Serving South Carolina With More

ANNUAL REPORT
2005 - 2006

*Providing, advancing and promoting excellent library services
and equal access to information for all South Carolinians*

**south carolina
STATE LIBRARY**

The past year was one of great change at the South Carolina State Library (SCSL). As if having a new director wasn't enough, we also set about to reinvigorate the agency, to revive old partnerships and create new ones, to leap into the technological arena, and to focus on continuing education.

As you will see as you review this annual report – much was accomplished! We increased the number of Talking Book patrons served in our state; use of the DISCUS statewide databases continues to rise; State Library staff attended nearly 150 different offerings; services to state government were enhanced; and as the year ended we began leading the way for South Carolina libraries into the 2.0 world.

Change really **is** hard, so none of this was accomplished without great effort on the part of every single staff person. It was truly a team effort, and the many accomplishments, improvements and increases reflect the commitment of dedicated and hard-working employees at SCSL.

Patti J. Butcher,
State Librarian

"…leading the way for South Carolina libraries into the 2.0 world."

South Carolina State Library Board

Marketing the Value of Libraries

A 2006 Public Agenda report indicates libraries are important 21st century resources and the public welcomes a greater role for them. An Economic Impact Study of SC Public Libraries (University of SC, January, 2005) concluded that the total economic impact of public libraries to the state is $347 million while the actual cost of these services is $77.5 million ($4.48 return for every $1 expended). FY 2006 marketing efforts at SCSL included:

- Participation by the State Librarian in local groundbreaking ceremonies, library open houses and other local events where local community leaders publicized the value of libraries.
- Participation in the Center for Children's Books and Literacy (University of SC) ribbon cutting ceremony.
- Dedication of the SC Center for the Book (now officially housed at SCSL) with an appearance by the C-Span Book TV bus.
- Recognition by the American Library Association (ALA), during its National Advocacy Honor Roll Banquet in Chicago, of the contributions of State Senator Gerald Malloy to the well-being of the public libraries of SC (Nationwide 80 people were honored with this award that is presented only every five years.)
- Recognition of Charleston and Georgetown Diabetes Coalition Library Partnership (Reach 2010) winner of the 2006 U.S. National Commission on Libraries and Information Science (NCLIS) Award for having America's best library consumer health program *(the partnership includes Charleston and Georgetown County Public Library Systems, the Medical University of* SC*'s College of Nursing and its Department of Library Science and Informatics)*.
- Guidance and assistance to small and medium sized libraries with branding and logo development.
- Promotional check presentations by the State Librarian to public libraries receiving state and federal funds to launch building renovation/construction, literacy, automation, outreach and other local projects.
- ~ Statewide distribution of *Got Homework/Get DISCUS* bookmarks and other promotional ventures to showcase SC's Virtual Library.

Services to Citizens with Disabilities
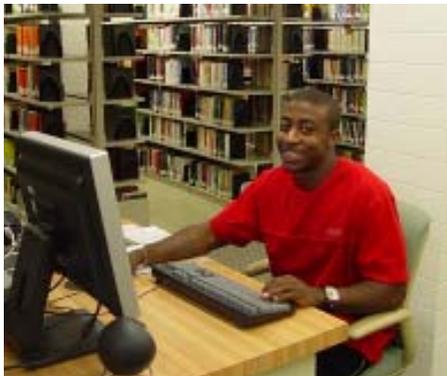
Volunteer Matthew Billups reviews a digital recording.

Preparing for the 2008 roll out of the nationwide digital talking books program, the Talking Book Services (TBS) program acquired a new integrated library system and successfully migrated its in-house recording studio from analog to a state of the art digital recording system. The first volunteer produced digital masters were *Signs and Wonders* by Roger Pinckney, narrated by Charles Bierbauer, dean of the College of Mass Communications and Information Studies at the University of SC (USC), and *Quinnie Blue*, a children's book written and narrated by Dinah Johnson, a member of the English faculty at the USC. The Keystone Library Automation System (KLAS) replaced an out-dated system and provided improved functionalities for both staff and customers. Customers are now able to make their own reading selections and electronically transmit their requests to staff. Recorded books delivered to TBS customers increased by 22% over the previous fiscal year.

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

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

"As a teacher I have recommended your services to many parents. Thank you again for the important work you do in helping young people and adults enjoy reading and learning." - **Irmo, SC**

Literacy

Sponsored by the SCSL Foundation and supported by a $25,000 matching grant from the Psarsas Foundation of Columbia, the "Every Child Ready to Read @ your Library" literacy initiative was launched. SCSL hosted a workshop that provided public library staffs with vital tools to help prepare parents for their critical role as their child's first teacher. Sixty children's librarians from across the state and representatives from SC First Steps attended. The initiative has the potential to impact the lives of many of the state's youngest citizens.

A celebration was held to mark the grand opening of the South Carolina Center for the Book, a cooperative project of SCSL, the USC School of Library and Information Science and the Humanities Council SC. Its mission is to celebrate SC's rich literary heritage and to bring public attention to the importance of books, writers and reading. Among the Center's many projects is Letters About Literature, a reading and writing promotion program with competition levels for students in grades 4-6, 7, 8 and 9-12.

SCSL's annual vacation reading program (May – July) remains the hallmark of its statewide literacy initiatives. The 2006 Summer Reading Program theme, *Once Upon A Time,* gave children the opportunity to improve literacy skills while exploring the world of make believe. Teens were invited to experience an alternate world at the library by participating in *Xtreme,* the teen vacation reading theme. Involvement of children with disabilities is encouraged through sponsorship of an annual summer reading party for TBS readers ages preschool-12. The party is held at SCSL. Statewide, 85,214 children, ages 3-11, participated in the 2006 program.

DISCUS – South Carolina's Virtual Library

Through public libraries, K-12 school media centers and academic libraries, citizens receive direct benefit from DISCUS, which is funded by the SC General Assembly ($2,014,918), with supplemental funds ($114,730) through the federal Library Services & Technology Act (LSTA) and the SC K-12 School Technology Committee ($250,000). Users statewide have 24/7 home/office access to 22 DISCUS databases and 24 reference eBooks. Were each library to subscribe individually to databases offered through the DISCUS program the total cost would be $31,188,020. SCSL's administration of this valuable statewide program provides a cost avoidance for SC institutions of over $28 million dollars. New database content added in FY 06 included *Literature Resource Center* for high school students and the *Gale Virtual Reference Library* for middle school students. Committees of librarians and other educators provide advice and guidance on DISCUS management, resource selection, technology concerns and evaluation.

DISCUS Fast Facts

Total Items Retrieved 7,399,538

K-12 Users retrieved 32% more items than in FY 05

857 professionals *(teachers, librarians, state employees)* participated in 58 training sessions

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

"Just wanted to let you know what a valuable research tool DISCUS is for us…The new Literature Resource Center is great. That will really be a plus for our students working on their literary papers in the spring." **Orangeburg Preparatory School—Upper Campus, Orangeburg, SC**

"Amy D. was here last Friday to conduct the DISCUS for Kids training, and both the content and training received rave reviews from our staff in attendance. We appreciate everything you all do!" **Greenville County Library System**

Public Internet Access

At the close of the FY, the agency's new web site was launched. Built on the open source content management system, Joomla, the web site is a content–rich resource for the state's library staffs, government employees and citizens. The new design takes advantage of the latest technological advances in content management and social networking software. Features include access to RSS (really simple syndication) feeds, blogs, calendars, forums, discussion groups, and more. Additionally, a new content structure and a navigation scheme were unveiled for the TBS web pages. Visits to SCSL's web site increased 27% over FY 2005.

www.statelibrary.sc.gov

Unique Visitors
221,961

Total Visits
824,794

Total Hits
6,551,457

"Great job - looks great and the functionality seems pretty sweet..."
Customer comment

Collaborations

SCSL's relationship with both the SC Library Association and the SC Association of School Librarians continues to be its most enduring and rewarding collaboration, with staff from all levels of the organization participating with librarians from every corner of the state to advance the role of libraries in all aspects of the lives of citizens.

A long standing Literary Arts Partnership (SCSL, the SC Arts Commission and The Humanities Council sc) continued its sponsorship of the popular statewide public library reading and book discussion program Let's Talk About It. Closely linked is the agency's partnership with the University of South Carolina's Center for Children's Books and Literacy Center. Housed at SCSL, the Center regularly hosts tour groups of children from local Columbia area day care centers and because it is housed at SCSL, these children also have the opportunity to learn about library services for children with blindness through tours of the facilities of the Talking Books Program.

Assisting the Carolina Reforma Chapter, SCSL facilitated a survey of the state's public library administrators to gauge interest in training for delivery of library services to Hispanics. Survey results revealed a willingness to enhance services for this expanding customer group. A continuing partnership, with the SC Autism Society placed updated autism awareness materials in local public libraries across the state.

Partnering with USC's School of Library and Information Science (SLIS) and the SC Association of Public Library Administrators Association (SCAPLA), the SCSL sponsored its first annual *S.C. Public Library Leadership Institute*. USC-SLIS student participants enthusiastically endorsed the *Institute* as a continuing venue for students with public library leadership aspirations.

SCSL staff served on committees and groups such as the SC Cultural Visions Council, the Laura Bush 21st Century Library Education Grant Review Panel, the SC Book Festival, the SC Partnership for Distance Education, the K-12 School Technology Initiaitve Committee, USC's Advisory Committee for the Augusta Baker Chair in Childhood Literacy and more.

Services to Public Libraries

Public Library Facts

Libraries
42

Branches
145

Bookmobiles
35

FTE Staff
1,695

Library Visits
15,070,810

Circulation
21,296,789

Reference Transactions
4,840,142

Public Access Computers
2,670

Internet Users
7,211,531

Registered Borrowers

Adult	1,604,959
Juvenile	559,445
Total	2,164,404

Collections

Books	8,901,249
Serial Subscriptions	1,429,600
Audios	358,958
Videos	369,769

Programs

Type	Number	Attendance
Pre-School	15,088	338,755
Ages 5-14	6,970	260,788
Ages 15-18	894	22,597
Adult	4,647	71,042

Revenue

Local Operating	$ 7,468,207
State Aid	$ 8,529,638
LSTA	$ 727,272
Other	$ 15,208

Financial Support

62% of the agency's general fund budget is pass through State Aid to local public libraries. The funds benefit citizens statewide. Library supporters were successful in securing a General Assembly increase in State Aid from 85 cents per capita to $2 per capita—reversing a negative trend that had persisted since FY 2000. Public libraries received $9,272,188 through State Aid and federal grants. LSTA federal sub-grant funds totaling $727,272 supported automation, literacy, outreach, staff development and other projects of benefit to local communities statewide. SCSL receives Bill and Melinda Gates Foundation grant funding for and provides E-Rate guidance to SC's public libraries. Public libraries received commitments for $288,650 in E-Rate discounts. SCSL's administration of a $937,500 Gates Foundation Public Access Computing Grant (PAC HUG) is sustaining the progress made possible by a 1999 Gates grant.   Receipt of a $29,934 WebJunction Rural Library Sustainability grant funded regional workshops that trained rural library staffs to better manage public access computing programs.

Education, Training and Consultation

Library development consultants and other SCSL professionals assist public library staffs with advice and guidance on topics ranging from web accessibility to facilities and construction planning. Consultations, site visits, telecommunications, attendance at board meetings, correspondences and other public library contacts totaled 6,197. SCSL continuing education events are sponsored primarily for public library staffs and state government employees. 2,339 participants attended 147 training events. Training was rated excellent by 67% of the participants. Use of Internet-delivered training for public library staffs was implemented and included Library Education @ Your Desktop online tutorials; membership in OPAL (Online Programming for All Libraries) for access to cooperative web-based programming and training; a statewide license for access to the Library Learning Network for satellite downlink and webinar access to development and policy programs; and a startup phase of an IP video conferencing initiative that placed videoconferencing units (web based Polycoms) in public libraries serving as aggregation points for surrounding counties.

Collection and Reference Support

SCSL maintains special collections to supplement collections of the state's public libraries. Valuable online state documents are preserved for future use through storage on an SCSL server. State depository libraries use URLs built by SCSL to create online records that make these documents accessible to all citizens. A large scale weeding project removed outdated materials from the agency's print collections and began a much-needed reassessment of collection development policies. Avoidance of duplication of materials and resources readily available in the state's public libraries is a key objective. Many SCSL print resources (readily available electronically) have already been eliminated. Print materials added in FY 2006 decreased 34%, while the total number of electronic records increased by 21%. Further examination of the impact of existing public library collections and the development of a modern resource sharing network are high priority objectives.

Services to State Government

With more and more customers seeking immediate access to information, use of SCSL electronic resources soared. State employees were provided with online access to 74 electronic subscription resources, including 24 eBooks and an expanded package of American newspapers. State employees are able to download full text magazine, newspaper and encyclopedia articles, both remotely and within the library. 24/7 access is provided to digital state documents through SCSL's online catalog, WebLION. Electronic database retrievals increased 58%. *Ask A Librarian* email virtual reference service, where customers receive answers to questions within 24 hours, was launched. Information skills training sessions were delivered off site at a number of State Government agencies and were offered on site in the computer training room of the SCSL. 58% of state employees surveyed for satisfaction with training rated the sessions as excellent, 37% as good and 5% as average.

South Carolina State Library Operations

South Carolina State Library Financial Report
Fiscal Year 2006

Income

State Appropriation	$	13,117,798
Federal	$	2, 638,903
Other	$	299,200
Total	$	16,055,901

Actual Expenditures

	Total Funds	General Funds
Personal Services	$ 1,736,825	$ 1,018,200
Other Operating	$ 4,120,477	$ 3,299,313
Distributions to Subdivisions	$ 9,272,118	$ 8,529,638
Fringe Benefits	$ 476,481	$ 270,647
Non-recurring	$ 450,000	
Total	$ 16,055,901	$ 13,117,798

SCSL's financial performance remains stable, but the state appropriated budget available for agency operations continues to be disproportionate to that for State Aid to public libraries. Federal funds are targeted to support statewide initiatives and to provide subgrants to public libraries and partner organizations. Guidelines for the use of these funds are continually monitored for changes that may impact the provision of services. With the hire of a new Finance and Business Operations director, data integrity and security processes improved.

To ensure that SCSL is involved in IT professional networking and educational opportunities that aid in the continual improvement of the agency's IT operations, its Information Technology Services (ITS) director participates in the SC Information Technology Director's Association (SCITDA).

Attendance by professional staff at training opportunities, participation in professional associations, and involvement in the agency's collaborative work keep staff current on emerging trends in librarianship. Additionally, the use of web-based online programming allowed expansion of internal staff development offerings. In total, these activities resulted in participation by SCSL staff in 149 training events.

Network Infrastructure Enhancements

Information Technology Services staff:

- Performed reconfigurations to provide gigabyte connectivity.
- Implemented software to provide additional monitoring of network traffic and broadband usage.
- Moved to a Windows 2003 domain to enhance file storage access and resource sharing capabilities.
- Migrated to a new mail server to provide additional functionality within the agency.
- Migrated to a different domain structure for increased network security.
- Implemented a file server for storage to increase the security of key documents for staff and to provide improved business continuity.
- Implemented an interactive intranet to provide improved transfer of information among agency staff.

To provide service to the community, SCSL staff actively promoted and collected donations for several charitable causes including a *Hurricane Katrina Water Relief* project that delivered 300 bottles of water to the Harvest Hope Food Bank for distribution and the *America Supports You – Operation Shoebox Campaign* project that filled shoeboxes with personal needs items for general distribution to troops in Iraq and Afghanistan.

Staff pack items for Operation Shoebox

south carolina
STATE LIBRARY

Mission

To provide, advance and promote excellent library services and equal access to information for all South Carolinians.

Values

Quality
Knowledge
Freedom of Information
Access to Information
Equitable Treatment

Key Strategic Goals

Provide information resources and services to meet the needs of the people of South Carolina.

Ensure that all South Carolinians receive excellent library services through their public library.

Market the value of libraries to the educational and economic development of communities all across South Carolina.

Encourage partnerships that enhance statewide delivery of library and information services.

Continuously improve State Library operations.

P.O. Box 11469
Columbia, SC 29211
Locations: 1430 and 1500 Senate Streets

Reception Desk (803) 734-8666
Information Services Desk (803) 734-8026
AIM: SCSLReference
Fax (803) 734-8676

Talking Book Services
1-800-922-7818

Deaf or Hard of Hearing Citizens
Dial 711 followed by 734-4611

www.statelibrary.sc.gov

Leadership Team

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Talking Book Services
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Information Services
Shae Tetterton
Collection Management Services
Amy Duernberger
DISCUS Program

For additional information on SCSL's accomplishments, view its FY 2005-2006 Accountability Report *at* www.statelibrary.sc.gov. *Follow the "about us" link to "publications."*