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ABSTRACT

This summary of the deliberations of the Planning Conference for Solar Technology Information Transfer includes an outline of a functioning solar energy technology network for the State of Kentucky and a set of recommendations for future action. Four main types of information agents were identified: (1) the State Library System; (2) the State Department of Energy; (3) the State Department of Education; and (4) various departments of the University of Kentucky--all as they relate to solar technology information transfer. Recommendations were made for each of these areas. Appendices include a proposal for an information system, the conference agenda and participant list, a proposal for the continuation of Phase II Operations of the Solar Technology Transfer Program, Kentucky Department of Energy organizational charts and energy conservation plan, a list of regional libraries, and a map of development districts in Kentucky. (CWM)

REPORT OF A PLANNING CONFERENCE FOR SOLAR TECHNOLOGY INFORMATION TRANSFER IN KENTUCKY

Frankfort, September 11-12, 1978

Southeastern Library Association

Oak Ridge National Laboratory

Johnnie Givens, Conference Director

Randall Capps, Recorder/Editor

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BACKGROUND OF THE KENTUCKY PLANNING CONFERENCE

Johnnie Givens, Executive Director of the Southeastern Library Association, presided over the conference which convened at 10 a.m., Monday, September 11, 1978, in the Chambers Lounge of the Frankfort Holiday Inn. In her opening remarks she explained the purpose of the planning conference and the nature of the agreement between the Southeastern Library Association (SELA) and the Oak Ridge National Laboratory (ORNL).

She encouraged conference participants to begin to think of the need for transmitting information concerning solar energy and technology. As conceived by the SELA and ORNL, the planning conferences were intended so that each of the states involved could coordinate their resources for the dissemination and transfer of information concerning solar energy technology. The Kentucky conference was the last of seven such conferences. Other conferences were held in Tennessee, Virginia, Louisiana, Mississippi, Georgia and South Carolina.

Dr. Fred Boercker of the Oak Ridge National Laboratory was responsible for the cooperative program of the ORNL and the SELA. He envisioned the public library system of each state as the ideal transfer agent for solar technology. Using the libraries as transfer agencies, a plan was devised for a model solar technology transfer program.

The Solar Technology Transfer Program involved the identification of ways by which solar energy information could be made available for the commerical market. This part of the program was aimed toward professionals identified by the Department of Energy as transfer agents. These include architects, engineers, builders and contractors, state and city officials, bankers and lending agents, librarians, educators, and others to whom the public tends to turn for information. The Solar Technology Transfer Program was designed as a three part program: (1) seminars aimed at transfer agents to introduce them to the state of the art, (2) libraries were selected to serve as a dissemination mechanism to assist the continuing flow of updated information, (3) "how to do it" short courses were designed for training persons involved in the installation of systems. Kentucky was selected for number (2) using the libraries as information agents.

Tennessee was selected to be the state to develop a model for the information transfer. The Tennessee plan provided for placing information concerning solar energy in all libraries. The inter-library loan system was used to make information concerning more sophisticated materials available on a broad basis. In order to keep reference librarians up-to-date, workshops were developed to provide them knowledge about available materials. A Planning Conference was developed to provide a mechanism for continuation of updating this

information. Finally, a public awareness program was designed to make the general public aware that information concerning solar technology would be available in the public libraries. *~~Kits containing information about solar energy were placed in each of the fifteen regional libraries in Kentucky~~. Workshops were planned to assist librarians in becoming aware of information sources available on solar energy (see Appendix E).

Damon Harrison of the Kentucky Department of Energy and Barbara Williams of the State Library and Archives are due special recognition for providing endorsement and staff time which enabled the project and the conference to emerge in Kentucky as a way to represent the needs of citizens of this state.

*This sentence should read:
Kits containing information about solar energy were placed in each of the 185 public libraries in the state. These were supplemented by more technical collections of materials located in each of the fifteen regional libraries in Kentucky, and available to all libraries through their regular interlibrary loan procedures.

THE PLANNING CONFERENCE: A SUMMARY

Participants in the Kentucky planning conference represented the state Department of Energy and the State Library System. Other participants represented the Research and Planning Division of the Department of Commerce, the Public Information office of the Education and the Arts Cabinet, the public libraries, and the Department of Education. Several persons from the University of Kentucky represented offices involved in dissemination of information concerning energy. Offices represented from the University of Kentucky included the Energy Extension Service Center for Economic Development, the NASA Technology Program and the Community College System. These participants were charged to give direction for efforts to develop a comprehensive solar energy technology information transfer program in Kentucky.

Early discussion centered around identifying information agents currently operating within Kentucky. Four main types of information agents were thus identified: (1) the State Library System, (2) the State Department of Energy, (3) the State Department of Education, and (4) various departments at the University of Kentucky.

The Kentucky Library and Archives was identified as the logical agency within Kentucky to serve as a means of expediting the project. Six librarians within the KENCLIP provide information services to state government, the public

library system, and coordinate inter-library loans within the one-hundred-nine counties participating in the state library program. The state library system has found that small units can work efficiently in disseminating information throughout the state. As a part of its public service, the state library division has compiled a bibliography on solar energy. This bibliography has been distributed to all public libraries within Kentucky.

Kentucky public libraries are organized into regions conforming to the area development districts (see Appendix F). Each of these regions is assigned a regional librarian who serves to coordinate activities within the region and acts as liaison with the State Library in Frankfort.

A monthly letter is sent to the libraries within the state by the director of the state library division. This letter serves as a vehicle to inform the libraries of new programs and provides a means of dissemination of information to the public libraries. The state library is also starting a program aimed at informing other state agencies of its dissemination program.

Kentucky's Department of Energy is organized into two bureaus: the Bureau of Energy Research and the Bureau of Energy Management. The Bureau of Energy Research has three main missions: conducting energy research and development, encouraging demonstration projects for coal conversion and providing technical assistance for commercial applications.

Likewise, the Bureau of Energy Management also has three main functions: the inventory and projection of energy supplies, demands and capacities; encouraging improved utilization and practices and the maintaining of an energy contingency plan for shortages. The Department of Energy has served thus far primarily as an information clearinghouse for solar information. The Kentucky Department of Energy is responsible for administering the state's Energy Conservation Plan as provided for by the Department of Energy.

Another agent of information transfer within Kentucky is the State Department of Education. This is generally accepted as a fast and efficient system of information dissemination. To date, the Education Department's involvement in energy has been through a curriculum guide for public school teachers. This program was planned to reach 1,481 schools with an enrollment of almost 750,000 students. The program was developed as an interdisciplinary one with several principal features. These features included the development of a set of classroom activities dealing directly and indirectly with energy and energy conservation. Various activities for different levels, kindergarten through twelve, involved all subject areas. This project also encourages teachers involved in the program to keep up-to-date on energy conservation materials through a series of in-service workshops.

Several departments at the University of Kentucky are directly involved in disseminating information on solar energy. The Pilot Energy Extension Service administered by the Center of Business Development serves small businesses in the Bluegrass Area Development District.

The NASA Technology Program, like the Pilot Energy Extension Service Project, is also administered through the College of Business and Economics at the University of Kentucky. Another division at the University of Kentucky which is involved in the delivery of information concerning energy is the Cooperative Extension Service. The CES offers a significant delivery mechanism for home owners and farmers. A well developed network of extension employees dispenses energy conservation information of a general nature aimed at the home and farm.

Participants next attempted to identify the audience for Kentucky. Inherent in the identification of the audience was a determination of audience needs. Agreement was reached that Kentucky has four levels of audiences for the Solar Technology Program:

1. General Public
2. Public School Students
3. Builders and Contractors
4. Architects and Engineers

The basic level of information consumers is the general public. The do-it-yourself people are located within this group. There is a need for information concerning application

of solar energy and for information on cost and efficiency.

Public school students represent another group of consumers. These students are often assigned research projects on solar energy and it is extremely important that information be made available to them because their generation will be increasingly concerned with alternative energy sources.

Contractors and builders represent the third group of consumers. In many cases these persons do not consult with architects and enegineers and it is important that basic information on solar technology be available for their use.

Architects and engineers were the final group of consumers identified. This is a key group from the standpoint of utilization with an immediate need for knowing about solar energy. It was suggested that this group of information users is not as inclined to use public libraries as is other groups, rather they tend to use university libraries or turn to other technical libraries.

Discussion ensued concerning the development of an awareness program to inform the public of what is available which would give citizens the background to make an educated decision concerning the use of solar as an alternative energy source. In order to provide a store of basic information for consumers it is important that librarians know where information concerning solar energy is located. Possibly a state level directory would help solve this problem.

It was suggested that several agencies might cooperate in developing a public awareness program. The program would be designed to inform the public that solar energy material is located in the public libraries.

One approach would be a speakers bureau sponsored by the public libraries. Speakers would be available to speak to civic and community groups. Another means of developing a public awareness would be through the media. The Kentucky Educational Television system might be asked to produce a film on the subject which would be aired over the public channels and the Department of Public Information could develop a series of public service announcements which would be distributed to all radio and television stations within the state.

Another dimension of the public awareness program included the possibility of involvement of the vocational schools within the state. These schools might incorporate a unit on solar energy within their carpentry trades curriculum. Several of these schools have their students build a house as a part of the training program. After completion these houses are auctioned to the public. One interesting possibility included using solar energy in some of these houses. Vocational schools are also often involved in adult education and this would provide another avenue for developing an interest in solar energy.

Curriculum development for vocational education is done in the Curriculum Development Center at the University of

Kentucky. That center might be requested to include material on solar energy as it continues to develop materials for the vocational schools.

In-service training for science teachers offers another means for public awareness. These in-service sessions are offered on a regular basis and the Department of Education might encourage science teachers to tell their students of the availability of materials on the subject.

The Department of Energy has an exhibit on energy which they show upon invitation. It was suggested that libraries might also develop exhibits devoted to solar energy. These exhibits would be designed to stimulate the public to investigate the materials located in the libraries.

Throughout the conference participants became increasingly aware of the necessity of disseminating information on solar energy and technology. Several suggestions were offered to aid in this dissemination.

It was agreed upon by the participants that a public awareness campaign should be instituted to tell the public that information on solar energy is available in the public libraries of Kentucky. There was a concern that the public understand that libraries are not advocating solar energy but rather that the libraries serve as a source of information.

Another suggestion involved the coordination of efforts among the various state agencies which publish materials on solar energy, primarily the Department of Energy and the Depart-

ment of Education, coordinate their efforts with the state library system to facilitate the distribution of appropriate materials through the libraries of the state.

Because of the rapid changes in research and publication within the solar technology field, it is important that a regular update of resources be made.

RESOLUTION

After a day and a half of discussion addressing Kentucky's needs for solar technology information transfer, the participants unanimously approved the following resolution:

RESOLVED: That communication channels have been opened as a result of this conference and that persons involved in different agencies now have a better understanding of solar energy and technology. Be it further resolved that conference participants serve to communicate this information to their various constituencies. Be it finally resolved that the conference participants express their appreciation to the Oak Ridge National Laboratory and the Southeastern Library Association for making the conference possible.

RECOMMENDATIONS

At the close of the conference the participants were in unanimous agreement concerning recommendations for future action.

Realizing that the collection of materials developed by the SELA is primarily to serve adult users, the conference participants recommended that a second collection be developed to serve the school-age users. These collections should be made available for distribution to both the public libraries and the school libraries of the state.

Because of the nature of this conference was planning, participants felt that a follow-up meeting would be important. It was agreed that the representative who had attended the planning conference from the State Library and from the Department of Energy should meet to make a determination of future action and steps which should be taken. The representative from the State Library would initiate the follow-up meeting.

Because the seven states involved in the initial program of the ORNL and the SELA have much in common, it was agreed that SELA could play an effective role in coordinating the opportunity for key persons who have been involved in each of the initial planning conferences to meet for follow-up planning with a regional respective. Participants in the follow-up conference should evaluate the program and recommend a future course of action.

Although reports from each of the state planning conferences will be available in ERIC, the participants recommended that summaries might be more practical for committee use.

The summaries of all reports would identify similarities of need and common ways of meeting those needs that have emerged for the seven state plans. These summaries would be made available to the libraries of the states involved and to the conference participants from each state.

APPENDIX A

A PLANNING CONFERENCE FOR
SOLAR TECHNOLOGY INFORMATION TRANSFER

September 11-12, 1978
Holiday Inn
Frankfort, Kentucky

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A PLANNING CONFERENCE
FOR
SOLAR TECHNOLOGY INFORMATION TRANSFER

September 11-12, 1978

Holiday Inn
Frankfort, Kentucky

AGENDA

Monday, September 11

10:00 a.m. - 5:00 p.m. Holiday Inn Chambers Lounge	PLANNING FOR SOLAR TECHNOLOGY INFORMATION TRANSFER Presiding - Johnnie Givens Executive Director - SELA Introduction of Participants Announcements Background Interaction of participants in a planning mode

(Box lunches will be served at noon)

Reservation for the participants who wish to have dinner together as a group will be made for Monday evening.

Tuesday, September 12

8:30 a.m. - 11:30 a.m.
Holiday Inn

Presiding - Johnnie Givens
Executive Director, SELA

Introduction of participants who joined the conference

Design of the information dissemination system - the participants

11:30 a.m. - 1:30 p.m. Lunch

(Randy Capps will serve as recorder/editor and will outline the plan during this break.)

1:30 p.m. - 3:00 p.m.

Presentation of the plan outline - Randy Capps

Reaction - approval of the plan - the participants

APPENDIX C

Proposal from the Southeastern Library Association to Oak Ridge National Laboratory for Continuation of the Phase II Operations of the Solar Technology Transfer Program

The Southeastern Library Association proposes to continue performing the tasks necessary to accomplish in four additional states the Phase II operations of Oak Ridge National Laboratory's Solar Technology Transfer Program during the final four months of fiscal 1978. The work will begin with June 1, 1978, and be completed on September 30, 1978. The states selected are: Georgia, Mississippi, South Carolina, and Texas. The tasks will include:

- one planning visit to each state for a representative of SELA coordinated with the director of the Solar Technology Transfer Program from Oak Ridge National Laboratory
- convening a state-wide conference of library leaders as selected by the State Library Agency Director to explain the rationale of the program and obtain any suggestions which they might have
- distribute packets of solar technology publications to all public libraries in each state and provide an in-depth back-up reference collection at the designated major reference centers of each
- conduct orientation/workshop sessions in group scheduling for the reference librarians in each state to give them vocabulary, bibliographic information, sources of information, and background up-date
- hold a state-wide planning conference for representatives from all types of libraries, the state energy authority, the state planning office, the consumer affairs office, and any other government planning units and information services which are particular to the state and have concern or involvement with energy, to determine ways in which a continuing solar energy information system can be developed for the state with a final written report published
- provide Oak Ridge National Laboratory with a report of Phase II activities in all seven states where the operations will have been conducted (Tennessee, Virginia, Louisiana, Georgia, Mississippi, South Carolina, and Texas), including an evaluation summary based upon a jointly selected method
- provide Oak Ridge National Laboratory with a minimum of six copies of a booklet summarizing the Southeastern Library Association's experience in planning and developing with the State Library Agency a state-wide solar information network.

A PROPOSAL TO UNION CARBIDE CORPORATION,
OAK RIDGE NATIONAL LABORATORIES,
OAK RIDGE, TENNESSEE

Supplemental to the initial project in Tennessee which served as a pilot, the Southeastern Library Association is proposing to enter into contract with Oak Ridge National Laboratory to continue it's program of assisting in designing, implementing, and monitoring a residual system for dissemination of information first to selected target groups, and secondarily to the general public, within the structure of ORNL's Solar Technology Project. The structure of the system will include the same mechanism employed in Tennessee whereby the concerned individual, particularly from one of the identified transfer agency groups, will be able to make his inquiry on solar technology to the local information center.

The project as developed in Tennessee gave evidence that the public library can become a reliable system for disseminating information on solar technology. The individual seeking information has the assurance that a functioning referral network through the library system will provide information, even when a request for basic information exceeds the capability of local on-site resources. In continuation of the project, the objectives remain to:

1. Utilize the existing mechanisms for planning within the state,

2. Custom design the services for the state with a user-oriented focus,

3. Avoid needless and costly duplication of both basic and administrative services by coordination and expansion of demonstrated effective services,

4. Strengthen the quality of information services by providing support for continued improvement of all kinds of resources.

This proposal is designed to enable the Oak Ridge National Laboratory to contract with the Southeastern Library Association on a per-state unit cost basis. To accomodate to the pattern of funding adopted for 1978 by the Department of Energy, the Southeastern Library Association will provide to the staff of ORNL expertise and assistance through each individual state in developing the component of the Solar Technology Project Phase 1, which covers the transfer of information about resource tools and information services. This coordinated effort between the subject specialists in solar technology and specialists in bibliography and information services is proving effective in Tennessee in planning the statewide network of solar technology information which will become the residual system for dissemination of information. The Southeastern Library Association proposes to serve as the administrative agency to coordinate the activities of planning and development evolving from the information seminars for transfer agents, through the state library agency in each state.

Experience in Tennessee indicated the three basic assumptions upon which the pilot project was developed to be necessary. They are:

1. A foundational "ready reference" packet of solar technology materials should be in an information center readily accessible to each transfer agent,

2. An information program should be initiated to inform each member of the various transfer agency groups where and how solar technology information initially is available, and

3. A planning forum must be provided for representatives of various information units within the state in order to produce a functioning solar technology network.

As a result of a planning conference to develop the statewide network of solar technology information for the state of Tennessee, it became evident that a fourth assumption should be added for the continuation of the program. This is number 4:

4. That librarians should be provided the opportunity to update their reference skills in solar technology to meet the increasing accelerated interest from library users.

These four components are necessary along with an initial planning component from the administrative agency, in order for librarians and libraries to respond in an accelerated pattern of service. Acceleration and special attention are the demands which require specific funding for making use of the library as the dissemination system.

The activities required to support these assumptions have been determined to be:

1. The development of a plan within each state for implementing solar technology transfer information programs including communications, staff, consultants, printing, and travel,

2. The purchase of materials needed to provide public libraries in each county of a state as identified by the staff of the state library agency with ready-reference solar technology information kits including acquisitions, preparation for use, communications, and shipping,

3. Initiation of a public information program including design and staff,

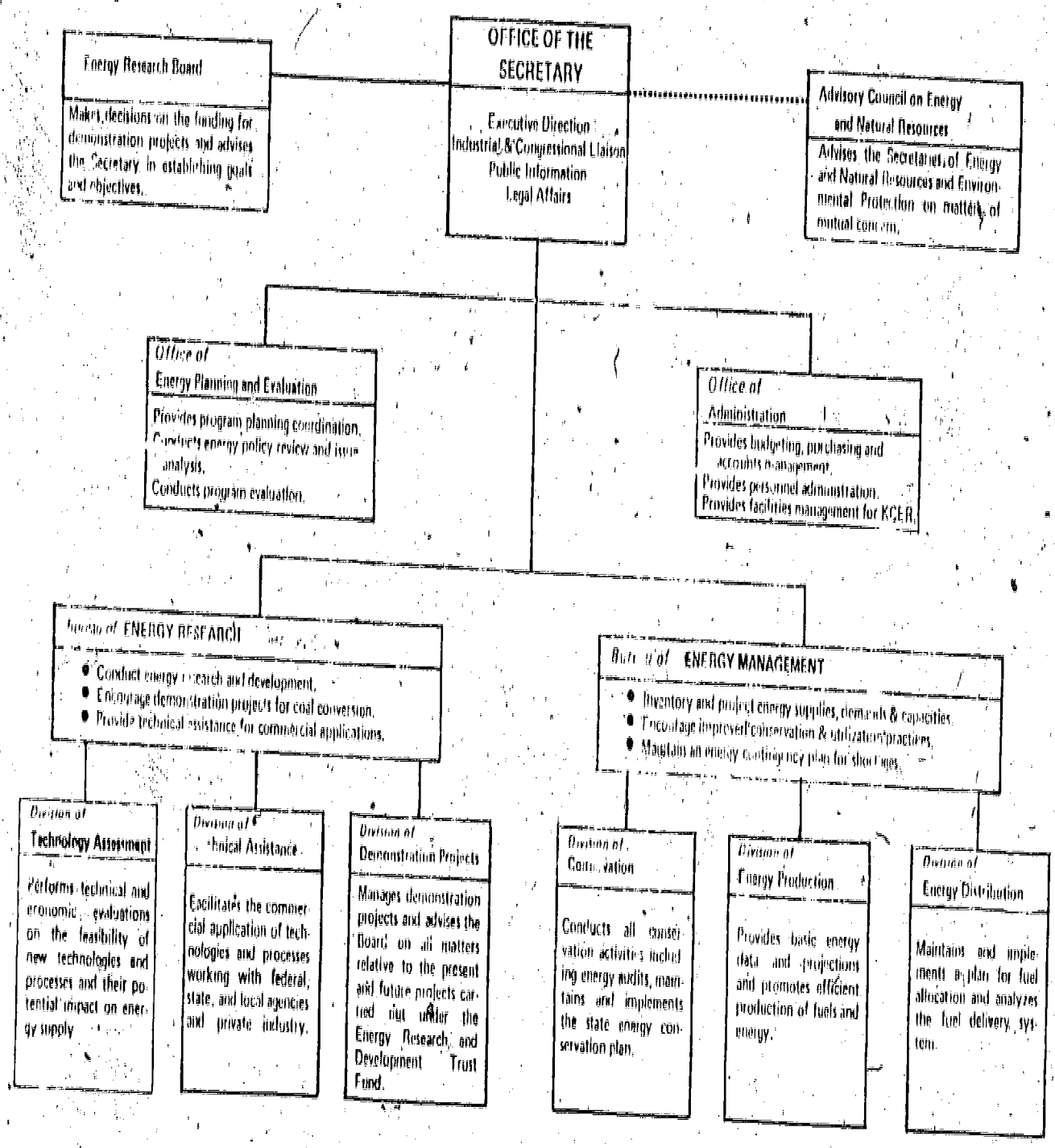
4. Conducting a conference for planning the solar technology network within the state including per diem transportation, staff, printing, supplies, consultants, and the production of a report,

5. Presentation of workshops for librarians to update their reference skills in solar technology including per diem transportation, staff, printing, and communication.

It should be noted that the budget proposed as an outline for a unit cost structure for developing the program in each state will require a different adjustment of amounts in the various components of the project for a state such as Tennessee wherein follow-up activities are required. Two of these adjustments involve a greater proportion of resources commited to the initial development of a public information program, and the initiation of the evaluation component of the project. The proposal to ORNL includes the expectation of the Southeastern Library Association to administrator the follow-up program in Tennessee and to initiate the project in the selected states of Virginia and Louisiana.

KENTUCKY DEPARTMENT OF ENERGY

Organization Chart--Functions



15 June 1978

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Joan Carter
Marshall Qualls

Kentucky Energy Conservation Plan

UPDATE

The following program measures have been added to Kentucky's State Energy Conservation Plan:

Commercial/Industrial Pilot Technical Assistance Program Measure - Department of Energy/University of Kentucky Center for Business Development - provides energy management assistance to small businesses in the Bluegrass Area Development District.

Proposed Pilot Infrared Survey - Department of Energy/NASA - provides thermographic survey of specified areas in Jefferson County and tests resulting information delivery and value.

Supplemental

Mandatory Continuing Public Education Program Measure - Department of Energy and other agencies in support of their conservation program measures - increases public awareness of energy conservation benefits and promotes provisions and services of the State Conservation Plan. Includes establishment and training of an energy speaker's bureau.

Mandatory Intergovernmental Coordination - Department of Energy - A committee is to be appointed to ensure effective local, state, and Federal energy conservation program coordination.

Mandatory energy audit development, auditor certification, and certified energy audit promotion for buildings - Department of Energy/University of Kentucky Engineering Extension/Jefferson County government - required service of listing state certified energy auditors in one 50,000 plus population center for office buildings. Also, development of do-it-yourself energy audit manuals for hospitals, hotels and motels, industrial plants, office buildings, restaurants, retail stores, transportation terminals, and warehouse and storage facilities.

Contact for all programs is:

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Division of Conservation
Bureau of Energy Management
Ky. Department of Energy
Capital Plaza Tower
Frankfort, Kentucky 40601

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Regional workshops, STTP

September 18	
Hopkinsville Public Library	David E. Cumbee, Director 886-2400
Purchase Regional Library	Mrs. Brenda Rowlett, Regional Librarian 753-6461
Pennyrile Regional Library	Ed Klee, Regional Librarian 365-6674
Green River Regional Library	Mrs. Lucile Callis 685-4514
September 19	
Hart County Public Library	Mrs. Fleeta Thacker, Librarian 524-9953
Barren River Regional Library	Mrs. Evelyn Richardson, Regional Librarian 726-9889
Lake Cumberland Regional Library	Robert K. Allender, Regional Librarian 384-4211
Lincoln Trail Regional Library	Mrs. Bonnie Seymour, Regional Librarian 769-1597
September 20	
Paris-Bourbon County Public Library	Mrs. Anne Rogers, Librarian 606-987-4419
Kentuckiana Regional Library	Mrs. Sara LaRoche, Regional Librarian 845-7059
Northern Kentucky Regional Lib.	Philip Carrico, Regional Librarian 606-431-1043
Bluegrass North Regional Library	Ms. Debbie Craig 227-7842
Bluegrass South Regional Library	Mrs. Emily Clark 606-885-3612
September 21	
Rowan County Public Library	Mrs. Frankie Calvert, Librarian 606-784-7137
Buffalo Trace Regional Library	Mrs. Mary Dawkins, Regional Librarian 606-845-9571
Fivco Regional Library	Mrs. Pearl Greer 606-638-4797
Big Sandy Regional Library	Homer Lee Hall, Regional Librarian 606-886-6311

September 22		
Laurel County Public Library		Ms. Jean Culp, Librarian 606-864-5759
Kentucky River Regional Library		Don Amburgey, Regional Librarian 606-633-7503
Cumberland Valley Regional Lib.		David Wilder, Regional Librarian 606-573-5124

KENTUCKY AREA DEVELOPMENT DISTRICTS