

LIBRARY JOINT POWERS AUTHORITY BOARD

Monday May 6, 2013
Downtown Branch Meeting Room
224 Church St, Santa Cruz CA 95060

6:30 PM PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA OF May 6, 2013
3. ORAL COMMUNICATIONS
4. PRESENTATION: SCPL MOBILE APPLICATION- Diane Cowen
5. MEMBER REPORTS
6. CONSENT AGENDA
 - A. Approve Minutes of April 1, 2013
 - B. Approve Revised Volunteer Policy
7. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT
8. STAFF REPORTS
 - INFORMATION ITEMS*
 - A. Monthly Narrative Report: April 2013
 - B. Statistical Reports
 - C. March Financial Snapshot
 - ACTION ITEMS*
 - D. Provide Final Direction for FY13/14 Budget
9. OTHER BUSINESS

10. WRITTEN COMMUNICATIONS

- A. Staff Recognition
- B. Patron Written Comments
- C. Security Incidents Log
- D. Website Hits
- E. Articles about Santa Cruz and California Libraries
- F. Articles on Libraries Nation Wide
- G. Overview of 3rd Quarter Virtual Services Report

11. BOARD MEETING CALENDAR

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

12. NEXT MEETING

The next meeting will be a Special Session meeting on Saturday, May 18, 2013 at 9:00 a.m. at the Scotts Valley Branch Library.

13. ADJOURN

The Library Joint Powers Authority Board will adjourn from the Regular Meeting of May 6, 2013 to the Special Meeting on May 18, 2013 at 9:00am in the Scotts Valley Library Meeting Room for a Study Session: Financial Retreat, and then to the Regular Meeting of June 3, 2013 at 6:30pm in the Scotts Valley Branch Library Meeting Room.

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

April 1, 2013

6:30 PM PUBLIC MEETING

I. ROLL CALL

Present: Supervisor Zach Friend, Supervisor Bruce McPherson, Councilmember Cynthia Mathews, Councilmember David Terrazas, Councilmember Jim Reed, Councilmember Michael Termini, Citizen Member Dick English, Citizen Member Martha Dexter, Citizen Member Nancy Gerdt

Staff: Teresa Landers, Library Director
Marcus Pimentel, Finance Director

II. APPROVAL OF MEETING AGENDA OF APRIL 1, 2013

Councilmember Termini moved, seconded by Supervisor Friend

That the Board approve the Agenda of April 1, 2013

UNAN

III. ORAL COMMUNICATIONS

Janis O'Driscoll announced to the Board and the audience that the first Santa Cruz Library opened its doors in a storefront on Front Street on April 1, 1860. Happy 143rd Birthday to the Library!

IV. PRESENTATION: ZINIO: ONLINE MAGAZINE APPLICATION

Sue Graziano, Librarian, demonstrated the library's online subscription to Zinio, a digital database of 56 magazines. All magazine issues allow multiple and simultaneous checkouts. At least one Board member has used the database to download issues to read while traveling.

V. MEMBER REPORTS

Councilmember Mathews reported that the City Council passed resolution SCA-7. Director Landers is sending letters in support of SCA-7 to Senators.

VI. CONSENT AGENDA

Councilmember Mathews moved, seconded by Citizen Member English

**That the Board approve the Consent Agenda of April 1, 2013
with the following spelling correction: Susan Mauriello instead of Muriello.**

UNAN

ABSTAIN from item 6A of the March 4, 2013 Minutes: Friend

- A. Approve Minutes of March 4, 2013
- B. Approve Minutes of March 18, 2013

VII. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

Elles Campos, member of the Scotts Valley Friends gave an update on the Friends' activities which included:

- Helped Sponsor Big Read events, Community Poetry Circles and Computer Classes
- Ongoing book drive
- Online book store launched
- April 5th: Volunteer Appreciation brunch at the Downtown Library
- May 11th: Retreat
- May 18th: outside parking lot spring book sale downtown

VIII. STAFF REPORTS

- A. Monthly Narrative Report: March 2013.
Director Landers highlighted a new online service, IndieFlix, which premiered April 1. IndieFlix streams thousands of award-winning films from festivals around the world.

A wedding was held in the Branciforte Branch Library, which was a lovely event.

The Big Read: Grapes of Wrath event was very successful with (as of this date) 1631 people attending, which is almost double compared to last year's Edgar A. Poe event. Final numbers will be available after the schools report. Estimates are that 2000 students participated.

B. Statistical Reports

Director Landers reported that the average number of visitors is up 21% over last year.

C. February Financial Snapshot

Finance Director Marcus Pimentel gave a detailed overview and explanation of the Snapshot report. Finance Director Pimentel reported that February finished positive. YTD was just over \$1 million in excess revenue over expenditures. Several hundred thousand dollars of expenditures will be forthcoming, so the pace will not continue. Revenues are on target. Sales tax continues to be strong. Cash is extra strong in March since two monthly County distributions were received in February. Projections show a strong year. The Board reviewed the report.

D. Adoption of Facilities Master Plan

Director Landers explained that the recommendation of accepting the plan as presented would not constitute making decisions on projects, in what order or funding. That work is still to come. This is a framework from which to move forward. The Board discussed concerns regarding the proposed Felton branch. The ongoing process between the LJPB and the Veruttis is coming to a close. There are a few changes that are reflected in the present Facilities Master Plan. The Board discussed "accepting" versus "adopting" the Facilities Master Plan. Two members from the public expressed their thoughts on the plan.

Councilmember Mathews moved, seconded by Councilmember Termini

That the Board accept the Facilities Master Plan, including direction to Staff to revise the language on page 44 of the FMP.

UNAN

Supervisor Friend moved, seconded by Councilmember Mathews

That the Board give direction to Staff at the upcoming Financial Planning Retreat to

- a) review revenues and other resources, expenses and other needs and financial projections;**
 - b) delve more deeply into debt strategy options;**
 - c) begin to understand financial options related to implementing the facilities master plan;**
- and to establish a Board Committee made up of representatives from each city and from the county to continue the work that begins at the retreat.**

UNAN

E. Replacement of Integrated ILS

- i. Approve Contract for ILS Consultant
- ii. Approve Migration Coordinator and related backfill expenditures

Director Landers gave a short overview and update to the replacement of the Integrated Library System as the current ILS is not meeting the library's needs. The migration to a new ILS should occur as soon as is reasonable since it is perhaps the single most important technological resource of the library. A consultant and a Library Migration Coordinator are of utmost importance to make the process as smooth and efficient as possible. The Board discussed the need for a working ILS and the need for a smooth process and transition.

Councilmember Mathews moved, seconded by Citizen Member Dexter

That the Board

- a) approve the contract for the ILS Consultant to assist in selection and negotiations for a new ILS and**
- b) approve to realign staff to coordinate the project for an estimated cost of about \$26,000.**

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IX. OTHER BUSINESS

A. Board Retreat Update

A financial planning retreat is scheduled for Saturday, May 18 from 9am to 1pm at the Scotts Valley Library. The committee consists of Nancy Gerdt, Mike Termini, Martha Dexter, Marcus Pimentel, Teresa Landers and a facilitator.

X. WRITTEN COMMUNICATIONS

- A. Staff Recognition
- B. Patron Written Comments
- C. Security Incidents Log
- D. Website Hits
- E. Articles About Santa Cruz and California Libraries
- F. Library Audit

XI. BOARD MEETING CALENDAR

No changes

XII. NEXT MEETING

The next regularly scheduled meeting is on Monday, May 6, 2013 at 6:30 pm at the Downtown Branch Library meeting room.

XIII. ADJOURN

The regular meeting adjourned at 7:30 p.m.

Respectfully submitted,

Helga Smith, Clerk of the Board

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

Policy Title: USE OF VOLUNTEERS TO ENRICH LIBRARIES

Policy Statement:

It shall be the policy of the Library Joint Powers Authority Board that the use of volunteers to enrich library programs, or to accomplish necessary or desirable objectives in relation to the libraries, shall be encouraged. The goal of the Board in this policy is to enhance our libraries, or to allow for activities not possible under normal operating constraints.

Staff-support volunteer opportunities are open to community members who are at least 14 years of age and who meet the qualifications and requirements relating to the specific volunteer role. The minimum age for ACT volunteers is 12. Younger children may volunteer if accompanied by parent/guardian volunteer.

This policy shall be reviewed every three years.

Adopted:	1980
Reviewed and re-confirmed:	July 1997
	September 2012
	April 2013

MONTHLY REPORT FOR APRIL 2013

1. READING, LISTENING AND VIEWING FOR PLEASURE

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

Children's books are flying off the shelves at the Aptos Branch. Many families come in weekly to pick out their favorites, many of whom leave with a 2 foot pile of books for the week. The Homework center is being used by elementary school children every Thursday. Children are getting help with writing, reading and math.

The Aptos toddler storytime, led by Kari Gunn continues to be well attended. David Addison, branch manager spoke with a mother and two children right after storytime ended and they expressed their appreciation for this program which they attend every week.

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.

Chantel Van Pelt put up a wonderful poetry display in the children's area of the Branciforte library. It includes colorful words that children can put together to make poems on a board, as well as poems that children can take with them. Our local school children have come in for their regular Tuesday visit and loved it! There are a variety of poetry books as well. We also have a book display for the beginning of baseball season.

Live Oak Branch had 2 excellent book displays this month. Library Aide, Jennifer Hooker, put together a display in the young people's area celebrating National Library Week (all month long!). There are books about libraries as well as cut out hearts and markers for both young and old to complete this statement: I Love the Library Because..... Our patrons love the library because "It lets me read more books than I could ever buy", "It's fun to read", "I can do my homework here", "It provides a never ending supply of escape and joy!", "I can use the computers here", and "It connects me to my community".

Live Oak's adult book display by Patty Carroll was titled Celebrate Earth Day. It included books on ecology, recycling, green building, green jobs, green living, and climate change. She also included a large aerial view photo of the Live Oak area which caught the attention of many patrons.

Maile McGrew-Frede has created another wonderful and eye catching display for adults this month. April is National Poetry Month and Maile created a display that includes a paper maché tree where patrons can put a leaf that finishes the sentence

“poetry is...” Our patrons have enjoyed adding leaves to our poetry tree. Maile also created a poetry display in the children’s room.

Poetry Month was celebrated at Scotts Valley with a book display of humorous poems and a meeting of the Community Poetry Circle led by Magdalena Montagne.

An altered book is a form of mixed media artwork that changes a book from its original form into a different form, altering its appearance and/or meaning. Janis O’Driscoll and Brenda McIlroy offered an altered books workshop as an opportunity to make an altered book at the Scotts Valley branch on Saturday, April 27.

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

The Program Team continues plan for Summer Reading – Reading Is So Delicious. We are already fielding questions from the public about the activities that will be available this summer – a sure sign that library patrons want to include the library in their summer plans.

There has been a slight increase in the circulation of adult language audio CD’s and cassettes at the Aptos Branch. Perhaps in anticipation of the Summer travel season, but nonetheless the staff at our branch are happy to show this resource to our patrons and they are very happy to have access to language materials.

Paula Turpenen processed, cataloged, and made shelf ready 10 brand new Read to Me Kits this month on the themes of Gardening, Water, and Friends. Kits on Food and Great Reads are in the works. We continue to revitalize old kits as well.

2. LIFELONG LEARNING

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

Jeanne O’Grady and Leslie Auerbach visited the Bay Avenue Senior Apartments on a bookmobile stop day to assess the facility for possible classes. Bay Avenue has two bright and accessible community rooms and a computer lab as well as an ongoing series of basic computer classes and a very interested and savvy program director. eBook classes will begin there in early June.

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.

On April 3rd, the La Selva Beach Branch hosted a poetry writing workshop with Dr. David Swanger, Santa Cruz's Poet Laureate for 2012-2014. Dr Swanger discussed his theories of poetry and facilitated an informative discussion about the poetry that participants wrote and shared. The Friends of the La Selva Beach Branch sponsored this wonderful event.

The Chess Club is going strong with 10-15 kids attending the weekly event. We are excited to offer our Annual Chess Tournament coming up on May 25th. Kids are signing up during the weekly Chess Club and we expect a good turnout.

The Felton Friends held their 9th annual San Lorenzo Valley Poetry Reading at the Felton Community Hall on April 25. In honor of this year's summer reading theme, members of the community were invited to compose poems on the theme of food. Of the 80 or so submissions received from local poets, David Swanger, the poet laureate of Santa Cruz County, chose several to be read by their authors at the event. Additionally, the Felton Friends invited several community leaders to share their favorite poems, and David Swanger read selections from one of his own books of poems. The event was a great success.

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.

The recent addition of Word Kiosks at the Aptos Branch is much appreciated by our patrons. They are now able to download a Word document from their email, make changes, save the doc and print their final product. Patrons are also using them to plug in their usb drives, work on school papers and resumes and print out their finished project. We've even had a few students watch a DVD and write a critique for their school assignment.

Staff spent 3 days with the ILS Consultant identifying required and desired needs in a new system. These needs will be translated into an RFP that will be issued in June.

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.

Program librarians Jeanne O'Grady and Brenda McIlroy hosted the April Meeting of SPLAMBA (School and Public Librarians of the Monterey Bay Area) at the Scotts Valley Library. Librarians from Monterey, Salinas, Watsonville, and Monterey County toured the branch and held a regular meeting before celebrating longtime children's librarian and library administrator, Lisa Magdalena, with

brunch. Lisa who recently retired from Seaside Library spoke about her 30 year affiliation with SPLAMBA. Sue Graziano, Emily Galli, and Janis O'Driscoll joined in the celebration.

Garfield Park hosted Andy C. the garden gnome for two weeks and took him on a tour of Santa Cruz County. He saw the redwoods, the Boardwalk, the wharf, and he went surfing. Andy C. Gnome is a traveler from Woodland Public Library who is touring the remaining Carnegie Libraries in California. (He's a ceramic gnome) We had a party where we made gnome hats to wish him farewell on his journey to his next destination, Biggs, Ca.

The Aptos Branch has partnered with the Santa Cruz Gem Society to produce an informative display of gems and minerals in our glass display case. The display has been a big hit with adults and especially children.

The Scotts Valley branch hosted a teleconference for members of the Area Development Disabilities Board VII. Five members of the community were able to join the conversation with others from four counties in the area.

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

At the April meeting of Papas, dads and their kids built very imaginative castles out of found materials. One father and daughter built a sports stadium complete with an audience of teddy bears and frogs.

The final numbers for the Grapes of Wrath Big Read are in. We had 1631 people at the calendared events and 1400 people at school events for a total of 3031. It is just short of twice what we had for Poe. There were over 30 events in 30 days at 12 community venue involving over ten community partners.

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

Jail service was cut short this month because "there were too many civilians in the building." Fortunately Kari Gunn and Zoe Laird were able to start with the women who often are left out of this service. Thanks to the Friends for providing books to give out at the jail.

The Scotts Valley branch was the venue for an Anti-Bullying Workshop for members of the faculty of the Scotts Valley High School.

D. Volunteers will be used effectively.

Spanish Storytime at Live Oak is in abeyance waiting for the arrival of our faithful volunteer's second child. The volunteer office is working to find a substitute for this popular program.

Live Oak recognized our volunteers during National Volunteer Week. Thanks to the SCPL Volunteer Office, we were able to present each volunteer with a library tote bag, a letter of thanks, a pen & bookmark, and a gift certificate to the Penny Ice Creamery. Our volunteers were pleased to receive our thanks and recognition for all that they do.

The Aptos Branch was very happy to acknowledge our 9 volunteers with a gift bag from the Volunteer Office. David Addison, PIC actually got a hug from one very appreciative volunteer, Robbie Rohac. These weekly volunteers are very helpful at our branch and it was great to have an opportunity to show them some appreciation.

The Scotts Valley branch distributed thank you gifts to their twenty volunteers during National Volunteer Week. We truly appreciate all that they do in support of the Library's volunteer program and the volunteer office for organizing their recognition.

April Zilber, volunteer and on-call staff, reports "We had 11 attendees and a great discussion tonight (at the Felton book group). It was one of the best in my tenure so far. The book, *The Tiger's Wife*, brought out some deeper issues about death and war, as well as prompting cultural and structural comments. We didn't unanimously love the book, but I think we all enjoyed the discussion a lot - people thanked me. I also brought a couple of recipes to hand out and some ajvar to taste on crackers (from Trader Joe's, their red pepper spread made in Bulgaria is supposed to be a lot like the ajvar made in Serbia/Croatia).

Community Service Day for young student volunteers was held on April 20 at the Scotts Valley branch. The branch benefited from their hard work of weeding the young adult graphic novels and J Easy picture books.

4. WELCOMING PLACE

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

The former YP office at the downtown branch is being reorganized. The space will be much more usable for the staff in the new service model.

The Aptos Branch staff has recently moved the adult graphic novels from the science fiction area and combined it with the YA graphic novels. This provided a better space

with a bit more room and visibility. Signage was made to highlight the adult and young adult collection on the shelves.

Kari Gunn arrived at Boulder Creek for a storytime to be faced with vandalism and racial slurs on the walls – not very welcoming for anyone. Matt Kiernan was very helpful in repairing what he could.

The Facilities Master Plan was accepted. A Board subcommittee has been formed to work on the implementation details.

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

The Library's mobile application premiered. It is available as an app from the various app stores under the name SCPL but make sure you pick the right one-our logo is the key. The catalog, patron account, check out, and more are now available via your mobile device.

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

The Aptos Reference staff continues to provide excellent service and a welcoming attitude towards our patrons. We are fortunate to provide this level of service to our patrons and they let us know how much they appreciate us quite often.

5. FINANCIAL SUSTAINABILITY

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

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

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

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

6. ORGANIZATIONAL READINESS

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

The April Skill Share was presented by Security Guard John and it was on Self defense and personal safety.

Branciforte PIC Lauren Suhd has taken two Reader's Advisory classes on line: What's new in Teen and Juvenile literature. Kevin Hildreth has been taking the City Leadership classes as well as classes on e-Readers.

Maile McGrew-Frede, LAII at the Aptos Branch has attended 3 trainings in the past month. She attended a system wide Skill Share meeting where we discussed the concepts of Readers' Advisory or helping patrons find a good book to read. She attended a staff book review meeting at the downtown branch and also trained with Jason McCluskey at the Felton Branch as an on-call LAII. Maile has also been invited to attend the latest ILS migration committee focusing on the public interface and will make a good team member for this group.

Lynette George, LAII at Aptos is finishing her 3rd and final training on downloading e-books and e-audiobooks. This will enable her help patrons at our branch who do not know how to download e-books to their devices.

Linda Gault attended a webinar titled the ABC's of Sustaining Discipline provided by Liebert, Cassidy and Whitmore and the City of Santa Cruz Human Resources office.

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

David Addison, Aptos PIC is finishing his fourth semester at San Jose State in pursuit of his Masters in Library and Information Science. His two courses this semester, Collection Development and Interpersonal Skills for Librarians are relevant to his job now and will be most helpful once he becomes a professional librarian. David is looking forward to a much needed break this summer before he resumes his 5th semester in the fall.

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

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

Lynette George, LAII at the Aptos Branch attended a customer service training provided by the City on Monday April 22nd. We look forward to hear more about her training experience and any tips she may have for us.

MONTHLY STATISTICAL REPORT
FY12/13

March	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
Aptos	25,827		-100%	12,319	11,645	-5%	132	63	-100%
Boulder Creek	5,151		-100%	2,520	2,865	14%	40	20	-100%
Branciforte	9,037		-100%	7,493	7,384	-1%	72	59	-100%
Capitola	10,413		-100%	6,336	5,897	-7%	69	42	-100%
Downtown	55,605		-100%	38,688	36,502	-6%	233	162	-100%
Felton	2,874		-100%	2,086	1,580	-24%	31	23	-100%
Garfield Park	3,748		-100%	3,097	3,691	19%	43	35	-100%
La Selva Beach	1,458		-100%	1,795	2,057	15%	16	20	-100%
Live Oak	14,698		-100%	9,228	8,889	-4%	118	74	-100%
Scotts Valley	23,886		-100%	15,759	14,870	-6%	122	80	-100%
Outreach	3,185		-100%	1,214	1,428	18%			
Subtotal	155,882	0	-100%	100,535	96,808	-4%	875	578	-100%
ebooks	9,825	8,753	-11%						
e-audio	1,089	1,380	27%						
TOTAL	166,796	10,133	-94%	100,535	96,808	-4%	875	578	-100%
website hits	568,755	514,481	-10%	134,626	126,637	-6%			

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
January												
Aptos	23,695		-100%	10,317	12,016	16%	135		-100%	59	65	11%
Boulder Creek	4,181		-100%	2,272	2,800	23%	35		-100%	19	19	-1%
Branciforte	8,914		-100%	5,842	8,105	39%	74		-100%	49	56	16%
Capitola	9,436		-100%	5,440	6,740	24%	68		-100%	39	43	8%
Downtown	53,475		-100%	31,902	35,618	12%	248		-100%	148	158	7%
Felton	2,826		-100%	1,587	1,768	11%	34		-100%	19	15	-22%
Garfield Park	2,954		-100%	2,688	3,658	36%	37		-100%	34	32	-4%
La Selva Beach	1,521		-100%	1,547	1,509	-2%	18		-100%	18	13	-32%
Live Oak	13,598		-100%	8,493	9,979	17%	116		-100%	73	66	-10%
Scotts Valley	20,818		-100%	14,760	15,082	2%	118		-100%	84	82	-2%
Outreach	2,917		-100%	1,370	1,228	-10%						
Subtotal	144,335	0	-100%	86,218	98,503	14%	883	0	-100%	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	0	-100%	541	549	1%
website hits	527,072	519,384	-1%	127,092	128,689	1%						
<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>												
February												
Aptos	22,640		-100%	10,800	10,759	0%	129		-100%	61	64	4%
Boulder Creek	4,547		-100%	2,934	2,812	-4%	39		-100%	25	21	-14%
Branciforte	8,289		-100%	6,913	7,393	7%	70		-100%	59	58	-1%
Capitola	9,271		-100%	5,964	6,241	5%	66		-100%	42	43	2%
Downtown	49,729		-100%	33,503	32,025	-4%	230		-100%	155	155	0%
Felton	2,520		-100%	1,744	1,411	-19%	30		-100%	21	13	-37%
Garfield Park	2,929		-100%	2,780	2,873	3%	37		-100%	35	28	-19%
La Selva Beach	1,335		-100%	1,851	1,930	4%	16		-100%	22	18	-19%
Live Oak	12,420		-100%	9,024	8,770	-3%	104		-100%	75	64	-14%
Scotts Valley	19,913		-100%	13,485	14,771	10%	113		-100%	77	88	15%
Outreach	2,633		-100%	1,232	1,345	9%						
Subtotal	136,226	0	-100%	90,230	90,330	0%	833	0	-100%	572	553	-3%
ebooks	11,957	8,891	-26%									
e-audio	952	1,271	34%									
TOTAL	149,135	10,162	-93%	90,230	90,330	0%	833	0	-100%	572	553	-3%
website hits	512,433	462,791	-10%	122,298	117,217	-4%						
<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

November	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
Aptos	20,655		-100%	8,659	12,792	48%	125		-100%	53	76	45%
Boulder Creek	3,972		-100%	1,937	2,971	53%	44		-100%	21	23	6%
Branciforte	7,452		-100%	4,895	7,021	43%	96		-100%	63	55	-13%
Capitola	8,307		-100%	4,628	5,889	27%	87		-100%	49	41	-16%
Downtown	47,641		-100%	28,005	31,854	14%	234		-100%	138	154	12%
Felton	2,372		-100%	821	1,568	91%	36		-100%	13	15	15%
Garfield Park	2,392		-100%	2,358	3,578	52%	31		-100%	30	35	16%
La Selva Beach	1,245		-100%	1,048	1,532	46%	21		-100%	17	14	-18%
Live Oak	13,403		-100%	8,558	7,881	-8%	103		-100%	66	58	-12%
Scotts Valley	19,068		-100%	12,403	13,911	12%	129		-100%	84	83	-2%
Outreach	2,721		-100%	1,208	1,505	25%						
Subtotal	129,228	0	-100%	74,520	90,502	21%	906	0	-100%	533	553	4%
ebooks	6,686	11,184	67%									
e-audio	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>												
December	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
Aptos	20,468		-100%	7,953	10,239	29%	124		-100%	48	62	28%
Boulder Creek	3,224		-100%	1,517	2,900	91%	35		-100%	17	22	34%
Branciforte	6,737		-100%	4,095	7,021	71%	86		-100%	53	57	8%
Capitola	8,389		-100%	4,591	5,884	28%	88		-100%	48	42	-13%
Downtown	46,660		-100%	25,751	31,511	22%	229		-100%	126	151	19%
Felton	2,600		-100%	932	2,463	164%	40		-100%	14	23	61%
Garfield Park	2,639		-100%	2,866	3,343	17%	34		-100%	37	34	-6%
La Selva Beach	1,259		-100%	1,241	1,166	-6%	21		-100%	20	11	-46%
Live Oak	12,046		-100%	7,365	8,623	17%	93		-100%	57	65	15%
Scotts Valley	16,065		-100%	9,176	13,004	42%	109		-100%	62	78	26%
Outreach	2,295		-100%	1,102	1,181	7%						
Subtotal	122,382	0	-100%	66,589	87,335	31%	859	0	-100%	483	545	13%
ebooks	10,656	10,168	-5%									
e-audio	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

September	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
Aptos	17,478	23,703	36%	10,565	12,030	14%	106	136	28%	64	69	8%
Boulder Creek	2,717	3,943	45%	2,285	2,676	17%	30	30	0%	25	20	-19%
Branciforte	5,068	8,700	72%	4,489	6,573	46%	65	68	5%	58	51	-11%
Capitola	7,851	10,872	38%	4,945	4,776	-3%	82	74	-10%	52	32	-37%
Downtown	33,038	46,868	42%	28,816	35,410	23%	162	215	33%	141	162	15%
Felton	1,526	2,174	42%	1,088	1,532	41%	23	21	-12%	17	15	-13%
Garfield Park	2,211	2,986	35%	2,727	3,022	11%	28	31	9%	35	31	-11%
La Selva Beach	941	1,675	78%	1,178	1,372	16%	16	16	3%	19	13	-33%
Live Oak	11,145	14,612	31%	7,759	8,281	7%	86	109	27%	60	62	4%
Scotts Valley	17,717	24,161	36%	13,255	13,970	5%	120	139	15%	90	80	-11%
Outreach	2,471	3,047	23%	1,567	1,408	-10%						
Subtotal	102,163	142,741	40%	78,674	91,050	16%	719	838	17%	561	537	-4%
ebooks	9,502	6,868	-28%									
e-audio	1,106	2,373	115%									
TOTAL	112,771	151,982	35%	78,674	91,050	16%	719	838	17%	561	537	-4%
website hits	356,449	421,268	18%	104,316	118,499	14%						
<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>												
October	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
Aptos	12,938		-100%	8,084	12,030	49%	79	0	-100%	49	60	23%
Boulder Creek	3,092		-100%	2,346	3,235	38%	34	0	-100%	26	22	-14%
Branciforte	5,290		-100%	4,807	7,345	53%	68	0	-100%	62	51	-17%
Capitola	7,428		-100%	4,829	5,297	10%	78	0	-100%	51	33	-34%
Downtown	34,463		-100%	26,728	35,642	33%	169	0	-100%	131	147	12%
Felton	1,462		-100%	971	1,663	71%	22	0	-100%	15	14	-6%
Garfield Park	2,054		-100%	2,629	3,368	28%	26	0	-100%	34	27	-20%
La Selva Beach	914		-100%	1,089	2,162	99%	15	0	-100%	18	18	0%
Live Oak	13,316		-100%	8,291	9,022	9%	102	0	-100%	64	54	-16%
Scotts Valley	23,981		-100%	12,710	14,442	14%	163	0	-100%	86	72	-16%
Outreach	2,838		-100%	1,845	1,615	-12%						
Subtotal	107,776	0	-100%	74,329	95,821	29%	757	0	-100%	535	498	-7%
ebooks	8,390	9,308	11%									
e-audio	968	2,593	168%									
TOTAL	117,134	11,901	-90%	74,329	95,821	29%	757	0	-100%	535	498	-7%
website hits	279,066	450,622	61%	93,140	127,971	37%						
<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

July	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
Aptos	17,814	24,930	40%	10,307	11,500	12%	108	135	25%	63	63	0%
Boulder Creek	2,920	4,017	38%	2,006	2,601	30%	32	36	12%	22	23	5%
Branciforte	5,148	8,013	56%	5,452	6,666	22%	66	70	6%	70	58	-16%
Capitola	8,207	10,919	33%	4,606	5,023	9%	86	85	-2%	48	39	-19%
Downtown	39,290	50,400	28%	30,825	36,090	17%	193	220	14%	151	158	4%
Felton	1,843	2,224	21%	1,258	1,445	15%	28	28	-2%	19	18	-7%
Garfield Park	2,267	3,531	56%	2,208	3,143	42%	29	42	45%	28	37	32%
La Selva Beach	812	1,692	108%	1,391	1,760	27%	13	21	58%	23	22	-4%
Live Oak	12,695	16,594	31%	8,364	9,374	12%	98	129	32%	64	73	13%
Scotts Valley	19,514	27,040	39%	n/a	13,794		132	147	11%		75	
Outreach	2,096	3,018	44%	1,436		-100%						
Subtotal	112,606	152,378	35%	67,853	91,396	35%	786	913	16%	489	566	16%
ebooks	5,990	4,533	-24%									
e-audio	1,103	1,204	9%									
TOTAL	119,699	158,115	32%	67,853	91,396	35%	786	913	16%	489	566	16%
website hits	367,712	518,988	41%	107,311	128,789	20%						
<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	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
Aptos	17,711	25,067	42%	9,932	11,719	18%	108	127	18%	60	59	-2%
Boulder Creek	3,102	4,285	38%	2,409	2,661	10%	34	33	-3%	26	21	-22%
Branciforte	5,051	8,256	63%	4,981	6,692	34%	65	65	0%	64	52	-18%
Capitola	8,049	11,449	42%	5,357	4,935	-8%	84	75	-11%	56	32	-43%
Downtown	39,540	48,852	24%	32,543	35,379	9%	194	203	4%	160	147	-8%
Felton	1,563	2,263	45%	1,242	1,349	9%	24	25	2%	19	15	-23%
Garfield Park	2,597	3,223	24%	2,977	2,748	-8%	33	35	5%	38	30	-22%
La Selva Beach	858	1,673	95%	1,074	1,120	4%	14	18	29%	18	12	-31%
Live Oak	13,487	15,138	12%	9,354	8,574	-8%	104	114	10%	72	64	-10%
Scotts Valley	20,655	24,915	21%	14,217	12,404	-13%	140	126	-10%	96	63	-35%
Outreach	2,673	2,985	12%	1,492	1,454	-3%						
Subtotal	115,286	148,106	28%	85,578	89,035	4%	800	819	2%	610	495	-19%
ebooks	5,684	5,697	0%									
e-audio	1,171	2,110	80%									
TOTAL	122,141	155,913	28%	85,578	89,035	4%	800	819	2%	610	495	-19%
website hits	382,678	512,829	34%	111,546	126,192	13%						
<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>												



TO: Finance Committee- Library Joint Powers Authority Board
 FROM: Marc Pimentel, Finance Director
 DATE: April 18, 2013
 RE: Monthly Dashboard Report: Library's March 2013 financials

Contained herein is the March 2013 Dashboard summary report. In general, revenues remain slightly ahead of budget by 2.5% and expenditures are under-budget by 6.7%. This has resulted in a year-to-date net operating gain of \$1,056,089. If current revenue and payroll budgetary savings trends continue, but unspent operating costs are incurred or carried over into next year, annualized net gains for the current year could exceed \$680,000. Note staff will provide to the Finance Committee a reconciliation of changes to budget and actuals since July 2012 (see footnote #4).

This "dashboard" summary includes only major revenue and expenditure lines items that are key to monitoring operating trends and allow us to provide a 1pg summary report. Items not reported individually but included in the "Other expenditures" line item below include contractually obligated accounts such as debt service, software licensing fees, and admin support (management, personnel, accounting, budgeting, payroll, etc.).

Net operations (Major accounts)	Actual Results				Percent of Budget Comparison			
	January	February	March	Year to Date	YTD	Months completed		
	Year to Date	Year to Date	Year to Date	Year to Date	Actuals	completed		
Revenue:								
Sales Tax	\$ 438,501	\$ 569,563	\$ 598,178	\$ 4,921,971	\$ 5,991,473	82.1%	75.0%	7.1%
MOE- Member Contributions	425,076	425,076	422,365	3,822,970	5,149,416	74.2%	75.0%	(0.8%)
Library Fines	23,662	17,623	15,080	152,111	200,000	76.1%	75.0%	1.1%
Donations- Friends	-	-	35	7,296	70,000	10.4%	75.0%	(64.6%)
Other Revenue	11,359	4,682	14,663	71,551	168,024	42.6%	75.0%	(32.4%)
(4) TOTAL REVENUE	\$ 898,598	\$ 1,016,944	\$ 1,050,320	\$ 8,975,899	\$ 11,578,913	77.5%	75.0%	2.5%
Expenditures:								
(1) Payroll	547,150	563,836	866,619	\$ 5,455,504	7,574,988	72.0%	75.0%	3.0%
Books (w/Grants)	63,039	36,450	56,893	679,791	939,826	72.3%	75.0%	2.7%
Janitorial Services	9,788	9,222	7,449	83,820	117,097	71.6%	75.0%	3.4%
(2) Building & Facility	16,983	18,840	6,490	109,270	222,627	49.1%	75.0%	25.9%
Rent (Equip, Building, Land)	25,934	25,670	25,616	234,354	312,409	75.0%	75.0%	(0.0%)
Utilities	33,163	22,094	25,149	262,859	331,639	79.3%	75.0%	(4.3%)
(3) Other expenditures	122,265	122,373	157,226	1,094,212	2,094,755	52.2%	75.0%	22.8%
(4) TOTAL EXPENDITURES	\$ 818,323	\$ 798,484	\$ 1,145,442	\$ 7,919,810	\$ 11,593,341	68.3%	75.0%	6.7%
Net Gain / (Loss)	\$ 80,275	\$ 218,460	\$ (95,121)	\$ 1,056,089	\$ (14,428)			

Key Balance Sheet items	Actual Results			Key Operating Indicators	Status
	January	February	March		
Cash	\$ 2,311,392	\$ 3,369,688	\$ 2,270,739	"Current" assets vs Short Term liabilities (Over 2 is good)	43.9
Total Current Assets	3,194,823	3,388,863	2,289,914	"Current" assets vs Long Term liabilities (Over 1 is good)	8.7
Short Term Debt	67,025	35,390	52,190	Cash vs Budgeted Revenue (10% was goal by FY16/17)	19.6%
Long Term Debt (City of SC)	262,011	262,011	262,011		

Notes:

- (1) March payroll costs are accurate but artificially higher due to timing differences (includes an extra pay period)
- (2) Added the category "building repairs" to this line item (includes building "O & M" and now "Repairs").
- (3) Other expenditures are on pace to end the year under budget by approximately 470,000. These costs will either be fully incurred or carried over into next fiscal year.
- (4) Budgeted revenue & expenditures increased by \$71,279 and \$451,595 respectively from the Adopted Budget for prior year project carry-overs, from Board direction, and from minor corrections.

STAFF REPORT

DATE: May 2, 2013
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries
RE: FY13/14 Budget Recommendations

RECOMMENDATION: Provide direction to Library Director to prepare the final FY13/14 budget including the recommendations presented in this report.

SUMMARY

The recommended expenditures for the FY13/14 budget represent a balance between structural and one time expenditures that meet the priorities set by the LJPB.

BACKGROUND

The Library's Strategic Plan has a goal related to Financial Sustainability.

The library's infrastructure supports people's access to quality services and programs.

1. SCPL maintains a healthy and stable financial position.
2. There is adequate, stable, and diverse funding to finance ongoing operations, key strategic initiatives, and capital projects.
3. Services of a defined level and quality are consistently delivered, based on revenue projections and a supportive organizational and operating structure.
4. The Library operates efficiently and focuses on continual improvement.

At its March 2013 meeting the LJPB approved the following priorities for the FY13/14 budget:

- 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.

The Finance Subcommittee is also recommending the adoption of a reserve policy with the following key elements:

- Two months of expenditures will comprise a cash flow reserve.
- The vehicle and technology reserves will be funded annually at a level determined necessary to provide for vehicle and technology replacement.

- Two weeks of expenditures will comprise an emergency cash reserve.
- Funds in excess of the above and not allocated to immediate operational needs will be allocated: 33% to Capital Maintenance, 33% to Library Materials (until the threshold of 12% of revenues is achieved) and 33% is at the LJPB's discretion.

This policy will be presented to the Board at the Financial Planning Retreat on May 18.

DISCUSSION

Keeping in mind the Financial Sustainability Strategic Direction, the Board approved priorities, and the proposed reserve policy, the following expenditures are recommended:

Strategic Plan

1. Basic operating budget, including personnel of approximately \$11.2 million which is a less than 1% increase over FY2012/13 and a 16% increase in the base materials budget.
2. Pay off loan to City of Santa Cruz: \$262,000 due 1/1/14. This saves \$60,500 per year in principal and interest payments.
3. Pre-pay PERS for FY13/14- \$ 592,800. The 3% discount saves \$17,800.

Service Model Adjustments

1. Add the following positions:
 - Two 20 hour per week Library Assistant IIs. These are, one each, for the Aptos and Scotts Valley branches. The volume of business being conducted at these two locations has resulted in long lines for service and staff unable to complete assigned tasks. These branches did not add hours last year. Therefore, the only hours that were added for their staff was 5 hours per week in order to give staff time to handle "off desk" responsibilities such as reading email, completing timesheets, etc.
 - One full time Information Specialist to be assigned to Youth Services at the Downtown Branch. The service model has changed how reference services are provided and relies on a centralized team of staff that is then allocated to the Downtown, Aptos, Scotts Valley and Live Oak branches. An analysis of the service provided indicates that our young people and their families are not receiving the quality of service they should be. Service to Children is a specialty area of librarianship that requires specific training and experience. Understanding the reading needs of young people is very different from providing readers' advisory to adults. A Librarian II with youth services experience has been allocated from the central pool to focus on Youth Services but she is one person covering the young people's room, the tutoring area, displays in the children's area, and

the meeting room. The addition of one full time Information Specialist for Youth Services will allow us to provide better reference service to young people and their families for all open hours while all the public areas of the second floor are monitored..

The addition of an Information Specialist for Youth Services improves reference service throughout the system. The Reference staff has seen its workload increase as the demand for virtual reference via email, text, and chat has grown while in-person requests for service remain constant. Reference staff once pulled from the pool to serve at the Youth Services desk would be able devote more time to support of the branches, classes for the public, one-to-one reference appointments, and development of local resources such as our local history collection.

An unanticipated impact of the service model was the move of the Librarians into a bargaining unit where they receive 80 hours per year of management leave. This translates to .25 FTE. This was not calculated into the staffing model and has contributed to the Reference unit being consistently understaffed.

2. As per the service model, 8% of revenues has been allocated for the purchase of library materials in all formats. This is calculated as 8% of revenues from sales tax, MOE, fines/fees and interest from trusts designated for materials. This results in an increase of \$133,000 in the materials budget. In addition, \$100,000 is being requested to augment the materials budget at the request of the LJPB. The focus of these funds will be on popular materials in various formats. One idea we plan to implement is a Lucky Day Collection. This will be items that are not reservable or renewable. They will be distributed among the branches and patrons will be able to come in to their local branch and if it's their Lucky Day, that bestseller will be there. The total recommended allocation to materials is, thus, 9% of revenues which is moving in the direction of a stated goal of the LJPB two years ago which was to eventually reach 12%.
3. The service model included several appropriations that have been adjusted in this recommended FY13/14 budget:
 - Remodeling for single point of service- \$20,000: This was removed. There is still \$35,000 that was not spent in FY12/13 that is being carried over to FY13/14. Should there be a decision to invest in minor remodeling, this \$35,000 as well as two trust funds (one for La Selva Beach and one for Downtown) can be used.
 - Capital maintenance- \$50,000. Since the facilities master plan recommendations are for \$250,000; this \$50,000 is not as critical this coming year. The recommendation is to reduce this to \$25,000 and to put the other \$25,000 towards contingencies.

- Cash reserve- 100,000. Since the target of 10% has been reached and replaced by the two month cash flow reserve recommendation, there is no need to specifically budget for the cash reserve.

Facilities Master Plan

- a. Facilities Maintenance: See the table below for a breakdown of costs as defined in the Facilities Master Plan

2014 Recommendations	2014 Most Pressing	2014 Most Pressing not including the 4 Attain Branches	Previous column plus sanitary waste at Downtown Branch
\$471,400	\$270,300	\$165,700	\$208,500

The recommendation is to allocate \$250,000 for these projects. The sanitary waste issue at the Downtown Library is a danger to the health and safety of both people and materials. Leaks have already occurred and luckily damage has been minimal so far.

- b. Allocate \$50,000 to financial and political analysis, including polling, for a possible financial measure related to implementing the Facilities Master Plan.

Technology Plan

Library recommends allocating \$300,000 for the purchase of a new Integrated Library System (ILS). Other expenditures in support of this plan are included in the regular Library operating budget.

A recommendation anticipated from the Technology Plan is to upgrade the position of Virtual Services Coordinator to a Librarian. The Library’s virtual presence has been growing in both content and importance. This has become our 11th branch and as such needs to be “staffed” commensurately. The knowledge, skills, and abilities required to coordinate the Library’s growing array of virtual services, now matches more closely to the Librarian job description than the Library Specialist. This could have been presented equally well in the service model section as an adjustment needed to make the service model work better.

The estimated cost is about \$3,000 per year. The mechanics of doing this are a bit unusual. The easiest way to accomplish this is for the LJPB to authorize a new Librarian position. Once filled, the Library will eliminate the Library Specialist-Virtual Services Coordinator Position. As the Librarian position will be filled in-

house, the elimination of the Virtual Services Coordinator position will not result in anyone being laid off.

Reserve Policy

Staff recommends that the Board amend its reserve policy to maintain 10% as the minimum reserve level with 2-months as the funding target. With this action, staff recommends that \$1.9 million be allocated to fully fund the reserve to the 2-month level (based on \$11.4 million FY12-13 amended budget).

In the budget, as presented, approximately \$250,000 is expected to be available by the end of FY13-14. Under normal circumstances, it would be staff's recommendation that this amount be used to partially fund the new two-week emergency reserve fund and towards increasing the "materials" budget to a 12% funding level. However, because the results of negotiations will not be known until after adoption of this budget, it is advised that the \$250,000 not be specifically allocated. Structural impacts are not anticipated but it is likely there will be one-time costs.

This allocation does allow for expenditures in those areas identified as priorities and leaves some room for implementation of recommendations from the Technology Plan as well as from negotiations currently underway with all the bargaining units.

It is important to note that two large expenditures that will not need to be made in future years: The new ILS for \$300,000 and repayment of the City of Santa Cruz loan for \$262,000. It is anticipated that these funds would be available in future years to contribute to both the emergency reserve and capital maintenance funds.

The following table summarizes the recommended allocation of funds available after basic operating expenses are met:

RESOURCES		
FY12/13 projected ending fund balance		\$ 2,300,000
Estimated FY13/14 net operating gain		\$ 751,000
Estimated CalPERS pre-pay savings		\$ 17,800
Cash flow savings from City Loan payoff (principal & interest)		\$ 60,500
Reduce capital maint in reg budget		\$ 25,000
reduce pt of service		\$ 20,000
TOTAL		\$ 3,174,300
USE OF RESOURCES		
<i>One Time</i>		
Cash flow		\$ 1,900,000
City Loan payoff		\$ 262,000
Capital maintenance		\$ 250,000
Materials extra		\$ 100,000
New ILS		\$ 300,000
Campaign related expenses		\$ 50,000
Subtotal		\$ 2,862,000
<i>Structural</i>		
.5 LAII		\$ 24,800
.5 LAII		\$ 24,800
Info Specialist		\$ 54,800
Subtotal		\$ 104,400
TOTAL USE OF RESOURCES		\$ 2,966,400
FUNDS AVAILABLE		\$ 207,900

STAFF REPORT

DATE: May 1, 2013
TO: Library Joint Powers Board
FROM: SCPL Recognition Committee
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

Paula Contreras

Paula has done a fantastic job in making our library services relevant to the local community, by greatly enhancing our media collection, both physical and digital. She wholeheartedly embraces new technologies and trends. She welcomes internal/external suggestions and requests (Nominated by H. Titangos).

Paula Turpenen

As Janis puts it most aptly, Paula herself has refined her job descriptions. She is the face and voice of SCPL Programs Team. Her professionalism and friendliness have shortened the distance between the public and staff (Nominated by H. Titangos).

Zena Shelton

Zena is amazing! She has a positive attitude and approaches each task with great energy. Most recently, she has been organizing our database and readying our files in preparation for National Volunteer Week. Her work is always accurate and on time. She is awesome and a joy to work with (Nominated by D. Fritsch)!

Amy Pipkin

Amy has an amazing way with people and uses her communication skills to interview, orient and mentor volunteers. Amy is willing to spend extra time with new volunteers to make sure they are comfortable in their role. She is bright, a good listener, extremely thoughtful and has a strong work ethic. We are so lucky to have her on our team (Nominated by D. Fritsch)!

Heather Pereira

It was a Monday about 5:10 at the Reference Desk and when Heather walked by on her way off the Circ desk, she could see that I was by myself and at least 3 people were in line. So, she came behind the desk and started helping me and stayed at least 15 minutes until my co-worker finally returned from break. She didn't miss a beat, just rolled up her sleeves and jumped in (Nominated by J. Czarnecki).

Lynette George

Lynette has been quietly and consistently working behind the scenes on ways to improve efficiency, workflow and communication at Aptos. This past month she suggested a change to the front desk set-up that has resulted in better communication between staff and patrons using the self-check stations, as well as between circulation staff and reference staff. She established an Aptos staff blog site to post meeting minutes and allow for ongoing input and cooperative agenda formation. She also input all staff schedules into an online calendar format that allows us to log in from home to check the schedule. THANK YOU Lynette (Nominated by M. McGrew-Frede)!

Sue Smith

For going above and beyond by personally delivering a box of CA tax forms to Live Oak on Sunday (the day before the tax deadline) when we realized we were completely out. Thank you, Sue (Nominated by L. Vanderslice)!

Paula Contreras

Paula took the initiative to order more copies of all the films in this summer's Food for Thought film series before I even had a chance to talk to her. And she is making sure all the requests go on them so the films will be available on their scheduled showing dates. Programming appreciates all the support CMS gives us. Paula is a true colleague and team player. Thank you (Nominated by J. O'Driscoll).

Sarah Harbison

At 4:00 PM on Tues. I realized I needed to use the projection equipment at our Reference meeting the following morning. I asked Sarah for help and she helped me to get it set up and made sure everything worked properly for my demonstration (Nominated by H. Norquist).

CMS & LIT

To honor Christine Campbell, Jessie Bunker-Maxwell, the CMS Staff and LIT staff in successfully succeeding in the completion of a full order from Baker & Taylor's CLS. This has been the result of a lot of hard work from all the members of CMS, Equinox, the Baker & Taylor staff, and our LIT staff (Nominated by T. Landers).

Briana Garcia

Outstanding customer service and all her hard work over the years keeping our materials shelved and the library organized. She has earned her nickname of "book ninja" (Nominated by D. Addison).

Renee, Elaine, Chirstine

In the morning of the April JPB meeting, we discovered that some corrections needed to be inserted into all of the Facilities Master Plan booklets that were going to be distributed that evening. Rene, Elaine, and Christine cheerfully dropped what they were doing to help and worked quickly to make the necessary repairs. I'm very grateful for the time they all gave to the project. Thank you very much (Nominated by S. Bodamer).

eBook Training Team

Sarah Harbison, Jennifer Cockerill, Jim Tarjan, Leslie Auerbach For their cheerful willingness to take this important training to the public and the staff. They are each fabulous ambassadors representing the Library in the community (Nominated by J. O'Driscoll).



Teresa Landerst landerst@santacruzpl.org

Library Master Facilities Plan

Trink Praxel <trinkpraxel@gmail.com>

Tue, Apr 2, 2013 at 9:37 AM

To: landerst@santacruzpl.org

Cc: Lee/Emily Duffus <duffus@cruzio.com>, Crystal Birns <cbirns@cityofsantacruz.com>

Dear Teresa,

Lee Duffus and I, Chair and Vice Chair of the City Arts Commission, drafted the following letter to you and the Board, with the intent of getting it to you all before last evening's meeting. But we are both traveling and time zones got away from us. We would appreciate your distributing it even now and hope it can still have some relevance to your process.

Thank you!

Trink Praxel and Lee Duffus

Dear Library Board and Director,

We read with interest the article in the Sentinel about the proposed 10 year master facilities plan for the Library system. As City Arts Commission members, we would like to encourage the Board to include in this plan a specific allocation for public art in all major renovation or remodeling projects.

Although the Library System is not covered by the City or County public art programs, the Board has shown in the past a clear appreciation of how public art can enliven library facilities and give them a stronger identity with their neighborhoods. The art projects integrated into the remodeling of the Live Oak Library and downtown administration building, as well as the temporary photographic art project installed inside and outside the main branch are excellent examples.

Public art projects are most successful in these roles when they are planned sufficiently in advance to be fully integrated into the building project. To achieve this, we recommend that you specify in your facilities plan that:

1. a percentage of each project budget be set aside for public art, and
2. artists be selected concurrently with your renovation or remodel designers to integrate successfully into the overall plans.

Since this issue has not been considered by the full City Arts Commission, we speak as individuals rather than in our official role as Commissioners. But we are sure that our Commission, as well as the County Arts Commission would be happy to advise more specifically on these recommendations if the Board would desire.

Thank you for considering the importance of both maintaining and improving our local library facilities, as well as ensuring that the creativity and spirit of the local communities they serve are represented within the facilities through public art.

Sincerely,

Lee Duffus and Trink Praxel

Fwd: SCPL Patron Comment or Suggestion: a thank you

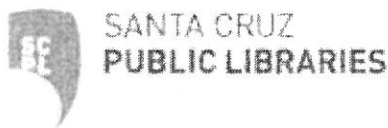
WEBMASTER SCPL <webmaster@santacruzpl.org>
To: Metis Group <metis@santacruzpl.org>
Cc: Branch Staff Scotts Valley <scv@santacruzpl.org>

Mon, Apr 29, 2013 at 8:46 AM

Good job SV! Keep up the good work!

Diane Cowen

*Virtual Services Coordinator,
Santa Cruz Public Libraries*
Tel: 831.427.7706 x 7763
<http://www.santacruzpl.org>



Got Questions? Text Us!
Text SCPL to 66746 for
instructions!



Get a signature? [Click here.](#)

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

From: <webmaster@santacruzpl.org>
Date: Sun, Apr 28, 2013 at 1:27 PM
Subject: SCPL Patron Comment or Suggestion: a thank you
To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Judy Hobor

PHONE NUMBER: 831-600-8571

EMAIL ADDRESS: jahobor@netzero.com

=====
My daughter and my two grandchildren were in the library on Saturday at the Scotts Valley Branch. My granddaughter and daughter had never been to the new location and my grandson had only been there once before. We needed a lot of help finding things and the main librarian at the desk and the young male intern were so very helpful to us all. It was a delightful experience that we intend to repeat. Best Judy Hobor
=====

--
Got Questions? Text Us!

don't fuggedaboutit...

2 messages

Leslie Auerbach <auerbachl@santacruzpl.org>

Mon, Apr 8, 2013 at 7:41 PM

To: Metis Group <metis@santacruzpl.org>, LOCO <loco@santacruzpl.org>, Reference Team <refer@santacruzpl.org>

I thought you'd enjoy this response from a New Yorker who was referred to our sheet music database by NYPL. Victor took the initial phone call, but passed it on to me. I did tell the recipient that I was a NY native, & received this reply:

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

From: **Jamie Petrone** <jnpsing@aol.com>

Date: Mon, Apr 8, 2013 at 5:11 PM

Subject: Re: sheet music

To: auerbachl@santacruzpl.org

Dear Leslie,

Thank you so much for getting this to me today!! I have an audition for Dreamgirls on Friday and I have been looking for this song for days. You are the only place in the country that seems to carry this sheet music, and I am INCREDIBLY GRATEFUL to you for expediting the process, and getting the music to me so quickly. You have no idea what a blessing this is and I JUST THANK GOD for you!! I am so glad we were able to connect with a native New Yorker and I definitely know who to contact in the future!!

Take Care,

Jamie Petrone

jnpsing@aol.com

Leslie Auerbach <auerbachl@santacruzpl.org>

Tue, Apr 9, 2013 at 8:03 AM

To: Sue Graziano <grazianos@santacruzpl.org>

Cc: Metis Group <metis@santacruzpl.org>, LOCO <loco@santacruzpl.org>, Reference Team

<refer@santacruzpl.org>

Amazing! yes, I think you're right. I'm sharing this.

On Tue, Apr 9, 2013 at 7:14 AM, Sue Graziano <grazianos@santacruzpl.org> wrote:

Hey Leslie,

Think this may be Jamie Petrone? I found it on youtube.

http://www.youtube.com/watch?v=5vGVJFmYR_I

APR 30 2013

265 Farallon Court
Aptos, CA 95003
April 25, 2013

SCPL Volunteer Office
Attention: Denise
Santa Cruz Public Libraries
117 Union Street
Santa Cruz, CA 95060

Dear Denise and Volunteer Office Staff,

I am a volunteer at the Aptos Branch Library. On Tuesday, I was pleasantly surprised to receive a SCPL tote bag and other goodies when I arrived at the library for my weekly assignment of pulling books for routing.

As a retired librarian, I know the value of volunteers in enhancing services a library can provide. As a library volunteer, I appreciate being recognized for what I do for the library and the community.

I thank the Santa Cruz Public Library for its thoughtfulness in valuing volunteers.

Sincerely,



Marilyn Kanemura

✓ cc: Teresa Landers, Library Director

SCPL INCIDENT LOG (Print 27th to 28th for LJPB Packet)

Date M/D/YR	Branch	Time HH:MM	Brief Description	Staff Involved	Steps Taken	Roving Guard Called	911 Called	CMT Called
3/28/13	DTN	10:05am	Male patron being confrontational and using profanity with Roving Guard	John Ottenberg-Roving Guard	Patron asked to leave	Yes	Yes	No
4/2/13	B40	9:30 am	Homeless person left electric wheelchair plus shopping cart filled with stuff	Lauren Suhd	Person asked to take belongings	No	No	No
4/4/13	B40	9:30 am	Man smoking by front door. Syringe found in back parking lot. Outside electric sockets covers damaged. Someone put their own lock in gas main cover.	Lauren Suhd, Matt Kiernan	No specifics given	No	No	No
4/5/13	B40	9:00 am	2 homeless people were found in the back parking lot	Lauren Suhd, Matt Kiernan	Persons were asked to leave	No	Yes	No
4/6/13	B40	9:25am	Abandon electronic wheelchair full of "stuff" plugged into the branch's outlet	Lauren Suhd	Owner of wheelchair were not present	No	Yes	No
4/8/13	B40	9:00 am	Two couches and a mattress dumped in parking lot.	Matt Kiernan	Called Public Works. CPW and Library Bldg Maintenance took away dumped items	No	No	No
4/8/13	B40	9:00 am	Abandoned battery powered wheelchair plugged into electrical outlet on back wall.	Matt Kiernan	Called SCPD & officer responded. John Norris, owner of wheelchair, returned. Officer told him he could leave his chair unattended or plugged in.	No	Yes	No
4/15/13	DTN	2:00pm	Male patron sleeping in library and being confrontational / threatening with staff and roving guard	John Ottenberg, Victor Willis	Bldg Maintenance disconnected the outlet & covered it with a blank wall plate. Patron was warned of sleeping and ultimately asked to leave	Yes	Yes	No
4/23/13	BC	2:00pm	Patron tripped between tile and carpeting on floor in front of the circulation desk.	Elisa Bianchi	Patron was given antiseptic strips and bandages because is knuckle on right hand was bleeding.	No	No	No

SCPL INCIDENT LOG (Print 27th to 26th for LJPB Packet)

Date M/D/YR	Branch	Time HH:MM	Brief Description	Staff Involved	Steps Taken	Roving Guard Called	911 Called	CMT Called
4/24/13	BC	7:50am	Graffiti on concrete entrance to Library, also on glass entry door and painted staff door. The drain grate in the amphitheater was removed and a large rock thrown inside. Trash was tossed around outside.	Kari Gunn	Matt Kiernan removed the rock, replaced the drain and also removed the graffiti.	No	No	No
4/25/13	DTN	3:30pm	Man walked into the back door at receiving to use the employee bathroom	Jennifer Cockerill, Heather Pereria, Valerie Murphy, Cahterine Dadsen-Arborgast	Staff tried to get the man's attention but he ignored them and walked out.	No	No	No

Website Statistics for March 2013

Ann Young <younga@santacruzpl.org>

Mon, Apr 8, 2013 at 11:44 AM

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

Here is a breakdown for March.

Total visits: 126,637 (SCPL website: 87,949; SCPL Catalog: 38,688)

Total pageviews: 514,481 (SCPL website: 175,650; SCPL Catalog: 338,831)

The top content sources for the above pageview statistics are:

- SCPL Catalog - 338,831 pageviews
- SCPL homepage - 66,975 pageviews
- Branch pages - 15,465 pageviews
- Local history articles - 15,269 pageviews
- Internet Resources (links to subscription databases) - 12,175 pageviews
- Community Information Databases - 9,177 pageviews
- Kids page - 7,950 pageviews
- Local history photo gallery - 7,198 pageviews
- Teens page - 3,318 pageviews
- Ematerials (links to ebook, eaudio vendors) - 3,291 pageviews
- Library services - 2,981 pageviews
- Evergreen FAQ/Tutorials - 2,354 pageviews
- Library Admin pages (LJPB agendas, audio files, etc.) - 1,488 pageviews
- Reader's Link (Staff pick book reviews, etc.) - 1,434 pageviews
- Events calendar - 1,254 pageviews
- Site search - 1,123 pageviews
- Contact Us - 866 pageviews
- What's New - 690 pageviews
- SC County Endangered Species - 613 pageviews
- Did You Know? - 505 pageviews
- Business Brownbags - 437 pageviews

The remainder are spread across a wide variety of pages.

Website Hits for April 2013

Ann Young <younga@santacruzpl.org>

Wed, May 1, 2013 at 1:45 PM

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

Here is a breakdown for April:

Total visits: 121,594 (SCPL website: 83,954; SCPL Catalog: 37,640)

Total pageviews: 490,265 (SCPL website: 162,910; SCPL Catalog: 327,355)

The top content sources for the above pageview statistics are:

SCPL Catalog - 327,355 pageviews

SCPL homepage - 67,774 pageviews

Branch pages - 16,583 pageviews

Internet Resources (links to subscription databases) - 11,691 pageviews

Local history articles - 11,479 pageviews

Community Information Databases - 9,369 pageviews

Kids page - 8,547 pageviews

Local history photo gallery - 6,516 pageviews

Teens page - 3,410 pageviews

Ematerials (links to ebook, eaudio vendors) - 3,403 pageviews

Library services - 3,133 pageviews

Evergreen FAQ/Tutorials - 2,524 pageviews

Newspaper Clipping Index - 2,398

Reader's Link (Staff pick book reviews, etc.) - 2,366 pageviews

Events calendar - 1,586 pageviews

Site search - 1,456 pageviews

Local News Index - 1,242 pageviews

Sheet Music Database - 1,153 pageviews

Contact Us - 1,105 pageviews

Library Admin pages (LJPB agendas, audio files, etc.) - 982 pageviews

What's New - 840 pageviews

The remainder are spread across a wide variety of pages.

Project Scout volunteers in Santa Cruz help taxpayers beat the clock

By Jondi Gumz Santa Cruz Sentinel Santa Cruz Sentinel
Posted:

SantaCruzSentinel.com

SANTA CRUZ -- Upstairs at the Santa Cruz Public Library, six men armed with laptops and printers helped procrastinators meet the April 15 income tax filing deadline Monday afternoon -- at no charge.

All of them are volunteers with Project Scout, a program of the nonprofit Seniors Council that helps senior citizens, people with disabilities and low-income families prepare tax returns and brought \$1.5 million in tax refunds to Santa Cruz County in 2010-11.

"I enjoy doing it," said Bob Rible, a retired numbers guy who still likes numbers. "I'm an accountant."

Another volunteer, Ken Jenkins of Santa Cruz, has been helping out for 15 years.

"It's sort of interesting, something to do," he said.

Lynn Hunter, a student at San Jose State University, planned to send Rible a thank you card for working with her.

"I feel so spoiled," said Hunter, a business accounting major who isn't quite sure she's a numbers gal.

She was pleased to have the paperwork out of the way.

"It's quite a relief," she said.

By 3 p.m., about 50 people had written the names on the sign-in sheet to get in the queue for assistance.

Morena Taylor, who works for Santa Cruz City Schools, said she was glad she waited.

"I came last week and there were too many people," she said. "I decided to come at the last minute and it worked out."

Her wait was "not even an hour," she said, rating the service as "10" for excellent. "I hope they keep this."

Live Oak resident Willy Griffin concurred.

He had gone to H&R Block but was discouraged to learn the tax return preparation would cost him half of his refund. He learned about Project Scout at the library in Live Oak and decided to stop in.

"They're quick," he said, "I was here only 20 minutes ... It's a wonderful, great service."

One man came in expecting to file for a refundable rent credit, but the volunteer explained, "That went away because of the state budget."

The man apologized, "I'm sorry for taking up your time."

A woman who had filed a return wanted to file an amended return to deduct student loan interest.

"The tax form was so much shorter this year, I thought I was doing it wrong," she said.

The volunteer suggested she look up online under "status of refund."

One young man who just turned 18 came dressed in jeans and sneakers and carrying a backpack. He said goes to school and works part-time.

Last year, he was told he didn't make enough money to bother filing. This year, after a wait of less than an hour, he learned he will get a refund of \$72.

He left the room with a smile on his face.

Follow Sentinel reporter Jondi Gumz on Twitter at [Twitter.com/jondigumz](https://twitter.com/jondigumz)

State of America's Libraries

Libraries continue to respond to the needs of their communities, providing key resources as budgets are reduced, speaking out forcefully against book-banning attempts, and advocating for free access to digital content in libraries. These and other major library trends of the past year are detailed in ALA's 2013 *State of America's Libraries* report, released April 15 during National Library Week as an *American Libraries* digital supplement. The full text of the 2013 report is available both in a Zmags page-turning version as well as in HTML format on the ALA website....

<http://www.ala.org/news/state-americas-libraries-report-2013>

Excerpted from this report:

Sometimes the practice helps rejuvenate neighborhoods as well. Scotts Valley, Calif., refurbished a former indoor roller rink located in a redevelopment district for use as the new Scotts Valley Library, part of the Santa Cruz Public Libraries. The building is also the first civic project in the city's new town center. The former roller rink's raised platform and booth seating provides the teen area space for both independent and collaborative work. Steps make for informal seating for socializing and gaming at a wall-mounted console, and teens can store their things in roller rink-inspired cubbies. The library portion occupies 13,500 square feet out of a total of 22,600 square feet. The total renovation cost \$2.7 million.

[calix] [CSL_FYI] Parents, Children, Libraries, and Reading | Pew Internet Libraries

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

Wed, May 1, 2013 at 8:41 AM

<http://libraries.pewinternet.org/2013/05/01/parents-children-libraries-and-reading/>

Summary of Findings

The vast majority of parents of minor children — children younger than 18 — feel libraries are very important for their children. That attachment carries over into parents' own higher-than-average use of a wide range of library services.¹

The ties between parents and libraries start with the importance parents attach to the role of reading in their children's lives. Half of parents of children under age 12 (50%) read to their child every day and an additional 26% do so a few times a week. Those with children under age 6 are especially keen on daily reading with their child: 58% of these parents read with their child every day and another 26% read multiple times a week with their children.

The importance parents assign to reading and access to knowledge shapes their enthusiasm for libraries and their programs:

- 94% of parents say libraries are important for their children and 79% describe libraries as "very important." That is especially true of parents of young children (those under 6), some 84% of whom describe libraries as very important.
- 84% of these parents who say libraries are important say a major reason they want their children to have access to libraries is that libraries help inculcate their children's love of reading and books.
- 81% say a major reason libraries are important is that libraries provide their children with information and resources not available at home.
- 71% also say a major reason libraries are important is that libraries are a safe place for children.

Almost every parent (97%) says it is important for libraries to offer programs and classes for children and teens.

Library visits by children

Some 70% of parents report their child visited a public library in the past 12 months and 55% say their child has his/her own library card. Those children who are library visitors did the following:

- 87% visited the library to borrow books.
- 55% went to do school work — and 77% of the children ages 12-17 went to the library for this reason.
- 46% went to borrow DVDs or CDs.
- 46% went to attend a library event — and 53% of the children under age 12 went to the library for this reason.
- 37% went to use the internet — and 43% of the children ages 12-17 went to the library for this reason.
- 37% went to socialize with their friends.
- 32% went to a library-sponsored book club or program.

Parents themselves are considerably more likely than other adults to use library services

These parental feelings about the importance of libraries for their children are associated with higher levels of library use by the parents themselves. Indeed, the presence of a child or a grandchild in a family is the primary reason cited by the 30% of parents who say their patronage of libraries has increased in the past five years. Compared with other adults who do not have minor children, these parents are more likely to have visited a library in the past 12 months, have a library card, to have visited a library website in the past year, and use a mobile device to connect to a library website.

<snip>

Rush Brandis

California State Library

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

May 1, 2013

E-Books and Democracy

By ANTHONY W. MARX

WRESTLING with my newspaper on the subway recently, I noticed the woman next to me reading a book on her smartphone. “That has to hurt your eyes,” I commented. Not missing a beat, she replied, in true New York style, “My font is bigger than yours.” She was right.

The information revolution raises profound questions about the future of books, reading and libraries. While publishers have been nimble about marketing e-books to consumers, until very recently they’ve been mostly unwilling to sell e-books to libraries to lend, fearful that doing so would hurt their business, which is under considerable pressure.

Negotiations between the nation’s libraries and the Big Six publishers — Hachette, HarperCollins, Macmillan, Penguin Group, Random House and Simon & Schuster, which publish roughly two-thirds of the books in America — have gone in fits and starts. Today Hachette, which had been a holdout, is joining the others in announcing that it will make e-books available to public libraries. This is a big step, as it represents, for the first time, a consensus among the Big Six, at least in principle, that their e-books should be made available to library users.

E-book readership is rising much faster than readership of print books; digital books could soon be the most popular book format. Readership of our e-books soared 168 percent from 2011 to 2012; print circulation, while much larger, remained constant.

Over a quarter of New York City’s 8.2 million residents borrow books from the city’s three public library systems. For those who cannot afford to buy downloads, digital books from libraries are essential to improving literacy, civic engagement and the technological facility necessary for economic success.

The Great Recession triggered a nationwide surge in library usage. Total circulation at the New York Public Library’s 87 neighborhood branches — in Manhattan, the Bronx and Staten Island — has risen 44 percent since 2008.

Libraries remain essential repositories of books, periodicals and research collections, but they are also places to check e-mail and browse the Web — a third of New Yorkers have broadband — and to learn computer skills, seek jobs and get information about benefits. At a time of painful austerity and rising inequality, we are raising money to expand English-language classes, computer training and after-school programs.

OPEN

MORE IN OF
**The Co
Jackals**
Read More

counterparts in Brooklyn and Queens, we are supplementing school libraries by delivering print books directly to schools.

E-books might not seem like a priority given those daunting tasks — but as the nature of reading changes, access to these books is essential for libraries to remain vital. The New York Public Library helped lead talks with the publishers over e-books. Before today's breakthrough, we had some false starts. While HarperCollins, in 2003, was the first to provide access, after the downturn, it limited the number of times each e-book could be lent, while Hachette decided to no longer sell new e-books to libraries, and Penguin, which had agreed to do so, said it might back out. To their credit, the publishers have now each come around.

Last September, Penguin agreed to make its e-books available to patrons at the New York Public Library and the Brooklyn Public Library, but with a six-month lag for new titles. Penguin recently agreed to release e-books to libraries at the same time its hardcovers came out. In April, Simon & Schuster agreed to sell e-books to the city's libraries. Today's announcement by Hachette (whose imprints include Little, Brown) is the capstone of that process.

Many issues still need to be sorted out. Five of the Big Six are making their entire e-book inventory available to us to choose from, while Macmillan is offering only a limited selection. HarperCollins allows us to lend each e-book we acquire only 26 times per title; Penguin and Simon & Schuster offer one-year licenses; and Random House sells licenses without time limits but charges much more per license. (In all cases, an e-book can be borrowed by only one patron at a time.) Prices charged to libraries vary widely according to the kind of license agreement, and we hope they will be reduced as demand increases.

Selection remains limited. The New York Public Library had 100,000 copies of 37,000 digital titles in circulation last year, compared with 6.5 million copies in circulation of 1 million print titles. Just as libraries decide which physical books to purchase and how many of each, we now will be deciding the same for e-books. We also have to educate patrons that they can download library e-books anywhere and on any device. Most Americans don't even know that libraries offer e-books, according to national surveys.

We have every interest in seeing that publishers remain sustainable enterprises and that authors are paid fairly for their work. But those economic imperatives must be considered alongside the role of libraries in a democratic society. The challenge is to ensure that the information revolution provides more, not less, access for the public — including that subway rider.

Anthony W. Marx is the president of the New York Public Library.

Santa Cruz Public Libraries Virtual Services Quarterly Report

Fiscal Year 2012-2013

Third Quarter: January – March 2013

Prepared by: Diane Cowen; Virtual Services Coordinator

Overview

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

- Virtual Services began experimenting with Facebook ads near the beginning of the quarter. Our first Facebook ad on January 14, 2013 promoted a post for a musical event associated with the Big Read. The section on Facebook below contains a more detailed discussion on this experiment.
- Virtual Services coordinated implementation of the SCPL mobile app created by Boopsie. The app, *Santa Cruz Library on the Go*, was ready for submission to app stores at the end of the quarter. A small team of staff from various library divisions came together for customization, evaluation, and testing to ensure the app's functionality. All staff were invited to participate and provide feedback. Wide staff participation and collaboration has helped us achieve a fine product.
- The library hosted the January 24th Supervisors and Managers Quarterly Meeting. The library's presentation on the theme "Not your Grandmother's Library" showcased a number of our innovative services. Virtual Services Coordinator Diane Cowen introduced attendees to the Discover & Go Museum Pass Program and to Text a Librarian Reference Services. We held a lively "Stump a Librarian" Text Reference contest, offering prizes for the "stumpers".
- Victor Willis was promoted to the Information Specialist position in January, with part of his off desk time in support of Virtual Services.
- Virtual Services is now creating digital signage content and maintains control over the sign's campaigns.
- Significant changes to the configuration of our LiquidSpace account have been made. These changes better meet the needs of staff while reducing confusion for the public.
- In the effort to provide the public with an easy to remember, single point of contact for general email communications, the library has begun using the address eLibrary@santacruzpl.org as an "alias" for the webmaster mailbox. Virtual Services has begun promoting this as the main library email address.
- Statistical categories in the collection of webmaster (eLibrary) mail have been modified to provide a more granular view of the types and volume of questions received.

- SCPL staff have created a number of musical videos highlighting the library's sheet music collection. Using works from the public domain and SCPL staff musicians Howie Kimmel and Heather Norquist, director Rachel Lee and producer Leslie Auerbach have created delightful musical shorts. Visit the library's YouTube channel at <https://www.YouTube.com/santacruzpl> to view these videos.
- Work continues to move forward with *SoundSwell: the Santa Cruz Public Libraries Local Music Project*. The coordinator attended the Eureka! Leadership Program Encore! Event, receiving valuable feedback and advice on how to proceed with this LSTA Eureka! Grant project. A license agreement for use in securing the work of various local musicians has been finalized by the City Attorney's office. Securing the work of local musicians is scheduled for the fourth quarter.

Full report available on request