and Demonstration	PASCAL	\$57,000	Develop and implement a statewide digitization collections readiness survey, a basic digitization-training program and a prototype digitization services lab.
Integration of Security and Check in Using RFID	Richland	\$215,000	To move to phase II implementation (RFID Check In and security services) - phase I was RFID check out.
Digital Death Records: Tombstones 2.0	Union	\$15,576	Creation of a database mapping three cemeteries with digital images of Union County cemeteries/gravesites; Have the library serve as a digital repository. Target group: genealogists of diverse backgrounds.
Total Program Year 2007 LSTA Sub Grant Funds Requested			\$776,159

Appendix F: Overview of LSTA Expenditures in South Carolina, 2003 - 2006



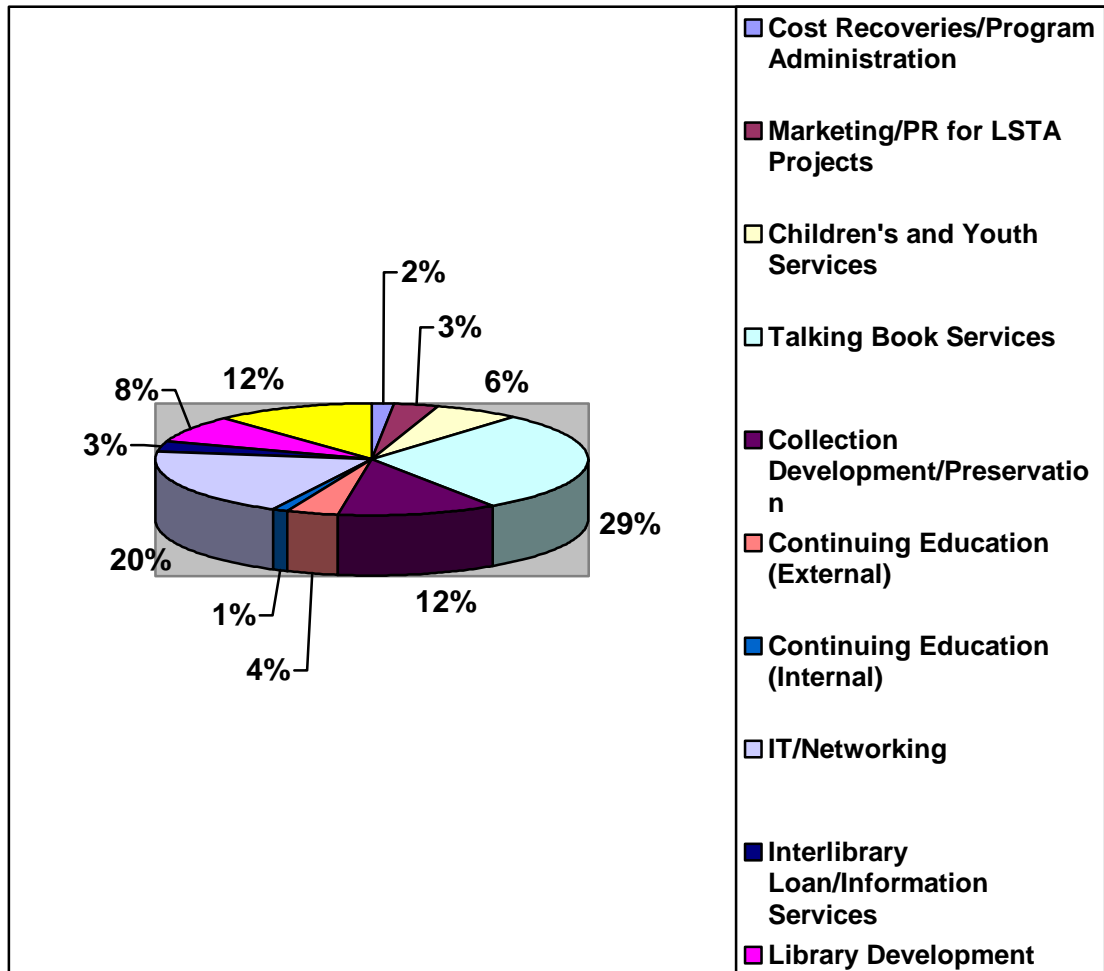
	FFY 03	FFY 04	FFY 05	FFY 06
LSTA funds Available	\$2,197,585	\$2,335,912	\$2,398,034	\$2,462,858
Awarded to Public Libraries	\$346,361	\$508,281	\$636,794	\$177,791
Agencies/Organizations	\$126,281	\$339,290	\$207,744	\$53,255
Statewide Initiatives	\$1,724,943	\$1,488,341	\$1,553,496	\$0.00 ¹⁷⁰



¹⁷⁰ Program Year 2006 grant activity period is in progress; Final expenditures totals are unavailable and are reported 12/07.

An Overview of Expenditures for Statewide Initiatives: FFY 03 – FFY 05

	FFY 03 – FFY 05
Cost Recoveries/Program Administration	\$83,720
Marketing LSTA Projects	\$156,313
Children and Youth Services	\$298,917
Talking Book Services	\$1,400,860
Collection Development/Preservation	\$558,882
Continuing Education (External)	\$185,305
Continuing Education (Internal)	\$52,500
IT/Networking	\$943,001
Interlibrary Loan/Information Services	\$148,508
Library Development Services	\$374,780
DISCUS	\$564,094
ALLTOTAL	\$4,766,780



Appendix G: Summary Statistics: South Carolina Public Libraries

SOUTH CAROLINA PUBLIC LIBRARIES: FY 2005-2006						
	Population	Total Circulation Adult & Juvenile	Interlibrary Loan		Branches	Bookmobiles
			Items Lent	Items Borrowed		
Aiken-Bamberg- Barnwell-Edgefield Regional	207,283	588,014	104	1,765	14	1
Abbeville County	26,167	59,131	0	327	2	0
Allendale Hampton Jasper Regional	58,325	63,769	2	15	4	1
Anderson County	183,924	570,767	2,475	1,256	8	1
Beaufort County	137,849	519,267	456	1,655	4	0
Berkeley County	151,673	328,484	1	376	3	0
Calhoun County	15,100	28,161	0	76	0	1
Chapin Memorial	23,214	178,149	496	503	0	0
Charleston County	330,368	3,383,014	1,491	5,095	15	1
Cherokee County	53,555	150,569	0	356	1	1
Chester County	34,068	116,185	491	638	2	1
Chesterfield County	43,500	102,793	0	285	4	0
Clarendon County	33,363	53,271	0	194	N/A	1
Colleton County	38,804	104,969	1	328	1	1
Darlington County	67,394	282,607	975	1,391	3	0
Dillon County	31,027	161,287	562	645	2	1
Dorchester County	112,858	560,193	0	239	1	1
Fairfield County	24,047	74,050	2	168	1	1
Florence County	131,097	450,671	544	1,308	5	1
Georgetown County	60,983	208,523	524	777	3	1
Greenville County	407,383	3,065,041	4,032	4,232	11	1
Greenwood County	67,979	198,389	300	213	2	1
Horry County	210,757	943,501	2,712	1,578	8	1
Kershaw County	56,486	152,691	24	274	3	1
Lancaster County	63,135	217,631	3	57	1	1
Laurens County	70,293	172,312	5	419	1	1
Lee County Public	20,119	37,531	0	41	0	1
Lexington County	235,272	1,780,437	511	3,745	8	1
Marion County	34,904	81,669	429	1,103	2	1
Marlboro County	28,021	44,140	425	180	0	1
McCormick County	10,108	27,463	0	147	0	0
Newberry County	37,300	76,978	10	250	1	0
Oconee County	69,057	332,023	0	1,414	3	1
Orangeburg County	92,070	283,652	0	527	4	1
Pickens County	113,575	559,350	5	193	3	0
Richland County	340,078	3,063,063	1,214	796	9	1
Saluda County	18,870	35,969	0	275	0	0
Spartanburg County	266,809	1,169,803	1,848	1,768	10	3
Sumter County	105,517	187,778	462	672	2	1
Union County	29,000	69,924	0	112	0	1
Williamsburg	35,395	52,245	1	141	1	1
York County	208,000	982,237	59	1,938	4	1
TOTAL	4,284,727	21,517,701	20,164	37,472	146	34

South Carolina's 46 counties are served by 42 county and regional public library systems with 146 public library branches and 34 public library bookmobiles (many of which are automated)

- Public Libraries (FY 2006)
 - 4.4 public libraries (or branches) per 100,000 residents (2003)
 - 9,056,463 total collection items
 - 20,644 print subscriptions
 - 265 total current electronic serial subscriptions
 - 49,298 total electronic books
 - 522 total databases
 - 5,166,220 total annual number of users of electronic resources
 - 2,342,368 registered borrowers
 - 23,527,627 total visits
 - 2,151,701 total circulation
 - 4,862 Internet stations (2,790 for the public)
 - 8,326,484 total virtual visits

Economic Impact of South Carolina Public Libraries

- \$5 million in federal and private funds are generated each year
- \$222 million is approximately the value of information services to customers each year
- \$347 million is the total economic impact, while the actual cost of these services is \$77.5 million
- Almost 350% return on the state's total investment in South Carolina public libraries
- For every \$1 expended, the return is \$4.48

See: *The Economic Impact of Public Libraries on South Carolina*. A Study prepared by the School of Library and Information Science, The University of South Carolina (January 2005). See <http://www.libsci.sc.edu/SCEIS/final%20report%2026%20january.pdf>.

Appendix H: Fast Facts – South Carolina

The State

- Ranks 40th in land area
- Borders the Atlantic Ocean, Georgia and North Carolina
- Population officially estimated (2000 Census) to be about 4 million, making it the 26th largest state
- 46 counties
- Largest counties by area are Horry, Orangeburg and Berkeley
- Largest counties population Greenville, Richland and Charleston
- Smallest county, McCormick
- Longest driving time within the state, 5 hours
- Annual visitation estimate (2002), 30 million

Population demographics (2000)

- 60.5% is urban
- 39.5% is rural
- Median age is 35.4
- 67.2% of the population is white, 29.5% is black and 2.4% is Hispanic
- 94.8% speak English only
- 5.2% speak a language other than English
- 12.9 is the estimated median years of school completed for persons 25 years and over
- 85.9% attend public school
- 14.1% attend private school
- 76.3% of South Carolina's adult population (age 25 and over) graduated from high school
- 20.4% of persons 25 years and over have a bachelor's degree
- 6.9% of persons 25 years have a graduate or professional degree

NOTE: South Carolina's Resident Population as of 01/05 was 4,255,000.

South Carolina Schools

- 86 public school districts
- 1,119 K-12 public schools (2003-2004)
- 367 private K-12 schools
- 16 public two-year technical colleges
- Six private two-year colleges
- 11 public four-year colleges
- 21 private four-year colleges

South Carolina Libraries

- One (1) state agency library
- Seven (7) institutional libraries
- 36 four-year and seven two-year public and private academic libraries
- 18 technical college libraries