Library Services and Technology Act (LSTA)
Five-Year Plan
October 1, 2008 – September 30, 2012

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TABLE OF CONTENTS

INTRODUCTION

The Institute of Museum and Library Services (IMLS), the federal agency responsible for the Library Services and Technology Act (LSTA) program, requires each State Library to develop a Five-Year Plan that identifies a state's needs and that sets forth activities to be supplemented by LSTA funds. This document sets forth the South Carolina State Library's Five-Year State Plan (October 1, 2008 – September 30, 2012). It has six key components:

> *Mission*
> *Needs Assessment*

> *Goals*
> *Evaluation Plan*

> *Programs (Activities)*
> *Resources*

The state goals set forth in this plan are derived from the South Carolina State Library's needs assessment and mission statement. They will provide the basis for South Carolina's receipt of an annual LSTA award for each year covered by its Five-Year Plan. Coupled with state and locally allocated funds for South Carolina libraries, LSTA funds will allow public library staffs and partner organizations to join with the South Carolina State Library in pursuing activities to accomplish the goals of the State Plan.

In accordance with the Act's guidelines, South Carolina's goals relate to the six federal purposes for which State Library Agencies (SLAAs) may use LSTA funds directly, through sub-grants, or through cooperative agreements. These purposes are:

1. *Expanding services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages;*
2. *Developing library services that provide all users with access to information through local, state, regional, national, and international electronic networks;*
3. *Providing electronic and other linkages among and between all types of libraries;*
4. *Developing public and private partnerships with other agencies and community-based organizations;*
5. *Targeting library services to individuals of diverse geographic, cultural, and socioeconomic backgrounds, to individuals with disabilities, and to individuals with limited functional literacy or information skills; and*
6. *Targeting library and information services to persons having difficulty using a library and to underserved urban and rural communities, including children (from birth through age 17) from families with incomes below the poverty line (as defined by the Office Management and Budget and revised annually in accordance with section 9902(2) of Title 42) applicable to a family of the size involved.*

The continued critical role that LSTA funds will play in motivating local and state funders (governmental and private) to identify and allocate (or reallocate) funds for innovative library service projects cannot be overstated. As South Carolina libraries continue their forward transition to the Library 2.0 world, LTSA dollars will play an even larger role in helping libraries take information to citizens by transitioning to user-centered services and web-based technologies. Retraining of librarians and library workers for relevancy in a Library 2.0 world (and beyond) will be a major component of the State Plan.

Nevertheless, there also comes the realization that the many successes of the previous Five-Year period necessitate a rethinking of the agency's mission, strategic goals and vision. This re-thinking has to be undertaken to move the state to a higher level of achievement and to meet the demands of a new learning and information environment—an environment that did not exist during the development phase of the state's 2003 –2007 State Plan. Articulation of the state's new Five-Year Plan goals is the second step of this process—the first having been a needs assessment. The third step, implementation, will take place under the leadership of South Carolina's new State Librarian, David S. Goble.

Goble, a former Dean of Libraries for Central Piedmont Community College in Charlotte, North Carolina, began his tenure at the South Carolina State Library on March 19, 2007. Under his leadership, the South Carolina State Library will undergo innovative changes and accept many new challenges—many of which cannot possibly be envisioned at this early stage. Goble views collaboration as the key to progress. He envisions a collaborative model with South Carolina libraries at the center, surrounded by partner organizations, private foundations, professional associations and others working together to garner increased funding for libraries through factual demonstration of the value of libraries to the intellectual and economic landscape of South Carolina.

Goble has also expressed a need for the development of three key strategic organizational goals that can be accomplished in the next five years. To this end, the South Carolina State Library has contracted with the Governmental Research and Services unit of the University of South Carolina's Institute for Public Service and Policy Research to assist the State Library in the design and conduct of its strategic planning process. The project period is June 2007 – September 2007. The resulting strategic organizational goals may or may not resemble the six that are presented in this State Plan. As such, although the information, goals and strategies represented are a reflection of the current environment, the South Carolina State Library's 2008 – 2012 Plan, as presented, is considered fluid and the first "mile" of a journey that will lead the South Carolina State Library, its partners and the state's public libraries and their community partners to a more expansive shared vision for the improvement and delivery of life enhancing library services with economic and educational value for all South Carolinians.

MISSION, VISION, VALUES

The General Assembly passed legislation in 1929 establishing the State Public Library Association and a State Library Board. The Board received its first appropriation in 1943 and initiated its goal of statewide public library service. In 1969 the State Library Board was redesignated as the South Carolina State Library and assumed responsibility for public library development, library service for state institutions, service for the blind and physically handicapped and library service to state government agencies. In 1985, an act reauthorized all functions of the State Library and consolidated authorizations found in state and federal laws/regulations, executive orders and budget provisos. [S.C. Code, § 60-1-10 (1976)]

The mission of the South Carolina State Library is to provide, advance and promote excellent library services and equal access to information for all South Carolinians.

The South Carolina State Library has adopted an organization-wide strategic plan with goals that reflect its commitment to meeting its mission. They are:

- Provide information resources and services to meet the needs of the people of South Carolina.
- Ensure that all South Carolina citizens receive excellent library services through their public library.
- Market the value of libraries to the educational and economic development of communities all across South Carolina.
- Encourage partnerships that enhance statewide delivery of library and information services.
- Continually improve South Carolina State Library operations.

These strategic goals are likewise supportive of the library's values, which are:

- ***Quality*** *(…services of the highest quality.)*
- ***Knowledge*** *(…a well-trained and knowledgeable staff is our greatest asset.)*
- ***Freedom of Information*** *(…fundamental freedoms…in a democratic society…Library Bill of Rights…Freedom to Read Statement.)*
- ***Access to Information*** *(…all citizens…deserve access to quality library…services.)*
- ***Equitable Treatment*** *(…services should be delivered in a fair and unbiased manner.)*

All of the aforementioned provide the basis for the library's vision:

- To be a major leader in the planning and implementation of effective library and information services for the people of South Carolina and to be recognized as a vital component of the State's information and education infrastructure.

For more information on the South Carolina State Library and South Carolina's public libraries see:

- *http://www.statelibrary.sc.gov/overview.html*
- *http://www.statelibrary.sc.gov/libraries.htmll*
- *http://www.statelibrary.sc.gov/funding-for-libraries.html*
- *http://www.statelibrary.sc.gov/statistics.html*

NEEDS ASSESSMENT PROCESS

This section describes existing conditions, customers' needs, recommends and prioritizes solutions and describes potential benefits, data collection and analyses processes.

Libraries in South Carolina

- **The South Carolina State Library** is an independent state agency governed by a board of seven members appointed by the Governor. The Director/State Librarian is responsible for the operation of the agency and is appointed by and is responsible to the State Library Board. Programs and services include: Talking Books; Library Development; Information/Reference; Collection Management; Information Technology (IT) and DISCUS, South Carolina's Virtual Library. The IT Services department provides varied support and guidance to the agency and to public libraries, web administration and management of the South Carolina Library Network (SCLN). Annually, the State Library administers more than $12 million dollars of state, federal and other funds for the benefit of the state's public libraries, participates in consortial purchasing of statewide database licenses, houses a collection of over one million items and provides interlibrary loan and other services to state government employees and South Carolina libraries of all types.

- **Public Libraries** are the primary sub grantees for South Carolina's LSTA dollars. South Carolina's 46 counties are served by 42 county and regional public library systems. Through headquarters libraries, branch libraries and bookmobiles, all South Carolinians have access to free public library service. For FY 2006, South Carolina' public libraries registered 2,342,368 borrowers and serviced 23,527,627 on-site visitors[1].

- **College and University** libraries have typically not been direct recipients of LSTA sub grant funds. LSTA funds benefiting South Carolina's academic libraries have been realized through sub grants awarded to PASCAL[2] (The Partnership Among South Carolina's Academic Libraries) in support of its South Carolina Digital Library initiative. Additionally, students and faculty have benefited from the expansion of the DISCUS program (their FY 2006 usage was 27%). There are 55 colleges and universities in South Carolina[3]. In FY 2005, public college and university state appropriations as a percentage of total state revenue was 11.6%.[4]

- **School Libraries** likewise have not been direct recipients of LSTA sub grant funds, but all benefit from federal funds that create and enhance statewide children and youth services library programs. Statewide literacy and virtual library initiatives funded by LSTA also benefit K-12 students and enhance school library resources and services. South Carolina's entire K-12 community (students, teachers, parents, librarians, etc.) is the primary beneficiary of the DISCUS Program (in FY 2006 schools represented 66% of the total DISCUS usage and items retrieved were up by 32% over FY 2005). South Carolina has 85 geographic school districts, 1,069 K-12 public and 290 private schools[5].

- **Institutional Libraries** in South Carolina number only seven. They typically have not been direct sub grant participants. The South Carolina Departments of Corrections, Mental Health, Youth Services, and Disabilities and Special Needs operates four institutional libraries and the remaining three are operated by special institutions, one of which is the South Carolina School for the Deaf and Blind (a partner organization for the South Carolina State Library's Talking Book Services program). Clientele of institutional libraries receive benefit of LSTA primarily through LSTA supported interlibrary loan, virtual library services and library development consultation services.

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[1] Source: SC Public Library Statistics, FY 2006. http://www.statelibrary.sc.gov/annual-statistics.html.
[2] See http://pascalsc.org/.
[3] SC Colleges & Universities: Research Institutions (3); Teaching Institutions (10); Public Two-Year Regional (4); Public Technical Colleges (16); Independent Four-Year (21); and Independent Two-Year (1).
[4] Source: 2006 SC Higher Education Statistical Abstract.
[5] Source: Quick Facts: Education in SC, Division of School Enterprise Operations, Office of Research, August 2006. (Statistics cited in this publication are for FY 2004).

- **Networks and Consortia:** South Carolina is not a state with an abundance of sophisticated statewide library networks or highly developed regional library consortia. The **Palmetto Library Consortium (PLC)** [6] (a group of seven county public libraries) represents the state's only regional public library consortia. PLC facilitates the sharing of resources through the use of a common integrated library system, reciprocal borrowing agreements, compatible collection development strategies and common cataloging policies. The **South Carolina Library Network (SCLN**), an Internet-based communications system designed, implemented and operated by the South Carolina State Library, is used to facilitate statewide sharing of library materials and online resources. Although developed to link all types of libraries, it is now technologically outdated and unable to function as a true support structure for statewide resource sharing. Interlibrary loan requests are transmitted to the South Carolina State Library through SCLN and the Online Computer Library Center (OCLC). Several of the state's libraries actively participate in other **library consortia** such as SOLINET - GAC[7]. The **Partnership Among South Carolina's Academic Libraries (PASCAL)** coordinates the Statewide Academic Electronic Library for South Carolina and serves as a non-profit consortium of 58 public and private academic libraries and four partner organizations, one of which is the South Carolina State Library. PASCAL implemented a union catalog, *PASCAL Delivers*, for the academic and technical schools in South Carolina. Only members of PASCAL and their constituents are eligible to use the system for borrowing. Both PASCAL and PLC have been direct recipients of LSTA sub grant funding.
- **Professional Associations** are numerous and include the South Carolina Library Association, the South Carolina Association of School Librarians, the South Carolina Chapter of the Special Libraries Association, the Friends of South Carolina Libraries, the South Carolina Association of Public Library Administrators, the Palmetto Archives, Libraries and Museums Council on Preservation (PALMCOP), etc. Some apply directly for LSTA sub grant funds while others are key partner organizations for the South Carolina State Library and receive LSTA sub grants through cooperative agreements.

Methodologies
To determine the actual circumstances and needs of its customers the South Carolina State Library employed a number of different methods—most of which are utilized as a normal part of the agency's strategic and annual business planning processes. Others have come about through South Carolina State Government's mandated accountability reporting processes. Additionally, the South Carolina State Library relies heavily on the South Carolina Association of Public Library Administrators to communicate priorities and concerns of their key customers. Customer satisfaction and other surveys were carried out to determine needs and goals consistent with LSTA program purposes. Focus groups were utilized to identify service gaps (e.g., services being provided that may no longer be needed). To substantiate perceptions of focus group participants and survey respondents a South Carolina literature search was undertaken to locate supporting data (e.g., Census data to document the perception of South Carolina's shifting demographics).

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[6] Chester, Darlington, Dillon, Georgetown, Marion, Marlboro and Sumter County Libraries make up the Consortium.
[7] [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.

Categories of data collected include:

Effectiveness of and participation in statewide programs (e.g., Summer Reading/literacy)
Customer satisfaction/needs survey data
Customers being served/not being served
Anecdotal and indicator data
Usage of services/resources (e.g., traditional library measures)
Existing public library programs and services; deficient programs and services
Information research skills training needs of customers
Recruitment and other library personnel data
Financial performance (e.g., state/federal dollars allocated to public libraries)
Technology/infrastructure/networking improvements
Published comparative data and information [e.g., National Center for Education Statistics (NCES) comparative public library data]

Data sources used to the document the need:

Written and online surveys
Formal and informal focus group sessions
Staff observations
Contacts and consultations (phone, email, site visits, etc.) with public library staffs
2003 – 2007 LSTA Five–Year Plan Evaluation and other State Library reports
National, state and regional studies/reports on libraries
Unites States Census, South Carolina State Data Center and other SC data sources

Audiences to whom the data sources were applied:

Key customers[8] identified through interpretation of the South Carolina State Library's mission and authorizing legislation
Registered users of South Carolina State Library resources and services, including Talking Books readers
Public library administrators, staffs and library boards
Other South Carolina libraries (K-12 schools and technical colleges)
Representatives from South Carolina State Library partner groups/organizations (e.g., The South Carolina Humanities Council)

Analyses of results were accomplished by:

In depth review of major agency and other reports
Standard analyses processes such as systematic exploration of related data, review of data for accuracy and comparison, organization and summarization of data
Evaluation and compilation of information with attention to common themes
Alignment of data with the LSTA purposes and the State Library's mission
Calculated percentages, counts and averages
Use of data analysis features of software such as SurveyMonkey (an intelligent survey software)

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[8] The ultimate key customer is any citizen of the state of South Carolina.

Communication of the State Library's needs assessment results to internal and external stakeholders was accomplished through:

Presentation of progress reports during Leadership Team, general staff and South Carolina State Library Board meetings.
The "State of the State Library" reports and other presentations by the State Librarian to groups such as the South Carolina Association of Public Library Directors, the South Carolina State Library Foundation, the South Carolina General Assembly, the Office of the Governor (The Honorable Mark Sanford), the membership of the South Carolina Library Association (during annual conferences), Advisory Committees/Councils (e.g., the Talking Book Services Advisory Council) and various other associations, boards and partner groups.
Regularly scheduled departmental staff meetings led by departmental directors.
Use of the State Library web site and intranet to post findings through reports, articles, etc.
Memoranda, listservs and the like to publicize availability of relevant information.
Direct communication from managers to the State Librarian.

Several months prior to implementation of the needs assessment phase, public library administrators were asked for their input on the 2008-2012 State Plan and were also informed of upcoming plans for formal focus groups and surveying that would be used to gain systematic feedback. Additionally, the needs assessment phase itself was used to communicate the purpose of the State Plan to key stakeholders. One month prior to the State Plan's June submission date the LTSA Coordinator presented an LSTA overview to the South Carolina Association of Public Library Administrators. The overview included highlights of the results of the State Plan's needs assessment and that summarized the anticipated 2008-2012 State Plan goals.

The South Carolina State Library will update the needs assessment by:

Systematic collection and review of data (monthly, annually and at intervals per state/federal requirements.
Reviewing of updated United States Census Bureau, South Carolina State Data Center and other related reports.
Analyzing annual public library and other statistics compiled by the state data coordinator.
Attending South Carolina Association of Public Library Administrators quarterly meetings to obtain input and feedback.
Requiring timely submission of departmental and statewide project reports with statistical data reflecting key measures.
Maintaining and subsequently reviewing/analyzing feedback, reports and other data that result from public library site visits and other contacts and through direct contact by sub grantees to the LSTA Coordinator.
Continual review of the agency's progress in meeting its goals and objectives.
Use of many of the same methods used to determine the needs, such as focus groups.
Development of additional methods to garner input from stakeholders and customers.

NEEDS ASSESSMENT RESULTS

Performance levels for mission accomplishment and organizational effectiveness were evaluated based on documented results of effectiveness in addressing key information needs of South Carolinians, support for public libraries, partnership development and marketing of library programs, services and resources. **As a result of its needs assessment strategies the South Carolina State Library identified five key FY 2006 strategic organizational challenges[9]:**

1.	Insufficient budgetary resources for operational, programmatic, service and innovation objectives.
2.	High-tech, fast-paced information climate, emerging and current technologies [e.g., wikis, blogs, IM (instant messaging), RSS (really simple syndication), social networking, etc.].
3.	Increasingly diverse customer population; ever shifting customer information needs; consistent evaluation of services; obtaining customer feedback; and proper planning.
4.	Needs of South Carolina public libraries (facilities, resource sharing, technology infrastructure/computing sustainability).
5.	Resistance to change.

In keeping with the above organizational challenges and as a result of the needs assessment, the following six high priority areas were identified:

1.	Facilitated resource sharing through a sophisticated 21st century technology infrastructure.
2.	Responsiveness to shifting customer needs and demographics.
3.	Education, development and training of the library profession.
4.	Full utilization of new and emerging technologies for the delivery of information services and library programming.
5.	Strengthening existing and developing new partnerships/collaborative projects.
6.	Providing services to people with disabilities.

Predetermined criteria for prioritizing recommended solutions are:

Matches organization's mission and key priorities, customers and services identified through the organization-wide strategic planning process.
Characterizes achievability (given available, supportive operational processes there can be a reasonable expectation of accomplishment within the Five-Year Plan period).
Realistically correlates to existing and anticipated budgetary resources.
Agrees with state/federal compliance regulations/statutory requirements and authority.
Improves rather than impedes critical/existing services/operations.
Demonstrates relevance to customer needs.
Improves or facilitates improvement of local library services, resources and programs.
Increases the potential for expanded resource sharing/cooperation.
Provides opportunities for partnering/collaboration.
Enhances performance of public, State Library and other library staffs.
Reflects participatory library services (community/learning/interaction).
Recognizes interactive/collaborative web-based technologies.
Improvement of technological infrastructure/networking potential probable.
Potential statewide benefit/impact evident; fulfills an unmet statewide need.

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[9] See the SC State Library's FY 2005-2006 Accountability Report at http://www.statelibrary.sc.gov/publications/task,cat_view/gid,209/ .

Surveys

(March 2007) As part of South Carolina's 2003 – 2007 Five–Year Plan evaluation process, a survey was conducted. The same survey was also used to garner input for the 2008 – 2012 Five-Year Plan.   85% of those responding were either public library or partner organization current or former LSTA sub grantees. Survey results indicated a need for some level of continuation of statewide projects for these areas:

- Technology (80%)
- Literacy for children/youth (78%)
- Virtual library services/resources (79%)
- Staff development and continuing education (58%)
- Outreach services (52%)

Other major surveys, such as the Library Development Services "Survey of Public Library Development Needs," were examined for identification of needs and recommended solutions. Survey results are incorporated with relevant State Plan goals *(See page 29)*.

Focus Groups

(May 2006 - Informal focus group session with the South Carolina Association of Public Library Administrators) Because the session was held on the last day of the first annual statewide Leadership Institute (sponsored by the South Carolina State Library) a significant number of the state's public library directors (and their staffs) were in attendance. Participants were asked for input on identifying needs/goals for inclusion in the 2008 – 2012 State Plan. **The following needs priority list is a result of the analyses of those responses:**

Resource sharing (specifically, a Statewide Union Catalog).
Education of the profession (tuition reimbursement, staff development, continuing education –sponsorship of statewide training and sub grants for participation in national and regional CE participation).
Technology (a statewide initiative to help South Carolina's public libraries achieve technological parity with each other).
Marketing (specifically, a statewide campaign that communicates the value of South Carolina's libraries through a focused campaign on actual findings of impact, both economic and educational).
LSTA sub grants (an increase in the percentage of LSTA dollars allocated for public library sub grant projects).
In addition to the above high priority needs, participants also cited: • Outreach programs/services for Hispanics • Digitization of unique materials • Collaborations • Consulting services (specific areas of need were, planning, assessment, needs and trend analyses)

Participants also emphasized the importance of the need for continued and increased LSTA sub grant funding. "LSTA funds", they stated, "provide "seed" money that gives local funders the much-needed justification for approval of increased local support[10]". Many reflected that much of their innovative programming had resulted because of LSTA funds and urged the State Library to develop a more managed approach to determining how LSTA funds are apportioned between statewide initiatives and sub grant projects.

(February 2007 - Three formal focus group sessions with selected partner organization representatives and public library directors) Sessions were designed and developed through a series of LSTA Focus Group task force meetings held at the South Carolina State Library. The task force was made up of the LSTA Coordinator, the director of Library Development Services and a Senior Library Development Services Consultant. With assistance of the Dean of the

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[10] 68% of respondents to the 2003 – 2007 State Plan Evaluation Report survey said there was an increase in local financial support to continue a service or program that resulted from an LSTA sub grant project.

University of South Carolina's School of Library and Information Science (USC-SLIS), the South Carolina State Library contracted for the services of an outside facilitator (a USC-SLIS Assistant Professor). The professor joined the task force and served as the facilitator for each focus group session. The task force's Senior Library Development Consultant served as the on-site focus group coordinator for each session. The professor's graduate assistant joined both. Neither the LSTA Coordinator nor any other State Library administrative staff was present so as to facilitate unfettered and unbiased responses.

Sessions were designed for no more than 10 participants. Selection of participants was not random. Library Development Services staff produced a list of 11 public library directors (representing, small, medium and large libraries) and 6 alternates; 5 technical college library directors; and 4 partner organization representatives. The LSTA Coordinator issued invitations to all—including alternates. Phone calls were made and additional emails were sent when no response was received. Confirmations and reminder emails were sent to all "yes" respondents. Sessions one (7 participants) and two (6 participants) were held at the Richland County Public Library in Columbia, South Carolina. Session three was held at the Florence County Public Library (3 participants) in Florence, South Carolina. Sessions one and two were composed of representatives from each participant category; Session three participants were all public library directors; A total of 16 participated. **Note***: In keeping with its legislative mandate, SC's LSTA program has traditionally focused on service improvement through statewide initiatives and sub grants to public libraries. The State Plan's needs assessment analyses was approached from this basis and does not reflect activities that involve school, four-year academic institutions, special library representatives/librarians, etc. as reflected in the State Plans of some other states. The aforementioned strategic planning process (See "Introduction") underway at the South Carolina State Library may change this approach at some future date. Should such occur during the 2008-2012 period, State Plan revisions will reflect such.*

Focus group participants were presented with a brief PowerPoint overview of LSTA, i.e., reasons for a State Plan, their role, federal purposes, etc. They were encouraged to speak freely about desired needs and priorities and to think of themselves not only as library service providers but also as representatives of their communities. Topics of discussion were: Customers, Needs, Solutions, Expected Results, Major Challenges, Library of the Future, and Participant Issues of Concern. **Key discussion questions presented were**:

1. *Who are the people we are serving...NOT serving? Who is NOT coming to the library?*
2. *What are the people's needs?*
3. *What are the remedies/solutions…how can libraries meet identified needs?*
4. *If proposed solutions/remedies are implemented, what will be the desired outcomes/results/benefits for library users?*
5. *What are the major challenges facing your library/organization within the next five years?*
6. *If money were of no concern, what would be your ideal image of the library community in 2012?*

Focus group results were initially compiled and analyzed by Task Force members (the Senior Library Development Services Consultant and the USC-SLIS graduate assistant). The LSTA Coordinator, using their analyses, identified and compiled common themes, which are documented on the next several pages, and translated them into goals, expected outcomes and strategies. All of which were then offered for review and comment. *(See "Communication of Needs Assessment Results")*

NEED # 1: INCREASED RESOURCE SHARING AMONG SOUTH CAROLINA'S LIBRARIES

EXISTING CONDITIONS	• 79% of those responding to the State's Library's 03-07 State Plan Evaluation survey ranked virtual library services/resources as a continuing priority for use of LSTA dollars; The SC APLA included resource sharing as their # 1 item in a priority list of 5 needs for the State Library's 08-12 plan. • SC public libraries loaned 20,164 items and borrowed 37,472 items in FY 2006; SC State Library provided 42% (15,652) of the total items borrowed. • FY 2004 FSCS data ranked SC 44th for interlibrary loans received per 1,000 population—ahead of only six other states and the District of Columbia; 0% of SC's public libraries were listed as a member of a federation or cooperative joined to perform services cooperatively, such as resource sharing. *(Since the publication of the FSCS 2004 data, the Palmetto Library Consortium (PLC) was created with support of LSTA funds; it is made up of seven SC public libraries.)* • Circulation of print titles by the SC State Library to SC's public libraries decreased 26% between FY 2003 and FY 2006. • Twenty-one years have passed since the initial planning work began that created the existing South Carolina Library Network (SCLN), an Internet-based communications system used to facilitate resource sharing; it affords SC librarians the ability to transmit ILL requests to the SC State Library but not from one public library to another. • Use of OCLC (Online Computer Library Center) Resource Sharing by SC public libraries is not extensive. Per OCLC statistics, only 19 used it in 2005. • South Carolinians have no comprehensive view of statewide library holdings and must search every individual public library online catalog to determine the availability of materials. (*Exception: Residents whose home library is that of one of the seven member libraries that make up the PLC.)* • SC's public libraries have access to millions of electronic magazine, newspaper and encyclopedia articles through DISCUS, SC's Virtual Library. Most public libraries also license other online resources for their customers. Very few offer customers a federated search tool that searches both online licensed resources and the catalog simultaneously. • No universal structure exists to provide South Carolinians with a single point of access for simultaneous search of the existing and varied print and electronic resources in SC's public libraries or its State Library. • At the state's current and minimal level of financial support for SC's digitization initiatives, it will take years to get all of the state's 50 million pages of SC Department of Archives and History records online.
RECOMMENDED SOLUTION	Facilitate increased resource sharing through 1) formal training of public library staffs, 2) assistance with the formulation of collection development strategies that are responsive to shifting customer needs, 3) LSTA sub grants directed at SC public libraries and partner organizations undertaking automation upgrades and other projects to increase resource sharing potential, 4) replacement of SCLN with an up-to-date technologically viable statewide union catalog/library portal capable of integrating existing public library automated systems and the State Library's current ILS, 5) continued enhancement, expansion and support of DISCUS; 6) implementation and ongoing support/enhancement of a state-of-the-art online information portal; 7) statewide digitization and preservation of unique documents, 8) LSTA sub grants for support of local digitization projects and for pursuit of collaborative digitization projects; 9) coordination of activities to preserve library materials and prolong the life span of collections; 10) central/consortial purchasing of databases; 11) marketing of LSTA funded service delivery mechanisms.

NEED # 1: INCREASED RESOURCE SHARING AMONG SOUTH CAROLINA'S LIBRARIES (continued)

POTENTIAL BENEFITS	◆ 24/7 access to a library portal that provides simultaneous search of and retrieval from a wide range of heterogeneous information resources on the Web, including: all SC State Library licensed electronic resources, locally-licensed electronic resources, public domain electronic resources, the statewide library catalog, any individual browser-accessible library catalogs selected by the SC State Library for access and web-based search services. ◆ Sustained improvement of integrated library systems in SC's public libraries. ◆ Facilitated sharing of resources and information among SC's libraries. ◆ Improvement of access to and availability of local interest and other content rich, significant SC resources/information; acceleration of efforts underway to provide citizens with online access to the state's millions of pages of record. ◆ A more effective way of gathering and sharing information across scattered digital collections within the state and sharing of locally generated content. ◆ Establishment of a dependable and sustainable future for the state's digitization efforts. ◆ Equal and universal access to library and information resources/materials for all SC residents. ◆ Curricula at every grade level are supplemented. ◆ Resources/information that is easily accessible to/by library customers anywhere in the state; faster access; quicker fulfillment of user information/ILL requests. ◆ A collaborative statewide program that ties together academic special collections and archives, public libraries special/unique collections, state government archives and collections and repositories in other cultural resource institutions to provide a rich statewide virtual collection of key documents of SC history, geography, environment and culture for college students, faculty, researchers, K-12 students and all other South Carolinians.
SIMILARITY WITH PRIORITY CRITERIA	a) Matches key priorities, the State Library's mission, and statutory authority, b) increases potential for expanded resource sharing, c) demonstrates relevance to customer needs, d) realistically correlates to existing and anticipated budgetary resources, e) agrees with state/federal regulations/statutory requirements, f) improves rather than impedes critical/existing services/operations, g) improves or facilitates improvement of local library services, resources and programs, h) provides opportunities for partnering/collaboration, i) recognizes interactive/collaborative web-based technologies, j) improvement of technological infrastructure/networking probable and k) potential statewide benefit/impact evident.
LSTA PURPOSE(S)	Expanding…access to information and educational resources…for individuals of all ages; Providing electronic and other linkages among and between … libraries; Developing public and private partnerships with other agencies… Targeting library and information services to persons having difficulty using a library and to underserved urban and rural communities…

NEED # 2: SERVICES, RESOURCES AND PROGRAMS TO ADDRESS SOUTH CAROLINA'S SHIFTING DEMOGRAPHICS AND CHANGING CUSTOMER INFORMATION AND LIBRARY SERVICE NEEDS

EXISTING CONDITIONS	• 78% of those responding to the State's Library's 03-07 Five-Year Plan Evaluation survey ranked literacy for children/youth as a continuing priority for use of LSTA dollars and 52% cited outreach services. • Hispancis, seniors, children, families, computer users "newcomers" to the State and the disadvangtaged were cited by LSTA Focus Group participants as primary customer groups for SC public libraries, while teens, students, Hispanics, business people and the middle class were cited as groups not making extensive use of SC public libraries. • SC is one of the new settlement areas in the Southeast to where Hispancis are migrating; the majority are of Mexican origin; Percent of SC's population: 3.3%; Barriers to service providers are language and cultural competence training. • In many areas of SC, public libraries remain one of the key outlets for free access to educational and cultural programs. • With reading proficiency a continuing concern, in FY 2006 the SC Legislature expanded the Reading Initiative program to include high school students. • SC ranks 13th in the nation in terms of highest percentage of rural population. 4 out of every 10 people in SC live in rural areas, including 200,000 seniors. • Students are more technologically literate but their ability to judge quality information remains lacking. • An estimated 85,214 children (ages 3 to 11) participated in the FY 06 statewide summer reading program. +2% over FY 05
RECOMMENDED SOLUTION	Dedicate resources (human and financial) proportionate to those invested in information and data sharing for the development of libraries as "community" by 1) creating inviting physical gathering places for people of all ages, ethnicities and economic means, with special emphasis on the development of spaces that encourage teens and young adults to use public libraries as after school meeting places for group homework/study assignments and other activities; 2) enhancing online-chat reference services and identifying and implementing other affordable methods/service models that expand hours of availability and that take services to where people are; 3) focusing on collection development policies and activities that increase multicultural/multilingual and other resources reflective of the actual needs of residents/customers in a library's service area; 4) expanding outreach services; 5) directing LSTA sub grants to libraries and partner organizations undertaking literary arts programming and other projects that will fulfill identified needs; 6) training students to use libraries and conduct research; 7) offering activities for children that juxtapose with adult study or other programs; 8) pursuing collaborative projects with school media specialists, teachers, other school personnel and other community programs/groups with a focus on children, teens and families; 9) developing new strategies to increase statewide summer reading participation and completion rates; 10) pursuing community analysis projects to pinpoint key customer groups and their needs.

NEED # 2: SERVICES, RESOURCES AND PROGRAMS TO ADDRESS SOUTH CAROLINA'S SHIFTING DEMOGRAPHICS AND CHANGING CUSTOMER INFORMATION AND LIBRARY SERVICE NEEDS (continued)

POTENTIAL BENEFITS	- Expansion and improvement of library programs and services for teens. - Education and literacy opportunities that advance the state's goals for the elimination of deficits in basic literacy/reading levels/skills (all ages—children and adults). - Training of library users (general computer skills training, etc.) - Improvement in services and expansion of materials/resources for the underserved (residents in rural, low-income urban and other underserved areas, Hispanics and persons with disabilities). - Affordable 24/7 information delivery services by the state's public libraries. - New customers/users attracted to libraries. - Persons in underserved rural and urban communities have opportunities for participation in and exposure to varied literary arts and other cultural programming. - Quality customer services are offered to SC's library users. - Community enrichment; facilitation of lifelong learning is realized. - Parent involvement is evident. - All residents view the library as a welcoming place for children/families, a community gathering place and as the first point of contact for information needs. - Positive customer experiences; Customers are able to experience their local libraries in ways that are most meaningful to them as individuals. - Transformation of SC's public library environment to a sustainable social network. - South Carolinians exhibit a sustained appreciation for reading, books and cultural programming.
SIMILARITY WITH PRIORITY CRITERIA	a) Matches key priorities, customers, services and the organization's mission, b) characterizes achievability, c) realistically correlates to existing and anticipated budgetary resources, d) agrees with state/federal regulations/statutory requirements, e) improves rather than impedes critical/existing services/operations, f) demonstrates relevance to customer needs, g) improves or facilitates improvement of local library services, resources and programs, h) provides opportunities for partnering/collaboration, i) reflects participatory library services and j) potential statewide benefit/impact evident.
LSTA PURPOSE(S)	Expanding services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages; Targeting library services to individuals of diverse geographic, cultural, and socioeconomic backgrounds, to individuals with disabilities, and to individuals with limited functional literacy or information skills; Targeting library and information services to persons having difficulty using a library and to underserved urban and rural communities, including children…

NEED # 3: EDUCATION, DEVELOPMENT AND TRAINING OF THE LIBRARY PROFESSION (EXISTING AND POTENTIAL) AND ITS SUPPORT PERSONNEL

EXISTING CONDITIONS	• 58% of those responding to the State's Library's 03-07 Five-Year Plan Evaluation survey ranked staff development/CE as an ongoing priority for use of LSTA dollars; The SC APLA included education of the profession as their number 2 item in a priority list of 5 needs for the State Library's 08-12 plan. • Basic library service/customer service and technology skills training for public library staffs were cited by LSTA Focus Group participants as priority needs. • Of the state's 42 public library systems, 10 (24%) have one staff with an MLS degree; 5% have no staff with an MLS degree; 17(40%) have librarian staff with less than a BA/BS degree. • Additional training (application process, financial administration, evaluation, etc.) is needed for public library staffs and others desiring and administering LSTA grant awards. • Recruitment, development and retention of "highly trained" library staffs was cited as a high priority by focus group participants • SC public library administrators have concerns about low library worker salaries, the state's problematic public library standards and its inadequate library certification program. • Per a 2005 survey of SC public librarian salaries, 45% of SC's library directors were eligible to retire within the next five years, 44% of deputy directors, 24% of department heads/coordinators/seniors managers, 12% of managers/supervisors of support staff and 13% of librarians with no supervisory responsibilities. • Per the same 2005 survey, salaries paid to public library directors was 19% below the Southeastern average, 10% for deputy directors, 13% for department heads/coordinators/senior managers, 4% for managers/supervisors of support staff and 11% for librarians with no supervisory responsibilities. • FY 2006, the SC Legislature increased compensation for teachers to $300 above the Southeastern average. Salaried public librarians were not included.
RECOMMENDED SOLUTION	1) Establishment of an administrative and financial support structure that fully supports training of library staffs and trustees; 2) Creation of enforceable public library standards that are legislatively connected to library funding and that include a statewide standard, scalable minimum wage for library workers; 3) Programs that encourage diversification of library management staffs in SC's libraries; 4) Expansion of the partnership with the University of South Carolina, School of Library and Information Science; 5) Development of a statewide continuing education plan and expansion of CE training opportunities; 6) Re-evaluation and revision of the LSTA tuition assistance program and provision of a library education scholarship program; 7) Training modules that address LSTA grant application/administration requirements/procedures—including outcomes-based evaluation (OBE); 8) Facilitate networking/conference attendance among all levels of library personnel; and 9) Facilitation of the concept of library as "community" by providing customers with access to trained information professionals capable of fostering inquiry through assistance with interpretation of information (print, electronic, onsite and virtual).
POTENTIAL BENEFITS	• Improvement in both retention and recruitment of qualified library professional and support staff. • Improvement in organizational performance for libraries of all types. • A statewide continuing education program that is connected to an effective librarian certification program and to relevant public library standards. • Availability of varied library education scholarships/tuition assistance funds. • Improvement in compensation levels for library staffs. • Creation of a talent pool of specialist librarians (e.g., computer/Internet trainers) • Improvement of staffing levels in SC's libraries. • Expanded staff development/training opportunities for public library staffs, trustees and SC State Library staff. • Library trustees/boards are able to make better policy decisions for the benefit of library users. • Trained professionals capable of delivering quality information services to the state's citizens.

NEED # 3: EDUCATION, DEVELOPMENT AND TRAINING OF THE LIBRARY PROFESSION (EXISTING AND POTENTIAL) AND ITS SUPPORT PERSONNEL (continued)

SIMILARITY WITH PRIORITY CRITERIA	a) Matches key priorities, customers, services and the organization's mission b) characterizes achievability, c) realistically correlates to existing and anticipated budgetary resources, d) improves rather than impedes critical/existing services/operations, e) demonstrates relevance to customer needs, f) improves or facilitates improvement of local library services, resources and programs, g) enhances performance of public and other library staffs, h) potential statewide benefit/impact evident.
LSTA PURPOSE (S)	Expanding services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages.

NEED # 4: UTILIZATION OF NEW TECHNOLOGIES AND EXPLORATION OF EMERGING TECHNOLOGIES

EXISTING CONDITIONS	• 80% of those responding to the State's Library's 03-07 Five-Year Plan Evaluation survey ranked technology as a continuing priority for use of LSTA dollars; The SC APLA included technology as their number 3 item in a priority list of 5 needs for the State Library's 08-12 plan. • It is the perception among SC's professional librarians that the ability of the technologically literate to judge quality information remains lacking and that the profession has a role to play in providing education/training in this area. • Skilled/qualified IT staffs are needed to assist and train customers in using applications and in doing Internet research. Serving both the technologically illiterate and literate, in equal measures, as well as delivering content to users (where users are) has been expressed, by leading library innovators, such as Stephen Abram[11], as the major challenge ahead for all libraries. • Many smaller libraries do not have adequate technology assistance/access to technology expertise. • Keeping up with rapidly changing technology equipment (acquisition and maintenance as well as obtaining the required expertise to properly use it) remains a challenge for the state's public libraries and the SC State Library. • SC's FY 2008 budget expands the Virtual Schools program that allows its students to earn up to 12 hours of high school remedial or advanced coursework over the Internet. • The State Chief Information Office (CIO) provides Internet access to all state agencies, K-12 academic institutions and public libraries. Currently, all public libraries are connected to the Internet with a minimum of 1.5Mbps connections. • SC public library staffs in general need to meet core competencies in using technology, e.g., PC use, productivity software use, Internet searching and understanding Internet security (i.e., CIPA).

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[11] Abram is Vice President of Innovation for SiriDynix and a frequent keynote speaker on issues that affect libraries, their communities and librarians.

NEED # 4: UTILIZATION OF NEW TECHNOLOGIES AND EXPLORATION OF EMERGING TECHNOLOGIES (continued)

RECOMMENDED SOLUTION	Seek proactive methods for successful integration of traditional and virtual libraries by 1) providing specialist staff to develop technology training programs for users and library practitioners and to provide assistance with technology/connectivity problems; 2) maintaining a technologically up-to-date network infrastructure capable of supporting implementation of new technologies; 3) continued provision of public library development/consultation IT and technology planning services; 4) budgeting for or allocating LSTA funds to projects that provide for acquisition of new technologies; 5) creating programs that provide check-out/use of hand held/portable electronic devices; 6) providing public PCs in sufficient numbers to meet library user needs; 7) implementing system-based technologies that free existing staff for higher level customer service needs; 8) reconfiguring library staffs to meet technology challenges; 9) forming partnerships for financing and implementing cutting edge technology projects; and 10) providing or sponsoring training opportunities that facilitate IT staff certification, networking through related conference attendance, etc.
POTENTIAL BENEFITS	• Technology complements and expands the reach of existing services. • Increased computer literacy skills among the state's populace unable to afford home computers and Internet access. • Rapid response to information requests. • Customers have access to new technologies and are trained to use such to access information. • Technologically illiterate and literate are served in equal measures. • Improved technology support and greater IT training opportunities for library staffs and library users. • Public library staffs have the technology skills necessary to assist library users and understand how to use new technologies. • SC libraries are viewed as leaders in the use of innovative tools and technologies. • The electronic infrastructure for the state's libraries is strengthened.
SIMILARITY WITH PRIORITY CRITERIA	a) Matches key priorities, customers and services, and the organization's mission b) characterizes achievability, c) improves rather than impedes critical/existing services/operations, d) demonstrates relevance to customer needs, e) improves or facilitates improvement of local library services, resources and programs, f) provides opportunities for partnering/collaboration, g) enhances performance of public and other library staffs; h) improvement of technological infrastructure/networking probable, and i) recognizes interactive/collaborative web-based technologies.
LSTA PURPOSE(S)	Expanding services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages; Developing library services that provide all users with access to information through local, state, regional, national, and international electronic networks.

NEED # 5: STRENGTHENING OF EXISTING AND DEVELOPMENT OF NEW PARTNERSHIPS/COLLABORATIVE PROJECTS

EXISTING CONDITIONS	◆ The end of the 2003-2007 State Plan period found SC's public libraries more aware of the need to focus additional efforts on partnering with community organizations having similar goals and objectives. ◆ Participants in all focus group sessions cited collaboration and marketing as solutions for meeting customer needs. ◆ Librarians and trustees need advocacy and marketing training. ◆ Stronger partnerships with community and governmental entities are needed. ◆ There is an urgent need for partnerships that can result in a body of research that substantiates identified needs and economic benefits provided by libraries. ◆ SC's new State Librarian views collaboration with libraries at the center as essential to accomplishing long-range goals; focus group participants expressed a similar sentiment. ◆ Some of SC's public libraries, although committed to the concept, may not have the organizational support structure to foster effective partnerships. The SC State Library has an opportunity to provide leadership in this area.
RECOMMENDED SOLUTION	1) Management of the state's LSTA dollars so as to direct sub grants to partner organizations investing human and financial capital to advance goals and objectives that both support and compliment those outlined in the 2008 – 2012 State Plan; 2) Seek and market opportunities that position LSTA funded projects in the forefront of the attention of the public, governing bodies and potential funders; 3) Provide leadership, from the state level (i.e., SC State Library) that will help South Carolina libraries forge creative public/private partnerships; 4) Enhance public library development/consultation services for increased guidance/instruction in the areas of planning, assessment, needs and trend analyses; 5) Provide training that teaches librarians to be politically savvy and that informs and instructs them in effective library marketing techniques; 6) Partner to create a body of research through needs analyses/studies that provides factual information on the educational and economic impact of SC libraries; market findings 7) Explore development of partnerships for sharing facilities; 8) Pursue academic/public library partnerships; 9) Partner with museums and other arts organizations to augment cultural programming offerings;
POTENTIAL BENEFITS	◆ A shared vision of partnering for the benefit of students, senior citizens, low-income residents, etc. and for the development of the community/state. ◆ New local and statewide collaborative library projects of benefit to customers and stakeholders (both internal and external). ◆ Increased financial support for SC's libraries; identification of new funding sources. ◆ Advancement of all types of library programs, services and resources ◆ The public, governing bodies and others become more informed/educated about the value and contribution of libraries (educationally and economically). ◆ Increased promotion of LSTA funded projects (sub grants and statewide initiatives). ◆ Libraries are viewed as a vital economic factor for community success and as a critical part of the state's educational structure. ◆ Increased presence of libraries and LSTA funded projects on community and governmental web sites. ◆ Financial, human and other resources are leveraged for greater effectiveness. ◆ Development of a particular area of expertise within the library; exchange of informational resources.
SIMILARITY WITH PRIORITY CRITERIA	a) Matches the organization's mission, b) characterizes achievability, c) facilitates improvement of local library services, d) Provides opportunities for partnering/collaboration.
LSTA PURPOSE(S)	Developing public and private partnerships with other agencies and community-based organizations.

NEED # 6: SERVICES TO PEOPLE WITH DISABILITIES

EXISTING CONDITIONS	• Among South Carolinians age 40 and older, there are an estimated 42,463 cases of vision impairment (13,847 of that number are blind). • The state's Talking Book Services (TBS) program serves more than 9,000 of that number; many rely on the program as their only library. • Approximately 60,000 older South Carolinians are receiving services through the SC Commission for the Blind. • In SC, many local libraries typically do not have the necessary resources to fully provide service to this population group. • In 2000, there were 1,056,000 baby boomers in SC; With about 1.1 million 65 and over residents expected to live in SC in 2020, the need for the TBS program is expected to continue. • Because many NLS patrons (this includes SC's talking book readers) are aware of technological advances, they have heightened expectations of improvements in service. NLS patrons are diverse in terms of educational attainment and type of community; Their use of high-tech adaptive devices, computers, and the Internet is less widespread than what is commonplace in the broader American population but is still significant; the general demographic profile for NLS patrons is: primarily middle-aged and elderly people with late-onset serious vision loss and modest economic means.(*These same traits are approriately applied to SC's talking book readers*) • While cassette technology has been the backbone of the NLS program for almost 30 years *(and the TBS program)*, it is outdated in several respects and is nearing the end of its useful life. Compared to cassette-based technology, digital audio technology offers significant improvements to readers in the program. NLS has therefore determined to implement digital audio technology as the framework of the future system. • NLS has performed extensive research and determined that the first digital audio book distribution system will be based upon a high-density, solid-state Flash Memory medium, using a "one-book, one-object" circulation protocol (i.e., as is currently used) with books being delivered to readers and returned from readers via the US Postal Service. The transition to this system is planned to begin in 2008, and will require approximately four years to complete. All Network libraries, including SC will participate in the transition. • The development of the NLS digital talking book title collection is continuing, with a goal of having approximately 20,000 book titles in digital talking book format by FY 2008. NLS has opted to mass duplicate all digital audio book titles. Patrons selected by eight regional libraries began testing (in 2007) prototypes of the digital talking books and players; Cassette players will remain in circulation throughout the transition period until digital books and players are fully integrated. • During the 2003-2007 State Plan period, the TBS program replaced an outdated integrated library system and transitioned its in-house analog recording program to digital (Phase I of preparation for transition to the digital talking book program).
RECOMMENDED SOLUTION	Prepare the TBS program for improvement/expansion of services and utilization of new technologies by 1) providing all the resources necessary for a successful digital conversion, 2) developing and implementing new and innovative community outreach, 3) ensuring dependable service, 4) partnering with disability service agencies/community groups to offer programming, to enhance information delivery mechanisms, and to increase awareness of the TBS program, 5) increasing production of audio titles on local SC topics, 6) providing training/learning/awareness experiences to help SC talking book readers successfully transition a digital audio book system; 7) developing and implementing strategies that will advance the program to match the NLS timetable for transition to the new digital talking books service; 8) preparing staff to service and assit patrons with the new digital format and accompanying playback equipment.

NEED # 6: SERVICES TO PEOPLE WITH DISABILITIES (continued)

POTENTIAL BENEFITS	• South Carolinians unable to use standard format library materials have access to information resources and new technologies equivalent to that provided to non-disabled citizens and are able to read independently. • The TBS program experiences an increase in usage among all age groups. • Disability service agencies, providers and community organizations view the State Library as a viable partner for improvement of information service delivery to their clientele. • People are brought together and become part of a "community" via Talking book clubs and the like. • Customers develop an increased interest in reading and books. • Lifelong learning. • TBS customers have access to and are able to fully utilize all new technologies implemented by NLS. • In their immediate service areas public library staffs are more aware of the information needs for this population group and actively seek service solutions. • New NLS technologies create reduced storage space requirements for the TBS program and improved cost efficiencies in book and machine maintenance. • Customers are better able to lead self-sufficient lives. • Caregivers/disability service providers are assisted with their goals/objectives.
SIMILARITY WITH PRIORITY CRITERIA	a) Matches key priorities, customer, services and mission, b) concurs with statutory authority, c) characterizes achievability, d) demonstrates relevance to customer needs, e) potential statewide benefit/impact evident, f) improves rather than impedes a critical existing service, g) provides opportunities for partnering, and h) improvement of technological infrastructure probable.
LSTA PURPOSE(S)	Targeting library services to individuals of diverse geographic, cultural, and socioeconomic backgrounds, to individuals with disabilities, and to individuals with limited functional literacy or information skills.

GOALS, EVALUATION PLAN AND PROGRAMS (ACTIVITIES)

Summary of LSTA Goals

South Carolina's 2008-2012 State Plan goals were drawn from the needs assessment results and the mission statement of the South Carolina State Library. They are:

1. Facilitate resource sharing and statewide library improvements and encourage participation and growth in cooperatives among the state's libraries (with emphasis on the state's public libraries) through guided collection development, state-of-the art technology resources, expansion and delivery of electronic and other information resources and leadership that directs strategies for gathering and sharing information, to ensure equal and universal access to quality information resources for all South Carolina residents.

2. Expand and improve library services, programs and resources through the provision of varied educational/literacy opportunities, expansion of outreach services, development of affordable information delivery mechanisms, and exploration and implementation of the concept of "library as community" for South Carolinians of all ages (with emphasis on the underserved, persons of diverse backgrounds and children and teens), to enrich communities, facilitate lifelong learning and to create a sustained appreciation for libraries, reading, information seeking, and literary and other cultural arts programming.

3. Provide South Carolina's professional and support library staffs and trustees with educational opportunities that facilitate the development and delivery of library programs that address LSTA priorities which are fundamental to meeting the information needs of all South Carolinians.

4. Enhance the technological environment of South Carolina libraries by improving the critical technological infrastructure, facilitating faster access to expanded electronic collections/databases, improving the skills of public library technology staffs, serving as a model/leader in web site development/accessibility, providing IT consultation services and facilitating opportunities for the testing/implementation of new and emerging technologies for South Carolina libraries, to foster efficient delivery and improvement of information services and resources statewide to all South Carolinians.

5. Foster the development/support of new/existing partnerships by encouraging public library/community partnerships, directing LSTA funds for support of collaborative statewide and local library projects, guiding strategies for effective marketing of LSTA funded projects, providing related training and demonstrating leadership that positions South Carolina State Library at the center of a collaborative model that includes cultural organizations/agencies, private foundations, library associations and other key stakeholder groups working together to advance the goals and objectives of South Carolina libraries for the benefit of all South Carolinians.

6. Ensure equal and universal access to quality library services, programs and resources, encourage awareness, foster lifelong learning and facilitate development of adjunct public library services for South Carolinians with disability conditions outside of the statewide program's eligibility requirements, by fully supporting and enhancing the statewide Talking Book Services (TBS) Program, providing an up-to-date technology support structure that fosters accessibility, developing relevant and effective partnerships and expanding public education/marketing activities, to assist all South Carolinians with disabilities and their caregivers/service providers in achieving personal and professional goals, leading self-sufficient lives, and fully utilizing all library and information services available to them.

Evaluation Plan

In the needs assessment section six high priority needs were identified and solutions were proffered for each. The goals outlined in this section reflect the mission of the South Carolina State Library and are based on those needs and the corresponding solutions (programs/activities) identified by survey and focus group participants. Goals have been prioritized based on the same criteria used to identify and establish the high priority needs. Each goal is considered as equally important as the other. The timeline for meeting each goal is the entirety of the State Plan period (2008 – 2012).

Both output and outcome targets are included in the evaluation plan. Both quantitative and qualitative data will be required for effective evaluation of statewide and sub grant projects. The tables that follow list several key anticipated output and outcome targets for each goal but should not be viewed as a definitive comprehensive listing. Unless otherwise stated, references to number and percentages for key output targets represent the anticipated "current state" at year five of the State Plan. Throughout the State Plan evaluation period additional targets (objectives) will be identified. Targets currently listed will be revised as needed to ensure a systematic evaluation of the success of activities in meeting identified goals and priorities. Part of this process will involve periodic updating of the needs assessment *(See "Needs Assessment Process")*

The South Carolina State Library's evaluation methodology will involve periodic stocktaking. Key customers and stakeholders will be invited to provide feedback throughout the State Plan period. The LSTA Coordinator will work with other South Carolina State Library staff to develop new online/web-based mechanisms for continual feedback.

All sub grantees will be assigned a Library Development Services consultant to provide guidance throughout the life of a project. The LSTA Coordinator may be contacted by a sub grantee or a potential sub grantee at any time for assistance. Depending on the needs and nature of a project, all sub grantees (as well as South Carolina State Library project administrators) will be expected to utilize some level of outcome-based methodology to measure achievement of goals. During the course of the State Plan's five-year period, the South Carolina State Library will develop and/or sponsor training opportunities to assist sub grantees and statewide project administrators in managing all aspects of their LSTA funded projects.

Tables that follow this section outline the general supportive programs (activities) for each goal. Detailed/specific and unique tasks will also be performed in support of each goal, but are not included in this document. The fundamental procedures that will be necessary for carrying out all programs (activities) appear in the table below:

Evaluation Plan (continued)

THE SC STATE LIBRARY WILL:
• Establish and annually revise guidelines and procedures for both sub grant and statewide project administration. [Guidelines will be based on those provided to State Library Administering Agencies (SLAAs) by IMLS as well as the LSTA legislation.]
• Ensure agreement with priorities of the State Plan by providing guidance to sub grantees in selection of proposed projects.
• Make available competitive, non-competitive and cooperative agreement sub grant opportunities.
• Post to its web site grant cycle calendars, sub grant project application forms, financial forms, the LSTA Guidelines and other related documents.
• Include a minimum of three outside reviewers on its LSTA Review Committee to assist with selecting sub grant projects for the State Plan period.
• Issue sub grant award contracts and will monitor all active sub grant projects.
• Assign Senior Library Development Services Consultants to serve as primary project consultants to each sub grantee.
• Assist sub grantees, statewide project administrators and partners administering grants by providing instruction and guidance in for all phases of project development and administration as well as any other needed project guidance. (The LSTA Coordinator will work in partnership with the Library Development Services staff to accomplish this.)

DATA SOURCES	
Outputs	Outcomes
• Public Library annual reports, newsletters and other related print/electronic sources • Statistical reports (demographic, public library, and State Library statistics, etc.) • Monthly tracking records for LSTA project promotional and marketing events • LSTA interim and final reports • Staff training program attendance records • Partner organization annual reports, newsletters and other related sources • Current program/organization records	• State Library Surveys of key customer groups • Questionnaires • Professional assessments • Training evaluation surveys (immediately following training and 6 months to 1 year after training) • Random sample surveying • Focus groups • Pre/post testing • Interviews/observation checklists • Anecdotal data/staff observations
DATA COLLECTION INTERVALS	
Continual data collection (manual and/or automated) will be encouraged for each key stage of any LSTA funded project. Intervals will be dependent on the type of project. Some projects will necessitate a certain level of data collection prior to the start of the project; others will require daily data collection tasks that may cumulate monthly (e.g., resource sharing statistics), others annually (staffing levels), and yet others will be event specific (e.g., CE/training events).	

Stakeholder Involvement

Individuals, groups or organizations that will affect or be affected by achievement of the goals of the South Carolina State Library have been generally identified as:

SC State Library staff and board (with the highest level of involvement, other than that of the LSTA Coordinator, being that of the Library Development Services staff).
Public libraries (customers, staffs, partners, administrators, trustees and boards)
SC State Library partner organizations (SC Humanities Council, SC Department of Archives and History, SC Literary Arts Partnership, Partnership Among SC's Academic Libraries, etc.).
Library professional associations (SC Library Association, SC Association of School Librarians, SC Special Library Association, etc.).
Local community residents; K-12 community (students, teachers, media specialists, etc.).
South Carolinians with disabilities; National Library Service for the Blind and Physically Handicapped (NLS)
Institute of Museum and Library Services.
Funding sources (South Carolina's General Assembly, County Councils, etc.).
Citizens of South Carolina.

Stakeholder roles/responsibilities will involve the following during these State Plan stages:

1. DEVELOPMENT/PLANNING

   - Assistance with identification of needs and priorities and formulation of goals.
   - Analyses of findings to identify new measures or to eliminate measures that are not yielding essential information.
   - Provision of input/feedback.

2. IMPLEMENTATION

   - Participation on the LSTA Review Committee to assist in review of proposals, selection of sub grantees, and making final decisions on funding levels.
   - Aid in assessment of progress on and revision of the State Plan.
   - Review of State Plan draft revisions.
   - Development of grant project implementation procedures and guidelines.

3. POLICY DECISIONS

   - Assistance with development of a managed approach to allocation of LSTA funds.
   - Examination of and provision of feedback on State Library policy matters.
   - Feedback for annual revision of the LSTA guidelines/application procedures.

4. EVALUATION PROCESSES

   - Data collection and provision of progress reports.
   - Development of key measures.
   - Follow up with all sub grantees to determine continuation status of successful projects.
   - Assessment of the effectiveness of the State Plan (activities and services).

To ensure completion of essential tasks, additional time frames for stakeholder involvement in all of the aforementioned stages will be established. Ultimately, it is the intention of the South Carolina State Library to begin a process in 2011 to evaluate the first four years of implementation of the State Plan.

In the months leading up to the April 1, 2008 deadline for submitting plan revisions to the IMLS, the LSTA Coordinator will work with the Library Development Services Department, the State Library Leadership Team, the South Carolina Association of Public Library Administrators and key partner organizations to develop strategies to address any newly identified needs, goals and objectives. Consideration may also be given to the formation of an LSTA advisory council that can be engaged to advise the South Carolina State Library on future revisions of the State Plan and evaluation of its results. These activities will occur in tandem with the State Library's organization-wide strategic planning efforts—the first phase of which, as noted before, is currently underway.

Communication and Public Availability

The final State Plan, once approved by IMLS, will be shared with all South Carolinians, all South Carolina libraries and all stakeholders via the South Carolina State Library's web site. It will remain posted throughout the five-year period and beyond. South Carolina Association of Public Library Administrators' business meetings and South Carolina State Library Board meetings will also be used to communicate the content of the final State Plan. Communication with other key stakeholders and members of the library community will be accomplished through formal and informal presentations, written reports, email, Library Development Services blogs, press releases, listservs, newsletter features, administrative memoranda, grant application training sessions, etc. Librarians across the state will be encouraged to provide comment/feedback.

Note: Summary compilations of LSTA funded projects will also be posted to the State Library's web site. Additionally, highlights of State Plan program accomplishments will be included in major agency reports, e.g., the annual Accountability Report and will be posted on the American Library Association's LSTA Success Stories web site.

Monitoring

Monitoring execution of the State Plan will be accomplished through integration with organization-wide strategic and annual business planning processes coordinated by the South Carolina State Library's Leadership Team[12]. The steps involved include:

Use of the planning process to align staff responsibilities and customer expectations.
Leadership Team and departmental staff meetings where strategic goals are carefully reviewed for agreement with objectives.
Assignment of lead departments, other staff (through the use of task forces) necessary for accomplishment of action items and identification of partner departments for maximum use of human resources.
Independent review of key measures by departmental managers and subsequent evaluation of such through Leadership Team and/or task force meetings.
Review by the LSTA Coordinator, Statewide Project Administrators, the State Librarian and the Finance Director of (semi-monthly) financial spreadsheets and other methods that track use of LSTA funds.

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[12] The South Carolina State Library's Leadership Team consists of the: State Librarian, Director of the Division of Statewide Library Service, LSTA Coordinator, and all departmental directors. The organization structure of the State Library may be viewed on its web site at www.statelibrary.sc.gov.

Monitoring (continued)

Other monitoring activities will include:

Telephone contact with sub grantees.
Review of sub grantee requests for reimbursement.
Declaring programs (activities) either accomplished, in need of revision or elimination.
Identification of weak areas of strategy implementation/problems.
Verification of implementation of improvement strategies/corrective actions.
Review of budget allocation to evaluate levels of support for statewide programs (activities).
Maintaining data on projects (statewide and sub grant).
Requiring sub grantees and administrators of statewide projects to submit interim (6 months to 1 year) and final progress (end of two-year grant activity periods) reports; the LSTA Coordinator and a sub grantee's assigned Library Development Services consultant will analyze their submissions.
Incorporation of LSTA project monitoring with regularly scheduled Library Development Services consultant site visits.

Note: When problems are identified, ongoing guidance will be provided to address specific issues and to reach appropriate solutions. Examples of possible corrective steps/actions:

- *Adjustment of timelines;*
- *Reassignment of responsibility for implementation programs (activities);*
- *Technology plan revisions; and*
- *Tactical reallocation of budgetary and technological resources.*

South Carolina State Library's LSTA guidelines, forms, State Plans, evaluation reports, descriptions of grant projects, etc. are posted on its web site at http://www.statelibrary.sc.gov/federal-aid.html.

Programs (Activities) and Key Output and Outcome Targets

(GOAL # 1)

LSTA PURPOSES: #1 Expanding…access to information and educational resources… #3 Providing electronic and other linkages…
GOAL # 1
Facilitate resource sharing and statewide library improvements and encourage participation and growth in cooperatives among the state's libraries (with emphasis on the state's public libraries) through guided collection development, state-of-the art technology resources, expansion and delivery of electronic and other information resources and leadership that directs strategies for gathering and sharing information, to ensure equal and universal access to quality information resources for all South Carolina residents.
KEY OUTPUT TARGETS

- By 2012, 5% of public libraries identified with unique and largely unavailable SC materials will administer an LSTA funded local preservation or digitization project or will partner with another entity to do so.

- 100% of the total online-searchable holdings of the state's public libraries will be searchable statewide through a union catalog by 2012.

- Interlibrary borrowing and lending among SC's public libraries will increase at least 5% after the first full year of operation of the statewide union catalog and will demonstrate an increase in use each succeeding year of the State Plan.

- At least four new DISCUS databases will be added each year of the 2008-2012 State Plan period.

- At least one major statewide marketing campaign per year of the five-year period will promote (1) the statewide union catalog, (2) the statewide online information portal, (3) DISCUS, (4) digitization projects and 5) other related LSTA funded components.

- 10% of SC's K-12 student enrollment will be utilizing the online information portal by the end of its first full year of operation and 25% or more by 2012.

- By the end of the State Plan period, access to DISCUS via public libraries will demonstrate an increase of 10% or more over the FY 2007 total.

- For each year of the State Plan, South Carolina libraries will realize an increase in the cost avoidance provided by the DISCUS program.

KEY OUTCOME TARGETS

- By 2012, 75% of respondents for each target audience surveyed will indicate an awareness of either one or more of the LSTA funded statewide virtual services.

- Every other year of the State Plan, 100% of public libraries surveyed will indicate daily use of the statewide union catalog and satisfaction with its ability to facilitate their resource sharing needs.

- By 2012, 90% of individuals using resources provided by the statewide online information portal will indicate satisfaction with its resources and functionalities. (Online/web-based survey)

- Beginning one year after implementation of the statewide union catalog, biennially 80% of public library and State Library interlibrary loan (ILL) customers surveyed will report experiencing faster fulfillment of their ILL requests.

- By 2012, 75% of library staffs implementing collection development projects will report improvement in the ratio of print to electronic collections (i.e., balanced collections) and will indicate a corresponding improvement in their ability to meet customer needs.

- By 2012, 95% of SC library personnel surveyed will report that LSTA funded resource sharing efforts have improved the quality and number of information resources available to their service areas.

- 75% of those utilizing new digital resources will report they or family members/friends have benefited from the information provided. (Online/web-based survey - 2009 and 2011)

(GOAL # 1) …continued

PROGRAMS (ACTIVITIES)
1. Sponsor and/or provide collection development training opportunities, consultation and guidance that focus on responsiveness to shifting customer information needs. (2008-2012)
2. Continue and expand collection development activities undertaken during the 2003-2007 State Plan period. (2008-2012)
3. Provide sub grants (e.g., digitization, library system upgrades and the like) to SC public libraries and State Library partners undertaking projects with the potential to improve statewide resource sharing, whether regionally or statewide. (2008-2012)
4. Implement (2008-2009) and market (2008 –2012) a technologically viable statewide union catalog. [Ongoing Statewide Service]
5. Incorporate a resource sharing technology improvement component in the State Library's technology plan (with particular focus on the future fate of the SC Library Network [SCLN]) and develop procedures for annual review/assessment/revision. (2008) & (2009-2012)
6. Continue to enhance and market the DISCUS program and its components; provide DISCUS training to library and education specialists. (2008 –2012) [Ongoing Statewide Service]
7. Encourage multiple library consortia and increased central/consortial purchasing of DISCUS and other electronic databases. (2009-2012)
8. Expand activities begun in 2007 and fully implement, enhance, market and develop strategies for ongoing support of a State Library sponsored K-12 (librarians/teachers/parents) statewide online information portal. (2008-2012) [Ongoing Statewide Service]
9. Develop and implement a digitization plan that coordinates public library and partner agency digitization projects that focus on unique SC materials (include digitization of unique historical materials in the State Library's collection); market LSTA funded local/statewide digitization/preservation projects and other collaborative efforts supportive of improved resource sharing. (2008-2012)

(GOAL # 2)

LSTA PURPOSES: #1 Expanding services for learning…access to information… #5 Targeting library services to individuals of diverse… #6 Targeting…information to persons having difficulty using a library…
GOAL # 2
Expand and improve library services, programs and resources through the provision of varied educational/literacy opportunities, expansion of outreach services, development of affordable information delivery mechanisms, and exploration and implementation of the concept of "library as community" for South Carolinians of all ages (with emphasis on the underserved, persons of diverse backgrounds and children and teens), to enrich communities, facilitate lifelong learning and to create a sustained appreciation for libraries, reading, information seeking, and literary and other cultural arts programming.
KEY OUTPUT TARGETS
⬥   By 2012, 25% (10 out of 42) of SC's public libraries will report new programs or services based on the concept of library as "community/social network."
⬥   100% of SC's public libraries will report offering two or more user training programs of any type for each year of the 2008-2012 period.
⬥   Participation (children and teens) in the statewide summer reading program will show a 10% increase over that reported at the end of the 2003–2007 State Plan period with 100% of the state's public libraries participating.
⬥   60% of public libraries will report working with one or more K-12 school media specialists to market summer reading program activities during the State Plan period.
⬥   100% of SC public libraries will report hosting at least two SC Literary Arts Partnership programs per year of the State Plan period and 70% of those hosting such events previously will report an increase (of any percentage) in attendance.
⬥   Of SC public libraries with English as a Second Language (ESL) library users, those creating a new or expanding an existing related program or service will increase by 10% over the number reflected at the end of the 2003-2007 State Plan period.

(GOAL # 2) …continued

KEY OUTCOME TARGETS
♦ 55% of those having visited a public library during the 2008-2012 period will view their library as the first point of contact for their information needs.
♦ 80% of those participating in library and or/partnership sponsored literary or other cultural arts programming will report during each year of the five-year period that their exposure to such events has increased because of the library's offerings and their literary/cultural appreciation has been heightened. (Event exit surveying/participant evaluation)
♦ 90% of families with children, participating in random sample surveying (2010) will report viewing their library as a gathering and welcoming place for families.
♦ Year two of the State Plan, 55% of teens participating in a library sponsored teen programming activity will report they would participate in other library teen functions; By 2012, 70% or more will report they have increased their use of the library because of library sponsored teen functions.
♦ Annually 70% or more of parents with children participating in the statewide summer reading program will indicate a positive impact of the program on their child's reading skills, academic performance and/or enjoyment of books.
♦ 75% of library patrons participating in library user training programs will report attainment of skills/knowledge applicable to their daily lives. (Evaluation instrument administered immediately following training event.)
♦ 90% of library staffs participating in State Library sponsored related training will report satisfaction with the training provided and 70% of those will have applied such to the creation of a new program/service or the improvement of an existing program/service. (Evaluation instruments administered immediately following training event and again 6 months to 1 year later.)
♦ 80% of library customers will report the library's collections meet their educational or recreational information interests or have provided other quality of life enrichment. (Biennial survey- 2009 and 2011)
♦ As a result of either one-on-one or group education/training by library staff, 10% of ESL (English as a Second Language) library users will report an understanding of services offered and an improvement in their library experience. (Library staff administered questionnaires – 2008-2012)
PROGRAMS (ACTIVITIES)
1. Provide sub grants to SC public libraries and State Library partners undertaking projects with special emphasis on creation of programs and services designed to attract user groups to the library's physical space and to those that undertake projects to enhance existing or create new outreach services. (2008-2012)
2. Create (2008) and implement (2009–2012) new strategies to increase statewide summer reading participation and to increase completion rates. [Ongoing Statewide Service]
3. Continue support of and participation in the SC Literary Arts Partnership. (2008 – 2012) [Ongoing Statewide Service]
4. Develop and implement innovative marketing strategies for all Goal # 2 related LSTA funded statewide initiatives. (2008-2012)
5. Provide training and other CE opportunities that expose public library staffs to skills/knowledge for transforming traditional public library environments into virtual and/or physical environments for community, learning and interaction. (2008-2012)
6. Provide consultation services to assist public library staffs in the development and implementation of new information skills training and other service programs for library users. (2008-2012) [Ongoing Statewide Service]
7. Provide collection development sub grants to SC public libraries seeking to expand or create collections to serve new or underserved user groups. (2008-2012)

(GOAL # 3)

LSTA PURPOSES: #1 Expanding services for learning and access to information and educational resources in a variety of formats, in all types of libraries, for individuals of all ages. #2 Developing library services that provide all users with access to information… #3 Providing electronic and other linkages… #4 Developing public and private partnerships… #5 Targeting library services to individuals of diverse geographic… # 6 Targeting library and information services to persons having difficulty using a library…

GOAL # 3
Provide South Carolina's professional and support library staffs and trustees with educational opportunities that facilitate the development and delivery of library programs that address LSTA priorities which are fundamental to meeting the information needs of all South Carolinians.

KEY OUTPUT TARGETS
♦ Year one – SC will have a statewide continuing education plan that addresses the associated training needs necessary to implement LSTA priorities; Year three – plan implementation will have been fully realized.
♦ 55% of public library staffs will report they have received training that addresses one or more of the LSTA six priority areas by utilizing one or more State Library sponsored CE opportunities delivered by computer/communications technologies. (2012)
♦ 100% of SC public libraries will report participation by 10% or more of their staffs in one or more State Library sponsored CE events focused on LSTA priority areas and 55% will report participation by 4 or more of their trustees in State Library sponsored trustee training events that prepare trustees to develop library service polices that expand services for learning and access and that help trustees build public/private partnerships. (2012)
♦ By the end of the 2008-2012 State Plan period, State Library sponsored CE events specific to the implementation of LSTA priorities will increase by 10% over that reported at the end of the 2003–2007 Five-Year Plan period.
♦ By 2012, sub grant recipients of tuition assistance/scholarship grants that facilitate building staff capacity in one or more of the LSTA six priority areas will have increased by 15% over that realized at the end of the 2003-2007 period.
♦ Two LSTA training sessions (application, administration, evaluation and other processes) per allotment cycle will be provided or sponsored by the SC State Library.

KEY OUTCOME TARGETS
♦ 100% of those receiving LSTA tuition assistance/scholarships related to study for expansion, delivery, or promotion of library services and programs representative of the LSTA priority areas will report satisfaction with the level of funding support provided and the level of access to LSTA funds. (Survey of sub grantees each year of the State Plan)
♦ 90% of library staffs participating in State Library sponsored CE will report satisfaction with the training provided and 75% of those will report having applied information and skills obtained to the implementation of library services and programs reflective of the LSTA priorities. (Evaluation instruments administered immediately following training event and 6 months to 1 year later.)
♦ 100% of State Library staff participating in LSTA funded CE/tuition assistance training/staff development will be able to demonstrate how knowledge/skills obtained translated to implementation of associated LSTA purposes. (Evaluation instruments administered 6 months to one year after a training event.)
♦ 100% of trustees involved in State Library sponsored training will report that they are better able, as a result of the training received, to build public/private partnerships and/or make policy decisions that expand services for learning and access. (Pre- and post-training evaluation)

(GOAL # 3) …continued

PROGRAMS (ACTIVITIES)
1. Develop a statewide continuing education plan (identify needs/gaps; utilize existing strengths) that addresses the associated training needs necessary to implement the LSTA priorities [2008-2009]; revise the library and information science tuition/scholarship assistance program component to specifically provide for LSTA assistance that will facilitate building SC's public library staff capacity in the six LSTA priority areas (2008); Implement the plan. (2008-2009) Evaluate plan effectiveness. (2011)
2. Continue and expand the State Library's partnership efforts with the University of SC's School of Library and Information Science. (2008-2012)
3. Continue and expand use of computer/communications technologies to provide and deliver varied continuing education programs that address any or all of the LSTA six priority areas and that facilitate implementation of the state's LSTA Five-Year Plan. (2008-2012)
4. Provide CE and tuition assistance sub grants to SC public library and State Library staffs and CE sub grants to public library trustees to implement the services and programs included in the six LSTA priorities. (2008-2012)
5. Develop training modules or sponsor training that will assist library personnel and other LSTA sub grantees in preparing project applications, administering projects and performing outcomes-based evaluation (OBE). (2008-2012)
6. Coordinate, sponsor and contract for varied training that addresses all high priority needs, matched to the LSTA purposes, outlined in SC's Five Year LSTA State Plan. (2008-2012)

(GOAL #4)

LSTA PURPOSE: #1 Expanding services for learning and access to information and…resources…#2 Developing library services that provide all users with access…#3 Providing electronic and other linkages...
GOAL # 4
Enhance the technological environment of South Carolina libraries by improving the critical technological infrastructure, facilitating faster access to expanded electronic collections/databases, improving the skills of public library technology staffs, serving as a model/leader in web site development/accessibility, providing IT consultation services and facilitating opportunities for the testing/implementation of new and emerging technologies for South Carolina libraries, to foster efficient delivery and improvement of information services and resources statewide to all South Carolinians.
KEY OUTPUT TARGETS
• 5% of SC public library directors will report the creation, within the State Plan period, of at least one new FTE or part-time technology specialist position and/or IT certification of at least one existing IT staff position.
• 25% of SC's small or medium sized public libraries will report redesign of their web sites during the State Plan period.
• Annually, 100% of digitization sub grantees will report an interactive web page or section that showcases the results of their LSTA funded project.
• 70% of all public libraries will report completion of one or more successful network infrastructure upgrades by 2012.
• The SC State Library will report partnering with one public library per year of the State Plan to implement a pilot/model program or service that is based on a new technology.

(GOAL #4) …continued

KEY OUTPUT TARGETS (continued)
⬩ By 2012, 25% of SC's public libraries will report creation of at least one new program/service that utilizes an up-to-date technology.
⬩ 100% of SC's public libraries will have technology plans with professional development strategies that ensure staffs will have the necessary knowledge (core competencies) required to use new technologies. (2008)

KEY OUTCOME TARGETS
⬩ 70% of those participating in library user technology skills training in a public library will report satisfaction with the level of training provided and improvement in their computer literacy and/or information retrieval skills. (Evaluation instruments administered immediately following a training event and 6 months after.)
⬩ Annually, 85% of SC's public libraries implementing new technology based services/programs will report utilization of the State Library's IT consultation services and 100% of those will report satisfaction with the level of expertise and time provided.
⬩ By 2012, 55% of public library administrators receiving sub grants to implement new or upgrade existing technology will report that 1% - 5% of existing staff were freed to address customer service needs.
⬩ 100% of small and medium sized public libraries with redesigned web sites will report that 6 out of every 10 users will report satisfaction and ease of use with the new site (Online surveying six months after site redesign); 75% of public services staff will agree the redesign has created service improvement.
⬩ By 2010, 60% of the state's public libraries will report improvement in user access to online resources because of demonstrated network infrastructure upgrades (e.g., increased bandwidth/network connection speed, additional layers of protection for network security, etc.)

PROGRAMS (ACTIVITIES)
1. Develop and/or sponsor CE opportunities to train/create certified technology specialists (e.g., computer/Internet trainers) for public libraries. (2008-2012) [Ongoing Statewide Service]
2. Provide sub grants to public libraries pursuing implementation of new or upgraded system-based technologies. (2008-2012)
3. Provide consultant services/guidance to help public libraries plan for and implement strategies for successful integration of traditional and virtual libraries. (2008-2012) [Ongoing Statewide Service]
4. Conduct public library pilot/model IT programs/services to encourage implementation of new technologies. (2008-1012)
5. Form partnerships for exploration, financing and implementation of cutting edge technology projects. (2008-2012)
6. Develop and implement a marketing strategy that places LSTA funded technology projects in the forefront of the public, key stakeholders and funders. (2008-2012)
7. Facilitate the improvement of web site designs (e.g., incorporation of interactivity) for small and medium sized public libraries and the creation of web pages/sections for LSTA funded digitization projects. (2008-2012)
8. Provide continued guidance/consultation for E-Rate application and revision of technology plans; make LSTA grant funds available to supplement E-Rate refunds, state lottery and other local/state technology dollars. [Ongoing Statewide Service]
9. Support development, implementation and maintenance of next-generation library networks. (2008-2012)
10. Continue ongoing activities that improve/upgrade State Library technology infrastructure, that provide for testing/implementation of new technologies and that support continuing education/training of State Library IT staff. (2008-2012) [Ongoing Statewide Service]

(GOAL #5)

LSTA PURPOSE: #4 Developing public and private partnerships…
GOAL # 5
Foster the development/support of new/existing partnerships by encouraging public library/community partnerships, directing LSTA funds for support of collaborative statewide and local library projects, guiding strategies for effective marketing of LSTA funded projects, providing related training and demonstrating leadership that positions South Carolina State Library at the center of a collaborative model that includes cultural organizations/agencies, private foundations, library associations and other key stakeholder groups working together to advance the goals and objectives of South Carolina libraries for the benefit of all South Carolinians.
KEY OUTPUT TARGETS
♦ 100% of LSTA funded projects have been marketed/promoted to one or more target audiences by 2012.
♦ 100% (42) of county libraries will identity and initiate dialogues with one or more potential partnering organizations or businesses by the end of 2011.
♦ The State Library will identify and initiate dialogue with two or more new potential partnering organizations by 2011.
♦ By 2012, at least 50% (21) county libraries will develop and maintain ongoing partnerships with one or more local businesses or organizations.
♦ (2008-2009) 100% of public libraries will be provided with LSTA funded opportunities that allow essential staff to participate in planning/needs analyses training; Annually, 100% requesting guidance and consultation in the same will be provided such.
♦ 100% of State Library key partner organizations seeking cooperative agreements in support of projects related to Five Year plan goals/priorities will receive some level of LSTA funding. (Each year of State Plan period)
♦ 10% or more of LSTA sub grantees will report a demonstrated correlation between the success of an LSTA program and an increase (1% or more) in annual local or state FY funding; the State Library will report the same for at least two (35%) LSTA funded statewide initiatives.
KEY OUTCOME TARGETS
♦ By 2012, 100% of libraries with ongoing partnerships will experience improvement with one or more local level library programs/services as a result of support (monetary or otherwise) provided by community or business partnerships.
♦ Annually, results of marketing analyses will show that 2 out 5 respondents indicate an awareness of services and resources provided by LSTA funded projects.
♦ Annually, 80% of those receiving advocacy and marketing training will indicate using skills/knowledge to either change methods used to market the library or to initiate some type of marketing effort where none existed before.
♦ Annually, 85% of LSTA sub grantees will report satisfaction and success with marketing guidance provided for promotion of their LSTA funded project.
♦ 25% (10) of public libraries will have incorporated needs/trend analysis in their long range planning processes by 2010.
♦ By 2012, at least 70% of target audiences will use and will report satisfaction with resources and services provided by LSTA funded partnership and other projects.

(GOAL #5) …continued

PROGRAMS (ACTIVITIES)
1. Develop an FTE marketing position for the SC State Library. (2008)
2. Charge the marketing librarian with a) positioning LSTA funded statewide projects in the forefront of the public, governing bodies and potential funders and b) assisting sub grantees with development of effective marketing components for their LSTA funded projects. (2008 – 2012) [Ongoing Statewide Service]
3. Encourage public libraries to partner with community groups, agencies and other organizations with similar missions. (2008-2012)
4. Sponsor advocacy and marketing training opportunities for public library staffs and boards. (2008 – 2012) [Ongoing Statewide Service]
5. Enhance consultation services to expand guidance and training offered in the areas of, planning, assessment, needs and trend analyses and the like. (2009 – 2012) [Ongoing Statewide Service]
6. Collaborate with SC APLA and USC-SLIS to update and expand public library economic and educational impact studies. (2008 – 2009)
7. Identify and affiliate with private sector organizations of financial means to improve funding levels for SC public libraries and State Library statewide projects. (2008-2012)
8. Provide cooperative agreement grants to strengthen existing State Library partnerships and to encourage development of new statewide collaborative projects. (2008-2012)
9. Further enhance the impact of LSTA funded statewide initiatives by developing strategies that coordinate activities with other related grant-funded initiatives e.g., Web Junction's Spanish Language Outreach program. (Ongoing)

(GOAL #6)

LSTA Purpose: #5 Targeting library services to individuals of diverse geographic, cultural, and socioeconomic backgrounds, to individuals with disabilities, and to individuals with limited functional literacy or information skills.
GOAL # 6 (Ongoing Statewide Service)
Ensure equal and universal access to quality library services, programs and resources, encourage awareness, foster lifelong learning and facilitate development of adjunct public library services for South Carolinians with disability conditions outside of the statewide program's eligibility requirements, by fully supporting and enhancing the statewide Talking Book Services (TBS) Program, providing an up-to-date technology support structure that fosters accessibility, developing relevant and effective partnerships and expanding public education/marketing activities, to assist all South Carolinians with disabilities and their caregivers/service providers in achieving personal and professional goals, leading self-sufficient lives, and fully utilizing all library and information services available to them.
KEY OUTPUT TARGETS
⬧ By 2010, TBS will have achieved 100% of the recommended staffing level for readers' advisors and librarians as defined by the National Library Service (NLS) standards.
⬧ Each year of the State Plan, the TBS program will increase its registered readership by 5%.
⬧ By 2011, TBS professional staff will present 10% more, than the cumulative total reported for the same time period of 2003-2007 State Plan, public education programs at appropriate venues across the state.
⬧ 25% of SC public libraries will participate in training that focuses on identification of their disability customer base, assessment of their needs and development of practical library service solutions.
⬧ Production of in-house recordings for the SC Collection will increase by 5% year one of the State Plan, 10% year two, 15% year three and 20% year four; marketing of the resources will increase in proportion as will use/circulation of the materials.
⬧ TBS' implementation of the provision of digital talking books/players to its customers will coincide with the schedule of the national program and the TBS program will have in place all necessary resources to fully participate in the NLS distribution system for digital talking books. (NLS timeline)

(GOAL #6) …continued

KEY OUTCOME TARGETS
◆ 90% of Talking Book Services (TBS) customers will report satisfaction with all levels of readers' advisory assistance. (Biennial surveys – 2009 and 2011)
◆ 80% of TBS customers will report improvement in their quality of life because of access to TBS services and resources. (2011)
◆ 75% of SC public library staffs participating in disability services training will report an increased awareness of the needs of disability customers in their service area and a willingness to improve/expand services offered. (Evaluation instruments administered 6 months to one year after a training event.)
◆ By 2010, 55% of TBS registered readers will report an awareness of the availability of recorded SC materials.
◆ 90% of Talking Book Services (TBS) customers will report the TBS program meets their essential reading needs/interests. (Biennial surveys – 2009 and 2011
◆ By 2010, 100% of the readers' advisory staff will report their ability to provide readers' advisory service to minority customers seeking multi-cultural literature has improved as a result of their participation in related CE events.
◆ By 2011, 85% of all readers using digital books/players will report that TBS staff proactively addressed any problems they experienced in becoming acquainted with the new medium and equipment and that they had positive learning/training experiences.

PROGRAMS (ACTIVITIES)
1. Develop and implement a TBS digital talking book service strategic business plan that coincides with key phases of the NLS digitial systems implementation timetable. (2008 – completion of phase one) (2009 –2012 – implementation of all other related phases) [Contingent on NLS timetable]
2. Work with the State Library's IT staff to include appropriate information in the State Library's technology plan that addresses budgetary, network infrastructure, and other considerations necessary to make the full transition to a digital system successful. (2008-2012)
3. Expand related staff development training opportunities and extend access to such beyond the level of TBS professional staff (e.g., NLS biennial conferences, Keystone Library Systems, Inc. User Group meeting, NLS Orientations, and the like). (Ongoing)
4. Increase the readers' advisory staffing level of the TBS program and provide appropriate continuing education opportunities to enhance their effectiveness. (Ongoing)
5. Promote awareness of library/information services/resources available for people unable to use standard format library materials. (Ongoing)
6. Provide training that assists SC's public libraries with assessment of the needs and the development of appropriate/practical library service solutions for their actual/potential customers with disabilities. (2008-2012)
7. Offer sub grants to encourage public libraries to create some level of programs/services to those with disability conditions that not meet the TBS/National Library Service for the Blind and Physically Handicapped (NLS) program eligibility requirements. (2008-2012)
8. Identify and collaborate with other agencies/organizations to inform/instruct disability service providers and related professional/support personnel about TBS programs, resources and service. (Ongoing)
9. Survey TBS customers to determine related reading interests; Assess the effectiveness of the in-house recording program and develop strategies/solutions to address any identified deficiencies; Implement strategies; Actively promote the availability of audio titles on local SC topics. (2008 and 2010)

RESOURCES TO SUPPLEMENT LSTA FUNDS

To implement/support the State Plan programs (activities) the South Carolina State Library will utilize all its available resources—human, financial, technological, physical facilities, collections, etc. All matching and MOE requirements will continue to be observed.

One result of the State Library's current strategic planning processes will be a total revamping of its existing budgetary processes. As such, although it is known that state funding allocated to the South Carolina State Library will couple with LSTA funds to support statewide initiatives/projects, the exact circumstances for such cannot be articulated at this stage. Improvement in the forecasting of the budgetary needs for staffing, timeline execution and the like will be a key component of the development of a tactical plan for a more managed approach to budgeting and allocation of LSTA dollars in South Carolina.

Identification of funding does not and will not determine the State Library's selection of programs. Additionally, whenever LSTA proposed or active statewide initiatives can be associated with the goals, objectives and other eligibility requirements of private funders, e.g., Bill and Melinda Gates Foundation monies awarded the South Carolina State Library or children's services initiatives funded by the South Carolina State Library Foundation, funds from these entities will be used to increase/supplement state matching dollars. LSTA statewide project administrators will be drawn from the professional staff of the South Carolina State Library. Departmental directors will work in conjunction with the State Librarian to make such assignments.

For additional information connect to the following:

- South Carolina State Library Organization and Departments/Staffing
  http://www.statelibrary.sc.gov/contacts-by-department/
  http://www.statelibrary.sc.gov/organization.html

- South Carolina State Library Partnerships
  http://www.statelibrary.sc.gov/partnerships.html

- South Carolina State Library Budget Documents
  http://www.statelibrary.sc.gov/publications/task,cat_view/gid,89/

- South Carolina Office of the State Budget – Appropriation Bills and Acts
  http://www.budget.sc.gov/OSB-appropriations.phtm

CERTIFICATIONS AND ASSURANCES

The following required certifications and approvals were submitted to IMLS along with the two paper copies of the plan:

- Program Assurance for 2008 Grant Award (includes Internet Safety Assurance)
- Certifications Regarding Debarment, Suspension and Other Responsibility Matters: Drug-Free Workplace Requirements; Lobbying; Federal Debt Status; and Nondiscrimination
- Assurances of Non-Construction Programs
- State Legal Officer's Certification of Authorized Certifying Official

APPENDICES

Appendix A: Formal Focus Groups - Results

Customer groups being served by SC's public libraries	• Hispanics (fast-growing/ mostly Latino and Mexican) • Seniors (elderly or retirees) • Students (all types/all ages, including home schoolers) • Teachers/faculty • Children (birth to age 12) • Families • Computer users (adults without home PCs, online students, government workers retrieving work assignments, etc.) • State "Newcomers" (described as tourists, returnees, persons relocating from other states) • Disadvantaged (agricultural/rural workers, social services recipients, parolees, low-income residents, etc.)
Customer groups not using SC's public libraries	• Hispanics (described as "Latinos who do not trust government agencies") • Students (all types…when college/school not in session) • Teens • Dropouts • "Well-to-Do" (can afford to buy books, computers, online access, etc.) • Decision makers (wealthy residents and government officials) • Business people/owners • Middle class/middle-aged men • Commuters (library hours not accessible)
Customer needs (common themes emerged)	• Trained staff (with reference, technology, basic customer services skills) • Learning services for the community (literacy, computer skills, job seeking skills, activities for teens/children, activities for children while parents study in the library, homework assistance/academic support, assistance with technology/connectivity issues, programs that instruct students throughout the educational process • Low-cost/doable measures (e.g., areas for coffee/food) that will make the library a more welcoming/caring environment—one that that offers choices and allows people to experience their local libraries in ways that are most meaningful to them* • Increased programming for children and adults *The most striking theme that emerged was the desire for financial resources to help public library staffs respond to the growing trend for transformation of the public library environment to one of a sustainable social network. The terms participants used to express this need were: convenient library hours; quite place to work; place to relax/read (a place of respite); personal contact (sense of community); and social setting (community gathering place).*
Solutions for meeting identified needs	Remedies repeated in all sessions involved two main solutions—marketing and collaboration. The importance of the image of the library and its connection to community pride was emphasized. Suggested marketing activities included: • Train librarians to be politically savvy and to market libraries in ways that take messages to decision makers • Increase trustee education/development to increase involvement • Make sure the library has a presence on community and governmental websites (e.g., sites of social service providers) • Undertake projects (programs/services) to attract/increase library visitors • Create a body of research that substantiates the impact of library services on wages, educational attainment and life achievement; use the research to market/advocate for funds to address needs

Appendix A: Formal Focus Groups – Results (continued)

	Solutions for meeting identified needs (continued)
	Suggested collaborative activities included: • Actively develop partnerships with community groups; identify and cultivate relationships with high profile community leaders/members • Improve relationships with County Councils • Resource sharing, e.g., implementation of a statewide union catalog • Create consortiums (share more locally generated content across institutions) • Create partnerships to share of facilities, pursue public/academic library joint projects, launch cooperative digitization projects, provide more literary arts programming, etc.
	Recruitment, development and retention of "highly trained" library staffs. Related concerns were low salaries, problematic standards, etc. Remedies offered included: • Create legislated, enforceable standards for libraries; establish consequences for not meeting • Establish a statewide standard for wages for library workers with a scalable minimum wage; equity with other government employees • Create a statewide CE program for librarians that reflects requirements of State Aid, a SC library certification program, and library worker pay scales; allocate more LSTA dollars to CE/staff training/scholarships and tuition assistance; expand CE offerings • Encourage networking/conference attendance
	Other solutions: • Improve collections (print/electronic) • Improve technology (increase bandwidth, offer wireless, laptops, Ipods and other portable electronic equipment, etc.) • Provide multiple computer labs, Internet research skills training, family computer areas and enough public PCs to meet all needs • Get services to users faster (develop different service models; provide adequate staffing) • Build more libraries (need better facilities/more space) • Implement RFID self checkout and other system-based technologies that can free existing staff for higher level customer services tasks • Improve cooperation with school media specialists, teachers and college librarians • Digitize local/special collections and make them available to supplement curricula at every grade level • Actively seek cooperative projects; Develop partnerships with private sector organizations with financial means
Desired outcomes/benefits	Outcomes that mirror the Library 2.0 trend: • Decrease in isolation for some; mingling/interaction of all ages/races • Public libraries are brimming with teens daily • Community enrichment; Greater sense of community/pride; Community networking • The library is viewed by citizens as a: meeting space, resting place, social/community commons/gathering place, heart of the community, place where information is delivered through teaching and other interaction, a welcoming place for families/children and a way to improve the quality of life

	Appendix A: Formal Focus Groups – Results (continued) *Desired outcomes/benefits (continued)*
	Economic Outcomes: • Greater employability for local residents; higher wages • Demonstrated improvements spur more funding opportunities • Library is viewed as a vital economic factor for the community • Communities experience economic growth • Property values increase in communities with nearby public library facilities • Increased funding for SC libraries Educational Outcomes: • Increased educational opportunities/ higher educational achievement • Attainment of job related skills • Public library is viewed a critical part of the state's educational structure • Higher literacy levels (English and other languages) • Lifelong learning and user training is fully supported • Access to computers, books and other resources unaffordable by many low-income families • Cultural education; exposure to literature/arts, people from other geographic areas (artists, scholars); greater awareness of the larger world Performance Improvement Outcomes: • Customers have increased access (all levels/all areas of library services), faster service delivery and high quality customer services • Increased resource sharing; up-to-date technology infrastructure and technology resources • Well-trained, more confident, skillful and adequately compensated library staffs • Effective/successful partnerships • All libraries are using best practices for service delivery
Major challenges within the next five years	• Communicating the value/relevance of libraries • Recruiting and retaining qualified library staffs • Keeping up with technology • Reconfiguring staffs to meet the challenges • Responding in ways that inform people (including local and state officials) of the vital role of libraries in their lives and life of their communities • Survival of the library in an era where the average person believes the Internet replaces libraries • Supporting learning that goes beyond text Every single challenge expressed by participants could be categorized within one of the above areas.
Ideal image of the library community in 2012-- money being no object	• The latest and greatest in technology (equipment, 24/7 access, support, infrastructure, everything…) and related services that close the gap between a community's technology "haves" and "have-nots" • Delivered services and resources (the library goes to the people rather than making the people come to it through storefront operations, virtual services, and other methods that create a "library outside the library"— i.e., the physical library) • Facilities (newer, larger and energy efficient), staffing (highly trained and well paid) and collections that meet the upper levels of standards (all calculated with reference to the population served) • Facilities bustling, everyday, with eager and energetic teens (and adults too) • Recognition as the FIRST point of contact for information needs and as a leader in the use of innovative tools and technologies

Appendix B: 2003 – 2007 State Plan Evaluation Assessment

Assessment of this report provided information of value for the identification of many of the high priority needs outlined in the 2008-2012 State Plan. Findings included:

♦ The formation of partnerships with South Carolina library systems and partner organizations is a viable strategy for successfully carrying out cutting edge technology projects (next-generation library networks and other emerging technologies) for years to come.
♦ Central/consortial purchasing of DISCUS databases allows South Carolina institutions (public, school, academic and other libraries) to realize an annual "cost avoidance" in excess of approximately $20 million. The DISCUS program remains a key tool for the delivery of and equalization of access to information for all South Carolinians.
♦ Supplemental LSTA funds provided the impetus needed to encourage public library staffs to undertake local digitization projects. As such:
  o Continued LSTA support of digitization projects will be needed to increase participation among South Carolina's public libraries.
  o Statewide digitization and preservation of unique documents will promote increased information sharing.
  o 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.
  o There is a future in South Carolina for significant expanded access to cultural and historical resources through collaborative digital initiatives.
  o Ongoing coordination and implementation of activities to preserve library materials and prolong the life span of collections is needed.
  o A South Carolina Digital Library can serve to preserve and enhance accessibility to the cultural resources of the state's libraries and archives.
♦ Because of LSTA sub grant funds small and medium sized libraries now have more balanced print and electronic collections, but more attention is needed to continue collection development improvements.
♦ South Carolina still cannot tout success as a state with a fully implemented sophisticated, 21st century resource sharing system or multiple library consortia. The need remains.
♦ In many instances, local collaborations proved to be the difference between success and failure for library based literacy programs. Continuation of and support for public library/community partnerships is essential.
♦ Teachers reported that repeat participants in summer reading programs improved their academic performance. New strategies are needed to increase statewide summer reading program completion rates.
♦ Because of the LSTA supported South Carolina Literary Arts Partnership, more of the state's public libraries are now playing a role in expanding the visibility of literary arts programming around the state. Continued support in this area is needed.
♦ Many lessons were learned about reaching SC's new Hispanic populations. Those lessons need to be communicated and used to develop more outreach programs for those representing South Carolina's shifting demographics.
♦ With many of citizens still residing in remote, rural areas of the state, attention to the improvement and expansion of outreach services continues to be a priority concern.
♦ The state's Talking Book Services (TBS) program serves more than 9,000; many rely on the program as their only library. The need for the TBS program is expected to continue.
♦ The Library Development Services program is critical to the overall success of public libraries in South Carolina.
♦ Access to and ongoing participation in continuing education opportunities/staff development is essential for South Carolina State Library staff.
♦ Marketing and public relations strategies that "tell the story" of successful LSTA funded programs, services and resources will remain essential.

Appendix C: South Carolina Demographics

Sources: U.S. Census Bureau, South Carolina Population Reports (A publication of the South Carolina Budget and Control Board, Office of Research and Statistics); South Carolina Commission for Minority Affairs, SC Vocational Rehabilitation Department.

STATE POPULATION	CUMULATIVE POPULATION CHANGE[13]
Estimated 2006 Population: 4,321,249	Population change: +309,433
Census 2000 Population: 4,012,012	Percent change: +7.7%

HISPANIC OR LATINO ORIGIN	AFRICAN AMERICANS
• April 1, 2000 Census: 95,076 • Estimate July 1, 2005: 139,801 (state ranking: 30)[14] • Percent of SC's total population: 3.3% (state ranking: 36) • Percent change: +47% • Growth increase in the last decade: 212% • Counties with the greatest number of Hispanics: Greenville, Spartanburg, Charleston, Richland, Lexington, Beaufort, Horry, and York	• Percent of SC's total population: 30% (percent of the total population of the U.S.: 12.3%) • Average per capita income in SC: $11,776[15] • Percent of the student population (2002): 42%.

PERSONS WITH DISABILITIES (2000)	Population 5 to 20 Years		Population 21 to 64 Years		Population 65 Years and Over	
	Number	Percent	Number	Percent	Number	Percent
810,857	82,446	9.0	514,963	22.7	213,448	45.8

South Carolina Vocational Rehabilitation Department	Fiscal Year 2005 Disability Cases	
	SERVED	REHABILITATED
	43,811	8,729

Occupational Placements of Persons Rehabilitated	Placement	Percentage
Manufacturing	14%	Manufacturing
Service	25%	Service
Clerical and Sales	18%	Clerical and Sales
Professional, Technical, Management	14%	Profess., Tech., Mgt.
Construction	11%	Construction
Miscellaneous	15%	Miscellaneous
Agricultural	3%	Agricultural

Note: *A person is considered rehabilitated only when engaged in gainful employment.*

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[13] SC ranked 17th in the nation for highest percent change in population between 4/1/2000 and 7/1/2006.

[14] A more accurate count for Hispanics/Latinos in SC is 400,000-500,000 per the University of SC's Consortium for Latino Immigration Studies. *(Source: Fact Sheet, SC Commission for Minority Affairs)*

[15] Allendale County has the lowest per capita income ($8,449) for African Americans in SC and has the 13th highest African American population in the nation at 71% (U.S. Census, 2000) Its poverty rate is 41.2%. *(Source: Fact Sheet, SC Commission for Minority Affairs)*

Appendix C: South Carolina Demographics (continued)

SC Age and Disability Facts

SUMMARY: SC AGE FACTS
In 2000, there were 1,056,000 baby boomers
Baby boomers will start turning 65 years of age from 2011 to 2028.
Interim projection for change in population 65 and older, 2000 to 2030: 133.7%
Percent of the population age 65 and older, July 2005: 12.6% (state ranking: 27)
Percent of the population under 18 years, July 2005: 24.1% (state ranking: 23)
Median age in 2005 for resident total population: 36

SUMMARY DISABILITY FACTS (2000)
In South Carolina 22.2% of the population have at least one type of disability. (19.3% for the U.S.)
Growth in the number of people with disabilities is expected to accelerate in the coming decades.
Among children in South Carolina ages 5 to 15, 6.4% had some type of disability. Among the population in their prime employment years of 21 to 64, 22.7% had a disability.
The overall national prevalence rate of vision impairment, including blindness, is 2.85%. When this rate is applied to the total U.S. population age 40 and older of approximately 119 million, the result indicates that more than 3.4 million older Americans are blind or vision impaired. The prevalence rate for those 40 and older in SC is 2.47%.
December 2005, 105,548 South Carolinians were recipients of federally administered SSI payments; of that number, 12,314 were aged, 1,390 blind and 91,844 disabled.

ESTIMATED RESIDENT POPULATION BY SELECTED AGE GROUPS: JULY 1, 2005	SOUTH CAROLINA	
	NUMBER	Percent
Under 5 years	281,299	6.6
5 to 13 years	501,421	11.8
14 to 17 years	244,482	5.7
18 to 24 years	425,948	10
16 years and over	3,347,854	78.7
18 years and over	3,227,881	75.9
15 to 44 years	1,797,426	42.2
45 to 64 years	1,078,584	25.3
65 years and over	534,980	12.6
85 years and over	63,570	1.5
Total Population	4,255,083	100.0

Appendix C: South Carolina Demographics (continued)

Income and Poverty
Source: South Carolina Statistical Abstract, 2006 (A publication of the South Carolina Budget and Control Board, Office of Research and Statistics)

YEAR	INCOME AND POVERTY	PER CAPITA	STATE RANKING
2005	Income (U.S. average, 2004, $33,041)	$28,352	43
	Disposable income	$25,562	42
2004	Median household income	$39,837	37
	Median family income	$47,680	38
	INCOME AND POVERTY	**PERCENTAGE OF POPULATION**	**STATE RANKING**
	Individuals below poverty level	15.7%	9
	Families below poverty level	12.5%	9
	Total births to teenage mothers	13.3%	8
	Unemployment rate[16]	6.9%	5
	Non-farm employment in manufacturing	14.8%	11
	INCOME AND POVERTY	**DOLLARS**	**STATE RANKING**
	Average annual pay	$31,839	40
2005	Food stamp benefits[17]	$566,000,000	18
	Temporary Assistance for Needy Families (federal and state funds expended)	$38,000,000	48

(Source: Robert T. Carey and Robert H. Becker, The South Carolina – US Income Gap Analysis of Data, THE STROM THURMOND INSTITUTE, October 2006)

> *"South Carolina consistently ranks in the bottom third in per capita personal income. The perception is that South Carolina is a "poor" state with a low standard of living and little economic development beyond low-paying textile mills at the center of small ramshackle towns. In truth, while largely undeveloped areas and some areas of persistent poverty remain, the state boasts several vibrant metropolitan areas and an economy growing in diversity. A large portion of the state enjoys a standard of living on par with the national average. When cost of living differences are taken into account, per capita and median household income in the state rise very close to, with many counties far exceeding, the national average. South Carolina ranked sixth in the nation in home ownership rates in 2004.*
>
> *As of mid 2006, the state retains an unemployment rate that is nearly two points higher than the national average. This is largely due to the fact that "smokestack" manufacturing continues to play a much more central role in the state's economy than in much of the nation. South Carolina has come lately to the shift away from a manufacturing-based economy…the job losses in this sector have been catastrophic to some parts of the state."*

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[16] The Palmetto State's unemployment rate, hampered by the loss of manufacturing jobs and a rural economy in much of the state, is 5.9 percent. The national average is 4.4 percent. *(Source: SC Statehouse Report, May 6, 2007)*

[17] In South Carolina over 100,000 households depend on the Food Stamp Program each month to get the food they need for good health. *(Source: Family Nutrition Program, SC Dept of Social Services, 2002)* According to the Food Research and Action Center, an average of 521,125 South Carolinians received food stamps every month in 2005. The rate of participation has increased over recent years, but still only two-thirds of those eligible participated. *(Source: SC Statehouse Report, May 6, 2007)*

Appendix C: South Carolina Demographics (continued)

SC Education Facts

YEAR	EDUCATIONAL ATTAINMENT PERSONS 25+	PERCENTAGE OF POPULATION
2004	Less than high school	18.6%
	9th – 12th grade, no diploma	9.6%
2000	Less than 9th grade	8.3%
	Estimated median years of school completed: 12.9	

YEAR	EDUCATIONAL ATTAINMENT PERSONS 18+	PERCENTAGE OF POPULATION
2000	Less than 9th grade	7.6%
	9th – 12th grade, no diploma	16.3%
	Bachelor's degree	12.6%
	Graduate or professional degree	6%

YEAR	EDUCATIONAL ATTAINMENT PERSONS 25+	PERCENTAGE OF POPULATION	STATE RANKING
2005	High school diploma or more	83%	40
	Bachelor's degree or more[18]	24.2%	37

*"The closer ratio of South Carolina per capita income to U.S. per capita income was significantly explained by the **percent of county population over 25 with at least a BS degree** (probability .002). The wider the ratio of South Carolina per capita income to U.S. per capita income was significantly explained by the **percent of county population over 25 without a high school diploma** (probability .006). The conclusion is direct. The gap in the ratio of South Carolina per capita income to U.S. per capita income is best explained by education differentials.*

In order to continue to become more competitive in the modern knowledge-based economy, the state must cultivate a highly skilled workforce. This requires substantial improvements in education. The state is consistently ranked at or near the bottom among the states in the area of primary and secondary education. Statistical analysis indicated a significant correlation between county education and income levels. Until this problem is corrected, large segments of South Carolina's population will continue to lag behind the remainder of the nation in economic prosperity because there will be no skilled workforce in place to draw jobs that generate the kind of income that allows for a higher standard of living.

The state already carries a substantial advantage in the areas of cost of living and natural amenities, but cultural amenities need to be added to these. [The state] loses its own educated young adults to other states. The state must therefore create an environment that exploits its existing amenities in order to draw these new economy workers from other parts of the country and develop the cultural amenities that retain those who are already present. This, in combination with improvements in the educational system that will produce more skilled workers, will help South Carolina to become a force in a highly competitive global knowledge-based economy and will close any gap that remains between personal incomes within the state and with the nation."

(Cary and Becker, The Strom Thurmond Institute, October 2006)

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[18] There is a high correlation between education attainment and managerial and professional occupations. SC ranks 45th with 29.1% percentage of management, professional and related occupations as share of total workforce. *(Source: U.S. Bureau of Census and Science and Engineering indicators 2004)*

South Carolina: 2008 – 2012 Five-Year LSTA State Plan

Appendix C: South Carolina Demographics (continued)

EDUCATIONAL ATTAINMENT BY RACE						
2004	WHITE		BLACK		OTHER RACE*	
	Number	Percent	Number	Percent	Number	Percent
Persons 25 Years and Over	1,911,249	100.0	691,166	100.0	73,279	100.0
Less than High School	286,522	15.0	188,321	27.2	21,930	29.9
Less than 9th Grade	101,855	5.3	58,469	8.5	12,664	17.3
9th-12th Grade, No Diploma	184,667	9.7	129,852	18.8	9,266	12.6
High School Graduate[2]	537,032	28.1	259,070	37.5	15,973	21.8
Some College, No Degree	380,063	19.9	111,322	16.1	12,976	17.7
Bachelor's Degree or Higher	549,908	28.8	89,042	12.9	18,402	25.1

Other races include American Indian and Alaska Native, Asian, Native Hawaiian and Other Pacific Islander, some other race, and two or more races.

Appendix D: Statistical Profile Summary – South Carolina Public Libraries

SC PUBLIC LIBRARY FAST FACTS: FY 2006			
Libraries	42	Bookmobiles	4
Annual weekend and evening hours	140,861	Branches	46
CUSTOMER TRANSACTIONS AND SERVICES			
Adult registered borrowers			1,748,620
Juvenile registered borrowers			593748
Total registered borrowers			**2,342,368**
Physical library visits			15,213,988
Virtual visits			8,326,484
Users of electronic resources			5,166,220
Circulation (Adult & Juvenile)			21,517,701
Reference transactions			4,642,943
Interlibrary loan to another library			20,164
Interlibrary loan received from another library			37,472
Library user training sessions			1,894
Library users trained			10,069
Users - hours of training			13,115
RESOURCES			
Internet workstations			2,790
Collections added			781,869
Total collections *(6/30/05)*			9,056,463
Databases added			118
Total databases			522
E-books added			356
Total E-books			49,298
REVENUE/EXPENDITURES			
Total local government operating			$ 86,581,275
Total state government revenue operating			$ 8,197,737
Total local government non-recurring			$ 7,131,629
LSTA			$ 594,519
Grand total for use in FY 2006 operating			$116,602,877
Grand total for use in FY 2006 non-recurring			$ 13,554,956
Total collections expenditures			$ 16,142,271
Digitization expenditures			$ 94,498
Salary and wages	$49,325,548	Employee benefits	$ 15,181,236
Total staff expenditures			$ 64,506,784
Grand total expenditures			$109,003,978
STAFFING			
Staff training sessions			1,554
Staff trained			5,204
Hours of training			25,806
FTE with ALA-MLS degree	426	FTE with other Masters degree	8
FTE with less than BA/BS degree	43	FTE with BA/BS degrees	47

PROGRAMMING		
Type	Number of Programs	Attendance
Children's	22,123	637,440
Young Adult	1,018	26,872
Adult	4,790	74,814
Total Programming (27,739) & Total Attending (739,126)		

Appendix F: Statistical Profile Summary - South Carolina State Library

SC STATE LIBRARY FY 2005-2006 –SERVICES TO SC LIBRARIES	
Registered borrowers (*SC Libraries*)	496
Items checked out	15,652
Articles supplied	565
Total	15,038
Total reference transactions	5,823

Talking Book Services Program FY 2006 Totals				
Circulation	New Customers	Registered Customers	Customer Contacts *(Phone, In-person, Email)*	Collection Items
323,749	919	9,723	26,728	417,278

SOUTH CAROLINA STATE LIBRARY FY 2005-2006 – MATERIALS HELD	
General Collection	312,945
Federal Documents	270,603
State Documents	92,765
Audiovisual	4,506
Electronic	1,278
Microforms	651,788
Periodical Subscriptions	2,123
Total	1,369,762

DISCUS USAGE FY 2006 (+*12% over FY 2005*)	
Total Items Retrieved	Items Retrieved by K-12 Community
7,399,538	4,883,695

FY 2006 SC STATE LIBRARY WEB SITE USAGE
SC State Library web site visits increased 27% over FY 05; Unique visitors increased 17%.

Library Development Services FY 2006
Consultations, site visits, e-mails, attendance at board meetings, correspondence, etc. to public libraries primarily, but with other SC libraries and library-related groups included, increased by 6% over FY 2005. Site visits were made to a majority of the state's public library systems. (Total contacts: 6,197) The statewide continuing education program provided 147 training events and had 2,339 participants from libraries statewide.

Note: For additional information on SC's public libraries and the SC State Library visit www.statelibrary.sc.gov.