

WEST VIRGINIA LIBRARY COMMISSION



2010

ANNUAL REPORT



2010

Annual Report of the West Virginia Library Commission

A division of West Virginia Department of Education and the Arts

The mission of the West Virginia Library Commission is to promote, assist, and support the development of effective and efficient library services that ensure all citizens in the state access to the highest quality library services and information resources to meet their needs.

Available electronically at
www.librarycommission.lib.wv.us





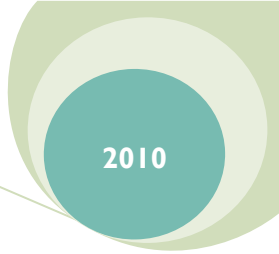


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On the Cover: Pictured on the front cover are books representing a small portion of the services provided to libraries through the work of the West Virginia Library Commission.

Message from the Secretary

James D. Waggoner

Every individual encounters forks in the road that require life changing decisions. Libraries are not exempt. As FY 2010 ends and FY 2011 begins, many public libraries in West Virginia are at a critical crossroad. Make no mistake; a public library is a living, growing organism. At the library's conception there is excitement in the community. "Parents" and well wishers celebrate the birth of the library with essential purchases and gifts. Unlike some human births, there is never a "whoops" library. A public library is the result of planning by concerned citizens and commitment from the County Commission, Board of Education and/or the City. Five god-parents are appointed by the local governing authority/ies to serve as library trustees; assigned responsibility to provide for the growth and development of the library.

Just as in human adolescence, there often reaches a point in the life span of the library when communications falter. Like the teen who finds little value in talking with the parent, some libraries fail to keep the governing authority informed of successes and, especially, failures. Humans usually outgrow this stage; organizations do not. Divisions grow wider over time. The joy that came with the birth of the library simply becomes silence tinged with resentment until there is a crisis.

West Virginia's public libraries are facing a crisis. They rank 49th in the nation in total operating revenue per capita. Although West Virginia law states when a governing authority creates a public library the creating body will support the library from general funds at "a sum sufficient for the purpose" or by "imposition of an excess levy for library purposes", 49th in the nation is not "a sum sufficient." It is a crisis.



Throughout this document are reports of programs and activities that benefit the citizens of West Virginia. Every West Virginian benefits from the existence of each of the 174 libraries in the state. The Library Commission assists, supports, and advises, but it is each local public library that delivers service to each citizen. Service that includes help with job searches, programs for adults, children, and teens, literacy activities, Internet access, use of E-government, books for research and recreation, and a host of others, all provided free to every citizen.

Service does not negate crisis. Where is the tipping point? Many of West Virginia's libraries are slowly starving financially. In an effort to get the "parent" to look for a "sum sufficient", the Library Commission now requires local government to support the local library at least at a level that matches state funds. A host of local governments have stepped up even in these difficult economic times. They make the library a priority because they understand service to the citizen; service offered by no other agency of government.

Unfortunately, too many other local governments are choosing a different path. They are declaring an inability to fund the library. The library they created. These governments tell the library trustees that they appointed: there are no funds to match even the State's contribution.

Every responsible parent knows the job of being a parent never ends; not when the child reaches adulthood, not when the child becomes a parent. Worries get bigger. Hurts get deeper. But the parent-child relationship remains. The public libraries of West Virginia deserve responsible parents. The local governments of West Virginia, County Commissions, Boards of Education and Cities, must come together to support public libraries. The "match" of state aid to libraries can come from a combination of all three levels of local government.

Some readers may question why this discussion is relevant in the annual report of a state agency. The West Virginia Library Commission is mandated to develop libraries. West Virginia ranks 6th nationally in state aid to public libraries. But state aid is not enough. Financial support of the local library by the governments that created them is more than development, it is existence. It is literally survival for the library.



"The local governments of West Virginia, County Commissions, Boards of Education and Cities, must come together to support public libraries."

James D. Waggoner

Administrative Services

Denise Seabolt, Director

The Administrative Services Division works directly with the Executive Secretary in the planning and support of all agency programs to enhance and expand library and information services in West Virginia.

The Division is responsible for the planning and preparation of the agency Appropriation Request submitted to the State Budget Office. The request is included in the Budget Bill passed by the Legislature and approved by the Governor during the WV Legislature's General Session. Upon passage, the Division prepares and submits to the Budget Office the agency's Expenditure Schedule for approval and implementation. The Expenditure Schedule allows the agency to expend the approved budget during the fiscal year. The Division meets all financial and administrative reporting requirements mandated by State and Federal regulations and works with all divisions within the agency in seeking and administering outside grants. Administrative Services is responsible for the daily management and annual reporting of the agency's fixed assets by completing the Annual Comprehensive Financial Report (CAFR) and submitting it to the Department of Administration's Finance Division for inclusion in the State's Single Audit. The agency Personnel Officer, Procurement Agent and State E-Rate Coordinator are all assigned to Administrative Services.

Universal E-Rate Program

The E-Rate Coordinator is responsible for training, coordinating and assisting statewide public library activities regarding the Universal Service Discount program. This service is critical in West Virginia where less than fifty percent of the citizens have computer access in their homes. The Coordinator attends yearly train-the-trainer sessions conducted

by the Universal Service Schools & Libraries Division (SLD). Upon completion the Coordinator provides statewide training to all public libraries. The training provides libraries with all materials and information needed to process the current E-Rate funding year. An E-Rate listserv is maintained to keep all public libraries informed of current program updates and information as well as posting deadline reminders. The West Virginia Library Commission homepage includes an E-Rate Information link as a reference tool for libraries. The website also posts an "E-Rate Cycle Calendar" to provide a visual reference for librarians in the application process. Public libraries forward forms to the coordinator for approval before the actual submission to the SLD. This measure insures accuracy of the form prior to filing and prevents the chance of commitment denial or delayed processing.

In 2010 there was 86% participation from public libraries for what SLD identifies as plain old telephone service applications. These applications generated \$118,233 in reimbursement dollars for public libraries statewide. The Statewide Library Network application covering all Data Circuit and Internet services provided by the Library Commission generated a total reimbursement of \$660,165. These dollars are leveraged to support and sustain the Infomine Statewide Library Network. The agency also filed a plain old telephone service application for in-house telecom that generated a total reimbursement of \$11,687.

Building Services

Administrative Services also includes Building Services, contract programs for distributing drug education and tobacco prevention information, and Library Television Network operations.

The Building Services division supports the agency's daily operations in inventory and records

management in accordance with state guidelines and regulations. The division also maintains the agency fleet. In 2010 the fleet logged 223,342 miles by agency staff in support of technology, operations and programming for public libraries statewide.

Tobacco Prevention and RADAR Clearinghouses

The Tobacco Prevention and RADAR Clearinghouse programs are provided by grants through the West Virginia Division of Health and Human Resources, Behavioral Health and Health Facilities Division and Bureau for Public Health. The grants provide funding for educational materials in support of tobacco prevention and cessation as well as drug and alcohol prevention. The Clearinghouse distributes materials to other grant recipients, prevention coalitions, stage agencies, health care providers and others upon request.

In 2010 the Tobacco Prevention Clearinghouse distributed 106,859 items to other grant holders with the Division of Tobacco Prevention. The Tobacco Prevention Program distributed 173,966 items to various health care providers, doctors, teachers, libraries and other concerned individuals. A majority of the educational items sent from the Clearinghouse were requested by school systems for use in the classroom or other educational functions. The educational materials were also exhibited at various events around the state such as the Albright Power Station Health Fair and Tobacco Free Day at the State Capitol.

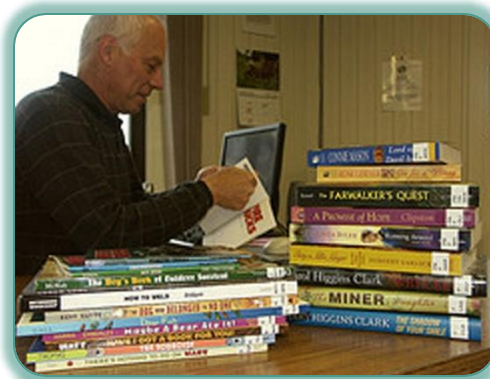
The RADAR Clearinghouse distributed 54,576 pamphlets, 515 posters, 7,022 activity/comic books and 11,362 educational incentives that included pencils, fortune

cookies, drug awareness bands, bookmarks and stickers in 2010. The items were sent to schools, churches, prisons, libraries, hospitals and other organizations as well as concerned individuals. During West Virginia Red Ribbon Week in October, the Clearinghouse distributed 113,955 ribbons, 10,715 activity books and 10,525 pencils to schools across the state. The RADAR program provided exhibits at the WV State Fair, Share the Vision Conference, WV Collegiate Initiative to Address High Alcohol Use and other events throughout the state.

Outputs:

In Fiscal Year 2010, Administrative Services managed the Library Commission's \$16 million budget consisting of \$1.8 million in General Revenue, \$1.9 million in Federal funds, \$11.2 million from Lottery funds and \$1.1 million in gifts and grants. Major programs were Grants to Public Libraries, the InfoMine Statewide Library Network, Services to Libraries and Special Projects. The distribution of grants to public libraries is critical to maintain staff, purchase materials and meet other operating costs. Any disruption or delay in distribution has an immediate and critical impact on the ability of libraries to meet their financial obligations.

The Division processed and distributed **585 grants to public libraries** for a grand total of **\$9,822,851**.



•388 Grants to Public Libraries/Grants-In-Aid (GIA) **\$8,348,884**

These grants are provided to all public libraries to expand and enhance services to the citizens. The grants in combination with local support provide the operating foundation in public libraries.

•**58 Services to Libraries Grants - \$550,000**

These grants are provided to Service Center Libraries to assist with cooperative professional support to the smallest and most rural libraries in the state. The Library Commission works with Service Center libraries to improve services and provide continuing education programming for Affiliate libraries.

•**113 Special Projects/Community Participation Projects Grants \$477,634**

The Special Projects/Community Participation Projects funding is provided to the agency with Legislative intent. The intent identifies specific funding for the libraries granted these funds.

•**17 Federal Library Services and Technology Act Sub-Recipient Grants \$293,965**

Twelve individual grants totaling \$40,900 to public libraries for continuing education, book establishment and programming with an additional five grants totaling \$253,065 to public library consortiums for online catalog maintenance support.

•**9 additional support grants to public libraries \$152,368**

Six critical needs grants to libraries totaling \$85,537 for various renovation and/or construction projects and planning. The agency currently does not have allocated construction funding. This funding is essential for improving library services. Approximately half of the 174 library facilities in the state were constructed in the 1970s. Most of the buildings dating to that time are modular octagon shaped "Instant" libraries or small rectangular "Outposts". These buildings were intended as "starter" libraries that would be replaced with brick and mortar facilities. They were not designed to accommodate the technology that is now a central service in libraries. The Library Commission 2012 Appropriation Request includes a \$1.5 million improvement request to enable the agency to assist libraries renovate or replace outdated facilities. Three

support grants totaling \$66,831 were disbursed for additional consortia catalog maintenance support as well as project planning.

The Division also processed and distributed support **\$1,276,018** in Programs to Multi-type libraries as follows:

•**Digital Resources \$745,659**

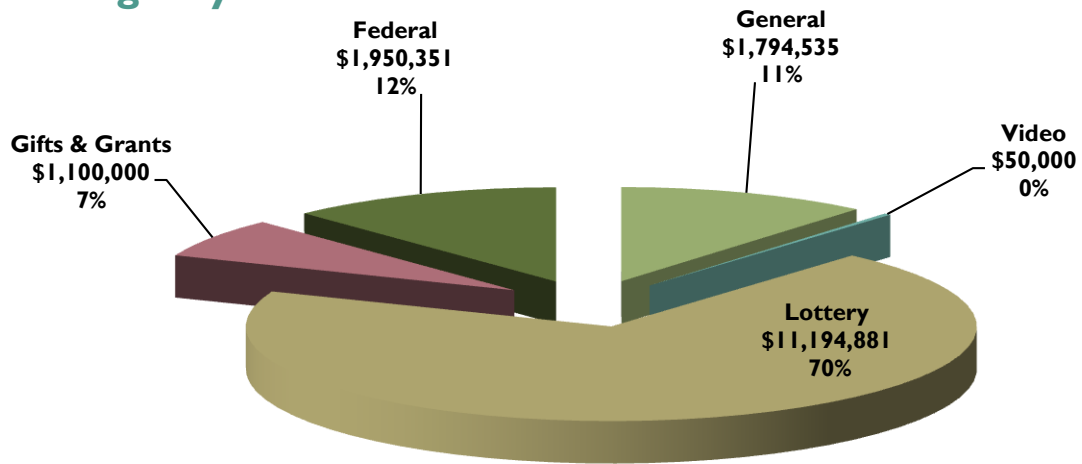
The digital resources expenditures combine both federal and state dollars to provide access to full text databases which include over 2,000 titles from magazines and newspapers to public and academic libraries as well as public schools. The databases also include services that enable library users pre-test experience in the SAT, ACT, GRE, GED and job training.

•**Books & Periodicals \$530,359**

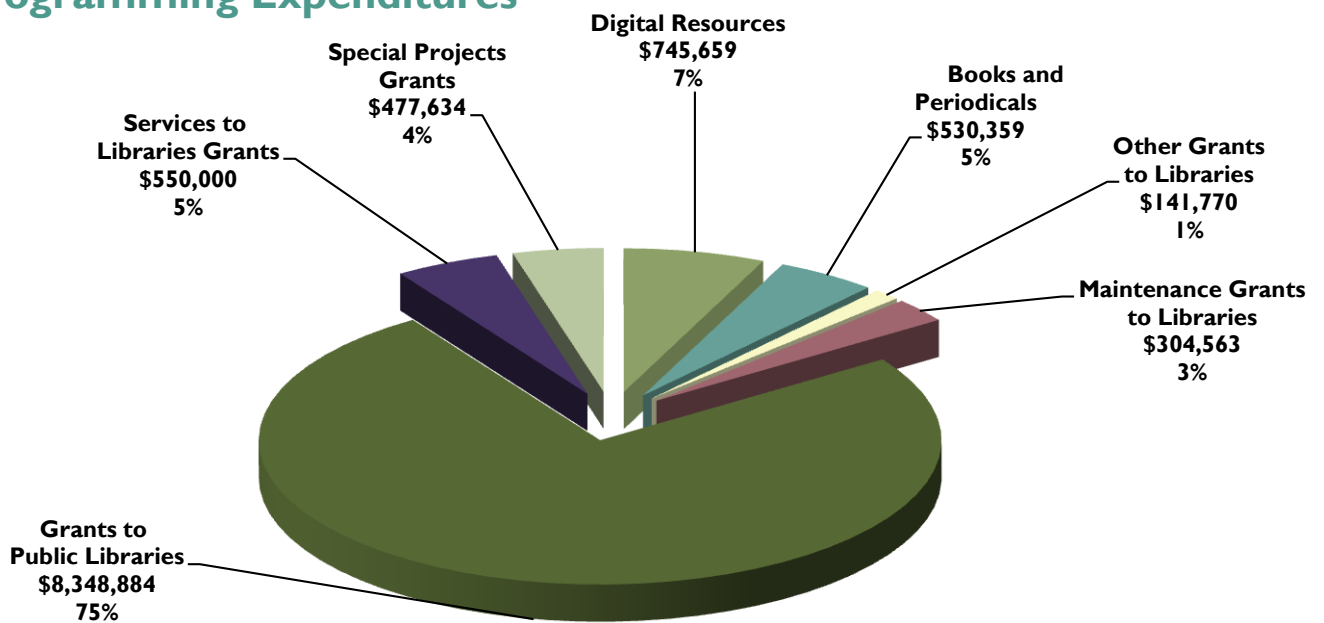
These funds are used to purchase materials for the Library Commission's Reference Library and the Special Services Division. The Reference Library houses a collection of materials in all formats to serve the Legislature, government employees and the public. The library also provides a "library of last resort" to all public libraries in the state. The Special Services expenditures provide materials for the blind and physically handicapped not provided through the National Library Service. The federal NEWSLINE® program is also supported through these expenditures.



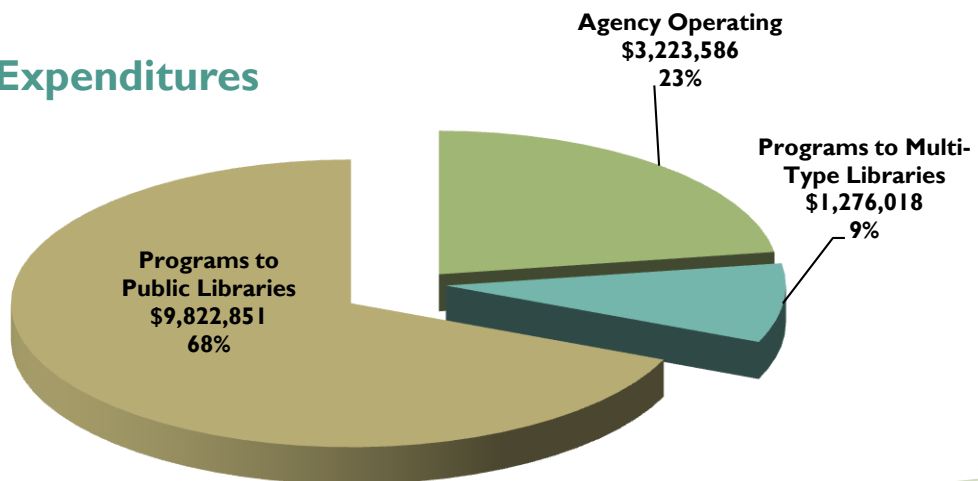
Total Agency Income



Programming Expenditures



Total Agency Expenditures



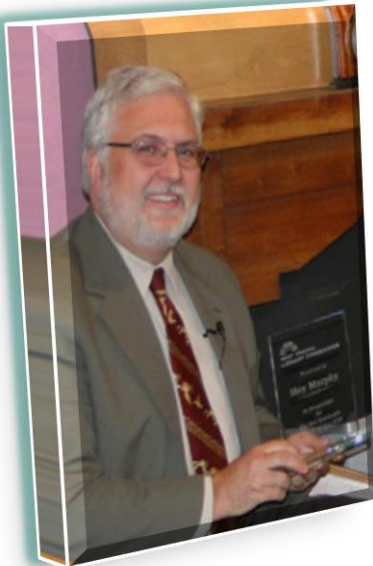
Library Television Network (LTN)

Mark Lanham, Manager

Show Production:

In 2010, the West Virginia Library Commission's Library Television Network produced over 218 shows with a number of special guests including Congresswoman Shelley Moore Capito and Senator Jay Rockefeller, actors Chris Sarandon and Sam Trammell, and poet/author Nikki Giovanni. A new addition to the schedule this year is *Women's Perspective*, a program focusing on the female perspective, issues and topics of great interest to women. It is hosted by the local West Virginia chapter of the Alzheimer's Association.

The studio was fortunate enough to be allocated an additional staff member who assists with studio productions while continuing to work on graphic designs for the agency and libraries alike. This personnel shift allowed studio staff the flexibility to provide more location shoots, studio productions and video projects in addition to keeping graphic projects on a timely schedule.



This year marked the 200th episode of the *Your DNR* show for the Division of Natural Resources and for their host, Hoy Murphy. For his dedication to his role, he was presented with a West Virginia Library Commission and Library Television Network Recognition Award. Murphy was humbled by the notice and appeared a

little speechless at first because he

was touched that the studio recognized his efforts.

Also, reaching a milestone in production, the Attorney General's Office taped their 100th episode of *Legal Journal* with an appearance by special guest John Gannon, President of The Financial Industry Regulatory Authority in Washington, DC.

During the Division of Culture and History Arts Section annual grant application to the National Endowment for the Arts, four episodes of the LTN production, *Artworks*, were submitted as examples of agency activities. On April 1st, 2010, LTN received national recognition when the panel gave a very positive review on *Artworks'* impact across the state, noting the quality of the production, the interview format, and the subject matter covered. *One panelist commented, "Artworks is a delightful look at what is going on in the Arts in West Virginia," while another added, "It is a strong representation of the pulse of the arts in West Virginia...what a great vehicle to share the arts across the state...great production!!!"*

After the completion of filming the third season of the *Collegiate Series Performances & Lectures* hosted by First Lady Gayle Manchin and the Division of Culture and History, the entire series is airing every week on the Library Television Network's channel and on the Network's affiliates.

Commercial Production:

- The Governor's Office requested several public service announcements, as well as studio and press conference tapings for Governor Manchin and the First Lady. The First Lady recorded three public service announcements for the American Dietetic Association called *Nutrition from the Ground Up* and all were distributed to television stations for airing around the state. There were 13 video messages taped for events that the Governor and/or First Lady could not attend due to scheduling conflicts which included a spot for the West Virginia National Guard departing for Iraq.

Special Productions:

- Produced a virtual video tour of the Governor's Mansion with the First Lady as the tour guide. The video was made available on the mansion's official web page. Several variations of the video were designed for the web page which included three full length versions and two each of the individual rooms.

- Teamed up with the Division of Culture and History's Museum staff to produce, shoot, and edit a DVD for a traveling exhibit on the *History of Motorcycles in West Virginia*. The video contains interviews with motorcycle enthusiasts and a spot from Governor Manchin on his special edition blue West Virginia motorcycle adorned with the Governor's Seal and scenic locations from around the state. Archive photos and film were provided by the Archives and History section. Local musicians were used which included a track called *Fuel to Burn* from Lino DeMarchi and Greg Smith, a track called *Sedentary Blues* from the band Under the Radar and *Country Roads* from Kappa Danielson. The exhibit was a great success and was well received by motorcycle enthusiasts.

- Produced additional audio recordings for the West Virginia State Museum with messages from Actor David Selby, Marshall University Football Coach Bobby Pruitt, and former NFL player Sam Huff for the *What West Virginia Means to Me* area in the museum.

- Co-produced the Annual Farm Tour video with the West Virginia Conservation Agency.

- Assisted the West Virginia Office of Technology with a live presentation and web stream feed from the Culture Center Theater



on *World-Class Information and Cyber Security*. Several experts gave detailed presentations during the six-hour conference and the video was routed through a laptop to the Cisco Company to allow other state employees to view from their offices.

- Produced 1,000 CD copies of the *A Strategic Plan for Addressing Asthma in West Virginia 2010 - 2014* for the Bureau for Public Health.

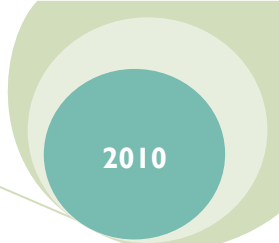
- Helped produce public service announcements (psa) for the West Virginia Cable Association. House Speaker Rick Thompson, House Judiciary Chairman Carrie Webster, House Finance Chairman Harry Keith White and Senate President Earl Ray Tomblin spoke about several topics which included broadband adoption, Armed Forces Veterans, and Alzheimer's. The psa's aired statewide on several cable company networks.

- Produced a logo for *Women's Perspective*, a show hosted by the local West Virginia chapter of the Alzheimer's Association.

- Provided DVD copies of the Memorial Service for the Big Branch Miners families at the request of the Governor's Office.

Education / Library Services:

- Produced the *2010 Poetry Out Loud State Competition* the Culture Center Theater and emceed by Actor Chris Sarandon. Secretary Kay Goodwin was in attendance along with activist, poet and professor Nikki Giovanni who delivered a wonderful performance. The winner of the event went on to the national competition in Washington, DC. 100 DVD copies were produced and



distributed around the state, to each participant and to the National Endowment for the Arts in Washington, DC. The DVD copies were also used as an educational tool to promote the program throughout school systems.

- Traveled to the West Virginia Library Association’s Annual Conference to shoot video of sessions to post to the LTN’s video server and DVD’s for inter-library loan.

- Videotaped another series of *Letters about Literature* winners reading their entries and distributed DVD copies to all of the participants and schools.

- Helped produce a video for the *State Summit on High School Graduation & Dropout Prevention for West Virginia’s Promise - The Alliance for Youth*. DVD copies of the video were done and several clips were encoded for their state website.

- Videotaped the *Summit on 21st Century Job Education* at the University of Charleston for the Department of Education and the Arts. The all day conference was transferred onto two DVD’s and clips were provided for their website.

- Redesigned the West Virginia Library Map poster to reflect current administration. Copies were sent to each library in the state.

- Produced a new design for the Children’s Book Week poster in November. There were also round stickers designed. Both were sent to all of the libraries around the state.

- Created 5 local Book Discussion Group Posters for the Jackson County, Taylor County, Fayette County and Rupert Public Libraries to promote their Reading Discussion Groups.

- Produced the Library Week Poster which relied upon a new piece of software that generated a

mosaic poster from multiple photos. Pictures of libraries from around the state were used to finish the background of the poster and the library “man” logo was layered on top to produce the final printed image.

Coverage Area:

- Increased LTN coverage area with the addition of a new affiliate. West Virginia Wesleyan College, on Suddenlink in Upshur County, adds 6,500 subscribers on channel 22 and is airing all of the Network’s programs each week.

The following is a list of current cable television subscribers and the total hours per week that the LTN is aired:

Suddenlink Channel 17, 84 hours 120,803 Subscribers
Comcast Channel 24 - 30 hours 28,000 Subscribers
Comcast Channel 20 - 4 hours 28,000 Subscribers
WLSC-TV Comcast Channel 14 - 10 hours 30,000 Subscribers
Time Warner Cable Channel 18 - 105 hours 26,000 Subscribers
Suddenlink Channel 17 & Channel 97- 4 hours 45,000 Subscribers
Comcast Communications Channel 15 - 32 hours 28,000 Subscribers
Adelphia Communications Channel 15 - 45 hours 3,300 Subscribers
Rapid Cable Channel 12 - 105 hours 2,800 Subscribers
WVWC-TV Suddenlink Channel 22 - 154 hours 5,824 Subscribers
WLPX TV Channel 9 - 1 hour 283,023 Subscribers
Total hours per week = 574 Total Number of subscribers = 600,750



Library Development Services

Karen Goff, Director

Any day now NBC is going to contact the West Virginia Library Commission about a “Making a Difference” segment. Why? Because the goal of every WVLC program and activity is to equip, facilitate, and capacitate libraries to keep changing so they, in turn, can empower people and communities to meet challenges. Library Development Services plays a key role in empowering libraries to make a difference even though it is often hard to see past the activity to the result. When this happens, Library Development recalls the story of the old man and the starfish. In this story one man walking on the beach sees another who seems to be dancing. As he draws closer he discovers that the second man is not dancing but reaching down to the shore, picking up starfish, one at a time, and very gently throwing them into the ocean. When asked why, the dancer replies, “The sun is up, and the tide is going out. And if I don't throw them in they'll die.” The other man points out that there are thousands of starfish, miles of beach, and that the dancer can't possibly make a difference. The dancer listens politely. Then he bends down, picks up another starfish, throws it into the sea and says, “It makes a difference to this one.” Libraries make a difference – to someone – every day.

What if libraries went away, even for a day? What would happen if there were no libraries? To answer these questions, the Library Commission responded to a challenge from the American Library Association. Snapshot Day: A Day in the Life of West Virginia Libraries was one of many Snapshot Days held throughout the nation during National Library Week 2010. Libraries across the state collected numbers and photographs to document the activities taking place on one particular day, April 21, 2010. On this day, as every day, libraries

supported the lifelong learning needs of their communities. Questions were answered, computers and the Internet were available, classes were taught, tests were proctored, programs for children and adults were hosted, book discussion groups were facilitated, and ideas were shared. WVLC posted the 400 pictures submitted by libraries on a unique Snapshot Day web site (www.wvsnapshotday.org) so everyone could appreciate a mosaic of busy libraries throughout the state.

There is no doubt that funding is a critical ingredient for to making a difference. In July of 2007, the Library Commission implemented all the requirements of the new Administrative Rule passed by the Legislature except the one designed to encourage increased local funding for libraries. Implementation of this requirement was postponed for three years. During these years and especially in 2010 Library Commission staff worked with local library trustees, directors, and funders to answer questions about this requirement. A WVLC presentation to trustees and directors attending the Fall 2009 West Virginia Library Association conference outlined the effect of the new Administrative Rule on the delivery of library services and emphasized that the funding requirement is designed to do the same thing, provide libraries with stable funding to deliver better services. Fiscal year 2010 was critical



because each library's state Grant-in-Aid for fiscal year 2011 would be awarded based on local funds received by the library in fiscal year 2010. Across the state, library trustees, directors, and other supporters presented the case for increased funding to town and city councils, boards of education, and county commissions. Many of these presentations were successful. In these cases, libraries receive 100% of the state Grant-in-Aid and citizens receive improved services. Some were not. In these cases, libraries lose state money and citizens lose some library services.

In even numbered years, the West Virginia Library Commission conducts a survey of salaries in all public libraries. An online survey form was developed for the 2010 survey to increase the ease of response and decrease the unnecessary use of paper. The survey asked directors to report salaries and benefits as of January 1, 2010. The report includes salary ranges, mean and median salaries, and benefits for all library positions by operating budget and service population ranges. The 2010 Public Library Salary Survey painfully illustrated that the West Virginia public library workforce does not walk the metaphorical beach saving metaphorical starfish for the money. The median annual salary of the 97 public library directors in the state is \$23,713; 36 of these directors have Masters Degrees. Eight of the 97 get no paid vacation, 13 get no paid sick leave, and 40 have no health insurance or retirement benefits. Why? Lack of funding. Why do they keep working? To make a difference.



WVInfoDepot.org is one of the ways the Library Commission helps local libraries provide services beyond their funding. WVInfoDepot hosts a collection of online databases for use by all West Virginia residents. The databases are selected to provide current, reliable information on a variety of topics of interest to information explorers of all ages. They can be accessed from academic, school and public libraries; from homes, from offices, from smart phones, from anywhere there is a connection to the Internet. WVInfoDepot.org is provided with State funds from the Legislature and Federal funds from the Library Services and Technology Act, administered by the Institute of Museum and Library Services.

In FY 2010, the WVInfoDepot databases attracted more than 3 million searches. Databases dealing with health information were among those with the most searches. These databases were searched by students in nursing and allied health programs. They were searched by parents looking for answers about childhood diseases. They were searched by patients looking for information on diabetes, heart disease, and cancer. They were searched when libraries were open and when libraries were closed. They were there to search because that is what libraries do – provide access to information. The Fall Conference of the West Virginia Library Association featured a WVInfoDepot session presented by four students; two from West Liberty State University and two from West Virginia Wesleyan College. Each student presented a brief training session on one of the WVInfoDepot databases. Their enthusiasm for the databases and

their comments concerning the value of online sources other than Google were absolutely refreshing. In hopes of adding a new dimension to WVInfoDepot, online products to aid the recently unemployed and other job seekers are currently being evaluated.

Despite the challenges of inadequate funding and a weak economy, a few West Virginia libraries were able to expand their facilities. Although very limited in the financial help it can contribute to new construction or renovation projects, WVLC can and does award Book Establishment Grants to make sure there are new books in new or renovated facilities. In 2010 Library Development recommended Book Establishment Grants for the Morgantown Public Library and Pocahontas County Free Libraries that opened new branches, and for the Sutton Public Library, Ritchie County Public Library, and Princeton Public Library that moved into new facilities.

To keep each library director in the state from occasionally feeling like the only surviving starfish savior, Library Development provides advice and encouragement. Specialists in Adult Services, Children and Youth Services, and Library Operations call, visit, advise, teach, and plan. These are their stories.

Adult Services

Every library has a core of users who admit the usefulness of computers, email, audiobooks, etc. but cling firmly to the traditional book format. These users not only like to read books, they like to talk about them and often form book discussion groups. These groups meet, often in the library, to discuss a book or books that they have read and express their opinions, likes, dislikes, etc. Since most libraries do not have 10-15 copies of the same title on hand at the same time for each member of the group to read, WVLC maintains an extensive Book

Discussion Group Collection. This collection enables every library to offer or expand library programming to adults, students, and senior citizens. A good book discussion book is well written and rich enough to sustain a two-hour discussion. The Adult Services Consultant carefully selects titles that meet this criterion. The collection includes a minimum of 16 copies of each title including a copy in large type format if available. It serves 58 groups cross the state. The Adult Services Consultant advises each group and often serves as a guest facilitator. The collection supports approximately 35 discussions each month. This year the WVLC Book Discussion Group team, scheduled, shipped, unpacked, and re-shipped 6,330 books, to groups as near as St. Albans and as far as Berkeley Springs. The collection is regularly refreshed. This year 21 titles were added and 16 titles were withdrawn; 34 titles went out more than five times. A complete list of available titles is posted on the WVLC web site. The Book Discussion Collection also is a key resource for the teaching of Reader's Advisory skills to library staff members. These skills enable staff to answer the very frequently asked question "What's good to read?" The WVLC Book Discussion Collection was an integral part of "Let's Talk About It: Love and Forgiveness" sponsored by the Kanawha County Public Library with a grant from the American Library Association.

As a new way to highlight September as National Literacy Month, WVLC designed and produced stickers that were provided to participants of the 2009 Literacy Celebration, adult literacy councils, and libraries. More than 200 children and 100 adults attended the 2009 Literacy Celebration in the Great Hall of the Culture Center. The Celebration was a joint effort of the Library Commission, the Imagination Library initiative of the Department of Education and the Arts, and Literacy West Virginia.

Adults often look to libraries when they need to sharpen job skills, learn new skills, or help their children score high on college admission tests. No library has enough books to respond to the variety of test preparation and job skill needs.

However, LearningExpressLibrary, one of the WVInfoDepot databases, offers practice tests ranging from fourth grade math skills to graduate school entrance exams, e-books including titles to help prepare for careers in civil service, education, allied healthcare, and computer skills courses. This database is so varied that, each year, the Adult Services Consultant presents numerous training sessions in schools and public libraries, and at literacy and adult education conferences. Help and instruction is also provided on a one-to-one basis.

From Jackson County...

"One of the most important uses we have for the computers is test-taking -- not only tests for jobs, but access to the online practice tests for GED, ACT, etc. This is the best way for them to get test practice," said Director Suzette Lowe.

Children and Youth Services

Although libraries do not serve children and youth exclusively, much time and effort is devoted to making a difference for growing starfish. The Library Commission Youth Services Consultant assists libraries in preparing parents and caregivers to read to their children, open the joy of books and reading to babies and preschoolers, sustain reading skills during the summer, provide materials to meet the needs for homework, school reports, and intellectual curiosity, and make the library an attractive and meaningful destination for teens.

Summer Reading Programs are designed to entice children to maintain reading skills when they might rather be swimming or playing baseball. In order to equip libraries to produce attractive programs, the West Virginia Library Commission is a member of the Collaborative Summer Reading Program. The Collaborative Summer Library Program (CSLP) is a grassroots consortium of states working together to

provide high-quality summer reading program materials at the lowest cost possible. Participants have access to professionally produced artwork, incentives and publicity, in addition to an extensive manual of programming and promotional ideas.

This year 88 of the 97 public libraries used the statewide theme. The children's slogan was *Make a Splash: READ!* The teen slogan was *Make Waves at Your Library*. This was the second year for an adult program and its slogan was *Water Your Mind*. Statewide, more than 20,000 attended summer reading programs.



The Library Commission annually purchases manuals for each library and schedules a series of Summer Reading workshops throughout the state. At these workshops, the Youth Services Consultant introduces the theme, reviews the manual, and advises library staff on support activities. Workshops were held in Lewisburg, Buckhannon, Capon Bridge, Parkersburg, and Huntington. A total of 107 attendees represented 62 facilities. Building on the success of Snapshot Day, libraries were invited to upload pictures of their Summer Reading programs.

It is a well researched fact that boys are not as interested in reading as girls. To help libraries address this challenge, the Youth Services Consultant developed a workshop based on material from an online course and presented it during staff training days at several libraries. Another program was developed for 200 children, teachers and parents for Eric Carle Day at the Fairview Community Center. Eric Carle is the creator of brilliantly illustrated and designed picture books for very young children, including *Brown Bear, Brown Bear, What Do You See?* and *The Very Hungry Caterpillar*. Like the Adult Services Consultant, the Youth Services Consultant also assists librarians on a one-to-one basis, logging 25 site visits and 248 contacts outside of presentations and conferences.



Library Operations

The bulk of the Library Operation Consultant's time is spent in lengthy, encouraging conversations with each starfish before returning it, stronger and wiser to the library sea. Many of these conversations are about money. In addition to coordinating the annual collection of public library data, the Library Operations Consultant reviews all the paperwork each library submits concerning income and expenditures, including audit reports. These reviews often send the Consultant to remote parts of the beach to rescue starfish struggling with the intricacies of setting up multiple accounts in the bookkeeping software. Quandaries include differentiating income received from the Library Commission from income received from local sources, separating expenditures for books from

expenditures for people, and distinguishing between capital and operating expenses. Another perennial plight is the need for more money. The Library Operations Consultant spends hours on the phone and puts miles on the WVLC fleet vehicles advising library directors and trustees about levies, fundraising, and building projects.

Some dilemmas are not related to money. They may involve weekend hours, or the WVLC requirement to have a minimum of four board meetings annually. Often they involve human resource issues such as medical leave, or progressive discipline. Others involve problem patrons, abandoned children, and improper use of library computers. All of these involve the Library Operations Consultant.

There are also opportunities to work with groups of librarians. This year, that included a multiday workshop for new library directors. Held at Library Commission headquarters, the workshop introduced new directors to the fundamentals of public librarianship, the details of West Virginia library law, board director roles and responsibilities, and the services of the Library Commission. Library conferences are another excellent opportunity for adding to the knowledge of directors and trustees. The keynote speaker at the fall conference of the West Virginia Library Association, who challenged librarians to adopt retail style merchandising techniques, was sponsored by the Library Commission. Another conference program sponsored by the Library Commission advised library trustees on evaluating the library director, while another, presented by an attorney from the American Civil Liberties Union



and titled *When the Cops Come* emphasized the need to have a policy that addresses how requests from law enforcement

are handled. One of the most highly rated WVLC sponsored presentations reacquainted librarians with the five basic principles of customer service.

Communications

In an attempt to keep starfish in the sea and away from the attractive dangers of the beach, the Library Commission uses a variety of communication techniques.

Through the bi-weekly WVLC *E-Bulletin* Library directors, trustees and Commission staff are informed of activities, critical deadlines, grants, continuing education, job opportunities, and other items of interest to those working in the field. The *E-Bulletin* was totally re-designed to present a fresh and more professional vehicle for this information.

The Library Commission reaches out to the general public through campaigns and marketing assistance for public libraries across the state and partners with other agencies and organizations to promote projects of mutual interest. In response to President Obama's public announcement regarding United We Stand and the Summer of Service Initiative, the West Virginia Library Commission partnered with Volunteer West Virginia to post volunteer opportunities throughout the state and to help prepare those seeking volunteers absorb and train new people.

News releases alert the statewide media to Library Commission activities and programs. Many of the pictures taken on Snapshot Day showed library patrons using public access computers that were provided in part by funding from the Bill and Melinda Gates Foundation grants. This year marked the completion of those grants. At the request of the Library Commissioners a news release was issued regarding the connectivity advancements in West Virginia libraries as a result of these generous grants. Putting a human face on this assignment was important so Communications staff polled librarians about specific events showing the impact the additional services had on their patrons.

Nancy Moore, the Director of Five Rivers Public Library said she often speaks with patrons who confide that due to the economy, they have cancelled their internet service at home and come to the library for internet access.

"They are very appreciative of the service here at the library," Moore said. "Some families cannot afford a home computer; therefore, they use the computers here at the library for homework, resumes, e-mail, travel directions, purchases online, eBay and etc. At times there are whole families that come to the library to use the computers. Parents will be doing what they need to do and get the kids started on a game on another computer."

Moore continued, "We just had a mother that came in and printed off a color picture from her son that is in the military... through her email."

In tight financial circumstances, patrons look to their libraries for a variety of solutions. Anticipating the need for children's displays in the libraries, the WVLC Youth Services Consultant invited Communications staff to present a table talk during the West Virginia Library Association Spring Conference at Flatwoods. The topic was displays to delight, invite, and encourage exploration. Much of the focus was specific to summer reading, however, some discussion was offered on the overall layout of children's sections including ceiling and shelf heights, amount of materials on display, textures, colors, and take-away items. Librarians were given ample opportunity to ask questions about their specific promotional problems. Before each group departed, there was a brief discussion of their library's specific needs and how WVLC Communications services could help them address those needs.

Conclusion

The starfish analogy only works up to a point when applied to Library Development Services initiatives. The initiatives often involve solitary, one-on-one efforts but each effort is backed up by the WVLC team. The goal is always to enhance library services to West Virginians.



Reference Services

Mary Hogue, Manager

The Library Commission Reference Library is the information center for state employees and officials. The Library also provides information and collection enhancement services to assist public libraries across the state expand services beyond inadequate budgets.

Reference Collections

Collections in the Reference Library reflect recent dramatic changes in the publishing landscape. Periodicals and magazines historically available in paper are now only available in electronic versions. Subscriptions to print copies of out-of-state newspapers have decreased from twelve to six. Standard reference titles are now available in electronic versions either alongside or instead of print.

Reference Library Database Use:

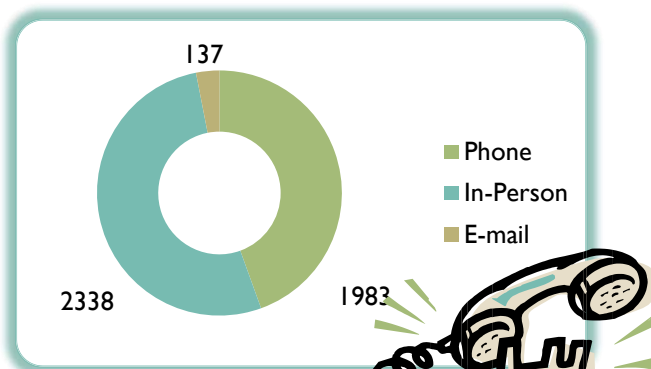
Logins: 17,024
Searches: 30,883

The Reference Library subscribes to 74 online databases that provide users with resources at their desktops. No new databases were added but the publishers continue to add content to the databases. Perhaps the best example of this is the award-winning *Credo Reference*, a service that provides online versions of authoritative reference resources including general and subject specific encyclopedias, bilingual and biographical dictionaries, atlases, and the image collection from the National Gallery. The service currently offers more than 500 titles, compared to fewer than 200 four years ago.

Digital and physical audiobook collections expanded this year. The popular NetLibrary service now offers iPod-compatible downloadable audiobooks long requested by the library patrons. Additionally, the Library added MP3 CD format audiobooks to the collection. These “denser” formats turn multi-disc audiobooks into one- or two-disc titles that are much more convenient for commuting library patrons.

Reference Desk Activity

The Reference Desk is the primary site for interactions with patrons; interactions that interpret resources, distribute facts, develop strategies to find information, locate resources, and in some cases, result in brief reports. Inquiries arrive by phone, in person, and email.



The demand for Readers' Advisory (RA) service continues to increase. This service answers the oft asked question “What else can you recommend?” Using knowledge of fiction and non-fiction material, of the library collection, and print and electronic reference tools, the Reference staff guides readers to new or unfamiliar authors and topics or genres, promoting reading and encouraging use of the library. RA has become yet another way to develop connections with the Capitol Complex workforce. Next year's statistics will include RA activities as a category.

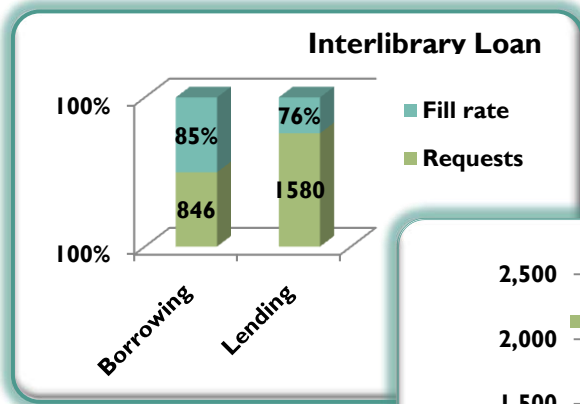


Deposit Collections

For the sixth year the Reference Library assisted libraries from Madison to Shepherdstown enhance services by providing deposit collections. Expensive formats such as unabridged audiobooks, Playaway format audiobooks, and DVD's are beyond the financial reach of many of the state's public libraries. Deposit collections of print fiction beyond the bestsellers also enable libraries to offers materials in a depth not possible in small libraries. In FY 2010 the Reference Library shipped 1,764 items in 47 deposit collections to 17 participating libraries. Circulation statistics are not required but libraries that kept statistics reported that each title circulated an average of three times.

Interlibrary Loan

Interlibrary Loan service makes it possible for the patrons of one library to borrow materials from another library. The Reference Library uses this service both to obtain materials from, and lend materials to, other libraries. Borrowing and lending activities are managed with the OCLC ILLiad Resource Sharing Management software, a service used by public, academic, and special libraries worldwide. The Windows-based interface results in quick and efficient service. The Library receives a small percentage of in-state library requests through an online system developed by the Library Commission. A majority of non-ILLiad lending requests arrive by mail from the Mt. Olive Correctional Facility. (Security concerns do not allow electronic requests.) The requested items provide most of the reading and study materials for inmates of this prison. The Reference Library also extends interlibrary loan service to three other state correctional institutions, in-state libraries, and libraries throughout the nation.



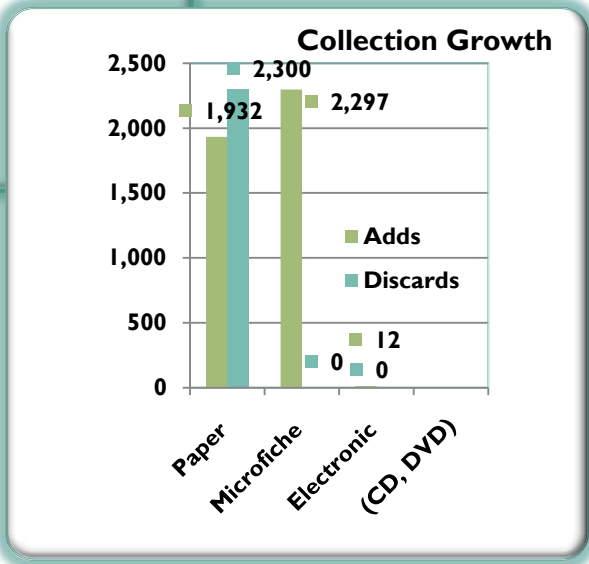
2010 Interlibrary Loan Requests

Fill rate is often used as one of the most important benchmarks for evaluating interlibrary loan and document delivery services.

The measure determines how well the library responds to the requests it receives and how well other libraries respond to its requests to borrow. Although the fill rate for lending requests dropped this year, it remains higher than the national average. Four policies of the Reference Library contribute to this fact: (1) the Library lends new and current material; (2) the Library lends audiovisual material, primarily audiobook CDs and film DVDs; (3) the Library lends library professional material; and (4) the Library does not charge libraries or their patrons for interlibrary loan services. These policies make the Reference Library a first choice resource for many large public library systems seeking to fill patron requests.

Throughout this fiscal year requests from in-state libraries have increased slightly. The majority of public libraries in the state are members of one of the five WVLC funded library automation

consortia. These libraries are able to borrow most needed materials from within the consortia. Reference Library staff actively encourages these libraries to use the WVLC ILLiad system for requests not found within the consortia.



Documents

As the State Publications Clearinghouse, the Reference Library manages the State Documents Depository Program that distributes state documents to academic and public libraries designated as depositories. The purpose of the program is to make state government information more accessible.

Changes in tracking procedures resulted in gathering statistics for the second half of the fiscal year only. During this time, 81 titles were shipped to each of the 13 depository libraries. Only five of these depositories choose to receive copies of the bills and journals created when the Legislature is in session. These libraries received eleven additional shipments. A total of 12,004 items were shipped to the libraries during and immediately following the Legislative session.

Through the Federal Depository Library Program (FDLP), the Reference Library is involved in making Federal government information available to West Virginians. Since 1813, Federal depository libraries have safeguarded the public's right to know by collecting, organizing, maintaining, preserving, and assisting users with information from the Federal Government. The FDLP provides Government information at no cost to designated depository libraries throughout the country and territories. These

depository libraries, in turn, provide local, no-fee access to Government information in an impartial environment with professional assistance.

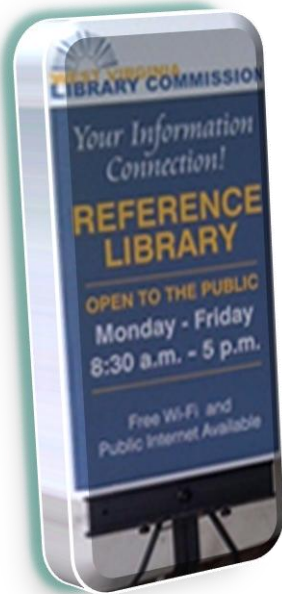
Patrons

The patron attendance count increased by 3,000 over last year for a total of 21,512. Approximately half this increase in the patron count was the result of the Reference Library providing temporary space to the Division of Culture and History.

From October to March, one third of the Reference Library Reading Room housed the State Museum's education program. Students from throughout the state who visited the Museum used the multimedia computer lab to enhance the educational value of their visit. The Reference Library temporary lab hosted 1,953 students.

A new sign in the Great Hall of the Culture Center also contributed to the increased attendance. The sign not only announces the existence of the Reference Library, it announces that the library offers free wireless Internet service. This alone has attracted several new users.

Use of the Library's wireless capability has quadrupled: from 57 in 2009 to 237 in 2010. The library anticipates expanding services to attract even more patrons in the coming year.



Technical Services

Heather Campbell-Shock, Manager

Access for All Resources for All Customers: It's all about YOU West Virginia!

Technical Services functions in libraries are often unnoticed by library customers; even the name of the department is misleading. Yet, this department provides an immense service: access to resources through the online catalog.

Customers and staff generally do not consider how the information in the online catalog gets there. The online catalog is praised when items are located and cursed when it does not produce the item. Seven dedicated Technical Services staff members toil to ensure that the information that goes into the Library Commission online catalog is error free, relevant, and easy to locate. If the Library Commission owns an item and the customer cannot identify it using the online catalog, Technical Services has failed. To us, it is just that simple.

This may sound overly dramatic. But think about it. If the library user cannot determine that the library owns the item needed, and that item is on the shelf, then that item might as well be lost. If this situation happens repetitively, people quit using the library. The Library Commission Reference Library collections are maintained to meet the information needs of state government and library users throughout the state.

Technical Services is responsible for making sure that the door to the library is always open and resources are always accessible. The WVLC online catalog serves information seekers in their homes, schools, offices, or even when stuck in an airport terminal in Atlanta. To ensure more of the Library Commission resources are available, Technical Services has embarked on several projects.

One major undertaking was the Online Catalog to the World, the West Virginia Library Commission Information Center @ <http://voyweb.lib.wv.us>.

Locating documents, related details, or services provided to customers on the webpage used to be a daunting search in and of itself, since all the resources were scattered throughout the Library Commission website. Besides frustrating to customers, it was frustrating to staff. Out of this frustration, a redesign of the online catalog was set in motion to build a single gateway. In September 2009, the online catalog redesign was launched with a new title, the *Library Commission Information Center*.

After the online catalog redesign, the department focused on adding access to the online research databases provided statewide through WVInfoDepot.org. To expand access beyond the WVInfoDepot web site, records were added to the WVLC online catalog database. This allows customers to find magazine and journal titles through traditional library searches. All 7,842 magazine and journal titles were added by May 2010. Now, when customers are looking for a magazine or journal, the WVInfoDepot.org holdings appear with all of the Library Commission print and microform holdings. As a result, many customers can stay current in their specialized field, research current topics, or read for leisure anywhere the customer has an Internet connection.

Stemming from this project was a new thrust to show access to the magazine and journal collection contained on microfilm. Microfilm is a photographic film containing images of each page of a magazine or journal. As with the electronic magazine and journal titles, not all of the microfilm titles were represented in the online catalog or in WorldCat, the main interlibrary loan catalog for libraries worldwide. This essentially hid the collection from local and remote users. Intradepartmental cooperation involving the aid of a skilled and willing

colleague in the Network Services division enabled Technical Services to enter all the microfilm titles in the online catalog and document complete holdings.

Responding to the Governor's vision for more open, responsible government, Technical Services opened the door to the plethora of state government information contained in the productions of the Library Television Network. More than 270 shows were made accessible this year, including those from the following series: *Conservation in the Mountain State*, *West Virginia Division of Culture and History Collegiate Series*, *State Dollar*, and *WV on the DOT*. The online catalog provides direct links to the Library Television Network Video Server. The shows may be viewed from public access internet computers in every public library in West Virginia.

Besides ensuring that customers have access to resources the Library Commission owns, it is equally important to prevent customers from misleading searches for items once, but no longer owned. To this end, a project was launched to remove lost and missing items from the online catalog. Many of the 4,312 records removed were for items that were on order at one time, cancelled, and not withdrawn from the legacy system. The next phase of this project is to check the shelves against a list of items that have not circulated since the migration to the current integrated library system. Items not found will be marked as missing and removed from the system.

Although Technical Services worked on these special projects, the department did not slack on the day-to-day operations. New materials were ordered. Newspapers, magazines, and journals were checked in and transported to the Reference Library. Books, audio books, video materials arrived were processed daily. Customer requests were quickly addressed.

Changes were seen. A new acquisitions workflow procedure was established as a check-and-balance system to conform to new state purchasing guidelines. The ordering of and receipting of materials are no longer done by the same staff member.

Since acquisitions receiving duties were redistributed to other staff members, the Department used this change to take a good look at the total workflow and make recommendations for improvements. From these recommendations, new guidelines and procedures were put in place, allowing an accurate receipt and a traceable trail of materials from Acquisitions to Cataloging/Processing to the Reference Library.

New Pathways to West Virginians: Blogger, Research Guides

Technical Services continued to experiment with new technologies in order to provide information and services to West Virginians. The first avenue explored resulted in establishing two Library Commission blogs on Blogger, <http://wvlibrarycommission.blogspot.com>.

The first blog is to market Library Commission services and other related library information to libraries, to new customers, and to existing customers who use this medium as a source to get information. It also provides an additional outlet for customers to follow library news from around the country, learn about research databases within the Library Commission collections, and receive information about Library Commission programs and activities.

The second blog focuses on providing libraries with information relating to library acquisitions, cataloging, processing, and preservation.

Another technology explored involves developing dynamic online research guides for information in the Library Commission collections, research databases, and statewide services and programs. LibGuides allow WVLC librarians to develop mini-websites on services, programs, or current topics of interest. They point information seekers to useful resources and information within the library and on the Internet. Although this project is in the toddler stage, Library Commission librarians have already developed several guides including:

- Searching the WVInfoDepot statewide databases.
- Job and Career assistance.
- Health information for the top disease affecting West Virginia citizens
- Preparing libraries for when disasters strike.
- Library Development programming conducted throughout the year.
- Sources for library continuing educational opportunities.
- LibGuides also are used by departments to create “private” departmental webpages that serve as a one stop place for internal policies, procedures, and other pertinent information that all staff can access from desktops.

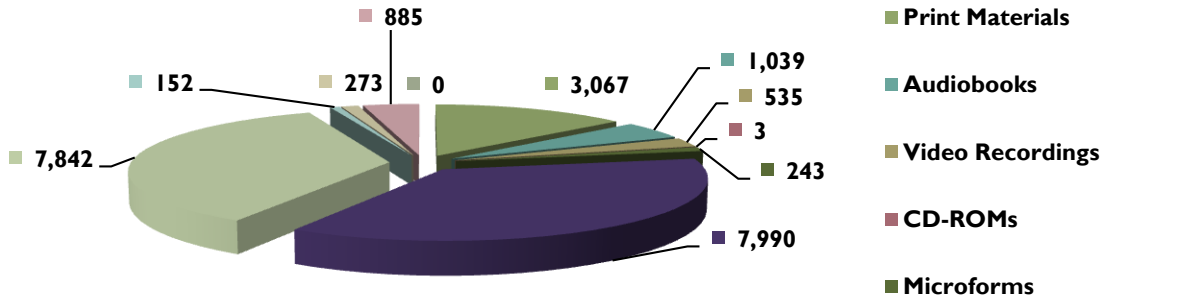
The following projects are still in their infancy stages, so more will be reported in the next annual report.

- Library Commission on Facebook--In addition to blogger, the Library Commission created a Facebook page to reach potential customers using this social networking medium. Facebook allows the Commission to interact with customers in a new way, quickly announcing items of current interest.
- Library Commission on Twitter

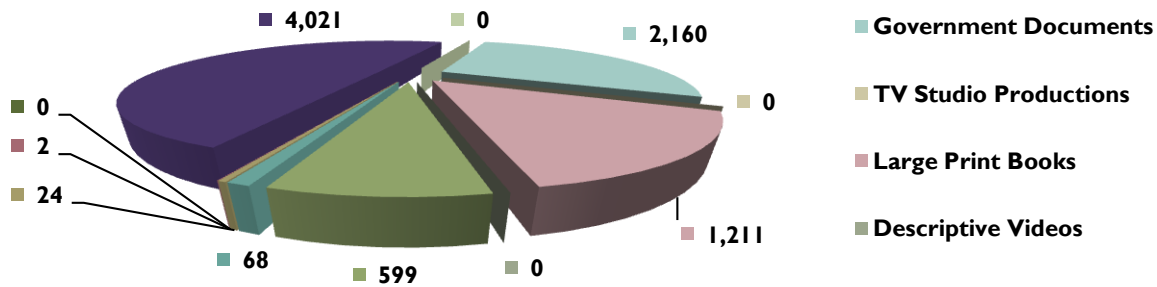
By the Numbers

During the fiscal year, Technical Services added and withdrew the following types of materials from the Library Commission collections:

Items Added



Items Withdrawn



For the libraries in the state or other Library Commission departments, the following services were offered:

Retro cataloging of Microfilm: items added	9,320
Cataloging info inquiries from other libraries	15
Workshops presented	6
Total workshop attendees	70
Web-based workshops presented	3
Deposit collections (graphic novel & sci-fi)	10
Number of items checked out as part of rotating collections (graphic novel & sci-fi)	956
Document deliveries to Capitol Complex	420
Courier deliveries to Capitol Complex	145
Authority records added to database	2,130

West Virginia Center for the Book

The West Virginia Center for the Book, an affiliate of the Center for the Book in the Library of Congress, is hosted by the West Virginia Library Commission in partnership with the West Virginia Humanities Council. The Center celebrates West Virginia's rich literary heritage by promoting West Virginia writers and encouraging West Virginians of all ages to expand their horizons through reading.

The Center annually sponsors four major programs,

Letters About Literature, **One Book, One West Virginia**, the **West Virginia Children's Choice Award**, and a **Black History Month** recognition event.

Letters About Literature (LAL) is part of a national program sponsored by the Center for the Book in the Library of Congress and Target Stores. This year, nationwide, there were more than 70,000 entries. 582 of those entries were written by students from West Virginia. Of the 582 West Virginia entries, 82 were selected for state level judging.

LAL challenges young readers to write a letter to an author whose work inspired them or changed their view of the world or themselves. The most important evaluation factor is how well the letter writer answers the question; "what changed because I read this book?" The poems in *Waiting to Waltz* by West Virginia author Cynthia Rylant inspired young adult author Angela Johnson to comment that they reminded her that "*childhood is always fraught with discovery, disappointment, and hope....that we were all waiting, if not to waltz, then*

just to dance." *Everything I Need to Know I Learned from a Children's Book*. Anita Silvey, editor. Roaring Book Press, NY., NY. 2009.

Discovery, disappointment, and hope are recurring themes for **Letters About Literature** participants. All the West Virginia students selected for state level judging were honored at a recognition ceremony featuring First Lady Gayle Manchin and West Virginia author Robert Tinnell. Tracy Patton a twelfth grade student from Charleston was awarded Top Honors in Level III for grades 9 through 12. Molly Lovern of Bluefield won Top Honors in Level II (grades 7 through 8), and Cara Laswell of Fairmont received Top Honors in Level I (grades 4 through 6) for her letter to Jerry Spinelli, author of *Stargirl*. An anthology of all the winning letters

was sent to school and public libraries.

One Book, One West Virginia, a statewide book discussion program, is a collaborative project with the Appalachian Heritage Writer-in-Residence Project developed by the Department of English at Shepherd University. Every September, the new **One Book, One West Virginia** title debuts at an event at Shepherd University. The selection for 2009-10 was *Parchment of Leaves* by Appalachian author Silas House. The Library Commission purchased seventy-five copies of *Parchment of Leaves* for the use of book discussion groups throughout the state. West Virginia Center for the Book sponsorship enables the Appalachian Heritage Writer-in-Residence Project to publish the *Anthology of Appalachian Writers*.



During fiscal year 2009-10, the Center distributed more than 200 copies of the *Anthology* to public libraries, schools, participants of the Division of Culture and History Writers' Workshop, teachers and judges of the West Virginia Letters About Literature contest, and the teachers and students of the West Virginia Poetry Out Loud contest.

Each year, children across the state vote to select the winner of the **West Virginia Children's Choice Book Award**. The goal of this award is to "enrich the lives of children in grades three through six by encouraging reading books of literary quality." Established in 1981 by teachers Joyce Lang and Patty Benedum, this program was administered through the West Virginia Children's Book Award Committee until 2007. It is now a program of the West Virginia Center for the Book.

Annually the WVLC Youth Services Consultant selects and announces fifteen to twenty titles that meet the criteria established for selection. Children in grades 3 through 6 are invited to read any or all of the nominated titles and vote for their favorite. The award is based solely on the children's votes. In August, West Virginia teachers receive official ballots and tally sheets to submit on behalf of students. However, any child at the designated grade levels is eligible to vote. Teachers and parents are encouraged to download materials, including ballots, bookmarks and a tally sheet posted on the West Virginia Center for the Book web site. The winner of the 2009-2010 award was *Diary of a Wimpy Kid* by Jeff Kinney. It received almost half of the 676 votes cast.

The West Virginia Center for the Book recognizes the contribution of African-Americans to the

literary heritage of West Virginia and Appalachia with a special program during the celebration of **Black History Month**. On Friday, February 12, 2010 Notable African-American author, Frank X. Walker, presented his lecture, "Some of Appalachia is Black" in the Culture Center Theater in Charleston. During the lecture, Mr. Walker addressed the definition of "Affrilachian", his own word, now in the *Oxford American Dictionary*, and read and discussed a selection of his published and unpublished poems. Walker also became the featured author for the Division of Culture and History annual Writers' Workshop. The annual Writers' Workshop is a collaborative project of the West Virginia Center for the Book and for the Division of Culture and History.



Photo by Tracy A. Hawkins

Every September, the West Virginia Center for the Book takes its place in the Pavilion of the States at the National Book Festival in Washington, DC, to promote West Virginia authors and literary events. A popular Pavilion feature, especially among young readers and their families, is "Discover Great Places Through Reading" -- a free map of the United States that is presented at each table for an appropriate state sticker or stamp. On the back, the map includes "52 Great Reads About Great Places," a reading list of books for young people compiled with a recommendation from each state. The 2009 West Virginia featured title was *Golden Delicious: A Cinderella Apple Story* by Anna Egan Smucker.

Network Services

Harlan White, Director

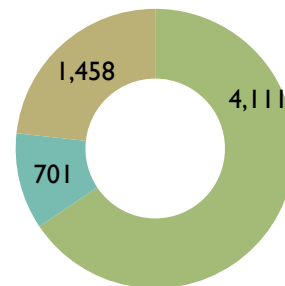
In a difficult economy, one of the first cuts to the home budget is Internet access. Public libraries offer a technological lifeline to families who lack access to computers and the Internet. WVLC Network Services maintains the network of hardware and software that makes that access possible in every public library in the state. Libraries in many states must fund this degree of access and technical support. In West Virginia, the Library Commission provides these services to every public library. Services include wide area networking; local area networking; wireless access support; help desk services; router installation and maintenance; PC software/hardware replacement and maintenance; UNIX hardware/software maintenance; integrated library system support; hubs, switches, and associated cabling (both installation and maintenance); equipment contract support; data circuit installation and maintenance; network monitoring; and E-rate support. Staff in Charleston and field staff stationed in Beckley, Clarksburg, Huntington, Martinsburg, Parkersburg, and Weirton monitor the operation of the network and all the computers attached to it 24/7.

The American Library Association Office of Information Technology recognized these efforts of the West Virginia Library Commission in a national report released in early 2010 entitled *Making Connections: Lessons from Five Shared Library Networks*. West Virginia's State Library Network (SLN) was one of five case studies cited as library networks that have successfully provided citizens with no-fee access to the Internet and highlight approaches for future library network development efforts.

The report pointed out that Network technicians strategically placed throughout the state can be dispatched to any public library to solve problems as

simple as printer jams and as complex as setting up parameters on routers and installing new hardware to existing systems. Regardless of their assigned region of operation, any WVLC Network Services technician can walk into a library and be able to troubleshoot and fix any hardware or software issue on the spot. This saves critical downtime and insures patrons maximum usage of their time spent at the library. Technicians even occasionally assist patrons individually. The findings of the ALA report led to the Director of Network Services being invited to serve as a voting member of the 2010-2011 ALA Telecommunications policy sub-committee. The West Virginia Library Commissioners passed a resolution recognizing the exceptional commitment to technology in public libraries demonstrated by Network Services.

Network Services Work Requests



■ Job Tickets

■ On site

■ Virtual Network Connection

Mileage 48,558



Never content with past successes, this year Network Services worked directly with select State agencies to submit a successful grant application to bring broadband into West Virginia's most rural areas. The inclusion of libraries was a significant part in the overall proposal and played a major role securing the funds. The Library Commission is currently working with the West Virginia Office of Technology, West Virginia Networks (WVNET), the Office of Emergency

Services, Verizon, and Frontier on building a cost efficient high speed internet infrastructure for library patrons across the state.

Meanwhile, Network Services completed work on a new WAN infrastructure. By mid-July, all West Virginia public libraries were moved to T1 lines and were connecting via Dual DS3. This increased both the speed and the capacity of Internet access for library patrons and Internet based library operations.

In another project, the Library Commission worked with the West Virginia Humanities Council on [E-WV](#) an interactive web site based on the print *West Virginia Encyclopedia*. The Library Commission advised the Humanities Council concerning software infrastructure and necessary hardware, as well as acting as a point of contact for the numerous vendors involved. The Library Commission is currently looking into aggregating the *E-WV* data on the five statewide library catalog servers. This will enable a library user to click a link and have the option to see if a book on the subject is available within the state.

Special projects are exciting but maintenance of the SLN is a never ending project. The Public Access Computer Hardware Upgrade Grant (PACHUG) from the Bill and Melinda Gates Foundation put new computers in libraries over three year period. That project was completed in 2009. But 2010 brought issues related to using new software on the older PCs. The big job at the close of fiscal year 2010 this year was to create new PC images for all new software and updates. This will involve visiting all 174 libraries and imaging more than 2000 PCs. With time constraints in mind, Network Services staff created Tech Rescue Enabled Transfer software (T-REX), a software package that allows technicians to boot an unlimited number of PCs off their interface cards and re-image them at the same time. Simply stated, libraries with 10 PCs or more that used to take an entire day to upgrade can now be re-imaged in an hour or two.

The ever thrifty Network Services staff also reclaimed many of the older PCs replaced by the PACHUG project by creating a Linux image built to order for library patrons. These PCs are now back in service in libraries around the state.

Increasing the number of library circuits inevitably leads to increasing the number of circuit problems. At one point, Verizon was so far behind on library work orders that Network Services studied wiring diagrams and performed wiring repairs, saving libraries time and money.

Network Service assists with individual library projects as well as statewide projects. One of these ongoing projects is the [World War II Special Collection of American Defenders of Bataan and Corregidor](#) at the Brooke County Public Library. The Network Services field technician based in Weirton, who played a vital role in getting the server and documents in place, was invited to attend the 2nd annual American Defenders of Bataan and Corregidor (ADBC) survivor's conference.

Network Services also annually supports the activities of the West Virginia Library Association by providing technical support and presenting workshops at statewide conferences and workshops.

When Pocahontas County added a new branch at Linwood and Morgantown started working on a new branch at Arnettsville, Network Services provided the technical expertise and physical labor necessary to make sure computers were in place and configured correctly.

An indication of the dedication and skill of Network Services is found in the fact that not one of the more than 100 security alerts received this year infiltrated or affected the State Library Network. Once again, limited staff and budget were not enough to deter one of the best library networks in the country.

Special Services

Donna Calvert, Director

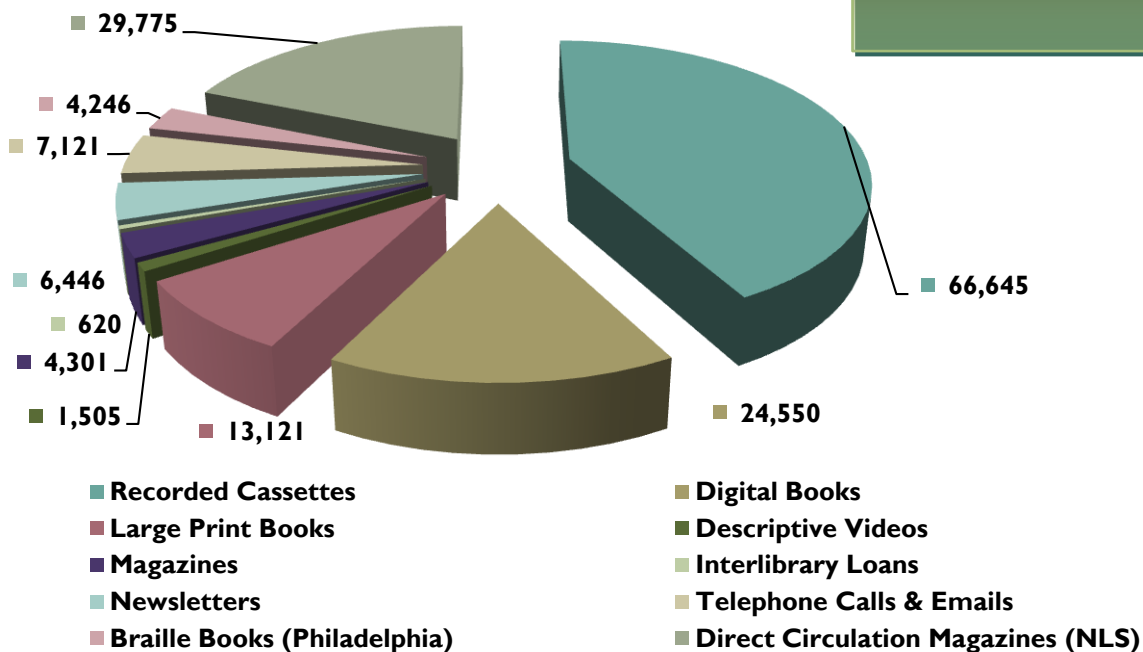
This past year has been one of change and challenges. September of 2009 saw the long awaited change in format from analog to digital audio materials and equipment for the Blind and Physically Handicapped. Special Services is the Regional Library for West Virginia providing books and equipment supported by the National Library Service for the Blind and Physically Handicapped/Library of Congress. Special Services provides certified patrons books, magazines in Braille, large print and audio formats as well as dial-up access to newspapers.

West Virginians are served from the Regional Library and three Subregional Libraries serving their surrounding counties. The Subregional libraries are located at the Cabell County Public Library, Parkersburg/Wood County Public Library and Romney School for the Blind.

Subregional Library Statistics
 Recorded Cassettes & Digital Books Circulations=42,890
Grand Total
 Circulation=201,220

New Patrons 294
 All Patrons 2,384

Regional Library Statistics Total Circulation=158,330



In September 2009 Special Services started receiving monthly shipments of the new Digital Machines. The Digital playback machines are in two formats, Digital Standard (DSI) which is easy to use and the Digital Advanced (DAI) which allows a higher level of navigation through the books.

The patron survey conducted the previous year provided a waiting list of prioritized patrons as well as the type of machine best suited to the reading activities. With the regulation that Veterans be served first, the machines were issued as monthly quotas arrived.

Audio books in the new digital format arrived concurrent with the new machines. Digital Books (DB) are recorded on flash memory chip embedded in a plastic cartridge approximately the size of a cassette. The cartridges are labeled with the titles and author in large print and embossed with Braille. Each cartridge is in a mailing container that is also labeled and Braille embossed. Initially, the low number of titles available in the new format was a challenge. Most patrons needed to continue receiving the old cassette format along with the new digital format. As the year progressed more machines and titles became available until by the end of the year 60% of patrons have the digital format.

"I love this new machine. It is so easy to use."

"Now that my hearing is failing I was having a hard time understanding the tapes, but the digital is so good and the volume control better I can keep enjoying my books."

"I was afraid I wouldn't be able to figure out how to use this new machine. I am 92 and was used to the old 4 track cassettes."



Patrons have high praise for the new digital format.

"The quality of the machine and the audio is great, much better than the cassette."

Braille and Audio Reading Download (BARD)

BARD is a free Braille and Audio Download service for patrons of the National Library Service for the Blind and Physically Handicapped. Patrons that have computer access, high speed internet and an email account can enroll in BARD to access over 18,000 titles and download them to an approved third party player or blank cartridge or flash memory stick.

In 2010, 135 registered BARD patrons that downloaded 22,721 books and 618 magazines.

Thousands of previous analog titles are being converted to digital and offered on BARD. Since the vast majority of patrons are not able to access BARD themselves, Special Services staff responded to 618 individual requests for downloads in addition to downloading and making multiple cartridges for popular high demand titles. This process, linked with the purchase of compatible cartridges and containers enables Special Services to quickly meet patron needs.

This year also saw a change in the administration of BARD. Previously BARD was administered by the National Library Service for the entire national network. Now, after a six week training session and a formal agreement between the West Virginia Library Commission and the National Library Service, all administration and support duties for West Virginia patrons are provided by Special Services staff.

NFB-NEWSLINE®

Funding from the West Virginia Legislature provides the means for the Library Commission to sponsor *NFB-NEWSLINE®*, a program providing 535 blind and physically handicapped patrons in West Virginia access to over 300 national and state newspapers. *NFB-NEWSLINE®* is operated by the National Federation of the Blind (NFB) and provides users access to a number of West Virginia newspapers, including the *Beckley Register Herald*, *Charleston Gazette*, *Elkins Inter Mountain*, *Hampshire Review*, *Huntington Herald Dispatch*, *Martinsburg Journal*, *Morgantown Dominion Post*, *Parkersburg News Sentinel*, *State Journal*, *Times West Virginian* *Wheeling News- Register and the Intelligencer*. Patrons can access the newspapers through the telephone and online.

A toll-free telephone line is available for patrons to access the newspaper service. The toll-free line contract cost for the minutes used in FY2010 was \$6,141. Using the buttons on a touch-tone telephone, the listener can select a section of the newspaper, such as local news, area events, or sports. Then the listener can listen to the story, skip to the next story, raise the volume, or exit the category and choose another category or publication. This statewide service is available 24 hours a day and averages more than 2,700 calls a month.

Online access to the service became available in the spring of 2009. On average, 19 subscribers access *NEWSLINE®* online each month, 10 send their newspapers to a portable audio player and 15 have their newspapers mailed to their email account. Even with advent of online access, *NEWSLINE®*'s telephone service has maintained a steady rate of callers.

Message from the Cabinet Secretary

Kay Goodwin, Education and the Arts



Libraries transform people at every stage of their lives.

The many initiatives of the West Virginia Library Commission provide the state's libraries with tools to promote early and adult literacy, healthy lifestyles, lifelong education, and economic development.

West Virginia's public libraries are among the most effective of all public services. Neither age, nor diploma, nor income stand between public libraries and the people they serve. Studies show that for every public dollar invested in libraries, citizens receive more than four dollars in services. State and local governments must place a high priority on libraries to insure the future of the state.

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Directory

West Virginia Library Commission
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Culture Center, Bldg. 9
Charleston, West Virginia 25305

www.librarycommission.lib.wv.us

Commissioners

Dr. Charles A. Julian, Chairman
Dennis C. Altizer
Mary Bland Strickland
David B. Dalzell
Betty Gunnoe
Merle Moore
Connie Shumate
Dennis B. Taylor
Katy White

In-State Toll Free

1.800.642.9021

Administration

304.558.2041

Library Development

304.558.3978

Reference Library

304.558.2045

Network Services

304.558.3577

Technical Services

304.558.3976

Special Services

304.558.4061

Hours of Operation

8:30 a.m. – 5:00 p.m. M-F
Closed on State holidays