

COUNTY COUNCIL OF BEAUFORT COUNTY
 ADMINISTRATION BUILDING
 BEAUFORT COUNTY GOVERNMENT ROBERT SMALLS COMPLEX
 100 RIBAUT ROAD
 POST OFFICE DRAWER 1228
 BEAUFORT, SOUTH CAROLINA 29901-1228
 TELEPHONE: (843) 255-2180
 www.bcgov.net

D. PAUL SOMMERVILLE
 CHAIRMAN

GERALD W. STEWART
 VICE CHAIRMAN

COUNCIL MEMBERS

RICK CAPORALE
 MICHAEL E. COVERT
 GERALD DAWSON
 BRIAN E. FLEWELLING
 STEVEN G. FOBES
 YORK GLOVER, SR.
 ALICE G. HOWARD
 STEWART H. RODMAN
 ROBERTS "TABOR" VAUX

Committee Members:
 Alice Howard, Chairman
 Rick Caporale, Vice Chairman
 Michael Covert
 Steve Fobes
 York Glover
 Roberts "Tabor" Vaux

GARY T. KUBIC
 COUNTY ADMINISTRATOR

JOSHUA A. GRUBER
 DEPUTY COUNTY ADMINISTRATOR
 SPECIAL COUNSEL

THOMAS J. KEAVENY, II
 COUNTY ATTORNEY

ASHLEY M. BENNETT
 CLERK TO COUNCIL

AGENDA
COMMUNITY SERVICES COMMITTEE
 Monday, August 28, 2017
 2:30 p.m.
 Large Meeting Room
 Hilton Head Island Branch Library
 11 Beach City Road, Hilton Head Island

Staff Support:
 Monica Spells, Assistant County Administrator
 Civic Engagement and Outreach

1. CALL TO ORDER – 2:30 P.M.
2. PRESENTATION / FISCAL YEAR 2018 COMMUNITY SERVICES GRANT RECOMMENDATIONS FROM THE BEAUFORT COUNTY HUMAN SERVICES ALLIANCE TO LOCAL NON-PROFIT AGENCIES IN THE CUMULATIVE AMOUNT OF \$398,000* (*PREVIOUSLY \$598,000 DUE TO INCLUSION OF \$200,000 ALLOCATION TO THE LOWCOUNTRY REGIONAL TRANSPORTATION AUTHORITY DBA PALMETTO BREEZE TRANSIT) ([backup](#))
3. UPDATE / LIBRARY SYSTEM ([backup](#))
 - A. PRESENTATION OF THE BEAUFORT COUNTY LIBRARY'S STRATEGIC PLAN (APPROVED BY THE BEAUFORT COUNTY LIBRARY BOARD OF TRUSTEES JULY 2017)
 - B. DISCUSSION OF A RESOLUTION AUTHORIZING THE BEAUFORT COUNTY LIBRARY TO DRAW UPON AND UTILIZE ACCUMULATED LIBRARY IMPACT FEES ANNUALLY TO PURCHASE COLLECTION MATERIALS
 - C. DISCUSSION OF BIBLIOTHECA SELF-CHECK MACHINES PURCHASE (KIOSK REFRESH - \$181,728)
4. UPDATE / BEAUFORT COUNTY DISABILITIES & SPECIAL NEEDS DEPARTMENT ([backup](#))
5. CONSIDERATION OF REAPPOINTMENTS AND APPOINTMENTS
 - A. Disabilities and Special Needs Board
6. ADJOURNMENT

2017 Strategic Plan Committee Assignments
 Affordable /Workforce Housing
 Housing Survey
 Residential Homes (3) Port Royal

Human Services Department

Fiscal Year 2018

Community Services Grant Recommendations
by the Human Services Alliance

Community Services Committee Meeting
August 28, 2017

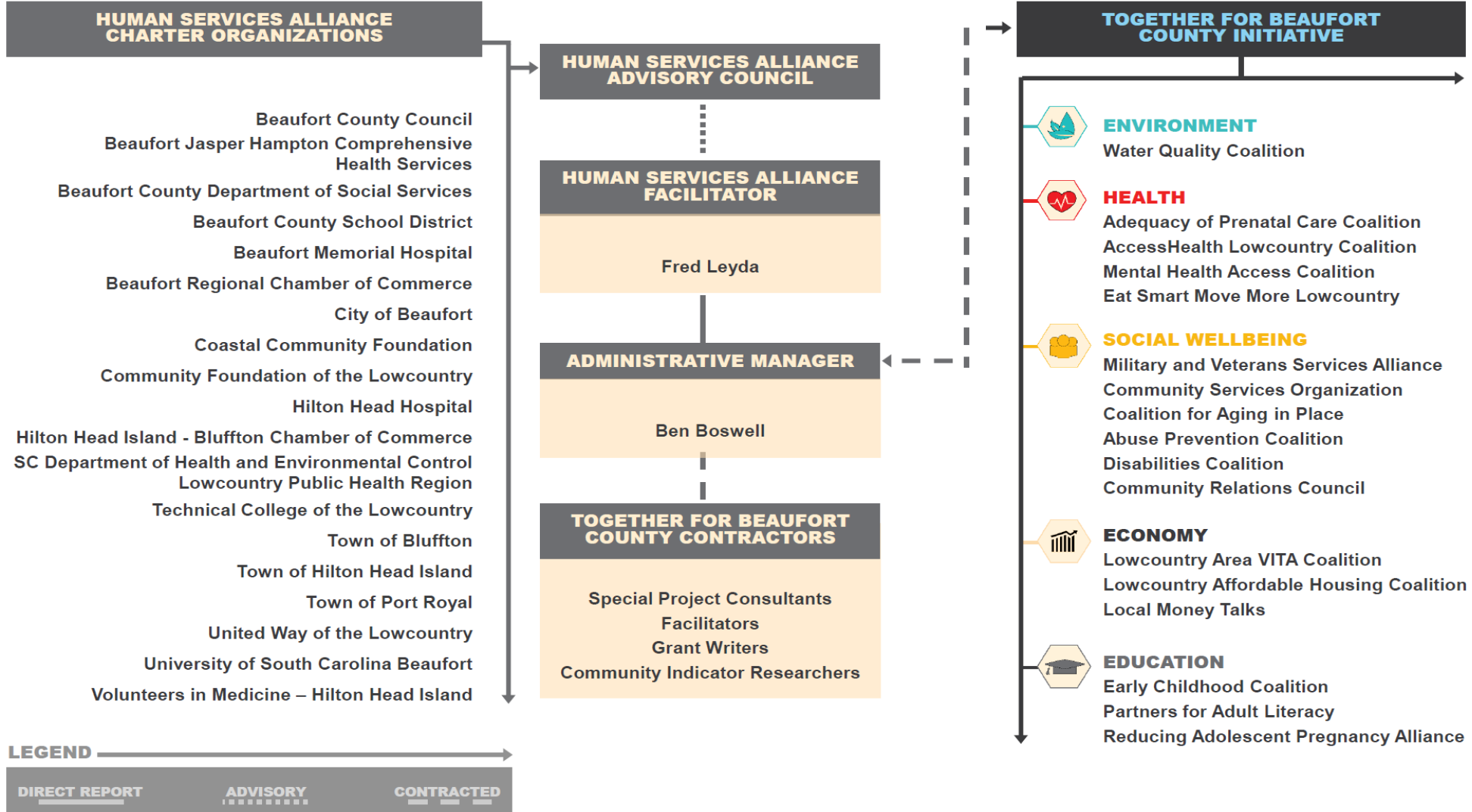




Beaufort County Human Services Alliance



One COUNTY. One FUTURE.



A circular graphic composed of many small, stylized human figures in various colors (red, blue, green, yellow, brown, pink) holding hands to form a ring. In the center of this ring is a large, solid light-green circle. The text is overlaid on this central circle.

Purpose of the Grant Process

Promote and sustain activities that improve the quality of life for all Beaufort County residents.



FY18 Review Process

- Received **23** applications with **2** ongoing commitments.
- Evaluated by a diverse volunteer panel of community professionals.
- Applications evaluated on their own merit using a competitive process.



Highlights from FY17

- Over **7 tons** of fresh produce delivered to meet the nutritional needs of food-insecure families.
- Over **3,000** Beaufort County children received dental services.
- Over **2,200** hours of legal services provided, including **4 disaster recovery seminars**.

FY18 Grant Recommendations

• Abuse Prevention Coalition**	\$20,000
• AccessHealth Lowcountry**	\$10,800
• Alliance Match Funding***	\$52,775
• Beaufort County Community Relations Council**	\$6,500
• Beaufort County Early Childhood Coalition**	\$20,325
• Beaufort Jasper Economic Opportunity Commission	\$2,500
• Bluffton Self-Help	\$15,000
• Bluffton Jasper Volunteers in Medicine	\$25,000
• Child Abuse Prevention Association (CAPA)	\$15,000

* Established Agreement with Beaufort County

** Together for Beaufort County (T4BC) Coalition

*** Account administered by United Way of the Lowcountry

FY18 Grant Recommendations

• Coalition for Aging in Place**	\$9,600
• Disabilities Coalition**	\$4,500
• Family Promise	\$10,000
• Good Neighbor Free Medical Clinic	\$20,000
• Hopeful Horizons	\$27,500
• Lowcountry Affordable Housing Coalition**	\$7,000
• LowCountry Habitat for Humanity	\$10,000
• Lowcountry Legal Volunteers	\$25,000
• Memory Matters	\$5,000

* Established Agreement with Beaufort County

** Together for Beaufort County (T4BC) Coalition

*** Account administered by United Way of the Lowcountry

FY18 Grant Recommendations

• Mental Health Access**	\$4,500
• Military and Veterans Service Alliance**	\$3,000
• Ronald McDonald Mobile Care Unit* (BJH Comp Health partner)	\$19,000
• Second Helpings	\$10,000
• <i>Together for Beaufort County</i> Administration***	\$20,000
• The Literacy Center	\$15,000
• United Way of the Lowcountry*	\$25,000
• Volunteers in Medicine - Hilton Head Island	\$15,000

* Established Agreement with Beaufort County

** *Together for Beaufort County (T4BC) Coalition*

*** Account administered by United Way of the Lowcountry



Examples of Planned Activities for FY18

- **The community is dedicated to improving the availability of fresh produce for food-insecure residents.**
- **Enhancing cross-sectoral, multidisciplinary civic engagement activities.**
- **Outreach and support services to low-income, at-risk children and families.**



Together *for* Beaufort County

One COUNTY. *One* FUTURE.

Questions?

Reminder of the process for expenditure of library impact fees

- Library director makes a recommendation of need to the library board of trustees
- Library board of trustees approves/disapproves
- If approved, director schedules a date to present the proposal to the community services committee of county council
- If community services committee approves the proposal goes to full county council
- If approved library follows all county procurement rules to request purchase
- No impact fee funds are expended without county council approval

RESOLUTION 2017/

A RESOLUTION AUTHORIZING THE BEAUFORT COUNTY LIBRARY TO DRAW UPON AND UTILIZE ACCUMULATED LIBRARY IMPACT FEES ANNUALLY TO PURCHASE COLLECTION MATERIALS

WHEREAS, the Beaufort County Library is an active and vibrant part of Beaufort County and is important to the lives of its residents with three established Friends groups and one Foundation all of which are registered non-profit organizations which supplement public funding for programs and materials; and

WHEREAS, the Beaufort County Library has five branches (Beaufort, Bluffton, Hilton Head Island, Lobeco, and St. Helena Island) located throughout the County in addition to the Beaufort District Collection and a Bookmobile, all of which provide public WIFI access, and combined 183 public computers, 11 public meeting rooms and 81 full-time and part-time staff positions as of fiscal year 2018; and

WHEREAS, the Library's collection currently consists of 375,000 items on the shelves, 4,000 plus e-titles in the cloud library and 550,000 e-titles available through Hoopla; and

WHEREAS, during fiscal year 2017 the Library:

- Had 109,538 cardholders who borrowed 837,459 items with 69,707 digital checkouts;
- Had 474,975 visits;
- Had 32,634 people attend library hosted events;
- Hosted 43,072 public computer sessions;
- Had 59,805 WIFI users;
- Had 1,075 meeting room bookings;
- Experienced 65,053 website visits;
- Answered 53,814 reference questions; and
- Added 23,076 items to its collection; and

WHEREAS, during this same time period the library upgraded WIFI at all branches, introduced Hoopla Digital Library, reduced wait time on popular fiction titles, increased purchases of new materials, expanded children's summer reading programs, expanded its SmartSpot WIFI loan program and introduced a new library website; and

WHEREAS, it is important to maintain the vibrancy of the Library and to enhance availability of programming, content and media for the benefit of the residents of Beaufort County; and

WHEREAS, Beaufort County Ordinance Sec. 82-119 allows library impact fees to be used for collection materials and the Library Board of Trustees as the governing body of the Beaufort County Library System believes it is in the best interest of the Library for Beaufort County Council to authorize the Library to utilize five percent (5%) of the accumulated library impact fees at the beginning of each fiscal year to purchase additional collection materials during that fiscal year.

NOW, THEREFORE, BE IT RESOLVED, by the County Council of Beaufort County, South Carolina, that effective fiscal year 2018 the Beaufort County Library is authorized to draw and utilize five percent (5%) of the accumulated library impact fees at the beginning of each fiscal year to purchase additional collection materials during that fiscal year.

Adopted this ____ day of _____, 2017.

COUNTY COUNCIL OF BEAUFORT COUNTY

By: _____
D. Paul Sommerville, Chairman

APPROVED AS TO FORM:

Thomas J. Keaveny, II County Attorney

ATTEST:

Ashley Bennett, Clerk to Council

DRAFT

Customer Official System Quote



Quote Number: QUO-29433-H8C5, Rev: 4
Quote Date: August 24, 2017
Name: George Duncan
Email: g.duncan@bibliotheca.com
Telephone:

Quote To

Beaufort County Public Library SC - Main
Ray McBride
311 Scott St,
Beaufort, SC 29902-5591
United States of America
rmcbride@bcgov.net
(843) 255-6471

Quote Details:

Beaufort County: Kiosk Refresh

Quote expires sixty (60) days from Quote Date above.

If applicable, the hardware and software includes 12-month warranty, set-up and configuration

Table with 5 columns: Item ID, Item Type, Quantity, Sale Price, Sub Total. Rows include selfCheck 1000 Integrated Unlocker, selfCheck 1000 Desktop Kiosk, Heartland Terminal S300, Heartland Payment Services Installation, Heartland Payment Annual Subscription, Shipping and Handling, and libraryConnect™ Devices subscription.

Grand Total: \$181,728.00

Additional Details

All prices including Service and Maintenance do not include any applicable sales tax. If tax exempt, please provide Tax Exempt Certificate.
Terms are NET 30 Days from Date of Invoice. Invoice is generated at the time of Shipment.
A copy of Tax Exemption Certificate is required with purchase order for all tax exempt customers.
Quotations are good for 60 days. All dates are based on ship dates. Order must ship within the 60 day window.
After 60 days, quotation expires. Contact Bibliotheca for a New Quotation.

Manager Approval: _____

Submit Purchase Order by fax to 1-877-689-2269 or by email to orders-us@bibliotheca.com.

Accepted By: _____

Accepted Date: _____

Customer Purchase Order Number: _____

Bibliotheca, LLC
3169 Holcomb Bridge Road, NW, Suite 200,
Norcross, GA 30071, USA

Phone No - 877-207-3127
Fax No - 1-877 689 2269
www.bibliotheca.com

bibliotheca selfCheck™ 1000

Designed to meet all your library self-service needs



Seamless integration

To provide the best possible user experience, the selfCheck™ 1000 has many options that are all integrated in ergonomic locations for quick and easy use during the self-service process.

A simple change makes a huge difference

We've flipped and enlarged the touchscreen. This 22" monitor allows over 20 items to be visible in a list view without the need for scrolling.

Collect more money, in any form you like!

With the ability to accept notes, coins, cards, chip & pin and now even Near Field Communication (NFC) payments, all payment methods are possible.

Light-based guidance simplifies the process

Our ingenious light-based user guidance system uses a series of LEDs to highlight the next step in the transaction, helping patrons effortlessly navigate through the self-service process.



bibliotheca® + 3M

the best of both worlds

www.bibliotheca.com

Benefits that are not so 'standard'

These very attractive benefits can be seen in the standard model of every selfCheck™ 1000.



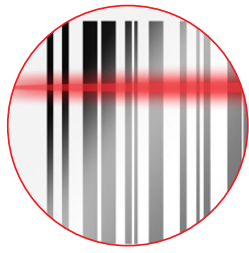
22" portrait orientation displays over 20 items on screen



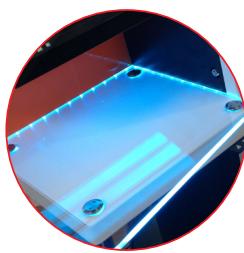
light based indicators guide the patron through the process



dedicated RFID zone reads up to 15 items at a time



user cards and barcode-only items are scanned with ease



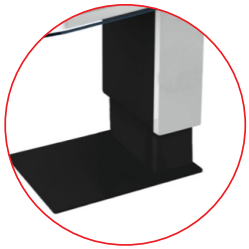
health status light indicators alert library staff from afar



built-in receipt printer provides a complete account statement

Limitless possibilities to accommodate any request

Create your perfect kiosk by choosing between the following add-on options:



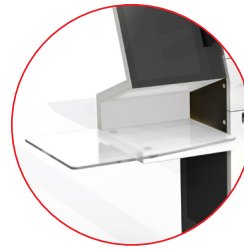
height adjustable control to suit individual users



desktop version saves valuable library space



secured media items can be unlocked at the kiosk



additional surface area holds bags and extra books



integrated bins allow patrons to return items at the kiosk



over 200 custom colors to match any library decor



accept user payments in the form of credit/debit card



increase library collections with chip & pin payments



accept fees and return change with cash & coin



collect smaller payments using NFC

bibliotheca® + 3M

the best of both worlds

www.bibliotheca.com

Specifications

Freestanding: w: 680mm / 26.8" | d: 617mm / 24.3" | h: 1,484mm / 58.1"
Height Adj: w: 700mm / 27.6" | d: 685mm / 27.0" | h: 1,484mm / 58.1"

Dimensions:

Height Adj height from floor to the top face of the glass:
Min height: 784mm | Max height: 1014mm

Desktop: w: 610mm / 24.0" | d: 550mm / 21.7" | h: 759mm / 29.9"
Shelf + : w: 290mm / 11.4"

Weight:

Freestanding: 105 kg | 232 lbs.
Freestanding (shelf): 110 kg | 243 lbs.
Height Adj: 110 kg | 243 lbs.
Height Adj (shelf): 115 kg | 254 lbs.
Desktop: 52 kg | 115 lbs.

Power:

Input C13 connector
240 VAC input, 130 watts, 50Hz
240 VAC for European installs; 110 VAC for North American installs
5 AMP fuse

Data:

10/100 ethernet

Touchscreen:

Large 22" portrait oriented touchscreen
Brightness : 250 nits
HD widescreen resolution : 1920 x 1080
Projective capacitive touchscreen technology

PC:

Windows 7 32 bit OS (64 bit available upon request) | 2GB RAM | 56GB SSD

RFID Item capacity:

Approximately 15 items at any one time

Login types:

Barcode (full range of barcode types), RFID, smartcard and manual screen entry

Standards & compliance:

DDA, ADA, CE, MET*, FCC, C-tick
*MET Labs is a Nationally Recognised Testing Laboratory (NRTL) recognised by OSHA regulation: 1910.308(d). MET is also accredited by the Standards Council of Canada for approval throughout Canada as a Certified Body (CB) for Industry Canada (IC). UL rating is covered within MET certification. For further details please visit www.osha.gov.

Reporting:

Configuration and reporting is made available in real-time via our optional smartadmin™ central management software

Software:

selfCheck™ 1000 comes pre-loaded with our quickConnect™ self-service software, which provides the customer with the full range of borrow, return and account functions. The software is configured for connection to the library ILS/LMS through SIP2 or NCIP. Access to the library's network via Ethernet is required.

Colour option:

selfCheck™ 1000 is available in a variety of custom colors to match any library atmosphere. 213 RAL classic colors choices can be viewed at <http://bit.ly/RALcolours>.

Options:

height adjustable base*
desktop version
integrated return bin with a 60 item capacity*
automatic media case unlocker
large illuminated glass side shelf
custom color
payment options : chip & pin, credit/debit, cash & coin**, and/or NFC
tilt alarm

*integrated return bins cannot be used with height adjustable base

**selfCheck™ 1000D: cash and coin not available

Although we make every effort to ensure information is correct at the time of release, it is possible that specifications and features may vary or change over time. Bibliotheca therefore makes no representations or warranties as to the completeness or accuracy of the information contained within this document.

G-LBDA1218US/001

bibliotheca® + **3M**

the best of both worlds

www.bibliotheca.com



**Beaufort County
Disabilities & Special Needs Department**

Departmental Update

**Community Services Committee Meeting
August 28, 2017**

Beaufort County Disabilities & Special Needs

- DSN has the lowest employee turnover rate in South Carolina compared to its peer agencies!
 - The State average is 35% and Beaufort County's is 10.7%
- Changes to waiver program and impact on Day Program request in Okatie area (Riverwalk Business Park building)

DSN



We rise by lifting others!

Beaufort County Disabilities & Special Needs

- Identification of lots for three new homes
 - Transition plan for residents of Port Royal property
- “Conflict-free” case management potential impact to local families
- The **ABLE Foundation** Fall Bazaar
 - Saturday, October 14
 - 11 a.m. to 4 p.m.
 - 100 Clear Water Way, Beaufort
 - For more information call 843.255.6300



We rise by lifting others!

ADD-ONS

The document(s) herein were provided to Council for information and/or discussion after release of the official agenda and backup items.

Topic: Library Strategic Plan
Date Submitted: August 28, 2017
Submitted By: Ray McBride
Venue: Community Services Committee

Topic: Library Strategic Plan
Date Submitted: August 28, 2017
Submitted By: Ray McBride
Venue: Community Services Committee

Strategic Plan

2017/2018—2020/2021



BEAUFORT COUNTY
LIBRARY
For Learning ♦ For Leisure ♦ For Life

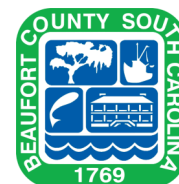




Table of Contents

Introduction/History	1
Growth	2
Future	3
Process	4
Guiding Statements: Mission and Vision	5
Priority 1: Communications	6-7
Priority 2: Facilities	8-9
Priority 3: Collections	10-11
Implementation & Evaluation	12
Appendix: Supporting Materials	13
Beaufort County Library Strategic Planning Steering Committee	13
Community Profile Snapshot	14
Community Growth Projections by Geographic Area	15
Library Data	16
Community Survey Overview	17-19
Focus Groups Overview	20
Staff Survey Overview	21
Staff Development Day	22
Library Board of Trustees, Map of Council Districts	23



History

At the outbreak of the Civil War, the village of Beaufort had 900 residents and a fine library of 10,000 volumes at Beaufort College. When Union forces occupied the area, they confiscated the books and a sale was announced in New York City. However, United States Secretary of the Treasury Salmon P. Chase declared "We do not war on libraries" and the auction was cancelled. The books were shipped to the new Smithsonian Institution for storage where the Beaufort College library collection was consumed by flames in January 1865.

For almost 40 years Beaufort County had no library.

Luckily the Clover Club, a small group of college educated women who were the daughters and wives of local professionals and merchants, declared "We need a library" and they opened one on February 4, 1902. For many years members of the Clover Club served as librarians. They shared the latest novels and children's books with the white inhabitants of the area in several locations around town. The library was the pride of Beaufort and soon a permanent home was both necessary and desired.

Thus, in concert with the Community Club, local politicians, and the Carnegie Foundation, the Clover Club led the effort to build and staff the Beaufort Township Library. The Township Library opened its doors in 1918.

Thirty years later the J. I. Washington Library was opened for the area's majority African-American residents.

On May 25, 1961 Beaufort County approved a county-wide library system. In 1962, by an Act of the South Carolina General Assembly, the Beaufort Township Library became the Beaufort County Library. All residents of Beaufort County were welcomed. A bookmobile service was instituted to provide library services to the mostly rural county.

By the end of the 1960s, rapid population growth fueled the extension of library services to the islands and southern parts of Beaufort County. Growth has not abated in the decades since. Thus, after more than a century, the Beaufort County Library remains an essential service to the citizens of Beaufort County.

History of the Beaufort County Library provided by Grace Morris Cordial, Coordinator of the Library's Beaufort District Collection.



“We love the library!! We regularly check out 10-15 books. The online search is wonderful, and being able to put a book on hold from SC Lends is almost magic.”
— Community survey respondent

Growth

Our county continues on a growth trajectory that waned only slightly following the 2007-2009 recession. Post-recession escalation annually places the county in the top ranks of the fastest growing communities in the United States. At no time has the need been greater for a strategic approach to providing library services for the citizens of Beaufort County.

In 2016, seventy percent (70%) —128,175 of the estimated 183,149 residents in the county, held active library cards. This was an increase of 13,000+ people over card holders just two years before in 2014, outpacing the estimated 8,000+ in population growth between the two years.



Future

In addition to sheer numbers of people, shifting demographics and geographic factors challenge the infrastructure that supports what a vibrant and responsive library means to this community.

Relevancy was once a concern as technological advances were viewed as portents of library obsolescence, but that has not proven to be the case. Conversely, technology has not replaced or diminished the need for the library, it has accelerated expectations of how, when, and where the library addresses information access and sharing for learning, for leisure, and for life.

"I love the ability to search for materials online and have them reserved for me. Getting a text notifying me of their arrival is awesome! Thank you for all you do!"

— Community survey respondent

Process

The strategic planning process was initiated by the Board of Trustees in January 2016 with an underlying tenet to reach an outcome that was imbued with staff expertise, but was also community-driven.

In addition to board members and staff, community representatives were added to the Strategic Planning Steering Committee which guided the process over an eighteen-month period*, resulting in this four-year plan covering fiscal years 2017/2018 through 2020/2021.

The foundation was laid through a broad level of input by more than 2,800 people who responded to a general survey about library use and perceptions. Over the course of six weeks following the community survey, eighteen focus groups engaged 136 people across the full geographic scope of the county.

These conversations included general and family sessions at each branch library, but also reached out to elected officials in the four municipalities, community service organizations/coalitions, and groups crossing business, education and social strata. A survey of library staff also provided thoughtful feedback from 72 respondents to four open-ended questions.

The next step presented the challenge of synthesizing this community and staff input with library data and county demographic projections to determine key goals for the next four years. External community facilitators guided priority-setting exercises with 59 staff members participating in the Staff Development Day in April 2017. Mission and Vision review/revision, coupled with collaborative discussions about the results from the community input work, culminated in delineation of three clear priorities and the goals to address them.

The final component was articulation of these priorities in this plan, with recognition that no effective strategic plan can be static. The Board of Trustees and library staff will use this plan as a focal point for direction, but will also evaluate and revise it as conditions change and the library evolves during the next four years.

The Beaufort County Library Board of Trustees expresses sincere appreciation to the more than 3,000 people who participated in the development of this Strategic Plan.

**The process was originally slated for 12 months. At the beginning of the final quarter, in early October 2016, Beaufort County was evacuated and hit by Hurricane Matthew. Fortunately, damage was moderate, but a six-month extension was essential to executing the final stages of the process because the critical staff planning day was originally scheduled for the day of the evacuation. As a key component, and one that could not be rescheduled until April 2017, the process required eighteen months to complete.*





“I am retired. Reading is a very important part of my life.
Beaufort County Library contributes greatly to the quality of my life.”

— *Community survey respondent*

Guiding Statements

Library Mission

The Beaufort County Library serves and supports the community for learning, for leisure, for life.

Library Vision

The Beaufort County Library System is a free and accessible center of ideas, information, and resources that foster learning, community, and literacy. The Library provides open and guided access to a wide variety of media and programs to inform, inspire, and empower people in their pursuit of lifelong learning, personal enrichment, and cultural understanding.



Priority 1 Communication

Situation

The library reaches out to the community on multiple platforms through social media, email, printed calendars of events, speaking engagements, an improved website, collaboration with partner organizations and programs, and even a regular column in a local newspaper. However, it is evident that too many in the general public have either a limited understanding or inaccurate information about what the library offers and how to access services.

Factors contributing to this include the number of new people moving into the county at a rapid rate and the challenge of getting good information about the library to them; proliferation of resources in new media types that may be unfamiliar; and varying past experiences during lean budget years that color current expectations.

Additionally, some of the valuable library resources that may not be new, such as online databases, may be unfamiliar to people who have not traditionally used them and simply do not know the potential.

Goal

The general public will have a good understanding of what the library system offers and how to access it, ensuring that library resources are utilized to the fullest benefit to the people of Beaufort County.



Strategies

- Create an annual marketing plan/matrix of diversified communication methods and target audiences that reflect shifting demographics and acceleration of new technology approaches. Include measurable objectives for increasing the public’s knowledge about library resources. Recognize that adding new initiatives may require curtailing some existing efforts. Evaluate effectiveness throughout the year and include findings in existing annual reports.
- Explore targeting different audiences through different types of communication. Examples: language—particularly Spanish, newcomers, seniors, partner groups or educational institutions including schools & colleges, organizations, a presence at community events.
- Experiment with paid advertising, in addition to public relations, as part of the library’s marketing efforts.
- Improve internal communication so messaging to the public is consistent and accurate.
- Continue streamlining the library’s brand by creating a consistent and professional look across all branches’ and departments’ logo usage, signage, newsletters, calendars, and web presence.
- Continue general information marketing about the library and programming, but also consider single message communications for specific resources or topics that can be pushed out by all branches and all departments at the same time—perhaps a “message of the month.”
- Distribute marketing materials in non-traditional places, such as on buses, public venues, etc.



Priority 2 Facilities

Situation

Beaufort County Library facilities have been constructed at various intervals over the past 25 years resulting in significant disparity between how some of the five branches look, feel, function and are (or have been) maintained.

Deferred maintenance on HVAC, roof replacement, flooring and other areas of older facilities has been postponed during lean financial years to the point of creating critical and sometimes hazardous situations at several of the branches. Facilities maintenance is not part of the library budget, but part of the County's overall facilities budget so improvements are timed in context of all county facilities, with projects controlled outside of the library administration's purview.

Technology infrastructure and equipment upgrades are also part of the overall County IT system and fell so far behind until recent months that some branches had difficulty functioning at all at times and library users became frustrated and critical. Basic technology-driven needs were simply unmet in many cases. Recent upgrades and new equipment have helped alleviate some of this. Alternatively, two branches have makerspace areas with highly advanced equipment and resources.

Compounding facility issues, among others, is the substantial population growth that affects all geographic areas, but has and will continue to create burgeoning pockets of growth in and around Bluffton and in what were once sparsely populated rural areas of southern Beaufort County. Long-range planning for new library facilities is out of date and has not taken into consideration the recent past or projected future development patterns.

Lack of funding mechanisms and political will have stymied the board and staff's urgency in addressing new facilities planning. In an effort to address immediate needs using the financial resources available, in June 2017 the Library added a bookmobile as the sixth branch designed to serve targeted rural or underserved areas.



The need for physical library facilities has not diminished with the expansion of remote or electronic access to information. How library space is used has changed, but there is still high demand for libraries that are convenient and accessible. This complements national trends, such as those documented through the Pew Research Center’s annual public libraries research. The *Libraries 2016* report showed that 87% responded as Definitely (57%) or Maybe (30%) to “Have more comfortable spaces for reading, working and relaxing.”

Goals

- Library facilities will be welcoming and convenient places that are comfortable, inviting, safe and accessible.
- Libraries will have up-to-date and reliable technology including computers, infrastructure, printers, wifi, and other related equipment.
- The library system will have in place by the beginning of FY18/19 an up-to-date long-range facilities plan that utilizes growth projections and proposes creative strategies for funding new and/or renovated facilities. The plan will be revised each year as growth projections are updated. New or expanded facilities will be planned and constructed to meet growing needs.

Strategies

- Undertake a comprehensive facilities assessment with a qualified space planner to take a fresh look at each branch and evaluate how well the existing spaces are used for current needs. Make recommendations for any new configurations or other upgrades to furnishings. Include branch staff input in the process to help incorporate individual site subtleties.
- Annually, conduct a site-by-site assessment of each facility, including administrative and technical services areas. Prioritize or reprioritize needed upgrades and monitor progress on facility projects, recognizing the dynamic nature of how library use may be changing and how well existing facilities are adapting to changes.
- Continue ongoing negotiations and monitoring of library CIP and deferred maintenance projects with county administration.
- Create and annually implement a rolling 3-year plan for addressing technology equipment obsolescence.
- Stand up a special committee with diverse representation and appropriate expertise to conduct a facilities growth study including not only facility needs & locations, but preliminary cost projections and funding sources. Research creative funding approaches and potential partner options as well as traditional funding tools such as a referendum, direct allocation, grants, etc.



Priority 3 Collections

Situation

Collections remain at the core of how effectively the library meets community needs. Reoccurring issues noted across the general survey, focus groups and staff input honed in on the importance of books, need for better selection and platform for e-books, need for a broader and deeper collection in general (new releases, audio books, movies, best sellers, local history).

With continued advances in material types, the challenge is to utilize new formats but also to recognize that many people do not have access to technology needed to tap into some of the newer options, so the demand for traditional print formats remains strong.

Additionally, funding for collections has been inconsistent and fluctuates from year to year, often being marginal during poor economic times. While the library has worked to keep up with demand and refine approaches, with current adequate staffing levels and restored collections budgets, it is an opportune time for a more thorough system-wide collection development review/analysis/policy refinement.

"I love the ability to put books on hold from all of the libraries throughout South Carolina. I know I can always find what I'm looking for so thank you!!"

— Community survey respondent



“The library is a comforting haven for me. I would be lost without it.”

— Community survey respondent

Goals

- People seeking library materials will find what they are looking for, have access to it in a timely manner and in a format that they prefer/can use.
- Library collections will be broad enough to not only meet “on demand” requests, but inspire people in new ways by introducing them to new resources.

Strategies

- Improve communication across all library branches regarding collection trends, inventories and needs. Create a culture and mechanisms that strengthen collaboration in collection development across the branches.
- Conduct semi-annual collection use data analysis that drills down not only to types and subject of materials used, but provides analytics with regard to overall library holdings and variation of media preferences by different constituencies in the community.
- Evaluate hold policies to address demand and turn-around time for existing resources.
- Support a regular and thoughtful weeding process to best use space available for collections.
- Explore solutions to deal with aging collection issues.



Implementation & Evaluation

After an intensive period of community engagement, staff collaboration, distillation of hundreds of comments and ideas, analysis and priority setting, the approval of the library strategic plan is not an end. The implementation and evaluation processes over the next four years will be ongoing and cyclical.

An important part of strategic planning is creating measurable benchmarks to truly assess progress. Some plans create extensive lists of dates and percentages and surveys. However, library culture is changing so rapidly that instead of setting out four-year measurements, the approach in this plan has been to articulate the goals and strategies.

For each of the priority areas, the library staff will create one or more annual objectives with target measurements. On-going progress, challenges and accomplishments will be reported at staff and board meetings under each of the broad priority areas. Resources and project assignments will be considered and adjusted as needed to advance progress in the priority areas.

At least twice per year, the Board of Trustees Strategic Planning Committee will assess progress in a comprehensive evaluation and report findings to the full Board of Trustees. Refinements will be implemented annually as a result of this evaluation and allocation of resources (staff, funding, etc.) will be adjusted accordingly.



“Our libraries are an indispensable treasure and an absolute necessity in our society. A educated populace is a must and the Library gives everyone the opportunity to be educated and informed.”

— Community survey respondent

Appendix: Supporting Materials

Beaufort County Library Strategic Planning Steering Committee January 1, 2016—June 30, 2017

Deborah Johnson	Board of Trustees, Strategic Planning Committee Chair
Lynne Miller	Board of Trustees, Strategic Planning Committee
Brenda Ladson Powell	Board of Trustees, Strategic Planning Committee
Anna Maria Tabernik	Board of Trustees, Strategic Planning Committee
Bernie Kole	Board of Trustees, Chairman of the Board of Trustees, ex-officio
Ray McBride	Staff, Library Director
Marilyn Harcharik	Community Representative/President, Friends of the Beaufort Library
Chrissy Robinson	Community Representative/Director of Educational Technology, Beaufort County School District
Victoria Smalls	Community Representative/Director of History Art and Culture and Public Relations, Penn Center



Community Profile Snapshot

United States Census Bureau

Description	Measure	Source
Population		
Census 2010 Total Population	162,233	2010 Demographic Profile
2016 Population Estimate (as of July 1, 2016)	183,149	2016 Population Estimates
2015 ACS 5-Year Population Estimate	171,420	2011-2015 American Community Survey 5-Year Estimates
Median Age	42.8	2011-2015 American Community Survey 5-Year Estimates
Number of Companies	16,653	2012 Survey of Business Owners
Educational Attainment: Percent high school graduate or higher	92.1%	2011-2015 American Community Survey 5-Year Estimates
Total housing units	93,858	2011-2015 American Community Survey 5-Year Estimates
Median Household Income	57,048	2011-2015 American Community Survey 5-Year Estimates
Foreign Born Population	16,384	2011-2015 American Community Survey 5-Year Estimates
Individuals below poverty level	12.8%	2011-2015 American Community Survey 5-Year Estimates
Race and Hispanic Origin		
White alone	126,235	2011-2015 American Community Survey 5-Year Estimates
Black or African American alone	31,904	2011-2015 American Community Survey 5-Year Estimates
American Indian and Alaska Native alone	332	2011-2015 American Community Survey 5-Year Estimates
Asian alone	2,055	2011-2015 American Community Survey 5-Year Estimates
Native Hawaiian and Other Pacific Islander alone	70	2011-2015 American Community Survey 5-Year Estimates
Some Other Race alone	6,890	2011-2015 American Community Survey 5-Year Estimates
Two or More Races	3,934	2011-2015 American Community Survey 5-Year Estimates
Hispanic or Latino (of any race)	19,657	2011-2015 American Community Survey 5-Year Estimates
White alone, Not Hispanic or Latino	114,710	2011-2015 American Community Survey 5-Year Estimates
Veterans	18,135	2011-2015 American Community Survey 5-Year Estimates



Community Growth Projections by Geographic Area

Beaufort County Planning Department: Regional Transportation Model 2017

Planning Region	1990	1995	2000	2005	2010	2015	2020	2030	2040
Sheldon (north of Whale Branch River)	3,194	3,450	4,116	4,218	4,269	4,629	5,123	5,464	6,061
Port Royal Island	40,710	41,351	44,563	45,083	45,343	48,304	51,086	57,990	64,395
Lady's Island	5,046	6,037	9,321	11,918	12,570	14,589	15,086	18,892	22,051
St. Helena Island	6,579	7,870	9,486	9,483	9,481	10,400	11,377	12,134	13,463
Greater Bluffton (includes Daufuskie I. and Jenkins I.)	7,084	9,708	19,044	48,752	53,529	60,606	61,981	72,673	82,153
Hilton Head Island (excluding Jenkins I.)	23,694	26,700	34,407	34,855	37,041	41,061	41,220	45,313	49,349
Beaufort County	86,425	95,278	120,937	154,309	162,233	179,589	186,099	212,466	237,472



Library Data

Beaufort County Library System - Three Year Statistical Review FY14-FY16

Updated as of June 22, 2017

Category	FY14	FY15	FY16	Remarks
Books Added to Collection	20,529	16,864	24,483	
Audio Books Added to Collection	1,055	1,263	927	Needed to purchase less because of Hoopla
Videos Added to Collection	2,335	2,999	3,470	
Downloadable Audio Books Added	4,561	4,687	127,613	Increase due to Hoopla
Downloadable Ebooks Added	9,527	10,646	94,337	Increase due to Hoopla
Downloadable Videos	0	0	241,016	Increase due to Hoopla
Registered Adult Card Holders	89,436	93,878	102,723	
Registered Child/Teen Card Holders	25,382	26,409	25,452	
Total Registered Card Holders	114,818	120,287	128,175	
Door Count (Visits) to Library Facilities	462,534	501,741	517,994	
Number of Internet Users (1 hr. session)	57,249	58,500	51,930	Lower due to server outages at County level.
Number of Wireless Internet Users	52,131	53,306	56,366	
Total Reference Transactions	58,464	69,167	61,843	Lower due to stopped counting directional inquiries.
SCLENDS Loans to BCL	32,555	36,718	34,147	
BCL Loans to SCLENDS	38,199	37,873	36,745	
Juvenile Circulation (all categories)	305,167	292,012	297,094	
Adult Circulation (all categories)	438,639	454,323	490,664	
Total Circulation (all categories)	766,242	769,805	832,406	Increase due to Hoopla and increase in new materials
Interlibrary Loan Provided to Another Lib.	489	326	382	Books requested from outside the SCLENDS consortium
Interlibrary Loan Received	556	682	598	Books requested from outside the SCLENDS consortium
Total licensed electronic collections	53	52	52	Provided by State Library
Total public internet computers	203	197	203	
Total staff computers	100	94	102	
Program attendance children 0-5	7,330	8,896	9,300	
Program attendance children 6-11	8,006	8,116	10,352	
Program attendance teens 12-18	1,447	1,247	1,401	
Program attendance adults	7,316	9,651	9,879	
Grand total all attendees all programs	24,820	28,191	30,932	
Number of outreach activities	1,202	1,091	1,207	
Number of staff trained	67	48	63	
Number of hours of staff training	649	476	435	Lower due to staff shortages/turnover.
Beaufort annual hours open	2,370	2,370	2,370	Expanded hours Oct. 1 will increase 260 hours annually
Lobeco annual hours open	2,080	2,080	2,080	
St. Helena annual hours open	2,080	2,080	2,080	
Bluffton annual hours open	2,370	2,370	2,370	Expanded hours Oct. 1 will increase 260 hours annually
Hilton Head annual hours open	2,370	2,370	2,370	Expanded hours Oct. 1 will increase 260 hours annually
Bookmobile hours open	0	0	0	Service to start Apr. 1 will add 1,560 hours annually
Beaufort Square Footage	32,747	32,747	32,747	
Lobeco Square Footage	4,000	4,000	4,000	
St. Helena Square Footage	23,000	23,000	23,000	
Bluffton Square Footage	25,000	25,000	25,450	Addition of computer lab - enclosed porch.
Hilton Head Square Footage	25,000	25,000	25,000	



Community Library Survey

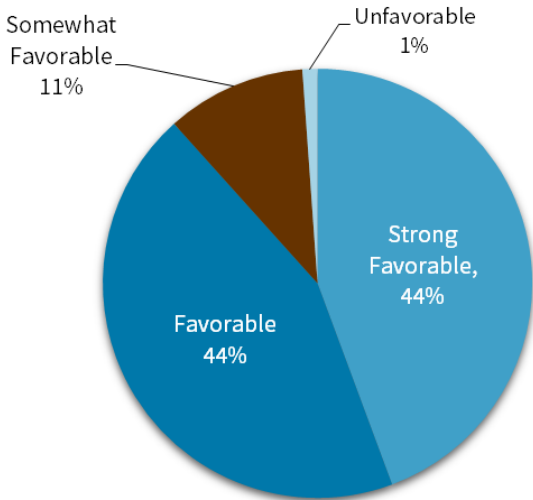
June 1, 2016 – July 31, 2016

Overview

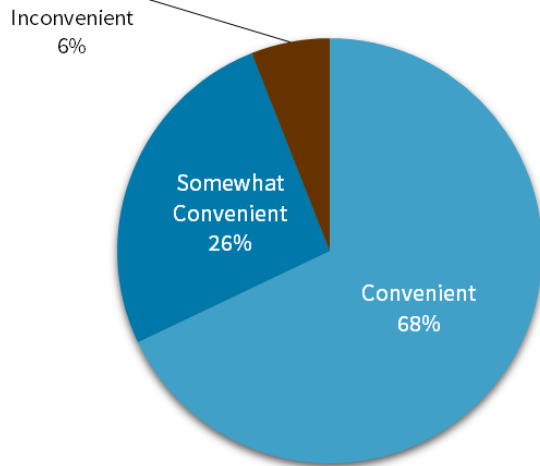
- 2,841 Respondents
- Demographics were monitored weekly during the 60 day survey period and outreach to underrepresented geographic areas and populations were addressed by advocacy for participation through community, civic and professional groups to boost participation across all sectors of Beaufort County
- Mechanisms were in place to limit only one survey per IP address
- Paper surveys were available for non-computer users
- While respondents were not a perfect demographic match of the community, the committee concluded that there was good representation and sufficient diversity to be considered representative
- The survey far exceeded any past participation in library surveys and provided a snapshot of how the community uses the library and how they feel about services and collections
- The survey asked for “Additional Comments.” 923 comments were made. These were sorted by general content/topic and used to help set strategic priorities. The comments were also available to staff as good feedback on very specific to broad aspects of library operations and services.

Key Findings

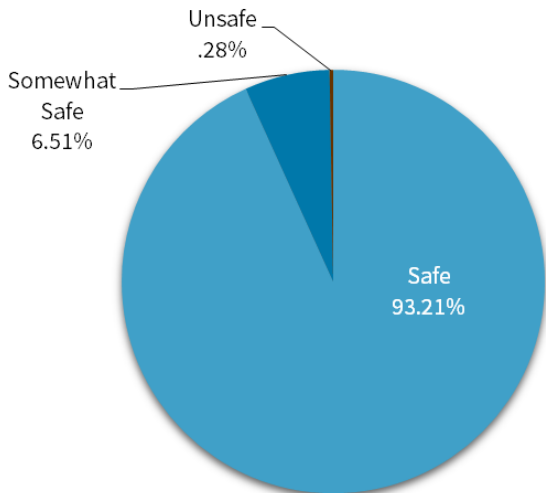
Impression of the Library



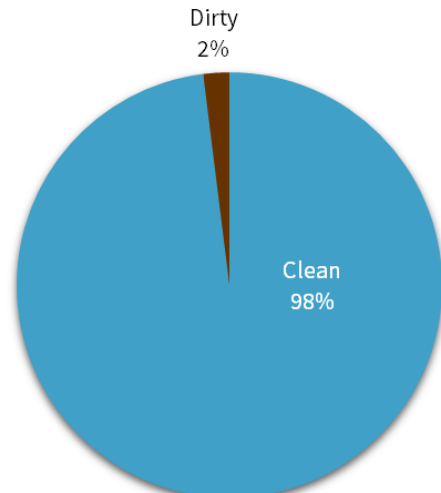
Convenience of facilities



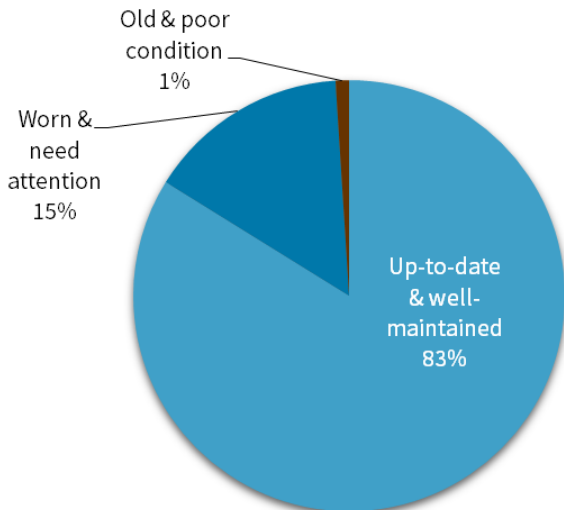
Safety of facilities



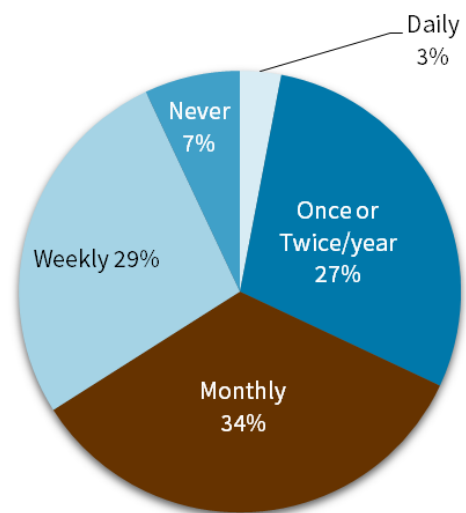
Cleanliness of facilities



Condition of facilities

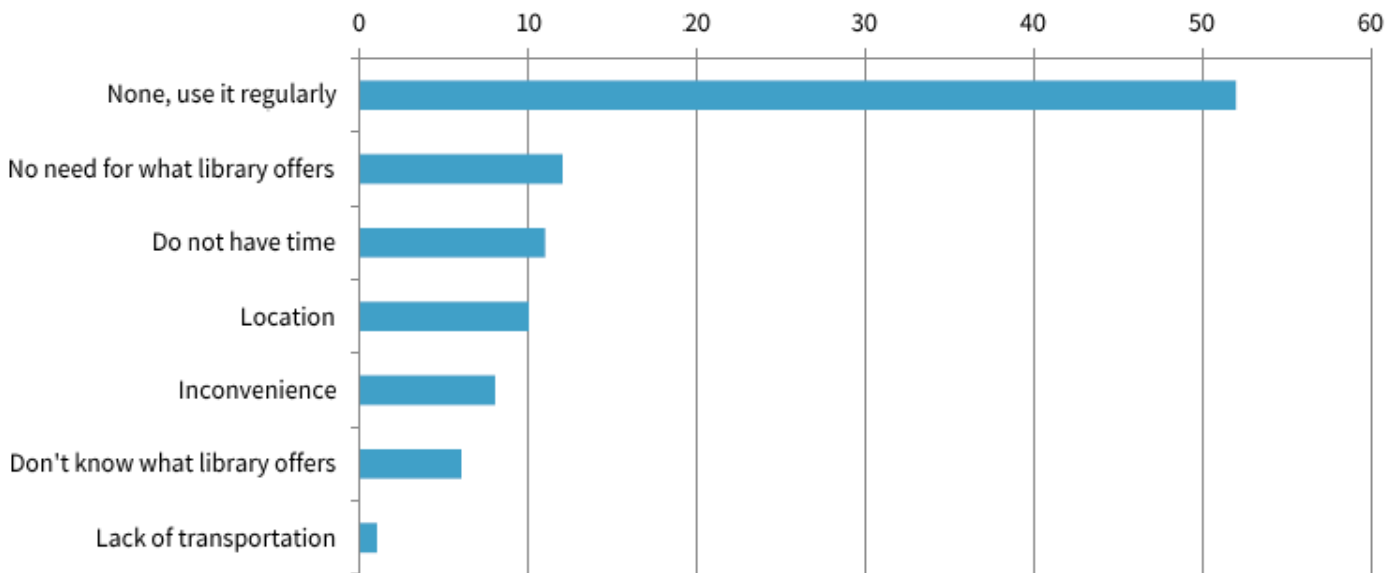


Use of the physical libraries

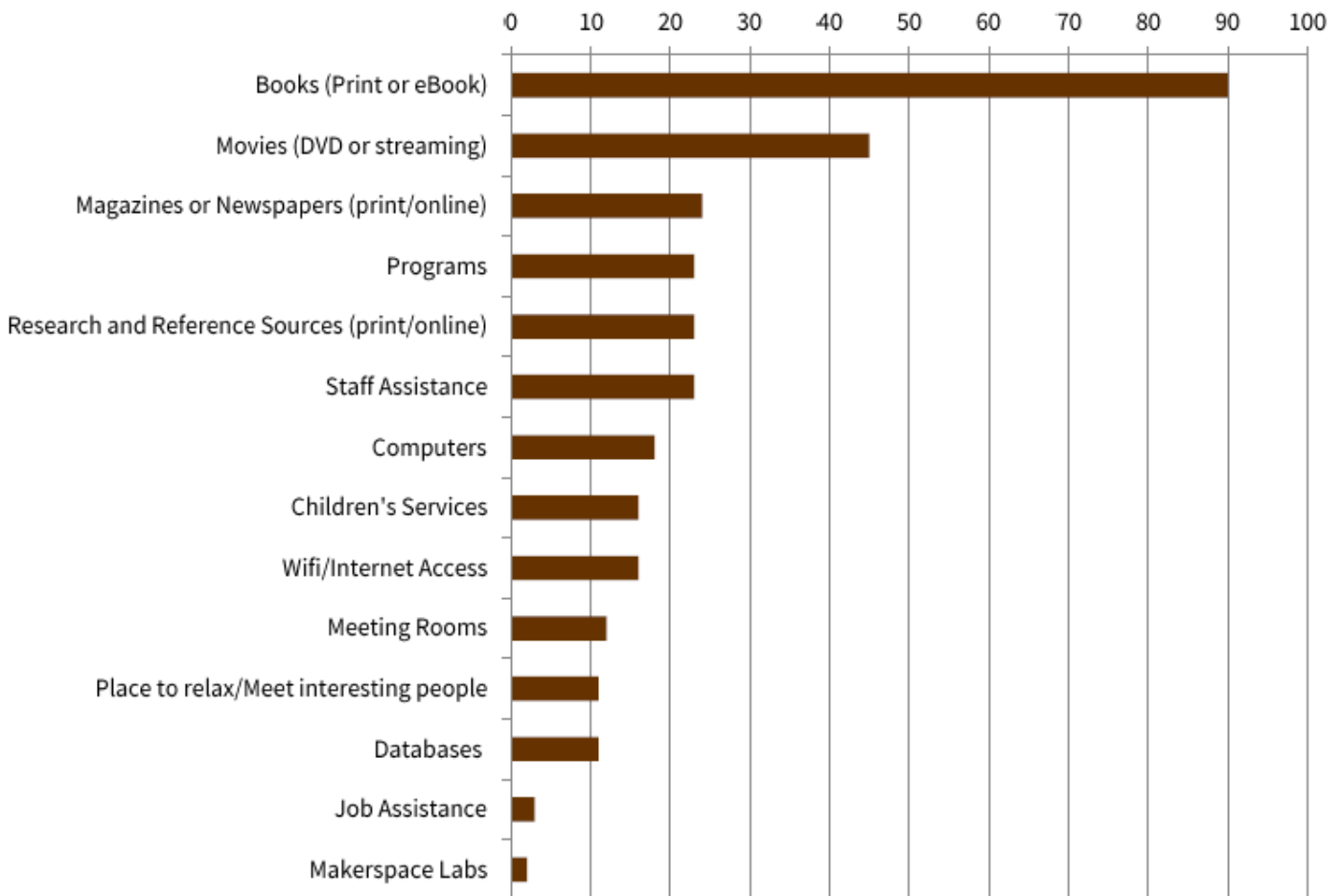


Key Findings continued

Reasons for not using the library often or at all (%)



What library resources do you use, or would like to use? (%)





Focus Groups

July 28, 2016 – September 8, 2016

- 18 groups; 134 participants
- Sessions were taped and notes transcribed

Community Groups & Organizations

Beaufort County School District Media Specialists
Beaufort County Civic Engagement & Outreach Directors
Hilton Head Community Groups
Human Services Alliance, Coalition Chairs
Sheldon Township Community Support Partnership
United Interfaith Community Coalition

Municipalities

City of Beaufort, City Council
Town of Bluffton, Town Council
Town of Port Royal, Town Council
Town of Hilton Head, Town Council Public Facilities Committee

Library Sessions

Beaufort Branch Library-General
Beaufort Branch Library-Families with Kids
Bluffton Branch Library—General
Bluffton Branch Library—Families with Kids
Hilton Head Branch Library—Families with Kids
Lobeco Branch Library—General & Families Consolidated
St. Helena Branch Library—General
St. Helena Branch Library—Families with Kids



BCL Staff Survey

August 8– 19, 2016

72 of 75 library staff responded to four open-ended questions. The results were transcribed into a single document and used in framing the work for staff development day in conjunction with the community survey, focus groups and data sources. The four questions that were asked included:

- 1) If Beaufort County had no public libraries and you were going to create a public library system here and now and for the future, what would be some of the most important things you would like to see/incorporate/implement etc.? (top 3-5)
- 2) Are there aspects of the Beaufort County libraries that you feel are: Outdated? Innovative? Core/Essential? Poor Use of Funds? Amazing?
- 3) Are there aspects of other libraries you have used or know about that you wish Beaufort County libraries had? What are they?
- 4) Is there anything else you'd like to share or suggestions you have about the library to help plan for the future of library service in Beaufort County?



Staff Development Day

April 19, 2017

State of the Library

Ray McBride, Director, Beaufort County Library

Guest Speaker

Emerging Trends in Public Libraries

David Lankes, Director, University of South Carolina School of Library and Information Science

Facilitators

Ben Boswell

Jim Glasson

Deborah Johnson

Fred Leyda

Chrissy Robinson

Connie Scuderi

Lolita Huckaby Watson

Participants

59 of 81 staff participated. The Library Director and Assistant Director were also present, but observed in order to not skew the process.

Beaufort County Library Board of Trustees

Council District 1
Brenda Ladson Powell
(Term 2/18)

Council District 2
Deborah S. Johnson
(Term 2/19)

Council District 3
Bernard Kole, *Chair*
(Term 2/18)

Council District 4
Tracey Robinson
(Term 2/21)

Council District 5
(Vacant)

Council District 6
Anna Maria Tabernik, *Vice Chair*
(Term 2/18)

Council District 7
Rosalie Richman
(Term 2/18)

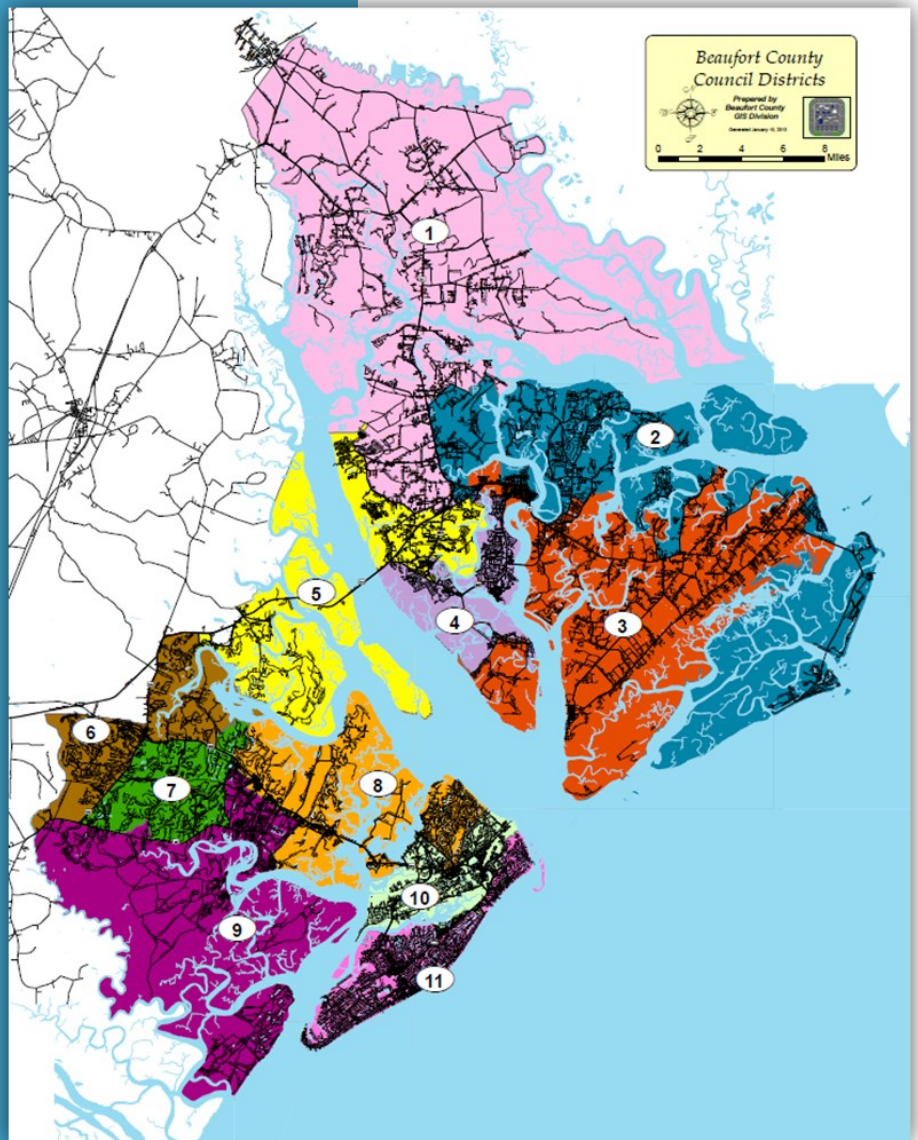
Council District 8
Eileen M. Fitzgerald
(Term 2/18)

Council District 9
Laura Sturkie
(Term 2/18)

Council District 10
Lynne Miller
(Term 2/18)

Council District 11
Joseph Bogacz
(Term 2/18)

Library Director
Ray McBride





For Learning. For Leisure. For Life.

Beaufort County Library

library@bcgov.net | 843.255.6430

BeaufortCountyLibrary.org