



SANTA CRUZ PUBLIC
LIBRARIES
A City-County System

LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, October 3, 2011
Central Branch Community Meeting Room
224 Church Street, Santa Cruz

6:00 PM Closed Session- Labor Negotiations (Government Code §69967.6)
and Library Staffing, Transition Up-date

Lisa Sullivan, City of Santa Cruz Human Resources Director
Employee Organizations – Service Employees International Union
Supervisory Employees, Operating Engineers,
Mid-Management, Operating Engineers.

7:00 PM PUBLIC MEETING

1. ROLL CALL
2. PROCLAMATION FRIENDS OF THE LIBRARY WEEK
3. APPROVE AGENDA OF OCTOBER 3, 2011
4. APPROVE MINUTES OF SEPTEMBER 12, 2011
5. ORAL COMMUNICATIONS
6. CONSENT AGENDA
7. WRITTEN COMMUNICATIONS
 - A. Articles about Santa Cruz and California Libraries (PG105-117.)
 - B. Patron Written Comments (PG118-128.)
 - C. Articles on Libraries Nation Wide (PG129-137.)
 - D. Property Tax Misallocation (PG138-140.)

8. REPORTS OF ADVISORY BODIES

- A. Friends of the Santa Cruz Libraries, Inc. (oral)
- B. Finance Committee Report (oral)

9. MEMBER REPORTS

- A. Capitola Report (Storey)

10. STAFF REPORTS

- A. Monthly Narrative Reports September 2011 (PG10-13.)
- B. Monthly Statistical Report – July and August (PG14-18.)
- C. August Financials (PG19-28.)
- D. ILS update (oral)
- E. Approval of transition plan (PG29-96.)

11. OTHER BUSINESS

- A. Parking Lot Review
- B. Process for appointment of citizen member (PG97-104.)

12. NEXT MEETING

The next regularly scheduled meeting is Monday, Nov 7, 2011 at 6:30 p.m.

13. ADJOURN

The Library Joint Powers Authority Board will adjourn from the regularly scheduled meeting of Monday, October 3 to the next regularly scheduled public meeting on Monday, November 7 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, we ask that you attend fragrance free. Upon request, the agenda can be provided in a format to accommodate special needs. Additionally, if you wish to attend this public meeting and will require assistance such as an interpreter for American Sign Language, Spanish, or other special equipment, please call the Library Administration Office at 427-7706 at least five days in advance so that we can arrange for such special assistance, or email subfinders@santacruzpl.org.

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**PROCLAMATION OF THE SANTA CRUZ PUBLIC LIBRARIES
JOINT POWERS AUTHORITY BOARD PROCLAIMING
OCTOBER 17 THROUGH OCTOBER 23, 2011,
AS NATIONAL FRIENDS OF LIBRARIES WEEK**

WHEREAS, Friends of the Santa Cruz Public Library raise money that provides the resources for additional materials and programming, much needed equipment, and support for special events throughout the year;

WHEREAS, the Friends includes four branch specific chapters (Boulder Creek, Felton, Scotts Valley, and La Selva Beach);

WHEREAS, the Friends places over 500 volunteers in branches and for specific events and programs; and this commitment to the library sets an example for all in how volunteerism leads to positive civic engagement and the betterment of our community;

WHEREAS, the work of the Friends highlights on an on-going basis the fact that our library is the cornerstone of the community providing opportunities for all to engage in the joy of life-long learning and connect with the thoughts and ideas of others from ages past to the present;

WHEREAS, the Friends understand the critical importance of well funded libraries and advocate to ensure that our library gets the resources it needs to provide a wide variety of services to all ages;

Now, therefore, be it resolved that I, Barbara Gorson, Chair of the Santa Cruz Public Libraries Joint Powers Board, proclaim October 17-23, 2011, as Friends of Libraries week and urge everyone to join the Friends of the Library and thank them for all they do to make our library and community so much better.

Signed this 3rd day of October, 2011

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

Scotts Valley Branch Library
Fireside Meeting Room
251 Kings Village Road, Scotts Valley

September 12, 2011

6:00 PM CLOSED SESSION

Labor Negotiations (Government Code §69967.6) and Library Staffing, Transition
Up-date,
Liability Claim (Government Code §54956.95)

Teresa Landers, Library Director
Employee Organizations – Service Employees International Union
Supervisory Employees, Operating Engineers,
Mid-Management, Operating Engineers.

6:30 PM PUBLIC MEETING

Chair Gorson reported to the public on the closed session meeting. Labor negotiations, Library staffing transition update as well as a liability claim were discussed. Direction was given to Director Landis regarding labor negotiations and the staffing transition. The claim was approved.

I. ROLL CALL

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

Staff: Teresa Landers, Director of Libraries
Jack Dilles, Finance Director

II. APPROVAL OF MEETING AGENDA OF SEPTEMBER 12, 2011

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Supervisor Pirie moved, seconded by Councilmember Storey

that the Board approve the Agenda of September 12, 2011 with separate discussion on item IX D.

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III. APPROVE MINUTES OF JUNE 11, 2011

Councilmember Terrazas moved, seconded by Citizen Poitinger

that the Board approve the Minutes of June 11, 2011.

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IV. PROCLAMATION OF BIG READ MONTH

V. ORAL COMMUNICATIONS

Joanne James, spouse of a Library employee, expressed her opinion and concern regarding the new Staffing Model.

VI. WRITTEN COMMUNICATION

- A. Articles About Santa Cruz and California Libraries
- B. Patron Written Comments
- C. Articles on Libraries Nation Wide
- D. Monthly Narrative Reports- July and August 2011
- E. Monthly Statistical Report- through August 2011
- F. PLF Population Figures

VII. REPORTS OF ADVISORY BODIES

- A. Friends of the Santa Cruz Public Libraries (oral)
Michele Mosher, Felton Library Friends, reported that in addition to the Summer Children's Programs instituted by the Library five other programs were funded by the Felton Friends, which were very successful.

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The Tales to Tails program started in Felton last month and is being very well received.

- B. Finance Committee Draft Minutes and Oral Report
The Board reviewed the Year End Report and recommended allocating money to cover emergency building maintenance needs. Also discussed were the financial aspects of the performance indicators and information and direction was given to the Library Director.

VIII. MEMBER REPORTS

A. Capitola Report

Councilmember Storey reported that the Capitola Council elected to make voluntary payments to the State under the RDA proposal. Therefore Capitola will be able to continue to fund - from the balance of the RDA - the annual payments for the new facility scheduled for 2017. However, those funds are not sufficient to fund the size of the proposed Library as recommended by the architect and design study.

IX. CONSENT AGENDA

Supervisor Pirie moved, seconded by Councilmember Terrazas

that the Board approve the Consent Agenda of September 12, 2011 with the exception of item IX D.

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- A. Annual staff development plan
B. Adopt revised Display policy
C. ILS Migration Update
D. Approval of hours beginning January 3, 2012
Citizen Gerdt requested that open hours for Felton be changed to two mornings instead of only afternoon hours and Saturday instead of Sunday.

Citizen Pointinger moved, seconded by Supervisor Pirie

that the Board approve the Hours beginning January 3, 2012 as presented with direction given to Director Landis to explore options for Felton.

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- E. Holiday Hours FY 11/12
 - F. Approval of Finance committee recommendation for unexpected emergency capital needs
 - G. Monthly narrative report July and August 2011
 - H. Monthly Statistical report - through August 2011

X. STAFF REPORTS

- A. FY 10/11 Year End Financials
- B. July Financials
The Library Director reported on the current financial status of the library and the Board reviewed revenues, expenditures and cash flow for the library system.
- C. Presentation of New Logo (oral)
Ted Holladay from Studio Holladay gave a presentation of the new logo
- D. Facilities Master Plan discussion
The Library Director proposed the initiation of a Facilities Master plan. The Board discussed various aspects of a Facilities Master plan.

Councilmember Storey moved, seconded by Councilmember Reed

that the Board table proceeding with a RFP for a Facilities Master Plan for three months (until December 2011).

**Ayes: Gerdt, Beiers, Reed, Stone, Storey
Nays: Pirie, Gorson, Poitinger, Terrazas**

- E. Transition update (oral)
The Library Director reported that Meet and Confers with the various bargaining units are currently taking place. A final report will be presented at the October Board meeting.
- F. Performance indicators for the new service model
The Board discussed the performance indicators presented and gave direction to the Library Director.

Supervisor Pirie moved, seconded by Councilmember Storey

that the Board approve the Performance Indicators with the addition of a Staff Turnover Rate and the removal of the Average Number of Volunteer Hours by Age Group.

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XI. OTHER BUSINESS

Parking Lot Review (no pending items)

XII. NEXT MEETING

The next regularly scheduled meeting is Monday, October 3, 2011 at 6:30 pm.

XII. ADJOURN

The regular meeting adjourned at 8:25 p.m.

Respectfully submitted,

Helga Smith, Clerk of the Board

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

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MONTHLY REPORT FOR SEPTEMBER 2011

1. READING, LISTENING AND VIEWING FOR PLEASURE

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

On September 3, Cathy Landis took over the Mother Goose Storytime at the Aptos branch, from Nancy Call who retired.

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.

Senior Outreach library hours have been going very well. Each of the 4 residences has some new people who are glad to know of the service and sign up for a library card.

Jeanne O'Grady did 2 class visits at Santa Cruz High School for 9th grade Core classes introducing the students to the Library website and the free databases available to them if they have library cards. Most students did have library cards, although Outreach will be processing 18 applications for new cards.

Jeanne O'Grady and Jenn Cockerill met with Janis O'Driscoll and Sandi Imperio to begin planning a year end Stuffed Animals Overnight at the Library program. More info to come soon.

There is an adult display at Aptos that was produced by David Addison. The theme for this month is DIY. Some of the books put on display included canning, making your own clothes, plumbing, landscaping, bread making, etc. The books have been flying off the shelves. Artwork for the display was done by our page, Briana Garcia. She is a talented artist.

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.

After a late August report in the Sentinel about childhood vaccinations, Jeanne O'Grady and Jenn Cockerill planned a Community Forum on the subject. Local pediatrician Dr. James Bennet, local family practitioner Dr. Randy Baker, and a representative from the County Office of Education, Carole Mulford presented a panel on the subject at the downtown branch on September 21. Thirteen people came to the Forum. Everyone was very engaged and focused on the topic. There were many good questions and the discussion was respectful of the varied opinions represented. The group was so interested that the program lasted a full hour longer than scheduled and several people suggested we sponsor more of these forums.

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.

Jeanne O'Grady was contacted by a representative of South County Housing about the possibility of having a bookmobile stop at Seacliff Highlands in Aptos. She and Eric Chalfant visited the site and it is likely that we will add it as a Bookmobile stop in the near future.

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

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

Bobbi Wolner was contacted by phone by a Sentinel reporter about an article on the Book Buddy program. She has facilitated interviews and photo ops with a senior who uses this program and the volunteer who provides the service.

D. Volunteers will be used effectively.

Live Oak's strong team of volunteers has become a little weaker with the departure of two extremely motivated workers. Bob Tatum has been gardening the grounds around the building for over a year, supplementing the work Daniel Ruiz performs. Every Sunday, Bob pulled weeds and cleared the walkways, making the surroundings more beautiful as well as safer. Bob has decided to quit and take a much needed rest.

Another volunteer who has been with us for only a short time, but who made quite a positive impact, also is leaving. Renata McRee started working for us this July. She began by pulling items for our sends list but quickly branched out and took on many other tasks, including search lists, cleaning books and assisting Pages with our recent shelf shift in the oversize section. Renata worked diligently and performed her

assignments well. Unfortunately for us, Renata has left to attend school at U.C. Davis, though she indicated an interest in helping us during quarterly breaks. We at Live Oak will miss both Renata and Bob, but we also wish them good luck in their new endeavors.

4. WELCOMING PLACE

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

B. The virtual branch meets the definition of a welcoming place.

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

5. FINANCIAL SUSTAINABILITY

A. The library system maintains a healthy and stable financial position.

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.

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

6. ORGANIZATIONAL READINESS

A. Staff receives adequate training to do their jobs effectively.

A team of staff completed Evergreen training and will be trainers for the rest of the staff over the course of the next month.

Heather Norquist attended 3 webinars from her desk at Live Oak: Books for Boys, The Overdrive Experience, and E-Book Explosion.

B. SCPL is committed to developing current library staff to become tomorrow's library leaders.

Jeanne O'Grady is working on a committee to plan the selection/acquisitions module for Evergreen and the transition to the staffing model for selectors.

Staff at Live Oak helped in training five new on-call staff workers, both library clerks and librarians. La Selva Beach staff helped train 6 new on-call clerks.

Cathy Landis attended the City of Santa Cruz's City Employee & Leadership Development Program's Module #4: Customer Service.

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.

11/12 VOLUME AND PERCENT CHANGE

	Circulation		Business*		Reference/info		Visitors	
	FY10/11	FY11/12 %change	FY10/11	FY11/12 %change	FY10/11	FY11/12 %change	FY10/11	FY11/12 %change
July								
Aptos	20321	17814 -12.3%	47311	30711 -35.1%	4684	-100%	10,134	10,307 2%
Boulder Creek	3075	2920 -5.0%	9152	6784 -25.9%	295	-100%	1,971	2,006 2%
Branciforte	6152	5148 -16.3%	18285	11858 -35.1%	732	-100%	4,762	5,452 14%
Capitola	9711	8207 -15.5%	25497	15778 -38.1%	1469	-100%	5,133	4,606 -10%
Central	42850	39290 -8.3%	90160	63169 -29.9%	5399	-100%	29,752	30,825 4%
Felton	2031	1843 -9.3%	6417	5072 -21.0%	511	-100%	1,202	1,258 5%
Garfield Park	2265	2267 0.1%	7463	5570 -25.4%	442	-100%	1,945	2,208 14%
La Selva Beach	1005	812 -19.2%	2273	1969 -13.4%		#DIV/0!	1,532	1,391 -9%
Live Oak	13313	12695 -4.6%	22505	21224 -5.7%		#DIV/0!	6,792	8,364 23%
Scotts Valley	18018	19514 8.3%	39757	29328 -26.2%	2622	-100%	984	1,436 44%
Outreach	2677	2096 -21.7%	6304	2264 -64.1%	1278	-100%	64,217	67,853 6%
TOTAL	121418	112606 -7.3%	275124	193728 -29.6%	17433	0	64,217	67,853 6%
August								
Aptos	20095	17711 -11.9%	47281	31470 -33.4%	4684	-100%	10134	9932 -2%
Boulder Creek	3364	3102 -7.8%	9752	6944 -28.8%	295	-100%	1970.5	2408.5 22%
Branciforte	5640	5051 -10.4%	17721	11883 -32.9%	732	-100%	4607	4981 8%
Capitola	8642	8049 -6.9%	24718	16241 -34.3%	1469	-100%	5244	5356.5 2%
Central	43072	39540 -8.2%	84348	64189 -23.9%	5399	-100%	29752	32543 9%
Felton	1580	1563 -1.1%	5891	4551 -22.7%	511	-100%	1202	1242 3%
Garfield Park	2695	2597 -3.6%	8223	6899 -16.1%	442	-100%	1945	2977 53%
La Selva Beach	945	858 -9.2%	2381	2406 1.0%		#DIV/0!	1532	1074 -30%
Live Oak	13129	13487 2.7%	23534	23206 -1.4%		#DIV/0!	6791.5	9354 38%
Scotts Valley	16380	20655 26.1%	38713	31809 -17.8%	2622	-100%	10232	14217 39%
Outreach	2809	2673 -4.8%	4465	2276 -49.0%	1278	-100%	994	1492 50%
TOTAL	118951	115286 -2.6%	267027	201874 -24.4%	17433	0	73410	85577 17%
Sept								
Aptos	18645	-100.0%	39059	-100.0%	4684	-100%	9,225	-100.0%
Boulder Creek	2850	-100.0%	8545	-100.0%	295	-100%	1,900	-100.0%
Branciforte	5575	-100.0%	17231	-100.0%	732	-100%	4,775	-100.0%
Capitola	8171	-100.0%	22620	-100.0%	1469	-100%	4,781	-100.0%
Central	40135	-100.0%	71145	-100.0%	5399	-100%	27,623	-100.0%
Felton	1668	-100.0%	5512	-100.0%	511	-100%	1,237	-100.0%
Garfield Park	2568	-100.0%	7537	-100.0%	442	-100%	1,974	-100.0%
La Selva Beach	703	-100.0%	1856	-100.0%		#DIV/0!	996	-100.0%
Live Oak	12517	-100.0%	21142	-100.0%		#DIV/0!	7,024	-100.0%
Scotts Valley	15949	-100.0%	36809	-100.0%	2622	-100%	10,692	-100.0%
Outreach	6958	-100.0%	10247	-100.0%	1278	-100%	1,236	-100.0%
TOTAL	115739	0	241703	0	17433	0	71465	-100.0%

11/12 VOLUME AND PERCENT CHANGE

	Circulation		Business*		ReferenceInfo		Visitors	
	FY10/11	FY11/12 %change	FY10/11	FY11/12 %change	FY10/11	FY11/12 %change	FY10/11	FY11/12 %change
Oct								
Aptos	19446	-100.0%	34026	-100.0%	4281	-100%	10383	-100.0%
Boulder Creek	3534	-100.0%	9649	-100.0%	234	-100%	2221	-100.0%
Branciforte	5720	-100.0%	16973	-100.0%	295	-100%	4595	-100.0%
Capitola	8173	-100.0%	22177	-100.0%	1759	-100%	5075	-100.0%
Central	40573	-100.0%	64677	-100.0%	10318	-100%	27389	-100.0%
Felton	1689	-100.0%	5583	-100.0%	243	-100%	894	-100.0%
Garfield Park	2330	-100.0%	6888	-100.0%	225	-100%	2183	-100.0%
La Selva Beach	709	-100.0%	1897	-100.0%	238	-100%	958	-100.0%
Live Oak	12779	-100.0%	21482	-100.0%	2795	-100%	9414	-100.0%
Scotts Valley	14735	-100.0%	32217	-100.0%	5152	-100%	9633	-100.0%
Outreach	2584	-100.0%	5548	-100.0%	2136	-100%	1785	-100.0%
TOTAL	112252	0	221117	0	27677	0	64,147	0
Nov								
Aptos	19284	-100.0%	33727	-100.0%	4281	-100%	13,913	-100.0%
Boulder Creek	3556	-100.0%	9757	-100.0%	234	-100%	2,224	-100.0%
Branciforte	5044	-100.0%	13116	-100.0%	295	-100%	4,597	-100.0%
Capitola	7516	-100.0%	21010	-100.0%	1759	-100%	4,603	-100.0%
Central	40879	-100.0%	64540	-100.0%	10318	-100%	26,840	-100.0%
Felton	1833	-100.0%	5981	-100.0%	243	-100%	1,025	-100.0%
Garfield Park	2052	-100.0%	7228	-100.0%	225	-100%	1,977	-100.0%
La Selva Beach	909	-100.0%	2225	-100.0%	238	-100%	1,608	-100.0%
Live Oak	13216	-100.0%	21686	-100.0%	2795	-100%	10,057	-100.0%
Scotts Valley	11622	-100.0%	28080	-100.0%	5152	-100%	10,676	-100.0%
Outreach	3250	-100.0%	6704	-100.0%	2136	-100%	2,267	-100.0%
TOTAL	109161	0	213954	0	27677	0	79,787	-
Dec								
Aptos	16442	-100.0%	29919	-100.0%	4281	-100%	8,924	-100.0%
Boulder Creek	3206	-100.0%	8524	-100.0%	234	-100%	1,893	-100.0%
Branciforte	4679	-100.0%	10832	-100.0%	295	-100%	4,465	-100.0%
Capitola	5684	-100.0%	14691	-100.0%	1759	-100%	3,957	-100.0%
Central	37335	-100.0%	62572	-100.0%	10318	-100%	25,579	-100.0%
Felton	1512	-100.0%	5060	-100.0%	243	-100%	964	-100.0%
Garfield Park	2113	-100.0%	7142	-100.0%	225	-100%	2,981	-100.0%
La Selva Beach	655	-100.0%	1835	-100.0%	238	-100%	1,098	-100.0%
Live Oak	12185	-100.0%	20542	-100.0%	2795	-100%	8,480	-100.0%
Scotts Valley	13241	-100.0%	26282	-100.0%	5152	-100%	8,118	-100.0%
Outreach	2522	-100.0%	5453	-100.0%	2136	-100%	1,418	-100.0%
TOTAL	99574	0	192852	0	27677	0	67,877	-

11/12 VOLUME AND PERCENT CHANGE

	Circulation		Busyness*		Reference/Info		Visitors	
	FY10/11	FY11/12 %change	FY10/11	FY11/12 %change	FY10/11	FY11/12 %change	FY10/11	FY11/12 %change
January								
Aptos	19197	-100.0%	32045	-100.0%	4043	-100.0%	11,330	-100.0%
Boulder Creek	3457	-100.0%	9868	-100.0%	234	-100.0%	2,089	-100.0%
Branciforte	5203	-100.0%	11551	-100.0%	1209	-100.0%	4,964	-100.0%
Capitola	7827	-100.0%	15130	-100.0%	2552	-100.0%	5,659	-100.0%
Central	43908	-100.0%	67347	-100.0%	12848	-100.0%	31,819	-100.0%
Felton	1736	-100.0%	5751	-100.0%	143	-100.0%	1,071	-100.0%
Garfield Park	2173	-100.0%	7078	-100.0%	693	-100.0%	2,647	-100.0%
La Selva Beach	1018	-100.0%	2143	-100.0%	303	-100.0%	1,141	-100.0%
Live Oak	14161	-100.0%	23909	-100.0%	3354	-100.0%	10,761	-100.0%
Scotts Valley	14863	-100.0%	27372	-100.0%	6249	-100.0%	10,114	-100.0%
Outreach	2808	-100.0%	6180	-100.0%	2747	-100.0%	1,824	-100.0%
TOTAL	116351	0	208374	0	34376.33	0	83,419	-100.0%
February								
Aptos	19197	-100.0%	32045	-100.0%	4043	-100.0%	11,009	-100.0%
Boulder Creek	3457	-100.0%	9868	-100.0%	234	-100.0%	2,082	-100.0%
Branciforte	5203	-100.0%	11551	-100.0%	1209	-100.0%	5,331	-100.0%
Capitola	7827	-100.0%	15130	-100.0%	2552	-100.0%	5,409	-100.0%
Central	43908	-100.0%	67347	-100.0%	12848	-100.0%	28,353	-100.0%
Felton	1736	-100.0%	5751	-100.0%	143	-100.0%	1,286	-100.0%
Garfield Park	2173	-100.0%	7078	-100.0%	693	-100.0%	2,785	-100.0%
La Selva Beach	1018	-100.0%	2143	-100.0%	303	-100.0%	1,288	-100.0%
Live Oak	14161	-100.0%	23909	-100.0%	3354	-100.0%	9,602	-100.0%
Scotts Valley	14863	-100.0%	27372	-100.0%	6249	-100.0%	9,918	-100.0%
Outreach	2808	-100.0%	2135	-100.0%	2747	-100.0%	1,559	-100.0%
TOTAL	116351	0	204329	0	34376.33	0	78,620	0
March								
Aptos	18092	-100.0%	29632	-100.0%	4043	-100.0%	13,201	-100.0%
Boulder Creek	3069	-100.0%	8043	-100.0%	234	-100.0%	2,705	-100.0%
Branciforte	5582	-100.0%	11226	-100.0%	1209	-100.0%	5,708	-100.0%
Capitola	7683	-100.0%	14363	-100.0%	2552	-100.0%	5,865	-100.0%
Central	38804	-100.0%	61566	-100.0%	12848	-100.0%	33,995	-100.0%
Felton	1650	-100.0%	5350	-100.0%	143	-100.0%	1,132	-100.0%
Garfield Park	2067	-100.0%	6669	-100.0%	693	-100.0%	3,267	-100.0%
La Selva Beach	1014	-100.0%	2253	-100.0%	303	-100.0%	1,453	-100.0%
Live Oak	12409	-100.0%	21131	-100.0%	3354	-100.0%	9,762	-100.0%
Scotts Valley	13923	-100.0%	25142	-100.0%	6249	-100.0%	9,380	-100.0%
Outreach	2885	-100.0%	2130	-100.0%	2747	-100.0%	1,806	-100.0%
TOTAL	107178	0	187505	0	34376.33	0	88,273	0
April								
Aptos	18177	-100.0%	31620	-100.0%	3003	-100.0%	10,695	-100.0%
Boulder Creek	2670	-100.0%	6794	-100.0%	277	-100.0%	2,082	-100.0%
Branciforte	4891	-100.0%	12208	-100.0%	754	-100.0%	5,113	-100.0%
Capitola	7038	-100.0%	14559	-100.0%	2279	-100.0%	5,185	-100.0%
Central	36972	-100.0%	61166	-100.0%	13047	-100.0%	28,377	-100.0%
Felton	1497	-100.0%	4444	-100.0%	95	-100.0%	1,082	-100.0%
Garfield Park	1919	-100.0%	5370	-100.0%	381	-100.0%	2,629	-100.0%

11/12 VOLUME AND PERCENT CHANGE

	Circulation			Busyness*			Reference/info			Visitors		
	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change	FY10/11	FY11/12	%change
La Selva Beach	959		-100.0%	2308		-100.0%	212		-100.0%	1188		-100.0%
Live Oak	11989		-100.0%	21505		-100.0%	2795		-100.0%	8424		-100.0%
Scotts Valley	13507		-100.0%	25176		-100.0%	5729		-100.0%	9165		-100.0%
Outreach	2676		-100.0%	2579		-100.0%	3272		-100.0%	1844		-100.0%
TOTAL	102495	0	-100.0%	187729	0	-100.0%	31844	0	-100.0%	75,784	0	-100.0%
May												
Aptos	15,617		-100.0%	32081		-100.0%	3003		-100.0%	11,001		-100.0%
Boulder Creek	3,074		-100.0%	6,230		-100.0%	277		-100.0%	2,236		-100.0%
Branchiforte	5,075		-100.0%	11,652		-100.0%	754		-100.0%	5,300		-100.0%
Capitola	7,270		-100.0%	14,015		-100.0%	2279		-100.0%	4,605		-100.0%
Central	39,647		-100.0%	60208		-100.0%	13047		-100.0%	30,087		-100.0%
Felton	2,122		-100.0%	5,193		-100.0%	95		-100.0%	1,359		-100.0%
Garfield Park	1,875		-100.0%	4,960		-100.0%	381		-100.0%	2,202		-100.0%
La Selva Beach	1,023		-100.0%	2,344		-100.0%	212		-100.0%	1,282		-100.0%
Live Oak	13,706		-100.0%	22,466		-100.0%	2795		-100.0%	10,740		-100.0%
Scotts Valley	10,295		-100.0%	18,581		-100.0%	5729		-100.0%	8,726		-100.0%
Outreach	2,674		-100.0%	2,096		-100.0%	3272		-100.0%	1,282		-100.0%
TOTAL	102,378	0	-100.0%	179,826	0	-100.0%	31,844	0	-100.0%	78,820	0	-100.0%
June												
Aptos	20,321		-100.0%	32,228		-100.0%	3003		-100.0%	8795		-100.0%
Boulder Creek	3,420		-100.0%	7,072		-100.0%	277		-100.0%	2295		-100.0%
Branchiforte	5,261		-100.0%	11,290		-100.0%	754		-100.0%	4974		-100.0%
Capitola	8,373		-100.0%	16,153		-100.0%	2279		-100.0%	5243		-100.0%
Central	44,250		-100.0%	68,385		-100.0%	13047		-100.0%	31370		-100.0%
Felton	2,928		-100.0%	7,478		-100.0%	95		-100.0%	1763		-100.0%
Garfield Park	2,507		-100.0%	6,413		-100.0%	381		-100.0%	3450		-100.0%
La Selva Beach	976		-100.0%	2,299		-100.0%	212		-100.0%	1551		-100.0%
Live Oak	13,790		-100.0%	22,644		-100.0%	2795		-100.0%	10673		-100.0%
Scotts Valley	11,178		-100.0%	16,270		-100.0%	5729		-100.0%	8726		-100.0%
Outreach	2,588		-100.0%	2,420		-100.0%	3272		-100.0%	1675		-100.0%
TOTAL	115,592	0	-100.0%	192,652	0	-100.0%	31,844	0	-100.0%	71,789	0	-100.0%
ANNUAL TOTAL												
Aptos	224,834	35525	-84.2%	420,974	62181	-85.2%	48,035	0	-100.0%	128,754	20239	-84.3%
Boulder Creek	38,932	6022	-84.5%	103,254	13728	-86.7%	3,119	0	-100.0%	25,668	4414.5	-82.8%
Branchiforte	64,025	10199	-84.1%	163,636	23741	-85.5%	8,970	0	-100.0%	59,191	10433	-82.4%
Capitola	93,915	16256	-82.7%	220,063	32020	-85.4%	24,179	0	-100.0%	60,759	9962.5	-83.6%
Central	492,333	78830	-84.0%	823,461	127358	-84.5%	124,837	0	-100.0%	350,935	63968	-81.9%
Felton	21,982	3406	-84.5%	66,311	9623	-85.9%	2,976	0	-100.0%	14,216	2500	-82.4%
Garfield Park	28,737	4864	-81.8%	82,049	12469	-84.8%	5,225	0	-100.0%	29,985	5185	-82.7%
La Selva Beach	10,934	1670	-84.7%	25,957	4375	-83.1%	2,261	0	-100.0%	15,625	2465	-84.2%
Live Oak	157,355	26182	-83.4%	266,455	44430	-83.3%	26,832	0	-100.0%	108,521	17718	-83.7%
Scotts Valley	168,574	40169	-76.2%	341,771	61137	-82.1%	59,255	0	-100.0%	96,654	0	0.0%
Outreach	37,219	4769	-87.2%	56,261	4540	-91.9%	28,302	0	-100.0%	18,686	2928	-84.3%
TOTAL	1336840	227892	-83.0%	2,572,192	395,602	-84.6%	333,991	0	-100.0%	908,994	139,213	-84.7%

note:Circulation includes self check but busyness does not Busyness is a measure of staff workload.

11/12 SELF CHECKOUT

JULY	#1	#2	#3	#4	#5	#6	YP #20	TOTAL	% Circ
Aptos	4146	3095	6480					13,721	77%
Boulder Creek	1342	1088						2,430	83%
Branciforte	2288	1920						4,208	82%
Capitola	3123	3764						6,887	84%
Central	3707	6969	11297				5998	27,971	71%
Felton	1276							1,276	69%
Garfield Park	686	763						1,449	64%
La Selva Beach	682							682	84%
Live Oak	4264	3908	2784					10,956	86%
Scotts Valley	4700	4537	7223					16,460	84%
Subtotal	26214	26044	27784	0	0	0	5998	86,040	76%
AUGUST									
	#1	#2	#3	#4	#5	#6	YP #20	TOTAL	% Circ
Aptos	4436	3265	6368					14,069	79%
Boulder Creek	1481	1150						2,631	85%
Branciforte	2100	2168						4,268	84%
Capitola	2836	3968						6,804	83%
Central	3528	7138	12193				5879	28,738	73%
Felton	1167							1,167	75%
Garfield Park	1007	818						1,825	70%
La Selva Beach	637							637	74%
Live Oak	4972	3878	2748					11,598	86%
Scotts Valley	5147	4618	7670					17,435	84%
Subtotal	27311	27003	28979	0	0	0	5879	89,172	77%
SEPTEMBER									
	#1	#2	#3	#4	#5	#6	YP #20	TOTAL	% Circ
Aptos								0	#DIV/0!
Boulder Creek								0	#DIV/0!
Branciforte								0	#DIV/0!
Capitola								0	#DIV/0!
Central								0	#DIV/0!
Felton								0	#DIV/0!
Garfield Park								0	#DIV/0!
La Selva Beach								0	#DIV/0!
Live Oak								0	#DIV/0!
Scotts Valley								0	#DIV/0!
Subtotal								0	#DIV/0!
OCTOBER									
	#1	#2	#3	#4	#5	#6	YP #20	TOTAL	% Circ
Aptos								0	#DIV/0!
Boulder Creek								0	#DIV/0!
Branciforte								0	#DIV/0!
Capitola								0	#DIV/0!
Central								0	#DIV/0!
Felton								0	#DIV/0!
Garfield Park								0	#DIV/0!
La Selva Beach								0	#DIV/0!

LIBRARY JOINT POWERS AUTHORITY COMBINED BALANCE SHEET JPA FUND AND ACCOUNT GROUPS AUGUST 2011		JPA Total
Assets		
Pooled cash	1,058,197	
Pooled cash interest receivable	3,122	
Other interest receivable	289	
Taxes receivable - current	541,188	
Accounts receivable	428,530	
Infrastructure	579,683	
Accumulated depreciation - infrastructure	(191,371)	
Lease improvements - buildings	2,018,032	
Accumulated depreciation - lease imp-buildings	(1,031,668)	
Machinery and equipment	1,617,209	
Accumulated depreciation - machinery & equip	(1,478,466)	
Software	61,760	
Accumulated depreciation-software	(61,760)	
Construction in progress	78,919	
Total Assets	3,623,664	
Liabilities		
Accounts payable	131,037	
Payments payable	19,983	
Sales tax payable	253	
Deferred grant revenue - unearned	15,098	
Unclaimed funds	144	
Payable to the County - noncurrent	80,586	
Other intergovernmental payable-noncurrent	350,179	
Total Liabilities	597,280	
Equities		
Unreserved, undesignated fund balance	1,368,882	
Committed - cash flow/unexpected expenditures	495,929	
Investment in capital assets - Library	1,592,338	
Reserved for long-term debt	(430,765)	
Total Equities	3,026,384	
Total Liabilities and Equities	3,623,664	

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LIBRARY JOINT POWERS AUTHORITY						
COMBINED BALANCE SHEET						
SPECIAL FUNDS						
AUGUST 2011						
Fund #	955	956	957	960	Spec Funds	
Fund Description	Contingency	Technology	Projects	Felton	Total	
Assets						
Pooled cash	9,488	4,794	472	1,140	15,894	
Pooled cash interest receivable	21	10	1	2	34	
Total Assets	9,509	4,804	473	1,142	15,928	
Equities						
Unreserved, undesignated fund balance	9,509	4,804	473	1,142	15,928	
Total Equities	9,509	4,804	473	1,142	15,928	

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LIBRARY JOINT POWERS AUTHORITY						
COMBINED BALANCE SHEET						
TRUST FUNDS						
AUGUST 2011						
Fund #	931	932	933	934	935	Trust Funds
Fund Description	McCaskill Loc His	McCaskill Vis Imp	Finkeley	Whalen	Leet-Corday	Total
Assets						
Pooled cash	260,993	246,747	9,555	144,793	89,493	751,581
Pooled cash interest receivable	564	534	21	261	194	1,574
Total Assets	261,557	247,281	9,576	145,054	89,687	753,155
Equities						
Net assets held in trust-library prog	261,557	247,281	9,576	145,054	89,687	753,155
Total Equities	261,557	247,281	9,576	145,054	89,687	753,155

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Revenue Status Report
 Library JPA
 CITY OF SANTA CRUZ
 8/1/2011 through 8/31/2011

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16.7%

Account Number	Library Joint Powers Authority	Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Pct Rcvd
951-41000	TAXES					
951-00-00-0000-41211	Sales and use tax	5,501,530.00	434,346.06	956,076.06	4,545,453.94	17.38
Total	TAXES	5,501,530.00	434,346.06	956,076.06	4,545,453.94	17.38
951-43000	INTERGOVERNMENTAL					
951-36-00-0000-43311	Maintenance of effort contributions	5,146,100.00	422,758.20	857,060.19	4,289,039.81	16.65
951-36-55-3531-43210	State operating grants and contributions	2,500.00	228.00	228.00	2,272.00	9.12
951-36-55-3560-43190	Federal grants - other	9,000.00	0.00	0.00	9,000.00	0.00
Total	INTERGOVERNMENTAL	5,157,600.00	422,986.20	857,288.19	4,300,311.81	16.62
951-44000	CHARGES FOR SERVICES					
951-36-00-0000-44613	Internet use fee	4,100.00	599.35	837.15	3,262.85	20.42
951-36-00-0000-44630	Room rentals-library JPA	2,500.00	185.00	465.00	2,035.00	18.60
951-36-00-0000-44901	Photocopy fee	7,000.00	748.44	1,110.29	5,889.71	15.86
Total	CHARGES FOR SERVICES	13,600.00	1,532.79	2,412.44	11,187.56	17.74
951-45000	FINES AND FORFEITS					
951-36-00-0000-45131	Library fines	200,000.00	21,510.02	33,043.42	166,956.58	16.52
951-36-00-0000-45132	Lost library items	25,000.00	1,726.04	2,819.05	22,180.95	11.28
Total	FINES AND FORFEITS	225,000.00	23,236.06	35,862.47	189,137.53	15.94
951-46000	MISCELLANEOUS REVENUES					
951-00-00-0000-46110	Pooled cash and investment interest	0.00	752.73	1,458.82	-1,458.82	0.00

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Revenue Status Report

Library JPA
CITY OF SANTA CRUZ
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Account Number	Library Joint Powers Authority	Adjusted Estimate	Revenues	Year-to-date Revenues	Balance	Prct Rcvd
951-00-00-0000-46190	Interest earnings - other	4,096.00	-26.41	289.05	3,806.95	7.06
951-00-00-0000-46910	Miscellaneous operating revenue	8,500.00	23.64	23.64	8,476.36	0.28
951-00-00-0000-46990	Miscellaneous non-operating revenue	0.00	0.00	14,351.84	-14,351.84	0.00
951-36-00-0000-46303	Donations - library	12,000.00	40.00	40.00	11,960.00	0.33
951-36-00-0000-46309	Donations - library - Friends of the Lib	100,000.00	14,948.60	17,197.76	82,802.24	17.20
951-36-00-0000-46916	Cash over/short	0.00	57.07	113.46	-113.46	0.00
Total	MISCELLANEOUS REVENUES	124,596.00	15,795.63	33,474.57	91,121.43	26.87
951-49000	OTHER FINANCING SOURCES					
951-00-00-0000-49122	From Library Private Trust Fund	15,190.00	0.00	0.00	15,190.00	0.00
951-00-00-0000-49191	Intra-entity fund transfer in	9,959.00	0.00	0.00	9,959.00	0.00
Total	OTHER FINANCING SOURCES	25,149.00	0.00	0.00	25,149.00	0.00
Grand Total		11,047,475.00	897,896.74	1,885,113.73	9,162,361.27	17.06

Expenditure Status Report
 Library JPA
 CITY OF SANTA CRUZ
 8/1/2011 through 8/31/2011

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 Periods: 2 through 2

/6,7%
Prct Used

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-52000						
		SERVICES				
951-36-50-3510-52135	7,644.00	0.00	1,048.04	6,831.96	-236.00	103.09
951-36-50-3510-52199	110,000.00	7,000.00	7,000.00	3,000.00	100,000.00	9.09
951-36-50-3510-52240	4,020.00	57.00	57.00	0.00	3,963.00	1.42
951-36-50-3510-52248	16,000.00	4,025.00	4,025.00	0.00	11,975.00	25.16
951-36-50-3510-52302	4,000.00	0.00	0.00	0.00	4,000.00	0.00
951-36-50-3510-52402	42,600.00	3,550.00	7,100.00	0.00	35,500.00	16.67
951-36-50-3510-52403	3,300.00	0.00	67.70	0.00	3,232.30	2.05
951-36-50-3510-52933	14,774.00	0.00	10,440.00	0.00	4,334.00	70.86
951-36-50-3510-52961	17,250.00	0.00	11,661.00	0.00	5,589.00	67.60
951-36-50-3510-52971	100.00	0.00	0.00	0.00	100.00	0.00
951-36-50-3510-52972	3,900.00	430.98	430.98	0.00	3,469.02	11.05
951-36-50-3540-52135	550,000.00	44,546.55	78,430.96	0.00	471,569.04	14.26
951-36-51-3520-52131	10,000.00	492.25	492.25	0.00	9,507.75	100.00
951-36-51-3520-52199	37,440.00	0.00	0.00	0.00	37,440.00	0.00
951-36-51-3520-52244	1,680.00	0.00	0.00	0.00	1,680.00	0.00
951-36-51-3520-52248	46,320.00	693.12	2,935.82	0.00	43,384.18	6.34
951-36-51-3520-52302	100.00	0.00	0.00	0.00	100.00	0.00
951-36-51-3520-52972	2,500.00	0.00	195.30	0.00	2,304.70	7.81
951-36-52-3530-52240	1,500.00	0.00	0.00	0.00	1,500.00	0.00
951-36-52-3530-52244	2,180.00	0.00	0.00	0.00	2,180.00	0.00
951-36-52-3530-52302	2,150.00	149.30	149.30	0.00	2,000.70	6.94
951-36-52-3530-52972	4,000.00	0.00	217.00	0.00	3,783.00	5.43
951-36-53-3515-52201	66,640.00	5,318.36	8,470.62	0.00	58,169.38	12.71
951-36-53-3515-52211	125,000.00	8,717.74	8,717.74	0.00	116,282.26	6.97
951-36-53-3515-52223	111,000.00	1,094.46	5,713.31	0.00	105,286.69	5.15
951-36-53-3515-52246	143,800.00	28,912.47	34,858.07	17,886.05	91,055.88	36.68
951-36-53-3515-52247	17,000.00	84.81	211.96	0.00	16,788.04	1.25
951-36-53-3515-52261	312,530.00	25,938.11	53,726.22	16,650.00	242,153.78	22.52
951-36-53-3515-52302	150.00	0.00	0.00	0.00	150.00	0.00
951-36-53-3515-52932	17,050.00	0.00	0.00	0.00	17,050.00	0.00
951-36-53-3515-52933	36,506.00	0.00	25,714.00	0.00	10,792.00	70.44

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Expenditure Status Report
 Library JPA
 CITY OF SANTA CRUZ
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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
951-36-54-3550-52199	28,000.00	774.00	774.00	15,226.00	12,000.00	57.14
951-36-54-3550-52248	71,023.00	9,984.18	7,265.51	11,250.00	52,507.49	26.07
951-36-54-3550-52249	91,700.00	5,612.60	7,554.32	40.04	84,105.64	8.28
951-36-54-3550-52302	1,350.00	0.00	0.00	0.00	1,350.00	0.00
951-36-54-3550-52302	73,234.00	9,678.87	10,640.24	95,264.80	-32,671.04	144.61
951-36-54-3550-52304	13,975.00	4,793.13	5,954.68	0.00	8,020.32	42.61
951-36-55-3560-52304	9,000.00	0.00	0.00	0.00	9,000.00	0.00
951-36-55-3560-52306	3,000.00	0.00	0.00	0.00	3,000.00	0.00
951-36-55-3560-52960	6,500.00	793.01	811.89	0.00	5,688.11	12.49
951-36-55-3560-52972	2,008,916.00	162,645.94	294,662.91	175,656.60	1,538,596.49	23.41
Total SERVICES						
951-53000						
SUPPLIES						
951-36-50-3510-53101	8,000.00	606.08	606.08	0.00	7,393.92	7.58
951-36-50-3510-53102	2,400.00	160.72	689.06	0.00	1,710.94	28.71
951-36-51-3520-53106	769,269.00	40,912.75	47,765.95	0.00	721,503.05	6.21
951-36-51-3520-53107	75,000.00	931.11	931.11	0.00	74,068.89	1.24
951-36-51-3520-53112	113,550.00	2,865.22	3,040.19	8,680.39	101,829.42	10.32
951-36-52-3530-53102	12,300.00	788.90	4,437.22	2,946.46	4,916.32	60.03
951-36-52-3530-53109	6,630.00	525.50	525.50	0.00	6,104.50	7.93
951-36-53-3515-53108	2,370.00	226.44	521.55	0.00	1,848.45	22.01
951-36-53-3515-53113	18,360.00	1,281.52	1,703.69	0.00	16,656.31	9.28
951-36-53-3515-53311	167,748.00	16,969.72	32,567.02	0.00	135,180.98	19.41
951-36-53-3515-53312	26,133.00	759.33	1,263.47	0.00	24,869.53	4.83
951-36-54-3550-53110	22,000.00	421.89	421.89	4,000.00	17,578.11	20.10
Total SUPPLIES	1,223,760.00	66,449.18	94,472.73	15,626.85	1,113,660.42	9.00
951-54000						
OTHER MATERIALS AND SERVICES						
951-36-50-3510-54990	3,445.00	94.00	94.00	0.00	3,351.00	2.73
951-36-52-3530-54990	7,000.00	0.00	0.00	0.00	7,000.00	0.00
951-36-53-3515-54992	40,000.00	0.00	0.00	0.00	40,000.00	0.00
951-36-55-3531-54990	0.00	209.00	418.00	0.00	-418.00	0.00
951-36-55-3560-54990	12,061.00	439.24	3,611.26	0.00	8,449.74	29.94
Total OTHER MATERIALS AND SERVICES	62,506.00	742.24	4,123.26	0.00	58,382.74	6.60

000025

Expenditure Status Report
 Library JPA
 CITY OF SANTA CRUZ
 8/1/2011 through 8/31/2011

expstat.rpt
 09/21/2011 8:49AM
 Periods: 2 through 2

951 Library Joint Powers Authority

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Prct Used
951-56000 OTHER CHARGES						
951-36-52-3530-56995 Refunded fees and fines	2,000.00	111.00	376.00	0.00	1,624.00	18.80
Total OTHER CHARGES	2,000.00	111.00	376.00	0.00	1,624.00	18.80
951-57000 CAPITAL OUTLAY						
951-36-55-3860-57401 Office furniture/equipment	25,000.00	0.00	0.00	0.00	25,000.00	0.00
Total CAPITAL OUTLAY	25,000.00	0.00	0.00	0.00	25,000.00	0.00
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	40,293.07	40,293.07	40,293.07	0.00	-0.07	100.00
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	414.21	414.21	0.00	3,085.79	11.83
Total DEBT SERVICE	104,354.00	40,707.28	40,707.28	0.00	63,646.72	39.01
Grand Total	3,426,536.00	270,655.64	434,342.18	191,283.45	2,800,910.37	18.26

Expenditure Status Report
 Library Personnel Costs
 CITY OF SANTA CRUZ
 8/1/2011 through 8/31/2011

expstat.rpt
 09/21/2011 8:51AM
 Periods: 2 through 2

66.7%
 Prct

Account Number	Adjusted Appropriation	Expenditures	Year-to-date Expenditures	Year-to-date Encumbrances	Balance	Used
51000 PERSONNEL SERVICES						
Total Regular full time	4,219,805.00	317,205.41	589,906.95	0.00	3,629,898.05	13.98
Total Regular part time	747,294.00	61,644.60	109,230.65	0.00	638,063.35	14.62
Total Overtime	3,000.00	121.34	202.24	0.00	2,797.76	6.74
Total Termination pay	0.00	47.28	47.28	0.00	-47.28	0.00
Total Temporary	555,298.00	44,620.19	73,745.79	0.00	481,552.21	13.28
Total Other pay	0.00	0.00	33.03	0.00	-33.03	0.00
Total Special vacation pay	4,400.00	0.00	0.00	0.00	4,400.00	0.00
Total Special sick leave pay	0.00	0.00	0.00	0.00	0.00	0.00
Total Vehicle-phone-data allowance	1,800.00	155.00	350.00	0.00	1,450.00	19.44
Total Salary savings	0.00	0.00	0.00	0.00	0.00	0.00
Total Retirement contribution	754,846.00	58,539.68	106,599.86	0.00	648,246.14	14.12
Total F.I.C.A.	0.00	2,250.54	3,739.21	0.00	-3,739.21	0.00
Total Group health insurance	1,119,068.00	87,158.26	158,424.01	0.00	960,643.99	14.16
Total Group dental insurance	107,422.00	8,157.44	14,827.73	0.00	92,594.27	13.80
Total Vision insurance	18,242.00	1,381.40	2,510.38	0.00	15,731.62	13.76
Total Medicare insurance	64,309.00	5,601.76	10,187.36	0.00	54,121.64	15.84
Total Group life insurance	2,744.00	227.14	413.26	0.00	2,330.74	15.06
Total Disability insurance	73,078.00	3,157.94	5,722.90	0.00	67,355.10	7.83
Total Unemployment insurance	23,622.00	2,028.43	3,671.72	0.00	19,950.28	15.54
Total Workers' compensation	208,640.00	17,821.03	32,536.19	0.00	176,103.81	15.59
Total Intrafund labor - credit	0.00	0.00	0.00	0.00	0.00	0.00
Total Accrued vacation - period 13	0.00	0.00	0.00	0.00	0.00	0.00
Grand Total	7,903,568.00	610,117.44	1,112,148.56	0.00	6,791,419.44	14.07

000027

Library - Fund 951
 Month-End Cash Balances

	July	August	September	October	November	December	January	February	March	April	May	June
FY 2012 Pooled cash	911,107.41	1,058,196.68										
FY 2011 Pooled cash	72,541.96	250,794.12	312,607.59	1,397,052.22	604,129.15	539,173.69	1,586,968.17	875,122.12	1,076,342.48	1,227,629.78	1,164,416.13	1,265,341.98
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)	(356,995.20)	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	381,888.89	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

STAFF REPORT

DATE: September 28, 2011
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries *TL*
RE: Classification and Compensation Plans and the FY12 Budget Personnel Complement

RECOMMENDATION: Motion to amend the Classification and Compensation Plan and the FY12 Budget Personnel Complement to create a new organizational structure for the Santa Cruz Public Libraries.

SUMMARY

This report is the culmination of work that began more than a year ago to develop a fiscally sustainable service model for the library. In order to develop such a service model it was necessary to develop a new staffing model as over 70% of the library's budget is devoted to personnel costs. To implement the service model approved by the LJPB in April 2011 it was necessary to develop a plan which includes new classifications and the accompanying compensation for the changed library jobs, new job descriptions, and a way to transition staff from the current structure to the new one. It is these latter components that are presented for approval by the LJPB so the implementation can continue on schedule for January 1, 2012.

BACKGROUND

After review and analysis of the existing library structure and staffing, the Library Director recommended hiring a library consultant to assist with providing recommendations in realigning the library staffing structure in becoming more flexible, adaptable and efficient with the delivery of library services. In a constantly changing technological environment, libraries are faced with changing the way services are delivered. At the same time, the library has experienced significant budget constraints requiring a more aggressive analysis of cost containment avenues. To assist with addressing this, a citizen task force was created by the LJPB to specifically identify different ways in which the library services could be delivered in a fiscally sustainable system.

Four library service models were formulated and presented by the task force for discussion and comment by stakeholders. At the same time, the library consultant developed a new set of library classifications and organizational structure which could be scaled to support any of the chosen service models. Based on extensive community and staff comment and input, a new service model was adopted by the LJPB.

The Human Resources Division worked in conjunction with the Library Consultant, Library Director and Library staff in compiling the new job classification specifications and salary schedules (a staffing plan) required to implement the LJPB's new service model. The Human Resources and Library staff

also developed a Staffing Transition Plan which provides the methodology and timing for transitioning from the current service model and organization to the new service model and staffing plan.

DISCUSSION

The Library Director and the Human Resources Division therefore propose implementation of a new Library staffing plan (job specifications and salary schedules) which supports the LJPB's new Library Service Model and a fiscally sustainable library organization. Proposed implementation for the new Library Service Model and staffing plan is January 1, 2012

The Library and Human Resources Division have met with the Service Union Representatives, Supervisory Union Representatives and Mid- Management Representatives in discussions over employee impacts of the Library re-organization. Meet and confer sessions will continue as needed.

A copy of the Job Classification and Compensation Recommendations for the Santa Cruz Public Library New Staffing Model and Library New Staffing Transition Plan are attached to this report and describe in detail the components of the re-organization.

IMPACTS:

- The fiscal impact to the Library Fund for the FY 2012 budget will be approximately \$569,000 savings when compared with FY 2011 for the recommendations discussed in this report. The annual cost impact in future years will be a savings of approximately \$900,000. This comparison is based on non-furlough salary rates.
- The net loss of regular positions is 28. The chart below indicates the current and proposed changes in regular employee count. It indicates that the number of part time doesn't change. The ratio of part time to full time is increasing from 28% to 39%. This will change as the number of open hours changes.

Regular Staff Employee Count					
FTE	0.5	0.625	0.75	1.0	TOTAL
Current	21	7	4	79	111
New	13	8	11	51	83
	PART TIME	PERCENT	FULL TIME	PERCENT	
Current	32	28%	79	70%	111
New	32	39%	51	61%	83

- As a result of keeping positions frozen for the past year and the popularity of the retirement incentive, the maximum number of actual layoffs is 11 individuals. This could improve when the full impact of retirements is known in a few weeks.



**ADMINISTRATIVE SERVICES
DEPARTMENT**

HUMAN RESOURCES DIVISION

**JOB CLASSIFICATION AND
COMPENSATION
RECOMMENDATIONS**

for the

**SANTA CRUZ PUBLIC
LIBRARY**

NEW STAFFING MODEL

Prepared by: Cathy Bonino
Principal HR Analyst
May 2011 (updated Sept. 28, 2011)

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Executive Summary

A new staffing model for the Santa Cruz Public Library was developed by library consultant Ruth Metz in consultation with the Library Director, Teresa Landers in February 2011. The new staffing model was designed to accommodate several proposed library service models, with guidelines set by the Library Joint Powers Board.

The new staffing model was developed to reflect the changing paradigm shift of libraries in embracing the constantly changing technological environment. This means providing valued services with greater efficiency, flexibility, adaptability and sustainability and subsequently delivering library services in a fundamentally different way.

The staffing model is based on a framework that organizes the library's functions into four interdependent divisions which include 1) Onsite services 2) Programs and Services 3) Collections (physical and virtual) and 4) Support and Administration. These interdependent divisions emphasize teamwork and collaboration between staff in all classifications and across all divisions. Librarians will be focused on providing the professional level expertise for which they were trained and formally educated in addition to being more strategic with planning, evaluating and redesigning services. Library leadership will focus on developing and cultivating a learning environment with staff as well as continuously integrating technology where appropriate in improving processes and services.

Introduction of technology has resulted in reducing labor intensive routine services whereby customers and patrons can more easily serve themselves with the more routine and self directed tasks. Library staff is therefore able to provide more value-added library services. This subsequently broadens the scope of library staff job duties to allow for a more fully functioning, flexible staff. Services will be more centralized to reflect alternative service points such as the "virtual branch" availability of information specialists and librarians at a central location and accessible from all branches.

To this end, library job classifications need to be compatible with the new staffing model and must be flexible in accommodating current and future Library structures.

Consultant Ruth Metz provided the basic library job classification structure and in consultation with the city's Human Resources division and Library Director, the job classifications were finalized.

The basic structure for the new staffing model includes eleven (11) regular library-specific job classifications and one (1) temporary library-specific classification. These classifications are:

Library Aide (temporary)	Library Specialist
Library Assistant I (LAI)	Librarian I
Library Assistant II (LAII)	Librarian II
Bookmobile Library Assistant	Library Division Manager
Library Assistant III (LAIII)	Manager System Services and Support
Library Information Specialist	
Library Assistant IV (LAIIV)	

Other non-library specific job classifications currently in the library which are shared among other city departments will remain the same. These include Account Clerk I and Account Clerk II, Accountant, Administrative Assistant II, Building Maintenance Worker I and II and Management Analyst.

Existing Library Information Technology (IT) positions are currently being reviewed under a separate study by the city's Human Resources division and therefore those job classifications are not addressed or included in this report. Results and recommendations of the Library IT study will be provided in a separate report.

Compensation

Methodology for setting compensation for the new library classifications included a comparison review of the duties, responsibilities, scope and Knowledge, Skills and Abilities (KSA's) and Minimum Qualifications (MQ's) of the existing library job classifications as compared to the new library job classifications.

The new Library Aide is similar to the Library Page temporary classification. The MQ's were slightly higher with the new classification and there are some higher level duties therefore top step pay is 7% higher.

The new Library Assistant I MQ's are similar to the existing Library Clerk classification. Duties of the new classification fall between the existing Library Clerk and existing Library Assistant. Therefore the top step compensation for the new LA I is set mid point between the current Library Clerk classification and the current Library Assistant classification.

The new Library Assistant II MQ's are similar to the existing Library Assistant classification and with the addition of an Associates Degree. Duties of the new classification fall between the existing Library Assistant and the existing Senior Library Assistant. Therefore the top step compensation for the new LA II is set mid point between the current Library Assistant classification and the current Senior Library Assistant classification.

The new Bookmobile Library Assistant MQ's are similar to the new LAII classification. This classification includes the additional specialty skill of driving a large bookmobile vehicle but has minimal supervision duties when compared to the LA II classification. Therefore, the top step compensation for the new Bookmobile Library Assistant classification is set equivalent to the LA II.

The new Library Assistant III MQ's are significantly higher than the new Library Assistant II and differ from the Library Assistant IV classification in experience. None of the current Library classifications require a 4 year college degree; the education requirements are either high school graduation or a Masters degree. It is not possible to compare the MQ's of the new classifications requiring 4 year college degrees to current Library classifications. The duties are also significantly more complex than the LA II classification and less demanding than the LA IV. Therefore, compensation is set 10% higher than the LA II and 7% lower than the LA IV classification.

The new Library Information Specialist MQ's are similar to those of the Library Assistant III classification with the exception of the required experience in the specialty area. Therefore the compensation of this classification is set the same as Library Assistant III.

The new Library Assistant IV MQ's are similar to the new Librarian Assistant III classification but requires additional years of experience from LAIII. The duties are more complex than the LA III classification as they involve responsibility for all daily operations of the large, downtown branch. Therefore, compensation is set 7% higher than the LA III classification.

The new Library Specialist MQ's are similar to the new Library Assistant IV and could require an additional 2 years of experience. The scope of responsibilities, while different in nature, are similar. Therefore, compensation is set equal to the new Library Assistant IV classification.

The new Librarian I MQ's are similar to the existing Librarian I classification and the scope and responsibility is between the existing Librarian I and existing Librarian II classifications. All Librarian classifications could supervise any of the Library Assistant classifications (I through IV). Due to the increased responsibilities (when compared to the current Librarian I classification) and the LA supervisory responsibilities, compensation is set 5% higher than the new Library Assistant IV classification.

The new Librarian II MQ's are similar to the existing Librarian II classification and it has increased scope and responsibilities between the existing Librarian II and Librarian III classifications. The Librarian II is also the next step in the Librarian classification series. Therefore, compensation is set at 7% above the new Librarian I.

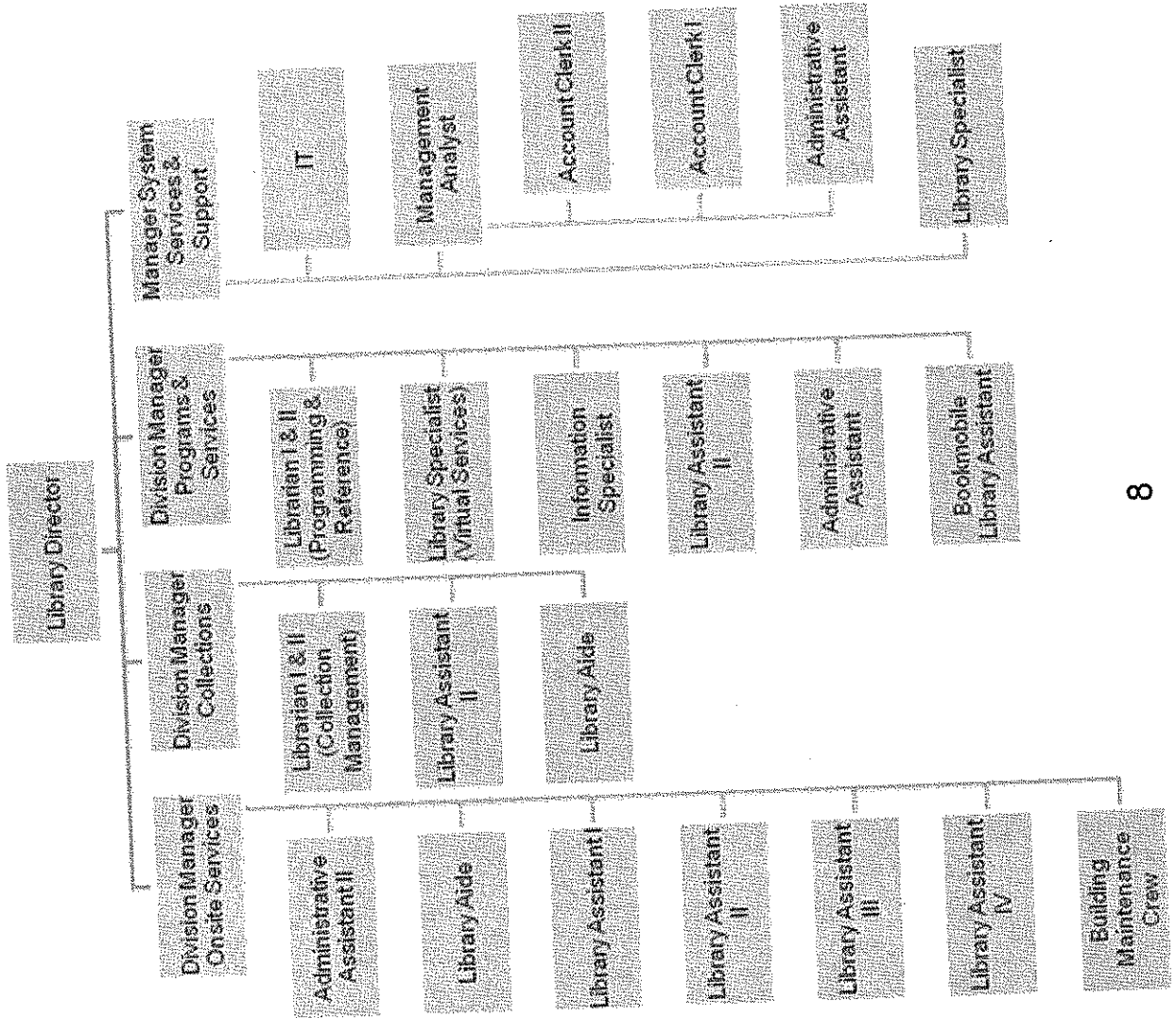
The new Library Division Manager classification MQ's are similar to the existing Librarian IV. Because of increased scope, significant supervision responsibilities, compensation is set 2.5% above the current Librarian IV classification.

The new Manager System Services and Support classification MQ's require more increasingly responsible and supervisory experience than the existing Librarian IV classification. The new classification assists with high level management responsibilities such as planning, directing, managing, and oversight of the services and operations of the library system. Therefore, compensation is set 7% above the new Library Division Manager classification.

Compensation

Grade	New Library Classifications	Bargaining Unit	Pay Range
925	Library Aide	SEIU Temp	1989/mo. (11,4750 hr.) - 2417/mo. (13,9442/hr.)
282	Library Asst I	SEIU	2517/mo. (14,5212 hr.) - 3720/mo. (21,4615 hr.)
283	Library Asst II	SEIU	2849/mo. (16,4365 hr.) - 4209/mo. (24,2827 hr.)
284	Bookmobile LA	SEIU	2849/mo. (16,4365 hr.) - 4209/mo. (24,2827 hr.)
285	Information Specialist	SEIU	3149/mo. (18,1673 hr.) - 4652/mo. (26,8385 hr.)
363	Library Asst III	Supervisory	3149/mo. (18,1673 hr.) - 4652/mo. (26,8385 hr.)
364	Library Asst IV	Supervisory	3369/mo. (19,4365 hr.) - 4978/mo. (28,7192 hr.)
740	Library Specialist	Mid-Management	3678/mo. (21,2192 hr.) - 4978/mo. (28,7192 hr.)
742	Librarian I	Mid-Management	3862/mo. (22,2808 hr.) - 5227/mo. (30,1558 hr.)
750	Librarian II	Mid-Management	4132/mo. (23,8385 hr.) - 5593/mo. (32,2673 hr.)
798	Library Division Mgr	Mid-Management	6188/mo. (35,7000 hr.) - 8375/mo. (48,3173 hr.)
799	Mgr System Services and Support	Mid-Management	6621/mo. (38,1981 hr.) - 8961/mo. (51,6981 hr.)

Library — reporting structure



Next Steps in Library Staffing Plan Implementation

- May 19: distribute draft of job classification and compensation recommendations for the new staffing model.
- Week of May 23: offer retirement incentives.
- May 26: meet and confer about impacts of job classifications and compensation recommendations for the new staffing model.
- June 2: SEIU to present Courier proposal
- June 9: meet and confer about impacts of job classifications and compensation for the new staffing model.
- August 8: meet and confer about impacts of job classifications and compensation for the new staffing model.
- August 15: distribute draft of library transition plan
- August 25: meet and confer about impacts of library transition plan
- September 1: offer retirement incentives
- September 1: meet and confer about impacts of library transition plan
- September 8: meet and confer about impacts of library transition plan
- September 20: meet and confer about impacts of library transition plan
- September 27: meet and confer about impacts of library transition plan
- October 3: Library Joint Powers Board approves staffing and transition plan
- October 11: City Council approves staffing and transition plan
- January 1: Implement staffing and transition plan

**City of Santa Cruz
Library Aide**



**CITY OF SANTA CRUZ
LIBRARY AIDE**

Reports to	Any higher level classification
Supervises	N/A
Bargaining Unit	Temporary SEIU

BASIC FUNCTION

Under supervision, this is a classification of temporary personnel that supports any library function. Assignments may include Branch Aide and/or a Collections Aide. Library aides complete routine library tasks and provide clerical support. They may report to staff in any higher-level classification.

TYPICAL DUTIES *(May include, but are not limited to, those duties listed below.)*

- Performs check-out.
- Assists with display set-ups.
- Operates various office machines, staff and public computers, self-service check-out machines, and other equipment as necessary.
- Uses the Library's online catalog system and the Library's intranet to locate relevant information.
- Searches bibliographic records and user records.
- Processes and prepares resource materials.
- Searches for items in storage.
- Assists on circulation desk.
- Alphabetizes items as needed.
- Assists in the processing of paperbacks and pamphlet file materials.
- Checks in magazines and mail.
- Prepares and packages books for shipment to other libraries.
- Empties trash containers and checks around for papers etc.; dusts shelves.
- Uses checklist to lock building up at closing times.
- Raises and lowers flag.
- Performs other related duties as assigned.

Branch Aide:

- Greets and assists the public in using the library equipment and systems, such as self-check and holds pickup.
- Assists the public with materials handling including checking-in, shelving, shelf-reading, collection shifting and merchandizing.
- Assists the public such as helping the public find collection items, the virtual branch, and operate computers and library equipment.

**City of Santa Cruz
Library Aide**

- Performs other related duties as assigned.
- Assists with programming such as sign-up, promotion, hospitality, set-up, take-down, attendance count, attendee questions, equipment operation and seating and room arrangements.
- Answers questions that assist the public in using library facilities and equipment and in finding collection items in person, on the telephone, and online. Evaluates and refers questions as appropriate to the person in charge or to the librarian online.
- Shelves materials by classification.
- Performs other related duties as assigned.

Collections Aide:

- Uses the library's automation system to assist in all circulation functions including borrower registration coding and data input, charging and discharging materials, processing requests and interlibrary loan items, retrieving overdue materials and collecting fees and fines.
- Performs tasks such as data input, filing, handling and packing of items, mending, keeping records, assists in performing routine tasks associated with the circulation and processing of library materials.
- Uses computer printout to search shelves for missing books and identify items in route in the library system.
- Assists with physical maintenance of a special collection; such as, telephone books, pamphlet files, or paperbacks.

WORKING CONDITIONS

The position requires frequent sitting, walking, standing, reaching, stooping, repetitive use of hands, and pushing in the performance of daily activities. Crouching, working overhead, grasping and twisting is required in the performance of weekly activities. Occasional climbing, kneeling, pulling, and finger dexterity is required. The position requires near and far vision and normal hearing in the performance of daily activities. The need to lift up to 35 pounds on a daily basis is required and with the need to lift up to 50 pounds on an occasional basis.

Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

MINIMUM QUALIFICATIONS

Skills:

- Competent in communication and interpersonal skills with adults and children.
- Read and speak English fluently.
- Basic numeracy with addition, subtraction, multiplication, and division.
- Computers and standard computer software including Microsoft Office programs.

**City of Santa Cruz
Library Aide**

Abilities:

- Discern when questions should be referred to the person in charge or the online librarian.
- Follow written and verbal instructions.
- Alphabetize and arrange books and other materials in an orderly fashion using standard library organizing structures.
- Interact in a respectful manner with the public and library staff.

Other Requirements:

- Depending on job assignment may be required to be age 18.

DESIRABLE QUALIFICATIONS

- A reading enthusiast
- Experience using libraries
- Experience using technology (computers, smart phones, social networking)
- Experience working with the public
- Dewey decimal system
- Current student enrolled in high school or college with a minimum course load of six units per semester or ten units per quarter

Classification No.: 925
Date of Issue: 1/2012
Supersedes: New
Update:
Review:

**City of Santa Cruz
Library Assistant I**



**CITY OF SANTA CRUZ
LIBRARY ASSISTANT I**

Reports to	Library Division Manager or other Professional Staff
Supervises	Directs the work of the Branch Aide and volunteers assigned to the branch
Bargaining Unit	SEIU

BASIC FUNCTION

Under general supervision, the Library Assistant I is a skilled technical, non-professional classification that performs a variety of non-professional tasks and activities under the direction of the branch leader at a medium or large branch or at the main downtown branch. A Library Assistant I may be assigned to support functions in collections management; performs duties according to a set of prescribed practices and procedures.

DISTINGUISHING CHARACTERISTICS

The Library Assistant I is the entry level classification in the library series. It is distinguished from the Library Assistant II classification with the latter having greater scope of responsibility, more complex assignments, and a greater degree of independence.

TYPICAL DUTIES *(May include, but are not limited to, those duties listed below.)*

- Assists patrons with any routine activity associated with being in or using the library including self service.
- Provides basic, ready reference, easy to identify direct services to the public in finding information in the branch and using collections, computers, and equipment in the library.
- Helps the public know about and use the virtual branch and its services, such as online question help, online search help, search consultation by appointment, and readers advisory.
- Assists library aides and volunteers with helping patrons.
- Performs and assists with customer account transactions, including account registrations, fines and fees, the resolution of account disputes, and the negotiation of payment plans.
- As a member of the On-site Services Team is responsible for working with the division manager and facilities staff to insure the well-being of the occupants and facility.
- Coordinates with other library staff for services and programs that will be sited at the branch.
- Provides constructive input and feedback within the library system concerning the needs of the public and the effectiveness of services and programs.

**City of Santa Cruz
Library Assistant I**

- Operates various office machines, computers, and audio visual equipment as required.
- Performs all circulation tasks such as checking-out and checking in materials, retrieving holds, shelving, filing, arranging items in order, processing requests and interlibrary loans.
- Assists with maintenance of the collection including acquisitions, serials control, interlibrary loan, receiving, copy cataloging, processing and mending.
- Helps maintain special collections and tools such as sheet music, the song index, newspaper indexing, and community information which may include processing, repairing, binding and weeding.
- May be responsible for opening and closing the library facility and for securing the facility, its contents, and premises.
- Efficiently refers questions to librarians from the public according to guidelines.
- May perform other related duties as assigned.

WORKING CONDITIONS

The position requires frequent sitting, walking, standing, reaching, stooping, repetitive use of hands, and pushing in the performance of daily activities. Crouching, grasping and twisting is required in the performance of weekly activities. Occasional climbing, kneeling, working overhead, pushing and pulling, and finger dexterity is required. The position requires near and far vision and normal hearing in the performance of daily activities. The need to lift up to 25 pounds on a daily basis and 35 pounds on an occasional basis is required.

Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

MINIMUM QUALIFICATIONS

Skills:

- Read and speak English fluently
- Basic numeracy with addition, subtraction, multiplication, and division
- Accurately type 30 words per minute using standard word processing software
- Oral communication skills to convey information clearly, succinctly, and accurately
- A reader and user of information technology and the Internet
- Computers and standard computer software including Microsoft Office programs

Abilities:

- Interact with courtesy and respect with the public, coworkers, and supervisors
- Work effectively in teams with coworkers, managers, and volunteers as assigned
- Communicate a cordial and welcoming attitude and spirit of service
- Maintain accurate filing and record systems
- Process detailed paperwork in strict accordance with specific procedures and policies
- Proofread for spelling and typographic errors

**City of Santa Cruz
Library Assistant I**

- Make evaluative decisions when referrals are necessary, and use appropriate referral procedures
- Adapt to changes in technology
- Use good judgment in handling difficult situations
- Transport oneself throughout the county-wide library system
- Willingness and flexibility to work the library system's schedule of days and 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 degree or equivalent and,
- Two years clerical and/or customer service experience

LICENSES/CERTIFICATES

- Possession of a valid California Class C driver's license and a safe driving record, or the ability to provide alternate transportation which is approved by the appointing authority.

DESIRABLE QUALIFICATIONS

- ALA-APA Library Support Staff Certification
- Fluency in Spanish, an Asian language or sign language
- Library experience

Classification No.: 282

Date of Issue: 1/2012

Supersedes: Reclassification from Library Clerk # 151

Update:

Review:

Career Ladder

- Director of Libraries
- Manager System Services and Support
- Library Division Manager
- Librarian II
- Librarian I
- Library Specialist
- Library Assistant IV
- Library Assistant III/ Information Specialist
- Library Assistant II/ Bookmobile Library Assistant
- *Library Assistant I*

**City of Santa Cruz
Library Assistant II**



**CITY OF SANTA CRUZ
LIBRARY ASSISTANT II**

Reports to Library Division Manager
Supervises Directs the work of the Branch Aide, assigned Library Assistants I's and volunteers assigned to the branch
Bargaining Unit SEIU

BASIC FUNCTION

Under general supervision, the Library Assistant II is a skilled technical, non-professional classification that provides direct service or support service. The Library Assistant II may be responsible for the basic, daily operations of a small branch library or of a sub-function of collection management such as cataloging, acquisitions, or other technical function; performs duties according to a set of prescribed practices and procedures.

DISTINGUISHING CHARACTERISTICS

The Library Assistant II is the next higher level classification from a Library Assistant I in the library series. The Library Assistant II is distinguished from the Library Assistant I with the former having greater scope of responsibility, more complex assignments, and a greater degree of independence such as overseeing the operations of a small branch library or overseeing support units such as copy cataloging or acquisitions. The Library Assistant II is distinguished from the next higher classifications of Library Assistant III and Information Specialist in that the latter specializes in one or more direct services to the public requiring advanced paraprofessional knowledge, skills and abilities.

TYPICAL DUTIES *(May include, but are not limited to, those duties listed below.)*

- May be responsible for opening and closing the library facility and for securing the facility, its contents, and premises.
- Responsible for processes involved in acquisitions and cataloging, the maintenance of special collections, databases, website content, and the handling of interlibrary loans.
- Assists patrons with any routine activity associated with being in or using the library.
- Provides direct service to the public in finding information in the branch and using collections, computers, and equipment in the library.
- Performs a broad range of tasks of a sub-professional nature to lead or assist the branch leader in operating the branch such as scheduling staff and handling basic patron, facility and equipment issues
- May direct the work of Library Aides, Library Assistant I's and volunteers.
- Is a member of the On-site Services Team and as such is responsible for working with the division manager and facilities staff to insure the well-being of the occupants and facility.
- Coordinates with other library staff for services and programs that will be sited at the branch.

**City of Santa Cruz
Library Assistant II**

- Provides constructive input and feedback within the library system concerning the needs of the public and the effectiveness of services and programs.
- Operates various office machines, computers, and audio visual equipment as required.
- Assists the public with locating and using the virtual branch and its services, such as online question help, online search help, and search consultation by appointment.
- Performs and assists with customer account transactions including borrower registrations, fines and fees, the resolution of account disputes and the negotiation of payment plans according to library policy.
- Performs all circulation tasks such as checking-out and checking in materials, retrieving holds, shelving, filing, arranging items in order, processing requests and interlibrary loans.
- Assists with development and maintenance of the collection including acquisitions, serials control, interlibrary loan, receiving, copy cataloging, processing and mending.
- Maintains special collections and tools such as sheet music, the song index, newspaper indexing, and community information which may include indexing, processing, repairing, binding, weeding, and making and correcting bibliographic records of holdings.
- Assists in providing reader services such as organizing book discussion groups, story hours, class visits, and book talks. Prepares flyers and displays under general content guidance from a professional.
- May deliver programs designed by professional staff for the audience of the specialized service.
- Efficiently refers questions to librarians from the public according to guidelines.
- Performs other related duties as assigned.

WORKING CONDITIONS

The position requires frequent sitting, walking, standing, reaching, stooping, repetitive use of hands, and pushing in the performance of daily activities. Crouching, grasping and twisting is required in the performance of weekly activities. Occasional climbing, kneeling, working overhead, pushing and pulling, and finger dexterity is required. The position requires near and far vision and normal hearing in the performance of daily activities. The need to lift up to 25 pounds on a daily basis and 35 pounds on an occasional basis is required.

Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

MINIMUM QUALIFICATIONS

Knowledge:

- Working knowledge of library routines, procedures, and services in the assigned area.
- In-depth knowledge of the purpose of public libraries and the services they provide.

Skills: - in addition to those required of Library Assistant I:

- Variety of computer programs such as interlibrary loan (ILL) system.

**City of Santa Cruz
Library Assistant II**

Abilities: - *in addition to those required of Library Assistant I:*

- Work independently
- Take initiative

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,
- Completion of 45 units college level coursework and,
- 2 years of library work experience

LICENSES/CERTIFICATES

- Possession of a valid California Class C driver's license and a safe driving record, or the ability to provide alternate transportation which is approved by the appointing authority.

DESIRABLE QUALIFICATIONS

- ALA-APA Library Support Staff Certification
- Fluency in Spanish, an Asian language or sign language
- Associates Degree

Classification No.: 283

Date of Issue: 1/2012

Supersedes: New

Update:

Review:

Career Ladder

- Director of Libraries
- Manager System Services and Support
- Library Division Manager
- Librarian II
- Librarian I
- Library Specialist
- Library Assistant IV
- Library Assistant III /Information Specialist
- *Library Assistant II /Bookmobile Library Assistant*
- Library Assistant I

**City of Santa Cruz
Bookmobile Library Assistant**



**CITY OF SANTA CRUZ
BOOKMOBILE LIBRARY ASSISTANT**

Reports to: Library Division Manager or other Professional Staff
Supervises: Non-supervisory
Bargaining Unit: Service

BASIC FUNCTION

Under general supervision, the Bookmobile Library Assistant is a skilled technical, non-professional classification that provides direct service; 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 the bookmobile on assigned routes; operates bookmobile equipment; assesses vehicle safety and operability and coordinates vehicle maintenance and repairs.
- Responsible for opening and closing the bookmobile and for securing its contents and premises.
- Operates and troubleshoots the bookmobile computer system including all of the computer hardware and software.
- Prepares bookmobile schedule.
- Assists patrons in use of the bookmobile facility and resources.
- Provides direct service to the public in finding information and using collections, computers, and equipment of the library.
- Performs all circulation functions such as checking out and checking in materials, retrieving holds, shelving, filing, arranging items in order, and processing requests.
- Performs and assists with customer account transactions including borrower registrations, fines and fees, the resolution of account disputes and the negotiation of payment plans according to library policy.
- Assists in providing reader services such as book discussion groups, story hours, book talks, displays, flyers, etc.
- Provides reader's advisory services and reference to include assisting library users with identifying books to read and materials for viewing and listening

City of Santa Cruz
Bookmobile Library Assistant

- The Bookmobile Specialist works with the Services and Programming Team to develop programs that can be efficiently delivered on the Bookmobile route.
- Recommends titles of potential interest to the user to match the user's interests and experience as well as promoting the collection.
- Is a member of the Programs and Services Team and as such is responsible for working with the division manager and staff to insure the well-being of the occupants and the bookmobile.
- Provides constructive input and feedback within the library system concerning the needs of the public and the effectiveness of services and programs.
- Assists in providing reader services such as organizing book discussion groups, story hours, class visits, and book talks.
- Assists with the selecting the collection materials for the bookmobile.
- Assists with planning and performing outreach programs.
- May perform lead and training duties.
- Keeps various records as required.
- May assist in evaluating bookmobile site locations.
- Transports library material and supplies onto vehicle.
- Efficiently refers questions to librarians from the public according to guidelines.
- Performs other related duties as assigned.

WORKING CONDITIONS

The position requires frequent sitting, walking, standing, reaching, stooping and repetitive use of hands in the performance of daily activities. Crouching, grasping and twisting is required in the performance of weekly activities. Occasional climbing, working overhead, pushing and pulling, and finger dexterity is required. The position requires near and far vision and normal hearing in the performance of daily activities. The need to lift up to 25 pounds on a daily basis and 50 pounds on an occasional basis is required.

Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

MINIMUM QUALIFICATIONS

Knowledge:

- Formats appropriate for persons with disabilities affecting vision, hearing, or understanding.
- Safe driving practices and vehicle operation.
- Safe lifting and carrying techniques.
- Working knowledge of library routines, procedures, and services.

**City of Santa Cruz
Bookmobile Library Assistant**

- In-depth knowledge of the purpose of public libraries and the services they provide.
- Basic computer operations.

Abilities: in addition to those required of Library Assistant I:

- Safely drive a large vehicle/truck for extended periods of time.
- Read maps and determine alternate routes.
- Work library system's schedule of hours.
- Transport oneself throughout the county-wide library system.
- Work independently and take initiative.

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,
- Completion of 45 units college level coursework and,
- A minimum of one year of work experience driving a large truck or large vehicle and,
- Two years of library 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
- Associates Degree

Classification No. 284
Date of Issue: 1/2012
Supersedes: New (replaces class #264 with the same job title)
Updated:

City of Santa Cruz
Bookmobile Library Assistant

Career Ladder

- Director of Libraries
- Manager System Services and Support
- Division Manager
- Librarian II
- Librarian I
- Library Specialist
- Library Assistant IV
- Library Assistant III/ Information Specialist
- Library Assistant II/ *Bookmobile Library Assistant*
- Library Assistant I

**City of Santa Cruz
Library Assistant III**



**CITY OF SANTA CRUZ
LIBRARY ASSISTANT III**

Reports to	Library Division Manager or other Professional
Supervises	Supervises Branch Aides, Library Assistants II's and assigned volunteers
Bargaining Unit	Supervisory

BASIC FUNCTION

Under general supervision, a Library Assistant III is a skilled paraprofessional that requires competency at the Library Assistant I and II levels plus advanced paraprofessional knowledge, skill, and ability. The Library Assistant III is responsible for the basic, daily operations of a medium or regional library branch.

DISTINGUISHING CHARACTERISTICS

The Library Assistant III is the next higher level classification from a Library Assistant II in the library series. This classification requires significant initiative, exercises significant judgment, and acts more independently in performing the services for which they are responsible than Library Assistant I or Library Assistant II. The Library Assistant III has greater specialization and expertise than the Library Assistant II and has responsibility for a medium or regional library branch. The Library Assistant III is distinguished from the Library Assistant IV with the latter being responsible for all aspects of the large downtown branch.

TYPICAL DUTIES *(May include, but are not limited to, those duties listed below.)*

- May be responsible for opening and closing the library facility and for securing the facility, its contents, and premises.
- Assists patrons with any routine activity associated with being in or using the library.
- Provides direct service to the public in finding information in the branch and using collections, computers, and equipment in the library.
- Performs a broad range of tasks in operating the branch such as scheduling staff and handling basic patron, facility and equipment issues.
- Assists in the selection of staff, supervises staff, and conducts performance planning and evaluation of staff.
- Is a member of the On-site Services Team and as such is responsible for working with the division manager and facilities staff to insure the well-being of the occupants and facility.
- Coordinates with other library staff for services and programs.
- Provides constructive input and feedback within the library system concerning the needs of the public and the effectiveness of services and programs.
- Operates various office machines, computers, and audio visual equipment as required.

**City of Santa Cruz
Library Assistant III**

- Assists the public with using the virtual branch and its services, such as online question help, online search help, and search consultation by appointment.
- Performs all circulation tasks such as checking-out and checking in materials, retrieving holds, shelving, filing, arranging items in order, processing requests and interlibrary loans.
- Provides reader services such as organizing book discussion groups, story hours, class visits, and book talks. Prepares flyers and displays under general content guidance from a professional.
- Delivers programs designed by professional staff for the audience of the specialized service.
- Provides paraprofessional-level question-answering and information discovery assistance to the public
- Provides reader's advisory and consults with librarians for readers advisory assistance.
- Efficiently refers questions to librarians from the public according to guidelines.
- Performs follow-up for questions and completes transactions with patrons.
- Efficiently searches the online resources of the library to connect library users with library resources.
- Retrieves, copies, faxes, emails, and otherwise transmits information as part of the question-answering process.
- Provides constructive input and feedback within the library system concerning the needs of the public and the effectiveness of services and programs.
- Performs and oversees customer account transactions including account registrations, fines and fees, the resolution of account disputes and the negotiation of payment plans.
- Performs targeted needs assessments under the general supervision of a professional.
- Delivers programs for the audience of the specialized service.
- May direct the work of volunteers.
- Performs a broad range of tasks to lead operations of the branch.
- Collects prescribed service-area data.
- Responds to community concerns.
- Analyzes service-area data and provides findings, conclusions, and recommendations.
- May perform any duties of the Library Assistant I or Library Assistant II.

WORKING CONDITIONS

The position requires frequent sitting, walking, standing, reaching, stooping and repetitive use of hands in the performance of daily activities. Crouching, grasping and twisting is required in the performance of weekly activities. Occasional climbing, working overhead, pushing and pulling, and finger dexterity is required. The position requires near and far vision and normal hearing in the performance of daily activities. The need to lift up to 25 pounds on an occasional basis is required.

Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

**City of Santa Cruz
Library Assistant III**

MINIMUM QUALIFICATIONS

In addition to those required of Library Assistant I and II:

Knowledge:

- Advanced working knowledge of library routines, procedures, and services in the assigned area
- Basic computer operations needed to access library applications software and productivity tools.
- Concepts and issues concerning the appropriate use of technology by different user groups.
- Practiced knowledge of the information resources of the library system.
- Basic legal issues including user privacy, confidentiality, and copyright.

Skills: *In addition to those required of Library Assistant II:*

- Adept at using Microsoft Office programs including Word and Excel and Google Docs

Abilities: *In addition to those required of the Library Assistant II:*

- Transfer information gained from training into the work place
- Assist and train users to operate public equipment, connect to the internet, utilize library software applications, and access library services from remote locations.
- Instruct users in basic research procedures, including use of the library's catalog, general database, and web searching, and locating materials in the library.
- Perform basic troubleshooting of technical problems, and resolve or appropriately refer those problems.
- Access and use basic assistive technologies, where appropriate, to ensure that all users have equitable access to technology.
- Multi-tasks in interacting with the public on the telephone, online, and in person while using the computer to search for information and guide the patron in a search as necessary.
- Make evaluative decisions when referrals are necessary, and use appropriate referral procedures.
- Use good judgment in handling difficult situations.

**City of Santa Cruz
Library Assistant III**

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:

- Bachelor's degree and,
- 2 years of experience at the Library Assistant II level with responsibility for the basic, daily operations of a small library branch.

LICENSES/CERTIFICATES

- Possession of a valid California Class C driver's license and a safe driving record, or the ability to provide alternate transportation which is approved by the appointing authority.

DESIRABLE QUALIFICATIONS

- ALA-APA Library Support Staff Certification
- Fluency in Spanish, an Asian language or sign language.

Classification No.: 363
Date of Issue: 1/2012
Supersedes: New
Update:
Review:

Career Ladder

- Director of Libraries
- Manager System Services and Support
- Library Division Manager
- Librarian II
- Librarian I
- Library Specialist
- Library Assistant IV
- *Library Assistant III*/Library Information Specialist
- Library Assistant II/ Bookmobile Library Assistant
- Library Assistant I

**City of Santa Cruz
Library Information Specialist**



**CITY OF SANTA CRUZ
LIBRARY INFORMATION SPECIALIST**

Reports to	Librarian
Supervises	Non-Supervisory
Bargaining Unit	SEIU

BASIC FUNCTION

Under general supervision, a Library Information Specialist is a skilled paraprofessional that requires competency at the Library Assistant I and II levels plus advanced paraprofessional knowledge, skill, and ability. The Library Information Specialist provides expertise in the reference service area.

DISTINGUISHING CHARACTERISTICS

The Library Information Specialist is the next higher level classification from a Library Assistant II in the library series. This classification requires significant initiative, exercises significant judgment, and acts more independently in performing the services for which they are responsible than Library Assistant I or Library Assistant II. The Information Specialist has greater specialization and expertise in reference.

TYPICAL DUTIES *(May include, but are not limited to, those duties listed below.)*

- Efficiently finds and helps others find and evaluate information through all library channels.
- Conducts effective reference interviews.
- Helps users define their information needs.
- Instructs users in research procedures, including use of the library's catalog, general database, and web searching, and locating materials in the library.
- Uses searching skills to find information in print, non-print, and digital resources.
- Uses locally developed tools such as subject guides, FAQs, and other resources that provide guidance to answer information requests.
- Helps users select the most appropriate information resource to meet their needs, and evaluates the quality, currency, and authority of information retrieved.
- Identifies and locates information in all formats, and assists users in retrieving materials, including those not held locally.
- Interprets bibliographic record and citation formats.
- Under professional guidance, develops and maintains special collections and tools such as sheet music, the song index, newspaper indexing, and community information which may include indexing, processing, repairing, binding, weeding, and making and correcting bibliographic records of holdings.
- Assists patrons with any routine activity associated with being in or using the library.

**City of Santa Cruz
Library Information Specialist**

- Provides direct service to the public in finding information in the branch and using collections, computers, and equipment in the library.
- Performs a broad range of tasks in operating the branch such as scheduling staff and handling basic patron, facility and equipment issues.
- Assists with the selection and supervision of staff and assists with performance planning and evaluation of staff.
- Is a member of the Programs and Services Team and as such is responsible for working with the division manager and facilities staff to insure the effective provision of the program and services.
- Provides constructive input and feedback within the library system concerning the needs of the public and the effectiveness of services and programs.
- Operates various office machines, computers, and audio visual equipment as required.
- Assists the public with locating and using the virtual branch and its services, such as online question help, online search help, and search consultation by appointment.
- Assists in providing reader services such as organizing book discussion groups, story hours, class visits, and book talks. Prepares flyers and displays under general content guidance from a professional.
- Delivers programs designed by professional staff for the audience of the specialized service.
- Provides paraprofessional-level question-answering and information discovery assistance to the public
- Provides reader's advisory and consults with librarians for readers advisory assistance.
- Efficiently refers questions to librarians from the public according to guidelines.
- Performs follow-up for questions and completes transactions with patrons.
- Efficiently searches the online resources of the library to connect library users with library resources.
- Retrieves, copies, faxes, emails, and otherwise transmits information as part of the question-answering process.
- Performs targeted needs assessments under the general supervision of a professional.
- May direct the work of volunteers.
- Collects prescribed service-area data.
- Responds to community concerns.
- Analyzes service-area data and provides findings, conclusions, and recommendations.
- May perform any duties of the Library Assistant I or Library Assistant II.
- May perform other related duties as assigned.

WORKING CONDITIONS

The position requires frequent sitting, walking, standing, reaching, stooping and repetitive use of hands in the performance of daily activities. Crouching, grasping and twisting is required in the performance of weekly activities. Occasional climbing, working overhead, pushing and pulling, and finger dexterity is required. The position requires near and far vision and normal hearing in the performance of daily activities. The need to lift up to 25 pounds on an occasional basis is required.

**City of Santa Cruz
Library Information Specialist**

Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

MINIMUM QUALIFICATIONS

In addition to those required of Library Assistant I and II:

Knowledge:

- Advanced working knowledge of library routines, procedures, and services in the assigned area
- Basic computer operations needed to access library applications software and productivity tools.
- Concepts and issues concerning the appropriate use of technology by different user groups.
- Practiced knowledge of the information resources of the library system.
- The general scope of the library's collections, including areas of strength and specialized collections.
- Basic legal issues involved in reference services, including user privacy, confidentiality, and copyright.
- Basic reference, information, and community resources.
- Classification and organization schemes for collections.
- Basic search methods, display options, and terminology of the library's catalog, website, and other information access tools.

Skills: *In addition to those required of Library Assistant II:*

- Adept at using Microsoft Office programs including Word and Excel and Google Docs.
- Basic computer operations needed to access library applications software and productivity tools.

Abilities: *In addition to those required of the Library Assistant II:*

- Assist and train users to operate public equipment, connect to the internet, utilize library software applications, and access library services from remote locations.
- Instruct users in research procedures, including use of the library's catalog, general database, and web searching, and locating materials in the library.
- Perform basic troubleshooting of technical problems, and resolve or appropriately refer those problems.
- Access and use assistive technologies, where appropriate, to ensure that all users have equitable access to technology.
- Make evaluative decisions when referrals are necessary, and use appropriate referral procedures.

**City of Santa Cruz
Library Information Specialist**

- Multi-tasks in interacting with the public on the telephone, online, and in person while using the computer to search for information and guide the patron in a search as necessary.
- Use good judgment in handling difficult situations.
- Conduct effective reference interviews
- Help users define their information needs.
- Use searching skills to find information in print, non-print, and digital resources.
- Use locally developed tools such as subject guides, FAQs, and other resources that provide guidance to answer information requests.
- Help users select the most appropriate information resource to meet their needs, and evaluate the quality, currency, and authority of information retrieved.
- Identify and locate information in all formats, and assist users in retrieving materials, including those not held locally.
- Interpret bibliographic record and citation formats.
- Use computer tools to chat, skype etc. with patrons at remote locations.

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:

- Bachelor's degree and,
- 2 years of library work experience at minimum Library Assistant II level in all aspects of reference.

LICENSES/CERTIFICATES

- Possession of a valid California Class C driver's license and a safe driving record, or the ability to provide alternate transportation, which is approved by the appointing authority.

DESIRABLE QUALIFICATIONS

- ALA-APA Library Support Staff Certification
- Fluency in Spanish, an Asian language or sign language.

Classification No.: 285
Date of Issue: 1/2012
Supersedes: New
Update:
Review:

City of Santa Cruz
Library Information Specialist

Career Ladder

- Director of Libraries
- Manager System Services and Support
- Library Division Manager
- Librarian II
- Librarian I
- Library Specialist
- Library Assistant IV
- Library Assistant III / *Library Information Specialist*
- Library Assistant II/Bookmobile Library Assistant
- Library Assistant I

**City of Santa Cruz
Library Assistant IV**



**CITY OF SANTA CRUZ
LIBRARY ASSISTANT IV**

Reports to	Library Division Manager or other Professional Staff
Supervises	Supervises the work of the Branch Aide, assigned Library Assistants and volunteers assigned to the branch
Bargaining Unit	Supervisory

BASIC FUNCTION

Under direction, the Library Assistant IV is a highly skilled paraprofessional classification responsible for overseeing all daily operations of the downtown branch. The incumbent has decision-making authority within general operational policies and guidelines.

DISTINGUISHING CHARACTERISTICS

As the branch leader for the downtown branch, the Library Assistant IV is the highest level classification in the library assistant series. It has a broader scope of responsibility than the Library Assistant III. This classification works under the general supervision of a professional and exercises significant independence, initiative, and judgment. The Library Assistant IV is distinguished from the higher level classifications of Library Specialist and Librarian I in that the latter classifications assume highly skilled professional responsibilities.

TYPICAL DUTIES *(May include, but are not limited to, those duties listed below.)*

- Supervises all operations of the downtown branch.
- Opens and closes the branch and secures the facility, its contents, and premises.
- Assists in the selection of staff, supervises staff, and conducts performance planning and evaluation of staff.
- Responsible for staff scheduling.
- Helps plan the assignment of volunteers and supervises them.
- Provides direct service to the public in finding information in the branch and using collections, computers, and equipment in the library.
- Is a member of the On-site Services Team and as such is responsible for working with the division manager and facilities staff to insure the well-being of the occupants and the facility.
- Coordinates with other library staff for services and programs that will be sited at the branch.
- Provides constructive input and feedback within the library system concerning the needs of the public and the effectiveness of services and programs.

**City of Santa Cruz
Library Assistant IV**

- Assists the public with use of the virtual branch and its services, such as online question help, online search help, search consultation by appointment, and readers advisory.
- Performs and supervises customer account transactions including account registrations, fines and fees, the resolution of account disputes and the negotiation of payment plans.
- Supports on-site services division manager with system wide circulation issues relating to policies and procedures.
- Collects, analyzes, and summarizes data into reports, with findings, conclusions, and recommendations
- Troubleshoots and resolves a wide range of problems related to services, operations, and customer and staff relations.
- Keeps informed of professional developments; attends professional meetings and training.
- Efficiently refers questions to librarians from the public according to guidelines.
- Performs other related duties as assigned.

WORKING CONDITIONS

The position requires frequent sitting, walking, standing, climbing, reaching, grasping, crouching and stooping in the performance of daily activities. Occasional kneeling, working overhead, pushing, finger dexterity and twisting is required. The position requires near and far vision and normal hearing in the performance of daily activities. The need to lift up to 25 pounds on an occasional basis is required.

Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

MINIMUM QUALIFICATIONS

Knowledge:

In addition to the knowledge requirements for Library Assistant III:

- Mastery of the operations of a medium or regional public library in the Santa Cruz Public Library System or of a comparable branch in another library system
- Advanced knowledge of library ethics and public library service philosophy
- Principles and practices of supervision and training

**City of Santa Cruz
Library Assistant IV**

Skills:

In addition to the skills requirement for Library Assistant II and III:

- Communication and interpersonal relations
- Analytical and problem-solving
- Time management

Abilities: *In addition to the abilities requirement for Library Assistant II and III:*

- Effectively oversee the operations of the downtown branch
- Manage a vast range of public interactions, including with difficult patrons
- Understand, explain, and administer library policies and procedures with the public, staff, and volunteers
- Collect, analyze, and summarize data in findings, conclusions, and recommendations
- Communicate clearly and succinctly orally and in writing
- Set priorities and nimbly adjust priorities as needed

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:

- Bachelor's degree and,
- 2 years of library work experience being responsible for the basic, daily operations of a medium or regional library branch at the Library Assistant III level and,
- Some supervisory experience

LICENSES/CERTIFICATES

- Possession of a valid California Class C driver's license and a safe driving record, or the ability to provide alternate transportation which is approved by the appointing authority.

DESIRABLE QUALIFICATIONS

- ALA-APA Library Support Staff Certification
- Fluency in Spanish, an Asian language or sign language.

Classification No.: 364
Date of Issue: 1/2012
Supersedes: New
Update:
Review:

**City of Santa Cruz
Library Assistant IV**

Career Ladder

- Director of Libraries
- Manager System Services and Support
- Library Division Manager
- Librarian II
- Librarian I
- Library Specialist
- *Library Assistant IV*
- Library Assistant III/Information Specialist
- Library Assistant II/Bookmobile Library Assistant
- Library Assistant I

**City of Santa Cruz
Library Specialist**



**CITY OF SANTA CRUZ
LIBRARY SPECIALIST**

Reports to	Division Manager or Manager System Services and Support
Supervises	Volunteer staff and/or other lower classification
Bargaining Unit	Mid-Management

BASIC FUNCTION

Under general direction, the Library Specialist is a highly skilled professional classification which is responsible for the coordination of a business or service function which works across divisions in the library. Examples of assignment areas are Virtual Services Coordinator, Learning Systems Coordinator and Volunteer Coordinator. The role of the Virtual Services Coordinator is to enhance the virtual library experience of the end users. The role of the Learning Systems Coordinator is to enhance continuous learning of library staff specific to performance requirements. The role of the Volunteer Coordinator is to supervise and manage the library's volunteer services.

DISTINGUISHING CHARACTERISTICS

The Library Specialist is distinguished from the lower level Library Assistant IV classification in that the latter is responsible for overseeing the daily operations of the downtown branch. The Library Specialist is distinguished from the higher level classification of Librarian I in that the latter has successfully demonstrated their mastery of core competencies of a professional librarian.

TYPICAL DUTIES *(May include, but are not limited to, those duties listed below.)*

- Ensures a smooth integration of the assigned specialty into library services and operations across divisions.
- Works with library staff in all divisions to assess needs and design services and operations to meet those needs in the assigned specialty.
- Designs, plans, evaluates and continuously improves the services and operations in the assigned specialty.
- Promotes the benefits of the services of the assigned specialty through written and oral descriptions and presentations.
- Collects, analyzes, and reports findings, conclusions, and recommendations related to the assigned specialty.
- Studies best practices in the specialty and adapts improvements based on sound analysis and planning.
- Prepares budgets and reports for Library Administration related to specialty.
- Serves on library-wide committees.
- May represent the library at community group meetings.

**City of Santa Cruz
Library Specialist**

- Keeps informed of professional developments; attends professional meetings and training.
- Participates in special activities as assigned.
- Efficiently refers questions to librarians from the public according to guidelines.
- Performs other associated duties as required or assigned.

In addition to the above typical duties:

Virtual Services Assignment

- Responsible for coordinating the ongoing development of the library's virtual branch across all functional areas of the library.
- Work with customer-focused, customer-facing content on the Library's Web site in consultation with the IT and Programs and Services teams.
- Coordinate the implementation of new electronic products and services to enhance the library's digital users' experience
- Recommend and implement web site enhancement
- Coordinate project teams of librarians and other subject matter experts to manage and contribute content to the SCPL Web site
- Develop web site content, write and/or collect new content for the SCPL Web site
- Write clear, concise, accurate copy using search engine optimization and web standards best practices
- Add, change, schedule, and delete content on the Web site using the administrative interface of SCPL content management system
- Develop digital library resources, ensuring coordination between technical and public services in the implementation and delivery of services
- Evaluate emerging technology products for potential application
- Participate in appropriate public service activities in order to understand the user perspective and needs
- Plan, coordinate, and manage online events such as online talks with authors, online art shows, webcasts, webinars, Q&A events, etc.
- Identifies and/or report on new and innovative uses of current and emerging technologies in support of virtual library services
- Plan and facilitate implementation of new tools, services, and functionality for the Web Site, such as social networking, web based services, mobile applications, and other technologies
- Coordinate customizations and functionality enhancements for the Library's presence on social networking sites
- Maintains library's presence on social media sites and other websites.
- Develop and document policies for web-based services
- Investigate and help establish beneficial partnerships and/or alliances between the Virtual Services Team and vendors, agencies, etc.
- Plan and implement roles, permissions, and workflow structure that allows other appropriate subject matter experts to contribute content to the Web site
- Communicate and interpret web policies and procedures to staff and patrons
- Assists Learning Systems Specialist with virtual services training of staff

**City of Santa Cruz
Library Specialist**

- Develop virtual service training materials for staff and patrons
Develop reports that measure key performance indicators and patterns of usage
- Analyze and report trends in order to identify areas for improvement, new services or functionality, discontinuation of old services or functionality, etc.

In addition to the typical duties:

Learning Systems Assignment

- Assess training needs and learning options and of individuals, work teams, and the organization as a whole.
- Design or apply existing needs assessment tools to assess the learning needs of staff
- Analyze learning needs of staff based on needs assessments
- Design or apply existing learning tools for staff related to their learning needs
- Develop continuous program of job-related learning and training options for individuals and teams based on the needs assessment.
- Configure and maximize the use of a learning management system across the library System (LMS is software for planning, delivering and managing learning events within an organization, including online, virtual classroom, and instructor-led courses)
- Import and support computer based training, collaborating with subject matter experts
- Design and develop online courses using authoring and multimedia software
- Organize, deliver, and evaluate face-to-face and e-learning content
- Assure compliance with professional continuing education standards and educational service standards.
- Provides information and coordinates mentoring and coaching for staff to meet their various performance competencies.
- Design and implement a “learning campus” for staff on the library/s intranet
- Evaluate and select appropriate learning resources to meet staff needs
- Provide contractual specifications for original training programs that the library outsources
- Instruct supervisors in performance planning and evaluation, effective feedback, and performance coaching
- Provide measures for gauging the effectiveness of learning systems
- Set up e-learning for staff including multi-media development or computer based training design and development

Volunteer Coordinator Assignment

- Reviews applications, interviews and recommends hiring of temporary library volunteers.
- Supervises and evaluates effectiveness of volunteers and provides ongoing monitoring of the volunteer program.
- Responsible for staff scheduling.

**City of Santa Cruz
Library Specialist**

- Performs community outreach and recruits for volunteers.
- Trains volunteers on specific job duties, safety, confidentiality, library practices and procedures.
- Evaluates program effectiveness and recommends service changes.
- Acts as liaison between library staff and volunteers and provides problem resolution with any related issues.

WORKING CONDITIONS

The position requires frequent sitting and walking in the performance of daily activities. Occasional standing, climbing, reaching, grasping, crouching, stooping, kneeling, working overhead, pushing and pulling and finger dexterity is required. The position requires near and far vision and normal hearing in the performance of daily activities. The need to lift up to 25 pounds on an occasional basis is required.

Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

MINIMUM QUALIFICATIONS

Knowledge:

- Principles of planning, evaluation, continuous improvement, and budget and budget management

Virtual Services Assignment

In addition to the general knowledge requirements:

- Knowledge of relevant web technologies.
- Knowledge of trends and best practices in library virtual services
- Knowledge of electronic products and services
- Working knowledge of standard office software.
- Working knowledge of copyright law
- Working knowledge of one or more major descriptive metadata standards
- Advanced website design and management
- Standard Metadata applications

Learning Systems Assignment

In addition to the general knowledge requirements:

- Principles and practices in adult learning theory
- Resources for training and developing library personnel

**City of Santa Cruz
Library Specialist**

- Learning needs assessment methods and techniques
- Adult Learning styles
- Effective training methods and techniques for use with adults
- E-learning methods and technology
- Knowledge of webinar equipment
- Learning Management System software (both commercial and open source) evaluation and use
- Proficient in MS Office and screen capture software
- Basic knowledge of digital camera including video and use

Volunteer Coordinator Assignment

- Effective supervisory practices including employee supervision, training and appraisal, performance management and work scheduling.

All assignment requirements:

Skills:

- Exceptional interpersonal skills and customer service
- Exceptional analytical and problem-solving skills
- Project management
- Time management
- Computer and computer software competency
- Organization and planning
- Excellent oral and written communication

Abilities:

- Effective communicator and collaborator
- Committed to user-centered services
- Work independently and with teams across divisions
- Organize efficiently, set priorities, track details, meet deadlines and develop workflow processes and tasks
- Make evaluative decisions when referrals are necessary, and use appropriate referral procedures.
- Adapt to changes in technology
- Use good judgment in handling difficult situations

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Library Specialist**

Virtual Services Assignment

In addition to the above general abilities:

- Evaluate end user technology options and develop and recommend solutions
- Committed to quality assurance and quality control

Learning Systems Assignment

In addition to the above general abilities:

- Evaluate internal learning needs
- Evaluate and utilize LMS software

Volunteer Coordinator Assignment

In addition to the above general abilities:

- Work effectively with the public, staff and volunteers
- Develop and write effective proposals and budgets
- Design promotional materials related to specialty area
- Work throughout the library system and in its communities

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:

- A Bachelor's degree in a relevant field depending on assignment area such as Information Technology, Digital Arts, and Education or related areas and,

Virtual Services:

- Minimum of 3 years library experience in user services with an emphasis on digital services and collections **or**,
- At least 3 years experience with current technology pertinent to Virtual Services, e.g., IM, videoconferencing, blogging, social software, MS Office Products, and web development software **or**,
- At least 3 years experience creating and sustaining digital collections **or**,
- At least 3 years experience managing technology projects in a collaborative work environment

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Library Specialist**

Learning Systems:

- Minimum 3 years experience with adult learning including multi-media development or computer-based training design and development, instructional technology or related field **or**,
- Minimum 3 years experience and excellent skills with robust rapid e-learning authoring tools as well as basic skills in image, audio and video editing software **or**,
- Minimum 3 years experience and excellent skills configuring learning management systems and processes.

Volunteer Coordinator:

- Minimum 3 years experience supervising and managing personnel and,
- 1 year working with volunteer staff.

LICENSES/CERTIFICATES

- Possession of a valid California Class C driver's license and a safe driving record, or the ability to provide alternate transportation which is approved by the appointing authority.

DESIRABLE QUALIFICATIONS

- Fluency in Spanish, an Asian language or sign language.
- Masters Degree in relevant field
- Experience applying the specialty area in a public library setting
- Experience working with a multicultural population in the specialty area
- Bilingual and bicultural experience in the specialty area

Classification No.: 740

Date of Issue: 1/2012

Supersedes: New

Update:

Review:

**City of Santa Cruz
Library Specialist**

Career Ladder

- Director of Libraries
- Manager System Services and Support
- Library Division Manager
- Librarian II
- Librarian I
- *Library Specialist*
- Library Assistant IV
- Library Assistant III / Information Specialist
- Library Assistant II/Bookmobile Library Assistant
- Library Assistant I

**City of Santa Cruz
Librarian I & II**



**CITY OF SANTA CRUZ
LIBRARIAN I & II**

Reports to	Division Manager
Supervises	Primarily any level Library Assistant and any lower classification
Bargaining Unit	Mid-management

BASIC FUNCTION

Under general direction applies the core competencies of a professional librarian and their knowledge gained from practice and continuing education to deliver customer-driven public library services. The librarian provides a high level of expertise in designing, delivering, evaluating, and continuously improving collections, programs and services, and library operations within prescribed funding limits. Librarians work both independently and in teams with other professionals and support staff to achieve best practices in a continuously changing technological environment. Librarians are expected to be active in professional library associations, continuing education, and activities that develop their professional competency and enable their currency in a constantly changing social, cultural, and technological environment.

DISTINGUISHING CHARACTERISTICS

Librarian I – This is the entry level professional Librarian. The Librarian I is expected to have mastered the core competencies of a professional librarian from an ALA-accredited Master’s degree program. This classification is distinguished from the Librarian II by the length of service as an entry level librarian. Incumbents hired as a Librarian I will be promoted to Librarian II upon successful completion of one year of service in which they have successfully demonstrated their professional competencies in the conduct of the assignments.

Librarian II – Librarian II is distinguished from Librarian I by having successfully demonstrated their mastery of core competencies of a professional librarian. In addition, Librarian IIs, by virtue of their education and practical experience, have developed expertise in one or more disciplines such as in reader’s advisory, information search and discovery, early literacy and language development, digital literacy, collection and content development, library services and programming for specific age groups or user groups, and multicultural expertise.

TYPICAL DUTIES *(May include, but are not limited to, those duties listed below.)*

Any combination of the following duties dependent upon Library System needs or individual position requirements:

- Designs, develops, and delivers library programs and services directly and through staff and volunteers.

**City of Santa Cruz
Librarian I & II**

- Performs direct service to the public in efficiently and accurately locating information and/or guiding the searcher in person, on the telephone, and online, effectively using the full range of search and technology options available through the library system.
- Provides expert advice to readers in identifying titles, authors, genre, and subject matter of interest specifically to the searcher or client group.
- Strategically creates content for the library's virtual services component, for programs, and for services, including for age-specific audiences such as children, families, adults, seniors, and teens.
- Provides subject expertise to collaboratively develop collections and content for the library's virtual and physical collections.
- Conducts original cataloging of books, government documents, media, serials, and other material; identifies and corrects problems related to obsolete, conflicting, or incorrect cataloging; interprets cataloging and classification rules and practices for other staff.
- Speaks to school and community groups regarding library services and resources.
- Designs and delivers educational programming for various age-groups related to reading, literacy, and digital fluency, for example, customized for the needs of various audiences. Programming is online or face-to-face and may take a variety of forms including book talks, lectures, story hours, workshops, one-on-one consultation, group instruction, performances, and presentations.
- Designs and supervises the installation of displays and exhibits.
- Assists in developing, modifying and evaluating library practices and procedures.
- Interacts with the public, informs patrons of Library System policies and procedures, and provides constructive feedback to library management concerning same.
- Represents the Library in cooperative relations with other agencies.
- Prepares reports, presentations, and correspondence on behalf of the library.
- Participates in professional activities to be current with trends, best practices, and innovations in library practice and technology.
- Supervises, trains, and evaluates subordinate personnel; may arrange employee work schedules.
- Keeps informed of professional developments; attends professional meetings and training.
- Performs other related duties as assigned.

WORKING CONDITIONS

The position requires frequent sitting, walking and grasping in the performance of daily activities. Occasional reaching, repetitive use of hands, working overhead and stooping is required. The position requires near and far vision and normal hearing in the performance of daily activities. The need to lift up to 25 pounds on an occasional basis is required.

Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

**City of Santa Cruz
Librarian I & II**

MINIMUM QUALIFICATIONS

Knowledge:

Librarian I

- Mastery of core competencies of the ALA-accredited graduate school.
- Principles and Practices of Supervision

Knowledge:

Librarian II

In addition to the above minimum qualifications for Librarian I, the following qualifications are also required for the Librarian II:

- Demonstrated knowledge and successful practical experience in applying the core competencies of a professional librarian *AND/OR*
- Competency in one or more library disciplines, such as in reader's advisory, information search and discovery, early literacy and language development, digital literacy, services and programs for children, youth, teens, adults, or seniors, multicultural expertise, and collection and content development.
- Principles and techniques necessary to identify and analyze emerging technologies and innovations in order to recognize and implement relevant technological improvements
- Principles involved in the organization and representation of recorded knowledge and information.
- Developmental, descriptive, and evaluative skills in order to organize recorded knowledge and information resources.
- Systems of cataloging, metadata, indexing, and classification standards and methods used to organize recorded knowledge and information.
- Automated cataloging and other automated technical services functions.
- Typical materials acquisition systems.
- Contemporary cataloging and classification systems.

Abilities:

Librarian I

- Communicate a warm and welcoming public attitude and spirit of service.
- Establish and maintain effective working relationships with other employees, volunteers, and the general public.
- Understand and apply library policies and procedures.
- Give clear information to the public and to support staff.
- Interpret library policies and procedures to both public and support staff.
- Communicate effectively, clearly and accurately, both orally and in writing

**City of Santa Cruz
Librarian I & II**

- Participate in the selection, supervision, training, and evaluation of staff and oversee and coordinate the work of others.
- Operate office equipment, including computer equipment related to library automation.
- Use good judgment in handling difficult situations
- Work Library System's schedule of hours.
- Transport self throughout Library System.
- Actively participate in a professional association, continuing education, and professional development through reading and activities that enable the librarian's professional development.

Librarian II

In addition to the above minimum qualifications for Librarian I, the following qualifications are also required for the Librarian II:

- Articulate and apply the ethics, values and foundational principles of library and information professionals and their role in the promotion of intellectual freedom.
- Apply information, communication, assistive, and related technologies to serve the public consistent with professional ethics and prevailing service norms.
- Assess and evaluate the specifications, efficacy, and cost efficacy of technology-based products and services.
- Efficiently apply the fundamental principles of planning, evaluation, and promotion to project management.
- Efficiently query and evaluate information retrieval systems.
- Efficiently conduct an information search and guide the searcher in an efficient and accurate search process.
- Effectively use the basic concepts and principles related to the creation, evaluation, selection, acquisition, preservation and organization of specific items or collections of information.
- Demonstrate proficiency in the use of current information and communication technologies as they affect the resources and uses of libraries.
- Use service concepts, principles and techniques that facilitate information access, relevance, and accuracy for individuals or groups of users.
- Design public training programs based on appropriate learning principles and theories.
- Demonstrate oral and written communication skills necessary for group work, collaborations and professional level presentations.
- Actively participate in a professional association, continuing education, and professional development through reading and activities that enable the librarian's professional development amidst a constantly changing social, cultural, and technological environment.
- Evaluate programs and services on specified criteria; and

**City of Santa Cruz
Librarian I & II**

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:

Librarian I

- A Master of Library Science degree or a Master of Science degree in Library and Information Studies or Librarianship from a program accredited by the American Library Association.
(Note: For the Librarian I, if an applicant possesses all of the minimum qualifications except one of the accepted Masters degree, the hiring department will agree to allow the candidate up to six (6) months while in the probationary period, to obtain and present the degree as a condition of employment.

Librarian II

- A Master of Library Science degree, or a Master of Science degree in Library and Information Studies or Librarianship from a program accredited by the American Library Association and,
- One year of experience in a professional level library position including some supervisory experience.

LICENSES/CERTIFICATES

- Possession and continued maintenance of a valid California driver's license and a safe driving record or the ability to provide suitable alternate transportation that is approved by the appointing authority.

DESIRABLE QUALIFICATIONS

- Fluency in Spanish, an Asian language or sign language.

Classification No.: Librarian I – #742
Librarian II – #750
Date of Issue: 1/2012
Supersedes: Re-classification from Librarian I #148 and Librarian II #149
Update:
Review:

City of Santa Cruz
Librarian I & II

Career Ladder

- Director of Libraries
- Manager System Services and Support
- Library Division Manager
- *Librarian II*
- *Librarian I*
- Library Specialist
- Library Assistant IV
- Library Assistant III/Information Specialist
- Library Assistant II/Bookmobile Library Assistant
- Library Assistant I

**City of Santa Cruz
Library Division Manager**



**CITY OF SANTA CRUZ
LIBRARY DIVISION MANAGER**

Reports to	Director of Libraries
Supervises	Primarily any level Library Assistant and any lower classification
Bargaining Unit	Mid-management

BASIC FUNCTION

Under administrative direction, the Division Manager is responsible for managing all aspects of a division of the library including On-site Services (branch locations), Collections, Physical and Virtual, Library Programs; provides leadership in the on-going development and effectiveness of the Division including planning, implementing, evaluating, and continuously improving the services and operations of the division; provides direction and supervision of assigned staff and coordinates and collaborates with the division managers of the library to provide a fully-integrated library service for residents of the library's service area. It is a member of the Library Director's executive team

DISTINGUISHING CHARACTERISTICS

This classification is distinguished from the next lower classifications of Librarian II and Library Specialist in that the latter classifications are professional experts in library functions, programs, and services and the Library Division Manager manages all aspects of a Library Division. This classification is distinguished from the next higher classification of Manager System Services and Support as the latter oversees the services and operations of the library system. .

TYPICAL DUTIES *(May include, but are not limited to, those duties listed below.)*

- Plans, administers, evaluates, and continuously improves the services of the Division based on internal and external needs assessments and library goals.
- Plans, administers, evaluates, and continuously improves the operations of the Division.
- Performance planning and review of staff assigned to the Division.
- Prepares, manages, and monitors the division's budget; estimates costs and fiscal impacts of new requirements and programs.
- Organizes, motivates, and engages staff to effectively plan, deliver, and improve services.
- Develops policies and procedures for the Division and advises the Director on system-wide policies.
- Manages, supervises, trains and evaluates assigned staff.
- Works with staff, volunteers, and the public to promote effective relationships and resolve conflicts.

**City of Santa Cruz
Library Division Manager**

- Interacts with the public, maintaining effective relations on the library's behalf.
- Develops concepts, writes proposals, grant applications and reports.
- Administers grants and manages grant budgets.
- Designs and conducts assessments of customer needs (external and internal customers) of services and operations.
- Collects and analyzes pertinent data, and makes decisions for the Division and recommendations to the Director based on sound analysis.
- Is professionally active, continuously learning best practices relevant to the assigned divisional services and operations.
- Performs other related duties as assigned.

WORKING CONDITIONS

The position requires frequent sitting, walking, grasping, and finger dexterity in the performance of daily activities. Occasional climbing, stooping, kneeling, crouching, reaching, working overhead, pushing and pulling, and standing is required. The position requires near and far vision and normal hearing in the performance of daily activities. The need to lift up to 25 pounds on an occasional basis is required.

Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

MINIMUM QUALIFICATIONS

Knowledge:

- Thorough knowledge of the assigned functional area
- Library principles and practices
- Public library philosophy and practice
- Professional ethics and obligations.
- Planning, budgeting, and evaluation of services and operations, personnel management, and public relations.
- Federal, state and local policies, laws and regulations related to library services and operations.

Abilities:

- Organize, analyze, synthesize, and present data, findings, conclusions, and make recommendations to the executive team of the library.
- Prepare effective public relations and publicity materials for mass media and community publications.
- Communicate effectively, clearly, and accurately, both orally and in writing.
- Establish and maintain effective working relationships with other employees, volunteers, and the general public.
- Use good judgment in handling difficult situations
- Communicate a warm and welcoming public attitude and spirit of service.
- Willing to work the Library System's schedule of hours.

**City of Santa Cruz
Library Division Manager**

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:

- ALA-accredited MLS (Master of Library Science) or other master's degree in a relevant field such as business administration, public administration, and educational administration and,
- Four years of increasingly responsible library experience including management, lead or supervision and,
- Competency and experience in service or operations that relates directly to the functional area of the division.

LICENSES/CERTIFICATES

- Possession of a valid California Class C driver's license and a safe driving record, or the ability to provide alternate transportation which is approved by the appointing authority.

DESIREABLE QUALIFICATIONS

- Public Library Association's Public Library Administrator Certification.
- Fluency in Spanish, an Asian language or sign language.

Classification No.: 798

Date of Issue: 1/2012

Supersedes: Reclassification from Librarian IV #725

Update:

Review:

Career Ladder

- Director of Libraries
- Manager System Services and Support
- *Library Division Manager*
- Librarian II
- Librarian I
- Library Specialist
- Library Assistant IV
- Library Assistant III /Information Specialist
- Library Assistant II /Bookmobile Library Assistant
- Library Assistant I

**City of Santa Cruz
Manager System Operations and Support**



**CITY OF SANTA CRUZ
MANAGER SYSTEM SERVICES AND SUPPORT**

Reports to	Director of Libraries
Supervises	Management Analyst, IT Network Manager, Library Specialist
Bargaining Unit	Mid-Management

BASIC FUNCTION

Under administrative direction, this position assists with the planning, directing, managing, and overseeing of the services and operations of the library system. This position provides highly responsible and complex administrative support to the Director of Libraries by focusing on the integrated, efficient, and effective internal operation of the library system. The form and focus of duties is dynamic, according to the needs of the library system which change over time. The position is responsible for managing the system services and support division and functions of the library, for the procedural implementation of system-wide initiatives, and other duties as assigned. The incumbent is a member of the libraries executive team and works with senior library leaders to design, deliver, and continuously improve library services in a constantly changing social, cultural, and technological environment. This position interacts and coordinates with other library divisions and other departments and outside agencies. The position is responsible for providing leadership in the ongoing development and effectiveness of the business and IT functions.

DISTINGUISHING CHARACTERISTICS

The Manager System Services and Support is distinguished from the next lower classification of Library Division Manager by the former's scope of responsibility which transcends a single functional area. The incumbent in this position exercises maximum independent judgment in discharging responsibilities for the daily operation of the library system. This classification is distinguished from the next higher level classification of Director of Libraries in that the latter serves as head librarian for the city-county library system in planning, organizing and directing library operations and administration.

TYPICAL DUTIES *(May include, but are not limited to, those duties listed below.)*

- Briefs and meets with the Library Director on a periodic and as-needed basis to coordinate work plans and address organizational matters.
- Prepares agendas, convening the executive team, and facilitating meetings related to the accomplishment of the library's goals, initiatives, and performance.
- Meets with division managers to coordinate divisional goals, initiatives, and performance.
- Recommends policies and procedures to the Library Director, including review and analysis with library stakeholders, both internal and external, as appropriate.
- Analyzes the effectiveness of service plans, staffing allocations, and operations.

City of Santa Cruz
Manager System Operations and Support

- Makes recommendations to the Library Director for the allocation and use of resources to efficiently meet the goals and objectives of the library.
- Assists in the development and administration of the Library System's budget, in revenue forecasting and expenditure projections, and in resource allocation analysis.
- Administers performance planning and review of direct-reports.
- Handles disciplinary procedures at the executive level.
- Attends meetings for the Library Director and represents the Library Director at meetings as assigned.
- Communicates with staff on behalf of the Library Director, as assigned.
- Conceptualizes development projects, grant proposals, and administers grants or delegates their administration with direction and oversight.
- Prepares detailed analytic reports for the Library Director.
- Resolves sensitive and controversial matters with staff and the public.
- Attends professional group meetings and continuing education to be current with library best practices, trends and innovations relevant to the scope of responsibilities.
- Recruits, hires, supervises, and dismisses staff
- Sets service and workload measures for the library system and monitors and insures compliance
- Serves as Director of Libraries in her/his absence.
- Performs other related duties as assigned.

WORKING CONDITIONS

Position requires frequent sitting and walking, occasional standing, reaching, kneeling, crouching and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine dexterity. Additionally, the position requires near and far vision and normal hearing. The need to lift and carry files, paper and documents weighing up to 25 pounds on an occasional basis also is required.

Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

MINIMUM QUALIFICATIONS

Knowledge:

- Library operations and organization, including services, activities, staffing, facilities, and equipment.
- Principles and practices of library science.
- Principles and practices of supervision, training, and performance evaluation.
- Public library philosophy and practice, and professional ethics and obligations.
- Principles and practices of program development and administration.
- Principles and practices of municipal budget preparation and administration as applied to a library system; and, public library funding sources.
- Federal, State, and local laws, codes, and regulations related to library services and personnel administration.

**City of Santa Cruz
Manager System Operations and Support**

Abilities:

- Develop, organize, plan and coordinate operating procedures and information programs.
- Select, supervise, train, and evaluate staff; and oversee, direct, and coordinate the work of others.
- Conduct accurate and thorough research and analysis, identify alternative solutions, project consequences of proposed actions, implement recommendations, and prepare clear and concise administrative and financial reports.
- Prepare and administer large program budgets.
- Analyze, assess, and address community needs related to the Library System and recommend plans for modifying or extending library services.
- Research, analyze, and evaluate new service delivery methods and techniques.
- Interpret library policies and procedures to the public and support staff.
- Design and develop effective public relations and publicity materials for media and community publications.
- Interpret and apply Federal, State, and local policies, laws, and regulations related to library services and personnel administration.
- Communicate effectively, clearly and accurately, both orally and in writing.
- Operate office equipment including computer equipment related to library automation.
- Establish and maintain effective working relationships with other employees and the general public.
- Use good judgment in handling difficult situations
- Communicate a warm and welcoming public attitude and spirit of service.
- Work Library System's schedule of hours.
- Transport self throughout Library System.

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:

- Master of Library Science degree from a program accredited by the American Library Association and,
- Five years of increasingly responsible experience in a professional level library position, including three years of experience at the supervisory or management level.

LICENSES/CERTIFICATES

- Possession of a valid California driver's license and a safe driving record; or the ability to provide suitable alternate transportation that is approved by the appointing authority.

**City of Santa Cruz
Manager System Operations and Support**

DESIRABLE QUALIFICATIONS

- Public Library Association's Public Library Administrator Certification
- Public Administration degree
- Fluency in Spanish, an Asian language or sign language.

Classification No.: 799

Date of Issue: 1/2012

Supersedes: New

Update:

Review:

Career Ladder

- Director of Libraries
- *Manager System Services and Support*
- Library Division Manager
- Librarian II
- Librarian I
- Library Specialist
- Library Assistant IV
- Library Assistant III /Information Specialist
- Library Assistant II /Bookmobile Library Assistant
- Library Assistant I

Library New Staffing Transition Plan
Santa Cruz Public Libraries
August 17, 2011
(updated September 28, 2011)

Prepared by Cathy Bonino Principal Human Resources Analyst

The following describes the Transition Plan for the new Library Staffing model as referenced in the May 2011 New Library Job Specification and Compensation Recommendations Report.

As outlined in the May 2011 *(updated Sept. 28, 2011)* report, the basic structure for the new library staffing model includes eleven (11) regular library specific job classifications and one (1) temporary library classification. Job classifications include:

Library Aide (temporary)	Library Assistant IV (LAIV)
Library Assistant I (LAI)	Library Specialist
Library Assistant II (LAI)	Librarian I
Bookmobile Library Assistant	Librarian II
Library Assistant III (LAIII)	Library Division Manager
Library Information Specialist	Manager System Services and Support

Job classifications in the new staffing model reflect broadened job duties, integration of technology, incorporation of a learning environment, and more strategic approaches to service delivery. This has resulted in different and often increased levels of competencies for staff.

To this end, it was necessary to review existing qualifications and competencies of library staff as compared to the qualifications of the new job classifications. To ensure the staffing plan meets the needs of the new staffing model, employees would need to meet the new job classification qualifications.

To develop the transition plan, HR took a three phase approach. Phase 1 was the qualification assessment whereby the experience, education, and other knowledge, skills, and abilities of library staff were collected and assessed. Phase 2 was the reclassification of existing classifications to new classifications in the new library staffing model. Phase 3 was the reconciliation of those employees who were not reclassified into new classifications. Because there are fewer positions in the Library's new staffing model than in the existing classification plan, it is inevitable that employees will be identified for lay-off. At this time we anticipate that number to be no more than eleven (11) although the report may show more. Until the full impact of the retirement incentive is realized, we will not know for sure.

Each of the three transition phases are described in more detail in the following sections.

Phase 1 - Qualification Assessment

Library employees affected by the new staffing model were asked to complete an employment/education questionnaire in which their knowledge, skills and abilities were assessed by Human Resources. These skills and competencies were compared with the minimum qualifications of the new library job classifications and every classification for which each employee is qualified was identified. Human Resources then met with library staff in order to validate employee job skills as they relate to their work at the Santa Cruz library.

Phase 2 - Re-classification

Existing job classifications with the same minimum qualifications and/or required knowledge, skills and abilities as a new job classification in the new library staffing model are considered equal. Therefore the transition to these classifications can be accomplished as re-classifications. Classifications which meet this parameter are:

Library Clerk to Library Assistant I
Librarian I/II to Librarian I/II
Librarian IV to Library Division Manager

Employees in the above existing classifications will be automatically re-classified to the new classification through the following steps:

1. There is an available position for the new classification
2. Employee has seniority according to the applicable MOU
3. Employee is placed as close to the same number of existing hours (FTE).
4. If, after all new positions are re-classified, there are vacant positions remaining, the vacant positions will be made available for reconciliation in Phase 3.

See Appendix A for employee re-classifications.

Phase 3 - Reconciliation

Employees in existing classifications which were not re-classified were placed in a general employee pool for assignment to a new classification.

As noted above in Phase 2 #4, any vacant position remaining after re-classifications were made available for reconciliation in Phase 3.

Employees were then assigned to positions in the new classifications through the following steps:

1. Group into similar existing classifications
2. Begin with highest level existing classification group
3. Begin with employee with highest seniority (according to applicable MOU)
4. Isolate the highest classification for which the employee qualifies
5. If there is an available position in that classification
 - a. Employee is placed as close to the same number of existing hours (FTE).

6. If there is not an available position in the highest classification for which the employee qualifies
 - a. Move to the next lower classification for which the employee qualifies and for which there is an available position.
 - b. Employee is placed as close to the same number of existing hours (FTE).
7. Continue with #6 until all available new positions are filled.
8. Employees not placed in positions as a result of the above process due to a lack of available positions in the new staffing model will be laid off. Human Resources will work with affected employees in exploring reassignment possibilities within the city. Human Resources will also provide transition training assistance such as job search tips, resume preparation and interviewing techniques etc.

See Appendix B for employee reconciliation to new classifications.

Additional Parameters

For the above placements, if the new position is not the same FTE as the employee currently holds, they will be placed in a higher FTE position. If the same or higher FTE is not available, the employee will be placed in a lower FTE.

If an employee's placement in a classification/position results in lower pay because of the lesser FTE than a lower level classification/position with a greater FTE, the employee may choose the lower level classification/position if it does not displace another employee with greater seniority. The employee will be placed in the higher level classification with the lower FTE unless they choose the lower classification. Affected employees were provided the opportunity to elect the lower classification if they so choose.

Employees may exercise bumping rights according to the MOU to a previously held lower classification if the lower classification is one which is being re-classified in the new staffing model. This scenario is applicable to current Librarian III's where they have been placed in the new Librarian II classification positions through the bumping process as outlined in the Supervisory MOU. The assumption is that they would wish to do this rather than move to a lower classification (i.e. LAII).

If a re-classification as outlined in the Phase 2 section results in an employee being placed in a lower paid classification than employees in the same existing classification who were placed in the general pool as a result of a lack of available positions, employees with greater seniority will have priority for the higher classification provided they meet the minimum qualifications.

Compensation/Probation

Any employee placed as a result of re-classification will receive re-classification pay in accordance with the applicable MOU. A new probationary period would not need to be met.

Any placement from the general pool to a classification with higher pay will be considered a promotion and will receive promotion pay according to the applicable MOU. Also according to the applicable MOU section for promotions, a new probationary period will need to be met.

Any placement in a new classification with a lower pay range will be placed as close as possible in the new pay range without receiving a reduction in pay rate. If the employee is currently paid at a rate higher than the top step of the new classification pay range, the employee will be placed at the top step of the new pay range.

Recruitments

Internal recruitments will be held for the higher level classifications of Manager System Services and Support and any remaining vacant Library Division Manager position after the re-classification and reconciliation phases are complete. (The Division Manager for Onsite Services will be vacant due to retirement of current Librarian IV for Public Services).

New Minimum Educational Requirement

Most library employees affected by the new staffing model meet at least the new minimum educational requirement of 45 college units for the Library Assistant II and Bookmobile Library Assistant classifications. To allow existing Library Assistant, Senior Library Assistant and Bookmobile Library Assistant employees who do not have the minimum 45 college units but who would otherwise meet the qualifications of these two classifications and where there is an available position for them, employees will be granted 18 months from the new staffing plan implementation date (currently scheduled for January 1, 2012) to obtain the minimum educational requirements of 45 college units. Affected employees will be placed in the new classification and will remain at their current pay rate until completion of the required college units and within the time requirement.

Upon completion of the education requirements, these employees will be placed in the new salary range using the same logic described in the Compensation/Probation section of this report. If the new classification has a higher pay range, the promotion language of the applicable MOU will be used to determine the new salary and a promotional probationary period will be required. If the new classification has the same or a lower pay range, the employee will be placed in the range at the step closest to but not lower than their current rate of pay. If the employee is currently paid at a rate higher than the top step of the new classification, the employee will be placed at the top step of the new salary range.

If an employee chooses this avenue and does not meet the educational requirement within the 18 months, the employee will be offered a lower level position if available. If a lower level position is not available, the employee will be laid off. Human Resources will explore reassignment possibilities within the city.

Library Assistant III – Person In Charge (PIC)

After the re-classification and reconciliation phases were complete in the classifications above the Library Assistant III and Information specialist, it became difficult to find remaining employees who met the minimum qualifications for the LAIII classification, that is, those who have had at least 2 years oversight of a small library branch. Therefore placements in this classification are those who are “most” qualified and may include substituting similar non-library experience. This approach was taken in order to provide opportunities for existing library staff, minimize lay-offs and avert an external recruitment.

FTE and Locations of Positions – See attached Appendix C

Meet and Confer Sessions

Human Resources (HR) and the Library Director have been meeting with union bargaining groups on a regular basis. The draft Job Classification and Compensation Recommendations for the Library New Staffing Model report was distributed to all library employees and union representatives mid May 2011. Union representatives, the Library Director and HR met three times to discuss employee impacts. The draft Library New Staffing Transition Plan report was distributed to all library employees and union representatives mid August 2011. Since distribution of that draft report, union representatives, the Library Director and HR have met five additional times to discuss employee impacts.

During the meet and confer process, one issue that arose is that employees felt that they may be qualified for higher level classifications than those for which they were rated. HR agreed to re-evaluate any employee request. Twelve employees requested a re-assessment of their qualifications with four having been found to meet the minimum qualifications of one additional higher level classification, primarily as a result of the substitution of the Library Assistant III qualifications noted in the above related section. Two others included substitutions for comparable experience in other classifications.

Other issues involve employees who will experience a decrease in their net pay as a result of moving to a lower paying classification or a reduction of hours or both. The union representatives and HR are continuing with the meet and confer process on this subject as well as discussions surrounding the new temporary classification of Library Aide.

Other minor issues, questions and requests for information have been discussed and provided and have been resolved.

Library Courier

The outsourcing of the courier function was discussed in several meet and confer sessions. After a trial of an in-house alternative and extensive analysis it has been decided to keep the courier service in house with one driver at 22 hpw and one at 20 with 15 hpw of library aide assistance. This arrangement will be reevaluated in 2012 in light of an anticipated reduction in need due to service changes.

Employee Re-classifications - Appendix A													
Classification	Current FTE	New FTE	TOTAL ELIGIBLE HOURS	LAI (2)	LAI (26)	Bookmobile LA (2)	LAI/ Information Specialist (4)	LAI/ Specialist (1)	Library Specialist (3)	Librarian I	Librarian II (17)	Library Division Manager (3)	Manager System Services and Support (1)
Librarian IV	100.00	100.00	45,809.00	X	X		X	X	X	X	X		X
Librarian IV	100.00	100.00	22,080.00	X	X								X*
Librarian II	100.00	100.00	36,054.24	X	X		X	X	X	X		X*	X
Librarian II	62.50	62.50	32,293.00	X	X		X	X	X	X		X*	X*
Librarian II	100.00	100.00	30,360.00	X	X		X	X	X	X		X	X
Librarian II	100.00	100.00	28,936.00	X	X		X	X	X	X		X*	X*
Librarian II	100.00	100.00	28,512.00	X	X		X	X	X	X*		X*	*
Librarian II	100.00	100.00	28,156.00	X	X		X	X	X	X		X*	X
Librarian II	100.00	100.00	24,589.50	X	X		X	X	X	X		X*	X
Librarian II	100.00	100.00	23,099.25	X	X		X	X	X	X		X*	X*
Librarian II	100.00	100.00	20,227.50	X	X		X	X	X	X		X	X
Librarian II	75.00	75.00	19,392.50	X	X		X	X	X	X		X	X
Librarian II	50.00	50.00	16,475.45	X	X		X	X	X	X		X	X
Librarian II	100.00	100.00	9,500.00	X	X		X	X	X	X		X	X
Librarian II	100.00	100.00	8,368.00	X	X		X	X	X	X		X	X
Librarian II	75.00	50.00	6,618.75	X	X		X	X	X	X		X	X
Library Clerk	100	50.00	45,720.00	X*	X*				*	X*			
Library Clerk	100	50.00	45,236.50	X	X								

X = meets MQ's
 √ = placement
 * = employee interest

Employee Reconciliation - Appendix B														
Classification	Current FTE	New FTE	TOTAL ELIGIBLE HOURS	LAI (2)	LAI (26)	LA (2)	LAI (5)	Information Specialist (4)	LAI (1)	Library Specialist (3)	Librarian I	Librarian II (17)	Library Division Manager (3)	Manager System Services and Support (1)
Librarian III (bump to Lib II)	100.00	100.00	41,635.00	X	X		X	X	X	X	X		X*	X
Librarian III (bump to Lib II)	100.00	100.00	40,232.50	X	X		X	X	X	X	X		X*	X
Librarian III (bump to Lib II)	100.00	100.00	38,165.00	X	X		X	X	X	X	X		X*	X
Librarian III (bump to Lib II)	100.00	100.00	28,922.00	X	X		X	X	X	X	X		X*	X
Librarian III (bump to Lib II)	100.00	100.00	27,906.00	X	X		X	X	X	X	X		X*	X
Circulation Division Supervisor	100.00	100.00	45,667.00	X	X		X							
Senior Library Assistant	100.00	100.00	45,700.00	X	X		*							
Senior Library Assistant	100.00	100.00	45,209.23	X	X*									
Senior Library Assistant	100.00	100.00	30,849.00	X	X*									
Senior Library Assistant	75.00	100.00	29,451.50	X	X		X*	X*	X*		X*			
Senior Library Assistant	100.00	100.00	29,180.00	X	X		X*	X*	X*		X*			
Senior Library Assistant	100.00	100.00	27,784.00	X	X		X*	X*	X*					
Senior Library Assistant	100.00	100.00	26,438.75	X	X*									
Senior Library Assistant	62.50	75.00	25,888.55	X	X*									
Senior Library Assistant	100.00	100.00	25,781.00	X	X									
Senior Library Assistant	62.50	100.00	21,306.58	X	X		X*	X*						
Senior Library Assistant	100.00	100.00	19,828.00	X	X*		X*	X*	X	X*				
Library Assistant	100.00	100.00	45,708.00	X	X*									
Library Assistant	100.00	100.00	45,413.25	X	X*									
Library Assistant	100.00	100.00	39,565.41	X	X*									
Library Assistant	100.00	100.00	34,784.00	X*	X*									
Library Assistant	100.00	75.00	32,378.50	X	X*									
Library Assistant	100.00	75.00	29,156.00	X	X									
Library Assistant	100.00	100.00	29,001.39	X	X*									
Library Assistant	100.00	75.00	28,765.00	X	X*									
Library Assistant	100.00	100.00	26,288.25	X	X*									
Library Assistant	100.00	100.00	25,966.00	X*	X*									
Library Assistant	100.00	75.00	24,579.50	X	X*									
Library Assistant	100.00	100.00	23,726.50	X	X*									
Library Assistant	100.00	75.00	23,503.52	X*	X*									
Library Assistant	100.00	62.50	23,067.00	X*	X*									

Classification	Employee Reconciliation - Appendix B											Manager System Services and Support (1)		
	Current FTE	New FTE	TOTAL ELIGIBLE HOURS	LAI (2)	LAI (26)	Bookmobile LA (2)	LAI (5)	LAI Information Specialist (4)	LAIW (1)	Library Specialist (3)	Librarian I		Librarian II (17)	Library Division Manager (3)
Library Assistant	100.00	62.50	22,590.75	X	√									
Library Assistant	100.00	62.50	20,410.95	X	√		*							
Library Assistant	50.00	62.50	16,704.33	X	√			X*						
Library Assistant	50.00	62.50	13,856.74	X	√									
Library Assistant	62.50	62.50	7,710.00	X	√		*							
Library Assistant	50.00	62.50	5,028.10	X	√		*							
Library Assistant	50.00	62.50	26,267.50	X*	√		*							
Bookmobile LA	100.00	100.00	4,553.50	X	X	√								
Bookmobile LA	50.00	50.00	37,694.00	√	X*	*			*					
Library Clerk	100.00	75.00	36,926.25	√	X									
Library Clerk	100.00	75.00	31,735.00	X	√		X							
Library Clerk	100.00	50.00	30,701.75	X	√		*							
Library Clerk	100.00	50.00	25,821.00	X*	√		*							
Library Clerk	100.00	50.00	35,584.00	X	*		*							
Library Clerk	100.00	50.00	23,736.75	X*	*		*							
Library Clerk	65.00	65.00	23,366.95	X*	*		*							
Library Clerk	100.00	50.00	22,307.75	X*	√		*							
Library Clerk	100.00	50.00	20,277.50	X*	√		*							
Library Clerk	100.00	100.00	19,007.75	X	X*									
Library Clerk	100.00	100.00	15,523.25	X*	*		*							
Library Clerk	100.00	100.00	14,594.00	X*	X*		*							
Library Clerk	100.00	100.00	14,291.27	X*	X*		*							
Library Clerk	50.00	50.00	10,383.50	X*	X*		*		*					
Library Clerk	62.50	62.50	9,250.37	X*	X*		*		*		X			
Library Clerk	50.00	50.00	7,981.84	X	*		*		*					
Library Clerk	50.00	50.00	7,619.25	X*	X*		*		*					
Library Clerk	50.00	50.00	5,544.85	X*	X*		*		*					
Library Clerk	50.00	50.00	5,272.75	X	X		*		*					
Library Clerk	50.00	50.00	4,474.50	X*	X*		*		*					
Library Clerk	50.00	50.00	3,407.21	X*	X		*		*					

** needs to meet 45 units
 * employee interest
 *** most qualified

√ = new placement

Appendix C - FTE's and locations 9/26/11

	Volunteers	Library Aide	LAI	LAI	LAI	LAI	LAI	LAI	LAI	LAI	LAIV	Library Specialist	Librarian I/II	Div Manager & Support	Mgr System Services	
Onsite															1	
Aptos	8 hpw= L Aide	4 @15 2 @10	0 1 @20 0 1	2 @25 0 1 @20	0 1 @20 0 1	1	0	0	0	0	0	0	0	0	0	0
Boulder Cr		0 2 @14 3 @15 1 @11														0
Branciforte	8 hpw= L Aide	3 @15 1 @11	0 1 @30	0 1 @30	0 1 @30	1 @30	0	0	0	0	0	0	0	0	0	0
Capitola	8 hpw= L Aide	3 @15	0 1 @30	0 1 @30	0 1 @30	1 @30	0	0	0	0	0	0	0	0	0	0
Downtown	8 hpw= L Aide	14 @15	2 @30	4 @20	4 @20	0	0	0	0	0	1 @40	0	0	0	0	0
Felton		0 2 @10		0 1 @25	0 1 @25	0	0	0	0	0	0	0	0	0	0	0
Garfield Pa		0 2 @10		0 1 @25	0 1 @25	0	0	0	0	0	0	0	0	0	0	0
La Selva Be		0 2 @10		0 1 @30	0 1 @30	1										
Live Oak	8 hpw= L Aide	4 @15 4 @15		2 @25	2 @25	1	0	0	0	0	0	0	0	0	0	0
Scotts Valle	8 hpw= L Aide	2 @10		0 1 @20	0 1 @20	1	0	0	0	0	0	0	0	0	0	1
Programs & Services																
Reference dntn																
On site APT, LO, SV																
Remote																
Virtual Coord																
Programming																
Bkm LA																
Collection Mgt		1 @15 1 @10		0 7.5	0 7.5	0	0	0	0	0	0	0	0	3.5	1	1
Support																

Citizen Member Recruitment and Appointment Draft Process

Timeline:

October 3	Review timeline and process with Board
October	Recruit applicants. Communicate opening to public and solicit applications. Prepare Applicant Package.
November	Continue to recruit applicants. Recommunicate opening as needed
November 28	Application deadline
December 5	Applicants provide 5-minute presentation to Board; Board nominates and elects citizen member.

Does Board want to vote on applicants in same meeting as presentations are made? Or elect citizen member in January Board meeting?

Applicant Package:

1. Cover Letter
2. Application
3. Information Package

Communicate Citizen Member Board opening:

- Advertisement in Sentinel and Capitola/Soquel Times (?)
- Library website posting
- Board members publicize to their network, colleagues
- Board of Supervisors and Capitola City Council announce opening
- SCPL Friends communicate to their members and Board.

Thank you for your interest in serving as a citizen member of the Santa Cruz City County Public Library Joint Powers Board (LJPB). This vacancy is for a citizen member residing south of Santa Cruz within the SCPL service area.

Enclosed is an application and general information about the Citizen Member position on the Board.

The LJPB is a governing board that has responsibility for strategy, financial oversight and policy approval. The leadership and direction provided by the Board have a major impact on the value and effectiveness of library services to our community.

Your completed application must be received at our office no later than 5pm November 28, 2011.

Send your application to Santa Cruz Public Libraries, Citizen Member Applications, 117 Union Street, Santa Cruz, CA 95060; or e-mail to landerst@santacruzpl.org.

If you have any questions, please contact Library Director Teresa Landers (427-7706 or landerst@santacruzpl.org) or Barbara Gorson, Chair, Library Joint Powers Board (464-6717 or bagorson@pacbell.net)

Sincerely,

Teresa Landers

Barbara Gorson

000098

Santa Cruz Public Library Joint Powers Library Board Citizen Member Information Packet

General Function

The SCPL Joint Powers Board (LJPB) is a governing board whose broad duties are outlined by the Joint Powers Agreement. The Board is responsible for financial oversight, passing a balanced annual budget, setting strategy and policy for the library to achieve its mission, and establishing criteria for success and evaluating library service. The Board ensures that quality library services are provided to meet the needs of a diverse community. The Board represents the public and is accountable to the public.

Board Composition

The nine member Board consists of six councilmembers appointed to the Board from their respective jurisdictions (two members from Santa Cruz City Council, one member from Scotts Valley City Council, one member from Capitola City Council, two members from the County Board of Supervisors) and three at-large citizen members appointed by majority vote of the Library Board, representing geographic diversity.

The current (January 2012) Citizen Member opening on the Board is for a citizen member from the Library Service Area South of the City of Santa Cruz which includes Supervisorial Districts 1 and 2.

Length of Term of Office

Elected officials serve at the pleasure of their appointing bodies. Citizen Members serve a four year term, with a limit of two consecutive terms.

Board Meetings

LJPB Meetings are held once a month on the first Monday of the month. If a holiday falls on the first Monday, the meeting is held on the second Monday. Occasional special meetings are called. Meetings begin at 6 or 6:30 based on the agenda and are typically finished by 10pm.

Meetings are open to the public and generally held at the Central Library Community Meeting Room, but may be held at other branch or community meeting rooms on occasion.

Expectations of a Library Board Member

- Support and uphold Library values, vision and mission.
- Preparation and active meeting participation and regular attendance at monthly Board Meetings, occasional committee meetings, and special

- events.
- Read Board materials before each meeting. Research issues as needed and ensure they are understood before making decisions or setting direction.
 - Become familiar with library branches, services and programs.
 - Become and stay informed about issues and trends that affect libraries and the structure and operations of the SCPL.
 - Although Citizen Members are chosen from a specific region of the County to ensure geographic diversity on the Board, they are expected to operate from a perspective that is objective and broad; and make decisions which maximize the benefit to the library system as a whole and provide value to the community.
 - Be involved in policy setting and financial governance, not day to day management and operations of the library.
 - Support the staff and ensure that the staff has the tools and training needed to succeed in their jobs.
 - Assess Library Director performance and provide input to Santa Cruz City Manager for Annual Performance Review.
 - Advocate on behalf of the library and represent the library to other community groups as appropriate.
 - Be collegial, respectful, and participate in meetings, group discussions and public events.
 - Uphold the public meeting requirements of the Brown Act.

Time Commitment:

Average time commitment is 8 to 15 hours per month (including meeting time). This will vary based on issues and work to be done and on participation in adhoc or ongoing subcommittees, task forces and/or special events.

For More Information:

Information about the Board, Financial and Planning Documents, and current and past Board agendas and minutes:
<http://www.santacruzpl.org/aboutscpl/>

Information from CALTAC (California Association of Library Trustees) about Library Board membership: <http://caltac.org/> ; and their Trustee Toolkit:
<http://caltac.org/included/docs/toolkit.pdf>

Thank you for your interest in serving as a citizen member of the Santa Cruz City County Public Library Joint Powers Board (LJPB). This vacancy is for a citizen member residing in County Supervisorial Districts 1 or 2.

Enclosed is an application and general information about the Citizen Member position on the Board.

The LJPB is a governing board that has responsibility for strategy, financial oversight and policy approval. The leadership and direction provided by the Board have a major impact on the value and effectiveness of library services to our community.

Your completed application must be received at our office no later than 5pm November 28, 2011.

Send your application to Santa Cruz Public Libraries, Citizen Member Applications, 117 Union Street, Santa Cruz, CA 95060; or e-mail to landerst@santacruzpl.org.

If you have any questions, please contact Library Director Teresa Landers (427-7706 or landerst@santacruzpl.org) or Barbara Gorson, Chair, Library Joint Powers Board (464-6717 or bagorson@pacbell.net)

Sincerely,

Teresa Landers

Barbara Gorson

000101

Santa Cruz Public Library
Library Joint Powers Board

Citizen Member Application for Appointment

Note: Information contained in this application will become part of the public record.

Applications must be received via mail or e-mail by 5pm November 28, 2011.

Feel free to add additional pages or attach a resume or curriculum vita.

For more information, contact Teresa Landers, Library Director.

Email: *landerst@santacruzpl.org*

Mail: Santa Cruz Public Libraries
Citizen Member Applications
117 Union St.
Santa Cruz, CA 95060

Name:

Address:

Phone:

Email:

Occupation: (If retired, what was your occupation?)

How long have you been a resident of Santa Cruz County?

Briefly describe why you want to serve on the SCPL Joint Powers Board.

Briefly describe the specific knowledge, education, experience, abilities and skills you feel would be valuable to the Board.

Please indicate areas in which your knowledge would benefit the Board:

- Finance
- Strategic Planning
- Legal
- Government Relations
- Management
- Human Resources
- Building Programs
- Technology
- Marketing

List and briefly describe current or former involvement in community or professional organizations that you feel is relevant to your candidacy for the Board.

How would you describe your knowledge of the Santa Cruz County Public Library system?

What do you think are the library's most important roles in the community?

What are some of the challenges facing libraries?

What are some of the opportunities facing libraries?

What are your goals in serving on the Board?

Do you have regular access to email and the Internet?

Provide any other information that you feel would be of interest.

Signature

Date

Santa Cruz Sentinel.com

Santa Cruz gets ready for a Poe party

By WALLACE BAINE

Posted: 09/29/2011 01:30:47 AM PDT

He's wasn't blond or buff. It's highly unlikely he was a surfer.

He never heard Bob Marley or Jerry Garcia, and he wasn't a web designer -- at least not in the way we understand that term.

But, for one month anyway, Edgar Allan Poe is the man of the moment in Santa Cruz County.

In certainly one of the most ambitious literary events locally in recent memory, the Santa Cruz Public Library system is celebrating the life and legacy of the influential 19th century author of "The Raven" and "The Tell-Tale Heart" and the crown prince of style to goths everywhere.

The Poe-apalooza begins Saturday with a launch party for the monthlong program at the Loudon Nelson Center. Two of the county's most prominent literary figures -- mystery writer Laurie R. King and poet laureate Gary Young -- will reflect on Poe's timeless writing, while Santa Cruz magician Brent Gifford talks about the psychology of Poe, and ornithologist and author John Moir will connect the dots with Poe's use of birds in his writing.

Saturday's event is just the opening of a program known as the Big Read, in which the National Endowment of the Arts gives grants to local library systems to establish events around a given American writer.

"We wrote the grant in February," said the SCL's manager of programs Janis O'Driscoll. "And then we found out that we had won the grant in July. Then, we realized we had planned for October, so we got cranking."

The program involves public

events, open discussion, writing competitions and live entertainment throughout the month of October, culminating Nov. 3 when King returns alongside actor and Poe impersonator Duffy Hudson in a memorial service for Poe.


In between are several other events, including theatrical performances, author talks, a magic show, an interactive murder mystery, a ghost tale tour and even a blood drive, all in keeping with the macabre vibe of Poe and that other event that happens at the end of October every year.

At the same time, there are two writing competitions affiliated with the program. "The Bells" is open to all elementary and middle-school students. The contest is to write a poem about a sound in the vein of Poe's famous poem "The Bells."

For the high schoolers and grown-ups, there is the "Manuscript Found in a Bottle" contest, in which writers are asked to compose a journal entry that had been discovered in a bottle, in the spirit of Poe's "Manuscript" short story.

The full text of both "The Bells" and "Manuscript" can be found at www.eapoe.org.

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9/29/2011 8:19 AM

Santa Cruz Sentinel.com

There will also be several free community discussions of Poe's work led by teachers and literary leaders in the community, from UC Santa Cruz professor Virginia Coe and Don Rothman, as well as teacher/writers Julie Minnis, Julia Chiapella, Veronica Zaleha and more.

Local libraries have also drawn in a number of co-sponsors of the event from Santa Cruz City Schools to the Museum of Art and History to Community Television of Santa Cruz County.

For a full schedule of events through October, go to santacruzreads.org.

if you go

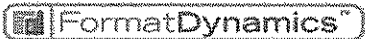
santa cruz reads: Edgar allan poe
featuring: Laurie R. King, Gary Young, Brent Gifford, John Moir
when: Saturday, 1:30 p.m.
where: Louden Nelson Center, 301 Center St., Santa Cruz
cOST: Free
details: www.santacruzreads.org
note: This event is the first of several activities devoted to the work of Edgar Allan Poe scheduled for throughout the month of October. For a full schedule of events, visit www.santacruzreads.org.

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Santa Cruz Sentinel.com

Library board meets ahead of vote on layoffs: Union wants more public input before decision

By J.M. BROWN

Posted: 09/27/2011 01:30:24 AM PDT

SANTA CRUZ -- The city-county library board met in closed session Monday to discuss layoffs ahead of next week's vote on a new staffing plan designed to keep the system's 10 branches open longer.

Fifteen clerk positions are slated for elimination and others would have hours cut under a plan that reclassifies positions. A new service model was approved earlier this year to trim costs in a way that would protect small branches from closure and increase hours at all sites.

Library managers and city officials have been meeting with union leaders for weeks to identify the impacts of the cuts, which include stripping benefits for workers cut from full-time to part-time. A final version of the plan is expected to be made public Thursday before the board deliberates Oct. 3.

"We don't feel the public has had the opportunity to ask critical questions before our libraries are reorganized into something less than they are now," said Khanh Weinberg, a spokeswoman for Service Employees International Union Local 521, which represents the clerks. "At a time when unemployment is at a record high, we need jobs for working families, not more layoffs."

Library Director Teresa Landers said revisions have been made since an initial plan was circulated to staff earlier this summer, but it was unclear whether less jobs are on the chopping block. Details weren't available Monday, but

Landers said the "substance of the plan hasn't changed."

The Library Joint

Powers Authority board took no action Monday. If trustees and the Santa Cruz City Council eventually approve the layoffs, termination notices likely will go out in November, Landers said. All library employees are considered Santa Cruz city employees.

After months of turmoil over a new service model, board President Barbara Gorson said Monday she doesn't want trustees to veer far from the management's recommendations. The board had been split this spring between shutting four smaller branches in favor of bigger sites versus keeping all branches open using more volunteers to do lower-skill labor. Both required staffing cuts.

"Unless something has changed, I'm under the assumption we need to move ahead as planned -- that we need to get this transition into place, get hours increased and give it a chance," Gorson said.

In other library news, all branches will be closed Oct. 21-24 and there will be limited checkouts and account access Oct. 17-20 as the library

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updates its card catalog system. Staff asks that items not be returned during this period, and items checked out after Saturday will not be due until after Oct. 24.

IF YOU GO
LIBRARY BOARD MEETING
WHAT: Proposed staffing reductions to match a new service model
WHEN: 6:30 p.m. Oct. 3
WHERE: Central Branch, 224 Church St., Santa Cruz

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As You See It: Sept. 18, 2011: Do we need so many library branches?

Posted: 09/18/2011 01:30:12 AM PDT

Do we need so many library branches?

Is it necessary to have so many library branches? Is it necessary to have such large empty buses? As I observe the duplication of services and the empty buses passing by, I have to wonder if this is the way I want my tax dollars spent. These services were utilized at one time but technology has replaced their ability to be viable or even necessary.

One central library for the county would be fine and smaller buses would be logical when you consider the lack of riders and the cost of fuel. Just an observation from a guy footing the bill.

Arnold Versaw, Aptos

Hats off to Mark Stone for bag ban

Hats off Mark Stone, County Supervisor Chairman and author of the plastic bag ban, and to the whole Board for supporting it. Many of Monterey Bay's unique sea creatures will be grateful not to get a bellyful of plastic with their next jellyfish meal too. That this law includes a 10 cents charge on paper bags is a huge boon to our environment too, as these bags deplete our forests and pollute the air and water in their manufacture. We, each of us, are giving the environment a big boost when we tote our colorful multiple-use bags in and out of our county's grocery stores, restaurants and other stores for our multiple purchases. Why wait till next year for the law to be enacted, let's start today!

Bill Best, Capitola

Bush tax cuts drive nation's deficit

On Wednesday, a remarkably candid and telling

testimony was given by Douglas Elmendorf, Congressional Budget Office director.

Remember the \$4 trillion Bush tax cuts "" originally sold as temporary reductions and renewed as temporary as well? Elmendorf stated, "if the super-committee adjourned immediately, and if Congress left Washington for the next 10 years "" thus letting the tax cuts expire "" the deficit would actually be reduced by a far greater amount than anything the super-committee is aiming to achieve." This statement supports the point that the Bush tax cuts are the largest driver of the deficit and in Senate testimony Wednesday; former Federal Reserve Chair Alan Greenspan agreed and believes "they should be rescinded."

However, just because these facts are a reality and make sense, does not mean Republicans and tea partiers will agree, after all they've signed their pledges to their corporate sponsors.

John Beisner, Boulder Creek

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Want more debt?

As both sides prepare to do battle over the latest 500 billion Obama has proposed, we need to ask ourselves a few questions.

Do we really want more debt? Are the nearly 50,000 new civil service jobs Obama created really the best way to jump start the economy? Perhaps the GOP have a point: more spending is not the answer, rather less is actually more. I applaud the members of both parties who stand firm on spending. Enough is enough. Let's lower taxes for all, have a national sales tax so that everyone living in this country pays his share.

Dirk Longwell, Soquel

Obama could take down Democrats

By now, anyone who is paying attention knows there is no possibility of Obama being re-elected. The GOP has succeeded in its goal of making him a one term president, but they had plenty of help from Obama himself. The only question is: when he goes down, will he take the entire Democratic Party with him? The election of 2010 demonstrated, emphatically, that he'll get no support from the millions who voted for "change" and "hope" in 2008, neither of which he has delivered. The two congressional elections of Sept. 13, 2011, gave even further proof of his unpopularity, not only among Republicans, which is toxic enough, but among progressive Democrat's, People of influence are now calling for him to step aside and allow a true Democrat to provide the alternative to four years of the kind of destructive governing the Republicans have demonstrated they are capable of inflicting on America. If Obama, has even an ounce of integrity left, he will hand the ball off to a more capable carrier.

Howard F. Sosbee, Scotts Valley

Our streets need to be paved

The last couple of days there have been letters about the lack of paving of our streets. Our street on the Westside of Santa Cruz has not been paved in 40-plus years. Yet other streets have been paved two or more times in the last 15 years. These are all residential streets. The city comes only now and then and will patch a pot hole. But within a month the hole is back. Our streets need to be paved. Our street is just one big patch of a mess.

Louel Brunton, Santa Cruz

Admirable citizen participation

Edna Zucker spoke to the Santa Cruz City Council Tuesday night, Sept. 13, urging them to enact an ordinance prohibiting the sale and planting of running bamboo varieties within the city limits. She has dealt with this menace since her neighbors planted them, against her objections, 11 years ago. In addition to wreaking havoc on her landscaping, this planting is now lifting sidewalks, killing street trees, choking the water main and pushing up the road bed. That Edna has been spending the measured energy of her 95 years to work for something that will spare other residents and the city this horror and expense is admirable citizen participation. Kudos, Edna.

Catherine Banghart, Santa Cruz

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As You See It, Sept. 16, 2011: Lobby to spare library layoffs

Posted: 09/16/2011 01:30:20 AM PDT

Lobby to spare library layoffs


I work at the local library and may have helped your child with a science fair question; I may have helped you find a book on how to cope with aging parents, or how to find a specific tax form. Now, I'm the one who needs help because I'm going to lose my job. The reason? Last year, when people responded to a survey, they said they wanted their branches open for longer hours. But I'm sure those people didn't foresee what would happen to the good people who work here. Budget cuts will start at the bottom, beginning with the dedicated and loyal personnel. Many library employees are slated to lose their jobs entirely, and many other positions will be cut to half-time. My fellow employees and I don't want to lose our jobs, and you, the patrons, will feel the layoffs, too; I hate to see the library unable to serve you the way it has for so many years. I actually enjoy answering your questions; I like serving the variety of library patrons, and I need this job to continue feeding my family. I am asking for you to say it loud and clear that you want personal service by an experienced library employee.

Liz Pollock, Santa Cruz



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Santa Cruz Sentinel.com

Library clerks upset about pending layoffs: Director says it's too early to say who will be cut

By J.M. BROWN

Posted: 09/13/2011 01:30:40 AM PDT

SANTA CRUZ -- More than a dozen library clerks are bracing for layoffs next month, when trustees for the 10-branch system are expected to vote on a revised staffing plan.

Library Director Teresa Landers has suggested reclassifying positions to match a new service model approved by the board this spring, a process that will create greater reserves and technology spending. Although there will be a greater number of classifications, there will be fewer people and hours to fill them once a greater reliance on volunteers and other efficiencies are put in place.

Who ultimately gets laid off or loses hours will depend on seniority and whether workers met qualifications for the new positions, which include increased educational and skill requirements. But employees who received a preliminary copy of the staffing transition plan last month -- one that contains the names of employees whose positions are marked for layoff -- have seen the writing on the wall.

Joanne James, the wife of longtime clerk Karen James, said the couple will have to consider leaving Santa Cruz if her partner's hours are cut in half as proposed and their health care benefits slashed as a result.

"Her seniority and years of excellent evaluations meant nothing at all," Joanne James, who has had cancer, told the library board at a meeting Monday. "You need to understand how your

decisions are impacting real people in this community and the future of library service."

Clerk Liz

Pollock wore yellow crime scene tape like a sash across her torso, saying the layoffs were "a crime." She said she expects to lose her job.

The Library Joint Powers Authority board could vote on the layoffs Oct. 3 after the staffing plan is made public later this month. The City Council could weigh in as early as Oct. 11, and if both bodies approve the cuts, layoffs would become effective Jan. 1.

The library board did vote 5-4 on Monday to table spending \$100,000 to study facilities upgrades, with proponents of the delay saying now isn't the right time when job cuts are on the table.

Fifteen clerk positions -- a mix of full- and part-time -- are targeted for elimination and two others would have their hours cut in half, according to a copy of the confidential report obtained by the Sentinel. Critics say the move targets lower-paid workers.

The plan also calls for cutting hours for some library assistant positions while some senior

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library assistants will see an increase in hours. A librarian manager classification was eliminated, but five workers meeting that description will be bumped down to a lower classification, not laid off.

Landers acknowledged that all of the layoffs are likely to be among clerks because of bumping rights, though which clerks will go is unknown. Union seniority allows for employees whose positions are cut to bump down to the next classification thereby eliminating the person in that position. She said she hopes retirements will reduce the number of layoffs to a dozen or fewer.

"We've known all along there would be cuts, and unfortunately there will be," she said in an interview Monday. "But exactly who that is, we don't know. I have to ask everyone to hang in there a little bit longer."

Landers is considering other changes in her recommendations but declined to give details, saying the staffing report is confidential while a meet-and-confer process with two unions representing the library's 112 workers is under way.

The library began the shake-up by surveying the qualifications of all employees to see who met minimum requirements for the new positions. Reclassifications will result in increased hours and pay for workers who are bumping up to jobs requiring greater skills.

A representative for Service Employees International Union 521, which represents the largest share of library workers, could not be reached Monday to discuss ongoing talks with library officials over the impacts of the cuts.

Operating Engineers Local 3, which represents seven library managers and supervisors, will meet with officials Sept. 20. The union could actually see an increase in its membership from the library ranks due to the upward movement of

reclassifications.


"Transitions like these aren't easy, but hopefully most people will land on their feet," said Robert Solick, a leader for Operating Engineers.

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Libraries Launch New Programs as Plans to Reduce Staff Are Finalized

By Linda Fridy

Santa Cruz County residents will have to wait until January to see an increase in hours at their local library branches, despite the library board adopting a new model earlier this year.

Meanwhile, the technology to track materials will get a long-awaited update and new community partnership programs will be introduced over the next few months.

Local libraries get their money from a combination of property and sales taxes and as a result have seen a decline in income. The cities of Santa Cruz, Capitola and Scotts Valley, along with Santa Cruz County, sponsor the countywide library system.

New Model Relies More on Volunteers

Months of planning and debate about how to address ongoing projected budget deficits ended with the adoption in April.

This year's spending plan includes an ambitious new model that aims to save money by centralizing certain functions now managed at each individual branch, and relying more heavily on volunteers. Once implemented, the new program will expand open hours for all 10 of the system's branches.

At the same time the Library Joint Powers Board debated how many branches it should maintain into the future.

After a contentious debate, director Teresa Landers worked with a staffing specialist on a new configuration for the library's employees.

She has spent the summer applying that framework to the new plan, working out the details in a series of "meet and confer" sessions with employees and their unions. A final plan should go to the library board at its Oct. 3 meeting, she said, and if accepted, then on to the Santa Cruz City Council.

The city handles the administration of personnel and finance for the system and must approve any

Postmarked

changes in job descriptions or new positions, both of which are part of the changes.

The factor has been an issue for the other sponsors, but while directors have discussed a new contract with the city or bringing the administrative function in-house, there's been no formal motion to do so as of yet.

The new configuration reduces overall staffing by 10 percent, or roughly a dozen jobs, although actual layoff decisions have not been made yet.

"As we change things around, some positions will go away and some new ones will be added," said Landers. "It's been a lot of work and a lot of anxiety for the staff [but employees] have really risen to the occasion."

Seven employees have accepted retirement offers and Landers said others may follow. The departure of some long-time staff will be the first sign of the new program for regular library patrons.

"There will be some familiar faces that are gone," said Landers.

Help with Homework

As the library board and community debated how libraries can best serve the community in the 21st century, nearly everyone agreed that outreach and partnerships should increase. One example will begin in late September as four branches launch an after-school homework help program.

Live Oak, Branciforte, Garfield Park and Boulder Creek will each host a weekly session thanks to a grant from the County Office of Education (COE). The workshops will be overseen by a certificated teacher at each site working with volunteer tutors.

Grant funds pay for the COE's supervising teachers, background checks for the tutors and supplies.

Participating students also get a flash drive to transport any work done on computers at the library. The program will run throughout the school year except during the December holidays.

The homework help program grant came after a successful partnership with the COE called "Read, Set, Read," said Landers. It gave parents of preschoolers early literacy support as part of the summer reading program.

AmeriCorps to Help Fund Volunteer Program

Coordination of the volunteer tutors gets a boost from AmeriCorps, a federal effort that matches people interested in making a difference with needy nonprofit and public programs.

The library system was one of several area agencies that applied for staffing help through AmeriCorps and Megan Aufdermaur recently came on board to help with volunteers.

She will not only work with the after-school tutors, but also help with other volunteers and building a database of them, said Landers.

"It was really serendipity that it became available when it did," she said, noting that the library and Aufdermaur each picked the other as their first choice after interviews.

The library system plans to add a volunteer coordinator position as part of the new staffing model and Aufdermaur's year-long commitment will allow her to work with that new staff person during the transition.

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Plenty of Poe

Another grant will fund a month of Edgar Allen Poe-themed activities. The library system and its Friends of the Santa Cruz Public Libraries nonprofit won a "Big Read" grant from the National Endowment for the Arts, one of 76 nationally.

The library system chose Poe and timed the program in October to coincide with Halloween.

"We thought it would appeal to our community, and appeal to all ages," Landers said.

This effort gives the library system a chance to work with a variety of community institutions. In addition to schools, it has programs planned with museums, community television and even the Santa Cruz Bird Club. Organizers are even working on a blood drive.

Bird experts will discuss "big black birds" (crows and ravens) and the Boulder Creek Library will feature a raven-themed art display.

Poetry reading and writing, armchair readers' theater and performances by Duffy Hudson of his one-man Poe show are planned. There are even rumors of plans for a flash mob.

The project kicks off Oct. 1 at Louden Nelson Center with local best-selling mystery writer Lauri King, poet laureate Gary Young and magician Blindini.

King returns for the closing event on Nov. 3 at Long Marine Lab's Seymour Center to talk about detective stories with Duffy in character as Poe. It will also feature readings of work created throughout the month.

Retiring Old Technology

And if a month of community events is not enough, the library will be bringing its new integrated technology system online, closing branches Oct. 21 through Oct. 24 to make the change.

"We're a little busy in October," Landers said with a laugh, but replacing the antiquated system has been a priority for several years. "The 25-year-old computer system has earned its retirement."

For the public, Landers said the online catalog and individual accounts will look very different.

The new system will let users cancel requests and put them on a vacation hold that doesn't lose th place in line to get popular materials. It also has a reading list function.

And while staff will have to learn the new operating system, it no longer has to worry about using system that is so old it is no longer supported by the vendor.

Where to Find Homework Help

Later this fall, four library branches will debut new homework help study sessions overseen by certificated teachers and featuring volunteer tutors.

Tutors are still being sought (contact Megan Aufdermaur at aufdermaurm@santacruzpl.org), so check with your local branch to confirm the start date.

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Live Oak
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Bilingual program ■

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Teresa Landers <landerst@santacruzpl.org>

Fwd: SCPL Patron Comment or Suggestion: Gratitude

WEBMASTER SCPL <webmaster@santacruzpl.org>

Sat, Sep 24, 2011 at 9:37 AM

To: Craig Weatherington <weatheringtonc@santacruzpl.org>, Jim Tarjan <tarjanj@santacruzpl.org>, System Managers <managers@santacruzpl.org>

forwarding from Webmaster Inbox - don't know who Sharon Schwab is ...

----- Forwarded message -----

From: <webmaster@santacruzpl.org>

Date: Thu, Sep 22, 2011 at 12:27 PM

Subject: SCPL Patron Comment or Suggestion: Gratitude

To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Ellie Saif

PHONE NUMBER: [408.858.8947](tel:408.858.8947)

EMAIL ADDRESS: ellie.s@ix.netcom.com

I'd like to express my gratitude to SCPL staff: Sharon Schwab, Craig Weatherington and Jim Tarjan for their excellent help in my search of finding the SCC code for parking violation on private property. They went above and beyond providing me with great information and I sincerely appreciate their superb customer service.

Best to them and SCPL

Ellie Saif

000118

September 19, 2011

Ms. Barbara Gorson, Chair
Library Joint Powers Board
Santa Cruz Public Libraries
117 Union Street
Santa Cruz, CA 95060

Dear Ms. Gorson:

I am a volunteer at the Branciforte Branch, and the information I've heard about the impending lay-offs in January is very disturbing to me. I understand the necessity of the cuts; I appreciate the difficulty of the decisions that need to be made. But I am troubled in particular by two aspects of the situation.

First, I feel that the decision-makers have assumed that the volunteers throughout the system will happily take over much of the work of the current library clerks. Since I offer my services so that the regular staff can have some extra time to do the things they would like to do to improve, not just maintain, the Library, and since I am retired and do not want to be bound by a schedule which would not allow for the present flexibility, I would have to think twice before continuing to donate my time. Even more important, I do not care for the idea that my, and others', willingness to volunteer allows you to lay off essential personnel.

And that brings me to the second misgiving I have: The people whose names I have heard bruited about as having been laid off are some of your best workers. I was an on-call clerk for a few years, and I've worked with most of the people at all of the branches save the Bookmobile. I believe a number of the potential lay-offs are among the most experienced, conscientious, knowledgeable, friendly, helpful, hardworking and creative staffers in the entire system. Something is seriously amiss when so many of your best people wind up on the chopping block.

The Library is one of the greatest assets in this county. I hate to see it diminished. I hope to continue playing a small part in its mission. But I fear that replacing excellent employees with volunteers will do great harm to the Library and to the public it serves. I can only hope for a miracle or, perhaps, a more creative solution from you to help the Library navigate the dire financial straits in which all public institutions are now sailing.

Sincerely,

Susan H. Thomas

Susan H. Thomas

000119

SEP 27 2011

Dear Teresa,

Thank you for your letter of August 30, which I just picked up yesterday. I have in the meantime been to a City Council meeting, and tho I was allowed to speak for 2 minutes, that did not occur as I was interrupted & given the bum's rush. I then called Leslie Keedy, w/ Brian Forrester, and we had a polite conversation but my opinions about the Liquid Amber Trees, their beautiful leaves, the agglomerated sidewalk slabs, the inefficient + offending pavers, and newer ^{slip} white cement, which by the way shows no sign of stress or fracture.

I work at OAK TREE VILKA in SCOTT'S VALLEY where there are a great many pear trees whose fabulous leaves have been beginning to turn these past two weeks. Leslie is familiar w/ this beautiful tree and has planted several of them in back yards around town.

but as they grow to about 30 feet
and not the 60 feet claimed
for the GINGKO, they would not
be an adequate substitute. I cannot
see what you need a height of 60 feet for - when
one of the big red cedars on Locust St. is
taller than the peak of the library roof.

The library and I, Central Branch
have been mutual friends for 30 years. I
but I see in the Sentinel you are
laying off employees of long standing
whom I consider friends as well.

that you have been sending books
to the Land FILL, and might have
sent all the VHS tapes you are
discontinuing as well. I had
not one of the patrons, namely me,
lobbied some of the staff to alert them
as "STEWARDS of CIVILIZATION."

I thank you for putting some of those tapes for sale
in the lobby. As some one who does not have
a DVD player or word processor,
I will never be able to take advantage of this
recent change.

Whether I continue to use
the Central Branch depends on how the tree
project turns out, But I will not be
renewing my Friends membership 00012

#1000104524417

Yours,
Henry Citron



Teresa Landers <landerst@santacruzpl.org>

Fw: The decline of our public library system..... Imagination must return to our Library system!

Barbara Gorson <bagorson@pacbell.net>
To: Teresa Landers <LandersT@santacruzpl.org>

Wed, Sep 28, 2011 at 11:16 AM

I didn't see your name on the distribution list, so here is a copy so you can include in our Board packet. I replied directly to the writer.

Barbara Gorson
831-464-6717

----- Forwarded Message -----

From: Craig Nell <cnell@earthlink.net>
To: Katherine Beiers <kbeiers@sbcglobal.net>; mark.stone@co.santa-cruz.ca.us; samforcapitola@att.net; ellen.pirie@co.santa-cruz.ca.us; jimreedsv@gmail.com; dterrazas@cityofsantacruz.com; nancyg@surfneta.com; ipoitinger@comcast.net; bagorson@pacbell.net; Ryan Coonerty <rcoonerty@cityofsantacruz.com>; Lynn Robinson <lrobinson@cityofsantacruz.com>; tmadriral@cityofsantacruz.com; Greg Archer <garcher@gtweekly.com>
Sent: Wed, September 28, 2011 10:18:57 AM
Subject: The decline of our public library system..... Imagination must return to our Library system!

To: Library Joint Powers Board & Others
From: Patricia Schroeder, Social Work Practitioner
Date: September 28, 2011

Just to let you know I, like so many children & youth today, was once dependent on my local public library for safety, solace & stoking my curiosity about the world around me!

So I am deeply terrified that our public library is not even on survival mode but on a deep & rapid decline.....

Funding seems to magically appear for many projects & consultants in our the city & county. Redevelopment funds that are based on taxpayer revenue through bonds are ready to step up for many projects, however, the vision that the Library system which could be that the hub of gang prevention and drop out prevention and mental health prevention and other public issues has been blinded..... A mere Seven/Eleven - bar code style venue that is closed too much of the time & begging for donations for new materials is not a community development asset.

000122

As a former school social worker for Santa Cruz City Schools, I assisted many children and youth in getting their library card, and exploring how to use the library as a major resource for their success!

Please get creative... and open up to the imagination of the libraries around the country & ideas from locals who are not driven by fear and desperation.

How can we connect with public school libraries that are not open in evenings or weekends? (A new library for SLV High is about to open!)

What about our connection to UCSC's improved and updated library? What about connections to Cabrillo's Library?

There is a wonderful new library facility in Scotts Valley!!

How do we put the public first when it comes to our national treasure - the public library?!

I just returned from a family visit in Springfield, Missouri & had an errand that took me to one of their branch libraries ---- Library Station!

What a surprise to find a strip mall on a busy street with an innovative & fabulous Library Station. ---- a dynamic Kid Space, a super Teen area & a full program for Celebrating Banned Books Week with presentations from authors & local photography and paintings exhibited! The library staff was fully engaged with all the folks in the library and it was full!

"Newest of the "destination libraries" in the Springfield-Greene County Library system, the Library Station is themed on the history of transportation in the Springfield area and features displays and archives on the trains, planes and automobiles that built the region. In addition to extensive holdings of books and magazines, the station features a mobile computer lab, private study rooms, reading rooms, a drive-up window, restaurant and gift shop. Live music offered at Sunday Sounds one Sunday afternoon each month."

000123

The Library Station

2535 N. Kansas Expressway
Springfield, MO 65803
(417) 865-1340

map

Services and Programs

Branch Hours Drive-up Service

Monday-Saturday 8:30 a.m.-9 p.m. 7:30 a.m.-9 p.m.

Sunday 1-5 p.m. 1-5 p.m.

000124

From: Gail Levine <gaildraezel@aol.com>

To: Mark.Stone@co.santa-cruz.ca.us

Cc: bagorson@pacbell.net; lpoitinger@comcast.net; NancyG@surfnetusa.com;
dterrazas@cityofsantacruz.com; jimreedsv@gmail.com; kbeiery@sbcbglobal.net; samforcaptiola@att.net;
ellen.pirie@co.sant-cruz.ca.us

Sent: Wed, September 28, 2011 11:54:44 AM

Subject: Re:JPA mtg. on Oct.3

Dear Mark,

I recognize that Santa Cruz County as well as the State of California are faced with an enormous shortage of funds to provide services. What disturbs me are the decisions about to be made by the Library Joint Powers Board that will impact the operation of the library and effect many of the employees. How can you justify replacing full-time employees with temp workers and volunteers? How can you justify reclassifying current employees to circumvent lay-offs and union rules? How can you justify replacing humans with machines when the current unemployment levels in Santa Cruz County are over 10%? Why are we by-passing the human element by justifying all of these decisions by referring them as fiscally sound? It's time for the JPA to take a closer look at the decisions you are about to make and how they will truly impact the people of this county.

Thank you for your consideration in this matter.

Sincerely,
gail Levine

000125



Teresa Landers <landerst@santacruzpl.org>

Fw: Library Workers

Barbara Gorson <bagorson@pacbell.net>
To: Teresa Landers <LandersT@santacruzpl.org>

Thu, Sep 22, 2011 at 9:46 AM

I'm forwarding this to you so you can include in the Board package written communications.

Barbara Gorson
831-464-6717

----- Forwarded Message -----

From: Amber Sumrall <acsumrall@cruzio.com>
To: bagorson@pacbell.net
Sent: Thu, September 22, 2011 9:13:47 AM
Subject: Library Workers

Dear Barbara Gorson,

I am in full agreement with the following and urge you to reject the proposed lay-offs.

1. Replacing full-time employees with temp workers and volunteers is unethical and unjust.
2. Union rules have been circumvented by lay-offs and reclassifying positions.
3. Losing employees further weakens the union (SEIU 521) because less dues are being paid in.
4. In the past when the city or library laid people off the Memorandum of Understanding states that on-calls and temp workers have to go first, but this time the agreement has been ignored.
5. Teresa Landers salary at \$175,000 annually is unwarranted in these economic times.

Sincerely,

Amber Coverdale Sumrall
841 Laurel Glen Rd.
Soquel, CA 95073

000126



OPERATING ENGINEERS LOCAL UNION No. 3

4856 NORTH CEDAR, FRESNO, CA 93726 • (559) 229-4083 • FAX (559) 229-4825

Jurisdiction: Northern California, Northern Nevada, Utah, Hawaii, and the Mid-Pacific Islands

Library Joint Powers Authority
Santa Cruz Public Library
117 Union Street
Santa Cruz, CA 95060

City Council
City of Santa Cruz
809 Center Street, Room 10
Santa Cruz, CA 95060

26 September 2011

RE: Library New Staffing Transition Plan

Dear Members of the JPA Board and City Council,

I write to you on behalf of the Library employees we represent in our two recognized bargaining units, the Supervisor Unit and the Mid Management Unit. Both of our units recently completed negotiations for a new MOU and both are currently in effect through June and August 2013.

We are very concerned over the impact of the reorganization of the Library on our represented bargaining unit members, including the changes to existing classifications, new and revised classifications, and changes to the bargaining unit which may be occasioned by this reorganization. We realize that in general, such decisions as to the organization of the Library function are within the exclusive decision making authority of the public agency management, and outside the scope of representation.

However, we wish to continue to meet and confer as to those aspects of the reorganization which have been determined to be within the scope of representation, such as the classification changes, the effects of the

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reorganization on our members, and the impact on our existing MOUs and bargaining units.

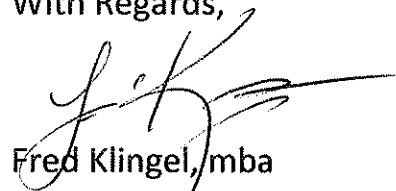
Therefore, we wish to put our request, formally, in this writing to meet and confer with the appropriate management representatives regarding impact on our members and the impact on the MOUs. We also wish to discuss the changes to classifications and their impact on our current members and employees that may be moved into one or the other of our bargaining units.

In order to understand what is planned and how it impacts our membership, we have been talking to Cathy Bonino and reviewing documents she has provided us. We have requested other back up documents and are awaiting their production or explanation as to why they are not available, such as the documents detailing the financial savings that will be realized by this reorganization. We need these documents in order to fully understand the impact on our members. We want to understand which classifications will be lost from our units and which may be added, and the effect that will have on our members.

Thus, to summarize, we wish to engage in effects bargaining regarding the effects of the reorganization plan on our existing members, potential new members in our units, and the impact on our existing MOUs. We also request that we be provided the documents and financial back up analysis and work sheets we have requested in order to fulfill our duty to our members and to effectively meet and confer regarding these effects.

Thank you for your understanding and expected cooperation in this process. We do not want to be an obstacle in this process, but do want to understand what is being planned, why, and how it affects our members.

With Regards,

A handwritten signature in black ink, appearing to read 'Fred Klingel', with a long horizontal flourish extending to the right.

Fred Klingel, mba
Business Representative
Operating Engineers Local #3



Teresa Landers <landerst@santacruzpl.org>

FW: LEGISLATIVE UPDATE: SENATE PASSES LIBRARY PRIVATE CONTRACTING BILL ON PARTISAN VOTE **UPDATE

Cao, Wendy <caow@plsinfo.org>
Reply-To: "Cao, Wendy" <caow@plsinfo.org>
To: PLPDIRECTORS@listserv.plsinfo.org

Fri, Sep 9, 2011 at 11:06 AM

Forwarded on behalf of Linda Crowe

From: <legislativeupdate@cla-net.org>
Date: September 9, 2011 9:40:45 AM PDT
To: <crowe@plsinfo.org>
Subject: LEGISLATIVE UPDATE: SENATE PASSES LIBRARY PRIVATE CONTRACTING BILL ON PARTISAN VOTE
****UPDATE**

Hello Linda Crowe,

You are receiving this email because the email address crowe@plsinfo.org was subscribed to our email list. Having trouble reading this email? View it on our [website](#).

Linda,

September 9, 2011

TO: CLA MEMBERS/ SYSTEMS/ NETWORK CONTACTS

FROM: Mike Dillon, CLA Lobbyist
Christina DiCaro, CLA Lobbyist

RE: News From The Capitol **Updated 9:30 a.m.

I SENATE AND ASSEMBLY PASS LIBRARY PRIVATE CONTRACTING BILL TO GOVERNOR

This legislative session, CLA members have been actively tracking the progress of AB 438 by Assemblyman Das Williams, which seeks to impose certain requirements on a city or library district that intends to withdraw from a county free library system in order to operate the library by private contractor. The measure had been sitting on the Senate Floor for several days awaiting action, but was not officially eligible to be taken up until Tuesday, due to last minute amendments to the bill, requested by Senator Michael Rubio and others. Specifically, these Senators wanted to ensure that cities would be able to contract with a non-profit organization (e.g. Friends of the Library) for library services. The language in AB 438 would have restricted this involvement, making all of the provisions of the bill applicable to a corporation like LSSI, but also to a non-profit organization. Thus, the September 2 version of the bill now reads:

Page 6

"(c) This section shall not apply to contracts between a city or library district and a nonprofit organization if both of the following requirements are met:

- (1) The nonprofit organization shall not be a parent or a subsidiary of a for-profit entity.*
- (2) The contract shall prohibit the nonprofit organization from subcontracting the obligation to operate the library or libraries and to employ and supervise library staff."*

With these amendments agreed to by the author last Friday, the bill passed the Senate Floor yesterday afternoon, albeit with some healthy debate by Senators on both sides of the aisle.

Senator Loni Hancock presented AB 438 on the Floor for Assemblyman Williams and stated that the bill seeks to "ensure a deliberate and transparent process" before a library can contract out for services. She praised the author for working "diligently with the Senate Governance and Finance Committee and, as a result, there have been many amendments," including the recent amendments pertaining to the non-profits as well as a 2019 sunset date on the law. The Chair of the Senate Governance and Finance Committee, and a strong library supporter, Senator Lois Wolk, rose in support of the bill, noting that when the bill first came to her committee it was "completely anti-privatization." She said she appreciated the complexity of the issue and added that for those communities who "want to save libraries, I believe they can do that under this bill."

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Several Republican Senators rose in opposition to AB 438. Senator Bob Huff, the Vice Chair of the Senate Budget Committee and a member of the Budget subcommittee that reviews library funding, argued, "We have balanced the Budget on the back of local governments and we have given them fewer resources. This now further ties their hands. There are more hoops to jump through." He added, "It was brought to my attention that some city did not do their due diligence and that [outsourcing] was slammed into a contract that was bad for the city," but he argued that rather than adopt AB 438, "hold the City Council accountable" instead.

When the first vote was taken on the measure, it lacked sufficient votes and was placed "on call" for an extended period of time. When the "call" was lifted later in the afternoon, the final tally was 24 Democrats voting "aye," and the 15 Republicans voting "no," with one Democrat not voting. The bill was then returned to the Assembly for a final procedural action.

At about 10:15 last night, Assemblyman Williams took up the measure on the Assembly Floor, and after an explanation of the changes made to the bill in the Senate and some brief comments, he asked for concurrence in Senate amendments. There was no discussion by any other members and the bill passed on a mostly partisan vote with 45 Democrats voting "aye," and 27 Republicans and one Democrat voting "no." The bill is now headed to the Governor for his consideration. He has until October 9th to sign or veto the bill.

II. SB 602-YEE: E-BOOK PRIVACY STANDARDS BILL HEADS TO GOVERNOR

CLA has been actively supporting SB 602 by Senator Leland Yee which seeks to protect the private reading records and personal information of an individual using a commercial book service provider. The bill, which is sponsored by the ACLU and the Electronic Frontier Foundation, recognizes that there appears to be insufficient protections in law for digital book privacy, when an eBook is obtained through a book service provider, leaving these records and access to your personal reading habits (such as tabbing or highlighting pages), vulnerable to viewing by governments and third parties.

The bill recently returned to the Senate, where the vote on the concurrence in Assembly amendments passed on an overwhelming 39 to 0 vote. The bill has been sent to the Governor for his consideration and he may act on it at any time. The sponsors have provided CLA members with a helpful link, should you be interested in sending your own letter to the Governor's office to encourage his signature on the bill. Please find the hyperlink below, provided for your convenience. <http://norcal.aclu.org/site/Advocacy?pagename=homepage&id=3595>

*Carol Simmons, Executive Director
California Library Association
2471 Flores Street
San Mateo, CA 94403
csimmons@cla-net.org
650-376-0886(ph)
650-539-2341 (fax)
www.cla-net.org*

From your member profile you can renew your membership, opt out of CLA communications, as well as register for upcoming events. Login today!

To access your CLA Member Profile to make changes to your account, please use your CLA Username: crowe@plsinfo.org

000130



Teresa Landers <landersf@santacruzpl.org>

[calix] [CSL_FYI] Nielsen Wire - Changing Demographics of Tablet and eReader Owners in the US

Tue, Aug 30, 2011 at 9:13 AM

Brandis, Rushton <rushbrandis@library.ca.gov>
To: calix@lists.gseis.ucla.edu

See the charts posted here.

<http://blog.nielsen.com/nielsenwire/?p=28695>

-----begin quoting here-----

In the U.S., as recently as last Summer, tablet and eReader owners tended to be male and on the younger side. But according to Nielsen's latest, quarterly survey of mobile connected device owners, this is no longer the case.

Back in Q3 2010, for example, 62 percent of tablet owners were under the age of 34 and only 10 percent were over the age of 55. By Q2 2011, only 46 percent of tablet owners were under the age of 34 and the percentage of those over 55 had increased to 19 percent.

Looking at the data by gender underlines key changes in the eReader category. Sixty-one percent of all eReader owners are now female, compared to a mere 46 percent in Q3 2010. (Smartphone owners are now evenly split between male and female and tablets remain primarily male.)

-----end quoting here-----

Rush Brandis
California State Library

List archives and other configuration options are available at <https://lists.gseis.ucla.edu/sympa/info/calix>
To unsubscribe from the list send a message to requests@lists.gseis.ucla.edu with the subject **unsubscribe calix**

Libraries Aren't Dying, They're Evolving

By Cat Johnson

09.19.11, 8:14am

“People who talk about libraries dying out are the ones who remember the libraries of their childhood,” says American Library Association (ALA) President, Molly Raphael, from her home in Portland, Ore. “But the library of today is not the library of our childhood, and the library that children see today is not the library we’ll see in 20 years.”

Raphael is giving me an insider’s perspective of the current state of libraries, which are actually thriving. They are evolving and innovating despite significant economic challenges and budget cuts, and people are utilizing libraries at steady or increasing rates. The State of America’s Libraries Report for 2011 notes that library visitation per capita and circulation per capita have both increased in the past 10 years.

Raphael explains that libraries have a long history of embracing new mediums for sharing information. From records and video tapes to the Internet, Blu-ray, e-books and file downloads, libraries have always adapted to meet the changing needs of their patrons.

“In general, libraries embraced the internet right away,” says Raphael. “And not just to provide computers for patrons. They recognized that it became a new tool for librarians.”

When Raphael started working in libraries, reference librarians got a lot of one-word-answer questions such as, “How do you spell this word?” or “Should I use the singular or plural here?” These days, librarians need to not only be tech-savvy, but also play the role of teacher, research guide, electronic-information navigator and employment counselor. As communication and information become increasingly digital, libraries and librarians help people to keep up with what has become the norm. Libraries are, for many, the only option for accessing computers and the Internet.

“There’s a huge digital divide that still exists in this country and many people don’t have computers in their homes or offices, or can’t afford high-speed internet,” says Raphael, noting that 65 percent of libraries report that they are the only place for free Internet access in their town. A 2010 Pew Research Center study found that 95 percent of high-income households use the Internet at home while only 57 percent of lower-income households do.

A digital divide, which widens in rural and low-income areas, coupled with a national financial crisis means that libraries play a crucial role in bridging the gap between those with access to computers and the Internet, and those without.

Raphael explains that in economically challenging times such as these, library use increases significantly. Despite decreased funding, branch closures and reduced hours and staffing, many branches and library systems are posting their highest numbers ever in terms of circulation and number of patrons through the doors.

“Library use in economic recessions always goes up,” says Raphael. “It’s counter to what the funding is. When funding starts to be cut back, use goes up,” she continues, “and use has been increasing dramatically in the last couple of years.”

While the increase in usage can be attributed to people having less discretionary income for books and magazines, it is also due to libraries’ continued evolution. Offering musical scores, toys, art, CDs and DVDs, radiation detectors, portable smoke detectors, tools, kilowatt-measuring devices, zines, seeds and more, libraries

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have become lenders of a variety of useful items. Some even offer ways for patrons to contribute to collections through reviews, comments, the transcription of materials into digital format, uploading computer programs of their own design, and more.

Depending on the level of community involvement and support, libraries follow the needs of the community. For instance, a branch whose demographic is mostly retirees may not loan out toys or have story hour. But they may offer estate and financial planning, social outings and computer basics classes. A branch with a younger demographic may offer activities and materials for children, digital media classes, video games and a teen lounge.

Libraries aim to be as valuable to communities as possible, which means that it is up to us, as patrons of the library, to let them know what we'd like to see; let them know what we appreciate, and share interesting ideas and leads with them. They are invested financially, energetically, philosophically and physically in enriching our communities, regardless of cultural and socioeconomic differences.

Despite branch closures, some drastic budget reductions and cuts to staffing, there are numerous success stories of communities rallying around their libraries to keep branches open and secure necessary funding. When branch closures were threatened in Oakland, Calif., the community organized "a huge campaign in support of the libraries," says Raphael. "People said, 'We'll take a cut, but not branch closures.'" New York Public Library patrons, when faced with a \$40 million cut to their system, organized and were able to restore \$36.7 million to the budget.

When the Charles Village branch in Baltimore, Md. was closed, community members took matters into their own hands, and opened the Village Learning Place (VLP) across the street. A volunteer-driven community library that relies on grants and donations for its running costs, the VLP provides open access to books, classes, various historical and cultural offerings, an after-school program and more, and is a beloved part of the community.

Libraries in general are pioneers of the sharing movement. Long before organizations were "going green," libraries were there, showing us how it's done. In fact, libraries are a perfect introduction for people who are wary of the whole sharing economy. One can simply say, "It's like a library, but for cars (or bikes or tools etc.)."

In general, libraries are working diligently to keep up with, and push ahead of, society's curve. If we hold on to our nostalgic notions of what libraries once were, we deem them relics of a time gone by. However, if we support libraries through their evolutionary process, they remain vital community resources and hubs; unwavering providers of information to all, whatever form that information may take.

"Public libraries are so important in communities because they're open access to unfettered information of all kinds," says Raphael. "An informed citizenry is what makes a democracy work," she continues. "When so much of our economy is driven by information, libraries level the playing field and provide open access to knowledge in its broadest sense."

Avoiding the Path to Obsolescence

By Steven Smith and Carmelita Pickett

Riches-to-rags tales in retail business hold survival tips for libraries

Blockbuster was much in the news last fall, though not in the favorable light it once enjoyed. The cultural phenomenon and former stock market darling that once prospered through aggressive marketing, savvy exploitation of technology, and keen insights into customer preferences filed for bankruptcy in September 2010. Though some analysts thought the filing could give the franchise time to reinvent itself, others predicted that the onetime video-rental colossus is steps from the graveyard of retail obsolescence.

There is a lesson or two for libraries in this riches-to-rags story.

In the *New Yorker's* October 18, 2010, "Financial Page" column, James Surowiecki catalogs a few of the causes of the company's decline. Blockbuster was born in the age of the "category killer"—bricks-and-mortar stores that "killed off all competition in a category by stocking a near-endless variety of products at prices that small retailers couldn't match." Many of these establishments are still healthy, Surowiecki explained. But others—Toys R Us, CompUSA, Circuit City, Borders Books and Music, and Barnes and Noble, for example—have either given up the ghost or seem to be in their death throes.

The internet has played an important role in this trend. Newer businesses that were born during the wired era, have outplayed their older and less-agile competitors by more aggressively exploiting the advantages of networked technology. This has been especially true in the case of brands operating in well-defined niche markets, such as video rentals. Netflix simply beat Blockbuster's time—soundly. The ease of selection, delivery, and return—coupled with a recommendation system that, though not perfect, is better than the advice offered by the average in-store sales associate—provided a cheaper and more convenient way to access a wider selection of films.

The internet in particular and digital technology in general are key in this game. Because of Netflix's willingness and ability to harness technology, customers no longer needed to drive or walk to a physical store to browse aisles of limited-selection stock arrayed in broad categories in search of a movie for a quiet evening at home, or to experience disappointment that a movie is not on the shelf because another customer got there first or was late returning the item. Further, Netflix's customers are not forced to worry about pesky little matters like overdue dates and late fees.

Convenience above all

Early on in the wired era, Blockbuster seemed to have all the advantages—a strong brand, a great customer base, an experienced workforce, a large inventory, and market saturation via thousands of physical stores deployed across the country. It would have seemed a simple matter to build an effective e-commerce business on top of all this expertise and success in the traditional retail marketplace—"clicks and mortar," many observers thought, the best of both worlds. But this did not happen; in the end, none of the company's advantages mattered, and some of them turned out to be millstones.

Surowiecki attributes Blockbuster's failure to two factors. The first he terms the "internal constituency" problem: "The company was full of people who had been there when bricks-and-mortar stores were hugely profitable, and who couldn't believe that those days were gone for good. Blockbuster treated its thousands of stores as if they were a protective moat, when in fact they were the business equivalent of the Maginot Line."

The second problem exacerbated the first: the “sunk-cost fallacy,” which stipulates that “once decision-makers invest in a project, they’re likely to keep doing so, because of the money already at stake. Rather than dramatically shrinking both the size and the number of its stores, Blockbuster just kept throwing good money after bad.”

Blockbuster made an attempt to manage this change, but its past success acted as an anchor rather than a sail because it was not willing to jettison outmoded cargo. Thus, even if the company had moved more aggressively to develop the clicks-and-mortar model, it probably would not have fared any better. The success of Netflix suggests that in the video-rental and similar markets, if products are available conveniently enough and cheaply enough online, customers don’t care about or need a physical store and all the accouterments that go with it. They can stock and make their own popcorn at home, after all. Customers cared most about getting the film they wanted as cheaply and conveniently as possible.

There are many interesting parallels for libraries.

We have a strong brand, a loyal customer base, hundreds of millions of items in our collective inventory, loads of expertise and talent, and decades, if not centuries, of investment in bricks-and-mortar structures. We have also seen the rise of many online competitors in recent years, most prominently Google. Like Blockbuster, our internal constituency has not been blind to the advantages of networked technology but perhaps has focused too much on past strengths. We have thus invested heavily in a clicks-and-mortar solution. We’ve spent the last couple of decades sinking more resources into sunk costs by largely overlaying or augmenting legacy collections, services, skill sets, and buildings with electronic equivalents and tools.

Leave your baggage behind

Are we throwing good money after bad? Should we have been building the electronic library instead of—rather than on top of—the traditional library? For Blockbuster, the clicks-and-mortar approach meant spending lots of “money and time integrating an entirely new information-technology system into the one its stores already had,” a circumstance that will sound wearily familiar to many librarians. (Ask anyone who has attempted to integrate an enterprise resource management module or a new discovery tool into an existing integrated library system.)

In the meantime, Netflix’s focus was on “making its distribution system bigger and more efficient.” Of course, it had the advantage of a clean slate, which meant that it could more easily imagine and build a system unconstrained by a previous model. Netflix was not burdened by the need to support and retain a lot of practices, services, and structures that had once worked well. It had the freedom to focus exclusively on the needs and wants of consumers. In this process, technology itself was secondary, a means to an end. Customers were the point.

But Netflix does not have time to rest on its laurels either. The distribution model it has used so effectively is changing, evolving from a mail-order system where networked computers facilitate discovery and ordering to a fully automated system where streaming and downloadable video close the circle to form a fully net-enabled process. In these circumstances, an efficient snail-mail order operation will not suffice. The key to remaining competitive in the next round of this game would seem to be accurately anticipating what networked devices most people will watch videos on in the next few years, and then quickly building the pipelines necessary to feed product to those devices.

But guessing correctly, while important, is not really the key. What matters is responding to customer wants and needs in a timely and efficient manner, even at the expense of letting go of past practices and tools no matter how cherished or successful. A baggage-free focus on customers is what gave Netflix its original competitive advantage.

Innovating past the graveyard

It would behoove libraries to adopt a similar focus. A very simple formula is at work in determining satisfaction for most library users. If a patron comes to the library or logs in and finds what she wants, or a close approximation to it, she is happy. To the extent that she does not, she isn't. Period. Impressive buildings, glitzy web pages, fat acquisitions budgets, high volume counts (whether electronic, print, or both) are fine, but they are not the most important thing—which is simply whether or not the patron is able to locate the answer, fact, statistic, idea, or data set she needs—and the quicker and easier, the better.

Libraries used to score highly on this metric by owning a lot of things and keeping them close at hand. Now, more and more, they ring the user-satisfaction bell by connecting to a lot of things, regardless of where the items are, who owns them, what time of day it is, or where the patron is. The old, ownership-based system is akin to the just-in-case business model, where companies keep lots of stock on hand just in case someone needs a particular widget or gizmo. The new library should be based on the just-in-time model, where access and delivery networks are more important than vast quantities of nearby inventory.

Another lesson for libraries is that once content is delivered in a new medium, the old medium does not matter—except for the purposes of preservation and historical scholarship. Game over for those who insist on blindly holding onto the old format in needlessly redundant storage facilities, especially if that facility is located on prime real estate. This is not to say that the old format does not need to be preserved. But not everyone needs to do so—far from it. There may have been a time when every Blockbuster store needed 12 VHS or DVD copies of *Top Gun*. No more. Similarly, we no longer need print runs of *The Most Important Journal in the Field of XYZ Studies* on every shelf of every library in the country. A few for preservation purposes are quite enough. Our customers want the content in the most convenient and efficient form possible.

Space matters

Of course libraries have other things to offer—spaces, for one, to which the same formula for satisfaction applies. If a patron comes to the library in search of a quiet study area, a room for group research, an environment conducive to intellectually stimulating social exchange, or space for inspiration and the freedom to think big thoughts and finds it, she is happy. If not, then not so much.

The extent to which we think of our libraries exclusively as warehouses for the protection and storage of physical objects is probably also the extent to which we also miss the mark in this regard. If we are to retain a meaningful bricks-and-mortar component to our services, we must deploy our spaces with the aim of delivering to our patrons the room they need when they need it, instead of vast storage areas, or—when we are able to escape the warehouse paradigm—inflexible, single-purpose areas that lie fallow for large periods of time. Our emphasis must be on flexible, multipurpose space that is available 24/7, or as close to that as possible. On this point we differ from Blockbuster, whose physical presence has become beside the point. We have spaces that our users want and need, and that can be useful to our overall mission if deployed effectively and efficiently: what patrons want, when they want it.

Increasingly, libraries are engaging in additional activities, such as open-access initiatives and other publishing ventures to help counter the rising cost of commercial publications, and building learning commons and other forms of technology-rich spaces where users can capture and manipulate information into new products and forms of knowledge. However, the focus of our networked collections, spaces, and services should be to meet the needs and wants of users rather than maintaining the systems and structures we previously constructed to serve them. The computers and networks that link items and collections, the buildings that we inhabit, and the tools we offer are not primary to our purpose. Primary are the people who need and want these things. If we are going to sink costs somewhere, that is where we should sink them. If our focus shifts from serving individuals to tools, systems, and structures, the graveyard of obsolescence will beckon.

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Amazon Preps Netflix-like Service for Books, Says Report

By [Ian Paul](#), [PCWorld](#) Sep 12, 2011 5:49 AM

Amazon is reportedly in talks with publishers to turn a selection of Kindle books into a [Netflix-like content library](#) as an added bonus for Amazon Prime customers. Under the rumored plan, Prime members would get to read a limited number of books for free every month from a library of older titles as part of their annual \$79 Prime membership fee, according to [The Wall Street Journal](#).

Prime is a special program from Amazon that gives you free two-day shipping and reduced price one-day shipping on all your Amazon orders for one year. You also get unlimited streaming access to a small [library of movies and TV shows](#).

It's not clear if the rumored e-book Prime library plan would allow you to download the books or just save them to your device for a limited time. Amazon's e-book lending library idea is still in the formative stages, and publishers are reportedly leery of the new Amazon library fearing it could devalue books in the eyes of consumers.

The Whole Package

Perhaps spurred by the reaction to its Prime Instant unlimited video streaming, Amazon hopes to convince more people to join Prime with enticing add-ons. The company's Prime library might also tie-in to the retailer's strategy for its highly rumored, [Android-based tablet](#) to compete with the iPad.

Similar to Apple, Amazon's slate could offer an integrated shopping experience with one-click access to online movie and TV viewing, e-book sales, MP3s, and apps. But Amazon would also want to encourage people to use their Amazon tablets to shop for physical items such as TVs, consoles and games, physical books, DVDs, computers, and toys.

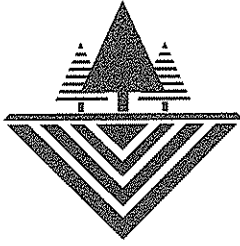
And that's where an enticing Prime membership comes in. Amazon Prime members are more likely to shop from the online retailer since they want to recoup their \$79 annual fee in free shipping. So Prime add-ons such as free books and free, unlimited video streaming could help convince more people to sign up for Prime.

But if Amazon's Prime Instant Video is any guide, Amazon's Kindle lending library may be nothing to get excited about. You can already get a large number of books for free on the Kindle, most of which are classics such as *Alice's Adventures in Wonderland*, *The Adventures of Sherlock Holmes*, *Pride and Prejudice*, *Treasure Island*, *Little Women*, *War and Peace*, and *Gulliver's Travels*. Amazon's digital library would have to offer books a little more substantial than classic tales to win over more Prime members.

The Journal says the deal would include older books. It's just not clear just how far back these "older titles" will go. I would guess we're probably talking about a smattering of recent books, and then a heavy dose of titles from the early 2000s, the 90s and earlier. That's similar to what you get from Prime with popular TV shows on the service including *The Tudors* Season 4 (2010), *Doctor Who* Season 4 (2007), *Star Trek: Deep Space Nine* Season 1 (1993), and movies such as *The Girl Who Played With Fire* (2009).

Those titles may not match Netflix's streaming offerings, but for online shoppers already thinking about signing up with Amazon Prime it could be enough to tip the scales in Amazon's favor. Add to that an expanded library of free books on Kindle, and Prime may be appealing enough to win over more digital consumers.

Connect with Ian Paul (@ianpaul) and [Today@PCWorld](#) on Twitter for the latest tech news and analysis



Scotts Valley Water District

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September 26, 2011

Teresa Landers, Director
Santa Cruz Public Libraries
117 Union Street
Santa Cruz, California 95060

Subject: Property Tax Misallocation

Dear Ms. Landers:

Earlier this year Scotts Valley Water District learned that Santa Cruz County had incorrectly paid the District property taxes beginning in the 1990's through June 2009 as a result of a Tax Rate Area coding error related to 66 parcels on Silverwood Drive and Shasta Park Court in Scotts Valley. Santa Cruz County collected the correct tax amount, but allocated funds to the Water District that instead should have been distributed to the Santa Cruz Public Libraries and others. The total error for the period is estimated at \$186,229. The share of this total that should have gone to the Public Libraries is 2.91%, based on correct Tax Rate Area coding.

The County Auditor-Controller explained to us that corrections for fiscal years 2006-07, 2007-08, and 2008-09 are statutorily required, whereas earlier corrections are not. Accordingly, Santa Cruz County remedied the error for these three years by redistributing fiscal year 2010-11 property tax revenues due the Water District to the rightful recipients of the prior misallocation. The total amount of error for those three years was \$64,550, as determined by the County Auditor-Controller's office. We are informed the Public Libraries received 2.91% of this total, or \$1,880, as an adjustment to your fiscal year 2010-11 property tax revenue distributions from the County.

The Water District Board of Directors has determined that the remaining misallocation for the prior period should be redistributed similarly, even though there is no legal requirement to do so. The County Auditor-Controller informed us her office did not have sufficient staff to perform this work, but her office did provide important information and review to assist the Water District with its own independent analysis. The District analysis estimates that the total misallocation for the period leading up to

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Teresa Landers, Director
Santa Cruz Public Libraries
September 26, 2011
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fiscal year 2006-07 is \$121,679. The Public Libraries should have received 2.91% of this amount, or \$3,543. A spreadsheet is enclosed providing additional detail.

The Water District is now preparing to redistribute the estimated \$121,679 that was misallocated prior to fiscal year 2006-07. Unless instructed to the contrary by you, we will issue the Public Libraries a check for \$3,543, which represents a 2.91% share of the remaining redistribution.

Please advise me if I can provide further information or explanation.

Yours truly,



Charles McNiesh
General Manager

Enclosure (as described)

cc. Mark Stone, Chairperson and 5th District Supervisor, Board of Supervisors, Santa Cruz County
Mary-Jo Walker, Auditor-Controller, Santa Cruz County
Sean Saldavia, Assessor, Santa Cruz County

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Scotts Valley Water District
 Calculations of Property Tax Mis-Allocation
 Portion of Monte Fiore subdivision incorrectly assigned to Tax Rate Area 04-053
 FY 1996-97 through FY 2008-09

Date of Analysis: Sept. 26, 2011

Fiscal Year	SV Schools		SV Fire		SV City		Cabrillo College		County Library		County School Service		County FC/WC Zone 4		County FC/WC General		Total
	39.82%	16.65%	\$3,615	\$1,454	\$1,461	\$1,402	\$1,350	\$632	\$605	\$602	\$49	\$42	\$49	\$42	\$41	\$5,280	
2008-09	\$8,648	\$3,615	\$1,454	\$1,395	\$632	\$602	\$49	\$42	\$49	\$42	\$41	\$5,280	\$21,716				
2007-08	\$8,690	\$3,632	\$1,461	\$1,402	\$635	\$605	\$49	\$42	\$49	\$42	\$41	\$5,306	\$21,821				
2006-07	\$8,368	\$3,498	\$1,406	\$1,350	\$612	\$582	\$48	\$41	\$48	\$41	\$41	\$5,109	\$21,013				
2005-06	\$7,647	\$3,196	\$1,285	\$1,233	\$559	\$532	\$43	\$37	\$43	\$37	\$37	\$4,669	\$19,203				
2004-05	\$6,967	\$2,912	\$1,171	\$1,124	\$509	\$485	\$40	\$34	\$40	\$34	\$34	\$4,254	\$17,496				
2003-04	\$6,515	\$2,723	\$1,095	\$1,051	\$476	\$453	\$37	\$32	\$37	\$32	\$32	\$3,977	\$16,359				
2002-03	\$5,970	\$2,496	\$1,003	\$963	\$437	\$415	\$34	\$29	\$34	\$29	\$29	\$3,645	\$14,992				
2001-02	\$5,510	\$2,303	\$926	\$889	\$403	\$383	\$31	\$27	\$31	\$27	\$27	\$3,364	\$13,837				
2000-01	\$4,884	\$2,042	\$821	\$788	\$357	\$340	\$28	\$24	\$28	\$24	\$24	\$2,982	\$12,265				
1999-00	\$4,412	\$1,844	\$742	\$712	\$323	\$307	\$25	\$21	\$25	\$21	\$21	\$2,694	\$11,080				
1998-99	\$3,964	\$1,657	\$666	\$639	\$290	\$276	\$23	\$19	\$23	\$19	\$19	\$2,420	\$9,953				
1997-98	\$2,264	\$946	\$381	\$365	\$166	\$157	\$13	\$11	\$13	\$11	\$11	\$1,382	\$5,685				
1996-97	\$322	\$135	\$54	\$52	\$24	\$22	\$2	\$2	\$2	\$2	\$2	\$197	\$809				
Total	\$74,161	\$30,999	\$12,465	\$11,962	\$5,423	\$5,159	\$422	\$359	\$45,279	\$186,229							
Total 2006-09	\$25,705	\$10,745	\$4,320	\$4,146	\$1,880	\$1,788	\$146	\$125	\$15,695	\$64,550							
Total Earlier	\$48,456	\$20,254	\$8,144	\$7,816	\$3,543	\$3,371	\$275	\$235	\$29,585	\$121,679							