



LIBRARY JOINT POWERS AUTHORITY BOARD

Monday September 9, 2013
Aptos Branch Meeting Room
7695 Soquel Drive, Aptos, Ca 95003

6:30 PM PUBLIC MEETING

1. ROLL CALL
2. APPROVE AGENDA OF SEPTEMBER 9, 2013
3. ORAL COMMUNICATIONS
4. PRESENTATION: Programming Division: Janis O'Driscoll & Staff
5. STAFF RECOGNITION
6. MEMBER REPORTS
7. CONSENT AGENDA
 - A. Approve Minutes of July 1, 2013 (PG.8-13)
 - B. Resolution to approve appropriation of funds from the McCaskill Trust for local history materials for the Soundswell Project. (PG.14-15)
 - C. Resolution to approve appropriation of funds from the McCaskill Trust for local history materials for the Local History Roadshow. (PG.16-17)
 - D. Resolution to accept First Five Grant Funds. (PG.18-19)
 - E. Approval of update of Policy #309- Gift Policy- Financial Donations (PG.20-23)
 - F. Approval of update of Policy #102- Guidelines for Board Members and Meetings (PG.24-27)
 - G. Approve First Amendment to Scotts Valley Lease Agreement. (PG.28-31)

H. Closure for Staff Day (PG.32)

8. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

9. STAFF REPORTS

INFORMATION ITEMS

- A. Monthly Narrative Reports: July and August 2013 (PG.33-45)
- B. Statistical Reports (PG.46-53)
- C. June Financial Snapshot (PG.54)
- D. Presentation by Gene Bregman on facilities master plan implementation poll results. (PG.55)
- E. Annual Training Report (PG.56-59)
- F. Annual Donations and Gifts Report (PG.60-61)
- G. Update on ILS selection process (oral)

10. OTHER BUSINESS

- A. Report out from Finance Committee
 - i. Approve Guidelines (PG.62-64)
 - ii. Approve fourth member (oral)

11. WRITTEN COMMUNICATIONS

- A. Patron Written Comments (PG.65-66)
- B. Security Incidents Log (PG.67-71)
- C. Website Statistics (PG.72-74)
- D. Articles about Santa Cruz and California Libraries (PG.75-96)
- E. Articles on Libraries Nationwide (PG.97-122)
- F. County sales and property tax reports (PG.123-124)
- G. Workers' Compensation Annual Data (PG.125-128)
- H. Fourth Quarter Virtual Services Report- Overview (full report available on request) (PG.129)

12. BOARD MEETING CALENDAR

- A. The Board will consider its current meeting schedule and may revise it as necessary.
- B. November Board meeting – date change

13. NEXT MEETING

The next regularly scheduled meeting is Monday, October 7, 2013 at 6:30 pm at the Downtown Branch Library.

14. ADJOURN

The Library Joint Powers Authority Board will adjourn from the Regular Meeting of September 9, 2013 to the Regular Meeting of October 7, 2013 at 6:30pm at the Downtown 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.

STAFF REPORT

DATE: September 3, 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

Eric Chalfant and David Banta

I would like to acknowledge our two bookmobile drivers, Eric and David. They both do such a wonderful job reaching out to members of our community both young and old who might not ever get to use the library. I know they are valued and appreciated for their excellent service (Nominated by P. Turpenen).

Jeanne O'Grady

Jeanne received a thank you book from one of the 1st grade classes she meets with regularly at the Live Oak branch. It was filled with letters and pictures from the students telling her how much they love coming to the library to hear her read stories to them and how much they will miss her now that they are moving on to 2nd grade. Jeanne said this is what makes her job so rewarding (Nominated by P. Turpenen).

Melinda Pasquinucci

For your perseverance and hard work in helping to get the laptops ready for the "Making Movies in the Library" summer reading program at SV. We really appreciate your dedication to overcoming the obstacles and getting everything installed and working (Nominated by B. McIlroy and L. Gault).

Gary Griffiths

For setting up the MovieMaker software on all of the laptops. We really appreciate your dedication to overcoming the obstacles and getting everything installed and working for the "Making Movies in the Library" summer reading program (Nominated by B. McIlroy and L. Gault).

Fred Ulrich

For service above and beyond the call - he plunged the blocked toilet in the DTN women's room and mopped the floor. It was Sunday and no maintenance staff were available. Much appreciated (Nominated by A. Zilber)!

Victor Willis

When Victor found out that Battle of the Bands was about to be cancelled he worked hard finding bands to get it back on track (Nominated by J. Czarnecki).

Sarah Harbison, Jim Tarjan, Jennifer Cockerill and Leslie Auerbach

Providing an excellent service for our Aptos patrons. What a great asset to our library to have such intelligent, helpful and friendly staff. We appreciate all they do to help our branch thrive (Nominated by Aptos Branch Staff).

Jonell Jel'enedra

Jonell has been great to work with at CAP! She goes out of her way to make me feel welcome, pulls books on our story time theme and readies the room for our families. Thanks, Jonell (Nominated by K. Gunn)!

IT Staff

They really helped prepare & train me for the Stuffed Animal Sleepover! Thanks to Ann, Gary, Jessie & Tinka for all your help (Nominated by K. Gunn)!

Gabe Reyes

At the end of a long workday, four visitors to Santa Cruz (two of them from Sweden!) appeared at Gabe's desk at Library Headquarters. They were trying to locate a painting their grandfather donated to the Library years ago. The group was only going to be in SC for the day and was hoping to find the painting before leaving town. They had searched for the painting before without success. Gabe listened patiently, took their information, and promised to contact them although most likely not before they headed home. Within moments after the group left HQ, however, Gabe found the painting via the artist's signature, ran after the family, and brought them back upstairs to see their relative's work. Gabe definitely went above and beyond, and demonstrated exemplary customer service throughout the interaction (Nominated by D. Fritsch).

Briana Garcia

She is always willing to jump in and help out when needed, without having to ask (Nominated by C. McLelan).

Tia Del Rio

Tia is a very hard worker and helpful to patrons needs and requests (Nominated by C. McLelan).

Matt Kiernan

When the elevator at HDQ was broken for a week in late July, Matt went well above and beyond to help CMS get new materials downstairs and out to the branches. Thanks, Matt (Nominated by R. Lee)!

Gabe Reyes, Sheila Fraser and Helga Smith

Sheila worked hard to get all the interviews set up, and even switched her days off in order to make sure that we could get people hired in a timely manner. Helga and Sheila have been keeping track of all the PAFs that need to be done, and making sure that I sign them all. Gabe has done extra extra duty to make sure that all the sub shifts are covered for the three days of vendor demos. They are a great team, and are always helpful and cheerful, no matter what is asked of them (Nominated by G. Farthing)!

Denise Fritsch

She is everywhere doing everything. I am so impressed with how Denise has integrated herself into the life of the library. No matter the event- she is there helping out in some way even when it goes beyond the requirements of her job description. We are so lucky to have her on our team (Nominated by T. Landers).

Helga Smith

I tasked Helga with a truly disgusting task and she did it with a smile. We had drink pouches to return for recycling from Festival of the Book and in waiting for some last minute additions, the box got soggy and the items started to mold. She didn't flinch and took care of it! I do owe her one so hopefully this begins the payback (Nominated by T. Landers).

Victor Willis

Going the extra kilometer in reference. In particular, on a recent occasion, Victor worked tirelessly to help an English language learner find out what books he needed for a class at the Salinas branch of Heald College. It took a phone call to Denver (their 800 no. was answered there) & eventually, to the instructor, but Victor got the student the info he needed. And oh, did I mention that a portion of the interaction was in Spanish (Nominated by L. Auerbach)?

Gabe Reyes, Sheila Fraser and Helga Smith

For keeping us looking whole when we aren't; for good humor (to us) as we torture Kronos; for making us feel better when we're sick or injured; for being able to understand Kronos...for all they do. With a special heroism award to Gabe for somehow covering ILS Demo week, a feat that probably entailed violating the laws of physics (Nominated by L. Auerbach).

Lois Meyer

Lois is efficient, organized, comes up with ideas to do things better, and most importantly, is a pleasure to work with (Nominated by M. Howe)!

Jennifer Cockerill, Leslie Auerbach and Jim Tarjan

These three taught an excellent beginning iPad class at the Aptos Branch on Monday; August 19. Two people told them that it was better than the help provided at the Apple Store. Hooray for these excellent instructors (Nominated by S. Harbison)!

Paula Turpenen, Jeanne O'Grady, Kari Gunn, Sandi Imperio, Laura Whaley, Jasmin Avila, Brenda McIlroy

For tireless and creative work putting together a record-breaking summer reading program for 2013 (Nominated by J. O'Driscoll).

Kathleen Frey

I would like to nominate Kathleen for going above and beyond the call of duty in cleaning up the men's bathroom in SV on 8/24/23 after a patron had made a disgusting mess (Nominated by G. Reyes).

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

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

July 1, 2013

6:15 PM Closed Session – Labor Negotiations (Government Code §69967.6)
Teresa Landers, Library Director
Tina Shull, Assistant City Manager

6:35 PM PUBLIC MEETING

I. ROLL CALL

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

Absent: Councilmember Michael Termini

Staff: Teresa Landers, Library Director

II. APPROVAL OF MEETING AGENDA OF JULY 1, 2013

Councilmember Mathews moved, seconded by Supervisor McPherson

That the Board approve the Agenda of July 1, 2013

UNAN
Absent: Termini

III. ORAL COMMUNICATIONS

A member of the public expressed her concerns about WIFI use at the library.

IV. PRESENTATION: Volunteer Program: Denise Fritsch

Denise Fritsch presented a report on the activities of the Library's volunteer department from February through May, 2013 including a description of National Volunteer Week activities in April. She also distributed a brief statistical report on volunteer activities in FY13 through May 31.

V. STAFF RECOGNITION

VI. MEMBER REPORTS

Citizen Member English reported that the Finance Subcommittee did not meet in June.

VII. CONSENT AGENDA

Councilmember Mathews moved, seconded by Citizenmember Gerdt

That the Board approve the Consent Agenda of July 1, 2013 with the exception of item F (for further discussion).

**UNAN
Absent: Termini**

A. Approve Minutes of June 3, 2013

B.

That the Board approve transferring and appropriating funds from the Richardson Trust for Fiscal Year 2013-2014. (Resolution #2013-07)

**UNAN
Absent: Termini**

C.

That the Board approve transferring and appropriating funds from the Finkeldey Trust for Fiscal Year 2013-2014. (Resolution #2013-08)

**UNAN
Absent: Termini**

D.

That the Board approve transferring and appropriating funds from the McCaskill Trust for Local History for Fiscal Year 2013-2014. (Resolution #2013-10)

**UNAN
Absent: Termini**

E.

That the Board approve transferring and appropriating funds from the McCaskill Trust for the Visually Impaired for Fiscal Year 2013-2014. (Resolution #2013-09)

**UNAN
Absent: Termini**

G. Holiday Closure Schedule

That the Board adopt the system wide 2013 holiday closure schedule as presented.

**UNAN
Absent: Termini**

F. Library Information Technology Manager Job Description

Citizen Member English asked for clarification of the job description which was given by Director Landers.

Councilmember Mathews moved, seconded by Citizenmember Dexter

That the Board approve replacement of the Network Access Administrator position with Library Information Technology Manager.

UNAN

Absent: Termini

VIII. FRIENDS OF THE SANTA CRUZ PUBLIC LIBRARIES REPORT

Glenda Hastings, FSCPL Board member, gave an update on the Friends' activities in June which included:

- Hosted the Annual Board meeting at which we elected members to the Board of Directors, and passed a budget.
- Hired a new Office Manager, Cordelia Neff, to replace Emily Huscher.
- Hosted Wine in the Stacks which brought in \$700.

FSCPL plans include...

- **July 29th, 2013** (Monday) – The Friends will be at Discretion Brewing off 41st Ave in Capitola. Discretion Brewing will donate 20% of the day's beer sales to Friends of the Santa Cruz Public Libraries. Come hang out with book lovers, and enjoy beer and a good cause!
- **Summer, 2013** – Sponsoring the Kids Summer Reading Program (and accepting \$10 of Kids Summer Reading dollars at the Friends Bookstore).
- FSCPL is continuing to ask for special donations of gently used Children's books to make our **July 28th** Children's Book Sale at Harvey West Park a smashing success.

IX. STAFF REPORTS

- A. Monthly Narrative Report: June 2013.
- B. Statistical Reports
Director Landers reported that Jessie Bunker-Maxwell is still looking into the problem concerning accurate circulation reporting. Self check stats are coming in. Year-end data will be available at the next Board meeting.
- C. May Financial Snapshot. The Board reviewed the financial reports and Director Landers responded to a number of questions.
- D. SCPL Comparators and Materials Expenditures
The Board reviewed the report and agreed that the library is moving in the right direction with this year's dedication of 9% for materials expenditures. This report also provides good comparators using various criteria.

X. OTHER BUSINESS

- A. Hiring financial and polling consultants to explore Facilities Master Plan implementation options

Councilmember Mathews gave an update on the Facilities Master Plan Steering Committee. The committee has continued to meet and Gene Bregman, pollster, joined for a good discussion on how to frame questions and the overall timing etc. The Financial Consultant's information regarding specific dollar amounts connected with either a parcel tax or a general obligation bond to achieve the Facilities Master goals will have to be incorporated into the Facilities Master Plan Steering Committee's decisions. The Board discussed the recommendation of the Steering Committee in regards to the appropriate timing for a poll and the cost connected with one or possibly two polls. One of the main questions is, of course, what the public is interested in and what the public will support. Therefore, objective data is needed.

Councilmember Mathews moved, seconded by Councilmember Reed

That the Board approve a motion authorizing the Library Director to negotiate and execute contracts in the amount of up to \$50,000.00 authorized in the FY 13/14 budget for financial and polling services relevant to implementing the Library's Facilities Master Plan.

**UNAN
Absent: Termini**

- B. Chair Terrazas reported to the public on the Closed Session. Assistant City Manager Tina Shull gave an update regarding labor negotiations; no action was taken.

XI. WRITTEN COMMUNICATIONS

- A. Patron Written Comments
- B. Security Incidents Log
- C. Website Hits
- D. Articles About Santa Cruz and California Libraries
- E. Articles on Libraries Nationwide
- F. Library Financing Authority June meeting materials

XII. BOARD MEETING CALENDAR

The Board canceled the meeting on August 5, 2013.

XIII. NEXT MEETING

The LJPB will adjourn from the Regular Meeting of Monday, July 1, 2013 to the next regularly scheduled meeting on Monday, September 9, 2013 at 6:30 pm at the Aptos Branch Library.

IVX. ADJOURN


The regular meeting adjourned at 7:40 p.m.

Respectfully submitted,

Helga Smith, Clerk of the Board

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

STAFF REPORT

DATE: August 21, 2013
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries 
RE: Local History Projects Funding

RECOMMENDATION: The LJPB approve the two resolutions to provide funding for two local history projects- SoundSwell and the Local History Road Show

SUMMARY

In this world of instant information, the Library is best positioned to provide access to local information. The two projects described in this report will provide access to Santa Cruz information that cannot be found anywhere else in the world.

BACKGROUND

Diane Cowen, Virtual Services Coordinator, received a \$5,000 grant to plan and begin the implementation of a project called SoundSwell. She received this grant as part of her participation in the Eureka! Leadership Program for emerging leaders in California Libraries. This project offers local musicians an opportunity to showcase their music by granting the Library the right to provide a song or a full CD to the public for downloading for two years. After that time, the music remains available as a streaming historical archive unless we renegotiate downloading rights with the artist. We are currently paying each musician \$100.00 for a full length LP, \$75 for a 6-8 song EP, or \$50 for a 4-5 song EP for the two year licensing rights.

Janis O'Driscoll and Deborah Lipoma are working in partnership with UCSC and the Museum of Art and History to go out into the community, throughout our service area, and seek individuals who have local history related photographs. These will get scanned and made available on the Library's website. In return, the individual will also get a digital copy they can keep.

DISCUSSION

Diane has exhausted the grant funding and still has artists who want to sign up. This request for \$5,000 will allow her to increase the quantity and diversity of music available when the project goes live later this Fall. (The LJPB will get a demonstration as soon as the database is viable).

The Local History Road Show needs \$5,000 for the portable scanners, laptops and related equipment that will be set up at various locations at various times. The Library is contributing staff time to develop the database to store and access the photographs. Interns from UCSC and the MAH are assisting with the project. Once this project is completed, the equipment will still be available for ongoing local history digitization projects.

The McCaskill Local History fund has been used in the past to purchase materials and equipment related to local history. These two projects are no different other than they reflect the changing nature of how we maintain and access our local historical materials.



RESOLUTION # 2013-11

**RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS
AUTHORITY BOARD TRANSFERING AND APPROPRIATING FUNDS FROM
THE MCCASKILL TRUST - LOCAL HISTORY
FOR FISCAL YEAR 2013-2014**

WHEREAS, the Santa Cruz Library Joint Powers Board wishes to provide local history materials that support the Library's collections in this subject area, and;

WHEREAS, the Library would like to initiate a pilot project for this purpose that would include four (4) regional sites (Live Oak Library Branch, a location in the Aptos area, a location in the San Lorenzo Valley and at the Museum of Art & History) to invite the public to share their local history photos;

WHEREAS, the public would receive an electronic copy of the photo on a thumb drive in exchange for a copy of their photo to be put on the Library's website database;

WHEREAS, monies from the McCaskill Trust for Local History would be used and are available for this purpose;

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

That \$5,000 in accrued McCaskill Trust for Local History income be transferred and appropriated to the FY 2013-2014 Budget for the purchase of equipment for this purpose.

PASSED AND ADOPTED this 9th day of September 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 # 2013-12

**RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS
AUTHORITY BOARD TRANSFERRING AND APPROPRIATING FUNDS FROM
THE MCCASKILL TRUST - LOCAL HISTORY
FOR FISCAL YEAR 2013-2014**

WHEREAS, the Santa Cruz Library Joint Powers Board wishes to provide local history materials that support the Library's collections in this subject area, and;

WHEREAS, the Library wishes to continue the Soundswell project;

WHEREAS, Soundswell is a streaming database of local music that library cardholders can download for free;

WHEREAS, monies from the McCaskill Trust for Local History would be used and are available for this purpose;

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

That \$5,000 in accrued McCaskill Trust for Local History income be transferred and appropriated to the FY 2013-2014 Budget for the purchase of materials for this purpose.

PASSED AND ADOPTED this 9th day of September 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

STAFF REPORT

DATE: September 5, 2013
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries ^{TL}
RE: First Five Grant

RECOMMENDATION: Motion to approve resolution to accept First Five Grant Funds

This is a grant received annually from First Five. This year the funds (\$3,000) will be used to support continuation of the Family Place Project.

"Family Place Libraries™ is a network of children's librarians nationwide who believe that literacy begins at birth, and that libraries can help build healthy communities by nourishing healthy families. The Family Place Libraries network currently includes more than 300 sites in 23 states and continues to grow." The Santa Cruz Public Libraries system has been a member of this network since 2004.

Classes are weekly 90 minute gatherings of no more than 30 children and their parents or caregivers. The gatherings include literacy development, movement activities, manipulative activities, socialization activities, and parent discussion time in an informal environment. Occasionally community resource guests will be available. There will be no structured craft.

Family Place emphasizes "process NOT product." Our Family Place classes will encourage parents and caregivers to play with their children while exploring the environment set up in the library. Parents and caregivers will be encouraged to build connections and share resources with each other.



RESOLUTION # 2013-13

**RESOLUTION OF THE SANTA CRUZ LIBRARY JOINT POWERS
AUTHORITY BOARD ACCEPTING AND APPROPRIATING FUNDS FROM
THE FIRST FIVE GRANT
FOR FISCAL YEAR 2013-2014**

WHEREAS, the First 5 Commission of Santa Cruz County has awarded the Santa Cruz Library System a grant in the amount of \$3,000 to continue its Family Place Project;

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

Accept the grant and amend the FY 13-14 Budget for \$3,000 from the First 5 Grant for the above named project.

PASSED AND ADOPTED this 9th day of September 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

STAFF REPORT

DATE: August 5, 2013
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries ^{TV}
RE: Policy revisions

RECOMMENDATION: Motion to approve the two revised policies: Gift Policy: Financial Donations and Guidelines for Board Members and Meetings: Communication and Decorum

BACKGROUND

Over the past three years we have been working on updating library board approved policies. Some of these had not been revised since the late 1990's. Once revised, the intent is to review and revise all policies every three (3) years.

The two policies presented in this packet are ones that were revised in 2010 and are now up for their three year review. The policies are:

- Gift Policy: Financial Donations
- Guidelines for Board Members and Meetings: Communication and Decorum

DISCUSSION

The Gift Policy has not changed.

The Guidelines for Board Members represents a combination of two previously separate documents:

- Communications Policy for Board Members (Revised Sept 3, 2010)
- Decorum at Meetings for the Library Joint Powers Board (Adopted May 7, 2007)

There are no content changes, just a slight reorganization of the same information. The previous two documents are attached.

Policy Title: GIFT POLICY: FINANCIAL DONATIONS

Policy Statement:

The City County Library System welcomes financial donations in any amount to support its services and programs. Options for making donations include cash gifts, bequests, and testamentary trusts for specific or general purposes. Gifts may be made to the Friends of the Santa Cruz Public Libraries, Inc., which is a nonprofit corporation with Internal Revenue Service 501(c)3 (tax deductible) status, or directly to the Santa Cruz Library Joint Powers Authority.

The Library System prefers that gifts be made to the Friends of the Santa Cruz Public Libraries, Inc.

All financial gifts to the Library System (whether direct or via the Friends) are treated as additional revenue, over and above the regular operating budget, and are expended according to the wishes of the donor if these are specified. Gifts may be made to honor or memorialize individuals or organizations. However, the Library Joint Powers Board must approve unusual conditions imposed by donors.

The Director of Libraries presents an annual report to the Library Joint Powers Board in September of each year listing the sources and expenditure of gift funds during the previous fiscal year. This report is a public document, which is available at the Library Headquarters Office on request.

1. TYPES OF FINANCIAL GIFTS

Cash Gifts

The most common purpose of a cash gift is for the purchase of a book or other item. Frequently, the purchase is meant to memorialize a deceased friend or relation. The donor often specifies the subject category (and sometimes the specific title) and the Branch where the item should be located. The Library System's professional staff is glad to assist in the selection of a suitable title if none is specified. Each gift item bears a bookplate stating the name of the donor. No matter where the item is permanently located all books and other materials circulate throughout the Library System.

Donors or groups of donors wishing to raise funds to benefit the Library in any way including the establishment of specific book or other collections to honor a person, organization, event, or subject area should consult in advance with the Director of Libraries. Collection related proposals will be evaluated in terms of overall System collection needs, space available, and technical services processing required. Non-collection related proposals will be evaluated in terms of local branch and overall System needs and library resources available to support the proposal. The Director of Libraries will inform the Library Joint Powers Board of such proposals. The Board will be responsible for resolving any differences that may arise between the staff and the donor group.

GIFT POLICY: FINANCIAL DONATIONS

2

Procedures for establishing such special collections are outlined in Section 2 of this policy.

Bequests and Testamentary Trusts

Donors wishing to specify the Library System or the Friends of the Library as the beneficiary or residual legatee of all or portions of their estates should use the following language:

Specific Money Gifts in Will:

"I give the sum of _____ dollars (\$____) [or: I give a sum equal in value to _____(%) of the residue of my estate] [or: I give the residue of my estate] to the Santa Cruz Library Joint Powers Authority [or The Friends of the Santa Cruz Public Libraries, Inc.] to be used solely for library purposes, free of any estate or other taxes."

Gift of Property (Real or Personal):

"I give [describe real or personal property] to the Santa Cruz Library Joint Powers Authority solely for library purposes, free of all debts, liens or encumbrances, and free of estate or other taxes. In the event the described property is not a part of my estate at my death, the gift shall consist of cash or of other property of equivalent value to the property on the date of this Will."

Similar language may be utilized for trusts, usually by way of remainder distributions after the death of the last surviving trustor.

Donors may specify special conditions for use of such bequests, such as book or other library materials purchases, services to children, etc. In the case of gifts to the Friends of the Library, the donor may specify the Friends Endowed Fund for Library Materials, which is maintained by the Community Foundation of Santa Cruz County.

However, donors wishing to attach special conditions to such bequests are encouraged to consult with the Library System. The Library Joint Powers Authority Board reserves the right to determine whether to accept bequests and trusts with extraordinary conditions.

Donors anticipating a major bequest to the Library System may also wish to consult with the Library System's legal counsel in formulating terms.

In the absence of restriction, the Library Joint Powers Board reserves the right to determine whether bequests shall be invested and only the income used, or the principal expended. The Library Joint Powers Board also reserves the right to determine whether to terminate conditions specified in a bequest or trust should the circumstances of the Library System change.

Bequests or the income from testamentary trusts restricted to the purchase of library materials are expended on an annual basis, and are summarized in the above-cited report by the Director of

Libraries. Expenditure plans for gifts for other purposes are considered by the Library Joint Powers Authority Board on recommendation from the Director of Libraries.

2. PROCEDURES FOR ESTABLISHING SPECIAL COLLECTIONS

When the Director of Libraries has accepted a proposal by an individual or group to establish a special collection, responsibilities for implementation will be as follows:

The Library Staff will establish a Gift Account with the Friends of the Library to receive all monies donated for the collection, either directly or via the donor group, and shall make periodic reports on receipts and expenditures to the donor group's representative. The Library will also appoint a Staff Liaison to work with the donor group in selecting materials which are consonant with the group's intent and the Library's selection criteria and collection needs. The Library will purchase and process all materials, ensuring that each item purchased with donated funds bears an appropriate book plate.

The Donor Group will be responsible for all fund solicitation, for special publicity, and for coordinating gift acknowledgement with the Library Staff. The group shall consult with the Staff Liaison on the specific items to be purchased or accepted for the collections.

Confirmed by the Library Joint Powers Authority Board in July 1997
Revised July 2010
Reaffirmed September 2013

Policy Title: GUIDELINES FOR BOARD MEMBERS AND MEETINGS: Communication and Decorum

Policy Statement:

Although the duties of the Library Joint Powers Authority Board include adopting and overseeing the enforcement of rules, regulations, and policies for the Library System, it is the policy of the Library Joint Powers Authority Board that all matters concerning management functions and the day-to-day operations of the Library are the responsibility of the Director of Libraries, and in her absence, the designated person in charge. Therefore, requests for information about library operations will usually be made to the Director, who will respond or direct an appropriate staff member to respond. It is always helpful if requests are made in writing, outlining the purpose and intent of the request, so that the Director and staff can respond as thoroughly as possible. The Director of Libraries or her designees will make every effort to provide all relevant information on the topic.

Work assignments to staff desired by the Board or related to Board activities will also be arranged through the Director of Libraries.

However, members of the Board may have occasion or desire to talk directly with Library staff about library matters. If they do, they should follow the guidelines below, which have been developed to ensure that the Board has access to information about the Library, and to ensure that the information they receive is accurate.

The Library Joint Powers Authority Board welcomes comment from the public either on issues that are part of the Other Business section of the regular Agenda, or as part of Oral Communications, when the public may comment on items not on the Agenda. (added from a separate document on Decorum)

Guidelines for Board Members **Communication**

Board members should distinguish between operating information questions of fact (Branch open hours, circulation data, etc.) that can easily be answered by most staff, and policy information, which would most appropriately be directed to the Branch Manager or another senior staff member.

Board members will never discuss with staff or ask for information about individual Library personnel matters: hiring, discipline, promotion, complaints about supervisors, or evaluations of other staff members.

Board members will never ask a staff member to research a question or take on a project involving added work. Those requests should be made to the Director of Libraries, who will make an assignment to appropriate staff.

Conversation between library staff and Board members is encouraged as a mechanism to obtain different perspectives on library operations; however, should a Board member be investigating a specific aspect of library operations, common courtesy warrants that the Library Director be informed as appropriate.

This section reflects the integration of a previously separate document which is attached

Board Meetings Decorum

The following rules will govern behavior at Board meetings.

1. While the Library Joint Powers Authority Board is in session, all persons shall preserve order and decorum. Any person making personal, impertinent, or slanderous remarks, or becoming boisterous or otherwise disrupting the Board meeting shall be barred by the presiding officer from further attendance at said meeting unless permission for continued attendance is granted by a majority vote of the Board
2. Every member of the public and every Board member desiring to speak shall address the presiding officer, and upon recognition by the presiding officer, shall confine comments to the question under debate, avoiding all indecorous language and references to personalities and abiding by the following rules of civil debate:
 - a) We may disagree, but we will be respectful of one another
 - b) All comments shall be directed to the issue at hand.
 - c) Personal attacks shall be avoided.
3. Members of the public speaking in the Oral Communications section of the Agenda shall limit their remarks to time to be established by the Chair of the Board, and shall abide by the same rules of civil debate.

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

Adopted by the Library Joint Powers Authority Board on September 12, 2005

Revised: September 13, 2010

Revised: September 9, 2013

Policy Title: COMMUNICATIONS POLICY FOR BOARD MEMBERS

Policy Statement:

Although the duties of the Library Joint Powers Authority Board include adopting and overseeing the enforcement of rules, regulations, and policies for the Library System, it is the policy of the Library Joint Powers Authority Board that all matters concerning management functions and the day-to-day operations of the Library are the responsibility of the Director of Libraries., and in her absence, the designated person in charge. Therefore, requests for information about library operations will usually be made to the Director, who will respond or direct an appropriate staff member to respond. It is always helpful if requests are made in writing, outlining the purpose and intent of the request, so that the Director and staff can respond as thoroughly as possible. The Director of Libraries or her designees will make every effort to provide all relevant information on the topic.

Work assignments to staff desired by the Board or related to Board activities will also be arranged through the Director of Libraries.

However, members of the Board may have occasion or desire to talk directly with Library staff about library matters. If they do, they should follow the guidelines below, which have been developed to ensure that the Board has access to information about the Library, and to ensure that the information they receive is accurate.

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Conversation between library staff and Board members is encouraged as a mechanism to obtain different perspectives on library operations; however, should a Board member be investigating a specific aspect of library operations, common courtesy warrants that the Library Director be informed as appropriate.

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

Adopted by the Library Joint Powers Authority Board on September 12, 2005

Revised: September 13, 2010

PREVIOUS

To be incorporated into Guidelines for Board Members
Policy # 102 ✓
Update: September 2013

DECORUM AT MEETINGS OF THE LIBRARY JOINT POWERS AUTHORITY BOARD

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The following rules will govern behavior at Board meetings.

1. While the Library Joint Powers Authority Board is in session, all persons shall preserve order and decorum. Any person making personal, impertinent, or slanderous remarks, or becoming boisterous or otherwise disrupting the Board meeting shall be barred by the presiding officer from further attendance at said meeting unless permission for continued attendance is granted by a majority vote of the Board
2. Every member of the public and every Board member desiring to speak shall address the presiding officer, and upon recognition by the presiding officer, shall confine comments to the question under debate, avoiding all indecorous language and references to personalities and abiding by the following rules of civil debate:
 - a) We may disagree, but we will be respectful of one another
 - b) All comments shall be directed to the issue at hand.
 - c) Personal attacks shall be avoided.
3. Members of the public speaking in the Oral Communications section of the Agenda shall limit their remarks to time to be established by the Chair of the Board, and shall abide by the same rules of civil debate.

ADOPTED 5/7/2007

PDECORUM.JPB

STAFF REPORT

DATE: August 14, 2013
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries 
RE: Scotts Valley Lease

RECOMMENDATION: That the LJPB authorize the Library Director to sign the First Amendment to the Scotts Valley Library Lease.

BACKGROUND

The original lease on the new building was only for two years and expired in June 2013.

In addition, the original lease had many references to the Redevelopment Authority as being the owner and that has changed with the dissolution of RDA. While the City of Scotts Valley and the County continue to disagree on specific issues related to this dissolution, they do not affect the Santa Cruz Public Libraries.

DISCUSSION

Sections H-J of the Recitals are new in order to accomplish the two goals:

- Extension of the lease
- Define the role of the Successor Agency of the Scotts valley Redevelopment Agency

Section 1.02 extends the existing lease to June 30, 2017.

Section 1.07 is a reiteration with no changes.

All other sections remain the same.

The City Attorney for the Library, John Barisone, has reviewed and approved this amended lease from the Library's perspective.

FIRST AMENDMENT TO SCOTTS VALLEY LIBRARY LEASE AGREEMENT

THIS FIRST AMENDMENT TO SCOTTS VALLEY LIBRARY LEASE AGREEMENT (the "Amendment") is made this ____ day of June, 2013, by and between the Successor Agency of the Scotts Valley Redevelopment Agency and the City of Scotts Valley (collectively referred to as "Landlord") and the Santa Cruz County Library Joint Powers Authority ("Tenant").

RECITALS

- A. In November 1990, the County of Santa Cruz, the Santa Cruz County Redevelopment Agency, the City of Scotts Valley and the Community Development Agency of the City of Scotts Valley (also known as the Scotts Valley Redevelopment Agency) entered into that certain pass through agreement ("Pass Through Agreement") which required the Scotts Valley Redevelopment Agency to, among other things, construct a 25,259 square foot Tier II Library.
- B. In May 1996, the County of Santa Cruz, and the cities of Santa Cruz, Capitola and Scotts Valley entered into that certain Joint Powers Agreement ("JPA Agreement") which formed the Santa Cruz County Library Joint Powers Authority for the purpose of joint exercise of powers over library service in the County of Santa Cruz except within the City of Watsonville.
- C. In September 1996, the County of Santa Cruz, the Santa Cruz County Redevelopment Agency, the City of Scotts Valley and the Scotts Valley Redevelopment Agency entered into the First Amendment to the Pass Through Agreement which modified the Scotts Valley Redevelopment Agency's obligation to construct a Tier II Library ("First Amendment").
- D. Under the First Amendment, the Scotts Valley Redevelopment Agency was required to, among other things, make a stream of payments to the County Library Fund which would continue until such time as the Scotts Valley Redevelopment Agency constructed or acquired a Tier II Library of approximately 12,500 square feet or the present value of the amount of the payments equaled \$3,000,000.00.
- E. Under the First Amendment, the site and building of the constructed or acquired library was to be leased to the County of Santa Cruz or its designee for one dollar per year so long as it is used as a Tier II Public Library.

- F. The County of Santa Cruz named the Santa Cruz County Library Joint Powers Authority as its designee under the Pass Through Agreement and all associated amendments for the term of this Agreement.
- G. On June 1, 2011, the County, Landlord and Tenant entered into that certain document entitled "Scotts Valley Library Lease Agreement" (the "Lease").
- H. The Lease expired on May 31, 2013 and the parties desire to extend the term of the Lease subject to the terms of this Amendment.
- I. On February 1, 2012, the Scotts Valley Redevelopment Agency was dissolved by operation of law and the obligations, duties and assets of the former agency transferred to the Successor Agency of the Scotts Valley Redevelopment Agency ("Successor Agency").
- J. All actions of the Successor Agency must be approved by the Oversight Board of the Successor Agency.
- K. Upon execution of this Amendment by the parties, the Successor Agency will obtain the approval of the Oversight Board which is required for the Amendment to be valid.

NOW, THEREFORE, the County, Landlord and Tenant agree to all of the terms and conditions of this Amendment as follows:

AGREEMENT

1. Section 1.02 of the Agreement is hereby amended to read as follows:

"1.02. Term. The Term of the Agreement shall expire on June 30, 2017."

2. Section 1.07 of the Agreement is hereby amended to read as follows:

"1.07. Use of the Premises. Premises shall be utilized solely for the operation of a Tier II Public Library, or its equivalent, which for purposes of only this Agreement means the Scotts Valley Branch Library shall be open no fewer hours per week than the greatest number of hours of other equivalent branch libraries, which are the Aptos Branch Library and the Live Oak Branch Library.. The parties acknowledge that a dispute has arisen between Landlord and the County regarding the standards of operation of the Library as required

by the Pass Through Agreement and all associated amendments. All parties agree that neither Landlord nor the County has waived any rights regarding that issue by entering into this Agreement. (Section 7.01)."

3. Except as expressly amended hereinabove, the terms of the Agreement shall remain unchanged.

LANDLORD:

**Successor Agency of the Scotts
Valley Redevelopment Agency**

By: _____

Stephen H. Ando,
Executive Director

COUNTY:

Santa Cruz County

By: _____

Susan Mauriello,
Chief Administrative Officer

TENANT:

**Santa Cruz County Library
Joint Powers Authority**

By: _____

Teresa Landers,
Executive Director

APPROVED AS TO FORM
BY  8-17-13
CITY ATTORNEY

STAFF REPORT

DATE: September 3, 2013
TO: Library Joint Powers Board
FROM: Director
RE: Annual & Reoccurring All Day Staff Training

RECOMMENDATION:

1. Motion to approve closure for staff day on Monday October 14, 2013.
2. Motion to approve closure on the day observed as Columbus Day in future years.

The Library would like to close all branches on Monday, October 14, 2013 in order to conduct an All Day Staff Training. This year's focus will be on Single Point of Service.

Also, the Library would like to tentatively schedule a reoccurring staff day to happen on the Columbus Holiday of each year. The Library believes this would be the least disruptive non-service day to patrons since many other businesses recognize this as a holiday and/or assume most government services are closed.

MONTHLY REPORT FOR JULY 2013

1. READING, LISTENING AND VIEWING FOR PLEASURE

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

Program staff continued preschool and toddler storytimes throughout July in addition to many special Summer Reading programs.

- 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.**

Heather Norquist put together a list of 2013 Notable Children's Books for Younger Readers, recommended by the Association for Library Services to Children. It is available on the library website.

Reference staff Downtown created and maintained a display of "foodie" books for the Summer Reading theme of Reading is So Delicious."

The Book Review Group met on June 15: a dozen enthusiasts eager to show off great reads (& great watches & listens) and exchange ideas about ways to let others know about them. As ever, it was an invigorating, and entertaining session, and **much** has come of it in addition to reviews. The next meeting will be on Sat August 2, 9-11 am.

Maile McGrew-Frede has created an adult display at Aptos for July entitled "Food for Thought" which incorporates our Summer Reading theme of Reading is Delicious. Our collection contains many great titles related to food and they have been flying off the shelves. In the children's room Maile has created an Apprentice themed display with related books.

B40 aide Tania Berlinski made a bibliography of picture books about Trucks for the branch. She's been putting together a few bibliographies for our young readers, to make it easier to find themed picture books. Others she has done are: ABC, Cats, Rhyming, and Train books.

Chantel Van Pelt, a Lib. Asst. at Branciforte (B40) put up an adult book display for Summer: "Around the World in 80 Books." Travel stories about various parts of the country/world. Think: Travels With Charlie by Steinbeck, and The Odyssey by Homer. Chantel also put up a young adult display: "Match Your Mood—Romantic, Curious, Serious, Happy and Silly". She made piles of the different types of YA books. Feeling "Groovy" about that!

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

2. LIFELONG LEARNING

- A. People will have access to a relevant collection of resources in diverse formats for all ages.**
- B. Library users will have access to innovative and successful programming which reflects the cultural, educational and informational needs of the diverse communities served by SCPL and which will help learners of all ages to achieve their goals.**

La Selva Beach was treated to a wonderfully fun and tasty “Reading is So Delicious” program in July thanks to Sandi Imperio. Not only did Sandi teach several girls and their moms to decorate cupcakes, she had baked all the cupcakes herself! Even more fantastic was that the event happened to be on one of the participant’s 11th birthday. She was so excited to be learning how to decorate her cupcake just the way she wanted on her very important day and we were thrilled to be part of her celebration!

The Aptos Branch is thrilled to host a new program, Tales to Tails which started just last week. We have a great group of volunteers and animals including Gordo, Mia, Sammy and a bunny rabbit named Araishii. We have 5 children signed up who read to one of the furry friends on Thursdays and Saturdays. We are very happy to offer this service to our patrons and look forward to watching our young readers flourish.

The Reference Team continues to offer successful eReader and beginning iPad classes. The iPad classes are new this summer and have been well-received. Many community members have inherited iPads from their children, or have received them as gifts and are seeking help from the library with learning the basics of using their new devices. The classes provide a good opportunity to learn from library staff, as well as learn tips and tricks from other class attendees.

8 young people came to Live Oak to make plaster masks of their faces. They came back a week later to decorate the masks. The same program was offered at Felton with 4 signed up. None of them came, but a group of adults with special needs called and 3 of them with their teachers came to Felton to make their own masks. They had a great time and were delighted with the whole project.

Groups of young people at Live Oak, Downtown, Boulder Creek, Branciforte, Capitola, and Garfield Park decorated book bags with fabric paint, stencils, and glitter.

Young readers brought their stuffed animals to Branciforte for a sleepover in July. (There was also a stuffed Animal Sleepover at Garfield Park in June.) A good time was had by all with stories, crafts, and snacks for the kids who didn’t get to sleep over in the library (as well as for the stuffed animals who did stay)

Summer Reading 2013 – Reading Is So Delicious – ended with a terrific Festival of the Book on Sunday afternoon, July 28. Over 700 people enjoyed the festivities – face painting, crafts, dress-up, free family portraits, and food provided by the FRIENDS and prepared and served by the Scotts Valley Rotary. Almost 200 children signed out and got their Summer Reading \$ at the Festival and many more signed out at Live Oak and Downtown. So many at Downtown that they ran out of SR\$ and had to issue IOU's for the last 2 hours the branch was open.

This year we had 2661 children sign up for Summer Reading. 1393 (52.3 %) signed out and got their SR\$, a Round Table Pizza coupon, a coupon for lunch and a free book at the Festival, and a Reading Is So Delicious bumper sticker. In all they earned 24,517 SR\$ that they can spend at 41 local merchants or (if they are teens) they can submit them to the teen drawing on August 11 for a chance to win prizes from local merchants.

During the 7 weeks of Summer Reading, staff provided 181 programs for kids with a total of over 7,300 people attending those programs and 9 programs for adults with a total attendance of 334. Average attendance for kids programs was 40+ and average for adult programs was 37+.

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.

Teens at Scotts Valley had the opportunity to write, film and edit their own mini movies.

The RFPs for the new ILS were received and reviewed. Three vendors were invited to present to staff in August. Those three were Innovative Innofaces (Sierra is the product), Polaris (no specific name), and Sirsi-Dynix (Symphony is the product). All three are well renowned commercial library systems.

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.

This summer the La Selva Beach Library has been enjoying hosting an informal Spanish Conversation class that meets every Tuesday afternoon. During the academic year, the beginning and advanced classes are offered through the Santa Cruz County Parks Dept. and meet at the La Selva Beach Clubhouse. However, the teacher of both classes takes a break in the summer time and so we invited the groups to use the library as a meeting place to continue their studies. It's been great to witness the dedication of these students and their commitment to broadening their language skills.

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

The Libraries Inside/Out Art Project came to the Scotts Valley Branch in July with the installation of over 30 black and white portraits of Santa Cruz County residents

around the front entrance. Mariah Roberts and a crew of volunteers worked on the project.

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

Reach Out and Read is off to a good start at the Pediatrics Department of PAMF. Physicians give out books to their patients (3 months to 5 years) at well child visits and now they are giving out special library card applications as well. When parents bring the completed application to any library branch, the child will receive his library card and a bilingual board book (purchased with a grant from the FRIENDS).

D. Volunteers will be used effectively.

The Computer Coach program is back Downtown! Three very big cheers for Denise Fritsch who saw the importance of this program and persisted until she found the right person for the job. The volunteer Computer Coach will be available the 1st and 3rd Sundays of the month for brief appointments or walk-in help with computer-related questions.

The Garfield Park community garden has been tended to by a young adult volunteer who kept it well watered and weeded. The plants and the community very much appreciate his t.l.c.

Thanks to all the volunteers who helped out at library programs this summer and especially at the Battle of the Bands and the Festival of the Book. They helped make Summer Reading very successful.

4. WELCOMING PLACE

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

Ken Madonia, Building Maintenance Worker, came by the Aptos library today to install new shelving for the audiobook section in the children's room. He added a new shelf to each section so the our entire children's audiobook collection is in one place. This also made it possible to reshuffle the children's DVD collection to make it more accessible for patrons. Thanks Ken! On that note, Ken has recently constructed brand new wood shelving for the new books and DVD section in the children's room as well. They look nice and provide the needed space the media and new book collection.

With the weeding of the books on cassette at Garfield Park, we were able to shift the paperback collection into that spot and create a more open space. This allows for easier movement through the branch.

The Facilities Master Plan Steering Committee met and made final changes to a poll to be administered in August regarding a possible library bond measure in 2014.

- B. The virtual branch meets the definition of a welcoming place.**
- C. People receive service at the level they need and want.**

5. FINANCIAL SUSTAINABILITY

- A. The library system maintains a healthy and stable financial position.**
- B. There is adequate, stable and diverse funding to finance ongoing operations, key strategic initiatives and capital projects.**
- C. Services of a defined level and quality are consistently delivered based on revenue projections and supportive organizational and operating structure.**
- D. The library operates efficiently and focuses on continual improvement.**

6. ORGANIZATIONAL READINESS

- A. Staff receives adequate training to do their jobs effectively.**
- B. SCPL is committed to developing current library staff to become tomorrow's library leaders.**

Leslie Auerbach and Sarah Harbison(Reference) and Jeanne O'Grady (Programming) attended the American Library Association annual conference in Chicago. They attended sessions on readers advisory, reference, programming, local history, and copyright. They made connections with others in the library community and are full of great ideas after this amazing experience.

On June 25th, Julie Richardson, Reference Librarian, attended a meeting of the MOBAC Reference Committee held at the Marina Public Library. The Reference Committee is currently organizing their annual Future of Reference workshop to be held on October 4 at Monterey Peninsula College. Julie volunteered for a database evaluation task force that will create a checklist to be used by MOBAC libraries to compare competing vendor resources.

Teresa began involvement in the bargaining with the OE-3 Supervisory Unit as part of the City's Management Team.

- 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.**

On June 20th, Julie Richardson, Reference Librarian, attended an online webinar from Value Line Investment Survey. The webinar covered how to read stock reports (timeliness ranking, analyst reports, projections) and industry surveys.

Jennifer Cockerill and Sarah Harbison (both Reference Librarians) took a Readers Advisory for Children, Tweens, and Teens online course to better help the parents and young people who are looking for reading suggestions.

MONTHLY REPORT FOR AUGUST 2013

1. READING, LISTENING AND VIEWING FOR PLEASURE

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

The Aptos Branch will once again offer after school tutoring this fall on Thursday afternoons. By the end of last school year, the attendance was picking up quite noticeably and we look forward to the program's return. The staff at the Aptos Branch was able to be most helpful in finding the appropriate books for the Aptos High summer reading list for the advanced English course. Although many of our teen patrons waited until the last minute to find their materials, they were grateful to find that we still had the necessary titles.

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.

On August 17, Craig Harwood, author of the biography "Quest for Flight: John J. Montgomery and the Dawn of Aviation in the West" spoke about his local research for his book with a beautiful presentation using the media wall at the Scotts Valley Library. The Meet the Author event was sponsored by the Scotts Valley Chapter of the Friends of the Library.

Whitney James-Heskett, aide at Boulder Creek, created a display for American Adventures month. It includes travel books and a map of North and South America. Patrons are encouraged to mark where they have been.

Garfield Park had a County Fair display with entry guides and books that had to do with the different events the Fair has to offer, including: pie making, horse and chicken books, poetry writing, photography, arts and crafts, gardening and many more. There was also a back to school display in the children's area. Juvenile advanced readers copies were made available on an "on your honor basis" with review slips inside so young readers could read and review the books. If the reader gives permission, their reviews will be added to our website. So far we've had three reviews.

Maile's last display at the Aptos Branch before leaving for Capitola focused on our local water issues. In particular, handouts were made available so our patrons could inform themselves on the proposed desalination plant for the City of Santa Cruz and the Soquel Creek Water District. Many books related to water issues were also part of the display and they are being checked out at a good pace. Maile created a children's display that involved books related to being an apprentice.

The Aptos staff and patrons are very appreciative of our latest program, Tales to Tails. The program is off to a great start with a full attendance schedule on Thursdays and Saturdays. Sammy, our resident Leonberger dog has been making quite an impression on staff and patrons alike. He is larger than life and very friendly.

Live Oak Library Aides, Amanda Bechtel and Jennifer Hooker, created two book displays (children's and adult) titled "Readbox \$0 book rentals" featuring books that have been made into movies. Patrons appreciated the play on the Redbox DVD rental idea.

La Selva Beach has one new display in the adult area:

The "Let's Party" display has books on party planning, party games, food and social dancing. The "Back to School" display in Young People's area is popular among children and their parents.

As of August 13th, the Downtown Branch has chess sets and boards available for patrons to use in the library. We are finding that many of our regulars are taking advantage of these and are well occupied and focused for much of the day.

The Program Team has spent August vacationing and planning for Fall programs. Storytimes will resume the week of September 9.

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

2. LIFELONG LEARNING

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

The Aptos Branch had a great turnout for our most recent iPad class. Ten patrons came to the one hour class taught by Jim, Leslie and Jennifer. We received many compliments from attendees at the circulation desk after the class was over. Patrons learned how to use our electronic resources available to them as well as how to use all the many functions of their iPads in general.

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.

Boulder Creek had more Summer Reading sign-ups this year than last (159 compared to 90+) and 40% of those (63) signed out!

Garfield Park had a total of 157 participants in the summer reading program with 62% having signed out for a total of 1811 "dollars" earned to be used at local businesses.

There were also several teens who won wonderful prizes through the teen summer reading raffle.

The Program Team is now adding Kids Book Discussion Kits to our collection, and Paula Turpenen is in the process of cataloging them. We are also adding more titles to our Teen Book Kits.

Jeanne O'Grady and Brenda McIlroy accompanied 7 young readers from Jardines del Valle on a shopping trip to Capitola and Santa Cruz to spend the Summer Reading Dollars they earned. We shopped at Woodworm and Palace in Capitola, then had lunch at Round Table Pizza where the older men at the next table asked what we were doing and complimented us on the program and the kids. Then we drove to downtown Santa Cruz where we shopped at Atlantis Fantasy World and Palace, had a break at the Downtown library, and ended the day with ice cream at Penny Ice Creamery. Everyone had a great time. Thanks to all the merchants who accept our Summer Reading Dollars, especially the ones who were so welcoming to this group of Bookmobile patrons from South County.

Teens were locked in to the Scotts Valley Library on Friday August 2 from 6 pm-midnight as part of the National Teen Lock-In. This also served as the last teen program for the Teen Summer Reading Program.

- 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 Library has selected Polaris for its new ILS. Contract negotiations are underway. Polaris is a state of the art system that is both proprietary yet open to third party products which they work to seamlessly integrate into their product. The Library ends up having a lot of control over the functionality (pay for what we need and want) while having the support and sophistication of a well established product and company.

3. COMMUNITY CONNECTIONS

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

The Scotts Valley Artisans, a non-profit community art center featuring the work of over 150 Santa Cruz County artists, painted their third and largest Mural-in-a-Day project on the side of the Scotts Valley Library. On August 3 and 4, community volunteers gathered to create an artistic rendering of "Remembering Sky Park."

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

Jeanne O'Grady and Leslie Auerbach will represent the library at the Bay Avenue Senior Apartments Resource Fair on September 4.

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

The Friends of the Library sponsored a Wine in the Stacks program/fund raiser. Surfer poet Kevin Opstedal read from his works. Money raised is going towards supporting the Senior Outreach programs that the Friends support.

The Downtown Branch is once again the canvas for local art. Local printmaker, Bridget Henry, won the commission and produced 9 woodcuts which were enlarged to fit on the outside of the Library on both Center and Church Streets. They are text from community contributions on the subject of HOME. What is home? How do you know when you are home? The formal opening was on First Friday, August 2.

Inside the Downtown Library, on both floors, you will see our latest exhibit, THE FACE OF THE LIBRARY. In the meeting room, you will find the work of library artists: Rene Belling, April Zilbur, Brenda McIlroy, Gale Farthing, Denise Fritsch, and Chantal Van Pelt.

D. Volunteers will be used effectively.

4. WELCOMING PLACE

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

The LJPB subcommittee continues to meet to discuss implementation of the strategic plan. A poll was done in August to gauge the level of community support for the changes needed. Results will be presented to the LJPB in September.

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

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

5. FINANCIAL SUSTAINABILITY

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

The Library finished FY12/13 in a very healthy financial position.

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

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The Friends of the Library sponsored a Wine in the Stacks program/fund raiser. Surfer poet Kevin Opstedal read from his works. Money raised is going towards supporting the Senior Outreach programs that the Friends support.

The Downtown Branch is once again the canvas for local art. Local printmaker, Bridget Henry, won the commission and produced 9 woodcuts which were enlarged to fit on the outside of the Library on both Center and Church Streets. They are text from community contributions on the subject of HOME. What is home? How do you know when you are home? The formal opening was on First Friday, August 2.

Inside the Downtown Library, on both floors, you will see our latest exhibit, THE FACE OF THE LIBRARY. In the meeting room, you will find the work of library artists: Rene Belling, April Zilber, Brenda McIlroy, Gale Farthing, Denise Fritsch, and Chantal Van Pelt.

D. Volunteers will be used effectively.

We said goodbye to our wonderful Americorps volunteers- Amy Pipkin and Zena Shelton. We wish them both luck. Amy is still here and is working for us as a Library Aide and on-call Library Assistant II. Check out the video they produced as their final project/contribution to promote volunteering in the Library:
<http://www.santaacruzpl.org/volunteer/> We are not surprised that Zena is headed to Los Angeles to pursue a career in the film industry.

4. WELCOMING PLACE

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

The LJPB subcommittee continues to meet to discuss implementation of the strategic plan. A poll was done in August to gauge the level of community support for the changes needed. Results will be presented to the LJPB in September.

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

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

5. FINANCIAL SUSTAINABILITY

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

The Library finished FY12/13 in a very healthy 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.

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

Teresa continued her monthly branch brown bag. The August one was a coffee at Live Oak with several staff and a long time volunteer.

6. ORGANIZATIONAL READINESS

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

Staff at Boulder Creek helped with the training of an on-call LA 2.

New employee training was provided for the myriad of new hires in August: 3 regular staff and many on call Library Assistants II as well as Library Aides.

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

Jasmin Avila, library aide for Programs and the Bookmobile, is also an MLS student at San Jose State. She recently wrote a blog post about the Read to Me kits for a class assignment. Check it out at

<http://bikesbooksandcanela.wordpress.com/2013/08/22/interactive-learning-kits-at-santa-cruz-public-libraries/>

Two staff were promoted to Branch Persons In Charge positions. Melanee Barash is now the Library Assistant III at the Capitola Branch and Galina Wells replaced Melanee in La Selva Beach as the Library Assistant II PIC. Jonell Jel'enedra, the PIC at the Capitola branch, retired to backpack through India with her husband, Stuart Smith (another library staff member) for a year!

Maile McGrew replaced Galina at Capitola as the Library Assistant II.

Patty Webster is the new Information Specialist in Youth Services.

Chantel Van-Pelt transferred from Branciforte to Aptos as a Library Assistant II. Former on-call staff- David Sadell, Kyra Rodriguez and Maddy Damon assumed part time

Library Assistant II positions to round out the shuffle of staff and to fill the new positions in Scotts Valley and Aptos.

Library Director, Teresa Landers, participated in negotiations with the OE3-Supervisory bargaining unit which went very smoothly. Contracts are now being finalized with the three main bargaining units for the Library- SEIU, OE3-Managers, OE3-Supervisors. The Temporary unit has not yet settled and those talks will begin soon.

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

Many staff at all levels joined the Core ILS Selection team for 3 grueling days of vendor demos for the selection of a new ILS. Everyone's impressions and comments figured into the final selection of Polaris.

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

The Aptos Branch is sending 3 staff members to next week's Skill Share for library employees. Lynette, Chase and Chantel will be attending this month's skill share which will help train staff in finding resources for our young patrons. The Skill Share is meant to coincide with beginning of the new school year. Our goal for our branch team is to better assist our young patrons in finding good reads as well as information for all school assignments.

Galina Wells, La Selva Beach PIC, attended August Skill Share - Back-To-School training. It was a great learning opportunity to prepare for the new 2013/14 academic year.

MONTHLY STATISTICAL REPORT
FY13/14

	Circulation			Visitors			Circ/Open Hr			Visitors/Open Hr		
	FY 12/13	FY 13/14	%change	FY 12/13	FY 13/14	%change	FY 12/13	FY 13/14	%change	FY 12/13	FY 13/14	%change
July												
Aptos	24,930	25,690	3%	11,500	11,307	-2%	135	134	-1%	63	59	-6%
Boulder Creek	4,017	4,776	19%	2,601	2,591	0%	36	35	-1%	23	19	-17%
Branciforte	8,013	9,171	14%	6,666	7,414	11%	70	67	-4%	58	55	-7%
Capitola	10,919	13,305	22%	5,023	5,871	17%	85	88	4%	39	39	0%
Downtown	50,400	49,579	-2%	36,090	32,443	-10%	220	212	-4%	158	139	-12%
Felton	2,224	2,827	27%	1,445	2,233	55%	28	25	-8%	18	20	11%
Garfield Park	3,531	4,715	34%	3,143	3,845	22%	42	39	-7%	37	32	-14%
La Selva Beach	1,692	2,290	35%	1,760	3,086	75%	21	20	-4%	22	27	24%
Live Oak	16,594	17,515	6%	9,374	9,980	6%	129	109	-15%	73	62	-14%
Scotts Valley	27,040	27,167	0%	13,794	14,055	2%	147	141	-4%	75	73	-2%
Outreach	3,018	3,208	6%	1,378	1,583	15%						
Subtotal	152,378	160,243	5%	92,774	94,408	2%	913	873	-4%	566	525	-7%
ebooks	4,533	6,033	33%									
e-audio	1,204	1,923	60%									
TOTAL	158,115	168,199	6%	92,774	94,408	2%	913	873	-4%	566	525	-7%
website hits	518,988	504,441	-3%	128,789	118,665	-8%						

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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	%change	FY 11/12	FY 12/13	%change
July												
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%		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%						
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August												
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%						
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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	%change	FY 11/12	FY 12/13	%change
September												
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%						
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October												
Aptos	12,938	24,345	88%	8,084	12,030	49%	79	122	55%	49	60	23%
Boulder Creek	3,092	4,523	46%	2,346	3,235	38%	34	31	-9%	26	22	-14%
Branciforte	5,290	9,296	76%	4,807	7,345	53%	68	65	-5%	62	51	-17%
Capitola	7,428	11,801	59%	4,829	5,297	10%	78	74	-5%	51	33	-34%
Downtown	34,463	48,084	40%	26,728	35,642	33%	169	198	17%	131	147	12%
Felton	1,462	2,726	86%	971	1,663	71%	22	23	3%	15	14	-6%
Garfield Park	2,054	3,409	66%	2,629	3,368	28%	26	27	4%	34	27	-20%
La Selva Beach	914	1,973	116%	1,089	2,162	99%	15	16	9%	18	18	0%
Live Oak	13,316	15,929	20%	8,291	9,022	9%	102	95	-7%	64	54	-16%
Scotts Valley	23,981	24,988	4%	12,710	14,442	14%	163	125	-23%	86	72	-16%
Outreach	2,838	3,912	38%	1,845	1,615	-12%						
Subtotal	107,776	150,986	40%	74,329	95,821	29%	757	776	3%	535	498	-7%
ebooks	8,390	9,308	11%									
e-audio	968	2,593	168%									
TOTAL	117,134	162,887	39%	74,329	95,821	29%	757	776	3%	535	498	-7%
website hits	279,066	450,622	61%	93,140	127,971	37%						
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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	24,324	18%	8,659	12,792	48%	125	145	15%	53	76	45%
Boulder Creek	3,972	4,654	17%	1,937	2,971	53%	44	35	-19%	21	23	6%
Branciforte	7,452	9,229	24%	4,895	7,021	43%	96	72	-25%	63	55	-13%
Capitola	8,307	11,166	34%	4,628	5,889	27%	87	78	-11%	49	41	-16%
Downtown	47,641	47,482	0%	28,005	31,854	14%	234	229	-2%	138	154	12%
Felton	2,372	2,475	4%	821	1,568	91%	36	23	-37%	13	15	15%
Garfield Park	2,392	3,350	40%	2,358	3,578	52%	31	33	7%	30	35	16%
La Selva Beach	1,245	1,964	58%	1,048	1,532	46%	21	18	-11%	17	14	-18%
Live Oak	13,403	14,294	7%	8,558	7,881	-8%	103	105	2%	66	58	-12%
Scotts Valley	19,068	23,972	26%	12,403	13,911	12%	129	143	10%	84	83	-2%
Outreach	2,721	3,247	19%	1,208	1,505	25%						
Subtotal	129,228	146,157	13%	74,520	90,502	21%	906	881	-3%	533	553	4%
ebooks	6,686	11,184	67%									
e-audio	857	2,103	145%									
TOTAL	136,771	159,444	17%	74,520	90,502	21%	906	881	-3%	533	553	4%
website hits	416,930	355,157	-15%	105,162	103,504	-2%						
Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.												
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	23,475	15%	7,953	10,239	29%	124	141	14%	48	62	28%
Boulder Creek	3,224	4,097	27%	1,517	2,900	91%	35	32	-11%	17	22	34%
Branciforte	6,737	7,674	14%	4,095	7,021	71%	86	62	-28%	53	57	8%
Capitola	8,389	10,301	23%	4,591	5,884	28%	88	73	-17%	48	42	-13%
Downtown	46,660	46,431	0%	25,751	31,511	22%	229	222	-3%	126	151	19%
Felton	2,600	1,921	-26%	932	2,463	164%	40	18	-55%	14	23	61%
Garfield Park	2,639	2,909	10%	2,866	3,343	17%	34	30	-11%	37	34	-6%
La Selva Beach	1,259	1,655	31%	1,241	1,166	-6%	21	16	-24%	20	11	-46%
Live Oak	12,046	14,053	17%	7,365	8,623	17%	93	106	15%	57	65	15%
Scotts Valley	16,065	21,232	32%	9,176	13,004	42%	109	128	17%	62	78	26%
Outreach	2,295	2,377	4%	1,102	1,181	7%						
Subtotal	122,382	136,125	11%	66,589	87,335	31%	859	828	-4%	483	545	13%
ebooks	10,656	10,168	-5%									
e-audio	893	1,349	51%									
TOTAL	133,931	147,642	10%	66,589	87,335	31%	859	828	-4%	483	545	13%
website hits	432,813	461,921	7%	106,311	111,531	5%						
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MONTHLY STATISTICAL REPORT
FY12/13

January	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	23,695	25,702	8%	10,317	12,016	16%	135	140	4%	59	65	11%
Boulder Creek	4,181	4,581	10%	2,272	2,800	23%	35	31	-12%	19	19	-1%
Branciforte	8,914	9,700	9%	5,842	8,105	39%	74	67	-9%	49	56	16%
Capitola	9,436	12,630	34%	5,440	6,740	24%	68	80	17%	39	43	8%
Downtown	53,475	51,362	-4%	31,902	35,618	12%	248	228	-8%	148	158	7%
Felton	2,826	2,568	-9%	1,587	1,768	11%	34	21	-36%	19	15	-22%
Garfield Park	2,954	3,980	35%	2,688	3,658	36%	37	35	-5%	34	32	-4%
La Selva Beach	1,521	1,778	17%	1,547	1,509	-2%	18	15	-18%	18	13	-32%
Live Oak	13,598	16,874	24%	8,493	9,979	17%	116	111	-4%	73	66	-10%
Scotts Valley	20,818	26,025	25%	14,760	15,082	2%	118	141	20%	84	82	-2%
Outreach	2,917	3,670	26%	1,370	1,228	-10%						
Subtotal	144,335	158,870	10%	86,218	98,503	14%	883	870	-1%	541	549	1%
ebooks	11,420	7,552	-34%									
e-audio	900	1,399	55%									
TOTAL	156,655	167,821	7%	86,218	98,503	14%	883	870	-1%	541	549	1%
website hits	527,072	519,384	-1%	127,092	128,689	1%						
Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.												
February	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	22,640	22,145	-2%	10,800	10,759	0%	129	132	2%	61	64	4%
Boulder Creek	4,547	4,048	-11%	2,934	2,812	-4%	39	31	-20%	25	21	-14%
Branciforte	8,289	8,846	7%	6,913	7,393	7%	70	69	-2%	59	58	-1%
Capitola	9,271	11,147	20%	5,964	6,241	5%	66	77	18%	42	43	2%
Downtown	49,729	44,338	-11%	33,503	32,025	-4%	230	214	-7%	155	155	0%
Felton	2,520	2,339	-7%	1,744	1,411	-19%	30	22	-28%	21	13	-37%
Garfield Park	2,929	3,924	34%	2,780	2,873	3%	37	38	5%	35	28	-19%
La Selva Beach	1,335	1,705	28%	1,851	1,930	4%	16	16	-1%	22	18	-19%
Live Oak	12,420	14,882	20%	9,024	8,770	-3%	104	109	6%	75	64	-14%
Scotts Valley	19,913	23,893	20%	13,485	14,771	10%	113	142	26%	77	88	15%
Outreach	2,633	2,892	10%	1,232	1,345	9%						
Subtotal	136,226	140,159	3%	90,230	90,330	0%	833	851	2%	572	553	-3%
ebooks	11,957	8,891	-26%									
e-audio	952	1,271	34%									
TOTAL	149,135	150,321	1%	90,230	90,330	0%	833	851	2%	572	553	-3%
website hits	512,433	462,791	-10%	122,298	117,217	-4%						
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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	FY 11/12	FY 12/13	%change
Aptos	25,827	25,284	-2%	12,319	11,645	-5%	132	134	2%	63	62	-1%
Boulder Creek	5,151	4,395	-15%	2,520	2,865	14%	40	31	-24%	20	20	2%
Branciforte	9,037	9,427	4%	7,493	7,384	-1%	72	69	-3%	59	54	-9%
Capitola	10,413	11,667	12%	6,336	5,897	-7%	69	74	7%	42	38	-11%
Downtown	55,605	48,378	-13%	38,688	36,502	-6%	233	207	-11%	162	156	-4%
Felton	2,874	2,537	-12%	2,086	1,580	-24%	31	22	-31%	23	13	-41%
Garfield Park	3,748	3,995	7%	3,097	3,691	19%	43	35	-17%	35	33	-7%
La Selva Beach	1,458	1,885	29%	1,795	2,057	15%	16	16	3%	20	18	-9%
Live Oak	14,698	15,213	4%	9,228	8,889	-4%	118	103	-13%	74	60	-19%
Scotts Valley	23,886	24,711	3%	15,759	14,870	-6%	122	131	8%	80	79	-2%
Outreach	3,185	3,119	-2%	1,214	1,428	18%						
Subtotal	155,882	150,611	-3%	100,535	96,808	-4%	875	823	-6%	578	533	-8%
ebooks	9,825	8,753	-11%									
e-audio	1,089	1,380	27%									
TOTAL	166,796	160,744	-4%	100,535	96,808	-4%	875	823	-6%	578	533	-8%
website hits	568,755	514,481	-10%	134,626	126,637	-6%						
Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.												
April	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	22,862	24,754	8%	10,070	11,451	14%	128	129	0%	57	60	5%
Boulder Creek	4,161	4,000	-4%	2,470	2,587	5%	39	29	-26%	23	19	-19%
Branciforte	7,086	9,242	30%	6,499	7,544	16%	66	68	4%	60	55	-8%
Capitola	8,572	11,450	34%	4,775	5,638	18%	68	75	10%	38	37	-3%
Downtown	48,667	47,600	-2%	33,713	34,668	3%	219	203	-7%	152	148	-2%
Felton	2,256	2,778	23%	1,429	1,778	24%	30	25	-17%	19	16	-16%
Garfield Park	3,069	4,213	37%	2,848	4,279	50%	38	35	-8%	36	36	1%
La Selva Beach	1,367	1,828	34%	1,706	2,553	50%	18	16	-12%	22	22	0%
Live Oak	15,245	15,579	2%	9,912	10,280	4%	115	97	-16%	75	64	-14%
Scotts Valley	21,905	25,822	18%	16,251	15,072	-7%	123	134	9%	91	79	-14%
Outreach	3,151	3,492	11%	1,348	1,568	16%						
Subtotal	138,341	150,758	9%	91,021	97,418	7%	845	812	-4%	573	535	-7%
ebooks	8,376	10,349	24%									
e-audio	1,204	1,235	3%									
TOTAL	147,921	162,342	10%	91,021	97,418	7%	845	812	-4%	573	535	-7%
website hits	499,943	490,265	-2%	123,884	121,594	-2%						
Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.												

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
May												
Aptos	22,903	23,515	3%	12,242	12,070	-1%	117	124	6%	62	64	2%
Boulder Creek	4,371	4,319	-1%	2,760	2,702	-2%	34	28	-17%	22	18	-18%
Branciforte	8,011	8,950	12%	7,049	7,577	7%	64	60	-5%	56	51	-8%
Capitola	9,065	12,006	32%	4,995	5,722	15%	60	73	20%	33	35	4%
Downtown	46,345	47,623	3%	33,658	32,382	-4%	194	205	6%	141	140	-1%
Felton	2,169	2,667	23%	1,553	1,820	17%	24	21	-10%	17	14	-14%
Garfield Park	3,224	4,222	31%	2,888	3,381	17%	37	36	-2%	33	29	-13%
La Selva Beach	1,541	1,670	8%	2,034	2,294	13%	17	13	-20%	22	19	-16%
Live Oak	14,729	14,170	-4%	9,570	9,036	-6%	118	93	-21%	77	59	-22%
Scotts Valley	22,668	24,202	7%	15,759	14,936	-5%	116	127	10%	80	79	-2%
Outreach	3,192	3,108	-3%	1,436	1,534	7%						
Subtotal	138,218	146,452	6%	93,944	93,454	-1%	779	782	0.3%	543	506	-7%
ebooks	7,325	11,990	64%									
e-audio	1,245	1,687	36%									
TOTAL	146,788	160,129	9%	93,944	93,454	-1%	779	782	0%	543	506	-7%
website hits	508,538	489,775	-4%	126,348	120,205	-5%						
Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.												
June												
Aptos	22,369	23,575	5%	11,334	11,091	-2%	119	130	9%	60	61	1%
Boulder Creek	4,131	4,571	11%	2,585	3,139	21%	34	33	-1%	21	23	8%
Branciforte	7,482	8,233	10%	6,603	1,017	-85%	62	62	0%	55	8	-86%
Capitola	9,793	12,280	25%	5,071	5,456	8%	68	82	20%	35	36	3%
Downtown	46,561	45,782	-2%	32,194	31,136	-3%	202	202	0%	140	137	-2%
Felton	2,316	2,849	23%	1,560	2,031	30%	26	25	-3%	18	18	2%
Garfield Park	3,216	4,275	33%	2,750	4,090	49%	38	40	3%	33	38	16%
La Selva Beach	1,623	1,811	12%	1,339	2,702	102%	18	16	-12%	15	24	59%
Live Oak	14,769	14,925	1%	8,748	9,699	11%	123	101	-18%	73	66	-10%
Scotts Valley	25,060	25,275	1%	15,054	14,813	-2%	133	139	4%	80	81	2%
Outreach	2,797	2,926	5%	1,522	1,321	-13%						
Subtotal	140,117	146,502	5%	88,760	86,495	-3%	825	830	1%	530	492	-7%
ebooks	4,899	6,288	28%									
e-audio	1,259	1,671	33%									
TOTAL	146,275	154,461	6%	88,760	86,495	-3%	825	830	1%	530	492	-7%
website hits	511,066	481,591	-6%	123,504	113,790	-8%						
Note: The components of these stats are still being verified. They may or may not contain the selfcheck stats, staff renewals, PAC renewals, and other types of transactions. Therefore, they may represent more or less than we think.												

MONTHLY STATISTICAL REPORT
FY12/13

FISCAL YEAR 12/13												
Annual	Circulation			Visitors			Circ/Open Hour			Visitors		
	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	247,360	290,819	18%	122,582	139,342	14%	1,409	1,594	13%	699	764	9%
Boulder Creek	45,569	51,433	13%	28,041	33,949	21%	430	380	-12%	267	251	-6%
Branciforte	83,565	105,566	26%	69,118	80,338	16%	853	798	-6%	706	607	-14%
Capitola	104,781	137,688	31%	61,537	67,498	10%	906	919	1%	534	451	-16%
Downtown	541,014	573,200	6%	376,326	408,217	8%	2,508	2,547	2%	1,745	1,812	4%
Felton	26,327	29,521	12%	16,271	20,408	25%	349	273	-22%	213	188	-11%
Garfield Park	33,300	44,017	32%	32,816	41,174	25%	411	418	2%	407	391	-4%
La Selva Beach	14,874	21,309	43%	17,293	22,157	28%	202	198	-2%	235	204	-14%
Live Oak	161,551	182,263	13%	104,666	108,408	4%	1,279	1,273	-1%	828	755	-9%
Scotts Valley	251,250	296,236	18%	152,829	171,069	12%	1,519	1,623	7%	912	939	3%
Outreach	32,969	37,793	15%	16,772	15,587	-7%						
Total	1,542,560	1,769,845	15%	998,251	1,108,147	11%	9,868	10,022	2%	6,547	6,362	-3%
eBooks	100,710	101,581	1%									
eAudio	12,747	20,375	60%									
Website visits	1,385,538	1,444,618	4%									
Website pageviews	5,363,455	5,679,072	6%									

TO: Finance Committee- Library Joint Powers Authority Board
 FROM: Marcus Pimentel, Finance Director
 DATE: August 16, 2013
 RE: Monthly Dashboard Report: Library's June 2013 financials



June 2013
 Preliminary,
 Unaudited

Contained herein is the preliminary, UNAUDITED June 2013 Dashboard summary report. In general, revenues remain slightly ahead of budget by 3.2% and expenditures are under-budget by 6.4%. This has resulted in a year-to-date net operating gain of \$1,098,588. The operating gain includes services and/or supplies that will be carried over into the next year. Final year-end operating results will be released following completion of the annual independent audit.

Net operations
(Major accounts)

	Actual Results				Year to Date
	April	May	June		
Revenue:					
(2) Sales Tax	\$ 415,960	\$ 523,862	\$ 617,302	\$ 6,479,095	
MOE- Member Contributions	425,076	425,076	386,236	5,059,358	
Library Fines	18,521	17,572	16,211	204,416	
Other Revenue	94,774	6,214	29,711	209,546	
TOTAL REVENUE	\$ 954,331	\$ 972,724	\$ 1,049,461	\$ 11,952,415	
Expenditures:					
(4) Payroll	578,760	523,363	793,718	7,351,345	
Books (w/Grants)	53,601	90,915	67,951	892,257	
Janitorial Services	5,923	11,614	22,530	123,886	
(5) Building & Facility	19,985	20,605	33,435	183,295	
Rent (Equip, Building, Land)	25,616	25,616	25,337	310,922	
Utilities	21,526	21,631	15,691	321,707	
Other expenditures	152,173	225,985	158,634	1,670,414	
0 TOTAL EXPENDITURES	\$ 857,583	\$ 919,728	\$ 1,117,295	\$ 10,853,826	
Net Gain / (Loss)	\$ 96,748	\$ 52,996	\$ (67,835)	\$ 1,098,588	


(1)	Percent of Budget Comparison		Positive / (negative)
	YTD	Months completed	
Annual Budget FY 2012/13			
\$ 5,991,473	108.1%	100.0%	8.1%
5,149,416	98.3%	100.0%	(1.7%)
200,000	102.2%	100.0%	2.2%
241,139	86.9%	100.0%	(13.1%)
\$ 11,582,028	103.2%	100.0%	3.2%
7,574,988	97.0%	100.0%	3.0%
939,826	94.9%	100.0%	5.1%
117,097	105.8%	100.0%	(5.8%)
222,627	82.3%	100.0%	17.7%
312,409	99.5%	100.0%	0.5%
331,639	97.0%	100.0%	3.0%
2,094,980	79.7%	100.0%	20.3%
\$ 11,593,566	93.6%	100.0%	6.4%
\$ (11,538)			

Key Balance Sheet items	Trust Current Asset				Trust Current Asset (cont.)
	April	May	June		
(6) Cash held as 2-month reserve	\$ -	\$ -	\$ 1,930,338	255,442	Leet-Corday 91,050
Remaining cash	2,586,318	2,485,763	608,250	230,858	Morely 12,433
Total Current Assets	3,448,866	3,455,907	3,631,758	9,338	Hale 44,470
Short Term Debt	129,400	81,753	323,237	92,147	Gruber 26,922
Long Term Debt (City of SC)	262,011	262,011	262,011		
Current assets vs Short Term debt (+2 is good)		42.3	11.2		

Notes:

- Budgeted revenue & expenditures increased by \$74,394 and \$451,820 respectively from the Adopted Budget for prior year project carry-overs, from Board direction, and from minor corrections
- For sales tax, September, December, March & June include the State's estimated revenue plus any balances for actuals vs. estimates for the prior 3-months (true-up)
- Other expenditures are on pace to end the year under budget by approximately \$420,000. These costs will either be fully incurred or carried over into next fiscal year.
- June payroll costs are accurate but higher due to year-end accrual of partial 3rd paycycle
- Building & Facility includes "Building Ops & Maintenance" and "Building Repairs"
- The 2-month cash reserve went into effect for June 2013
- June Short-term debt increased to reflect accrued Accounts Payable and Payroll to be paid in July

STAFF REPORT

DATE: September 6, 2013
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries 
RE: Facilities Master Plan Poll Results

RECOMMENDATION: This report is for information. Based on the full presentation, LJPB may decide to give direction to the Steering Committee.

BACKGROUND

After acceptance of the Facilities Master Plan in April 2013, the LJPB established a Steering Committee, of limited duration, to guide the initial implementation of the plan.

The Steering Committee recommended a poll be conducted so that they could have information as to what level of financial support from the community might be possible. The hiring of a financial advisor and pollster were approved.

The Steering Committee finalized the poll and it was administered the weekend of August 10-11 by Gene Bregman and Associates.

Mr. Bregman will be presenting an overview of the results at the September 9 LJPB meeting.

DISCUSSION

The summary results are encouraging. The Library is well thought of in the community in terms of importance and value. It is also apparent that community members do view the Library as a system rather than from an individual branch perspective.

While the demographics of the poll responders did skew to the older, more established members of the community; support for services to youth is very strong, indicating fundamental support for what the Library means to the community.

It is also clear that the maintenance of our facilities and their inability to meet basic standards is of concern.

Beyond these basic comments, it is important to hear the more detailed results where cross-tabulation of the data will reveal more subtle, yet important information as the LJPB decides how to move forward.

STAFF REPORT

DATE: September 5, 2013
TO: Library Joint Powers Board
FROM: Heather Pereira, Learning Systems Coordinator
THROUGH: Teresa Landers, Director of Libraries
RE: Annual Training Report

RECOMMENDATION: Accept report as information only.

SUMMARY

In the FY 12/13 new employee training emerged as a significant focus for SCPL. The service model was assessed at various stages and as staffing needs were identified, recruitment and training followed. The temporary workforce that provides daily staffing in branches or performs in absence of staff was another considerable component of training this year.

The organizational culture of SCPL continues from a learning organization platform with a wide range of teams working collaboratively to deliver core library services.

Staff development continues to be rich and varied, with the library exploring numerous learning opportunities such as webinars, online courses, and attendance at professional conferences

A weekly learning opportunity email is sent to staff and lists a wide array of learning opportunities. This has proved to be an effective communication tool; self-directed learning and enrollment in webinars has increased.

BACKGROUND

The Library Director is required to submit an annual training plan in September.

DISCUSSION

From July 2012 to June 2013 staff attended 618 rich and varied learning events that included online webinars, online conferences, on-ground instruction and professional library conferences for a total of 2,465 hours or an average of 27 hours per regular employee, full and part time.

Interest in attendance and participation City of Santa Cruz leadership learning opportunities continued in the 12/13 fiscal year.

- The Employee and Leadership Development Program (ELDP) is made up of eight modules designed for new and aspiring supervisors, with instruction ranging from Motivating your Team to Addressing Performance Concerns. These classes are taught by City Department heads and Senior Managers. The library director teaches the Performance Evaluation module. The library averages 4 staff attending per module; 30 staff attended modules in the fiscal year and six staff earned ELDP certificates of completion.
- The City Human Resources Department also sponsors a Mentorship program and SCPL had one graduate from the 2013 Mentorship program this year. Recruitment is currently underway for 2014 mentees. In this program, mentees are paired with a City Department or Senior Manager, not from their own department. The two then work collaboratively for a year on issues/areas of concern/areas of desired development for the mentee.

SCPL staff also maintains ongoing representation and participation in regional and state professional library activities.

- The library had one graduate from the competitive statewide Eureka! Leadership Program this year.
- SCPL staff represents and participates in the following: Pacific Library Partnership Staff Development Committee, the Monterey Bay Area Cooperative Library System (MOBAC) Reference Committee, and the School and Public Librarians Association of the Monterey Bay Area.
- The Library Director has assumed her final year as Chair of the Pacific Library Partnership and is nearing the end of her tenure as Chair of the California County Libraries Association.
- Library staff are presenting at two professional library conferences in 2013. Our Eureka! graduate will present at the Internet Librarian conference in October '13. In November, at the California Library Association, library staff will present on organizational health and getting fathers involved with children at the library.

Assessment of 12/13 goals

- **Goal:** Continue the development of SCPL as a learning organization.
- **Status of goal: always in development.**

Skill Share is a strong example of a learning organization in practice with multi-faceted collaboration producing a learning event for all staff. Skill is described in more detail below.

The book, *Strengths Finder 2.0* by Tom Rath, and its accompanying assessment tool are distributed to new employees and a collective list of staff strengths is maintained.

New hires now have a one-hour orientation with the director in which the concept of learning organization is introduced.

- **Goal:** New Employee Training - develop curriculum and instruction which integrates Open Source ILS and new service model.
- Status of goal: **accomplished.**

In April 2013, a Learning Systems team was formed to

- revise new employee orientation using distinct instructional profiles for each position
- develop curriculum based on these instructional profiles
- identify staff to assist with new employee instruction.

New hires now have a one-hour orientation with the director in which the concept of the learning organization is introduced along with an explanation of library governance and mission. New hires meet each Division Manager and a review of the current service model is integrated into these and other sessions. Specific skills training on circulation, policies and procedures takes place as a group and at the specific work location to which the new employee is assigned.

New employee training can support up to eight staff at a time and as space allows, current staff are invited to participate in these sessions. This practice supports staff development on an individual level.

Particular emphasis was placed on the completion of Library Assistant II position training profile which was accomplished.

- **Goal:** Annual survey of staff is administered to determine staff ideas and training requests.
- Status of goal: **in process.**

A post Staff Day survey was conducted wherein staff communicated preferences for what might be emphasized at future Staff Days.

A conference attendance survey was distributed to determine interest level in attending professional conferences in the 13/14 fiscal year.

The Skill Share program is entirely employee driven from its initial inception to its execution including its promotion.

Six sessions of an eReader/eBook class for Staff were offered from December through May and 32 regular and 13 temporary staff attended and completed these classes.

- **Goal:** Develop annual instruction pattern for temporary employees
- Status of goal: **accomplished.**

In January 2013, Learning Systems worked collaboratively to establish a monthly learning opportunity called Skill Share. Participation is not limited to temporary staff but it is listed here as it is a primary means for temporary staff to participate in training at a very low cost to the System. Skill Share emerged in part as a response to staff concerns for ongoing training to heighten skill in delivering excellent customer service within the framework of the current service model. The structure for Skill Share includes: a collaborative learning platform with instructional ideas generated by staff; instruction delivered by staff and other professionals; access designed for all staff; and compensation for attendance time provided for all staff. Skill Share rotates among the meeting rooms at branch libraries throughout the county. Skill Share learning covers a wide range of concepts and topics such as: Finding materials with the Library Catalog; Audiobooks @ the Library: Finding, Downloading, and Listening; Readers' Advisory; Self-Defense; Regional Seawater Desalination Project and SCPL On the Go; Reference Databases; and Back-to-School.

- **Goal:** Introduce Individual Staff Development (IDP) plans as a critical part of employee appraisal and development
- Status of goal: **yet to be accomplished.**

This goal will be carried into the coming year.

Goals for 2013/2014:

1. Work directly with staff, identify learning necessary to support enhanced functioning of Single Point of Service desks at all branch libraries and provide necessary instruction.
2. Plan and deliver Staff Day for 2013.
3. Introduce Individual Staff Development Plans as a critical part of employee development.
4. Support the development of SCPL as a learning organization.
5. Offer learning opportunities relevant to new systems and services specifically: Polaris (the new integrated library system (ILS)), Windows 7, and Microsoft Word 2013.
6. Support Skill Share as a collaborative learning platform designed to build a wide range of skills for both regular and temporary employees.
7. Create an archival system for SCPL developed instruction (Skill Share, new employee training, etc.) wherein quality audio and visual capture is made available to those unable to attend live presentation.

STAFF REPORT

DATE: August 14, 2013
TO: Library Joint Powers Board
FROM: Teresa Landers, Director of Libraries
RE: Donations and Gifts Annual Report

RECOMMENDATION: No action needed. Report is for information only.

SUMMARY

Donations to the Library are an important way to connect the Library with the community it serves. Bequests honor the donor and their interests while providing valuable materials to the community. As in past years, the Library strove to honor the requirements of the funds entrusted to it. One new major gift was received from the estate of Anna Gruber.

BACKGROUND

The Donations and Gifts Policy requires an annual report in September to the Library Joint Powers Board on donations and gifts received and spent the previous year.

The only major gift received was the Anna Gruber bequest which left \$56,800 to the Library for the purchase of materials for the Branciforte Branch. \$30,000 was spent in FY1213 with \$19,000 allocated for expenditure in FY1314.

\$10,000 was allocated from the Whalen Trust to complete the studies needed for the County to receive the land donation from the Verutti family.

\$20,000 from the Dorothy Hale Trust was used to support the patio project at the Scotts Valley Library. In her honor, the patio will be named the Dorothy Hale Patio with recognition given to annual patio sponsors.

Donations to the Library from the Friends for the purchase of materials were \$13,300 in FY1213. This amount has been much higher in the past and the reasons for the change are described below.

The amount allocated from each of the materials trust funds is as follows:

FUND	AMOUNT APPROPRIATED FY1213
McCaskill- Local History	\$ 5,000
McCaskill- Visually Impaired	\$ 10,000
Finkelday (musical literature)	\$ 190
Richardson (nonfiction)	\$ 12,000
Fleming (visually impaired)	\$ 30,000
Sulzner (mysteries)	\$ 1,250

DISCUSSION

In discussions with the executor, it was agreed that materials purchased using the Gruber Trust would first be located at the Branciforte Branch and then the Library would be free to move the materials throughout the system as needed. At all times, these materials would be available to fill requests to be picked up anywhere in the system.

There was a significant decrease in the funds donated to the Friends of the Library for direct pass-through to the Library for the purchase of materials. There are two reasons for this:

- The Friends donation envelope does not indicate the Book Fund as a direct donation item. This is changed in the new envelope that is being printed now.
- The countertop donation boxes found at all the branches were changed to read "I support the Santa Cruz City/County Public Libraries" instead of "I Support the Library Book Fund". This was due to the way the monies were collected from each branch. Friends funds collected for various purposes could not distinguish individual preferences. This practice is being re-examined and will most likely change so that Book Fund donations can be made at each library service desk.


The Friends are also re-examining their record keeping to make sure no specific library donations were overlooked in the transition to a new accounting system including a new treasurer and bookkeeper.

The various materials trust funds were used to purchase a variety of materials in accordance with the terms of each trust as indicated in the table above. This includes materials in a variety of formats- audio, electronic, microform, books, etc.

STAFF REPORT

DATE: September 5, 2013

TO: Library Joint Powers Board

FROM: Teresa Landers, Director of Libraries 
For Finance Committee

RE: Finance Committee Guidelines

<p>RECOMMENDATION: Motion to approve the attached guidelines for the LJPB standing Finance Committee</p>

BACKGROUND

The Finance committee started as an ad hoc committee in 2009 to deal with the rapidly deteriorating financial situation faced by the Library. It was also meant to assist the new Library and Finance Directors as they “learned the ropes.”

After several months the LJPB decided to make it a standing committee with an informal charge to help with oversight of the financial aspects of managing the Library.

Boardmember Dick English was elected Chair in February 2013. He was concerned about the lack of clear operating guidelines for the committee and worked with Library Director Landers and other committee members, Councilmembers David Terrazas and Mike Termini, to develop a set of guidelines.

DISCUSSION

Guidelines for similar committees from other jurisdictions were reviewed. The one which seemed to match most closely to SCPL needs was the one from Capitola. These guidelines are, thus, loosely based on the guidelines for a similar council finance committee in the City of Capitola. It has been revised to better reflect the specifics needed for smooth operation of a SCPL committee.

The primary role is to work closely with the Library Director and City of Santa Cruz Finance Director to investigate and develop recommendations on projects or policies identified by the LJPB, City of Santa Cruz Finance Director and/or Library Director.

Responsibilities, authority and membership and operations are detailed and presented in the attached document.

The Finance Committee brings this to the full Board with its unanimous recommendation for approval.

GUIDELINES FOR THE SANTA CRUZ PUBLIC LIBRARIES FINANCE COMMITTEE

The following are the Operating Guidelines for the Santa Cruz Public Libraries (SCPL) Finance Committee (Committee). These guidelines clarify the roles and responsibilities of the Committee to the Library Director, City of Santa Cruz Finance Director, and the Library Joint Powers Board (LJPB). It is further anticipated that the meetings of the Committee will be scheduled and agendized in accordance with these guidelines.

ROLE

The Finance Committee works closely with the Library Director and the City of Santa Cruz Finance Director to investigate and develop recommendations on projects or policies identified by the LJPB, City of Santa Cruz Finance Director, and/or Library Director. The overall fiscal well being of SCPL is the guiding principle of the Committee. To this end, the Library Director will keep the Committee informed of items that may have a significant impact on the SCPL budget or events that will, or may impact the fiscal future of SCPL.

RESPONSIBILITIES

The Committee acts only in an advisory capacity to provide unbiased reports on specifically assigned projects or to advise the LJPB on potential SCPL budget and/or fiscal impacts, and to quantify and qualify these impacts.

Specifically, the Committee will:

1. Review, on a high level, components of revenues and expenditures of the SCPL annual budget.
2. Review summary financial statements that are submitted to the Committee at each meeting.
3. Periodically review the SCPL debt position and financing needs, strategy, and plans
4. Review five year financial projections provided by the City of Santa Cruz Finance Director and the Library Director.
5. Perform such other duties as the LJPB may from time to time assign to the Committee.

AUTHORITY AND MEMBERSHIP

1. The Committee is a committee of the LJPB established under Article II(1)(a) of the Bylaws. As a standing committee of the LJPB it will follow the rules for such a standing committee established by the Brown Act.

2. The minimum number of members is three Directors and a maximum of four.
3. Only LJPB members may be members of the Committee.
4. The LJPB will appoint members of the Committee, each to serve for two-year terms beginning with the February meeting of each year.
5. A Chair and Vice-Chair will be elected by the Committee annually at the February meeting and each will serve for one year with one renewal for each office.
6. The LJPB may fill vacancies on the Committee. The LJPB may remove a Committee member from the Committee at any time, with or without cause.
7. The Library Director and the City of Santa Cruz's Director of Finance, or their designees will attend all Committee meetings

OPERATIONS

1. The Committee will meet, at least, on a quarterly basis but can meet more frequently at the pleasure of the Committee or at the direction of the LJPB.
2. The Chair of the Committee will preside over the meetings of the Committee.
3. A majority of the members of the Committee will constitute a quorum. Committee approvals will require a vote of a majority of the Committee members present at a meeting at which a quorum is present.
4. The Committee will maintain minutes of its meetings, and report its activities to the LJPB at all regular LJPB meetings.
5. The Committee may invite non-Committee members to participate in Committee meetings, but these individuals will not have voting power and will not be held out as members of the Committee.
6. The Committee may request any officer or employee of SCPL, or any outside consultants, counsel or other advisors, to attend meetings or meet with members of the Committee. Engaging any advisor for payment requires approval of the LJPB.
7. Individuals wishing to comment on items on, and not on the agenda will be given opportunities to do so in accordance with the Brown Act. The Committee has the discretion to engage in an informal exchange with non-members of the Committee with regard to items on the agenda.
8. The Committee will review this charter periodically and recommend any proposed changes to the LJPB for review.

Praise for Computer Dave! Fwd: SCPL Patron Comment or Suggestion: Computer class for seniors

WEBMASTER SCPL <webmaster@santacruzpl.org>

Thu, Aug 22, 2013 at 10:25 AM

To: Programming Team <pro@santacruzpl.org>, Metis Group <metis@santacruzpl.org>

Forwarding some praise for Computer Dave.

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

From: <webmaster@santacruzpl.org>

Date: Thu, Aug 22, 2013 at 2:54 AM

Subject: SCPL Patron Comment or Suggestion: Computer class for seniors

To: webmaster@santacruzpl.org

The following message has been received from:

NAME: Robert Regdon

PHONE NUMBER:

EMAIL ADDRESS:

=====

Good day,

I got quite a lot out of today's session.

This was my first visit for this activity and I think you have an asset in Dave. He put together the class quite creatively, which indicates that he is investing time and thought for you. After the core portion today, he followed with an open "Q and A" session which showed a broad subject matter expertise.

Good work in succeeding with this program/event!

Thank you,
Robert Regdon

=====

--
Got Questions? Text Us!

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



SANTA CRUZ
PUBLIC LIBRARIES

survey question

Marcus Melander <journeymm@aol.com>

Tue, Jul 30, 2013 at 7:36 PM

To: landerst@santacruzpl.org

Thank you so much for helping the community to renew books online - great service

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

Date M/D/YR	Branch	Time HH:MM	Brief Description	Staff Involved	Steps Taken	Safety-Preventative Steps	1st Alarm Roving Guard Called	911 Called	CMT Called
6/27/13	LSB	12:15pm	Toddler tripped and fell inside branch. Father took him home	Melanee Barash	Offered help but father wanted to take him home		No	No	No
6/30/13	DTN	3:20pm	Male patron being threatening and using profanity with another male patron	Betty Rentz, Catherine Madsen-Arborgast, Jennifer Cockerill, Roving Guard/Dane	Roving guard escorted patron out of branch		No	No	No
7/1/13	DTN	1:00pm	Male patron from 6/30 incident given 3 day ban (name not available).	Roving Guard, John Ottenberg	Ban served to patron		Yes	No	No
7/2/13	DTN	2:40pm	Patron grew agitated over Library's internet policy	Julie Richardson, Gary Decker, John Ottenberg, Jennifer Cockerill, Fred Ulrich, Patty Webster	Patron left		Yes	No	No
7/8/13	GP	11:25am	Courier van #434 scratched van #534 when backing into loading area at branch.	Kathy Wiedemann, Matt Kiernan, Catherine Workman	Incident Report filed		No	No	No
7/8/13	DTN	3pm	Patron (Mr. Lloyd) refusal to control "service dog" blocking aisle ways interfering with other patron's use of the library.	Roving Guard, John Ottenberg, Leslie Auerbach	Written warning issued.		Yes	No	No
7/9/13	DTN	3:15pm	Patron (Doug) taking discarded books from dumpster. This has been an ongoing issue with this patron who ignores staff's warnings.	Victor Willis, Gale Farthing, John Ottenberg	Patron was given letter to request that he stop taking library property from dumpster.			No	No
7/11/13	B40	6:15pm	Male patron loitering in his car in the parking lot. The same patron who previously loudly exclaimed that the two officers who were shot "deserved it".	Lauren Suhd	After yelling some profane comments, the patron left.		No	No	No

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

Date M/D/YR	B r a n c h	Time HH:MM	Brief Description	Staff Involved	Steps Taken	Safety-Preventative Steps	1st Alarm Roving Guard Called	911 Called	CMT Called
7/15/13	SV	11-7pm	Graffiti discovered on inside wall of men's public bathroom stall. Photo provided	Linda Gault	Police called and they photographed the graffiti		No	Yes	No
7/17/13	DTN	3pm	Sleeping patron - Has had several previous verbal warnings.	John Ottenberg	Patron ejected until 7/19/13		Yes	No	No
7/18/13	SV	4p	Graffiti found in men's public restroom	Linda Gault	Police were called		No	Yes	No
7/18/13	DTN	4:55pm	So-called "service dog" growled and barked at family in YP	Maile McGrew-Frede, Emily Galli	Person with dog was asked to leave		No	No	No
7/18/13	SV	apx. 4pm	Graffiti found in men's public restroom on toilet seat and stall wall	Linda Gault	Graffiti removed by building mtc.		No	Yes	No
7/20/13	SV	apx. 3pm	Graffiti found in men's public restroom on stall wall	Linda Gault	Police photographed tag		No	Yes	No
7/22/13	DTN	2pm	Male Patron with inflammatory sign offending staff.	Betty Rentz, Dane Jensen-First Alarm	Patron asked to stop displaying the sign. Patron referred to Gale Farthing.		Yes	No	No
7/22/13	DTN	3pm	Male Patron with inflammatory cardboard sign caused other patrons to feel uncomfortable (follow up to the 2pm incident).	Betty Rentz, Fred Ulrich, Dane Jensen, Gale Farthing	Patron advised not to put up sign inside the library. Patron was referred to Gale Farthing		Yes	No	No
7/22/13	DTN	3:15pm	After failing to follow staff's request to stop displaying controversial sign, he was referred to Gale Farthing	Gale Farthing, Dane Jensen/roving guard	Gale Farthing spoke to patron and directed the patron to stop posting his sign inside the library.		Yes	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	Safety-Preventative Steps	1st Alarm Roving Guard Called	911 Called	CMT Called
7/22/13	DTN	10:30am	Adult male patron (Alex Torres) advised to leave YP area. This is the 3rd incident. Declines to show picture ID	Dane Jensen, John Ottenberg	Patron asked to leave YP area (final warning). Picture taken. Patron requested to speak to Library Board and was given date for next meeting.		Yes	No	No
7/26/13	DTN	12:20pm	Person found sleeping (had been given numerous verbal ejections before).	John Ottenberg	3 day ejection given		Yes	No	No
7/30/13	DTN	3pm	Female patron (Ms LeStrange) found bathing in restroom preventing others from using it.	Margaret Dawson, John Ottenberg	Patron reluctantly collected her belongings and left		Yes	No	No
8/1/13	SV	2:30pm	Female patron injured food entering the branch	Paula Jansen, Gabe Reyes	The patron was offered assistance. Later the patron called HQ requesting compensation so she could see a doctor.		No	No	No
8/1/13	B40	6:05 pm	Male patron refusing to leave branch after closing time. Threatened staff	Chantel Van Pelt, Tania Berlinski	Photo taken		No	No	No
8/6/13	DTN	2pm	Patron (grandmother) could not locate her granddaughter	Sara Harbison, John Ottenberg	Roving guard called and located the child. Administration will review procedures for a missing child.		Yes	No	No
8/12/13	LO	3:50pm	Hypodermic needle found by patron in men's bathroom	Laura VanDerslice	Needle disposed of in Sharps Container	NA	No	No	No
8/14/13		10:30am	Bldg. Maintenance worker had minor car accident - no injuries	Ken Madonia		NA	No	No	No

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

Date M/D/YR	B r a n c h	Time HH:MM	Brief Description	Staff Involved	Steps Taken	Safety-Preventative Steps	1st Alarm Roving Guard Called	911 Called	CMT Called
8/17/13	DTN	1:30pm	Patron blocking aisles, started to swear at library staff	Leslie Auerbach, Fred Ulrich	Patron was asked to leave		Yes	No	No
8/21/13	HQ	11:50am	Employee Denise Fritsch tripped over the curb in the loading zone	Denise Fritsch	Badly scraped knee/shin on left leg, minor abrasion on right leg, abrasion on right palm/elbow	NA	No	No	No
8/21/13	DTN	11:15am	Male patron (Chris) sleeping in the library and became verbally abusive with foul language when asked not to sleep in the library.	John Ottenberg	Patron declined to accept Code of Conduct Packet. Patron banned for 1 week.	NA	Yes	No	No
8/21/13	DTN	2:30 PM	Male patron sleeping in library with a strong odor of alcohol	John Ottenberg	Patron was given 1 day ejection warning - Photo taken	NA	Yes	No	No
8/22/13	DTN	3:05pm	Patron complained about a library policy	Victor Willis, Jim Emdy, Deborah Lipoma		NA	No	No	No
8/21/13	FTN	PM exact time not specified	Attempt to break into the storage shed	Jason McCluskey			No	No	No
8/23/13	CAP	no exact time	Graffiti in men's bathroom found	Melanee Barash	Police were called	NA	No	Yes	No
8/23/13	B40	4:15pm	Code of conduct package given to person for continued violation of parking his van after hours. Patron got aggressive, yelling and ripped package in half.	Lauren Suhd, Irene DuBois, Michael Howe	Package was given	NA	No	Yes	No

[illegible]

Website Statistics for June 2013

Ann Young <younga@santacruzpl.org>

Fri, Jul 12, 2013 at 5:11 PM

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

Here is a breakdown for June:

Total visits: 113,790 (SCPL website: 77,123; SCPL Catalog: 36,667)

Total pageviews: 481,591 (SCPL website: 157,163; SCPL Catalog: 324,428)

The top content sources for the above pageview statistics are:

SCPL Catalog - 324,428 pageviews

SCPL homepage - 63,657 pageviews

Branch pages - 16,811 pageviews

Summer Reading Program - 10,426 pageviews

Community Information Databases - 8,863 pageviews

Local history articles - 8,116 pageviews

Internet Resources (links to subscription databases) - 6,211 pageviews

Kids page - 5,863 pageviews

Local history photo gallery - 5,263 pageviews

Teens page - 3,721 pageviews

Ematerials (links to ebook, eaudio vendors) - 3,437 pageviews

Events calendar - 2,778 pageviews

Evergreen FAQ/Tutorials - 2,739 pageviews

Newspaper Clipping Index - 2,703

Library services - 2,535 pageviews

Reader's Link (Staff pick book reviews, etc.) - 1,835 pageviews

Site search - 1,605 pageviews

What's New - 1,474 pageviews

Library Admin pages (LJPB agendas, audio files, etc.) - 1,160 pageviews

Local News Index - 1,017 pageviews

Contact Us - 926 pageviews

Sheet Music Database - 791 pageviews

Ann

Website Statistics for July 2013

Ann Young <younga@santacruzpl.org>

Thu, Aug 1, 2013 at 9:28 AM

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

Here is a breakdown for July:

Total visits: 118,665 (SCPL website: 79,551; SCPL Catalog: 39,114)

Total pageviews: 504,441 (SCPL website: 165,443; SCPL Catalog: 338,998)

The top content sources for the above pageview statistics are:

SCPL Catalog - 338,998 pageviews

SCPL homepage - 66,443 pageviews

Branch pages - 17,916 pageviews

Local history photo gallery - 16,717 pageviews

Community Information Databases - 9,132 pageviews

Local history articles - 8,182 pageviews

Internet Resources (links to subscription databases) - 5,841 pageviews

Kids page - 4,436 pageviews

Newspaper Clipping Index - 3,999

Summer Reading Program - 3,936 pageviews

Ematerials (links to ebook, eaudio vendors) - 3,689 pageviews

Teens page - 3,313 pageviews

Evergreen FAQ/Tutorials - 3,098 pageviews

Library services - 3,052 pageviews

Events calendar - 2,738 pageviews

Reader's Link (Staff pick book reviews, etc.) - 1,977 pageviews

Site search - 1,762 pageviews

Local News Index - 1,111 pageviews

Library Admin pages (LJPB agendas, audio files, etc.) - 1,045 pageviews

What's New - 1,024 pageviews

Contact Us - 975 pageviews

Sheet Music Database - 504 pageviews

Website Statistics for August 2013

Ann Young <younga@santacruzpl.org>

Tue, Sep 3, 2013 at 5:12 PM

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

Here is a breakdown for August:

Total visits: 117,722 (SCPL website: 79,311; SCPL Catalog: 38,411)

Total pageviews: 490,310 (SCPL website: 156,500; SCPL Catalog: 333,810)

The top content sources for the above pageview statistics are:

SCPL Catalog - 333,810 pageviews

SCPL homepage - 68,585 pageviews

Branch pages - 16,673 pageviews

Local history articles - 8,887 pageviews

Community Information Databases - 8,812 pageviews

Internet Resources (links to subscription databases) - 8,059 pageviews

Local history photo gallery - 7,768 pageviews

Kids page - 5,680 pageviews

Ematerials (links to ebook, eaudio vendors) - 3,845 pageviews

Teens page - 3,197 pageviews

Library services - 3,103 pageviews

Newspaper Clipping Index - 3,084

Evergreen FAQ/Tutorials - 2,922 pageviews

Events calendar - 2,744 pageviews

Reader's Link (Staff pick book reviews, etc.) - 2,299 pageviews

Site search - 1,834 pageviews

Library Admin pages (LJPB agendas, audio files, etc.) - 1,145 pageviews

Local News Index - 1,110 pageviews

Contact Us - 927 pageviews

Periodical Index - 642 pageviews

What's New - 574 pageviews

Sheet Music Database - 557 pageviews

SC County Endangered Species - 406 pageviews

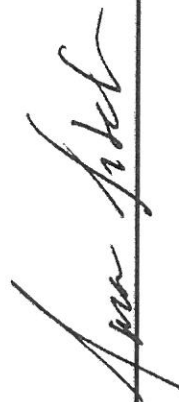
CERTIFICATE OF COMPLETION
OF THE
VOLUNTEER INFRASTRUCTURE PROJECT



RECOGNIZING

SANTA CRUZ PUBLIC LIBRARY

FOR COMMITMENT TO HIGH QUALITY VOLUNTEER PROGRAMMING
AND DEDICATION TO THE SUCCESS OF AMERICORPS MEMBERS.


SARA SITCH,
STATEWIDE PROGRAM MANAGER


LAUREN SERPA,
STATEWIDE PROGRAM COORDINATOR

Local Music Project Goes Beyond iTunes

Soundswell brings an alternative technology model for music to Santa Cruz, from an unlikely source

by **Steve Palopoli** on Jul 02, 2013



Diane Cowen is virtual services coordinator for the Santa Cruz public library system, and the architect of the Soundswell project. Photo by Chip Scheuer.

We all knew somebody had to find an innovative way to connect the cold, dispassionate circuitry of download technologies with the vibrant energy of a local music scene, providing an online space that allows unrestrained creativity and financial reward for the artists, while offering potential new fans access to their discographies.

But no one thought it would be the Santa Cruz Public Library.

Well, one person did. And then she made it happen.

"I went to library school because I saw libraries were really changing, and becoming vibrant places where things happen in the community," says Diane Cowen, virtual services coordinator for the county library system.

This is the kind of attitude that leads to something like the Soundswell: Santa Cruz Public Libraries Local Music Database project. Using the same Omeka open-source software with which UCSC is building its acclaimed Grateful Dead Archive Online, Cowen is building a collection of songs from local bands that can be downloaded by the public, iTunes-style, but for free. Meanwhile, the grant money Cowen received to fund the project will go mainly toward paying licensing fees to local bands who submit a minimum of four songs and a maximum of two full CDs. The rates for a two-year licensing fee vary—from \$100 for a full-length album of nine or more songs, down to \$50 for an EP of 4-5 songs.

Cowen, a UCSC graduate and longtime library employee who says she "kind of tumbled" into her current position because it gave her a chance to try something new, is now facing the part of the project that may be even tougher than what she went through to get Soundswell funded: getting local bands to fill out their paperwork and get involved. She has been reaching out to local musicians, but admits the process is sometimes "like pulling teeth." And many bands still haven't heard about project, which has the potential

to not only fund their music-making with some cash, but also bring them exposure to new fans. She wants to have as many local musicians signed up as possible by August 30, which will be the end of this early "proof of concept phase."

"This could take off in so many ways," she says. "I see this project evolving over time."

Cowen has no interest in taking full credit for Soundswell. "Like all good ideas," she says, "I stole it." Specifically, from the Local Music Project pioneered by the Iowa City Public Library. But unlike many who read about what they were experimenting with there, she believed Santa Cruz should have its own version, and she set about outlining it in a grant proposal. She was given \$5000 to seed the project, and she believes it can win further funding easily as it becomes an increasingly valuable resource to the local music scene.

She also has help from Jennifer Gallacher, of Santa Cruz Rehearsal Studio and Dancing Cat Records, who has been pitching in on the outreach end, helping her contact local bands. "I couldn't have asked for a better community partner," says Cowen.

The bigger picture is that in a future phase, Soundswell could begin to document the crazy history of the Santa Cruz music scene—which is really more like a series of scenes, each with the reigning bands of their era (Snail, Camper Van Beethoven, Tao Chemical, Slow Gherkin and Devil Makes Three, for example) and countless smaller but equally fascinating bands (Spot 1019, Fury 66, Exploding Crustaceans, Huxtables, etc.)

"It could be the start of a really large archive of local music," she says. "You have a bunch of old records from so long ago hiding in your library that people can't really listen to. I see the streamable, downloadable collection of [current] local music as the beginning."

Local musicians can become involved with Soundswell by contacting Diane Cowen at dcowend@santacruzpl.org.

- [About Us](#)
- [Ask me anything](#)
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[August 2nd, 2013 1 note 0 Comments](#)

Library Art meets the Church Street Fair



The corner of Church and Center streets has come alive this week, with a new public art installation by local printmaker [Bridget Henry](#), wheat-pasted onto the outside of the Public Library.

Bridget's installation is timed to welcome the 51st annual [Cabrillo Festival of Contemporary Music](#) to the Civic and will serve as a backdrop to the annual [Church Street Fair](#), where the street outside the library will be blocked off for pedestrians and taken over by activities for kids and a stage for local musicians.

Like most public art in Santa Cruz, this project is a collaboration between many groups coming together to make our town more beautiful. In this case, [Santa Cruz City Arts](#) and [Santa Cruz Public Libraries](#) joined forces with the [Cabrillo Festival of Contemporary Music](#), the [Santa Cruz Museum of Art and History](#) and design firm [Studio Holladay](#), as well as more than 100 community participants, to bring Bridget's artwork into the street-scape.

Arts and culture are not only an intrinsic part of our community's identity, they are also a strong economic engine. The most recent economic impact study of nonprofit arts and culture in Santa Cruz County calculated \$32 million in economic activity annually. Events like the [Cabrillo Festival](#), [Shakespeare Santa Cruz](#) and the [Symphony](#) draw visitors from around the world and contribute \$2.86 million in local and state tax revenue.

It's going to be a busy weekend in Downtown Santa Cruz! Hope to see you there.

Tags: [city of santa cruz](#) [church street fair](#) [bridget henry](#) [civic beautification](#) [scot](#)

[calix] [CSL_FYI] Public Policy Institute of California Statewide Survey: Californians and Information Technology

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

Tue, Jul 2, 2013 at 10:46 AM

The full report is available at

<http://www.ppic.org/main/publication.asp?i=1064>

Some findings of the current survey:

- Californians are becoming increasingly mobile in their Internet use—there have been double-digit increases in cell-phone and tablet Internet access.
- Californians' Internet use and broadband access at home are comparable to that of adults nationwide.
 - Most view broadband Internet as a public utility and would favor a program funded by telecommunications providers to increase access.

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**

Coast Lines, Aug. 23, 2013: Website: Santa Cruz not baby-friendly

By Staff Santa Cruz Sentinel Santa Cruz Sentinel

Posted:

SantaCruzSentinel.com

SANTA CRUZ

Website: City not baby-friendly

The website The Daily Beast rates Santa Cruz the No. 2 worst city to have a baby after New York City.

The ranking is based on the cost of the baby's first year, doctors and playgrounds per 100,000 residents, percentage of population younger than 5 years old and average commuting time.

Santa Cruz fared poorly largely because of the cost of baby's first year was pegged at \$38,800.

New York had lower costs, more children younger than 5 and more OB-GYN doctors, but longer commutes, averaging 34.9 minutes versus 25.4 minutes in Santa Cruz.

Los Angeles, Santa Rosa, Modesto and San Francisco all made the list with first-year costs surpassing \$30,000. To see the ratings, go to <http://www.thedailybeast.com/galleries>.

LIVE OAK

Poet to read at library

Santa Cruz poet Kevin Opstedal will give a reading **Friday at the Live Oak Library**, 2380 Portola Drive.

The event is part of the "Wine in the Stacks" fundraising series by the Friends of the Santa Cruz Public Libraries. The evening starts at 6 p.m. with appetizers and wine.

Donations will be taken at the door. Opstedal has requested that donations support senior outreach programs at the 10-branch city-county library system.

Opstedal is the author of 25 books of poetry. For information, call 831-427-7716.

SANTA CRUZ

Library hosts reading, dog event

The **Downtown Public Library** will host **Tales to Tails** from 10-11:30 a.m. Saturday at 224 Church St. Children will have the opportunity to read to certified therapy dogs during 20-minute private sessions.

816113

The annual fundraiser for the association will pair area wines, French cuisine, music and the rustic ambiance of Roaring Camp Railroads. Auction items will include rare wines, getaways to world-class resorts, sporting tickets, unique private winemakers' dinners and more.

Guests are invited to extend their experience at Roaring Camp by enjoying a train ride through the redwoods prior to the event.

A train will depart at 12:30 p.m. and return at 1:45 p.m. Discount train ride coupons are available at <http://bit.ly/13k9AQG>.

Tickets to Vins des Montagnes are at www.scmwa.com or <http://bit.ly/1aQLu5C>.

SANTA CRUZ

Library offers free workshop on legal process for divorce

A free workshop on the legal process for divorce in California will be held Friday at the Santa Cruz County Law Library.

The workshop will take place from 3:30-5 p.m. in the basement of 701 Ocean St.

For more information, call 831-786-7200, ext. 4.

The proposed \$164 per parcel tax is slated for the Nov. 5 ballot, and would provide funding for academic programs and teacher retention. It would last for seven years and include citizen oversight, and senior citizen homeowners would be exempt.

Arguments may not exceed 300 words. They may be filed at the Santa Cruz County Clerk/Elections Department, 701 Ocean St., Santa Cruz, or with the Santa Clara County Registrar of Voters, 1555 Berger Drive, San Jose.

SANTA CRUZ

Renowned physicist to speak

Physicist Hitoshi Murayama will give a public lecture on "The Quantum Universe" at 8 p.m. Aug. 14 at the Rio Theatre, 1205 Soquel Ave. Tickets are \$5 and are available at santacruztickets.com.

Murayama is an expert in the theory of elementary particle interactions, including the nature of dark matter in the universe. He is a professor of physics at UC Berkeley and director of the Institute for the Physics and Mathematics of the Universe at the University of Tokyo.

Murayama will address fundamental questions about the origins of the universe and discuss the efforts of physicists to solve remaining major puzzles. His talk is part of the biennial meeting of the Division of Particles and Fields of the American Physical Society, which will be at UC Santa Cruz from Aug. 13-17.

8/6/13

SANTA CRUZ

Lunch series looks at online sales

The Santa Cruz Public Libraries will host "Sell to the World, Part Two" on Thursday to explore how to market businesses online. The event will be from 11:45 a.m. to 1 p.m. at the meeting room Downtown Branch, 224 Center St.

The event is part of the free Small Business Brown Bag Series. Bring a lunch, and pre-registration is required at www.santacruzpl.org.

SANTA CRUZ

Breakfast to benefit Follies

A benefit pancake breakfast will be held 8:30 a.m. to noon Sunday at 222 Market St., Santa Cruz.

Cost of the breakfast is \$5 for adults, \$3 for children younger than age 10. Proceeds will benefit Santa Cruz Follies, a local performing arts group for senior citizens.

For details, call 831-423-6640.

SAN LORENZO VALLEY

SLV class of '73 holds reunion

The San Lorenzo Valley High School Class of 1973 reunion will be 6 p.m. Aug. 24 at Hotel Paradox, 611 Ocean St., Santa Cruz.

Appetizers and no-host bar cost \$20 per person. A catered picnic is planed 11:30 a.m. Aug. 25 at Henry Cowell Redwoods State Park.

Cost is \$25 per person plus \$10 parking.

For information and an invitation, call 831-438-5889, email slvclassof1973@gmail.com, or go to Facebook page at SLVCLASSOF73

RSVP with Hotel Paradox at 425-7100. Ask for Class of 1973 room block.

WATSONVILLE

Watsonville, Freedom libraries closed for cleaning, repairs

The Watsonville Library will be closed Thursday and Friday while the Freedom Branch Library will be closed Saturday. Both libraries will close for carpet cleaning and general repairs.

The Watsonville Library will reopen at 10 a.m. on Monday. The Freedom Branch Library will reopen at 10 a.m. on Aug. 13.

For information, go to <http://cityofwatsonville.org/public-library>.

Business Digest, Aug. 6, 2013: Brown bag talk Thursday

By Jondi Gumz Santa Cruz Sentinel Santa Cruz Sentinel

Posted: *8/5/13*

[SantaCruzSentinel.com](http://www.santacruzsentinel.com)

SANTA CRUZ

Brown bag talk Thursday

"Sell to the World, Part Two" covering Etsy, Shopify, Craigslist, Pinterest and Twitter, will take place 11:45 a.m. to 1 p.m. Thursday at the Santa Cruz Public Library, 224 Church St. upstairs.

This is part of the Small Business Brown Bag Series, a collection of free, hour-long workshops designed to support small businesses. Participants can bring a lunch. Pre-registration is required at www.santacruzpl.org/brownbags/.

Mural pays tribute to Scotts Valley's former airport

By Shanna McCord Santa Cruz Sentinel Santa Cruz Sentinel

Posted: 8/4/13

SantaCruzSentinel.com

SCOTTS VALLEY -- A crowd of about 200 turned out on Saturday and Sunday to add a stroke or two of color to the giant mural on an outdoor wall of the Scotts Valley Library.

The mural-in-a-day, a paint-by-number project that was led by Dawn Teall of Scotts Valley Artisans, paid tribute to the small town's former airport which was located at nearby Skypark, which was open from 1947 to 1983.

The 100-foot-wide wall was covered with a single-prop plane, a small hangar and a banner that read "Remembering Skypark Airport."

Teall said the mural, one of three she's organized in Scotts Valley, is designed to help turn the area into a destination for the arts.

"I want to create a hub for tourists to buy and see art," she said.

The cost of the paint and other materials was approximately \$10,000, which was covered primarily by donations from local businesses and individuals, she said.

Scotts Valley resident Michelle Reber, 37, joined the painting effort on Sunday both because she loves the craft and her grandfather used to fly his personal plane in and out of the Skypark Airport.

"This is my little tribute to him, leaving my mark on a wall," Reber said. "That's one of the main reasons I'm here."

The other two murals are on the Scotts Valley Cinema and Nob Hill Grocery.

Follow Sentinel reporter Shanna McCord at [Twitter.com/scnewsmom](https://twitter.com/scnewsmom)

LIVE OAK

Group helping dogs, at-risk youth seeks volunteers

UnChained Inc., an area group that helps save the lives of shelter dogs and change the lives of at-risk youth through animal-assisted therapy, will hold a General Volunteer Orientation next weekend.

The orientation for community members interested in becoming volunteers will be from 10:30-11:30 a.m. Aug. 3 at the Santa Cruz County Animal Shelter, 2200 Seventh Ave.

RSVP is required to Melissa Wolf at Info@livingunchained.org or 831-818-8738.

UnChained teaches youth how to train shelter dogs in basic skills and good manners using positive reinforcement. Through clicker training with the dogs, the youth learn patience, responsibility, and respect for themselves and others, while helping to increase the chances of adoption for dogs.

For more information, go to www.livingunchained.org.

7/27/13

SOQUEL

Drink a pint for the library

Discretion Brewing, 2701 41st Ave., Soquel, will donate 20 percent of beer sales Monday to Friends of the Santa Cruz Public Libraries.

The hours are 11:30 a.m. to 9 p.m. There will be deals for book lovers.

For information, visit discretionbrewing.com and fscpl.org.

From 1-4 p.m. Sunday, the Friends will host "Festival of the Book" in Harvey West Park, 326 Evergreen St. The 13th annual event celebrating summer reading will feature the entertainment by the Ridiculous Jugglers and the Ukulettes, and there will be face painting, family photos and crafts.

There will be a kids book sale in the clubhouse, and Tales to Tails dogs will be available under the trees to listen to stories.

SCOTTS VALLEY

Mural in a day set for Aug. 3-4

The Regional Artisans Association is coordinating its third Mural-in-a-Day community event on Aug. 3-4.

The community painting events runs 9 a.m. to 6 p.m. with 50 artists and volunteers working together to put a 100-foot mural on the side of the Scotts Valley Library, across the street from the Community Center.

The winning design was submitted by Santa Cruz artist Jen Raynes, who will be the "Master Muralist" for this event.

The theme is "Remembering Sky Park Airport."

SANTA CRUZ

Ecology Action chosen to aid Sacramento district

Ecology Action of Santa Cruz has been chosen by Sacramento Municipal Utility District to administer its Complete Energy Solutions program, which will offer incentives and rebates to its business customers.

The initiative will provide a commercial "one-stop shop" program that will deliver comprehensive energy efficiency for small and mid-sized business customers with up to 499 kW in demand.

The efficiency solutions will focus on low- or no-cost conservation, lighting, refrigeration and other issues, and the program will provide free energy use assessments to businesses interested in reducing their energy consumption and save money.

Santa Cruz public library goes 'Inside Out'

By Luke Barnes Santa Cruz Sentinel Santa Cruz Sentinel

Posted: 7/24/13

SantaCruzSentinel.com

Visitors to the Santa Cruz Public Library will soon be in for a treat, as its exterior is set to be revamped as part of the 2013 "Libraries Inside Out" project. It will feature nine 17-by10-foot woodwork pieces on the exterior, created by local artist Bridget Henry.

The "Inside Out" project started last year as part of a global initiative by the French artist known only as "JR." Black-and-white portrait photos were taken of people, and then made into posters and exhibited publicly in their own communities. After successfully applying to be part of the project, the Santa Cruz library was decorated with giant portraits of local library-goers and citizens.

"The idea is that in a place you see the people who are there," said Janis O'Driscoll, the library's division manager of programs and partnerships.

This year the library will be continuing with its own local version of the project, and will explore the idea of "home."

"Home was a theme we immediately loved;" said O'Driscoll. "Home means something to everybody whether or not you have one.

"Everyone needs a safe space to go. I like the idea of broadening the definition of home."

One woodwork will feature a birds nest, for instance, another was a tree house.

Henry also stressed that although the homelessness problems in Santa Cruz was part of the theme examined, they were not her only inspiration.

"It's not specifically about homelessness," she said. "But I'm always conscious of how many homes are available and thinking about where you need to live."

"The library's intention is to start a conversation about a very important topic and to get people participate in that discussion," O'Driscoll added.

The community also had a strong say in what the project would be about. "In June we went to several places in the community and asked people what is home and how do you know when your home," explained O'Driscoll. The responses they got helped them shape their project.

Bridget Henry grew up in Santa Cruz and attended Cabrillo College and UC Santa Cruz. She says that woodworking remains her favorite type of art.

"I like slow processes and woodcutting fits well with that," Henry said. "I love the way wood feels as I carve into it, it's very satisfying."

O'Driscoll encourages anybody interested in the exhibition to come down and have a look.

"You should come down to see what a wonderful local artist can do," she said. "The exhibition goes up on Aug. 2nd and it'll come down when Mother Nature brings it down."

Felton residents clear proposed library site in hopes of future branch

By Bonnie Horgos Santa Cruz Sentinel Santa Cruz Sentinel

Posted: 7/23/13

SantaCruzSentinel.com

FELTON -- With the possibility of a bond on the 2014 ballot to fund a new Felton library, residents removed brush and pulled weeds at the proposed site Saturday.

Members of the Felton Library Friends met that morning on Gushee Street next to the Felton Post Office, where they cleared the area and loaded up trucks throughout the day, said Nancy Gerdt, a member of the board of directors of the Valley Women's Club of San Lorenzo Valley.

"It's a great site," said Gerdt, a Felton resident since 1981. "The location's perfect, and the land is stunning."

A Felton town plan written in 1987 addressed building a new library in the San Lorenzo Valley town. Felton has used a library in a converted church since the 1950s, but at 1,250 square feet -- about the size of a small family home -- it's the smallest in the 10-branch library system.

By comparison, the central branch has 44,000 square feet.

While Felton residents don't expect the same square footage as downtown's branch, a proposed floor plan with about 9,000 square feet -- about the size of one and a half Olympic-size swimming pools -- was sketched out in recent years, Gerdt said.

This plan would include enough space for books, as well as space for community meetings, study programs, and separate children and teen areas, Gerdt said.

"The current location -- the former church -- is inadequate to serve the population," Gerdt said. "The southern population of San Lorenzo Valley is really in need of a space like this to serve their seniors and a large K-12 population."

There are about 2,300 K-12 students in the valley, Gerdt said. The closest library is in Scotts Valley, which was remodeled in 2011.

Fifth District Supervisor Bruce McPherson has addressed Felton's town plan -- as well as plans for Boulder Creek and Ben Lomond -- at recent San Lorenzo Valley meetings in the past few months.

In addition to helping create advocacy groups to address issues including the library, McPherson has discussed the potential bond on the 2014 ballot. If it passes, the bond would provide money for the library's construction.

Construction costs for the proposed library range from about \$4 million to \$8 million, Gerdt said.

"We will need to build it from the ground up," she said.

Follow Sentinel reporter Bonnie Horgos at [Twitter.com/bhorgos](https://twitter.com/bhorgos)

Leaving a lasting legacy: Surprise bequest benefits Branciforte Library

By Samantha Gillespie Santa Cruz Sentinel Santa Cruz Sentinel

Posted: 7/6/13

SantaCruzSentinel.com

SANTA CRUZ -- Sofia King, 11, walked into the Branciforte Branch of the Santa Cruz Public Library on Wednesday to choose a book on her 11th birthday.

The library, at 230 Gault St., has a larger selection of books thanks in part to a gift from a library patron.

Anna Gruber left a gift of nearly \$57,000 specifically for materials for the Branciforte branch. This gift made it possible for the branch to purchase more than 1,000 new books for the library.

"This (gift) can help us give people what they want, so the shelves aren't so sparse," said Gale Farthing, onsite manger of 20 years.

The bequest from Gruber was a complete surprise, according to Teresa Landers, Santa Cruz Public Library director. Gruber, who died in April 2012 at the age of 92, was very active in many organizations at Star of the Sea Church, according to her obituary published in the Sentinel.

"It's great (to see the influx of materials)," said Kira Martinano, 24, of Santa Cruz, who has been going to the branch for three years. Martinano said she noticed the increase in the number of books since the disbursement of the Anna Gruber fund.

The library was able to spend \$30,000 in the budget year which ended in June. The fund will disburse another \$26,000 to the current budget year, according to Landers.

The money enabled the library to purchase additional books for the branch. In fact, the library was able to buy multiple copies of books and share them with other branches.

And the new books will benefit readers of all ages.

Sophia Alexander, 12, of Santa Cruz, found a cozy chair to curl up this week in the "teen" section of the library. "This library has a pretty big selection, I always find something. There's a book I get and I like it."

Landers said financial infusions such as Gruber's are always welcome.

There are many ways to benefit the public libraries, yet "the best way to support (them) is through donations," Landers said.

Through the years, there have been many donors that have helped the community libraries. In 2009, the Whalen Trust donated money which helped rebuild and refurbish the branch in Felton.

"We honor all our donors," Landers said. The library placed a plaque to honor Gruber's gift on the wall next to the check-out station for patrons to see.

"It's a way to leave a lasting legacy and to enrich the communities," said Pete Cullen of the Friends of Santa Cruz Public Libraries, whose mission is to support the Santa Cruz Public Libraries

Landers and Cullen work together on handling any gifts or donations. Yet they both say that the best way to donate is through Friends of Santa Cruz Public Libraries. The needs of the library are best served when working with Friends (of Santa Cruz Public Libraries) on donation management, Cullen said.

On the Net

For information about Friends of Santa Cruz Public Libraries, go to <http://fscpl.org/>.

Santa Cruz Public Library recruits local musicians for paid licensing agreements

By Kara Guzman Santa Cruz Sentinel Santa Cruz Sentinel

Posted: 7/6/13

SantaCruzSentinel.com

SANTA CRUZ -- The types of musicians who walk in the door at the Santa Cruz Rehearsal Studios on a typical Monday night give you a snapshot of the local music scene.

There's "The Insiders," a soul band wearing matching outfits and carrying several horns followed by the girl rock band "Slumber Party" and "Band of Orcs," a costumed fantasy themed heavy metal band, said Jenn Gallacher, co-owner of the studios.

Gallacher has teamed up with Diane Cowen from the Santa Cruz Public Library to create Soundswell, a local music database project that pays local musicians for two-year licensing rights to their music. One goal of the project is to make the songs available for free download to patrons with a Santa Cruz library card. The library will pay from \$25 to \$100 per LP, depending on the number of songs.

Traditional licensing agreements through iTunes and Amazon are not lucrative for most local bands, according to Gallacher, who organizes free educational panels about the ins and outs of the music industry for local community.

For each 99 cent download on iTunes, the artist makes roughly 8 cents. A band would have to get more than 120 downloads per song on iTunes in order to match the library's rates. That may be unrealistic for most local bands, Gallacher said.

The project is funded by the Eureka! Grant, which covers the costs of the licensing agreements through August 2013.

Santa Cruz metal band "A Thousand Shall Fall" is one of 10 bands so far that have signed up for the Soundswell project. The band generates most of its income from live shows and merchandise, and is wary of most online distribution deals due to the large cut owed to distributors.

"Unfortunately for us [traditional licensing agreements] are not too valuable," said Daniel Johnston, guitarist for the band. "We've been distributing our music online for free, which is a little more in line with our values."

"There's more value in a potential fan that would continue listening to our music and buy a T-shirt than what [iTunes] would actually pay for an album," said Johnston.

Another goal of the project is to create a permanent historical archive of local music that will be streaming online, but not available for download.

For Cowen, it's important to preserve and display Santa Cruz's unique artistic identity. "I'm hoping to really create this snapshot through time," said Cowen. "Something that's listenable as an archive and gives people a sense of the musical culture of Santa Cruz."

Technology allows the public to have access to the content in a searchable database, making local history more available and easy to find for the computer literate. Libraries across the country are attempting to digitize their local history archives, not only music but also photos and ephemera, said Cowen.

A virtual database may sound appealing to Rick McKee, who has maintained the Santa Cruz Music Archives out of his Felton guitar repair shop since 1975.

The boxes containing 38 years worth of cassettes, LPs, bumper stickers, posters, buttons and musical programs, fill a 3-foot by 20-foot closet almost to the ceiling. McKee estimated that he has nearly one ton of musical ephemera in his closet.

"It's coming out of my ears and I'm running out of space," said McKee.

McKee held an exhibit for the public at The Attic in 2005, and he said he dreams of opening a cafe dedicated to displaying the archive. However, the realities of rent, licensing and overhead have prevented him from doing so. Since 2005, the boxes have remained in the closet.

The collection of boxes continues to grow.

McKee has a sign on his shop window that reads, "Local musicians, we want your tapes, 45's and LPs for the local music archives." Much of his collection comes from his customers' donations.

"Whenever you have a friend that made something, it's always more precious than if you went to buy it in a store. There's this personal connection to the [local] music."

"Somebody needs to save it for posterity," McKee said. "So years from now the kids and the grandkids will go, 'Oh, that was my mom. She was in this band. Wasn't that cool.'"

With everything from reggae, electronica, Americana, folk and country to progressive jazz, Santa Cruz's local music scene keeps archivists such as Cowen and McKee on their toes.

"There's no end to the diversity, and that's one of the things I love," said McKee.

"Here in Santa Cruz, you can do surf rock. You can do heavy metal. You can even do heavy metal surf, with people like Pat McCormick. And it's brilliant."

"That's what kept me interested all these years. You never know who's going to come in the door."

Follow Sentinel reporter Kara Guzman on Twitter at [Twitter.com/karambutan](https://twitter.com/karambutan)

At a glance

Call for Local Musicians

WHO: Any musicians based in Santa Cruz county

WHAT: Two-year licensing agreements allowing library patrons free song downloads

PAYMENT: \$100 for LP of nine or more songs, \$75 for LP of six to eight songs, \$50 for LP of four to five songs

DETAILS: Go to santacruzrehearsalstudios.wordpress.com, call 831-427-7706, ext. 7763 or send email to cowend@santacruzpl.org

This is what our Soundswell project is based on. Presentation scheduled for Oct or Nov

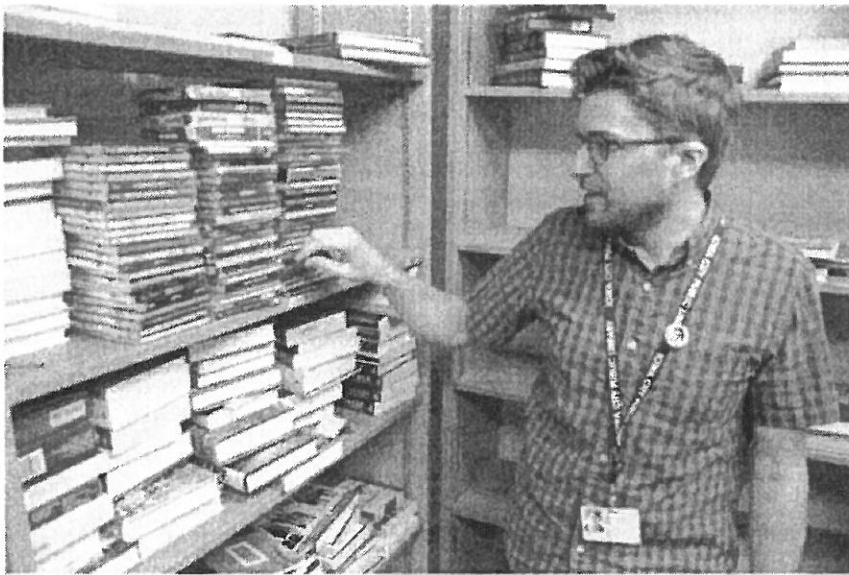
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Arts And Culture

6:35 AM WED AUGUST 21, 2013

Iowa City Library's Local Music Project Could Become Library Model

By [CLAY MASTERS](#) [@PEOPLECLAYMASTERS](#)



Credit: Clay Masters / IPR

[Enlarge image \(http://media2.publicbroadcasting.net/p-ipc/files/201308/0821paulios.jpg\)](http://media2.publicbroadcasting.net/p-ipc/files/201308/0821paulios.jpg)

Iowa City Librarian Jason

Paulios looks at recently organized CDs that were donated to the library. Paulios says he gets a lot of donations when school at the University of Iowa starts and ends as students come and go on campus.

Despite changes in how Americans are listening to music, think Pandora or Spotify, people are still checking out physical CDs from libraries. A recent PEW report found that half of Americans visited a library last year, and 16 percent of them checked out music.

But just as libraries are introducing eBooks to readers — librarians are also trying to figure out how to get digital music to library goers. Iowa City has launched a digital music library that focuses on its local music scene.

Going Local Online

Iowa City Librarian Jason Paulios pulls out his smartphone and enters his library card number.

"So, it's extracting now, it's at about 90 percent," Paulios says as he downloads an album by local metal band [Blizzard at Sea](http://blizzardatsea.com/) (<http://blizzardatsea.com/>).

It takes him about 5 minutes and he says it's a great way to check out local music. Paulios says you could be waiting at a bar for a concert to start and download

an album by the band you're about to see and listen to it on the way home.

This is the Iowa City Library Local Music project. (<http://music.icpl.org/>) The idea for it came to retired librarian John Hiatt while he was sitting in a bar. He realized he was spending the library's budget on a bunch of musicians who weren't from Iowa.

"Late one night, late for me anyway. I was watching Dave Zollo play and I thought, he's so good, how come we ship our entire music budget out of town?" said Hiatt. "I may have had a few at that point, but I had the sense to email myself with the idea."

Here's what Hiatt came up with: If you have an Iowa City library card and a computer, you can download more than 100 albums by local musicians for free and the user owns it forever. Hiatt said a lot of the music is older and out of print, but some bands don't have a problem just giving the library a new recording.

"A couple times I suggested to people you don't want to give us this brand new album, it might cut into your sales and they didn't seem to care," Hiatt said. "I think a lot of times local record sales are sort of negligible."

That's true for Iowa City musician David (<http://davezollo.com/home>) Zollo (<http://davezollo.com/home>). Zollo makes most of his money on the road and has given most his back catalog is to the digital library.

"I've got no problem with a test drive, I think it's a good way to do business - if you believe in your product.. hey take it for a spin! People are going to be taking it anyway," Zollo said. "People that want it and love it will still buy it, I've found. The people that want to just check it out, this gives them an opportunity without putting everybody in this compromised situation where they're breaking the law and you have to play the angry intellectual property owner... It doesn't make sense. "

What's in it For the Musicians?

Zollo owns the licensing rights to his music... he makes \$100 for every album he lets the library add to its digital collection. More well-known Iowa musicians like William Elliot Whitmore and Greg Brown are fans of the library project, but their work belongs to their record labels. The library has averaged about 10 downloads per album in its first year. Matt Kearney said he downloaded pretty much everything when the project launched.

"Often you'll hear bands or see posters around," Kearney said. "I was at a music festival this weekend and heard a bunch of bands and I'll probably download their albums and check them out."

There's a lot to check out, from jazz to punk, and a lot of Americana. This is Iowa, after all.

The Foundation for Something Bigger

Librarians across the country have caught wind of Iowa City's Project. Nashville Public Libraries are planning to use it as a foundation for something that goes a bit further. Librarian Jared Brennan says the Nashville system plans to curate a history of the city's music that goes beyond country to include hip-hop, alt-rock and other genres ... and make it available beyond city limits.

"We were originally going to make it just available for library card holders," said Nashville Public Librarian Jared Brennan. "We're still curating a Nashville music culture and as a permanent online streamable and downloadable archive... but also making it available for the world-at-large."

The Downside of the Digital Music Revolution

Back at Iowa City's only library, under buzzing florescent lights in a back room, librarian Jason Paulios goes through boxes of donated music from another era. Each full of about 75 CDs.

"This one's got a bunch of classical, we've got Neil Young, we've got jazz, Miles Davis," Paulios said as he sifted through the boxes.

Paulios said CD donations like this are frequent. He says it's wonderful, not having to spend money on adding great music to the library's collection so users can still check out physical CDs the old-fashioned way. He's also now in charge of the Iowa City Library Local Music Project and he has about 6,000 dollars in his budget to diversify the digital collection next year. But, as he looks over the boxes of CDs, he's reminded of the downside of the digital music revolution.

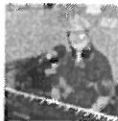
"Y'know, you won't be able to donate your iTunes copy of Miles Davis," Paulios said.

TAGS: [Iowa City Library \(/term/iowa-city-library\)](#) [Local Music \(/term/local-music\)](#)
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Talk of Iowa

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At the start of the summer, I traveled to Chicago for the annual national conference of the American Library Association. It was great. There are many utterly baseless clichés about librarians – the shushing spinster who prefers the company of books to humans is a creation of pure and unimaginative fantasy. But there is one way in which librarians live up to their reputation: they are superbly organized. I've been to many library conferences – national, regional, even Europe-wide – and the one thing I can report about all of them is that they ran like *clockwork*.

While I was in Chicago, I sat down with some of the ALA strategists to talk about how libraries are getting a raw deal on e-books. When libraries want to buy an e-book from the publisher, they find themselves paying as much as *five times* the price you or I pay for the same book. Literally – librarians are paying \$60-80, and sometimes more, to include current release frontlist titles in their collections. Each of these e-books can only be lent to one patron at a time, which means that libraries are sometimes buying a dozen – or more – of these overpriced text-files.

Not only that, but libraries have to buy these books with DRM on them, and invest in expensive, proprietary collection-management software from companies like Overdrive in order to ensure that only one patron at a time can check out any given e-book. These e-books come with restrictions that don't appear on regular print books; they can't be sold on as used books once their circulations drop below a certain threshold; neither can they be shared with another library's patrons though standard practices like interlibrary loan, a mainstay of libraries for more than a century.

To add insult to injury, HarperCollins insists that libraries delete their e-books after they are circulated 26 times. This has been pitched as having some parallel to the fact that many library books eventually disintegrate and have to be discarded. But this is both wrong and perverse. Wrong because the 26-circulation cutoff bears no relationship to how many times a book can circulate before it falls to bits. It amazes me to think that HarperCollins wants to frame its products as so badly manufactured that they can't withstand being read 27 or more times. But beyond the factual problems with a 26-circ cap, there is the fundamental perversity of celebrating and importing the limitations of physical media into the digital

world. It's like insisting that electric bulbs be limited to outputting no more than one lumen of light, since that's all a comparably-sized candle would manage. The fact that books don't last forever is not a feature to be preserved through the digital transition: it's a bug, and the sooner we eliminate it, the better.

The ALA has launched a program called Authors for Library E-books, through which authors like me (and you) can sign onto a call to their publishers to give libraries fair and equitable access to e-books. If you're interested in signing up, you can find the campaign at <http://www.ala.org/transforminglibraries/a4le>.

Publishing is in the midst of a transition in which publishers are ceding ever-larger parts of their business to e-book vendors, companies like Apple, Google, and Amazon. At the same time, the world of retail print book sales has gone through enormous contractions, and Barnes and Noble, the last remaining major chain, is on shaky ground. Lots of plucky indy booksellers are hanging in across the country, and we love them, but they have a diffused voice and diffused influence.

Not so libraries. There are libraries in every town, and even though they're under terrible assault in the age of austerity, they remain the mark of a civilized society and benefit from librarians' amazing organizational skills. The modern library has become something like a bookstore, where helpful staff who love books and authors take enormous pride in "hand-selling" the publishers' products to their patrons. Libraries host some of the best author events, too, providing a vital space for readers and writers to connect.

Unlike every other channel for e-books, libraries are not the publishers' competitors. They don't want to sell devices. They don't want to win over customers to a particular cloud. They just want readers to read, writers to write, and publishers to sell. They deserve a better deal than they're getting.

There's a good case to be made for libraries getting *discounts* on e-books, rather than paying premiums. For one thing, they're excellent customers and they make bulk-buys. For another, the e-books that libraries buy stay in their collection forever, unlike print books. When a library downsizes its stock of last-year's print bestseller, it puts most of its copies in its booksale for a nominal sum, a dollar or two, and often those books end up in the used-book stream, being sold alongside the new books on Amazon at steep discounts, competing for readers' dollars.

But e-books can't be sold in the booksale. They don't ever end up competing with new books – and they never generate revenue for libraries as used books. That is, even when priced at par, e-books make more money for publishers and less money for libraries.

Publishers should be courting libraries as neutral parties and potential allies in the e-book wars.

Publishers are in direct competition with e-book companies like Amazon, who publish e-books as well as selling them. But when Amazon sells an e-book, it gets mountains of business intelligence from the transaction: who is buying, where, from which keywords, and with what other books (for starters). What does the publisher get? An aggregate sales figure, 90 days after the fact. Of *course* Amazon is running circles around the Big Five publishers: the publishers know nothing about their customers, and Amazon knows *everything* about them.

Library e-book circulation data is a source of potentially priceless, actionable business intelligence for the publishers, if they can stop focusing on gouging libraries on price and focus on cooperating with them instead. Libraries could provide publishers with daily circulation figures, broken down by city, for every book, along with correlations between books ("this book was checked out with that book"). Provided the data is sufficiently aggregated, it would not pose a risk to individual patron privacy. This has to be managed carefully, of course, but if there's one group that can be relied upon to treat this issue with the care it is due, it's librarians.

The age of austerity has not been kind to libraries, and in many places they are the last "storefront" that still tries to put books into the hands of readers. Treating them like a captive market to be exploited is a huge – and potentially fatal – mistake on the part of publishers. If publishers wanted to get something truly valuable out of libraries, they could do no better than to help create a free, open alternative to Overdrive that gives them the data they need to compete with the e-book retailers and frees the libraries from their expensive circulation-management burdens.

I hope they'll see the light. Like so many writers, I owe my love of books to libraries and never feel more at home than when I'm in a great library. The last thing I want is for my books to be a burden to the librarians who love them and do all they can to find readers for them.

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Introducing "Kindle MatchBook": Soon Customers Will Be Able to Purchase Kindle Editions of Print Books Purchased from Amazon—Past, Present and Future—for \$2.99 or Less

Over 10,000 books already enrolled from authors such as Ray Bradbury, Michael Crichton, Blake Crouch, James Rollins, Jodi Picoult, Neil Gaiman, Marcus Sakey, Wally Lamb, Jo Nesbo, Neal Stephenson, and J.A. Jance, among many others

Today's announcement is also a call to all authors and publishers to enroll their books in Kindle MatchBook—offering customers great value while adding a new revenue stream

Kindle MatchBook is the latest in a series of customer benefits exclusive to the Amazon ecosystem of digital content

SEATTLE--(BUSINESS WIRE)--Sep. 3, 2013-- (NASDAQ:AMZN)—Amazon today introduced Kindle MatchBook, a new benefit that gives customers the option to buy—for \$2.99, \$1.99, \$0.99, or free—the Kindle edition of print books they have purchased new from Amazon. Print purchases all the way back to 1995—when Amazon first opened its online bookstore—will qualify once a publisher enrolls a title in Kindle MatchBook. Over 10,000 books will already be available when Kindle MatchBook launches in October, including best sellers like *I Know This Much Is True* by Wally Lamb, *The Art of Racing in the Rain* by Garth Stein, *The Thorn Birds* by Colleen McCullough, *A Prayer for Owen Meany* by John Irving and *The Hangman's Daughter* by Oliver Pötzsch, with many more titles to be added over time. Customers can learn more by visiting www.amazon.com/kindlematchbook.

"If you logged onto your CompuServe account during the Clinton administration and bought a book like *Men Are from Mars, Women Are from Venus* from Amazon, Kindle MatchBook now makes it possible for that purchase—18 years later—to be added to your Kindle library at a very low cost," said Russ Grandinetti, Vice President of Kindle Content. "In addition to being a great new benefit for customers, this is an easy choice for publishers and authors who will now be able to earn more from each book they publish."

Bundling print and digital has been one of the most requested features from customers. With Kindle MatchBook, they can keep their favorite book on their shelf, and have a copy in their digital library for reading, perhaps re-reading it with features like X-Ray and Popular Highlights.

"I love this idea. It's simple, brilliant, and good for everybody," said best-selling author Marcus Sakey. "I love to have print books on my shelf, but I love reading my Kindle on the go, and there are plenty of titles I'd like both ways. It's ridiculous to ask readers to pay full retail twice for the same book."

Kindle MatchBook features include:

- **Kindle editions at a great price:** Amazon customers who purchase or have purchased qualifying print books can get the Kindle edition for prices that are typically \$2.99, \$1.99, \$0.99, or free.
- **For book purchases dating back to 1995:** Print purchases all the way back to 1995—when Amazon first opened its online bookstore—will qualify once a publisher enrolls a title in Kindle MatchBook.
- **Easy discovery:** Readers can easily look up their entire print book order history to discover which of their past purchases are enrolled in Kindle MatchBook.
- **Popular Kindle-only features:** As with regular purchases, Kindle MatchBook titles have unique features such as Whispersync, Popular Highlights, and X-Ray.

- **Read anywhere capabilities:** In addition to Amazon's best-selling Kindle devices, customers can download a free Kindle reading app for iPhone, iPad, Android tablets and phones, PC or Mac and start building their Kindle library today.

Kindle MatchBook will launch with books from Ray Bradbury, Michael Crichton, Blake Crouch, James Rollins, Jodi Picoult, Neil Gaiman, Marcus Sakey, Wally Lamb, Jo Nesbo, Neal Stephenson, and J.A. Jance, among others. In addition, Amazon Publishing will include all its titles in Kindle MatchBook. Authors and publishers using Kindle Direct Publishing (KDP) can enroll their books in the program today by visiting <http://kdp.amazon.com>.

About Amazon.com

Amazon.com, Inc. (NASDAQ:AMZN), a Fortune 500 company based in Seattle, opened on the World Wide Web in July 1995 and today offers Earth's Biggest Selection. Amazon.com, Inc. seeks to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices. Amazon.com and other sellers offer millions of unique new, refurbished and used items in categories such as Books; Movies, Music & Games; Digital Downloads; Electronics & Computers; Home & Garden; Toys, Kids & Baby; Grocery; Apparel, Shoes & Jewelry; Health & Beauty; Sports & Outdoors; and Tools, Auto & Industrial. Amazon Web Services provides Amazon's developer customers with access to in-the-cloud infrastructure services based on Amazon's own back-end technology platform, which developers can use to enable virtually any type of business. Kindle Paperwhite is the most-advanced e-reader ever constructed with 62% more pixels and 25% increased contrast, a patented built-in front light for reading in all lighting conditions, extra-long battery life, and a thin and light design. The new latest generation Kindle, the lightest and smallest Kindle, now features new, improved fonts and faster page turns. Kindle Fire HD features a stunning custom high-definition display, exclusive Dolby audio with dual stereo speakers, high-end, laptop-grade Wi-Fi with dual-band support, dual-antennas and MIMO for faster streaming and downloads, enough storage for HD content, and the latest generation processor and graphics engine -- and it is available in two display sizes -- 7" and 8.9". The large-screen Kindle Fire HD is also available with 4G wireless. The all-new Kindle Fire features a 20% faster processor, 40% faster performance, twice the memory, and longer battery life.

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Forward-Looking Statements

This announcement contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Actual results may differ significantly from management's expectations. These forward-looking statements involve risks and uncertainties that include, among others, risks related to competition, management of growth, new products, services and technologies, potential fluctuations in operating results, international expansion, outcomes of legal proceedings and claims, fulfillment and data center optimization, seasonality, commercial agreements, acquisitions and strategic transactions, foreign exchange rates, system interruption, inventory, government regulation and taxation, payments and fraud. More information about factors that potentially could affect Amazon.com's financial results is included in Amazon.com's filings with the Securities and Exchange Commission, including its most recent Annual Report on Form 10-K and subsequent filings.

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[calix] _How Museums and Libraries Create Lifelong Learners

Maginnity, Gerald@CSL <Gerald.Maginnity@library.ca.gov>
To: "Calix (calix@lists.gseis.ucla.edu)" <calix@lists.gseis.ucla.edu>

Thu, Jun 20, 2013 at 12:00 PM

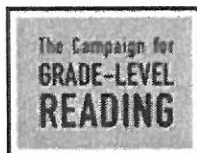
This is a very good report and very readable!

There are plenty of tidbits that can be used with local policymakers, funders, partners, etc.

Gerry

From: IMLS News [mailto:imlsnews@imls.gov]
Sent: Thursday, June 20, 2013 10:26 AM
Subject: New Report Highlights Roles of Libraries and Museums in Preparing Young Children for Success

FOR IMMEDIATE RELEASE
June 20, 2013



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New Report Highlights Roles of Libraries and Museums in Preparing Young Children for Success

Washington, DC – Libraries and museums are effective, but often overlooked resources in our nation's effort to turn around a crisis in early learning, exposing children to reading and powerful learning experiences in the critical early years and keeping them learning through the summer months, according to a report issued today by the federal Institute of Museum and Library Services and the Campaign for Grade-Level Reading.

The report, *Growing Young Minds: How Museums and Libraries Create Lifelong Learners*, documents dozens of examples and 10 key ways libraries and museums are supporting young children. It provides a clear call to policymakers, schools, funders, and parents to make full use of these vital, existing community resources.

"We have to do everything we can to give all our children opportunities to get off to a strong start, and community institutions play a critical role. For parents and families, libraries and museums are a go-to resource that supports them as their child's first teacher," said Arne Duncan, U.S. Secretary of Education.

"Public and school libraries as well as all kinds of museums, science centers and zoos are trusted, welcoming places where children can make discoveries, deepen interests, and connect their natural curiosity to the wider world -- developing the skills they need for a lifetime of learning."

As the nation commits to early learning as a priority essential to our economic and civic future, the report provides case studies and research documenting that libraries and museums are part of the solution.

"We know that we won't close achievement gaps, reduce dropout rates or compete in the 21st century economy until more of our children are reading proficiently by the end of third grade," said Ralph Smith, managing director of the GLR Campaign and a senior vice president at the Annie E. Casey Foundation. "But right now, more than 80 percent of students from low-income families don't achieve that critical milestone. Libraries and museums are playing a vital role in reaching families and children with support that can help turn around this deeply troubling trend."

To support that goal, the Institute of Museum and Library Services (IMLS) issued \$2.5 million in grants last year to institutions seeking to improve early literacy. IMLS has committed another \$2.5 million for 2013.

"With built infrastructure in nearly every community, we must fully leverage the capacity of libraries and museums to provide opportunities for high-quality early learning," said IMLS Director Susan H. Hildreth. "Museum and library professionals are adept at providing hands-on experiential learning. I urge the early childhood development community to reach out to libraries and museums and make full use of their trusted place in communities, their partnership capacity and their skills and talents."

For more information and the full report see www.imls.gov/earlylearning.

About the Institute of Museum and Library Services

The Institute of Museum and Library Services is the primary source of federal support for the nation's 123,000 libraries and 17,500 museums. Our mission is to inspire libraries and museums to advance innovation, lifelong learning, and cultural and civic engagement. Our grant making, policy development, and research help libraries and museums deliver valuable services that make it possible for communities and individuals to thrive. To learn more, visit www.imls.gov and follow us on Facebook and Twitter.

About the Campaign for Grade-Level Reading

The Campaign for Grade-Level Reading is a collaborative effort by foundations, nonprofit partners, states and communities across the nation to ensure that more children in low-income families succeed in school and graduate prepared for college, a career, and active citizenship. The GLR Campaign focuses on the most important predictor of school success and high school graduation: grade-level reading by the end of third grade.

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Study after study shows that the sooner a child begins learning, the better he or she does down the road. So let's do what works, and make sure none of our children start the race of life already behind. Let's give our kids that chance.

—President Barack Obama, State of the Union Address, February 12, 2013

A CALL TO ACTION

Libraries and museums can play a stronger role in early learning for all children. As our nation commits to early learning as a national priority essential to our economic and civic future,¹ it is time to become more intentional about deploying these vital community resources to this challenge.

Libraries and museums are trusted, welcoming places where children make discoveries, deepen common interests, expand words and knowledge, and connect their natural curiosity to the wider world. Neuroscientists tell us that the type of learning that occurs in these institutions—self-directed, experiential, content-rich—promotes executive function skills that can shape a child's success in school and life. The experiences, resources, and interactions provided by libraries and museums build brains and fuel a love of learning.

Parents know this and flock to museums and libraries not only to support their child's learning but also to bolster their important role as their child's first teacher. The Pew Research Center's recent report, *Parents' and Children's Special Relationship with Reading and Libraries*,

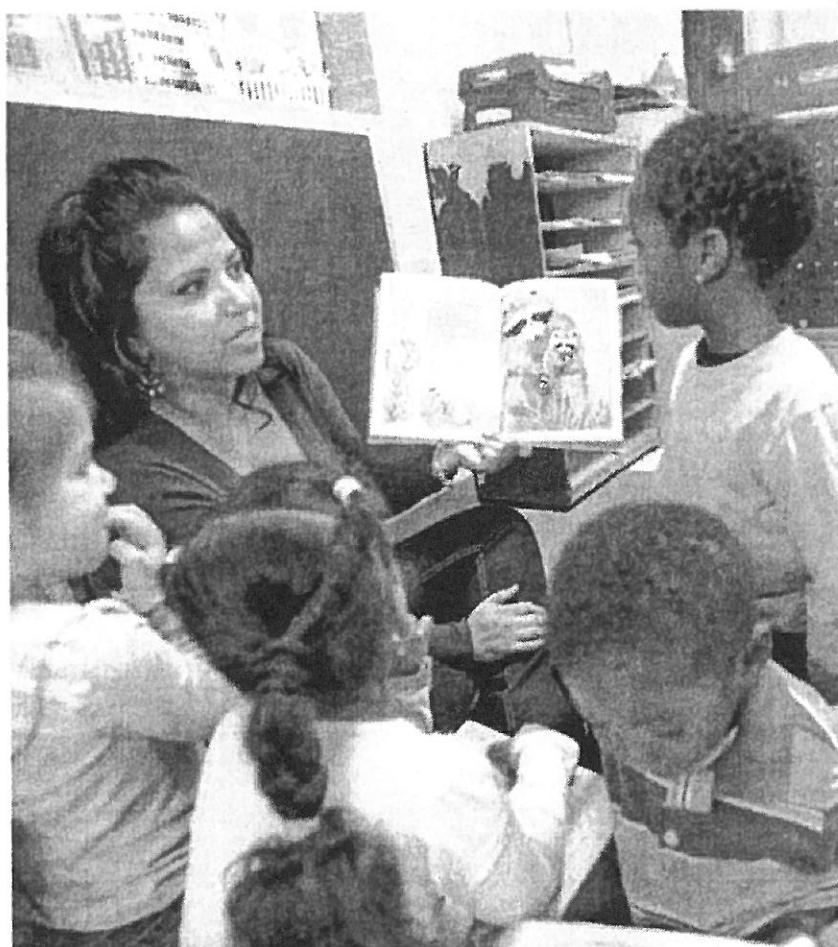


documents that an overwhelming percentage of parents of young children, especially those with annual incomes under \$50,000, believe that libraries are “very important” for their children, and are eager for more and varied family library services.²

We have to work to ensure that more children and parents, especially those at low socioeconomic levels, can tap into the learning resources of libraries and museums. According to a recent IMLS analysis, only 36 percent of children with the lowest socioeconomic status visited libraries in their kindergarten year, compared to 66 percent of children in the highest; for museums, these figures are 43 percent versus 65 percent.³ Recent research points out that the disparity of access to learning resources between children of affluence and those in poverty has created a knowledge gap with serious

implications for students' economic prosperity and social mobility.⁴

These data underscore the urgency of this report. Libraries—public and school—and museums of all types—art, history, and children's museums; science centers; nature centers and gardens; aquaria; and zoos—form an extensive, diverse infrastructure of informal learning that is equipped to deliver critical early learning resources to young children and families, especially those most in need. Yet, in too many communities, museums and libraries are not “at the table” helping to craft the policies and practices that link children and their families to early learning resources.



It is critical to act now to incorporate, and leverage, our well-established informal learning system as an essential component of our nation's early learning network. It is a wise use of limited resources, both funding and human capital, that will help our nation develop the potential of every child and result in a stronger economy, a more effective workforce, and a nation of learners. With an increased focus on their capacity, these institutions can be more essential early learning partners at the community, state, and national levels.

This report calls upon communities to engage libraries and museums as a key partner in comprehensive early learning strategies to grow young minds. It highlights the exciting work these institutions are doing around the country in partnership with communities to shape children's outcomes in school and in life. We need to do more, especially for those low-income children who need more. If we can strengthen the country's network of museums and libraries to be a greater force for early learning, effective learning opportunities for all children can deepen and grow.

Can Libraries Survive the E-Book Revolution?

Facing higher prices from and limited access to e-books from the major publishers, the man charged with running Douglas County, Colo.'s library system has inspired a national movement to promote maller, digitally based presses and self-published authors.

BY: Dylan Scott | July 2013

More than 20 years ago, when Jamie LaRue took over the library system in Douglas County, Colo., few people outside that patch of Rocky Mountain wilderness south of Denver knew who he was. A lot of things were different back then. Public libraries were still considered pillars of the community and the most important stop for any local resident looking for the latest from the printed word. Commercial e-books were still a fantasy in the mind of some anonymous Silicon Valley geek. The rules of the game between libraries and publishers had been established long ago: Discount prices and generous access were the norm, and there was every reason to believe that the status quo would continue, ad infinitum.

But it didn't.

Instead, the e-book revolution has overturned the whole infrastructure upon which libraries depended. From 2011 to 2012, the percentage of Americans who owned an e-book reader leapt from 18 to 33 percent, a rapid climb from 6 percent in 2010. Attempting to accommodate this shift, more than three-quarters of U.S. libraries allow their customers to check out digital books, but they've encountered fierce resistance in access and pricing from the major publishers. Some won't even sell e-books to libraries. If libraries are able to obtain mainstream e-books at all, those sales almost always come with onerous conditions and high prices, especially compared to the traditional discounted rates libraries pay for hardcover copies.

[Read the rest of this month's magazine issue.](#)

The situation has left libraries looking desperately for a way to make e-borrowing sustainable for customers in the future. But they have little negotiating power other than an altruistic appeal to the established relationship between library and publisher, both working toward the goal of a more literate nation. The bottom line is that libraries need to have e-books for their readers to check out, because that's how people are going to read in the future. If they don't have the goods, then what will a library be useful for a decade from now?

Enter LaRue, who oversees seven libraries in what is now a suburban county of 285,000 people, but is building a nationwide movement based on his principles. He talks about bypassing the "Big Six" New York publishers, or at least leaving them behind and setting his sights on the next publishing wave: smaller, digitally based presses and self-publishing authors. He wants to transform the library from a place where you go to find a *New York Times* bestseller to a local incubator fostering homegrown writing talent. If the big publishers want to cut libraries out, that's fine, he says. He's going straight to the people.

[Want more education news? Click here.](#)

"This is the most exciting time to be a librarian in the history of mankind," he says. "There has never before been this profusion of writing. There's this incredible opportunity that we have if we step up to the table, if we're willing to reinvent ourselves, if we are bold. But if we are not willing to do those things, we will be marginalized. As time goes on, we'll become less and less relevant. At some point, we'll perish. It's adapt or die."

LaRue's ideas have inspired an upheaval in the library and publishing worlds. Libraries from California to Massachusetts are fitting his design to their own systems. Mere mention of his name attracts audible sighs and knowing nods from top executives at some of the biggest publishers in the world. Whether he and his philosophy succeed or not could determine the public library's future. That's how many librarians view the stakes, anyway. If he's wrong, the library could fade into obscurity, a relic of the pre-digital age. But if he's right, and a growing number of acolytes believe he is, it could still thrive in an era when hardback books have one the way of illuminated manuscripts.

Before the arrival of e-books, the library business model for purchasing and distributing print books was set in stone. There were intermediaries between the publishers and libraries, companies like the giant distributor Baker & Taylor, but there was little tension. Libraries purchased books at a comfortable

discount, sometimes as much as 40 percent off the retail price, and publishers earned an acceptable profit by selling them new releases and replacements for worn-out books. A library bought a copy of a book, and it could lend the copy as many times as the binding would hold; if the book was in high demand, the library could buy more copies. Affordable prices meant a library could build a huge reservoir of material for its readers.

The digital market, however, has been built from scratch in the last few years, and all those old norms have disappeared. There are still intermediaries that transmit digital files from the publisher's online collection to the libraries -- one company, OverDrive, owns an 85 percent market share -- but little else is the same. First of all, not every major publisher is selling its products to any library that wants them. Several, including Simon & Schuster, Macmillan and Penguin, either don't sell e-books to libraries at all or have only begun to do so through pilot projects that work with select libraries, usually concentrated in New York. This leaves out the nearly 9,000 other libraries spread throughout the rest of the country.

Even if publishers do sell to libraries, they've restructured the rules. HarperCollins, for example, sets a limit of 26 loans on each e-copy; after that limit is reached, the library has to purchase a new copy license. Random House hasn't established such restrictive conditions and makes its full e-catalog of 46,000 titles available to libraries, but the price for each copy is often four or five times (\$85 is the upper limit) what the company charges for physical copies.

While their business model is being upended, libraries, along with the rest of the public sector, are enduring the aftershocks of the Great Recession. Library spending in the U.S. dropped 8 percent in 2013, largely a result of government funding cuts, continuing a decline that started with the economic downturn. So at the same time that libraries are navigating unprecedented financial challenges, they must contend with a new marketplace that they feel is rigged against them.

"The situation has basically become: It's going to cost you so much that you can't afford to buy it," says LaRue. "That means we can't buy as many things. Our citizens are now being denied things that they used to be able to have."

Publishers say they are just trying to make sure their industry is sustainable for the long haul. A whole host of new variables in the digital market, they argue, makes it different from the traditional one -- and more expensive. E-books have to be protected against pirating and other copyright infringement. Digital books are constantly being corrected or revised in a way that physical books never could be, plus they must be adapted to various formats from iPad to Kindle to Nook to smartphones, and all that coding costs money. Virtual copies never wear out the way physical books do, and a significant portion of publishers' income used to come from reselling old titles to libraries to replace deteriorating inventory.

But most fundamentally, it seems, the rise of e-publishing has given the industry an opportunity to reevaluate its traditional way of thinking about libraries, which was that they encouraged reading and thus benefited publishers. Now the big companies are concentrating on direct sales to the customer. Alison Lazarus, president of the sales division at Macmillan, acknowledges her company has focused on the retail market as e-books have taken off. It has treaded lightly in selling e-books to libraries. Only this March did it launch a pilot program for library sales of 1,200 titles from one of its crime fiction imprints.

"Libraries always talk about how they're a venue for discovery, for people to learn about authors. I believe that in theory, but I don't know that there's any hard evidence," Lazarus says. She also argues that going digital has erased old barriers for people borrowing from a library, such as the necessity of getting a library card and physically going to the library building to check out a book, and that might mean library lending will cut into publishers' profits more than it did in the past.

"Our concern is that the more e-lending becomes available ... what would have in the past been a sale becomes a borrow," Lazarus says. "Over time, that would be extremely detrimental to the health of the publishing industry."

For the moment, the industry, thanks in large part to the digital market, is showing few signs of sickness. In 2008, e-book sales represented on average about 1 percent of a publisher's revenue, according to a recent report by the Association of American Publishers. That share ballooned to 23 percent in 2012, accounting for 1.5 billion in sales. The overall industry grew 6.2 percent in 2012, up to \$7.1 billion in revenue.

In a way, that remarkable growth might validate the industry's apparent marginalization, intentional or not, of libraries. E-books seem to be doing just fine without them. So while publishing executives are quick to emphasize, as Lazarus does, that they still appreciate the value of libraries, the libraries themselves are more

skeptical.

"I frankly think in some cases they just see the opportunity to make more money," says Maureen Sullivan, president of the American Library Association (ALA), who has personally participated in negotiations with publishers. That's the American way, of course; as Alan Inouye, director of the ALA's Office for Information Technology Policy, puts it: "People are not required to sell you things at all or at terms that the consumer likes."

These contentions have led to robust, sometimes tense, negotiations between libraries and publishers in recent years. Representatives from the ALA have met with top executives of the Big Six publishers at least five times in the last year. Some compromises have been made -- Macmillan's new pilot program, for example -- but the underlying issues remain unresolved.

If LaRue has his way, though, it might not matter if they are. He surveyed this new world as director of the Douglas County Libraries and saw an opportunity to move in a new direction. He recalls looking at *The New York Times* bestseller list and seeing that a growing number of the books on it were being sold digitally. He noticed that self-published authors had begun creeping toward the top of bestseller lists (this March, a self-published book topped the Digital Book World E-book Best-Seller List for the first time). Some of the most successful independent publishers, those outside the Big Six, were increasing their sales exponentially year over year, and that growth was almost exclusively driven by the digital market.

Most important, more and more people started coming to his seven libraries, which receive 2 million visits annually, and asking about e-readers and the possibility of checking out digital books. The supply wasn't able to keep up with the demand, because his libraries faced the same fiscal pressures and burdensome restrictions as their peers across the country.

"I realized we needed to do something," LaRue says. "The vendors were screwing us." In December 2010, with all of these ingredients mixing in his mind, he had a moment of clarity. As with the music industry before it, a common analogy in these conversations, he decided that the publishing industry's future didn't rest with the legacy conglomerates that had dominated it in the past. Its strength resided in the independent presses and self-publishing writers who had seized the opportunity that e-books offered: the democratization of publishing. Libraries, he reasoned, needed to harness that creative outburst. He devised a plan to do it.

It was remarkable in its simplicity: LaRue decided to build a digital warehouse and contracting system, which would allow his libraries to purchase directly from smaller publishers and authors, cutting out the Big Six and OverDrive, which would mean lower prices. In January 2011, Douglas County Libraries purchased Adobe software that for \$10,000 would serve as the backbone of the new system, safely transferring files from the provider to the library to the reader. LaRue wrote "Dear Publishing Partner" letters, setting simple yet firm expectations for how the content would be handled and eliminating the restrictions that accompanied the major publishers' products. The whole enterprise cost \$200,000, but LaRue says the libraries have already saved that much in a year because the prices they're paying for the independent and self-published materials are much lower, up to 45 percent below retail.

The system went live in February 2012, and LaRue went to work finding partners. They soon flooded Douglas County's digital shelves. The libraries have so far purchased e-books from more than 900 smaller publishers and hundreds of individual authors. They make up 21,000 of the 35,000 titles in his virtual catalog. The rest come from the major publishers, sold through intermediaries at much higher prices. Those mainstream titles are still more popular with readers, making up 65 percent of the county's loans, but it's clear that the appetite for the independent and self-published content is growing.

Outside Douglas County, LaRue's ideas have even earned their own acronym: the DCL model. A consortium of more than 250 California libraries is on the verge of rolling out a similar system. The Harris County Public Library, which serves the Houston area, has launched its own pilot project based on the DCL principles. LaRue gave the keynote address at a May 2012 conference hosted by the Massachusetts Library System, which represents the state's 1,700 libraries, and exactly one year later, the group established a limited DCL-style prototype with 50 participating libraries. The plan is to expand it statewide in 18 months, which would make it the largest victory yet for LaRue's vision.

"Jamie is such a leader. The passion is very clear. You hear how important this is to him. He inspired us to move forward," says Greg Pronevitz, executive director of the Massachusetts Library System. "The library's future is becoming more and more electronic, so it is essential that we work this out. We've got the whole

library community working toward it."

The Big Six publishers are watching the DCL movement closely. Skip Dye, vice president of library and academic sales at Random House, says he has talked privately with LaRue. While he has some concerns about every library's ability to adopt a similar model, Dye says he's "very interested" in how it performs as it comes more widespread. "We know what they're doing. We're very excited about what they're doing," he says. "We'd really love to see them come up and be able to handle this ... but the question is whether this is sustainable for them in the long term."

Having lit this fuse, LaRue is turning his attention toward what he sees as the next frontier: libraries themselves as publishers. Now that Douglas County has the content management system for its direct-purchasing project, he thinks it would be easy to turn that into a self-publishing portal. The library would be the center of a local authors' society, connecting self-starters to copy editors, cover artists and e-book distributors, and transforming thousands of Word documents sitting idly on neighborhood desktops into polished, professional products. LaRue hasn't actually done this yet, but the idea is already attracting adherents. Officials at the Harris County Public Library say they're interested in eventually starting a similar project.

There's something circular about it, LaRue says. Adversity that threatened to undermine the existence of libraries entirely could ultimately lead to their reinvention as incubators for writing talent, creating new content for their own collections and reconnecting with their original purpose as stewards of the written word. And like it or not -- though he must not mind because he describes his own activism as "proselytizing" -- LaRue himself has become the face of the movement, the chief priest of a new faith.

"We're in the midst of a fundamental shift in the role of the public library," he says. "You're moving people from consumers of content to producers of content. If you want your library to become part of this renaissance, that's how you do it."

This article was printed from: <http://www.governing.com/topics/education/gov-can-libraries-survive-ebook-revolution.html>

The Weekly Number: Libraries pay up to 550% more for e-book bestsellers than consumers

Douglas County Libraries Report

Pricing Comparison as of July 1, 2013

Top 20 Amazon Books	BOOKS				EBOOKS			
	Library Pricing		Consumer Pricing		Library Pricing		Consumer Pricing	
	Baker & Taylor (1)	Ingram (2)	Alibon (3)	Forbes & Noble (4)	Overdrive (5)	3M (6)	Battley (7)	Amazon (8)
1. The Fault in Our Stars	\$14.95	\$14.95	\$14.95	\$14.95	*	*	\$14.95	\$14.95
2. The Hunger Games	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95
3. The Mockingjay	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95
4. The Divergent Series: Insurgent	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95
5. The Divergent Series: Allegiant	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95
6. The Divergent Series: Four	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95
7. The Divergent Series: Five	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95
8. The Divergent Series: Six	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95
9. The Divergent Series: Seven	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95
10. The Divergent Series: Eight	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95
11. The Divergent Series: Nine	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95
12. The Divergent Series: Ten	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95
13. The Divergent Series: Eleven	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95
14. The Divergent Series: Twelve	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95
15. The Divergent Series: Thirteen	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95
16. The Divergent Series: Fourteen	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95
17. The Divergent Series: Fifteen	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95
18. The Divergent Series: Sixteen	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95
19. The Divergent Series: Seventeen	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95
20. The Divergent Series: Eighteen	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95	\$11.95

Source: www.douglascountylibraries.org/ebooks/ebooksreport2013.pdf

According to ALA's [2013 State of America's Libraries Report](#), 2012 was yet another tumultuous year for libraries in their quest to achieve fairness in e-book lending. ALA President Maureen Sullivan published an [open letter to America's publishers](#) in September, requesting change, after Penguin (one of the "Big Six" publishers) denied libraries access to its titles, and others drastically increased their prices. To provide more information about this issue, Douglas County Libraries has a series of monthly e-book price comparison reports. Their July 2013 report shows that libraries still have a long way to go in this quest, as they are paying up to 550% more for e-book bestsellers than consumers.

Note: This post is part of our series, "The Weekly Number." In this series, we highlight statistics that help tell the story of the 21st century library.

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Posted: July 10th, 2013 under Public, The Weekly Number.

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Categories



Douglas County Libraries Report Pricing Comparison as of July 1, 2013

	BOOKS				EBOOKS				
	Library Pricing		Consumer Pricing		Library Pricing		Consumer Pricing		
	Baker & Taylor (1)	Ingram (2)	Amazon	Barnes & Noble	Overdrive	3M	Bibury	Amazon	Barnes & Noble
Top 20 Amazon Books									
1. Paula Deen's Southern cooking bible	\$16.55	\$16.49	\$19.49	\$11.77	*	*	\$19.99	\$18.52	\$19.99
2. Lean In	\$18.82	\$13.73	\$12.49	\$14.31	\$24.85	\$24.85	\$12.99	\$12.99	\$12.99
3. Songs of Ice and Fire, Book 1: A	\$21.58		\$19.49	\$21.01	\$90.00	\$90.00	\$34.99	\$39.99	\$29.99
4. Joyland	\$7.77	\$7.64	\$6.49	\$7.19	*	*	*	*	*
5. Inferno	\$16.59	\$16.47	\$15.99	\$16.64	\$85.00	\$85.00	\$12.99	\$12.99	\$12.99
6. And the Mountains Echoed	\$16.04	\$15.92	\$14.99	\$16.08	*	\$20.89	*	\$11.04	\$11.99
7. The Fault in our Stars	\$9.97	\$4.80	\$9.49	\$10.77	*	\$17.57	*	\$9.78	\$9.78
8. Diagnostic and Statistical Manual of Mental Disorders	\$141.55	\$179.10	\$117.99	\$188.67	*	*	\$147.00	*	*
9. Great Gatsby	\$9.00	\$8.85	\$7.49	\$11.93	*	*	\$12.99	\$6.99	\$10.99
10. Divergent	\$9.97	\$9.89	\$14.57	\$14.67	\$7.99	\$7.99	\$9.99	\$4.99	\$5.99
11. Ocean at the End of the Lane	\$14.80	\$19.79	\$15.12	\$15.72	\$20.99	\$20.99	\$15.99	\$7.99	\$12.99
12. How to Read Literature like a Professor	\$9.59	\$8.23	\$7.49	\$11.98	\$12.75	\$12.75	\$10.99	\$9.02	\$10.99
13. Sycamore Row (Shirley's 10/22/13 preorder price)	\$16.04		\$17.09	\$17.43	*	*	*	\$14.99	\$14.99
14. Wonder	\$8.86	\$8.75	\$8.75	\$10.64	\$15.99	\$47.97	\$9.99	\$9.99	\$9.99
15. Proof of Heaven	\$9.59	\$9.43	\$7.99	\$10.66	*	*	\$11.65	\$7.59	\$11.65
16. Official SAT Study Guide (2nd edition)	\$13.15		\$10.95	\$11.71	*	*	*	*	*
17. Bad Monkey	\$14.99	\$14.92	\$14.49	\$15.28	\$80.85	\$80.85	\$12.99	\$12.99	\$12.99
18. Quiet: The Powers of Introverts	\$14.40	\$14.90	\$18.78	\$18.74	\$16.00	\$48.00	\$11.99	\$11.99	\$11.99
19. The Deen Family Cookbook	\$14.70	\$14.30	\$16.90		*	*	\$17.99	\$15.29	\$17.99
20. The Book Thief	\$7.79	\$7.07	\$6.99	\$10.94	\$12.99	\$38.97	\$10.17	\$9.99	\$9.99

source: http://www.amazon.com/gp/bestsellers/books?ref=as_li_ss_tl at 7:00 am mst, 7/1/13

We will be live on the CA version
ENKI within the next month or two.

DECLARING INDEPENDENCE

Inspired by the Douglas County
model, several states are studying
library-managed ebook platforms

By Matt Enis

Last month, Connecticut became the latest state to launch an investigation into the pricing and availability of ebooks in public and academic libraries. Supporters of H.B. 5614—the bill that mandates the study—had to scale down their ambitions somewhat. Introduced in January by State Representative Rep. Brian Sear (D-47th Assembly Dist.), the original version of the bill would have forced any publisher selling ebooks in Connecticut to offer those ebook titles to libraries as well and to charge libraries the same prices charged to other consumers.

“Truthfully, we thought ‘well, this may not have much of a shot at passing, but at least it will gain some attention, hopefully at the state level among people who should be more aware of what’s going on with ebooks,’” explains Richard Conroy, director of the Essex Library Association and board member of the Connecticut Library Association (CLA).

After the bill got off to a promising start, opposition from the publishing industry became predictably intense. Lobbyists and lawyers from the Big Six trade publishers, as well as Apple and Amazon, pressured Connecticut lawmakers and threatened to fight the bill on First Amendment grounds, Conroy says.

Matt Enis (menis@mediasourceinc.com) is Associate Editor, Technology, LJ

The bill appeared unlikely to pass, but based on its initial momentum, “we felt like we had a possible winner here, that we could actually pass something,” he says. “So we backed off on the language to go from making them sell the ebooks to us and making them sell at a reasonable rate, to at least getting [a] study under way through the Department of Consumer Affairs.”

The revised bill is not so revolutionary. It simply mandates an investigation into the current state of ebook availability in libraries. But with the signature of Gov. Dannel Malloy on June 12, the bill moved Connecticut into the ranks of a growing number of states that are working to ensure that ebooks will be available to their residents in the future, regardless of the vagaries of the publishing market.

“It’s not a fairness issue, it’s an accessibility issue,” Conroy says.

Enter Enki

Librarians are certainly familiar with Conroy’s sentiment. The outlook for ebook lending has improved considerably during the past 18 months, with all of the Big Six publishers now either actively licensing frontlist titles to libraries or exploring the possibility via pilot programs. But as recently as the

winter of 2012, Random House and HarperCollins were alone among that group. Also, last year, Random House began charging a 300 percent markup over retail, while HarperCollins continued its policy of limiting libraries to 26 loans for each ebook.

For librarians, this environment offered fertile ground for the backlash that resulted in movements such as the Reader's First Initiative, a coalition of libraries demanding that publishers lift access restrictions for libraries and that vendors simplify the lending process. These frustrations also spurred innovations such as the library-managed ebook model developed by Douglas County Libraries (DCL) in Colorado. Now, those movements are bearing new fruit with larger programs emerging in California, Kansas, Arizona, and Massachusetts.

In May, California's Califa Group debuted a proprietary ebook platform called Enki. Developed in conjunction with the Contra Costa County Library (CCCL) with the support of software consultancy Quipu Group, Enki was designed to allow member libraries to loan out ebook content hosted on Califa-managed Adobe Content Servers, similar to the Douglas County model. The State Library of Kansas, which provided seed funding for the project, plans to debut Enki to us-

ers of its online EZ Library this month. Massachusetts and Arizona are in earlier stages with their own projects, but the Douglas County model was an initial source of inspiration for both. Although there are differences in their approaches and goals, in all four cases, key objectives include giving libraries within these states more long-term control over a portion of their ebook content and giving them a way to acquire and host ebook content donated by or purchased directly from authors, publishers, and independent distributors.

"I see the Enki platform giving access to small presses and self-published work," says Kansas State Librarian Joanne (Jo) Budler, *LJ's* 2013 Librarian of the Year.

Question of ownership

Consortial arrangements have long helped states address the issue of ebook access from an affordability standpoint. For example, in late 2005, the Kansas Digital Library Consortium began building a collection of ebooks that would be available to any resident of the state, regardless of whether their local library system had a program in place.

"The state library believes in equity of access," Budler says. "We have a lot of small-town libraries in Kansas—about 300 libraries that [each] serve fewer than 10,000 people. If you live in one of those little towns, the likelihood of you being able to start up your own ebook service for your library users is pretty small."

But as Budler discovered during a much-watched dispute with OverDrive, ownership of digital content can be a slippery concept. During negotiations for the renewal of the state library's contract with OverDrive in 2010, the company's initial proposal would have increased costs associated with the platform by 700 percent through 2014. Though later proposals amended these cost increases, negotiations soon broke down; Budler asked to migrate ebook licenses purchased through OverDrive to a new platform, but the company balked.

The Kansas State Attorney General's office became involved in the ensuing fight, and, ultimately some, but not all, of the Kansas Digital Library Consortium's OverDrive content was moved to the 3M Cloud Library platform that hosts the new Kansas EZ Library. The dispute was a vivid illustration of how, in this new era of licensed content, libraries in many ways are increasingly constrained by the business decisions of both publishers and platform providers.

The problem helped lead to Kansas's involvement with Califa's Enki platform. It helped spur Massachusetts into action as well.

"Libraries are in a tough spot with a middleman negotiating on our behalf," Deb Hoadley, advisor and team leader for the Massachusetts Statewide eBook Project, tells *LJ*. "The [Massachusetts Library



MAKING A STATE-MENT Califa and the State Library of Kansas have launched the proprietary Enki ebook platform, while Arizona (left) and Massachusetts (right) are considering similar platforms of their own

System (MLS)] Statewide eBook Pilot Project is an attempt to break down barriers created by silos of ebooks constructed by these vendors with their own platform and content. These ebooks are often not owned by libraries, and due to negotiations with publishers, even if a title is owned, it is not transferable to third parties."

Expanding goals

MLS has been working in conjunction with the Massachusetts Board of Library Commissioners (MBLC) on their ebook project since May 2012. Initially, long-term ownership and management of ebook content was a key goal, and MBLC specifically cited the Douglas County model when announcing the pilot program in October 2012. But the aim of the program has since expanded. Making a range of materials available to state residents—including materials purchased under a variety of licensing arrangements—will likely be part of the program as well, according to Cynthia Roach, head of library advisory and government liaison for MBLC.

With those guidelines, the Massachusetts program may ultimately look similar to the programs in Kansas and California, where Enki is intended to supplement, rather than supplant, content purchased from commercial vendors through statewide consortial arrangements.

Still, there remains one area in which ownership remains important to Massachusetts, Roach says.

"There are probably things we do want to own," she says. "We definitely want a local component to our project, and we want the ability to load local content to work with authors in the state who may be willing to give us [content]."

For example, Roach says that an author in Watertown, MA, had approached their local library system about donating several past works as ebooks.

"We want to have a mechanism in place for libraries to accept things like that," she says.

At press time, MLS and MBLC were scheduled to roll out a test version of the platform to 50 pilot libraries in July. After a six-month test, the program will be reevaluated in January 2014.

DAZL'd in Arizona

The Digital Arizona Library (DAZL) hopes to achieve similar goals. As early as 2011, representatives from the Scottsdale Public Library, Pima County Public Library, and Arizona State Library began discussing the idea of a proprietary state ebook platform. Last year, they joined with representatives at the Maricopa County Library District and the Yavapai County Free Library District to study the issue in earnest.

Although DAZL is at an earlier stage of development than the projects in California, Kansas, and Massachusetts, a series of ten on-site and two online focus groups organized by the Bishoff Group and LYRASIS in October 2012 helped define the parameters of the project. Librarians who participated in the focus groups agreed that they wanted an ebook system that would integrate with their existing digital collections and

would complement the investment that individual systems had already made in licenses purchased through OverDrive or other platforms. Ideally, DAZL content would also be available to multiple users at the same time to reduce holds lists.

Arizona librarians also thought that a state ebook system should emphasize the collection of adult fiction, young adult fiction, and adult nonfiction regardless of the publisher or provider. And, as with the Massachusetts project, content from local authors and publishers will ultimately become a priority.

"I SEE THE ENKI PLATFORM GIVING [LIBRARIES] ACCESS TO SMALL PRESSES AND SELF-PUBLISHED WORK."

—KANSAS STATE LIBRARIAN
JOANNE (JO) BUDLER



"We think that there's an opportunity for libraries and their communities to develop something collaboratively, to highlight the stuff that doesn't have a multimillion-dollar advertising budget," says Aimee Fifarek, deputy director of IT and digital initiatives at Phoenix Public Library and DAZL working group project manager.

The first step in the project's development involved coalition building, Fifarek adds.

"One of the things that we've been grappling with here in Arizona is that we know that where other projects have gone really well there has been an existing consortia or collaboration to build upon, and we don't really have a significant resource sharing consortium here. So we didn't have a home for DAZL. That was part of what we started talking about with some of the library directors."

After receiving analyses conducted by the Bishoff Group, LYRASIS, and Carson Block Consulting in late 2012, Fifarek in February submitted a final report and recommendation to Arizona State Librarian Joan Clark. The next order of business will be to establish and staff a position for a DAZL project manager at the state library, propose a sustainable budget, and submit RFPs (requests for proposals) to vendors for the development of the platform and its APIs (application programming interfaces). Although at press time, a specific timetable had not been set, a pilot could potentially be ready as early as 2013.

After conducting its own investigation, perhaps Connecticut will follow a similar path. These new models offer libraries a new degree of control over certain types of ebooks and could help libraries begin to build collections of locally created, born-digital content. Also, while most major publishers now appear to be warming to the idea that libraries can be good partners and good customers in the ebook marketplace, this may not always be the case.

"Just because [publishers and vendors] decide today that they are coming around doesn't mean that they won't change that model six months or five years from now," says CCCL deputy county librarian Cathy Sanford, referring to a central motivation behind the development of Enki. "It's not set in stone."

Amazon vs. your public library

July 22, 2013 10:15 AM ET

Will consumers buy as many e-books when they can borrow them?

By Verne Kopytoff



FORTUNE -- Amazon's dominance in digital books is under perpetual attack by Google (**GOOG**) and Apple (**AAPL**). Now you can add another threat to the list: the public library. That's what an analyst from Barclays suggested in a recent research report. Consumers will likely avoid buying e-books if they can borrow them from the library for free.

"As e-reader users become more familiar with the library system's free alternative, and as libraries reduce the friction associated with borrowing e-books, we believe digital content revenue growth at Amazon may soften," said Anthony DiClemente, a Barclays analyst.

OK, sure. But could Amazon (**AMZN**), **tech's behemoth retailer**, really be threatened by the neighborhood library -- a centuries-old institution known for musty shelves, high school cram sessions, and "Shhhhhh. Quiet please?" The answer is complex. Much hinges on whether libraries and publishers can iron out differences that have limited the selection of e-books available for lending.

Having said that, libraries have coexisted just fine with physical bookstores over the years. People who wanted to read the latest bestsellers tended to buy them rather than checking them out. Libraries served more as a supplement, particularly for people who couldn't afford paying for new books. Why should the dynamics in the digital era be any different?

MORE: Big change may not be change enough for Microsoft

"I think Amazon is going to be strong for a while," said Carrie Russell, who handles digital book and copyright issues for the American Library Association. The fact that Amazon's shoppers can load up on e-books, along with virtually anything else, makes its service that much more indispensable, she continued.

Amazon declined to comment about any rivalry with libraries.

Superficially, libraries seem to be on the ball with digital books. Just over three-quarters of libraries lend e-books, according to a survey last fall by the American Library Association. Even people who do not own an e-reader can often check them out from their local branch. Nearly 40% of libraries let patrons borrow Kindles, Nooks, or other similar devices, the survey found.

The convenience of downloading library e-books is debatable. Many libraries let people do it from home. Some others require visiting the library branch in person. The actual mechanics can be a bit complicated for some patrons because libraries sometimes have multiple e-book catalogues.

But the most serious challenge facing libraries is that most have relatively few e-books to choose from. The Alexandria Library, in Virginia, has 35,000 digital titles vs. 450,000 in print, for example. A lack of money for buying new digital books is a big hurdle, for sure. But there are other factors at play.

MORE: Detroit's silver lining

Publishers, fearful that selling to libraries will hurt sales to the general public, have thrown up roadblocks. Some major publishers jack up the price libraries pay for e-books compared to what they charge the public. Others make only a small number of titles available, delay their availability until weeks after the general release, or require libraries to buy another copy after lending it 26 times.

Such policies actually mark an improvement over the recent past. Until earlier this year, some major publishers refused to sell to libraries at all.

Public awareness that libraries lend e-books will play a key role in whether Amazon's digital book business erodes, Barclays said. As it is, relatively few people know about borrowing digital books, although their numbers are growing. A survey last year by the Pew Internet & American Life Project found that 31% of the public was aware that libraries lend e-books, up from 24% in 2011. Only 5% of people actually had checked out a digital book compared with 3% in the prior year, Pew found.

"E-books are becoming more important, and we do expect them to grow going forward," said Christopher Platt, director of the joint technology team for the New York and Brooklyn public libraries. "Digital is not a boutique service. It's part of the future of the library."

The New York Public Library has 84,000 e-book titles available. Of the 11 million books checked out during the nine-month period ending in April, 7.3% were e-books.

One thing the Barclays analyst failed to mention in his report is that Amazon is trying to market itself within libraries. Amazon is among a handful of booksellers that have partnered with OverDrive, a company that supplies libraries with e-book catalogues. People who search a catalogue may see an Amazon "Buy it Now" button if a book, CD, or DVD they want is unavailable. Instead of putting their name on a waiting list, people can simply buy a copy from Amazon and have it shipped to their doorstep.

MORE: Making big data seem minuscule

"Amazon is willing to support the community," said Rose Dawson, director of the Alexandria Library, which started connecting its patrons with Amazon a few weeks ago. "It will actually draw more people to them."

Libraries have a financial incentive to play along. For every sale, libraries get a commission of around 10%. It's hard to pass up on the extra money in an era of deep budget cuts. Some libraries like Alexandria's also place an Amazon button on their home pages, which the public can use, in theory, to buy televisions, computers, and cat food in addition to books.

Sales, however, have been modest at the New York Public Library, which has been testing the program for the past year. In addition to Amazon, library patrons can shop at Barnes & Noble and IndieBound. So how much has the library earned from the three retailers? Just \$800.

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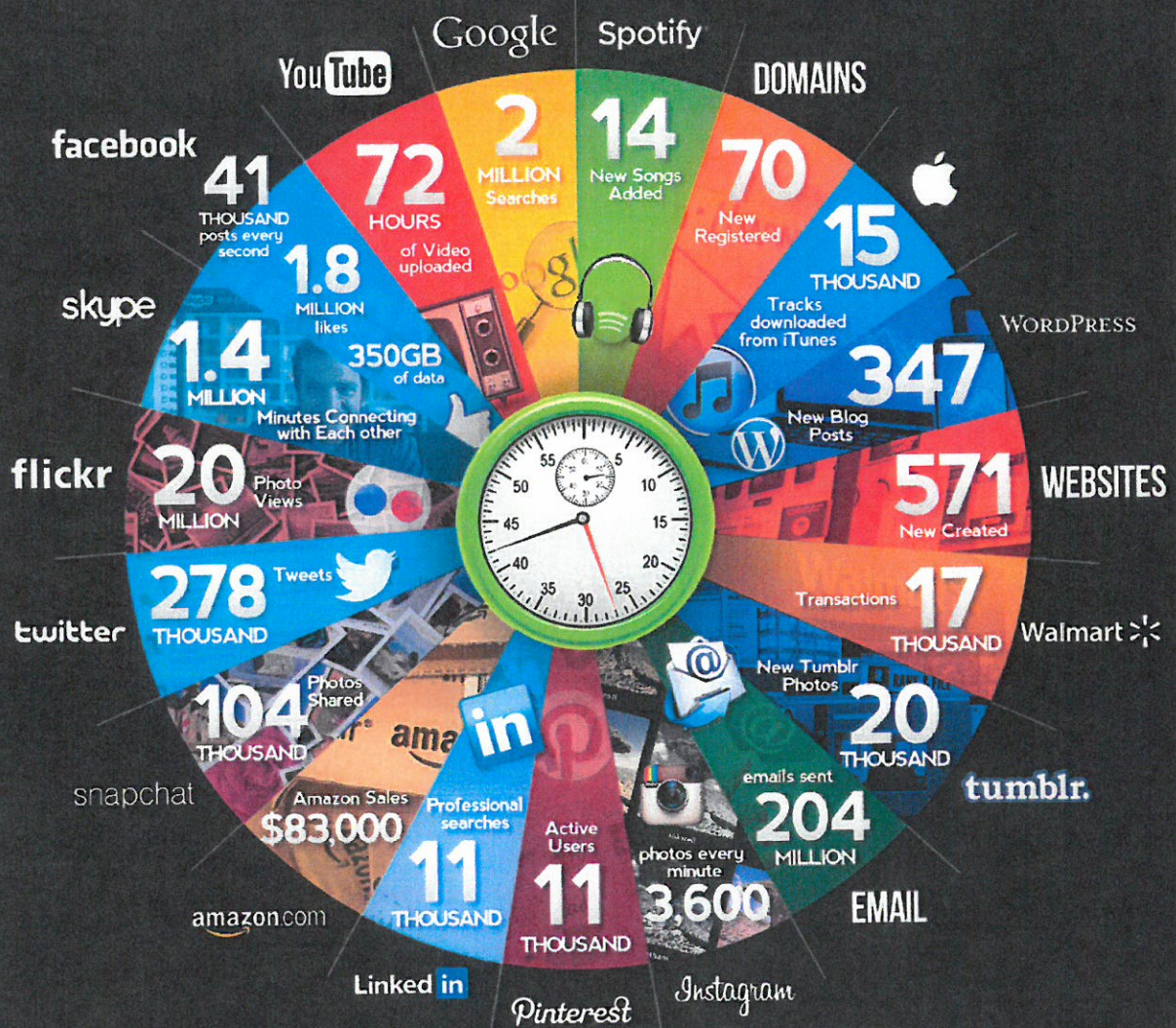
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ONLINE IN 60 SECONDS

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Qmee

Data

Source: various sources including Google, Spotify, Apple, WordPress, Walmart, tumblr, Email, Instagram, Pinterest, Amazon, Snapchat, Flickr, Twitter, Skype, Facebook, YouTube, and other online services.

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[calix] NPR series on public libraries

Coles, Janet@CSL <janet.coles@library.ca.gov>

Mon, Aug 12, 2013 at 11:45 AM

To: "calix@lists.gseis.ucla.edu" <calix@lists.gseis.ucla.edu>

Good morning,

For those who haven't yet heard, National Public Radio is airing a special series this month titled "Keys to the Whole World: American Public Libraries." Programs that have aired so far include:

How Andrew Carnegie Turned His Fortune into a Library Legacy

Libraries' Leading Roles: On Screen, On Stage, and In Song

For Disaster Preparedness, Pack a Library Card?

At Libraries Across America, It's Game On

These programs can be accessed on the NPR web site at:

<http://www.npr.org/series/209598179/public-libraries-in-america>

Best regards,

Janet Coles

Library Programs Consultant

Library Development Services Bureau

California State Library

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916-651-0981

[calix] [CSL_FYI] 72% of Online Adults are Social Networking Site Users | Pew Research Center's Internet & American Life Project

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

Tue, Aug 6, 2013 at 4:28 PM

The full report is available at

<http://www.pewinternet.org/Reports/2013/social-networking-sites.aspx>

Overview

The Pew Research Center's Internet & American Life Project has been studying online adults' social networking site use since 2005, and has seen substantial growth since then. Today, 72% of online adults use social networking sites. Although younger adults continue to be the most likely social media users, one of the more striking stories about the social networking population has been the growth among older internet users in recent years. Those ages 65 and older have roughly tripled their presence on social networking sites in the last four years—from 13% in the spring of 2009 to 43% now.

In this report we also studied online adults' use of Twitter. The percentage of internet users who are on Twitter has more than doubled since November 2010, currently standing at 18%. Internet users ages 18-29 are the most likely to use Twitter—30% of them now do so.

Rush Brandis

California State Library

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County of Santa Cruz

COUNTY ADMINISTRATIVE OFFICE

701 OCEAN STREET, SUITE 520, SANTA CRUZ, CA 95060-4073

(831) 454-2100 FAX: (831) 454-3420 TDD: (831) 454-2123

SUSAN MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

May 3, 2013

TO: Each Member of the Board of Directors of the Library Financing Authority

LIBRARY SALES TAX AND PROPERTY TAX REVENUE

Dear Members of the Board of Directors:

The purpose of this letter is to provide an update on the Library Sales Tax actual receipts for the 3rd quarter of the 2012-13 fiscal year, and an update on the County Library Fund Maintenance of Effort (MOE) contribution to the Library Financing Authority for 2012-13.

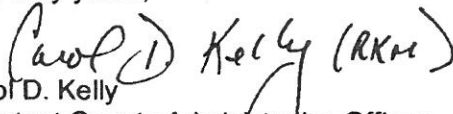
Total Library Sales Tax actual receipts for the 3rd quarter were \$2,073,641, which is \$146,893 more than the January estimate provided to the Authority in February.

Your Board was advised in November and January of a \$19,520 reduction to the 2012-13 County MOE resulting from a 2011-12 property tax shortfall and revised 2012-13 property tax apportionment. Currently the 2012-13 Library Fund property tax apportionment is estimated at \$8,000 less than budgeted due to a reduction in supplemental property tax revenues. In addition, RDA passthrough revenue declined by \$53,730, offset by a \$29,439 increase in RDA residual distributions. The combined 2012-13 revenue losses of \$32,291 have been offset by a \$1,668 reduction in the property tax administration fee. These adjustments result in a net reduction of \$50,141 to the 2012-13 County Library Fund MOE contribution, now estimated at \$4,598,640.

In summary, 2012-13 third quarter sales tax is \$146,893 over estimate. The County Library Fund MOE contribution for 2012-13 will be \$50,141 under budget. The 2012-13 fiscal year sales tax receipts are \$432,657 over budget. These variances net to a favorable year to date increase of \$382,516 over budget as of March 31, 2013.

If you have any questions, please give me a call at 454-2100.

Very truly yours,


Carol D. Kelly
Assistant County Administrative Officer

cc: Director of Libraries, Santa Cruz City/County Library System
Library Director, Watsonville Library
County Administrative Officer
Santa Cruz City Manager
Watsonville City Manager
Auditor-Controller
Santa Cruz Director of Finance
Administrative Services Director, City of Watsonville

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County of Santa Cruz

COUNTY ADMINISTRATIVE OFFICE

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SUSAN MAURIELLO, J.D., COUNTY ADMINISTRATIVE OFFICER

July 8, 2013

TO: Each Member of the Board of Directors of the Library Financing Authority

4th QUARTER LIBRARY SALES TAX REVENUE UPDATE

The purpose of this letter is to provide an update on the Library Sales Tax final actual receipts for the 4th quarter of the Library Financing Authority's 2012-13 fiscal year. Actual receipts for the 4th quarter totaled \$2,010,230, which is \$33,398 more than the 4th quarter estimate provided to the Authority in June.

As approved by your Board on June 3, 2013, the Auditor-Controller will make all necessary adjustments to facilitate 2012-13 year end closing and distribute revenue received in excess of the adopted budget in accordance with the population percentages.

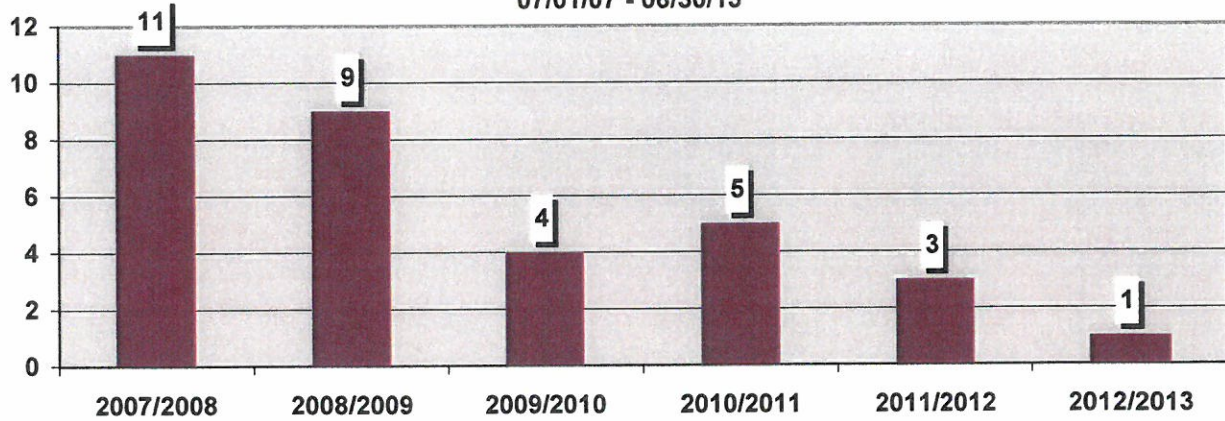
In September, we will provide you with an update on the 1st quarter sales tax receipts for 2013-14 and the property tax estimate for 2013-14. If you have any questions, please give me a call at 454-2100.

Very truly yours,

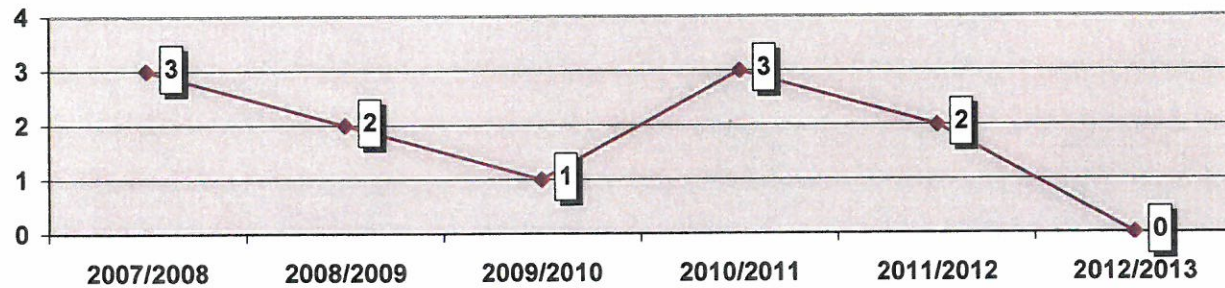
Carol D. Kelly
Assistant County Administrative Officer

cc: Director of Libraries, Santa Cruz City/County Library System
Library Director, Watsonville Library
County Administrative Officer
Santa Cruz City Manager
Watsonville City Manager
Auditor-Controller
Santa Cruz Director of Finance
Administrative Services Director, City of Watsonville

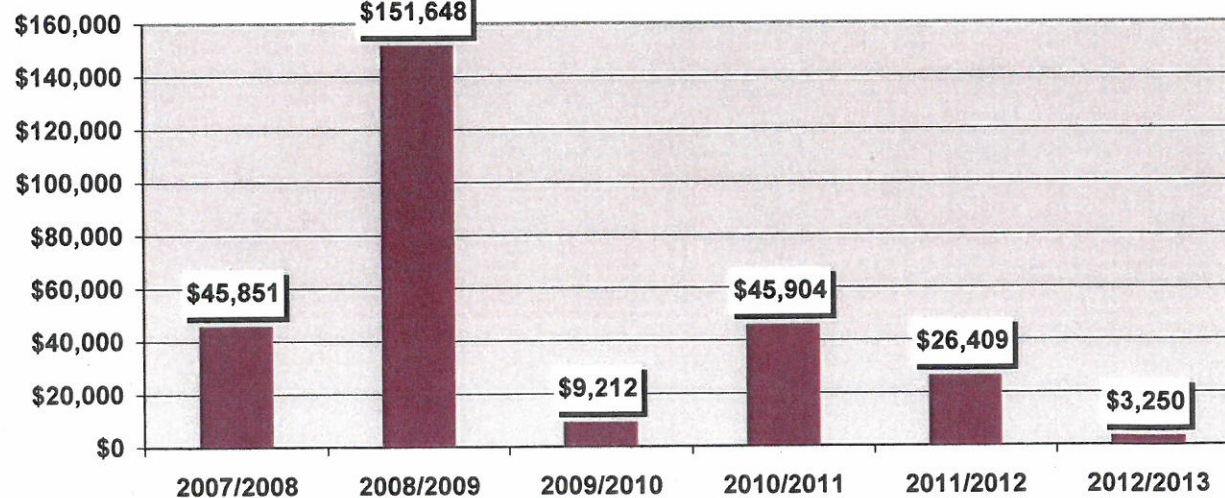
**City of Santa Cruz
Workers' Compensation
Reported Claims per Fiscal Year
Library
07/01/07 - 06/30/13**



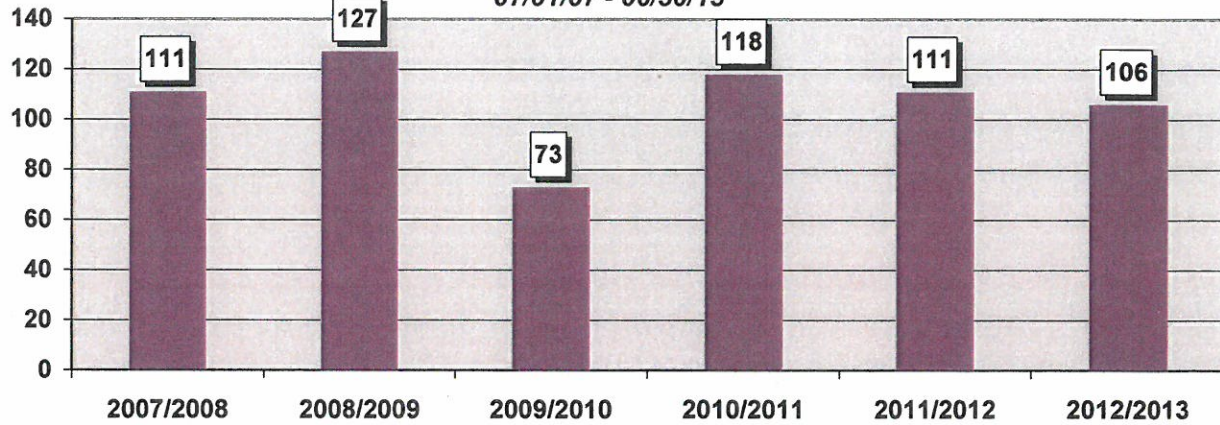
Indemnity Claims



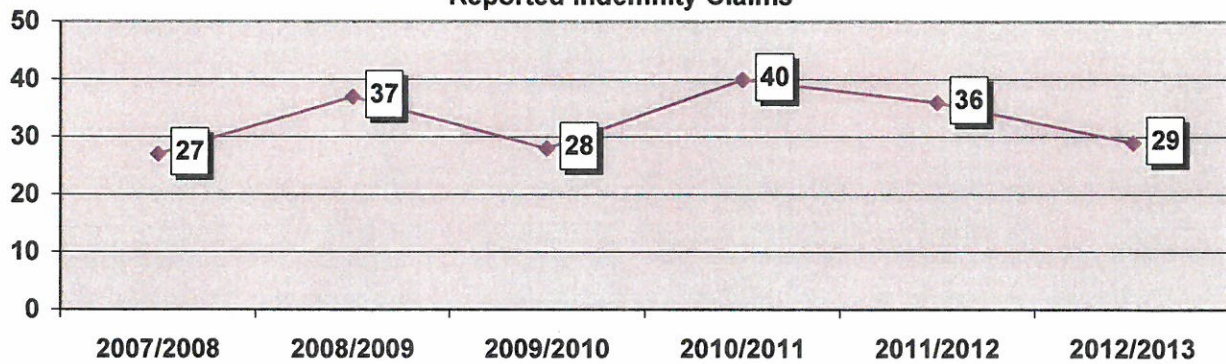
Incurred Costs for Reported Claims



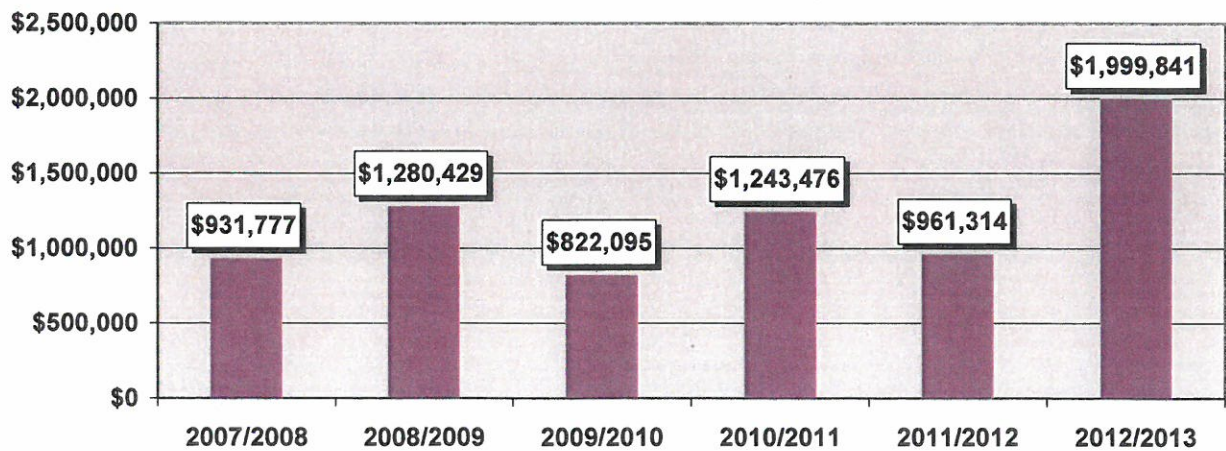
**City of Santa Cruz
Workers' Compensation
Citywide
Reported Claims per Fiscal Year
07/01/07 - 06/30/13**

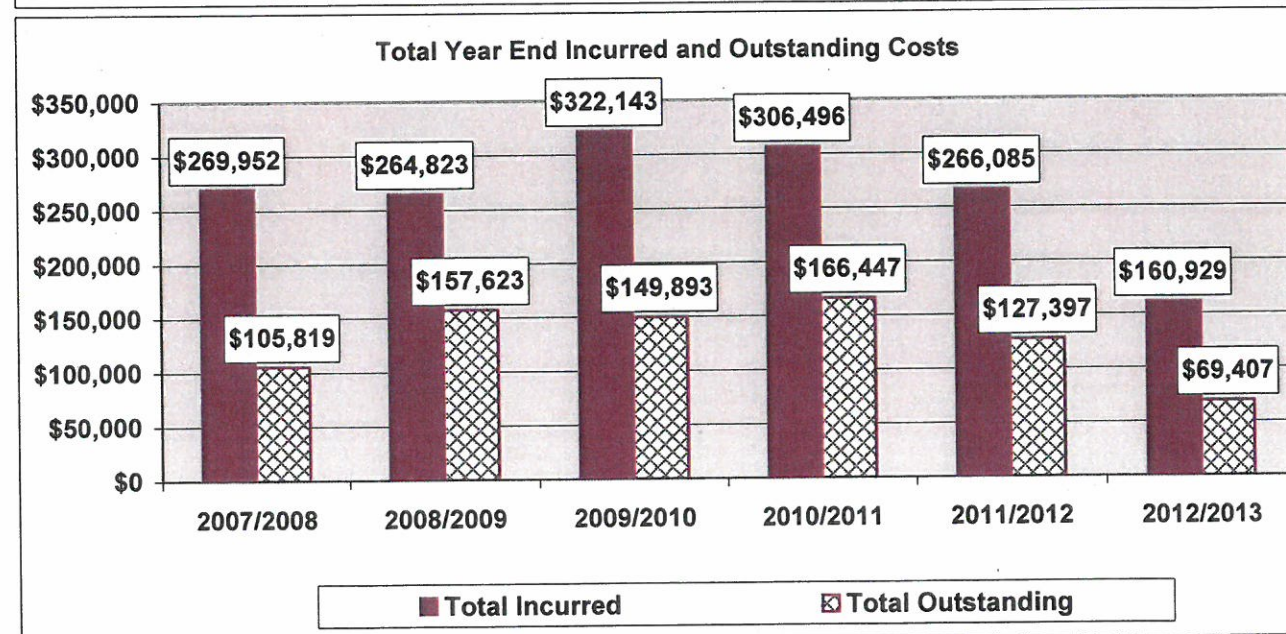
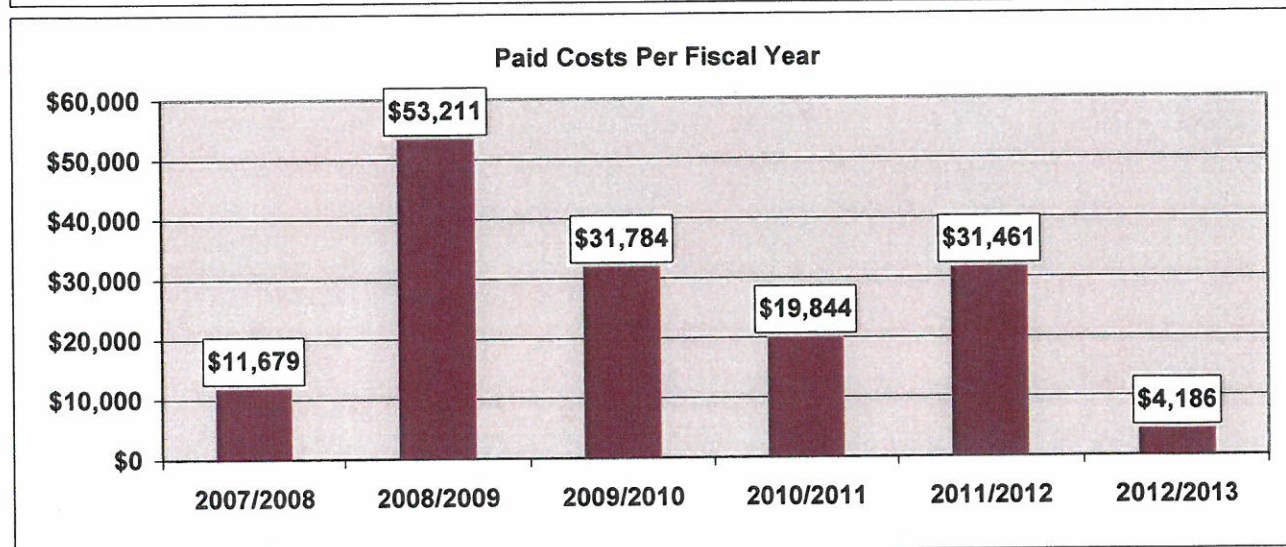
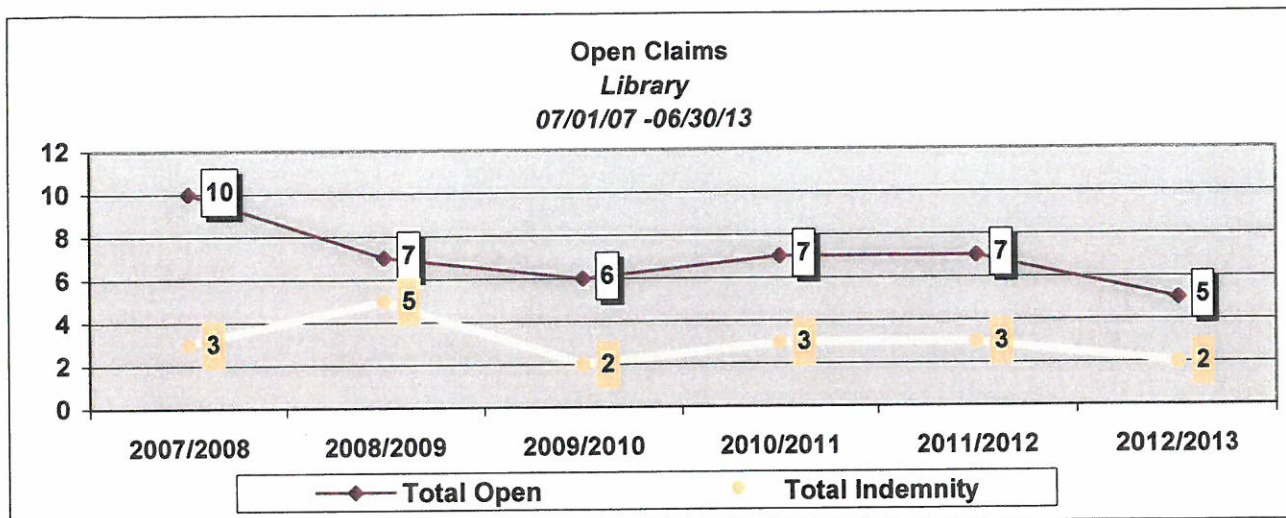


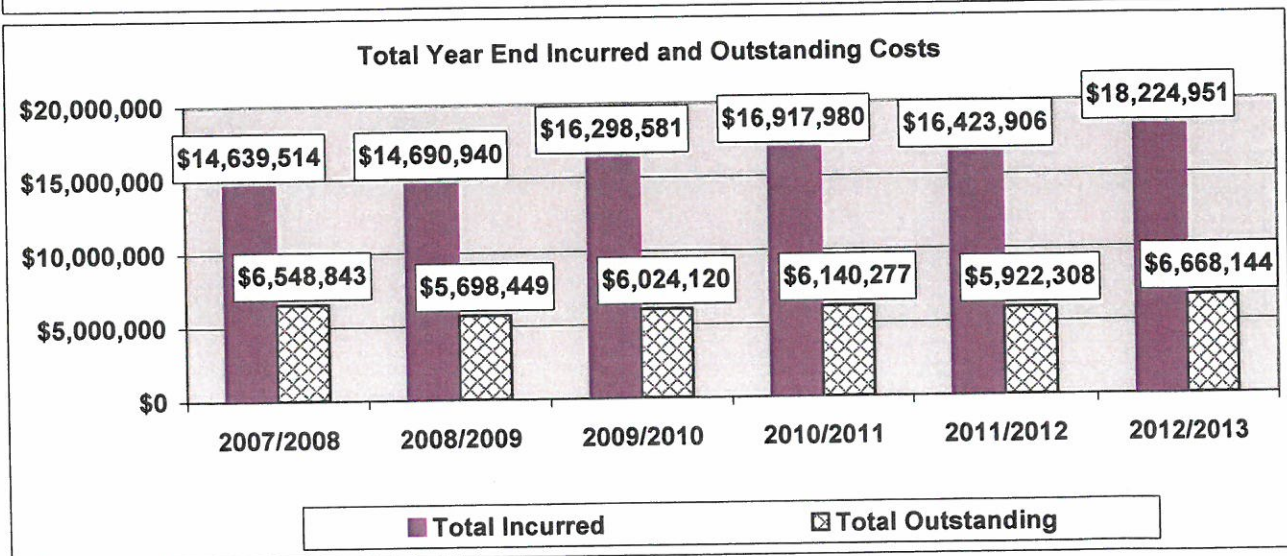
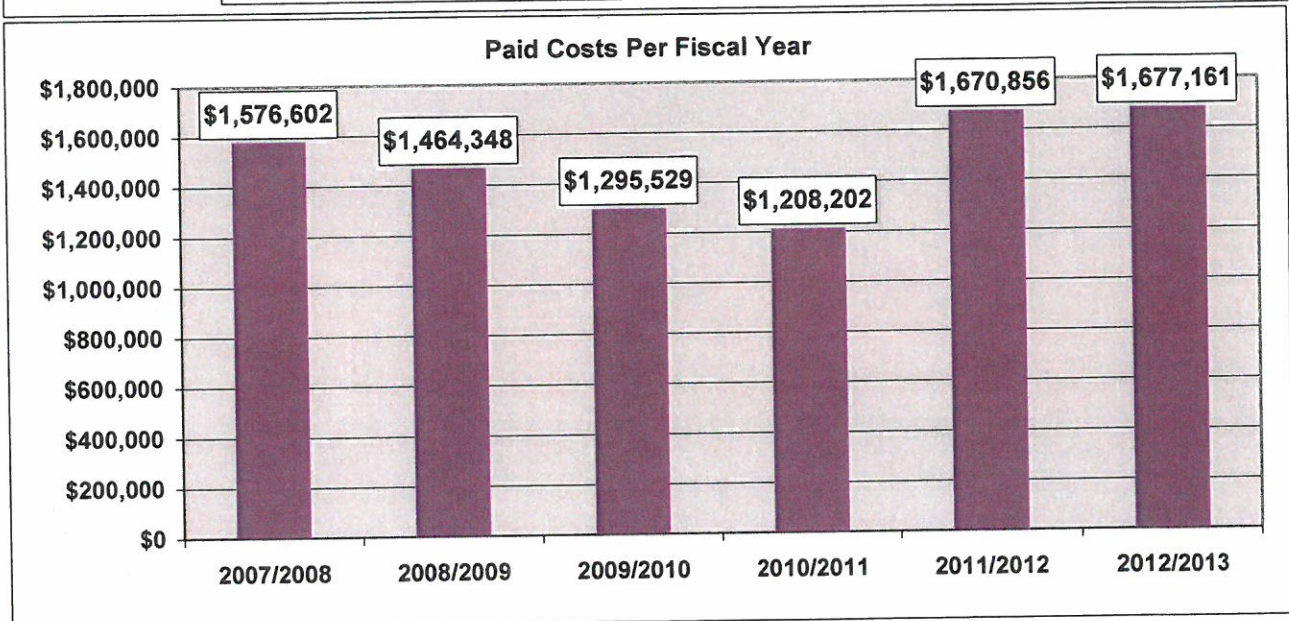
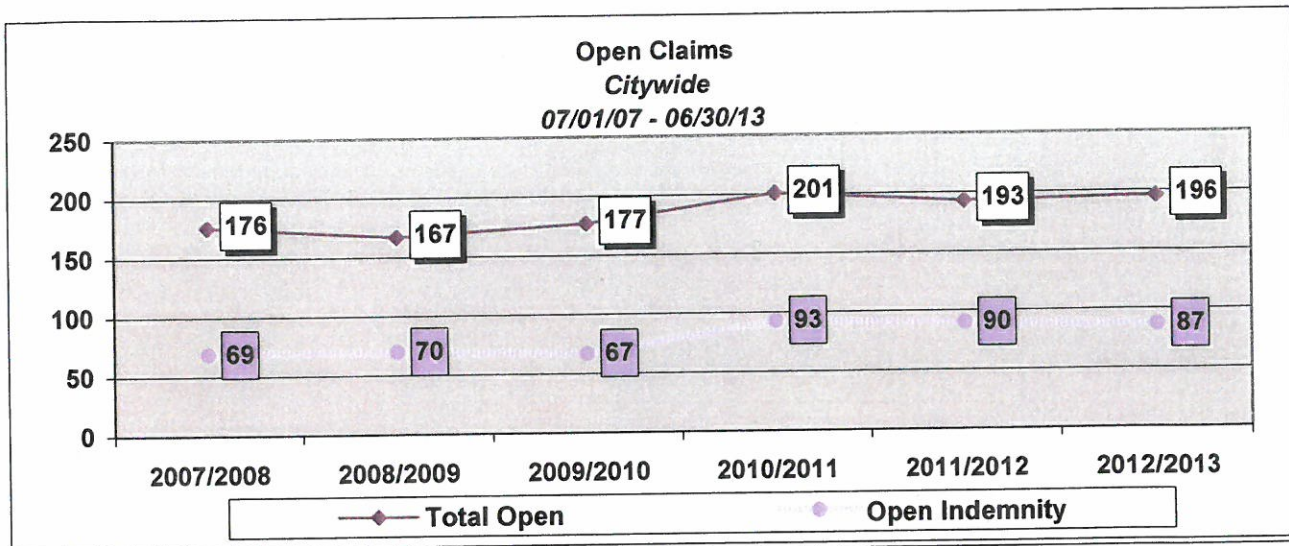
Reported Indemnity Claims



Incurred Costs for Reported Claims







Santa Cruz Public Libraries Virtual Services Quarterly Report

Fiscal Year 2012-2013

Fourth Quarter: April – June 2013

Prepared by: Diane Cowen; Virtual Services Coordinator

Overview

- In early May, the *SCPL on the Go* app was promoted to library users. Virtual Services has received positive feedback from the public, many of whom have offered suggestions for improvement. Some suggestions from the public have already been incorporated into the app, such as the addition of the library barcode for scanning at self check machines. Other suggestions are under development by the vendor.
- Virtual Services negotiated a partnership with the Seymour Marine Discovery Center to participate as a member in the Discover & Go Network. The Seymour Center offers 20 monthly passes admitting one adult and one child free. The Museum of Art & History has renewed their offer for the next fiscal year as well.
- Virtual Services devoted a great deal of time to Summer Reading Program marketing and publicity, including designing print flyers, digital signage, and social media images and promotion. Our recently formed Marketing Team did a fantastic job of ensuring that our publicity efforts were well coordinated, timely, and well planned.
- Virtual Services Coordinator Diane Cowen has been making progress on the SoundSwell Local Music Database project. Forging partnerships with local musicians, she has established contracts with 30 artists in a variety of genres. She has taken a 4 hour training session on the use of the Dublin Core metadata standard, and will begin adding the music and metadata to the database beginning in the next fiscal year.