

SANTA CRUZ

PUBLIC LIBRARIES

DIRECTOR SEARCH

THE COMMUNITIES WE SERVE

Santa Cruz County is located on the California coast at the north end of Monterey Bay, 65 miles south of San Francisco and 35 miles from Silicon Valley. Its natural



beauty is present in pristine beaches, lush redwood forests, and rich farmland. It has an ideal Mediterranean climate with low humidity and sunshine 300 days a year. Residents and tourists alike enjoy 29 miles of beaches and six state parks providing opportunities for a multitude of recreational activities such as sailing, fishing, golf, tennis, hiking, biking and surfing. The Monterey Bay is part of the Monterey Bay National Marine Sanctuary, which extends from Marin County down the Big Sur Coast to Cambria. Cultural amenities include the Santa Cruz County Symphony, the Cabrillo Music Festival, Shakespeare Santa Cruz, the McPherson Museum of Art and History, and a host of other venues.

The area benefits from a diversified economy that is anchored by vibrant high technology, manufacturing, agriculture, education, and tourism. The high-quality school system includes Cabrillo Community College and the University of California at Santa Cruz

Santa Cruz County has over 250,000 residents and includes four incorporated cities. The largest is the City of Santa Cruz, with a population of approximately 60,000.

The other incorporated cities are Capitola, Scotts Valley, and Watsonville. Each city provides its own unique experience from a coastal village to an agriculturally rich community.

The great natural beauty of the area, the temperate climate, and the vast and varied cultural resources combine to make Santa Cruz County a very desirable place to live and work.

Learn more at:

<http://www.santacruz.org/index.shtml>

<http://cityofsantacruz.com>

<http://www.co.santa-cruz.ca.us>

<http://www.ci.capitola.ca.us>

<http://www.scottsvally.org>



THE LIBRARY

Santa Cruz Public Libraries (SCPL) is a city-county library system providing the widest range of services to all county residents with the exception of residents in the City of Watsonville, who are served by an independent library. Ten libraries serve more than 200,000 residents, utilizing a budget of almost \$12,500,000 to circulate over 2,000,000 items a year. Collections include materials in the usual broad range of formats, special collections of musical scores and sheet music, genealogical items, a local history photographs database, and Soundswell, an online collection of local music produced by local musicians. These resources fulfill the mission to help community residents meet their information needs. Outreach is provided throughout the County with a bookmobile serving preschoolers, families, farmworkers, and seniors. Innovative library service is provided to the County's Main Jail, Blaine Street Women's Facility, Rountree Men's Facility, and the Juvenile Corrections Facility. The Library's website, www.santacruzpl.org, is considered a virtual branch.

A staff of 134 (permanent and temporary staff) provides services at the branches, handles about 300,000 reference questions a year, and oversees over 2,000 programs a year for all ages. Programs include storytimes, minecraft classes, writing

workshops for adults, Tales to Tails literacy programs using certified therapy animals, and monthly forums on science topics.



In the past 18 months, SCPL has been awarded a People and Stories grant from the National Endowment for the Humanities, a Books Into Action grant from the California Center for the Book, and a grant from the Peninsula Library Partnership to design and build a BikeMobile to deliver outreach services on two wheels. In the past three years, SCPL has received community read grants from the National Endowment for Arts and from California Humanities.

An active Friends organization recruits volunteers who donate more than 16,000 hours of service each year. The Friends umbrella group provides support to several branch chapters and leads the way in fundraising and advocacy.

An immediate project is the planned June 2016 ballot measure that will ask the County's votes to support a special tax for financing public library improvements including two libraries that need to be replaced..

Learn more about the library by visiting us at [http://](http://www.santacruzpl.org)

www.santacruzpl.org

and

<https://www.youtube.com/user/SantaCruzPL>.

CHALLENGES & OPPORTUNITIES

The new Santa Cruz Library Director will be presented with exciting, career-topping challenges and opportunities, being uniquely poised to make a lasting mark on Santa Cruz County. From the strategic visioning of library service delivery in an age of evolving technology and community need, to the re-design of the physical spaces that house library services, to leading within a new governance model and cultivating strong community collaborations, the Library Director will be crucial to the elevation of the Santa Cruz Public Library System to higher and lasting excellence.

- Provide vision and leadership in the development of a strategic plan that is responsive to local needs
- Collaborate with local communities to design new, expanded, or renovated facilities for the entire 10-branch system that will be included in a special tax measure expected to occur in June 2016
- Communicate the importance and value of library service in the digital age and increase public awareness of services the library provides
- Deploy technology that improves the customers' experience
- Encourage and support staff in their efforts to develop new and innovative programs to serve the increasingly diverse residents of the County
- Partner with community organizations, school districts, local businesses etc. to enhance and expand service to shared audiences
- Mentor and coach staff to prepare them to assume leadership positions as they become vacant



IDEAL LIBRARY DIRECTOR

RELATIONSHIP BUILDER

- Demonstrates cultural competence and has a history of responsiveness to community residents, library users, and library staff
- Acts with a high level of integrity and develops relationships based on dependability and honesty
- Ability to work successfully with local elected and appointed officials
- Is customer service-oriented
- Is active in professional and civic organizations
- Demonstrates tact and sensitivity when engaged in the private and public arena

COLLABORATOR

- Is able to work collaboratively and harmoniously with Library Joint Powers Board, library staff, and other key stakeholders to achieve the library's mission
- Successfully partners with the Friends of the Santa Cruz Public Libraries to build support for the library, and to raise funds to enhance current library services, and initiate new ways to meet community needs
- Able to leverage both public and private resources including the use of volunteers

COMMUNICATOR

- Provides timely, accurate, and relevant information on critical issues to the Library Joint Powers Board, elected and appointed officials, library staff, colleagues, and the public
- Is able to develop and communicate a shared vision of library services and motivates community residents and staff to work together to achieve that shared vision
- Is willing and able to be a dynamic, effective, and visible library spokesperson in the community
- Identifies the key concepts and issues to be communicated in complex situations
- Communicates openly, clearly, logically, and concisely
- Interacts effectively with the media
- Has a sense of humor

INNOVATOR

- Proven track record of continuous improvement approaches and efforts including alternative service delivery initiatives
- Creates an environment where excellence and innovation can thrive
- Effectively leads and manages change
- Is forward thinking and has a positive track record in implementing appropriate leading edge technologies
- Is intellectually curious

STRATEGIC THINKER

- Strives for the right mix of customization and standardization when developing library services
- Thinks strategically and makes sound decisions under pressure
- Is skilled in strategic planning and plan implementation
- Considers all parties' interests in creative problem-solving
- Has a knowledge of current trends and best practices in libraries

LEADER

- Demonstrates outstanding management skills and takes calculated risks to improve customer service
- Recruits talented staff and creates an environment where they can excel
- Empowers staff with the authority and resources to carry out delegated tasks
- Makes wise and fair decisions based on solid facts
- Mentors staff and fosters a team environment
- Excels in developing, leading, and motivating staff
- Has a demonstrated record of effective fiscal management and budgetary planning
- Is accountable for his or her actions and holds staff accountable for theirs
- Has excellent project management skills
- Understands and uses effective measurement and evaluation methods

GOVERNANCE

In 2016, a new governance structure was established and is overseen by a highly competent professional governing board. The four member Library Joint Powers Board, to whom the Library Director will report, is comprised of the City Managers from the cities of Santa Cruz, Capitola and Scotts Valley and the Santa Cruz County Administrative Officer. The Library Director will also staff a regional citizen's Library Advisory Commission, whose role is to be the voice of the community and to advise the Library Director and the Governing Board.

THE LIBRARY DIRECTOR

The Library Director is responsible for the strategic and day-to-day operations of the library system in accordance with the policies and regulations established by the Library Joint Powers Board.

Primary duties include:

- Responsible for the planning, organizing, implementing, and evaluating system-wide library and related information services to meet the needs of the community, both immediate and long-range
- Serves as the Executive Director of the Libraries Facilities Financing Authority and as staff for the Library Advisory Commission
- Conducts the personnel administration, financial affairs and general administration of the library system in accordance with adopted policies and procedures.



EDUCATION & EXPERIENCE

Master's degree in library science from an American Library Association (ALA) accredited institution is preferred. At least three (3) years of executive management level experience is required.

A Master's degree in a related field and management experience in government, business, higher education, or non-profit enterprises will be considered.

COMPENSATION & BENEFITS

The Library will offer an attractive and competitive compensation and benefits package commensurate with the education and experience of the selected candidate. The annual salary range is \$139,284 - \$177,732.

BY THE NUMBERS:

- **Facilities: 10 Branches, 1 Bookmobile, 1 Headquarters, Website (Virtual Branch)**
- **Budget: \$ 13.4 Million (Personnel \$8.7; Operating \$4.7)**
- **Expenditures per capita: \$ 61.16**
- **Staff (FTE) 98.36**
- **Active borrowers: 40,939**
- **Registered borrowers: 126,365**
- **Registrations as % of population: 58%**
- **Materials budget per capita: \$ 5.91**
- **Materials budget: \$ 1.29 million**
- **Holdings: 381,421**
- **Circulation: 1,783,083**
- **Circulation per capita: 8.14**
- **Number of programs: 2,229**
- **Program attendance: 44,353**

— HOW TO APPLY

To be considered for this exceptional opportunity, please submit a letter of interest addressing how you are the ideal candidate, a resume, and contact information for a minimum of three references to June Garcia at June@JuneGarcia.com

Applications received by March 7, 2016 will receive first consideration, but the position is open until filled.

A background check will be completed on the preferred finalist. Prior authorization of the finalist will be obtained.

Inquiries are welcome. Please contact June Garcia at 303 522-2225 or June@JuneGarcia.com