

**KENTUCKY PUBLIC LIBRARY STANDARDS:
DIRECTION AND SERVICE FOR THE 21ST CENTURY, 6TH Ed.**

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Kentucky Public Library Association

in cooperation with



Kentucky Department for Libraries and Archives

The KPLA Standards Committee would like to thank the many sub-committee members for their help during this revision!

Previous KPLA Standards Committee members are listed below.
Their efforts made the Standards the valuable tool they are today!
(Please forgive any omitted names)

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1. GOVERNANCE AND ADMINISTRATION

Public libraries in Kentucky are established according to Kentucky Revised Statutes, Chapters 65, 67 or 173. Boards of trustees have been created by law to act as governing bodies for the library. Library board members are public officials who provide the leadership and vision necessary for effective and efficient operation of the library and for following sound practices of planning, administration, management, and funding. Directors and staff use sound library administration and management practices to apply the policies and statutory obligations of the governing board to the daily operations of the library.

1.1 The Library and the Board are legally established and operate in compliance with all local, state, and federal laws and regulations.

ESSENTIAL

- 1.1.1 The Board has approved bylaws.
- 1.1.2 Board appointments and terms are in accordance with the Kentucky Revised Statutes under which they were established.
- 1.1.3 The Board elects officers at least every two years.
- 1.1.4 The State Librarian receives appointment recommendations at least 90 days prior to the expiration of the term or in a timely manner when a vacancy occurs.
- 1.1.5 The Board meets monthly on a regular day and time and in a physically accessible location.
- 1.1.6 Board meetings are conducted as open meetings in accordance with KRS 61.80-61.850.
- 1.1.7 The Library provides public access to board meeting minutes, financial statements, budgets, annual reports, policies, and other documents in accordance with KRS 61.870-61.884.
- 1.1.8 The Board and Director comply with statutory reporting requirements of local, state, and federal agencies and the Kentucky Department for Libraries and Archives [KDLA].
- 1.1.9 The Board and administrative staff are familiar with and in compliance with federal, state, and local laws which affect library operations, such as minimum wage, hiring practices, unemployment compensation, privacy, accessibility, open records, etc.
- 1.1.10 The Director monitors statutory changes and recommends any policy changes needed to maintain legal library operations.
- 1.1.11 The Board has a standardized process for trustee recruitment.

ENHANCED

- 1.1.12 The Board has approved bylaws that are reviewed at least every five years.
- 1.1.13 Board membership represents a broad spectrum of community interests, occupations, and geographic areas, in support of the strategic goals of the library.

- 1.1.14 The Board has a standardized process for trustee recruitment that includes an application and advertising in the library.
- 1.1.15 The Board retains the services of a local attorney to advise them and the Director on legal matters, including employee issues, property issues, liability issues, and legal actions involving the library.

EXEMPLARY

- 1.1.16 The Board has approved bylaws that are reviewed at least every three years.
- 1.1.17 Board membership represents a broad spectrum of community interests, occupations, and geographic areas. The Board reflects the demographics of the population served by the library including age, gender, and race, in support of the strategic goals of the library.
- 1.1.18 The Board has a standardized process for trustee recruitment that includes an application and promotion in the community.

1.2 The Board and Director provide the leadership needed to insure sustained funding and to continually improve library services.

ESSENTIAL

- 1.2.1 The Board approves written policies for all aspects of library service and operation. The Director develops procedures for implementation of the policies and manages daily operation.
- 1.2.2 The Library annually applies for the federal E-Rate program, which provides significant discounts to help eligible schools and libraries obtain affordable telecommunications and internet access.
- 1.2.3 The Board employs a Director who holds or is working toward an appropriate certificate of librarianship issued by the Kentucky State Board for the Certification of Librarians.
- 1.2.4 The Board provides for the continuing education of the Director including payment for workshop/conference attendance and membership in the Kentucky Library Association [KLA].
- 1.2.5 The Director attends at least one state, regional or national library conference each year.
- 1.2.6 The Board and Director participate in local advocacy efforts.
- 1.2.7 The Board conducts annual performance evaluations of the Director.
- 1.2.8 New Board members receive an orientation that includes a review of Board bylaws, policies and practices, a description of library policies and services, and a tour of library facilities. They also receive a copy of "Managing Government Records," "Your Duty Under the Law," and the Kentucky Public Library Trustee Manual.
- 1.2.9 The Director or designee of the Director is present at all board meetings.

- 1.2.10 Board packets are distributed prior to the meeting day.
- 1.2.11 The Director prepares monthly reports for the Board to keep them advised of library operations including programs and services, statistics, and personnel, as well as external factors affecting libraries, such as state or federal legislation.
- 1.2.12 Board members participate in continuing education activities such as those offered by KDLA and KLA.
- 1.2.13 All Board Members have been informed about the Kentucky Public Trustee Certification Program.

ENHANCED

- 1.2.14 The Board employs a Director with a Master's Degree in Library Science (MLS/MLIS).
- 1.2.15 The Library pays for membership in the American Library Association/Public Library Association [ALA/PLA] for the Director.
- 1.2.16 The Library recognizes the importance of continuing education for its board members by making available membership in KLA and paying expenses for attendance at workshops and conferences.
- 1.2.17 All Board members are working toward certification from the Kentucky Public Library Trustee Certification Program.
- 1.2.18 Board members, the Director, and key library staff are actively involved in community organizations such as Kiwanis, Chamber of Commerce, Lions, Rotary, planning committees, historical societies, and other nonprofit organizations.
- 1.2.19 The Board and Director keep local, state, and federal elected officials informed of legislation (as identified by the KPLA Advocacy Committee and ALA) affecting libraries.
- 1.2.20 The Board actively recruits candidates for board membership with expertise needed for library development and operations.
- 1.2.21 The Board and Director participate in Kentucky Public Library Association [KPLA] advocacy activities, such as attending the state's Library Legislative Day and contacting local legislators via telephone or email.

EXEMPLARY

- 1.2.22 The Library has a Friends of the Library chapter.
- 1.2.23 The Board employs a Director with a Master's degree in Library Science (MLS/MLIS) and at least five years of public library experience.
- 1.2.24 The Board and Director participate in national issues, such as Intellectual Freedom and Censorship, supporting libraries by communicating with their legislators.

1.2.25 All Board members hold trustee certification from the Kentucky Public Library Trustee Certification Program.

1.2.26 The Board and Director participate in national advocacy activities, such as contacting national representatives and participating in ALA initiatives.

1.3 The Library has fiscal procedures and financial management practices consistent with generally accepted accounting practices and designed to support the library's growth and development.

ESSENTIAL

1.3.1 The Board works to secure adequate funding to maintain or increase the Library's services each year.

1.3.2 The Director and/or budget committee prepare an annual budget with input from board members and staff. The budget includes line items for personnel, collection, operations, and capital outlay. The Board approves the budget and the Director files it in accordance with the Kentucky Revised Statutes.

1.3.3 The Library's finances, including all funds received and expended, are audited as required by Kentucky Revised Statutes.

1.3.4 The Library complies with applicable federal, state, and local purchasing regulations, in accordance with KRS 424.60, KRS 424.130, and other applicable statutes.

1.3.5 The Board maintains appropriate insurances including property, liability, unemployment, and workers' compensation.

1.3.6 The Library maintains a three-month reserve of salaries and benefits.

ENHANCED

1.3.7 The Library regularly applies for federal, state, or special grants, or seeks private support to provide for enhancements to basic services.

1.3.8 The Board has adopted a formal purchasing policy, such as the Kentucky Model Procurement Code.

1.3.9 The Library maintains a reserve of three months operating expenses, defined as the expenses required to operate the library, including salary and benefits (see appendix).

EXEMPLARY

1.3.10 The Library exceeds the state average for per capita income as reported in the most current Statistical Report of Kentucky Public Libraries (available on KDLA's website).

- 1.3.11 The Board works with the community to establish and maintain a foundation or endowment to provide funding for enhancements to basic services.
- 1.3.12 The Library maintains a reserve of six months' operating expenses, defined as the expenses required to operate the library, including salary and benefits (see appendix).
- 1.3.13 The Board has adopted a resolution or policy establishing and regulating restricted reserve funds for the library.

1.4 The Library has a visionary strategic plan that guides management and organizational decisions.

ESSENTIAL

- 1.4.1 The Library has completed a recognized strategic planning process, such as PLA's *Strategic Planning for Results*, which is based on a review and assessment of community needs. The plan has been approved by the Board.
- 1.4.2 The strategic planning process involved community stakeholders, and the results of the planning process were communicated to them.
- 1.4.3 The strategic planning priorities are used as a guide for program and service planning, budgeting, and individual and department goal setting.
- 1.4.4 The Director has authority to expend funds as budgeted to operate the library and implement the strategic plan.

ENHANCED

- 1.4.5 The strategic plan is reviewed and updated annually by the Director and the Board to monitor progress to insure the plan's continued relevance and allocate or reallocate resources as required.
- 1.4.6 A new strategic plan is completed at least every five years and is based on a current needs assessment, such as http://cedik.ca.uky.edu/data_profiles/economic and/or <http://ksdc.louisville.edu/appendix.php/kentucky-demographic-data/projections>, which includes community input on hours, services, programs, and collections.
- 1.4.7 The Library's Strategic Plan is available in hard copy or on the Library's website.

EXEMPLARY

- 1.4.8 The Board receives a quarterly update of the library's progress in meeting the plan's goals and objectives from the Director.
- 1.4.9 The strategic plan is based on a needs assessment completed within the last three years that included community input on hours, services, programs, and collections.

1.5 The Board has written policies to govern Board and Library operation.

ESSENTIAL

- 1.5.1 The Board has adopted personnel policies including such topics as: hiring, evaluation, salary, retirement, employee conduct, etc.
- 1.5.2 The Board has adopted circulation policies including such topics as: loan periods, fines, overdues, etc.
- 1.5.3 The Board has adopted collection development policies including such topics as: intellectual freedom, gifts and donations, weeding, etc.
- 1.5.4 The Board has adopted facility use policies including such topics as: accessibility, displays, meeting room use, etc.
- 1.5.5 The Board has adopted public safety policies including such topics as: unattended children, inappropriate behavior, emergency and disaster response, etc.
- 1.5.6 The Board has adopted the 10 Essential Board Policies for KY Public Libraries suggested by KDLA. These policies are listed in Appendix A and on KDLA's website. (<http://kdla.ky.gov/librarians/librarypolicies/Pages/BoardPolicies.aspx>)
- 1.5.7 The Board has adopted an Information Security policy as required by KRS 61.932(1)(b). A sample policy can be found on KDLA's website (see 1.5.6).
- 1.5.8 The Board reviews all policies at least every five years, updating as needed.

ENHANCED

- 1.5.9 The Board reviews all policies at least every three years, updating as needed.

EXEMPLARY

- 1.5.10 The Board reviews all policies every year, updating as needed.

2. HUMAN RESOURCES

The success of virtually every program and service of the library depends upon having a skilled, motivated, and trained staff. In order to recruit and retain such a work force, the Library must seek out the most qualified candidates, offer competitive salaries and benefits, support ongoing training and professional development opportunities, and provide a work environment that insures equitable treatment for all employees.

2.1 The Library employs the appropriate number of qualified employees to staff the library during all hours of operation.

ESSENTIAL

- 2.1.1 At least 50% of the library's total operating expenditures (excludes capital expenditures and debt services, see appendix) are personnel expenditures, including required benefits.
- 2.1.2 The Library employs at least one FTE staff person per 4000 people in the service area.
- 2.1.3 All full-time employees who provide library information services are working toward certification from the Kentucky State Board for the Certification of Librarians.
- 2.1.4 A minimum of two employees are on duty during all library hours.
- 2.1.5 The library staff reflects the demographic makeup of the community.
- 2.1.6 Orientation for new hires includes harassment awareness training.
- 2.1.7 All employees receive annual safety and security training.
- 2.1.8 All part time employees who provide library information services complete 3 hours of continuing education each year.

ENHANCED

- 2.1.9 The Library employs at least one FTE staff person per 3000 people in the service area.
- 2.1.10 At least 10% of the full time staff has an MLS/MLIS degree.
- 2.1.11 All full-time employees who provide library information services are certified by the Kentucky State Board for the Certification of Librarians.
- 2.1.12 Each area of public service has certified staff available during all library hours.
- 2.1.13 Orientation for new staff includes diversity awareness training.
- 2.1.14 All part time employees who provide library information services complete 5 hours of continuing education each year.

EXEMPLARY

- 2.1.15 The Library employs at least one FTE staff person per 2000 people in the service area.
- 2.1.16 At least 20% of the full-time staff have an MLS/MLIS degree.
- 2.1.17 All part-time employees who provide library information services complete 10 hours of continuing education each year.
- 2.1.18 All Library public service areas have at least one employee classified as "professional" or who holds Professional certification on duty during all library hours.
- 2.1.19 The Library will provide diversity training to the staff every two years.

2.2 The Library follows generally accepted employment practices and procedures that insure equitable treatment of all employees and comply with local, state, and federal employment law.

ESSENTIAL

- 2.2.1 The Library has written and adopted at least 50% of the personnel policies recommended in Appendix A.
- 2.2.2 The Library has written ADA-AA compliant job descriptions for each position that include job duties, education, and experience requirements.
- 2.2.3 A member of Library administration attends employment law training annually.
- 2.2.4 All employees receive an annual performance review.
- 2.2.5 All required labor posters are posted in the appropriate areas of the Library. (United States Department of Labor Poster Advisor – <http://www.dol.gov/elaws/posters.htm>.)

ENHANCED

- 2.2.6 The Library has written and adopted all of the personnel policies recommended in Appendix A.
- 2.2.7 The Library makes available to all staff a personnel policy manual approved by the Board.
- 2.2.8 The Library designates a staff member responsible for Human Resource services or employs at least 0.5 FTE Human Resource Specialist per 50 employees.

EXEMPLARY

- 2.2.9 The Library maintains written policies and job descriptions for volunteers.

2.3 The Library offers salaries and benefits that attract and retain qualified employees.

ESSENTIAL

- 2.3.1 The Library offers comparable salaries to those of similar occupations in the community.
- 2.3.2 The Library offers paid vacation, holiday, and sick leave to all full-time employees.

ENHANCED

- 2.3.3 The Library offers comparable salaries to those of public libraries in similar communities in the state.
- 2.3.4 The Library provides health insurance and a retirement plan for all full-time employees.

EXEMPLARY

- 2.3.5 The Library offers comparable salaries to those of similar public libraries nationwide.
- 2.3.6 The Library offers a variety of additional voluntary benefits such as dental, vision, life, or disability insurance.
- 2.3.7 The Library offers selected benefits to part-time employees.

2.4 The Library provides for training and professional development for all library employees.

ESSENTIAL

- 2.4.1 Employees are provided release time and all costs are paid for continuing education activities required for obtaining or renewing required certification.
- 2.4.2 The Library provides an orientation and training program for all new employees.

ENHANCED

- 2.4.3 The Library provides regular in-house opportunities for ongoing staff development.
- 2.4.4 The Library designates a staff member to train volunteers and insures that all volunteers are properly trained.
- 2.4.5 The Library encourages staff members to develop presentations for staff training opportunities and for educating community groups about the library.

2.4.6 The Library offers at least a partial tuition reimbursement program for certified staff obtaining a Master's Degree in Library Science.

EXEMPLARY

2.4.7 The Library pays for membership in KLA and/or ALA for all full-time employees classified as "professional" or who hold Professional certification. Participation in KLA/KPLA activities is encouraged and supported with funding and release time.

2.4.8 The Library provides at least one in-house training activity for all staff per quarter.

3. COLLECTIONS

Kentucky's public libraries should provide a wide range of materials in all formats to meet customer needs. These standards recognize that developing a current, healthy collection can be a difficult task without adequate funding. This section recommends minimum levels of funding and holdings per population served as one way to measure the effectiveness of the library's collection.

3.1 The Library follows generally accepted policies and practices for material selection, acquisition, cataloging, and collection maintenance.

ESSENTIAL

3.1.1 The Library has a written, board-approved collection development policy, updated within the past five years, that supports the priorities and goals of the library's strategic plan. The policy includes:

- Intellectual freedom statement
- Selection and weeding criteria for all collections and formats
- Policy for accepting gifts and donations
- Policy for handling challenges to materials

3.1.2 The Library has a procedure for addressing customer requests to add materials to the collection.

3.1.3 The Library places orders at regular intervals throughout the year to insure a steady flow of new materials.

3.1.4 All materials are cataloged using Anglo-American Cataloging Rules, 2nd Ed. (AACR2) and, if automated, Machine Readable Catalog (MARC) format, or currently recognized standards.

3.1.5 The entire library collection is weeded at least every three years according to the Library's policy on collection development.

ENHANCED

3.1.6 The Library utilizes at least two professionally recognized review sources as part of their policy on material selection.

3.1.7 The Library utilizes electronic resources in selecting materials.

3.1.8 The entire library collection is weeded at least every two years according to the Library's policy on collection development.

3.1.9 All material is cataloged using Resource Description & Access (RDA).

EXEMPLARY

3.1.10 The entire library collection is weeded annually according to the Library's policy on collection development.

3.2 The Library provides a wide range of material in sufficient quantity to meet community needs. The collection is current and includes books, periodicals, audiovisual material in physical and digital formats, and licensed informational databases.

ESSENTIAL

3.2.1 The Library spends at least \$2.25 per capita for collection expenditures.

3.2.2 The Library adds and withdraws at least 3% of its circulating collection each year.

3.2.3 The Library provides remote access to Kentucky Virtual Library (KYVL) databases.

3.2.4 The Library provides materials for special population groups such as foreign language speakers, home school families, and adult new readers.

3.2.5 The Library provides access to electronic resources.

ENHANCED

3.2.6 The Library spends at least \$4.50 per capita for collection expenditures.

3.2.7 The Library provides remote access to databases to meet local demand for information, in addition to those provided by KYVL databases.

3.2.8 The Library adds and withdraws at least 4% of its circulating collection each year.

3.2.9 The Library provides materials in a variety of formats to insure equal access. Examples include large print books, unabridged audio books, closed-captioned/described/signed videos.

EXEMPLARY

3.2.10 The Library spends at least \$6.75 per capita for collection materials.

3.2.11 The Library adds and withdraws at least 5% of its circulating collection each year.

4. SERVICES

Libraries are active providers of information services, reader's advisory services, educational support, youth and children's services, and programs. Well-qualified and trained library staff plays an essential role in delivering these effective services and programs to all members of the community. Extension services and outreach programs make resources as widely available as possible, while technology enables remote access to library's resources and digital resources. These standards recognize the importance of a library's service program including alternative access for those unable to use traditional library resources.

4.1 The Library offers a variety of services and programs to meet the needs of the community.

ESSENTIAL

- 4.1.1 The Library allows customers to renew and reserve materials, in person and by phone, during all library service hours.
- 4.1.2 The Library provides reference services, in person and by phone, during all library service hours.
- 4.1.3 The Library provides reader's advisory services, in person and by phone, during all library service hours.
- 4.1.4 The Library has an established avenue (i.e. comment cards, surveys, email forms, etc.) for the public to provide input on library resources.
- 4.1.5 The Library provides customers with interlibrary loan services.
- 4.1.6 The Library participates in the KYVL courier service.
- 4.1.7 The Library provides a schedule of programming for children throughout the year.
- 4.1.8 The Library regularly partners with at least two other social, cultural, and recreational organizations in the community to offer programs.
- 4.1.9 The Library hosts field trips, tours, and/or class visits.
- 4.1.10 The Library provides a photocopier or scanner for public use. Copyright restrictions are posted as appropriate.
- 4.1.11 The Library provides fax service.

ENHANCED

- 4.1.12 The Library provides reference services via email, web form, etc.

- 4.1.13 The Library allows customers to renew and reserve materials online.
- 4.1.14 The Library provides a schedule of programming for children and adults throughout the year.
- 4.1.15 The Library visits local schools and daycares to promote the summer reading program.
- 4.1.16 The Library sets objectives for its programming activities using evaluative criteria.
- 4.1.17 The Library annually submits its bibliographic records and holdings to OCLC in support of interlibrary loan [Kentucky Resource Sharing Program administered by KDLA].
- 4.1.18 The Library provides audiovisual equipment such as a screen, LCD projector, and DVD equipment for public use in designated meeting spaces or rooms.
- 4.1.19 The Library regularly partners with at least four other social, cultural, and recreational organizations in the community to offer programs.
- 4.1.20 The Library provides formal instruction in the use of library resources and equipment.
- 4.1.21 The Library makes space available for meetings and exhibits.

EXEMPLARY

- 4.1.22 The Library provides a schedule of programming for children, adults, and young adults throughout the year.
- 4.1.23 The Library provides a schedule of off-site programming for all ages throughout the year.
- 4.1.24 The Library provides a schedule of programming for target populations such as older adults, home-school families, specific ethnic groups, or patrons with special needs.
- 4.1.25 When planning programs, the Library considers the mission and strategic plan of the Library, the availability of programming from other organizations in the community, as well as utilizing census information – such as Population in Households by Sex & Age, to obtain community demographics. [<https://www.census.gov/population/age>]
- 4.1.26 The Library regularly partners with at least six other social, cultural, and recreational organizations in the community to offer programs.
- 4.1.27 Basic library publications, such as library card applications, flyers, brochures, etc., are translated into the most prominent languages in the community.
- 4.1.28 The Library utilizes social media platforms to connect with users and provide services.
- 4.1.29 The Library assesses community perspectives, needs, and use of library services through one

or more accepted market research techniques.

4.2 The Library insures that its services and resources are as widely available as possible to all members of the community.

ESSENTIAL

4.2.1 The Library system offers at least the following number of unduplicated hours:

<u>Population</u>	<u>Unduplicated Hours</u>
0-39,999	38
40,000-74,999	52
75,000 and up	64

4.2.2 The Library is open to the public at least the following number of evening hours:

<u>Population</u>	<u>Evening (after 5pm)</u>
0-39,999	5
40,000-74,999	8
75,000 and up	10

4.2.3 The Library is open to the public at least the following number of weekend hours:

<u>Population</u>	<u>Weekend (Saturday/Sunday)</u>
0-39,999	6
40,000-74,999	8
75,000 and up	9

4.2.4 The Library has automated recordings in use during closed hours to inform the public of the library's service hours.

4.2.5 The Library provides a method to return materials 24 hours a day.

4.2.6 The Library provides public programs free of charge and open to all.

4.2.7 The Library has a plan to provide materials and services to all residents of the service area which may include homebound service, deposit collections, bookmobile service, material-by-mail, and/or programs outside the library.

ENHANCED

4.2.8 The Library provides a cellular phone for staff providing outreach services.

4.2.9 The Library system offers at least the following number of unduplicated hours:

<u>Population</u>	<u>Unduplicated Hours</u>
0-39,999	44
40,000-74,999	58
75,000 and up	68

4.2.10 The Library is open to the public at least the following number of evening hours:

<u>Population</u>	<u>Evening (after 5pm)</u>
0-39,999	9
40,000-74,999	12
75,000 and up	14

4.2.11 The Library is open to the public at least the following number of weekend hours:

<u>Population</u>	<u>Weekend (Saturday/Sunday)</u>
0-39,999	8
40,000-74,999	9
75,000 and up	10

EXEMPLARY

4.2.12 The Library actively assesses the hours open to the public to insure the needs of the community are being met.

4.2.13 The Library promotes the use of mobile applications (i.e. library app, OverDrive app, OneClick app, etc.) to access Library resources.

4.2.14 The Library system offers at least the following number of unduplicated hours:

<u>Population</u>	<u>Unduplicated Hours</u>
0-39,999	52
40,000-74,999	64
75,000 and up	72

4.2.15 The Library is open to the public at least the following number of evening hours:

<u>Population</u>	<u>Evening (after 5pm)</u>
0-39,999	15
40,000-74,999	18
75,000 and up	20

4.2.16 The Library is open to the public at least the following number of weekend hours:

<u>Population</u>	<u>Weekend (Saturday/Sunday)</u>
0-39,999	10
40,000-74,999	12
75,000 and up	13

4.3 The Library complies with all appropriate laws, including the Americans with Disabilities Act (ADA), to make its materials, services and programs available to customers with disabilities.

ESSENTIAL

- 4.3.1 The Library maintains a collection of low-tech assistive devices such as magnifiers, bold markers, etc.
- 4.3.2 The Library provides the necessary accommodations, including interpreting services, to enable customers with disabilities to participate in programs and advertises such accommodations in the program announcement.
- 4.3.3 The Library promotes the services of the Kentucky Talking Book Library [KTBL] using flyers, posters and verbal recommendations. Applications for KTBL are available at the library.

ENHANCED

- 4.3.4 The Library insures that the community is aware of its special accessibility services/features by regularly publicizing them through handouts, press releases, etc.
- 4.3.5 The Library's website is designed to meet the Web Content Accessibility Guidelines published by the Web Accessibility Initiative [WAI] of the World Wide Web Consortium [W3C]. [For guidelines, visit www.w3.org/WAI]
- 4.3.6 The Library encourages staff to create, promote, and implement inclusive library programs that support adults and youth with intellectual disabilities.

EXEMPLARY

- 4.3.7 The Library provides Closed Circuit Television [CCTV] or other types of assistive technology for high magnification of printed materials.
- 4.3.8 The Library provides at least one universally accessible computer.
- 4.3.9 The Library provides interpreting services at all major events and at other programs as requested.

4.4 Library staff members have the qualifications and are adequately trained to provide high quality library service.

ESSENTIAL

- 4.4.1 The Library provides staff trained to assist customers with the Internet, Online Public Access Computers [OPAC], online databases and other digital resources during all hours the library is open.
- 4.4.2 The Library provides staff trained in reference work, including reference work with children, during all hours the library is open.
- 4.4.3 The Library provides a trained youth services specialist with appropriate certification in

each of its facilities.

- 4.4.4 The Library provides assistance and training with the goal of increasing the level of digital literacy in the community.
- 4.4.5 The Library provides staff trained for school readiness programming as defined by the School Ready Library project. For more information, visit <http://kdla.ky.gov/librarians/programs/Pages/SchoolReady.aspx>.
- 4.4.6 The Library offers training to staff on inclusive programming for adults and youth with intellectual disabilities.

ENHANCED

- 4.4.7 The Library provides a trained youth services specialist with appropriate certification in each of its facilities during all hours that the library is open.
- 4.4.8 The Library provides staff trained in reader's advisory services during all hours the library is open.
- 4.4.9 The Library provides staff trained to assist customers with disabilities in the effective use of assistive devices and adaptive software used in the library.

EXEMPLARY

- 4.4.10 The Library provides a trained young adult specialist with appropriate certification on its staff.
- 4.4.11 The Library provides staff with basic fluency in significant languages spoken in the community.
- 4.4.12 The Library provides a youth services librarian with an MLS or equivalent in each library facility.
- 4.4.13 The Library provides staff who can communicate in American Sign Language [ASL].

5. FACILITIES

The appearance of public libraries directly affects community use. They should be large enough to adequately meet the needs of the service population. The library interior should have a flexible design to allow for changes in the service needs of the community. They should be conveniently located, aesthetically pleasing, have ample parking, and be free of physical barriers.

5.1. Library facilities provide sufficient, appropriately designed space to accommodate library services and programs.

ESSENTIAL

5.1.1 The Library provides adequate total square footage of floor space for its service population:

Population	Total Square Ft.
Less than 25,000	7,000 SF or .7 SF per capita, whichever is greater
25,000 or more	17,500 SF or .6 SF per capita, whichever is greater

5.1.2 The Library provides designated space for children's service and materials.

5.1.3 The Library meets the state standard of at least one parking space per 500 square feet of library space. This includes parking within a reasonable walking distance of the facility.

5.1.4 The Library has enough space to plan, prepare, and deliver programming called for by its strategic plan without affecting other library services.

5.1.5 The Library has an area for staff breaks which is physically and visually separated from any staff workspaces.

5.1.6 Library furniture, equipment, and shelving are arranged to meet minimum ADA standards for aisle width [36"] and wheelchair access [27' knee clearance].

ENHANCED

5.1.7 The Library provides at least eight tenths (0.8) of a square foot of library space per capita.

- 5.1.8 The library provides designated space for young adult services and materials.
- 5.1.9 The Library provides at least one parking space per 400 square feet of library space. This includes parking within a reasonable walking distance of the library.
- 5.1.10 The Library provides a public meeting room.

EXEMPLARY

- 5.1.11 The Library provides at least one (1) square foot of library space per capita.
- 5.1.12 The Library provides at least one parking space per 300 sq. ft. of library space. This includes parking within a reasonable walking distance of the library.
- 5.1.13 The Library has a current plan for anticipated facility refresh, renovation, expansion, and/or construction.
- 5.1.14 The Library provides an inviting and flexible environment with adequate space for quiet study, play, and programs.

5.2 Library facilities are accessible, safe, and well maintained.

ESSENTIAL

- 5.2.1 Library facilities meet all applicable building, fire, and safety codes.
- 5.2.2 The Library has conducted an accessibility assessment and library facilities comply with applicable standards of the Americans with Disabilities Act (ADA). [For an accessibility checklist, go to www.ada.ky.gov]
- 5.2.3 The exterior of the building is appropriately lighted and identified with signs clearly visible from the street.
- 5.2.4 Hours of library service are posted at each public entrance.
- 5.2.5 Interior signs identify the library's service areas and collections.
- 5.2.6 The Library has a schedule for regular maintenance of the building and grounds.

5.2.7 The parking areas and entrances are lighted well enough, with no pools of deep shadow, to provide safe entry and exit (about three foot candles).

ENHANCED

5.2.8 The Library entrance includes a manually operated automatic door opener.

5.2.9 The Library maintenance plan includes a schedule for refurbishing existing facilities including: carpet, painting, furniture replacement, HVAC, and other equipment. The maintenance plan also includes an explicit, written financial plan for paying for the work.

5.2.10 The Library has an electronic building security system.

5.2.11 The Library provides a gender neutral or family bathroom.

6. TECHNOLOGY

Information technology is an integral part of today's public library service. It is the responsibility of every public library to provide access to information in a timely manner and an appropriate format. The library meets this need by providing trained staff, up-to-date technology, and adequate communications that provide quick, reliable connections.

6.1 The Library insures that workstation, network, and server hardware and software is up-to-date and reliable.

ESSENTIAL

- 6.1.1 The Library has a written, Board-approved, technology plan that addresses the implementation and maintenance of all hardware, software, and network equipment. [KDLA's Technology Plan information can be found at: <http://kdla.ky.gov/librarians/programs/Pages/AutomationandTechnology.aspx>]
- 6.1.2 The technology plan includes a Disaster Preparedness and Recovery Plan.
- 6.1.3 The technology plan includes provisions for the proper disposal of all used equipment.
- 6.1.4 The Library has a schedule and allocates funds to replace or upgrade computer equipment every five years.
- 6.1.5 The Library provides wireless Internet access to the public at all locations.
- 6.1.6 The Library has a local area network (LAN) linking all workstations as appropriate.
- 6.1.7 The Library has deployed security measures to separate network (LAN) traffic for public access workstations, staff workstations, server, and wireless networks.
- 6.1.8 The Library provides a dedicated Internet connection that supports simultaneous use by all computer workstations while running intensive broadband applications.
- 6.1.9 The Library spends at least 2% of its total operating expenditures annually on technology. [Includes replacing equipment, providing internet access, website maintenance, security, automation system, VOIP phone service, staff and/or technology support contract, and back-up services.]
- 6.1.10 The Library maintains at least one public terminal with assistive technology that enables use by persons with visual or motor skill impairment and is wheel chair accessible.

ENHANCED

- 6.1.11 The Library has a schedule and allocates funds to replace or upgrade computer equipment every four years.
- 6.1.12 The Library spends at least 4% of its total operating expenditures annually on technology. [Includes replacing equipment, providing internet access, website maintenance, security, automation system, VOIP phone service, staff and/or technology support contract, and back-up services.]

EXEMPLARY

- 6.1.13 The Library's technology plan is reviewed every year.
- 6.1.14 The Library has a schedule and allocates funds to replace computer equipment every three years.
- 6.1.15 All public and staff computers have a version of the operating system software which is currently supported by the manufacturer/maintainer.
- 6.1.16 The Library spends at least 6% of its total operating expenditures annually on technology. [Includes replacing equipment, providing internet access, website maintenance, security, automation system, VOIP phone service, staff and/or technology support contract, and back-up services.]

6.2 The Library follows generally accepted policies and practices for operating and maintaining workstation, network, and server hardware and software.

ESSENTIAL

- 6.2.1 The Library has anti-virus protection installed on servers and workstations and checks regularly for virus updates.
- 6.2.2 The Library monitors and protects its network with appropriate security measures such as firewalls and authentication processes.
- 6.2.3 Workstations receive regular maintenance including removal of unauthorized software, cookies, and temporary files.
- 6.2.4 Operating systems, application software, and Library websites are regularly kept up-to-date with critical updates and patches.
- 6.2.5 Backups are conducted on a regular basis at least bimonthly or more frequently as required by the type of data. Copies of the backups are stored in a secure and fireproof location offsite and are regularly verified and tested. These backups should be encrypted with the encryption method being selected by the library.

- 6.2.6 The Library houses network and server equipment in a non-public, secured area.
- 6.2.7 The Library maintains an accurate inventory of all computer equipment and software licenses.
- 6.2.8 The Library works with third-party vendors to protect patrons' personal information in compliance with KRS 61.931-934 and its adopted Internet Security Policy. See <http://kdla.ky.gov/librarians/librarypolicies/Pages/InformationSecurity.aspx>

ENHANCED

- 6.2.9 The Library houses the computer server(s) in a separate room with separate climate control or utilizes a service such as cloud computing.
- 6.2.10 Backups are conducted on a regular basis at least weekly or more frequently as required by the type of data. At least two copies are made and retained off site in a secured environment with one copy at least 10 miles away. These backups should be regularly verified and tested. These backups should be encrypted with the encryption method being selected by the library.

EXEMPLARY

- 6.2.11 The Library houses network equipment, such as servers, hubs, and routers, in a secure [lockable], climate-controlled room specially equipped for the purpose, e.g. isolated ground circuits and data racks or utilizes a service such as cloud computing.
- 6.2.12 Backups are conducted on a daily basis. At least two copies are made and retained off site in a secured environment with one copy at least 10 miles away. These backups should be regularly verified and tested. These backups should be encrypted with the encryption method being selected by the library.

6.3 The Library utilizes current and emerging technologies to expand its service capabilities.

ESSENTIAL

- 6.3.1 The Library has an integrated library system [ILS], or is part of a shared ILS, that includes an online catalog, circulation and cataloging.
- 6.3.2 Customers can remotely review their ILS accounts, including items checked out and money owed, renew items, and place holds on items.
- 6.3.3 The Library provides remote access to the library's catalog 24 hours per day, seven days per week.

- 6.3.4 The Library maintains a website that includes Library hours, phone numbers, services, calendar of events, and other basic information. The website is updated at least monthly.
- 6.3.5 The Library performs a content inventory of its website at least annually to remove outdated links and information.
- 6.3.6 The Library provides at least one public access workstation (includes PCs, laptops, tablets, etc.) per 2000 population.
- 6.3.7 The Library has a formally adopted Internet Acceptable Use policy which is reviewed annually.
- 6.3.8 If the Library filters Internet content, it has a policy and procedure in place to allow customers unfiltered access.

ENHANCED

- 6.3.9 The Library provides at least one public access workstation (includes PCs, laptops, tablets, etc.) per 1500 population.
- 6.3.10 The Library provides an integrated website with interactive content, such as program registration, meeting room reservations, and customer initiated interlibrary loan.
- 6.3.11 The Library offers ILS self-checkout as an option for customers.

EXEMPLARY

- 6.3.12 The Library provides at least one public access workstation (includes PCs, laptops, tablets, etc.) per 1000 population.
- 6.3.13 The Library has the capacity of delivering off-site computer access.

6.4 The Library employs personnel who have the qualifications and training to install, operate and maintain workstation, network, and server hardware and software.

ESSENTIAL

- 6.4.1 The Library has access to technology staff trained to install and support computer hardware and software through staff or a vendor contract. Other staff are trained on basic network maintenance and support.
- 6.4.2 The Library has a staff member with responsibility for computer maintenance and support as part of their job description.
- 6.4.3 The Library allocates funds for ongoing staff technology training, as well as allowing work time to engage in technology-related learning activities.

- 6.4.4 The Library maintains at least one publicly advertised email account that is monitored during all hours of operation.
- 6.4.5 The Library's staff members have email accounts and access to workstations with Internet access.
- 6.4.6 The Library has a designated physical or digital location for storing current licenses for all software that is purchased and used.
- 6.4.7 The Library maintains a unique Internet domain name which is used for any Internet presence or email accounts.

ENHANCED

- 6.4.8 The Library provides computer workshops or training sessions for library staff.
- 6.4.9 The Library employs a full-time staff person with formal training in information technology to manage the Library's computer network, hardware and software.
- 6.4.10 The Library ensures that there is sufficient staff with technology expertise to help all patrons achieve their goals during open hours. Job descriptions for public services staff contain technology competencies.
- 6.4.11 The Library evaluates its digital literacy programs and services.

EXEMPLARY

- 6.4.12 The Library has a plan for cross-training, so that more than one staff member understands critical elements of technology.
- 6.4.13 The Library has a staff member or committee charged with reviewing new technologies and tracking future technology trends.
- 6.4.14 The Library gathers feedback from the community about its public technology needs.

7. MARKETING/PUBLIC RELATIONS

The goal of library public relations is to ensure the library has a strong public image. A successful public relations program sends a positive message to the appropriate audience and should reinforce the mission or vision of the library.

The primary function of library marketing is to find and keep customers. The primary function of library public relations is to ensure the library has a strong public image. Marketing combines advertising, promotion, publicity and public relations to build awareness, interest, desire and finally – action. Libraries must market programs, services and collections. Marketing incorporates identifying and reaching the target customer for programs, services, and collections. A successful public relations program sends a positive message to the appropriate audience and should reinforce the mission or vision of the library.

7.1 The Library increases community awareness of the Library’s programs, services, and collections.

ESSENTIAL

- 7.1.1 The Library spends at least 1% of its total operating expenditures to support marketing/public relations activities, as well as salaries for marketing/public relations staff.
- 7.1.2 The Library has staff members who meet with school librarians and school resource officers at least twice per year.
- 7.1.3 The Library maintains a contact list of community leaders, schools, churches, organizations, and other agencies within the community and communicates with them regularly through correspondence, promotional materials, or newsletters.
- 7.1.4 The Library participates in local events such as fairs, parades, festivals.
- 7.1.5 The Library incorporates a unique, recognizable library logo on most publications and promotional materials for the purpose of creating a unified brand.
- 7.1.6 The Library maintains a list of media contacts and regularly sends them information about library events, programs and services.
- 7.1.7 The Library has staff members who belong to and represent the Library in community groups such as business associations, local organizations and focus/interest groups.
- 7.1.8 The Library uses six or more of the following venues to promote and publicize library services on a regular basis:
 - Advertising specialty items
 - Annual report (an edited report used for promotional material)

- Promotional mailings to targeted audiences
- Displays, exhibits, bulletin boards, digital signage
- Face-to-face promotion (in-house or meeting with individuals/businesses/groups)
- General information brochure
- A website which provides location(s), hours, and contact information
- Newsletter
- Posters, flyers, bookmarks, brochures
- Paid advertising (print, web, billboards, television, or radio)
- Radio or Television PSA and/or interviews
- Social media (library blog, Facebook, Twitter, etc.)
- Bookmobile or outreach vehicle (such as parades, partnership events, special functions, etc.)

7.1.9 The Library recognizes all contributions to the library by way of personalized letters, Board resolutions, press releases, plaques, or receptions, as appropriate.

7.1.10 The Library conducts a regular image assessment of library facilities.

7.1.11 The Library educates all staff on the Library's practices and procedures for marketing and public relations.

ENHANCED

7.1.12 The Library spends at least 2% of its total operating expenditures to support marketing/public relations activities, as well as salaries for marketing/public relations staff.

7.1.13 The Library has a written marketing/public relations plan updated within the past three years.

7.1.14 The Library periodically surveys the community to determine the effectiveness of its marketing/public relations strategies.

7.1.15 The Library uses eight or more of the following venues to promote and publicize library services on a regular basis:

- Advertising specialty items
- Annual report (an edited report used for promotional material)
- Promotional mailings to targeted audiences
- Displays, exhibits, bulletin boards, digital signage
- Face-to-face promotion (person-to-person, door-to-door)
- General information brochure
- A website which provides location(s), hours, and contact information
- Newsletter
- Posters, flyers, bookmarks, brochures
- Paid advertising (print, web, billboards, television, or radio)
- Radio or Television PSA and/or interviews
- Social media (library blog, Facebook, Twitter, etc.)

- Bookmobile or outreach vehicle (such as parades, partnership events, special functions, etc.)

7.1.16 The Library has a local library logo and/or slogan that is used on most publications and promotional material for the purpose of creating a unified brand.

7.1.17 The Library has planned and will market an appropriate level of service to any significant ethnic or cultural population in the community.

7.1.18 The Library has staff members who meet with school librarians and school resource officers at least three times per year.

EXEMPLARY

7.1.19 The Library spends at least 3% of its total operating expenditures to support marketing/public relations activities, as well as salaries for marketing/public relations staff.

7.1.20 The Library reviews its marketing/public relations plan annually and updates as needed.

7.1.21 The Library has staff members who partner with other public agencies such as the health department, extension office, and social services at least five times per year.

7.1.22 The Library employs a staff member whose primary responsibility is to plan, develop, and implement marketing activities.

7.1.23 The Library uses ten or more of the following venues to promote and publicize library services on a regular basis:

- Advertising specialty items
- Annual report (an edited report used for promotional material)
- Promotional mailings to targeted audiences
- Displays, exhibits, bulletin boards, digital signage
- Face-to-face promotion (person-to-person, door-to-door)
- General information brochure
- A website which provides location(s), hours, and contact information
- Newsletter
- Posters, flyers, bookmarks, brochures
- Paid advertising (print, web, billboards, television, or radio)
- Radio or Television PSA and/or interviews
- Social media (library blog, Facebook, Twitter, etc.)
- Bookmobile or outreach vehicle (such as parades, partnership events, special functions, etc.)
- Other

7.1.24 The Library utilizes people outside its own organization to perform periodic image assessments of library facilities.

- 7.1.25 The Library identifies volunteers, including board members and Friends, willing to act as advocates for public libraries at the local, state, and national levels.
- 7.1.26 The Library participates in regional, state, and national promotions such as National Library Week, Children’s Book Week, and National Library Card Sign-Up Month.
- 7.1.27 The Library establishes community advisory groups, such as teens.
- 7.1.28 The Library has staff members who meet with school librarians and school resource officers at least four times per year.
- 7.1.29 The library uses content marketing as appropriate. See Appendix B for definition.

APPENDIX A

10 Essential Board Policies (by KDLA)
Board Reimbursement of Expense
Conflict of Interest
Ethics
Fiscal Responsibility
Investment
Open Records
Procurement
Sponsorship
Trustee Orientation
Whistle-Blower

Benefits
Insurance
Retirement/401K
Holidays
Vacation Leave
Personal/Sick Leave
Bereavement
Leave Without Pay
Voting Leave
Jury/Witness Duty
Family and Medical Leave Act (FMLA)

Compensation
Pay Periods, Paychecks, and/or Direct Deposit
Compensation Program Review
Payroll Deductions/Garnishments
Time Reporting and Overtime (FLSA)
Travel and Other Business Expenses
-Expense Reimbursement
-Mileage Reimbursement
-Continuing Education
-Conference and Meetings
-Professional Memberships
-Education Assistance/Tuition Reimbursement

Conduct and Performance
Background Checks
Substance Abuse
Sexual/Workplace Harassment
Performance Improvement Process
Conflict Resolution/Grievance Procedure

Employment
At Will Policy Statement
Equal Opportunity Employment (EOE)
Americans with Disabilities (ADA)
Recruitment Practices
Employment Classifications
Performance Appraisals
Termination of Employment

Health and Safety
Emergency Situations
Violence and Weapons
Worker's Compensation
Work Safety/OSHA

Workplace
Absenteeism and Tardiness
Company Records
Conflicts of Interest
Dress Code
Email and Internet
Employee Privacy/Confidentiality
Employee Records
Employment of Relatives
Motor Vehicles
Public Relations/Media
Religious Accommodations/Absences
Rest and Meal Periods
Social Networking
Telephone/Cell Phone Use
Tobacco Restrictions
Visitors in the Workplace
Volunteers
Work Schedule

APPENDIX B

GLOSSARY/ACRONYMS

ADA -- Americans with Disabilities Act. Federal legislation which guarantees rights of disabled persons.

ALA – American Library Association. The oldest and largest national library association in the world. Its concern spans all types of libraries.

ALTAFF – Association of Library Trustees, Advocates, Friends and Foundations. ALTAFF is a national network of enthusiastic library supporters who believe in the importance of libraries as the social and intellectual centers of communities and campuses

Adequate access – For wired networks, no computer needs more than a 25 foot network cable (e.g. the yellow cables from the Gates grant) run in a safe manner to reach a permanently installed network outlet. For wireless networks, the wireless network should be accessible from any point in the library.

Appropriately Lighted – Lighted well enough to allow safe travel across parking lots and over walks up to the library entrance (usually 3 foot candles for parking and 5 foot candles for people moving around), without any significant pools of shadow, and without any unnecessary light pollution.

CCTV – Closed Circuit Television. Equipment that magnifies printed materials for the visually disabled.

CE – Continuing Education. Any program or workshop which provides educational instruction for public library staff or trustees.

Clearly Visible – A person driving an automobile at normal speed on the street can see and recognize the sign in time to turn into the library parking lot.

Collection Expenditures – Includes print, audio-visual, and digital material purchased for the Library's collection.

Content Marketing – Marketing technique of creating and distributing valuable, relevant, and consistent content to attract and acquire a clearly defined audience. Content marketing can also be described as sharing stories relevant to your audience. (Additional information can be found at <https://goo.gl/cyJnzL> and <https://goo.gl/gzr4tn>.)

Foot Candle – A unit of measure of the intensity of light falling on a surface, equal to one lumen per square foot and originally defined with reference to a standardized candle burning at one foot from a given surface.

FTE – Full-time equivalent. A prorated percentage of part time work hours based on a full time work

week of 40 hours.

Full-Time – The minimum number of hours worked by an employee as defined by the Library. This is commonly between 35-40 hours per week.

HVAC – Heating Ventilation Air Conditioning system.

ILS – Integrated Library System.

Kentucky State Board for the Certification of Librarians – The governing body created in accordance with KRS 171.240 charged with assuring qualified staff in public libraries.

KDLA – Kentucky Department for Libraries and Archives. A state government agency providing leadership and support for the development and maintenance of library services throughout the state.

KLA – Kentucky Library Association. A membership organization of persons interested in promoting and improving all types of library service in the Commonwealth of Kentucky.

Kentucky Public Library Association – A section of the Kentucky Library Association, formerly called Public Library Section which focuses on public library services.

KRS – Kentucky Revised Statutes. The state laws of Kentucky.

KTBL – Kentucky Talking Book Library. A section of the Kentucky Department for Libraries and Archives which provides materials for visually and physically disabled persons.

KYVL – Kentucky Virtual Library. An electronic, “virtual” library that uses the Internet to provide access to quality databases and connections to information resources worldwide.

LAN – Local Area Network. The connecting of computers within a building into a shared system.

MARC – Machine Readable Cataloguing. A standardized format of cataloging library material records in order to convert to electronic data, thereby automating the circulation and the card catalog systems.

MLS/MLIS – Master’s Degree in Library Science or Master’s Degree in Library and Information Science.

OCLC – Online Computer Library Center. A not-for-profit computer service and research organization whose systems help libraries locate, acquire, catalog, and lend library materials.

OPAC – Online Public Access Catalog. The electronic version of the library’s card catalog.

Operating Expenses – Expenses required to operate the Library. This includes salary and benefit expenses for employees.

PLA – Public Library Association. A section of the American Library Association which focuses on

public libraries and librarians.

Planning for Results – A publication of the Public Library Association which outlines methods for long range planning by public libraries.

State Aid – Direct state aid to local public libraries, pursuant to KRS 171.2001, to enhance their services for the benefit of the citizens of the Commonwealth.

Universal Design – Incorporates accessibility into every stage of the design process. For additional information, go to www.universaldesign.com.

Up-to-date wiring – (1) computers and network devices don't share their circuit breakers with other devices, (2) the circuit breakers and wires leading to the outlets used by the computers and network devices are heavy enough to safely provide the electricity needed, and (3) these computer power outlets are located so that no computer has to use any extension cords (other than ONE surge protector) to reach a computer power outlet. This definition applies only to the building's electrical system from the breaker box to the wall outlet.

Web Accessibility Initiative [WAI] – Strategies, guidelines, and resources to make the Web accessible to people with disabilities; sponsored by the World Wide Web Consortium.