

**Sara Jones, Director of County Library Services  
Report  
For December 2013**

Please accept my apologies for being unable to attend the December Library Commission meeting on December 12. My mother-in-law passed away on November 18 and her service is December 15 in Greensburg, Pennsylvania and I will be away attending and visiting family. Scott Bauer will be acting in my place and I will see all of you in the New Year for our January meeting.

**Strategic Planning Process**

The bidding process for our strategic planning process is complete and the selected vendor will be announced soon. At the January meeting we will have many details on the process and your part of it- we identified the Commission as key stakeholders and you will be an integral part of providing input for our strategic plan. We will have a report for the Commission at January meeting on the survey poll results.

**Personnel**

Scott Bauer has been leading our efforts to fill the library vacancies. We continue to make steady good progress including a real effort to hire vacant positions from current employees. We anticipate open recruitments very soon for these job classifications:

Library Assistant I: The Library has full-time positions available at Corte Madera, Fairfax, Marin City, Novato and South Novato. Two of the Library's part-time Library Assistant's responded that they were interested in the positions and we'll be interviewing them later this month. After that we'll be starting a recruitment for the Library Assistant I openings that remain (as well as any back-filling that may be needed.)

Library Technical Assistant II: These are positions in the Library's Technical Services unit at Hamilton. There are two full-time and one half-time positions available; we expect to launch this recruitment this month.

Librarian I: The Library currently has three openings – one full-time Youth Services Librarian in Novato, a half-time Youth Materials Selector in Technical Services at Hamilton, and a part-time position at Fairfax. The Youth Services Librarian I in Novato recruitment should be starting by the end of the month, followed by the Selector position, then Fairfax (though the Fairfax position may be one that we can hire from the list of Novato candidates if there are excellent applicants who are interested in a part-time position.)

I completed my six month evaluation with Matthew Hymel and the Board of Supervisors on 11/18. I provided them a publication- **Leadership Brief: Library Leaders Owning Leadership**. I have also attached it for you I think it provides valuable information about public library director leadership attributes. My actual date for 6 months is 1/8/14. The evaluation went well I had a follow up with Mathew Hymel on 11/26 and we agreed the highest priorities for me are the following items:

- Measure A Oversight and plans for renewal
- Plan for a robust and education oriented Summer Reading Program
- Financial projection for Library
- Strategic Planning/community needs assessment
- Plans for South Novato branch and collaboration with Novato Unified School District

## **Library Activities**

### ***MCFL Technical Services- Donna Mettier***

- TecSupport is replacing the old branch Meraki wifi systems after testing the more robust Aerohive wifi at Novato, Marin City and South Novato in November.
- Nathan Kelly at SNO (South Novato) says, "It flies like a dream compared to Meraki." This will help more patrons access wifi in the branches, and do it with better network speed.

### ***Remodels/Outreach & Bookmobile- Damon Hill***

- The Civic Center Library finished constructing the exterior of the circulation room. The Fairfax and Civic Center Library decided to go with the new model circulation desk at the Novato Library. Corte Madera ordered new monitors and began planning remodel.
- Attending Design Institute in St. Louis was my personal highlight of the month.
- November has been a busy month for the Bookmobile----even with Thanksgiving vacation closing some of our school stops. Our circulation numbers for check outs and renewals are up a whopping 88%! We've added 2 child development centers (with multiple classrooms each) since last year at this time and library services are being welcomed and well used by all. It's a great feeling to know that books are getting into the hands of students who may not have access to them at home and the teachers are delighted to have books to support their curriculum as

well as for pleasure reading. It is a little daunting to explain to a group of 2 year olds why you are taking back their beloved books but the blow is softened a bit when they realize we've just brought them new ones. The cry of "NEW LIBRARY BOOKS!" rings out across the playground and all is good with the world once more.

### ***SPOS Single Point of Service update– Liz Paris***

The Single Point of Service Team (SPOS Team) made a presentation to the MCFL Leadership Team on November 21, 2013. The presentation was designed and developed by the SPOS Team which represents all levels of personnel and multiple locations of the MCFL system. The presentation included the following:

- (1) Preparing the Organization for Change** including change management training, visits to libraries with single point of service in place, collecting data, developing training, and communicating with staff.
- (2) Developing a Children's Reference and Readers Advisory training module** for SPOS staff
- (3) Assessment and Recommendations regarding programming** including data collection on current programming, identifying underserved groups, evaluating when to use system wide vs. branch programming and roles for staff
- (4) Assessment and Recommendations regarding outreach activities** including data collection on current outreach efforts, what is outreach, how to conduct outreach and roles for staff
- (5) The Novato Pilot-What We Learned** including what to do before the remodel, what to do after the remodel, challenges and tips
- (6) Measuring Success** including recommendations on how to measure success, what data already exists and draft patron and staff surveys.

The Leadership Team is currently reviewing the recommendations. They have already approved conducting a patron survey in January to measure patron satisfaction prior to the remodel and SPOS implementation. This data will to serve as a base line for evaluating SPOS. This presentation will be repeated for the Library Commission to fully update them on the implementation of SPOS.

### ***Civic Center/ California Room- Eva Patterson***

- The Novato Advance has been digitized and we are poised to launch the searchable PDF version in 2014. It was a nice example of a partnership between the Novato Historical Guild and the Civic Center Library, completely funded by a grant from Mike Read, a member of the Novato Historical Guild.
- We had 20 participants attend our Covered California/Affordable Care Act program presented by Lidia Murillo/Marin City Health and Wellness. Linda Aldrich subsequently received this emailed comment from one of the participants:  
"That was a very good and helpful meeting. Great service for the library to offer. Thanks for hosting."

### **Corte Madera/Marin City- Julie Magnus**

- New connections and a possible new support group for caregivers grew out of a recent program hosted at Corte Madera. Susanne West, psychology professor and author of *Soul Care for Caregivers: How to Help Yourself While Helping Others*, spoke about setting boundaries for caregivers. Those who gathered in the library for the presentation were able to share their experiences and connect around the challenge of providing care for loved ones.
- As part of the library's commitment to provide information about the new Affordable Care Act, both Corte Madera and Marin City (as well as other branches) hosted staffers from the County Health & Human Services Department to present facts and answer questions. This was a system-wide effort to give people an opportunity to find out more about the new health insurance program.
- Sarah Butts, our new Youth Services Librarian, shared how the numbers at our after-school story time for 5-8 year olds increased steadily as word got out that a craft was included. 26 kids plus parents participated in our last one for November, making little turkeys. These turned out pretty cute, and one of the moms sent Sarah pictures of them included in their Thanksgiving dinner table centerpiece.



- Diana Lopez, our new Community Library Specialist, reports that three boys were really excited to participate in the first Read to a Dog program hosted at the Marin City Library. Their parents were happy that they could take their kids to experience this at their local library!
- 10,000 Degrees, the educational non-profit whose mission is “to achieve educational equity and support students with need to access and complete higher education to positively impact their communities and the world” recently visited the Marin City Library to help college-bound students navigate funding for college.
- Another regular patron recently shared how grateful she was to Marin City library staff for their help, remarking “I don’t get this kind of service anywhere else.”

### **Fairfax- Margaret Miles**

- We presented Professor Smart's Fun with Physics Show on Nov. 23, and had over 85 people in attendance, with standing-room only in the lobby. Professor Smart juggled, sent things flying through the air, and demonstrated basic principles of physics while involving children and adults. Our audience laughed, cheered, and learned about gravity, propulsion, aerodynamics. He ended his show by telling them, "Any of you can grow up and be a scientist and have fun like this if you apply yourself, and who knows, you might change the world."
- Neshama filled in and did storytime when Carolyn was sick. Afterwards, an 8-year-old brother of one of our regular listeners approached her and pressed 50 cents into her hand. "Here's a tip," he said. "You were really good." She led him to the Friends' jar, and showed him where to *deposit his donation*.

### **Novato- Janet Doerge**

- November was a month that saw us strengthen of our relationship to Novato High Schools. We had our first ever joint program with Marin Oaks High School. The program was a DJ program and was very popular with those who attended. We will be having a repeat program at Marin Oaks on 12/9. We also went to the Novato High School to help 2 11th grade classes with a presentation they are going to make to the NUSD Board of Education. The project is to replace either *Death of a Salesman* or *The Crucible* with a contemporary title. The students have to read a novel and then make a case for why that title would work as a replacement.
- Marin County Free Library recently purchased an umbrella license that allows us to show movies. I had a teen double feature over the Thanksgiving Holiday and 34 teens showed up. What this meant for many of them was not just a chance to see a movie (Pacific Rim) but it also gave them a spot that they could get together and hangout. Many of the high school students skipped the second feature (Iron Giant), and just hung out at the library chatting each other up. It was nice to see them using the library as a place where they felt comfortable hanging out especially on a night where there were not many other patrons at the branch (day before Thanksgiving).
- We also had a Dr. Who Party that was really fun; the highlight was having Andrew Maley bring his Dalek up from Fairfax. We had him set that up in the lobby so many patrons who were not there for the party got to experience the Dalek. A lot of adults were taking photos with their smart phones and Andrew was off to the side and when he saw people checking out the Dalek he would move it forward, make the head spin and make it say "Exterminate!" It added a nice dimension to the whole program.

### **West Marin- Bonny White**

- Nancy Hemmingway, CLS at the Inverness Library, was invited to be the guest speaker at an annual meeting of the Inverness Garden Club which took place in the new meeting room in Point Reyes on November 13. This organization is a great community partner. In May of this year, they awarded \$122,500 in scholarships to 36 West Marin scholars, most of whom we also know and serve at our libraries. Nancy is a well-known green thumb, and the go-to person around here for good book recommendations. Anyway, Nancy came armed with about 40 of her all-time favorite gardening books...and a trowel...in a holster...so that she could demonstrate her quick-draw technique for dealing with pesky weeds. Needless to say, great hilarity ensued. Nancy was asked to put all of the books on display and they quickly checked out.
- Bonny White was introduced at the Shoreline Unified School District Board Meeting on Thursday, November 21<sup>st</sup> as a member of the West Marin School PreK-3 Promoting Early School Success Design Team. Wow, that's a mouthful, and probably sort of boring, particularly next to the "Nancy" story J
- In November Jennifer attended a Marin County-wide Teen Collaborative meeting at the San Geronimo Loft. Supervisor Steve Kinsey and his aide, David Escobar, came to hear from these dynamic folks whose goal is to work together across the County making sure that the teen population is being well served.

### **Library Director Activities**

- Met with Executive Director and President of the Marin Literacy program 11/14
- Six month Department Head evaluation 11/18
- Summer Reading Planning 2014 11/19
- MARINet Board 11/21
- SPOS (Single Point of Service) Presentation by SPOS team 11/21
- Six month Department Head evaluation 11/18
- Meeting regarding Marin Poet Laureate and partnership possibilities
- Conflict Resolution Training 11/26

### **Library Commission**

I met with the three newly appointed commissioners:

- Gloria Neumeier
- Clifford Jacobs
- Buff Whitman-Bradley

We have an application from Susan Simpson for District 4. She resides in Woodacre. With a final District 4 appointment all 15 Commission spots will be filled.

### **Attachments**

Urban Libraries Council, ***Leadership Brief: Library Leaders Owning Leadership***, Summer 2012