

Library Advisory Commission (LAC)

Monday October 17, 2016
Downtown Branch Meeting Room
224 Church Street, Santa Cruz, CA 95060

6:30 PM Public Meeting

1. Roll Call
2. Approve Agenda of October 17, 2016
3. Oral Communications

Any member of the audience may address the Board on any matter either on or off the agenda that is within the Board's jurisdiction. Note, however, that the Board is not able to undertake extended discussion or act on non-agendized items. Such items can be referred to staff for appropriate action which may include placement on a future agenda. If you intend to address a subject that is on the Agenda, please hold your comments regarding that item until it is before the Board so that we may properly address all comments on that subject at the same time. In general 3 minutes will be permitted per speaker during Oral Communication; A MAXIMUM of 30 MINUTES is set aside for Oral Communications at this time.

4. Consent Agenda
 - A. Approve minutes of September 19, 2016 (P. 3-5)
5. Member Reports
6. Library Director Report
7. General Business
 - A. Strategic Planning Process – Janis O’Driscoll (P. 6-37)
 - B. 21st Century Library Tour Presentation – Barbara Gorson
8. Board Meeting Calendar
9. Next Meeting

The next regularly scheduled meeting is on November 14th at 6:30 PM

10. Adjourn

The Library Advisory Commission will adjourn from the regular meeting of October 17, 2016 to its next regular meeting of November 14th at 6:30 PM at the Downtown Branch Library located at 224 Church Street, Santa Cruz, CA 95060

The Santa Cruz City-County Library System does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, we ask that you attend fragrance free. Upon request, the agenda can be provided in a format to accommodate special needs. Additionally, if you wish to attend this public meeting and will require assistance such as an interpreter for American Sign Language, Spanish, or other special equipment, please call the Library Administration Office at 427-7706 at least five days in advance so that we can arrange for such special assistance, or email library_admin@santacruzpl.org.



Library Advisory Commission
(LAC)

Regular Meeting Minutes

Monday September 19, 2016
Aptos Branch Meeting Room
7695 Soquel Drive, Aptos, CA 95003

6:30 PM Public Meeting

1. Roll Call

Present: Vice-Chair Deb Tracy-Proulx, Commissioner Martha Dexter, Commissioner Barbara Gorson, Commissioner Ellen Campos, Commissioner Cindy Jackson, Commissioner Nancy Gerdt

Absent: Chair Sean Campbell

Staff: Susan Nemitz

2. Approve Agenda of September 19, 2016

Commissioner Gorson moved, seconded by Commissioner Dexter

That the Board approve the Agenda of September 19, 2016

UNANIMOUS
Absent: Campbell

3. Oral Communications

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None

4. Consent Agenda

A. Approve minutes of August 22, 2016 (P3-4)

Commissioner Gorson moved, seconded by Commissioner Campos

That the Board approve consent item A. Approve minutes of August 22, 2016

UNANIMOUS
Absent: Campbell

5. Member Reports

Commissioner Gorson: Gave an update about the Capitola branch. The city council has put out a RFQ for architecture firms and a decision will be made by November 10th. Gave an overview of the tour of libraries the city had put together. Offered to bring a report about the tour of libraries.

Commissioner Gerdt: Felton Library Friends will be meeting on Wednesday, September 21 for the first time in 2-3 years.

6. Library Director Report

Sue Graziano has announced her retirement. Senior management talking about reorganization because of all the significant retirements. Facilities moving forward at all branches. Working on grants, such as Veteran's Services, an immigration project, and a Wi-Fi related one where we can allow patrons to check out Wi-Fi.

7. General Business

A. Collection Management Services Presentation – Shelley Bodamer

Brief overview of how materials are selected, ordered, processed, and made available to the patrons.

B. Strategic Planning Overview

Library Director Susan Nemitz went over with the Commission on what their part of the Strategic Planning is.

8. Board Meeting Calendar

9. Next Meeting

The next regularly scheduled meeting is on Monday October 17th at 6:30 PM

10. Adjourn

The regular meeting adjourned at 7:40PM

The Library Advisory Commission will adjourn from the regular meeting of September 19, 2016 to its next regular meeting of October 17th at 6:30 PM at the Downtown Branch Library located at 224 Church Street, Santa Cruz, CA 95060

Respectfully submitted,

Ivan Sumano-Vargas, Clerk of the Commission

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Staff Report Strategic Planning Process

Recommendation

To present an update on the status of strategic planning process for the Santa Cruz Public Libraries, to debrief the LAC's Community Conversations and to begin discussion of the SCPL'S mission and vision statement.

Summary

The planning process has been divided into four phases anticipating the completion of the plan in January 2017.

Activity	Assessment	Input	Analysis	Recommendations
Timeline	September – November 15	October 15 –November 15	November 15 - December 15	January
Outputs	<ul style="list-style-type: none"> Trends Demographics Resources Use 	<ul style="list-style-type: none"> Community Conversations Community Meetings <ul style="list-style-type: none"> 10/19 B40 10/20 GP 10/25 LSB 10/26 BC 10/27 Aptos 11/ 1 Capitola 11/5 DT 11/6 LO 11/9 Felton 11/10 SV 	<ul style="list-style-type: none"> SP Long Staff Review Mission/Vision 	<ul style="list-style-type: none"> SP Short
Milestones	<ul style="list-style-type: none"> JPA 9/1 LAC 9/19 	<ul style="list-style-type: none"> JPA 11/3 Staff Day 10/10 LAC 10/17 	<ul style="list-style-type: none"> JPA 12/1 LAC 11/14 LAC 12/12 	<ul style="list-style-type: none"> JPA 1/5 LAC 1/23

Staff have been analyzing demographics of the community, library resources and use and benchmarking these with area libraries. On Staff Day, October 10, the Library Director presented this data to all the staff in a *State of the Library*. Portions of that presentation are attached for your information.

Strategic planning committee members and Martha Dexter from the LAC presented their experiences with the Community Conversations. Overall, individuals participating in the conversations are getting a great deal of useful information from it. All staff were trained on conducting a conversation and asked to complete them by November 10, 2016.

The JPA has requested that the LAC review the mission and vision statement for the Library and make recommendations. The current statement is outlined below:

Purpose -- Vision -- Mission

Our Purpose

Connect, Inspire, Inform

Our Vision

Transform lives & strengthen communities

Mission Statement

The Santa Cruz Public Libraries enhance Santa Cruz County's quality of life by providing vibrant physical and virtual public spaces where people connect, discover, and engage the mind. All ages have the opportunity to nurture their love of reading, find diverse and relevant resources for entertainment and enrichment, and strengthen community networks.

Staff is recommending that the purpose statement become the mission statement. It is used widely in Library marketing. The concept of a purpose statement would be retired and the lengthy mission statement be simplified to: connect, inspire, inform.

STATE OF SCPL

October 10, 2016

1

Strategic planning process

Activity	Assessment	Input	Analysis	Recommendations
Timeline	September – November 15	October 15 – November 15	November 15 – December 15	January
Outputs	Trends Demographics Resources Use	Community Conversations Community Meetings 10/19 B40 10/20 GP 10/25 LSB 10/26 BC 10/27 Aptos 11/ 1 Capitola 11/5 DT 11/6 LO 11/9 Felton 11/10 SV	SP Long Staff Review Mission/Vision	SP Short
Milestones	JPA 9/1 LAC 9/19	JPA 11/3 Staff Day 10/10 LAC 10/17	JPA 12/1 LAC 11/14 LAC 12/12	JPA 1/5 LAC 1/23



ASSESSMENT PHASE

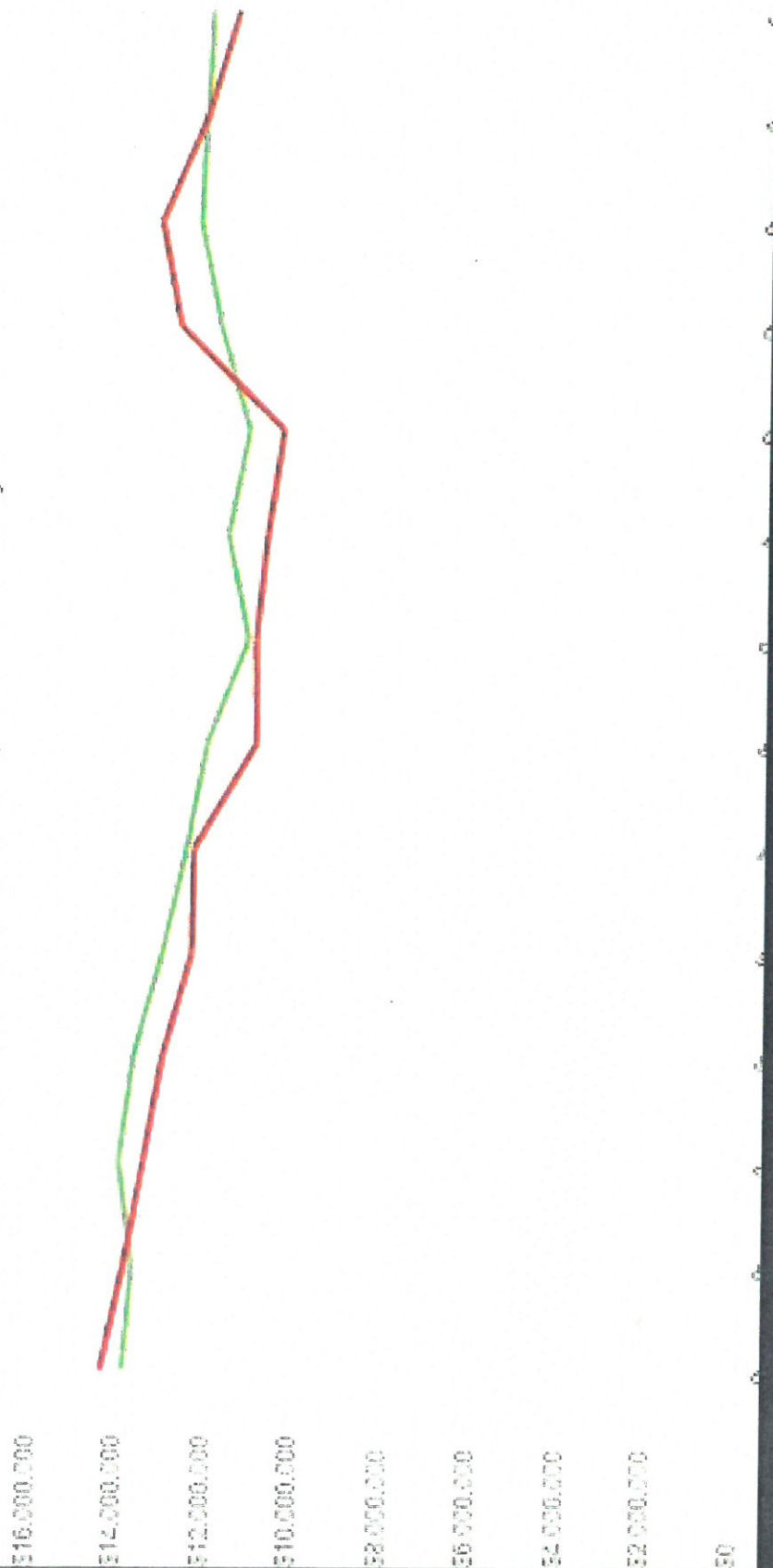
Resources
Use
Trends

RESOURCES

4

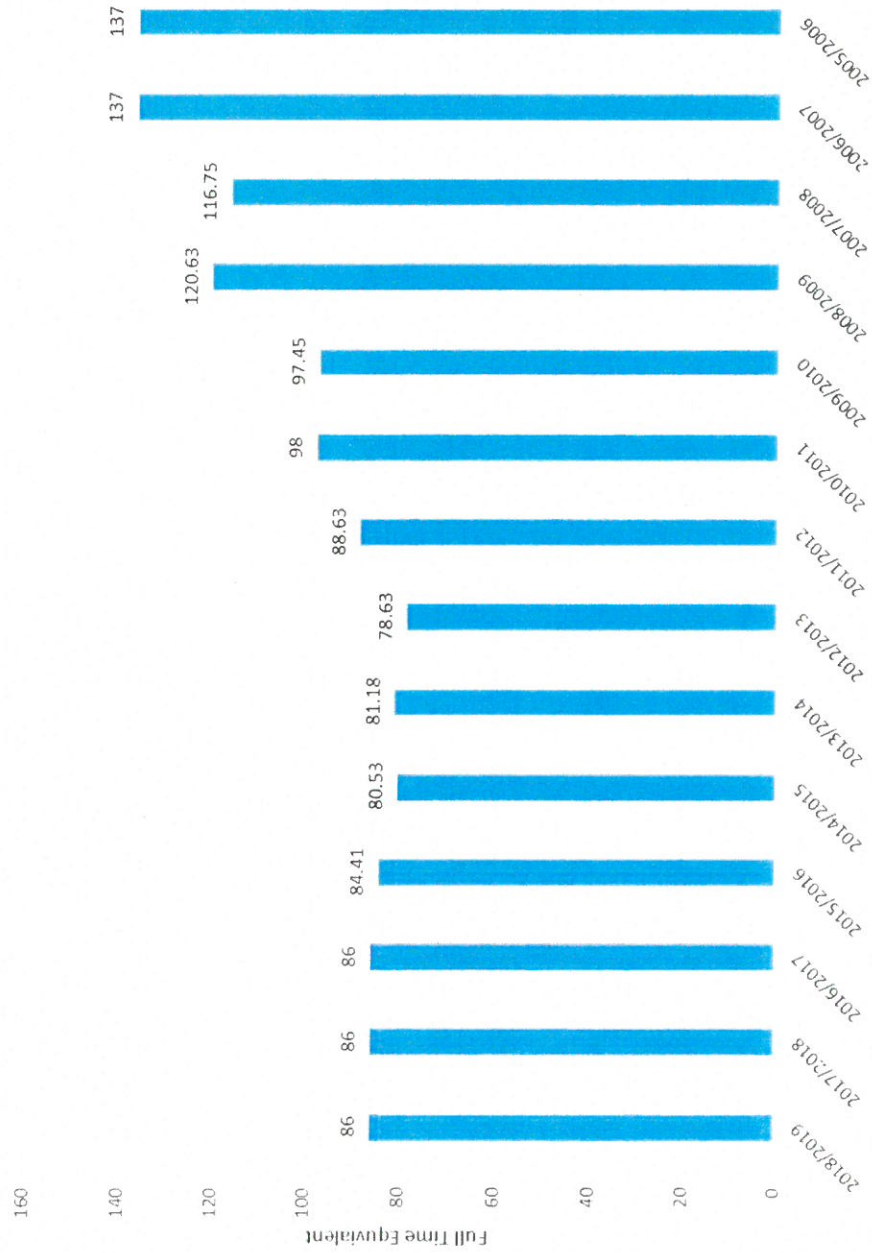
Financials

Revenue and Expenditure History



Staffing

FTE History (not including temps)



Collections

Material Costs



Other Issues

- Over Reliance on part time/temporary staff - % 25
- Succession of leadership
- Staffing to 2011 hours - \$220,000
- Square feet operating costs - \$280,000



Bottom Line: Capacity Building

- Measure S
- JPA Decisions
- Fund balance
- Hours
- Friends of the Library
- Investment in training
- Volunteers
- Partnerships
- Focus



USE

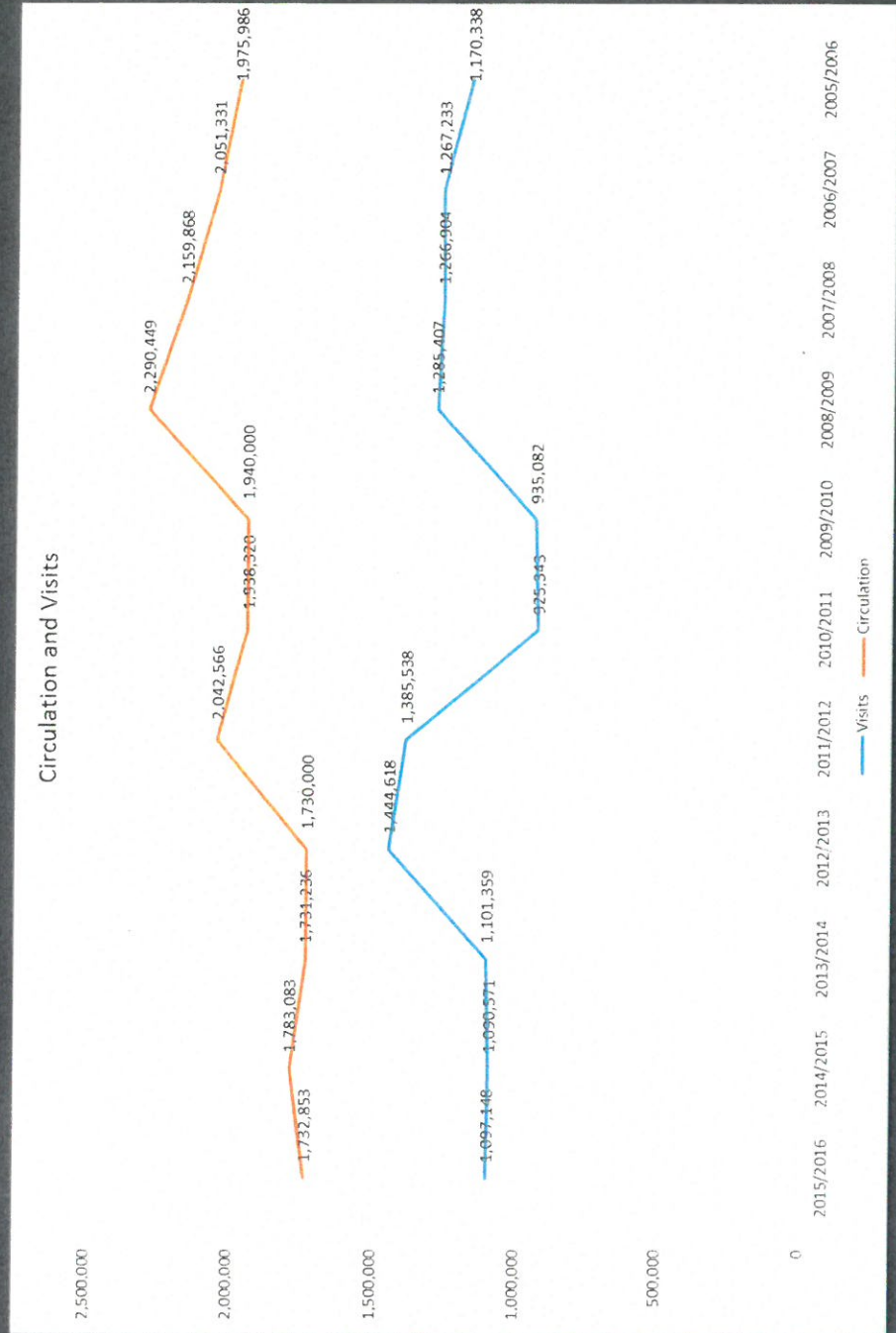
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Users

- Americans, age 16+, that have used a library within the past 12 months: 54%
- Have read a book in past 12 months: 81%
- Have read an ebook: 28%
- Have checked out ebook from library: 8%
- As of 2013, 4 in 10 American adults did not have access to high-speed broadband at home
- 91% of Americans say libraries are important to their communities

Source:
Pew Research
Sept 2014

Circulation and Visits



Visits

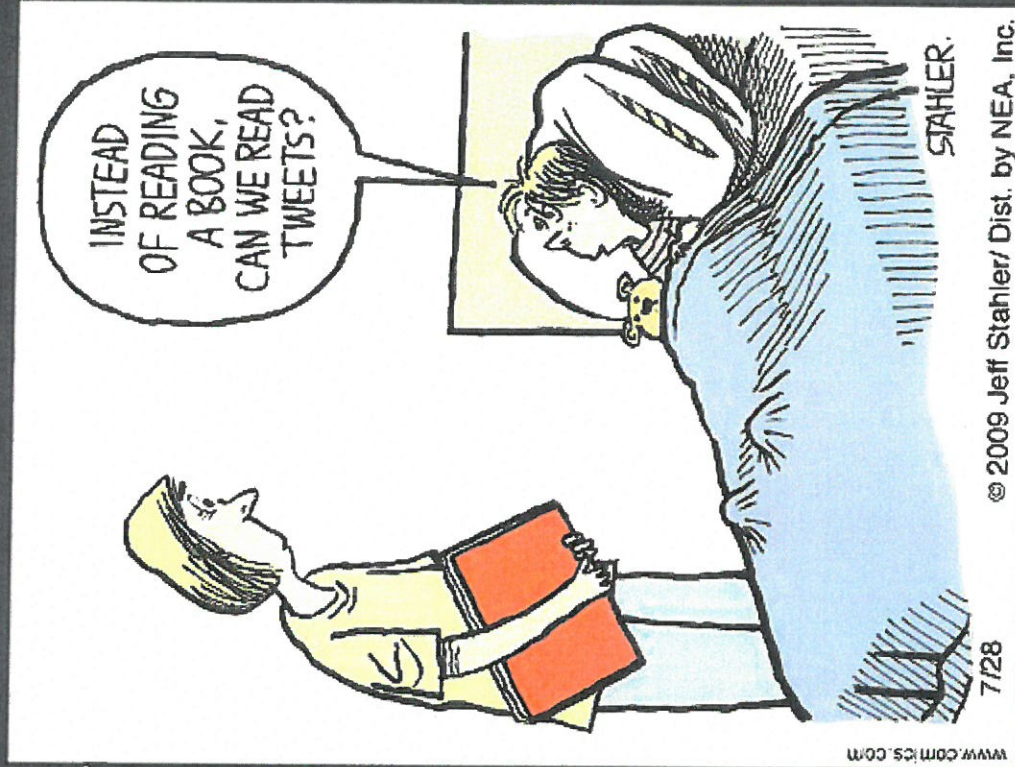
Nationwide, there were 1.5 billion physical library visits in 2012



Source: Institute of Museum and Library Services December 2014

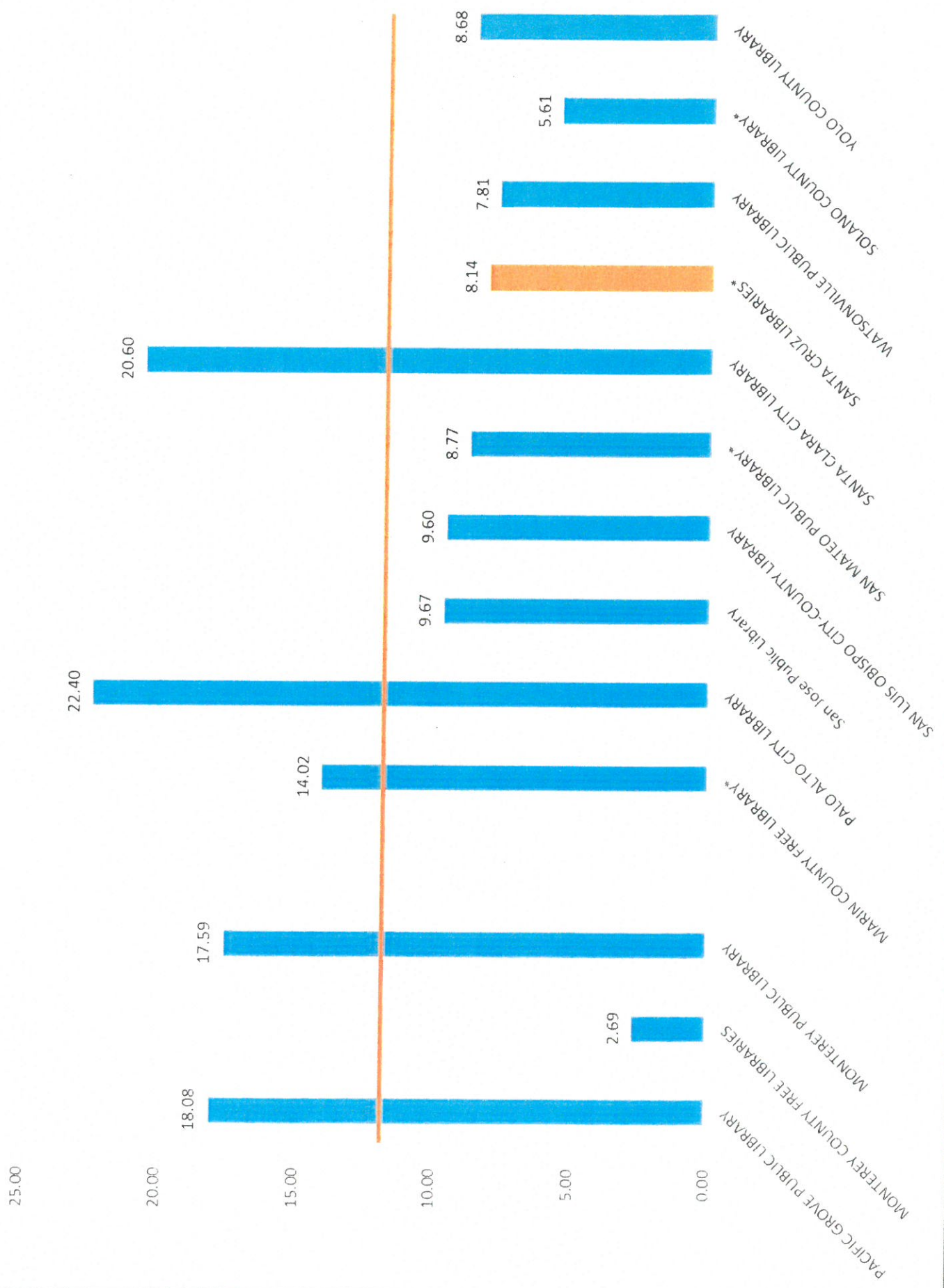
Circulation

- Nationwide, there were 2.2 billion items checked out at public libraries in 2012
- -1.7% from the prior year

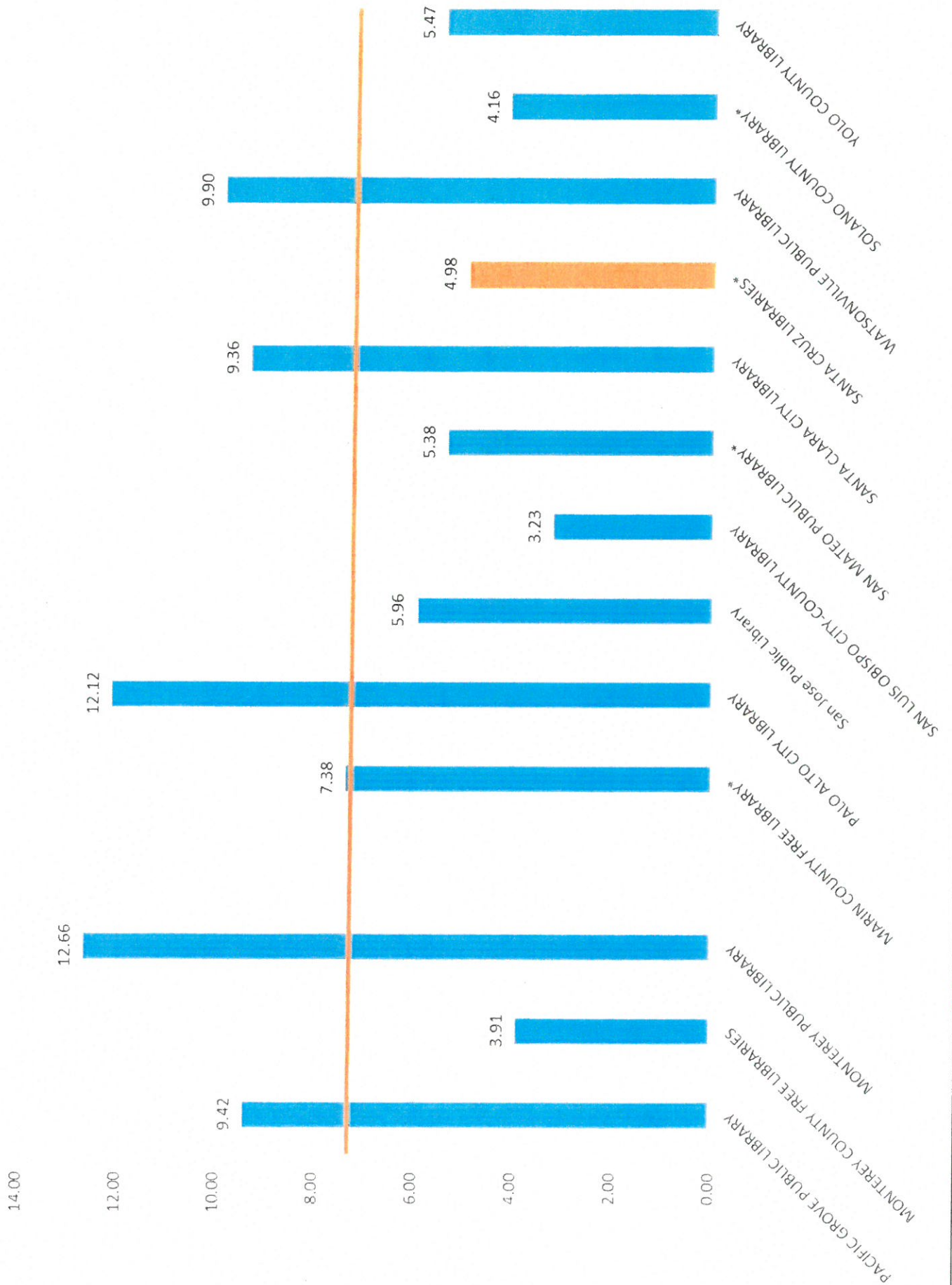


Source: Institute of Museum and Library Services December 2014

Circulation per Capita



Visits per Capita



Public Computing

Nationwide, there were 340.5 million user sessions at public library computers



Source: Institute of Museum and Library Services December 2014

Program Attendance

- Nationwide, there were 92.6 million attendees
Increase of 4% from prior year
- 8-year increase of 38%
- Total attendance per 1000 people was 306



Source: Institute of Museum and Library Services December 2014

Bottom Line: Increase use



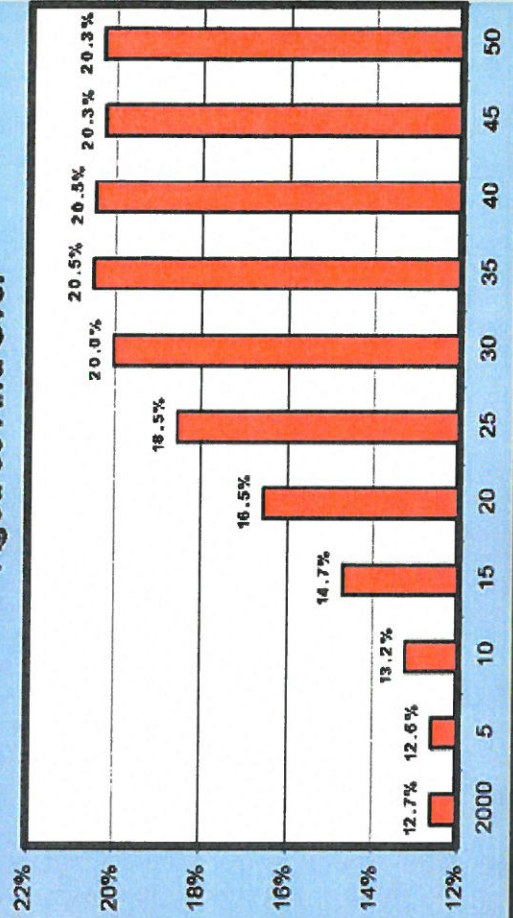
TRENDS

20

Trend: Aging Advances



Projected Percentage Of The U.S. Population Aged 65 And Over



Trend: Income Inequality

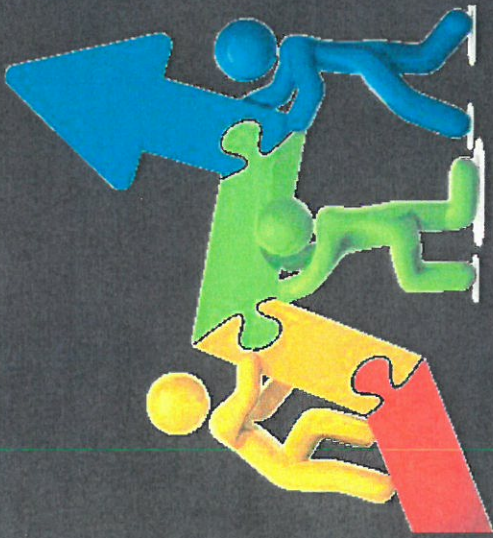


3%
of American Households
own over half the wealth



Source: Pew


Trends: Collective Impact



LIBRARY NURSE



a partnership with the Pima County Health Department



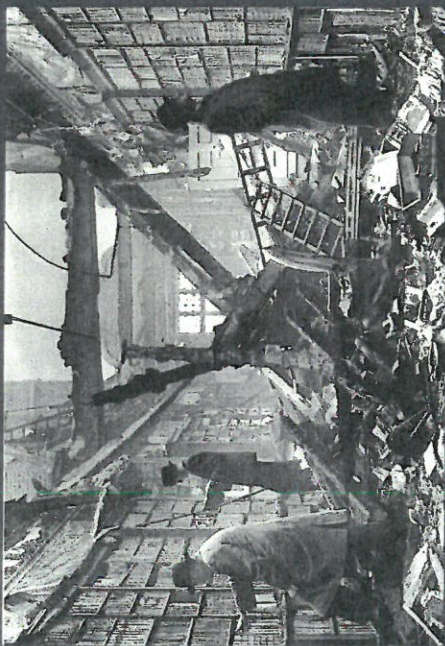
An Economic Development Tool for Phoenix

A Discovery Space for Entrepreneurs

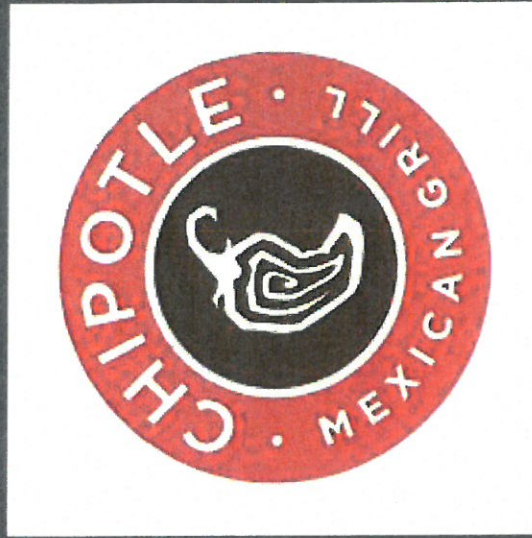
Phoenix Public Library



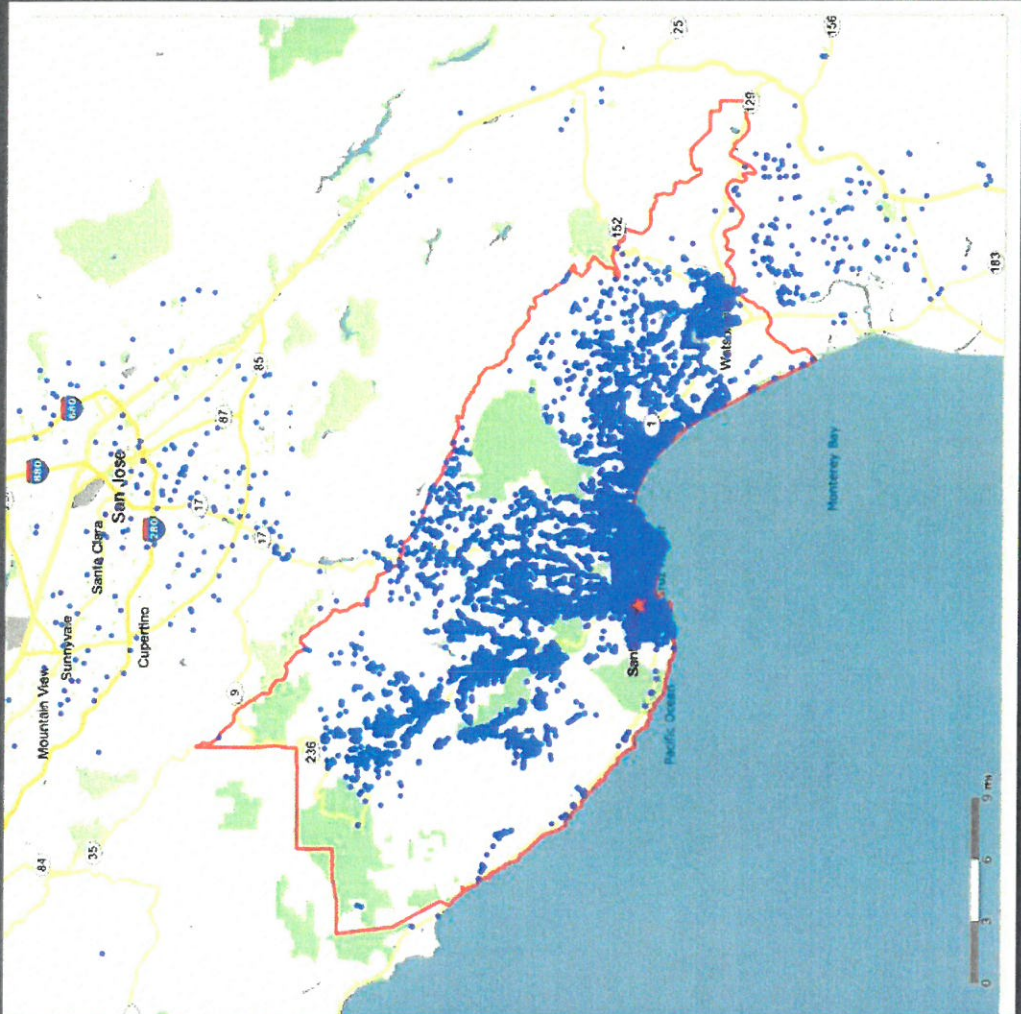
Trends: Resilience



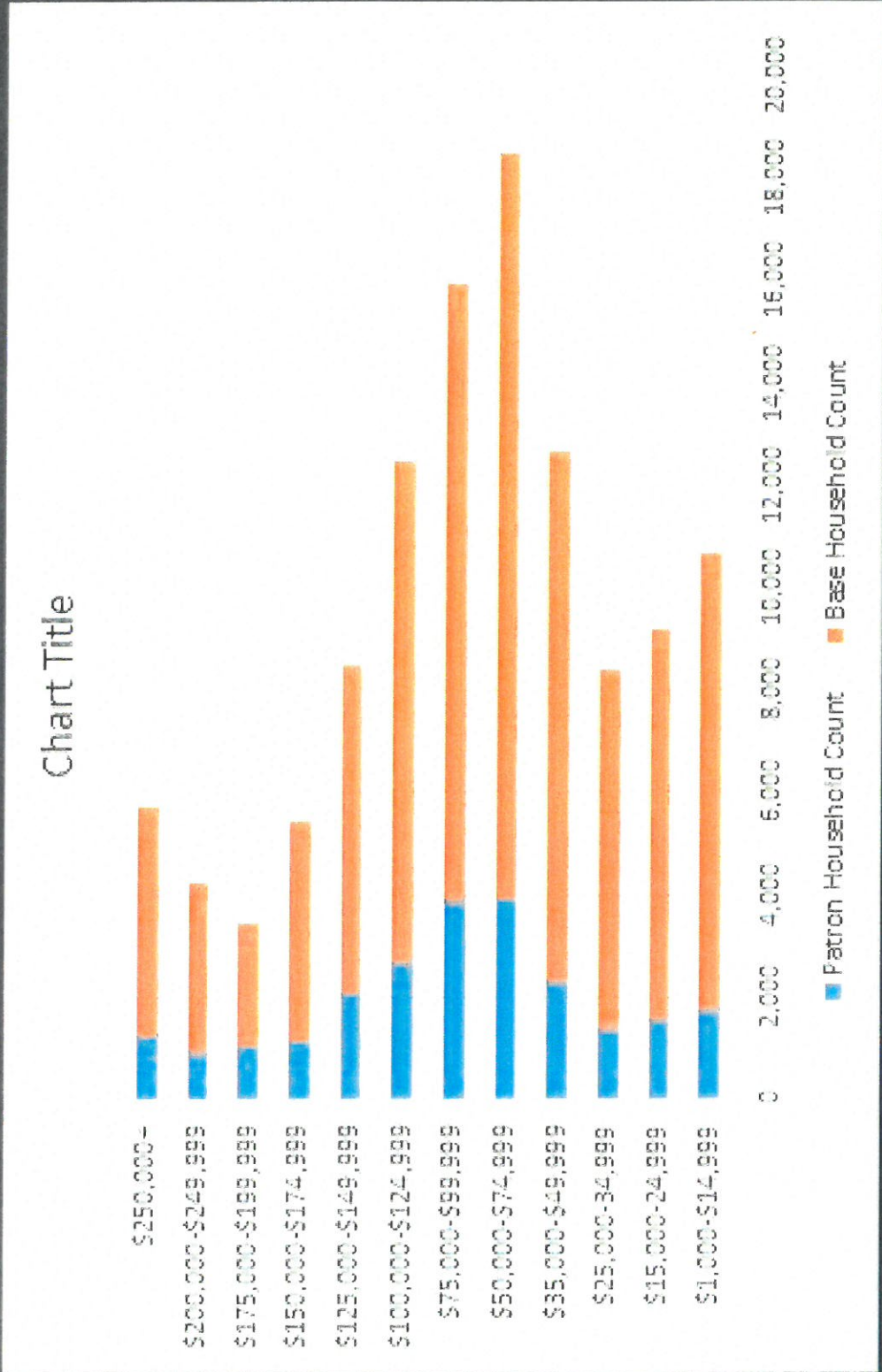
Trend: Fast Casual



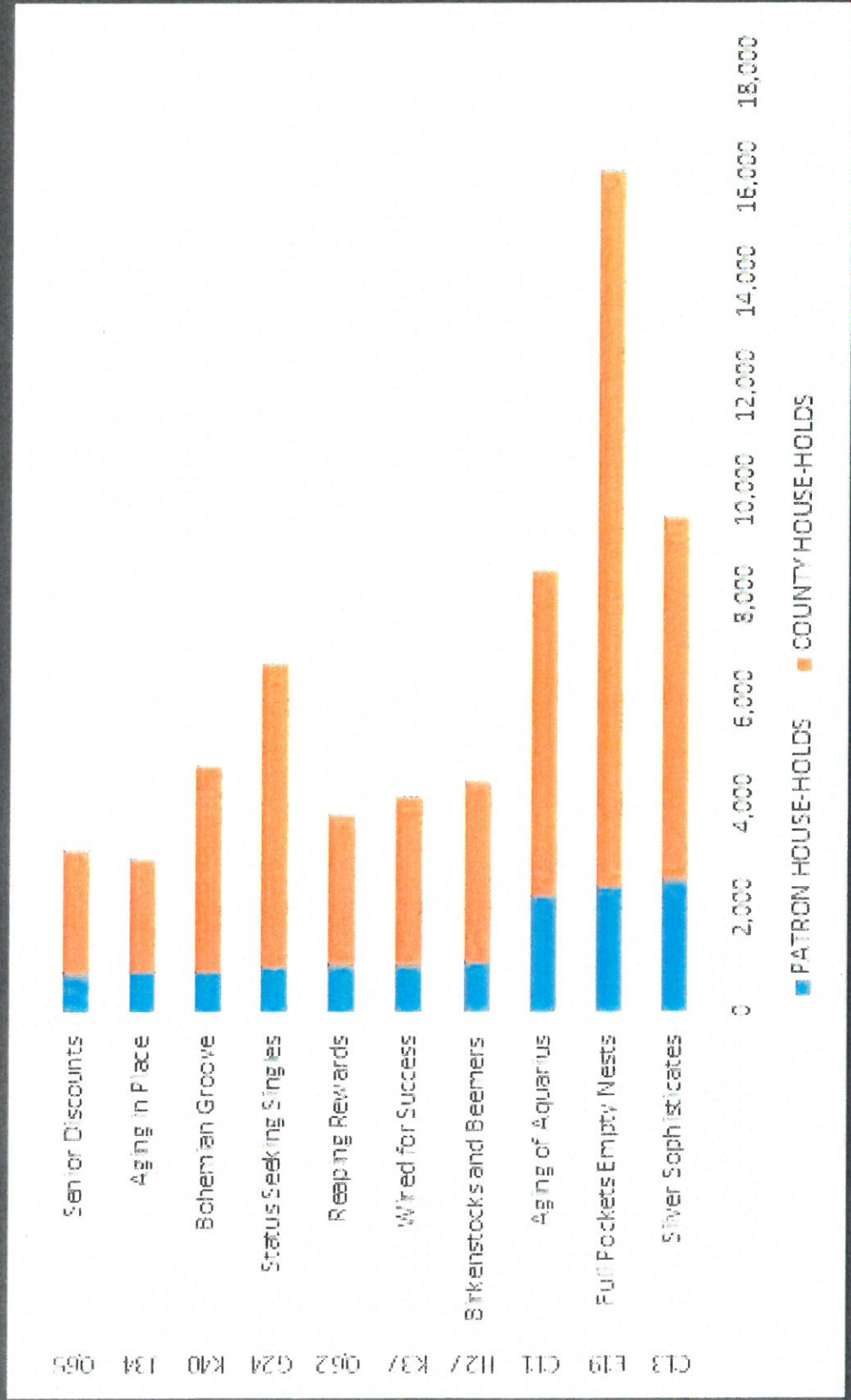
Analytics on Demand



Use by income



Demographic Segmentation



Detailed profile

Silver Sophisticates

couples and singles in suburban homes

0.97% | 1.07%

Key Traits

- Retirees
- Liberals
- Art connoisseurs
- Philanthropic
- Empty nests
- Stylish homes
- Established neighborhoods
- Experienced travelers
- Ecological lifestyle
- Global-consciousness

Rankings

- Metropolitan City: Top 10 23/71
- CBSA Markets 18/71
- Internet: Changed the Way I Shop for Products/Services 5/71
- GreenAwareSM: Behavioral Gimmicks 5/71
- Exercise: Regularly 13/71
- Income: Estimated Household Age: Head of Household 64/71
- Children: Presence 59/71

