



SANTA CRUZ • PUBLIC
LIBRARIES
A City County System

LIBRARY JOINT POWERS AUTHORITY BOARD

Monday, December 5, 2005 at 7:30 PM
Community Meeting Room
224 Church Street, Santa Cruz

7:00 PM CLOSED SESSION

Labor Negotiations (Government Code §54957.6)

Kelly Menehan, Acting Director, Human Resources—Negotiator

Employee Organizations: Service Employees International Union
Operating Engineers
Management Unit

7:30 PM PUBLIC MEETING

1. ROLL CALL
2. REPORT ON CLOSED SESSION (Chair)
3. APPROVE AGENDA
4. APPROVE MINUTES OF November 7, 2005
5. ORAL COMMUNICATIONS
6. CONSENT AGENDA
 - a. Adopt Open Hours Schedule for Re-opened Live Oak Branch
 - b. Approve Closing System for Staff Morning
7. WRITTEN COMMUNICATIONS
 - a. "How Are We Doing? Service Standards Compared to Current Library Services." November 2005 Update.
 - b. "The Library Website 2005: We Aren't Just Hours and Directions

Library Headquarters and System Services
1543 Pacific Avenue • Santa Cruz, California 95060 • (831) 420-5600

Any more." Presented by Gail McPartland to CALTAC Workshop, October 29, 2005

- c. "RFID" Backgrounder for Library Workers." Presented by Lori Bowen Ayre to CALTAC Workshop, October 29, 2005.

8. REPORTS OF ADVISORY BODIES

9. MEMBER REPORTS

- a. Leigh Poitinger on the Standards Workshop, 11/19/05
- b. Barbara Gorson on Cost Estimating Progress

10. STAFF REPORTS

Director's Monthly Report (oral)

11. OTHER BUSINESS

- a. Review and Interview Candidates for Citizen Appointment to the Library Joint Powers Authority Board

Three applications enclosed; each candidate has been invited to attend the meeting.

- b. Approve Implementing Balance of Staff Reorganization Plan.
- c. Review and Discuss Collection Development Plan, 2005-2010
Susan Elgin, Assistant Director
Plan included in Board Packets only; copies available
In the Library Office on request

12. SCHEDULE NEXT MEETING

The next meeting is scheduled for Monday, January 9, 2006 at 7:30PM in the Community Meeting Room of the Central Branch Library

13. ADJOURNMENT

The Santa Cruz City-County Library System does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, the Library requests that you attend fragrance free. The Central Branch Library is a fully accessible facility. If you wish to attend this public meeting, and you will require special assistance such as sign language or special devices in order to attend and participate, please call (831) 420-5600 or TDD: (821) 420-5733 seventy-two hours prior to the event to make arrangements for assistance. Upon request, agendas for public meetings can be provided in a format to accommodate special needs.

SANTA CRUZ PUBLIC LIBRARIES
A CITY-COUNTY SYSTEM

LIBRARY JOINT POWERS BOARD

MINUTES

November 7, 2005

Central Branch Community Meeting Room
224 Church Street, Santa Cruz

7:30 PM PUBLIC MEETING

I. ROLL CALL

Present: Citizen Richard Gaughan, Citizen Barbara Gorson, Councilmember Cynthia Mathews, Citizen Leigh Poitinger, Councilmember Rotkin, Supervisor Jan Beautz, Councilmember Michael Termini

Excused: Councilmember Randy Johnson

Absent: Supervisor Mark Stone

Staff: Anne Turner, Director of Libraries
Susan Elgin, Assistant Director of Libraries (Absent)

II. APPROVAL OF MEETING AGENDA OF November 7, 2005

The agenda of November 7, 2005 was unanimously approved. (Rotkin/Termini)

III. APPROVE MINUTES OF SEPTEMBER 12, 2005

The minutes of September 12, 2005 were unanimously approved. (Rotkin/Termini)

IV. PRESENTATION

Martin Bernal, Assistant City Manager, City of Santa Cruz, presented a report on the Facilities Maintenance Services Organizational Study conducted recently by Management Partners, Inc.

Councilmember Mathews moved, seconded by Councilmember Termini that the Library Joint Powers Authority Board generally supports the centralization of facilities maintenance by the City.

UNAN

V. CLOSED SESSION

Received a report from Martin Bernal, Assistant City Manager and Kelly Menehan, Acting Director, Human Resources regarding labor negotiations (Government Code #54957.6).

VI. CONSENT AGENDA

No items to report.

VII. ORAL COMMUNICATIONS

Sherry Skold from the Felton Friends reported the success of the Blue Grass Fundraiser, which raised \$2000, and awareness/support. The group will be breaking up into committees to accomplish projects regarding publicity, community education and future event planning.

VIII. WRITTEN COMMUNICATIONS

Retirement party invitation for Jane Schymeinsky and Catherine Steele that will be held December 2, 2005.

IX. REPORTS OF ADVISORY BODIES

Pat Sandidge, Managing Director of the Friends of the Santa Cruz City-County Library System reported the following Friends' activities:

- Introduction of Tatiana Marshall, Volunteer Coordinator & Administrative Assistant who is organizing the volunteers for the Book Sale being held at the Civic on November 18 & 19
- Book Buddy And Book Sale Volunteer Recognition events were sponsored in October, Volunteer Recognition Month
- Genealogical Society Donated \$1210 to help support the implementation of the Heritage Quest Database.
- Friends of the Libraries have been invited to participate with Supervisor Beautz' staff and RDA staff in planning Grand Opening of the Live Oak Branch in January.
- The Community Foundation of SC County has established a new Endowed Fund for The Friends from the Herman and Ruth Utter bequest of \$199,000. Earnings will support library collections. Other Endowed Fund Balances:
 - Randall Kane/Donor Advised Fund \$25,000;
 - Friends Agency Endowment \$48,692

X. MEMBER REPORTS

Leigh Poitinger attended a CALTAC workshop and learned about various new technologies being used in libraries.

Chair Richard Gaughan reported on his Annual Visit Tour at the Branches.

XI. STAFF REPORTS

The Director made the following reports

- Assistant County Administrator Quarterly Report on Measure B Receipts
- Library Monthly Financial Statements
- Communication Policy adopted September 12, 2005 to go into Board Handbooks
- Workers Compensation Claims Information Tables, City of Santa Cruz
- Director's Monthly Report as follows:
 - CLA Conference
 - READ TO ME gave a heavily attended presentation
 - Zoia Horn Award for Intellectual Freedom was given to Anne Turner who accepted on behalf of the whole Library Staff.
 - One of our Library Pages was the first to receive a CLA Scholarship for a library student who wants to be a Youth Services Librarian
 - "Best in Show" Award for public relations contest for KUSP radio spots.

X. OTHER BUSINESS

A. Merritt Taylor, Reference/Adult Services Coordinator presented her recommendations on our photograph collection policies.

Councilmember Rotkin moved, seconded by Councilmember Mathews

that the Board adopts the proposed revised procedures and fees for lending photographs owned by the Library System for publication.

UNAN

B. Reorganization of Staff

Anne Turner explained staff reorganization recommendations.

Councilmember Rotkin moved, seconded by Supervisor Beautz

that the Board approve in concept all the proposed staffing changes and budget changes to implement some immediately, with the understanding that the Director will return with accurate figures reflecting the changes.

UNAN

XI. SCHEDULE NEXT MEETING

December 5, 2005

XII. ADJOURNMENT

The regular meeting adjourned at 10:00 PM

Respectfully submitted,


Kira Henifin, Clerk of the Board

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



SANTA CRUZ • PUBLIC
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A City County System

November 21, 2005

TO: LIBRARY JOINT POWERS AUTHORITY BOARD
FR: DIRECTOR OF LIBRARIES 
RE: ADOPT LIVE OAK BRANCH HOURS

RECOMMENDATION: That the Board adopt the following open hours schedule for the re-opened Live Oak Branch Library: Monday through Thursday, 10 a.m to 8 p.m. and Friday and Saturday, Noon to 5 p.m.

BACKGROUND

The new Live Oak Branch will be open a total of 50 hours per week using the schedule above. It is important to note that the Branch will be open four nights per week.

The Aptos Branch is open 54 hours per week (it opens at 10 a.m. rather than Noon on Friday and Saturday), but it has eight staff members, rather than the seven assigned to Live Oak.

AMT:JOPNHRSL0.JMM



SANTA CRUZ • PUBLIC
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November 23, 2005

TO: LIBRARY JOINT POWERS AUTHORITY BOARD
FR: DIRECTOR OF LIBRARIES
RE: STAFF MORNING CLOSURE

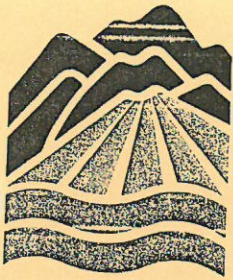
RECOMMENDATION: That the Library Joint Powers Authority Board approve closing all Branches and programs of the Library System on Friday April 7, 2006 from 8 a.m. to 1 p.m so that a Staff Morning may be held for all employees.

BACKGROUND

The Library System tries to hold a Staff Day or Staff Morning at least annually, so that all employees can get together for discussion and training. We have not held one of these sessions since January 2003 because of Holiday and other Closures. The Staff Training Committee and the Management staff have agreed that it would be useful to hold a Staff Morning in 2006 so that all the staff can participate in discussion and brainstorming on how library services can or should be reconfigured to meet changing needs.

Closing on a Friday morning has minimal impact on the public. The Boulder Creek, Capitola, Felton, Garfield Park, La Selva Beach, Live Oak, and Scotts Valley Branches are all regularly closed on Friday morning. Some of them open at Noon. Delaying the opening until 1 p.m. will give the staff time to return to the Branch and conduct standard set-up procedures.

AMT:JSTAFFMOR.CLO



SANTA CRUZ • PUBLIC
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**HOW ARE WE DOING? SERVICE STANDARDS
COMPARED TO CURRENT LIBRARY SERVICES
NOVEMBER 2005**

The source document is *Library System Standards for Library Services and Facilities*, adopted by the Library Joint Powers Authority Board in September 2001.

Below is a list of the standards with which the Library System currently **DOES NOT** comply.

1. LIBRARY USERS, LIBRARY USAGE, AND SPECIAL CONSTITUENCIES

- The Library System currently provides no services to incarcerated adults or juveniles.

2. LIBRARY COLLECTIONS: The Tier System of Library Service will be used to determine the size and type of collections at each Branch.

The table below shows the Standard for each Branch compared to the Branch collection on July 1, 2005. The Standard is based upon Year 2000 Census figures.

BRANCH	STANDARD	COLLECTION
		1-Jul-05
APTOS TIER II	58,372	61,724
BOULDER CREEK TIER I	11,738	29,174
BRANCIFORTE TIER I	20,493	51,698
CAPITOLA TIER I	11,687	32,566
CENTRAL TIER III	205,630	229,333
FELTON TIER I	10,225	18,622
GARFIELD PARK TIER I	not applicable	14,372
LA SELVA TIER I	not applicable	13,547
LIVE OAK TIER II	67,235	no count yet
SCOTTS VALLEY TIER II	58,775	47,494
BRCOLL.RPT		
11/17/2005		

The Collection size standards were developed primarily as a tool for determining the size of a new branch. As the Table demonstrates, some Branches have more items than they "need," and some are constricted by space limitations. It is important to remember, however, that the usefulness of a Branch's collection depends more on its currency and relevance to public needs, than to size.

5. TECHNOLOGY ACCESS SERVICES

- The Library should develop a computer docent program to train patrons in effective use of Library automated resources. Currently, staff provide workshops for users, but a broader effort would be very helpful to the public.
- The Library is under pressure from patrons to offer word processing services to users. Staff does not believe the Library has sufficient space, time, or staff to do so. Options for other ways to meet this community need should be explored.

6. LIBRARY OPEN HOURS:

- The Library does not comply with its 52 hours per week standard for Tier I Branches, 64 hours per week standard for Tier II Branches, and 68 hours per week for the Tier III Branch.

Budget cuts have required reducing the open hours at every Branch. The Branches are currently open 434 hours per week vs. the 572 the Standard specifies. The soon-to-reopen Live Oak Branch is included in the calculation.

OPEN HOURS: STANDARD AND CURRENT

BRANCH	STANDARD	CURRENT
APTOS TIER II	64	54
BOULDER CREEK TIER I	52	37
BRANCIFORTE TIER I	52	45
CAPITOLA TIER I	52	42
CENTRAL TIER III	68	58
FELTON TIER I	52	37
GARFIELD PARK TIER I	52	32
LA SELVA BEACH TIER I	52	31
LIVE OAK TIER II	64	50
SCOTT'S VALLEY TIER II	64	48
	572	434

7. SERVICES TO CHILDREN AND TEENAGERS:

- Create sufficient space and staffing for an electronic homework center at the Aptos Branch.

Note: There will be an Electronic Homework center in the new Live Oak Branch, and centers will be included in the new Capitola, Felton, and Scotts Valley Branches.

8. SERVICES TO OLDER ADULTS

- Based on needs assessment and the 2000 Census, add staff sufficient to adequately serve this population. The Library System currently employs one half time Librarian II who is responsible for outreach to Seniors.

10. ACQUISITIONS, PROCESSING, AND CATALOGING OF LIBRARY MATERIALS

- Add Technical Services staff sufficient to meet 30 working day turnaround time standard.

11. PERSONNEL RESOURCES

THE TABLES BELOW APPLY THE FORMULAE FOR TIER I AND TIER II BRANCHES (see Standards Pages 19-21) TO THE CURRENT STAFFING LEVEL AT BRANCHES.

TIER I BRANCHES

	REQUIRED STAFF	CURRENT STAFF	DEFICIT
BOULDER CREEK	4.8813	2.5000	2.3900
BRANCIFORTE	5.5000	4.0000	1.5000
CAPITOLA	4.8813	4.1250	0.6300
FELTON	4.8813	2.5000	2.3900
GARFIELD PARK	2.5000	2.3700	0.1300

NOTE: LaSelva Beach Branch circulation is less than 35,000 items per year. The calculations are based upon **current** open hours not the Standards.

TIER II LIBRARIES

	REQUIRED STAFF	CURRENT STAFF	DEFICIT
APTOS	9.4563	8.0000	1.4563
LIVE OAK	9.7500	7.000	2.7500
SCOTTS VALLEY	9.2263	7.5000	1.7263

NOTE: The calculations are based upon January 2006 open hours, when the expanded Live Oak Branch opens to the public.

Each Tier II Branches has professional staff for management and youth services but no professional staffing for query handling.

FACILITIES STANDARDS WITH WHICH THE LIBRARY DOES NOT COMPLY

Our Facilities Standards are based upon Branch service area population figures that may or may not change. Below is a list of our Branches, with current square feet, Standards square feet, and plans for change if available.

BRANCH	CURRENT SQUARE FEET	STANDARD SQUARE FEET	PLAN
Boulder Creek Tier I	4,600	6,597	None
Branciforte Tier I	7,500	8,569	None
Capitola Tier I	4,320	6,509	Capitola City obligated to build 7,000 sq ft permanent Branch
Felton Tier I	1,250	6,080	Planning in Process
Aptos Tier II	8,000	15,320	None but Parking Lot Addition
Live Oak Tier II	13,500 Branch Opens January 2006	17,654	Larger Branch sacrificed to retain for Portola Ave. Location
Scotts Valley Tier II	5,300	16,090	Scotts Valley City obligated to build 12,500 sq ft Branch

In addition the Central Branch is 44,000 square feet. Adding 15,000 to 20,000 square feet would enable moving the Administration, Technical Services, and Outreach staff out of rental space and back to 224 Church Street. Alternatively, a modern, more flexible structure could be built elsewhere in Downtown Santa Cruz.

AMT:SUPDATE.RPT
11/17/05

The Library Website 2005: We Aren't Just Hours and Directions Anymore

Presented to CALTAC on October 29, 2005, by

Gail McPartland
mcpartland@plsinfo.org
Bay Area Library and Information System,
Peninsula Library System
Silicon Valley Library System

Library Catalogs – Now in a Variety of Languages

Having library websites in a variety of languages is important for reaching non-English speaking groups. A website in the language of their choice reinforces the library as a place for everyone.

- ◆ Peninsula Library System (Chinese and Spanish)

<http://catalog.plsinfo.org>

Click on "Online Catalog"

Languages are linked at the top of the screen for the catalog

- ◆ San Francisco Public Library (Chinese and Spanish)

<http://www.sfpl.org>

Languages are linked at the top of the screen for the entire site!

- ◆ San Jose Library (Chinese, Vietnamese, and Spanish)

<http://www.sjlibrary.org>

Click on Library Catalog

Languages are linked at the top of the screen

Research Databases (Usually Requires a Library Card)

Library websites include databases to magazines, periodicals, newspapers and other research tools. Not just for students working on homework papers, some websites include reader's advisory – a wonderful tool to help find that next good read.

- ◆ Palo Alto Public Library

<http://www.cityofpaloalto.org/library>

Click on Resources Online to see the database choices
Choose the database you are interested in searching

◆ San Mateo County Library

<http://smcl.org>

Click on Research

Click on Online Databases

Choose the database you are interested in searching

Community Information

Beyond library catalogs and collections, many libraries collect and maintain directories of local information. There are several notable directories in the Bay Area, including these. Just be aware that each of these has a different focus so you might not find all of these examples in all of these directories.

◆ Berkeley Public Library – Berkeley Information Network (The BIN)

<http://berkeleypubliclibrary.org>

Click on Berkeley Information Network (The BIN)

Click on a search choice

Type your search in the box, e.g. "bookstores"

◆ Peninsula Library System, Community Information Program

<http://www.plsinfo.org>

Click on Online Catalog

Click the tab for the Community Information Program

Type your search in the box, e.g. "museums"

◆ San Francisco Public Library

<http://www.sfpl.org>

Click on Community Services Directory under Local Links

Type your search in the box, e.g. "theater"

◆ Santa Clara City Information Network (CIN)

<http://www.library.ci.santa-clara.ca.us>

Click on Our Community/CIN (on the left)

Click on Search the CIN Database

Click on the search you want, e.g. Keyword

Type your search in the box, e.g. "pets"

Genealogy

Local libraries provide a great deal of support for those researching their ancestry. Here is an example of a library helping identify where obituaries can be found.

◆ Mountain View Public Library

<http://library.ci.mtnview.ca.us>

Click on Online Databases

Click on Mountain View Obituary Database

Click on Search the Database

Choose a search: Names, Dates or Keywords

Type your search in the box

Digital Archives

As we continue to progress through the Digital Age, there are many who do not want to see our rich histories forgotten. Here is an example of library that is marrying these two ideas together, i.e. an archive of our rich history that is available for viewing from our computer monitors.

◆ San Francisco Public Library

<http://www.sfpl.org>

Click on History located under Local Links

Click on San Francisco Historical Photograph Collection

Type your search in the box, e.g. "1906 Earthquake"

Click on View Image to see a large-size photograph

Alternate Forms of Reading

Libraries are increasingly aware of the need to reach people who might not visit our buildings. Many libraries are now offering electronic books (Sarah will be discussing) and audio books. Many libraries in our area are now offering free audio books which can be downloaded to your computer.

◆ Various (Califa Members)

<http://califa.lib.overdrive.com>

Appealing to All Ages

Our libraries continue to seek out teens to welcome them to our buildings. See the imaginative use of anime on this website, which is specifically targeted to its audience.

- ◆ Santa Clara City Teen Site

http://www.library.ci.santa-clara.ca.us/TeenNet/cool_sites/cool_sites.htm

Preparing for the Future

Library building projects are always of interest. Some libraries are now using webcams so community members can watch their new libraries grow.

- ◆ Alameda Free Library

<http://www.ci.alameda.ca.us/library/>

Click on Construction Webcam!

- ◆ San Mateo City Library

<http://www.ci.sanmateo.ca.us/dept/library/>

Click on Live Webcam at the bottom of the screen.

"Your Donations Gladly Accepted"

Libraries are moving towards ecommerce so they can accept library fines or donations online. Those libraries that can accept online payments are reporting a very favorable response from their communities. Here are examples of libraries allowing donations and/or online payments using their websites.

- ◆ Contra Costa County Library – to donate for books, CD's, DVD's and other library collections.

http://ccclib.org/donations/donate_library.html

- ◆ San Jose Public Library – to make online payments.

<http://www.sjlibrary.org>

Click on Library Catalog

Click on View and Pay Fines Online

RFID Backgrounder for Library Workers

By Lori Bowen Ayre
September, 2005

Radio Frequency Identification (RFID) tags, like bar codes, are used to identify individual books, CDs, DVDs and other circulating items. Unlike bar codes, RFID tags can be read without someone knowing it and they can contain more information than a bar code which is limited to a single sequence of numbers. RFID tags communicate via radio signals, whereas bar codes operate optically. Bar codes require a reader to be held up to the bar code tag -- line-of-sight -- whereas an RFID tag does not require line-of-sight. If the reader is close enough to the item, the RFID tag can be read inside the patron's book bag as they leave the library.

Benefits

Libraries are moving to RFID systems in place of (or sometimes supplemental to) their bar code systems because of the streamlined workflows that become possible.

Inventory-related tasks can be done in a fraction of the time with RFID as with bar code readers. For example, a whole shelf of books can be read by the reader with one sweep of the portable reader which then reports which books are missing or misshelved.

RFID-based circulation systems can process many more books in a shorter period of time with less strain on staff. Self-check systems have become very popular with both patrons and staff, and RFID self-check systems allow patrons to check-in or check-out several books at a time. RFID-enabled self-check systems reduce the number of staff needed at the circulation desk. Because the readers do not require line-of-site, multiple items can be read simultaneously by passing a stack of books near the reader. Some say that the RFID self-check systems are easier to use than their optically-based counterparts, making it easier for patrons to serve themselves.

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For archivists handling sensitive materials, the ability to inventory items without handling them is another benefit of RFID.

And while it has not yet been proven, some libraries believe RFID systems will reduce repetitive stress injuries associated with checking out books using electromagnetic systems.

Costs

While there are many benefits of RFID, the costs can be high. Each circulated item must have its own tag. The tags cost anywhere from \$.50-\$1.50 each. Plain tags used in books range from 50 cents to 70 cents. Customized tags containing the library logo are more expensive. The costs go up when tags are placed on other media such as CDs, DVDs and tapes (\$1 to \$1.50).

Each tag must be programmed. This can take months to accomplish and often involves everyone on staff plus volunteers. In some cases, it is possible to order pre-tagged books from vendors.

New security gates, circulation readers, self-check stations, sorting equipment and inventory wands must be purchased for the RFID system. In addition, the interfaces between the library's integrated library system (ILS) and the RFID system must be configured.

Estimates for implementing an RFID system range from \$70,000 to over one million dollars depending on the size of the library. One library reported spending \$650,000 to convert their 500,000 item collection to RFID.

Technology still new

While RFID technology is not new, the use of RFID tags in libraries is very new. In 2000, the first California library to implement RFID went live with their system. Today, approximately 300 libraries are using RFID nationwide. One problem for early adopters

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is that library RFID tags are not interchangeable. Therefore, once a library installs their tags, they are generally “married” to the vendor that supplied the RFID system.

Another issue for early adopters is that standards for the communication between item-level tags (ISO 18000) and the format of the data on the tag (data model standards) are still very much in flux. Therefore, first generation tags will likely need to be replaced to conform to the new standards.

Privacy and RFID

There are privacy costs as well. Because of the nature of RFID, tags can be vulnerable to unauthorized scanners reading the information stored on the tags. For this reason, most RFID tags used in libraries contain a minimal amount of information - essentially the same information stored on the bar code. But even if the tag contains nothing more than a unique identifier (like a bar code), there are privacy concerns.

In “Privacy and Security in Library RFID: Issues, Practices and Architectures (retrieved July 30, 2004 from <http://www.cs.berkeley.edu/~dmolnar/library.pdf>), Molnar and Wagner state that the potential threats to patron privacy are unauthorized tag reading and writing, hotlisting, eavesdropping, and tracking.

Unauthorized tag reading can occur when the data between the reader and the tag is unencrypted.

Unauthorized tag writing occurs when an unauthorized reader inserts data onto the tag during the normal read-write process. For example, the unauthorized reader could illegally reset the security bit allowing the user to walk out of the library with an unchecked out book.

Hotlisting is the process of illegally capturing data from the tag and matching it with a specifically targeted item. Eventually the interloper could build up a database of tag codes and the title of the item associated with each tag.

Tracking is the process of using the tag located in a book to keep track of the movements of an individual. In order for tracking to be effective, the individual being tracked must carry the tagged book and there must be unauthorized readers wherever the person travels.

In her 2005 publication, "Considering RFID: Benefits, Limitations, and Best Practices" (C&RL News, 66(1)), Laura Smart points out that "all of these privacy and security threats are labor intensive. The controversy stems from the potential of RFID technologies to erode privacy and civil liberties." Smart continues, "RFID is increasingly being used in commercial applications, and in its ubiquity lies its danger. As the technology evolves, stronger readers could emerge and start popping up everywhere like cell phone signal transmitters."

How Library RFID Systems Work

An RFID system consists of tags, readers, programming stations and the various interfaces involved in communicating or linking with other systems.

Tags

RFID tags are small radio receivers (antenna) with a microchip. The microchip is programmed with distinctive information about the item which can be directly imported from an integrated library system (ILS) at the tag programming station. It is possible to include many types of information on the tag (such as book title, patron circulation information, date/time stamps), but a tag would typically only contain barcode information.

Readers

There are many different types of tag readers or scanners. Typically, the reader is responsible for generating the electrical impulse that causes the tag to be read because the tags used in libraries are usually passive -- they don't have their own source of power. The reader interrogates the tag, which then replies with the information stored on the tag.

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Readers can be located at the circulation desk, self-check stations, book drops, sorting machines, exit sensors and in hand-held wands. Some readers store the information captured from the tags while others capture the information and immediately pass it through to the database, or integrated library system (ILS).

Readers built into the exit sensors check the tag to ensure that the item was checked out. If it was not checked out, the alarm sounds. This process can be handled in one of two ways. Some vendors use a "theft bit" to indicate whether the item was discharged. Others require that the ILS be queried as the patron leaves the library.

Readers placed at the circulation desk and at self-check stations allow staff and patrons to pass stacks of books over the reader which detects all the tags inside the books. It is not necessary for each item to be scanned individually.

Inventory wands act as readers and as portable databases that store shelf lists. Library staff can use the wands to scan all the items on a shelf and detect which items are out of order or missing.

Programming Stations

In order to convert to an RFID system, all library material must be tagged and programmed. Programming, or conversion, stations are used to affix the tags to the items and program them (usually via the existing bar code).

Interfaces

Many RFID systems have a server that collects the information from each of the library's readers. The RFID server then communicates with the circulation system. SIP2 provides the standard for most communications between the ILS and other systems. All library RFID vendors are SIP2 compliant however compliance does not ensure smooth communications because some vendors have modified the protocol to suit their needs.

The National Information Standards Organization (NISO) is developing a new protocol to encourage better interoperability between RFID and ILS systems. The new standard, Z39.83-2002 or NCIP (National Circulation Interchange Protocol) has not yet been implemented by library RFID vendors.

Best Practices Guidelines

Best practices guidelines and RFID-specific privacy guidelines are being developed by early adopters of RFID technology. Below is a summary of best practices guidelines for library RFID use:

- The Library should be open about its use of RFID technology including providing publicly available documents stating the rationale for using RFID, objective of its use and any associated policies and procedures and who to contact with questions.
- Signs should be posted at all facilities using RFID. The signs should inform the public that RFID technology is in use, the types of usage, and a statement of protection of privacy and how this technology differs from other information collection methods.
- Only authorized personnel should have access to the RFID system.
- No personal information should be stored on the RFID tag.
- Information describing the tagged item should be encrypted on the tag even if the data is limited to a bar code number.
- All communications between tag and reader should be encrypted.
- Only passive RFID tags should be used.
- All RFID readers in the library should be clearly marked.

As Smart (2005) notes, RFID technology has the potential to improve physical access to library materials but there are significant privacy implications. Smart encourages librarians to continue to "[monitor] the technology and maintain their professional obligation to protect patron privacy if they are going to choose RFID."


For more on RFID in libraries, visit the ALA's RFID page at <http://www.ala.org/ala/oif/ifissues/rfid.htm> and Laura Smart's RFID in Libraries weblog at <http://www.libraryrfid.net/>.

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SANTA CRUZ • PUBLIC
LIBRARIES
A City County System

November 28, 2005

TO: LIBRARY JOINT POWERS AUTHORITY BOARD
FR: DIRECTOR OF LIBRARIES 
RE: CITIZEN MEMBER CANDIDATES

There were four applicants to serve as a Citizen Member of the Library Joint Powers Board, three of whom were qualified. The candidates, who are listed below, have been invited to attend the December 5th Board Meeting to make brief presentations (no more than three minutes) introducing themselves, outlining their experience, and sharing their thoughts on the Library System. Their applications are attached. The Board has agreed to make an appointment at its January meeting, with the Citizen to begin serving in February.

The candidates:

Nancy Gerdt
5555 Lincoln Way
Felton, CA 95018

Patricia Huntsinger
P.O. Box 972
Boulder Creek, CA 95006

Steve Monahan
P.O. Box 2128
Boulder Creek, CA 95006

In addition, William O'Connor, 209 Calcita Drive, Santa Cruz applied. Calcita Drive is in the Carbonera section of the City, so Mr. O'Connor is not qualified to fill this vacancy. I have written to him thanking him for his application and explaining the Joint Powers Agreement regarding geographic diversity and the Board's decision last February to stick with its intent.

AMT:JCITAPPS.TRS

H1111



SANTA CRUZ • PUBLIC
LIBRARIES
A City County System

APPLICATION FOR APPOINTMENT TO THE LIBRARY JOINT POWERS BOARD

Applications are now being accepted for a person to fill a four-year term as a Citizen member of the Santa Cruz Library Joint Powers Authority Board. The Board is responsible for overseeing the operations of the Santa Cruz City County Library System, and making policy decisions about public library services. The Library provides public library services to all of Santa Cruz County except the City of Watsonville.

The Board is composed of two members of the County Board of Supervisors, two members of the Santa Cruz City Council, and one member each of the City Councils of Capitola and Scotts Valley. There are three at-large Citizen Members, appointed by the balance of the Board. The Board meets on the first Monday evening of each month.

Citizen members must be registered voters. They are chosen to represent the geographic diversity of the Library's service area. The two incumbent Citizen members live, respectively, in the cities of Santa Cruz and Capitola. The member being replaced is a resident of Boulder Creek. The new appointee must be a resident of the San Lorenzo Valley. Each Citizen member serves a four-year term, with a limit of two terms. The current vacancy is for a term ending in January 2010. Each person appointed to the Library Joint Powers Authority Board must file a Statement of Economic Interest, disclosing certain financial interests.

If you are interested in serving, please fill out this application, and send it to the Library Headquarters at 1543 Pacific Avenue, Santa Cruz 95060. **The deadline for applications is Monday, November 21, 2005.** The Joint Powers Board hopes to interview candidates at its December 2005 meeting, and to make an appointment at its meeting in January 2006.

NAME: Nancy Gerdt	DATE: 11/13/05
ADDRESS: 5555 Lincoln Way Felton, Ca. 95018	EMAIL: nancyg@surfnetusa.com
PHONE: HOME 335-3130	WORK: 335-3130
OCCUPATION: Self employed	

over

Library Headquarters and System Services
1543 Pacific Avenue • Santa Cruz, California 95060 • (831) 420-5600

SUPERVISORIAL DISTRICT: 5th REGISTERED VOTER? YES NO

REGISTERED LIBRARY BORROWER? YES NO

WHICH LIBRARY BRANCH DO YOU USE MOST FREQUENTLY? Felton / Scotts Valley

DO YOU PRESENTLY SERVE ON ANOTHER CITY
OR COUNTY ADVISORY BODY? YES NO

Name of Body

PLEASE LIST YOUR PREVIOUS SERVICE ON CITY OR COUNTY BOARDS, COMMISSIONS, OR COMMITTEES AND COMMUNITY VOLUNTARY EFFORTS:

San Lorenzo Valley Schools Parent Volunteer - Fundraising, Book Fair Coordinator

Friends of Locally Owned Water:

Co Manager Measure W Campaign

Co Chair Fundraising

Coordinator & Trainer of Community Volunteers

Please attach a brief statement indicating why you are interested in being appointed to the Library Joint Powers Authority Board, and why you are qualified for the appointment.

CERTIFICATION:

I certify that the above information is true and correct and I authorize the verification of the information in the application in the event I am a finalist for the appointment.

Nancy Gerdt
Signature

11/13/05
Date

If you have questions about the Library Joint Powers Authority Board or the Library System, please telephone the Director of Libraries at 420-5612 after October 31, 2005, and/or visit the Library System's Web site at <http://www:santacruzpl.org>.

RETURN THIS FORM BY NOVEMBER 21, 2005

Library Joint Powers Board
1543 Pacific Avenue
Santa Cruz, CA 95060

AMT:OCITAPP.FOR
Rev 09/16/05

11-17-2005 RCVD

When the Salinas library announced it was closing its doors, the public outcry was deafening. People who didn't even live in Salinas were outraged. I love the fact that the public is passionate about libraries and I share this passion. I am committed to supporting access to information for all members of our communities from seniors to preschoolers by providing homework centers, comfortable reading areas, internet access, and a current and plentiful collection of books and periodicals. Libraries have the unique opportunity to provide a community space that can draw together people of all ages to meet and exchange ideas, promote and nurture culture, and share knowledge. I am proud of the network of neighborhood libraries that make up the Santa Cruz Public Library. I believe this system strives to provide the best possible services to the residents of our larger community. I am applying for this position because I am solution oriented and want to contribute to the work of maintaining an excellent library system.

I have been a resident of the San Lorenzo Valley for over 25 years. For 15 years I was co-owner of a small business located in Santa Cruz. This provided me experience with budgets, personnel matters and management, as well as knowledge of the greater Santa Cruz county community. At this time I was an active parent at San Lorenzo Valley Elementary school, organizing book fairs and fundraising for the school library. I spent the next several years studying and subsequently teaching and promoting literacy development, primarily by teaching reading to elementary students in the Pajaro Valley Unified School District. Working with elementary students whose early years lacked a print rich environment gave me first hand knowledge of the power of libraries to change lives. I fervently believe it is the right of every resident of our community to have access to multiple forms of information. Libraries and literacy go hand in hand and together help create the basis for a healthy community.

In the last two years I have been involved with Friends of Locally Owned Water as co-chair of both the fundraising and the campaign committee and as the volunteer coordinator. My work with FLOW has given me valuable insight in how a community of diverse citizens respectfully works together towards a shared goal. Problem solving and consensus building to resolve differences were daily tasks. My work with FLOW has also provided me with the opportunity to become acquainted with many San Lorenzo Valley community members. I am a good listener and communicator. I value the input of my community and would strive to represent the needs of the San Lorenzo valley within the larger context of the Santa Cruz library system. The prospect of representing the voice of the San Lorenzo Valley from Boulder Creek to Felton is exciting.



SANTA CRUZ • PUBLIC
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A City County System

**APPLICATION FOR APPOINTMENT TO THE
LIBRARY JOINT POWERS BOARD**

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Citizen members must be registered voters. They are chosen to represent the geographic diversity of the Library's service area. The two incumbent Citizen members live, respectively, in the cities of Santa Cruz and Capitola. The member being replaced is a resident of Boulder Creek. The new appointee must be a resident of the San Lorenzo Valley. Each Citizen member serves a four-year term, with a limit of two terms. The current vacancy is for a term ending in January 2010. Each person appointed to the Library Joint Powers Authority Board must file a Statement of Economic Interest, disclosing certain financial interests.

If you are interested in serving, please fill out this application, and send it to the Library Headquarters at 1543 Pacific Avenue, Santa Cruz 95060. **The deadline for applications is Monday, November 21, 2005.** The Joint Powers Board hopes to interview candidates at its December 2005 meeting, and to make an appointment at its meeting in January 2006.

NAME: Patricia Huntsinger	DATE: 11-18-05
ADDRESS: 14705 Bear Creek Rd PO Box 472	EMAIL: sasken@sbcglobal.net
Boulder Creek, CA	
PHONE: HOME 831-338-2885	WORK: RETIRED
OCCUPATION: Teacher	

over

Library Headquarters and System Services
1543 Pacific Avenue • Santa Cruz, California 95060 • (831) 420-5600

SUPERVISORIAL DISTRICT: 5th REGISTERED VOTER? YES NO

REGISTERED LIBRARY BORROWER? YES NO

WHICH LIBRARY BRANCH DO YOU USE MOST FREQUENTLY? Boulder Creek

DO YOU PRESENTLY SERVE ON ANOTHER CITY OR COUNTY ADVISORY BODY? YES NO _____
Name of Body

PLEASE LIST YOUR PREVIOUS SERVICE ON CITY OR COUNTY BOARDS, COMMISSIONS, OR COMMITTEES AND COMMUNITY VOLUNTARY EFFORTS:

*Horse Patrol San Año Nuevo
Valley Churches United Volunteer
Boulder Creek Arts & Wine Festival
Classroom volunteer for BC Elem. and office and
SL Elementary
Boulder Creek Historic Society / Parks & Recreation subcommittee
for SLV General Plan*

Please attach a brief statement indicating why you are interested in being appointed to the Library Joint Powers Authority Board, and why you are qualified for the appointment.

CERTIFICATION:

I certify that the above information is true and correct and I authorize the verification of the information in the application in the event I am a finalist for the appointment.

Patricia Heutsenger
Signature

11-18-05
Date

If you have questions about the Library Joint Powers Authority Board or the Library System, please telephone the Director of Libraries at 420-5612 after October 31, 2005, and/or visit the Library System's Web site at <http://www:santacruzpl.org>.

RETURN THIS FORM BY NOVEMBER 21, 2005
Library Joint Powers Board
1543 Pacific Avenue
Santa Cruz, CA 95060

I have recently retired from teaching and now have the time to be more involved in community services and projects. As a teacher I was deeply involved in my profession throughout my career. My extra time was mainly spent serving on boards, committees and holding offices related to teaching. I firmly believe in the value of the public library system and feel I could be helpful in making decisions related to keeping and broadening the current services.

Teaching children to read and to enjoy books was the focus of my program for my students. Now I could possibly pursue this lifetime interest on a broader level if appointed to the library board. Thank you for considering my application.



SANTA CRUZ • PUBLIC LIBRARIES
A City County System

APPLICATION FOR APPOINTMENT TO THE LIBRARY JOINT POWERS BOARD

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NAME: Steve Monahan	DATE: 11-12-05
ADDRESS: PO Box 2128 / 414 Bar King Rd. Boulder Creek CA 95006	EMAIL: monajam@comcast.net
PHONE: HOME (831) 338-3604	WORK: Same
OCCUPATION: Property manager/Owner-builder	

over

SUPERVISORIAL DISTRICT: 5 REGISTERED VOTER? YES NO

REGISTERED LIBRARY BORROWER? YES NO

WHICH LIBRARY BRANCH DO YOU USE MOST FREQUENTLY? Boulder Creek

DO YOU PRESENTLY SERVE ON ANOTHER CITY OR COUNTY ADVISORY BODY? YES NO _____
Name of Body

PLEASE LIST YOUR PREVIOUS SERVICE ON CITY OR COUNTY BOARDS, COMMISSIONS, OR COMMITTEES AND COMMUNITY VOLUNTARY EFFORTS:

Classroom Volunteer - 3 years

Please attach a brief statement indicating why you are interested in being appointed to the Library Joint Powers Authority Board, and why you are qualified for the appointment.

CERTIFICATION:

I certify that the above information is true and correct and I authorize the verification of the information in the application in the event I am a finalist for the appointment.

Steve Monahan
Signature

11-12-05
Date

If you have questions about the Library Joint Powers Authority Board or the Library System, please telephone the Director of Libraries at 420-5612 after October 31, 2005, and/or visit the Library System's Web site at <http://www:santacruzpl.org>.

RETURN THIS FORM BY NOVEMBER 21, 2005

Library Joint Powers Board
1543 Pacific Avenue
Santa Cruz, CA 95060

PO Box 2128/414 Bar King Rd
Boulder Creek, CA 95006

November 12, 2005

Santa Cruz Library Joint Powers Authority Board
1543 Pacific Avenue
Santa Cruz, CA 95060

Dear Members of the Board,

I am very glad to have recently found out about this opportunity to serve on the Joint Powers Board of the library system which has been such an enriching part of my life in the San Lorenzo Valley community. Since my family and I first moved to Boulder Creek ten years ago, our little public library has been a source of great pride for us. When showing our town to our many out-of-town visitors, we always include a stop at the Boulder Creek branch, where our kids have proudly received their first library cards, where they rarely miss the weekly storytelling and occasional musical events, and where we have all been pleased by the treasure of resources, the friendly and intelligent librarians and staff, and the efficiency of the services. We truly love our library.

I am confident in my qualifications for the appointment. From the business-management perspective, I can point to the success I've had in managing several real estate investments, creating work for myself as both a property manager and a builder. The most rewarding project was during 2003 and 2004 as I built the home in Boulder Creek in which I now live with my family. During these two years, besides partaking in much of the physical work, I pushed plans through the county, hired subcontractors, managed the budget and loan, and finally persuaded all authorities that everything meets code. In July of 2004 we moved in, having finished reasonably close to our budget. As you could imagine, along the way there were many tough decisions to be made which required the balancing of financial realities with the often demanding interests of all who had a stake in the home.

From a civic-minded perspective, I consider myself to be more qualified. The importance of libraries has been evident in my daily life for as long as I can remember. I have always been one to appreciate literary and fine arts and have earned an MA in English Literature and a BA in Broadcast Communication, both from San Francisco State University. I worked for several years in stage production at several small theaters in San Francisco. Also, since my coming of age during the early eighties, I have been politically aware and engaged and have always firmly advocated for "the unimpeded distribution of knowledge and information" which is so essential to a free and democratic society. I'd be proud to serve on a board which passes resolutions opposing government policies that threaten to infringe on the rights of library users, and a board which expresses its resolve not to close a library until "there's no one left on the payroll and people aren't checking books out."

Perhaps most importantly, I'm sure I have a good feel for the community in which I live. Through my involvement in the public school and local business communities, I have come to know many of the regular library patrons. I've also had the pleasure of knowing among my neighbors some of the real SLV old-timers and their offspring. I would eagerly look forward to making more acquaintances in the local community through serving on the board.

Thank you for considering me for the appointment, and while I'm at it, thank you for your generous efforts and good work in the management of our great library system.

Sincerely,



Steve Monahan



SANTA CRUZ • PUBLIC
LIBRARIES
A City County System

November 29, 2005

TO: LIBRARY JOINT POWERS AUTHORITY BOARD
FR: DIRECTOR OF LIBRARIES 
RE: APPROVE IMPLEMENTING BALANCE OF STAFF REORGANIZATION PLAN.

RECOMMENDATION: That by motion the Board approve further budget adjustments to implement the balance of the staff reorganization proposals made in November 2005.

BACKGROUND

At its meeting in November the Board approved the entire Staff Reorganization Plan in concept, and authorized implementation of portions of it. Implementation of the balance of the plan was delayed pending approval by the Human Resources Department and development of a job specification for the proposed Library Webmaster position.

The City Human Resources Department has reviewed the library staff proposals, including supporting Job Analysis Questionnaires filled out by the employees, and concluded as follows:

1. The Facilities Supervisor position should be deleted with the retirement of the incumbent. The duties should be transferred to a new Office Supervisor position, which would replace an existing Administrative Assistant III. Ten additional hours would be added to an existing RPT (Regular Part Time) Administrative Assistant II.
2. A Building Maintenance Worker I position would be upgraded to Building Maintenance Worker II.
3. The duties currently performed by the Account Clerk II are consistent with the existing job specification, and therefore there is no justification for re-classifying the position as proposed by Library management.
4. The Library Webmaster position is an appropriate new classification as proposed. A job specification has been created and is now ready for implementation.

Library Headquarters and System Services
1543 Pacific Avenue • Santa Cruz, California 95060 • (831) 420-5600

The Table below shows the cost of all the changes during the current fiscal year. It is based upon projections prepared by the Finance Department for most of the positions. However, the majority of the Finance Department estimates envisioned a December 31, 2005 start date which is incorrect. City Council approval is required, and cannot be scheduled until January 10th, which means some of the position changes will be effective January 15th, and the balance February 1st.

The bottom line is that the proposed changes will save roughly \$16,000 in this year's budget. If the expenses are annualized and then projected for the next fiscal year, the added cost will be about \$36,000.

COST OF STAFF REORGANIZATION PROPOSALS

NOTE: All salaries include benefits	SAVE/EXP	ANNUAL	SAVE/EXP
	FY 2005-06	COST	FY 2006-07
		FY 2005-06	(+5%)
YOUTH SERVICES			
Add 10 hrs/week Central Librarian I/II X 6 months	\$ 8,986	\$ 17,972	\$ 18,871
Add Scotts Valley Librarian I/II X 6 months	\$ 29,267	\$ 58,534	\$ 61,461
SUBTOTAL	\$ 38,253	\$ 76,506	\$ 80,331
SCOTTS VALLEY BRANCH			
Delete RF Library Clerk 151-021	\$ (25,682)	\$ (51,374)	\$ (53,943)
Add RF Library Assistant 150-	\$ 30,621	\$ 61,242	\$ 64,304
SUBTOTAL	\$ 4,939	\$ 9,868	\$ 10,361
FACILITIES MANAGEMENT/OFFICE OPERATIONS			
Delete Facilities Supervisor X 5 months	\$ (32,892)	\$ (78,942)	\$ (82,889)
Delete Admin Assistant III X 5 months	\$ (23,448)	\$ (46,896)	\$ (49,241)
Add Office Supervisor X 5 months	\$ 25,253	\$ 60,607	\$ 63,637
Add 10 hrs/week Admin Assistant II X 5 months	\$ 5,163	\$ 12,391	\$ 13,011
Delete Bldg Maintenance Worker I X 5 months	\$ (22,381)	\$ (53,714)	\$ (56,400)
Add Bldg Maintenance Worker II X 5 months	\$ 25,000	\$ 60,000	\$ 63,000
SUBTOTAL	\$ (23,305)	\$ (46,554)	\$ (48,882)
INTERNET LIBRARIAN/WEBMASTER			
Delete Librarian III/Internet	\$ (67,920)	\$ (67,920)	\$ (71,316)
Delete Senior Library Assistant/NAS X 6 months	\$ (28,482)	\$ (56,963)	\$ (59,811)
Add Library Webmaster X 6 months	\$ 30,389	\$ 60,778	\$ 63,817
SUBTOTAL	\$ (66,013)	\$ (64,105)	\$ (67,310)
REFERENCE SERVICES			
Add Librarian I/II X 6 months	\$ 29,267	\$ 58,534	\$ 61,461
SUBTOTAL	\$ 29,267	\$ 58,534	\$ 61,461
GRAND TOTAL	\$ (16,859)	\$ 34,249	\$ 35,962



SANTA CRUZ • PUBLIC
LIBRARIES
A City County System

November 21, 2005

TO: LIBRARY JOINT POWERS AUTHORITY BOARD
FR: DIRECTOR OF LIBRARIES 
RE: LIBRARY COLLECTION DEVELOPMENT PLAN, 2005-2010

NO ACTION REQUIRED

Attached for your interest is a copy of the revised edition of the Library's Collection Development Plan, 2005-2010. Assistant Director Susan Elgin, who is responsible for the collections, will present the Plan to the Board and answer questions about it.

Copies available at library office on request.

AMT:JCOLLDEV.JMM