



# West Virginia LSTA Grants to States Program

2018-2022

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# Introduction and Needs

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In general, this plan is a focused continuation of the 2013-2017 LSTA Five-Year Plan to address the struggles continuing to face libraries and citizens in the state. In developing this plan, the Library Commission re-evaluated the goals and activities of the 2013-2017 plan, considered feedback received from the evaluation process, and worked within the constraints and challenges the agency itself is experiencing.

Population and employment are the top hardships facing decision makers at all levels. The state is losing population. The 2016 US Census estimates show the majority of communities smaller today than they were in 2010. The exceptions to the trend are large metropolitan areas in the Northern and Eastern Panhandles. The age distribution is skewed compared to the nation, too. One in four state residents are aged 60 or older. The higher number of elderly residents results in a higher rate of diseases, including heart disease, cancer, and diabetes.<sup>1</sup>

During the next five years, employment in the state is expected rise at .6 percent.<sup>2</sup> Many energy related industries will continue to lag or see minimal growth, especially coal and natural gas. Growth is projected in the manufacturing, retail, education, and health service industries. It is expected that healthcare services will grow to the second largest industry in West Virginia.<sup>3</sup>

Education is crucial for West Virginians seeking employment in the state. Unfortunately, 14.9 percent of the population over the age of 25 does not have a high school diploma. High school diplomas are the highest education level attained for 41.1% of the population which leaves many with few options.<sup>4</sup> Graduation rates for community and technical colleges and four-year programs remain low. Six out of West Virginia's nine community and technical colleges have a graduation rate of 15 percent or less. Three of the state's four-year institutions have a 21 percent or less graduation rate<sup>5</sup>

West Virginia libraries will continue to assist citizens achieve higher levels of education and job skills needed for employment and workforce development in the state. The priority of this focus requires an educated, highly skilled library workforce. The state remains the among the lowest nationally in the number of Masters of Library Science (MLS) degreed librarians employed per capita. Steps were taken in the previous plan to improve the education level of paraprofessional and professional staff, but there is still a shortage of trained workers.

Sixty-percent of the state's population live in what is considered a rural area,<sup>6</sup> which continues to be a barrier to equal access to information and technology. Libraries provide critical, free services that provide, or

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<sup>1</sup> Deskins, John, Eric Bowen, Christiadi, Brian Lego, Melissa McKenzie, John Meszaros, Justin Parker, Steven Hedrick, Millie Marshall, and Mark Muchow. *West Virginia Economic Outlook: 2017-2021*. Morgantown, W. Va.: Bureau of Business & Economic Research, West Virginia U College of Business and Economics, 2016. Web. 21 June 2017. <<http://business.wvu.edu/files/d/f28ea037-57de-4c55-a177-a354b2312751/wv-economic-outlook-2017-1.pdf>>.

<sup>2</sup> *State Profile*. Washington, D.C: Woods & Poole Economics, 1984. Print.

<sup>3</sup> Deskins

<sup>4</sup> Deskins

<sup>5</sup> Jarvis, Jake. "Low Community College Graduation Rates Prompt Scrutiny from Accreditor." *Charleston Gazette-Mail*. N.p., 21 Sept. 2016. Web. 21 June 2017.

<sup>6</sup> Deskins.

expand, opportunities and equal access. For many communities, the library remains the sole source of access to information and to the internet for education, employment, and career advancement.

# Goals

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## Goal 1 – Expand Access to Information

The Library Commission will address the need for access to information and education resources to improve lifelong learning for all West Virginians. It will strengthen and support West Virginia libraries by expanding access to information, facilitating resource sharing among libraries, and providing a strong technological infrastructure.

*Develop, maintain, and expand existing initiatives supporting full employment and workforce development.*

**Project:** Learning Express Library and Job & Career Accelerator

**Project Description:** The Library Commission will continue to provide statewide through the WVInfoDepot.org suite of resources, Learning Express Library and Job and Career Accelerator help West Virginia students and adult learners improve the skills required for academic and career success. These online services provide access to computer skill building tutorials, practice exams for K12, undergraduate, graduate, professional, and employment tests, electronic books, complete job search functionality, and application assistance at no charge to all West Virginians.

**Focal Area(s):** Employment and economic development

**Intent(s):** Improve users' ability to use resources and apply information for employment support

**Target Audience:** Adult and teen population and working population, including unemployed and underemployed

**Target Partners:** Workforce West Virginia, Volunteer West Virginia, West Virginia Library Association

**Evaluation:** The Library Commission will promote Learning Express Library and Job & Career Accelerator resources and usage through flyers, brochures, etc., during the plan period. Usage will be monitored and modified for outreach services, as needed. A full range of statistics are maintained. Training will be provided through on-site visits, webinars, and conference sessions. Participants will be evaluated after each session to determine the benefits from the training and to make modifications, as needed.

**Evaluation Targets:** Seventy-five percent of the public library respondents will indicate a better understanding of the products and feel more confident in answering patron questions.

**Project:** Connecting West Virginia

**Project Description:** This new program will be built on the Guiding Ohio Online model to provide digital library training, one-on-one computer assistance, one-on-one job assistance, and volunteer recruitment.

**Focal Area(s):** Employment and economic development, Lifelong Learning, Civic Engagement

**Intent(s):** Improve users' ability to use resources and apply information for employment support; Improve users' general knowledge and skills; Improve users' ability to participate in their community

**Target Audience:** Adult and teen population and working population, including unemployed and underemployed

**Target Partners:** Workforce West Virginia, Volunteer West Virginia, West Virginia Library Association

**Evaluation:** During 2018, the agency will work with stakeholders to develop training materials for residents, develop training materials for volunteer training, and marketing materials. The second year will pilot the program in 24-volunteer libraries. The libraries and program participants will be evaluated to modify the program before further expansion.

*Provide and support the essential information and technology and telecommunications infrastructure needed for reliable access to the Library Commission for the provision of technical assistance and information delivery to public libraries statewide, patrons, and the partners of the Library Commission and citizens.*

**Project Description:** The Library Commission will ensure all libraries hosted on the state library network have connections, hardware, and software needed to provide and user internet services regardless of the capacity of the state or the building. The project supports email, domain name services, FTP and webpage hosting, PC software/hardware replacement and maintenance, equipment contract support, and data circuit installation and maintenance.

**Focal Area(s):** Institutional Capacity; Information Access

**Intent(s):** Improve the library's physical and technological infrastructure; Improve users' ability to discover information resources.

**Target Audience:** Libraries; General Public

**Target Partners:** West Virginia Office of Technology, West Virginia Network (WVNET)

**Evaluation:** Issues will be monitored and logged with the agency call desk. A full range of statistics will be collected including the number of logs, turnaround time, type of issue, etc. Libraries will be evaluated quarterly to determine the benefits from the shared network and to make modifications, as needed.

**Evaluation Targets:** Eighty-five percent of the issues being reported by library staff on the statewide network will be resolved by Library Commission staff within two-business days.

#### *WVInfoDepot.org*

**Project Description:** WVInfoDepot.org will continue to provide statewide access to licensed, full-text periodicals and reference resources on a wide variety of topics such as current events, social issues, health information, reading suggestions, and more for no charge to users. It is available to all citizens from any internet connected device and helps lessen the impact of low local public library funding throughout West Virginia.

**Focal Area(s):** Information Access; Lifelong Learning.

**Intent(s):** Improve users' ability to obtain and/or use information resources; Improve users' formal education.

**Target Audience:** General Public; Libraries

**Target Partners:** West Virginia Department of Education, RESA, West Virginia Library Association

**Evaluation:** The Library Commission will promote WVInfoDepot.org resources and usage through flyers, brochures, etc., during the plan period. Usage will be monitored and modified for outreach services, as needed. A full range of statistics are maintained including usage by type of library (number of searches) and statistics regarding number of sessions, full-text article accessed, and abstract accessed for individual databases. Training will be provided through on-site visits, webinars, and conference sessions. Participants will be evaluated after each session to determine the benefits from the training and to make modifications, as needed.

**Evaluation Targets:** Increase overall usage and customer satisfaction by 20% in the next five years. Increase usage by Special Services and its target audience of the visually impaired blind by 10% in the next five years.

### *Annual Summer Reading Program Support*

**Project Description:** The Library Commission will continue to support annual summer reading/learning programs to encourage children and families to read for learning and entertainment, and maintain reading skills during school vacations through the Collaborative Summer Library Program (CSLP). It provides each public library with manuals and grants to provide regional CSLP training.

**Focal Area(s):** Institutional Capacity

**Intent(s):** Improve library operations

**Target Audience:** Library staff

**Target Partners:** West Virginia Department of Education

**Evaluation:** The Library Commission will annually implement a statewide evaluation project based on Project Outcome. Participants will be evaluated after individual programs, after summer reading, or both to determine the benefits. Participation and circulation statistics for the participating libraries will be collected and monitored annually for outreach services.

**Evaluation Targets:** The number of programs offered by libraries for summer reading will increase annually by 3%. Circulation statistics will show a 5% increase in usage for children collections. Surveys will indicate that program participants found 75% of summer reading programs beneficial.

### *Expand and enhance existing reading, learning, and literacy programs.*

**Project:** Literacy Toolkits

**Project Description:** This new program will have Library Commission consultants and librarians developing resource manuals and toolkits for library staff to implement specific literacy training (digital, health, etc.) each year. Each toolkit will include information on the specific literacy skills being taught, how to conduct a community scan to identify and utilize potential partners, planning, programming for all ages, marketing, and additional resources for further growth.

**Focal Area(s):** Lifelong Learning, Civic Engagement

**Intent(s):** Improve users' general knowledge and skills; Improve users' ability to participate in their community

**Target Audience:** Libraries; General Public

**Evaluation:** Training on using the kits and developing programs will be provided through on-site visits, webinars, and conference sessions. Libraries will be surveyed annually for the top literacy need. Participants will be evaluated after individual literacy programs to determine the benefits.

**Evaluation Targets:** The number of literacy related programs offered by libraries will increase annually by 3%. Surveys will indicate that program participants found 75% of literacy programming offered at libraries beneficial. Surveys will indicate 75% of the libraries found the toolkits beneficial.

**Project:** Reading West Virginia

**Project Description:** An exhibit created to explore, teach, and highlight books about West Virginia. Discover the people, place, culture, and history of WV through books by native and non-native writers that demonstrate the state's literary landscape. As part of the exhibit, there will be

components for instructors to emphasize the role of reading and literacy, in educational achievement, and workplace readiness.

**Focal Area(s):** Informational Access

**Intent(s):** Improve users' ability to discover information resources

**Target Audience:** General Public; Libraries

**Target Partners:** West Virginia Department of Education, West Virginia State Museum

**Evaluation:** Libraries will be surveyed on the dates displayed, number of individuals to see the exhibit, related educational/public programs as well as participants.

**Evaluation Targets:** Circulate to 5% of libraries each year. There will be an 3% increase of state related materials annually.

*Expand access to archival, special, and audio-visual material in West Virginia.*

**Project Description:** The Library Commission will explore new programs and services to expand access to the state's unique collections housed in libraries across the state.

**Focal Area(s):** Informational Access

**Intent(s):** Improve users' ability to discover information resources

**Target Audience:** General Public; Libraries

**Target Partners:** Archives and History, a Division of Culture and History, Public Libraries, Marshall University; West Virginia University, and other local cultural heritage organizations.

*Provide, promote, and coordinate outreach for library services and programs through the Library for the Blind and Physically Handicapped.*

**Project Description:** The Library Commission is the regional library of the National Library Service/Library of Congress network of cooperating libraries. Through the Special Services Division, public library services in alternative formats are delivered to meet the needs of blind, visually impaired, or those with learning disabilities. In addition, it aids individuals who are not comfortable with digital formats or do not have home internet access by offering custom download services.

**Focal Area(s):** Lifelong Learning, Information Access

**Intent(s):** Improve users' general knowledge and skills; Improve users' ability to obtain and/or use information resources.

**Target Audience:** Individuals unable to read regular print, hold a book, or turn pages due to temporary or permanent physical limitation; those who do not have access to internet services or reliable internet services.

**Target Partners:** West Virginia Division of the National Federation for the Blind, West Virginia Department of Education, West Virginia Bureau of Senior Services, Division of Vocational Rehabilitation Services

**Evaluation Targets:** The Special Services Division will increase awareness of the program with non-traditional library users. The number of registered borrowers will increase 10% over the five-year period due to outreach activities. Circulation statistics will show a 5% increase in usage for both large print and digital collections



## **Goal 2 – Facilitate Collaboration, Leadership, and Innovation in the Library Community.**

The Library Commission will strengthen and support West Virginia libraries through renewed focus on advisory support and continuing education programs to help libraries achieve sustainable progress and strengthen their ability to meet the contemporary demands of their unique communities.

*Support and advise all types of library consortia to enable efficient resource sharing.*

**Project:** Integrated Library System (ILS) Maintenance Sub-Grants

**Project Description:** The Library Commission will provide annual sub-grants to maintain the five consortia-based integrated library systems in the state.

**Focal Area(s):** Institutional Capacity; Information Access

**Intent(s):** Improve library operations; Improve users' ability to obtain and/or use information resources

**Target Audience:** Libraries; General Public

**Evaluation:** Executive boards for the consortia will be surveyed annually to gather satisfaction with the systems and grants.

**Evaluation Targets:** Ninety percent of the consortia boards surveyed will indicate satisfaction with the system and service. Participating consortia libraries will see a 5% increase in resource sharing during each year.

**Project:** Consortia Cataloging Support

**Project Description:** The Library Commission will aid public library cataloging efforts by: 1) Coordinating cataloging training for all public libraries statewide; and 2) Consortia access to OCLC CatExpress for bibliographic records. These services allow libraries to provide accurate and timely bibliographic information through the consortium ILS while eliminating costs for the individual libraries.

**Focal Area(s):** Institutional Capacity; Information Access

**Intent(s):** Improve library operations; Improve users' ability to discover information resources.

**Target Audience:** Libraries; General Public

**Evaluation:** Training will be provided through on-site visits, webinars, and conference sessions. Participants will be evaluated after each session to determine the benefits from the training and to make modifications, as needed. OCLC CatExpress will be provided to each of the consortia with individual log-ins for each library. Log-in usage and bibliographic records downloaded will be monitored monthly. Consortia members will be surveyed annually to assess the value of the program.

**Evaluation Targets:** Ninety percent of the participants surveyed will indicate satisfaction with the training program and OCLC CatExpress.

*Assist libraries in the ability to plan, implement, and evaluate their capacity to provide library services.*

**Project Description:** Library Commission staff will deliver consulting services for West Virginia Library staff and boards that highlight best practices in library governance, management, and service delivery. Consultants will visit 60-percent of the state's public libraries each year. The trustee handbook will be updated in even numbered years.

**Focal Area(s):** Institutional Capacity

**Intent(s):** Improve users' general knowledge and skills; Improve users' ability to obtain and/or use information resources.

**Target Audience:** Library directors, staff, and trustees

**Target Partners:** West Virginia Library Commission, OCLC WebJunction, Project Outcome

**Evaluation:** Informational resources and training will be provided through on-site visits, webinars, and conference sessions. Participants will be evaluated after each session to determine the benefits from the resources and/or training and to make modifications, as needed. Site visits will be logged and monitored for trends which will be used to prioritize or develop programs and activities. Libraries will be surveyed annually regarding awareness and effectiveness of the consulting services provided.

**Evaluation Targets:** Fifty-eight public libraries will be visited annually. Eighty percent of the libraries visited will rate the visit as useful or very useful. At least 50% of public libraries will demonstrate improvement of public library service as a result of services and programs.

*Determine core competencies for library staff, administrators, and trustees. Develop and implement structured training for each group.*

**Project Description:** Working with main library systems in the state, the Library Commission will develop and implement training for library staff, library administrators, and trustees. Conference sub-grants will be offered to allow public library staff to receive training at national conferences.

**Focal Area(s):** Institutional Capacity

**Intent(s):** Improve users' general knowledge and skills; Improve users' ability to obtain and/or use information resources.

**Target Audience:** Library directors, staff, and trustees

**Target Partners:** West Virginia Library Association, West Virginia Center for Professional Development, Public Library Directors.

**Evaluation:** Informational resources and training will be provided through targeted webinars, special training sessions, and conference sessions. Participants will be evaluated after each session and after six-months to determine the benefits for the resources and/or training and to make modifications to the programs, as needed. Libraries will be surveyed annually regarding needs.

**Evaluation Targets:** The first year of the new training structure will be used to determine baselines. After that, there will be a 10% increase each year in completing the training. Seventy-five percent will indicate the competency training will make improvements to existing programs and services. Ninety-percent of library staff that participate in continuing education will provide better services to their libraries. Twenty percent of participates will start new services or programs.

*Partner with agencies and organizations to develop or deliver civic engagement programs on a statewide level.*

**Project Description:** Working with Volunteer West Virginia and Read Aloud, the Library Commission will provide training to public library staff so they are more knowledgeable on volunteer organizations and opportunities in their communities. A logo, link, and language will be provided so libraries can promote volunteering on web and social media sites.

**Focal Area(s):** Civic Engagement

**Intent(s):** Improve users' ability to participate in their community

**Target Audience:** Libraries; Citizens

**Target Partners:** Volunteer West Virginia, Read Aloud

**Evaluation:** Partners will share information regarding the increase number of volunteers due to the joint promotion. Training participants will indicate that there is an increased knowledge of volunteer organizations, programs, and opportunities in their communities.

**Evaluation Target:** One-hundred percent of all public libraries in the state will promote volunteering on websites and social media sites.

# Crosswalk

State Goal	IMLS Focal Areas	Associated Project	IMLS Intent
Expand Access to Information	Employment and economic development	Learning Express Library and Job & Career Accelerator	Improve users' ability to use resources and apply information for employment support
	Employment and economic development; Lifelong Learning; Civic Engagement	Connecting West Virginia	Improve users' ability to use resources and apply information for employment support; Improve users' general knowledge and skills; Improve users' ability to participate in their community
	Institutional Capacity; Information Access	Provide and support the essential information and technology and telecommunications infrastructure needed for reliable access to the Library Commission for the provision of technical assistance and information delivery to public libraries statewide, patrons, and the partners of the Library Commission and citizens.	Improve the library's physical and technological infrastructure; Improve users' ability to discover information resources.
	Information Access; Lifelong Learning	WVInfoDepot.org	Improve users' ability to obtain and/or use information resources; Improve users' formal education.
	Institutional Capacity	Summer Reading	Improve library operations
	Lifelong Learning; Civic Engagement	Literacy Toolkits	Improve users' general knowledge and skills; Improve users' ability to participate in their community
	Information Access	Digital Library	Improve users' ability to discover information resources
		Reading West Virginia	Improve users' ability to discover information resources
	Lifelong Learning; Information Access	Services for the Blind and Disabled	Improve users' general knowledge and skills; Improve users' ability to obtain and/or use information resources.
	Facilitate Collaboration, leadership, and Innovation in the library community.	Institutional Capacity; Information Access	Integrated Library System (ILS) Maintenance Sub-Grants
Consortia Cataloging Support			Improve library operations; Improve users' ability to discover information resources
Consulting Services			Improve users' general knowledge and skills; Improve users' ability to obtain and/or use information resources.
Core Competencies			Improve users' general knowledge and skills; Improve users' ability to obtain and/or use information resources.
Civic Engagement		Statewide Civic Engagement Programs	Improve users' ability to participate in their community

## Evaluation

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Activities to evaluate the impact of this plan will take a variety of forms, including surveys, formal and informal conversations and usage log analysis. Activities with specific evaluation needs were listed with the activity. Data will be used to measure indicators that demonstrate the impact the plan, the Library Commission, and West Virginia libraries have in communities.

The LSTA Coordinator will ensure that the plan and its individual activities are working toward its intended outcomes. At the conclusion of each quarter and the grant year, the Library Commission will evaluate the impact of each program or activity as well as the plan's goals. Care will be given to multiyear programs and activities to ensure consistent measures so data may identify trends clearly.

An evaluation consultant will be selected either by the Library Commission or as part of SLAA group to complete an independent evaluation of the Five-Year Plan. The consultant will prepare an overall evaluation of the progress made toward achieving the goals.

## Stakeholder Involvement

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Roles, responsibilities, and timeframe of stakeholder involvement are illustrated below.

- Library Commission Commissioners and other agencies will meet quarterly throughout the five-year period to advise on the priorities, needs, plans, policies, and evaluation of the goals and activities.
- Library Commission top management will provide leadership in planning and evaluation the program and activities for the program. Meetings will be as appropriate.
- On an ongoing basis, the LSTA Coordinator for the agency will advise management on the planning, programs, activities, and evaluation.
- West Virginia libraries and the library association will have opportunities to provide feedback through surveys and/or focus groups about the programs/services periodically throughout the year.

## Communication and Public Availability

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Upon approval, the plan will be posted on the West Virginia Library Commission website ([www.librarycommission.wv.gov](http://www.librarycommission.wv.gov)) with an email link for comments. The agency newsletter will run a feature story regarding its adoption and request for comments. Additionally, focus groups will be held around the state to discuss the plan and to allow for comments.

An activity report will be made annually at the West Virginia Library Association fall conference. The report will be communicated to stakeholders through the agency newsletter, website, and email listserv.

The Library Commission will provide opportunities for formal and informal comments throughout the year through web survey tools, site visits, and library activities.

## Monitoring

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Staff of the West Virginia Library Commission will continuously track implementation of the five-year plan, prepare reports, and submit reports as required to the Institute of Museum and Library Services (IMLS), the Commission, the Office of the Secretary of Education and the Arts, and others.

Sub-grantee projects will be tracked through review of required regular reports and site visits. These reports may include mid-year status reports. Final reports, including program and financial information will be required for all projects. Reports will be reviewed, by the Library Commission Chief Financial Officer, LSTA Coordinator, and Executive Secretary to determine compliance and progress.

IMLS will be notified of any amendments or modifications to the plan as they become evident. Notification of amendments or changes will be made to library stakeholders through email, agency publications, the agency website, or other appropriate means.

# Comments and Questions

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Submit comments or questions regarding this plan to: Karen Goff, Executive Secretary, (304) 558-2041, [karen.e.goff@wv.gov](mailto:karen.e.goff@wv.gov).