

SANTA CRUZ • PUBLIC  
**LIBRARIES**  
A City-County System

## LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, April 5, 2010  
Central Branch Community Meeting Room  
224 Church Street, Santa Cruz

### 7:00 PM PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA (p. 1-2)
3. APPROVE MINUTES OF MARCH 1, 2010 (p.3-7)
4. ORAL COMMUNICATIONS
5. CONSENT AGENDA (p. 8)
  - A. Resolution to Amend FY 2009-2010 Budget to Increase Revenues from the California Public Library Fund
6. WRITTEN COMMUNICATIONS (p. 9-70)
  - A. Patron Written Comments
  - B. Articles on Libraries Nation Wide
  - C. Articles About Santa Cruz and California Libraries
  - D. Monthly Narrative Report
  - E. Monthly Statistical Report
  - F. Monthly Spotlight: Training
  - G. Worker's Compensation report
7. REPORTS OF ADVISORY BODIES
  - A. Friends of the Santa Cruz Libraries, Inc.
  - B. Finance Committee Minutes and Oral Report

8. MEMBER REPORTS

- A. A. Scotts Valley Report (Reed)
- B. B. Capitola Report (Storey)

9. STAFF REPORTS (p. 71-83)

- A. Monthly Financial Reports
- B. Bookmobile cost analysis
- C. Reinstatement of ILL

10. OTHER BUSINESS (p. 84-93)

- A. 10/11 Budget Discussion
- B. Parking Lot Items
- C. Strategic Plan (oral)
- D. Board Evaluation Update (oral)

11. NEXT MEETING

The next regularly scheduled meeting is Monday, May 3, 2010.

Special LJPB meeting to discuss and approve strategic plan. Meeting will be held Monday, April 19, 2010 in City Council Chambers, City of Santa Cruz at 7:00 p.m.

12. ADJOURN

The Library Joint Powers Authority Board will adjourn from the regularly scheduled meeting of April 5, 2010 to the next regularly scheduled public meeting on May 3, 2010 at 7 pm in the Community Meeting Room of the Central Branch Library.

The Santa Cruz City-County Library System does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, the Library requests that you attend fragrance free. The Central Branch Library is a fully accessible facility. If you wish to attend this public meeting, and you will require special assistance such as sign language or other special devices in order to attend and participate, please call (831) 420-5600 seventy-two (72) hours prior to the event to make arrangements for assistance. Upon request, agendas for public meetings can be provided in a format to accommodate special needs.

SANTA CRUZ PUBLIC LIBRARIES  
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

March 1, 2010

Central Branch Meeting Room  
224 Church Street, Santa Cruz

7:00 PM PUBLIC MEETING

I. ROLL CALL

Present: Councilmember Katherine Beiers, Citizen Nancy Gerdt, Citizen Barbara Gorson, Citizen Leigh Poitinger, Councilmember Jim Reed, Councilmember Mike Rotkin, Councilmember Sam Storey, Supervisor Mark Stone, Supervisor ~~John Leopold~~

*Ellen Pirie*

Absent:

Staff: Teresa Landers, Director of Libraries

II. APPROVAL OF MEETING AGENDA OF MARCH 1, 2010

**Councilmember Rotkin moved, seconded by Supervisor Pirie**

**that the Board approve the agenda of March 1, 2010.**

UNAN

III. APPROVE MINUTES OF FEBRUARY 1, 2010

**Councilmember Rotkin moved, seconded by Councilmember Storey**

**that the Board approve the minutes of February 1, 2010.**

UNAN

VI. ORAL COMMUNICATIONS

Shawn Wharton, Felton resident, commented on the monthly statistics. He is worried that they misrepresent the busyness at Felton because of the reduction in hours.

Chair Gorson welcomed Supervisor Ellen Pirie to the Board and thanked Supervisor Leopold for his service.

VII. CONSENT AGENDA

None

## VII. WRITTEN COMMUNICATION

- A. Patron Written Comments
- B. Articles on Libraries Nation Wide
- C. Articles About Santa Cruz and California Libraries
- D. Monthly Narrative Report
- E. Monthly Statistical Report
- F. Monthly Spotlight: Bookmobile

## VIII. REPORTS OF ADVISORY BODIES

### A. Friends of the Santa Cruz Libraries, Inc.

Sherry Skold reported the following Friends' activities:

- First, it is with great sadness that we announce that our long-time administrative assistant and database guru, Bernardine Priven, has passed away this weekend. She began working at the Friends in May 2005. She will be sorely missed.
- Friends staff Susan Heinlein and Board member Kathy Hatfield joined Library staff Gale Farthing and Janis O'Driscoll at the California State Library's "Get Involved" training institute in Irvine on February 23<sup>rd</sup> and 24<sup>th</sup>. It offered considerable ideas and tools to engage volunteers in the Santa Cruz library system. As you may recall, in the 2008-09 fiscal year, the Friends coordinated or managed over 550 volunteers, so improving efficiencies in this area will be meaningful.
- Friday was the grand opening of the Friends' new bookstore. In spite of torrential rains, about 60 people came in to buy books and enjoy the wine and appetizers. We announced our new capital campaign to raise over \$1 million to support technology needs of the library. More details will follow.
- Saturday was the Boulder Creek chapter's "Jam and Book Sale". They had challenges with the venue and of course, the rain, but still grossed over \$1,600.
- The Business Brownbag series "2-point-0-10" small business series held a free workshop on tax tips on February 11<sup>th</sup>. As expected in this time of year, it was very well attended.
- Munching with Mozart concert on February 18<sup>th</sup> was once again a success with all seats taken. This program was a replay of one that was performed in Antigua, Guatemala.

Michele Mosher, Felton Library Friends reported the following activity:

- April 28<sup>th</sup>, 6<sup>th</sup> Annual Poetry Reading
  - \*Subject: Place
  - \*Amber Coverdale Summerville will be the selector

### B. Finance Committee

Citizenmember Gorson reported on the Finance Committee meeting held on February 22, 2010. No decisions were made and the financial information discussed at that meeting will be reviewed tonight later in the agenda.

#### VIII. MEMBER REPORTS

##### A. Scotts Valley Report

Councilmember Reed reported that the next meeting will be held Wednesday March 3<sup>rd</sup> at 2pm.

##### B. Capitola Report

Councilmember Storey reported that the City of Capitola has set up the citizens committee for evaluation of the new Capitola Branch location. The first inaugural meeting was held on February 23<sup>rd</sup> and Michael Termini was elected chair and Gayle Ortiz was elected vice chair. The committee has set an aggressive timeline of 4 months for completion of the committee's objectives. The committee will meet twice a month every other Tuesday at 1:30pm.

#### IX. STAFF REPORTS

##### A. Monthly Financial Reports

The Library Director reported on the current financial status of the library and the Board reviewed revenues, expenditures and cash flow for the library system.

##### B. Reclassification of Office Supervisor to Administrative Analyst

**Councilmember Reed moved, seconded by Supervisor Pirie**

**that the Joint Powers Board adopt Resolution #2010-002 reclassifying the Office Supervisor position to an Administrative Analyst.**

UNAN

##### C. Conflict of Interest Code Update

**Supervisor Pirie moved, seconded by Councilmember Beiers**

**that the Board approve the Library System's Conflict of Interest Code updating staff titles and adding additional staff (see attached).**

UNAN

D. SEP Program Approval

**Statement of Disqualification- Councilmember Storey disqualified himself from acting on Item IX B, "SEP Program Approval", and left the dais.**

**Councilmember Reed moved, seconded by Councilmember Rotkin**

**that the Board endorse the Library's participation in the SEP program contingent on details being acceptable to the City of Santa Cruz Human Resources Department, the Library and the CAB.**

**UNAN  
(Councilmember Storey disqualified himself)**

E. Collection Agency Update

The decision was made to continue with Unique Management for library collections. The Board found consensus of support on the continuation of this specialized service to the Library.

X. OTHER BUSINESS

A. 10/11 Budget Update with 5 Year Projections

Director and Finance Director went over 5 year projections for the library system.

B. Public Hearing on Budget Priorities

Four members of the public spoke concerning the upcoming budget. All four commented on Felton and wanting more open hours or for their open hours to be changed.

C. Board Discussion on Budget Priorities

The following were the budget priorities of each member:

Stone	Technology
Beiers	Staffing Consultant
Pirie	Keeping Branches in Communities (local libraries)
Storey	Balancing the budget, keeping current network of branches, rebuild services and hours, and to maximize volunteers
Gerdt	Technology, Keep current structure with neighborhood libraries
Poitinger	Technology, Staffing Consultant
Rotkin	Budget hole, Technology
Reed	Balance budget, Status Quo cannot be repaired/not sustainable
Gorson	Balance budget before any other priority

D. Parking Lot List Review

No review needed at this time.

E. Strategic Plan Update

The committee is collecting data and the outcome will be strategic priorities/directions. The committee may have rough draft for April's meeting. There will be a special session board meeting on April 19<sup>th</sup> to discuss the strategic plan.

F. Board Evaluation Update

None

XI. NEXT MEETING

April 5, 2010

XII. ADJOURN

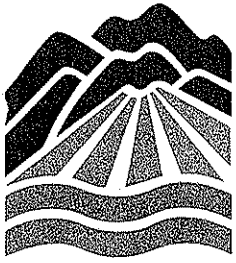
The regular meeting adjourned at 9:42 p.m.

Respectfully submitted,



Kira Henifin, Clerk of the Board

All documents referred to in these minutes are available in the Library Office.



SANTA CRUZ • PUBLIC  
**LIBRARIES**  
A City-County System

**RESOLUION # 2010-03**

**RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS  
AUTHORITY BOARD AMENDING FY 2009-2010 BUDGET**

WHEREAS, the Santa Cruz Library Joint Powers Board authorizes the budget adjustment

WHEREAS, the budget will be increased to reflect revenue from the California Public Library Fund

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board

Increase the FY 2009-10 Budget from \$70,000 to \$75,972.91.

PASSED AND ADOPTED this 5<sup>th</sup> day of April 2010 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

\_\_\_\_\_  
Chair

\_\_\_\_\_  
Board Clerk



MAR 18 2010

March 15, 2010

Dear Ms. Landers,

First of all, welcome to Santa Cruz!

I'm writing to you because I understand the question of (re)funding interlibrary loan services is coming up soon, and I want to "vote yes." I've used ILL at your downtown location (most recently in writing, *Evolutionary psychology: Its programs, prospects, and pitfalls*, *Amer. J. Psychol.*, 119:517-566, 2006). Your ILL staff have always been very helpful. Yes, I could use ILL services at Cabrillo College, where I'm retired faculty, but, because I live in Santa Cruz, this means a commute. And, given that the downtown public library is at the population center of the county, I'm sure ILL services there are most convenient for many others as well.

Here's hoping your budget recovers,



Andy Neher  
141 Towne Terrace  
Santa Cruz

Teresa Landers  
Santa Cruz Public Library  
Administration Headquarters  
117 Union St.  
Santa Cruz, CA 95060

February 28, 2010

Dear Director Landers,

I have been a library user since the age of four, and a Santa Cruz County cardholder since 1971. I was involved in the community design process of the "new" Boulder Creek library in the early 1980's since I live in BC, and I use the Felton Library as well since I work in downtown Felton. I have been excited with the plans and ideas for a new Felton library since the Belardi site is obviously too small to fit the people who need to use it, and because it is the nearest branch to the middle and high schools where all the Valley children now attend. We also have a large home schooled community in the SLV.

I worked very hard to support the passage of Measure B and Measure R under the assumption that we would get improved services in the San Lorenzo Valley. I pay property and sales taxes on both properties I own here, and I should receive library services commensurate with these taxes and comparable to the rest of the county.

The Felton branch took a larger percentage cut to open hours than any other branch in the recent library reorganization. I am worried that when the strategic plans are made, you will look at the usage records and make decisions assuming that Felton residents don't use their local library. The recent surveys did not give us a chance to say that we use other branches because our own branch is not open during hours we can get to it. We particularly need Saturday hours.

This letter is to urge you to increase Felton branch hours as soon as you can, beginning with Saturday open hours, and to continue to support the planning process for the new Felton branch in all ways possible, including applying for any federal stimulus monies that might be available. The Joint Powers Board made a commitment to build a new Felton branch before any other projects would be undertaken; especially since you already have land and plans, this should begin as soon as finances can be procured.

Sincerely,

Beth Benjamin  
13325 Big Basin Way  
Boulder Creek  
831-338-6894

**PAMELA MORGAN-ACKLEY**

P.O. Box 1407, Felton, CA 95018  
831.336.0658

February 24, 2010

Teresa Landers, Director  
SANTA CRUZ PUBLIC LIBRARY  
117 Union Street  
Santa Cruz, CA 95060

**RE: Felton Library**

Dear Ms. Landers:

After attending last night's meeting with Mark Stone, I wanted to let you know that due to the recent survey I submitted, it did not offer me an opportunity to explain why I use the Scotts Valley branch library. Due to the limited (and cutback hours) of Felton's branch, I am required to drive to Scotts Valley to pick up my materials. I don't feel that the survey may truly reflect the Felton usage statistics.

The residents of SLV seem to be contributing equally in terms of property and sales taxes, but our library resources are not being distributed equally comparable to other areas of the county.

Thank you for your consideration of the importance of our Felton library.

Very truly yours,

  
P. MORGAN-ACKLEY

/pm

**Teresa Landers**

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**From:** Brent Gifford [hypnogift@yahoo.com]  
**Sent:** Sunday, February 28, 2010 6:35 PM  
**To:** Teresa Landers  
**Cc:** Michele Mosher  
**Subject:** felton branch hours

Threesa,

It does seem inequitable that Felton doesn't have any weekend hours. It does seem from a library users perspective that the hours of operation relative to time that patrons can actually use the library is a setup for failure. I realize that yours is a political position and that you are still in your first year in the position but I don't believe that setting up branches to fail in order to close them will be of service to anyone in the community...thank you for your time and attention...Brent Gifford

Brent A. Gifford Shaman/Clinical Hypnotherapist  
"The Great Blindini" Performance Magician  
www.blindini.com  
831-454-8670

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**From:** kathy kuyper [chswift@hotmail.com]  
**Sent:** Monday, March 01, 2010 7:57 AM  
**To:** Teresa Landers  
**Subject:** Felton branch library

Because of work, I've been unable to attend any of the meetings concerning the library's future, but would like to email my thoughts:

The few hours the library is open are usually during my working hours, which fluctuate. Altho I used the Felton Branch often, especially to pick up books and videos ordered online, before tax season started, now I cannot be sure I will be able to pick up an item within a week after it comes in - so it's safer not to order anything at all because of the fee.

And I live within 2 blocks of the library!

I'm sure this is a problem for a lot of other people who would like to use the branch.

Kathy Kuyper

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## Teresa Landers

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**From:** Carol Phillips [avylon@sbcglobal.net]  
**Sent:** Sunday, February 28, 2010 1:29 PM  
**To:** Teresa Landers  
**Subject:** in support of Felton Library

- \* \*Felton hours took a larger percentage cut to open hours than any other branch.\*
- \* \*We are concerned that with so few hours, Felton users are forced to go to other branches, thereby reducing Felton usage statistics.\*
- \* \*Felton users strongly desire branch hours on Saturday.\*
- \* \*The recent Strategic Plan surveys asked which branch we use -- it did not provide a way to say that we use another branch because our branch is closed or inaccessible.\*
- \* \*SLV voters strongly supported Measure B and Measure R with the expectation of improved services to the San Lorenzo Valley. The Library system has not followed through on the intent of those measures.\*
- \* \*Library system resources are not being distributed equitably. Users in the San Lorenzo Valley, despite contributing equally in terms of property and sales tax, are not receiving library services comparable to other areas of the County.\*

\*Please note I agree with all of the above statements and urge you to restore more hours to the Felton library. Felton library serves those of us in Bonny Doon.

Carol Phillips  
67 Charles Dr.  
onny Doon, CA 95060

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**From:** Deidre Rogers [drogers@ergovera.com]  
**Sent:** Sunday, February 28, 2010 11:07 AM  
**To:** Teresa Landers  
**Subject:** Re Felton Branch

Hi Teresa,

Just wanted to add my list to the Felton people who are having great difficulty with the current available hours. I at first tried very hard to only go to that branch and it has become very difficult - Thursday after work after a busy week is not a great time! Tuesday forget it.

I feel guilty going to other branches and up until yesterday had stopped going for around 3 months all together.

My dad was a librarian and I love libraries. I even do ergonomics for libraries and have worked with the Central branch training people from time to time and done a few individual evals as well.

So please do help expand the Felton branch hours! I vote for a Sat. time!

Thanks so much,

Deidre

Deidre Rogers, RN, MS, CIE  
Ergovera Ergonomic Consulting  
[drogers@ergovera.com](mailto:drogers@ergovera.com)  
831-335-8448  
[www.ergovera.com](http://www.ergovera.com)

**Teresa Landers**

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**From:** WEBMASTER  
**Sent:** Saturday, March 13, 2010 10:54 AM  
**To:** System Library Management  
**Subject:** FW: Santa Cruz Public Libraries - Patron Comment or Suggestion

forwarding from Webmaster Inbox

-----Original Message-----

From: dyaneleshinharwood@yahoo.com [mailto:dyaneleshinharwood@yahoo.com]  
Sent: Friday, March 12, 2010 8:39 AM  
To: WEBMASTER  
Subject: Santa Cruz Public Libraries - Patron Comment or Suggestion

The following message has been received from:

NAME: Dyane Harwood

PHONE NUMBER: 345-7190

EMAIL ADDRESS: dyaneleshinharwood@yahoo.com

=====

To whom it may concern:

This letter is commend your staff member Lynette George of the Boulder Creek/Felton libraries. My family has been attending her weekly storytime at Boulder Creek for some time. Lynette does an outstanding job of leading the children's circle. This activity is one of the highlights of our week. My two-year-old and five-year-old love her variety of activities, ranging from reading books to singing songs to making crafts. Lynette brings a special touch to this time, and it is obvious that she enjoys what she does with the children very much. I have also had Lynette help assist me and my children at the Felton branch. She is very helpful, efficient, professional and friendly. Our community is quite fortunate to have her work in the library system. Thank you for having her on your staff. Sincerely, Dyane Harwood, Craig Harwood, Avonlea Harwood and Marilla Harwood

=====

**Teresa Landers**

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**From:** Barbara Elwell Matessa [bjelwell@yahoo.com]  
**Sent:** Wednesday, February 24, 2010 4:28 PM  
**To:** Teresa Landers

Dear Ms. Landers,

I am unable to attend the Mar 1st meeting, but I would like to offer my suggestions for budget considerations.

First, my family and I would love to see **some of the branches open on Friday**. I live in Felton, but am willing to drive to an open branch. There have been many times that we have wanted to access resources, or simply be indoors on a rainy day, and there are no open doors.

On the subject of Felton, we would love to see **more open days and hours for the Felton** branch. Saturday would accomodate more working people.

Finally, I hope that we can **increase collections**. I have driven to San Jose's libraries for the titles I am looking for.

Thank you for all that you do,

Barbara Matessa

**Teresa Landers**

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**From:** David Addison  
**Sent:** Saturday, February 27, 2010 1:58 PM  
**To:** Teresa Landers  
**Subject:** Your response to patron letter

I just had to say that you did a great job in answering Dion L. Johnson's letter regarding the use of volunteers to run our libraries. After working in libraries for 15 years, I have a lot of the same answers to the questions our patrons are asking. I really felt that you understand our issues and I applaud your advocacy for what we do.

Thanks!

David

**Teresa Landers**

---

**From:** WEBMASTER  
**Sent:** Saturday, March 13, 2010 10:55 AM  
**To:** System Library Management  
**Subject:** FW: Santa Cruz Public Libraries - Patron Comment or Suggestion

forwarding from Webmaster Inbox

-----Original Message-----

**From:** ibjaime@hotmail.com [mailto:ibjaime@hotmail.com]  
**Sent:** Friday, March 12, 2010 1:53 PM  
**To:** WEBMASTER  
**Subject:** Santa Cruz Public Libraries - Patron Comment or Suggestion

The following message has been received from:

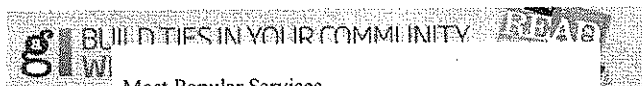
**NAME:** James Bradley

**PHONE NUMBER:** 8312124967

**EMAIL ADDRESS:** ibjaime@hotmail.com

=====  
It would be nice if the various library branches staggered their closed days so that somebody looking to borrow reading materials could find a branch open somewhere in Santa Cruz. Friday is a day that I typically want to pick up reading material for out of town trips or weekend at home reading. Every branch from the Westside to Aptos is closed on Friday, why?  
Thanks, James





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ALA Joblist  
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## Save the Library, Urge Los Angeles Public Library Workers

The union that represents Los Angeles Public Library workers has mounted a campaign to

stave off an anticipated reduction in LAPL's workforce over five years. As of ea plan to help narrow a municipal deficit of \$212 million hinged on 145 library employees and the elimination of 110 unfilled full-tim staff of 1,100. Roy Stone, president of the Librarians Guild local o Federation of State, County, and Municipal Employees, explained a radio interview on KPFK's Uprising show (MP3 file ([http://ia36093/DailyDigest-030310/2010\\_03\\_03\\_stone.mp3](http://ia36093/DailyDigest-030310/2010_03_03_stone.mp3))) that officials are also eye library workers as the first part of a city council-mandated 4,000 force, as well as the possibility that LAPL would have to return to \$10 and \$30 million in light of a projected FY2011 budget gap of \$

Estimating that a payback would halve staffing by laying off anott Stone cautioned, "We can't keep the doors open now without goir borrow somebody when there isn't enough staff." The system's 7% closed Friday mornings to accommodate a 3.5-hour furlough imp two-week pay period in FY2010.

Touting library service as "the most inexpensive crime prevention that the city provides," Stone went on to laud young-adult librarians who steer at-risk youth "off the criminal path" by connecting with teens. "If we're going to cut that, the mayor is going to have to hire more and more police," he added, predicting that Mayor Antonio Villaraigosa would unwittingly "bankrupt the city both culturally and spiritually."

Besides taking to the airwaves, library advocacy efforts include the establishment of a Save the Library [website \(http://savethelibrary.org\)](http://savethelibrary.org) and Facebook [page \(http://www.facebook.com/?l/pages/Save-the-Los-Angeles-Public-Library/3701302757836?ref=search&sid=16215452641597296213\\_11\)](http://www.facebook.com/?l/pages/Save-the-Los-Angeles-Public-Library/3701302757836?ref=search&sid=16215452641597296213_11) to grow a grassroots pushback against the city administration. Organizers were encouraging library boosters to keep up the pressure at city-council meetings and budget hearings at least until a formal FY2011 budget is unveiled in April. Advocates are also being urged to make themselves visible at mayoral events: Some 50 people held a candlelight vigil outside Mayor Villaraigosa's residence February 25, with another protest planned there for March 4 during a mayoral reception for Hollywood celebrities in anticipation of the upcoming Oscar awards ceremony slated for March 7.

—[Beverly Goldberg](#) ([users/beverly-goldberg](http://users.beverly-goldberg)), *American Libraries Online*  
Posted Wed, 03/03/2010 - 12:48

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### COMMENTS

**timesunion.com**

## Library cash woes are open book

Advocates warn proposed state funding cuts imperil key role of libraries in hard times

By **BRYAN FITZGERALD**, Special to the Times Union

First published: Wednesday, March 3, 2010

ALBANY -- Library advocates from around the state filled the Capitol on Tuesday to rally against the fifth proposed cut in state funding to the public library system in two years.

The successive cuts have totaled \$18 million since April 2008, leaving the libraries to operate with the same funding they had in 1998. Gov. David Paterson's budget proposal for the 2010-2011 fiscal year, would take out an additional 3 percent -- or \$2.4 million -- from public libraries, leaving state library aid at \$84.45 million.

"What organization, what public service can survive on 1998 levels?" said Michael Borges, the executive director of the New York Library Association. "Why would you cut funding for public services where the uses are going up?"

About 1,000 library supporters lobbied legislators and the governor's staff.

According to the New York Library Association, visits to libraries have risen 9 percent from 2005 through 2008. State Librarian Bernard Margolis estimated there will be 171 million library visits in 2010.

Libraries "are part of the economic revitalization of our country," said Margolis, referring to their use as an Internet access point for job-seekers.

The proposed cuts will force libraries to either scale back operations or ask local taxpayers to pay more. Libraries are facing potential closures, reduced hours of operation and layoffs because of funding problems, Borges said.

Deborah Jones, 51, a Long Lake real estate broker, said libraries are especially essential in small rural towns like the one where she resides.

"Everything revolves around the library," said Jones, who sits on the board of trustees for the Southern Adirondack Library System. "It's the heartbeat of the town."

"We have a huge number of people coming into the library to look for jobs, who read books to help get themselves back into school," said Ogie Osagie, a 26-year-old reference librarian from Staten Island. "Libraries shouldn't always have to suffer during a recession."

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## Librarians protest proposed cuts to regional library services in rally outside Statehouse

By Dan Ring, The Republican  
March 09, 2010, 1:48PM

BOSTON – Hundreds of librarians and supporters waved signs and listened to speakers outside the Statehouse today in a protest of Gov. Deval L. Patrick's proposed cuts to public libraries.

D. Lynn Kleindiest of Granby, a retired librarian from Springfield Technical Community College, said it makes no sense to cut regional library services.

"It's a case of homicide of libraries," she said.

Facing a deep budget shortfall in the state budget, Patrick is proposing to slash one account for state aid to regional libraries from \$12.3 million this year to \$8.8 million for the fiscal year that starts July 1, down 29 percent. Previously, it was cut by Patrick and legislators from \$17.1 million annually to \$12.3 million, down 29 percent.

N. Janeen Resnick, assistant regional administrator for the Western Massachusetts Library System, said about half the private, nonprofit's 20 employees could lose their jobs including herself.

"It's pretty heartbreaking," she said.

The state Board of Library Commissioners is considering consolidating the six regional systems.

The regional systems provide a range of services to libraries in Western Massachusetts and other regions including delivery of books and other items, continuing education for staff of libraries, group discounts, searches for references and equipment loans.

The Western Massachusetts system was recently forced to close its Bookmobile.

"They are going to eliminate the kind of services libraries in Western Massachusetts really need," said Christine Bergquist, library director in Wilbraham.

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Posted by tommix  
March 09, 2010, 3:28PM

I wonder if Patrick's newly appointed 150k a year guy convinced him that squeezing the libraries AGAIN is a good idea, or if he brainstormed this on his own. I visited the Southwick library yesterday with my 4 year old grandson (a fave stop for us) and the librarian said she was concerned about losing staff. She also mentioned that more people are using the services offered because of the economy and so many out of work.

Inappropriate comment? Alert us.

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Posted by liveinfp  
March 10, 2010, 11:02AM

It's crazy, not a good reflection on us a society, that our libraries--places of learning, of inspiration, of cultural heritage--are being cut at a time when so many people need increased support and access to services. Are we so short-sighted and selfish that we can't justify the very small part of our budgets that libraries use (in almost all towns, under 5% of the total budget) for the needy

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The Boston Globe

# The passions run high as libraries' fate debated



Sarah Wenig made her opinion heard about whether the public or city officials should speak first at yesterday's meeting about library cuts. (Jonathan Wiggs/ Globe Staff)

By Andrew Ryan  
Globe Staff / March 10, 2010

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Sell a page from the 556-year-old Gutenberg Bible, one woman suggested. Charge a modest fee for library cards, said another, waving a \$10 bill.

 **Discuss**  
COMMENTS (29)

One man said that he was a prison librarian while serving time in Walpole and that closing any library branches would be far worse than any of his crimes.

"I may have robbed a bank, but I have never burned a book," said the man, John McGrath. "And that's what you do when you close a library branch, because they are never going to reopen."

Passions ran high yesterday as nearly 400 people packed a lecture hall at the Boston Public Library in Copley Square for an emotional and at times raucous public meeting about the fate of the constellation of library branches that dot the city.

When City Council President Michael P. Ross stepped to the microphone at one point, the crowd roared, and people shouted, "The public goes first," and "Let the people speak."

Ross relented, and a constant stream of people took turns, many denouncing a proposal by library officials to close up to 10 neighborhood branches to consolidate resources and change how they provide services in the face of a \$3.6 million budget shortfall.

"It's outrageous that it has come to this," said Yann Poisson of Dorchester. "Only a fifth-term mayor could dismiss libraries as a 21st-century anachronism, something that can be replaced by Yahoo or Google."

The library's president, Amy E. Ryan, outlined a broad range of criteria that will be used to target branches for potential closing, including computer usage, handicapped accessibility, proximity to other branches, and the story behind each location. No decisions have been made.

The library lacks a sufficient number of computers, Ryan said, and it cannot adequately staff some of its most basic programs, such as story hours.

"We have to ensure that if it says Boston Public Library over the door that we have to commit resources for families, kids, and adults," Ryan said.

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Dec 2009

From the Library's Corner: The Library's Value to Community

There are many ways in which libraries actually save money for individuals as well as their community during difficult economic times. If you go to the library weekly with your child and check out 6 children's books, you have saved \$72.00 by not having to purchase those books. If you check out music CD's, you save \$10.00 for each CD checked out. A sample hourly rate for using a computer at a copy center is \$12/hour. By coming to the library and using the library's Internet connectivity and the computer, you save at least \$30/per month just for the connectivity. If you attend a library sponsored program for adults, you save an average of \$12 per month. The library sponsored 142 adult programs and 480 children's programs last year. Our meeting rooms were used 909 times for other community programs and meetings. The chart shows the library's statistical information and the costs that were saved by using the library during FY2009. We are pleased for the increased use and encourage everyone to continue to use the library whenever possible to assist with your information and entertainment needs.

Quantity of Use	Library Services	Retail Value	Value of Service
257,774	Books Borrowed	\$15.00	\$3,866,610
104,688	Children Book Borrowed	\$12.00	\$1,256,256
17,157	Magazines Borrowed	\$3.50	\$60,050
189,080	Videos Borrowed	\$4.00	\$756,320
77,312	Audio Books Borrowed	\$10.00	\$773,120
13,311	Magazine/Newspaper Use in Library	\$1.00	\$13,311
61,242	Interlibrary Loan	\$30.00	\$1,837,260
909	Meeting Room Use per Hour	\$50.00	\$45,450
6,333	Program/Class Attended - Adult	\$10.00	\$63,330
14,061	Program Attended - Children	\$6.00	\$84,486
121,090	Hours of Computer Use e.g., Internet and MS Word	\$12.00	\$1,453,080
278,730	QC Memory Articles Viewed Online	\$1.00	\$278,730
708	Months of Use for Other Database Searching	\$20.00	\$14,160
102,043	Reference Questions Asked	\$15.00	\$1,530,645
	<b>Total Value</b>		<b>\$12,032,808</b>

Main Entries, Davenport Public Library, 321 Main Street, Davenport IA 52801, v.25, Issue 6, November/December 2009, p.1. <http://davenportlibrary.com>.

In Lean Times, Public Libraries Are a Priceless Resource

"Seven people huddled behind computers, each looking for a thread.

"A job-search Web site they hadn't heard of before.

"A tip on writing the kind of resume that employers are looking for these days.

"The off chance that, by getting out of the house, they would run into someone who might have an "in" somewhere.


"In these hard economic times, public libraries nationwide have become a hub for people looking for help.

"Free help...

"...In the last year Americans visited their libraries nearly 1.3 billion times and checked out more than 2 billion items, an increase of more than 10 percent compared with the economic downturn of 2001, according to the association...

"...When Kansas City [Public Library] business reference librarian Pam Jenkins set up a display of books about living frugally and simply, the volumes "just flew off the shelf..."

"...Attendance at the library's computer skills classes, for example, nearly tripled compared with the same three-month period a year ago, said



**By thinking  
beyond books,  
public libraries  
take information  
literacy to the  
next stage.**

If Garrett Olsen takes his eyes off the computer screen for one second, he could die.

It wouldn't be the first time. In fact, if you ask Garrett, who's 11, how many times he's died already, he'll give a casual response: "In this game? About a million."

It's Saturday afternoon, the middle of the fall, warm enough to play outside. But Garrett and his friend Chandler would rather be at the Folsom, Calif., Public Library, absorbed in a world of medieval knights, castles and keys — the name of the game is RuneScape.

Right now, they're talking to each other, trying to find the secret door that will take them to the next level. But they move with caution. If they open the wrong door, they'll have to start over. Again.

# LIBRARIES

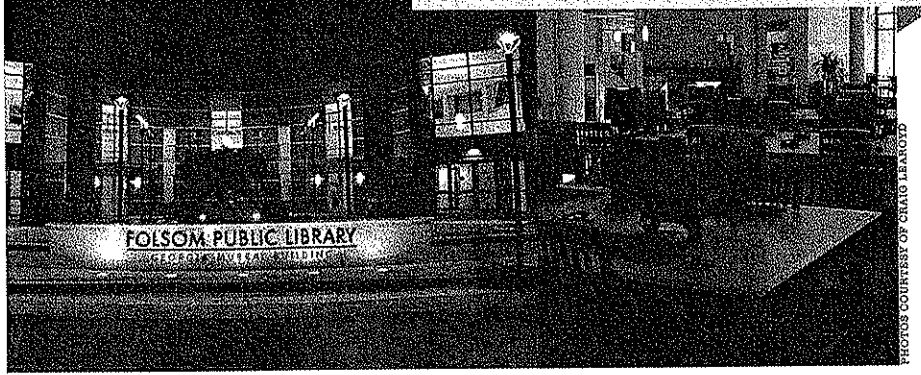
# THE NEW

# TOP

By Russell Nichols Staff Writer

[www.govtech.com](http://www.govtech.com) R

The Folsom (Calif.) Public Library Georgia Murray Building opened to the public in 2007, followed by the Norman R. Siefkin Public Library in 2008. Together the new libraries offer 33,000 square feet of space and state-of-the-art services.



PHOTOS COURTESY OF CRAIG LEAROLD

An American Library Association Youth and Library Use Study of 1,262 kids ages 8 to 18 conducted in June 2007 found that

**78%**  
of youths have library cards.

— HARRIS INTERACTIVE

The boys go to the library often to play this free online game, but Nov. 14 was special because they were counted among the 31,300 people who flocked to libraries across the country for National Gaming Day. Only in its second year, the annual event sponsored by the American Library Association more than doubled its numbers from 2008. More than 1,360 libraries registered to participate, including libraries in Canada and Japan. Morocco expressed interest for next year.

The numbers don't lie: People love playing games at libraries. But this is more than just a once-a-year phenomenon. In the past decade, technology has taken the age-old library model to the next level. By adopting interactive, gaming trends, modern-day libraries help open

doors to the world of virtual, hands-on learning in ways never seen before.

National Gaming Day, organizers say, offers a glimpse into that world.

"The event was designed to promote awareness that you can actually play at the library and that it's OK," said Jenny Levine, strategy guide for the American Library Association. "There's this stereotype that you have to be quiet, people will shush you and you have to sit by yourself at a table. That's not true anymore."

#### 'The Last Noncommercialized Space'

Since the beginning, libraries have been archives for the sacred texts and published records of the world — from papyrus scrolls in ancient Egypt and clay tablets at the Royal Library of Ashurbanipal — to the endless rows of fiction and non-fiction books. These structures provided storage to literary works and reference materials, but also acted as

a community anchor, where citizens from all walks of life could find common ground in the pursuit of knowledge.

As the digital age swept the country, it was a question as to whether libraries could survive the new millennium. In modern societies, where the Internet puts information at your fingertips, and you can download books with the click of a mouse, would public libraries still be relevant?

The answer — a resounding yes — resonates from the streets of Philadelphia, where the community united last fall to save 11 branches of the public library system from closing due to the city's financial crisis. After residents flooded courtrooms and wrote letters to elected officials, the state Legislature acted on a budget request that kept all 54 branches of the Free Library of Philadelphia open.

Such an outpouring of support reflects the significance of the library system in American cities. "It's the last noncommercialized space left in the community," Levine said.

#### Adapting and Adopting

Community support underscores its value, but the longevity of the public library system also can be attributed to its consistent effort to think outside of the books. Last decade, libraries expanded their collections to include other media resources, such

## EDUCATION INTEGRATION

For years, video game companies have battled a barrage of controversy concerning the violence, gore and sexual themes in some games, which critics claim could poison the minds of young children.

The educational games industry struggled to stay alive for other reasons.

"The trouble is we're just slowly learning how to make good games solely for learning," said James Paul Gee, the Mary Lou Fuiton presidential professor of literacy studies at Arizona State University. "The first so-called serious games were deadly boring."

Ten years into the new millennium, educational video games are finally reaching a point where the graphics and social gaming experience may rival mainstream titles. In the past five years, academics and foundations have emerged to inject new life into educational video games.

In the stand-alone games of the 1980s and 1990s, companies tried to build games out of learning components. But designers at Tabula Digita took the opposite approach, finding ways to infuse academic concepts into a great game design. The company's



most popular game series, DimensionM, uses 3-D, first-person video game technology and puts players in expansive virtual worlds, where they must solve pre-algebra and algebra problems in a series of missions.

"It's Halo minus the violence," said Tabula's CEO Ntiedo Etuk, referring to the popular science fiction video game franchise.

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Duyen Doan (right) and Dennis Johnson (left) face off in a grueling chess match at the Folsom Public Library. Doan was instructed by Johnson, a volunteer who ran the five-week chess club in October 2009.

PHOTO COURTESY OF RUSSELL NICHOLS

as CDs and DVDs. In the past 10 years, libraries have kept up with technology trends by bringing in video games that help improve information literacy and collaborative learning.

In fiscal 2008, academic libraries spent approximately

**\$133.6 MILLION**

for electronic books, serial backfiles and other materials, according to *Academic Libraries: 2008. First Look*, December 2009.

Now you might walk into a library and see kids playing *Guitar Hero* to learn about and play popular rock 'n' roll records; or *RuneScape*, where players roam a medieval fantasy realm with customizable avatars, searching for treasure; or *SimCity* that teaches the ins and outs of urban development. Proponents agree that such games not only force students to use critical thinking skills and solve complex

problems, but also provide interactive, visual stimulation that they can't get with a math game.

In addition, the social component that comes with libraries enhances the gaming experience in ways kids may not find in any other public place. They're not as restricted to time limits as they would be in a class. Video games encourage students to socialize and interact with others rather than isolating themselves.

"They want to play it as a multiplayer game and get on the Web, talk about it and figure out statistics," said James Paul Gee, the Mary Lou Fulton presidential professor of literacy studies at Arizona State Univer-

sity. "Games have turned out to be an inherently social experience."

Garrett's mother, Kathryn, has seen the effects firsthand. From playing video games at the library, she said, Garrett has met new people and has become more interested in reading.

It also unites players in a unique way. For instance, Levine said, kids are more willing to resolve disputes on their own rather than getting kicked out the library for fighting.

In reality, the convergence of the library system and the gaming world isn't that outlandish; they have a lot in common. Both are

vast worlds ready to be explored. And consider this: When gamers get stuck on a level, many seek help by reading a walkthrough guide online or plugging in a cheat code.

At libraries, when browsers get lost, they also get help from someone who knows where to go and how to get there: a librarian, or as Levine says, "the human cheat code."

### Literacy On Board

But the gaming movement goes beyond computers and video game consoles. Many libraries keep assorted board games available for use. Last October, Folsom Public Library launched a six-week chess club for students.

In New York, the School Library System of the Genesee Valley Board of Cooperative Educational Services developed a board game library to provide support for 22 rural districts. Funded by the state, coordinators have amassed a collection of nearly 100 titles — all tied to state curriculum standards in math, English and social studies.

"We weren't sure how to get it into the schools," said Christopher Harris, coordinator of the School Library System. "The schools are a little funny sometimes about games. I like to joke that we've taken away recess from kindergarten and replaced it with algebra."

Traditional American board games require minimal engagement: Players roll the dice, move their game pieces, wait for

Garrett Olsen (white T-shirt), plays *RuneScape*, a fantasy massively multiplayer online role-playing game with his friend Chandler (green shirt).

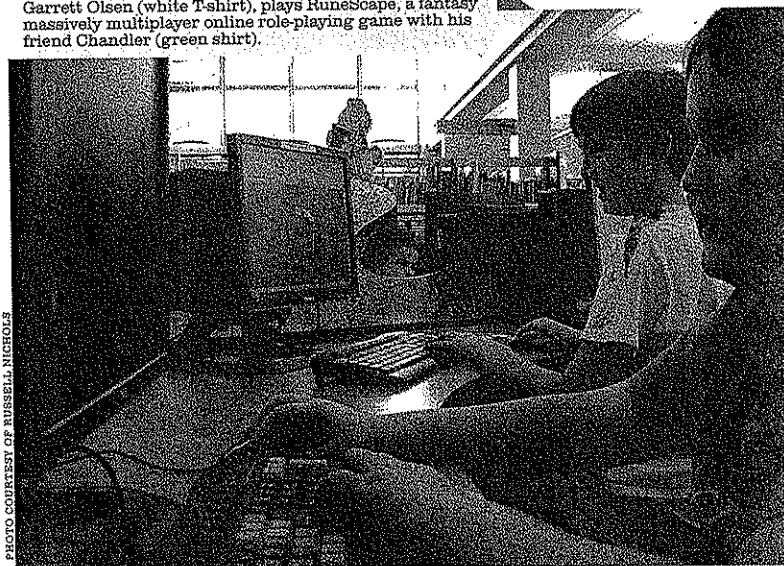


PHOTO COURTESY OF RUSSELL NICHOLS

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their next turn, and so forth, said Brian Mayer, a library technology specialist for the School Library System.

With this program, the library system made sure to buy games that tie into the curriculum and keep kids actively involved. One particular game re-creates the 1960 U.S. presidential election. Players have cards that look like the front pages of newspapers with historical facts about John F. Kennedy and Richard Nixon.

"They look like Pokémon or Yu-Gi-Oh cards except they're all about the election," Harris said. "Someone keeps track of electoral votes, media relations, issues for debates. Now the students are really engaged in the experience of running and being a part of an election."

### Gaming Requirements

No matter the type of game, the same strategies that promote reading literacy should be used to enhance media literacy — specifically mentorship, said Gee, author of numerous books including *What Video Games Have to Teach Us About Learning and Literacy*, which offers 36 reasons why good video games produce better learning conditions than many of today's schools.

Research, he said, shows that poor kids use computer games as much as middle-class kids, but get less out of it. Therefore, libraries can add that missing piece by working with schools or providing the additional support needed for comprehension.

"If you're reading a book and not really thinking or talking about it, it's not really good for learning," he said. "The same is true for a computer game."

Although much of the opposition has died down, Gee said, many of the objections to educational video games came from baby boomers who couldn't grasp the concept of learning how to lose in order to win.

"For baby boomers, it's tough because you have to learn by trial," he said. "We think failure is a bad thing, but in games failure is a good thing. If you're going to be an engineer, you better learn to fail before you build a bridge. Good science requires exploration and risk-taking."

Not convinced? Just ask Garrett Olsen how many times he's died in RuneScape. ☺

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# Coaching in the Field

A professional coach can help leaders and staff up their game in dealing with an ever-changing environment and shrinking resources.

By Ruth Metz

The greatest challenge to library organizations is to continuously adapt in an ever-changing, ever-more-complex environment. Library leaders need to direct the continuous redevelopment of libraries. The ability to tackle this and other institutional challenges effectively is fundamental to the success of leaders and the survival of libraries. One way to achieve this is through the use of coaching.

Coaching is the purposeful and skillful effort by one individual to help another achieve specific performance goals. Whether the coach is working with an individual or a group (the "player"), she facilitates the player's attainment of the player's goals. The success of this effort depends on the cooperation of both parties. The player is willing to be challenged, supported, and influenced by the coach; the coach enables this willingness throughout the stages of coaching.

People in today's workforce at every level constantly have to work on the interface of their knowledge, skills, and experience in a changing and somewhat unpredictable environment. Coaching is not just something that engages people's efficiency; it increases individual and organization effectiveness through changing times. Coaching has a multiplier effect. It enhances the library's assets. The more able the individual is to apply his skills dynamically to an ever-changing environment, the more valuable he is to the organization.

Picture the new director of a library whose operating

costs are rising at a higher rate than its revenues. The deficit is largely structural and will continue to grow, driven by fixed obligations inherent in how the library system is structured. It is costing more to operate the library each year than the library is receiving in revenues, but for years the library's operating reserves have offset the deficit. Now it looks as if the new director will be forced to reduce hours and staffing as the revenue-to-expense situation worsens.

The new director believes that part of the solution lies in developing new service models that can deliver needed services at less cost. However, many obstacles exist to creating these new service models: Some staff is resistant to change. Managers and supervisors are overly concerned with appeasing staff and have lost sight of community needs. The senior managers have never developed team leadership. Some managers will be retiring soon, but there is no apparent "bench" of aspiring leaders to follow them. Staff and the community have been unaware that operating costs are outstripping revenues.

Coaching for this organization would begin with the director, followed by sessions with the director and executive team together. It would include an organizational assessment and strategy for developing the organization according to its needs: the need to develop new service models; to resolve the structural budget deficit; to engage staff; to develop succession leaders; and to help staff through change transitions, including their own career and work-life balance transitions.

This library would benefit from multidimensional coaching to:

- Support the library director in clarifying and prioritizing executive direction
- Build executive, management, and team leadership capacity
- Facilitate the process of service modeling and sustainable budget development
- Develop new leaders and a leadership bench
- Develop coaching behaviors in the library director, managers, and supervisors
- Sustain effective individual and group performance

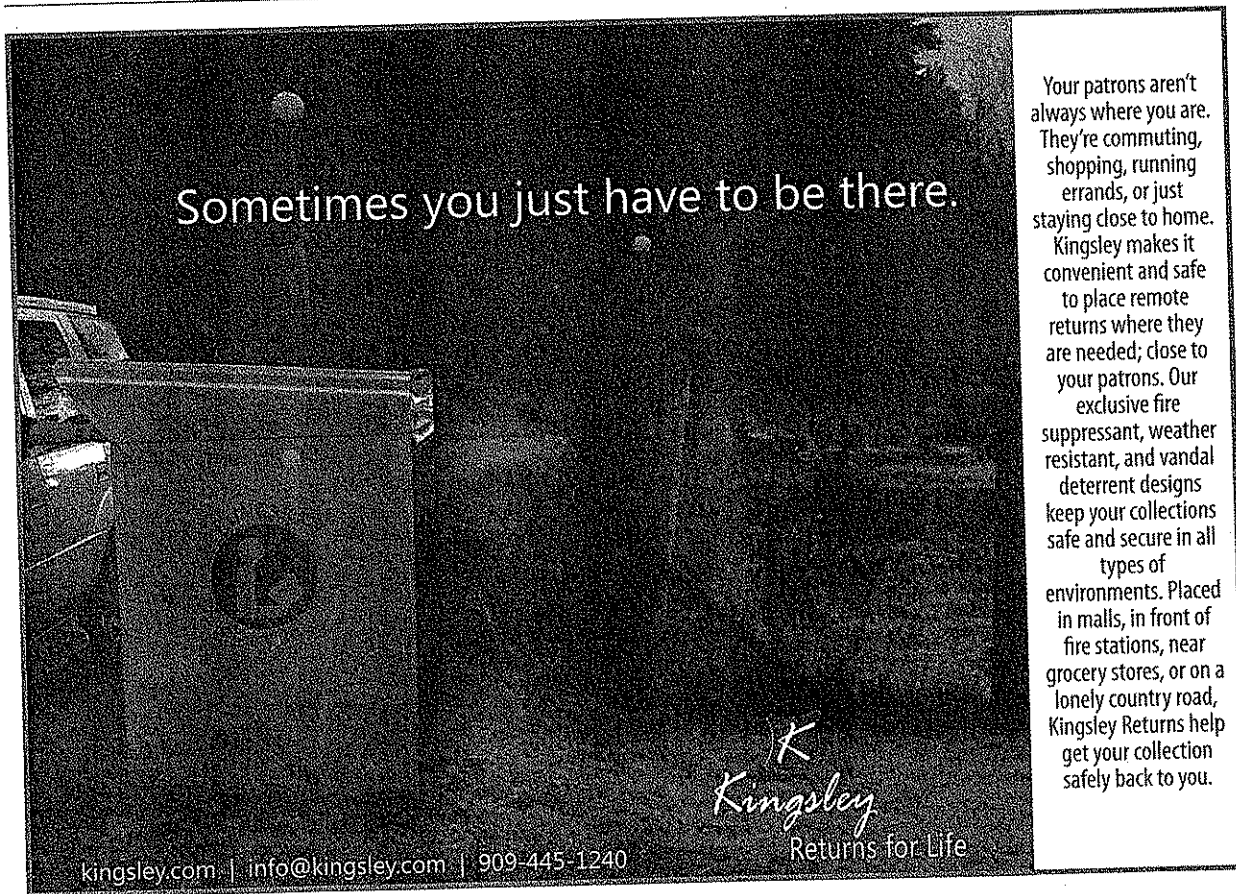
Whether the coaching is for individuals or groups, it has the overarching purpose to improve organizational effectiveness. Just as libraries have a strategic plan of service,

they need to take a strategic approach to organizational development. Coaching strategically helps organizations respond to the reality of their situation. It is a process that requires time and multiple interactions.

But coaching isn't only for library leaders; it is for everyone. The work of libraries today calls for a much more diverse array of knowledge, skills, and abilities than ever before. The expectation is for more flexibility. People who work in libraries must constantly learn and adapt to new technologies and working in collaboration with others. They are constantly being called on to do what they were not expected to do before.

At the same time that technology is changing the work of libraries, other factors are impacting the volatility of the workplace. Individuals are facing challenging work-life decisions. Many who planned to leave the workforce are staying because of the economic downturn. The care of children, the elderly, and the disabled are straining workers' capacity to work full-time and to make ends meet.

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## Libraries must become purposeful about the application of coaching on a broad scale.

The 2009 International Coach Federation (ICF) Global Client Coaching Study reports that 36% of coaching

clients put work-life balance as one of the top three motivators for seeking coaching. Meanwhile, some who were recruited into the profession with the promise there would be jobs as the boomer generation retired are leaving by the side exits for other careers. Considering these conditions, the need for coaching in libraries is ever-present and increasing.

Libraries are not alone in facing these challenges. The coaching industry is one of the fastest growing in the world. The ICF, with over 16,000 members in over 90 countries, has seen a 645% increase in membership since 1999. Coaching has become more accessible to more people. Where once coaching was for the business elite, its benefits are now well known and dispersed across industries and throughout organizations, penetrating into all levels of the workplace.

There is a growing expectation in both the private and public sectors for organizational leaders themselves to be leader-coaches and to integrate coaching into their organizations. Many organizations have adopted the ability to coach as a core competency for their chief executives.

The application of coaching has become more strategic, with organizations integrating coaching with other learning experiences, developmental processes, and internal human resource processes. There is growing organizational demand for leadership-development systems that prepare tomorrow's leaders. The changing workforce is apt to challenge long-standing norms that affect how emergent leaders develop as leaders. Coaching can play a significant role in bridging the way.

According to the Center for Creative Leadership's *CCL Handbook of Coaching* (Jossey-Bass, 2006), many organizations are moving from individual leadership development to collective leadership development. It isn't only the leader but the leadership team, the management team, and the cross-functional team that need leadership development. These organizations are integrating coaching with other learning practices and building their internal coaching capacity. This takes the form of classroom instruction and skills practice, shadow coaching, ongoing workshops, and individual coaching that helps the coach improve her coaching. They are integrating internal and external coaching, accessing the variety of specializations and expertise, and building a cadre of coaches that they

can easily access.

In effect, organizations are creating a new norm in organizational learning and in the process developing a culture of coaching. The evolution of coaching in organizations is toward greater normalcy and transparency. Organizations are building cultures of coaching through dialog about coaching, building a shared vocabulary and knowledge where concepts, approaches, and ideas can be discussed and resources shared. The practice of coaching has a cascading effect throughout organizations, increasing the effectiveness and efficiency of both individuals and teams.

### More than problem-solving

It is time for library leaders to think about coaching as more than a tool for developing themselves, improving substandard performance in others, or building a leadership bench. We have to get away from the idea that all coaching is problem-solving and that you call in a coach when a problem needs to be corrected.

Libraries must become purposeful about the application of coaching on a broad scale. Leaders can authorize and influence the development of a coaching system in their organizations that supports the learning and development of individuals and the organization as a whole. A coaching system can in turn be integrated into ongoing systems such as learning, performance management, and leadership development. Integrating coaching wisely into the organization begins with intentionality and an understanding of organizational need.

In the midst of the current severe economic downturn when budgets are strained, leaders may dismiss the notion of integrating coaching into their organizations as unaffordable, impractical, or both. However, the economic downturn is all the more reason to do so. Typically, library organizations are spending 65% or more of their budget on personnel, and coaching leverages human capital. Strategic coaching that focuses on a plan for organizational development strengthens the capacity of the entire organization. It has a multiplier effect, enhancing the library's assets. The more able the individual is to dynamically apply his skills to an ever-changing environment, the more valuable he is to the organization. Coaching has many dimensions and purposes. A thoughtful defining of your coaching needs is the first step in selecting the right coach. If you have built coaching muscle within your organization, you can look internally first. Your human resources department might be able to provide coaching or a referral. Some libraries have established a cadre of coaches—internal, external, or both—that they call into service as needed.

Otherwise, sleuthing by way of colleagues may be the best way to begin to look for a coach. This may seem a parochial approach; however, the coaching profession is

going through a kind of crisis of accountability stemming from a lack of rigor in coaching standards. Until this improves, the search for a coach is best begun by talking with trusted people in your network of associates, which includes peers in other libraries, library association committees, and consortia, as well as community, business, governmental, and educational peers. You may also have established relationships with management consultants who could be a source of referral.

The coach has to be a person that the individual or the group can trust by demonstrating he is credible in an interpersonal way. A good coach should not take the position that he has all the answers and that the client is only there to listen to him, or that you've done everything wrong and now he'll tell you how to do it right. Instead, he comes in with an attitude that is respectful and recognizes that coaching is a balanced relationship. The coach's advice needs to be exactly tied to the real situation as the person or group sees it. The coach has to respect the breadth of knowledge and understanding of those inside the organization. A good coach takes time to assess the situation.

Interview any prospective coaches with an eye toward learning about them, their credentials and experience, and their fees. Fees vary widely depending upon creden-

tials and locale, from \$60/hour to \$400/hour.

In interviewing prospective coaches, be as interested in their listening and interpersonal skills and questions as you are in their credentials and fees. A good prospect is someone who restates your need in a way that captures the essence of the issue. The interview should help you understand your need better than when you started; if it doesn't do that for you, keep looking.

Coaching actively and willingly supports people in libraries as they continuously learn. It is, after all, our consistency of interaction in the face of constant change that leads to stability, predictability, and a more durable workplace. This durability gives people a firm place to stand, even amidst constant change. It is the ultimate place from which to be consistently effective as an organization and community institution. ■



RUTH METZ ([www.librarycoach.com](http://www.librarycoach.com)) is a library consultant, workplace coach, and author. The second edition of her *Coaching In the Library: A Management Strategy for Achieving Excellence* will be published this summer by ALA Editions. The revised edition will include "best resources" on coaching, finding coaches, coaching special populations, the leader coach, and coaching workshops and classes.

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# 10 Takeaways from the O'Reilly Tools of Change Conference for Librarians

February 26th, 2010 · by [spolanka](#) · [5 Comments](#)



Earlier this week I attended the O'Reilly Tools of Change (TOC) Conference for the first time. Over 1250 attendees gathered in New York City to discuss and network about issues and trends in publishing, in particular, digital publishing. While much of the information presented was for the publishing industry, I did manage to find several great ideas and concepts that relate to libraries. I'd like to share these with you, in no apparent order.

1. [Social Media Marketing](#) is huge in the publishing industry and it should be huge in libraries as well. The potential for building communities around the library is enormous. Tim O'Reilly, in his keynote said, "you gain and bestow status through those you associate with in social media," and "don't focus only on you and your product." Is your library using Facebook, Twitter, blogs, wikis, and other social media to communicate with your patrons and the greater community? If not, you should be. When you do get your plan in action, make sure you go beyond promoting library events and services. If you are a public library, build your community around other organizations, businesses, and schools in

the area and promote the groups who meet at the library, local authors or artists, and those groups that share the same values with the library. Academics, the same goes for your library, focusing of course on the students and faculty and even other local colleges and universities. "Create more value than you capture." (O'Reilly)

2. eTextbooks are here, and there are more on the way. Libraries need to do more to promote electronic textbooks to their communities. Do you know about Flatworld Books, Agile Mind, Merlot, Connexions, and the CK12 Foundation? All of these organizations offer open source and low cost alternatives for textbooks from Kindergarten through College. CourseSmart offers digital textbooks and is now affiliated with 15 textbook publishers, offering over 10,000 titles. Textbook rental is a growing market too with Chegg.com, Barnes and Noble, and Cengage all offering services.
3. Keep your eyes out for the enTourage eDGe reader. It's has a dual display to combine eReading with note taking, web browsing, or document creation. It's large, like a notebook. Could this be the future of eTextbooks? Not at \$499 a pop, but only time will tell.
4. Going open access for monographs was the topic of a keynote speech by Frances Pinter of Bloomsbury Academic. Frances discussed the endangered species known as the academic monograph. She proposed a solution to this problem using existing library budgets and open access through an international library consortia for open access books (ILCOAb). She thinks we can get the price of a monograph down to \$2.00 with collaboration and open access. Her idea is one worth considering. I've asked Frances for an interview and hope to post this soon.
5. Libraries need to seriously consider digital printing or print on demand options as revenue generating sources. All of us have unique archival collections (many of which are now digital), we all have access to public domain digital materials, and some of us may even host publishers ebook content on our own servers with the ability to POD titles or chapters. All we need now is a POD machine, like an Espresso. They aren't cheap, so what if we purchased these at the consortia level? Member libraries could print and sell materials from their special collections, "chunk" together a variety of public domain materials to create custom books, or create keepsake gifts by personalizing books. Why should publishers and search engine companies be the only ones bringing in revenue from library collections?
6. Apps – everybody has an app, why not libraries? It's a great way to take your products and services mobile. Rana Sobhany conducted a workshop on selling in the mobile market. She provided a long list of tips for folks considering the development of an app. If only they weren't so expensive!
7. Do you know what it takes to convert a print book to electronic? I didn't either until I attended a workshop on practical ebook formatting led by Phil Frank and Joshua Tallent. Both provided tips and tricks for those converting from InDesign to ePub and Kindle formats. It's not an easy process folks and takes days to convert just one title. Phil was cutting and pasting and zipping files all over the place, saving charts and images separately and anchoring them to text, and was doing lots of other things I didn't understand and was glad I didn't have to do! I'm going to remember this each time I see the price of an ebook.
8. We all know there are tons of eBook readers out on the market, and more pop up each day. No particular reader was designated the clear cut leader or winner, the message was rather – interoperability! Liza Daly and Keith Fahlgren discussed the issues with interoperability and DRM in their session, networked, mobile and landlocked – current ereaders. One thing was certain from their presentation, "in a cloudy world, networking wins; devices without web connections are not



landlocked, they are landfill.” (check out slide #10 on Liza’s presentation [here](#))

9. More and more authors are self-publishing, and making money. When does it pay for an author to go electronic only? Michael Mace in his presentation on the [lessons learned from the failure of ebooks in 2000](#), discussed this vital tipping point. He said when 20-30% of the public have ebook readers, book publishing will change dramatically. The iPad, competition between Amazon and Apple, and rising prices of trade ebooks all bring the tipping point closer. Libraries take heed, when publishing changes we will have to adapt.

10. Cali Bush of O'Reilly Media presented on [ebook contracts](#). Her presentation focused on the contracts between distributors and publishers, but it got me thinking about the contracts between publishers and libraries. Of particular interest to me were her list of “gotchas” and “gimmies.” What are the gotchas and gimmies in publisher/library ebook contracts? Also interesting was her visualization of rights, starting with the complete pie for authors, 3/4 pie for publishers, and 1/2 pie for distributors. Couldn't help but make me wonder where libraries and users landed in the pie (a small slice maybe?).



Categories: [Conferences/Events](#), [DRM](#), [Library News](#), [ebook readers](#), [print on demand](#), [textbooks](#)

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- [1 Lindsey Thomas Martin](#) // Feb 26, 2010 at 4:34 pm

About point 7: If one is working from InDesign files set up for print, then, yes, a lot of massaging will be necessary before they can be output to .epub. And, yes, support for graphs, images, tables and so on in .epub is not yet very robust. But, if a publisher sets up a workflow that anticipates export from InDesign to .epub, the process will become much more efficient. If the publisher goes a step further and makes the investment of setting up a workflow that uses a single source tagged in XML, producing publications in print, PDF, and EPUB becomes, if not trivial, very much easier.

- [2 Joe Murphy](#) // Mar 2, 2010 at 4:19 pm

Re: Number 5 – why? What about selling books (or generating revenue) is core to a libraries' mission?

Or to be more positive, what changes would be necessary in our libraries to make it part of our mission? Who are the potential partners who might find POD right in their natural wheelhouse?

As an academic librarian, instead of going a consortial route, I'd be more interested in partnering with a university press or bookstore. Is the new publishing environment going to force our institutions to create closer relationships between libraries, presses, and bookstores?

- [3 JC](#) // Mar 2, 2010 at 4:21 pm

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### **New Libraries Revitalize Cities**

By: [Jonathan Lerner](#) | March 2, 2010 | 05:00 AM (PDT) | [Print](#)

New library complexes rejuvenate urban centers around the world by including theaters, shops, cafes, offices and even gyms.

A new library is being planned for the center of [Aarhus](#), Denmark's main port city. It will certainly contain books on shelves. Beyond that, it will not resemble the hushed and stately central libraries of the past. In fact, it is referred to not as a library but an "urban mediaspace." The building will include flexible conference and project rooms, multimedia learning labs, performance venues, studios for artists and business startups, a shop, a cafe, a tram station and government-service offices where patrons can, for example, apply for social security. Its design competition envisioned "a layered structure that can be navigated like a home page." It will anchor a sizable stretch of industrial waterfront that will be redeveloped as an esplanade for festivals, markets, sports and leisure. The winning entry shows an irregular, seven-sided, glass-walled building with generous roof overhangs that seem to simultaneously extend protection over the public realm and invite people into a hive of visible activity.

A mixed-use, multimedia complex that is meant to foster social interaction and creative ferment as much as reading and research, the library of the future is also intended as an engine of city-center rejuvenation. Examples have gone up in dozens of places around the world, including Salt Lake City; Vancouver, B.C.; Chongqing, China; the Spanish island of Tenerife; Delft, the Netherlands; Brisbane, Australia; and Cardiff, U.K. Versions are planned in Philadelphia; Oslo; Turin, Italy; Amsterdam; and other cities large and small. These library buildings incorporate a constellation of nontraditional and even non-library uses, like cafes, shops, theaters and auditoriums, galleries, classrooms, conference centers, meeting rooms, recording and broadcast studios, government offices, even housing. Some are placed adjacent to theaters, concert halls and museums to form cultural campuses; others are joined to schools or even hotels.

In Australia and New Zealand, says Alan Bundy, president of [Friends of Libraries Australia](#), "it is now generally accepted that new public libraries should not be stand-alone, but should be, at minimum, within shopping centers as key retail anchors or collocated with other community facilities and agencies such as swimming pools, child care centers, family health and medical clinics — and that they should be multiuse and provide a range of spaces." Architecturally,

-

these new libraries seek to respond to the evolution of information technology and the blending of ways people seek knowledge, entertainment and social encounters. Many have glass walls, which both express their openness to the city and reveal the lively goings-on inside.

“The new libraries are very transparent, but what I think most important is the flexibility. We could create empty rooms and furnish them for the next five years and then rethink,” says Maija Berndtson, library director in Helsinki. “We see how the customers behave, and then follow their ideas.” The traditional library, built to house printed matter, had a fixed layout and purpose-defined spaces. The new libraries typically have open floor plans, uninterrupted interior sight lines and fluid traffic patterns — design approaches that acknowledge technological and cultural shifts.

The momentum toward new library design was encouraged by the high-profile 2004 opening of Seattle’s Central Library. Inside this irregularly shaped glass structure, there is a vast reception area called the “living room,” where you can read, but also meet people, grab a coffee and chat; it’s no quiet zone, though these exist in the building. The librarians all work together in the “mixing chamber,” another big space, accessible to patrons, that is also bustling — acoustically so, too. The book collection is displayed on a single long ramp that wraps up and around the building’s interior, shelved continuously following the Dewey Decimal System. Seattle’s particular innovations may not be perfect or universally adopted, but they do reimagine the library’s spatial organization in response to contemporary needs and uses.

Still, the Seattle library is not the best exemplar of the trend. It does contain meeting rooms, an auditorium, a cafe and a gift shop, but not the other non-library uses that might further integrate it with the city. You can’t go into the building to use a research database *and* take a swim, say, or to find a good read *and* buy a pair of socks. It has had a positive impact on the local economy and draws tourists for its sensational architecture. But downtown Seattle was hardly moribund when it was planned; urban regeneration was not among its principal goals.

Click the image to see an architectural rendering of a library planned for Aarhus, Denmark.

In contrast, for those libraries that fully embody the new approach, “the planning really starts when we can see the connection with the development of the city center,” says Berndtson, who is involved in creating the vision for a new central library in Helsinki. So far, the project has a well-defined purpose. That, she wrote recently, is to be “a cultural meeting point, both physical and virtual; the city’s public face ... where interactive democracy takes place...; a place where city-dwellers can spend their free time, feel at home and meet others, a place for the entire family right in the centre of town.”

Perhaps unusually, the building will not house the library system’s administrative offices or even the bulk of its book collection. “We don’t need the huge collection because it’s so easy to locate it if it’s situated elsewhere,” Berndtson remarks. Helsinki planners have now focused on a likely site in the city center, within the boundaries of a redevelopment master plan and adjacent to a major park, a concert hall-conference center complex, a contemporary art museum, and a music center and university-level music school now under construction. If this location is selected, a building can finally be designed.

Libraries are valuable components of re-urbanization plans not only for civic but for tangible economic reasons. They are natural people magnets, sometimes receiving several thousand



visitors a day. When located alongside other places people need to go, they create destinations with strong drawing power. They also bring stability. A library will be a long-term neighbor with a reliable (and in most places today, rapidly growing) clientele. Should a shop, for example, adjacent to or within the library building move out, the location can still attract another enterprise. Conversely, the mixed-use model can provide “justification for the development work and the money that will go into a main library. It’s the synergy as communities begin to talk about, ‘What do we need in the urban center to jumpstart a level of activity?’” observes Sari Feldman, executive director of the Cuyahoga County system in Cleveland and president of the Public Library Association.

New architectural-landmark central branches in big cities may get attention, but mixed-use libraries are also being built in small towns and even suburbs. In such places, which often lack functional centers and neutral gathering places, they help concentrate activities and foster urbanistic, civic-oriented interaction. For example, Bournemouth is an atypical community for England. “The center of the town is quite spread out,” says Shelagh Levett, a service director for the Bournemouth Libraries. For a new building there, the mission statement envisioned “a hub of the community.” Completed in 2002, it houses a glass-walled library above street-level shops, overlooking an open triangle — formerly the site of a bus station and still something of a transit hub — that is presently being redesigned as a pedestrian-oriented plaza for events, markets and informal use. The impetus for the new building came less from within the library system than from town leaders, Levett says. They saw it as “a crucial part of a comprehensive development including shopping and leisure,” she says. “The overall aim was ... enhancing the community’s sense of identity.”

For people who grew up using and loving classical libraries with delineated spaces and no-talking rules, the new free-form buildings — and the vitality they encourage — can require adjustment. But these buildings are only responding to present-day needs. “We find ourselves much more at an intersection of information and education,” Feldman explains, “and the librarian role is evolving much more into a facilitator role, to facilitate learning.” Her Cleveland library, for example, hosts English-as-a-second-language classes and has career counselors on staff to teach people how to search and apply for jobs. She adds, “I would put theater and music and art as part of the learning.”

The central library in Philadelphia opened in 1927. A major expansion will add a glass pavilion with shops, a 550-seat auditorium, a teen center and “areas where people can create content,” says Sandy Horrocks, its vice president for communications and development. She says that with recent changes in the publishing landscape, many authors and musicians cannot expect their work to be issued commercially. But, she says, “one of the things libraries can do because of their technology and because of the enormous use of their Web sites [is to] share content with a lot of people.” Speaking to another need, she says, “in Philadelphia, 47 percent of the households have no Internet access, which is considerably higher than the national average, so our demand for public-access computers is enormous. So we need to have some flexible space to make that possible.” Quiet? Feldman points out that “just introducing computers into the libraries made them noisy. And young people work together, so there’s that noise, too.”

“The Internet has done a lot in the way of isolating people. We find when we have programs, the attendance is extraordinary because there’s a hunger and desire to talk,” Horrocks observes. “People do want to come together and have dialogues and conversations, and libraries are providing that place.” Maija Berndtson calls the new malleable, mixed-use model “the

boundless library.”

“The reasons why people come to the library can be many other things than to use the collection,” she says. So the library of the future will be a porous container: both a destination itself and a portal to other places, a space for civic engagement and a locus of urban vitality.

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## Congress Extends Library Provision of Patriot Act to 2011

The U.S. House  
of  
Representatives  
sent Pres. Obama  
a bill extending  
three often-  
contested

[Printer-friendly version \(http://americanlibrariesmagazine.org/print/2251\)](http://americanlibrariesmagazine.org/print/2251)  
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provisions of the Patriot Act on the evening of February 26, two days before the sections were due to expire. Approved by a vote of 315–97 the night after the Senate passed the bill by voice vote, H.R. 3961 extends until February 28, 2011 the surveillance sections, which have prompted repeated [statements \(http://americanlibrariesmagazine.org/news/12092009/state-associations-join-call-end-patriot-acts-library-provision\)](http://americanlibrariesmagazine.org/news/12092009/state-associations-join-call-end-patriot-acts-library-provision) of concern from library organizations and civil-liberties groups. The president is expected to sign the legislation. [UPDATE: Pres. Obama signed H.R. 3961 into law February 27.]

Although several lawmakers [introduced \(http://americanlibrariesmagazine.org/news/09232009/senate-introduces-second-patriot-act-reform-bill-week\)](http://americanlibrariesmagazine.org/news/09232009/senate-introduces-second-patriot-act-reform-bill-week) reform bills last fall, none of them have yet made it to the Senate floor for consideration. The bills sought to reinstitute privacy protections for U.S. citizens by tightening judicial oversight of Section 215, known as the library provision for authorizing the Justice Department to conduct searches of library and bookstore records, in the investigation of suspected terrorist activity.

The reform bills had also sought to increase oversight of Section 206, which permits the issuance of a roving “John Doe” wiretap on an unidentified individual or facility, and Section 6001 of the Intelligence Reform and Terrorism Prevention Act of 2004, known as the lone wolf provision because it allows the government to surveil non-U.S. citizens who are not part of a foreign organization.

“Congress refuses to make reforming the Patriot Act a priority,” said Laura Murphy, director of the Washington Legislative Office of the American Civil Liberties Union, in a February 25 [statement \(http://www.aclu.org/national-security/congress-reauthorizes-overbroad-patriot-act-provisions\)](http://www.aclu.org/national-security/congress-reauthorizes-overbroad-patriot-act-provisions) that followed an ACLU letter ([PDF file \(http://www.aclu.org/files/assets/ACLU\\_Letter\\_to\\_House\\_Re\\_Patriot\\_Reauth\\_Feb\\_25\\_2010.pdf\)](http://www.aclu.org/files/assets/ACLU_Letter_to_House_Re_Patriot_Reauth_Feb_25_2010.pdf)) to the House urging representatives to reject the reauthorization. “We shouldn’t have to live under these unconstitutional provisions for another year.”

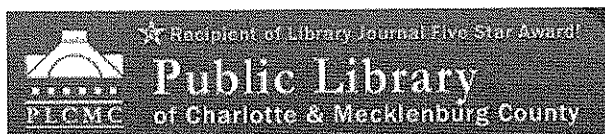
Praising the extensions as demonstrating “a growing recognition that these crucial provisions must be preserved,” Sen. Jeff Sessions (R-AL) told MSNBC February 25. “Recent terror attacks, such as those at Fort Hood and on Christmas Day, demonstrate just how severe of a threat we are facing.”

“The American Library Association understands why the Democratic leadership has to go with a clean reauthorization, but that doesn’t take away the disappointment we have,” said Lynne Bradley, director of the Office of Government Relations at ALA’s Washington Office, in the February 25 *Washington Post*.

Rep. Jerrold Nadler (D-N.Y.) also expressed disappointment. “I hope that this vote today will not stop my colleagues from continuing to improve our intelligence-gathering laws,” he told Politico.com February 25.

—[Beverly Goldberg \(users/beverly-goldberg\)](mailto:users/beverly-goldberg), *American Libraries Online*  
Posted Fri, 02/26/2010 - 19:40

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## News Release

### Library learns of \$2 million cut in current budget year

On Tuesday, March 16, the Charlotte Mecklenburg Library learned that Mecklenburg County would be reducing the Library's funding for Fiscal Year 2010 by 6.3 percent, or \$2 million dollars, before June 30, 2010.

To absorb a \$2 million reduction in such a short period of time, the Library will need to lay off at least 140 employees, resulting in the closure of at least twelve Library locations, pending final library board approval.

The \$2 million reduction comes on the heels of a \$4 million reduction in county funds since January 2009. To absorb those earlier reductions without direct service impacts on the public, The Library Board took several measures including across the board salary and benefit reductions for staff, and making significant cuts in the Library's book and materials budget. The need to return \$2 million dollars in additional reductions to Mecklenburg County within a three month period of time means that it is no longer possible for the Library to defer lay-offs and location closings.

The Library Board of Trustees will consider these options at their regular meeting on Thursday, March 18 at 12 p.m. in the Francis Auditorium. County Manager Harry Jones will meet with the board prior to the meeting at 11:30 a.m. As soon as possible after that meeting, the Library will announce which library locations will be closed. Once the decision has been made to close locations, it will take approximately two weeks to complete the closing.

Said Director Charles Brown, "The decision to cut library staff and close library locations was extremely difficult. We value the contributions of our exceptional library employees. Losing their jobs in these uncertain economic times we know will place considerable hardships on them and their families. I'm heartbroken for what they face and for what we face as a community with the closure of almost 50% of our libraries. Charlotte Mecklenburg Libraries have been a critical component of the community since 1903. We provide access to self-directed education and enrichment opportunities for all, without regard to age, income, or previous level of educational attainment. We also understand the hardship that Mecklenburg County is facing as a whole. These are difficult times. Charlotte Mecklenburg libraries haven't seen such large-scale reductions since the Great Depression when it had to close its doors completely"

The library will use its Reduction in Force (RIF) policy to determine layoffs. Library closings will be made based on the overall cost of library operations, usage levels, proximity to other branches and library size.

In addition to fewer locations, hours and staff, library customers will notice other budget impacts, including less frequent building maintenance, more limited technology resources, and longer wait times for books and other materials.

To keep the public aware of budget updates as they occur, the Library has created a special budget page on its website. Go to [www.cmlibrary.org](http://www.cmlibrary.org), click on "About Us," and then "Budget" to stay informed. Those interested in supporting the Library can make a financial contribution, volunteer, or even encourage friends and family to pay fines and fees promptly. Go to [www.cmlibrary.org/support](http://www.cmlibrary.org/support) for more information.

Decisions on how Mecklenburg County taxpayer dollars are allocated to Libraries and other County-funded agencies are made by the Board of County Commissioners. Any citizen may contact their County Commissioner by visiting [www.charmeck.org](http://www.charmeck.org).

For more information about the Charlotte Mecklenburg Library, visit our website at [www.cmlibrary.org](http://www.cmlibrary.org). Also look for the Charlotte Mecklenburg Library on Facebook, Twitter, Flickr and YouTube.

###

Media Contact: Cordelia Anderson  
Deputy Director, Marketing and Communications

3/14/2010 10:51:00 PM

## New machine speeds sorting at Prescott Valley library



By Ken Hedler  
The Daily Courier

PRESCOTT VALLEY - The town's new library, which opened this past October, is doing a better job "sorting" things out while also nearly doubling its collection to about 120,000 items.



Les Stukenberg/The Daily Courier  
Prescott Valley library users deposit their book returns into a slot that runs into a sorter in a back room of the library.

An automated machine that arrived Feb. 15 processes each returned book, DVD or another loaned item one at a time from the book drop, and sorts them into five bins according to their categories. The categories are media (such as DVDs and CDs), children's, nonfiction/teens, fiction and "exceptions," which patrons had checked out from other libraries.



Les Stukenberg/The Daily Courier  
The sorter room at the Prescott Valley library.

The sorter contains RFID (radio-frequency identification) technology that reads the computer chip tags on each returned item that drops into a bin, which can hold a maximum of 125 items.

"That is a big boon for our patrons because everything is checked in instantly," Library Manager Kathy Hellman said. Before the sorter arrived, three employees at three separate stations checked in returned items throughout their workdays, she said.

"And we could not keep up" with the volume, Hellman said. "We don't have money to hire (more) employees, and the technology allows us to operate with fewer staff."

Now, the employees have more time to spend tending to library patrons, Hellman said. The library has 16.5 full-time staffers, plus town employees on loan from other departments.

Besides reducing staff time, the sorter offers ergonomic benefits as well because employees do not have to bend when they remove items from the bins, Library Director Stuart Mattson said. The floors of the bins automatically rise once a library staffer removes an item that is ready for return to a shelf.

The Prescott Valley library is the first library to install a sorter with the RFID technology in the tri-city area and possibly Northern Arizona.

It is five years in the making, Mattson said, adding he and Hellman's predecessor, Susan Lapis, researched the matter. He added vendors at the time worked on privacy issues that the technology posed.

Mattson, who has been library director for two decades, said the Yavapai Library Network sought the sorters for its member libraries, beginning with Prescott Valley. The participating

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libraries agreed to use only one vendor so that the system would be compatible.

The Yavapai County Free Library District, which belongs to the network, issued a request for proposals, and interviewed three prospective vendors that responded to the RFP, Mattson said. The district settled on Tech Logic of White Bear Lake, Minn.

Mattson said the sorter cost about \$267,500. The network contributed \$159,000, the Arizona State Library provided \$85,000 in a grant and the town paid \$23,000.

Tech Logic custom-built the sorter system for the Prescott Valley library, said Tracie Templin, project manager. The sorter is about 40 feet long, 25 feet wide and 4 feet tall, and is on the first floor.

Templin said her company has no immediate plans to install sorters with RFID in any other library in the tri-city area. She visited Prescott this week to install a self-checkout system with RFID technology in the Prescott Public Library.

The Prescott Valley library became the first library in the tri-city area to offer self-checkout with RFID, which Tech Logic supplied in time for the library's opening.

The devices enable library patrons to scan several items at a time.

Library patrons checked out 42,000 items in January, up from 30,000 in January 2009, Mattson said.

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### Reader Comments

Posted: Monday, March 15, 2010

Article comment by: **\$20 Million Library**

How many people will move here because we spent a small fortune on a library. My rentals are empty, and the town wants to raise dog license fees. My dogs don't use the library or the artificial dog park turf. When will we change this out of touch leadership?

Posted: Monday, March 15, 2010

Article comment by: **Michael Fortune**

Interesting to see costs published! Sounds like this technology costs quite a bit more than it does in Europe :) but I don't know of any that have ever regretted spending the money!

Good news for Prescott Valley!

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# Santa Cruz Libraries Search Desperately for Solutions

More: News, budget cuts, santa cruz library

By DANNY WOOL Tue, Mar 02, 2010

A A A Comments (0) Print ShareThis



Santa Cruz's libraries' \$11.3 million budget is expected to shrink to \$10.7 million over the next few years

It's no secret that Santa Cruz's public library system is facing a deficit. Just about every public service in the county is. The real problem is that they don't know what to do about it anymore. "We've [already] cut everything to the bone," said Barbara Gorson, who chairs the City County Library Joint Powers Board, after a meeting last night. With property and sales tax revenues falling, the \$11.3 million budget is expected to shrink to \$10.7 million over the next few years.

One of the prime culprits is the healthcare crisis and the skyrocketing cost of providing healthcare to library employees. Costs are expected to rise 12 percent next year and 8 percent in each of the successive three years, capping at \$1.3 million. This and other expenses make it increasingly difficult

to purchase new materials.

Board members agree that it would be difficult to cut back any more hours. The library is already closed on Fridays, and some branches are only open two days a week, and then for just four hours a day.

One thing is certain. Libraries are changing in the digital age. Just last year [CNN](http://edition.cnn.com/2009/TECH/09/04/future.library.technology/) reported on the future of libraries, describing how "Books are being pushed aside for digital learning centers and gaming areas." A library without books may be a novel idea, but are we really ready for that? Should libraries become a place to play World of Warcraft and to Tweet?

CNN adds that "Many real-world libraries are moving forward with the assumption that physical books will play a much-diminished or potentially nonexistent role in their efforts to educate the public." But do people really want a world where they must depend on Google to provide them with their books?

Before answering that, consider what the difference really is between a library and a community center. In an ideal world, both would have a place—but that ideal world may be disappearing, at least in Santa Cruz.

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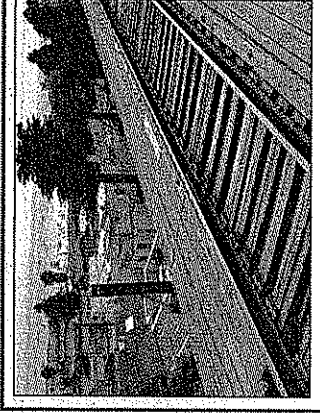
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# Time to BOOSH! & THE GREAT EXCHANGE



**Dinner Train  
Won't Get  
Local Envi-  
ronmental  
Impact  
Review**

p. 16

Volume XXII Issue 1 February 19, 2010 www.thepostus.com

## What's Next for County Libraries? Budget Challenges Won't End Soon, Director Says

by Linda Fridy

Since Teresa Landers took over as director of Santa Cruz County's 10-branch library system in July 2009, she has been simultaneously learning about it and trying to figure out how to make it more efficient in the face of reduced funding. Like most forms of government in a recession, the county's library system is faced with revenue losses.

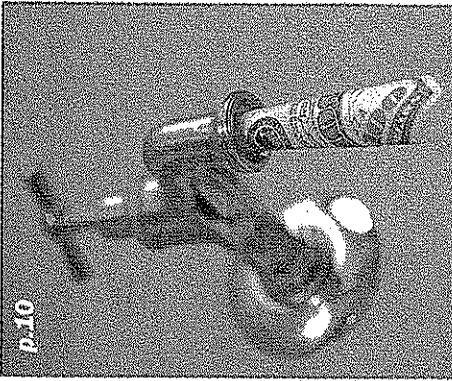
In the process of better understand-

ing the needs of the various branch users, Landers has held 11 town hall meetings and several more focus groups, plus overseen a recently completed survey that drew six times the number of participants expected.

"We got about 2,500 responses. We were hoping for 400," she said.

Volunteers manned tables at library branches and grocery stores to reach a wide swath of the community. The survey was also available online.

continued on page 5



p.10

**Scotts Valley Water  
Rates: Use More,  
Pay a Lot More**



COVER from page 1

he results, which are still being entered and compiled, will help Landers and the Library Joint Powers Authority board to prioritize services and programs as the system looks at another year with less money. Falling property tax assessments and reduced sales tax income have hit the system's revenue stream, and no one is predicting a quick recovery.

"Compared to last year, what we're seeing is, yeah, it's getting better, but it's going to take a lot longer than any of us thought," she said.

#### What People Want

As she met with library users at branch town halls, what Landers heard over and over is the importance of encouraging the county's youngest residents to read.

"I heard it in every town hall, even though most of the people there were without children," she said.

Perhaps that's because people want children to develop a habit that has brought their elders such joy. After all, another priority town hall participants voiced was support reading for pleasure.

They also wanted opportunities for lifelong learning. Those could come from partnerships with other organizations, said Landers, and not necessarily add costs to the library.

She recalled a program at her library system in Oregon that worked with a garden club each spring to host workshops. The library is currently offering small business workshops and could build on that model, she said.

Town hall participants also wanted a comfortable place to visit and Internet access, she said.

The library system will also resume inter-library loans, which allow customers to borrow books from other systems.

Tracking and transporting those materials comes at a price and that service was cut as a budget savings; however, those patrons who use it said they would be willing to pay for it. Landers expects to reintroduce that option on a fee basis.

"Each community is unique, but the concerns for the library are consistent," she said. While some communities may have placed, for example, leisure reading above early literacy, these needs were universally top priorities.

#### A Guide to the Information Age

The Internet and electronic media have not had the

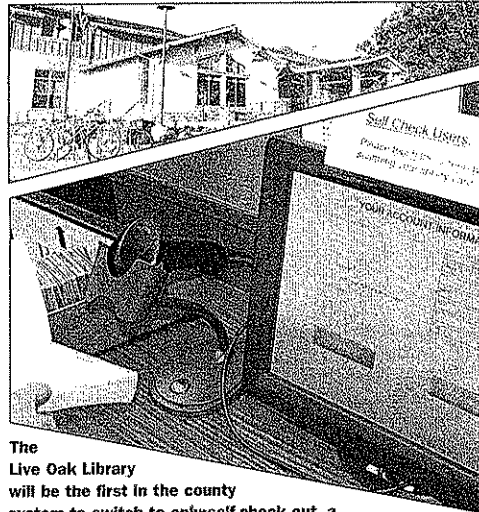
vast array of sites an Internet search can reveal.

And just because some readers are switching to electronic books does not mean that they do not want to borrow them. Although the library does not currently support the Kindle, it does have electronic books available for patrons to download, a fact that surprises many.

"We need to do a better job marketing ourselves and creating a 'brand' for ourselves," she admitted.

#### New Models

The new library branch currently being designed for Scotts Valley will pilot many new approaches.



**The Live Oak Library will be the first in the county system to switch to only self-check out, a move aimed at increasing the system's open hours.**

fatal impact on libraries that naysayers anticipated, Landers said.

"We're finding that people are coming back to us more. They turn to the library for help in navigating information," she said.

Library resources, including the electronic databases to which the system subscribes, provide reliable information as people become both overwhelmed by and skeptical of

The city-bought, library-system-operated branch will be nearly three times as large as the current branch, but with services such as self checkout and self pick-up of reserved books. Because of the self-service options, this branch should operate with similar staffing levels even though the space and collection are larger.

This centralized branch staff, rather than segmenting it to separate check-out and

service areas for children and reference, is an emerging trend that allows for more staff flexibility. That may be easier to achieve in some branches than others, depending on the physical layout.

"It uses economies of scale to give better, more customized service to what the specific need is," Landers said.

#### Live Oak to Push Self Check Out

The Live Oak branch will lead the effort to convert to self checkout. Staff is in the process of switching to new machines and negotiating a way to combine software charges so each machine is not billed separately.

"We're really going to push it and show people how it can work," Landers said. "It's much more complicated at the grocery store than at the library. If you can use it in those places, trust me, you can use it in the library."

A self-check machine will also allow the small La Selva Beach branch to operate with one staff person and one volunteer, increasing open hours.

The employees' union agreed to the pilot program given that branch's small size and circulation. Its library friends group agreed to raise the money to buy the self-check machine. First estimated at about \$10,000, Landers said the system is hoping it can come up with a somewhat less expensive option.

While she emphasized that La Selva's setup is unique, automating services at other branches could also pay off with more access.

"If we can reach 80 percent self service, I believe we can translate that into some additional hours," said Landers.

Of course, the machines have a cost as well, and Landers is working with Friends of the Santa Cruz County Libraries to see about helping

with that expense.

"People love the library. They really want more hours and I wish I could give it to them," she said. Unfortunately, while the community extended the sales tax that provides almost half the system's budget, that is not additional money and in fact has dropped as the retail sector struggles, she explained.

#### Creative Funding Options

A suggestion that often comes up when budget troubles arise is charging a fee, even if it's voluntary, for a library card.

Landers said she knows of no model for that in the United States. Instead, she encourages people to make a donation to the Friends of the Library organization in whatever amount they would consider paying as a fee.

Landers would love to find a way to work with local retailers on a "round up for libraries" that would allow customers to donate their change.

She's also thinking about partnering with schools to "recover" lost property tax income by encouraging those homeowners whose taxes go down because of reassessments to donate to public programs that are losing money.

Yet with the current economy, she knows that many people may need that extra money.

"Library employees took a 10 percent salary cut. They may not be able to afford to give [a tax break] back," she said.

She has a blog and keeps a folder of ideas she sees or that community members suggest.

Her board formed a strategic plan committee, which met for the first time Feb. 18. It will take suggestions and data from the community survey to help determine the system's future direction.

"We'll find a way. We do have great public support," said Landers. ■

[print](#)

## Stone wants to keep Felton Library open

by Peter Burke

02.24.10 - 02:09 pm



Santa Cruz County Supervisor Mark Stone re-iterated to the Felton Library Friends that he will continue to fight to keep the Felton Library branch open, even in the midst of continuing budget cuts for the whole library system.

“There is this notion that people from the valley can be served by Scotts Valley (Library),” Stone told the FLF at their Feb. 23 meeting. “It’s just not the case.”

Stone, who is a member of the Library Joint Powers Board, met with about 20 friends of the library on Tuesday afternoon and re-upped his commitment to look beyond the usage statistics in order to keep the Felton branch open.

Felton’s hours were cut back severely in July 2009 as the library system slashed \$1.2 million from its budget because property and sales taxes declined in the county.

Felton is open eight hours each week and, when the library is not open, Felton residents often drive to Scotts Valley, which in turn increases the Scotts Valley branch’s usage statistics. The Scotts Valley branch is open 32 hours each week.

The conundrum comes, Stone said, when the Joint Powers Board votes on its budget, the statistics indicate that fewer patrons want to use the Felton Library.

“What I’ve been trying to instill in the board is if branches get closed...then we as a system lose those votes,” Stone said.

Stone said even though the branch is open only eight hours a week, it is a placeholder to keep a library presence in Felton as plans for a new Felton Library next to the Post Office wait in the wings.

“What I am afraid of is, that in sacrificing some of these branches we’ll never get them back,” he said.

Stone said library Director Teresa Landers, a Felton resident, is beginning to look at a countywide bond measure to stabilize funding for the library system – However, Stone suspects that the bond would be put on the ballot no earlier than 2012.

The Felton Friends plan to continue with a presence at Joint Powers Board

meetings, said Michelle Mosher and Paul Machlis, and a group will attend the March 1 meeting to talk about keeping hours at the Felton branch in the upcoming budget cycle.

“One of the things that has always impressed me about Felton and (FLF) is the sustained support,” Stone said to the group.

At the meeting, the Friends said they hope to find a way to add Saturday hours to the Felton branch to serve parents who can't make it on Tuesday or Thursday when the library is open.

The friends also decided to forgo the annual Felton Library Friends Ice Cream Social in 2010 in the interest of focusing efforts on other community outreach, like a booth in the June 5 Redwood Mountain Faire at Roaring Camp.

The group has about \$27,000 in the bank and decided at the meeting to allot \$1,200 to the Felton Library to use to re-furbish chairs in the library or for another use to improve the facility.

For information: [www.feltonlibraryfriends.org](http://www.feltonlibraryfriends.org)

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# TEEN-CENTERED LIBRARY SERVICE



**Putting Youth Participation into Practice**

**DIANE P. TUCCILLO**

Libraries Unlimited Professional Guides for Young Adult Librarians  
*C. Allen Nichols and Mary Anne Nichols, Series Editors*

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## Teen Advisory Boards

Teen advisory boards (TABs) in libraries come in all sizes and can be organized in a variety of ways. No matter what a group is called—and you'll notice that names vary from simple and straightforward to extremely creative and unique—the teens who belong to yours can become the lifeblood of your school or public library.

One of the most important things to remember about TABs is that, in most library settings, these kinds of groups are not offered as "programs" per se. For the most part, teens who are participating in them are serving as *volunteers* who will help to provide programs for fellow teens, offer advice to their librarians, and give assistance in a wide variety of ways as needed. In school libraries, groups like this are usually considered extracurricular activities or are offered as ways to earn academic or service-learning credits. TAB members in public libraries may likewise earn service-learning or other volunteer hours through their participation.

Being aware of and promoting the differences between "program" and "volunteer group" can be instrumental in gaining support for your TAB and its activities. For example, when budget cuts occur, and programs must be downsized or eliminated, keeping your TAB in its proper category of "volunteer group" rather than "program" might be the variable that helps to save it. On the other hand, when funding is available to be allocated, you will have a good argument for providing money to pay for TAB meeting expenses in addition to the programs your teens wish to plan and run through your TAB.

In a public library, another good reason to ensure that your TAB is considered a volunteer group is that you might be able to enlist members and keep track of them in cooperation with your library's volunteer coordinator, if you have one. Whether you have such a coordinator or not, you will still want to make sure your TAB members are officially enrolled, with signed parental or guardian permission, so that they are covered under your library's volunteer insurance policy.

X  
The Santa Cruz Public Libraries in California ([www.santacruzpl.org/](http://www.santacruzpl.org/)) require all volunteers—teens, adults, and even court-appointed community service workers—to complete a Friends of the Library volunteer application. Teens complete a Young Friends of the Library version (see figure 3.1). The teens are then covered under the library system's Friends liability insurance.<sup>1</sup> This might be another approach for your library to consider, if it currently does not have a system in place for insuring your teen TAB members and other teen library volunteers via town or city volunteer coverage.

Remember, providing liability insurance of some kind is a *very important step* that many libraries fail to take for their volunteers. Consider that if you are doing a program and a teen accidentally gets hurt, your library could be legally responsible. Insurance usually covers that liability for official library volunteers of any age. You will want to consult with the person in charge of your volunteers and/or your administrators to prepare the proper forms and follow approved procedures for making this happen.

### What Kind of TAB Format?

If you have just one library in your town, or if you work in a school library, you might think that the choice you have for a teen advisory group format is easy: one group, one library. However, even that format might have sensible variations. If you work in a multi-library system, you have even more options for setting up and running your TAB.

In the next sections you will discover that there can be several format choices, as well as important considerations to keep in mind for each. You might even realize that the right format for your group is something completely new, based on the kinds of TAB arrangements described in the following library examples.



## 36 \ Ways Teens Can Participate: TABs, Teen Volunteers, Library Aides

OCEAN COUNTY LIBRARY, NEW JERSEY: TABS IN INDIVIDUAL BRANCHES. The first option might be for a library system to have a TAB at each library location. That means there will be several TABs, each with its individual mission and flavor, depending on the teen participants and the community in which each branch is located. The benefits of doing a TAB this way are that teens do not have to travel far to get to meetings, because they are held in their neighborhood libraries, and a deeper sense of camaraderie develops when teens work with the same group and advisor at the same place on a regular basis. This option requires a teen services staff person or someone else willing and able to work with teens at each branch location, unless such staff member is able to travel among various branches.

The Ocean County Library ([theoceancountylibrary.org/](http://theoceancountylibrary.org/)) in New Jersey has 19 library branches. In most of the branches, there are individual TAB groups. Each group has its own meeting times and plans its own events. However, all groups in the library system use the name "TAB," and the teens get the same T-shirts as part of their participation. A variation on this format might be to allow each TAB group to have its own name and its own T-shirt design. (See figure 3.2.)

A helpful goal each year for libraries using this system might be to occasionally get the members of a TAB from one branch together with the members from another branch, for a project, a joint meeting, or just socially. This way the teens get to know one another as they work from various locations on the overall library mission for teen services. The Ocean County Library System takes this one step further by holding a TAB Forum each year (more about this in chapter 8). This is a way for the TAB groups not only to get together socially, but to project and plan for the library system's future programs and teen services.<sup>2</sup>

POUDRE RIVER PUBLIC LIBRARY DISTRICT, FORT COLLINS, COLORADO: ONE TAB ROTATES MEETING LOCATIONS. Another TAB option for a library system is to have one TAB and have meetings rotate among branches. This works best in a city where there is a good public transportation system and there are only a few branches.

Here is a potential idea to check out: In Fort Collins, Colorado, there is city bus service provided by Transfort. A wonderful aspect of Transfort is that persons under 18 years old may travel for free at any time, to any stop! If you have local bus service that charges children and teenagers to travel, you might want to check into the possibility of negotiating such free transportation. Even if your community is not able to provide totally free bus service to youth for most of the year, you might discover that it can at least be arranged for the summer months when students are out of school and they need to be able to get to library events. Another option might be to negotiate a reduced rate for teens.

The Poudre River Public Library District ([www.poudrelibraries.org](http://www.poudrelibraries.org)), where I work, has three library branches, and we rotate our Interesting Reader Society TAB meetings equally among them. Because Fort Collins is not overwhelmingly large, parents or the teens themselves who are able can drive to meetings, or teens can take the bus or ride their bikes. This works out well in our community, and we usually have a good turnout for our meetings at each location.

SANTA CRUZ PUBLIC LIBRARY, CALIFORNIA: TWO KINDS OF TABS. The Santa Cruz Public Library has yet another system: two teen advisory groups. One is their Teen Advisory Council (TAC), which was established in 1996 and operates from a single location—the library system's young adult branch. The other is their Advisory Council of Teens (ACT), started in 2008, which includes members from its 10 library branches.

ACT meetings rotate among the library system's three centralized branches. Working together and separately, depending on the activity, TAC and ACT members help with outreach events such as a Teen Job Fair and the Friends of the Library Book Sales; record stories for the children's Dial-A-Story project; make material recommendations for the teen collection; and review and recommend titles for the teen Web page.<sup>3</sup> (See figure 3.3, p. 39.)

**Join the** Santa Cruz Public Libraries **Advisory Council of Teens**  
**ACT NOW!**

We are looking for young adults ages 12 to 18 to help us plan services & programming.  
 Get involved! Be heard! Earn Community Service/Volunteer credits!

Central Branch Meeting Room  
**Sunday, September 21st**  
**3:00 to 5:00**

Some of the stuff we will be talking about:

- YA spaces: where? equipment? furniture? signs?
- Collection: books? magazines? special collection topics?
- Programming: book discussion? crafts? movies? gaming?
- Website: book reviews? links? polls & quizzes? art? poetry?

Ask staff for application or for more information.

Stay for pizza & drinks after the meeting.

The Santa Cruz City-County Library System does not discriminate against persons with disabilities. Most services are accessible facilities. If you wish to attend this program and you will require special services such as sign language, a reader, or other special services or devices in order to attend and participate, please call Tami O'Donnell (Office: 520-3562; TDD: 420-3733) seven (7) days prior to the event to make arrangements for assistance.

Figure 3.3. Santa Cruz Public Library, ACT Sign

AUSTIN PUBLIC LIBRARY, AUSTIN, TEXAS: ROTATE TAB BETWEEN PUBLIC LIBRARY AND SCHOOLS. The Teen Advisory Group (TAG) at the Southeast Branch of the Austin Public Library ([www.ci.austin.tx.us/library/](http://www.ci.austin.tx.us/library/)) was launched in 2006 and is still evolving. An interesting aspect of this TAG is where and when meetings are held. Most other public library teen advisory groups hold their meetings at the library itself, or one of its branches, usually once or twice a month. During the fall of 2008, librarians from the Southeast Branch began to hold TAG meetings in the local high school library, where many teens hang out during their lunch periods.<sup>4</sup>

Bringing some TAG meetings to the schools, in addition to holding some at the public library, is a unique joint venture that allows more flexibility for teens who wish to participate. Some of the meetings come to *them*, rather than having the teens come to the library for all of the meetings. Keep that idea in mind in case this option might work well in *your* community.

### Meeting Time and Space

This mention of place and time brings up an important point. Although staggering meetings between the public and high school libraries works for this branch, how often and where meetings are held in any library or library system depends on a variety of factors. You should consider the schedule of a group's adult advisor, as well as the schedules of the teens who are or who will be involved. You also need to think about a comfortable and accessible meeting place.

Most libraries have a room or auditorium that can be reserved for TAB meetings. However, many small libraries do not have a meeting room. If this describes your library, you know finding a meeting place can be a real challenge, but it is one that is not insurmountable. If there is a nearby school, church, organization, or agency that might be willing to let the teens meet in

the spring to honor all volunteers for service, including teens. In addition, teen volunteers get a 20 percent discount at the used bookstore, an extended checkout period for library materials, and a waiver of late fees. Teen advisory group members also receive a membership card and a YAAC T-shirt.<sup>14</sup>

- Teens who serve as Teen Library Advocates at the Pima County Library not only earn \$100 for their efforts, but they qualify to attend a library sleepover especially for those who have completed the program.<sup>15</sup>
- Poudre River Public Library District teens who are members of the Interesting Reader Society receive an IRS T-shirt. They also get to go to special events such as the Colorado Teen Literature Conference each April.
- \* At the Santa Cruz Public Library, the TAC/ACT members may "work off" overdue fines by attending meetings and assisting with programming or events. They also get a first shot at donated books and advanced reading copies after staff review. Local businesses also provide perks, such as free unlimited ride passes to the local boardwalk.<sup>16</sup>
- Members of the Off the Shelf Book Club, and sometimes of the Media Squad, at the Shepherd Junior High library get to come to all author events and personally get to meet the authors. Group photographs signed by the authors are hung on the library's Author Wall. A perk of being on the Media Squad is getting a first chance to check out new books in the library. The library also gives the teens pizza parties at the end of each semester to celebrate a job well done.<sup>17</sup>
- A special ice cream party is held at the South Brunswick Public Library during the last Youth Advisory Council meeting of the year, and includes Teen Special Forces members. In addition, the library hosts a Teen Volunteer and Page Staff Appreciation Luncheon. Each teen who volunteers more than five hours is invited, and there are special giveaways for graduating seniors. Enjoying "the glow of success" is also a perk for the teens.<sup>18</sup>
- The Youth Advisory Council members at the St. Timothy's School library get special lunches, receive advance reading copies of forthcoming books, and get to go on field trips, such as to bookstores.<sup>19</sup>

### **The Ultimate Reward: Library Lock-ins or Sleepovers**

One fun and notable form of recognition that you will have noticed some libraries offering their teens is a "library lock-in" or "library sleepover." These events are usually reserved as rewards for a job well done by teens who serve on library advisory groups or for volunteers who complete a particularly challenging or long-term project. Lock-ins take place overnight while the library is closed, during which time creative and enjoyable activities are scheduled for the teens. Some teens do try to sleep, so provisions for that option have to be included.

Because of the potential liability involved, it is important for libraries that want to offer this type of reward to plan carefully and to ensure that proper permission forms are fully completed by parents or guardians before the activity takes place. Special permission must also be secured to allow access to and to use the library overnight.

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Can you tell the story of your life in just six words? This is the challenge set out on the Smithteens personal storytelling website. Check out some examples on the Smithteens site (and below) — then...

Places to Go...

Add Your Own Six Word Memoir

Help & Advice

=====

*"For me there aren't enough books"*

Volunteer

By Sarah, age 14

*"Friend's got a taser. I'm worried"*

By Sarah, age 14

*"Who am I to challenge fate"*

By Gill, age 14

*"Waiting for things that won't happen"*

By Gill, age 14

*"Can't fit myself in six words"*

By Mary, age 12

Add Your Own Six Word Memoir

CHANGING OF THE GUARD

# City begins search for new manager

No. 2 is a candidate to replace retiring leader

By J.M. BROWN

[jbrown@santacruzsentinel.com](mailto:jbrown@santacruzsentinel.com)

SANTA CRUZ — The City Council met behind closed doors Friday to discuss the search for a new city manager, a candidate pool that will include the city's No. 2.

Martin Bernal, who has served as assistant city manager for 13 years, said he has expressed interest in stepping into the role vacated by his boss, Dick Wilson, who will retire in June after three decades in the job. Mayor Mike Rotkin confirmed Bernal is under consideration.



BERNAL



WILSON



ROTKIN

"I definitely am interested and look forward to their consideration," said Bernal, 44, who lives in Santa Cruz with his wife Martha and their three children, a 17-year daughter and 10-year-old twin boys.

The city has hired an executive search firm to find a replacement for Wilson, who announced his departure in January. Out of respect for the City Council's process, Bernal declined to discuss specifics about any initiatives he might undertake as city manager.

Indeed, the new leader will have a lot to handle in coming years.

The city has endured millions in budget cuts, including slashing to nonprofit organizations and employee furloughs, which could extend into a second year to keep the budget steady amid flat revenues and state raids. Other big tasks will include determining how to handle the perennial water shortage, keeping the downtown economic engine running and tamping down on crime.

Deborah Elston, a founder of the group Santa Cruz Neighbors, said the new city manager must be, like Wilson, simply available to hear neighbors' concerns.

"Dick would sit down to talk about neighborhood concerns and look for solutions and let us know what the possibilities were," said Elston, who has also worked with Bernal on the city's Neighborhood Services team. "The city manager has the bird's-eye view, connecting and working with the community."

SEE MANAGER ON B4

## MANAGER

Continued from B1

Bernal, the son of immigrants who farmed in El Paso, Texas, came to the Santa Cruz in 1997 after serving two years as assistant to the city manager in Mountain View and six years as senior executive assistant to the city manager in San Jose. He was the first person in his family to attend college, earning a bachelor's degree in urban planning and urban studies from Stanford University and a master's degree in public affairs from the University of

Texas at Austin.

Bernal, who serves on the board of the Familia Center and Second Harvest Food Bank, was inspired to get into public administration by a fascination with "how cities are created and what makes them work," he said.

During his tenure, Bernal's portfolio has grown from working on niche projects to taking on bigger-picture responsibilities, such as tending to labor negotiations and budget proposals.

"It's always been my goal to be a city manager," he said. "I've always been interested in public service and giving back to the community."

# SCOTTS VALLEY TIMES

March 2010

COMMUNITY NEWS THAT MAKES A DIFFERENCE

Vol 13 No. 3



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State Open Space Bill Solved  
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**2010 TPG Poetry Contest**  
Winners Announced  
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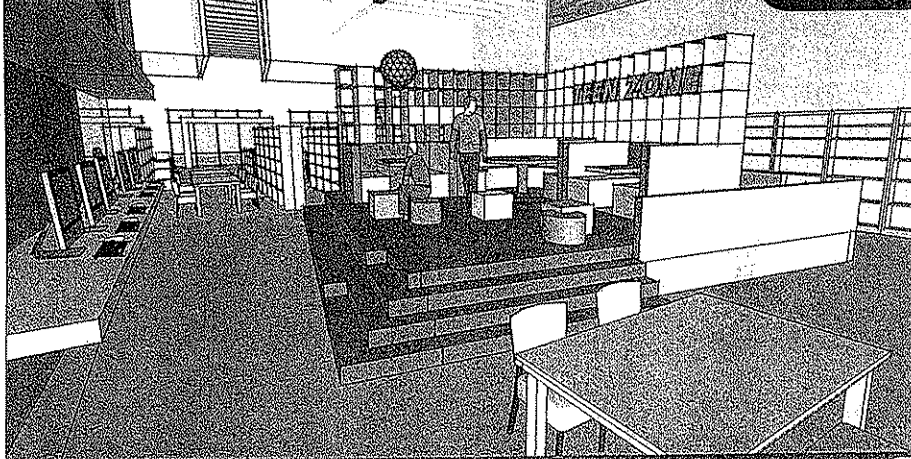


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Red Aid Leaves Business Deal  
Page 10



**Disc Coll Anyone?**  
Nov High School Sports League  
Page 11

Serving Scotts Valley, Ben Lomond, Boulder Creek & Felton



The Teen Zone is just one of the unique designs for the new Scotts Valley Public Library.



## New Academies Program Vitalizes Scotts Valley Middle School

There are still some bright points in the world of education these days. In spite of crumbling buildings and the continued devastation of our public education through crippling cuts in funding, we still have dedicated and hard working teachers and administrators with the heart to keep trying to improve education for our next generation.

Scotts Valley Middle School is half a year into the new Academies Program that revolutionizes the scheduling system to add two special periods each day: Enrichment and Exploratory Wheel.

...complete story on page 5

## FINANCIAL FACTS ABOUT SCOTTS VALLEY'S NEW LIBRARY

By **Jim Reed**

A few weeks ago, a couple of my kids and I attended a pancake breakfast at the Scotts Valley Senior Center. While we were there I talked with two people, Virginia and Rose, who asked me why the city, which has historically been very frugal with its spending, picked a fiscal climate like today's in which to build a new, larger library. They didn't question that such a library in the former home of the Scotts Valley Sports Center will be a nice thing to have, but rather wondered why we were moving ahead with a "nice to have" rather than



Jim Reed

essential project in today's economy.

When I went through the details of how the library project has its own funding stream that is essentially use-or-lose; does not impact the city's general fund at all; that the city has been legally obligated to build a large, new library for 20 years; and that by doing nothing the city would begin incurring significant new library-related costs by mid-2011, they said they were satisfied that the city is doing the right thing.

They then gave me a great piece of advice—I should tell the newspapers what I told them so the community understands why the city is smart to proceed as it is with the new Scotts Valley library. So here, in a nutshell, is what I told Virginia and Rose:

The Slawinskis decided to close their Scotts Valley Sports Center in early 2009 because they were losing approximately

\$100,000 a year even though neither Bob nor Rob Slawinski ever took any salary from the operation. It was only after deciding to close the rink that they approached the city about their decision and desire to sell.

The City paid \$4.5 million for the sports center building. \$3.0 million (actually \$2.974 million) of the building is being devoted to the library; the non-library \$1.5 million portion of the building will probably be used for compatible commercial retail in the near term.

The City is allocating \$4.0 million for remodeling and equipping the new library; these improvements combined with the \$3.0 million purchase price of the library portion make for a \$7.0 million library project.

... continued on page 4

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Times Publishing Group, Inc.  
9601 Sequoia Drive,  
Aptos, CA 95003

The Times Publishing Group Inc., publishers of the Aptos Times, a bi-weekly publication, the Capitola Times and Scotts Valley Times, each printed monthly, Coastal Weddings Magazine, printed twice annually and Hospice Magazine, printed once annually, is owned by Patrice Edwards. Entire contents ©2010. All rights reserved. Reproduction in any form is prohibited without the publisher's written permission.

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SchoolSpotlight

Scotts Valley High School Mock Trial Team Grabs Second in Competition

The SVHS Mock Trial team finished second in a hotly contested county-wide completion on February 15. After not making it to the finals the past three years, the team came close to

unseating defending champion Santa Cruz High School. In addition to the team's second place finish, many Falcons received individual awards, including Hannah Levy (best portrayal of a charac-

ter witness), Tyler Edwards (best portrayal of a detective), Capella Yee (best closing argument by an attorney), and

"Mock Trial" > 10

CoverStory

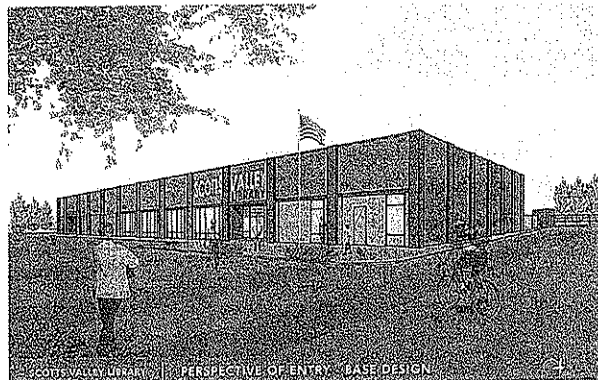
"SV Library" from pg <None>

No general fund monies are being used for the new library project. The library is being funded 100% through library-only Re-Development Agency (RDA) funds, library-only developer impact fees and bonds that will be repaid with the city's current library-only RDA revenue stream, money the city will continue receiving through 2040.

Both Scotts Valley's library-only RDA funds and its library-only developer impact fees are legally required to be used only for a new library project and cannot be used for another purpose.

Scotts Valley's funds for the new library are essentially use-or-lose. If Scotts Valley doesn't provide a new library with these library-only funds, the money will continue accumulating for years; eventually this unused money will be transferred to the county, not back to the taxpayers.

If Scotts Valley doesn't build a new library by mid-2011, the city must start paying rent for the current SV library (\$84,000 per year), rent that is currently paid by the library system. The city has been legally obligated by written agreements with the county, some of which date back to 1990, to build a 13,150 square foot



Exterior rendering of the new Public Library.

library by mid-2011. Finishing the new library by mid-2011 as the city is doing thus avoids these new rent costs that the city would otherwise have to pay.

The city has approximately \$2.75 million in library-only funds on hand. The remainder of the \$7.0 million project cost is being financed by tax-exempt bonds repaid through the city's current library-

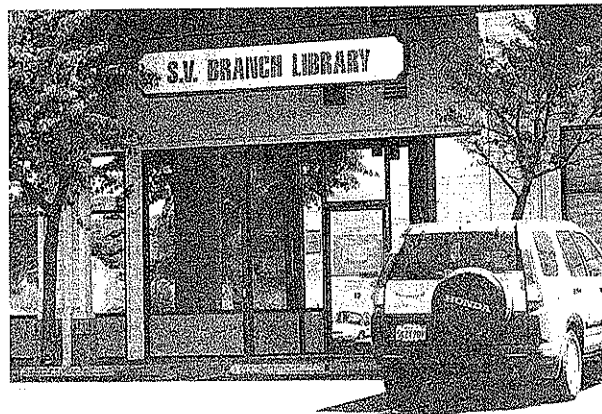
only RDA revenue stream, money the city will continue receiving through 2040.

The annual interest and principal payments on the library bonds (fixed at \$300,000 per year) fit comfortably within the library-only RDA revenue stream the city currently receives annually (\$331,000 in 2009.) This revenue stream should continue growing over time.

Both the city's 2009 estimate and the estimate of its construction managers are that building a new library from the ground up is approximately 1/3 more expensive, and will take at least a year longer to complete, than remodeling an existing building as the city is currently doing.

Since the city is fulfilling its legal obligation to build a library with its library-only funds, future money from the library-only RDA revenue stream that the city currently receives (\$331,000 in 2009) that is in excess of the fixed library bond re-payment costs (\$300,000 annually) can be used for other non-library RDA uses (but not for the city's general fund.) This money is only freed up for other RDA uses because the city is fulfilling its long-time legal obligation to building a large new library by mid-2011.

I look forward to seeing Virginia and Rose and anybody else who likes talking public policy over a great meal of pancakes, eggs, ham and orange juice served to you for only \$5 at the next Scotts Valley Senior Center pancake breakfast. ■



A look at the current Public Library.

## Monthly Report February 2010

### System Services

- Teresa started once a month brown bag lunches with small groups of staff in January. Each one is different- some focus on just getting to know each other and others are more work related.
- The strategic plan committee met and made great progress reviewing the data and starting the process of synthesizing all the inputs.
- The Friends held the grand opening of the newly remodeled lobby store at the Central Library. This was totally paid for out of Friends funds and not only makes the lobby look so much better but will hopefully increase sales.
- Teresa participated in a City Department head retreat.
- Teresa continues to work with the Scotts Valley Friends as they design a capital campaign to support the new library building.

### Library Information Technology

- Staff is busy working on a variety of projects such as refining self check, revising the staff Intranet, transitioning to Google Apps and a systemwide workflow analysis
- Thirty replacement PCs arrived. This is using money that was not needed for the state take-away and was diverted from the materials budget. More are due before the end of the fiscal year.

### Programs and Partnerships

- Training Librarian Sarah Harbison is continuing public training classes with a session on Craigslist this month. Jim Tarjan, Adult Services Librarian, assists.
- Sarah is also working with LIT to design staff training for the migration to using Google Docs and Google Calendar for Library functions.
- The 1930's film festival is in full swing with Victor Willis, Library Assistant, taking the lead at both Central and Aptos. He is training the Aptos staff so that they can handle the Wednesday film program without him. Victor is also heavily engaged in workflow analysis activities.
- The first Small Business Brown Bag session was held on February 11. Participants register for seminars on the Library's website and a summary blog is available to the public after each session. The blog is also used to highlight the coming sessions.
- SCPL went on Facebook and Twitter on February 3. Janis O'Driscoll, Division Manager, Sarah Harbison, and Victor Willis share the updating work. Become a fan of Santa Cruz Public Libraries on Facebook and follow SantaCruzPL on Twitter.
- A lunar new year program was given at Central, Live Oak, and Capitola branches by storyteller Robert Kikuchi-Yngojo on February 10 and 11 and on February 25, SCPL library patron, Koh (Takagi) Stubbe gave an origami/Japanese class at Scotts Valley. All four programs were well attended and enthusiastically received.
- With the encouragement of the Community Foundation of Santa Cruz County, Janis worked on a letter of interest seeking funding for professional support in



the design of a marketing plan for SCPL. The letter was submitted on Feb. 26. If it is well received, SCPL will be invited to write a full proposal in April.

- Gale Farthing, Outreach Coordinator, Janis, Susan Heinlein, Executive Director Friends of the Library and Kathy Hatfield, Friends Board member attended the Get Involved Institute sponsored by the State Library on Feb. 22-24. The institute was an intensive look at volunteer engagement in the work of public libraries.
- Bookshop Santa Cruz asked SCPL to be a Trusted Source partner for recommended booklists in February. Fred Ulrich, Adult Services Librarian, Jim Tarjan, Sue Graziano, Central Youth Services Manager, Gail Mason, Collection Development Coordinator, and Janis contributed booklists and written "shelf-talkers" to Casey Coonerty. These are highlighted in the store and on Bookshop's website.
- Janis, Jeanne O'Grady, Outreach Librarian, & Leslie Auerbach, Library Assistant Outreach, assisted the Beach Flats Community Center in a bookbinding workshop & work party on February 26, 2010. After Bookshop Santa Cruz donated a large number of unbound children's picture books to BFCC, which has had little access to new books since previous grant funding ended, children who attend the Center were allowed to choose their favorites to bind. Laney Rupp, BFCC's Volunteer Coordinator, sent out a request for help, to which Janis, Jeanne, & Leslie all responded immediately and enthusiastically. For 2.5 hrs (more for some volunteers, who didn't want to stop working), the Library's trio demonstrated techniques, helped troubleshoot difficulties, and enjoyed the process of creating bound books from publishers' samples. We had the additional benefit of meeting a delightful group of young women from a UCSC sorority. These young women, all bilingual (Spanish-English), share an interest in public service, particularly to our Spanish-speaking community. Needless to say, we immediately got their contact information and assured them that SCPL would be able to tap their generosity. Jeanne will be training them in recording Telecuentos, they will assist at the Día de los niños/Día de los libros festival on May 8 at Capitola Whole Foods, and one young woman who is studying the Watsonville area will work with Leslie and the rest of Outreach in looking at the Mid-Peninsula housing sites served by our bookmobile.
- On Monday Feb 22, Bobbi Wolner, Outreach Librarian, went to Santa Cruz Skilled Nursing for our monthly visit. As Bobbi talked with them and brought out books and CD's, others noticed and seemed most interested. Fortunately, she had brought along some gift books and CD's. Eyes lit up when I asked people if they would like a book or CD. Several said yes. She told them that they could just put the materials in their library when they had finished. Outreach staff decided that we would add this "gift" component to our visits. Many people at SC Skilled Nursing don't want the responsibility of a library card or are afraid (and rightly so) that their library materials could disappear from their room. This takes the pressure off and provides the residents with good reads.
- 30 Read to Me kits were "loaned" to Central Youth Services with 15 more when the first 30 ran out. RTM kit circulation is way up, and now several other

branches have expressed interest in having their own home kit collections for browsers.

- The second in the series of Food Storytimes at Whole Foods in Capitola was a great success. Jeanne did stories and songs about Chinese foods and Chinese New Year. 8 people from Hope Services in Aptos attended along with 6 families. Whole Foods provided a snack of rice and vegetable spring rolls which everyone thoroughly enjoyed. 3 parents signed up for library cards for their children. In addition, a mom who is new to the area and has been using her father's card got her own card as well as a card for her young son.
- Jeanne and Brenda McIlroy, Youth Services Librarian, were judges at the Mission Hill Science Fair for the second year in a row. The Fair was much smaller this year due to school cutbacks and changed participation requirements.
- Jeanne facilitated guest Bill Smith from Touch Blue Sky for the February system Youth Services meeting to speak about baby sign language. We hope he will be a guest at Family Place storytimes and perhaps do a program for parents on baby sign language in the future.
- Jeanne attended a meeting of the California Library Association Summer Reading Outcomes Working Group at the Lawndale Public Library. This is the second year of an LSTA grant to evaluate Summer Reading. After discussing the requirements of participation with some youth services staff, we decided that Santa Cruz will participate in the study this summer. The group anticipates requiring all California libraries who use the Collaborative program to participate in future summers (2011 and beyond). We will ask Summer Reading participants to fill out a survey (minimum of 100 completed surveys), hold 1 or 2 focus groups for teens, and plan an Outreach component that we can evaluate.
- Jeanne helped Emily Galli, Youth Services Librarian host 70 people from Walnut Avenue Women's Center for stories, crafts and dinner for their monthly literacy visit to the library.

## Public Services

- Aptos
  - The Depression-era film series began this month with *It Happened One Night* starring Clark Gable and Colette Colbert. The program brought a small, yet enthusiastic turnout. With some additional publicity, and a staff display of Depression-era books and media during the month of March we hope to grow an audience for this year-long program.
  - Jean Wolff's writing group has been meeting at the branch for a couple of years without library sponsorship. Last Spring, Julie sat in on a program and was impressed by the program format as well as the number of local patrons that were already committed participants. Jean agreed to facilitate a community writing workshop during last year's summer reading program for adults. We are happy to begin formally sponsoring the monthly program with Jean's ongoing support.

- Michele Mugnier, Library Clerk, who was reassigned last summer to Aptos from Outreach. She was eager to continue her involvement with two Hope Services programs, serving adults and seniors with developmental disabilities. A program for adults is held downtown and the program for seniors is in Aptos. Michele joins Outreach's Leslie Auerbach each month in a readers' theatre-type program, which she describes as an improvisational reading introducing one book, generally a folktale. Each month a different theme is introduced and library materials relate to the chosen theme. Michele is very enthusiastic about the program and its value to community participants.
- One of Michele's jobs at Aptos is to sort through gift book and media donations. Many books are sold at the branch via the popular Friends carts. For Valentine's Day, Michele organized a Friends book sale with the support of two new Friends volunteers. A table with romance novels was set up on February 9<sup>th</sup> and 13<sup>th</sup>, and brought in \$70. Michele is planning an April 22<sup>nd</sup> Spring book sale featuring gardening books, and will invite the Friends volunteers to again help out.
- Central
  - Lt. Colleen McMahon of the Santa Cruz Police Department, when it is appropriate to call 911. The information was specific to City of Santa Cruz but staff from other branches attended. The same principles apply county wide although response and response times may differ.
- La Selva Beach
  - Julie was contacted regarding making the LSB Branch available for a planned fundraising event to be held by the LSB chapter of the Friends on Saturday, April 24<sup>th</sup>. The event will be book-centered, and include a display of childhood best books, in addition to demonstrations of book readers (e.g. Kindle), face painting and a reptile exhibit for youth. Julie and Laura agreed to help with the event.
- Garfield Park
  - Garfield Park had their yearly branch weeding this month. Also the periodical weeding is almost complete.
  - A new book display "Staff Favorites" has been created for the patrons to browse. This has been very well received.
- Live Oak
  - Live Oak hired Juan Ruiz, a SCCOE Summer Youth Worker, to work 3 hours Mon.-Fri. after school, managing computer signups and shelving in the youth area. This allows Reference staff to focus on helping patrons find what they need.
  - A new volunteer is working with Gail Paynter, Library Assistant, on getting sends list done on Thursday mornings. Since we no longer have due date cards, Johnny Musser our regular volunteer will get trained on working on sends list for Tuesday mornings beginning in March.

- Boulder Creek
  - The Family Craft on February 13<sup>th</sup> was a great success. Fourteen people enjoyed making Valentine gifts.
  - The Boulder Creek Friends sponsored the Library Jam. Besides selling books, they offered chili, music and children activities. Everyone had a great time.

	Circulation		Busyness*		Reference/info		Visitors	
	FY0809	FY0910	FY0809	FY0910	FY0809	FY0910	FY0809	FY0910
July								
Aptos	23085	20850	55824	50334	3,136	3139	15,390	12585
Boulder Creek	4982	3462	13810	10470	334	71	3,914	4151
Branciforte	11536	6716	31273	21789	2,128	3276	11,112	6006
Capitola	12691	9169	33714	24244	2,256	1988	9,402	5821
Central	47566	44612	119226	99046	8,358	12081	40,180	31432
Fellon	4882	2531	14168	9054	1,364	173	4,391	1728
Garfield Park	5604	3643	15847	11154	788	546	5,852	3229
La Selva Beach	1907	979	5735	288	288	53	2,723	1109
Live Oak	14138	12835	36871	32510	2,019	1570	12,974	9870
Scotts Valley	20106	17308	48527	40942	4,342	2760	14,449	11,409
Outreach	3664	3245	8573	7421	1,452	2747	na	na
TOTAL	150031	125350	376268	310583	26,465	28415	119,877	87,340
August								
Aptos	20987	21655	51832	50085	2,701	3139	15,301	11,242
Boulder Creek	4686	4161	13509	10587	552	49	3,460	4188
Branciforte	9638	7806	27625	20027	2,045	3276	9,099	5862
Capitola	11437	10607	30805	25134	1,950	1887	8,126	5256
Central	44430	43409	105513	100246	7,634	12081	37,781	32012
Fellon	4289	1959	13075	6972	2,004	156	3,664	1396
Garfield Park	4614	3141	13984	9876	693	546	4,992	2916
La Selva Beach	1655	771	4930	2791	243	53	2,258	760
Live Oak	12241	13221	32700	32495	2,103	1936	11,989	9444
Scotts Valley	16571	16444	41922	38603	3,556	2760	10,815	10,639
Outreach	3740	3235	8475	6972	889	2747	na	na
TOTAL	134268	126409	344390	303788	24,370	28630	107,485	83,715
*Defined as check ins/check outs/route ins/route outs								
Sept								
Aptos	20820	20473	51642	47173	2566	2110	13864	11689
Boulder Creek	4942	3547	13230	10019	527	312	3787	1963
Branciforte	9322	5974	27293	17902	2656	845	11,290	5306
Capitola	11430	9015	29814	24349	2003	836	8347	5493
Central	41477	41717	95619	94200	9416	9421	36598	31871
Fellon	4227	2335	12351	7576	1753	156	3995	1678
Garfield Park	4895	3373	13848	9973	705	420	5272	1943
La Selva Beach	1747	804	5258	2981	250	74	2189	929
Live Oak	13243	12618	30363	30363	2046	2392	12433	9476
Scotts Valley	17226	16630	42057	38550	3824	1837	12949	10947
Outreach	4029	3550	9652	7457	1300	2747	na	na
TOTAL	133358	120036	334426	290643	27046	21150	110724	81295
Oct								
Aptos	21707	19944	52179	46884	2,603	1556	14582	11,177
Boulder Creek	4646	3340	13106	10320	515	516	2677	2,354
Branciforte	10052	7211	28403	20712	3,143	1218	11939	6,508
Capitola	11489	9252	30440	24659	2,166	806	9025	5,271
Central	41516	42814	96396	97660	8,195	8359	36851	36,928
Fellon	4233	2043	12729	6936	1,703	425	3913	1,335
Garfield Park	5186	2901	13860	8973	792	979	6693	2,594
La Selva Beach	1724	842	5057	3074	311	26	2367	895
Live Oak	14294	12678	35376	30941	2,302	1122	13126	9,418
Scotts Valley	17241	16998	42595	38930	1,060	2314	13839	10,938
Outreach	3900	3059	8769	7116	3,978	1833	na	na
TOTAL	135988	121123	338930	286505	26,768	19154	115022	78,597
Nov (closed 1 wk)								
Aptos	19627	16011	46271	38594	2,147	1556	11900	8,660
TOTAL								



PER OPEN HOUR

	Business/Open Hour		Circ/Open Hour		Visits/Open Hour		Ref/Info/Open Hour		%change
	FY0809	FY0910	FY0809	FY0910	FY0809	FY0910	FY0809	FY0910	
<b>July</b>									
Aptos	258	393	107	153	71	98	15	25	69%
Boulder Creek	78	218	30	72	22	86	2	1	-22%
Branciforte	191	389	70	120	68	107	13	59	351%
Capitola	201	341	72	115	56	73	13	25	86%
Central	479	619	204	254	173	196	36	76	110%
Felton	81	283	28	79	25	54	8	5	-30%
Garfield Park	124	232	44	76	42	67	6	11	85%
La Selva Beach	46	113	15	20	22	35	2	2	-29%
Live Oak	184	290	71	108	65	88	10	14	39%
Scotts Valley	251	320	104	123	75	89	23	22	-5%
<b>TOTAL</b>	<b>207</b>	<b>372</b>	<b>82</b>	<b>141</b>	<b>67</b>	<b>106</b>	<b>14</b>	<b>34</b>	<b>145%</b>
<b>August</b>									
Aptos	240	233	97	158	71	88	13	25	96%
Boulder Creek	74	221	27	74	20	87	3	1	-67%
Branciforte	168	358	64	119	55	105	12	59	369%
Capitola	188	314	68	111	48	66	12	24	103%
Central	451	627	190	266	163	200	33	76	129%
Felton	74	218	24	61	21	44	11	5	-57%
Garfield Park	109	206	36	65	39	61	5	11	110%
La Selva Beach	40	87	13	24	18	24	2	2	-15%
Live Oak	164	290	61	112	60	84	11	17	64%
Scotts Valley	218	297	86	115	56	83	19	22	16%
<b>TOTAL</b>	<b>189</b>	<b>360</b>	<b>73</b>	<b>140</b>	<b>61</b>	<b>102</b>	<b>13</b>	<b>35</b>	<b>163%</b>
<b>Sept</b>									
Aptos	239	369	96	149	64	91	12	16	33%
Boulder Creek	75	209	28	74	22	41	3	7	133%
Branciforte	166	320	60	106	69	95	16	15	-6%
Capitola	177	304	68	113	50	69	12	10	-17%
Central	412	589	169	261	158	199	41	59	44%
Felton	70	240	24	73	23	40	10	5	-50%
Garfield Park	108	208	38	70	41	40	6	9	50%
La Selva Beach	42	93	14	25	18	29	2	2	0%
Live Oak	168	271	66	105	62	85	10	21	110%
Scotts Valley	219	301	90	119	67	86	20	14	-30%
<b>TOTAL</b>	<b>183</b>	<b>344</b>	<b>72</b>	<b>137</b>	<b>62</b>	<b>91</b>	<b>15</b>	<b>26</b>	<b>73%</b>
<b>Oct</b>									
Aptos	242	366	100	145	68	87	12	12	1%
Boulder Creek	74	215	26	70	15	51	3	11	267%
Branciforte	173	370	61	129	73	116	19	22	13%
Capitola	181	312	68	116	54	66	13	10	-22%
Central	416	610	167	268	159	243	35	52	48%
Felton	72	217	24	64	22	54	10	13	37%
Garfield Park	108	187	41	60	52	54	6	20	230%
La Selva Beach	41	96	14	26	19	28	3	1	-68%
Live Oak	177	276	75	107	66	84	12	10	-13%
Scotts Valley	222	304	89	123	72	85	6	18	227%
Outreach	na	na	na	na	na	na	na	na	na
<b>TOTAL</b>	<b>1706</b>	<b>2953</b>	<b>666</b>	<b>1108</b>	<b>599</b>	<b>870</b>	<b>118</b>	<b>170</b>	<b>44%</b>

PER OPEN HOUR

	Busyness/Open Hour		Circ/Open Hour		Visits/Open Hour		Refills/Open Hour	
	FY0809	FY0910	FY0809	FY0910	FY0809	FY0910	FY0809	FY0910
		%change		%change		%change		%change
<b>Nov (closed 1 wk)</b>								
Aptos	214	402	153	167	55	90	10	16
Boulder Creek	68	232	86	76	18	42	2	14
Branciforte	151	382	161	128	59	100	16	29
Capitola	165	318	266	114	45	65	11	13
Central	407	691	266	305	154	185	37	70
Felton	66	213	127	64	20	47	8	18
Garfield Park	100	213	95	71	34	64	6	27
La Selva Beach	33	101	41	31	16	26	2	1
Live Oak	160	338	116	140	37	90	11	13
Scotts Valley	191	329	120	139	54	86	6	24
<b>TOTAL</b>	<b>1555</b>	<b>3218</b>	<b>1297</b>	<b>1235</b>	<b>492</b>	<b>796</b>	<b>109</b>	<b>226</b>
<b>Dec (closed 1 wk)</b>								
Aptos	231	408	92	169	59	100	12	16
Boulder Creek	72	214	24	70	18	39	3	14
Branciforte	174	339	61	103	63	102	19	29
Capitola	73	326	65	108	47	59	13	13
Central	442	700	191	305	151	193	35	70
Felton	70	235	23	69	21	54	10	18
Garfield Park	108	206	36	64	38	56	6	27
La Selva Beach	37	100	11	27	15	26	3	1
Live Oak	175	333	68	135	63	97	12	13
Scotts Valley	204	328	83	136	59	91	6	24
<b>TOTAL</b>	<b>1586</b>	<b>3189</b>	<b>655</b>	<b>1186</b>	<b>534</b>	<b>817</b>	<b>118</b>	<b>226</b>
<b>January</b>								
Aptos	235	363	101	158	62	88	13	27
Boulder Creek	77	192	30	65	22	34	2	4
Branciforte	168	343	64	123	66	99	15	15
Capitola	183	284	70	107	52	61	13	21
Central	462	673	211	304	172	198	37	70
Felton	69	203	23	56	22	46	9	6
Garfield Park	108	188	41	56	41	54	8	10
La Selva Beach	40	83	15	25	19	24	2	3
Live Oak	170	308	69	125	62	85	11	28
Scotts Valley	202	303	88	133	62	88	19	22
<b>TOTAL</b>	<b>1714</b>	<b>2920</b>	<b>712</b>	<b>1153</b>	<b>579</b>	<b>777</b>	<b>128</b>	<b>205</b>
<b>February</b>								
Aptos	248	352	107	149	60	84	14	27
Boulder Creek	130	186	50	62	30	37	3	4
Branciforte	173	321	65	105	61	87	16	15
Capitola	192	288	74	105	47	64	13	21
Central	486	618	222	271	142	188	35	70
Felton	87	184	30	48	24	38	10	6
Garfield Park	114	163	43	54	37	45	7	10
La Selva Beach	41	77	15	22	15	67	2	3
Live Oak	175	272	67	104	56	6	10	28
Scotts Valley	209	289	91	122	81	81	16	22
<b>TOTAL</b>	<b>1855</b>	<b>2751</b>	<b>764</b>	<b>1042</b>	<b>554</b>	<b>699</b>	<b>125</b>	<b>205</b>



## Spotlight on Training

April 5, 2010

### Staff Development

To be able to meet the ever changing information needs of the community, the Santa Cruz Public Libraries needs an informed, flexible staff. The Library staff is one of our most valuable resources, and our goal is to support each person to develop new skills and to prepare for new challenges. We aim to provide training opportunities in leadership (including succession planning), and individual staff development.

In 2010, time is scarce and changes are many. Nevertheless, SCPL is able of offer several training opportunities in a variety of formats:

- Classes (classroom/online/webinar/workshop)
- Videos (a new project of SCPL-made training videos to be launched in 2010/11)
- Conferences (scarce opportunities because of current budget restrictions, but include American Library Association, Public Library Association, and California Library Association)
- Internal blogs (Director's Cut; What's Happening; Reference Blog; Cataloging Blog)
- Staff Day
- Miniclasses (currently on-hold, but past topics have included Survival Spanish for the Public Desk, Having Fun with Excel, Basic Reference Tools for Adult Reference, Basic Reference Tools for Youth Services Reference, Producing Creative Flyers, Basics of the MARC Record, Searching for Health Information, and Acquisitions Procedures. These were taught by staff members.)

### Training Providers:

- Infopeople - Infopeople is a federally-funded grant project administered by the California State Library through the Peninsula Library System. The project now provides training on a wide variety of topics to those who work in California libraries. Topics include copyright, library marketing, storytimes, book repair, web design, and innovation. Formats include classroom settings, online classes, and one hour webinars.
- Califa - Califa is a not for profit membership network serving libraries in California. They offer an annual Edgy Librarian conference, webinars on new products, and a vendor fair.
- MOBAC (Monterey Bay Area Cooperative) - MOBAC libraries work together to share resources to improve library services to the residents of all the members' jurisdictions. Recent workshops have been: Reference Hands-On, Serving the Unemployed, and Dealing with Difficult People.

**Basic Internet Skills:** Come learn how to use the internet. We'll talk about the basics of navigating the web. No computer experience is necessary.

**Intermediate Internet Skills:** Are you ready to navigate the Internet and find what you're looking for more efficiently? Join us in this Intermediate Internet Skills class.

**Advanced Internet Skills:** In this class, we'll talk about how to search the web by subject, Google tips and tricks, who to trust (website background checking), reliable websites for health and other topics, and what is NOT available on the web. Prerequisite: Basic Internet Skills class or other Internet experience.

**Craigslist:** Come learn about using the online community and classified website craigslist.org. Anyone attending should have a valid, working web-based email account. Please visit the library before the class if you need help with this.

**Free Email on the Internet:** Learn how to create a free email account and use the most common email features. No computer experience is necessary.

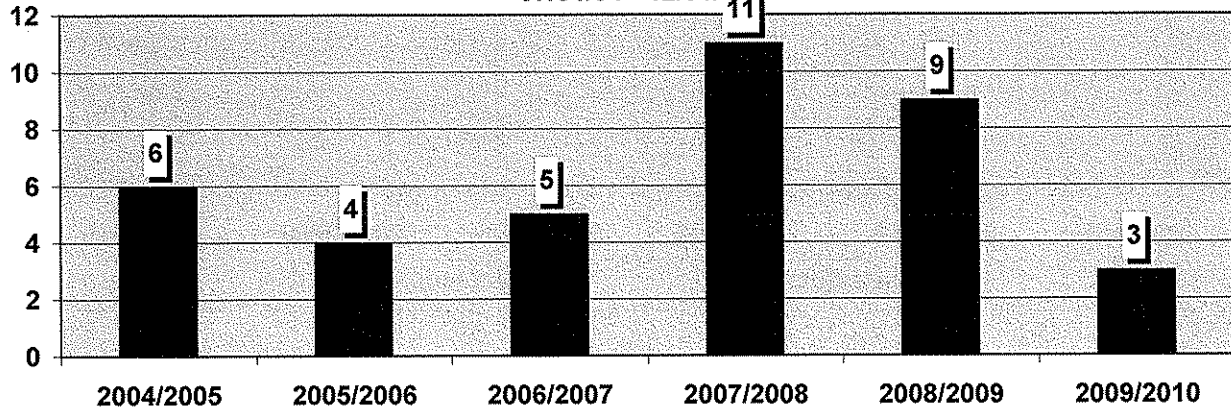
**Beginning Genealogy:** Learn how to use HeritageQuest and other websites to get started on your family history.

**Library Website Class:** Explore the library's new website with us. Learn how to find events, information, and services on the new library website.

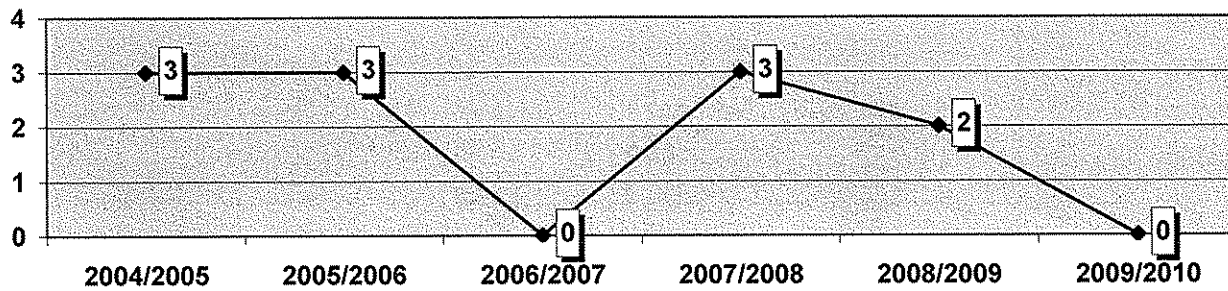
**Library Catalog:** Find the books, movies, and music you are looking for quickly and efficiently.

**Beginning Google Docs:** Learn how you can access your documents from any Internet connection. We'll cover the basics of getting started with Google Docs, including uploading, creating, and sharing. It is helpful to have a Google account before the class.

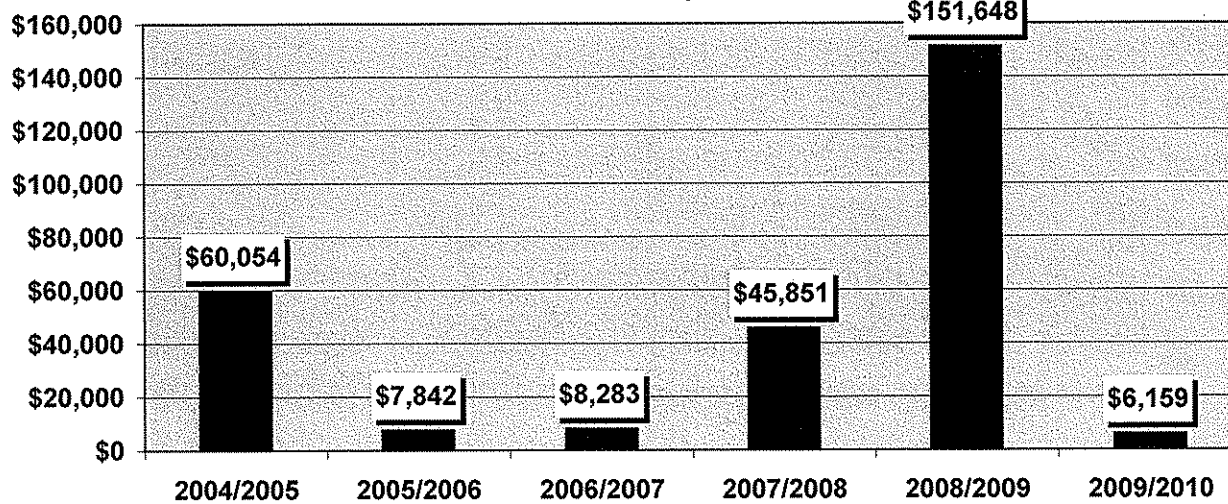
**City of Santa Cruz  
Workers' Compensation  
Reported Claims per Fiscal Year  
Library  
07/01/04 - 12/31/10**



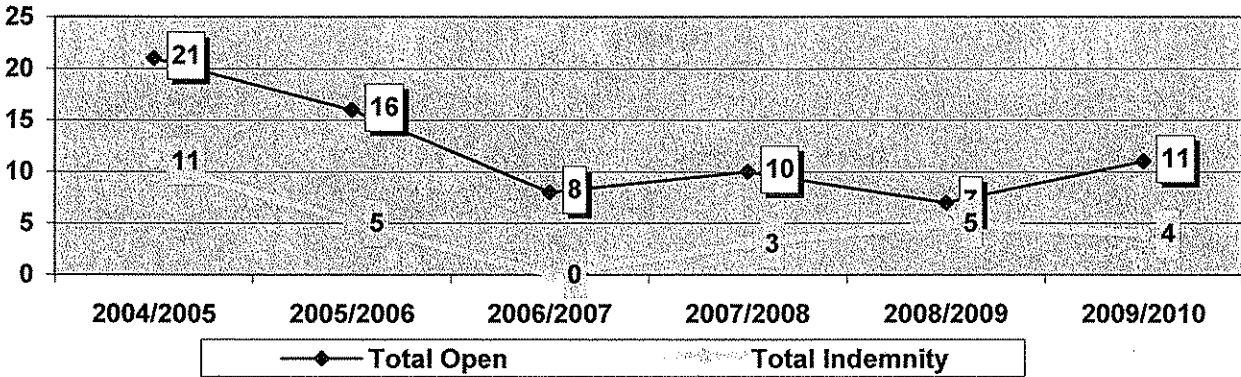
**Indemnity Claims**



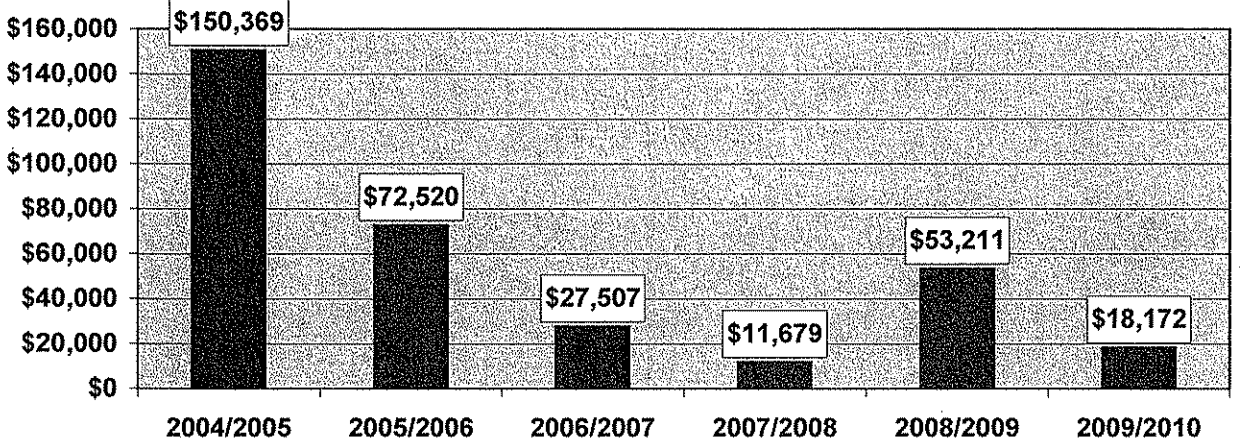
**Incurred Costs for Reported Claims**



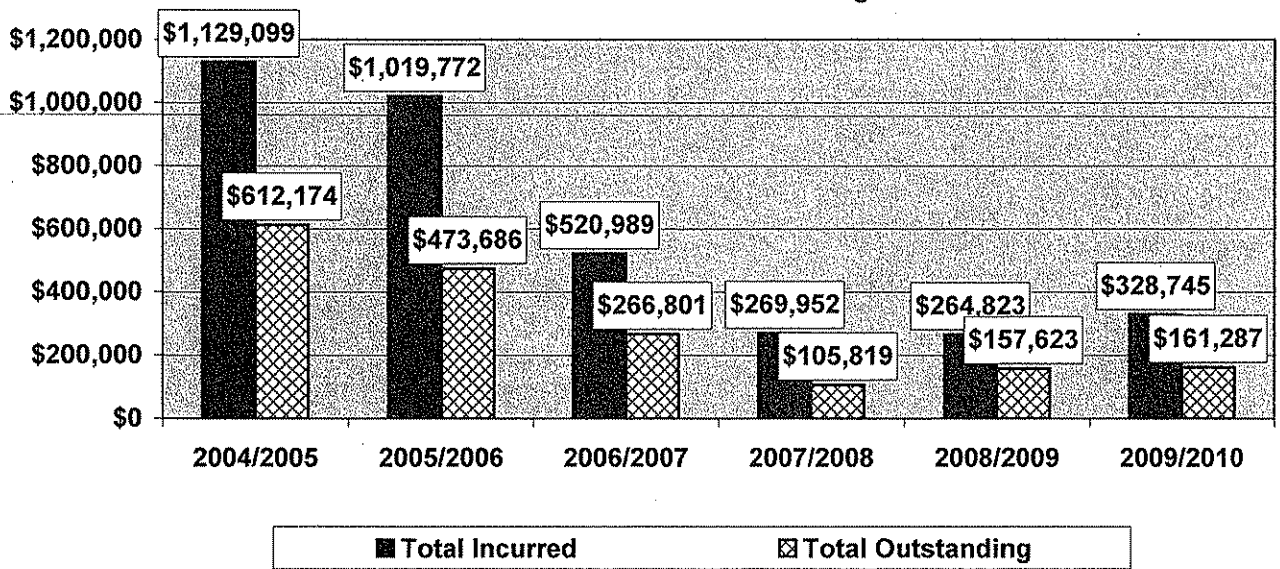
**Open Claims  
Library  
07/01/04 - 12/31/09**

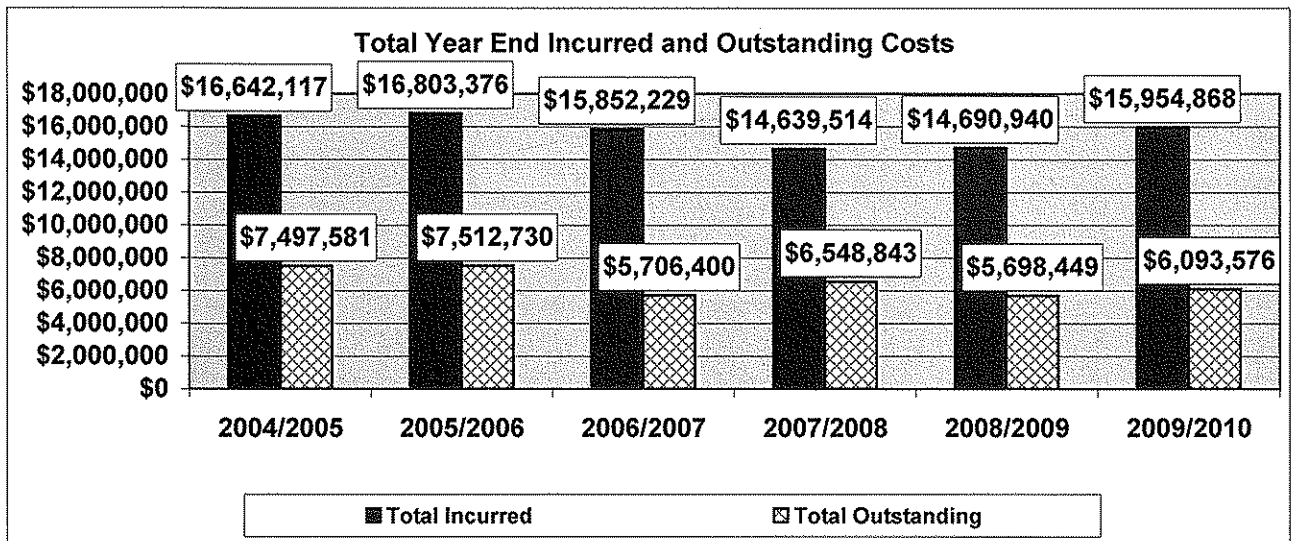
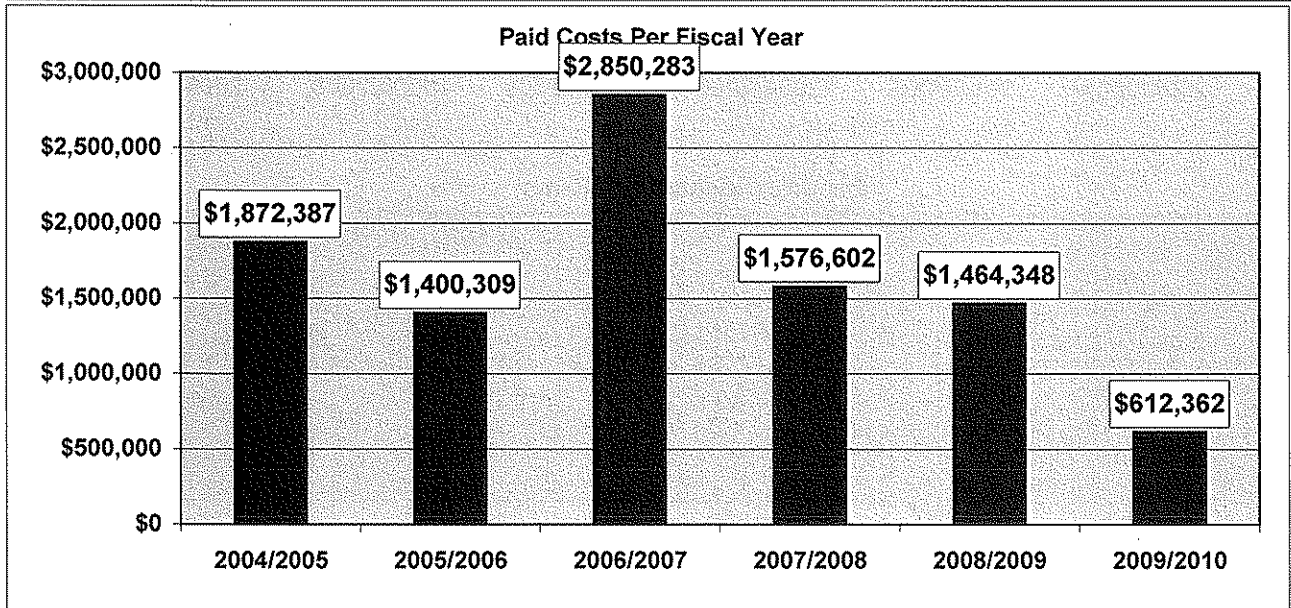
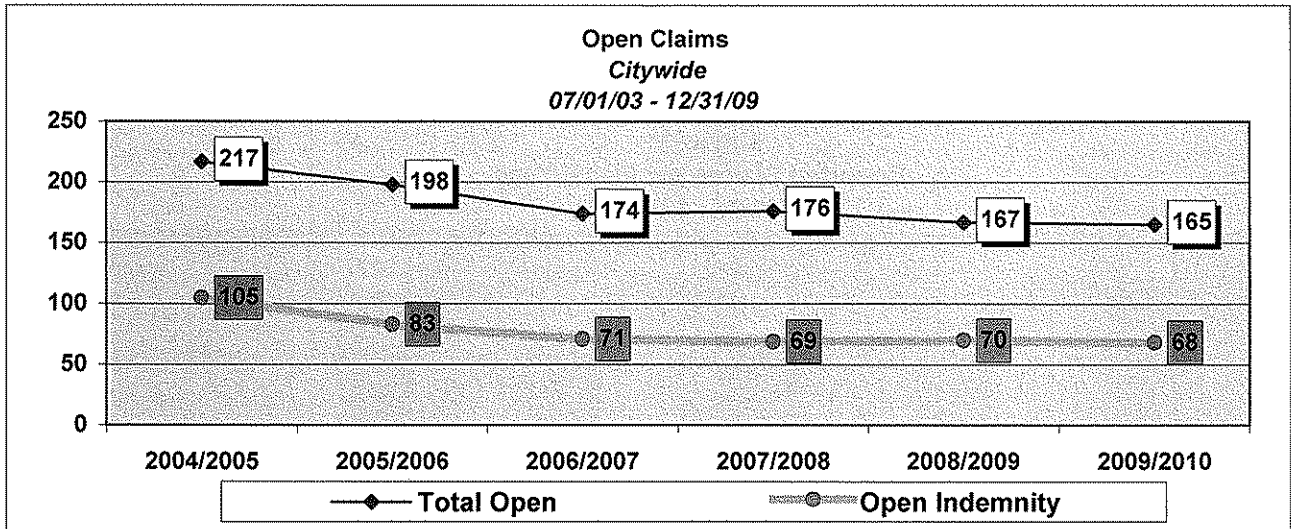


**Paid Costs Per Fiscal Year**

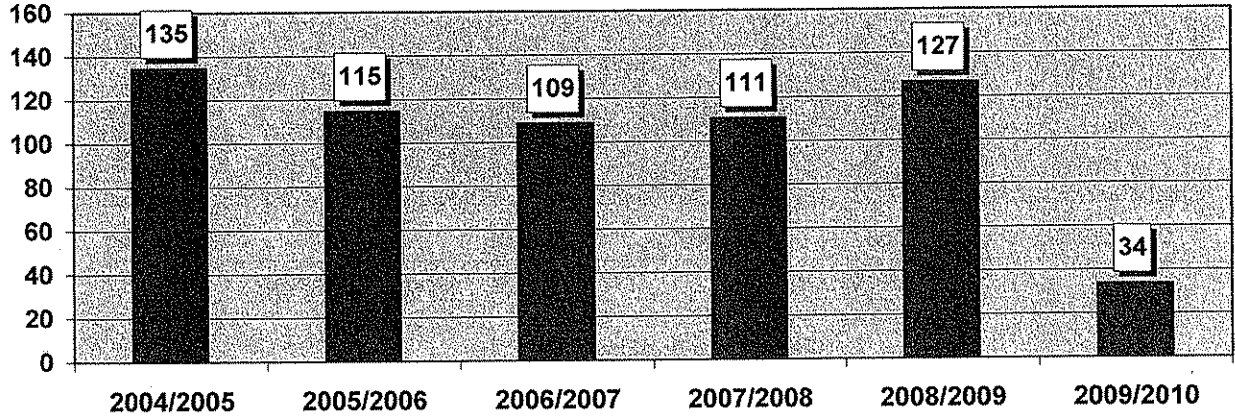


**Total Year End Incurred and Outstanding Costs**

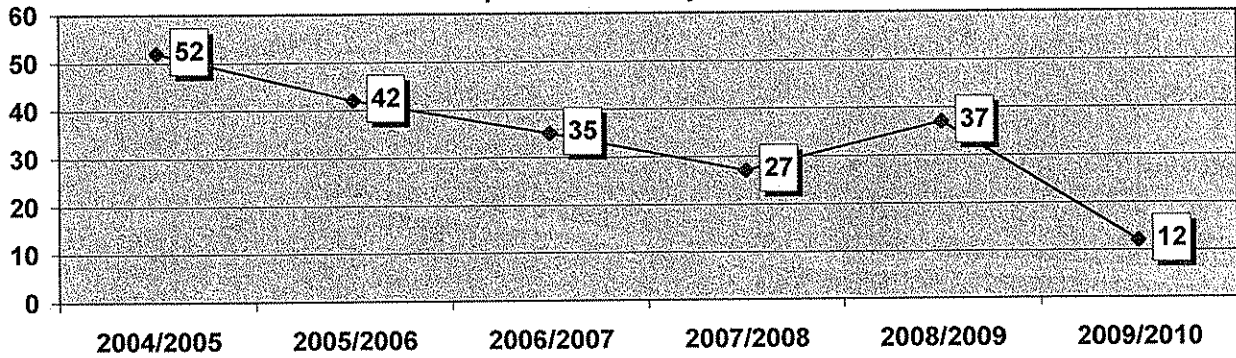




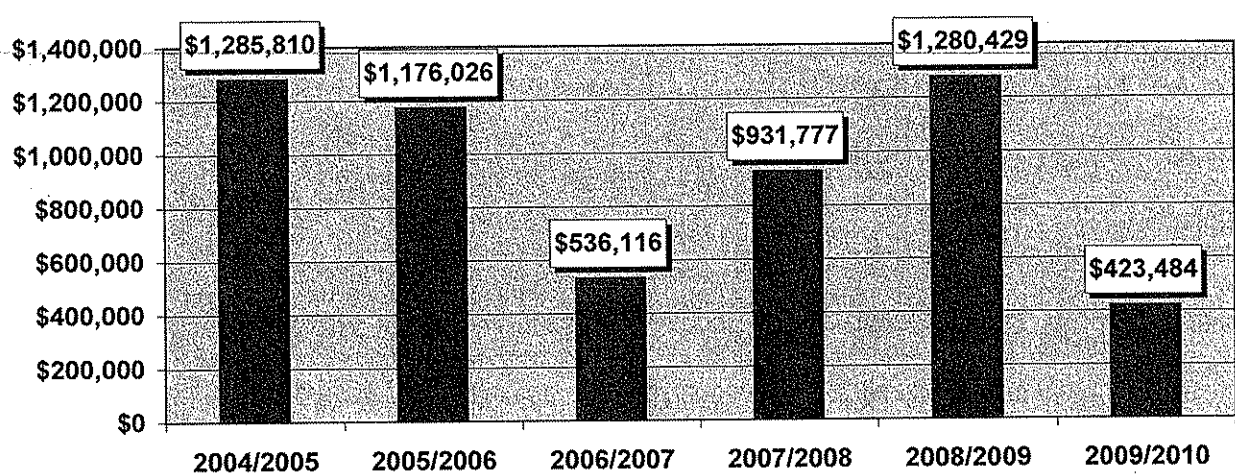
**City of Santa Cruz  
Workers' Compensation  
Citywide  
Reported Claims per Fiscal Year  
07/01/04 - 12/31/09**



**Reported Indemnity Claims**



**Incurred Costs for Reported Claims**



LARRY JOINT POWERS AUTHORITY				
COMBINED BALANCE SHEET				
JPA FUND AND ACCOUNT GROUPS				
FEBRUARY 2010				
	951	958	959	JPA
	JPA	Capital Assets	LT Debt	Total
<b>Assets</b>				
Infrastructure		579,683.02		579,683.02
Accumulated depreciation - infrastructure		(164,848.89)		(164,848.89)
Buildings		1,758,907.67		1,758,907.67
Accumulated depreciation - buildings		(765,044.52)		(765,044.52)
Lease improvements - buildings		259,124.00		259,124.00
Accumulated depreciation - lease imp-buildings		(163,048.94)		(163,048.94)
Machinery and equipment		1,628,318.81		1,628,318.81
Accumulated depreciation - machinery & equip		(1,471,843.15)		(1,471,843.15)
Software		61,759.70		61,759.70
Accumulated depreciation-software		(61,759.70)		(61,759.70)
Construction in progress		52,613.65		52,613.65
<b>Total Assets</b>	-	1,713,861.65	-	1,713,861.65
<b>Liabilities</b>				
Accounts payable	39,367.21	-	-	39,367.21
Sales tax payable	212.76	-	-	212.76
Deferred grant revenue - unearned	529.84	-	-	529.84
Unclaimed funds	1,204.45	-	-	1,204.45
Cash loan from city	390,345.22	-	-	390,345.22
Pooled cash interest payable	563.06	-	-	563.06
Payable to the County - noncurrent	-	-	120,879.18	120,879.18
Other intergovernmental payable-noncurrent	-	-	391,139.91	391,139.91
<b>Total Liabilities</b>	432,222.54	-	512,019.09	944,241.63
<b>Equities</b>				
Unreserved, undesignated fund balance	(432,222.54)	-	-	(432,222.54)
Investment in capital assets - Library	-	1,713,861.65	-	1,713,861.65
Reserved for long-term debt	-	-	(512,019.09)	(512,019.09)
<b>Total Equities</b>	(432,222.54)	1,713,861.65	(512,019.09)	769,620.02
<b>Total Liabilities and Equities</b>	-	1,713,861.65	-	1,713,861.65

LIBRARY JOI... POWERS AUTHORITY						
COMBINED BALANCE SHEET						
TRUST FUNDS						
FEBRUARY 2010						
Fund #	931	932	933	934	Trust Funds	
Fund Description	McCaskill Loc His	McCaskill Vis Imp	Finkeldey	Whalen	Total	
<b>Assets</b>						
Pooled cash	262,411.26	253,335.44	9,614.13	143,014.18	668,375.01	
Pooled cash interest receivable	700.68	677.10	25.73	374.91	1,778.42	
<b>Total Assets</b>	263,111.94	254,012.54	9,639.86	143,389.09	670,153.43	
<b>Equities</b>						
Net assets held in trust-library prog	263,111.94	254,012.54	9,639.86	143,389.09	670,153.43	
<b>Total Equities</b>	263,111.94	254,012.54	9,639.86	143,389.09	670,153.43	



LIBRAR. JOINT POWERS AUTHORITY						
COMBINED BALANCE SHEET						
SPECIAL FUNDS						
FEBRUARY 2010						
	Fund #	955	956	957	960	Spec Funds
Fund Description		Contingency	Technology	Projects	Felton	Total
<b>Assets</b>						
Pooled cash		9,358.85	4,728.81	465.78	1,121.69	15,675.13
Pooled cash interest receivable		24.98	12.62	1.36	6.04	45.00
<b>Total Assets</b>		<b>9,383.83</b>	<b>4,741.43</b>	<b>467.14</b>	<b>1,127.73</b>	<b>15,720.13</b>
<b>Equities</b>						
Unreserved, undesignated fund balance		9,383.83	4,741.43	467.14	1,127.73	15,720.13
<b>Total Equities</b>		<b>9,383.83</b>	<b>4,741.43</b>	<b>467.14</b>	<b>1,127.73</b>	<b>15,720.13</b>

Expenditure Status Report  
CITY OF SANTA CRUZ  
2/1/2010 through 2/28/2010

Account Number	General Fund	Library (City)	Adjusted Appropriation	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prc't Used
PERSONNEL SERVICES							
Total	Regular full time		4,305,302.00	2,817,753.41	0.00	1,487,548.59	65.45
Total	Regular part time		610,327.00	444,008.76	0.00	166,318.24	72.75
Total	Overtime		0.00	2,040.49	0.00	-2,040.49	0.00
Total	Termination pay		0.00	-1,371.83	0.00	-27,157.79	0.00
Total	Temporary		510,086.00	30,743.25	0.00	291,246.61	42.90
Total	Other pay		0.00	-392.79	0.00	-1,032.15	0.00
Total	Special vacation pay		0.00	0.00	0.00	-12,576.42	0.00
Total	Special sick leave pay		0.00	0.00	0.00	-695.56	0.00
Total	Vehicle allowance		2,880.00	250.00	0.00	880.00	69.44
Total	Retirement contribution		631,119.00	49,232.29	0.00	208,138.56	67.02
Total	F.I.C.A.		61,081.00	1,326.07	0.00	50,264.89	17.71
Total	Group health insurance		943,722.00	75,968.48	0.00	417,647.40	55.74
Total	Group dental insurance		98,798.00	7,833.96	0.00	39,651.85	59.87
Total	Vision insurance		17,895.00	1,422.30	0.00	7,131.46	60.15
Total	Medicare insurance		58,208.00	5,315.20	0.00	-11,838.87	120.34
Total	Group life insurance		2,673.00	228.06	0.00	967.46	63.81
Total	Disability insurance		35,613.00	2,704.46	0.00	12,167.73	65.83
Total	Unemployment insurance		12,291.00	1,854.56	0.00	2,632.21	78.58
Total	Workers' compensation		219,856.00	18,189.86	0.00	64,424.02	70.70
Total	Accrued vacation - period 13		0.00	0.00	0.00	0.00	0.00
<b>Grand Total</b>			7,509,851.00	570,505.95	4,816,173.26	2,693,677.74	64.13

*unexpected - buy back*  
*layoffs*

Revenue Status Report  
CITY OF SANTA CRUZ  
2/1/2010 through 2/28/2010

951 Library Joint Powers Authority

Account Number	Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Prct Rcvd
951-41000 TAXES					
951-00-00-0000-41211 Sales and use tax	5,612,255.00	0.00	3,137,237.32	2,475,017.68	55.90
Total TAXES	5,612,255.00	0.00	3,137,237.32	2,475,017.68	55.90
951-43000 INTERGOVERNMENTAL					
951-36-00-0000-43210 State operating grants and contributions	70,000.00	0.00	0.00	70,000.00	0.00
951-36-00-0000-43311 Maintenance of effort contributions	5,174,769.00	0.00	3,016,174.31	2,158,594.69	58.29
951-36-50-3510-43190 Federal grants - other	6,762.00	0.00	6,978.00	-216.00	103.19
951-36-55-3531-43210 State operating grants and contributions	2,500.00	185.50	1,288.50	1,201.50	51.94
Total INTERGOVERNMENTAL	5,254,031.00	185.50	3,024,450.81	2,229,580.19	57.56
951-44000 CHARGES FOR SERVICES					
951-36-00-0000-44613 Internet use fee	7,000.00	271.05	2,699.35	4,300.65	38.56
951-36-00-0000-44630 Room rentals-library JPA	1,890.00	180.00	1,470.00	420.00	77.78
951-36-00-0000-44680 Interlibrary loan reimbursement	0.00	0.00	88.73	-88.73	0.00
951-36-00-0000-44901 Photocopy fee	10,000.00	670.88	4,952.85	5,047.15	49.53
Total CHARGES FOR SERVICES	18,890.00	1,121.93	9,210.93	9,679.07	48.76
951-45000 FINES AND FORFEITS					
951-36-00-0000-45131 Library fines	300,000.00	19,200.26	135,774.17	164,225.83	45.26
951-36-00-0000-45132 Lost library items	40,000.00	2,406.65	16,453.15	23,546.85	41.13
Total FINES AND FORFEITS	340,000.00	21,606.91	152,227.32	187,772.68	44.77
951-46000 MISCELLANEOUS REVENUES					
951-00-00-0000-46110 Pooled cash and investment interest	0.00	-0.64	-3,452.51	3,452.51	0.00

Received 2 in January

951 Library Joint Powers Authority

Account Number	Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Prct Rcvd
951-00-00-0000-46190 Interest earnings - other	3,871.00	0.00	2,142.98	1,728.02	55.36
951-00-00-0000-46910 Miscellaneous operating revenue	0.00	0.00	314.00	-314.00	0.00
951-00-00-0000-46990 Miscellaneous non-operating revenue	60,000.00	2,283.80	23,104.35	36,895.65	38.51
951-36-00-0000-46303 Donations - library	32,595.00	13,295.00	36,791.00	-4,196.00	112.87
951-36-00-0000-46309 Donations - library - Friends of the Lib	10,000.00	595.71	17,121.28	-7,121.28	171.21
951-36-00-0000-46916 Cash over/short	0.00	4.33	97.68	-97.68	0.00
951-36-00-0000-46918 Damaged property recovery	0.00	0.00	319.11	-319.11	0.00
951-36-00-0000-46923 Insurance reimbursements	0.00	9,933.62	10,588.22	-10,588.22	0.00
Total MISCELLANEOUS REVENUES	106,466.00	26,111.82	87,026.11	19,439.89	81.74
951-49000 OTHER FINANCING SOURCES					
951-00-00-0000-49122 From Library Private Trust Fund	19,455.00	3,700.00	19,455.00	0.00	100.00
951-00-00-0000-49191 Intra-entity fund transfer in	18,018.00	0.00	18,018.00	0.00	100.00
Total OTHER FINANCING SOURCES	37,473.00	3,700.00	37,473.00	0.00	100.00
<b>Grand Total</b>	<b>11,369,115.00</b>	<b>52,726.16</b>	<b>6,447,625.49</b>	<b>4,921,489.51</b>	<b>56.71</b>

Expenditure Status Report  
CITY OF SANTA CRUZ  
2/1/2010 through 2/28/2010

66%

951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-52000		SERVICES				
951-36-50-3510-52135	6,200.00	0.00	6,391.00	0.00	-191.00	103.08
951-36-50-3510-52149	653,046.00	43,860.23	456,574.64	0.00	196,471.36	69.91
951-36-50-3510-52199	21,718.00	0.00	17,410.20	3,749.73	558.07	97.43
951-36-50-3510-52240	4,620.00	89.08	2,317.00	0.00	2,303.00	50.15
951-36-50-3510-52244	400.00	0.00	0.00	0.00	400.00	0.00
951-36-50-3510-52302	2,000.00	458.80	1,179.55	0.00	820.45	58.98
951-36-50-3510-52402	82,224.00	0.00	41,112.00	0.00	41,112.00	50.00
951-36-50-3510-52403	21,794.00	175.24	8,633.06	0.00	-1,773.39	108.14
951-36-50-3510-52933	13,167.00	0.00	11,430.00	14,934.33	1,737.00	86.81
951-36-50-3510-52960	3,000.00	0.00	0.00	0.00	3,000.00	0.00
951-36-50-3510-52961	2,720.00	0.00	1,175.00	0.00	1,545.00	43.20
951-36-50-3510-52972	7,500.00	0.00	2,975.12	0.00	4,524.88	39.67
951-36-50-3510-52973	8,170.00	0.00	8,168.92	0.00	1.08	99.99
951-36-50-3540-52135	599,526.00	37,814.76	336,093.97	0.00	263,432.03	56.06
951-36-51-3520-52131	16,000.00	1,253.00	10,480.45	5,522.15	-2.60	100.02
951-36-51-3520-52149	1,150,643.00	91,406.96	729,843.82	0.00	420,799.18	63.43
951-36-51-3520-52244	2,500.00	0.00	1,044.00	0.00	1,456.00	41.76
951-36-51-3520-52248	17,588.00	281.12	9,582.70	0.00	8,005.30	54.48
951-36-51-3520-52972	10,000.00	0.00	2,140.75	0.00	7,859.25	21.41
951-36-52-3530-52149	4,310,341.00	316,812.45	2,775,552.32	0.00	1,534,788.68	64.39
951-36-52-3530-52244	3,000.00	1,788.04	1,788.04	0.00	1,211.96	59.60
951-36-52-3530-52302	2,255.00	73.50	611.36	0.00	1,643.64	27.11
951-36-52-3530-52972	3,000.00	19.95	998.71	0.00	2,001.29	33.29
951-36-53-3515-52149	219,481.00	16,692.44	140,463.53	0.00	79,017.47	64.00
951-36-53-3515-52201	64,706.00	3,702.42	33,960.73	0.00	30,745.27	52.48
951-36-53-3515-52211	180,928.00	12,992.33	90,568.52	63,659.44	26,700.04	85.24
951-36-53-3515-52223	38,103.00	2,957.49	25,363.07	0.00	12,739.93	66.56
951-36-53-3515-52246	141,611.00	8,237.06	92,870.55	20,770.06	27,970.39	80.25
951-36-53-3515-52247	12,975.00	0.00	4,548.86	0.00	8,426.14	35.06
951-36-53-3515-52261	401,232.00	33,184.44	263,467.52	36,655.00	101,109.48	74.80
951-36-53-3515-52302	250.00	0.00	0.00	0.00	250.00	0.00
951-36-53-3515-52932	15,500.00	0.00	7,750.00	0.00	7,750.00	50.00

Expenditure Status Report  
CITY OF SANTA CRUZ  
2/1/2010 through 2/28/2010

951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-36-53-3515-52933	33,187.00	0.00	28,693.00	0.00	4,494.00	86.46
951-36-54-3550-52149	544,351.00	41,771.45	350,967.48	0.00	193,383.52	64.47
951-36-54-3550-52199	22,000.00	1,381.25	9,632.75	4,771.25	7,596.00	65.47
951-36-54-3550-52248	66,051.00	1,269.81	34,273.71	31,208.95	568.34	99.14
951-36-54-3550-52249	60,300.00	1,696.71	11,745.34	15,007.00	33,547.66	44.37
951-36-54-3550-52302	1,430.00	78.20	474.20	0.00	955.80	33.16
951-36-54-3550-52403	58,423.00	7,926.70	67,955.42	3,988.01	-13,520.43	123.14
951-36-55-3560-52149	671,454.00	59,830.08	362,771.47	0.00	308,682.53	54.03
951-36-55-3560-52302	660.00	0.00	185.61	0.00	474.39	28.12
951-36-55-3560-52304	10,910.00	1,132.16	3,543.01	0.00	7,366.99	32.47
951-36-55-3560-52306	6,762.00	0.00	3,267.00	0.00	3,495.00	48.31
951-36-55-3560-52972	6,000.00	0.00	473.05	0.00	5,526.95	7.88
Total SERVICES	9,497,726.00	686,885.67	5,958,477.43	200,265.92	3,338,982.65	64.84
951-53000						
SUPPLIES						
951-36-50-3510-53101	17,000.00	529.74	4,014.53	0.00	12,985.47	23.61
951-36-50-3510-53102	16,500.00	3,600.48	8,914.71	0.00	7,585.29	54.03
951-36-51-3520-53106	809,000.00	15,278.70	279,407.41	0.00	529,592.59	34.54
951-36-51-3520-53107	10,600.00	5,915.86	29,405.65	0.00	-18,805.65	277.41
951-36-51-3520-53112	150,276.00	3,225.91	44,595.30	1,000.00	104,770.70	30.28
951-36-52-3530-53109	7,248.00	965.70	3,595.45	0.00	3,652.55	49.61
951-36-53-3515-53108	3,690.00	0.00	1,215.62	0.00	2,474.38	32.94
951-36-53-3515-53113	18,000.00	1,249.88	9,436.57	0.00	8,563.43	52.43
951-36-53-3515-53311	152,710.00	10,265.02	95,696.44	0.00	57,013.56	62.67
951-36-53-3515-53312	25,200.00	3,775.00	12,887.05	0.00	12,212.95	51.54
951-36-54-3550-53110	18,000.00	621.84	4,711.04	5,642.62	7,646.34	57.52
Total SUPPLIES	1,228,224.00	45,428.13	493,889.77	6,642.62	727,691.61	40.75
951-54000						
OTHER MATERIALS AND SERVICES						
951-36-50-3510-54990	2,480.00	0.00	0.00	0.00	2,480.00	0.00
951-36-52-3530-54990	0.00	57.00	89.00	0.00	-89.00	0.00
951-36-54-3550-54203	30,000.00	0.00	0.00	0.00	30,000.00	0.00
951-36-54-3550-54990	0.00	0.00	23.31	0.00	-23.31	0.00
951-36-55-3531-54990	2,500.00	352.00	913.45	880.00	706.55	71.74

not moved  
FRIENDS

Expenditure Status Report  
 CITY OF SANTA CRUZ  
 2/1/2010 through 2/28/2010

951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-36-55-3560-54990 Miscellaneous supplies and services	7,275.00	0.00	2,228.29	0.00	5,046.71	30.63
<b>Total OTHER MATERIALS AND SERVICES</b>	42,255.00	409.00	3,254.05	880.00	38,120.95	9.78
951-56000 OTHER CHARGES						
951-36-52-3530-56995 Refunded fees and fines	1,000.00	78.00	78.00	0.00	922.00	7.80
<b>Total OTHER CHARGES</b>	1,000.00	78.00	78.00	0.00	922.00	7.80
951-57000 CAPITAL OUTLAY						
951-36-51-3520-57401 Office furniture/equipment	12,995.00	0.00	0.00	0.00	12,995.00	0.00
<b>Total CAPITAL OUTLAY</b>	12,995.00	0.00	0.00	0.00	12,995.00	0.00
951-58000 DEBT SERVICE						
951-36-50-3540-58140 Loan principal <i>one time</i>	39,022.00	0.00	39,010.36	0.00	11.64	99.97
951-36-50-3540-58190 Other debt principal <i>one time</i>	40,293.00	0.00	40,293.07	0.00	-0.07	100.00
951-36-50-3540-58240 Loan interest	41,508.00	0.00	21,507.52	0.00	20,000.48	51.82
951-36-50-3540-58290 Other debt interest	8,500.00	0.00	3,932.60	0.00	4,567.40	46.27
<b>Total DEBT SERVICE</b>	129,323.00	0.00	104,743.55	0.00	24,579.45	80.99
951-59000 OTHER FINANCING USES						
<b>Total OTHER FINANCING USES</b>	0.00	0.00	0.00	0.00	0.00	0.00
<b>Grand Total</b>	10,911,523.00	732,800.80	6,560,442.80	207,788.54	4,143,291.66	62.03

Library - Fund 951  
 Month-End Cash Balances

	July	August	September	October	November	December	January	February	March	April	May	June
FY 2010 Pooled cash	(908,343.59)	(797,637.50)	(752,924.76)	(597,787.31)	(558,459.72)	(707,533.76)	290,832.95	(390,345.22)				
FY 2009 Pooled cash	(1,028,955.46)	(397,327.61)	(356,999.20)	252,949.44	(714,416.36)	(711,714.61)	(812,054.05)	(668,015.42)	(595,048.05)	(543,669.74)	222,502.65	(667,431.15)
FY 2008 Pooled cash	555,177.28	285,993.39	362,222.74	452,678.88	381,688.89	348,644.68	414,873.10	180,026.54	267,117.50	988,379.63	877,239.75	65,274.00
FY 2007 Pooled cash	378,173.37	260,209.81	(47,055.07)	77,967.52	141,276.32	331,082.13	1,134,207.34	1,970,264.04	582,080.73	688,990.25	683,402.17	260,082.00



## STAFF REPORT

DATE: March 18, 2010  
TO: Joint Powers Board  
FROM: Teresa Landers, Library Director  
RE: Bookmobile costs

At the March JPB meeting a request was made to see the costs of running the Bookmobile service. The Bookmobile is considered the 11<sup>th</sup> branch and as such incurs costs that can be equated with running a branch. Since it is not a fixed facility there are also significant differences. The figures represent average monthly costs.

**Rent:** bookmobiles can be expected to last 15-20 years.

Current replacement cost is \$200-\$250,000

At the high end, \$250,000 over 15 years= \$1,400

**Utilities:**

Fuel 160

Electricity (solar obtained through a grant) 0

**Telecommunications:**

Broadband 45

Cell phones 35

**Maintenance** (parts/labor; highly variable and increases as vehicle ages) 830

**Equipment** (2 computers on a 4 year replacement schedule) 55

**Collection:** Value of collection is about \$60,000.

Full turnover about every 5 years 1,000

**Personnel:** 6,680

**MONTHLY TOTAL** \$10,205

**ANNUAL TOTAL** \$122,460

## STAFF REPORT

DATE: March 18, 2010  
TO: Joint Powers Board  
FROM: Teresa Landers, Library Director  
RE: Reinstatement of Interlibrary Loan (ILL)

### Background

Interlibrary loan was discontinued over a year ago as a cost saving effort. The major costs were staff time and postage. Within our local consortium of Monterey Bay (MOBAC) we were a strong lender along with Monterey Public Library. Monterey Public also suspended ILL last summer when the ILL staff person retired.

If there was one message that was loud and clear at the town halls and focus groups it was bring back Interlibrary Loan. Many patrons depend on this service to get materials the Library system will not purchase as they are out of scope for our collection, too costly, or out of print. The reasons are varied and many but the umbrella of lifelong learning is probably the most relevant. This has emerged as a major service priority in the strategic plan. Individuals doing research (writers, entrepreneurs and teachers; to name a few) who are not affiliated with UCSC make up a large group of dedicated Interlibrary Loan patrons.

### Discussion

In light of this public input library staff investigated what it would take to reinstate ILL in some form; not necessarily the same as it was. In talking to individuals and through correspondence (physical and virtual), we learned that charging for this service seems to be acceptable. It is considered a value added service rather than a basic service.

The issues of staff time and postage were identified as the primary barriers to reinstatement:

- The postage issue is eliminated by limiting ILL to libraries within our Pacific Library Partnership region. Through this regional consortium of 45 libraries in the Bay area, we have courier service two days per week. If we limit our loans to and from member libraries we will not have postage costs. Libraries included in this consortium are UCSC, San Jose Public, San Francisco Public, and Santa Clara County Libraries to name a few of the larger ones.
- The average cost of an ILL is estimated at about \$30 but that includes postage. We recommend charging \$5.00 for the service. This will not recoup our costs but will assist with the staff workload since we believe it will reduce the number of ILLs requested thereby making it more manageable.

- Limiting requests to within the PLP will also cut down the numbers. We can also limit the number of requests we fill by limiting ourselves to only filling requests for patrons of PLP libraries.
- Additional limits that will save staff time:
  - The only media we will ILL will be audiobooks since a one month subscription to Netflix is less than borrowing two ILL DVDs at \$5.00 each.
  - We will limit requests to a maximum of 5 per patron per month

With these parameters in place we feel we can redeploy the staff that used to provide this service so there is no training needed. The tasks they have taken on can be handled by other staff in the division.

In the future, should we want to expand the service we will need to utilize software that will further minimize the impact on staff.

Recommendation

ILL be reinstated loaning to and borrowing from PLP libraries and charging patrons \$5.00 when the request is made.

## STAFF REPORT

DATE: March 30, 2010  
TO: Joint Powers Board  
FROM: Teresa Landers, Library Director  
RE: 10/11 Budget

Based on the March Board Meeting discussion, the following priorities were added to the FY10/11 budget and 5 year projection which is attached.

Staffing Plan Study	\$ 25,000
Branch supervision	6,800 (estimate)
Self check	42,160
New ILS (\$100-250,000)	<u>175,000</u> (took middle)
	\$248,960

The following were added in FY11/12 and in future years as appropriate:

Technology replacement fund	\$ 100,000/year
Self check workstations	10,000 (one time)
Vehicle replacement fund	103,500/year

With the addition of the items for FY10/11 the estimated net operating loss will be \$526,890. Please keep in mind this is a very general number as we are just now entering data into the budget. There are many variables that may change the final numbers. This estimate assumes the furlough and other cost saving personnel measures will continue for another full year for a total of 2 1/2 years. This estimate does not provide a cushion if revenues are lower than anticipated or if there are unexpected expenditures.

There are many alternatives available to meet this anticipated loss. The biggest unknown is the potential success of the Friends fund raising. This campaign is in its infancy and it would be irresponsible to depend on the Friends to fund technology necessary to achieve greater efficiency. The Friends have, however, encouraged us to request the funds needed for the self check implementation based on existing reserves. This will be formally requested in April and if approved, will be removed from the final budget.

The following alternatives are meant to be stopgap measures for FY10/11. They do not address the significantly higher deficits nor the organizational changes that are needed. as we look to FY11/12 and beyond. They do not solve the cash flow problem and all impact the materials budget significantly. I recommend that adoption of one of these alternatives be accompanied by a commitment to studying and recommending long term remedies using the strategic plan as a guide and adopting an open approach to identifying all possibilities.

We are planning to improve operational efficiency (e.g. via self check, different service models, etc), but it is not reasonable to expect that this alone will be able to resolve our projected deficits. It is also important to note that efficiencies such as self check were presented initially as a means to increase open hours without adding staff and to relieve the physical pressure on staff resulting from a huge increase in busyness per hour. In light of the budget projections this may no longer be possible but it is important to keep in perspective.

### **Alternative 1**

#### **Reduce hours, staff and materials budget.**

- By eliminating five FTE we achieve an estimated savings of \$248,600. Please note this is based on Step D (middle) plus 33% for benefits and would need to be confirmed by Finance.
- This would result in a loss of 25 hours of public service. These hours would be split throughout the system and may result in insufficient staffing levels at a given location. Library users may find branches staffed with different faces depending on the day they use a particular library. We have received many complaints this year about not having familiar staff in smaller branches. There are a number of different strategies we could use and two examples are provided
  - a. **Strategy 1:** Reduce the regional branches and Outreach by 5 hours per week each. They will be open 5 days a week and staffed by a minimum of a librarian and a clerk. By federal standards these are still considered a BRANCH. The neighborhood branches already fall below this level and will need to be reported as STATIONS in the state/federal statistical survey.
    - **Advantages:** The regionals are open more hours and are better able to absorb the cut. Hours would be consistent from branch to branch; albeit pretty minimal.
    - **Disadvantages:**
      - We are finding that people are frustrated by the inconsistency in the current open hours and would like to be able to depend on a branch being open. Reliance on the regionals has increased as result of them being open more.
      - The regionals have larger collections, more computers and a critical mass of staff who can provide a deeper level of service. Access to these would be reduced by reducing hours in the regional branches.
  - b. **Strategy 2:** Reduce Boulder Creek, Garfield Park and Branciforte by 4 hours, Capitola by 6 hours and Outreach by 5 hours. La Selva Beach and Felton would remain unchanged because their hours were very reduced last year.
    - **Advantages:**
      - More consistency in open hours for neighborhood branches.
      - Branches with fewer resources are open less hours

- **Disadvantages:**
  - Hours are extremely limited
- Reduce the materials budget by \$206,850 to \$673,150
- Reduce the Temporary budget by \$71,440

**Total savings achieved: \$ 526,890**

**Efficiencies**

- As we introduce operating efficiencies through self check and self pick up of holds we may be able to restore hours in some locations but will need to wait and see how effective our implementation is. Unfortunately, we do not have the funds to also do the necessary remodeling to implement self check most effectively.
- We can also look at implementing a single point of service model but once again, the inability to make physical changes will hamper us from achieving maximum effectiveness.
- Automated materials handling systems (AMHS) installed at the larger locations will have a major impact but the initial investment cost is high. A preliminary return on investment calculation shows, however, that such a system can pay for itself within 2-3 years. Funding for AMHS is part of the Friends Technology fundraising initiative.

**Alternative 2:**

**Basically half of Alternative 1 with more money coming out of the materials budget**

- Cut \$271,805 from the materials budget bringing it to \$608,395
- Reduce 3.5- 4 FTE depending on the level of employee identified and reduce 12 service hours

As in the scenarios in Alternative 1, there are many options for hours reductions and the same strategies apply.

- Reduce the Temporary budget by \$71,440

**Total savings achieved: \$526,890**

**Alternative 3:**

**Drastically reduce the materials budget:**

- Cut \$396, 086 from the materials budget leaving \$483,914 for materials.
- Reduce staff by 1- 1.5 FTE depending on the level of staff identified
- The impact on the Library from such a large cut for the second year in a row would be major. We currently spend about \$200,000 on basics such as online databases, e-books and e-audio and periodicals. We would not be able to resume standing orders that were suspended for one year. There would be minimal funds available for new and popular materials with no funding for replacement materials or building a diverse collection. We have received many complaints this year about the collection and this would exacerbate the current situation
- Reduce the Temporary budget by \$71,440

**Total savings achieved: \$526,890**

**Alternative 4:** I feel it would be irresponsible not to present this option. Obviously it is much more drastic and would require a great deal more planning and discussion before it could be adopted.

**Keep the 4 regional branches open and offer the neighborhood branches to local communities as reading rooms/learning centers. The Library could leave the collections and computers in place.**

- Savings in utilities, rent, phones, etc: \$141,200
- Staffing for 4 branches (includes some support staff reductions based on fewer branches and smaller staff): Note that these figures assume no furlough. Factoring in the furlough would result in additional savings.
  - Using 0809 staffing levels and open hours the personnel cost savings is approximately **\$800,000**. (Open hours per week= 210; 47.625 public services FTE))
  - Using current hours the personnel cost savings is approximately **\$1 million**. (Open hours per week= 132; 44.5 public services FTE)
  - Using current open hours but a modified staffing arrangement based on full implementation of self check and single point of service but not including automated materials handling or floating collections the personnel cost savings is approximately **\$1.6 million**. (Open hours per week= 132; 34.5 public services FTE (Alternative: Take advantage of efficiencies to increase hours)

\*\*Note that initial savings realized will be compounded in future years. Personnel related costs are the one expected to increase the most and they are costs over which there is very little control (retirement, health benefits, cost of living and step increases).

### **RECOMMENDATIONS**

1. The JPB provide direction as to which alternatives to develop more thoroughly for the draft 10/11 budget.
2. The JPB adopt a resolution establishing a committee to make recommendations to address the long term financial sustainability of the Library system. Some details are presented for consideration in setting up this committee: If approved details such as the desired composition of the committee, the application and selection process, etc. could be presented at the special board meeting on April 19.
  - a. It be comprised of a broad base of stakeholders: JPB, staff and broad representation from community members. The community members should represent the community geographically, by age, by socio-economic status and the committee should reflect a mix of skills and experience needed to complete the task at hand.
  - b. A strict timeline be established. Recommend committee selection take place in May with work commencing in June with recommendations to the JPB at the November meeting. A regular meeting day/time will be determined before asking for applications. One two hour meeting twice a month is not an unreasonable expectation. And, further, there would be an

expectation that this is a working committee with tasks being done by committee members outside of meeting time.

- c. The committee is charged with coming up with specific alternatives to achieve financial sustainability including possible sources of additional revenue and/or ways to reduce expenditures. It is important that the committee be empowered to consider any and all possibilities.
- d. It is not essential that the committee reach consensus on any recommendations. Ultimately the choices made will be the responsibility of the JPB.

It is hoped that once decisions are made and the JPB is able to set a clear direction for moving forward, , this core group will have a solid understanding of the issues and why the decisions were made so they can serve as community advocates for the library changes.



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LIBRARY  
FIVE YEAR OPERATING FUND PROJECTIONS

P. 1 of 3

3/29/2009

	Current 2009/10 Budget	Projected 2009/10	Projected 2010/11	Projected 2011/12	Projected 2012/13	Projected 2013/14
<b>PROJECTIONS IF FURLOUGH OR EQUIVALENT SAVINGS END ON JUNE 30, 2011</b>						
<b>Fund balance at beginning of year</b>		(319,405)	47,643	(479,246)	(1,876,062)	(3,395,996)

<b>Revenues:</b>						
Sales taxes:	5,612,255	5,288,658	5,288,658	5,288,658	5,341,545	5,448,375
Maintenance of effort	5,174,769	5,174,769	5,049,926	5,049,926	5,100,425	5,202,434
Grants	79,262	83,262	83,262	83,262	83,262	83,262
Charges for services	18,890	18,890	18,890	18,890	18,890	18,890
Fines	340,000	225,000	225,000	225,000	225,000	225,000
Donations	29,600	29,600	29,600	29,600	29,600	29,600
Miscellaneous revenues	60,000	60,000	60,000	60,000	60,000	60,000
Transfers from other funds	33,773	33,773	40,773	15,773	15,773	15,773
Interest earnings from County	3,871	5,141	5,141	5,141	5,141	5,141
Interest earnings (expense) temp loans	0	(7,000)	(5,000)	0	0	0
<b>Total Revenues</b>	<b>11,352,420</b>	<b>10,912,093</b>	<b>10,796,250</b>	<b>10,776,250</b>	<b>10,879,636</b>	<b>11,088,475</b>

<b>Expenditures:</b>						
Regular wages in adopted budget	4,957,974	4,980,406	5,005,386	5,617,155	5,673,327	5,730,060
Temporary wages	510,086	510,086	510,086	535,590	535,590	535,590
Retirement	631,119	647,668	671,095	842,573	964,466	1,031,411
FICA	61,081	31,625	31,625	33,207	33,207	33,207
Group health	943,722	878,110	984,287	1,063,030	1,148,072	1,239,918
Group dental	98,798	95,798	99,100	101,082	103,104	105,166
Vision	17,895	17,418	17,994	18,354	18,721	19,095
Medicare insurance	58,208	101,346	77,217	86,138	86,925	87,719
Group life	2,673	2,759	2,737	3,102	3,164	3,227
Disability	35,613	36,030	35,158	39,846	40,643	41,456
Unemployment	12,291	23,719	36,201	20,000	20,000	20,000
Workers' comp	219,856	238,146	220,830	247,820	250,299	252,802
City contract services	605,726	605,726	605,726	605,726	605,726	605,726
Other professional & technical	56,018	56,018	63,018	38,000	38,000	38,000

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LIBRARY  
FIVE YEAR OPERATING FUND PROJECTIONS

3/29/2009

P. 2 of 3

	Current	Projected	Projected	Projected	Projected	Projected
	2009/10 Budget	2009/10	2010/11	2011/12	2012/13	2013/14
<b>PROJECTIONS IF FURLOUGH OR EQUIVALENT SAVINGS END ON JUNE 30, 2011</b>						
<b>Expenditures (continued):</b>						
Water, sewer, & refuse	64,706	64,706	66,000	67,320	68,667	70,040
Janitorial services	180,928	180,928	184,547	188,237	192,002	195,842
Vehicle operation - internal	38,103	38,103	38,865	39,642	40,435	41,244
Other equipment - operation/maintenance	5,900	5,900	6,500	5,500	5,500	5,500
Office equipment/maintenance	4,620	4,620	5,020	5,020	5,020	5,020
Building & facility m & o - outside	141,611	141,611	141,611	141,611	141,611	141,611
Placeholder - New SV maintenance/utills	0	0	0	68,000	68,000	68,000
Landscaping maintenance	12,975	12,975	12,975	12,975	12,975	12,975
Software maintenance	83,639	83,639	83,639	83,639	83,639	83,639
Hardware maintenance	60,300	60,300	60,300	60,300	60,300	60,300
Equipment, building, & land rentals	401,232	401,232	401,232	317,232	317,232	317,232
Travel & meetings	6,595	6,595	6,800	6,800	6,800	6,800
Training	10,910	10,910	13,975	13,975	13,975	13,975
LSTA Tuition Reimb Grant	6,762	6,762	6,762	6,762	6,762	6,762
Telecommunications - internal	82,224	82,224	83,224	83,224	38,645	38,645
Telecommunications - outside	80,217	80,217	80,217	80,217	80,217	80,217
Liability insurance/surety bonds - internal	15,500	15,500	15,810	16,126	16,449	16,778
Liability insurance/surety bonds - outside	46,354	46,354	47,281	48,227	49,191	50,175
Advertising	3,000	3,000	3,000	3,000	3,000	3,000
Dues & memberships	2,720	2,720	5,000	5,000	5,000	5,000
Printing & binding - outside	26,500	26,500	26,500	26,500	26,500	26,500
Moving costs	8,170	8,170	0	0	0	0
Postage	17,000	17,000	12,000	12,000	12,000	12,000
Office supplies	16,500	16,500	16,500	16,500	16,500	16,500
Books & periodicals	839,000	500,000	880,000	880,000	880,000	880,000
Books & periodicals - grants & donations	10,600	10,600	10,600	10,600	10,600	10,600
Safety clothing & equipment	3,690	3,690	2,690	2,717	2,744	2,772
Copier supplies	7,248	7,248	6,500	6,500	6,500	6,500
Computer supplies	18,000	18,000	18,360	18,360	18,360	18,360

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LIBRARY  
FIVE YEAR OPERATING FUND PROJECTIONS

P. 2 of 3

3/29/2009

	Current 2009/10 Budget	Projected 2009/10	Projected 2010/11	Projected 2011/12	Projected 2012/13	Projected 2013/14
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**PROJECTIONS IF FURLOUGH OR EQUIVALENT SAVINGS END ON FEBRUARY 28, 2011**

<b>Expenditures (continued):</b>						
Library functional supplies	150,276	150,276	150,276	150,276	150,276	150,276
Janitorial supplies	18,000	18,000	18,000	18,000	18,000	18,000
Electricity	152,710	152,710	157,710	161,653	165,694	169,836
Natural gas	25,200	25,200	20,260	20,463	20,667	20,874
Miscellaneous supplies & services	13,255	13,255	24,255	24,255	24,255	24,255
Building remodeling	0	0	0	0	0	0
Office furniture/equipment	0	0	5,000	5,000	5,000	5,000
Loan principal (headquarters loan)	39,022	39,010	40,961	43,009	45,159	47,417
Other debt principal (moe overpayment)	40,293	40,293	40,293	40,293	40,293	-
Loan interest (headquarters loan)	21,508	21,508	19,557	17,509	15,359	13,101
Loan interest (city cash advances)	20,000	0	0	0	0	0
Other debt interest (moe overpayment)	8,500	3,933	1,500	1,500	1,500	0

**ADDITIONS**

Staffing Plan Study			25,000			
Branch supervision			6,800			
Self check			42,160			
New ILS			175,000			

Technology Replacement Fund				100,000	100,000	100,000
Self check workstations				10,000		
Vehicle Replacement Fund				103,500	103,500	103,500
<b>Total Expenditures</b>	<b>10,894,828</b>	<b>10,545,045</b>	<b>11,323,140</b>	<b>12,173,066</b>	<b>12,399,569</b>	<b>12,591,622</b>

Net operating gain (loss)	457,592	367,048	(526,890)	(1,396,816)	(1,519,934)	(1,503,147)
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<b>Fund balance at year-end</b>		<b>47,643</b>	<b>(479,246)</b>	<b>(1,876,062)</b>	<b>(3,395,996)</b>	<b>(4,899,142)</b>
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**PROJECTIONS IF FURLOUGH OR EQUIVALENT SAVINGS INSTEAD END ON**

Additional expenditures	0	223,397			
<b><u>Revised fund balance at year-end:</u></b>	<b>47,643</b>	<b>(702,643)</b>	<b>(2,099,459)</b>	<b>(3,619,393)</b>	<b>(5,122,539)</b>

\* Amount shown in City payroll details for 09/10 budget is (\$39,465) less due to timing differences

## PARKING LOT ITEMS

TOPIC	RESOURCES/ RESPONSIBILITY	DATE
Volunteer Philosophy and Strategy Review	JPB	June 2010
Local fund raising policy	Friends/JPB/Landers	Jun-10