



Mississippi Library Commission

**2009
ANNUAL REPORT**

www.mlc.lib.ms.us

VISION

The vision of the Mississippi Library Commission is that all Mississippians have access to quality library services in order to:

- Achieve their greatest potential,
- Participate in a global society, and
- Enrich their daily lives.

MISSION STATEMENT

The Mississippi Library Commission is committed—through leadership, advocacy, and service—to strengthening and enhancing libraries and library services for all Mississippians.

BOARD OF COMMISSIONERS

July 1, 2009

Russell Burns, Brookhaven

Celia Fisher, Okolona

Jolee Hussey, Oxford

Vice Chair

Pamela Pridgen, Hattiesburg

Secretary

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INTRODUCTION



Fiscal Year 2009 was a year of contradictions and challenges. Library funding fell while library usage soared.

Despite two (2) mid-year budget cuts resulting in the loss of \$681,000, the focus remained on serving the customer, promoting services, and moving the agency and libraries forward.

Expectations and usage of agency programs, services, and facilities grew at an astounding rate as evidenced herein. Examples include:

- Learn-A-Test, online public access to practice tests for hundreds of standardized exams (GED, ACT, SAT, GRE, civil service, etc.) as well as remedial tutorials, was in high demand with a 75% increase in the number of tests taken.
- Usage of MAGNOLIA increased 21% in FY09 with Mississippians searching the databases more than 8.3 million times.
- In an effort to “grow our own” librarians, more than fifty (50) face-to-face and hundreds of online training opportunities were provided for public library personnel throughout the state.
- Consulting assistance to public libraries was provided on a wide range of topics including policy development, confidentiality of library records, budgeting, writing a RFP, and grant writing.
- The statewide Summer Library Program continued to attract thousands of children to public libraries. The program helps children acquire and maintain reading skills through the summer months.
- Presentations and outreach activities were conducted at conferences, senior health fairs, civic organizations, community colleges, schools, and libraries. In addition, the agency used a variety of electronic networking tools including blogs, webcasts, maillists, MySpace, and Facebook to reach users.

Financially, Fiscal Year 2009 was not a good year. FY 2010 is shaping up to be even worse with grim predictions for 2011 and 2012. Service-wise, FY 2009 was successful, but difficult to maintain.

As history proves, people will continue to turn to libraries in record numbers as the economy worsens. But as library budgets continue to shrink, services will decline and citizen access to quality library services will be diminished.

Sharman Bridges Smith
Executive Director

A ADMINISTRATIVE SERVICES BUREAU

provides financial management and administrative support for the agency. Support areas include strategic planning, grants, accounting, purchasing, facilities and property management, and human resources management.

In FY 2009 the Mississippi Library Commission was appropriated:

- \$15,831,010
- 52 authorized full-time positions

By the end of the Fiscal year, the agency lost \$680,908 to mid-year budget cuts.

Grant programs enable Mississippi libraries to serve all Mississippians by strengthening local efforts to improve and enhance library services.

The Library Aid Program, passthrough funding, includes:

- Personnel Incentive Grant Program
- Health/Life Insurance Programs for Public Librarians
- MAGNOLIA
- Federal Grants

The Personnel Incentive Grant Program, established in 1971, is a major part of the state aid program for Mississippi public libraries. The Personnel Incentive Grant Program ensures that Mississippians have equitable access to well-managed libraries and qualified library staff.

The Health/Life Insurance Programs for Public Librarians funds health and life insurance coverage for more than 800 public library employees.

MAGNOLIA, Mississippi Alliance for Gaining New Opportunities through Library Information Access, was established in 1997. The project benefits all Mississippians through all publicly-funded school, public, community college, special and university libraries by providing statewide access to electronic information databases. With library-issued passwords, Mississippians can access the databases from home, work, school, library or with any Internet connectivity.

N NETWORK SERVICES BUREAU

provides technology support to public library systems and public library branches through management and support of a new wide area network (MissIN3 consortium) and the agency's local area network (MissLIB2).

In FY2009 Network Services:

- Provided public libraries a total of 4,755 consulting hours.
- Assisted libraries as they migrated to new MissIN3 Consortium.
- Hosted websites for 80% of public library systems and provided CIPA-compliant content filtering for 100% of public libraries on MissIN2 until December 31, 2008.
- Provided email accounts and support to more than 850 public library staff and 50 Commission employees.
- Logged over 4,450 project hours in FY2009, identified 73 trends, and developed 85 information pieces to share with public libraries.
- Supplied public libraries with expertise on security issues, and broadcasted advisories of active scam and phishing threats.
- Evaluated emerging technologies such as Twitter, RSS feeds, blogs, blog-rolls, and live support widgets such as Meebo, and advised libraries on use.
- Welcomed over 92,000 visitors through MLC's website.
- Launched a blog site to communicate network status, migration counts, and general technology news.
- Updated website, launching a friendlier and more robust image, as well as Web 2.0 functionality.
- Migrated MLC staff email accounts to Microsoft Exchange.
- Hosted first MLC Tech Fair, July 2008, with 482 visitors, and 20 vendors.
- Offered MissIN alert SMS texting network advisories.
- Formed a Web 2.0 Committee and implemented six projects; encouraged libraries to implement Web 2.0 concepts.

Views of MLC's first Tech Fair:



2010 Tech Fair was cancelled due to economic conditions.

PUBLIC SERVICES BUREAU

consists of three divisions which provide direct services to Mississippi libraries' special populations and other Mississippians.

BLIND & PHYSICALLY HANDICAPPED LIBRARY SERVICES (BPHLS) DIVISION provides free statewide access to library materials in specialized formats to individuals with print impairments. Services are available to adults and children with visual impairments (blindness or inability to read standard print), physical limitations (unable to hold a book or turn pages), and those with a reading disability from an organic dysfunction.

Patron Services Branch

A customer feedback included the following comment: "My beloved husband passed away peacefully... By my count, from Aug 2005 to Dec 2008, the library provided 852 books. I cannot express to you how many, many hours of pleasure these books brought to him."

Circulation Services Branch

In FY09, BPHLS made the transition from analog (cassettes) to digital books on flash memory cartridges and the associated equipment.

The recipient of the newly created Mail Carrier of the Year Award for BPHLS patrons was presented to Porter Ross of the Main Post Office in Jackson, MS. Porter has picked up and delivered books and materials for more than 25 years.

Resource Sharing

- Circulation of older and less frequently used cassette titles to patrons by the Alabama Regional Library. Alabama patrons have access to a new service, descriptive video.
- Circulation of Braille books through the State of Utah.

Interlibrary Loan

For patrons requesting materials that were unavailable, the BPHLS collection provided access to materials through a variety of sources.

Two digital book services:

- **LOBE LIBRARY:** A collaborative multi-state program to provide digital talking books and playback devices.
- **PLAYAWAYS:** Individual titles stored on MP3 players provide another option for patrons.

Activities

- Pratt-Smoot Act Celebration. Celebrated passage of Pratt-Smoot Act of 1931, which established library service for the blind.
- Hosted annual Volunteer Recognition.
- 10² Club induction for three patrons turning 100 years old.
- Children's Reading web conference with Mississippi School for the Blind students, and Ohio School for the Blind.
- Summer Library Program.
- Winter Adult Reading Program.

Outreach Activities

Services promoted at 15 exhibits throughout state. Exhibit venues included education conferences, special education, senior health fairs, and civic, consumer, and professional organizations.

Presentations

Twenty-six (26) presentations made to libraries, schools, community colleges, institutions of higher learning, public libraries, rehabilitation centers, and peer groups.

Volunteer Activities

The State of Mississippi benefited through the donation of 3,089 hours of volunteer assistance, valued at \$20.25 per hour, for a total of \$62,552.25.



BPHLS honored volunteers at Recognition Luncheon.



Volunteer Ed Hill provides free repair of Braille.

DEVELOPMENT SERVICES DIVISION provides consulting and support services to public library system directors and staffs, trustees, Friends groups, and government officials. In FY2009, the division received a 96.4% satisfaction rating on services provided.

Services provided by the Development Services Division include consulting, continuing education, programming, and other special projects. FY2009 brought a significant change to the Development Services Division with the retirement of twenty-nine (29) year Mississippi Library Commission veteran, Jane Smith, Division Director.

Consulting Services provided advice on a wide variety of topics including, but not limited to: board of trustees voting; meeting room policy; performance appraisals; merit pay raises; EEOC; investment of library funds; copyright and public performance rights; consecutive terms of public library trustees; legality of public library system's paying for recruiting job candidates; how to write an RFP; Library 2.0 services; conflict of interest; open meetings law; authorization of paid holidays for public library systems; confidentiality of library user records; gaming in public libraries; accreditation measures; library construction; employee benefits; LSTA grant applications; disposal of library materials; authority of a library system to use a credit card for purchasing; bylaws; weeding; technology planning; automation systems; materials selection policy; closing procedures in the event of a flu pandemic; facilities maintenance; authority of library systems to require a library card for computer use; county law libraries as a part of the public library system; readers' advisory; cell phone usage; budgeting; Internet filtering; unemployment; audits; public library websites; and FMLA.

- 1181.25 consulting hours provided
- 10,225 contacts
- 59 outlets visited

Activities

- Continued writing the *Mississippi Public Libraries Are Awesome* blog.
- Alerted public library system directors with forty-one (41) pieces of information regarding grant and foundation funding on a variety of subjects, mini grants for library materials, library programs, and library exhibits.
- Provided training to the public library community on the following subjects: Weeding, MAGNOLIA, library ethics, services provided by the Library Commission, strategic planning process, reference services, and responsibilities of the administrative board of trustees.

Continuing Education is an integral part of the agency's services to promote the development and growth of libraries statewide. In FY2009 the division offered thirty-one (31) continuing education workshops to the public library community. Workshops included:

Tech Fair

Librarianship 101 Institute (4 day in-residence workshop for paraprofessional public library staff)

Creating Sustainable Funding

Librarianship 101 Alumni Meeting

Youth Services Conference (3 day conference)

Practical Promotions (3 workshops held statewide)

Adult Programming—Not Just for Boomers (2 workshops)

Personnel and the Library Director

Librarianship 201 Institute (5 day in-residence workshop)

Summer Library Program (8 workshops)

AT&T Bundled Services/Reading AT&T Reports

VUC/ILL System Training Refresher Course

Birds of a Feather: Understanding Communication and Behavior Styles (4 workshops)

Grants Administration

Grant Writing 201 (2 workshops)

Online tutorials available through the University of North Texas Library Education @ Desktop (LE@D) program.

Technology training from the Mississippi Department of Information Technology Services (ITS).

Programming

- 121,594 children attended programs at public libraries throughout the state;
- Circulated 611, 523 juvenile items;
- Held 409 programs specifically for teens;
- 5,182 teens attended summer library programs;
- Circulated 41,727 young adult/teen items;
- 7,100 adults participated in summer library programs.



Librarianship 101 participants



AT&T Bundled Services Workshop



MLC Exhibit at State Fair

Special Projects

- Began update to the *Directory of Mississippi Libraries*
- Researched and monitored opportunities for public libraries and MLC in the American Recovery and Reinvestment Act
- Working to develop a sample personnel manual for use by public libraries
- Submitted a grant to the Kellogg Foundation entitled "Public Libraries—Moving the Delta Forward"

LIBRARY SERVICES DIVISION provides direct and indirect services to a variety of customers including all types of libraries, state government, and the public.

Quick Facts

- MAGNOLIA usage increased 21% with 8,384,075 database queries reported
- Learn-A-Test total tests taken increased 74.9%
- Learn-A-Test total courses taken increased 72.5%

Resource Sharing Services

- Virtual Union Catalog (VUC) unique requests submitted increased 13.7%
- VUC participation increased to 46 with the addition of 4 new public libraries and 2 community colleges
- OCLC Resource Sharing unique requests submitted increased 4.2%
- 24,256 items received via the VUC/OCLC with estimated value of items received: \$2,022,098.70

Primary Resource Library

- 44.5% increase in the number of queries received (all types of requests)

Statewide Services

MAGNOLIA: Although managed by a Steering Committee representatives of the five types of libraries, the appropriation for MAGNOLIA is within MLC's budget.

MAGNOLIA USE STATEWIDE

- 8,384,075, a 21% increase over FY08

LEARN-A-TEST is a database provided by MLC for all Mississippi residents through their local public library. Online access to dozens of standardized practice tests and tutorials ranging from 4th grade math to college entrance, paraprofessional level exams, and job search skills courses are available.

In FY09, 8,044 courses were accessed with a:

- 71.5% increase in visits to the website
- 74.9% increase in the total tests taken
- 72.5% increase in the total courses taken

Comment from a survey responder: "Just informed an army recruiter who was giving the ASVAB test here this morning when the three students he was testing had failed, they could practice online at any public library in the state."

Resource Sharing Services

The Virtual Union Catalog & ILL System (VUC/ILL) searches participating Mississippi public library catalogs to allow statewide use of library materials. To reach university, college and out-of-state libraries, public libraries are provided access to the OCLC Resource Sharing System.

Resource Sharing Initiated by Public Libraries

	FY09	FY09 vs FY08
VUC Unique Requests Initiated	14,569	13.7% increase
OCLC Unique Requests Initiated	17,962	4.2% increase
TOTAL	32,531	8.2% increase

OCLC Group Cataloging Service

In FY09, an estimated 173,920 items were cataloged.

Center for the Book promotes Mississippi's literary heritage and calls attention to the importance of books, reading, literacy and libraries.

National Book Festival -- Mississippi's participation in the September 29, 2008, National Book Festival in Washington, DC highlighted Mississippi's literary history for over 100,000 attendees. This year the state book was *The Four Dog Blues Band, or, How Chester, Boy, Dog in the Fog, and Diva Took the Big City by Storm* by Lianne Takimori and illustrated by Maggie Dunlap, and published by the Mississippi Museum of Art.



During the National Book Festival in Washington, crowds gathered to visit each of the booths at The Pavilion of the States.

Letters About Literature -- FY09 marked the second year Mississippi participated in the Library of Congress Center for the Book's "Letters About Literature" competition where students in grades 4 – 12 write letters to their favorite authors describing what reading their books meant to the student. Over 200 entries from across the state were submitted – an increase of 33%. The agency again partnered with the Friends of Mississippi Libraries to award prizes to 1st, 2nd, and 3rd place state winners in each of three age categories. The competition engendered significant interest at agency exhibits and was supported by many groups. State level judges included a state employee, a retired teacher, a current teacher, and a children's librarian.



Letters About Literature winner pictured with teacher.

Southern Literary Trail -- The Southern Literary Trail in Mississippi in March 2009 was a major event for the Center. The Trail, which promotes Southern writers and their hometowns in Mississippi, Alabama, and Georgia was funded in part through a Mississippi Humanities Council grant with coordinators in each state. The project included a brochure, postcards, and development of a website in addition to specific events. On March 2, the first Trail activity was held in Natchez. The Richard Wright Natchez Celebration featured a 30-minute documentary about Wright, a PowerPoint presentation by Wright's cousin featuring photos of Wright family landmarks, and a talk by Wright scholar Jerry W. Ward, Jr. of Dillard University.

Primary Resource Library

A Customer Satisfaction Survey sought information about the Non-fiction collection within the Primary Resource Library. Respondents reported:

- 44.1% were "very satisfied" with the non-fiction materials in the collection.
- 38.2% were "satisfied"
- 17.6% were "neutral"
- 0.0% were dissatisfied or very dissatisfied

Requests received at MLC in FY09 saw a 44.5% increase over FY08.

Large Print Services (LP)

The division serves individuals with visual impairments and libraries and agencies servicing these individuals. The division provides routine Interlibrary Loan service to libraries and a specialized Extended Loan (6 month) of items. LP direct mail services are also provided to individuals meeting eligibility requirements with materials mailed directly to their homes.

Users are constantly providing positive feedback. Below is a quote from a patron:

"Thanks for helping me to keep reading."

Reference Services endeavors to meet the information needs of all Mississippians through a variety of professional services. Requests for information on specific topics ranged from "quick facts" to highly specialized and unique topics which required in-depth and time-intensive research of print and online resources, as well as, contact with other agencies and specialists to provide complete and concise, yet timely answers.

Reference Blog — Chat Service was added to the Reference Blog (<http://mlceref.blogspot.com>) created in FY08. The blog was regularly updated several times per week throughout FY09 and received over 159 comments.

MySpace & Facebook pages were created in September 2008 for outreach purposes.

Service to State Government — Services to state government increased 33.1% in FY09 over FY08.

Patent & Trademark Depository Library

The Document Services section continued to expand access to intellectual property resources through Patent and Trademark Depository Library Services. Requests for patents and/or trademarks increased by 28.3% while orientation sessions decreased by 3.9%.

One patent customer said, *"Thanks for your superior patent service! Thanks for going the extra mile and beyond the call of duty. You are a Godsend and a lifesaver!"*

Workshops, Presentations, Exhibits

Workshops/Presentations

Primary Resource Library Related:

MLC Tech Fair – RSS feedback demonstration
— Indira Bhowal

Brief 5-minute presentations provided to attendees of meetings held in agency meeting room – Reference Staff.

"Patent, Trademarks, & Copyright",
Mississippi Wholesale Market Show,
64 attending – Lawrence Smith, presenter

"Learn-A-Test Overview" for Council
on Educational Technology, 18 attended
– Glenda Tilson, presenter

VUC & ILL System New User "Mini –Training" –
5 sessions for Itawamba Community College,

VUC & ILL System New User & Refresher Training –
5 sessions

MAGNOLIA Training – 2 sessions

"Ethics at the Desk" Workshop

"Blogging and RSS" Workshop

Exhibits:

Mississippi State Fair Exhibit

Mississippi State Legislature Capital Exhibit

Mississippi Wholesale Market Show Exhibit

National Book Festival Exhibit (Washington, DC)

2008 LAMP Tour Exhibit (Tupelo, Batesville,
Clinton, Hattiesburg)

NOTES

Mississippi Library Commission

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General Information	601.432.4111 or 800.647.7542
Executive Director's Office	601.432.4039
Administrative Services Bureau:	
Bureau Director	601.432.4098
Fiscal Services	601.432.4042
Grant Management Programs	601.432.4098
Purchasing	601.432.4049
Human Resources/Payroll	601.432.4071
Network Services Bureau:	
Bureau Director	601.432.4059
HelpDesk	601.432.4158 or 877.652.8324
Public Services Bureau:	
Development Services	
Division Director	601.432.4068
Consulting Services	601.432.4067
Blind & Physically Handicapped Library Services	
Division Director	601.432.4123
Patron, Machine, Circulation Services	800.446.0892
Library Services	
Division Director	601.432.4124
Reference	601.432.4492 or 877.594.5733
Patent & Trademark	601.432.4120
Government Information	601.432.4124
Interlibrary Loan	601.432.4127
Large Print	601.432.4126

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