

# CHANGING RESPONDING GROWING HELPING

## LIBRARY SERVICES & TECHNOLOGY ACT (LSTA) AND MISSISSIPPI LIBRARIES

2013



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# LSTA-ENHANCING LIBRARY SERVICES FOR ALL MISSISSIPPIANS

## Statewide programs and services through MS Library Commission

**Special Needs Library Services**  
Mississippians who cannot read or hold traditional books due to vision or physical issues are eligible to receive audiobooks/players/other specialized equipment and materials through the Library Commission's Blind & Physically Handicapped Library Services. Staff members work with patrons on the transition to new digital talking books and machines, which provide better-quality sound and easier operation.

**Learn-A-Test**  
Online, interactive tutorials help prepare individuals for academic and career advancement tests such as GED, ACT, SAT, LSAT, civil service, and hundreds more. The service is free to all Mississippians through the state's public libraries.

**Skills Development**  
Continuing education is integral to strengthening public library services by increasing the expertise of public library staff, directors, and trustees. One of the many workshops offered is the annual four-day, in-residence Librarianship 101 Institute. Focusing on the basics of librarianship, the Institute equips frontline library staff without master's degrees in library science to deliver outstanding public library service. One participant described her experience: "Presenters made me feel that no question was unimportant."

**Consulting Assistance**  
Throughout the year, consultation services are provided on a variety of topics including grants, working with local governments, budgeting, patron relations, strategic planning, Board and Director relations, E-rate, social networking, personnel, collection development, e-books, technology planning, grant opportunities, etc.

**Summer Programming**  
The Library Commission coordinates a statewide summer library program with more than 110,000 children, 14,000 young adults, and 3,000 adults participating.

**Technology Assistance**  
Help with library technology issues is provided through a 24/7 help desk, consulting and troubleshooting via email, telephone, and on-site visits, and mediation on connectivity and service issues with third-party providers. In addition, access to internet service is provided for public libraries across the state.

**MAGNOLIA**  
Mississippi Alliance for Gaining New Opportunities through Library Information Access—primarily funded by the Mississippi Legislature—benefits all Mississippians by providing statewide access to thousands of electronic magazines, newspapers, and books. With library-issued passwords, Mississippians can access the databases from any internet-accessible computer at home, work, school, or the library.

**Special Teen Space**  
The Lamar County Library System created an educational and fun area for teens and young adults. The new space houses young adult books, magazines, and movies, as well as, a cool collection of games and gaming equipment. The grand opening attracted many community residents, including elected officials, business leaders, and Friends of the Library. Events highlighted the library's commitment to services for young adults. More teens are now using the library to read, study, and play games.

**Former "Cutting Edge" Technology**  
Contrary to some thinking, all information found in a library is not available on the Internet. The microfiche/microfilm collection at the Laurel-Jones County Library System is an example. The collection is heavily used by researchers and information browsers. However, the library experienced mounting frustration from people trying to read the microfiche/microfilm on outdated, malfunctioning reader-printers. New microfiche/microfilm reader/printers purchased with LSTA funds resolved the issue. Users are pleased and satisfied with the new equipment and are better able to locate and save needed materials.

One teen learned the library offered Learn-A-Test while using the new teen area.

She came back to report that the ACT practice test had helped her increase her ACT score by 5 points.



**District 4: Demographics Determine Local Needs**

Total Population .....	766,820
Median Income .....	\$39,687
Poverty Rate.....	19%
Under 18 in Poverty .....	30.9%
Unemployment Rate.....	9%
Illiteracy Rate .....	13%
Median Age.....	37
Receiving SNAP .....	20%
Eligible for Free/Reduced Lunch.....	59%
Average Graduation Rate .....	75%
Public Libraries in District .....	44

**SYMBOLS KEY**

-  Libraries mean business: helping people find jobs, start a company, and do what is needed to get/keep Mississippi working.
-  Libraries change lives, as a place where people develop a lifelong love of learning and get tools to overcome life's obstacles.
-  Libraries strengthen Mississippi communities by providing the programs and services essential to creating informed, productive, and enlightened people and places.
-  Mississippi public library systems save money while enhancing services.

**Other LSTA Projects**

- East MS Regional Library System (Quitman).....Improved public computer access
- Hancock Co Library System.....Optimized robust library technology with up-to-date end-user devices
- Jackson-George Regional Library (Pascagoula).....Patron access to free library borrowing and lending statewide
- Laurel-Jones Co Library.....Patron access to free library borrowing and lending statewide
- The Library of Hattiesburg, Petal, & Forrest Co....Improved public access with updated technology-related network equipment
- Lamar Co Library System..Develop early literacy skills in young children with age-appropriate computers/software
- Laurel-Jones Co Library.....Improved customer service through enhancement of staff skills

## LSTA Impact in Congressional District 4:



### E-Reading

From December 2011 to December 2012, the number of people owning e-readers increased from 11% to 23%. Today more than one-quarter of the U.S. population owns a device on which an e-Book can be read. To begin to address the growing demand for eBooks,

the **Lamar County Library System** used an LSTA grant to subscribe to an eBook service allowing county-wide access to hundreds of titles. Today, library eBook check out is more than 300 per month. Compared to June 2011, user satisfaction with library services has increased 81% in June 2012.



### Employment Training

In partnership with Pearl River Community College (PRCC), the **Hancock County Library System** identified a need for adult training to address pre-employment, unemployment, and underemployment. Offering GED preparation, resume writing and job interviewing classes, twenty-eight adults completed the program. PRCC was so impressed with the participation and project success, the Pearlington Public Library will be a permanent GED training location for GED program.

"Getting a GED will help me go to college and find good jobs; I probably would not have gone to get my GED if it [the training] hadn't been here."

Hancock County Program Participant



### Isolated Teens

Some areas of Hancock County are twenty or more miles from trading centers. The town of Pearlington is located in one of these areas in the southern most southwest corner of the county. Pearlington teens, in addition to being geographically isolated, are technologically isolated with very limited personal computer or Internet access. To connect these teens, the Pearlington Public Library, a branch of the **Hancock County Library System**, applied LSTA funding to the problem and created a teen technology center with computers/software and video games. School visits, Facebook, and Twitter were used to promote the center. Monthly video game tournaments and workshops were offered to improve the digital literacy skills of local teens.

One Lamar County resident desired to read while walking on a treadmill, but impossible with a traditional book. Now, with an eReader, she increases the font size and can easily read because pages are stationary and easily turned.

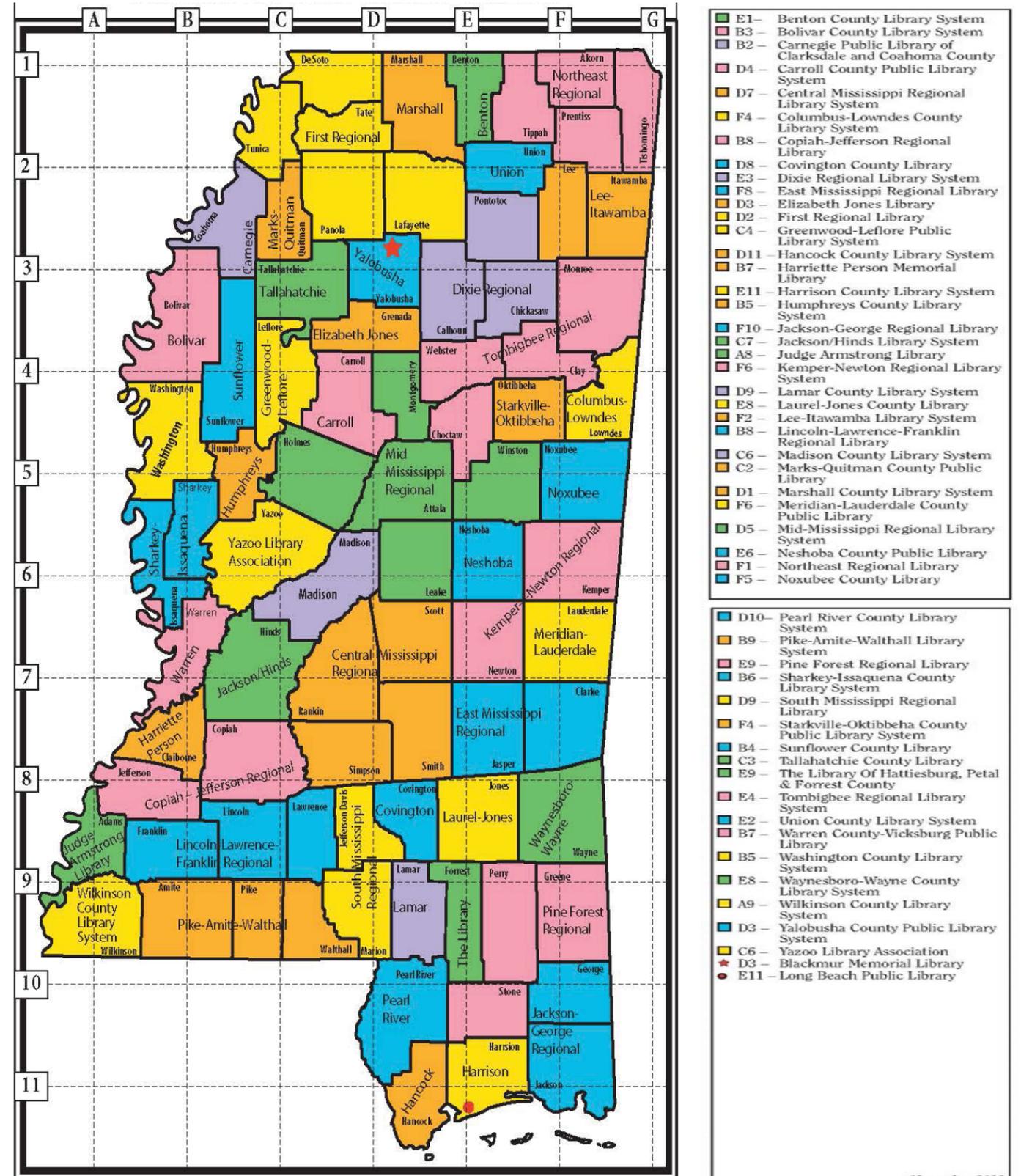


### Real to Reel Programming

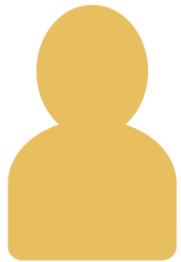
With an LSTA grant, the **Waynesboro-Wayne County Library** purchased a 159 inch movie screen and a Epson digital projector. To complete the project, a 7.1 surround sound system was purchased with private donations. The first to watch a movie in the library were students from the Pine Belt Mental Health Center and they cheered when the movie "Shrek" began on the big screen.

The projector and screen are also used by library staff to read children's ebooks for the Summer Library Program.

# MISSISSIPPI PUBLIC LIBRARY SYSTEMS



## LSTA Impact in Congressional District 1:



### A Public Trust

Using the expertise of an outside CPA firm, the **Columbus-Lowndes County Library System** undertook a study of the library's basic financial management and budget policy/processes to assess risks, identify weaknesses, and recommend improvement. Based on the results, identified policies/procedures/practices have been initiated throughout the library system.

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### Early Learning

Joining many public libraries across the state, the **Union County Library System** and **Dixie Regional Library System** (Calhoun, Clay, & Pontotoc counties) acquired bilingual early education computer learning stations. Touch-screens, colorful keyboards, and interactive programs with bright graphics draw children. Aside from learning basic computer skills, the computers help preschool children enter school ready to read and learn and elementary-aged children master academic skills for increased school success.

"My third-grader who has trouble concentrating in math class is being helped by the math activities on the workstations."

—Dixie Regional grandmother



After signing in to use an internet computer, a young boy came back to the desk asking to use a literacy station and said, "They are a whole bunch more fun!"

—Union County librarian



### Law of the Land

Working with the county bar association, judges, and an outside attorney, **Columbus-Lowndes County Library System** acquired and moved the County Law Library to the public library making the resource more accessible to area residents. Consequently, usage has increased dramatically with greater public use of the law materials and enhanced library use of all library services by the legal community and local government.



### Digital Literacy

In today's technology-driven world, it is easy to get left behind or feel left out without basic computer skills. To help Lowndes County residents, the **Columbus-Lowndes County Library System**, with an LSTA grant, implemented a mobile training lab and began offering classes in basic computers, basic Internet, and basic email. Forty computer classes were offered to the public during the grant period. Patrons completing the classes expressed confidence in their ability to perform routine tasks on the computer without assistance.



### Looking to the Future

In looking forward, the **Dixie Regional Library System** developed a long range plan with the assistance of an outside consultant. The exercise, involving staff and library trustees, looked at obstacles and opportunities. The library is using the resulting document as a guide for service delivery in the coming years, helping shape the direction and focus of activities and making the organization more proactive than reactive.



### Improved Patron Transactions

Slow, out-of-date staff computers were impacting public services at **South Mississippi Regional Library System** (Marion and Jefferson Davis Counties). Checking out books and other materials was a slow, time consuming process resulting in long lines at the checkout desk and mounting frustration for patrons and staff. Staff were unable to get new books and other library materials out on the shelves in a timely manner because of the dated equipment. Managing the borrowing and lending of books with other libraries involved long delays, wasting precious staff time and aggravating patrons. Using LSTA funds, the library system was able to correct the problem. Now staff and patrons are more satisfied.

One staffer commented "I can do all my ILLs [books borrowed from other libraries] much faster and that makes my patrons happy."



### District 3: Demographics Determine Local Needs

Total Population .....	767,272
Median Income .....	\$34,355
Poverty Rate.....	21%
Under 18 in Poverty .....	36.3%
Unemployment Rate.....	9%
Illiteracy Rate.....	16%
Median Age.....	37.4%
Receiving SNAP.....	20%
Eligible for Free/Reduced Lunch.....	61%
Average Graduation Rate .....	73%
Public Libraries in District .....	67

### Other LSTA Projects

Central MS Regional Library System (Brandon).....	Wireless access and laptop computers in small rural libraries
Central MS Regional Library System (Brandon).....	Improved customer service through enhancement of staff skills
Covington Co. Library System .....	Computer-related equipment for staff to better serve library patrons
Covington Co. Library System .....	Public computers for job searches, resume building, and student research
Kemper-Newton Regional Library System .....	Offer patrons access to enhanced home improvement collection
Kemper-Newton Regional Library System .....	Current self-help and do-it-yourself resources
Kemper-Newton Regional Library System .....	Improved customer service through enhancement of staff skills
Lincoln-Lawrence-Franklin Regional Library.....	Computer-related equipment for staff
Lincoln-Lawrence-Franklin Regional Library.....	New computers for better service to patrons
Lincoln-Lawrence-Franklin Regional Library.....	Patron access to free library borrowing and lending statewide
Meridian-Lauderdale Co. Public Library .....	Expand patron access to public internet computers
Meridian-Lauderdale Co. Public Library .....	Patron access to free library borrowing and lending statewide
Natchez-Adams-Wilkinson Library Service .....	Patron access to free library borrowing and lending statewide
Natchez-Adams-Wilkinson Library Service .....	Improved customer service through enhancement of staff skills
Neshoba Co. Public Library .....	Computer-related equipment for staff to better serve library patrons
Noxubee Co. Library .....	Address needs of youngest library users with new public access computers
Noxubee Co. Library .....	Update public access computers for improved patron access
Noxubee Co. Library .....	Patron access to free library borrowing and lending statewide

## LSTA Impact in Congressional District 3:



### Ulterior Motive

Using the 100th birthday of the **Columbia-Marion County Public Library** and an LSTA grant, the **South Mississippi Regional Library System** was determined to increase overall

attendance at library programs which had declined in the past year. To do this, three (3) unique programs were developed to stimulate interest: an African-American author and storyteller; a master gardener; and seven southern authors and illustrators.

The project also offered a unique opportunity to partner with various community organizations including local schools where the storyteller conducting several school assemblies as well as an evening program at the library for children and adults of all ages. Seminars by the master gardener piqued the interests of area garden clubs, horticulturists and other gardeners. Over a two-day period, community members met and discussed southern libreature with regional authors from varied genres.

The project outcome far exceeded expectations. The library's goal was an average of 32 persons at each event. Actuals were an average of 52 people at each event, an increase of 144%. Attendance at ongoing library programs also continues to grow thereby accomplishing the overall goal.



### Increasing Productivity

The **Central Mississippi Regional Library System** used LSTA funds to implement time and print management technology for public computers in six (6) library branches. The new

technology has improved customer satisfaction by reducing wait time and unwanted print jobs. In addition, staff are no longer the "time and print police." Staff are now available to provide other library services such as answering research questions and assisting patrons with book selections. Staff time at public computers is now spent providing basic computer instruction, conducting public computer classes and assisting patrons.



### Rural Libraries Narrow the Gap

Using funds from an LSTA grant, the **Central Mississippi Regional Library System** purchased 13 public access computers for six (6) rural branch libraries in Rankin, Scott, Simpson, Smith counties and updated software for 16 rural branch libraries.

Prior to the purchase, a survey of the rural branch libraries revealed an average of 71 customers per week left the branch libraries without having had access to sufficient computer time. Following the installation of the equipment, library staff polled library customers and the survey showed the number of customers who left the library without having their needs for access to free public computers met dropped from 71 to 12 customers per week.



### Supporting Family Life

With an LSTA grant, the **Kemper-Newton Regional Library System** purchased 144 books that addressed mental health concerns, e.g. family emotional and financial problems; mental health problems with children and teens; and special work-related mental health issues facing individual and families.

One patron was pleased to find helpful information addressing the stress of having a child in the military and involved in warfare.



### Special Delivery

An LSTA grant provided funding for a courier service between the participating libraries of the **Mississippi Library Consortium** (formerly known as the Golden Triangle Regional Library Consortium). Libraries in the Consortium share an automated "card" catalog and checkout system allowing library users from any participating library to borrow, without charge, books and other materials from other participating libraries. Having a mechanism for identifying and loaning the books required, the courier service provides the Consortium an affordable means of moving the books between 50+ participating libraries. Response from patrons throughout the area has been positive.

One patron commented, "I love that we can get unavailable books from other libraries."



### District 1: Demographics Determine Local Needs

Total Population .....	766,820
Median Income .....	\$39,687
Poverty Rate.....	19%
Under 18 in Poverty .....	30.6%
Unemployment Rate.....	9%
Illiteracy Rate.....	15%
Median Age.....	37.8
Receiving SNAP.....	19%
Eligible for Free/Reduced Lunch.....	54%
Average Graduation Rate .....	78%
Public Libraries in District .....	61

### Other LSTA Projects

Benton Co Library System.....	Computer-related equipment for staff to better serve library patrons
Benton Co Library System.....	Patron access to free library borrowing and lending statewide
Columbus-Lowndes Library System.....	Improved library fiscal management practices and processes
Columbus-Lowndes Library System.....	Improved access to legal info w/co. law library resources merged into public library collection
Columbus-Lowndes Library System.....	Patron access to free library borrowing and lending statewide
Columbus-Lowndes Library System.....	Improved customer service through enhancement of staff skills
Dixie Regional Library System (Pontotoc).....	Introduce "playaway" (MP3) format to audiobook collection at Bruce Library
Dixie Regional Library System (Pontotoc).....	More effectively serve branches in multi-county system using improved equipment
Dixie Regional Library System (Pontotoc).....	Undertake strategic planning for library system using professional facilitation
Dixie Regional Library System (Pontotoc).....	Patron access to free library borrowing and lending statewide
Dixie Regional Library System (Pontotoc).....	Improved customer service through enhancement of staff skills
Elizabeth Jones Library (Grenada).....	Computer for children to improve literacy skills for children ages 6-14
Elizabeth Jones Library (Grenada).....	Accessible printer/scanner for public use
Elizabeth Jones Library (Grenada).....	Improved customer service through enhancement of staff skills
Lee-Itawamba Library System.....	Update picture book collection in Itawamba Co Library (Fulton)
Lee-Itawamba Library System.....	Update picture book collection in Lee County Library (Tupelo)
Lee-Itawamba Library System.....	Patron access to free library borrowing and lending statewide
Lee-Itawamba Library System.....	Improved customer service through enhancement of staff skills
Marshall Co Library System.....	Attract teens with new teen books/audiobook collections
Marshall Co Library System.....	Update and fill gaps in non-fiction book collection
Marshall Co Library System.....	Patron access to free library borrowing and lending statewide

## LSTA Impact in Congressional District 2:



### Literary Exposure

Enticing teens and young adults to use the library for fun has always been a struggle. Using LSTA funds, the **Sunflower County Library System** undertook a high-interest and high-quality approach. With personal appearances and workshops by authors, multi-media, and popular young adult fiction, the library attracted many new library users as evidenced a noticeable increase in check out of young adult library materials and library visits.



### Documenting Local History

Thousands of Madison County photographs and historical documents are now available to the public as a result of an LSTA grant to the **Madison County Library System**. Users anywhere in the world can search the county's local history through the library's online catalog and many other resources as well through the Mississippi Digital Library.



### Efficiency of Scale

Providing one-on-one computer training for library users is a routine part of library service today. Because of the huge public demand and the need for more effective use of library staff time, the **Mid-Mississippi Regional Library System** (Attala, Holmes, Leake, Montgomery, and Winston Counties), with an LSTA grant, acquired a computer training lab and developed/conducted computer training classes for the community. As evidenced by "student" evaluations, the classes were a great success. 99% of those completing the assessment expressed a desire for additional classes.

"Now I won't have to depend on my child. I can do it on my own."

—Mid-Mississippi senior citizen



### Customer Satisfaction

Society is dependent on technology. Libraries and library patrons are no different. So when computers became slower, patrons could not access the library catalog with their smartphones, and users were unable to take advantage of book reviews and other advanced features of the library's online catalog, the **Warren County/Vicksburg Public Library System** knew it was time to upgrade. Using an LSTA grant, Warren County purchased computer equipment and software. When surveyed, customer satisfaction improved dramatically from 80% dissatisfaction to 85% satisfied and more than 50% using the advanced features including smartphone apps and advanced searching.

Implementing the changes caused many patrons to view the library as a "forward thinking" community organization and positioned the library to compete in a more technology-advanced environment.



### Learning the Basics

With an LSTA grant, the **Harriette Person Memorial Library** (Claiborne County/Port Gibson) established a computer classroom where GED candidates, high-school drop-outs, teenage mothers, senior citizens, and college-bound adults could access the Internet, conduct research, access tests, take online classes, and study in a safe and clean environment. The library partnered with Southern Dreams, a court-ordered program that targets at-risk youth, to offer educational avenues for program youth, including using the library's computer lab to access Learn-A-Test, and other educational resources.



### Reaching Young Adults

The **Winston County Public Library** and the **Carthage Public Library (Leake County)**, branches of the **Mid-Mississippi Regional Library System** wanted to provide more appealing youth services by creating comfortable, teen-friendly areas in the libraries. Teen councils led the transformation of standard library environments into comfortable, innovative spaces that include new "cool" seating; fabric tackboards; mobile displays; movies; gaming systems; board games; wireless computers; computer furniture; new teen and young adult books; music CDs; movie DVDs," and teen magazines. As a result, teen satisfaction and interest in the public library rose dramatically. An 15.8% increase in check out of teen-related materials occurred.

"Teen programs were fun and educational."  
"Everything was EPIC!"  
"I think it was awesome!"  
Teens comments



### Infrastructure Review

To ensure optimal community service levels now and in the future, **Greenwood-Leflore County Public Library System** undertook an analysis of library technology/telecommunication systems. Using the report developed by an outside specialist, the library director and board are developing a new internet policy and planning needed technology upgrades.

### District 2: Demographics Determine Local Needs

Total Population .....	663,342
Median Income .....	\$29,795
Poverty Rate.....	28%
Under 18 in Poverty .....	47.1%
Unemployment Rate.....	11%
Illiteracy Rate.....	19%
Median Age.....	35.3%
Receiving SNAP.....	31%
Eligible for Free/Reduced Lunch.....	77%
Average Graduation Rate .....	69%
Public Libraries in District .....	68

### Other LSTA Projects

Bolivar County Library System.....	Provide public with access to high performance, flatbed scanner
Carnegie Public Library of Clarksdale & Coahoma Co.....	Address public demand for e-books
Carroll County Public Library System.....	Patron access to free library borrowing and lending statewide
Copiah-Jefferson Regional Library.....	Accelerated Readers to support student learning
First Regional Library (Hernando).....	Expand hours per day of access to online k-12 homework help and tutoring site
Harriette Person Memorial Library (Port Gibson).....	Update juvenile fiction collection
Humphreys County Library System.....	Computer-related equipment for staff to better serve library patrons
Humphreys County Library System.....	Updated computers to better serve patrons
Jackson-Hinds Library System.....	Patron access to free library borrowing and lending statewide
Madison County Library System.....	Expand e-book collection to meet growing public demand
Marks-Quitman County Public Library.....	Attract teens with updated teen books and audiobooks
Mid-MS Regional Library System (Kosciusko).....	Improved customer service through enhancement of staff skills
Sunflower County Library.....	Improved customer service through enhancement of staff skills
Warren County-Vicksburg Public Library.....	Improved customer service through enhancement of staff skills
Washington County Library System.....	Improved customer service through enhancement of staff skills