

# WEST VIRGINIA LIBRARY COMMISSION

# 2011

## ANNUAL REPORT



*Transforming Libraries, One Service at a Time*

## **Annual Report of the West Virginia Library Commission**

### **A division of the 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  
<http://www.librarycommission.wv.gov>.



## Message from Karen Goff Secretary West Virginia Library Commission

*“A democratic society where communities and individuals thrive with broad public access to knowledge, cultural heritage, and lifelong learning.” Vision statement of the Institute of Museum and Library Services (IMLS).*

Public libraries face challenges created by the economy, technology, demographics, and funding. The biggest challenge however is an attitude; the attitude that libraries are “luxuries”. Consider the term “essential luxury”. An essential luxury is not necessary to subsistence, the condition of managing to stay alive, but how many of us in 21st century America don’t consider indoor plumbing, clean water, and some type of phone as essential? How many of us want to live in a society where the right to vote, the right to express our opinions, the right to a trial by jury are luxuries? Libraries are essential to a democratic society. They provide access to information and they provide it to everyone. “The public library is an excellent model of government at its best. A locally controlled public good, it serves every individual freely, in as much or as little depth as he or she wants.” (John N. Berry III, “A Model for the Public Sector,” *Library Journal* 126 March 1, 2001.)

West Virginians receive an excellent return on their investment in public libraries. In FY 2011, West Virginians visited public libraries 5,988,992 times, checked out 7,497,155 items, and attended 19,683 programs. These services and more were provided with \$35,668,134 in total operating income, approximately \$19.73 per capita, less than the average price of a hardcover fiction book. The impact of libraries on individuals is obvious. Infants, toddlers, their parents and caregivers learn that emergent literacy, aka reading, is good for everybody involved. Public libraries checked out almost 2 million children’s items last year. Older children find both help for homework and escape from homework. They learn about themselves and about the world. Adults develop computer skills; fill out government forms and applications for jobs. They borrow print materials, e-materials, audio materials and video materials.

Strong libraries are necessary for strong communities. They encourage lifelong learning, they are portals to information, they expand the horizons of those who are just learning to read, and stimulate the minds of those who cannot remember not being able to read. Libraries are essential for people with vision, people who understand the greater good, people who are willing to take risks, people who build strong communities, a strong state.

The West Virginia Library Commission is dedicated to strengthening libraries. It administers State and Federal funds that ensure public Internet access in each of the 175 facilities. In addition, this year WVLC was able to provide every library with a new circulation computer, update maintenance agreements on others, and complete the project to install wireless access in every facility. Services to Libraries Grants were provided to Service Center Libraries to assist with cooperative professional support to the smallest and most rural libraries in the state. Critical needs grants were awarded for various renovation and/or construction projects and planning. Combining State and Federal resources, the West Virginia Library Commission offers every citizen and every public, school and academic library in the state a package of reliable, current online databases. West Virginians logged more than 4 million searches on these databases, ranging from Searchasaurus for the very young to Job & Career Accelerator for job seekers. The Special Services division of the Library Commission enables libraries to meet the needs of those who are unable to read or use standard print due to visual or physical impairment or reading disability. As part of the National Library Services for the Blind and Physically Handicapped (NLS), Library of Congress, the Special Services Library loans recorded materials and Braille materials to state residents.

These efforts, combined with those of each local library, result in a significant return on the monetary investment of local, state, federal, and private agencies and organizations. Using the Individual Return on Investment Calculator developed by the Library Research Service even very modest monthly library use – 5 books borrowed, 1 program attended, 1 database used, and 1 reference question asked – results in \$108.00 in services. Return on monetary investment is important but not as important as the return on investment in people. What value can be placed on enhancing a child’s reading skills? How many of those incarcerated in West Virginia’s prisons and jails were library users? How much does the community gain from an adult who learns how to use the computer at the library – or finds a job – or learns how to cook for a diabetic family member? There is no Investment Calculator for these results, but they are real. They happen every day in every library in West Virginia. They provide the answer to the question “Are libraries essential?”.

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## NETWORK SERVICES

## SPECIAL SERVICES

# 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 agency Personnel Officer, Procurement Agent and State E-Rate Coordinator are assigned to the Division as well as the Television Studio and Building Services sections.

Administrative Services manages the agency's \$16 million budget consisting of \$2.1 million in General Revenue, \$1.9 in Federal funds, \$11 million from Lottery funds and \$1.1 million in gifts and grants. Major programs are Grants to Public Libraries, the InfoMine Statewide Library Network, Services to Libraries and Special Projects. The distribution of grants to public libraries is critical in maintaining staff, purchasing materials and meeting other operating costs. Any disruption or delays in distribution causes an immediate impact in the libraries' abilities to meet obligations. In FY 2011 the Division processed and distributed a total of 645 grants to public libraries for a grand total of \$9,952,008.

- **409 Grants to Public Libraries/Grants-In-Aid (GIA) - \$8,181,440**

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.

- **52 Services to Libraries Grants - \$550,000**

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

- **140 Special Projects/Community Participation Projects Grants \$1,051,166**

The Special Projects/Community Participation Projects are awarded as specified by Legislative intent. Administrative Services staff works closely with Senate and House Finance Committee staff upon receipt of the request through completion of the grants disbursement process.

- **21 total Federal Sub-Recipient Grants totaling \$389,383**

Thirteen public libraries received grants totaling \$33,200 to for continuing education, book establishment and programming. Eight additional grants totaling \$356,183 were awarded to public library consortiums for online catalog maintenance support

- **23 additional support grants to public libraries totaling \$188,919**

Six critical needs grants, totaling \$56,000, were awarded for various renovation and/or construction projects and planning. This amount does not nearly meet the need. *Approximately half of the 175 library facilities in the state were constructed in the 1970s, well before technology became a central service in libraries. The Library Commission's 2013 Appropriate Request will include a \$1.5 million improvement request for the agency to assist libraries with these endeavors to renovate or replace the current facilities. An Additional 17 support grants totaling \$132,919 were sent to public libraries for other various projects.*

# ADMINISTRATIVE SERVICES (cont)

The Division also processed and distributed support totaling **\$1,342,432** in Programs to Multi-type libraries as follows:

- **Digital Resources ([WVInfoDepot.org](http://WVInfoDepot.org))**
- **\$819,861**

The digital resources expenditures combine both federal and state dollars to provide access to full text databases which include over to public and academic libraries as well as public schools. The databases include services that enable all citizens a pre-test experience in the SAT, ACT, GRE, GED and job training.

- **Books & Periodicals - \$522,571** This line also provides materials for the Library Commission's Reference Library Special Services Division that supports the blind and physically handicapped patrons.

The Library Commission Reference Library houses a collection of materials in all formats to serve the Legislature, government employees and the public. Special Services expenditures are used for supplemental materials for blind and physically handicapped residents.

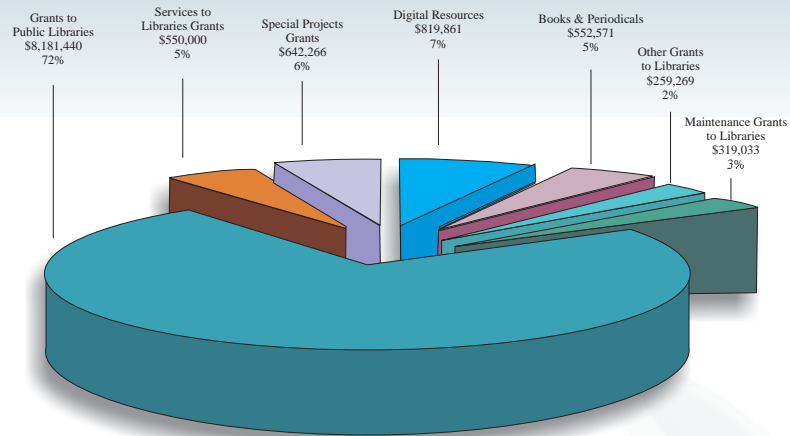
## Universal E-Rate Program

The state **E-rate Coordinator** coordinates and assists public libraries in activities of the Universal Service Discount Program. This service is critical to a state where fewer than fifty percent of the citizens have internet access in their homes. The coordinator manages the agency's E-rate reimbursement for the Infomine Statewide Library Network, attends the annual train-the trainer sessions provided by the Universal Service Administration Company, and provides statewide training for libraries. An E-rate listserv is maintained to keep all public libraries informed of current program updates and information as well as posting deadline reminders. In 2011 there was 90% participation from public libraries for plain old telephone service applications. These applications generated \$140,091 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 \$685,878. 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 \$11,232.

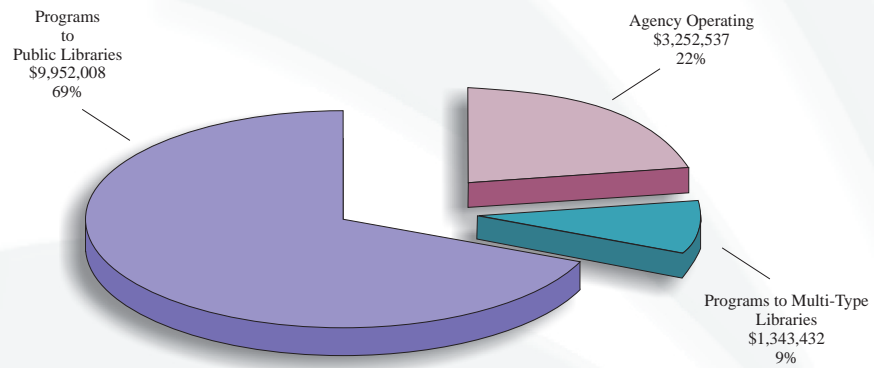
## Building Services

The Building Services division supports the agency's daily operations of inventory and records management in accordance with state guidelines and regulations. The division also maintains the agency fleet. In 2011 the fleet logged 266,011 miles by agency staff in support of operations, technology and programming for public libraries statewide.

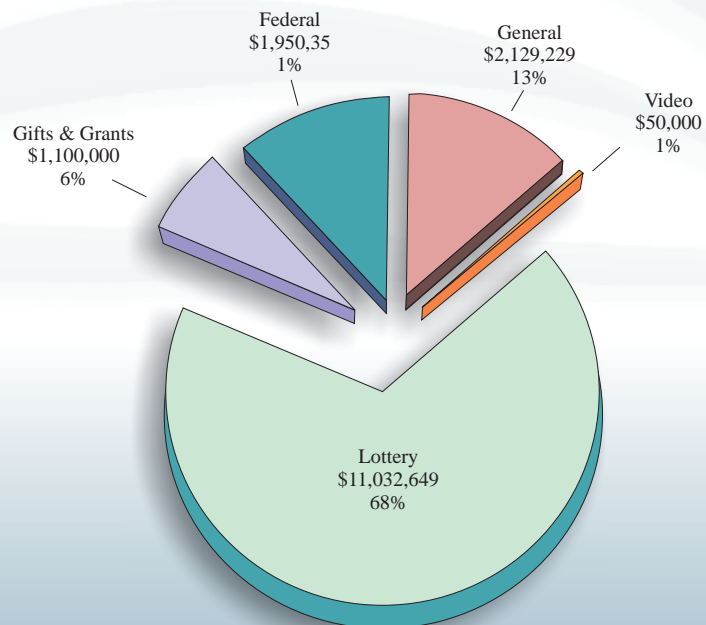
## Programming Expenditures



## Total Agency Expenditures



## Total Agency Income



# Library Television Network (LTN)

Mark Lanham, Manager



In 2011, the West Virginia Library Commission's Library Television Network produced over 216 shows. Guests included Congresswoman Shelley Moore Capito, American ballerina Misty Copeland, and former university football coaches Don Nehlen and Bobby Pruett. Technological advances enabled the studio to expand services by providing interviews via the Skype internet service. This new feature allows agencies and/or individuals the opportunity to interview guests from all around the world. From the Heart, a show hosted by the local chapter of the American Heart Association, was the first show to use this technology. Dr. Clyde W. Yancy, the Immediate Past President of the AHA, was interviewed from his office in Dallas. The interview was a success and lasted over 15 minutes without any issues with the internet feed during the production.

The West Virginia Humanities Council resumed production of the History Alive show. New characters include Stonewall Jackson, Clara Barton, Edgar Allan Poe, David Hunter Strother, Osborne Perry Anderson and Martin Delany. Over the past seven years the studio and the Humanities Council have produced over 27 shows together.

The Library Television Network increased access with the implementation of a [video server](#) hosting more than 1,270 shows. Several State agencies posted the video server's link to their web pages and a few have also posted it on their Facebook and Twitter pages.

The Governor's Office requested several public services announcements, studio and press conference tapings including a video greeting from Governor Tomblin that was used for the Toyota Motor Manufacturing 15th Anniversary Celebration at the Buffalo, West Virginia plant. Public service announcements produced for the agency included one for the Library of Congress Traveling Exhibit that visited the Capitol Complex in October.

A primary focus of the LTN is the promotion of education and library activities such as the 2011 Poetry Out Loud State Competition held in the Cultural Center Theater and emceed by Actor Chris Sarandon. 150 DVD copies of the event were produced and distributed to schools around the state, to each participant and to the National Endowment for the Arts in Washington, DC. LTN staff also taped classes and presentations at the Fall Conference of the West Virginia Library Association that were made available to library staff around the state via the video server and DVD. The staff also co-hosted a class during the conference with Technical Services called Make Your Library a Star. The class instructed the librarians on how to edit video to promote their libraries through such social media groups as YouTube, Facebook and Twitter. Students recognized by the West Virginia Center for the Book [Letters about Literature](#) program were taped reading their entries for DVD and website posting.

Among the special productions for state agencies, the Library Television Network produced a video for the West Virginia Ethics Commission on the process of becoming a lobbyist. LTN also provided assistance to the West Virginia Office of Technology for a live Cyber Security presentation at the Culture Center Theater. DVD production is another service of LTN. The Division of Culture and History requested 2200 DVD copies of A Brief History of West Virginia that were packaged with a notebook and given to teachers visiting the museum distributed to schools throughout the state. The Governor's Office requested 80 DVD copies of Senator Robert C. Byrd's memorial service. 500 DVD copies of Preventing Underage Drinking in West Virginia were produced for the Bureau of Behavioral Health at the West Virginia Department of Health and Human Resources.



# LIBRARY DEVELOPMENT SERVICES

Karen Goff, Director



*All that is valuable in human society depends upon the opportunity for development accorded the individual.* **Albert Einstein**

Libraries provide the opportunities West Virginians need to develop skills necessary to thrive in the 21st century. These skills include information, communications and technology literacy, critical thinking, problem solving, creativity, civic literacy, and global awareness. The West Virginia Library Commission Library Development division assists libraries across the state strengthen the services that extend these opportunities; services that enable people to learn about themselves, about others, about the world, about government.

One aspect of this assistance is funding. As reported elsewhere in this report, the Library Commission distributes state aid directly to libraries. Public libraries established according to Chapter 10 of the West Virginia Code are local organizations. The law clearly states that, in establishing a public library, local government assumes financial support for the library. The intent of state aid is to enhance the services provided by the library, not to replace local operating funds. In FY 2011 the state provided a per capita grant of \$4.52 per capita. Library Development monitors each library's compliance with the requirements of the Library Commission Administrative Rule, provides continuing education and programs that enhance services. The department also consults and advises libraries having difficulty meeting the requirements, or difficulty of any kind. Difficulties come in many varieties. Two libraries experienced serious problems with mold this year, and both sought advice from the Library Commission. Others asked for help concerning problem employees and problem patrons. Still others needed to know what was legal and what was not.

Effective libraries require knowledgeable staff. Staffs in one person and two person libraries often find it difficult to meet the minimum requirements for continuing education. Library Development presents on-site training and easy access webinars. New library directors attend a multi-day workshop, titled "Directing for Success" that introduces them to the Library Commission, the basics of administration, and the philosophy of public librarianship. Library Development also invests in library related online classes and webinars from the University of North Texas, WebJunction, a learning community working together to ensure that all library staff have the resources they need to power relevant, vibrant libraries, Lyrasis, the nation's largest regional membership organization for libraries and information professionals, the Public Library Association, and others. In addition to individual courses and including nine presentations at the annual conference of the West Virginia Library Association, Library Development presented or sponsored 65 workshops for 1080 attendees.

Another avenue to strengthening services is the provision of resources needed for information and education. "Resources" is a library term that includes books and non-book materials of all kinds in a variety of formats. Citizens with 21<sup>st</sup> century skills need access to the world of information available beyond popular search engines. Using a combination of State and Federal funds, the Library Commission provides every current West Virginia resident access to a package of authoritative, credible, current, chock-full-of-good-research library databases. [WVInfoDepot](#) databases, like libraries themselves, appeal to children, students, serious researchers, and information browsers. In FY 2011 West Virginians logged more than 4 million searches on the statewide databases; K-12 students and teachers logged 825,300 of those searches. Library Development promotes [WVInfoDepot](#) by distributing promotional material, discussing the databases at any opportunity, and presenting "how-to" workshops to librarians, teachers, counselors, job hunters, genealogists, etc. One of the most popular databases is GreenFILE. GreenFILE offers well-researched information covering all aspects of human impact to the environment.

# LIBRARY DEVELOPMENT SERVICES

Topics covered include global climate change, green building, pollution, sustainable agriculture, renewable energy, recycling, and more. Designed specifically for public libraries, MasterFILE Premier, updated daily, provides full-text for nearly 1,700 periodicals, 500 reference books, more than 164,000 primary source documents, and a Image Collection of almost 600,000 photos, maps, and flags. The very youngest users and those preparing to teach them find Searchasaurus an exciting and easy way for young researchers to experience online searching. Its animated interface with a dinosaur theme encourages students to develop basic search skills as they gather information on a wide range of topics.

## Adult Services

West Virginia has the 2<sup>nd</sup> highest percentage of population 65 years old and older in the nation. WVLC Adult Services works with libraries to enhance library services to all adults, guided by the words promote, assist, develop, and support.

During FY 2011, aggressive promotion of **LearningExpress Library**, one of the databases available to all West Virginians through [WVInfoDepot](#), resulted in a dramatic usage increase. In this past fiscal year, **LearningExpress Library** use increased by 34% and by 73% in the past two years. Numerous database classes were presented in public libraries and at education technology, literacy and adult education conferences. Inquiring patrons calling from home, classrooms, and offices were assisted with instant tutorials. Using the database, West Virginians took more than 3,000 GED practice exams and 1,500 ACT practice tests. Among several new practice tests are those for careers in teaching, pharmacy, and medical assisting; tests that West Virginians need for actual jobs in the state. **LearningExpress Library's** expanding list of eBooks includes almost 200 career guides and study aides, each designed to help people prepare for careers in civil service, education, allied healthcare, green careers, culinary arts, air traffic control, and law enforcement. A new set of computer skills tutorials attracted more than 1,200 users. Beginning level computer and internet tutorials enabled public libraries to assist patrons needing basic computer skills.



**Job & Career Accelerator™**

To further assist job seekers, WVLC added another LearningExpress product, **Job & Career Accelerator™**, to the [WVInfoDepot](#) package of databases. This innovative comprehensive online job search system provides job seekers personalized, step-by-step assistance — from exploring and matching suitable occupations from over 1,000 detailed occupation profiles to finding available jobs in their areas. **Job & Career Accelerator™** opened the door to a new partnership with the West Virginia branch of [Military OneSource](#), an organization that helps America's troops and their families deal with life's issues.

At each of the 27 database workshops, all of the [WVInfoDepot](#) databases were introduced. While attendees were learning about jobs, resumes, and test preparation, they also discovered: how to find a list of books for a 10 year old reluctant reader (**Novelist K – 12**); where to find a Turkish newspaper written in English (**Grolier World Newspapers**); common names of people living in 1834 (**Newspaper Archives**); or a video explaining laser Eye Surgery (**Consumer Health Complete**).

A pilot program titled “Fire Up Your Skills” presented a series of evening database workshops in the West Virginia Library Commission Waggoner Reading Room, during the months of January through May. In addition to providing information, this program tested the appeal of evening programs. Although attendance was disappointing, the program pointed out the need for more comprehensive promotion of the programs and research on the best time for an evening program. A much more successful program was the lunch time book discussion group, [Capitol Reads](#), a joint project of Adult Services and the Reference Library. [Capitol Reads](#) discussions are held in the J.D. Waggoner Reading Room of the West Virginia Library Commission, Culture Center the third Thursday of the month at noon. This book group was one of the new book groups that resulted in a 19% increase in the number of book groups using the WVLC Book Discussion Collection in 2010 - 11.

# LIBRARY DEVELOPMENT SERVICES

## Adult Services (cont)

The Book Discussion Collection program serves discussion groups meeting in libraries across the state. Public libraries are provided with multiple copies of the chosen title and resource materials to spark discussion. A new Book Discussion database was created which made scheduling and reporting almost a breeze. The Book Discussion team sent out 8,256 individual books to libraries for 455 discussions across the state; a 30% increase from the previous year. Each title went out an average of 2.8 times in the year, with many titles going out more than 5 times, and the most popular title in the collection went out to 18 different book discussion groups. An example of how much the WVLC Book Discussion Collection means to public libraries was expressed by Ivonne Martinez, Director of Mountaintop PL, when she called early one March morning to report that “For the first time in the library's history, a book discussion group was started last night with 18 attendees!!!” She later wrote: “Thanks for sharing the excitement of reaching one of my goals.” It's all about support and assistance so even small, rural libraries can offer programs that would otherwise be cost prohibitive.

Partnerships are a key component of WVLC Adult Services. In addition to the previously mention partnership with [Military OneSource](#), another partnership resulted in libraries receiving copies of “Justice in the Mountains”, a historical and heritage tourism map/poster. Developed by the [J.R. Clifford Project](#) in connection with the 150th Anniversary of the creation of the state of West Virginia, the poster vividly portrays “the broad sweep of West Virginia's African American heritage”. Libraries also benefited from a West Virginia Library Commission partnership with the United States Treasury that provided them with informational materials on the Go Direct Deposit electronic federal benefit payments campaign. Collaboration with the West Virginia Rosie the Riveter Project should result in the distribution of DVDs in FY 2011-12.



## Planning and Programming

The Library Commission is mandated to provide leadership and assistance to libraries. The staff and trustees of local libraries are often so involved with the demands of day to day operations that they have little time to plan effective programming and less to plan for the future. To provide a higher level of assistance in this area, WVLC added a Planning and Programming program to Library Development Services. Planning requires access to reliable data. The collection and analysis of statewide library data is one of the responsibilities of this position. Libraries are more than collections of books; they are gateways to information. Programming is an effective way of disseminating information and encouraging intellectual curiosity in people of every age. More than half of the public libraries in West Virginia have a staff of three or less; 72% of the libraries have a staff of five or less. The Planning and Programming service pursues low stress, high impact programs for patrons and programs that enhance the skills of library staff. Only in place for the last quarter of the fiscal year, the program focused on data collection, development plans, weeding projects and outreach partnerships.

Library data is collected annually from public, academic, and special libraries. The most detailed data is collected from public libraries using an online data collection product. It covers service measures such as circulation, program attendance and library visits. It also collects information about collection size, staffing, electronic services and operating revenue and expenditures. Much of the data becomes part of the national [Public Libraries Survey](#) conducted annually by the Institute of Museum and Library Services (IMLS). All of the data is published electronically and in print as the West Virginia Library Commission Statistical Report. The purpose of this project is to provide consistent, reliable, and accurate indicators of the status and trends of the state's libraries.

One of the requirements for libraries to receive state aid is a current development plan. The length, breadth and scope of these documents vary as greatly as the libraries themselves. After reviewing the plans on file and determining which were expiring, the Planning and Programming Consultant came up with some focal points and side bars. Emphasis was placed on memorable, usable vision and mission statements versus paragraph length explanations of the roles and functions of public libraries. This provided the opportunity to promote the vision of libraries as active, vital components of the community. Several libraries decided to use variations of the following vision statement:

# LIBRARY DEVELOPMENT SERVICES

## Planning and Programming (cont)

“To be the keystone of the community, a place where people gather to gain and to share information”. Those libraries adopted an associated mission statement, “Engage. Inform. Inspire.” Libraries are also encouraged to develop a limited number of goals; too many goals get de-prioritized. Planning and Programming is developing marketing tools to help the libraries promulgate their mission statements.

“WVLC Team Weed” sprouted from the obvious need to update material collections demonstrated in almost every library that was visited this fiscal year. As a newcomer, the Planning and Programming Consultant was dismayed at the condition of the collections in many of the libraries she visited. There seemed to be a trend of library directors wanting to hold on to each and every book on the shelves as to not “waste” them. Sometimes, the issue was not hoarding but lack of time to pull the materials and discharge them from the system. For both reasons, “WVLC Team Weed” was born. A team of at least one WVLC consultant and one WVLC cataloger travel to a library and assist in the removal of outdated materials and/or materials beyond repair from the shelf and from the catalog. In some cases, the Team includes recycling assistance. The Team's first assignment indicated that a dumpster would be a necessity when weeding in mass quantities; the collection hadn't been weeded for over 10 years. When done correctly, weeding is an ongoing process. The Library Commission is glad to be able to assist willing libraries in both the practice and the theory of weeding. The result is better service for library users.



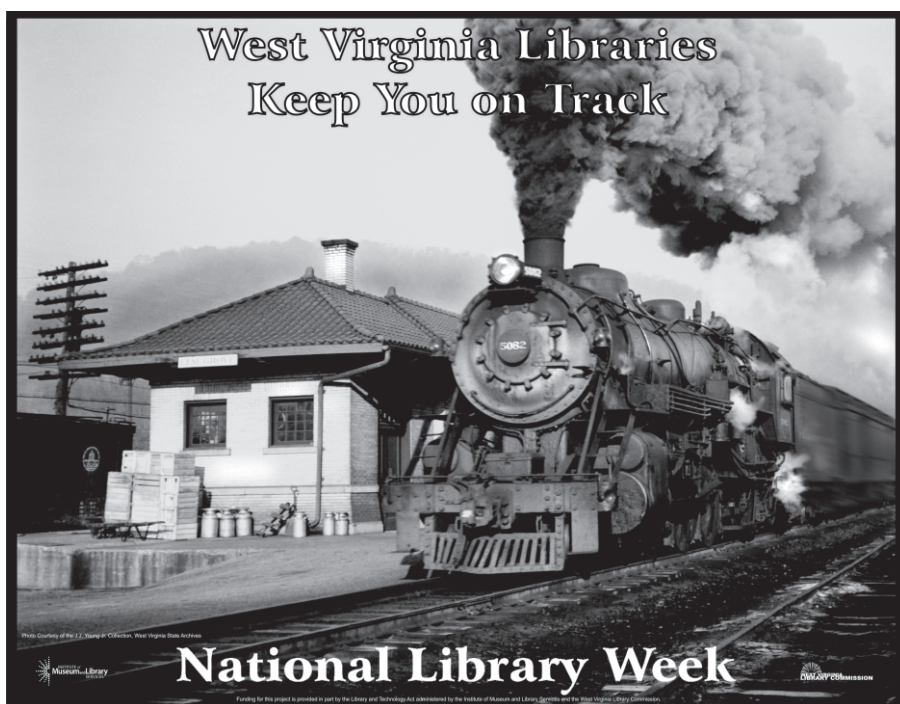
Melissa Brown and Joyce Freeman at Taylor County Public Library Big Weed.

Planning and Programming is currently developing an outreach partnership with WorkForce West Virginia to place dedicated WorkForce computers in public libraries throughout the state to assist job seekers and small business owners. The purpose of this partnership is to advance the economic well being of the state by further developing and maintaining a quality workforce. Five public libraries will be targeted initially, with the understanding that more participating libraries will follow. The proposed locations are: Martinsburg-Berkeley County Public Library, Morgan County Public Library, Hampshire County Public Library, Pendleton County Public Library and Bolivar-Harpers Ferry Public Library in Jefferson County. The West Virginia Library Commission will contribute the services of the Statewide Library Network that provides free public internet access in each of the 175 public library facilities in the state. In addition, the West Virginia Library Commission will contribute statewide subscriptions to test preparation and job search databases, training and continuing support on the use of these databases for WorkForce West Virginia staff and library staff, recruitment of participating libraries, and coordination of project activities in public libraries. WorkForce West Virginia will contribute orientation for public library staff concerning applicable WorkForce procedures, a schedule of on-site training for job seekers presented by WorkForce West Virginia instructors, and equipment and other resources needed for public libraries to dedicate specific workstations for WorkForce West Virginia clientele. Both partners will contribute resources to promote the expanded services and will jointly evaluate the usefulness and costs of additional online resources. In addition to a memorandum of understanding (MOU) between WorkForce West Virginia and the Library Commission, each participating library will sign a similar MOU with the regional WorkForce West Virginia office.

# LIBRARY DEVELOPMENT SERVICES

## Youth Services

The goal of the Library Commission's Youth Services program is to help library staff deliver the best possible service to West Virginia's youth. Youth Services provides access to a wide variety of quality library resources, programs, and services, coordinates the West Virginia Children's Choice Book Award program and other activities of the West Virginia Center for the Book.



The West Virginia Library Commission believes strongly in the importance of summer reading for students. Research has verified that children who don't read over the summer tend to lose literacy skills while children who do read during the summer actually improve their reading ability. Summer learning losses accumulate over several years and are an important contributor to the achievement gap. In order to provide opportunities for children to maintain and increase reading skills during the summer vacation, the Library Commission promotes vigorous Summer Reading Programs in local libraries. This is aided by its membership in the national [Collaborative Summer Library Program](#) (CLSP), a grassroots consortium of states working together to provide high-quality summer reading program materials for children at the lowest cost possible for

their public libraries. By combining resources and working with an exclusive contracted vendor to produce materials designed for CSLP members, public libraries in participating states can purchase posters, reading logs, bookmarks, certificates and a variety of reading incentives at significant savings. WVLC provides every library with a program manual, conducts regional summer reading workshops, and provides unending encouragement and advice. Six Fall Summer Reading Workshops were attended by 112 library staff members representing 62 facilities. The workshops are held at Service Center libraries so that no one needs to drive more than two hours to attend. The 2011 Summer Library Program themes were: Children: One World, Many Stories; Teen: You are Here; and Adult: Novel Destination. Ninety of the ninety-seven public libraries used the statewide theme and registered more than 19,000 children. The Summer Library Program is supported by the Institute of Museum and Library Services under the provisions of the Library Services and Technology Act as administered by the West Virginia Library Commission.

# LIBRARY DEVELOPMENT SERVICES

## Youth Services (cont)

Summer Reading is not the only activity of Youth Services. A workshop on the [WVInfoDepot](#) database NoveList K-8 Plus was presented at the 2011 Spring Fling conference of the West Virginia Library Association to introduce this extremely useful tool to children's services librarians. Access, basic features, and useful features were all demonstrated. As a result of the presentation, two libraries requested a repeat of the program at their staff development days. Youth Services also released new annotated bibliographies including a 42 item list of materials about books and libraries that supported Library Lover's Month and a bibliography and resource list for military families coping with deployment issues that was developed in cooperation with [MilitaryOneSource](#). Two annotated bibliographies based on the One World, Many Stories summer reading theme were published on the Collaborative Summer Library Program's website. All of the bibliographies and resource lists were sent to state librarians via the Youth Services email lists and the Library Commission's electronic bulletins.

Each year the Library Commission receives recently published children's materials from the National Book Council through a grant from the Lois Lenski Covey Foundation (LLCF). These are distributed to libraries and other qualifying institutions around the state. This year 29 public libraries received over 1,000 titles at an estimated retail value of \$15,000. These materials enable small public libraries to increase their services to children by providing quality materials beyond the scope of limited budgets.

[West Virginia Children's Choice Books Awards](#) (WVCCBA)



Schools and libraries look forward to annually receiving custom designed posters from the Library Commission in celebration of National Library Week (April) and West Virginia Children's Book Week (November). The 2011 National Library Week poster displayed the slogan "West Virginia Libraries Keep You on Track" and featured a photograph of a steam locomotive barreling through the Elm Grove, WV depot. The West Virginia Children's Book Week poster, produced in cooperation with [MilitaryOneSource](#), pictured a soldier reading to a child superimposed over a copy of the U.S. Constitution and the caption "Freedom to Read".

# LIBRARY DEVELOPMENT SERVICES

## Technical Services

Heather Campbell-Shock, Manager



Technical Services functions in libraries are often unnoticed by library customers; staff is not seen by the customers at the service desks. Yet, this department provides an immense service: access to resources. Whether it is reference books, audio books, research databases, websites, or state information provided through television shows, this department ensures that customers can locate information needed for research needs.

The department expanded access to research databases by adding individual records for four Reference Library databases that were formerly only available through a separate interface. As a result, many customers can now get current information in their field, prepare for examinations or research current topics from these collections anywhere the customer has a web connection.

Continuing the Library Commission's role in supporting open, responsible government, Technical Services added almost 800 records to federal and state government document information contained on the web. Adding content from Library Television Network programming to the online catalog is also part of the open government initiative. Shows added this past year include titles from the following series: *Environmental Update*, *Hope and Help for Families*, and *Chain Breakers Live*. To expand on this project, access records for the shows have been added to OCLC WorldCat, a worldwide union catalog depicting library holdings. Libraries and citizens from around the world have access to the information contained in the WVLC productions through interlibrary loan requests.

Technical Services created two research guides to inform users about all the e-resources available at the Library Commission. They can browse e-resources by title, through an A-to-Z listing or by subject categories. Another new project added Book Discussion Group materials to the catalog. The Book Discussion Group collection, a program of the Library Development department, presents unique management problems that were addressed by modifying the integrated library system to accommodate the discussion group patron records as well as book titles and to accommodate the check-in or out periods to the groups hosted by libraries across the state.

Providing access is vital but it is equally important to keep customers from searching for items no longer in the collection. Technical Services addressed this responsibility by checking the shelves against a list of items that have not circulated since the migration and a list of items that have been checked-out longer than one year. A method of double-checking missing and or lost items was developed, and once confirmed as lost, the items were removed. The RADAR and Tobacco Clearing House collections were also removed from the online catalog, since both are being housed by another agency.

Services to other libraries in the state expanded to include authority control services. Authority control services processes makes finding information in the online catalog easier for the library customer by eliminating the need to search all possible combinations to find an author's work or items on a particular topic. This expansion of services was made possible by the addition of a new librarian in the department who will provide authority control services to the various library consortia.

# LIBRARY DEVELOPMENT SERVICES

## Technical Services

The Taylor County Public Library received a great deal of assistance from Technical Services as it migrated from a stand-alone automation system to the Northern Library Network, a state sponsored library consortium. Staff received cataloging education for the new integrated library system and assistance with collection maintenance. Collection maintenance is the process of scanning the library collection, pulling materials that no longer meets the community's information needs or is outdated, and removing the information from the library online catalogs.

WVLC Technical Services continues to assist the Fayette County Public Library in making its local history collection accessible. Turn of the century mine examination study guides, photographs of communities and events, and census data material records were added to Fayette's online catalog during the year.

Besides providing cataloging support, the department provides educational opportunities for public librarians in the state. A new way of getting information to the librarians was tried this year, hosting national webinars. One day-long webinar focused on the newly emerging cataloging code called Resource Description and Access (RDA). A second webinar distributed by the Public Library Association discussed children's activities in the library, using mobile devices and applications, and the future of libraries.

### New Pathways to West Virginians

Last year, Technical Services made a push within the agency to experiment with new technologies in order to provide information and services to West Virginians. An explosion of social media usage by the agency to make those connections with its customers was seen. The main social media site used was Blogger (<http://wvlibrarycommission.blogspot.com>). The blog markets Library Commission services and related library information and is a new gateway to announcements. The agency blog was viewed 4,841 times in the first year. Topics of interest among its viewers included information relating to the WVLC [Capitol Reads](#) book discussion group, job announcements, online access to the book discussion group, and the Civil War Sesquicentennial. Blog usage data indicates the majority of the traffic came from the agency website, the online catalog, Google, and Facebook.

The agency pathfinder site, [WVLCGuides.org](http://WVLCGuides.org), offers research assistance, subject guides, and useful resources compiled by WVLC librarians. Library Commission librarians provided research help to customers the past year on the following topics:

- West Virginia Labor History Week
- Collection Development
- Current Topics in the News—Conflict in Libya
- Current Topics in the News—Crisis in Japan
- Geocaching

Also fully launched this year was the agency [Facebook](#) page. Materials were recycled from the blog and Library Development consultants posted facts and photographs from site visits to libraries. During the past year, individuals read or viewed news items posted on the page a total of 7,664 times.



# LIBRARY DEVELOPMENT SERVICES

## West Virginia Center for the Book



The West Virginia Center for the Book, a program of the West Virginia Library Commission and the West Virginia Humanities Council, continued its ever-widening activities to promote the importance of books and reading to audiences statewide. This year 631 students from West Virginia were among almost 70,000 students nationwide who participated in [Letters About Literature](#), the primary program of the West Virginia Center for the Book. After reading all those letters the national screeners selected 7,000 letters for state level judging; 154 from West Virginia. State judges selected award winners in the three competition levels. All 154 finalists were recognized in a ceremony in the Culture Center Theater with guest speaker Fran Cannon Slayton, author of *When the Whistle Blows*, a coming-of-age novel set in Rowlesburg, WV.

Another program of the West Virginia Center for the Book, [One Book, One West Virginia](#) is a state-wide book discussion group designed to promote dialogue among community members gathered in various locations throughout the state. Titles are selected in collaboration with the [Appalachian Heritage Writer-in-Residence Program](#) (AHWIR) at Shepherd University. This collaboration provides enables the AHWIR program to produce and publish the Anthology of Appalachian Writers. During the FY 2010 – 11, the West Virginia Center for the Book Center distributed copies of this publication to public libraries, schools, participants of the Division of Culture and History's Writers' Workshop, and teachers, judges and students of the West Virginia Poetry Out Loud contest.

The 2011 [One Book, One West Virginia](#) selection was *In Country*, by Bobbi Ann Mason, the story of a teenager trying to make sense of the Vietnam War during which her father was killed before she was born and her uncle emotionally damaged. Many libraries followed the Center's example by combining a showing of the In Country film with discussions of the book. In March 2011, collaboration between the Division of Culture and History and the West Virginia Center for the Book was strengthened when the Library Commission assumed responsibility for recruiting faculty for the 2011 Writers' Workshop and co-sponsoring keynote speaker.

In November 2010, the West Virginia Humanities Council asked the Library Commission to coordinate activities for Let's Talk About It: Making Sense of the American Civil War. This program follows the popular Let's Talk About It model, which engages participants in discussion of a set of common texts selected by a nationally known scholar for their relevance to a larger, overarching theme. Funding for Let's Talk About It: Making Sense of the American Civil War was provided by a grant from the National Endowment for the Humanities (NEH) to the ALA Public Programs Office. The statewide program is funded by NEH as part of its We the People initiative, which promotes scholarship, teaching, and learning about American history and culture. This grant will provide programming support to four libraries chosen as discussion sites and will provide the WVLC Book Discussion Group Collection 100 sets of the books used in the program. The program that developed in FY 2010-11, will continue into FY 2011-12, and 2012-2013



# LIBRARY DEVELOPMENT SERVICES

## West Virginia Center for the Book

The [West Virginia Children's Book Award](#) project annually invites children in grades three through six to read books from the [WVCCBA Nominees list](#), then vote for their favorite. In August, West Virginia teachers receive official ballots and tally sheets to submit on behalf of students. However, any child in the inclusive grade levels is eligible to vote. Teachers and parents are encouraged to [download materials](#), including ballots, bookmarks and a tally sheet from the website. [Criteria](#) for the West Virginia Children's Choice Book Award are also available for download. The winner this year was a bit of a "dark horse". Unlike last year, there was no runaway favorite. One school's overwhelming vote for *Bird* by Zetta Elliot established it in first place. Runners up in order of number of votes were: *11 Birthdays* by Wendy Maas, *Crow Call* by Lois Lowry and *Chains* by Laurie Halse Anderson. These winners represent a variety of age levels and types of books, from picture book to young adult fiction.

In addition to the projects discussed above, the West Virginia Center for the Book supports and assists libraries that host book festivals, participates in library workshops and conferences, and always, regardless of heat, rain, wind, and protest marches proudly promotes West Virginia's rich literary heritage at the National Book Festival.p



# NETWORK SERVICES

Harlan White, Director

Network Services equips public libraries to provide essential Internet services in communities across West Virginia. Through public libraries, West Virginians have access to E-government, employment, education and other Internet-enabled services and resources. The State of West Virginia recognized this role by identifying public libraries as community anchor institutions in its application for a \$126 million American Recovery and Reinvestment Act (ARRA) grant for development of a high-speed Internet program known as the West Virginia Statewide Broadband Infrastructure Project. Once the grant was awarded, partner agencies, including the Library Commission, consolidated to implement the West Virginia Statewide Broadband Infrastructure Program. This project is the big story this year.

In addition to playing a key role in this grant, the Director of Network Services was also invited to serve on the 2011-2012 Telecommunications Policy and Internet-2 Policy sub-committees of the American Library Association (ALA). At a technology summit in Charleston, WVLC Network Services was honored with an "Excellence in Information Technology" award. In a [recent article](#), ALA reported that nationally, the availability of wireless Internet in public libraries is approaching 85 percent; in West Virginia ALL public libraries have wireless accessibility.

Grants and awards are exciting but the day to day work of Network Services involves E-mail, routers, cables and computers; resources affecting all libraries within the Statewide Library Network (SLN). Typical activities include re-imaging and integrating Win-7 PCs, setting up wireless hotspots, installing new circ machines, performing TLC and Millennium upgrades, installing new Fortress-Cybrarian-PC-Cop software, and receiving and storing 178 brand new Cisco routers.

## **Broadband Technology Opportunities Program (BTOP) points of interest:**

- Network staff was assigned as library community anchor representatives. This included providing regional development schedules, location circuit requests and listing D-mark locations.
  - Every library was/is to be physically visited to complete a federal site survey for Fiber placement.
- The Commission is working with the West Virginia Office of Technology and West Virginia Network (WVNET) on infrastructure toward upgrading library sites from T1 to 10mb broadband.
- 178 Cisco routers were provided to be programmed and installed in libraries by Network Services staff.

# NETWORK SERVICES

This year, Network Services negotiated an extension of the manufacturer's maintenance on the Gates (PACHUG) year 2 PCs (263 total) and is now working on an extension for the year three PCs. Ever resourceful, Network Services developed its own computer recovery software. Tech Rescue transfer software (T-REX) enables field techs the ability to update or upgrade a library's entire computer inventory at the same time. This keeps downtime to a minimum and allows the tech to perform other tasks while waiting. Staff is currently upgrading T-REX so that it can be used to upgrade/update computers remotely during library downtime or after hours. There are times when even techs have to admit that a computer needs to be retired. Knowing that this time was coming for the old GX270 HP machines that were being used as circulation computers across the state, the Library Commission used Library Services and Technology Act funds to purchase 173 new 64-bit HP6K computers to replace them. Since receiving new PCs, librarians are more than ever interested in creating their own web-pages. Network staff has visited numerous libraries providing them with web development and file transfer software as well as the best training "Free" can buy. This has been a great project. WVLC Network Services does not limit its talents to libraries only but also assists other agencies and organizations. Two 2011 examples are: The West Virginia Humanities Council online [e-WV Encyclopedia](#), West Virginia Division of Culture and History, [State Museum Learning Center](#) Once again, limited staff and budget constraints were not enough to stop one of the best library networks in the country.

## FY 2011 Network Services Statistics

Job Requests	Visits	Virtual Network Calls	Mileage
4,837	879	1,872	57,726

# Special Services

## Donna Calvert, Director

This year patrons and staff using of the National Library Services for the Blind and Physically Handicapped/Library of Congress (NLS) continued to face the challenge resulting from a change in format from analog to digital. Special Services is the Regional Library serving West Virginia's patrons with the assistance of three subregional libraries at the Cabell County Public Library, Parkersburg/Wood County Public Library and the Romney School for the Blind. Each subregional serves patrons in its home and surrounding counties.

Digital Talking Book Machines (DTBM) arrived this year in sufficient numbers to issue one to every patron on the "requested" list. Digital Talking Books (DTB) also began arriving in larger numbers but not enough to handle patron demands. Purchase of digital blank cartridges and containers enabled staff to download and duplicate titles to meet the demand. These locally produced titles were labeled with large print and embossed with Braille. The unexpected halt of the production of titles on recorded cassette (RC) made this effort not only necessary but critical. In October the NLS announced that RC production was stopped due to a shortage of available tape. Titles that were expected to arrive in both formats would now only be sent in the DB format. Special Services staff now needed to encourage reluctant patrons happy with the RC format to try digital or not receive any new titles.

### Braille and Audio Reading Download (BARD)

BARD is the website holding all the NLS titles available for downloading. Patrons can independently download titles with the use of high speed internet access and an email address. The 165 Regional and 30 Subregional patrons registered with BARD have downloaded 12,740 titles in the past year; an average of 65 titles per person. Special Services staff downloaded 1,326 titles to send to patrons on demand or duplicate for collection development. Subregional library staffs have downloaded 1,216 titles. Titles can be listened to on an approved third party player or downloaded to a blank cartridge. Including 469 magazines, a total of 15,751 BARD titles were downloaded. Each week the numbers of titles available increase with the addition of new titles and the constant conversion of older analog titles to digital. All NLS produced magazines are also available on BARD. Special Services staff has been administering the BARD website for West Virginian patrons for the past year and has seen several improvements including links for recently added magazines, digital foreign language collections and download the latest digital talking book machine (DTBM) updates.

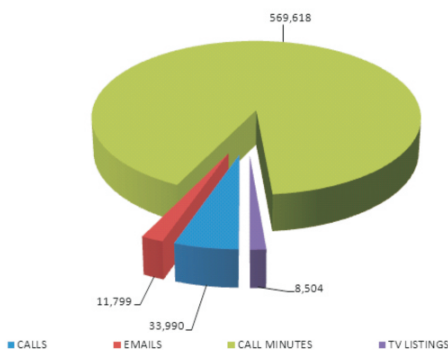
### Circulation of Digital Formats

2011 was the second full year for circulating audio books in both recorded cassette (RC) and digital book (DB) formats. Circulation for the RC format has dropped 50% and circulation for the DB format has increased 50%. Patrons are choosing to use the DTBM and DB's due to improved audio quality, ease of use and durability of the cartridge. The entire book is on one cartridge that is protected from breakage. Overall circulation of all formats increased.

**NFB-Newsline®** is a subscription newspaper service for the Blind through National Federation of the Blind (NFB). 565 patrons are signed up and have access to over 300 national and state newspapers. Thirteen West Virginia newspapers are part of the collection: 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.

NEWSLINE 2010-2011



# SPECIAL SERVICES

## **REGIONAL LIBRARY STATISTICS**

Recorded Cassettes	34,757
Digital Books	41,816
Large Print Books	12,543
Descriptive Videos	891
Braille (Philadelphia)	1,936
Magazines Cassettes	2,932
Interlibrary Loans	237
Telephone Calls & Emails	7,477
Downloadable Magazines	469
Patron Downloads	11,835
Regional Library Downloads	1,326
Newsletters	4,929
Catalogs	5,342
Direct Circulation Magazines	26,232

**TOTAL CIRCULATION 152,722**

## **SUBREGIONAL LIBRARY STATISTICS**

Recorded Cassettes & Digital Books	42,048
Subregional BARD Downloads	309

**TOTAL SUBREGIONAL CIRCULATION 42,357**

## **GRAND TOTALS**

<b>Circulation</b>	<b>195,079</b>
<b>New Patrons</b>	<b>367</b>
<b>All Patrons</b>	<b>2,409</b>



## Message from Kay Goodwin Cabinet Secretary

West Virginia Department of Education and the Arts

A catalyst stimulates change. The West Virginia Library Commission is a catalyst for exceptional library service in West Virginia. Exceptional library service is a catalyst for individual and public growth;

for West Virginia to not only function but prosper in the current Knowledge Age. The Knowledge Age requires different skills than the Industrial Age. The Knowledge Age requires more than even the ability of a Jeopardy champion. It values the ability to use knowledge as a tool, the ability to constantly learn, the ability to evaluate facts. The West Virginia Library Commission assists 175 public library facilities provide those opportunities for citizens in every county.

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# 2011 ANNUAL REPORT

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Closed on State holidays