SANTA CRUZ PUBLIC
L I B R A R I E S
A City-County System

LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, October 4, 2010
Central Branch Community Meeting Room
224 Church Street, Santa Cruz

6:00 PM   CLOSED SESSION
Personnel Evaluation, Library Director
Government Code §54957

6:30 PM   PUBLIC MEETING

1. ROLL CALL

2. APPROVE AGENDA

3. APPROVE MINUTES OF September 13, 2010 (PG.3-6)

4. ORAL COMMUNICATIONS

5. CONSENT AGENDA

   A. Approval of Bookmobile Reclassification (PG 7-14)
   B. Appropriating Telecommunication Funds and Amending FY 10/11
      Budget (PG. 15)

6. WRITTEN COMMUNICATIONS
   A. Articles About Santa Cruz and California Libraries-none
   B. Patron Written Comments (PG. 16-20)
   C. Articles on Libraries Nation Wide (PG. 21-27)
   D. Monthly Narrative Reports- September 2010 (PG. 28-31)
   E. Monthly Statistical Report (PG. 32-33)
   F. Spotlight: Subfinders (PG. 34)
   G. Revised Code of Conduct (PG. 35)

7. REPORTS OF ADVISORY BODIES

   A. Friends of the Santa Cruz Libraries, Inc. (oral)
   B. Finance Committee Minutes and Oral Report (PG. 36-37)

8. MEMBER REPORTS

    A. Scotts Valley Report (Reed)

    B. Capitola Report (Storey)

9. STAFF REPORTS

    A. August Financials (PG. 38-48)
    B. Policies Review:
       Library Materials and Services and related issues (PG. 49-61)
    C. Strategic Plan Action Steps (PG. 62-73)
    D. ILS Update (oral)

10. OTHER BUSINESS

    A. Library Service Model Task Force Update (oral)
    B. Process for Library Director's Performance Appraisal (oral)
    C. Parking Lot List Review (oral)
    D. Board Self Evaluation in December (oral)

11. NEXT MEETING

The next regularly scheduled meeting is Monday, November 1, 2010 at 6:30 p.m.

12. ADJOURN

The Library Joint Powers Authority Board will adjourn from the regularly scheduled meeting of October 4, 2010 to the next regularly scheduled public meeting on November 1, 2010 at 6:30 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) 427-7706 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

September 13, 2010

Central Branch Meeting Room
224 Church Street, Santa Cruz

6:30 PM   PUBLIC MEETING

I.   ROLL CALL

Present: Councilmember Katherine Beiers, Citizen Nancy Gerdt, Citizen Barbara Gorson, Citizen
Leigh Poitinger, Councilmember Jim Reed, Councilmember Sam Storey, Supervisor
Ellen Pirie, Supervisor Mark Stone

Absent: Councilmember Rotkin

Staff: Teresa Landers, Director of Libraries

II.   APPROVAL OF MEETING AGENDA OF SEPTEMBER 13, 2010

Citizenmember Poitinger moved, seconded by Councilmember Storey

> **that the Board approve the agenda of September 13, 2010.**
>   **UNAN**
>   **Absent: Rotkin**

III.   APPROVE MINUTES OF AUGUST 9, 2010

Supervisor Pirie moved, seconded by Councilmember Beiers

> **that the Board approve the minutes of August 9, 2010.**
>   **AYES: Poitinger, Gerdt,**
>   **Gorson, Beiers, Pirie, Stone**
>   **Abstain: Reed, Stone**
>   **Absent: Rotkin**

VI.   ORAL COMMUNICATIONS

None.

VII.   CONSENT AGENDA

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Councilmember Beiers moved, seconded by Supervisor Pirie

> **that the Board approve the contract with Ruth Metz, Staffing Plan Consultant.**
>
> **UNAN**
> **Absent: Rotkin**

VII. WRITTEN COMMUNICATION

A. Articles About Santa Cruz and California Libraries
B. Patron Written Comments
C. Articles on Libraries Nation Wide
D. Monthly Narrative Report
E. Monthly Statistical Report
F. Spotlight: Community Information Database
G. Census Letter of Appreciation
H. City of Santa Cruz Finance Director's Response to Grand Jury Report

VIII. REPORTS OF ADVISORY BODIES

A. Friends of the Santa Cruz Libraries, Inc.
- Paula Poundstone 9/24 8PM, $25/advance $28/door www.pulseproductions.net or Streetlight Records
- Civic Sale 11/12 & 11/13
- Moving Forward on Fundraising Efforts
- Buying Donor Management Software

B. Finance Committee

Minutes from August 23, 2010 meeting were presented.

VIII. MEMBER REPORTS

A. Scotts Valley Report

Councilmember Reed reported on the 8/14 groundbreaking ceremony for the Scotts Valley Library. There were 60-70 attendees. Demolition work started the following week and the City of Scotts Valley hopes for a completion date in April 2011.

Friends, Scotts Valley Chapter had their annual BBQ and auction on 9/11. There were approximately 160 people in attendance and the preliminary fundraising estimate for the event was between $10,000- $12,000.

B. Capitola Report

Library committee will meet 9/14 and they will be reviewing proposals for a library design consultant.

IX.   STAFF REPORTS

A. Year End FY 09/10

The Library Director reported on the year end financials for the library.

B. July Financials

The Library Director reported on the July financials.

C. Annual Staff Development Report

The Board reviewed the Annual Staff Development Report. They decided not to adopt the recommendation that would have set a goal of 2% for the training budget based on annual operating expenses.

The Board will look at this again during next year's budget preparation.

D. Policy Review: Communications Policy for Board Members

Supervisor Stone moved, seconded by Supervisor Pirie

> **that the Board approve the changes made to the Communications Policy for Board Members with the following _additions_:**
>
> **Board members will never discuss with staff or ask for information about _individual_ Library personnel matters _and/or actions_: hiring, discipline, promotion, complaints about supervisors, or evaluations of other staff members.**
>
> **UNAN**
> **Absent: Rotkin**

E. Library Hours

Councilmember Storey moved, seconded by Supervisor Stone

> **that the Board adopt the change in open hours presented, effective October 16, 2010.**
>
> **UNAN**
> **Absent: Rotkin**

X.   OTHER BUSINESS

A. Library Service Model Task Force Update

The Board agreed to give the following direction to the Task Force regarding clarification about a set reserve. The planning target will be a 10% reserve to cover cash and unanticipated increases. The reserve target will be reached within 5-years. Savings for specific capital projects will be separate line items.

B. Library Director Evaluation

The Chair of the Board reviewed the process with the City Manager. The Board will begin work on the Director's evaluation and meet for the final evaluation in November.

C. Parking Lot List Review

No Update

D. Board Evaluation Update

No Update

XI.   NEXT MEETING

The next regularly scheduled meeting is Monday, October 4, 2010 at 6:30 pm. Closed session to evaluate Library Director 6:00 pm.

XII.   ADJOURN

The regular meeting adjourned at 7:55 p.m.

Respectfully submitted,

Kira Henifin, Clerk of the Board

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

STAFF REPORT

DATE: September 20, 2010

TO: Library Joint Powers Board

FROM: Teresa Landers, Director of Libraries

RE: Reclassification of Courier Driver/Bookmobile

BACKGROUND and DISCUSSION

See attached memorandum from City of Santa Cruz Human Resources Department.

RECOMMENDATION:
Motion to accept City Human Resources recommendation to reclassify one (1.0)
FTE and one (.5) FTE Courier Driver positions to a new classification of
Bookmobile Library Assistant

MEMORANDUM
Human Resources Department

CITY OF
SANTACRUZ

DATE: August 19, 2010

TO: Teresa Landers, Director of Libraries

THROUGH: Lisa Sullivan, HR Director

FROM: Cathy Bonino, Principal HR Analyst

SUBJECT: Implementation of Courier Driver/Bookmobile and Library Clerk Classification Study

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RECOMMENDATION: Modification of the Classification and Compensation Plan by reclassifying one 1.0 FTE and one .50 FTE Courier Driver positions currently assigned to Outreach Services to a new classification of Bookmobile Library Assistant.

BACKGROUND: The Human Resources Department conducted a classification study of the Courier Drivers and Library Clerk in the Outreach/Bookmobile assignment at the request of their union (Service Employees') and with agreement of the Director of Libraries. The study and report was completed July 2009.

Specific to the Courier Driver positions assigned to the Bookmobile, the study revealed that more than half of the duties performed were out of scope and at a higher level from the classification specification. The higher level duties include: all circulation functions in the bookmobile, checking materials in and out, tracking overdue materials, and processing requests and interlibrary loan items; readers' advisory functions including material selection; lead worker functions in training drivers and assigning work to other staff; assisting in site decisions; and producing and designing flyers and displays. These duties are similar in scope and responsibility to the typical duties of the Library Assistant (LA) classification.

To address the assumption of these higher level duties by the Courier Driver, the Human Resources Department provided three recommendations: 1) Re-classify the Courier Driver – Outreach to an LA while adding the assignment of Outreach to the LA classification; 2) Re-assign the Courier Driver in Outreach to the Access Services division thus eliminating the Outreach assignment, add the Outreach assignment to the LA classification and assign an LA to Outreach . ; or 3) Create a new Bookmobile driver classification defining the unique and varied responsibilities of the Outreach assignment and re-classify incumbents to the new classification.

For the Library Clerk – Outreach position, the study revealed that one of the duties of reader services, being performed slightly more than half of the time, was of a higher level and therefore

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was being performed out of class. The remaining duties were being performed in class. Subsequent to the preliminary findings of the study, the Library underwent significant budget staffing reductions and as a result, this full time Library Clerk position was reduced from full time to part time. This resulted in the removal of the higher level duties of reader services and since then this position has been performing duties within its classification.

DISCUSSION: Following a consultative model, HR presented and reviewed the study findings and recommendations with the Director of Libraries. For operational and organizational reasons, HR recommends implementing the third recommendation; reclassifying the Courier Driver – Outreach position to a new, Bookmobile specific classification. This outcome serves the library and its patrons most effectively because the Courier Driver – Outreach duties and requirements are more varied from those of the LA classification. It is common and oftentimes expected that incumbents in the same classification be able to rotate assignments within a department. Because of the unique and varied nature of the Courier Driver – Outreach duties, it is not be feasible or realistic for LA's to rotate into and out of the specialized Bookmobile assignment.

Therefore it is recommended that the Courier Driver –Outreach position assignments and incumbents be re-classified to a new classification of Bookmobile Library Assistant. Human Resources recommends the salary range for the new classification be set at parity with the Library Assistant at $2,613- $3,861 per month given the preponderance of similar duties and scope.

A copy of the new Bookmobile Library Assistant classification is attached. Human Resources also intends to update the Courier Driver class specification and remove associated Bookmobile assignment information.

No actions are recommended for the Library Clerk – Outreach position. Since the position has been reduced to part time and the higher level duties have been removed the position has been working within its classification. .

The Service Employees' union representatives will have an opportunity to review these recommendations before any formal actions are taken.

FISCAL IMPACT: The fiscal impact to the Library Fund for the FY 2011 budget is an annual cost increase of approximately $18,250 and has been incorporated into the new FY 2011 budget. Fiscal impact figures include furlough savings and no additional budget appropriations are needed.

RESOLUTION # 2010-14

RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS AUTHORITY BOARD MODIFYING THE CLASSIFICATION AND COMPENSATION PLAN AND THE FY11 BUDGET PERSONNEL COMPLEMENT – LIBRARY BY ADDING A NEW CLASSIFICATION OF BOOKMOBILE LIBRARY ASSISTANT AND RE-CLASSIFYING ONE (1) .50 FTE COURIER DRIVER POSITION INTO ONE (1) .50 FTE BOOKMOBILE LIBRARY ASSISTANT POSITION AND RE-CLASSIFYING ONE (1) 1.0 FTE COURIER DRIVER POSITION INTO ONE (1) 1.0 FTE BOOKMOBILE LIBRARY ASSISTANT POSITION

WHEREAS, staff has recommended certain modifications to the Library.

NOW, THEREFORE, BE IT RESOLVED by the Library Joint Powers Authority Board, as follows:

That, effective October 16, 2010, the City of Santa Cruz Classification and Compensation Plans be modified to:

DELETE:

Class No.	Activity	Classification Title	Salary
132 - 003	3417	Courier Driver (.50 FTE)	$2,448/mo - $3,617/mo
132- 005	3417	Courier Driver (1.00 FTE)	$2,448/mo - $3,617/mo

ADD:

Position No.	Activity	Classification Title	Salary
264 -	3417	Bookmobile Library Assistant (.05 FTE)	$2,613/mo - $3,861/mo
264 -	3417	Bookmobile Library Assistant (1.00 FTE)	$2,613/mo - $3,861/mo

PASSSED AND ADOPTED this 4th day of October 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

CITY COUNCIL
AGENDA REPORT

DATE: Sept. 29, 2010

AGENDA OF: October 12, 2010

DEPARTMENT: Human Resources

SUBJECT: City's Classification and Compensation Plans and FY11 Budget Personnel
                Complement – Library. (HR)

RECOMMENDATION: Resolution amending the Classification and Compensation
Plan by reclassifying one 1.0 FTE and one .50 FTE Courier Driver positions currently
assigned to Outreach Services to a new classification of Bookmobile Library Assistant.

BACKGROUND: The Human Resources Department conducted a classification study
of the Courier Drivers and Library Clerk in the Outreach/Bookmobile assignment at the
request of their union (Service Employees') and with agreement of the Director of
Libraries. The study and report was completed July 2009.

Specific to the Courier Driver positions assigned to the Bookmobile, the study revealed
that more than half of the duties performed were out of scope and at a higher level from
the classification specification. The higher level duties include: all circulation functions
in the bookmobile, checking materials in and out, tracking overdue materials, and
processing requests and interlibrary loan items; readers' advisory functions including
material selection; lead worker functions in training drivers and assigning work to other
staff; assisting in site decisions; and producing and designing flyers and displays. These
duties are similar in scope and responsibility to the typical duties of the Library Assistant
(LA) classification.

To address the assumption of these higher level duties by the Courier Driver, the Human
Resources Department provided three recommendations: 1) Re-classify the Courier
Driver -- Outreach to an LA while adding the assignment of Outreach to the LA
classification; 2) Re-assign the Courier Driver in Outreach to the Access Services
division thus eliminating the Outreach assignment, add the Outreach assignment to the
LA classification and assign an LA to Outreach . ; or 3) Create a new Bookmobile driver
classification defining the unique and varied responsibilities of the Outreach assignment
and re-classify incumbents to the new classification.

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reader services, being performed slightly more than half of the time, was of a higher level
and therefore was being performed out of class. The remaining duties were being

performed in class. Subsequent to the preliminary findings of the study, the Library underwent significant budget staffing reductions and as a result, this full time Library Clerk position was reduced from full time to part time. This resulted in the removal of the higher level duties of reader services and since then this position has been performing duties within its classification.

DISCUSSION:
Following a consultative model, HR presented and reviewed the study findings and recommendations with the Director of Libraries. For operational and organizational reasons, HR recommends implementing the third recommendation; reclassifying the Courier Driver – Outreach position to a new, Bookmobile specific classification. This outcome serves the library and its patrons most effectively because the Courier Driver – Outreach duties and requirements are more varied from those of the LA classification. It is common and oftentimes expected that incumbents in the same classification be able to rotate assignments within a department. Because of the unique and varied nature of the Courier Driver – Outreach duties, it is not be feasible or realistic for LA's to rotate into and out of the specialized Bookmobile assignment.

Therefore it is recommended that the Courier Driver –Outreach position assignments and incumbents be re-classified to a new classification of <u>Bookmobile Library Assistant.</u> Human Resources recommends the salary range for the new classification be set at parity with the Library Assistant at $2,613- $3,861 per month given the preponderance of similar duties and scope.

A copy of the new Bookmobile Library Assistant classification is attached. Human Resources also intends to update the Courier Driver class specification and remove associated Bookmobile assignment information.

No actions are recommended for the Library Clerk – Outreach position. Since the position has been reduced to part time and the higher level duties have been removed the position has been working within its classification. .

The Service Employees' union representatives have had an opportunity to review these recommendations.

FISCAL IMPACT: The fiscal impact to the Library Fund for the FY 2011 budget is an annual cost increase of approximately $13,250 with an annual cost of approximately $18,250 and which has been incorporated into the new FY 2011 budget. Fiscal impact figures include furlough savings and no additional budget appropriations are needed.

CITY OF SANTA CRUZ
BOOKMOBILE LIBRARY ASSISTANT

Reports to: **Librarian**
Supervises: **Non-supervisory**
Bargaining Unit: **Service**

BASIC FUNCTION

Under supervision, drives, operates and maintains bookmobile or van on various assigned routes in order to provide library materials and resources to the public; performs public outreach services such as circulation, readers' advisory, reference and routine library technical services; and operates and maintains the bookmobile communication system.

TYPICAL DUTIES *(Duties may include, but are not limited to the following)*:

- Drives bookmobile or other Outreach fleet vehicle on assigned routes.
- Opens and closes bookmobile facility and operates specialized equipment such as electric stairs, wheelchair lift, leveler system and generator.
- Assesses vehicle safety and operability and coordinates vehicle maintenance and repairs.
- Operates and troubleshoots the bookmobile computer system including all of the computer hardware and software.
- May assist in evaluating outreach site locations.
- Prepares bookmobile schedule.
- Performs all circulation functions.
- Assists in providing reader services such as book discussion groups, story hours, book talks, displays, flyers, etc.
- Assists with the selecting the collection materials for the bookmobile.
- Assists with planning and performing outreach programs.
- Provides orientations to the bookmobile and public library services.
- Answers routine questions and assists patrons in use of the bookmobile facility and resources.
- May perform lead and training duties.
- Keeps various records as required.
- Loads and unloads library material and supplies onto vehicle.
- Other duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge:
- Safe driving practices and vehicle operation.
- Safe lifting and carrying techniques.

City of Santa Cruz
Bookmobile Library Assistant

- Library routines, procedures and services.
- General knowledge of and interest in a range of books and media.
- Basic computer operations.

Ability to:
- Safely drive a van or large vehicle for extended periods of time.
- Read maps and determine alternate routes.
- Lift and carry materials of up to 50 lbs. frequently, using proper lifting techniques.
- Push a handcart containing material weighing up to 150 lbs.
- Exercise discretion and judgment in caring for materials transported.
- Follow oral and written directions.
- Learn library routines, procedures, and services.
- Maintain accurate records.
- Convey information clearly and accurately.
- Establish and maintain effective working relationships with others contacted in the course of work.
- Provide effective customer service.
- Willingness to work other than 8:00 a.m. to 5:00 p.m. working hours.

Education and Experience
Any combination of education and experience that provides the above knowledge, skills and abilities combined with any required licenses is qualifying. A typical way to obtain the required qualifications is to possess the equivalent of the following:

- High school graduation or tested equivalent; and
- One year of work experience driving a motor vehicle or delivering supplies; and
- Two years of library or related clerical public service experience.

Licenses
- Possession at time of hire and continued maintenance of a California Class C driver's license and a safe driving record.

DESIRABLE QUALIFICATIONS
- Ability to speak, read, and write Spanish

Classification No.	264
Date of Issue:	10/10
Supersedes:	New

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RESOLUTION # 2010-13

**RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS
AUTHORITY BOARD APPROPRIATING FUNDS
AND AMENDING THE FY 2010-2011 BUDGET**

NOW THEREFORE, BE IT RESOLVED that the Library Joint Powers Authority Board

Appropriate funds and amend the FY 2010-2011 Budget in the amount of $39,578. The appropriation is for revenue received for e-rate reimbursement. This revenue should be used to help cover expenses in telecommunication services-outside.

PASSSED AND ADOPTED this 4th day of October 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

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18 Sept 2010

Dear Mrs Landers & Board:

I write this as follow up to our conversation of 16 Sept, in which I had voiced my dissatisfaction on the current system employed for computer-use signup. It is antiquated & totally inefficient; not what one expects in this 21 century!

I also would address the sad loss of the "ILL programme" and would wish it to return soon. I have spoken to numerous people on this, & they too share this request; this is not just myself speaking.

Thank you for your attention to this.

Sincerely,
N. di Cicco

Mail Calendar Documents Sites Video more ▾   landerst@santacruzpl.org | Settings | Help | Sign out

Search Mail   Search the Web   Show search options
                                 Create a filter

Compose Mail   Reuters: Oddly Enough - Greeks find human skulls in luggage of U.S. tourists - 3 days ago   Web Clip < >

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Starred
Sent Mail
Drafts (83)   ## SCPL Patron Comment or Suggestion: voluntary funding idea   Inbox   x   New window
                                                                                                                Print all

        from   webmaster@santacruzpl.org   hide details 8:51 AM (6 minutes ago)   Reply
        to   landerst@santacruzpl.org
        date   Mon, Sep 20, 2010 at 8:51 AM
        subject   SCPL Patron Comment or
                  Suggestion: voluntary funding idea
        mailed-by santacruzpl.org

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        Provide a means for users to VOLUNTARILY and AUTOMATICALLY contribute $1 for each item
        checked out. This could be done by linking a credit card number with a patron's library card number.
        At any time patrons could go online and opt out of the program, but would otherwise simply see a
        charge show up on their monthly CC statement. I believe the library may not be able to do this, but
        perhaps a 3rd party could be the intermediary. $1 per item is a lot cheaper than the bookstore, and
        could conceivably be set up to be tax deductible. I regularly pay extra when I pay overdue fines
        because it is of great value to me for the library to be successful.

        ==

        Reply   Forward   Reply by chat to WEBMASTER

        « Back to Inbox   Archive   Report spam   Delete   Move to   Labels   More actions   1 of 2463 Older ›

                        Search accurately with operators including **from: to: subject:**.

                        You are currently using 803 MB (3%) of your 25600 MB.

                        Last account activity: 2 days ago at IP 75.208.169.40. Details
        Santa Cruz Public Library Mail view: standard | turn off chat | older version | basic HTML. Learn more
                        ©2010 Google - Terms of Service - Privacy Policy - Program Policies - Google Home
                                        Powered by Google

[redacted]

September 11, 2010

Teresa Landers
Library Director
Santa Cruz Library
117 Union street
Santa Cruz, CA 95060

Dear Ms. Landers,

I sincerely would like to express how much I appreciate our Santa Cruz Library system. I am a frequent library user in every way that I can, finding books and media for all of my interests.

Today something came to my attention when I was borrowing videos and DVD's from the Aptos library. I noticed how few videos remained in the cases.

I expressed this observation to the librarian who checked out my films. She then told me that the videos were being disposed of, being considered obsolete. I was completely dismayed. I love old films and usually check out more videos than DVD's, some old films have been transferred into DVD's, but many which were not as popular were not!

I know I am not alone in my thinking. I hope you will reconsider your decision to remove videos from our community library system.

I would hope that you might ask for some kind of feedback from your frequent borrowers about this decision. I think that you might be surprised by their responses.

Sincerely,

[signature redacted]

cc Good Times

September 15, 2010

Thank you for your letter regarding the phasing out of the VHS collection. Please let me explain the reasons behind this decision and I hope you will gain a better understanding of why this is a necessary change.

Libraries always struggle to keep up with changes in formats. This often requires making changes that are not immediately popular. Analogous to the move from VHS to DVD were the transitions from 8 Track tapes to cassettes to CDs. CDS are starting to be considered somewhat obsolete with the advent of downloadable music. Libraries no longer carry either 8 track tapes or cassettes. There was also a time when some libraries had 8 mm films or filmstrips to loan or use with programs. Those gave way to VHS as the dominant platform; much to the chagrin of Beta users. Now, VHS has been replaced by DVD. Even DVDs are now being challenged by Blue-Ray and downloadable video.

Typically, public libraries try to avoid dropping a format until the price point for purchasing the players for the newer format has reached a level that most of our clientele can afford.

At this point, we cannot purchase VHS. It is simply not available. We have been working for several years to replace our VHS titles with DVDs if the title in question is still of interest to our patrons and we can support the purchase with our limited funds. You are right in that not everything is available on DVD that was available on VHS. However, VHS tapes do wear out and if we cannot replace them with DVD we have no other choice but to go without that particular title. If the VHS tape has not worn out, the title is still of high interest and cannot be replaced by a DVD, we do consider keeping it and will probably interfile it with our print collection.

As we identify needs for the shelving on which the VHS collection resides, we will be eliminating the dedicated VHS collections in all our locations. We simply have no choice. We cannot continue to devote valuable real estate for a format that is of rapidly diminishing interest and availability.

If there are particular titles that you know are not available on DVD but you feel are of interest, please let us know that and we will consider keeping a copy somewhere in the system as long as the item is physically viable.

We are also making the VHS items available for sale at a very low price through our Friends stores located in some of the branches and at the Civic Center book sale November 12th and 13th. To be honest, after the Spring Book Sale, there were a lot of VHS tapes that went unsold but we will continue to try.

I hope this letter has helped you at least understand the library's position even though I also realize this is an unwelcome change for you. Please do not hesitate to contact me again if you have questions or concerns.

Sincerely,

Teresa Landers
Library Director
landerst@santacruzpl.org
831-427-7706 ext 7612

Cc J. Richardson

Good Dog. Sit. Listen.

Christopher, a bubbly 7-year-old, has come to the La Mesa branch of San Diego County Library to read to Sunny. With book in hand, Christopher Buck sits down and begins. As he reads, he and Sunny cuddle together. Sunny, an 80-pound collie, is a certified therapy dog and with his handler, Gloria Laube, he visits the library twice a month to listen to kids read.

Sunny and his handler are a part of the Read to Your Breed program, which encourages and assists struggling readers. Over the course of five years, Sunny has been read to in English, Spanish, French, and Italian. Laube is such a strong believer in this program and others like it that she has started librarydogs.com, a website dedicated to encouraging therapy dog reading programs. The site "is a resource for public and school librarians, teachers, and bookstore managers who are interested in exploring the idea of using specially trained dogs in their reading programs."

While many libraries around the country offer therapy dog reading

Therapy dog programs provide a safe and nurturing environment for beginning readers.

sessions, some hesitate to allow dogs in the library, due to fears of the dogs' being messy or misbehaving. But therapy dog handlers are trained on proper behavior and dog grooming, and they are aware of the necessity that the dogs remain on a leash at all times and that they must sit on a blanket or rug. Libraries that offer therapy dog programs only allow certified therapy dogs to participate because these dogs are
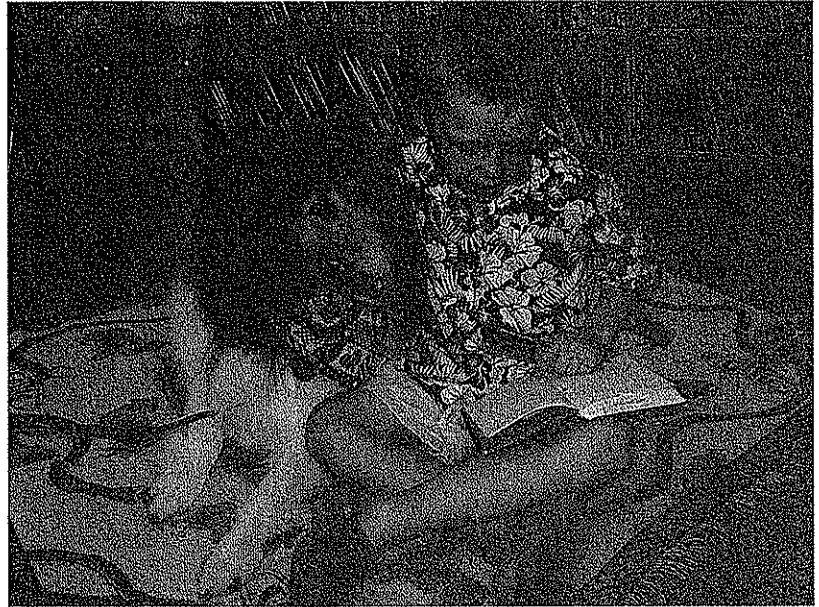
Young Christopher reads to his favorite pooch, Sunny, at San Diego County Library.

tested to ensure they have a temperament that is calm and that they are safe to be around children. And all certified therapy dogs come with an insurance policy.

Therapy dog programs provide a safe and nurturing environment for beginning and struggling readers. Children often feel more comfortable reading to a furry four-legged friend than a parent or teacher because dogs are perceived as being a noncritical audience. According to Laube, "Some children pet Sunny each time they turn a page."

Petting dogs has been shown to lower blood pressure and reduce stress, so this physical interaction serves a valuable purpose while giving the children extra practice with their reading skills." Christopher likes reading to Sunny because "he really looks like he is listening to the book."

Christopher's mother, Emily Buck,

has seen positive effects of the Read to Your Breed program, and says it "has given Christopher a sense of confidence that he may not have otherwise gotten by just reading to a grownup." Laube has also seen children "become more confident readers as well as develop more self-confidence socially. Some children who would barely whisper were reading normally after a few weeks."

Janet Gastil, children's librarian at the Lakeside branch of San Diego County Library, offers a program called PAWS to Read and has noticed that kids of all ages are excited to read to a dog. Gastil says that in her program it is the struggling readers who are the most eager to read to a dog and "anytime you can get a kid who doesn't usually want to read excited to read, that is a success."

—Anna Hartman, children's librarian
La Mesa branch
San Diego County (Calif.) Library

Reference librarians search the stacks

August 29, 2010

By Stephanie Gehring

Freed from their desks, reference librarians at the Orland Park Public Library have taken to the aisles to help patrons find the answers they need.

"We're out there looking for them," said Diane Srebro, assistant head of adult services.

Diane Srebro, asst. head of adult service at Orland Park Public Library, asks a patron if he needs help as she makes the rounds with a HP Tablet as part of the new 'Ask Me' campaign.

The program began in the spring to enhance customer service for library patrons.

Armed with laptop computers and sporting "Ask Me" buttons, the librarians are fielding about 200 questions a month from the floor, Srebro said. All told, the reference desk averages about 3,000 reference questions a month.

"Technology has freed us from the reference desk," Srebro said. "It's part of our strategic plan for the adult services area."

She said librarians can help people draw information from numerous resources.

"Google and Wikipedia are good," she said. "But there are many other sources, especially for students doing homework assignments."

With the Internet, librarians really have become information navigators, she said.

She said customers sometimes just want to be pointed in the direction of a book, but other times, they do have questions.

"Rather than just walking around, we can answer a reference question on the spot," she said. "We have the databases and the library catalog (online)."

She said librarians used to have to walk patrons back to the reference desk to help them find the information they need, but now it's easier.

"Our job has changed as technology has changed," she said.

She said the roving reference program may be less intimidating for some patrons who don't want "to interrupt" librarians at the reference desk who might appear busy.

In part, it's to reach out and welcome all comers to the library at 14921 S. Ravinia Ave., she said.

The library offers computer terminals and free wireless Internet access, so it's a good place for those who want a quiet place to work or study and those "on a mission to find an answer."

Srebro said many still think of the librarian as the "very staid, lady-in-the-bun, 'shooshing' librarian."

She said she hopes the roving reference program will change that image.

The reference department has five full-timers and another half-dozen part-timers, all of whom take to the floor.

Libraries, in general, definitely are keeping in step with technology, she said. Many are on Facebook and Twitter and have a variety of different apps.

The challenge is to make technology practical and useful for library users today, Srebro said.

Library-To-Go arrives in Hallsville

Hallsville gets new option for books.

Photo by Joshua A. Bickel

Ronda Mitchell, right, of Daniel Boone Regional Library describes the Library-To-Go process to Rhonda Daly, owner of Ed's Quik Stop, Friday at the convenience store in Hallsville.

By Jodie Jackson Jr.   Saturday, August 28, 2010

HALLSVILLE — The epicenter of an effort that led to the overwhelming rejection of a tax increase to build two new library branches three years ago is set to become the first site in Boone County for a Library-To-Go pilot program.
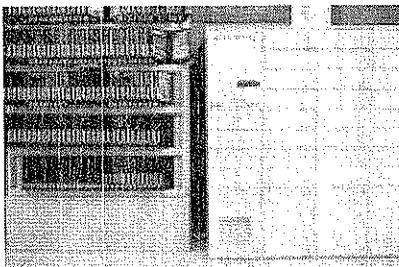
Photo by Joshua A. Bickel

Beginning Monday, residents of Hallsville and northern Boone County can use the new locker system to pick up their holds.

Beginning Monday, residents in Hallsville and the northern Boone County area can pick up and return library materials at Ed's Quik Stop, 13101 N. Route B, through the new service offered by the Daniel Boone Regional Library.

"It brings a public library to a local community," said Mark Frich, the self-described "founder and inventor" of the system that is in place in 22 states.

Library-To-Go is a secure system of lockers where library patrons can pick up books placed on hold via the Daniel Boone Regional Library online system. Patrons use their library cards to access the lockers, which contain their reserved items. A drive-up book drop is outside at Ed's Quik Stop for convenient returns.

Melissa Carr, executive director of the library system, said the system also will put one of Frich's systems in Holts Summit for patrons of the Callaway County Public Library, which is one of three libraries included in the district. She said the library system will pay a one-time fee of $17,486 for the lockers and installation in Hallsville. The drive-up return book drop purchased for the Quik Stop location cost $4,347.

The library district proposed a tax increase in 2007 that would have funded new branches in Ashland and in north Columbia near the Boone County Fairgrounds. All but one precinct and 73 percent of library district voters rejected the proposal. Although voter discontent was evident countywide, the opposition initially was fueled by directors and members of the Hallsville Area Chamber of Commerce.

Rhonda Daly, co-owner of the Quik Shop, said there was no lingering resentment toward the library because the vote three years ago was not "anti-library" but rather against the proposed location of a north county facility.

"Actually, I believe the Hallsville community became more involved with the library after that," Daly said.

She and her husband, Ed, own one of the four businesses that offered space for the secure library locker system. Daniel Boone Regional Library officials visited a Library-To-Go in Independence as the board sought to find ways to meet one of its goals outlined in a strategic plan that was drafted with input from residents throughout the district's service area.

The library system board in May recommended Ed's as the site for Hallsville's pilot project. The library locker system was demonstrated in late June at the community's Heritage Days celebration.

"That was a lot of fun," Frich said, noting that the system he designed and sells is especially appealing to library districts with large service areas. His clients include libraries in Montana.

"Larger counties have a difficulty serving everybody," he said. The Library-To-Go basically provides a branch library without the added costs of staff, labor and a facility, he said.

Frich called his creation a locker-shelf automated material handling system. It is made up of 36 lockers that users can access by swiping their library cards.

"It's real-time check-in, real-time checkout," Frich said.

Patrons also can continue picking up holds at the bookmobile's semimonthly visits or at the Columbia Public Library. The bookmobile will continue to visit both towns two times a month, with its collection of books, music CDs and DVDs for checkout.

Library staff will be on site at various times through next Saturday to help users become accustomed to the system. "The thing we like about it is it's self-service," said library system staff member Ronda Mitchell.

"This is one of the most exciting projects I've ever been on," said Mitchell, who has been a librarian for the district for 16 years. "It's just so much fun."

Reach Jodie Jackson Jr. at 573-815-1713 or e-mail jjackson@columbiatribune.com.

Technology: Reducing Operating Costs

Submitted by Katie Bane on Tue, 08/31/2010 - 08:05

King County (Wash.) Library System (KCLS) has the second-highest circulation of any public library system in the United States. Serving a population of 1.2 million in 44 branches, annual circulation for the library system is 21 million. The library system needed a better way to manage the more than 85,000 items coming into and going out of its Preston Sort Center every day.

The Preston Sort Center serves as a central distribution point for all the branches of KCLS. With an old conveyor belt system, it took 18 full-time employees and occasional outsourced help to sort the materials coming into the center, identify reserve items, and pack the items to be delivered to the appropriate branch. The system was also error-prone and tough on the staff because drivers had to move stacks of totes weighing 160 pounds across the warehouse.

In 2005, KCLS installed an automated materials handling system from FKI Logistex (now Lyngsoe Systems). Since then, material volume has increased 35%, but the library is able to process it with fewer staff, and it has broadened the responsibilities of the shipping department to better serve patrons and free up branch staff.

The system worked with KCLS's existing barcodes, a necessary feature because the library had ruled out implementing RFID tags. It also allows the Sort Center to achieve 24-hour turnaround time for materials, getting them to branches and patrons much faster. This has made it possible for the library to introduce a new "just-in-time" operation, in which the warehouse stores 35,000 low-use items like older VHS tapes, which frees up shelf space at the branches but allows patrons to access these items within a day.

The system has also reduced errors. "We could not have continued to do business otherwise," said KCLS Special Project Coordinator Lee Loyd. "The accuracy that is possible with an automated system cannot be achieved when you rely heavily on human activity."

MONTHLY REPORT FOR SEPTEMBER 2010

1. Reading, Listening and Viewing for Pleasure

A. Children in Santa Cruz County will enter school ready to read, write, listen and learn

The Garfield Park Branch hosted two class visits from Bayview Elementary School on September 22. Each class of 25 first and second graders listened to stories and interactive songs led by Youth Services Librarian Valerie Murphy.

B. All ages will have materials, programs and displays that reflect current community interests and provide pleasurable reading, viewing and listening experiences that help them reach their personal literacy goals

The Garfield Park Branch, the Central Branch, the Scotts Valley Branch, the Live Oak Branch and the Aptos Branch featured a Banned Books Week display for children, teens, and adults.

C. People of all ages will have friendly support and intuitive access to the materials and resources they want

2. LIFELONG LEARNING

A. People will have access to a relevant collection of resources in diverse formats for all ages.

B. Library users will have access to innovative and successful programming which reflects the cultural, educational and informational needs of the diverse communities served by SCPL and which will help learners of all ages to achieve their goals.

Janis worked with the City Attorney and the City Risk Manager to receive approval for *Tales to Tails*, a reading program for new and struggling young readers. Children read to certified pet therapy dogs in private sessions in Library branches. Children gain confidence in their reading in this safe and nurturing environment. Felton Friends volunteer, Phyllis Taylor, will work with Capitola Staff person, Melanee Barash to introduce *Tales to Tails* to several branches this fall.

Janis planned the first of a proposed Computer Repair Series with local computer educator, David Shaw. *Make Friends with your Computer* will be introduced in a program on October 6. If developed into a series, topics could include networking, wireless in the home, software issues, and computer building.

The September *Small Business Brown Bag seminar* focused on local resources for business owners. Teresa Thomae (Small Business Development Center), Tonee Picard (Bay Federal Credit Union), J. Guevara (SC City Redevelopment), and Donna Swedberg, Reference Coordinator for the Central Branch.

C. People will have access to innovative technology and the tools necessary to find, evaluate and use information and resources to meet their learning needs.

3. COMMUNITY CONNECTIONS

A. The Library will initiate and nurture partnerships with the public, private and nonprofit sectors in Santa Cruz County for the mutual benefit of the partners, the Library and the community.

The Library was accepted as a member of a national grant to explore Open Source software in public libraries. The grant is from IMLS (Institute of Museum and Library Services). To date the grant has helped pay for King County WA to make major strides in developing the Open Source software known as Evergreen. As a grant participant we will get some funding next year but more importantly we are part of the development community for this exciting software.

120 certificates of recognition and appreciation were mailed to businesses, organizations, and individuals who supported the very successful 2010 summer reading program for all ages.

B. People will strengthen their ties with each other, the community and the library.

Teresa continues to give tours for guests invited by the Friends to learn more about the Library system to encourage greater community support. In addition, Teresa is also giving tours to all the Santa Cruz city council candidates who are interested (6 out of 8 have accepted)

C. The community will recognize the value of SCPL in improving their lives and will recognize SCPL as an asset to their community.

Work began on the marketing plan with a visit from consultant, Marcia Schneider, recently retired marketing director for San Francisco Public Library. The grant from the Community Foundation is being leveraged with additional support from the Pacific Library Partnership.

Teresa spoke at the quarterly luncheon for the Women in Business group which is part of the Santa Cruz Chamber of Commerce. She spoke about the future of libraries in general and what SCPL is working towards in particular.

Janis responded to a request by Tina Schull, City of Santa Cruz Assistant City Manger, for a list of the many services and programs the Library provides for the citizens of the City.

D. *Volunteers will be used effectively*

Sharon Yamanaka, Friends volunteer, who does the accounting for Booksale and book babes, submitted a Branch Deposit Form and $115.31 was sent to Friends.

Sandi trained a new teen Friends volunteer to join the teen team reading stories on Dial-a-Story.

4. WELCOMING PLACE

A. *Identify the physical changes and funding required to provide 21st century library facilities.*

The furnishings for the new Scotts Valley Library were selected.

B. *The virtual branch meets the definition of a welcoming place*
A link to the Scotts Valley Friends webpage was added to branch listings so visitors to the Library's site can be updated on the progress of renovations.

C. *People receive service at the level they need and want*

At Live Oak we moved the "holds" from a lower shelving unit, to the shelving area next to circulation desk. We had complaints the shelves were too low. The new location is working much better.

Self check and self pick up of holds were introduced at Central and Aptos. In the first week Central had achieved 60% self check. Aptos is already short of space for its holds. Next up is Branciforte. Rebarcoding is taking place at Scotts Valley and Capitola.

5. FINANCIAL SUSTAINABILITY

A. *The Library System maintains a healthy and stable financial position*

Teresa continues to serve on the City of Santa Cruz' management negotiating team for the SEIU Temporary workers which includes library pages and on-call staff.

B. *There is adequate, stable and diverse funding to finance ongoing operations, key strategic initiatives and capital projects.*

C. *Services of a defined level and quality are consistently delivered based on revenue projections and supportive organizational and operating structure.*

The task force met twice in September. At the first meeting they heard from Joan Frye-Williams, library futurist. Joan presented a list of potential large service efficiencies that essentially change the way certain services are delivered. The task force then divided up into subcommittees to explore these in more depth. The initial results of these explorations were presented at the second September task force.

D. The Library operates efficiently and focuses on continual improvement.

A staff subcommittee of the strategic planning committee completed a final draft of the goals and action steps that are meant to give direction for staff to "carry out" the strategic plan

6. ORGANIZATIONAL READINESS

A. Staff receives adequate training to do their jobs effectively.
Donna Swedberg, introduced the **Small Business Reference Center** database to staff at a reference training session .

B. SCPL is committed to developing current library staff to become tomorrow's library leaders.
Teresa met with her fellow progam presenters for two programs at the upcoming California Library Association Conference. She will be presenting at a preconference on how libraries can get through difficult times with her focus on the effective and appropriate use of volunteers. She is also on a panel with three other new library directors to discuss their experiences in their first 6 months-1 year.

Two staff are participating as mentees and one as a mentor in the City's year long pilot mentoring program. Mentees are matched with a mentor who is not from their own department. The focus for each will vary based on individual needs.

Several webinars on single point of service, self-check, and ebooks were offered to the staff. Staff participated either as a group in the training room or at their workstations.

Sarah developed an internet links list called Focus on the Future. This is a shared site with all staff with links to important articles on topics of current importance to SCPL: single point of service, self-check, floating collections, change management, customer service, roving reference, and automated materials handling.

C. Employees have the skills to execute change and are committed to change and continual improvement.

D. A customer driven service philosophy guides staff training and development.

Richard worked with Central circulation staff to work out ways of encouraging library users to use self check machines.

10/11 VOLUME AND PERCENT CHANGE

July	Circulation			Busyness*			Reference/Info			Visitors		
	FY0910	FY1011	%change	FY0910	FY1011	%change	FY0910	FY1011	%change	FY0910	FY1011	%change
Aptos	20850	20321	-2.5%	50334	47311	-6.0%	3139	2110	-32.8%	12,585	10,134	-19%
Boulder Creek	3462	3075	-11.2%	10470	9152	-12.6%	71	312	339.4%	4,151	1,971	-53%
Branciforte	6716	6152	-8.4%	21789	18285	-16.1%	3276	845	-74.2%	6,006	4,762	-21%
Capitola	9169	9711	5.9%	24244	25497	5.2%	1998	936	-53.2%	5,821	5,133	-12%
Central	44612	42850	-3.9%	99046	90160	-9.0%	12081	9421	-22.0%	31,432	29,752	-5%
Felton	2531	2031	-19.8%	9064	6417	-29.2%	173	156	-10.0%	1,728	1,202	-30%
Garfield Park	3643	2265	-37.8%	11154	7463	-33.1%	546	420	-23.0%	3,229	1,945	-40%
La Selva Beach	979	1005	2.7%	3609	2273	-37.0%	53	74	39.0%	1,109	1,532	38%
Live Oak	12835	13313	3.7%	32510	22505	-30.8%	1570	2392	52.4%	9,870	6,792	-31%
Scotts Valley	17308	18018	4.1%	40942	39757	-2.9%	2760	1837	-33.4%	11,409	11,261	-1%
Outreach	3245	2677	-17.5%	7421	6304	-15.1%	2747	1998	-27.3%	na	994	na
TOTAL	125350	121418	-3.1%	310583	275124	-11.4%	28415	20501	-27.9%	87,340	75,477	-14%

August	Circulation			Busyness*			Reference/Info			Visitors		
	FY0910	FY1011	%change	FY0910	FY1011	%change	FY0910	FY1011	%change	FY0910	FY1011	%change
Aptos	21655	20095	-7.2%	50085	47281	-5.6%	3139	2110	-32.8%	11242	11252	0%
Boulder Creek	4161	3364	-19.2%	10587	9752	-7.9%	49	312	536.7%	4188	2347	-44%
Branciforte	7806	5640	-27.7%	20027	17721	-11.5%	3276	845	-74.2%	5862	4607	-21%
Capitola	10607	8642	-18.5%	25134	24718	-1.7%	1887	936	-50.4%	5256	5244	0%
Central	43409	43072	-0.8%	100246	84348	-15.9%	12081	9421	-22.0%	32012	29191	-9%
Felton	1959	1580	-19.3%	6972	5891	-15.5%	156	156	0.0%	1396	966	-31%
Garfield Park	3141	2695	-14.2%	9876	8223	-16.7%	546	420	-23.0%	2916	2472	-15%
La Selva Beach	771	945	22.6%	2791	2381	-14.7%	53	74	39.0%	760	1279	68%
Live Oak	13221	13129	-0.7%	32495	23534	-27.6%	1936	2392	23.6%	9444	10975.5	16%
Scotts Valley	16444	16380	-0.4%	38603	38713	0.3%	2760	1837	-33.4%	10639	10232	-4%
Outreach	3235	2809	-13.2%	6972	4465	-36.0%	2747	1998	-27.3%	na	928	na
TOTAL	126409	118351	-6.4%	303788	267027	-12.1%	28630	20501	-28.4%	83715	79493.5	-5%

*Defined as check ins/check outs/route ins/route outs

PER OPEN HOUR

	Circ/Open Hour			Busyness/Open Hour			Ref/Info/Open Hour			Visits/Open Hour		
	FY0910	FY10/11	%change	FY0910	FY10/11	%change	FY0910	FY10/11	%change	FY0910	FY10/11	%change
July												
Aptos	153	159	4%	393	370	-6%	25	16	-33%	98	79	-19%
Boulder Creek	72	64	-11%	218	191	-13%	1	7	339%	86	41	-53%
Branciforte	120	110	-8%	389	327	-16%	59	15	-74%	107	85	-21%
Capitola	115	121	6%	341	319	-6%	25	12	-53%	73	64	-12%
Central	254	268	5%	619	564	-9%	76	59	-22%	196	186	-5%
Felton	79	63	-20%	283	201	-29%	5	5	-10%	54	38	-30%
Garfield Park	76	47	-38%	232	155	-33%	11	9	-23%	67	41	-40%
La Selva Beach	20	18	-12%	113	41	-64%	2	1	-21%	35	27	-21%
Live Oak	108	119	10%	290	201	-31%	14	21	52%	88	61	-31%
Scotts Valley	123	141	14%	320	311	-3%	22	14	-33%	89	88	-1%
TOTAL	141	143	2%	372	324	-13%	34	24	-30%	106	89	-16%
August												
Aptos	169	157	-7%	391	369	-6%	25	16	-33%	88	88	0%
Boulder Creek	87	70	-19%	221	203	-8%	1	7	537%	87	49	-44%
Branciforte	139	101	-28%	358	316	-12%	59	15	-74%	105	82	-21%
Capitola	133	108	-19%	314	309	-2%	24	12	-50%	66	66	0%
Central	271	269	-1%	627	527	-16%	76	59	-22%	200	182	-9%
Felton	61	49	-19%	218	184	-16%	5	5	0%	44	30	-31%
Garfield Park	65	56	-14%	206	171	-17%	11	9	-23%	61	52	-15%
La Selva Beach	24	17	-30%	87	43	-51%	2	1	-21%	24	23	-4%
Live Oak	118	117	-1%	290	210	-28%	17	21	24%	84	98	16%
Scotts Valley	128	128	0%	302	302	0%	22	14	-33%	83	7	-91%
TOTAL	153	140	-9%	369	315	-15%	35	24	-30%	102	94	-8%

Subfinders at the Santa Cruz Public Library
–The Hub of Activity or the Eye of the Storm –

The function of subfinding at the Santa Cruz Public Libraries is one of the pillars of a dedicated library system. The libraries' Administrative Assistants are trained as Subfinders and provide support to all branches in the library system on a daily basis. Subfinders are on duty Monday through Thursday from 8-5, (closed Fridays due to the furlough), Saturdays 8-12:30 (as of 10/16) and Sundays from 9-1:30. The Subfinder team ensures that daily branch operations, patron service and staffing levels are not adversely affected when employees are absent. Therefore, the subfinding function is very important, since insufficient staffing could result in having to close a department or an entire branch.

Subfinding involves working with a pool of "On-call" employees consisting of laid off, regular and part-time Librarians, Senior Library Assistants (SLA), Library Assistants (LA) and Clerks, who are on standby ready to accept shifts that need to be filled within the ten branches throughout the county. Typically, substitute Clerks and Librarians are needed daily, somewhere throughout the Library system. The demand for shifts is always in flux, since it is dependent on the staffing needs of the branch and covering for employees who are absent because of illness, personal/family business, training and long-term anticipated absences such as planned vacations etc.

In addition to strong communication and problem resolution skills, the Subfinder process requires a direct line of communication with Branch Managers and staff. Clear responsive communication, prompt action and meticulous work by the Subfinder team ensures that Branch managers can focus on the daily operations of the branch without being concerned that they will be short staffed.

The subfinding process is a complex process. Before a call is placed to On-Call employees to fill shifts, several factors need to be taken into account such as seniority, hours and number of sub shifts already worked during the month. Of course, the time factor plays a large role, as it is not unusual to receive a request to fill a shift with very short notice requiring Subfinders to always work with a sense of urgency.

Subfinders contact the available On-Calls via phone or email. Since On-Calls are part-time employees, most of them have responsibilities outside the library system which makes it imperative that Subfinders maintain up-to-date contact information, schedules and availability logs so that on-calls can be easily reached as soon as a shift becomes available. The highest demand for requesting sub shifts comes during holiday and post holiday days, especially the weeks involving Thanksgiving, Christmas and the New Year. Subfinders coordinate the entire process of providing support to all branches. As much as possible, Subfinders will forecast, strategize and sometimes think creatively to successfully fill all sub requests and avoid having to deny an employee's request for holiday time off, while satisfying the needs of the system. Subfinders also handle all payroll, timesheet and personnel issues/questions that may arise.

NOTE: Subfinders is looking at implementing an automated solution in January.

LIBRARY CODE OF CONDUCT

The library welcomes all members of the community, and asks that all visitors respect other people's right to use the library, respect library staff and respect library materials.

To this end, please:
- treat library materials and furniture with care
- use beverages with lids only and away from computers
- secure bicycles and other large items outside the library
- bring service animals only
- silence cell phones
- keep personal belongings from obstructing access to library materials and spaces
- note that children under 9 years must be accompanied by a person 14 years of age or older

THE SANTA CRUZ PUBLIC LIBRARIES
TRANSFORM LIVES AND STRENGTHEN COMMUNITY

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD
FINANCE COMMITTEE

MINUTES

September 20, 2010   Headquarters Meeting Room
                                               117 Union Street, Santa Cruz

5:00 PM   PUBLIC MEETING

I.   ROLL CALL
Present: Citizenmember Gorson, Councilmember Storey
                (Called to order at 5:08 pm)

Staff: Teresa Landers, Director of Libraries
                Jack Dilles, Director of Finance, City of Santa Cruz

II.   APPROVAL OF MEETING AGENDA OF June 28, 2010

         Citizenmember Gorson moved, seconded by Councilmember Storey

         that the Board approve the agenda of September 20, 2010

                                                        UNAN

III.   APPROVAL OF MINUTES

A. MINUTES OF April 26, 2010
         Councilmember Storey moved, seconded by Citizenmember Gorson

         that the Board approve the minutes of August 23, 2010.
                                               UNAN

IV. ORAL COMMUNICATIONS

There were no oral communications

V. STAFF REPORTS
         a. Financial reports: Preliminary financial reports through August 31 were reviewed-
         Revenues and Expenditures are in line with this time of year. A question was asked about
         the high revenue figure for Library Donations. A detailed report will be run to verify but the
         explanation provided was that this line includes Richardson funds ($12,000) and may be
         where the Friends payments for the library consultant ($10,000) and self check equipment
         and software are reflected. An update will be provided at the JPB meeting. The rental
         expenditure line also looks high but that includes one of the two annual lease payments on

the Headquarters Building. Interagency labor charges are slightly underexpended. The cash balance remains positive.

b. Jack Dilles reported the County is inquiring about cash flow issues with the possibility that the County may agree to loan the library money should cash flow issues arise again.

VI. OTHER BUSINESS

Discussion ensued about issues for the finance subcommittee to address. It was suggested the subcommittee might want to advise the full LJPB on setting a reserve policy but finally agreed that how to use reserves once a policy is set would be more appropriate. Other possible topics include: adjusting the 5 year projections annually, advising on the annual budget, reviewing the Task Force financial calculations, and assisting with implementing, monitoring and evaluating the financial aspects of the service model ultimately accepted.

VII.   NEXT MEETING TOPICS

The next meeting is scheduled for Monday October 25, 2010 5:00-7:00 pm. in the Central Library meeting room.

VIII.   ADJOURN

The regular meeting adjourned at 5:40 p.m.

Respectfully submitted,

Teresa Landers
Library Director

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

LIBRARY JOINT POWERS AUTHORITY	PRELIMINARY
COMBINED BALANCE SHEET	
JPA FUND AND ACCOUNT GROUPS	
AUGUST 2010	
	JPA Total
Assets	
Pooled cash	250,794.12
Pooled cash interest receivable	474.51
Infrastructure	579,683.02
Accumulated depreciation - infrastructure	(164,848.89)
Buildings	1,758,907.67
Accumulated depreciation - buildings	(765,044.52)
Lease improvements - buildings	259,124.00
Accumulated depreciation - lease imp-buildings	(163,048.94)
Machinery and equipment	1,648,731.81
Accumulated depreciation - machinery & equip	(1,471,843.15)
Software	61,759.70
Accumulated depreciation-software	(61,759.70)
Construction in progress	52,613.65
Total Assets	1,985,543.28
Liabilities	
Accounts payable	223,584.26
Sales tax payable	(443.04)
Deferred grant revenue - unearned	529.84
Unclaimed funds	1,060.45
Payable to the County - noncurrent	120,879.18
Other intergovernmental payable-noncurrent	391,139.91
Total Liabilities	736,750.60
Equities	
Unreserved, undesignated fund balance	26,537.12
Investment in capital assets - Library	1,734,274.65
Reserved for long-term debt	(512,019.09)
Total Equities	1,248,792.68
Total Liabilities and Equities	1,985,543.28

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LIBRARY JOINT POWERS AUTHORITY
COMBINED BALANCE SHEET
SPECIAL FUNDS
AUGUST 2010

PRELIMINARY

| Fund # | 955 | 956 | 957 | 960 | Spec Funds |
Fund Description	Contingency	Technology	Projects	Felton	Total
Assets					
Pooled cash	9,408.35	4,753.81	468.35	1,130.41	15,760.92
Pooled cash interest receivable	24.90	12.59	1.25	3.26	42.00
Total Assets	9,433.25	4,766.40	469.60	1,133.67	15,802.92
Equities					
Unreserved, undesignated fund balance	9,433.25	4,766.40	469.60	1,133.67	15,802.92
Total Equities	9,433.25	4,766.40	469.60	1,133.67	15,802.92

LIBRARY JOINT POWERS AUTHORITY							PRELIMINARY
COMBINED BALANCE SHEET							
TRUST FUNDS							
AUGUST 2010							
Fund #		931	932	933	934	Trust Funds	
Fund Description		McCaskill Loc His	McCaskill Vis Imp	Finkeldey	Whalen	Total	
Assets							
Pooled cash		258,793.62	244,667.89	9,474.83	118,749.66	631,686.00	
Pooled cash interest receivable		701.33	677.15	25.71	381.56	1,785.75	
Total Assets		259,494.95	245,345.04	9,500.54	119,131.22	633,471.75	
Equities							
Net assets held in trust-library prog		259,494.95	245,345.04	9,500.54	119,131.22	633,471.75	
Total Equities		259,494.95	245,345.04	9,500.54	119,131.22	633,471.75	

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Expenditure Status Report
CITY OF SANTA CRUZ
8/1/2010   through   8/31/2010

951   Library Joint Powers Authority

951-52000   SERVICES

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-36-50-3510-52135 Financial services - outside	6,200.00	0.00	2,319.75	2,835.25	1,045.00	83.15
951-36-50-3510-52149 Interagency labor charges	603,881.00	44,548.64	78,313.58	0.00	525,567.42	12.97
951-36-50-3510-52199 Other professional & technical services	50,000.00	0.00	0.00	25,000.00	25,000.00	50.00
951-36-50-3510-52240 Office equipment operation/maint	5,020.00	140.37	140.37	0.00	4,879.63	2.80
951-36-50-3510-52248 Software maintenance services	5,000.00	0.00	0.00	0.00	5,000.00	0.00
951-36-50-3510-52302 Travel and meetings	2,000.00	0.00	0.00	0.00	2,000.00	0.00
951-36-50-3510-52402 Telecommunications service - internal	0.00	15,448.18	15,448.18	0.00	-15,448.18	0.00
951-36-50-3510-52403 Telecommunications service - outside	3,970.00	176.10	295.05	0.00	3,674.95	7.43
951-36-50-3510-52933 Liability insurance/surety bonds-outside	14,484.00	0.00	10,190.00	0.00	4,294.00	70.35
951-36-50-3510-52961 Dues and memberships	17,471.00	11,400.97	11,840.97	11,401.00	-5,770.97	133.03
951-36-50-3510-52971 Printing and binding-internal	100.00	4.81	4.81	0.00	95.19	4.81
951-36-50-3510-52972 Printing and binding-outside	5,900.00	1,323.41	1,323.41	0.00	4,576.59	22.43
951-36-50-3510-52973 Moving Costs	10,000.00	0.00	0.00	0.00	10,000.00	0.00
951-36-50-3540-52135 Financial services - outside	550,000.00	42,366.31	72,843.20	0.00	477,156.80	13.24
951-36-51-3520-52131 Claims management services - outside	16,000.00	599.65	599.65	15,402.95	-2.60	100.02
951-36-51-3520-52149 Interagency labor charges	1,214,081.00	92,317.63	163,801.75	0.00	1,050,279.25	13.49
951-36-51-3520-52244 Other equipment operation/maintenance	3,500.00	0.00	0.00	0.00	3,500.00	0.00
951-36-51-3520-52248 Software maintenance services	17,588.00	281.12	281.12	0.00	17,306.88	1.60
951-36-51-3520-52972 Printing and binding-outside	3,000.00	219.00	219.00	0.00	2,781.00	7.30
951-36-52-3530-52149 Interagency labor charges	4,313,404.00	322,883.14	564,942.77	0.00	3,748,461.23	13.10
951-36-52-3530-52244 Other equipment operation/maintenance	3,000.00	0.00	0.00	0.00	3,000.00	0.00
951-36-52-3530-52302 Travel and meetings	3,063.00	30.00	41.50	0.00	3,021.50	1.35
951-36-52-3530-52972 Printing and binding-outside	6,000.00	0.00	0.00	0.00	6,000.00	0.00
951-36-53-3515-52149 Interagency labor charges	225,162.00	17,167.11	29,726.78	0.00	195,435.22	13.20
951-36-53-3515-52201 Water, sewer and refuse	55,065.00	4,136.42	7,346.69	0.00	47,718.31	13.34
951-36-53-3515-52211 Janitorial services	100,000.00	6,659.56	6,659.56	0.00	93,340.44	6.66
951-36-53-3515-52223 Vehicle operation charges - internal	39,555.00	0.00	0.00	0.00	39,555.00	0.00
951-36-53-3515-52246 Building and facility o & m - outside	140,984.00	14,604.49	17,030.59	35,648.74	88,304.67	37.37
951-36-53-3515-52247 Landscaping maintenance services	21,145.00	236.79	370.38	0.00	20,774.62	1.75
951-36-53-3515-52261 Equipment, building and land rentals	393,396.00	32,933.33	74,978.66	82,008.00	236,409.34	39.91
951-36-53-3515-52302 Travel and meetings	150.00	0.00	0.00	0.00	150.00	0.00
951-36-53-3515-52932 Liability insurance/surety bonds-interna	15,500.00	2,583.34	2,583.34	0.00	12,916.66	16.67

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Expenditure Status Report
CITY OF SANTA CRUZ
8/1/2010   through 8/31/2010

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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	Liability insurance/surety bonds-outside	36,506.00	0.00	30,732.00	0.00	5,774.00	84.18
951-36-54-3550-52149	Interagency labor charges	550,312.00	43,521.87	74,627.47	0.00	475,684.53	13.56
951-36-54-3550-52199	Other professional & technical services	29,000.00	281.25	281.25	15,718.75	13,000.00	55.17
951-36-54-3550-52248	Software maintenance services	215,038.00	8,478.30	11,173.30	16,242.92	187,621.78	12.75
951-36-54-3550-52249	Hardware maintenance services	55,275.00	2,711.26	5,406.98	12,244.92	37,623.10	31.93
951-36-54-3550-52302	Travel and meetings	1,300.00	0.00	0.00	0.00	1,300.00	0.00
951-36-54-3550-52403	Telecommunications service - outside	111,713.00	1,265.65	4,644.80	19,752.14	87,316.06	21.84
951-36-54-3550-52149	Interagency labor charges	802,600.00	62,427.09	108,157.09	0.00	694,442.91	13.48
951-36-55-3560-52302	Travel and meetings	800.00	115.50	115.50	0.00	684.50	14.44
951-36-55-3560-52304	Training	13,975.00	75.00	278.44	0.00	13,696.56	1.99
951-36-55-3550-52306	LSTA Tuition Reimb grant training	3,024.00	0.00	0.00	0.00	3,024.00	0.00
951-36-55-3550-52960	Advertising	3,000.00	0.00	0.00	0.00	3,000.00	0.00
951-36-55-3560-52972	Printing and binding-outside	6,000.00	214.08	400.24	0.00	5,599.76	6.67
Total	SERVICES	9,673,162.00	729,150.37	1,297,118.18	236,254.67	8,139,789.15	15.85

951-53000   SUPPLIES

Account Number		Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-36-50-3510-53101	Postage charges	12,000.00	385.48	424.51	0.00	11,575.49	3.54
951-36-50-3510-53102	Office supplies	16,200.00	1,355.30	1,803.99	0.00	14,396.01	11.14
951-36-51-3520-53106	Books and periodicals	567,000.00	48,839.69	49,266.56	0.00	517,733.44	8.69
951-36-51-3520-53107	Books and periodicals-grants & donations	25,000.00	7,152.54	7,234.26	0.00	17,765.74	28.94
951-36-51-3520-53112	Library functional supplies	120,350.00	4,723.17	5,244.02	1,000.00	114,105.98	5.19
951-36-52-3530-53109	Copier supplies	6,500.00	0.00	0.00	0.00	6,500.00	0.00
951-36-53-3515-53108	Safety clothing and equipment	2,690.00	6.10	6.10	0.00	2,683.90	0.23
951-36-53-3515-53113	Janitorial supplies	18,000.00	1,369.33	1,517.68	0.00	16,482.32	8.43
951-36-53-3515-53311	Electricity	157,710.00	12,702.97	28,965.81	0.00	128,744.19	18.37
951-36-53-3515-53312	Natural gas	20,260.00	573.74	1,180.77	0.00	19,079.23	5.83
951-36-54-3550-53110	Computer supplies	20,000.00	1,623.79	1,765.83	0.00	18,234.17	8.83
Total	SUPPLIES	965,710.00	78,732.11	97,409.53	1,000.00	867,300.47	10.19

951-54000   OTHER MATERIALS AND SERVICES

Account Number		Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-36-50-3510-54990	Miscellaneous supplies and services	3,020.00	0.00	0.00	0.00	3,020.00	0.00
951-36-52-3530-54990	Miscellaneous supplies and services	2,390.00	0.00	0.00	0.00	2,390.00	0.00
951-36-54-3550-54203	Computer equipment - non-capital	0.00	477.00	255.49	0.00	-255.49	0.00
951-36-55-3531-54990	Miscellaneous supplies and services	2,500.00	190.00	570.00	1,710.00	220.00	91.20

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Expenditure Status Report
CITY OF SANTA CRUZ
8/1/2010 through 8/31/2010

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	18,321.00	15.58	1,696.88	0.00	16,624.12	9.26
Total OTHER MATERIALS AND SERVICES	26,231.00	682.58	2,522.37	1,710.00	21,998.63	16.13
951-56000 OTHER CHARGES						
951-36-52-3530-56995 Refunded fees and fines	2,000.00	167.00	215.00	0.00	1,785.00	10.75
Total OTHER CHARGES	2,000.00	167.00	215.00	0.00	1,785.00	10.75
951-57000 CAPITAL OUTLAY						
951-36-54-3550-57410 Telecommunications equipment	73,000.00	10,805.71	12,317.40	0.00	60,682.60	16.87
Total CAPITAL OUTLAY	73,000.00	10,805.71	12,317.40	0.00	60,682.60	16.87
951-58000 DEBT SERVICE						
951-36-50-3540-58140 Loan principal	40,961.00	0.00	0.00	0.00	40,961.00	0.00
951-36-50-3540-58190 Other debt principal	40,293.00	0.00	0.00	0.00	40,293.00	0.00
951-36-50-3540-58240 Loan interest	19,600.00	0.00	0.00	0.00	19,600.00	0.00
951-36-50-3540-58290 Other debt interest	3,500.00	0.00	0.00	0.00	3,500.00	0.00
Total DEBT SERVICE	104,354.00	0.00	0.00	0.00	104,354.00	0.00
Grand Total	10,844,457.00	819,537.77	1,409,582.48	238,964.67	9,195,909.85	15.20

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Revenue Status Report
CITY OF SANTA CRUZ
8/1/2010   through   8/31/2010

PRELIMINARY

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	5,321,475.00	373,085.00	373,085.00	4,948,390.00	7.01
Total TAXES	5,321,475.00	373,085.00	373,085.00	4,948,390.00	7.01
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
951-36-00-0000-43310 Local operating grants and contributions	0.00	12,000.00	12,000.00	-12,000.00	0.00
951-36-00-0000-43311 Maintenance of effort contributions	5,210,951.00	434,301.99	434,301.99	4,776,649.01	8.33
951-36-50-3510-43190 Federal grants - other	-5,976.00	0.00	0.00	-5,976.00	0.00
951-36-55-3531-43210 State operating grants and contributions	2,500.00	199.50	199.50	2,300.50	7.98
951-36-55-3560-43190 Federal grants - other	9,000.00	0.00	0.00	9,000.00	0.00
Total INTERGOVERNMENTAL	5,286,475.00	446,501.49	446,501.49	4,839,973.51	8.45
951-44000 CHARGES FOR SERVICES					
951-36-00-0000-44613 Internet use fee	7,000.00	505.50	829.60	6,170.40	11.85
951-36-00-0000-44630 Room rentals-library JPA	1,890.00	140.00	420.00	1,470.00	22.22
951-36-00-0000-44901 Photocopy fee	10,000.00	704.47	1,193.30	8,806.70	11.93
Total CHARGES FOR SERVICES	18,890.00	1,349.97	2,442.90	16,447.10	12.93
951-45000 FINES AND FORFEITS					
951-36-00-0000-45131 Library fines	200,000.00	19,652.46	32,788.49	167,211.51	16.39
951-36-00-0000-45132 Lost library items	25,000.00	1,975.50	3,176.00	21,824.00	12.70
Total FINES AND FORFEITS	225,000.00	21,627.96	35,964.49	189,035.51	15.98
951-46000 MISCELLANEOUS REVENUES					

Revenue Status Report
CITY OF SANTA CRUZ
8/1/2010 through 8/31/2010

951 Library Joint Powers Authority

Account Number		Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Prct Rcvd
951-00-00-0000-46110	Pooled cash and investment interest	-5,000.00	132.84	375.47	-5,375.47	7.51
951-00-00-0000-46190	Interest earnings - other	5,141.00	0.00	0.00	5,141.00	0.00
951-00-00-0000-46910	Miscellaneous operating revenue	8,500.00	750.00	750.00	7,750.00	8.82
951-00-00-0000-46990	Miscellaneous non-operating revenue	25,000.00	0.00	220.00	24,780.00	0.88
951-36-00-0000-46303	Donations - library	23,000.00	37,792.93	37,945.70	-14,945.70	164.98
951-36-00-0000-46309	Donations - library - Friends of the Lib	25,000.00	515.65	1,027.97	23,972.03	4.11
951-36-00-0000-46916	Cash over/short	0.00	0.70	9.40	-9.40	0.00
951-36-00-0000-46918	Damaged property recovery	0.00	10.73	10.73	-10.73	0.00
Total	MISCELLANEOUS REVENUES	81,641.00	39,202.85	40,339.27	41,301.73	49.41
951-49000	OTHER FINANCING SOURCES					
951-00-00-0000-49122	From Library Private Trust Fund	40,190.00	40,190.00	40,190.00	0.00	100.00
Total	OTHER FINANCING SOURCES	40,190.00	40,190.00	40,190.00	0.00	100.00
Total	Library Joint Powers Authority	10,973,671.00	921,957.27	938,523.15	10,035,147.85	8.55
	Grand Total	10,973,671.00	921,957.27	938,523.15	10,035,147.85	8.55

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Expenditure Status Report
CITY OF SANTA CRUZ
8/1/2010   through 8/31/2010

PRELIMINARY   Page: 1

| 101 | General Fund |
| 35 | Library (City) |

Account Number		Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
101-35-51000	PERSONNEL SERVICES						
Total	Regular full time	4,226,408.00	326,578.73	595,602.78	0.00	3,630,805.22	14.09
Total	Regular part time	733,982.00	55,341.55	101,599.96	0.00	632,382.04	13.84
Total	Overtime	3,000.00	0.00	0.00	0.00	3,000.00	0.00
Total	Termination pay	0.00	673.61	673.61	0.00	-673.61	0.00
Total	Temporary	520,010.00	33,357.64	60,287.24	0.00	459,722.76	11.59
Total	Other pay	0.00	0.00	130.06	0.00	-130.06	0.00
Total	Special vacation pay	12,600.00	0.00	0.00	0.00	12,600.00	0.00
Total	Special sick leave pay	0.00	0.00	-329.16	0.00	329.16	0.00
Total	Vehicle allowance	2,880.00	285.00	307.40	0.00	2,572.60	10.67
Total	Retirement contribution	665,780.00	51,573.94	94,164.22	0.00	571,615.78	14.14
Total	F.I.C.A.	69,994.00	1,604.06	2,859.24	0.00	67,134.76	4.08
Total	Group health insurance	982,969.00	75,633.48	99,836.38	0.00	883,132.62	10.16
Total	Group dental insurance	99,100.00	7,833.96	10,340.96	0.00	88,759.04	10.43
Total	Vision insurance	17,994.00	1,422.30	1,877.68	0.00	16,116.32	10.44
Total	Medicare insurance	63,836.00	5,413.95	9,937.75	0.00	53,898.25	15.57
Total	Group life insurance	2,744.00	228.66	302.10	0.00	2,441.90	11.01
Total	Disability insurance	35,300.00	2,513.88	4,740.88	0.00	30,559.12	13.43
Total	Unemployment insurance	37,175.00	1,896.16	3,454.79	0.00	33,720.21	9.29
Total	Workers' compensation	221,481.00	18,508.56	33,779.55	0.00	187,701.45	15.25
Total	Accrued vacation - period 13	0.00	0.00	0.00	0.00	0.00	0.00
	Grand Total	7,695,253.00	582,865.48	1,019,565.44	0.00	6,675,687.56	13.25

Library - Fund 951
Month-End Cash Balances

PRELIMINARY

	July	August	September	October	November	December	January	February	March	April	May	June
FY 2011 Pooled cash	72,541.96	250,794.12										
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)	(62,933.26)	15,984.66	25,912.58	120,299.01
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	693,402.17	260,082.00

Revenue Detail Report

CITY OF SANTA CRUZ
07/01/2010 through   06/30/2011

02	Library-JPA-Library Services
950	Library Agency Funds
951	Library Joint Powers Authority

Account Number		Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Prct Rcvd
951-46300	CONTRIBUTIONS & DONATIONS-PRIV					
951-36-00-0000-46303	Donations - library	23,000.00	0.00	0.00	23,000.00	0.00
7/27/2010	cash-recpt GJ 59424		152.77			
	Line Description: ONE-STEP 1020702-1 FNMISC					
8/1/2010	bsiourn GJ 60074		12,000.00	*Richardson*		
	Line Description: Move Richardson fr defer rev					
8/10/2010	cash-recpt GJ 59701		25,792.93	*self-check (Friends)*		
	Line Description: ONE-STEP 1022102-2 FNPROJEC					
9/7/2010	cash-recpt GJ 60201		60.00			
	Line Description: ONE-STEP 1024503-3 FNMISC					
9/14/2010	cash-recpt GJ 60379		2,000.00	*Consultant (Friends)*		
	Line Description: ONE-STEP 1025709-1 FNMISC					
951-36-00-0000-46303	Donations - library	23,000.00	40,005.70	40,005.70	-17,005.70	173.94
Total	FIDUCIARY FUNDS	23,000.00	40,005.70	40,005.70	-17,005.70	173.94
Total	Library-JPA-Library Services	23,000.00	40,005.70	40,005.70	-17,005.70	173.94
	Grand Total	23,000.00	40,005.70	40,005.70	-17,005.70	173.94

Policy Title: COLLECTION DEVELOPMENT POLICY

Policy Statement:

Section: 1.0 Purpose

This document is intended as a framework for collection development throughout the Santa Cruz Public Libraries. It is based on the Strategic Plan adopted in April 2010. Like that document, is expected to be a "living" piece, periodically reviewed and revised as the design of library service in Santa Cruz County evolves.

Section: 1.1 Legal Responsibilities

The Santa Cruz Public Libraries is governed according to provisions of California law, and on the basis of a Joint Exercise of Powers Agreement between the City of Santa Cruz, a charter city, and the County of Santa Cruz, a political subdivision of the State of California.

The Library System is obligated by California and local law to provide free access to information to all people in the County. It also endeavors to provide equal access to information, without regard to residence or economic status.

Collection development is ultimately a responsibility of the Director of Libraries, within the context of the mission statement adopted by the Library Joint Powers Board. The actual day-to-day work of evaluations, selection, and deselection is delegated to the staff of professional librarians.

Section: 1.2 Vision, Purpose, and Mission Statements

Our Vision
Transform lives & strengthen communities

Our Purpose
Connect, Inspire, Inform

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

Section: 2.0 Strategic Directions

The Santa Cruz Public Libraries has identified strategic directions as appropriate to our library system. Not every objective and goal can be met by every branch facility. Some objectives and goals overlap and

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some library activities apply to more than one objective and goal The objectives are a guide for determining which services each branch can reasonably deliver. These strategic directions are not presented in priority order.

Section: 2.1 Reading, Viewing, and Listening for Pleasure

The library features current, high-interest materials, both fiction and non-fiction, in a variety of formats for people of all ages. The library actively encourages the use of its collection. A substantial percentage of this part of the collection has been published within the past five years. The staff are knowledgeable about current popular interests and anticipate publishing trends.

Section 2.2 Lifelong Learning

The library provides timely, accurate, and useful information for community residents to aid in their pursuit of personal and professional interests. The library promotes on-site, telephone, and online reference and information services to assist users in locating information on subjects ranging from practical questions to specialized business-related research. It also supports people pursuing independent programs of learning. The collections emphasize informational materials, and the staff are particularly skilled in using reference tools-both print and electronic, and are prepared to train the public on using library resources. The library works to maintain a high profile as a source of information about community programs and services. To support this service role the library has developed a web-based Community Information Database, which is accessible from the library's home web page.

The library encourages an interest in reading and promotes literacy and learning in young children through services for children and their families. Parents, teachers, and caregivers can locate materials on child care, child development, reading readiness, and parenting. The library's collection has a variety of materials and formats for babies, toddlers, and preschoolers and for adults working with young children. The staff are knowledgeable about early childhood development and children's literature, and early literacy and are prepared to train users of all ages to use library resources.

The library provides supplemental support to students at the elementary, middle school, and high school levels. The library offers tours for classes, instructs students on using library resources, and provides on-site, electronic, telephone reference, and community information services. The collection contains materials in a variety of formats to support the educational levels specified above. The staff are knowledgeable about educational programs in the community and work closely with local educators. The library provides these services to enrich the educational resources available to young people and to promote lifelong use of public libraries.

Section 2.4 Welcoming Place and Community Connections

Each branch is an access point for information about community activities and services. The appropriateness of this role for a branch of the Library System depends upon its geographic location and the specific needs of its service population. Branches are encouraged to work with other community organizations to provide coordinated programs of social, cultural, and/or recreational services.

Section 3.0 Selection of Library Materials

The Collection Development Librarian has responsibility for coordinating the selection of library materials. Direct responsibility for selection and deselection are delegated to individual professional librarians. Specific criteria of selection (and deselection) of materials are enumerated below. (Sec. 3.3)

Section 3.1 Sources

Staff selects materials from general and specialized review media, trade publications, publishers and book sellers, catalogs and flyers, and from inspection of the material itself when possible, based on community needs and interests and in response to library users requests.

Staff selects appropriate electronic resources independently, and also, as a member of various library consortia.

Section 3.2 Principles

Materials are selected and retained on the basis of their content, and not on the basis of author origins, background, or views. The Santa Cruz Public Libraries tries to represent all points of view. The System's selection principles follow the American Library Association's "Library Bill of Rights", Freedom to Read Statement, Freedom to View Statement, and Resolution on the USA Patriot Act & Libraries (see appendices 1 to 4).

Section 3.3 Criteria for Selection of Library Materials

- Availability of funds.
- Library's mission and strategic directions.
- Informational and recreational needs of users, including patron requests which fall within the parameters of the Collection Development Plan.
- Complementary collections in special, academic and school libraries to which patrons have access.
- Community needs surveys and assessments.
- The authority, accuracy, and accessibility of presentation.
- The currency of the information in rapidly changing fields.
- Reputation of author, publisher or issuing body.
- Importance of item to provide diversity in the collection.
- Physical quality of material.
- Suitability of format for subject and user's needs.
- Inclusion of the work in bibliographies and indexes.
- Appropriateness of format.

Section 3.4 Gifts

- Gifts donated to the Friends of the Santa Cruz Public Libraries are eligible for a tax deduction to the extent allowed by law. After donation to the Friends, the Library reviews the materials first and gifts that will enrich the Library's collections are considered for addition to the collection. Gifts made directly to the Library are not eligible for a tax deduction.

- Gifts are added to the collection according to the same criteria for selection of purchased materials. (3.3) Materials donations accepted by the Library System are those a library staff materials selector would purchase or replace if funds were available.
- Donations are final and become the property of the Santa Cruz Public Libraries.
- The Friends and the Library reserve the right to dispose of unneeded materials and to refuse gifts of materials. Materials the Library is unable to use are sold or disposed of by the Friends.

In the case of a large collection of material which is to be integrated into the collection:

- The Collection Development Librarian and appropriate selector will work with the donor group.
- Materials which are considered outside the scope of the collection as outlined in this Collection Development Plan may be returned to the donor or given to the Friends of the Santa Cruz Public Libraries per the donor's wishes.

Section 3.5 Material Challenges

Santa Cruz Public Libraries provide materials and information presenting all points of view. This applies to all materials collected by the library. Should an individual believe an item is not appropriate for the collection, they can initiate a request for reconsideration of materials.

Library Materials Reconsideration Process

1. Public contacts frontline staff. E-comments/complaints should go directly to the branch manager of the branch involved.
2. Frontline staff handles the complaint or refers the patron to a supervisor or branch manager.
3. Supervisor or branch manager talks with patron.
4. If not satisfied, the patron is asked to fill out the Request for Reconsideration of Library Materials (see Appendix 5).
5. Request for Reconsideration of Library Materials is referred to Collection Development Librarian for referral to the assigned selector of the material in question who will respond in writing.
6. A patron who wishes to comment further about a specific item has the following options:

- They may write a letter to the Director of Libraries, who will review the documentation and respond.
- If still concerned, they may write an appeal of the Director of Libraries' decision to the Chair of the Library Joint Powers Authority Board.

Review Schedule: This policy will be reviewed every three years.

Revised: October 4, 2010

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APPENDIX 1: FREEDOM TO READ

The freedom to read is essential to our democracy. It is continuously under attack. Private groups and public authorities in various parts of the country are working to remove or limit access to reading materials, to censor content in schools, to label "controversial" views, to distribute lists of "objectionable" books or authors, and to purge libraries. These actions apparently rise from a view that our national tradition of free expression is no longer valid; that censorship and suppression are needed to counter threats to safety or national security, as well as to avoid the subversion of politics and the corruption of morals. We, as individuals devoted to reading and as librarians and publishers responsible for disseminating ideas, wish to assert the public interest in the preservation of the freedom to read.

Most attempts at suppression rest on a denial of the fundamental premise of democracy: that the ordinary individual, by exercising critical judgment, will select the good and reject the bad. We trust Americans to recognize propaganda and misinformation, and to make their own decisions about what they read and believe. We do not believe they are prepared to sacrifice their heritage of a free press in order to be "protected" against what others think may be bad for them. We believe they still favor free enterprise in ideas and expression.

These efforts at suppression are related to a larger pattern of pressures being brought against education, the press, art and images, films, broadcast media, and the Internet. The problem is not only one of actual censorship. The shadow of fear cast by these pressures leads, we suspect, to an even larger voluntary curtailment of expression by those who seek to avoid controversy or unwelcome scrutiny by government officials.

Such pressure toward conformity is perhaps natural to a time of accelerated change. And yet suppression is never more dangerous than in such a time of social tension. Freedom has given the United States the elasticity to endure strain. Freedom keeps open the path of novel and creative solutions, and enables change to come by choice. Every silencing of a heresy, every enforcement of an orthodoxy, diminishes the toughness and resilience of our society and leaves it the less able to deal with controversy and difference.

Now as always in our history, reading is among our greatest freedoms. The freedom to read and write is almost the only means for making generally available ideas or manners of expression that can initially command only a small audience. The written word is the natural medium for the new idea and the untried voice from which come the original contributions to social growth. It is essential to the extended discussion that serious thought requires, and to the accumulation of knowledge and ideas into organized collections.

We believe that free communication is essential to the preservation of a free society and a creative culture. We believe that these pressures toward conformity present the danger of limiting the range and variety of inquiry and expression on which our democracy and our culture depend. We believe that every American community must jealously guard the freedom to publish and to circulate, in order to preserve its own freedom to read. We believe that publishers and librarians have a profound responsibility to give validity to that freedom to read by making it possible for the readers to choose freely from a variety of offerings.

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The freedom to read is guaranteed by the Constitution. Those with faith in free people will stand firm on these constitutional guarantees of essential rights and will exercise the responsibilities that accompany these rights.

We therefore affirm these propositions:

1. *It is in the public interest for publishers and librarians to make available the widest diversity of views and expressions, including those that are unorthodox, unpopular, or considered dangerous by the majority.*

   Creative thought is by definition new, and what is new is different. The bearer of every new thought is a rebel until that idea is refined and tested. Totalitarian systems attempt to maintain themselves in power by the ruthless suppression of any concept that challenges the established orthodoxy. The power of a democratic system to adapt to change is vastly strengthened by the freedom of its citizens to choose widely from among conflicting opinions offered freely to them. To stifle every nonconformist idea at birth would mark the end of the democratic process. Furthermore, only through the constant activity of weighing and selecting can the democratic mind attain the strength demanded by times like these. We need to know not only what we believe but why we believe it.

2. *Publishers, librarians, and booksellers do not need to endorse every idea or presentation they make available. It would conflict with the public interest for them to establish their own political, moral, or aesthetic views as a standard for determining what should be published or circulated.*

   Publishers and librarians serve the educational process by helping to make available knowledge and ideas required for the growth of the mind and the increase of learning. They do not foster education by imposing as mentors the patterns of their own thought. The people should have the freedom to read and consider a broader range of ideas than those that may be held by any single librarian or publisher or government or church. It is wrong that what one can read should be confined to what another thinks proper.

3. *It is contrary to the public interest for publishers or librarians to bar access to writings on the basis of the personal history or political affiliations of the author.*

   No art or literature can flourish if it is to be measured by the political views or private lives of its creators. No society of free people can flourish that draws up lists of writers to whom it will not listen, whatever they may have to say.

4. *There is no place in our society for efforts to coerce the taste of others, to confine adults to the reading matter deemed suitable for adolescents, or to inhibit the efforts of writers to achieve artistic expression.*

   To some, much of modern expression is shocking. But is not much of life itself shocking? We cut off literature at the source if we prevent writers from dealing with the stuff of life. Parents and teachers have a responsibility to prepare the young to meet the diversity of experiences in life to which they will be exposed, as they have a responsibility to help them learn to think critically for themselves. These are affirmative responsibilities, not to be discharged simply by preventing them from reading works for which they are not yet prepared. In these matters values differ, and values

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cannot be legislated; nor can machinery be devised that will suit the demands of one group without limiting the freedom of others.

5. *It is not in the public interest to force a reader to accept the prejudgment of a label characterizing any expression or its author as subversive or dangerous.*

The ideal of labeling presupposes the existence of individuals or groups with wisdom to determine by authority what is good or bad for others. It presupposes that individuals must be directed in making up their minds about the ideas they examine. But Americans do not need others to do their thinking for them.

6. *It is the responsibility of publishers and librarians, as guardians of the people's freedom to read, to contest encroachments upon that freedom by individuals or groups seeking to impose their own standards or tastes upon the community at large; and by the government whenever it seeks to reduce or deny public access to public information.*

It is inevitable in the give and take of the democratic process that the political, the moral, or the aesthetic concepts of an individual or group will occasionally collide with those of another individual or group. In a free society individuals are free to determine for themselves what they wish to read, and each group is free to determine what it will recommend to its freely associated members. But no group has the right to take the law into its own hands, and to impose its own concept of politics or morality upon other members of a democratic society. Freedom is no freedom if it is accorded only to the accepted and the inoffensive. Further, democratic societies are more safe, free, and creative when the free flow of public information is not restricted by governmental prerogative or self-censorship.

7. *It is the responsibility of publishers and librarians to give full meaning to the freedom to read by providing books that enrich the quality and diversity of thought and expression. By the exercise of this affirmative responsibility, they can demonstrate that the answer to a "bad" book is a good one, the answer to a "bad" idea is a good one.*

The freedom to read is of little consequence when the reader cannot obtain matter fit for that reader's purpose. What is needed is not only the absence of restraint, but the positive provision of opportunity for the people to read the best that has been thought and said. Books are the major channel by which the intellectual inheritance is handed down, and the principal means of its testing and growth. The defense of the freedom to read requires of all publishers and librarians the utmost of their faculties, and deserves of all Americans the fullest of their support.

We state these propositions neither lightly nor as easy generalizations. We here stake out a lofty claim for the value of the written word. We do so because we believe that it is possessed of enormous variety and usefulness, worthy of cherishing and keeping free. We realize that the application of these propositions may mean the dissemination of ideas and manners of expression that are repugnant to many persons. We do not state these propositions in the comfortable belief that what people read is unimportant. We believe rather that what people read is deeply important; that ideas can be dangerous; but that the suppression of ideas is fatal to a democratic society. Freedom itself is a dangerous way of life, but it is ours.

This statement was originally issued in May of 1953 by the Westchester Conference of the American

Library Association and the American Book Publishers Council, which in 1970 consolidated with the American Educational Publishers Institute to become the Association of American Publishers.

Adopted June 25, 1953, by the ALA Council and the AAP Freedom to Read Committee; amended January 28, 1972; January 16, 1991; July 12, 2000; June 30, 2004.

A Joint Statement by: American Library Association Association of American Publishers

APPENDIX 2: FREEDOM TO VIEW

The **FREEDOM TO VIEW**, along with the freedom to speak, to hear, and to read, is protected by the <u>First Amendment to the Constitution of the United States</u>. In a free society, there is no place for censorship of any medium of expression. Therefore these principles are affirmed:

1. To provide the broadest access to film, video, and other audiovisual materials because they are a means for the communication of ideas. Liberty of circulation is essential to insure the constitutional guarantee of freedom of expression.
2. To protect the confidentiality of all individuals and institutions using film, video, and other audiovisual materials.
3. To provide film, video, and other audiovisual materials which represent a diversity of views and expression. Selection of a work does not constitute or imply agreement with or approval of the content.
4. To provide a diversity of viewpoints without the constraint of labeling or prejudging film, video, or other audiovisual materials on the basis of the moral, religious, or political beliefs of the producer or filmmaker or on the basis of controversial content.
5. To contest vigorously, by all lawful means, every encroachment upon the public's freedom to view.

This statement was originally drafted by the Freedom to View Committee of the American Film and Video Association (formerly the Educational Film Library Association) and was adopted by the AFVA Board of Directors in February 1979. This statement was updated and approved by the AFVA Board of Directors in 1989.

Endorsed January 10, 1990, by the ALA Council

APPENDIX 3: LIBRARY BILL OF RIGHTS

The American Library Association affirms that all libraries are forums for information and ideas, and that the following basic policies should guide their services.

I. Books and other library resources should be provided for the interest, information, and enlightenment of all people of the community the library serves. Materials should not be excluded because of the origin, background, or views of those contributing to their creation.

II. Libraries should provide materials and information presenting all points of view on current and historical issues. Materials should not be proscribed or removed because of partisan or doctrinal disapproval.

III. Libraries should challenge censorship in the fulfillment of their responsibility to provide information and enlightenment.

IV. Libraries should cooperate with all persons and groups concerned with resisting abridgment of free expression and free access to ideas.

V. A person's right to use a library should not be denied or abridged because of origin, age, background, or views.

VI. Libraries that make exhibit spaces and meeting rooms available to the public they serve should make such facilities available on an equitable basis, regardless of the beliefs or affiliations of individuals or groups requesting their use.

Adopted June 19, 1939, by the ALA Council; amended October 14, 1944; June 18, 1948; February 2, 1961; June 27, 1967; January 23, 1980; inclusion of "age" reaffirmed January 23, 1996.

APPENDIX 4: RESOLUTION ON THE USA PATRIOT ACT AND LIBRARIES

WHEREAS, For over half a century the American Library Association has actively sought to protect the freedom of Americans to read and receive information without the threat of surveillance as part of their First Amendment rights to free expression; and

WHEREAS, Privacy: An Interpretation of the Library Bill of Rights states that "The American Library Association affirms that rights of privacy are necessary for intellectual freedom and are fundamental to the ethics and the practice of librarianship" and calls upon librarians "to maintain an environment respectful and protective of the privacy of all users"; and

WHEREAS, The American Library Association opposes any use of governmental power to suppress the free and open exchange of knowledge and information to intimidate individuals exercising free inquiry; and

WHEREAS, The American Library Association, since 2003, has passed resolutions calling for the USA PATRIOT Act to be amended to protect the privacy rights of library users; and

WHEREAS, All the states and the District of Columbia protect the confidentiality of library records; and

WHEREAS, Section 215 of the USA PATRIOT Act allows the government to secretly request and obtain library records for large numbers of individuals without any reason to believe they are involved in illegal activity; and

WHEREAS, Section 505 of the USA PATRIOT Act permits the FBI to obtain electronic records from libraries with a National Security Letter without prior judicial oversight; and

WHEREAS, Such open-ended searches expose all library users to the search and seizure of their records and to the invasion of their privacy; and

WHEREAS, Attorney General Alberto Gonzales and Federal Bureau of Investigation (FBI) Director Robert Mueller have told Congress that they are not interested in library records and, as recently as April 2005, that Section 215 has never been used to request library records; and

WHEREAS, A comprehensive study of the impact on the public of federal law-enforcement activities in America's libraries, " Impact and Analysis of Law Enforcement Activity in Academic and Public Libraries," found that federal law-enforcement officials have made numerous requests for reader records and other confidential library information; and

WHEREAS, The SAFE Act in both the Senate (S. 737) and House (H.R. 1526) and the Freedom to Read Protection Act (H.R. 1157) contain provisions that would restore the privacy rights of library users; and

WHEREAS, The House of Representatives took a stand against open-ended searches of library records when it passed on June 14, 2005, by a vote of 238 to 187, the amendment proposed by Representative Bernie Sanders to the House FY 2006 Science-State-Justice appropriations bill barring the Department of Justice from using appropriated funds to search library and bookstore records under Section 215 of the USA PATRIOT Act; and

WHEREAS, The Senate Select Committee on Intelligence recently passed legislation (S. 1266) that would vastly expand the government's authority under the USA PATRIOT Act allowing the FBI to issue subpoenas, with no prior judicial oversight, to get any records from any entity; now, therefore, be it

RESOLVED, That the American Library Association urges the Senate, in the FY 2006 Senate Commerce-Justice-State appropriations bill, to bar the use of appropriated funds by the Justice Department to search library and bookstore records under Section 215 of the USA PATRIOT Act; and, be it further

RESOLVED, That the American Library Association urges Congress to pass legislation that restores the privacy rights of library users; and, be it further

RESOLVED, That the American Library Association opposes any initiatives on the part of the United States government to constrain the free expression of ideas or to inhibit the use of libraries as represented in the USA PATRIOT Act expansion bill marked-up in secret by the Senate Select Intelligence Committee; and, be it further

RESOLVED, That the American Library Association urges librarians and other library workers, trustees and advocates throughout the country to continue their efforts to educate their users on the impact of Sections 215 and 505 of the USA PATRIOT Act on libraries.

Adopted by the ALA Council
June 29, 2005
Chicago, Illinois

APPENDIX 5: REQUEST FOR RECONSIDERATION OF LIBRARY MATERIALS FORM

REQUEST FOR RECONSIDERATION OF LIBRARY MATERIALS

LIBRARY BRANCH:_____ DATE:_____

AUTHOR: _____

TITLE: _____

PUBLISHER: _____

DATE OF PUBLICATION:_____ CALL NUMBER:_____

WHAT BROUGHT THIS ITEM TO YOUR ATTENTION? *(REVIEWS, WORD-OF-MOUTH, ETC.)*

_____

IF REVIEWS, PLEASE GIVE THE NAME AND DATE OF PUBLICATIONS, IF POSSIBLE:

_____

HAVE YOU READ/REVIEWED THE ENTIRE ITEM? YES ____   NO ____

TO WHAT DO YOU OBJECT? *(PLEASE BE SPECIFIC, CITING PAGES IF POSSIBLE.)*

_____

_____

_____

_____

_____

CONTINUE ON REVERSE IF MORE SPACE IS NEEDED

YOUR NAME:_____ PHONE: _____

COMPLETE ADDRESS (including email)

_____

REPRESENTING: SELF ____   ORGANIZATION ____

IF REPRESENTING AN ORGANIZATION, WHAT IS THE NAME?:

_____

_____
SIGNATURE

Appropriate Library Staff will give careful consideration to the points you raise, and will respond in writing as soon as possible.

FOR STAFF USE ONLY

Date Received:	Assigned to:
Date Completed:	
Original to Collection Development Coordinator, copy to Branch Manager.	
Copies of complaint and completed responses are filed by the Coll. Dev. Coord.	
and given to: 1.) Director 2.) Library Files	

STAFF REPORT

DATE: September 21, 2010

TO: Library Joint Powers Board

FROM: Teresa Landers, Director of Libraries

RE: Strategic Plan Action Steps

BACKGROUND

The Library's three to five year strategic plan was adopted by the Library JPB in April 2010. This plan outlined six strategic directions with strategic objectives identified for each. Staff was then charged with developing concrete and measurable goals and action steps to meet these objectives. A staff subcommittee of the strategic planning committee met regularly to develop these. A portion of staff day was devoted to all staff recommending specific goals and action steps.

DISCUSSION

Attached are the results of the above stated efforts for five of the six strategic directions. The subcommittee did not address Financial Sustainability as that is seen as LJPB controlled as opposed to the others whose accomplishment is more dependent on staff actions. The assignment of the Task Force on Financially Sustainable Service Models is probably the primary action step for this strategic direction for the current fiscal year.

The goals and action steps were added to a timeline to ensure viability and to recognize the reality of what is truly able to be accomplished. From this, a work plan specific to the current fiscal year was developed. The intent is to review and revise the goals and action step document annually to incorporate changes that are surely going to occur. This will result in the creation of an annual work plan that will be ready before the start of the new fiscal year. This annual work plan identifies the resources (time, personnel, money) needed for its accomplishment. The work plan and timeline are internal documents used by staff to plan their work and evaluate progress.

> **RECOMMENDATION:**
> 1. The LJPB establish goals and action steps to meet the objectives stated in the Financial Sustainability strategic direction after the task force has completed its work and a service model is adopted.
> 2. The LJPB express support for the attached goals and action steps

READING, LISTENING AND VIEWING FOR PLEASURE

People of all ages will find materials for personal enrichment when and where they want them, and they will have the help they need to make choices from among the options.

Objective 1: Children in Santa Cruz County will enter school ready to read, write, listen, and learn.

Goal 1: Increase number of children with cards annually by 5%.
Action Step 1: Register children for cards at library storytimes.
Action Step 2: Work with childcare centers, family childcare providers, and schools to register children for library cards.

Goal 2: Increase attendance at children's library programs annually by 5%.
Action Step 1: See **Community Connections**: Objective 2, Goal 3.

Goal 3: Increase number of summer reading program participants ages 0-5 annually by 5%.
Action Step 1: Partner with childcare centers and family childcare providers to promote the Summer Reading Program for pre-readers.

Goal 4: Increase the circulation of the Read-to-Me kits by 50% by 2014.
Action Step 1: Have kits available for circulation in 4 branches by December, 2010; 2 additional branches by December, 2012.
Action Step 2: Promote kits at children's programs.

Goal 5: 80% of parents and caregivers surveyed will indicate that the library plays an important role in helping children enter school ready to read, write, listen and learn.
Action Step 3: Biennial user survey.

Objective 2: All ages will have materials, programs, and displays that reflect current community interests and provide pleasurable reading, viewing, and listening experiences that help them reach their personal literacy goals.

Goal 1: Library materials budget is at or above the 80th percentile of its national comparator libraries.
Action Step: Budget reflects this minimum dollar amount by June 2013.

Goal 2: Build and maintain a relevant collection of resources in diverse formats using current technologies.
Action Step 1: Use collection/circulation reports to guide budget and space allocations.
Action Step 2: Phase out video cassettes by June 2011.
Action Step 3: Explore library applications for portable E-Books and Readers.
Action Step 4: Increase the number of contemporary, downloadable titles for teens by 50% and highlight on teen page by June 2012.
Action Step 5: Develop electronic methods for public input/feedback for collection development by February 2011.

Goal 3: Increase attendance at adult and teen programs by a minimum of 5% annually.
Action Step 1: See **Community Connections**: Objective 2, Goal 2 and Objective 3, Goal 1.

Goal 4: Circulation of all fiction materials will increase by 10%.
    Action Step 1: Annually implement one innovative method system-wide to promote the fiction collections.
    Action Step 2: Create timely book displays monthly at all branches.
    Action Step 3: Book discussion groups will be increased for all ages, utilizing volunteers (as needed) who have been trained by staff.
    Action Step 4: Fund 5 new book discussion kits annually.
    Action Step 5: Download stations for downloadable audios will be available in two branches by June 2011.
    Action Step 6: A viewing station for video will be available at one branch by June 2013.

Goal 5: 80% of library users surveyed will indicate that they found something of interest to read, view, or listen to at the library.
    Action Step 1: Biennial user survey.

Objective 3: People of all ages will have friendly support and intuitive access to the materials and resources they want.

Goal 1: The Library will improve its Readers' Advisory services.
    Action Step 1: Evaluate staff Readers' Advisory skills by May 2011.
    Action Step 2: Incorporate Readers' Advisory skills in 2011/12 training plan.
    Action Step 3: See Objective 2, Goal 5 (above.)

Goal 2: Readers' Advisory information will be easily accessible on the library website.
    Action Step 1: Integrate reviews/recommendations created by library users into library catalog by June 2011.
    Action Step 2: Embed video and audio booktalks and readings by staff, local authors, and local celebrities on website by February 2011.

Goal 3: Library users will have access to training on the use of the Library's electronic resources.
    Action Step 1: Library staff and/or community partners will offer at least 10 classes annually.
    Action Step 2: Embed video clips in the library website which demonstrate how to download e-books and e-audio books and how to use Playaways by December 2011.

Goal 4: 80% of library users surveyed indicate they found what they were looking for.
    Action Step 1: Biennial fulfillment study.

LIFELONG LEARNING

People of all ages will have access to the resources and tools they need to explore areas of personal interest and to pursue their own path of self directed learning.

<u>**Objective 1**: People will have access to a relevant collection of resources in diverse formats for all ages.</u>

Goal 1: 85% of users rate the non-fiction collection as good or excellent.
   Action Step 1: Restore interlibrary loan during 2011-2012 fiscal year.
   Action Step 2: User survey conducted biennially.

Goal 2: Increase database usage by 10% annually.
   Action Step 1: Develop and implement marketing plan for databases by Oct 2011.
   Action Step 2: Offer quarterly research classes that integrate print and database instruction.

Goal 3: Access to materials will be customer driven.
   Action Step 1: Explore alternative shelving and cataloging systems by July 2011.
   Action Step 2: Review circulation policies and procedures by Dec 2011.

<u>**Objective 2**: Library users will have access to innovative and successful programming.</u>

Goal 1: Provide theme-based programs at four branches which focus on 1-4 topics each year and appeal to at least 2 age groups by Fall 2012.
   Action Step 1: Employ a variety of methods to deliver programs including films, lectures, etc., and leverage partnerships (annually).

Goal 2: Increase attendance at programs by a minimum of 5% annually.
   See: Community Connections: Objective 2, Goal 3

Goal 3: Contribute to the success of students attending school.
   Action Step 1: Sponsor an afterschool tutoring program at one library location by June 2011.
   Action Step 2: Subscribe to a tutoring service such as Brainfuse by July 2011.
   Action Step 3: Provide homework help centers utilizing volunteer assistants at four library locations by June 2012.

Goal 4: Develop 5 new programming partnerships annually.
   Action Step 1: Encourage and partner with community members to create displays of interest in all branches. (ongoing)
   Action Step 2: Sponsor a One Book, One County event annually in cooperation with Watsonville Library (annual).
   Action Step 3: Expand movie series to all libraries that currently have a movie license (annual).

<u>**Objective 3**: People will have access to innovative technology and the tools necessary to find, evaluate, and use information and resources to meet their learning needs.</u>

Goal 1: Develop a public service oriented technology plan by July 2011.
   Action Step 1: Form a staff-based Technology Advisory group to work with the

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Library Information Technology department to decide the types of hardware and software we should provide the public and what level of help the staff should offer.

Action Step 2: Implement plan according to schedule defined in the plan.

Action Step 3: Update technology-related library policies by Aug 2011.

Goal 2: Working with community partners, teach a minimum of 10 classes per year for adults related to online materials and information.

Action Step 1: Offer Infopeople Tech Zoo program that introduces the public to innovative technologies by April 2011.

Action Step 2: Include use of emerging technologies during instruction by Dec 2010.

Goal 3: Librarians develop local and enhanced content for library website.

Action Step 1: Each librarian will contribute local content to the website at a level determined in the technology plan (ongoing).

Objective 4: Promote the library as a life changing organization

Goal 1: Help people discover what the library has to offer especially during critical stages of their lives, including raising a family, finding employment, and retirement.

Action Step 1: Add current, focused, and helpful information to our website that will assist users in finding the critical information they need (annual.)

COMMUNITY CONNECTIONS

The community will engage and collaborate with the Library through a variety of dynamic platforms which are responsive to the changing needs of the community and utilize up-to-date technology.

Objective 1: The Library will initiate and nurture partnerships with the public, private, and nonprofit sectors in Santa Cruz County for the mutual benefit of the partners, the Library, and the community.

> **Goal 1:** Increase active partnerships by 10% annually.
> **Action Step 1:** Establish baseline data by December 2010.
> **Action Step 2:** Identify potential partnerships and seek them out, being alert to nontraditional and "unexpected" collaborations.
> **Action Step 3:** Create a shared mechanism where staff can record partnerships established and activities that resulted.

Objective 2: People will strengthen their ties with each other, the community, and the Library.

> **Goal 1:** SCPL will increase its visibility in social networking venues as measured by monthly summaries from sites.
> **Action Step 1:** Establish minimum posting standards for the Library's social network, including Facebook, Twitter, Kid's Blog, Brown Bag Blog, Teen Page, What's Happening Blog by Feb 2011.
> **Action Step 2:** Include summary of available activity logs in monthly reports.

> **Goal 2:** SCPL will increase its visibility in the community with excellent programming for children, teens, and adults.
> **Action Step 1:** SCPL will offer at least 36 programs per quarter for children.
> **Action Step 2:** SCPL will offer at least 3 programs per quarter for teens.
> **Action Step 3:** SCPL will offer at least 5 programs per quarter for adults.

> **Goal 3:** SCPL will increase attendance at Library-sponsored programs by a minimum of 5% annually.
> **Action Step 1:** Offer regular story times at all library locations by March 2011.
> **Action Step 2:** Promote programming through the website and social media as well as traditional media.
> **Action Step 3:** Use automated email to alert interested library users to upcoming programs.

> **Goal 4:** SCPL will increase its visibility in the community with sanctioned staff participation in community events/organizations.
> **Action Step 1:** SCPL Training will encourage and document individual staff community involvement, e.g., participation on SC Cultural Council, Poet Laureate Committee; Cabrillo Early Childhood Education Advisory Committee; Service Clubs (Rotary, Lions, etc), Santa Cruz County Reading Association; Community Parades; Community Festivals; Speaking Engagements; NextSpace Seminars.

> **Goal 5:** SCPL will strengthen people's understanding of information services with pertinent flexible training opportunities offered to the public.

Action Step 1: SCPL will add a minimum of 2 videos per year to the Library website on topics important to how the public uses the library.

See additional Action Steps under:

Reading, Viewing and Listening for Pleasure Objective 3, Goal 3 and **Lifelong Learning** Objective 3, Goal 2.

Goal 6: SCPL will carry out mutually beneficial team-building projects with individuals, businesses, organizations, and library staff.

Action Step 1: In 2011, SCPL will partner with Watsonville Public Library to offer a countywide Community Read featuring book discussions and programs.

Action Step 2: SCPL will invite the community to participate in a Holiday Wish List promotion November 2010-January 2011.

Objective 3: The community will recognize the value of SCPL in improving their lives and will recognize SCPL as an asset to their community.

Goal 1: Improve residents' knowledge about the library and its role in the community.

Action Step 1: Gather baseline data regarding public perceptions of SCPL by the end of January 2011.

Action Step 2: Create and implement a marketing plan by June 2011.

Action Step 3: Measure the impact of the marketing plan on Summer Reading 2011 by comparisons with community participation in previous summer reading programs.

Action Step 4: Assess public perceptions of SCPL by November 2011.

Objective 4: Volunteers will be used effectively.

Goal 1: Library staff, FSCPL staff/volunteers, community organizations, and individuals will be encouraged to explore effective methods of volunteer engagement with SCPL.

Action Step 1: Library staff will work with the Friends Volunteer Coordinator to improve volunteer recruitment, placement, supervision, and recognition.

Action Step 2: Library staff will work with the Friends to become more active participants in Volunteer Match, a nationwide volunteer recruitment database. Regular participation will be achieved by March 2011.

Action Step 3: Staff and Friends will share the training they received at the Get Involved Institute for Volunteer Engagement with Library staff and Library Friends by March 2011.

Action Step 4: By October 2011, SCPL staff will present a report to the Joint Powers Board detailing and evaluating at least two volunteer engagement projects.

A WELCOMING PLACE

People of all ages and backgrounds will find safe, comfortable and welcoming, and customer-focused physical and virtual spaces. These spaces will reflect the character of the community and will deliver a 21st century library experience.

Objective 1: Identify the physical changes and funding required to provide 21st century library facilities.

> **Goal 1:** Identify space, design, and cost requirements for ensuring each branch is a welcoming place by February 2012.
> > **Action Step 1:** Hire a consultant to analyze current physical condition of all branches and recommend cost requirements to make necessary improvements in time to provide input to Facilities Master Plan by August 2011.
> > **Action Step 2:** Review and update the Facilities Master Plan by February 2012.
> > **Action Step 3:** Review library use policy by October 2010.
> > **Action Step 4:** Establish staff task force to review the placement of art in library facilities and recommend changes and/or expansion of current practices by September 2011.
> > **Action Step 5:** Establish staff task force to study the single point of service model with report due by December 2010.
> > **Action Step 6:** Establish staff task force to recommend how SCPL can better market/display popular materials in all locations with report due June 2011.

> **Goal 2:** Identify the means to fund needed renovations and expansions by April 2012.
> > **Action Step 1:** Create a funding plan.

> **Goal 3:** 90% of people indicate that they agree or strongly agree that the branch they use meets the definition of a Welcoming Place by a date determined by the new Facilities Master Plan.
> > **Action Step 1:** Conduct community satisfaction survey.

Objective 2: The virtual branch meets the definition of a Welcoming Place.

> **Goal 1:** Website usage increases by 5% per year.
> > For **Action Steps** see the following:
> > - training
> > - embedding videos
> > - marketing plan
> > - tech plan

> **Goal 2:** 75% of users indicate that Library technology meets or exceeds expectations.
> > **Action Step 1:** Conduct user satisfaction survey by June 2011.
> > **Action Step 2:** Sound cards are in all public computers and headphones are available by January 2011.

> **Goal 3:** Social media platforms are used by 1% of the user population by August 2012.
> > For **Action Steps** see the following:

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- social media in Lifelong Learning and/or RVLP
- marketing plan

Goal 4: 75% of users indicate that accessing virtual library services meets or exceeds expectations.
Action Step 1: Conduct user satisfaction survey.
Action Step 2: Library expands access to mobile platforms by September 2011.

Goal 5: 75% of users indicate that the website is welcoming, easy to use and meets or exceeds expectations.
Action Step 1: Library continually evaluates web site and makes changes.
Action Step 2: Library includes promotion of the website in library's marketing plan.
Action Step 3: Library incorporates bilingual options by December 2011.
Action Step 4: Conduct user satisfaction survey.
For additional **Action Steps** see the following:
- (training)
- embedding videos

Objective 3: People receive service at the level they need and want.

Goal 1: 90% of patrons rate library service as good or excellent.
Action Step 1: Define a customer driven service philosophy by September 2011.
Action Step 2: Utilize volunteers to assist users as identified in the Volunteer Report.
Action Step 3: Develop consistent signage at all branches in Spanish and English as recommended by the Facilities Master Plan.
Action Step 4: Implement name tags identifying staff and volunteers (not using names) including those who speak Spanish by January 2011.
Action Step 5: Identify need for bilingual staff/volunteers at specific locations and times and work with volunteer coordinator to recruit volunteers as needed by October 2011.
Action Step 6: Review meeting room policy and recommend community friendly revisions by March 2011.
For additional **Action Steps** see: **A Welcoming Place:** Objective 1, Goal 1
Action Steps related to two task forces to study single point of service and marketing of the popular collection.

Goal 2: Materials will be accessible to people with physical challenges and different levels of mobility.
Action Step 1: Be responsive to community groups who provide input on improving access to those who are differently-abled.
Action Step 2: Provide magnifying lenses to each branch and advertise their availability at service desks by February 2011.

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ORGANIZATIONAL READINESS

The organization has a well trained workforce available to fulfill the mission of the Library system today and in the future.

Objective 1: Staff receives adequate training to do their jobs effectively.

> **Goal 1:** There is an annual staff development plan in which staff-initiated ideas and requests for training are acknowledged and addressed.
> **Action Step 1:** Annual survey of staff is administered to determine staff ideas and training requests.
> **Action Step 2:** Annual staff development plan will identify training priorities for the year.
> **Action Step 3:** 90% of staff each receive a minimum of 8 hours of formal training annually.
> **Action Step 4:** Training (including travel and professional involvement) is funded at a minimum of 1% of overall operating budget with 2% as excellent.
> **Action Step 5:** All staff has the opportunity to create a personal development plan annually.
> **Action Step 6:** 30% of staff will have created their first personal development plan by October 2011.
> **Action Step 7:** New Employee Training (NET) is re-designed after the development of the staffing plan.

> **Goal 2:** Current year training opportunities prepare staff for single point of service and the new system service model.
> **Action Step 1:** Training department develops a Google site to disseminate relevant literature to all staff within two months of adoption of the new system service model.
> **Action Step 2:** New and relevant literature is provided to all staff via the site on a monthly basis.
> **Action Step 3:** 50% of reference staff receives circulation training by June 2011.
> **Action Step 4:** 80% of circulation staff receives reference training by December 2011.

Objective 2: SCPL is committed to developing current library staff to become tomorrow's library leaders.

> **Goal 1:** There is a clear and defined career path for library staff.
> **Action Step 1:** A staffing plan is developed by August 2011 that takes this into consideration.
> **Action Step 2:** Training based on the job descriptions defined in the new staffing plan is completed by December 2012.
> **Action Step 3:** A job shadowing program is developed and offered to staff by June 2012.
> **Action Step 4:** 10% of staff participate in job shadowing program by December 2012.

> **Goal 2:** Leadership opportunities are encouraged.
> **Action Step 1:** City Leadership criteria are integrated into the employee evaluation process by January 2012.

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Action Step 2: 50% of professional staff participates actively in regional, state, or national professional library activities with support from the Library by July 2011.

Action Step 3: 25% of paraprofessional and clerical staff participate actively in regional, state, or national professional library activities with support from the Library by July 2011.

Action Step 4: A minimum number of 1 staff person will participate in the City of Santa Cruz Leadership and/or Supervisory training course each time it is offered. Three staff people per class are ideal.

Action Step 5: Decision-making skills of front-line staff are empowered and encouraged on a regular basis.

Action Step 6: Training in the development of decision-making skills is identified and offered to staff by May 2011.

Goal 3: Succession planning is incorporated into staff development processes.

Action Step 1: A minimum of 2 staff will participate in the City of Santa Cruz Mentoring Program (as Mentees) annually.

Action Step 2: A minimum of 1 staff person will offer to be a Mentor in the City's program annually.

Action Step 3: See Objective 1, Goal 1.

Objective 3: Employees have the skills to execute change and are committed to change and continual improvement.

Goal 1: Staff is trained in change management practices.

Action Step 1: Change management training opportunities are identified and offered to staff as they become available.

Action Step 2: 2011 All Staff Day incorporates change management.

Action Step 3: Relevant literature on change management is gathered and disseminated to staff via a Google Site by October 2010.

Action Step 4: All staff are encouraged to contribute to the Google site.

Goal 2: Effective change management practices are utilized for key projects that represent change such as self-check and new service models.

Action Step 1: Managers formally designate how change management practices will be incorporated into training for identified projects.

Action Step 2: Change management practices will be continually evaluated.

Action Step 3: A communication forum for staff to openly discuss change is established for each identified project.

Goal 3: Staff will feel empowered to take risks and become navigators through change.

Action Step 1: Front-line staff are encouraged by all supervisors to take advantage of decision-making opportunities.

Action Step 2: 90% of staff indicate through a survey administered by June 2012 that they feel that this goal has been met.

Objective 4: A customer-driven service philosophy guides staff training and development.

Goal 1: All staff understands the customer-driven service philosophy.

Action Step 1: Relevant literature is accessible to all staff via a Google site by October 2010.

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Action Step 2: Customer driven service philosophy training module is included in new employee training.

Action Step 3: Customer driven service philosophy is incorporated into all in-house training by June 2011.

Goal 2: Staff continuously improves customer service effectiveness.

Action Step 1: Develop customer service effectiveness survey to administer to the public by June 2011, establishing baseline.

Action Step 2: The number of users to rate SCPL's customer service as "excellent" will increase by 10% annually, as determined by an annual survey.

Action Step 3: Customer-experience training is developed by July 2011.

Action Step 4: 50% of public services staff has participated in the training by July 2012.

Goal 3: The relationship between user needs and staff development needs is assessed.

Action Step 1: User needs assessment survey is administered by February 2012.

Action Step 2: Staff development gap analysis is performed by June 2012 to inform training priorities included in the Staff Development Plan.