

Library of Virginia  
LSTA Five-Year Plan 2023-2027

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**Vision:**

The Library of Virginia will inspire learning, ignite imagination, create possibilities, encourage understanding, and engage Virginia's past to empower its future.

**Mission:**

As the Commonwealth's library and archives, the Library of Virginia is a trusted educational institution. We acquire, preserve, and promote access to unique collections of Virginia's history and culture and advance the development of library and records management services statewide.

**History of the Library of Virginia**

The Library of Virginia was created by an act of the General Assembly in 1823 to organize, care for, and manage the state's growing collection of books and official records — many of which date back to the early colonial period. The Library occupied rooms on the third floor of the State Capitol in Richmond until 1895, when Virginia erected a new Library and office building on the eastern side of Capitol Square. Outgrowing this location, the Library in 1940 moved to a handsome, new Art Deco building on Capitol Street, adjacent to City Hall and the Executive Mansion. In 1997, the Library opened to the public at 800 East Broad Street, its fourth home since its founding.

The Library houses the most comprehensive collection of materials on Virginia government, history, and culture available anywhere. The collections illustrate the rich and varied past of the commonwealth, documenting the lives of Virginians whose deeds are known to all, as well as those of ordinary citizens whose accomplishments are the foundation of our heritage. The Library's printed, manuscript, map, and photographic collections attract researchers from across the country and around the world, while the Library's websites provide collection-based content and access to our digital collections to those at great distances who are not able to travel to Richmond. In addition to managing and preserving its collections, the Library provides research and reference assistance to state officials, consulting services to state and local government agencies, and assistance to Virginia's public libraries. The Library also administers numerous federal, state, and local grant programs; provides educational programs and resources on Virginia history and culture for students and teachers; and offers the public a wide array of exhibitions, lectures, author talks, and other programs.

In addition to the main Library building, the Library manages the State Records Center in Henrico County to provide storage for inactive, non-permanent records for state agencies and local government.

**Needs Assessment**

From the Library of Virginia LSTA 2018-2022 Five-Year Plan Evaluation:

If there is one word that we would choose to describe the LVA LSTA program, it is “enabling.” The program allows public libraries to have

access to more resources, training, and services. The robust relationship between the LVA Library development team and the public libraries in the state is another great equalizer. The State Library also enables the citizens of Virginia to engage and better understand their history and culture. Virginia's recorded history extends back to its founding in 1607 and much of that early history survives to this day. LVA's efforts to preserve and make this documentary heritage accessible allows history to come alive to modern audiences.

Key Recommendations from the 2018-2022 Plan Evaluation support the following needs that will help the Library expand and improve upon its established and effective LSTA project goals and focus areas in the Virginia LSTA 2023-2027 Five-Year Plan.

1. **Find It Virginia:** The Library of Virginia will methodically grow the Find It Virginia platform, improving ease of access, increasing database usage and value, expanding outreach to and resources for students and schools across the commonwealth, and embedding platforms across lifespan needs and formal learning curricula.
2. **Service to Virginia Public Schools:** The Library of Virginia will improve its relationship with Virginia's schools and school library community concerning professional development opportunities, collections and program offerings that support curricula and student engagement, and the exploration of increased communication and collaboration between the Library and the Virginia Department of Education.
3. **Outcome-Based Evaluation:** The Library will develop better outcome-based evaluation protocols for all LSTA projects, which will allow for mid-plan course corrections and improved data for end of plan evaluation.

The Library of Virginia will also continue to align its projects with IMLS's Strategic Plan FY 2023-2027, inasmuch as they align with the Library's strategic priorities and those of the Commonwealth of Virginia.

1. **Champion Lifelong Learning:** The Library's projects will seek to reach a variety of learners of all ages and promote the benefits of continuing education – formal and informal – for all citizens of the commonwealth.
2. **Strengthen Community Engagement:** Firmly believing that an engaged community is an empowered community, the Library's projects will promote respect and inclusion in order to foster conversations, programs, and experiences that promote individual and collective growth and understanding.

3. **Advance Collections Stewardship and Access:** The Library's projects will continue to explore new ways to make collection access flexible and open, inviting citizens to learn and engage as active participants in the future of the commonwealth.
4. **Demonstrate Excellence in Public Service:** The heart of each of the Library's projects will be a focus on ensuring that our work is guided by service to Virginia's public libraries and the people in their communities.

### **Goals, Needs, and Focal Areas**

The Library of Virginia retains its emphasis on the following:

#### **Goal 1:**

Foster the development of the evolving neighborhood/community library as a center for lifelong learning and civic engagement.

*Intent:* General Knowledge and Information

*Focal Area:* Lifelong Learning

*Needs:* 2-7

This goal will be pursued through the following projects: Adult Services and Youth Services Consulting.

#### **Goal 2:**

Facilitate access to information and the discovery of knowledge and cultural heritage for the purposes of cultivating an informed and engaged community.

*Focal Area:* Lifelong Learning

*Intent:* Obtain/use information and resources

*Needs:* 1-7

This goal will be pursued through the following projects: Find It Virginia, Document Bank, Electronic Records and Data, Cultural Heritage Access and Engagement, Information Technology Services, Public Library Infrastructure, Virginia Newspaper Project, Lifelong Learning, and Interlibrary Loan.

#### **Goal 3:**

Support the training and development of proactive library leadership and skilled staff to meet the rapidly changing environment.

*Focal Area:* Institutional Capacity

*Intent:* Improve Library Workforce

*Needs:* 2-5, 7

This goal will be pursued through the following projects: 21<sup>st</sup> Century Work Skills, Library Stakeholder Development and Public Library Data.

**Goal 1:**

Foster the development of the evolving neighborhood/community library as a center for lifelong learning and civic engagement.

**Youth Services Consulting (YSC)***Audience and Outcomes:*

This project serves children and their caregivers, as well as library staff who implement programs to support them. Outcomes include improving kindergarten readiness, school success, and caregiver skill in supporting the same.

*Activities:*

**Summer and Out-of-School Learning:** This activity will encompass numerous skill building and informal learning opportunities, with experiential learning in the form of arts-based programs, STEM programs, critical thinking and engagement. These activities will ameliorate summer learning loss, which disproportionately affects children of color and those living in poverty. This activity will include statewide support of the Collaborative Summer Learning Program, STEM kit and Nature Backpack maintenance and expansion, and innovative professional development for library staff serving this population. These activities will be expanded in this project by direct service to Library of Virginia's outreach plans for its bicentennial, developing activities and resources related to the Library of Virginia Collections for Virginia's young learners. Further, this activity supports scholarships for librarians across the state to attend relevant national conferences, such as ALA's Young Adult Library Services Association (YALSA) conference.

**School Readiness:** This activity responds to the Commonwealth of Virginia's definition of school readiness, promoting student success in kindergarten and beyond. A ready child is prepared socially, personally, physically, and intellectually within the developmental domains of literacy, math, science, history, social science, physical and motor development, and personal and social development. This activity will continue maintenance and expansion of the early literacy family calendar, Day by Day Virginia website (DaybyDayVA.org), the analog Dial A Story program, and 1000 Things Before Kindergarten, as well as innovative professional development for library staff serving this population. These activities will be expanded in this project by direct service to Library of Virginia's outreach plans for its bicentennial, developing activities and resources related to the Library of Virginia Collections for Virginia's young learners. Further, this activity supports scholarships for librarians across the state to attend relevant national conferences, such as the National Association for the Education of Young Children (NAEYC) conference.

Consulting: This activity supports each individual public library in offering planning, advising, networking and development for services to youth. Monthly networking sessions, newsletters, new Youth Services Librarian orientations, and just-in-time training contribute to the success of all Youth Services activities. Further, the consultant will actively participate in state associations related to this project.

*Stakeholders:*

The stakeholders for this project are myriad: primarily the children themselves and their families. Formal education institutions, such as public schools and Head Start initiatives, and other educational entities, such as private schools, daycare providers, and community organizations like 4H and Boy/Girl Scouts have a stake in the school readiness and out-of-school learning success of public libraries, as direct and indirect partners. Other statewide partners, such as the Science Museum of Virginia, the Virginia Department of Recreation and Conservation, and the Department of Education are directly involved in planning and executing projects. Finally, public libraries and their staff are direct benefactors of efforts made in these three activities.

*Evaluation and Assessment:*

The evaluation of each activity will include ongoing survey activity for efficacy of IMLS goals. Further, focus groups with stakeholders will be conducted annually for review and guidance of the project. Lastly, the librarian community serving children and youth will be surveyed annually for efficacy and program direction. Measurable outcomes will include:

- Increased use and attendance of project assets.
- Increased reported competence in project subject areas for both caregivers and library staff.
- Sustained and increased satisfaction by stakeholders and partners in project execution.

The results of the evaluation and assessment will be shared with stakeholders and the public through a combination of social media and web presences; publication in *Virginia Libraries*, where appropriate; direct reports to stakeholders and the public library community; conference session presentations; and the state library report.

*Fund Usage:*

- Staff time to create, execute, promote, sustain, and evaluate project.
- Training and training materials to support learning for this project, including contracting with subject matter experts.
- Travel for library staff to meetings and training.
- Providing scholarships to public library staff to attend learning experiences.

- Promotional materials related to the project.

*Timeline:*

- 2022-2023
  - a. Evaluate existing projects with a focus on school readiness and informal learning.
  - b. Identify and connect with potential partners to coordinate school readiness and informal learning efforts
  - c. Survey public libraries about school readiness and informal learning training needs and support.
  - d. Develop survey for placement on DaybyDayVa.org
- 2023-2025
  - a. Revise, as needed, existing school readiness projects to enrich and include all components of school readiness, including health (food, movement, mental health) and social-emotional skills.
  - b. Revise, as needed, existing summer and out-of-school learning projects to enrich and include 21st-century learning skills: creativity, collaboration, critical thinking, and communication.
  - c. Continue evaluation activities.
- 2023-2027
  - a. On a continuous basis, increase awareness of the importance of school readiness and informal learning to all communities.
  - b. On a continuous basis, evaluate all existing and new projects for diversity, equity, inclusion, and accessibility.
  - c. Identify and create new projects focusing on “literacies” beyond reading, such as mathematics, science, history and social science, physical and motor development, and personal and social development as identified in Virginia’s six Foundation Blocks for Early Learning.
  - d. Identify and create new summer and out-of-school learning projects focusing on 21st-century learning skills: creativity, collaboration, critical thinking, and communication
  - e. Continue evaluation activities.

### **Adult Services Consulting (ASC)**

*Audience and Outcomes:*

The audience for this project is librarians serving adult users as well as adults participating in Library of Virginia outreach activities across the commonwealth. The outcome will be an expanded understanding of available resources and stronger library services for adult users throughout the state.

*Activities:*

This project will provide formal and informal support and training for Virginia public library staff working with adult users in the areas of: programming, information services, outreach, collection development, lifelong learning,

workforce development, and special partnerships. Examples of specific activities include quarterly virtual networking sessions and newsletters as well as direct consulting to libraries upon request. This project will provide direct education and information related to Virginia history in the context of the Library of Virginia's expanded outreach for its bicentennial. Finally, scholarships will be made for public library staff to participate in relevant national training, for example, classes offered by ALA's Reference and User Services Association (RUSA).

*Stakeholders:*

Stakeholders include Virginia librarians, library directors, and the adults they serve. Other discrete stakeholders include the Virginia Small Business Development Centers and the Virginia Workforce Development Board.

*Evaluation and Assessment:*

The evaluation of this activity will include ongoing survey activity for efficacy of IMLS goals. Further, case study interviews with stakeholders will be conducted annually for review and guidance of the project. Lastly, the librarian community will be surveyed annually for efficacy and program direction. Measurable outcomes will include:

- Increased use of and attendance at project assets.
- Increased competence in subject areas as reported by library staff.
- Sustained and increased satisfaction by stakeholders and partners in project execution.

The results of the evaluation and assessment will be shared with stakeholders and the public through a combination of social media and web presences; publication in Virginia Libraries, where appropriate; direct reports to stakeholders and the public library community; conference session presentations; and the state library report. Informal communications will occur through blog posts, social media, and newsletters.

*Fund Usage:*

- Staff time to create, execute, promote, sustain, and evaluate project.
- Training and training materials to support learning for this project, including contracting with subject matter experts.
- Travel for library staff to meetings and training.
- Providing scholarships to public library staff to attend learning experiences.

*Timeline:*

2023-2027:

- Host regular training opportunities, both in-person and online, for library staff on topics relating to adult services
- Host the Adult Services listserv and quarterly online meetings to share questions and ideas
- Use Niche Academy to build asynchronous training opportunities for library staff who may not be able to travel to take part in live sessions

- Work with library directors and staff to answer questions and help solve problems
- Coordinate annual scholarship opportunities with national entities.

## **Goal 2:**

Facilitate access to information and the discovery of knowledge and cultural heritage for the purpose of cultivating an informed and engaged community.

### **Find It Virginia (FIVA)**

#### *Audience and Outcomes*

This project serves all Virginia residents, including students in K-12, those interested in career development, lifelong learners, entrepreneurs and small business people, and library staff.

Expanded access to authoritative and accurate digital information resources in a range of topic areas. This project ensures that all Virginia residents can find a basic level of access to digital resources through their public library.

#### *Activities*

Find It Virginia is a carefully curated selection of authoritative databases, online learning products, and digital reading and listening materials. The collection includes resources for students in K-12 and adult/lifelong learners, as well as library staff.

These resources will be acquired and deployed in public libraries across the state, with in-person and online training on the FIVA resources organized and executed. Further, an independent website, Finditva.com, will be maintained with access to all resources. Partnerships to extend the awareness of FIVA resources into the small business community and other target areas will be sought. Finally, staff will work with Virginia Association of School Libraries (VAASL) to promote FIVA resources to school librarians and thus the public school community.

#### *Stakeholders*

Stakeholders include Virginia residents, public libraries, and schools. Further, the Virginia Workforce Development Board, the Virginia Small Business Development Centers, and the Department of Education Adult Learning Division are significant collaborators in this project.

#### *Evaluation and Assessment*

A multi-pronged approach to evaluate Find It Virginia includes:

- An online survey on the FIVA site for user feedback
- Analysis of usage data
- Survey of Virginia librarians (school and public)
- Stakeholder/partner survey and focus groups

The results of these efforts will be shared with stakeholders and collaborators through a combination of social media and web presences; publication in *Virginia Libraries*, where appropriate; direct reports to stakeholders and the public library community; conference session presentations; and the state library report.

#### *Fund Usage*

Funds will be used to support the licensing of digital resources for statewide use, promotion of these resources, and training for staff in their use.

#### *Timeline*

##### 2022-2023

- Promote and train library staff on the use of the Find It VA resources
- Work on the next statewide database procurement planning process

##### 2023-2027

- Annually evaluate the use of the resources and make decisions about retention
- Work with Virginia library staff to ascertain needs for new resources to support their work

### **Document Bank of Virginia (DBank)**

#### *Audience and Outcome*

This project is broadly conceived as an opportunity to engage lifelong learners of different ages, backgrounds, and interests. The primary audiences for this project are teachers, librarians, and students, within Virginia and beyond.

Major expected outcomes are to improve users' formal education, to broaden engagement of Virginians with cultural heritage materials that have defined the commonwealth, and to expose modern users to the individuals from the past who collectively helped shape the commonwealth. Programs and partnerships centered on Document Bank of Virginia may be developed. Further, this project has the potential to foster the development of the Library as a center for online educational resources for teachers and students.

#### *Activities*

Primary sources give teachers, librarians, and students a window into events such as the end of the Civil War, the beginning of World War I, and the Voting Rights Act. These windows provide opportunities to analyze the ways in which Virginia's past was observed, contested, and remembered by both prominent historic figures as well as ordinary citizens.

Document Bank of Virginia (DBVa) is a digital project developed by the Education & Outreach department at the Library of Virginia. The DBVa contains in one place some of the most important documents in the history of Virginia from the Library's vast collection. Maps, wills, patents, audio recordings, video clips,

emails, photographs, letters, broadsides, and many other primary sources are organized by historic era, theme, and Virginia Standards of Learning, and these documents are keyword searchable.

Document Bank of Virginia (<http://edu.lva.virginia.gov/dbva/>) pairs digitized primary sources held by the Library of Virginia with historical context and activities designed to teach and promote critical thinking across the commonwealth. Using these primary sources, teachers, librarians, and educators can not only support the Virginia Standards of Learning, but also encourage students to analyze and interpret Virginia's past.

Teachers, librarians, and students are able to access a document in three clicks of a mouse. Each document is available as a PDF to print out or project in the classroom. In addition to the image of the document, a transcription is provided if necessary. Two paragraphs of context are provided with each document, including definitions of key terms, and citations. Historic era(s), theme(s), related SOLs, and related documents are listed along with a sidebar of suggested questions and activities for each document.

#### *Stakeholders*

Stakeholders include the Virginia Department of Education, teachers, librarians, educators (including the home school community), students, lifelong learners, and the public. Additional collaborators include eMediaVA (WHRO Education), ECHO (PBS Blue Ridge), and Virginia Humanities.

#### *Evaluation and Assessment*

Outcomes will be evaluated annually through continuous evaluation focus groups, surveys, and evaluations, as well as data analysis of documents accessed.

The activities and evaluation results will be communicated to stakeholders several ways:

- Via social media, especially the Library's education Facebook page, (<https://www.facebook.com/educationLVA>).
- Oral and written communications with stakeholders
- Potential article and blog post publication
- Potential conference sessions

#### *Fund Usage*

IMLS will primarily support staff time to develop content but may also assist with travel to off-site presentations, supporting partnerships with other professional organizations or groups relevant to this project, purchasing of software or licensing to facilitate project, training for technical and project staff, promotional materials for project, and travel to professional conferences and workshops.

#### *Timeline*

- On an ongoing basis: evaluate all workshops through surveys; host student internships, volunteer opportunities, and class collaborations to work on creating document sets for DBVa
- Every summer: host at least one teacher research fellow to work on creating document sets for DBVa and hold one summer teacher institute to expose educators to DBVa
- Expansion of the series of educator professional development workshops on DBVa to both on- and off-site locations throughout the state, led by staff either in-person and/or virtually.
- Expansion and modification of Document Bank of Virginia, leveraging student internships and partnerships as well as other collaborations.

## Cultural Heritage Access and Engagement (CHAE)

### *Audience and Outcomes*

This project is broadly conceived as an opportunity to engage users of different ages, backgrounds, and interests. This will include middle and high school students, younger adults, and more mature users. Users will also include researchers with established interests in the materials, as well as members of the public with less defined or conscious stakes in the material.

Expected outcomes include

- Broader engagement of Virginians with cultural heritage materials that have defined the commonwealth and expose modern users to the individuals from the past who collectively helped shape the commonwealth.
- LVA and other Virginia local libraries will have greater understanding of how to foster engagement and conversations with users based on the sharing of LVA feedback and evaluation, as well as from creating opportunities for sharing of LVA technical expertise and collection materials.
- Broader and more open sharing of digital cultural heritage content and increased public access to that content.

### *Activities*

This project is focused on the development of new tools, services, and programs that foster user engagement with and access to cultural heritage materials and government records, encouraging the public to explore collections in interesting and flexible ways. This will include the development of new access tools, the expansion of existing and exploration of new crowdsourcing opportunities, and the fostering of conversations between stakeholders and the Library of Virginia, concerning the tools and services, the content, and their needs, community perspectives, and interest.

The following specific actions will be taken:

1. Expansion and modification of Making History, the Library's crowd-engagement platform, leveraging partnerships and collaboration locally, as well as with crowdsourcing experts.
2. Expand Making History into a broader adult-learning program for Virginia Public Libraries.
3. Continued sharing of the Library's experience and expertise in crowd engagement with digital and original cultural heritage collections.
4. Development of digital projects and collections that create opportunities for varied audiences to explore, engage, and react to cultural heritage materials in meaningful, yet fun and interesting ways.
5. Support public libraries in their efforts to promote the local history materials in their collections, including the digitization of yearbooks or the development of programming of local historical interest.
6. Prepare a toolkit for public libraries to host Transcribe-a-thons in their own communities.

### *Stakeholders*

In addition to the general public, public libraries, and other archiving institutions, collaborators may include Lyrasis/Internet Archive, From the Page (Ben and Sara Brumfield) and the Council of State Archivists (COSA)

### *Evaluation and Assessment*

Outcomes will be measured in the following ways:

- User engagement feedback will be gathered formally via semi-annual survey and informally through social media and Slack engagement at every event.
- User statistics of collections and platforms will be continuously monitored for trends.
- Public library feedback regarding adoption of their own events and participation.

Activity and results will be made available in reports to the Library Board, the state library report, blog posts, and informal communications to collaborators.

### *Fund Usage*

1. Staff time to develop partnerships, proper workflows, procedures, policies, and methods for dissemination of projects' benefits and outcomes.
2. Purchase of software, hardware, or licensing to facilitate projects.
3. Training for technical and project staff.
4. Promotional materials for projects.
5. Travel to professional conferences and workshops.

### *Timeline*

Ongoing:

- Continuous addition of materials available for crowdsourcing and public use/engagement.
- Every 6-9 months evaluate progress on crowdsourcing projects and gather feedback (via survey or other mechanism such as Slack and email correspondence analysis) in order to adjust programs and projects as warranted.

By September 2023 – initial development of resource kit for public libraries, including documentation and videos, to support programming for crowdsourcing and user engagement related to local and Virginia history.

By September 2024 – broad availability of resource kit

### **Electronic Records and Open Data (EROD)**

#### *Audience and Outcomes*

The audience for this project is the general public (providing access to and awareness and understanding of the records of state government) and professionals (archivists, librarians, and LVA staff collaborators).

The outcomes for this project are to:

- Provide greater access to the electronic/digital records of state government;
- Improve knowledge and understanding of those records; and
- Make meaningful contributions to professional understanding of procedures and resource needs to manage, process, and make these records publicly available for research.

#### *Activities*

- Continued exploration and use of machine-assisted review as a sustainable model for processing and management of electronic email of state government.
- The development of sustainable procedures that allow for public access to the electronic records (non-email) of Virginia state government.
- Enhanced internal practices and management of the Library of Virginia's web archive collections (via Archive-It), including more robust metadata creation, awareness campaigns and use cases, and more inclusive collection development that better reflects the demographics of Virginians and their presence in our online lives outside state government.
- Improved efforts to bring awareness and understanding to the public about the value of open government data to their civic lives, achieved most importantly through partnerships with public libraries across the commonwealth.

- Continued sharing of information and developments with archivists and librarians related to electronic records management and user access to government data through professional outlets.

### *Stakeholders*

General public, state and local governments (open data), researchers, public librarians, archivists, and other related professionals stand to benefit from this project. Additional stakeholders include collaborators: the Office of Data Governance and Analytics (<https://www.odga.virginia.gov/>), Gordon Cormack and Maura Grossman (University of Waterloo), and Internet Archive/Archive-It, as well as Virginia public libraries.

### *Evaluation and Assessment*

On an ongoing basis, user statistics and analytics of products/collections delivered will be evaluated as well as surveys to partners on training and collaboration and to users on effectiveness/usefulness of resources. Additionally, post-training surveys will be conducted.

The results of this evaluation and assessment will be communicated with stakeholders and partners via social media, the UncommonWealth (LVA blog), conferences and meetings, and the annual report to IMLS

### *Fund Usage*

IMLS funds will be used for

- Staff time to develop proper workflows, procedures, policies, and methods for dissemination of projects' benefits and outcomes.
- Purchase of software and/or licensing to facilitate projects.
- Training for technical and project staff.
- Promotional materials for projects.
- Travel to professional conferences and workshops.

### *Timeline*

By September 2023,

- Have clear collection development policy and publicly accessible web archives that represent a variety of Virginia's demographic communities.
- Make emails from the administrations of three governors (2005-2017) publicly available.
- Develop road map to partnerships and collaborations with public libraries concerning the availability and use of open data in their communities.

In January 2024, evaluate status of all project focuses, reassess direction, and identify next steps for electronic records and open data.

By September 2025, make emails from Ralph Northam administration (2018-2022) publicly available.

By September 2026, have all electronic records (non-email) from administrations through Ralph Northam (2018-2022) publicly available for research.

## **Information Technology Services (ITS)**

### *Audience and Outcomes*

This project supports all information-seeking audiences with various interests and needs that are best served using the most up-to-date and secure technologies. This includes users in Virginia, as well as across the United States and around the world, and any librarians and archivists who utilize the Library of Virginia's resources on behalf of their users and to improve their own knowledge and understanding.

The outcomes for this project are to:

- At least 98% up-time each year for access to digital archival, cultural, and educational resources developed by the LVA.
- Continued secure and stable facilitation of preservation and access to information resources by providing the technological infrastructure necessary to support the processing, storage, and access to information and Library collections both inside the Library of Virginia and to remote users worldwide.

### *Activities*

The ITS project will maintain and improve the Library's technological infrastructure and enhance users' ability to access information resources.

This includes

- purchase of software applications, servers, storage, and network infrastructure
- appropriate and up-to-date licensing and support agreements that ensure availability of systems, resources, and collections
- all Reading Room-related technology
- ongoing support/maintenance/upgrades
- on-site and remote connectivity

### *Stakeholders, Evaluation and Assessment*

ITS is unique in that stakeholders include anyone who uses the library, works in the Library, or consumes its data.

ITS is evaluated and assessed on an ongoing basis, even daily, for its ability to maintain and improve current functions and innovate to accommodate bigger data loads, projects, and audiences.

Measurable assessment points might include project growth, data and server capacity, and user satisfaction of ITS services.

Internal stakeholders are surveyed every time a helpdesk request is made, as well. Communication to stakeholders and user groups is also ongoing, with quarterly reports made to the Library Board and annual reports to the IMLS.

#### *Fund Usage*

Funds are used to support new investments in technology, to ensure the ongoing operations of the Library's technical infrastructure, and for personnel costs for support staff to maintain and address issues related to public access to LVA's digital, archival, and educational content.

#### *Timeline*

Annually, by each September, establish a roadmap for scheduled upgrades and maintenance to systems required for efficient management and user access.

Annually plan for new licensing needs based on user demand and collection growth.

## **Public Library Infrastructure (PLI)**

#### *Audience and Outcomes*

This project is intended to support small to medium, underfunded libraries in processes necessary for a 21st-century library, and thus, their users. Outcomes include providing a robust and interactive online presence and expanding user access to collections, programs, and information.

#### *Activities*

##### WordPress-Hosted Library Sites

This activity provides

- Accessible and user-friendly interface for libraries to keep the site content current without coding skills.
- A site checker tool to maximize use for those with visual, auditory, or neural differences.
- Organized training is provided quarterly with consulting on demand.
- Website refreshes are offered every three to five years
- Additional sites hosted include
  - InfoCenter, a resource center for Virginia library staff
  - DaybyDayVA, an online literacy calendar

- Deaf Culture Digital Library, a resource center for the Virginia D/deaf communities and their loved ones
- FIVA, the home base for the statewide digital resources provided in the FIVA project.

#### Virginia Evergreen Library Consortium

This activity provides an affordable integrated library system to public libraries in Virginia, with collaborative cataloging and customization support. Regular platform software updates, staff training, and de-duplication of the common catalog are features of this project.

#### Virginia Beanstack Consortium

This activity provides access to a digital reading challenge and virtual programming option to libraries in underfunded and/or underserved broadband areas. This activity also promotes access to and usage of FIVA and LVA resources by providing statewide challenges for informal learning for all ages.

#### *Stakeholders*

These activities and the project as a whole enjoy broad reach, with medium to small public libraries, their staff, and patrons being the primary stakeholders. Additional stakeholders include Virginia residents who access FIVA, Deaf Culture Digital Library, and DaybyDayVA, universally.

#### *Evaluation and Assessment*

WordPress site evaluations comes in multiple formats: the daily rating by the site checker (currently SiteImprove) for accessibility standards, annual satisfaction surveys by participant libraries, and ongoing satisfaction surveys of those libraries' patrons and website analytics (currently Google Analytics). Measurable data include the number of participating libraries, site accessibility ratings, website analytics.

Virginia Evergreen evaluation and assessment is in need of a close look in this grant cycle, as the costs continue to rise as larger library systems leave the consortium. This assessment will include select libraries obtaining quotes for commercial integrated library systems (ILS) for comparisons. Further, partner libraries are annually surveyed for satisfaction and at the close of every training opportunity.

Virginia Beanstack evaluation and assessment will be based on user engagement with the platform and a quarterly survey added as one of the Beanstack activities for user feedback. Participating libraries will also be surveyed for satisfaction with the product, training, and support.

The results of these evaluations and assessments will be shared with the Library Board and the IMLS annually, the public library director community annually, and the participating library community quarterly.

### *Fund Usage*

IMLS funds will be applied to each project to support:

- Platform costs
- Consultants for training and maintenance of platforms (where applicable)
- Scholarships to the international Evergreen Conference annually
- Staff travel to participant libraries for training and consulting.

### *Timeline*

#### *Ongoing Annually:*

- Continue to develop Beanstack activities that involve Library of Virginia collections and statewide interest.
- Upgrade three libraries to the latest WordPress tool
- Assess activities.

#### *2023:*

- Develop survey tools for all sites and audiences
- Execute survey tools and reporting cycles for all sites.
- Solicit three Evergreen partner libraries to participate in ILS cost comparisons

#### *2024:*

- Execute the findings of the Evergreen assessment

## **eRate (ER)**

### *Audience and Outcomes*

The audiences for this project are Virginia Public Libraries and the Library of Virginia. The outcomes include connectivity across Virginia and maximizing discounts and rebates for public libraries through the federal eRate grant program.

### *Activities*

Activities include presentations at professional conferences and participation on the Commonwealth Connect Coalition, working with the Virginia Department of Education to leverage cooperation as it relates to digital equity and as a member of the Commonwealth Connect Coalition, and collaborations between public libraries and contracted eRates consultants to maximize connectivity and discounts/rebates for public libraries.

### *Stakeholders*

In addition to its audience, stakeholders include the Virginia Department of Education and all Virginia residents and businesses,

### *Evaluation and Assessment*

The eRate program will be evaluated by the annual rate of reimbursement as reported by the federal eRate program for Virginia libraries; the participation of the consultant in 85% of the Commonwealth Connect Coalition meetings; and increased awareness and participation by public libraries in the eRate program, as surveyed annually.

Outcomes will be reported annually to the IMLS, the Library Board, and other stakeholders via infographic. Periodic social media, blog, and newsletter contributions will contribute to the reporting of data to stakeholders.

### *Fund Usage*

IMLS funds support salary and travel for participation in this collaborative effort.

### *Timeline*

Annually, participate in all Commonwealth Connect Coalition projects, coordinate the eRate consultant relationship with Virginia Public Libraries, and organize eRate training by the eRate consultants with relevant parties.

## **Virginia Digital Newspaper Project (VNP)**

### *Audience and Outcomes*

Genealogists, historians, researchers, public library reference staff, students, etc., will all benefit from free, virtual access to Virginia Chronicle (the Library of Virginia's free online newspaper database); preservation of fragile and/or easily damaged historical resources; and, thus, the information contained therein. Outcomes include the democratization of access by removing fee and physical barriers to access as well as perpetual preservation of local history across Virginia, as put forth in Virginia's newspapers.

### *Activities*

- Process 1 million pages each year for 5 years, according to standards set by the National Digital Newspaper Program. This production projection is the largest planned by the VNP.
- Promote availability of this access.
- Provide training regarding use of the program.
- Crowdsourcing engagement for text correction.

### *Stakeholders*

In addition to the audiences listed above, stakeholders include local governments, historical societies, the Virginia Department of Education, Virginia higher education institutions, and public libraries as potential connectors to this content.

### *Evaluation and Assessment*

Production and usage statistics will be kept and reported regularly. Google Analytics will provide an array of figures that describe visits, page views, and overall user engagement. An online satisfaction survey will be developed and placed on the VNP home page for qualitative data.

Communication regarding the evaluation and assessment with stakeholders will include quarterly reports to the Library Board, annual reports to the IMLS, publication in blogs and social media, and potentially through article publication and conference presentations, as appropriate.

### *Fund Usage*

IMLS funds will support staff who manage the project that is driven by established benchmarks and deadlines.

### *Timeline*

Ongoing:

- Newspaper processing
- Identifying potential new collections
- Evaluation and assessment

2023

- Develop and execute site-based satisfaction survey
- Develop and execute virtual online training on use of resource for public libraries and historical societies
- Collaborate to link the VNP website on local library, government, higher education, and historical society webpages.

## **Interlibrary Loan (ILL)**

### *Audience, Stakeholders, and Outcomes*

Internal and external patrons, including general public, researchers, genealogists, libraries (public, academic, state, special), historical and genealogical societies, and state and federal agencies all benefit by expanding access to materials for their research needs, personal growth, entertainment, etc., including unique Virginia materials otherwise unavailable without travelling to Richmond. Expanded access to information and historical records contributes to personal welfare, scholarship, and cultural understanding.

### *Activities*

- Use ALA forms, OCLC, Worldshare, WorldCat, and library catalogs to locate and borrow materials for our patrons and to lend to other libraries for their patrons;
- When necessary, LVA will replace or repair materials (microfilm) due to loss, destruction, or degradation due to use.

### *Evaluation and Assessment*

Usage data is kept for both outgoing and incoming loans. A survey will be developed and included for the borrowing patron to assess satisfaction and identify qualitative outcomes. Borrowing and loaning institutions will also be surveyed. The results will be communicated to the Library Board quarterly, the IMLS annually, and to the wider stakeholder group via social media, blog posts, and other publications.

### *Fund Usage*

IMLS funds will provide staff time to process requests from receipt to return, shipping materials and costs, and to maintain equipment to support scanning of loaned articles.

## **Lifelong Learning Program (LLP)**

### *Audience, Stakeholders, and Outcomes*

This project is broadly conceived as an opportunity to engage users of different ages, backgrounds, and interests. Programs will be chosen to appeal to as broad a swath of Virginians as possible, but all persons and institutions will benefit from a more enlightened society. Stakeholders include the Virginia public school and library community, lifelong learners, researchers, genealogists, historians, and their subsets, including the Afro-American Genealogical Society (AAGHS), National Genealogical Society (NGS), Church of Latter-Day Saints (LDS), and Virginia Genealogical Society (VGS).

### Outcomes include

- Broader engagement of Virginians with cultural heritage materials that have defined the commonwealth
- Enhance appreciation and understanding of the state's history and culture
- Increase awareness of the scope of the Library's collections and how to use them.
- Expose modern users to the individuals from the past who collectively helped shape the commonwealth.
- Enhance the user's awareness of how the past has influenced the present.
- Expand the development of the Library as a center for lifelong learning and civic engagement.
- Create a new generation of patrons for our collection
- Develop an ongoing relationship with new and experienced researchers interested in developing a proficiency in tracing family and community history.

### *Activities*

Genealogy Education

The genealogy education activity develops a mix of virtual, in-person, and off-site workshops; online, self-directed modules; and other programs that introduce and expand participants' skills. The Library will continue to develop its online, self-directed series of modules on how to conduct genealogical research. These sessions will use interactive online presentations and exercises to encourage the user to explore the Library's archives and to show the user how to get started in genealogical research. Further, LVA will continue creating and incorporating short genealogy videos on the Library's YouTube channel. Finally, genealogy education will be expanded to conduct a series of workshops at off-site locations throughout the state, led by staff either in-person and/or virtually.

### Education and Outreach

This activity supports lifelong learning by designing and implementing programs that encourage interaction and engagement with the subject matter at hand, including civic engagement.

The Library will host programs that consist of a combination of book talks, lectures, panel discussions, research updates, community conversations, tours of the Library's readings rooms, and exhibitions (in-library and traveling). Further, these programs will be expanded as part of the bicentennial celebration, beginning in 2023.

### *Evaluation and Assessment*

We will continuously evaluate the Library's efforts through annual focus groups/surveys of user groups and stakeholders for every program (workshop, exhibition, etc.), as well as monitoring the number of programs offered and their attendance and participation data. These results will be communicated annually to the IMLS, quarterly to the Library Board, and on an ongoing basis through relevant social media, blog posts, and article publications, as well as appropriate conference presentations.

### *Fund Usage*

IMLS funds will support staff time to develop content, travel to off-site presentations, support traveling exhibitions, support partnerships with other professional organizations or groups relevant to this project, purchase of software or licensing to facilitate project, training for technical and project staff, promotional materials for the project, and travel to professional conferences and workshops.

The demand for staff time to engage in the proposed expansion of services is high. The Youth Services Consulting project and the Adult Services Consulting project include some time dedicated to this expansion (10% of their IMLS funded hours will be spend on the LLF).

### *Timeline*

2022

- Develop and execute a study to identify opportunities for the modification or expansion of activities.

2023

- Modify and/or expand the Library’s series of programs to off-site locations throughout the state, led by staff either in-person and/or virtually.
- Increase focus on programming to go along with traveling exhibitions, either in-person, virtual, and/or digital content.

Ongoing

- Evaluate all programs through surveys
- Develop and execute workshops, panel discussions, book talks, and programs that support the Library’s mission to promote awareness of the state’s history. Civic engagement is a key component to these programs.
- Display relevant materials during the program as a way of making the audience aware of the scope and importance of our collections.
- Offer opportunities for staff and regular patrons to share their research or new materials that they have unearthed in the course of their work. These updates inform colleagues of records that are being used for the first time since they were deposited or that are being viewed in a new context. These presentations help expose the public to our collections and make them aware of not only their usefulness but also their availability.
- Conduct tours of the library and its exhibitions, encouraging library card sign ups.

**Goal 3:**

Support the training and development of proactive library leadership and skilled staff to meet the rapidly changing environment.

**Twenty-First Century Work Skills (21stCWS)**

*Audience and Outcomes*

Virginia library staff are the target audience. Virginia libraries are staffed by a talented, adept, and diverse workforce whose members engage in continuing education and leadership development opportunities with the following outcomes:

- deliver high-quality library and information services
- effect positive change in their communities
- respond to developments and evolution in library practices
- respond to a rapidly changing environment in which library services are provided.

### *Activities*

LVA will pursue collaborative efforts to develop and implement an effective Continuing Education program emphasizing “21st Century” skills for public library staff with trainings scheduled at the Library of Virginia, in the field, and via distance/online learning. Specifically, these will include

- contracting of subject matter experts
- maintenance and development of the LVA Niche Academy
- subscription to other asynchronous online learning opportunities, such as Webjunction and the Librarian’s Guide to Homelessness.
- scholarships to national conferences, such as ALA, PLA, ARSL, ABOS, and others as identified
- innovation and just-in-time learning as the environment demands.

### *Stakeholders*

Stakeholders include public library staff, public school librarians, the Virginia Library Association (VLA), the Virginia Association of School Librarians (VAASL), and the general public, who benefit from the continuing education of their library staff.

### *Evaluation and Assessment*

Evaluation and assessment will be ongoing and multi-pronged. Event-based programs will deploy a survey (both in print and digital). The overall library community will be surveyed every third year to identify additional needs. These surveys will produce quantitative and qualitative data. Further, additional data can be captured via Niche Academy usage and program attendance.

Formal communication of these results will take place annually to the IMLS and quarterly to the Library Board and the Virginia library director community. Informal communications will occur through blog posts, social media, and newsletters.

### *Funding*

IMLS funds will be used to pursue collaborative efforts to develop and implement an effective Continuing Education program emphasizing “21st Century” skills for public library staff with trainings scheduled at the Library of Virginia, in the field, and via distance/online learning.

This includes salary, travel, training resources (in-person and virtual), evaluation tools, speaker fees, and subscription fees.

### *Timeline*

2023-2024: Create and distribute a statewide continuing education survey to identify the key areas to increase public library staff’s professional knowledge and skills. Make adjustments to create both in-person and online training opportunities based on the feedback provided.

2023-2025: Look at opportunities to collaborate and partner with other types of library staff.

2023-2027: Annually sponsor or co-sponsor a workshop in each of the six Virginia Library Association's geographic regions. Topics will be determined by a continuing education assessment and by evaluations done after each workshop.

2023-2027: Work with the Virginia Library Association to provide learning opportunities to develop library leadership statewide.

2023-2027: Increase participation (affiliations, enrollments, and course completions) in Niche Academy and WebJunction Virginia.

2023-2027: Plan and execute an annual public library directors meeting.

2026-2027: Create and distribute a second statewide continuing education survey to identify the key areas to increase public library staff's professional knowledge and skills. Make adjustments to create both in-person and online training opportunities based on the feedback provided.

## **Leadership and Stakeholder Development (LSD)**

### *Audience and Outcomes*

The audience for this project includes Library administrators, Trustees, Friends Groups, and Library Foundations so that they may be a more informed, efficient, and effective set of Administrative Stakeholders, who are best equipped to serve their local public library and, by extension, their community.

### *Activities*

Activities will include

- Training to include in-person, online, and self-paced options
- Providing scholarships for relevant professional development opportunities
- Using listservs and online meeting tools to hold conversations and build relationships
- Developing partnerships with appropriate external organizations to better assist with resources
- Providing mentorship and guidance to libraries, new library directors, boards, and organization upon request.
- Collecting professional development books to be made available via interlibrary loan for the benefit of Virginia libraries
- Developing best practices guidance for each type of audience

### *Stakeholders*

In addition to the audiences above, stakeholders include county and city officials who appoint the boards and library users themselves.

#### *Evaluation and Assessment*

The project will be evaluated on an ongoing basis and as appropriate for every activity. Strategies will include but are not limited to response postcards, focus groups, interviews, surveys, data mining, etc.

The results of the evaluation will be made available annually to the IMLS and quarterly to the Library Board and Virginia library directors. Informal publication will include newsletters, blog posts, and, when appropriate, conference sessions and article publication.

#### *Fund Usage*

IMLS funds will be applied to staff salary and travel, as well as sustaining and building new training, partnership opportunities, and providing online and physical resources.

#### *Timeline*

2023-2027

- Survey the stakeholder group to identify needs and build opportunities and resources every third year
- Host regular training opportunities in-person and online for Administrative Stakeholders
- Improve upon and build new data resources
- Review and revise Board Handbooks
- Create and distribute a Friends Handbook
- Create and execute Friends training across the state
- Work with the Virginia Library Association to create a Trustee, Friends, and Foundation Forum
- Continue to build upon current partnerships and expand as needed

### **Public Library Data (PLD)**

#### *Audience and Outcomes*

The Commonwealth's public libraries, local and state government officials, and citizens, as well as IMLS and the Department of the Census are the direct audience for this project. The resulting data will direct strategic planning for libraries and provide important information for local and state funding bodies, as well as sharing comparative information on the national level.

#### *Activities*

This project provides the Library of Virginia with software applications for the collection, evaluation, comparison, and analysis of public library fiscal year statistics and supports the State Data Coordinator position. The project focuses on general information, data concerning library programs and services,

technology, income, expenditures, and capital projects. Additionally, this project is used in reporting statistics to IMLS and the Department of the Census to support the national public library data initiative. To that end, Baker & Taylor's Bibliostat software will be used to collect and evaluate public library. Resultant data sets will be shared with the public library community directly, and with any other requesters, along with various reports and infographics illustrating trends and providing comparative snapshots.

### *Stakeholders*

In addition to the audiences listed above, stakeholders include public libraries, local and state officials, the Virginia Library Association, Virginia residents, IMLS, American Institutes for Research, and the Department of the Census.

### *Evaluation and Assessment*

Bibliostat is, in and of itself, an evaluation and assessment tool. In its execution, the public library community will receive direct access to data through software and email, while other stakeholders will be able to access the data through the Virginia Open Data Portal or upon request. The data will be available year-round, with new fiscal years added in the spring after data has been finalized. The library community will be polled each year as to which data elements should be included in annual infographics and reports.

Public libraries will be able to give feedback in the Bibliostat survey; an ad hoc committee preparing the yearly survey also has the opportunity to shape the survey process through feedback. Further, qualitative data will be captured through the open comment section in the tool to provide for out-of-the-box uses and stories. For the rest of the year, feedback is welcome through email/phone.

Outcomes will be communicated annually to the IMLS, the Library Board, and other stakeholders via Infographics, presentations, and spreadsheets disseminated widely. Public library staff, Virginia Library Association, local and state officials, and the general public will be target audiences for these communications.

### *Fund Usage*

IMLS funds will be used for salary and travel as well as the continued subscription to the data collection/dissemination software and is vital in the process of gathering and sharing Virginia's public library data with the public. Further, funds may be used to produce print and marketing resources for the outcome data.

### *Timeline*

Annually, data will be collected, analyzed, and disseminated in various forms to public libraries; library staff will receive training opportunities to learn and use the data platform.

### Coordination Efforts

Focal Area	Intent	Project	Goal
Lifelong Learning	Improve Users General Knowledge and Skills	ASC YSC	1 Foster the development of the evolving neighborhood/community library as a center for lifelong learning and civic engagement.
Information Access	Improve users ability to obtain/use information	FIVA DBank EROD CHAE ITS PLI VNP LLP ILL eRate	2 Facilitate access to information and the discovery of knowledge and cultural heritage for the purpose of cultivating an informed and engaged community.
Institutional Capacity	Improve library workforce	PLD 21stcWS LSD	3 Support the training and development of proactive library leadership and skilled staff to meet the rapidly changing environment.

### Evaluation Plan and Stakeholder Involvement

As a significant finding for improvement in the most recent needs assessment, each project within this plan articulates an evaluation plan that includes stakeholder communication and involvement. Each project owner will work with the Library Development and Networking Director on developing, monitoring, and reporting on their evaluation plan, with quarterly or semi-annual check-ins, based on need.

### Communications and Public Availability

The LSTA Five-Year Plan will be available on the Library of Virginia website and the Virginia Public Library Extranet. Articles about LSTA project progress and evaluation will be included in the Library of Virginia Newsletter. LVA staff will offer

presentations at area library group meetings and at the annual conference of the Virginia Library Association. The Library's Marketing and Communications division will work with LSTA project managers to increase the visibility of use of and results of LSTA funds.

**Monitoring**

Each LSTA project manager will provide quarterly reports on the project status, including any mid-course corrections. Each LSTA project manager will develop a final report that meets the SPR requirements.