

**FY2010**

**ANNUAL  
REPORT**



[www.mlc.lib.ms.us](http://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 - June 30, 2010

Russell Burns,  
Brookhaven

Celia Fisher,  
Okolona

Jolee Hussey, Oxford  
Vice Chair

Pamela Pridgen, Hattiesburg  
Secretary

Glenda Segars, Tupelo  
Chair

# Introduction

Fiscal Year 2010 was a year of contradictions, a year of ironies. The year was disastrous, yet rewarding; heartbreaking, yet record breaking; sobering, yet successful; unpredictable, yet confirming.

Without question, 2010 was a financial disaster with five (5) mid-year budget cuts totaling -9.476% resulting in the loss of \$1,290,403. For the agency, the loss was actually 14.2% after mandated programs were exempted from the cuts. Agency operations/services suffered a 25.2% reduction in state funds and the Personnel Incentive Grant Program (part of state aid program) experienced an 8.3% cut.

To cope, the agency:

- o maintained a 10% staff vacancy rate, holding five (5) positions vacant throughout the year,
- o monitored/modified building systems to achieve the greatest efficiencies possible,
- o eliminated building security,
- o delayed facility maintenance,
- o severely restricted consulting travel to assist local libraries,
- o limited purchase of library materials and supplies,
- o did not upgrade technology nearing end of life.

Public libraries were forced to:

- o reduce library hours open to the public,
- o in one case, actually shut down all branches for a period of two (2) weeks,
- o eliminate substitute positions, resulting in libraries being closed in absence of librarians,
- o buy fewer books and other materials for the public,
- o eliminate staff training,
- o close some branch libraries.

Service-wise, 2010 was incredibly rewarding. For Mississippians, the cuts could not come at a worse time as they turned to libraries in greater and greater numbers. In public libraries, public usage has increased on average 30% to 40% over 2009. Utilization of MAGNOLIA resources increased by almost 11%. At the Library Commission, there were significant increases in the demands for services as evidenced by:

- 17.7% increase in visitors.
- Information queries up 40%, a growth of 68% over 3 years.
- Check out of large print books grew 12.6%.
- Total Learn-A-Test courses taken rose 51.7% (183% increase over 3 years).
- Public library staffs completed 106 online courses through the Library Commission.
- 927 participants took part in 22 face-to-face continuing education offerings.
- 5,800 Mississippians with print impairments relied on the agency for library service.
- More than 6,000 consulting hours were provided to public libraries.

The accomplishments of 2010 are a tribute to dedicated library staffs. Despite fiscal hardships, they remained committed to the delivery of quality library services.

Based on economic predictions, 2011 and 2012 will be increasingly difficult fiscally. In this environment, the question is how can libraries continue to meet the growing needs of people depending on libraries to look for jobs, to improve their job skills, to stretch personal budgets, and to educate themselves and their children? The sobering fact is that libraries cannot. Heartbreaking.



*Sharman Bridges Smith*  
Executive Director

# ADMINISTRATIVE SERVICES BUREAU

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

In FY2010 the Mississippi Library Commission was appropriated:

- \$15,833,544
- 52 authorized full-time positions

By the end of the fiscal year, the agency lost \$1,290,403 to mid-year budget cuts.

Grant programs strengthen the efforts of Mississippi libraries in enhancing library services, for all Mississippians.

The Library Aid Program includes:

- State Aid  
Personnel Incentive Grant Program

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

Health/Life Insurance Programs for Public Librarians

The Health/Life Insurance Program for Public Librarians funds health and life insurance coverage for more than 800 public library employees enabling public libraries to recruit and retain qualified staff.

## MAGNOLIA

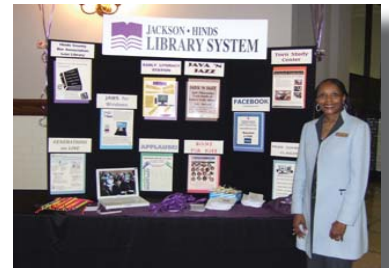
MAGNOLIA, Mississippi Alliance for Gaining New Opportunities through Library Information Access, was established in 1997. The program benefits all Mississippians by providing statewide access to electronic information databases. With library-issued passwords, Mississippians can access the databases from any Internet-accessible computer whether at home, work, school, or library.

- Federal Grants  
Library Services and Technology Act (LSTA)

## Not your grandmother's library ...



The Library of Hattiesburg,  
Petal & Forrest County



Jackson/Hinds Library System



Jackson-George Regional Library System



Harriette Person Memorial Library



Waynesboro-Wayne County Library

## Traditional and emerging services . . .



How to of social networking . . .



Vendor offerings . . .

## NETWORK SERVICES BUREAU

provides technology support and leadership to public libraries through management, advocacy, support and consulting of the wide area network, MissIN3 and the agency's local area network, MissLib.

An FY10 customer satisfaction survey of NSB customers revealed:

- Ninety-three percent (93%) believe services are good to excellent. Libraries trust and value e-mail services, internet support, security updates/advisories, and emergency communications.
- Internally, ninety-seven percent (97%) believe services are good to excellent.

Support and Connectivity:

- Resolved 1,237 trouble tickets including:
  - Reducing bandwidth utilization from 97% to 39% at a library system, freeing up an automation system bottleneck.
  - Resolving firewall configuration errors that caused a multiple branch, multiple library system, multi-day outage.
- Providing 5,436 consulting hours to public libraries and agency staff.
- Hosting web sites for 80% of the public library systems with 99.98% up-time availability.
- Supporting over 106,000 incoming e-mails and 1,465 outgoing e-mails daily, while cleaning and/or quarantining over 2,500 virus threats, and denying 750,000 spam e-mails for an estimated cost savings of \$169,000, with a 99.98% up-time availability.

Research and Development

- Launched forum for library discussions/online meeting space.
- Launched web conferencing tool for use by MLC and public libraries.

Security

- Moved agency core structure to AT&T firewall and filtering, eliminating duplicate services, decreasing core costs, while retaining agency infrastructure security.

Operations

- Welcomed over 145,000 visitors to agency's website.
- "Refreshed" website received favorable visitor comments on ease of navigation and effectiveness as communication tool.

# PUBLIC SERVICES BUREAU

provides direct and indirect services to Mississippi libraries and other Mississippians, including special populations.

**Blind and Physically Handicapped Library Services Division (BPHLS)** provides free statewide access to library materials in specialized formats to individuals with print impairments. Individuals eligible for this free program include 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.

## Quick Facts

- 138,149 items circulated
- 2,065 new titles added to the collection
- 26 exhibits provided
- 12 presentations conducted

## Transitioning From Analog to Digital Technology

FY2010 began the transition from analog cassettes to digital flash memory cartridges. In addition, patrons continued to expand usage of the BARD site, downloading more than 6,800 books.



*Spreading the word ...*



*Helping a patron ...*



Above and beyond ...



100 and counting ...



Recognizing an outstanding volunteer ...

## Recognitions

Mail Carrier of the Year Award - The second annual recipient was Denise Sissell in the Batesville Post Office.

Louis Braille Bicentennial Celebration, with more than 200 attending, honored the bicentennial of the birth of Louis Braille, developer of the Braille language.

79th Anniversary - Pratt-Smoot Act of 1931 - For the seventh consecutive year, BPHLS celebrated the passage of the Act, which established nationwide library service for the blind.

10-Squared Talking Book Club - continued to recognize centenarian patrons. "Receiving the books for the blind has been a tremendous contributor to my longevity and to have you here for my 100th birthday tops the great list of any that I could hope for," said one club member.

*"The book program has literally saved my life at times. There have been times when the books have been all that kept me going. I was always a reader, and when I lost my sight, I didn't know what I was going to do. I wish I had some way to repay all of you for all the work you do to keep this program going."*

## Volunteer Activities

Two volunteers groups (Friends of Handicapped Readers and Bellsouth Pioneers) assist in meeting the needs of the BPHLS patrons, donating 2,500 hours valued at \$50,000.

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

### Quick Facts

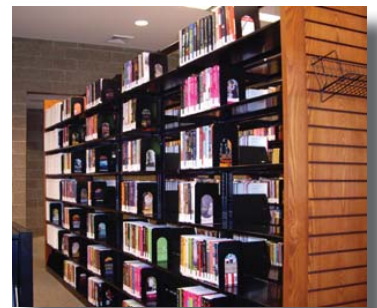
- Visitors to the building increased 17.7%
- 41% increase in requests received
- MAGNOLIA usage increased 10.7%
- Learn-A-Test website visits increased 12.9%; total tests taken increased 25%; and total courses taken increased 51.7% over FY09.
  
- Learn-A-Test usage increased dramatically over the past three (3) years.
  - 126% increase in visits to site
  - 152% increase in tests taken
  - 183% increase in total courses taken

### Primary Resource Library

- 40% increase in number of queries received
- 12.6% increase in circulation of large print materials
- 95.2% of respondents to Customer Satisfaction survey of reference services rated the service received as “good” or “excellent.” 100% rated staff courteousness as “excellent” and 100% said they would use the service again.



*Welcome ...*

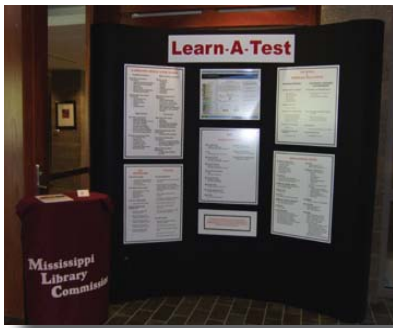


*Ready and waiting ...*



*Heavily used ...*





Test your knowledge ...



Sharing ...



Always learning ...

**Learn-A-Test (L-A-T)** is a database provided by MLC for all Mississippi residents through local public libraries, and available at any intranet connected computer. L-A-T provides online access to hundreds of standardized practice tests and tutorials ranging from 4th grade math to college entrance exams, professional level exams, and job search skills courses.

L-A-T was heavily promoted in FY10 at a number of statewide events including:

- MS State Fair booth
- MS Library Association Conference booth
- MS Business Expo
- MS Municipal League Conference

In addition, three television spots were created – one aimed at job seekers, one at high school/college students, and one at elementary students – and aired across the state during May/June by WLBT, Mississippi Public Broadcasting, and Comcast.

Public libraries refreshed staff knowledge of service, requested access be expanded to accept local library card barcode numbers as the Learn-A-Test username, and updated local promotion efforts with posters freely available from vendor's website.

### **Resource Sharing Services (VUC & OCLC ILL)**

Mississippians had access to \$22 million worth of books that would not have been possible without the Mississippi Booksharing Network and libraries generously loaning books to one another across the state. To date, 45 public library systems (90%) and 2 community colleges share materials through the Statewide Virtual Union Catalog and Interlibrary Loan (ILL) System.

## Center for the Book

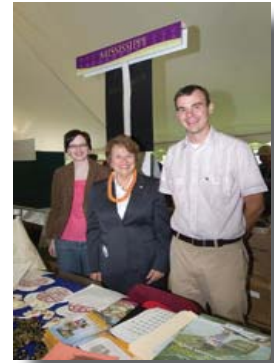
With designation by the Library of Congress, the Library Commission is the state's Center for the Book (CFB). CFB promotes Mississippi's literary heritage and calls attention to the importance of books, reading, literacy and libraries.

**Letters About Literature**—FY10 marked the third year Mississippi participated in the national "Letters About Literature" competition where students in grades 4 – 12 write letters to their favorite author describing what the book meant to them. Over 100 entries from across the state were submitted.

### Co-sponsor

Friends of Mississippi Libraries rewarded the nine (9) state winners in three age categories: \$100 for first place, \$75 for second place, and \$50 for third place. The first place winner in the Level III age category, Jules Wood, was a national semi-finalist.

**Book Club in a Box**—CFB began the very popular Book Club in a Box program in July 2009.



*Sharing Mississippi with 130,000 in DC...*



*The winner is...*





Learning how to ...



Selling our wares ...

**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 requiring 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.

Notable reference queries in 2010 included:

*To what prisoner of war camp was Eli Lilly (later founder of the pharmaceutical company) sent during the Civil War?*

*What is the history of ladies jumping out of cakes?*

*Was there ever a law in Mississippi allowing a man to spank his wife?*

*Can we get a November 2000 U.S. Supreme Court justice order?  
I already called the U.S. Supreme Court and they don't have it, nor do they know where to find it.*

*Are there any mentions of Brigadier General Thomas Flounoy in Natchez papers in 1812-1813?*

*I need information on [a specific library system's] bookmobile service in the mid-60's for a lecture to be given at ALA Conference.*

**Development Services Division (DSD)** provides consulting, continuing education, programming and other special projects.

### **Consulting**

#### **User Satisfactory Survey**

An anonymous, electronic survey of all public library directors revealed 98.5% of public library directors are satisfied with DSD services.

*DSD does an excellent job of pushing for ideals while tempering their expectations with the realities of providing public library service in Mississippi.*

In FY10, consulting assistance was provided on a wide range of topics including:

- Policy development—personnel; unattended children; leave; & meeting rooms.
- Grant opportunities—ARRA; LSTA; USDA Community Facilities Program; MDA Energy Efficiency Grants; etc.
- Library services—summer library program, e-readers, library catalogs, customer service, MAGNOLIA, emerging technology, interlibrary loan; physical layout of collections; responding to materials challenges; library signage; accepting credit cards; operating a coffee shop in the library; conducting preschool storytime; programming for teens; collections.
- Buildings & facilities—new construction, storm damage, general maintenance, energy efficiency.
- Personnel—creating job descriptions, staff development, FMLA, salaries, FLSA, life insurance program, termination of staff for cause, leave for staff birthdays, unemployment, layoffs due to budget shortages.
- Administration—community analysis, fees for special services, new director search, budgeting, financial irregularities, appointment of board members, accreditation, doctrine of public immunity, public purchasing, maintenance of effort, roles of Director and Board of Trustees, waivers, conflicts of interest, bank depositories, nepotism, audits, donations, mileage reimbursement, trustee training, open meetings laws, disposal of library materials, budget presentations, inventory, closing a library branch, working with local funding authorities.
- Ethical issues—the public library as a public forum, banning patrons from the library, patron confidentiality, dealing with problem behaviors, truancy.



*Learning the basics ...*



*Serious fun ...*



*Your question is?*

### **Skills Development**

The continuing education program is an integral part of the agency's services to promote growth and development of the library workforce. In FY10, twenty-two (22) continuing education workshops were offered to the public library community. Forty-seven (47) of forty-eight (48) public library systems and one (1) independent municipal library took advantage of the continuing education program with 927 participants attending. Workshops such as:

- Directors Symposium
- Library Administration: Job Descriptions & Performance Evaluations
- Creating Dynamic Library Atmospheres
- Town Hall Meetings: Inclusion 101

Public libraries were provided online learning through the University of North Texas Library Education @ Desktop (LE@D) program. Training topics offered through the LE@D program included: managing difficult patrons, copyright basics, developing and supervising volunteers, budget and finance, teen services, and more. In FY10 106 LE@D courses were completed by public library staff. In addition to workshops and LE@D, technology training through the Mississippi Department of Information Technology Services (ITS) was made available to public libraries.



*Details ...*



*Workshops across the state ...*

## Programming

Support for library services to children and youth continued through participation in the Collaborative Summer Library Program. As a result:

- Summer programs for children were held in all Mississippi public libraries.
- Across the state, public library systems offered Summer Library Programs specifically for teens.
- Some public library systems offered Summer Library Programs specifically for adults.

## Special Projects

- Developed and distributed the *Mississippi Public Library Personnel Policy Development Guide*.
- Investigated and reported implications of the Consumer Product Safety Improvement Act on library collections.
- Participated in 2009 Mississippi Reading Summit.
- Promoted United States Department of Agriculture (USDA) Communities and Facilities Loans and Grants Program for Rural Libraries and assisted public libraries with the extensive application process.



*A summer splash . . .*



*USDA and libraries . . .*

## Mississippi Library Commission

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Bureau Director	601.432.4098
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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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