



LIBRARY JOINT POWERS AUTHORITY BOARD

Monday March 4, 2013
Aptos Branch Meeting Room
7695 Soquel Drive, Aptos, CA 95003-3899

6:30 PM PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA OF MARCH 4, 2013
3. ORAL COMMUNICATIONS
4. PRESENTATION: August Downtown Branch public art project
5. MEMBER REPORTS
6. CONSENT AGENDA
 - A. Approve minutes of February 13, 2013 (PG.3-8)
 - B. Resolution to accept Anna Gruber Trust donation (PG.9)
 - C. Resolution to appropriate Anna Gruber Trust (PG.10)
7. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT
8. STAFF REPORTS
 - A. Monthly Narrative Report: January 2013 (PG.11-17)
 - B. Statistical Reports (PG.18-21)
 - C. January Financial Snapshot (to be handed out at the meeting)
 - D. Budget Priorities for FY13/14 (PG.22-24)
 - E. Status Update: Facilities Master and IT Strategic Plans (PG.25)
 - F. Patron Code of Conduct and Suspension Policy Update (PG.26-33)
9. OTHER BUSINESS
 - A. Board Retreat (PG.34-35)

- B. Late opening of all branches on Thursday March 7

10. WRITTEN COMMUNICATIONS

- A. Articles about Santa Cruz and California Libraries (PG.36-44)
- B. Patron Written Comments (PG.45-48)
- C. Articles on Libraries Nation Wide (PG.49-53)
- D. Security Incidents Log (PG.54-55)
- E. Website Hits (PG.56)
- F. Staff Recognition (PG.57-58)
- G. Virtual Services Quarterly Report (PG.59-71)
- H. Update regarding by-laws and JPA issues (PG.72-74)

11. BOARD MEETING CALENDAR

The Board will consider its current meeting schedule and may revise it as necessary.

12. NEXT MEETING

The next regularly scheduled meeting is Monday, April 1, 2013 at 6:30 pm at the Downtown Branch Library. A study session on the Facilities Master Plan will be held Monday, March 18 at 6:00 pm at the Downtown Branch Library.

13. ADJOURN

The Library Joint Powers Authority Board will adjourn from the regularly scheduled meeting of Monday, March 4, 2013 to the study session on Monday, March 18 at 6:00 pm in the Downtown 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.

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

Downtown Branch Meeting Room
224 Church Street, Santa Cruz, CA 95060

February 13, 2013

6:00 PM CLOSED SESSION

6:30 PM PUBLIC MEETING

I. ROLL CALL

Present: Supervisor McPherson, Citizen Member Gerdt, Citizen Member English,
Councilmember Mathews, Councilmember Reed, Councilmember Terrazas,
Supervisor Friend, Councilmember Termini

Staff: Teresa Landers, Director of Libraries
Marcus Pimentel, Finance Director

II. APPROVAL OF MEETING AGENDA OF FEBRUARY 13, 2013

Councilmember Reed moved, seconded by Councilmember Mathews

That the Board approve the Agenda of February 13, 2013

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III. ORAL COMMUNICATIONS

Chair Terrazas reported to the public on the closed session meeting. There were no reportable actions. The Board received input from Lead negotiator Lisa Sullivan and provided direction regarding labor negotiations.

A member of the public commented on procedural issues.

IV. ELECTION OF A NEW CITIZEN MEMBER

Two individuals had been introduced to the Board in January. Councilmember Mathews nominated Martha Dexter, seconded by Citizen Member English.

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Councilmember Mathews moved, seconded by Citizen Member English

That the Board appoint Martha Dexter as Citizen Member to the Library Joint Powers Board.

UNAN

V. PRESENTATION OF NEW STAFF

Director Landers introduced the new Volunteer Coordinator Denise Fritsch and the new Division Manager for Collection Management Services Shelley J. Bodamer. Both new employees bring vast experience and background to the Library system and are warmly welcomed.

VI. BIG READ PROCLAMATION

Chair Terrazas read the Big Read Proclamation.

VII. RESOLUTION IN SUPPORT OF SCA-7

Director Landers introduced the Resolution and recommended to support SCA-7 and to authorize the Board Chair to write a letter to Senator Wolk and local legislators in support of this legislation.

Councilmember Mathews moved, seconded by Supervisor McPherson

That the Board accept the Resolution of the Santa Cruz Library Joint Powers Authority Board Supporting California SCA-7 to Adopt a Constitutional Measure which Seeks to Reduce the Local Vote Threshold for Local Special Taxes and Construction Bonds from the Current Two-Thirds Vote to 55%. (Resolution #2013-01)

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VIII. MEMBER REPORTS

Citizen Member English reported that he informally met with the Friends of the La Selva Beach Branch library to hear their interest in the library system, their expectations regarding improvements to their Branch and to understand their suggestions for improved library services.

Councilmember Mathews reported on the visit of teachers from the sister city of Alushta in the Ukraine. The visitors were invited to tour several City departments including the library and met with Janis O'Driscoll and Jeanne O'Grady. The teachers learned about early literacy programs, children's reading programs, etc. which made it a very successful visit.

IX. CONSENT AGENDA

A. APPROVE MINUTES OF JANUARY 14, 2013

Councilmember Reed moved, seconded by Citizen Member English

That the Board approve the Minutes of January 14, 2013

UNAN

Abstain: McPherson, Friend, Dexter, Termini

X. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

Lorene Hall, FSCPL, reported the following Friends' activities:
FSCPL also began funding the IT Strategic Plan.

Plans include:

1. February and March 2013 – Cosponsoring the Big Read, Board members will be volunteering at events throughout the month.
2. March 3rd, 2013 – Our First Multimedia Market – multimedia sale at the Downtown Library
3. April 24th, 2013 – Hosting a S. C. Chamber of Commerce Mixer to launch our Business Membership Model.
4. May 11th, 2013 – Friends Retreat
5. May 18th, 2013 – Hosting the Spring Book Sale, an outdoor event just outside the Downtown Library Branch
6. FSCPL is beginning to collect books for the Spring Book Sale.

Paul Machlis, Felton Library Friends

1. February 20th, 2013 - 3rd Annual Felton Library Read-a-Thon
2. April 25th, 2013 – 9th Annual San Lorenzo Valley Poetry Reading at the Felton Community Hall with David Swanger, Santa Cruz County Poet Laureate.

XI. STAFF REPORTS

- A. Monthly Narrative Report: January 2013.

For the benefit of the new Board members Director Landers explained the Monthly Narrative Reports and the intent behind the current format. The report follows the Strategic Plan, its objectives and goals. It is a report on what is being done within the confines of the Strategic Plan, i.e. the activities of the library over the previous month.

B. Statistical Reports

There are a number of issues with the computer system and therefore the Circulation statistics are still not reliable. Hopefully this will be remedied in the future.

C. December Financial Snapshot

Finance Director Marcus Pimentel gave a detailed overview and explanation of the Snapshot report. He guided the Board members through the report line by line. Finance Director Pimentel reported that December finished positive. The Library is in a very strong financial position right now. Payroll is under budget due to several vacancies. E-rate (federal subsidies for telecommunications) is starting to come in. The Board reviewed the report. Finance Director Pimentel is going to add a comparison to the prior year starting in July 2013.

D. Status Update: Facilities Master Plan and IT Strategic Plan

Director Landers reported that the plans are making excellent progress with the recommendation phase now beginning. A study session is planned for March 18th on the Facilities Master Plan with both plans coming up for approval by the April Board meeting. Director Landers is planning to review the whole process with the Board members in groups of 2 -3 well in advance of the April Board meeting. Both consultants have completed site visits and meetings with staff and board members.

XII. OTHER BUSINESS

A. Elect Chair and Vice Chair

Temporary Chair Terrazas opened nominations from the floor. Nominations were as follows:

Councilmember Terrazas was nominated by Councilmember Mathews and Citizen English was nominated by Citizen Gerdt for the position of Chair.

No further nominations were forthcoming and nominations were closed. A roll call vote was taken:

Votes for Councilmember Terrazas (Chair): Councilmember Reed, Councilmember Mathews, Councilmember Termini, Supervisor McPherson, Councilmember Terrazas, Supervisor Friend, Citizen Member Dexter.

Votes for Citizen Member English (Chair): Citizen Member English, Citizen Member Gerdt.

Result: Councilmember Terrazas was elected 7:2 as Chair of the LJPB.

Councilmember Reed nominated Councilmember Termini as Vice Chair. The Board unanimously elected Councilmember Termini as Vice Chair.

B. Finance Subcommittee Appointment(s)

Councilmember Termini volunteered to be on the Finance Subcommittee and David Terrazas and Dick English will continue.

C. Adoption of By-laws amendment regarding incumbent citizen member.

Councilmember Mathews and Citizen Member English requested the introduction of a by-laws amendment to address the issue of an at-large citizen member being able to serve on the LJPB until their replacement is appointed. This amendment was prepared by the City Attorney. Councilmember Mathews explained that this is a "housekeeping" issue and will allow for continuity of one Citizen Member until the next one comes on.

A member of the public (Bruce Holloway) commented on procedural issues.

Councilmember Termini moved, seconded by Councilmember Reed

That the Board adopt the by-laws amendment regarding incumbent citizen member as follows "... Notwithstanding the foregoing, an At-Large Citizen Member shall continue to serve until a replacement has been appointed if a replacement has not been appointed as of the date of the At-Large Member's January term expiration."

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XIII WRITTEN COMMUNICATIONS

- A. Articles About Santa Cruz and California Libraries
- B. Patron Written Comments
- C. Articles on Libraries Nation Wide
- D. Security Incidents Log
- E. Website Hits
- F. Staff Recognition
- G. Felton Library Status Report
- H. Library Financing Authority Mid-year projections

Director Landers explained the intent of the Written Communications and opened it up to the Board Members to accept or reject any of the items. The Board asked several questions and expressed concern about staff time spent on this section as well as appreciation for the information presented.

XIV. BOARD MEETING CALENDAR

No changes

XV. NEXT MEETING

The next regularly scheduled meeting is on March 4, 2013 at 6:30 pm in the Aptos Branch Library meeting room.

XVI. ADJOURN

The regular meeting adjourned at 7:26 p.m.

Respectfully submitted,

Helga Smith, Clerk of the Board

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



RESOLUTION # 2013-02

**RESOLUTION OF THE
SANTA CRUZ LIBRARY JOINT POWERS AUTHORITY BOARD
ACCEPTING FUNDS AND AMENDING THE FY 2012-2013 BUDGET**

WHEREAS, a primary distribution of \$56,873.85 has been sent to the Santa Cruz Public Library by the Anna Gruber Trust; and

WHEREAS, the monies have been earmarked to be used to support the collection of materials at the Branciforte Branch Library at 230 Gault Street, Santa Cruz

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board that it accept the \$56,873.85 pecuniary gift from the Anna Gruber Trust, and that it amend the FY 2012-2013 Budget.

PASSED AND ADOPTED this 4th day of March 2013 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk



RESOLUTION # 2013-03

**RESOLUTION OF THE
SANTA CRUZ LIBRARY JOINT POWERS AUTHORITY BOARD
TRANSFERRING AND APPROPRIATING FUNDS FROM THE ANNA
GRUBER TRUST**

WHEREAS, the Board approve the transfer of monies from the Anna Gruber Trust;

WHEREAS, the monies will be appropriated from the Trust for Fiction and Children's materials initially to be assigned to the Branciforte Branch Library; the materials will be plated in Anna Gruber's honor;

NOW THEREFORE, be it resolved by the Library Joint Powers Authority Board that it authorize the transfer of \$30,000 from the Anna Gruber Trust, and that it amend the FY 2012-2013 Budget.

PASSED AND ADOPTED this 4th day of March 2013 by the following votes:

AYES: Board Member(s):

NOES: Board Member(s):

ABSENT: Board Member(s):

DISQUALIFIED: Board Member(s):

APPROVED

ATTEST

Chair

Board Clerk

MONTHLY REPORT FOR FEBRUARY 2013

1. READING, LISTENING AND VIEWING FOR PLEASURE

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

Jeanne O'Grady has been providing Live Oak families with a lively Preschool Storytime each Monday morning. She also hosts class visits each week for elementary school classes to come hear a story and then spend time exploring the library and checking out books to take back to school.

Kari Gunn is back at the Aptos Branch to provide our toddler storytime on Mondays. This past week we had an exceptional turnout of 30 children and their parents. Our patrons are happy that we provide this program for their children.

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.

Two new dogs have joined our Tales to Tails team. Sadie worked her first day at the Scotts Valley Branch in late February. Yoli is an 18-month bundle of energy who is powering her way through every obedience and training class her owner enrolls her in. Yoli lives in Boulder Creek and she will be bringing Tales to Tails to the Boulder Creek Branch this spring.



Sadie



Yoli

Capitola branch has a wonderful art display in our children's room featuring pastel flowers by the Aptos Academy first and second graders and original acrylic paintings by the seventh and eighth graders. The display was curated by Aptos Academy Art teacher Jane Brown who has been keeping our walls filled with color from her classrooms.

Lil Rev – singer, player of many musical instruments, and storyteller – entertained audiences at Branciforte and Scotts Valley Libraries and the attendees at Hope Senior Services in Aptos. He had them literally dancing in the aisles at Hope Services. Everyone thoroughly enjoyed his performance and participated by clapping, tapping feet, dancing and singing along to old favorites.

Maile McGrew-Frede has also created a children's display for African America History Month. The display is helpful and provides a great array of books related to African American history.

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

Paula Turpenen reports that all 4 Adult book discussion kits of *The Grapes of Wrath* are checked out. This is a great start to THE BIG READ program beginning on Feb 27th. Paula is also continuing with cataloging the Young Adult book discussion kits.

2. LIFELONG LEARNING

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

Thanks to a student intern from San Jose State, most of the YA Book Discussion Kits are catalogued. When those are finished, she will start on the J Book Discussion Kits.

More and more patrons are checking out Playaways at the Aptos Branch. We have a growing collection for adults, YA and children. Our patrons are also using the e-book and electronic audiobook option through our website. Our staff has noticed an increase in the number of patrons asking for e-book and e-audiobook information and they are happy that we provide information in this format.

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.

The monthly series – It's Not About the Bully – started at the Downtown Branch on the fourth Sunday in January. It was well attended. Families and individuals learn strategies to deal with bullies.

Poet Laureate of Santa Cruz, David Swanger, was well received by 30 poetry lovers at his talk and reading at La Selva Beach Branch.

In honor of National Black History Month, LSB has created a book display of both Adult and Juvenile books written by and about African-Americans.

Garfield Park had a black history month book display, a Valentine's day display, and a Chinese New year display. The books flew off the shelf!

Boulder Creek's Library Aide, Whitney James-Heskett continues to create displays for the branch. This month, besides her weekly Storytime displays, she made Celebrate Black History Month and Valentine's Day exhibits containing both adult and children's books.

Capitola has also created a book display authored by African Americans for our Juvenile and Adult audiences

Janis O'Driscoll and Mariah Roberts met with Boulder Creek's PIC, Cathy Landis, to discuss and plan an exhibit at Boulder Creek, of 11 large scale photographic portraits from the Libraries Inside Out project.

With spring approaching, class visits are picking up at all our branches. Many preschool groups bring parents for library orientation and elementary school groups come for stories that support their curriculum.

The eBooks and More class given by SCPL reference staff at the Live Oak Branch has been very popular. Offering the class on one Sunday morning a month has brought in members of the public who may not otherwise be able to attend a weekday class. They come in with all manner of eBook readers: Ipads, Nooks, Androids, etc. and the reference team provides an overview of the basics of downloading ebooks as well as individual help using various devices.

The Santa Cruz Genealogical Society presented a workshop at the Scotts Valley branch demonstrating the Library edition of Ancestry.com with the help of Brenda McIlroy and Paula Jansen.

The Felton Library Friends held the 3rd Annual Read-a-Thon at the Felton Library this month. The event, in which speakers read aloud from their favorite books or from their own works, was a success: throughout the afternoon close to 40 people stopped in to listen. The stars of the event were several SLV High School students who read essays they had composed on the theme, "This I believe."

- 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.**

Planning for the Big Read continued in earnest. Primary partners are the Friends of the Library and Santa Cruz Writes but the complete list of partners includes Bookshop Santa Cruz, Community Printers, Community Television, Gourd Music, Loose Cannon Theater, The Martha Heasley Cox Center for Steinbeck Studies, the Museum of Art and History, the National Steinbeck Center, the Nickelodeon Theater, Santa Cruz City Schools, Santa Cruz Office of Education, Studio Holladay and the Willing Suspension Armchair Theater.

The Small Business Brownbag series for 2013 opened on February 14 with the program Starting Up in Santa Cruz: New tools to Help You. This program is a partnership with Bay Federal Credit Union, the Business and Entrepreneurship Center at Cabrillo, the California SBDC, the City of Santa Cruz, Downtown Santa Cruz, Next Space, SCORE and Think Local First.

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

Author Paul Fleischman recently moved to Santa Cruz. He has donated multiple copies of several of his picture book and chapter book titles to the Program team. We have used some to complete Book discussion kits and others will be used in Read to Me kits. Mr. Fleischman also volunteers as a tutor at the Branciforte Branch homework center.

La Selva Beach has created a display of "Recommended Reads". All Library Users are invited to select their favorite books for the display and write up why they chose them!

Jean Wolff led a lively writer's group discussion that included 7 of our local patrons. Jean has been facilitating the writer's group at Aptos for the past 7 years. She will be stepping down after March and we look forward to her replacement.

At the Downtown Branch, "No Place Like Home" presents a dynamic mix of artwork by eight local artists. Milton Barber, Russell Brutsche, Beth Gripenstraw, Greg Feller, Barbara Lawrence, Richard Merrill, Winnie Mucklow, and Neil Simmons each exhibit a recent series of work inspired by their home, California. The resulting selection demonstrates the many ways California artists are influenced and inspired by their home environments. This display is up until March 30, 2013.

The portraits are on the move. Janis and Mariah Roberts spent yesterday visiting interested branches to plan installations at Boulder Creek, Branciforte, Scotts Valley, Live Oak, Capitola, and Aptos. Each installation will be different. We'll begin with Live Oak or Boulder Creek soon and finish with the Scotts Valley outside installation later in the Spring when it stops raining. There will both familiar faces and some new ones you haven't seen yet. The portraits Downtown will be removed as soon as Ken, Matt, and Danny can get it into their schedules.

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

The Aptos Branch has received multiple compliments regarding the e-book class held at the end of January. Sixteen patrons came to the one hour class and they brought with them many different devices for reading e-books. Our patrons are looking forward to more classes.

Maile McGrew-Frede has received several compliments on her choice of the adult display for February. She chose to highlight African American History Month and has many great books picked out for the display.

D. Volunteers will be used effectively.

Capitola volunteer Jean Skelton has finished weeding the older periodicals from our collection to make way for the new issues. This is a huge job and usually takes months but she is so dedicated that she whisked right through it!

Denise Fritsch, new Volunteer Coordinator, visited the Boulder Creek branch and talked about possible volunteering opportunities.

Santa Cruz High School students are continuing their bilingual tutoring service at the Downtown Branch from 4-6 on Thursdays.

4. WELCOMING PLACE

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

At Capitola we requested the LIT team to provide us with rotating arms on our computer monitors at our service desk so we could turn the monitors to show the patrons what was on the screen when attempting to explain how to download books, find things on the home page or when they had questions about their accounts. VOILA! Within a couple of days LIT's Gary Griffiths had installed the arms and already it is making a positive difference for our patrons.

The children's area of the Felton branch continues to get new decorations. Thanks to Marilyn R., a member of the Belardi Board and a neighbor of the branch, the children's area now has a display of masks that have been made completely out of found objects.

A technician from Automatic Door Systems came to Boulder Creek to fix the front door's push plates for the automatic door. Patrons are very happy to be able to access this once again.

We have made two positive changes at the Aptos Branch this month. Owing to Lynette George's suggestion, we rearranged our circulation desk. The main circulation computer is now in between the two self check machines making it easier to help patrons on both sides. The move also cleared the way for the book drop bin to be more easily moved into the back workroom. The other change included putting a new self check machine in our children's room. We have many families that come in and check out large piles of picture books which can be difficult to check out at the main circulation desk. The new machine enables parents to check out books while keeping a better eye on their children.

Downtown YP has a wonderful new aquarium and its major feature is that it doesn't leak. It is bigger and the fish are enjoying doing laps in a larger space. The old aquarium can't hold water any more but it would be a great terrarium.

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

Library Hours is a program serving local senior housing units. Once a month someone from either Bookmobile staff or Programming Staff visits these units, offers books, and takes requests. The schedule of these visits has not been posted anywhere so Eric Chalfant is now posting the scheduled Library Hours on the Bookmobile online calendar on the website.

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

All the homework centers have working printers at this time. Thank you to Gary Griffiths for formatting and setting up the hardware for the homework centers.

5. FINANCIAL SUSTAINABILITY

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

Early indications are that sales tax is coming in at a higher rate than estimated and costs are being contained.

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.

Staff is beginning a review of the adopted service model and will be making recommendations on changes needed to effectively carry it out.

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

Significant issues with the ILS have impeded efficient operations and staff is close to having recommendations on how to proceed in order to achieve continual improvement and maximum efficiency using technology.

6. ORGANIZATIONAL READINESS

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

Many staff attended a workshop by Vic Cizanckas, a Licensed Clinical Social Worker (LCSW) with the VA. Mr. Cizanckas gave a 1 hour presentation about how to deal with patrons with apparent mental health issues and answered questions from staff.

Paula C. participated in a Legal Forms Webinar on 2/7/13

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Jonell Jel'enedra from the Capitola branch attended the on-going staff training demonstrating how to download ebooks to various electronic readers. This is a vital skill for all of our service desk staff as patrons query us about it on a daily basis.

Donna Barber from Capitola attended a training on Meeting the Challenge of the Difficult Customer, which is always useful information when working on a service desk. Galina Wells from Capitola attended Planning and Organizing Your Work. Jeanne O'Grady is representing the Program Team at SPLAMBA (School and Public Librarians Association of the Monterey Bay Area) monthly meetings. SCPL will host SPLAMBA at Scotts Valley in April and at Aptos in September.

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

Jeanne O'Grady took the City Leadership Class in Communicating Skills for Facilitating Effective Meetings.

Catherine Workman, The PIC of Garfield Park and Cathy Landis, Boulder Creek PIC, completed the eight-module Employee and Leadership Development program. Congratulations to both on this achievement.

Staff at Boulder Creek helped train new staff from the new Library Floating Aides and the Library Assistant II On-Calls. Garfield Park also helped train three of the new floating aides.

Janis O'Driscoll and Jeanne O'Grady hosted a visit from teachers from Santa Cruz' sister city, Alushta in the Ukraine. They were interested in finding out about services to children and were impressed by all that we offer.

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

The Program Team is developing a strategic plan for programs.

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

Staff sessions on ereader training have been very well received and provide staff with the skills necessary to serve our customers.

Staff Skills Share sessions have also begun. These are staff led sessions that focus on specific skills needed to better serve our customers. For example: One held on February 27 focused on the various services we offer to download audio books and how they work.

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MONTHLY STATISTICAL REPORT
FY12/13

	Circulation		Visitors		Circ/Open Hr		Visitors/Open Hr			
	FY 11/12	FY 12/13	%change	FY 11/12	FY 12/13	%change	FY 11/12	FY 12/13		
January										
Aptos	23,695		-100%	10,317	12,016	16%	135	59	65	11%
Boulder Creek	4,181		-100%	2,272	2,800	23%	35	19	19	-1%
Branciforte	8,914		-100%	5,842	8,105	39%	74	49	56	16%
Capitola	9,436		-100%	5,440	6,740	24%	68	39	43	8%
Downtown	53,475		-100%	31,902	35,618	12%	248	148	158	7%
Felton	2,826		-100%	1,587	1,768	11%	34	19	15	-22%
Garfield Park	2,954		-100%	2,688	3,658	36%	37	34	32	-4%
La Selva Beach	1,521		-100%	1,547	1,509	-2%	18	18	13	-32%
Live Oak	13,598		-100%	8,493	9,979	17%	116	73	66	-10%
Scotts Valley	20,818		-100%	14,760	15,082	2%	118	84	82	-2%
Outreach	2,917		-100%	1,370	1,228	-10%				
Subtotal	144,335	0	-100%	86,218	98,503	14%	883	541	549	1%
ebooks	11,420	7,552	-34%							
e-audio	900	1,399	55%							
TOTAL	156,655	8,951	-94%	86,218	98,503	14%	883	541	549	1%
website hits	527,072	519,384	-1%	127,092	128,689	1%				

Note: We have recently discovered that the circulation statistics reported beginning in January 2012 may not be accurate. We are working on correcting this and it will be a couple more months before this is resolved. Until then we are suspending reporting of circulation statistics.

MONTHLY STATISTICAL REPORT
FY12/13

	Circulation			Visitors			Circ/Open Hr			Visitors/Open Hr		
	FY 11/12	FY 12/13	%change	FY 11/12	FY 12/13	%change	FY 11/12	FY 12/13	%change	FY 11/12	FY 12/13	%change
November	20,655		-100%	8,659	12,792	48%	125		-100%	53	76	45%
Aptos	3,972		-100%	1,937	2,971	53%	44		-100%	21	23	6%
Boulder Creek	7,452		-100%	4,895	7,021	43%	96		-100%	63	55	-13%
Branciforte	8,307		-100%	4,628	5,889	27%	87		-100%	49	41	-16%
Capitola	47,641		-100%	28,005	31,854	14%	234		-100%	138	154	12%
Downtown	2,372		-100%	821	1,568	91%	36		-100%	13	15	15%
Felton	2,392		-100%	2,358	3,578	52%	31		-100%	30	35	16%
Garfield Park	1,245		-100%	1,048	1,532	46%	21		-100%	17	14	-18%
La Selva Beach	13,403		-100%	8,558	7,881	-8%	103		-100%	66	58	-12%
Live Oak	19,068		-100%	12,403	13,911	12%	129		-100%	84	83	-2%
Scotts Valley	2,721		-100%	1,208	1,505	25%						
Outreach	129,228	0	-100%	74,520	90,502	21%	906	0	-100%	533	553	4%
Subtotal	6,686	11,184	67%									
ebooks	857	2,103	145%									
TOTAL	136,771	13,287	-90%	74,520	90,502	21%	906	0	-100%	533	553	4%
website hits	416,930	355,157	-15%	105,162	103,504	-2%						
<p>Note: We have recently discovered that the circulation statistics reported beginning in January 2012 may not be accurate. We are working on correcting this and it will be a couple more months before this is resolved. Until then we are suspending reporting of circulation statistics.</p>												
	Circulation			Visitors			Circ/Open Hr			Visitors/Open Hr		
	FY 11/12	FY 12/13	%change	FY 11/12	FY 12/13	%change	FY 11/12	FY 12/13	%change	FY 11/12	FY 12/13	%change
December	20,468		-100%	7,953	10,239	29%	124		-100%	48	62	28%
Aptos	3,224		-100%	1,517	2,900	91%	35		-100%	17	22	34%
Boulder Creek	6,737		-100%	4,095	7,021	71%	86		-100%	53	57	8%
Branciforte	8,389		-100%	4,591	5,884	28%	88		-100%	48	42	-13%
Capitola	46,660		-100%	25,751	31,511	22%	229		-100%	126	151	19%
Downtown	2,600		-100%	932	2,463	164%	40		-100%	14	23	61%
Felton	2,639		-100%	2,866	3,343	17%	34		-100%	37	34	-6%
Garfield Park	1,259		-100%	1,241	1,166	-6%	21		-100%	20	11	-46%
La Selva Beach	12,046		-100%	7,365	8,623	17%	93		-100%	57	65	15%
Live Oak	16,065		-100%	9,176	13,004	42%	109		-100%	62	78	26%
Scotts Valley	2,295		-100%	1,102	1,181	7%						
Outreach	122,382	0	-100%	66,589	87,335	31%	859	0	-100%	483	545	13%
Subtotal	10,656	10,168	-5%									
ebooks	893	1,349	51%									
TOTAL	133,931	11,517	-91%	66,589	87,335	31%	859	0	-100%	483	545	13%
website hits	432,813	461,921	7%	106,311	111,531	5%						
<p>Note: We have recently discovered that the circulation statistics reported beginning in January 2012 may not be accurate. We are working on correcting this and it will be a couple more months before this is resolved. Until then we are suspending reporting of circulation statistics.</p>												

MONTHLY STATISTICAL REPORT
FY12/13

	Circulation			Visitors			Circ/Open Hr			Visitors/Open Hr		
	FY 11/12	FY 12/13	%change	FY 11/12	FY 12/13	%change	FY 11/12	FY 12/13	%change	FY 11/12	FY 12/13	%change
September	17,478	23,703	36%	10,565	12,030	14%	106	136	28%	64	69	8%
Aptos	2,717	3,943	45%	2,285	2,676	17%	30	30	0%	25	20	-19%
Boulder Creek	5,068	8,700	72%	4,489	6,573	46%	65	68	5%	58	51	-11%
Branciforte	7,851	10,872	38%	4,945	4,776	-3%	82	74	-10%	52	32	-37%
Capitola	33,038	46,868	42%	28,816	35,410	23%	162	215	33%	141	162	15%
Downtown	1,526	2,174	42%	1,088	1,532	41%	23	21	-12%	17	15	-13%
Felton	2,211	2,986	35%	2,727	3,022	11%	28	31	9%	35	31	-11%
Garfield Park	941	1,675	78%	1,178	1,372	16%	16	16	3%	19	13	-33%
La Selva Beach	11,145	14,612	31%	7,759	8,281	7%	86	109	27%	60	62	4%
Live Oak	17,717	24,161	36%	13,255	13,970	5%	120	139	15%	90	80	-11%
Scotts Valley	2,471	3,047	23%	1,567	1,408	-10%						
Outreach	102,163	142,741	40%	78,674	91,050	16%	719	838	17%	561	537	-4%
Subtotal	9,502	6,868	-28%									
e-books	1,106	2,373	115%									
e-audio	112,771	151,982	36%	78,674	91,050	16%	719	838	17%	561	537	-4%
TOTAL	356,449	421,268	18%	104,316	118,499	14%						
website hits												
<i>Note: We have recently discovered that the circulation statistics reported beginning in January 2012 may not be accurate. We are working on correcting this and it will be a couple more months before this is resolved. Until then we are suspending reporting of circulation statistics.</i>												
	Circulation			Visitors			Circ/Open Hr			Visitors/Open Hr		
	FY 11/12	FY 12/13	%change	FY 11/12	FY 12/13	%change	FY 11/12	FY 12/13	%change	FY 11/12	FY 12/13	%change
October	12,938		-100%	8,084	12,030	49%	79	0	-100%	49	60	23%
Aptos	3,092		-100%	2,346	3,235	38%	34	0	-100%	26	22	-14%
Boulder Creek	5,290		-100%	4,807	7,345	53%	68	0	-100%	62	51	-17%
Branciforte	7,428		-100%	4,829	5,297	10%	78	0	-100%	51	33	-34%
Capitola	34,463		-100%	26,728	35,642	33%	169	0	-100%	131	147	12%
Downtown	1,462		-100%	971	1,663	71%	22	0	-100%	15	14	-6%
Felton	2,054		-100%	2,629	3,368	28%	26	0	-100%	34	27	-20%
Garfield Park	914		-100%	1,089	2,162	99%	15	0	-100%	18	18	0%
La Selva Beach	13,316		-100%	8,291	9,022	9%	102	0	-100%	64	54	-16%
Live Oak	23,981		-100%	12,710	14,442	14%	163	0	-100%	86	72	-16%
Scotts Valley	2,838		-100%	1,845	1,615	-12%						
Outreach	107,776	0	-100%	74,329	95,821	29%	757	0	-100%	535	498	-7%
Subtotal	8,390	9,308	11%									
e-books	968	2,593	168%									
e-audio	117,134	11,901	-90%	74,329	95,821	29%	757	0	-100%	535	498	-7%
TOTAL	279,066	450,622	61%	93,140	127,971	37%						
website hits												
<i>Note: We have recently discovered that the circulation statistics reported beginning in January 2012 may not be accurate. We are working on correcting this and it will be a couple more months before this is resolved. Until then we are suspending reporting of circulation statistics.</i>												

MONTHLY STATISTICAL REPORT
FY12/13

	Circulation			Visitors			Circ/Open Hr			Visitors/Open Hr		
	FY 11/12	FY 12/13	%change	FY 11/12	FY 12/13	%change	FY 11/12	FY 12/13	%change	FY 11/12	FY 12/13	%change
July	17,814	24,930	40%	10,307	11,500	12%	108	135	25%	63	63	0%
Aptos	2,920	4,017	38%	2,006	2,601	30%	32	36	12%	22	23	5%
Boulder Creek	5,148	8,013	56%	5,452	6,666	22%	66	70	6%	70	58	-16%
Branciforte	8,207	10,919	33%	4,606	5,023	9%	86	85	-2%	48	39	-19%
Capitola	39,290	50,400	28%	30,825	36,090	17%	193	220	14%	151	158	4%
Downtown	1,843	2,224	21%	1,258	1,445	15%	28	28	-2%	19	18	-7%
Felton	2,267	3,531	56%	2,208	3,143	42%	29	42	45%	28	37	32%
Garfield Park	812	1,692	108%	1,391	1,760	27%	13	21	58%	23	22	-4%
La Selva Beach	12,695	16,594	31%	8,364	9,374	12%	98	129	32%	64	73	13%
Live Oak	19,514	27,040	39%	n/a	13,794		132	147	11%		75	
Scotts Valley	2,096	3,018	44%	1,436		-100%						
Outreach	112,608	152,378	35%	67,853	91,396	35%	786	913	16%	489	566	16%
Subtotal	5,990	4,533	-24%									
ebooks	1,103	1,204	9%									
e-audio	119,699	158,115	32%	67,853	91,396	35%	786	913	16%	489	566	16%
TOTAL	367,712	518,988	41%	107,311	128,789	20%						
website hits												
<i>Note: We have recently discovered that the circulation statistics reported beginning in January 2012 may not be accurate. We are working on correcting this and it will be a couple more months before this is resolved. Until then we are suspending reporting of circulation statistics.</i>												
August	17,711	25,067	42%	9,932	11,719	18%	108	127	18%	60	59	-2%
Aptos	3,102	4,285	38%	2,409	2,661	10%	34	33	-3%	26	21	-22%
Boulder Creek	5,051	8,256	63%	4,981	6,692	34%	65	65	0%	64	52	-18%
Branciforte	8,049	11,449	42%	5,357	4,935	-8%	84	75	-11%	56	32	-43%
Capitola	39,540	48,852	24%	32,543	35,379	9%	194	203	4%	160	147	-8%
Downtown	1,563	2,263	45%	1,242	1,349	9%	24	25	2%	19	15	-23%
Felton	2,597	3,223	24%	2,977	2,748	-8%	33	35	5%	38	30	-22%
Garfield Park	858	1,673	95%	1,074	1,120	4%	14	18	29%	18	12	-31%
La Selva Beach	13,487	15,138	12%	9,354	8,574	-8%	104	114	10%	72	64	-10%
Live Oak	20,655	24,915	21%	14,217	12,404	-13%	140	126	-10%	96	63	-35%
Scotts Valley	2,673	2,985	12%	1,492	1,454	-3%						
Outreach	115,286	148,106	28%	85,578	89,035	4%	800	819	2%	610	495	-19%
Subtotal	5,684	5,697	0%									
ebooks	1,171	2,110	80%									
e-audio	122,141	155,913	28%	85,578	89,035	4%	800	819	2%	610	495	-19%
TOTAL	382,678	512,829	34%	111,546	126,192	13%						
website hits												
<i>Note: We have recently discovered that the circulation statistics reported beginning in January 2012 may not be accurate. We are working on correcting this and it will be a couple more months before this is resolved. Until then we are suspending reporting of circulation statistics.</i>												

STAFF REPORT

DATE: February 25, 2013
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries ^{RL}
RE: Budget priorities for FY13/14

RECOMMENDATION: Provide direction to Library Director in the preparation of the FY13/14 Budget.

SUMMARY

The recommended priorities for the FY13/14 budget include:

- Continue to support adjustments in support of effective implementation of the service model adopted in 2011
- Implementation of the recommendations provided by the Facilities Master and Information Technology (IT) Strategic Plans.

BACKGROUND

Budget preparations begin in February and conclude with approval of the Library's budget in June 2013. This year there are several issues that impact the budget whose costs will not be known until at least April.

Preliminary revenue estimates for sales tax and maintenance of effort from the County of Santa Cruz indicate a possible increase over FY12/13 estimates of \$356,000 for the Santa Cruz Library. This is a total of \$11,420,000. The approved Library FY12/13 budget was based on an estimated \$11,141,000.

DISCUSSION

The recommended priorities for the FY13/14 budget are:

1. Ongoing review of the service model will result in some recommendations for adjustments. The Senior Managers are meeting on March 5 to delve into this more deeply and develop priorities regarding personnel and public service related expenses.
2. The Information Technology Strategic Plan will contain some recommendations that have a fiscal impact. The most significant are:
 - a. Staffing the vacant Network Administrator/ IT Manager position. A job description review is necessary and could result in minor adjustments. This is not a new position but has been held vacant since December 2011 in anticipation of completion of the IT Strategic Plan which was then delayed.

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- b. There is going to be a suggestion that recommends replacing the current Open Source ILS with a proprietary system for reasons of vendor support and annual cost of operations. The community of support that was the ideal of using an Open Source system has not materialized and we are finding that colleagues using this ILS are going down a path of independence rather than collaboration. The plan will analyze this in more detail and will delineate the 3 year costs of going in both directions. The ballpark estimate of a new ILS is \$300,000 with \$50,000 per year in annual maintenance costs thereafter. Alternatively, the cost of two programmers to perform the necessary development work is approximately \$220,000 per year with benefits.

In order to migrate to a new system, it is recommended that the Library hire a consultant to guide us through the RFP and contract preparation processes as well as work with staff to identify needs in a new system and help evaluate the available systems. Part of this expense will need to be borne in the 12/13 fiscal year and funds are available to do so. Total estimated cost: \$20-25,000.

3. The Facilities Master Plan will identify annual capital maintenance costs as well as short and long term needs for all the facilities. Some will need minor remodeling to make the service model more effective and at least four will require major renovation or rebuilding as their physical inadequacies are too extensive. Once again, the plan will discuss this in greater detail.

The regular budget cannot fully support these capital needs so other avenues will need to be explored. Two expected recommendations include:

- a. Hiring a financial advisor to work with the Library on determining the best financial path to follow- that is- what type of funding measure will yield the needed funds. Estimated cost \$20-30,000
- b. Conducting a poll to make a final decision on how to proceed at an estimated cost of \$25,000.

It is anticipated that the cost of a campaign to support a ballot measure will be supported by the Friends of the Library and an appropriate budget request has been submitted to them.

There are several sources of limited funding to support some upkeep and maintenance costs as well as targeted investments in the facilities:

- The original community service model 5 year budget provided for some annual funding for small scale remodeling to enable effective implementation of the service model.
- There are some trust fund monies available for Scotts Valley, Downtown, and La Selva Beach.
- The fund balance has reached healthy levels. The Finance Director is going to provide guidance as to minimum levels that need to be

maintained for cash flow contingencies. The balance above this could be allocated for implementation expenses related to both plans.

Firmer cost estimates and more in-depth discussion will be available over the next month or two. At this time the request is for the Board to recognize the budget priorities for FY13/14 and to direct Director Landers to keep these priorities in mind as her staff and she work on developing the details for the FY13/14 budget.

Facilities Master and IT Strategic Plans

Facilities Master Plan

Due to schedules there was little communication with Group4 this past month. They are working on recommendations and a Project Management Team meeting took place on Friday March 1; after this report was due in order to be included in the Board meeting packet.

We are still on track for a study session with the LJPB on Monday March 18 from 6-8 pm. We will serve a light dinner.

IT Strategic Plan

We have entered the goal setting and objectives phase. While the official City plan will not be reviewed by City Council until mid-May, the Library's subcontracted work will be completed in time for consideration and approval of the plan at the April 1 meeting.

Detailed progress on and preliminary findings from both these plans will be discussed in detail in individual board member meetings the week of March 11.

STAFF REPORT

DATE: February 25, 2013
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries
RE: Update to Patron Conduct and Suspension Policy

RECOMMENDATION: Adopt revised Rules of Conduct

SUMMARY

Make no changes to the policy as approved in December 2012 with regard to Service Animals and revise the Rules of Conduct as indicated below.

BACKGROUND

The revised Patron Conduct and Suspension policy was introduced in November 2012. This revision established clear procedures for the suspension of individuals based on violations of the rules of conduct.

Clarification on the issue of what animals are allowed in the library was attempted.

Revisions to the rules of conduct were introduced and a rule prohibiting the use of the library for the purpose of sleeping was included.

At the December meeting the procedures for suspension were approved. The issue of emotional support animals was referred for additional study while the service animal provision was approved to be in accordance with federal law. The phrase regarding sleeping was not approved.

Subsequent to the December meeting a great deal of community feedback was received and a request was made to revisit the rules of conduct and the issue of sleeping in the library. Citizen Member Dick English worked closely with the City Attorney to develop revised and more acceptable language. This was accomplished primarily by revising the preamble to the rules of conduct.

DISCUSSION

Staff has investigated the two issues: emotional support animals and sleeping in the library. The results of this investigation reveal the following:

- **Emotional support animals:** The only libraries that make a specific provision for emotional support animals do so with highly regimented procedures. These include having a medical practitioner's note on file indicating the need to have an

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emotional support animal in attendance and, one library, provides a special identification mechanism indicating such documentation is on file.

- **Sleeping:** The majority of libraries surveyed throughout California and through colleagues in other states do not allow sleeping at all without the “intended purpose” clause. None specifically allow sleeping as the December LJPB decision did. There is also an article included in the Written Communications section from Iowa City which recently faced the same situation and adopted the ban.

As a result of the research, discussions with staff and revisions by the City Attorney, the following course of action is recommended:

- Allow service animals only using federal law as the guide as to what can and cannot be asked. This does not change the policy as approved in December 2012.
- Revise the Rules of Conduct to read as follows:

Library Rules of Conduct

The library welcomes all members of the community, and asks that all visitors: respect other people’s right to use the library for its intended purposes; respect library staff; respect library materials; use the library in a manner which does not interfere with the library’s use by others and in such a fashion that others enjoy full access to the library’s materials, equipment, furniture and facilities.

To these ends, please:

- * Treat library materials and furniture with care.
- * Use beverages with lids only and away from computers.
- * Secure bicycles and other large items outside the library.
- * Bring service animals only
- * Silence cell phones.
- * Keep personal belongings from obstructing access to library materials and spaces.
- * Note that children under 9 years must be accompanied by a person 14 years of age or older.
- * Refrain from sleeping in the library.
- * Understand that unattended items may be removed by Library Staff

Violators of the Library Rules of Conduct may be asked to leave and/or photographed to assist in identification.

A copy of the complete **Patron Conduct and Suspension Policy** is available at any service desk.

For information purposes the rules of conduct as approved in December and the full Patron Conduct and Suspension Policy as recommended for approval are attached.

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RULES OF CONDUCT AS APPROVED IN DECEMBER 2012

RULES OF CONDUCT

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

- Treat library materials and furniture with care.
- Use beverages with lids only and away from computers.
- Secure bicycles and other large items outside the library.
- Bring service animals only.
- Silence cell phones.
- Keep personal belongings from obstructing access to library materials and spaces.
- Note that children under 9 years must be accompanied by a person 14 years of age or older.
- Unattended items may be removed by Library Staff.

Violators of the Library Rules of Conduct may be asked to leave and/or photographed to assist in identification.

A copy of the complete Patron Conduct and Suspension Policy is available at any service desk.

RECOMMENDED FULL POLICY WITH REVISED RULES OF CONDUCT

LJPB Policy #318

Policy Title: Patron Conduct and Suspension Policy

Policy Statement:

In order to provide and maintain a comfortable and safe environment for all patrons and library staff, the Library Joint Powers Board has approved the Santa Cruz Public Libraries Rules of Conduct.

Violation or repetitive violation of any of the rules of conduct may warrant a suspension of library privileges. Suspension of library privileges will result in removal from and denial of access to, Santa Cruz Public Libraries services and facilities for a designated period of time.

SUSPENSION PROCEDURES

In order to be fair and equitable in the application of the Santa Cruz Public Libraries Rules of Conduct and to provide documentation of the enforcement of these rules, authorized library staff shall apply the procedures detailed in Sections A through G. Authorized staff members for the various sections are defined thus:

- enforcement of section A up to and including 30 day suspension : any regular library staff member. Greater than 30 days: Library Division Manager, Manager of System Services and Support or Library Director
- enforcement of Section B First Violation: any regular or temporary staff member
- enforcement of Section B Second Violation: any regular or temporary staff member
- enforcement of Section B Third Violation: any regular staff member
- enforcement of Section B Fourth Violation: Library Division Manager, Manager of System Services and Support or Library Director

In summary, all staff members are authorized to suspend privilege for up to and including 30 days. Longer suspensions must be approved by a Library Division Manager, the Manager of System Services and Support or the Library Director.

A. IMMEDIATE SUSPENSION WITH FURTHER ACTION TO FOLLOW:

The following violent behaviors will not be tolerated:

- physical abuse or assault
- fighting or challenging to fight
- making violent or threatening statements

Authorized library staff will instruct anyone displaying these behaviors to leave the library facility immediately for a period up to and including 30 days. Police will be called and additional legal action may occur, as appropriate. **In addition, based on the severity of the situation, a suspension of library privileges for up to one year may be applied.** Library staff will notify Library Administration immediately, where a determination of the appropriate suspension period and procedures will be determined by authorized staff. The appeal process applicable to Extensive Suspension as described in Section F will be applied.

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B. ALL OTHER PROHIBITED BEHAVIORS WILL BE ADDRESSED IN THE FOLLOWING MANNER:

FIRST VIOLATION : Initial warning and given copy of Library Rules of Conduct

SECOND VIOLATION: Library privileges suspended for the day

THIRD VIOLATION: Library privileges suspended for up to and including 30 days

FOURTH VIOLATION: Library privileges suspended for 31 days to up to one year

C. FIRST VIOLATION: INITIAL WARNING:

When a patron has violated the Santa Cruz Public Libraries Rules of Conduct by displaying behavior that is prohibited but not violent or physically threatening, authorized library staff will handle these situations in the following manner:

1. Provide the patron with a copy of the Library Rules of Conduct. Explain to the patron that they are engaging in prohibited behavior, what that behavior is and the importance of abiding by the rules of conduct. The patron will be advised that further violations of the rules will not be tolerated and may result in their being asked to leave for the day.
2. The library staff member will fill out a Library Incident Report to document the incident and conversation with the patron. The Incident Report will be submitted to Library Administration.

D. SECOND VIOLATION: SUSPENSION – 1 DAY

1. If the patron continues *prohibited behavior* either the same day or another day, authorized library staff will reaffirm all previous conversations with the patron regarding the behavior and instruct the patron to leave the facility for the day. Library patrons who feel the treatment is unfair will be offered the name and telephone number of the next ranking library staff member so that they may communicate their concerns.
2. Library staff will again document the incident with a Library Incident Report submitted to Library Administration.

E. THIRD VIOLATION: SUSPENSION – UP TO AND INCLUDING 30 DAYS:

Longer than 1-day suspensions will be issued if a patron continues *to display prohibited behavior* after receiving a prior suspension.

1. If a patron has been issued a one-day suspension for prohibited behavior and if *prohibited behavior continues either during the suspension period or afterwards*, a patron will then be suspended for up to and including 30 days.
2. When a decision is made to suspend a patron for more than one day, authorized staff must complete the “Notice of Library Suspension- Up to 30 Days” document.
3. A copy of the completed document must be provided to the patron. In the case of a minor (under the age of 18), the Library will also attempt to notify the parent or guardian and provide them with a copy of the completed document.
4. Authorized library staff will also complete a Library Incident Report and submit the report to Library Administration.

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5. A patron will receive only one 30 day or less suspension *for prohibited behavior*. Any further suspensions for *prohibited behavior* will be considered a Fourth Violation as described in Section F.
6. The patron will not be offered a formal hearing process for up to 30 day suspensions; however, they will be given the name and phone number of the appropriate Library Division Manager, Manager of System Services and Support and/or Director so that they may communicate their concerns by telephone or by submitting an appeal in writing.
7. To submit a written appeal the patron must complete the "Appeal of 30 Day Suspension" document. The patron must return the completed form to the suspending library within one working day from the date the suspension is issued.
8. The appeal will be reviewed by the Library Director, Manager of System Services and Support or Library Division Manager within one working day of submittal. If by a preponderance of the evidence it is determined that the suspension is unwarranted, the suspension will be withdrawn. The patron may call the designated staff member one day after submitting a written appeal to determine the status of the suspension.

F. FOURTH VIOLATION SUSPENSION: 31 DAYS TO 12 MONTHS

1. 31 DAYS TO 6 MONTHS

1. If a patron has been issued a 2- 30 day Suspension for *displaying prohibited behavior and prohibited behavior continues either during the suspension period or afterwards*, a decision will be made to suspend the patron for 31 days to six months. Authorized staff must complete the "Notice of 31 days - 6 Month Library Suspension" document.
2. A copy of the completed document and all accompanying forms must be provided to the patron.
3. In the case of a minor (under the age of 18), the Library will also attempt to notify the parent or guardian and also provide them with the completed document and all accompanying forms.
4. Authorized library staff will also complete a Library Incident Report and submit it to Library Administration
5. Any patron suspended for 31 days to six months has the right to a hearing with the Suspension Hearing Panel. The Suspension Hearing Panel will be comprised of the Library Director and/or Manager of System Services and Support, and/or appropriate Library Division Managers, the Assistant City Manager for Santa Cruz and a library security guard, if one is available. Appropriate library staff or patrons that were witnesses to the event may also be asked to appear.
6. To receive a hearing the patron must follow the directions on the "Notice of 31 days - 6 Month Suspension" and "Request for Suspension Hearing" documents.
7. The patron must return the completed forms to the suspending library within seven working days from the date the suspension is issued.
8. All hearings are held at the Downtown Library or Headquarters facility. A parent or guardian must accompany a minor (under the age of 18) to the hearing.
9. The decision of the Suspension Hearing Panel for all 31 days to six month suspensions is final.

2. 6-12 MONTHS:

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1. If a decision is made to suspend a patron for longer than 6 months, a Division Manager, the Manager of System Services and Support or the Library Director will complete a "Notice of Extensive Library Suspension" document.
2. A copy of the document and accompanying forms must be provided to the patron.
3. In the case of a minor (under the age of 18) the Library will attempt to provide the parent or guardian with a copy of the completed forms.
4. Any patron suspended for more than six months has the right to a hearing with the Extensive Suspension (ES) Hearing Panel. The ES Hearing Panel will be comprised one member of the Library Joint Powers Board, the Assistant City Manager for Santa Cruz and at least one other authorized Library staff member such as the Library Director, Manager of System Services and Support or a Library Division Manager. A library security guard will also be present if available. Appropriate library staff or patrons who were witnesses to the event may also be asked to appear.
5. To receive a hearing the patron must follow the directions on the "Notice of Extensive Suspension for 6-12 Months" and "Request for Extensive Suspension Hearing" documents. In addition, the patron must return the Request for Hearing form to the suspending library within seven days of receiving the suspension. All hearings are held at the Downtown Library or Headquarters Facility.
6. The decision of the Extensive Suspension Hearing Panel will be final.

SERVICE ANIMALS

1. Definitions:

- a. **Service Animal:** Any dog or miniature horse that is individually trained to benefit an individual with a disability and can be reasonably accommodated. (28 C.F.R. § 36.302(c)(9)(i))
- b. **Psychiatric Service Animal:** Any dog or miniature horse that is individually trained to do work or perform tasks for the benefit of an individual with a disability, including a physical, sensory, psychiatric, intellectual or other mental disability. (28 C.F. R. § 36.104)

2. Procedures:

- a. Any service animal must be appropriately managed, controlled and trained. This includes but is not limited to: on a leash or under voice control and housebroken
- b. Any staff member may ask handler and animal to leave if said animal is not appropriately managed, controlled and trained.
- c. Upon entry to any branch library, staff must ask handler if the animal is a service animal.
 - i. If the answer is NO then the animal will not be allowed in
 - ii. If the answer is YES it is a service animal, then staff must ask:
 1. What service is it trained to provide?
 2. They may use the library according to sections 2a and 2b.

Forms related to this policy may be obtained through your supervisor.

Rules of Conduct that will be posted in every library location is attached

This policy will be reviewed every three years

Updated: March 2013

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Library Rules of Conduct

The library welcomes all members of the community, and asks that all visitors: respect other people's right to use the library for its intended purposes; respect library staff; respect library materials; use the library in a manner which does not interfere with the library's use by others and in such a fashion that others enjoy full access to the library's materials, equipment, furniture and facilities.

To these ends, please:

- *Treat library materials and furniture with care.
- *Use beverages with lids only and away from computers.
- *Secure bicycles and other large items outside the library.
- *Bring service animals only
- *Silence cell phones.
- *Keep personal belongings from obstructing access to library materials and spaces.
- *Note that children under 9 years must be accompanied by a person 14 years of age or older.
- * Refrain from sleeping in the library.
- * Understand that unattended items may be removed by Library Staff

Violators of the Library Rules of Conduct may be asked to leave and/or photographed to assist in identification.

A copy of the complete **Patron Conduct and Suspension Policy** is available at any service desk.

STAFF REPORT

DATE: February 25, 2013

TO: Library Joint Powers Board

FROM: David Terrazas, Board Chair
Teresa Landers, Library Director

RE: Board Retreat

RECOMMENDATION: Discuss the scheduling of a Board Retreat and nominate two LJPB members to work with Director Landers on retreat planning.

SUMMARY

In light of recent positive financial estimates and in recognition that the LJPB has experienced major changes in membership, it is recommended that the Board participate in a retreat.

BACKGROUND

The Library has experienced years of budget cuts and restructuring in order to remain solvent. These changes as well as an improving sales tax climate have enabled the Library to achieve its financial goals earlier than anticipated.

The Finance Director is working on a recommendation for a minimum fund balance in order to have the library prepared to meet cash flow contingencies. It is anticipated that there will be funds available above this threshold that can be used to address short, medium and long term needs as are about to be identified in the Facilities Master and the IT Strategic Plans.

DISCUSSION

At its February meeting The Finance Subcommittee discussed the need to do some long term financial planning in light of the changing fiscal climate. Board Chair Terrazas suggested, and Citizen Member Dick English concurred, that holding a Board retreat to discuss long term financial goals and priorities is advisable.

Director Landers also informed the subcommittee that there is also Board Effectiveness Training available at no charge through California Public Library Advocates (formerly known as Caltac- a library trustees organization that is part of the California Library Association and to which all LJPB members are provided a membership). The SCPL LJPB is the only Board in California to have never received this training. With the majority of Board members being new to the Board, this training may also prove

000034

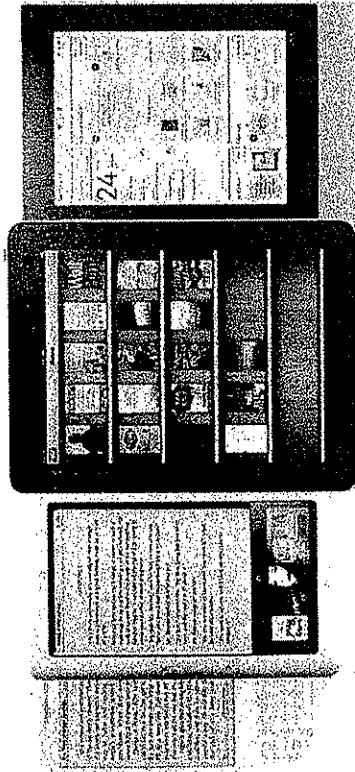
valuable. Director Landers is in the process of getting detailed information on what is included.

The recommendation is to hold a Board retreat in late April or early May to discuss the Library's long term financial plans and to possibly incorporate the Board Effectiveness Training into this retreat as well. By April, the recommendations from the Facilities Master and IT Strategic Plans will also be available and can be considered as part of the long term financial planning.

It is also recommended that two Board members volunteer to work with Director Landers on planning this retreat.

000035

eBooks eAudio eZines



SCPL Downloadables!

- Check out thousands of popular eBooks & eAudiobooks from our **OverDrive** collection: santacruzpl.org/ematerials/
- Check out thousands of eAudio for adults & kids, plus 1200 Spanish titles from our **OneClickDigital** collection: santacruzpl.org/ematerials/
- Unlimited access to full digital copies from SCPL's Zinio digital magazine collection: rbdigital.com/santacruzca/zinio

Need Some Help?

eBooks & More Classes

All knowledge levels and device types welcome! Check the calendar <http://www.santacruzpl.org/events/>

Reference Appointments

One-on-one help from an SCPL Librarian! Call 427-7713 or email eRef@santacruzpl.org

Step-by-Step Tutorials

<http://www.santacruzpl.org/ematerials/ereader/>

- For iPad: http://bit.ly/SCPL_ipads
- For Kindle: http://bit.ly/SCPL_Kindle
- For Kindle Fire: http://bit.ly/SCPL_Kfire
- For Nook: http://bit.ly/SCPL_Nook

Email Us at eRef@santacruzpl.org

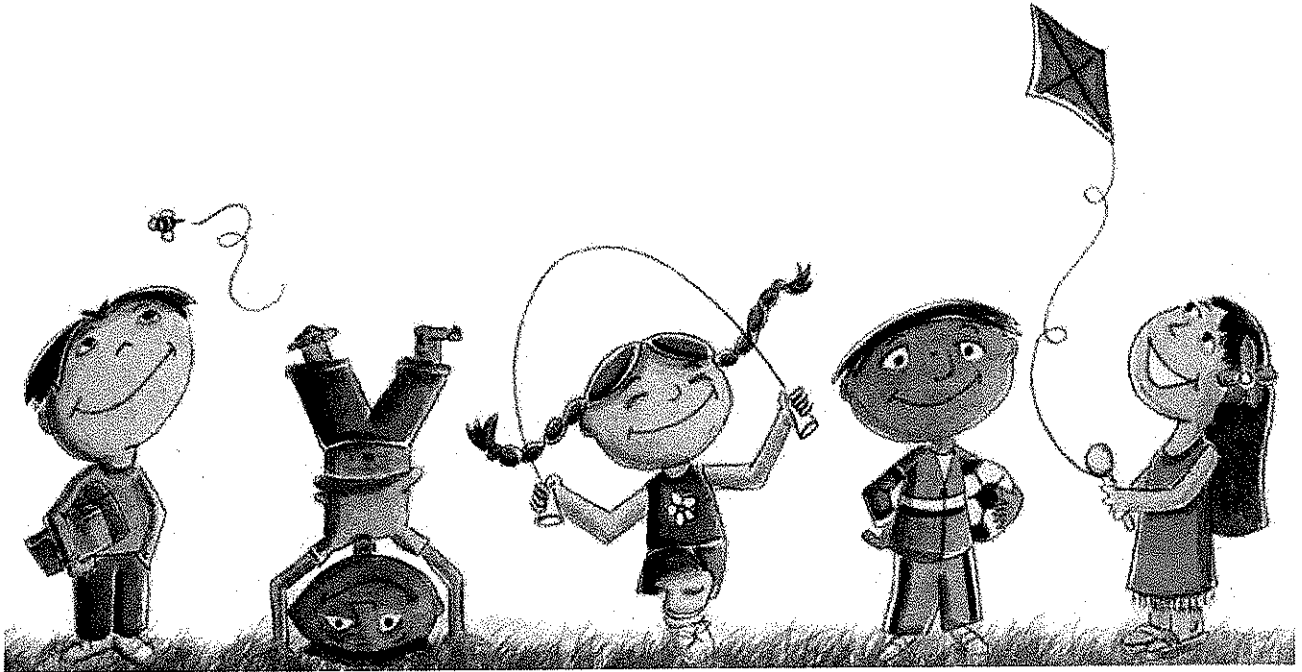
Call Us at (831) 427-7713

Text Us

Text **SCPL** to **66746**. Message and data rates may apply.



The Jump-Start to High-School Program



Need help with your homework?

Come to the Central Library downtown on Thursdays from 4 - 6 pm for **free** homework help from Santa Cruz High School teenagers!

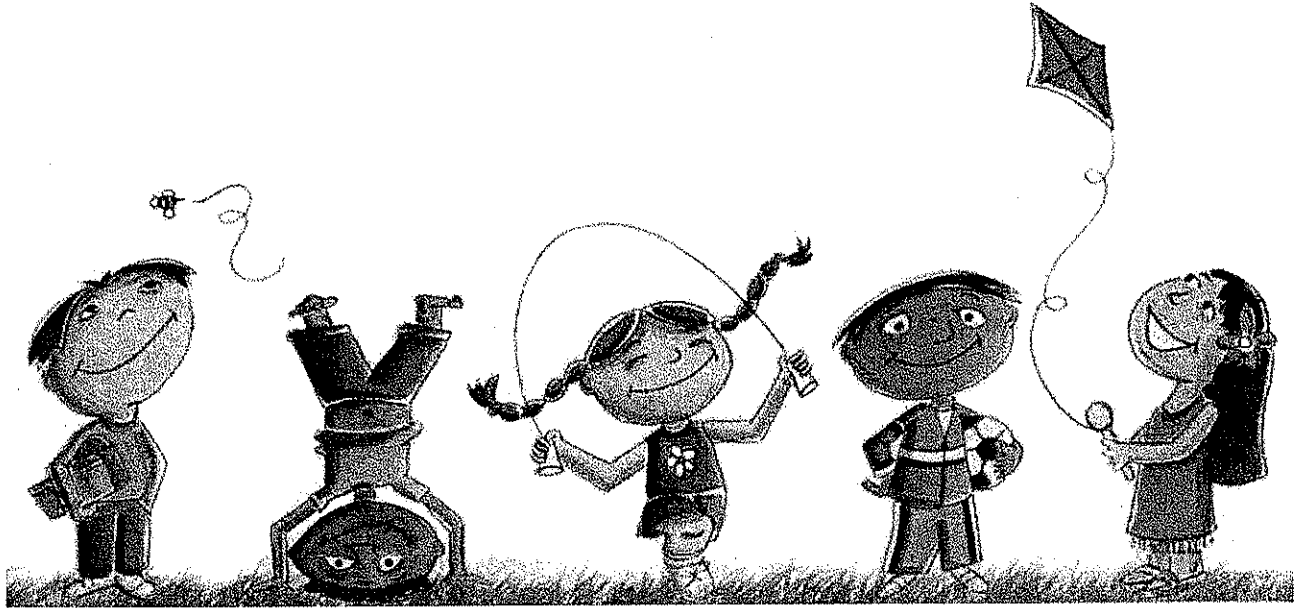
We are *all* able to help kids kindergarten through eighth grade in either English or Spanish.

We look forward to seeing you there!

If you have any questions you can contact us at jumpstarths.sc@gmail.com



¡Salten las barreras al éxito con El Programa Jump-Start to High School!



¿Necesitan ayuda con la tarea?

Vengan a la Biblioteca Central en el centro de Santa Cruz (224 Church Street) los Jueves de 4 - 6 pm.

Somos un grupo de estudiantes de la Santa Cruz High School, listos para brindar ayuda **gratis** en la tarea.

Todos somos capaces de ayudar a niños que hablan inglés o español, desde kinder hasta el octavo grado.

¡Les esperamos con gusto!

Por cualquier pregunta, escriba:
jumpstarths.sc@gmail.com



000038

Coast Lines: Feb. 28, 2013

By Sentinel Staff Report

Santa Cruz Sentinel

Posted: 02/27/2013 05:59:59 PM PST

SCOTTS VALLEY

Genealogical society to meet

The Genealogical Society of Santa Cruz County will meet from 1-3 p.m. March 7 at the Scotts Valley Library meeting room, 251 Kings Village Road.

This meeting is free and open to the public. Dr. Warren Pratt will present methods to break down genealogical brick walls. His lecture draws on examples from his personal quest to solve a 200-year-old family mystery. Pratt is originally from Kentucky but currently lives in the Santa Cruz Mountains.

For information, call 831-419-7244 or email gensocblog@me.com.

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Coast Lines, Feb. 27, 2013: Cabrillo to host small business workshops
By Staff Santa Cruz Sentinel Santa Cruz Sentinel

SANTA CRUZ

Cabrillo to host small business workshops

The Central Coast Small Business Development Center at Cabrillo College will hold a series of workshops through the end of the year starting March 14 aimed at supporting small businesses.

The first workshop, slated for March 14, will cover issues related to the new kitchen cottage bill, and how residents can produce their own specialty foods for profit. The next, on April 11, will focus on new technology tools. To register and view a list of workshops, visit www.santacruzpl.org/brownbags.

The Santa Cruz Downtown Association, the city of Santa Cruz, Think Local First, NextSpace, SCORE and the Santa Cruz Public Libraries are also partners in the effort, which is sponsored by Bay Federal Credit Union.

There is no charge to attend the workshops, which are from 11:45 a.m. to 1 p.m. on the second Thursday of each month in the upstairs meeting room of the Santa Cruz Public Library, 224 Church St.

Business Digest: Feb. 26, 2013: Brown Bag schedule set

By JONDI GUMZ Santa Cruz Sentinel Santa Cruz Sentinel

Posted:

SantaCruzSentinel.com

Brown Bag schedule set

The Central Coast Small Business Development Center at Cabrillo College has set the schedule for this year's Brown Bag workshops, 10 free classes designed to support small businesses on the second Thursday of the month 11:45 a.m. to 1 p.m. at the Santa Cruz Public Library, 224 Church St., upstairs meeting room.

The schedule is:

- March 14: The Kitchen Cottage Bill: Produce specialty foods for profit.
- April 11: Online Cash Register: New tools for instant sales.
- May 9: Easy Website Development: WordPress basics.
- June 13: Email Marketing: Boost sales, stay in touch with customers.
- July 11: Sell to the World: eBay Basics.
- Aug. 8: Sell to the World: Etsy, Shopify and other sites to expand markets.
- Sept. 12: Your Online Reputation: Establish, nurture and protect it.
- Oct. 10: Using Advertising Dollars Wisely: Broadcast, print and Web, which is best for you?
- Nov. 14: Intellectual Property Protection: Patents, trademarks and copyrights.

All workshops are sponsored by Bay Federal Credit Union. They are a collaborative effort among SBDC, Santa Cruz Downtown Association, city of Santa Cruz, Think Local First, NextSpace, SCORE and the Santa Cruz Public Library. Preregistration is recommended but not required. To register, visit www.santacruzpl.org/brownbags

000041

Santa Cruz Sentinel February 24, 2013

SANTA CRUZ

Celebrating 'Grapes of Wrath'

Santa Cruz Reads will kick off a one-month celebration to mark the 111th anniversary of the birth of Nobel Prize winning author John Steinbeck at 5:30 p.m. Wednesday at the Santa Cruz Museum of Art & History.

Specifically, the organization will focus Steinbeck's Dust Bowl chronicling novel "The Grapes of Wrath" and 30 events that range from film and musical and theatrical performances to thought-provoking discussion, photography and writing.

The free kick-off celebration will feature Santa Cruz Mayor Hilary Bryant, Willing Suspension Armchair Theater, Loose Cannon Improv, the Rhythm Rangellers, and noted Steinbeck scholar Susan Shillinglaw.

Events to follow include a discussion led by Sandy Lydon, local historian, a performance by Neal Hellman and the Woody Guthrie Dust Bowl Band and film showings of "The Grapes of Wrath," "Of Mice and Men," and "East of Eden." What's more, at the March 1 Santa Cruz City Council meeting, winners and runners-up of the annual Santa Cruz Reads Writing Contest will read their submissions. For a rundown of the events, go to santacruzreads.org.

Press Banner Feb 15, 2013

Readers announced for Felton readathon

During the third annual Felton Library Read-a-thon, community members Lise Quintana, Jason McCluskey, Natalie Gallagher, Anna Morris, Martha Stevens, Dave Poetzinger, Doug Morris, Tandy Beal and several San Lorenzo Valley High School students will read excerpts from their favorite books.

The event, sponsored by the Felton Library Friends, is free to attend and will take place from 3 to 6 p.m. Wednesday, Feb. 20, at the library, 6299 Gushee St., in Felton.

Read more: [Press-Banner - News briefs](#)

Press Banner

Spanish stories told at Live Oak library

A Spanish-language story time has begun at the Live Oak Branch Library from 5:30 to 6:30 p.m. Mondays.

A grant from Target Corp. provided funding to start up the program, which is called "Cuéntame un Cuento" — in Spanish, "tell me a story."

A book in Spanish will be given to each child who attends.

The Live Oak Branch Library is at 2380 Portola Drive in Santa Cruz.

For information: 427-7700, ext. 7662, or www.santacruzpl.org.

Read more: [Press-Banner - News briefs](#)

Business Digest: Feb. 13, 2013

By JONDI GUMZ

Santa Cruz SentinelPosted: 02/12/2013 04:03:38 PM PST

SANTA CRUZ

Business permit talk Thursday

Peter Koht, economic development coordinator for the city of Santa Cruz, will talk on the new online business permitting tool, Open Counter, 11:45 a.m. to 1 p.m. Thursday at the Santa Cruz Public Library, 224 Church St. upstairs.

This is the first in the 2013 Small Business Brown Bag Series presented by the Downtown Association of Santa Cruz, Northern California Small Business Development Center, Santa Cruz Public Libraries, city of Santa Cruz, Think Local First, Business & Entrepreneurship Center at Cabrillo College, SCORE and NextSpace, with sponsorship by Bay Federal Credit Union.

000044

2/13/13

Dear SC Public Librarians,

Once again SCPL librarians have informed and inspired freshmen students at Santa Cruz High! Thanks for sharing valuable information about Internet resources and databases.

Special thanks to Valerie Murphy, Jim Tarjan, Jennifer Cockerill, Sarah Harbison, and Paula Turpenen for making it happen. Appreciatively
Veronica, Margaret + Jackie



Teresa Lenders <tenders@ santacruzpl.org>

Fwd: SCPL Patron Comment or Suggestion: sheet music in reference collection

WEBMASTER SCPL <webmaster@santacruzpl.org>

Fri, Feb 22, 2013 at 4:40 PM

To: Leslie Auerbach <auerbachl@santacruzpl.org>, Ann Young <younga@santacruzpl.org>, Metis Group <metis@santacruzpl.org>

Cc: Heather Pereira <pereirah@santacruzpl.org>

I thought you might appreciate this endorsement of the sheet music collection and the associated online search tool.

Feel free to share this email with others who might appreciate hearing these compliments.

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

From: <webmaster@santacruzpl.org>

Date: Fri, Feb 22, 2013 at 4:06 PM

Subject: SCPL Patron Comment or Suggestion: sheet music in reference collection

To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Cara Allen

PHONE NUMBER: 4158465895

EMAIL ADDRESS: cara.auratus@gmail.com

Hi SCPL,

I am so happy to find that you have sheet music for some very hard to find pieces from the 1920s and 30s! I have used your helpful online search tool to identify pieces I would like to see.

Could you let me know the hours that your reference section is open for use (if different from usual library hours) and whether there is a photocopying machine available to copy the sheet music pieces?

thanks

Cara

Got Questions? Text Us!

Get answers on the go! Text SCPL to 66746 for instructions!



SANTA CRUZ PUBLIC LIBRARIES

000046



Teresa Landers <landerst@santacruzpl.org>

FW: Concern for our city

Martin Bernal <mbernal@cityofsantacruz.com>
 To: dl_Dept Heads <dl_DeptHeads@cityofsantacruz.com>

Wed, Feb 20, 2013 at 3:16 PM

I thought this was a rather thoughtful email.

From: Suzanne Haberman **On Behalf Of** City Council
Sent: Wednesday, February 20, 2013 1:46 PM
To: Cynthia Mathews; David Terrazas; Don Lane; Hilary Bryant; Lynn Robinson; Micah Posner; Pamela Comstock
Cc: Martin Bernal; Tina Shull; Kevin Vogel; Scott Collins
Subject: FW: Concern for our city

FYI

From: Chris Carlock [mailto:christophermcarlock@gmail.com]
Sent: Wednesday, February 20, 2013 10:24 AM
To: City Council
Subject: Concern for our city

Mayor Bryant and Council Members,

After putting our two-year old son to bed last night, my wife and I read the Sentinel articles about the recent violent and disturbing incidents in Santa Cruz (bus stop shooting, rape at UCSC, robbery of the Food Bin, murder outside bar). As my wife read the articles and comments aloud to me, I found myself faced with a choice. I could simply shake my head and think these incidents are a random and unfortunate cycle of bunched-together violence that won't effect me personally, or I could try to do something in an effort to keep our city safe. I'm choosing the latter, and my first step is to write to you guys about our experiences (the good and bad) living in this great city.

I love Santa Cruz. I moved here in 2007 to work for the City of Santa Cruz (Sports Supervisor in Parks & Rec). Over the course of my first month as a Santa Cruz resident, about 20 people told me, "You'll never leave." It only took me about three months to realize what that truly meant: This is a great place to live! Despite being laid off from the City in 2009 (due to the budget shortfall and my low seniority), my soon-to-be-wife and I (she went to UCSC and never left...now she teaches Algebra at Shoreline Middle School) never thought for one second about moving out of Santa Cruz. We still love living in Santa Cruz, but we're concerned about the future.

We're both 36 years old. Our son is two and we are expecting a daughter in August. We own our house on Wendell Street (near the County offices). We love our neighbors. We are physically active and love being outside. Despite a few incidents over the years (automobiles broken into, property stolen in the neighborhood, drug use at Grant Street Park, terrible lighting in the neighborhood at night, "interesting" characters walking to/from the

methadone clinic) we are proud to be Santa Cruz homeowners and love the idea of our kids growing up here.

What bothers us though is the idea that Santa Cruz residents have to put up with certain things as a part of the Santa Cruz "experience". Over the course of the last couple years, there are a few things that stick out in my mind as part of that "experience" that I'd like to share with you.

#1: I used to take my son to San Lorenzo Park almost every day to feed the ducks and play at the playground. About six months ago, we stopped going there because I felt like I had to be on alert at all times. Again, I'm 36 years old, in good shape, and I can handle my own if push came to shove. But I didn't want to have to keep thinking about "what-would-I-do-if..." scenarios. Every day at that park, I would see at least one of the following: a group of very loud and very drunk people; a drug deal; two or three people having a very heated and extremely loud argument about something; or a person stumbling around while yelling at the top of their lungs at nobody in particular. I felt it was simply smarter not to go to that park anymore. I now take my son to Ocean View Park, which is another great park but frequented by more families.

#2: A few months back, I was out for a Saturday morning run. I was on Pacific Avenue heading back toward my Emeline neighborhood. When I run, I like to somehow acknowledge (nod, wave, etc.) the people I pass. On this particular morning, I was coming up on a man walking in the opposite direction I was running (he was carrying a backpack and a sleeping bag). As I was about to acknowledge him, he rared back as if he was about to try to punch me (he looked very angry). Shocked, I hopped to my right and kept jogging while glancing back at him. He kept walking without looking back at me, but it startled the hell out of me. Needless to say, it was the last thing I was expecting. Nothing further happened, but it ruined my run and put me in a crappy mood.

#3: I'm finishing up a teacher credential program, with the goal of teaching in Santa Cruz next school year like my wife. At the beginning of my program, I would go to the downtown library often to have a quiet place to study. On more than one occasion, I would be sitting at one of the tables reading, and someone reeking of alcohol would sit near me and start cursing and mumbling to nobody in particular. Invariably I would have to either move or wait for the person to move. I didn't feel threatened in these situations, but I had to be on alert and run through the "what-would-I-do-if..." scenarios. Despite the downtown library being so close to our house, unfortunately I had to go to the Live Oak or Capitola branches to get work done.

In the grand scheme of things, these three anecdotes are more of a minor inconvenience than a serious issue. However, I feel like the small incidents like these (and similar incidents other residents share) add up to some potentially serious issues for the city. I feel extremely fortunate for all that I have (my physical and mental health, family, home, etc.) and I am extremely sympathetic to the plight of the mentally ill and homeless. I don't want to become a bitter, jaded old man. I am a social liberal and I plan to stay one forever!

However, I want to make sure that you guys are aware of some of the concerns of an average Santa Cruz family (if we can be considered average :)). My hope is that other people take the time to express some of their concerns to you as well. Taking a page from

the "broken window theory", I feel that there are a lot of little/minor incidents that occur in Santa Cruz that go unnoticed or unpunished (open drug and alcohol use, squatting, aggressive panhandling, vandalism, etc.). My hope is that we can take steps toward cracking down on those minor incidents which could deter more brazen and violent criminals from feeling comfortable doing their dirty work in Santa Cruz.

Thank you for taking the time to read my email. I look forward to exploring other avenues in which to keep our city wonderful and sa

Sincerely, Chris Carlock

143 Wendell St.

(831) 212-3569

000048

Sleeping banned at I.C. library

Written by Alesha L. Crews Iowa City Press-Citizen

Feb. 23

press-citizen.com



The new magazine reading area is seen at the Iowa City Public Library on Wednesday, Oct. 24, 2012. David Scrivner / Iowa City Press-Citizen

“There can be an unintended concentration of people in the most tolerant place, ... and I don’t think that’s a good thing for readers. It’s got to be the readers for whom we are centrally concerned.”

Board member Jay Semel

In the coming weeks, you’ll likely see fewer people in the Iowa City Public Library catching some Zs.

The Iowa City Public Library Board of Trustees voted by a 6-1 margin Thursday night to implement a sleeping ban in the library. The ban, which has become part of the library’s

official conduct policy, applies to all library patrons except attended children.

The policy change was recommended to the board by library staff in early January as a way to make the building more welcoming for all visitors, Library Director Susan Craig said. She said the matter was brought to the library’s attention after receiving several complaints from the public.

“The concern expressed by community members is that sleeping in the library is an inappropriate use of library resources,” she said. “There were a growing number of people in the community uncomfortable with the number of people sleeping in the library, and it was affecting the community’s use of the library.”

Several members of the community spoke at the beginning of the meeting against the policy, saying the sleeping ban was targeting homeless people who had nowhere else to go during the day.

“I think for a library that has always prided itself on openness, inclusion, liberality and caring, this new policy is the exact opposite of all of that,” Iowa City resident Steve Newman said. “It’s reclusive, exclusive, fascist and uncaring. It’s taking the Iowa City library down the wrong path.”

Board member Jay Semel said the ban is in no way a “war against the homeless” but that he felt like the library should be treated like other public buildings in town — such as the courthouse and the recreation center — which don’t generally have people sleeping in them. He said the library should be used as it originally was intended: as a resource for the public to expand its knowledge and as a place to meet.

“There can be an unintended concentration of people in the most tolerant place — although there are many public buildings around town — and I don’t think that’s a good thing for readers. It’s got to be the readers for whom we are centrally concerned,” he said.

Board member Holly Carver, who supplied the policy’s only dissenting vote, said she doesn’t think sleeping

should be classified as deviant behavior.

Craig said instituting the ban is technically effective immediately, but it won't be strictly enforced until the library staff has been properly trained.

"Typically when there are changes in policy like this, it takes some time — at least a few days — to have a conversation internally so we are consistent in how we apply it," she said.

Reach Alesha L. Crews at acrews@press-citizen.com or 887-5414.

000050

EUREKA – ASU and Arizona Libraries Collaborate to Offer Co-Working Spaces and Business Support through New Alexandria Network

Hub and spoke system will use ASU SkySong to support new EUREKA spaces in designated libraries

Scottsdale, Ariz. (PRWEB) February 05, 2013 -- ASU Venture Catalyst, the startup unit of Arizona State University, along with the Scottsdale Public Library system, has announced a new initiative for helping inventors, problem-solvers, social enterprises, entrepreneurs, and small businesses. The new Alexandria Network is designed to provide support for the innovation economy within designated libraries, eventually creating a network of locations across the greater Phoenix area and then across the state of Arizona.

These new locations will combine elements of the now popular co-working spaces, along with expert library fact-finding services and ASU startup resources, into one designated place. Innovators and entrepreneurs can use these EUREKA co-working spaces on a daily basis to work on their ideas while also getting mentorship, advice, and access to some "pracademic" classes both online and in the libraries.

Using proven startup content, experienced entrepreneurial mentors, and "pracademic" teaching modules from their successful Rapid Startup Schools, ASU will support these new co-working and development spaces in designated libraries. The pilot EUREKA location will be in the Scottsdale Public Library system, based in the Civic Center Library. The long-term objective is to support the hundreds of inventors, problem-solvers, entrepreneurs, and micro- and small-businesses from across Arizona that need help to advance their ideas. The first EUREKA space in Scottsdale will open in early April.

"We are creating an ecosystem for success to occur in Scottsdale, and many companies here are benefitting from that," said Scottsdale Mayor W.J. "Jim" Lane. "Scottsdale also has an incredible number of entrepreneurs in every business type, and the free resources and opportunities to connect and learn from fellow business people provided through the Alexandria Network will be a powerful asset for them."

"We have an opportunity to leverage the many entrepreneurship resources of ASU, including the mentor network we have built at ASU SkySong, to support innovators outside of the traditional locations in Arizona," said Gordon McConnell, Assistant Vice-President of Innovation and Entrepreneurship in the Office of Knowledge Enterprise Development at ASU. "Our vision is to create a 'hub and spoke' system with our colleagues in libraries across the state, where ASU SkySong is the hub that acts as a support structure for the innovators and job creators that exist in our communities, and each library location is an additional spoke that continues to expand the Alexandria Network."

The Alexandria Network is named after the first great library, the Library at Alexandria, which started in the third century BC. The layout of the Alexandria library is actually copied by universities, as it provided reading rooms, meeting spaces, and lecture halls for its innovative patrons. The Alexandria Library, and the other libraries in antiquity that followed it, were not just about books; in essence, they were society's first collaborative co-working spaces and knowledge hubs. People would gather in libraries to discuss, debate, and tackle issues such as astronomy, mathematics, philosophy, and anatomy. Historians now count these places as the first research institutions, predating the university by centuries.

The Alexandria Network is designed to help the modern library offer similar collaboration spaces with an



emphasis on innovation and entrepreneurship, offering the community a major “public good.”

“This is the role of the library in a new economic, social, and learning landscape,” emphasized Carol Damaso, Director of the Scottsdale Public Library. “We are partnering on this innovative concept to provide a cooperative learning space and programming that combines the proven success of ASU entrepreneurship programs with the library as a known space for continuing education for all people.”

The Scottsdale EUREKA location will be supported by the Economic Development team in the City of Scottsdale, as these spaces will support the current and potential innovators in Scottsdale, as well as entrepreneurs and small business. Therefore there is a large potential for driving economic development and creating new products, businesses, and jobs.

Scottsdale is home to companies who are thought leaders in their respective industries – companies like Go Daddy and Taser, to name two among many – and thus an ideal starting place for the Alexandria Network. The presence of companies like these helps create a business atmosphere that sparks innovation and attracts entrepreneurs in all business sectors.

Being an inventor, problem-solver, or entrepreneur is often a lonely task. The EUREKA locations will serve as places for people to connect, as individual networking amongst participants is an important part of the concept. Moreover, local library staff will act as “champions” by offering information resources to their community of innovators.

“We are a business-friendly city, and proud to be part of this program because the collaboration and programming available through the Alexandria Network will benefit everyone, from new startups and small businesses to industry giants and everyone in between,” said Mayor Lane.

“We don’t believe any entrepreneur is a ‘lifestyle’ business. We are creating the Alexandria Network to support what we are calling ‘Great Little Companies’ and those people who can create businesses, products, and solutions to problems, whether they be big or small,” added McConnell.

The ASU mentor network will be activated to provide additional expert entrepreneurial support. Online and digital assets from the library system and ASU will also be leveraged to provide additional guidance for the varied users of the EUREKA locations. The Alexandria Network is interested in hearing from individuals, mentors, and organizations that are interested in supporting this innovation. More details on the resources, classes and supports that will be available will be announced when the pilot location is officially opened in April. Additional locations will be announced on a rolling basis during 2013.

For more information on the Alexandria Network, visit <http://www.asuventurecatalyst.org/p/content/alexandria-network>.

For information about volunteering or possible additional locations, please contact Tracy Lea at [tracy\(dot\)lea\(at\)asu\(dot\)edu](mailto:tracy(dot)lea(at)asu(dot)edu).

--ENDS--

About ASU Venture Catalyst (<http://asuventurecatalyst.org/p/>)

ASU Venture Catalyst equips high potential startups for success. The Catalyst, a joint effort between the Office

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of Knowledge Enterprise Development and Arizona Technology Enterprises (AzTE), assists university students, faculty and staff, as well as local and global companies, with launching startups or accelerating existing ventures. Based at ASU SkySong, The Catalyst offers investor connections, technology road maps, go-to-market strategy consulting, mentoring opportunities, and several other programs and services, all designed to identify and develop investment-grade companies.

About the Scottsdale Public Library System (<http://library.scottsdaleaz.gov/>)

Scottsdale Public Library serves the community with high quality service and materials. The five library locations are known for their distinctive architecture, innovative approaches to meeting customer needs and a 99 percent customer service satisfaction rate.

SECURITY INCIDENTS
 JAN 27-FEB 5, 2013

Date	A P T	B 4 0	C A P	F T N	G P	H Q	L S B	S V	Time	General Brief Description	Steps Taken	Police Called	
												Yes	No
01/30/13				1					12:30pm	Patron viewing porn	Patron asked to shut down computer		no
01/31/13							1		4:20pm	Confrontation between 2 people in an RV in Library parking lot.	Valerie investigated and called 911	yes	
01/31/13				1					6:30pm	2 women argued over computer use policy and accused staff of harrasing them			no
02/01/13				1					3:30pm	Possible drug transaction between patrons.	Aide reported that he witnessed a possible drug deal	yes	
02/07/13	1								11:15 AM	Patron tripped over entry way rug and fell. Lynette talked to him immediately. Patron stated that he was not hurt			no
02/07/12				1					PM exact time not specified	2 adult patrons with children - hostile behavior toward staff spreading personal belongings/food on 3 tables.	Emily consulted with John Ottenberg		no
02/07/13				1					10:30am & 11:00am	Group of patrons being disruptive and messy	Patrons asked to leave		no
02/10/13				1					1pm	Female patron (Sharon Garner) grabbed a child by the arm outside the branch.	Dane Jensen - First Alarm - Staff recommned 30 day ban-photo taken	Yes	
02/12/13		1							9:15am	Someone deficated outside on Library grounds.	Building Mtc Called		No
02/14/13		1							All Day	Patron (Cecile) leaving personal items all around the branch	Lauren Suhd spoke to patron		no
02/14/13				1					10:30am	Volitile patron with aggressive dog leashed outside.	Patron asked to remove dog		no
02/15/13		1							9:30am	Patron, Cecil, had personal items spread out in the parking lot.	Lauren Suhd spoke to patron-they eventually left		no

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SECURITY INCIDENTS
 JAN 27-F. 5, 2013

Date	A P T C		B 4 0		C A P		DTN		F T N		G P		H Q		L S B O		S V		Time	General Brief Description	Steps Taken	Police Called	
																						Yes	No
02/16/13				1															9:30am	Patron sleeping in library parking lot with personal items spread out	Lauren Suhd spoke to patron-they eventually left		no
02/16/13				1															10:30am	Man sleeping on the sidewalk at back parking lot	Police arrived at 11:30	Yes	
02/17/13							1												9:45am	Patron, Dane Jensen - reported a bike locker that had been broken into.	A police report was filed.	yes	
02/19/13							1												2:00 PM	Patron causing disturbance and acting aggressive toward staff	Patron counseled		No
02/19/13							1												3:10 PM	Male patron with bad hygiene	Patron given Hygiene Letter		No
02/20/13				1																Patron Cecil Masters - leaving belongings unattended	Patron warned of 30 day ban		no
02/22/13							1												10:30AM	4 hypodermic needs & vodka bottle found outside library			no
02/23/13														1					8:15 AM	Police came to check entrances for anything unusual based on alarm - perhaps Water Dept. since no sign of disturbance at HQ	HQ building was checked Patio door was not closed properly		no
02/23/13							1												10:40AM	Verbally abusive patron	Patron suspended for the day		no

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Teresa Landers <landerst@santacruzpl.org>

Website Statistics for January 2013

Ann Young <younga@santacruzpl.org>

Mon, Feb 4, 2013 at 9:13 AM

To: Teresa Landers <landerst@santacruzpl.org>, Kira Henifin <henifink@santacruzpl.org>

Here are the stats for January --

Here is a breakdown for the most recent month, January 1 - January 31, 2012.

Total visits: 128,689 (SCPL website: 88,823; SCPL Catalog: 39,866)

Total pageviews: 519,384 (SCPL website: 173,552; SCPL Catalog: 345,832)

The top content sources for the above pageview statistics are:

SCPL Catalog - 345,832 pageviews

SCPL homepage - 73,238 pageviews

Branch pages - 17,970 pageviews

Local history articles - 16,767 pageviews

Internet Resources (links to subscription databases) - 11,399 pageviews

Community Information Databases - 10,717 pageviews

Local history photo gallery - 6,462 pageviews

Kids page - 6,391 pageviews

Ematerials (links to ebook, eaudio vendors) - 4,907 pageviews

Library services - 3,492 pageviews

Teens page - 3,425 pageviews

Reader's Link (Staff pick book reviews, etc.) - 3,194 pageviews

Evergreen FAQ/Tutorials - 2,715 pageviews

Events calendar - 2,407 pageviews

Site search - 1,532 pageviews

Library Admin pages (LJPB agendas, audio files, etc.) - 1,313 pageviews

Contact Us - 1,278 pageviews

What's New - 840 pageviews

Did You Know? - 604 pageviews

Index to SCPL's magazines and newspapers - 509 pageviews

Which Phone Book? - 503 pageviews

The remainder are spread across a wide variety of pages.

STAFF REPORT

DATE: March 4, 2013
TO: Library Joint Powers Board
FROM: SCPL Recognition Committee
CC: FSCPL
RE: Staff Recognition Monthly Report

SUMMARY

The Library has instituted a way to recognize staff formally and on an on-going basis. The committee will be recognizing these individuals monthly in a report to the LJPB.

Mission

Staff are our most valuable resource and as such, are deserving of ongoing recognition to feel connected and to keep morale high. The Staff Recognition Committee is charged with developing ways to accomplish this purpose.

NOMINATIONS

Galina Wells

Galina did an incredible job running the Capitola branch for the month of January in my absence. When I returned both the staff and the volunteers commented positively on her leadership and coming back to work was a pleasure as she had taken care of all the PIC responsibilities in my absence. She is a huge asset to our system and to the Capitola branch (Nominated by J. Jel'endra)!

Leslie Auerbach, Rachel Lee and Howie Kimel

Leslie, Rachel, and Howie are putting together a wonderful series of videos that highlight our musical score collection. The videos launched so far have been well received by the staff and community and they are serving to highlight our creative and skilled staff as well. Thank you Leslie, Rachel, and Howie for such a grand library project (Nominated by J. O'Driscoll).

Heather Pereira

For awesome training (Nominated by Duncan Bowsman).

Gary Griffiths

Gary always responds to our IT requests, no matter how trivial (Gary, can we have a mouse pad, please) with a big smile and a can-do attitude. He is conscientious, kind and thoughtful and always thinks about unforeseen possibilities when he configures changes

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and does his best to alleviate any problems before they occur. We, at the Capitola branch think he is an excellent fellow and we are glad to have him on our IT team (Nominated by the Capitola Branch Library Staff)!

Christine Campbell

Christine heard a staff member talking about a problem they were having with downloading record information. She inquired into the exact nature of the problem and found a solution within hours. This solution will save that staff member from having to enter data manually. And it saves the Library time and money. What a great thing! Thank you Christine (Nominated by S. Bodamer).

Cathy Landis

Completion of all 8 modules of the Employee and Leadership Development Program (Nominated by T. Landers).

Catherine Workman

Completion of all 8 modules of the Employee and Leadership Development Program (Nominated by T. Landers).

Santa Cruz Public Libraries

Virtual Services Quarterly Report

Fiscal Year 2012-2013

Second Quarter: October – December 2012

Prepared by: Diane Cowen; Virtual Services Coordinator

OVERVIEW

Virtual Services engaged in a number of exciting activities during the second quarter of fiscal year 12-13:

- Virtual Services staff (Diane Cowen and Sarah Harbison) have taken advantage of a number of training opportunities, including attendance at the Internet Librarian Conference and a 4 week screencasting class through Infopeople.
- Virtual Services has taken over handling the requests for permission to use local history photos. We received 3 such requests during the quarter, including one for use in an app that provides an educational tour of the geography and natural history of Santa Cruz and one for use in the eBook version of the children's book version of *Fast Food Nation, Chew on This: Everything you don't want to know about fast food*.
- The Library participated in the Access2Employment Job Fair at the Coconut Grove on October 9th, by the invitation of Chad Davies at EDD. Librarians Heather Norquist, Paula Contreras, and Sarah Harbison staffed a booth where they demonstrated the JobScout online learning platform and the library's subscription career databases.
- A marketing group was created to streamline the process for publicity requests at the library. We now have a form and a process which is much improved. Virtual Services will have a much easier time planning for social media and digital signage marketing efforts.
- Virtual Services has created 3 video tutorials for patrons. After the upgrade to Evergreen 2.3 and the subsequent changes in catalog functionality, Virtual Services focused on videos to help patrons navigate the new interface. One video focuses on renewals and my account, one video on placing and managing requests, and one on account preferences.
- Leslie Auerbach and Sarah Harbison have taken responsibility for updating the subject guides and adult booklists on the website. Valerie Murphy is taking the lead on updating the kid's booklists. Staff have resumed adding reviews to the readers blog, and all staff have been encouraged to contribute their reviews.
- The Library began working on an IT Strategic Plan with consultant Carson Block. The Virtual Services Coordinator is a member of the planning team.
- Deborah Lipoma continues to work on her digitization project with the Faye Ellis Collection.

- Planning for the Boopsie mobile app began late in the quarter.
- Victor Willis has been hired as the Information Specialist who will devote 10 hours to Virtual Services support.
- Sarah Harbison has begun experimentation with a library Pinterest account. A more detailed discussion of the experiment is below in the social media section of this report.
- The coordinator has claimed the library on Foursquare. Since ownership is recent, statistical data is not presented in this report. However, people are checking in at our locations. The platform allows organizations to upload photos, leave status updates, and offer promotions.

Devices for staff learning

All circulating devices for staff learning are now being deployed in an eBook/eReader class for staff. Developed and delivered by reference staff, this series of staff training classes focuses on one device platform at each session, then allows attendees to bring the devices home for practice. Each class accommodates 8 students and runs for 3 consecutive weeks. Once all staff have had the opportunity to attend the class, the devices will resume circulating internally.

In an effort to continue to evaluate changing platforms and support staff learning, Virtual Services purchased 2 Google Nexus 7 Android tablets. These tablets have proved to be much more user-friendly than the previously purchased Android tablets, and are relatively inexpensive. Virtual Services recommends purchasing 2 additional Nexus 7's to support eReader classes and circulation among staff.

Digital Signage

There was some misunderstanding about our contract with the Digital Signage Factory concerning the level and frequency of content creation support we were entitled to. As a result of this misunderstanding, we discovered that a much larger commitment of staff time was required for content creation than was originally anticipated. Metis negotiated a new contract at an additional cost to meet our content creation needs through the second quarter. Now that Virtual Services has additional support from the Information Specialist position, the department will take over the content creation in-house. Both Victor Willis and Diane Cowen will be trained on the use of the software to create and distribute signage content in the next quarter. Virtual Services has not developed a way to measure the effectiveness of these signs in promoting library programs and services.

Discover & Go

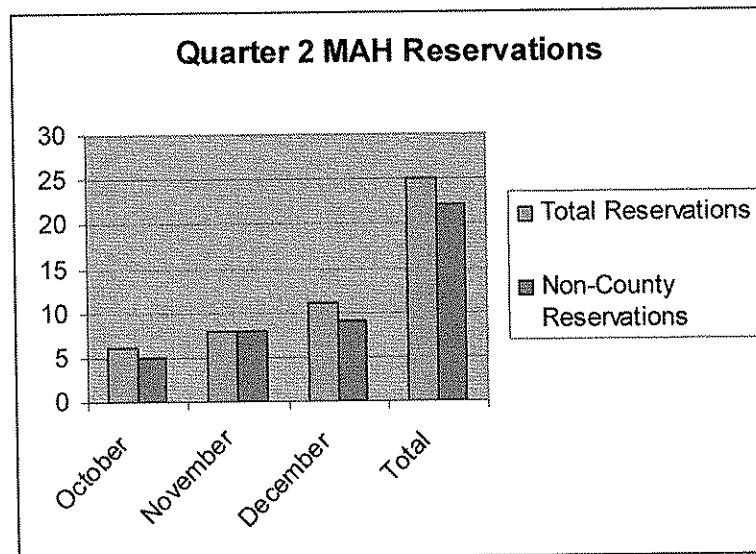
Despite periodic reminders, the Seymour Center and the SC Natural History Museum have not yet begun the process to participate in the Discover & Go Network. Diane Cowen will continue to pursue these venues as well as some of our free museums as time allows.

Numbers for the second quarter are in the table below. It is interesting to note that the increase in the December numbers coincides with a social media marketing push just

before the winter holiday which suggested visiting D&G venues during the break from school with children.

	Patron Logins	Total Reservations	Reservations Used	Reservations Cancelled	Unique Users
October	56	12	8	4	7
November	45	7	3	4	3
December	64	25	15	10	13
Total	165	44	26	18	23

As mentioned in the first quarter report, Discover & Go does offer statistical reporting by zip code and by venue. Virtual Services will defer detailed zip code analysis until overall use grows enough to warrant such analysis. However, we are interested in looking more closely at our local venue, the Santa Cruz Museum of Art & History (MAH).



In December, MAH had 11 reservations, with 9 of those coming from other member library systems. In November all 8 reservations were made by non-SCPL users. In October, 5 out of 6 MAH reservations came from other communities. Overall, 23 out of 25 reservations made during the second quarter were made by patrons outside of Santa Cruz County. This suggests that our local museum partners are experiencing the desired affect of expanding awareness to other communities.

LiquidSpace

The library has been using the LiquidSpace platform for approximately one year. Meeting Room Coordinators have decided that it is now time to evaluate current processes and settings associated with its use. In particular, staff will discuss the listings for "library open seating" for all branches. Originally, the intent was to advertise the library as a free option for people seeking an individual workspace. However, there has been some concern

among staff about user confusion and attempts to book unbookable space. The amount of staff time and user dissatisfaction that has resulted from these instances has been significant.

Liquid Space Bookings												
Month	SCPL Booked				Booked by Others				Open Seating Booked			
	APT	BC	DTN	SV	APT	BC	DTN	SV	APT	BC	DTN	SV
October	19	16	40	21	4	0	1	1	1	0	1	1
November	14	7	32	16	3	1	0	2	1	0	0	0
December	14	2	44	14	6	0	1	2	2	0	0	2
Total	47	25	116	51	13	1	2	5	4	0	1	3
Grand Totals	239				21				8			

Quarter 2 statistics for LiquidSpace bookings indicate that only about 8% of liquid Space bookings are coming from users other than the library. Out of the non-library users, 8 out of 21, or 38% have accidentally booked library open space. Staff have also booked library open space, but those errors are not factored in to these statistics.

These numbers also suggest that few people are learning about the library's meeting rooms through LiquidSpace. Without information about the number of individuals and groups who have used the room consistently in the past, it is difficult to determine with certainty. There have also been problems with the search results algorithm used by LiquidSpace which has kept library venues very low or completely off the results list. As of January 1, the search results problem has improved if not been resolved entirely. It is unknown whether this will result in additional errors by the public booking open seating. The Meeting Room Coordinators will discuss all of these issues and make recommendations to reduce staff time commitment and user error.

Text-a-Librarian

First quarter Text a Librarian statistics were low. At the beginning of the school year in September, the programming department made an effort to publicize the service while visiting middle and high schools in order to increase awareness.

Although total incoming texts in the beginning months of the second quarter appear to be much higher, an evaluation of the actual conversations reveals that some people asked text reference questions that were much too long for the format, requiring them to send us multiple incoming texts and thus inflating the incoming text total. Looking at the "distinct number of patrons with a conversation" (column 2) may give a better idea about the number of individuals texting in their questions. However, some of those distinct patrons ask multiple and follow-up questions, as the "number of follow ups in thread" column indicates.

Monthly Conversation Count - SCPL

Month	Total Incoming Texts	Distinct Patrons w/ a Conversation	Number of Conversation Threads	Number of Follow-ups in Threads	TFI Sent (Text For Instructions)	First Time TFI	First Time Conversations
12/2012	9	4	4	2	3	3	3
11/2012	23	8	17	2	4	3	5
10/2012	25	6	11	8	6	6	4

Although there has been some inflation of the number of total incoming texts, use of Text a Librarian has increased overall. The nature of the messages suggests that a few individuals do prefer to communicate with the library via text, even when it is not the most efficient format to meet the information need. Although the number of people using the service remains relatively low, we do expect the number of people who prefer to communicate with the library in this format to grow over time. Although the sharp decrease in incoming texts between November and December could be a result of the holidays and winter school break, Virtual Services recommends putting the service on a 3 month cycle for marketing and promotion.

Use of the service will also likely increase once the chat widget has been installed on the library website. The cosmetic redesign of the website scheduled for this year will be a good time to install the widget. Virtual Services will coordinate this installation with IT staff.

Webmaster Mail

The table below shows incoming webmaster email statistics. Collection of these statistics began in mid-November and continues to evolve in an effort to provide more meaningful analysis. For the 2nd quarter, statistical categories were designed to fit in with typical week categories.

The number of emails we get from week to week varies considerably. Although quantity varies, it is beginning to look like the percentage of emails in a category (in particular, reference versus circulation/information) are consistent on a monthly basis over the near two month period. This is a cautiously made generalization. It will be interesting to see if this trend continues.

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TOTALS	Circulation / Information	Tech Problems / Forward to IT	Reference	Forward to eRef	Total				
November 11-17	25	5	9	3	42				
November 18-24	20	0	10	1	31				
November 25- Dec 1	22	10	25	0	57				
December 2-8	31	5	21	0	57				
December 9-15	13	4	18	0	35				
December 16-22	17	2	15	1	35				
December 23-29	15	0	2	1	18				
December 30-Jan 5	22	2	18	1	43				
	% Total	% Total	% Total	% Total					
Mid November Total	51.5%	67	11.5%	15	33.8%	44	3%	4	130
December Month Total	52.1%	98	6.9%	13	39.4%	74	1.6%	3	188
Total	51.9%	165	8.8%	28	37.1%	118	2.2%	7	318

In gathering statistics, staff found that these categories were not descriptive enough to provide useful information. In particular, certain types of in-depth policy information, complaints, and instruction requiring a considerable time commitment to answer are not well reflected in these categories. Therefore Virtual Services will adjust statistical categories. Beginning in the 3rd quarter on January 6th, we will collect statistics in the following: Circ/Info, Tech, Material Request, Reference, Policy/Procedure, Suggestion, Complaint, Praise, and Requests to Review Web resources.

One story from webmaster may be of interest: an individual invited the library to respond to his email via email or text. Of course we used the opportunity to initiate a text with the patron. We hope that this type of interaction will prove to be a good way to spread awareness of Text a Librarian services.

SOCIAL MEDIA

In addition to our established Facebook, Twitter, and YouTube accounts, SCPL has begun experimenting with a Pinterest account. This experimentation has proved quite successful, and we will continue to grow our presence on Pinterest. Additionally, Virtual Services staff has claimed our LinkedIn company page, claimed our presence on Foursquare as a "chain" store with 11 locations, and claimed administration of our presences in Google Places and Patch.com.

Facebook

- **Likes** – The total number of people who follow us on Facebook who might potentially see our posts.
- **Reach** – The number of unique people who have seen a post
- **Engaged Users** – The number of unique people who have clicked on a post
- **Talking about this** – The number of unique people who have created a story from a post. Stories include:
 - Linking, commenting on, or sharing your post
 - Answering a question
 - Responding to an event
- **Virality** – The number of unique people who have created a story from one of our posts as a percentage of the number of unique people who have seen it. **Note: Virality is not tracked quarterly as it is not a useful measure when averaged. It is defined here for informational purposes, as it will be discussed in these reports.*

At the beginning of the 2nd quarter, Facebook announced a change to its Edgerank algorithm, which controls how posts display in the news feed of fans. The change essentially resulted in a reduction of our organic reach. Fewer people who Like our page see our posts. The change furthermore results in a cycle of reduced organic reach: the lack of interaction with a post resulting from people not seeing it drives engagement down, driving down further any organic reach that might be had from engaging posts.

The purpose of this change, it is assumed, is to force pages into paying for ads. Here is one article that discusses the situation: <http://www.businessinsider.com/facebook-changed-edgerank-algorithm-to-hurt-advertisers-2012-10>

The change has been noticeable for SCPL's Facebook page. I have included the 1st quarter statistical table in this report to make comparison of the 2nd quarter's numbers easier. As anticipated, the big change is in Reach.

First Quarter

1st QTR	Likes	Growth	Reach		Engaged Users		Talking about this	
July	834		308.63	37%	21.18	2.54%	12.76	1.53%
August	864	3.60%	333.63	38.60%	21.75	2.52%	9.3	1.08%
September	890	2.90%	235.41	26.45%	15.8	1%	8.9	1%
Total		6.29%		34.02%		2.02%		1.2%

Second Quarter

2nd QTR	Likes	Growth	Reach		Engaged Users		Talking about this	
October	913	2.50%	150.88	16.53%	14.83	1.62%	9.58	1.04%
November	929	1.72%	183.41	19.74%	12.9	1.39%	6.65	0.72%
December	948	2.00%	192.39	20.29%	24.78	2.61%	14.56	1.53%
Total		6.12%		18.85%		1.87%		1.10%

Likes

Although growth in the average number of Likes SCPL receives each month has dropped slightly, the overall decrease from the 1st to 2nd quarter is only .17%. Growth in the number of Facebook fans we obtain through organic means is still healthy.

Reach

In the 1st quarter, we were reaching about 34% of the total number of people who follow us. Since the new algorithm in September, that number has slipped to just under 19%. That means that instead of showing up in the news feed of 34% of our fans, our posts are now only showing up in the news feed of 19% of our fans. This is despite the fact that numbers for "Engaged Users" and "Talking About This" has stayed relatively the same. This is also despite the fact that some of our posts have been wildly popular, achieving an excellent virality rating.

Although our overall reach has been greatly reduced by the new algorithm, our average reach each month has slightly increased during the 2nd quarter.

Engaged Users & Talking about This

On average, 1.87% out of the total number of people who follow us are engaging with our posts by clicking on them, while 1.1% are sharing, linking to, commenting on, or otherwise interacting with our posts. These numbers are very similar to last quarter's numbers.

In the last report, Virtual Services declared that engaged users should be a high priority area for growth. However, the cyclical nature of reach and engagement may stymie these efforts to improve it.

Month by Month Overviews

OCTOBER

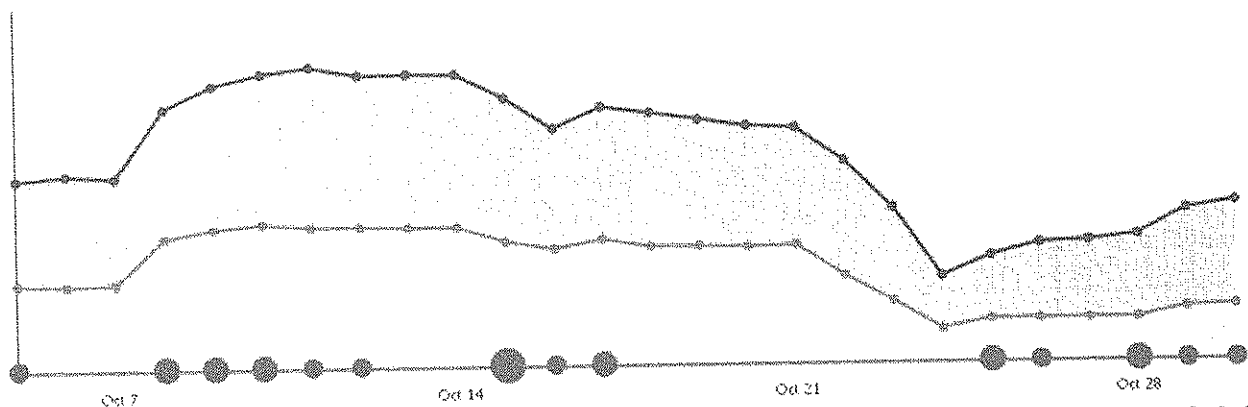
Overview Likes Reach Talking About This Check-Ins

All dates and times are in Pacific Time

Export Data

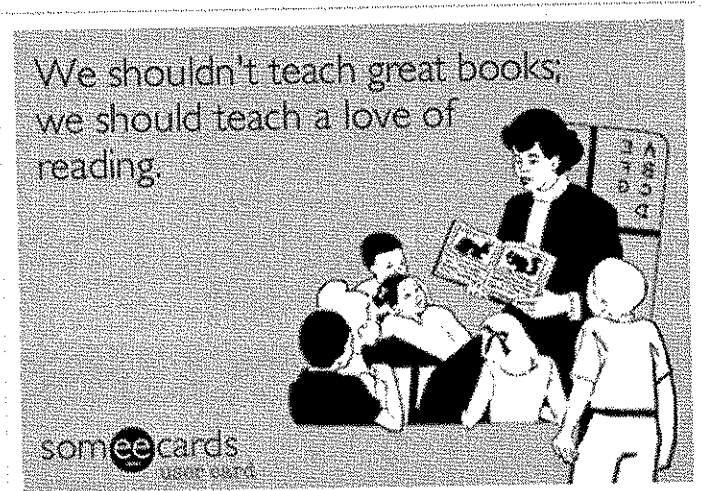
Total Likes? 913 \uparrow 0.44% Friends of Fans? 257,109 \uparrow 0.44% People Talking About This? 44 \uparrow 158.82% Weekly Total Reach? 521 \uparrow 2.56% Total Subscribes? --

Posts? People Talking About This? Weekly Total Reach?



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The snapshot above gives a good graphical overview of our Facebook activity for the month of October. In October, 3 posts achieved a virality rating greater than 10%. Our announcement which invited fans to follow us on Pinterest had a 12.2% virality rating, and our photo album "Halloween at the Library" had a 10.3% virality rating. This photo, created by Virtual Services staff using Someecards.com, had the highest virality rating for October, 15.25%.



In addition to these very popular posts, October also had 9 posts with a virality rating of 5-10%. Anything above 5% is considered acceptable virality for unsponsored posts. October had a total of 25 posts.

NOVEMBER

Virtual Services does not have a graphical representation of November's data. No posts in November exceeded a virality rating of 10%. Out of 26 total posts, 6 posts had a virality rating between 5-10%. Our highest rating for November was a post about the December 1st Friends of the Library book sale, 7.95%. A post asking people to contribute their favorite "stormy weather reads" in the comments was next with 7.47%. It is interesting to note that this post did well because of the picture, a pug in a sweater reading a book. Only one person offered their book recommendations in the comments as solicited, however.

DECEMBER

We had a total of 18 posts in the month of December. Out of these 18 posts, 3 achieved a virality rating of more than 10%, and 4 had a virality rating between 5-10%. One post generated a virality rating of 35.9%. We posted the following picture:



The accompanying text read: "This is our idea of the perfect beach spot! How many out there wish this is where they were vacationing this year?" The post enjoyed some conversation, with a person wondering where the picture was taken, and staff finding out and answering the question. The photo was shared 14 times, which is extremely high for SCPL. In the graphical overview for December depicted below, the sharp increase in our reach is visible after the December 18th post.

Overview Likes Reach Talking About This Check-Ins

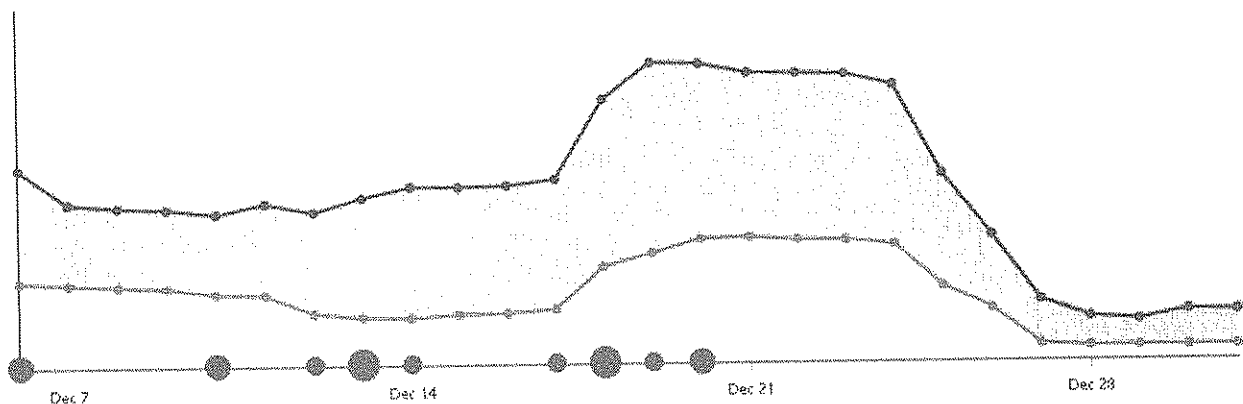
All dates and times are in Pacific Time

Export Data

Total Likes[?] Friends of Fans[?] People Talking About This[?] Weekly Total Reach[?] Total Subscribers

949 \uparrow 0.32% 273,333 \uparrow 0.76% 9 \downarrow -82% 169 \downarrow -90.37% --

Posts[?] People Talking About This[?] Weekly Total Reach[?]



Twitter

@SantaCruzPL ended the 2nd quarter with 454 Twitter followers. That number is up from 390 at the end of the 1st quarter, an increase of approximately 14%. On average, the

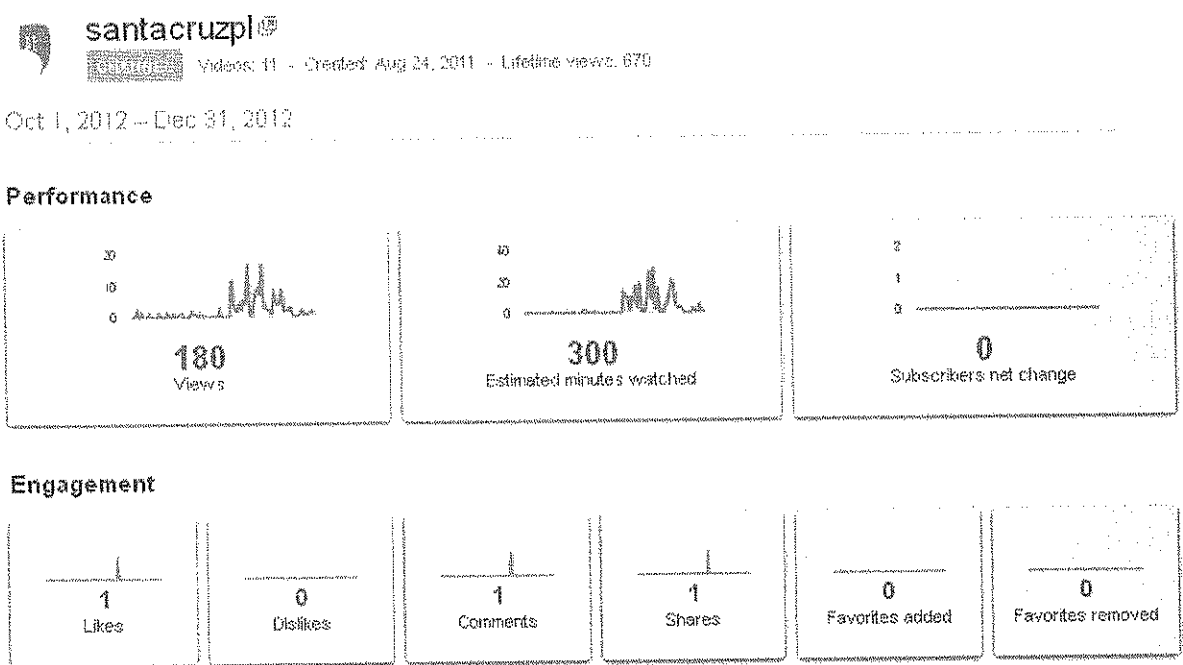
number of followers is growing by nearly 5% per month. October was the best month for Twitter numbers, with 20 mentions.

	# Followers	% Increase	# Mentions	# Retweets
October	413	5.60%	20	5
November	432	4.40%	9	3
December	454	4.85%	4	6
Quarter Total	454	9.03%	33	14

Twitter search results for tweets about the Santa Cruz Public Libraries indicate that the Libraries Inside Out Project continued to interest the Twitterverse into the month of October. The Cabrillo bookstore mentioned us in a Tweet with a link to a Precision Book Truck Drill Team video filmed by CTV in 2011. Virtual Services, unaware of the video prior to Cabrillo's Tweet, was able to push the video into other social media platforms such as Facebook to garner interest for the Holiday Parade and the Friends book sale on December 1st.

YouTube

The following graphical data provided by YouTube gives a well rounded view of our YouTube activity for the quarter:



(graphic continues)

Top 10 videos [Browse all videos](#)

Video	Views ↓	Estimated minutes watched	Likes
1. Tutorial #1 My Account Login and Renewal	75	137	0
2. Tutorial #2 Placing and Managing Holds	33	70	0
3. Fratello Marionettes: Carnival of Animals	26	17	0
4. Tutorial #3 My Account Preferences	21	44	0
5. Library Homework Help PSA	19	16	1
6. JIOsZkqX4OE	5	12	0
7. Stuffed Animal Sleepover at the Scotts Valley Branch ...	4	7	0
8. Read To Me Kits PSA	2	2	0
9. Stuffed Animal Sleepover at the Aptos Branch Library ...	2	1	0
10. "We Love the Library" PSA	1	0	0


Most viewing activity occurred toward the end of the quarter in December. This activity is consistent with the release of 3 video tutorials produced by Virtual Services on using and navigating account access after the upgrade to Evergreen 2.3.

Although there is little real demographic data offered by Youtube, it is interesting to look at where our traffic on Youtube comes from. Nearly 50% of our Youtube traffic is actually happening on the library's website or Facebook page via embedded players. Over 13% of those who discovered our videos did so via a mobile connection.

Demographics

Top geographies

- United States
- United Kingdom
- India
- Netherlands
- Spain



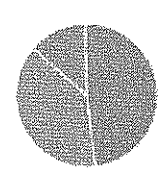
Gender

- Male n/a
- Female n/a

Discovery

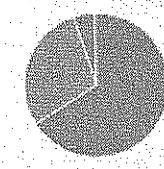
Top playback locations

- Embedded player on other websites 48.3%
- YouTube watch page 38.3%
- Mobile devices 13.3%



Top traffic sources

- Mobile apps and direct traffic 66.1%
- View referrals from YouTube 28.9%
- View referrals from outside YouTube 5.0%



Pinterest

In September, SCPL began experimenting with Pinterest. In the table below, some statistics are missing. This is due to the time it took to develop an understanding of what information might be meaningful to collect. Virtual Services believes that it is worth the effort to continue to participate in this social media platform. Growth in the number of people following us on Pinterest is extremely promising, with an 80% increase in the number of followers from the beginning to end of the quarter.

September ending	4	40	0				
	#Boards	#Pins	#Likes	#Followers	%Increase Followers	#Repins by others	#Likes by Others of our Pins
October	4	49	2	18			
November	6	62	3	35	48.60%		
December	6	66	5	90	61.10%	275	49
QTR Total / Ending	6	66	5	90	80%	275	49


It is interesting to note that in December, one individual repinned one of our pins. The popularity of that person as a pinner resulted in 45 people repining and following our "Spooky Reads" boards in a single day.

During the 2nd quarter, Pinterest announced the creation of business accounts. We switched to a business account thereafter. The most significant difference between a business and personal account so far is a change in the terms of service. Other than that, the ability to list the entire name of the business is the only other feature that is significantly different. Pinterest has created a help page for businesses offering best practices for marketing and promotion via the platform. Virtual Services staff will explore this documentation and experiment as appropriate. It will be interesting to see how functionality of the business accounts evolves.

Conclusion

Virtual Services continues to evaluate new technologies, platforms, and digital communities for incorporation into the library's repertoire of services to the public. The rapidly changing nature of these elements ultimately affects the content and format of this report. Virtual Services staff tries to adjust data gathering as needed to provide meaningful information. We welcome any suggestions or ideas about changes in content or format which will make this report more useful in the future.

UPDATE

DATE: February 25, 2013
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries 
THROUGH: John Barisone, City Attorney
RE: JPA and By-laws

At the February LJPB meeting, a request was made to provide a response to concerns expressed about the following:

1. What constitutes the correct number of votes for approval of Board actions?
2. In general, what is appropriate if the JPA and the By-laws appear to be in conflict?
3. The authority of the LJPB to create districts for citizen members in order to codify the JPA reference to citizen members who represent the geographic diversity of the library district.

John Barisone, City Attorney, has been consulted and his response to the voting issue is provided here:

The Library JPA agreement at Section 4 states, "Except as provided in Section 7 of this agreement [requiring 6 votes for budget approval], actions of the Board shall be effective upon approval of a majority of the members of the Board...A quorum of the Board shall consist of a majority of its members and shall be necessary to conduct business...The Board may adopt, from time to time, such bylaws, rules and regulations for the conduct of its meetings as are necessary..."

Accordingly this section of the JPA agreement provides that a majority of the Board, i.e. a minimum of 5 Board members, are capable of conducting Library JPA business.

Since the Board makes its decisions by taking votes, the reasonable interpretation of this section is that by use of the term "majority", the parties to the JPA intended that term to refer to the majority of the Board quorum present at the time a particular action is proposed to the Board for its vote.

This conclusion is buttressed by the Board's bylaws, adopted by the Board after execution of the JPA agreement in order to effectuate that agreement. Bylaw VIII.2 states "A quorum of the Board shall consist of a majority of its members and shall be necessary for the conduct of business. A majority vote of all members shall be required to approve any motion."

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Bylaw XI.4 then states, "Unless a different rule is expressly provided herein or in the Joint Powers Agreement ... adoption of a motion shall be by a simple majority of the members present and voting, except that the final Library Budget for the upcoming fiscal year must be approved by six (6) affirmative votes of the nine members of the Board."

In order to conclude that all Board action can only be approved by at least 5 votes of the Board whether or not the full Board is present and voting would require the Board to disregard the repeated references to the Board's ability to conduct business with a quorum of 5 or more members present as well as the last clause of Bylaw XI.4 quoted above.

In addition, assuming one concludes that the JPA agreement and bylaws are ambiguous on this point (which I do not), the contract rules of construction as defined in California common law also support the conclusion that, given the Board's historic employment of the "majority of the quorum" method of taking action, the parties to the JPA intended that a majority of a quorum would be sufficient to conduct Board business and that the JPA agreement and bylaws should therefore be interpreted and applied in this fashion.

As stated in a treatise on California contract law "Where the language in a contract is ambiguous and uncertain, resort may be had to the subsequent conduct of the parties for the purpose of discovering what they understood the agreement to mean. The acts of the parties under the contract afford one of the most reliable means of arriving at their intention; and, while not conclusive, the construction thus given to a contract by the parties before any controversy has arisen as to its meaning will, when reasonable, be adopted and enforced by the courts...

The reason underlying this rule is that it is a court's duty to give effect to the intention of the parties where such intention is not wholly at variance with the correct legal interpretation of the contract and a practical construction placed by the parties on the instrument is the best evidence of their intention. In other words, the rule of practical construction of a contract by the parties is predicated on the commonsense concept that actions speak louder than words..." (14 Cal Jur 3rd, Contracts, Section 181).

As for the second issue which is broader, Mr. Barisone has confirmed the following quotation from a phone conversation we had:

Parties to the JPA agreement can decide how to interpret and apply their agreement and can do so via the bylaws

In response to confirming this quotation, he went on to say, "Your statement is correct but it is more fully explained in my email below." The email to which he refers is the one reproduced above in reference to the voting issue.

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This interpretation thus extends to the citizen member district issue as well. The LJPB can interpret the JPA and this is what they did when they chose to more closely define what was meant by geographic diversity. Mr. Barisone was also involved in the creation of the citizen districts and was present at the LJPB meeting where the districts were approved.

No further Board action is necessary.