

MARIN COUNTY FREE LIBRARY

Wednesday, September 11, 2013  
Corte Madera Library

-- PROPOSED MINUTES --

- (1) CALL TO ORDER  
Meeting called to order at 7:05 p.m.
  
- (2) ROLL CALL/INTRODUCTION OF NEW COMMISSIONERS

Present

Bill Crandall	Loretta Farley	David Fickbohm
Joel Fugazzotto	Alison Howard	Martin Perlmutter

Absent with Notification

Cal Kurzman	Jennifer Wallace	Barbara Schoen
Albert Brewster	Yun Hwan Cha	

Also Present

Sara Jones – Director of County Library Services  
Scott Bauer, Deputy Director of County Library Services  
Edna Guadiana, Senior Secretary  
Julie Magnus, Branch Manager, Corte Madera Library  
Janet Doerge, Branch Manager, Novato/South Novato Libraries  
Liz Paris, HR Library Consultant  
Cliff Jacobs – Member of Public

- (3) ADOPTION OF AGENDA  
M/S/C – Fickbohm/Perlmutter-Agenda approved as submitted.
  
- (4) APPROVAL OF THE MINUTES  
M/S/C–Fugazzotto/Fickbohm- Minutes approved as submitted.

- (5) OPEN TIME FOR PUBLIC EXPRESSION  
None
- (6) READING AND CORRESPONDENCE FILE  
Reading folder was circulated for all to read
- (7) SINGLE POINT OF SERVICE REPORT  
Liz Paris, HR Library Consultant along with Janet Doerge, Branch Manager of the Novato/South Novato libraries gave the following Single Point of Service presentation to the Library Commission:

### **Single Point of Service Models**

From very large urban libraries like Houston to mid-sized public libraries like Cheyenne Wyoming this service model is prevalent and working.

- San Jose Public Library
- Pasadena Public Library
- Sausalito Public Library
- Santa Cruz Public Library
- Carson City Library, Carson City, NV
- Henderson District Public Libraries, Henderson, NV
- Houston Public Library, Houston Texas
- Pierce County Library, Tacoma Washington
- Cheyenne Public Library, Cheyenne, WY

### **Marin County Free Library Service Improvements FAQ's**

**Question:** *When are these changes happening?*

**Answer:** The Novato library was remodeled March 7 - 31 and reopened on April 1. The circulation – items checked out of the library- has risen by 20% in comparison to the former year before the remodel and service changes. Marin City closed from August 19 to August 28 for upgrades. Civic Center is scheduled in the Fall of 2013 and Fairfax would be the end of 2013 or early 2014. Corte Madera will be completed in 2014. By mid 2014 all the Measure A investment in bringing libraries up to date is scheduled to be complete.

**Question:** *How do changes affect staff?*

**Answer:** Staff will be doing the same work they have before, although they will be sharing more duties than they have previously. For example a Reference Librarian might issue a library card and a circulation library worker might help with a patron choosing a research item or a type of book they like to read. We are asking staff to work closely together to learn more about where roles intersect and where they are different. It is a change in patterns, process and expectations and we are working closely with staff to make it work well for them, for the library and for the community they serve.

**Question:** *Will any staff be laid off as a result of these changes?*

**Answer:** **No** staff will be laid off as a result of these changes. In fact the library is often recruiting for a wide range of positions including librarians, library assistants and library branch aides. Please refer to the County of Marin website ([marincounty.org](http://marincounty.org)) and search under *Apply For* and then click *Jobs* to get information about library jobs for which we are currently recruiting.

**Question:** *Why are changes happening at Marin County Free Library?*

**Answer:** The community passed "Measure A" in 2010 with a 74% of voters saying "yes" to support operations at the Marin County Free Library. Specifically the measure tasked the library with bringing local libraries up to date, improving materials and services especially to children, teens and seniors, preserving educational and job seeking skills, maintaining library hours and providing ADA accessibility. Starting in November 2011 we started RFP for remodel all libraries began planning to accomplish the activities promised in Measure A. The physical changes were focused on bringing libraries up to date which included self service technology and creating a streamlined approach to patron services by putting library employees at one desk as the primary point of contact for users needing assistance. The smaller West Marin libraries have always operated in this method.

**Question:** *Will the Civic Center remodel both honor and keep the character of the Frank Lloyd Wright design?*

**Answer:** We are very cognizant of the uniqueness of the Civic Center Building and the Library's symbolism in FLW's design. We are not planning to change the feel of the library. In fact within the past decade we returned the fiction shelves to their original sunray position and kept the original tables and chairs. We even had a new circulation desk designed in the style of the original desk. The desk we are using now is not the original. The original desk was not designed with modern technology, federal regulations or present circulation needs in mind. As our library services evolve the circulation desk must evolve as well. From Frank Lloyd Wright's time of punch cards, card files and date due stamps to 21<sup>st</sup> century automation and patron self check, a desk must evolve for both staff and patrons. The next step for the desk is one of many evolutions over the 50 years the Civic Center has housed a library in the center of the building.

# SINGLE POINT OF SERVICE Patron Service Model

## Change through Years



Libraries have never been static institutions – have changed as new patrons needs, new technologies and new ways of doing business emerged.

See examples on this slide-from card catalog to computer catalogs  
From having to come into an actual building to access services to being able to access services online or having services brought to you – picture is children on West Marin ranches getting service through bookmobile.

Change is necessary for any profession if it is to stay relevant over time.

## **Background**

- Measure A
- Well established model
- One piece of keeping library services relevant in the long term
- Ultimately leads to staff working at highest level

## **Why at Marin County Free Library**

- To be fiscally prudent
  - Fill in for each other
  - Focus aspects work require their special skills
- Let the public interact more with our staff
  - Get staff out from behind their desks
- To free staff up to do more programming and develop community partnerships

## **Implementation**

- **SPOS Team**
  - Cross section of organization
- **Novato**
  - Pilot Project

## **SPOS TEAM CHARTER**

- Learn about new model
- Visit library system with model already in place
- Determine what questions need to be answered
- Facilitate the collection of data
- Collaborate with Novato Pilot Team to develop recommendations
- Serve as the communication link to their work site
- Determine what success looks like

# NOVATO PILOT



Novato was the pilot site for the new model of service. I believe you've all been to the library to see the physical changes that are depicted here—new shelving, new door, new desk, new carpet, new signage, among other upgrades.

As Liz mentioned, these changes were obvious to staff and patrons. The harder part of the adjustment involved learning to serve patrons in new ways and getting up to speak on activities that would be necessary in order to do so.

## Here's how we did it.

### **Moving to SPOS**

- Close desk at night-shadow each other
- Training – both external classes and OJT by staff
- Staff meetings
- Develop new ways to do business
- Collaborate with and Update SPOS

### **Misconceptions**

- People were fired
- Circulation staff would become librarians and librarians would become circ staff
- Entry level librarians would no longer be hired
- Patron service would suffer

## Staff Comments

- What has been positive about SPOS?

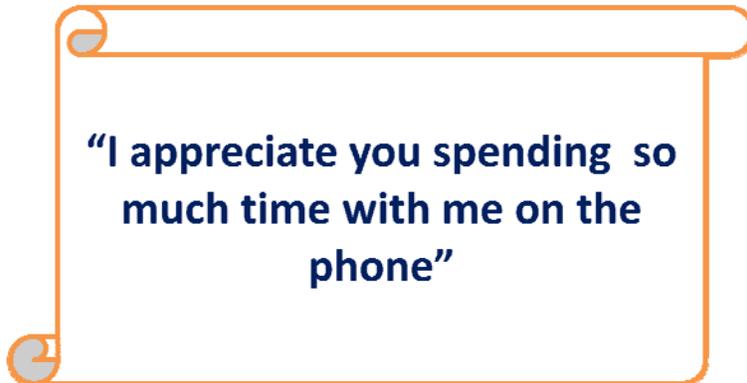
**“Lobby materials flying out-  
checking out at a fast rate”**

“People can go  
to one place for  
an answer to any  
question”

**“Combining circ  
and ref working  
together”**

**“Rethinking service”**

## Patron Comments



Generally, patrons have loved the remodel and now that we’re ironing out the kinks, we think they’re being served at a level they have always been used to at Novato.

Initially there were some growing pains for our longstanding patrons—change is hard for everyone—but after the first couple of months, those less than positive comments have died down completely. After a brief question and answer period, President Howard thanked Liz and Janet for their presentation.

(8) REPORTS OF COMMITTEE CHAIRS/OTHER LIAISONS  
NONE

(9) NEW BUSINESS  
NONE

(10) OLD BUSINESS  
NONE

(11) PRESIDENT'S REPORT FOR AUGUST  
President Howard gave a brief report on her visit to Chicago Public Library's new media room to see what Chicago has been doing with Technology and their youth.

(12) DIRECTOR OF COUNTY LIBRARY SERVICES REPORT FOR AUGUST  
Director Jones reported on the following:

- We have the activities planned for All Staff Day, September 27 - it starts at 10:00 am and will be held at The Next Key Center, 1385 N. Hamilton Pkwy., Novato. We have planned Dr. Milton Chen to speak at 10:20- The library has ordered several copies of his book: *Education Nation: Six Leading Edges of Innovation in our Schools* (2010). The book is available from Link+ in electronic format. In addition to hearing Dr. Chen speak we will spend the day discussing the strategic planning process with emphasis on staff input and the Marin County Free Library's role in the education ecosystem in Marin. We will also be signing the *Libraries Change Lives* petition (copy attached to this report). The next steps in the planning process is to select a vendor to help with a community needs assessment, data gathering to get information for the plan, then producing the plan and determining outcomes and how those outcomes are measured. The basic components for our plan following the community needs assessment are: measure, prioritize, allocate resources, develop strategy, implement. The last time the strategic plan was updated was in 2006/2007 and it was mostly facilities driven.
- Scott Bauer has been leading our efforts to fill the library vacancies which are substantial. We are making good progress; have met with Human Resources staff and have a plan to get them filled as soon as possible.
- The library finished the summer reading program and immediately jumped into promoting library card signups. There are special activities at each library, banners and a variety of outreach activities to encourage getting a library card. The Director's Blog Posted August 23, 2013 featured the role of library card in education:

As many children in Marin County return to school this week with backpacks, pens, pencils and notebooks we'd like every child to get the most important school supply of all- [a library card](#)! Not only does having a library card provide a world of information and educational support it's also free!

In March of this year the Marin County Board of Supervisors adopted the resolution "[Recognizing the Importance of Education](#)" – in outlining the needs and focusing on priorities it says:

*WHEREAS: The children of Marin require a wide range of skills and competencies in order to achieve productive and positive lives. These include basic life skills, emotional skills, social skills, communication skills, job readiness skills, vocational skills, financial literacy, health information and academic skills.*

The supervisors added the fourth “E” to their list of priorities - along with **E**conomy, **E**nvironment and **E**quity. Our wonderful school system does an excellent job of educating our youth and your public library is also ready, willing and able to support learning in after school hours. The Marin County Free Library offers a rich assortment of materials, programs and services to support the fourth “E”- education!

September is [National Library Card Sign-up month](#), and this year the Marin County Free Library is making a special effort to remind parents and caregivers that a library card is about books and a whole lot more. Your Marin County Free Library card can be used at any public library in Marin and at Dominican University.

We also encourage parents to use public libraries with their children - to model positive information seeking and reading behaviors. According to a [20-year study](#) conducted by the University of Nevada, Reno families with books in the home increase the level of education their children will attain - by 2.4 years! Public libraries are a way to get more books into the home, at no charge.

- Sara reminded the Commission that she is available and very interested in meeting people and making as many connections in the community as possible by attending and/or speaking at any public/social events. Sara lists all her Director activities in her Library Director’s report, which is included in meeting packet.
- The Library Foundation held the August meeting on the 20<sup>th</sup> and hosted a meet and greet for Director Jones and to let the Friends members have a conversation about the Grand Jury recommendation for merging with the Friends and refining the focus of the Foundation in its efforts to support the Marin County Free Library. Sara again asked all attendees to give time for the strategic planning process to help determine the Foundations future role
- The Library Commission has vacancies in District 2, 4 and 5. We have received applications for District 2, but none have been received yet for District 4 and 5.
- We have been invited to participate in the Novato Unified School District visioning process to identify the most practical and innovative use of Parcel 1A at Hamilton. We’re hoping the Marin County Free Library will be a part of this, and that Library Commissioners are able to attend one or all three meetings (see attached flyer).

(13) ANNOUNCEMENTS

- a. Director Jones invited all Commissioners to attend the 2013 Sausalito Floating Homes tour on Saturday, September 21 from 11am-4pm. Sara also invited all to attend the Friends of the Novato Libraries Wine & Cheese Event on Saturday, September 28 @ 5pm in the Novato library.

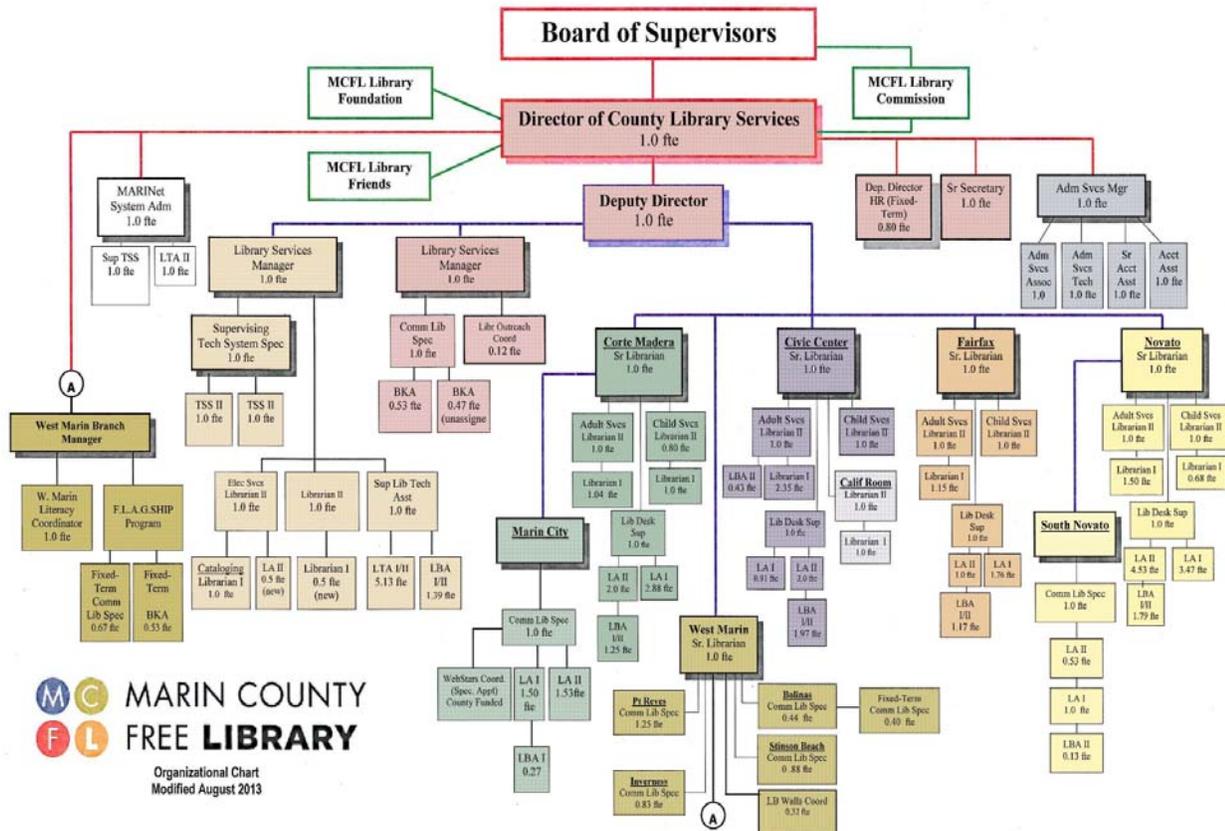
b. President Howard reminded everyone to try to read the book “The Ultimate Board Members” book that Director Jones had requested everyone read at last month’s meeting. Alison would like if possible, for everyone to have read this book by the end of December. Copies are available though the library or Edna has extra copies she can send out for everyone to read as well.

**8:00 p.m. Adjourn as the Library Commission**

**8:00 p.m. Convene as the Measure A Advisory Committee**

(14) MEASURE “A” PROGRESS REPORT  
Deputy Director Bauer distributed a copy of informational Library Staffing documents for all to follow during his presentation.

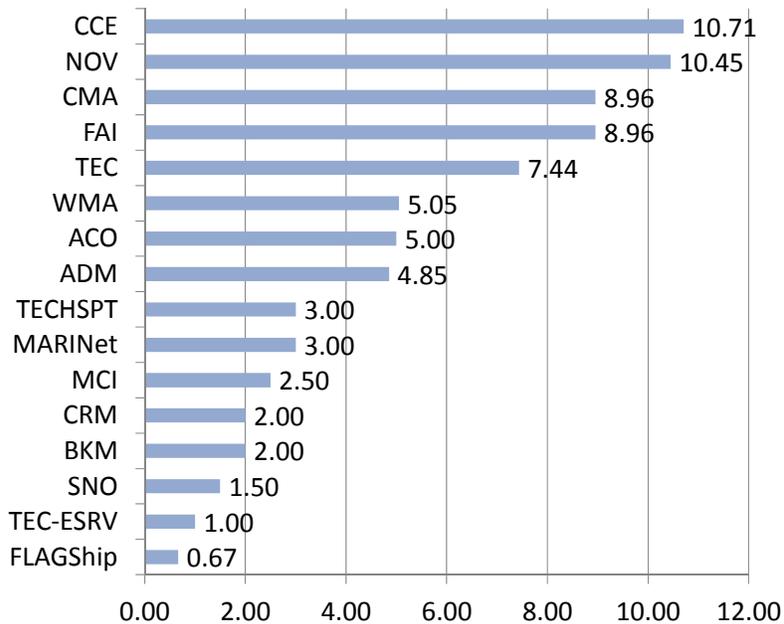
## MCFL ORGANIZATION CHART



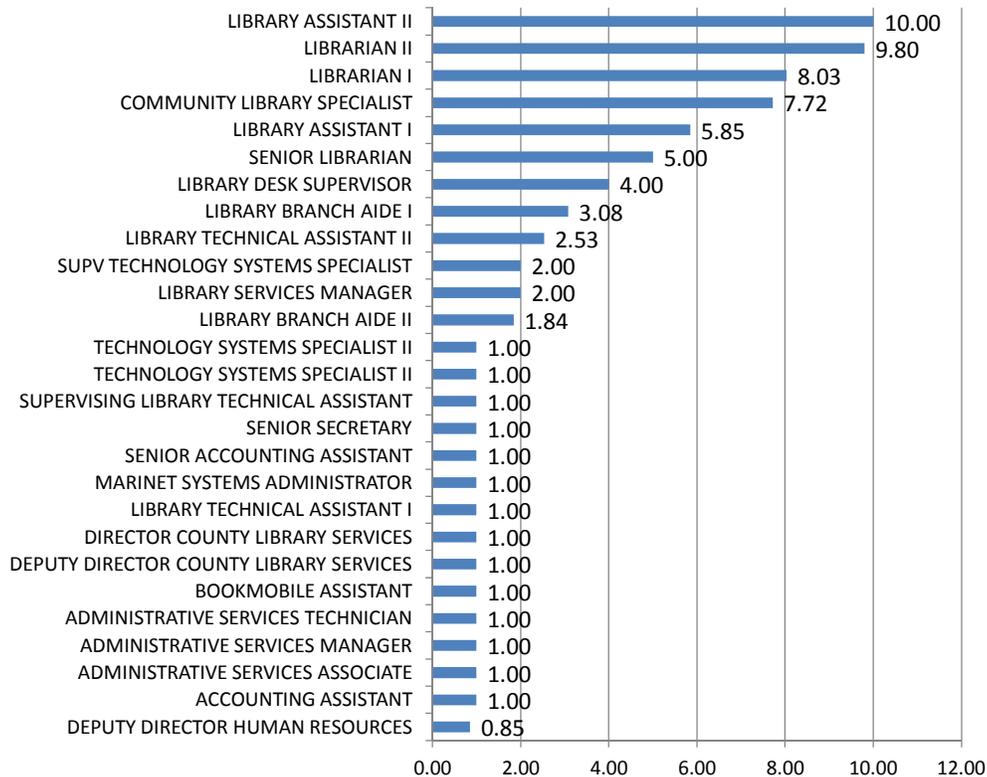
**M C F L** MARIN COUNTY FREE LIBRARY  
Organizational Chart  
Modified August 2013



## Current FTE By Locations (15)

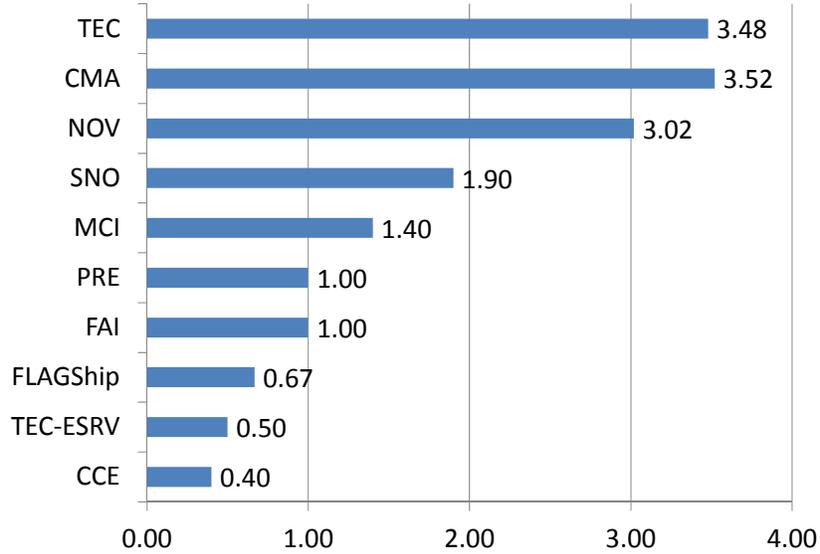


## Current FTE By Classifications (27)

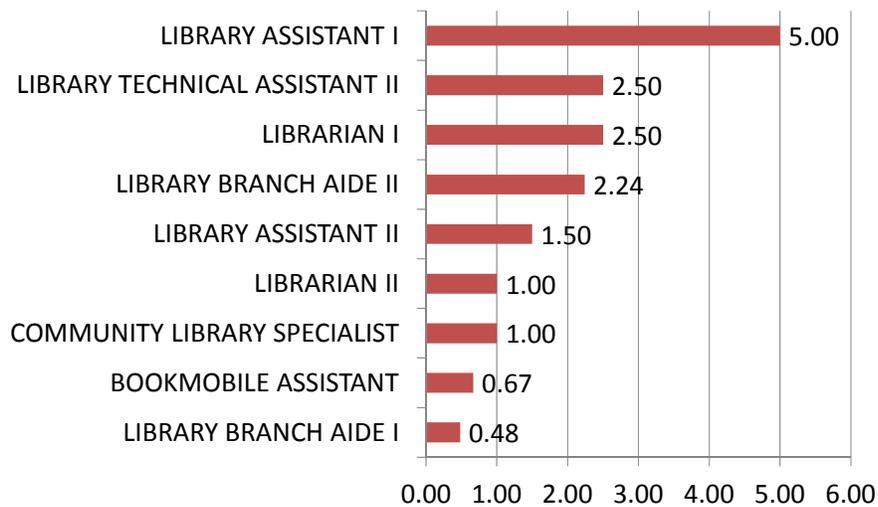




## Current Vacancies By FTE and Location



## Current Vacancies By Classification





## FY 2013-14 Scheduled Recruitments

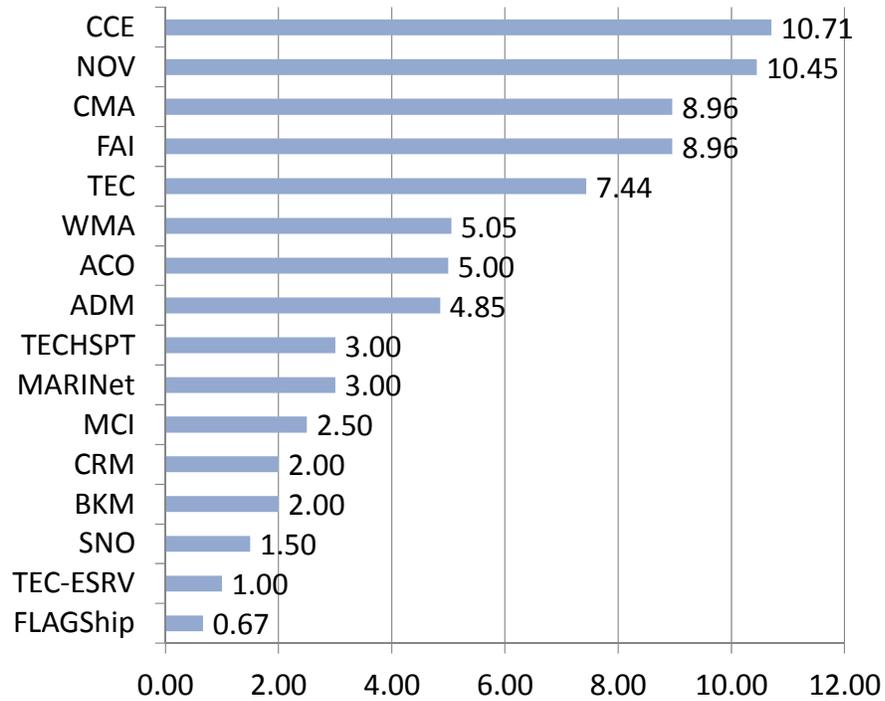
- Librarian II - 1 FTE at Corte Madera
- Librarian I - 2.5 FTE at Corte Madera, Novato, Technical Services (.5 FTE)
- Community Library Specialist – 1 FTE at Point Reyes
- Library Technical Assistant II – 2.5 FTE at Technical Services
- Library Assistant II – 1.5 FTE at South Novato, Novato, Electronic Services
- Library Assistant I – 5 FTE at Corte Madera, Novato, Marin City, South Novato, TBD
- Library Branch Aide II – 2 FTE at South Novato, Civic Center, Novato, Corte Madera, Marin City
- Library Branch Aide I – .48 FTE at Technical Services
- Bookmobile Assistant – 1.17 FTE at Bookmobile (increase of .5 FTE), FLAGship

**17.48 FTE over 24 Positions to be recruited. TOTAL VACANCIES AS OF 7/8/13 = 21 positions.**

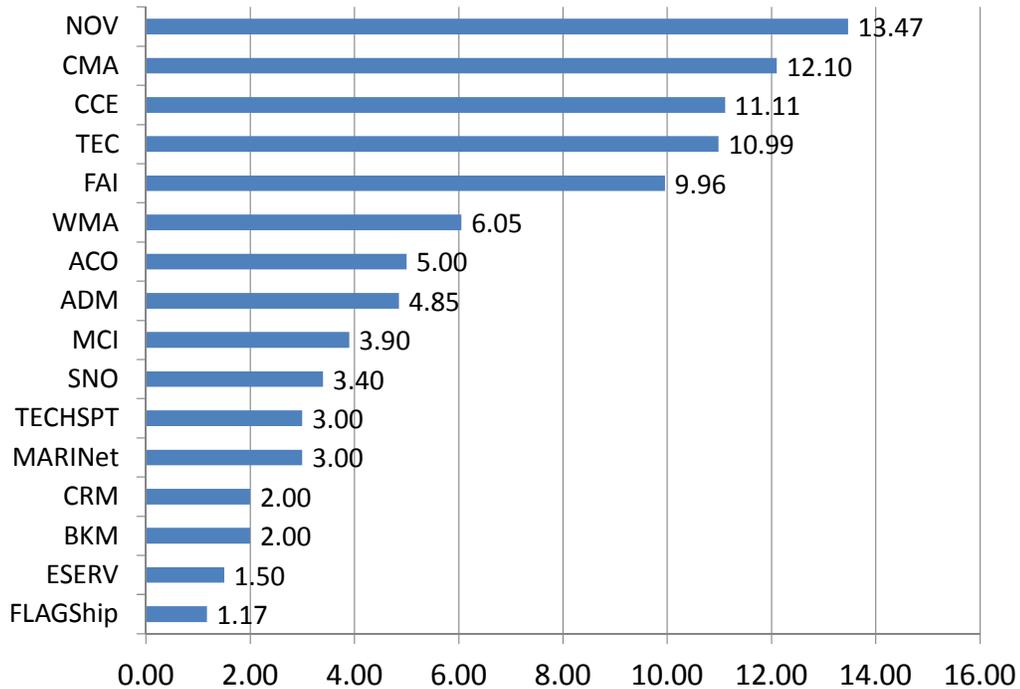
- ✓ ADM Librarian II/Spanish Services
- ✓ ADM CLS/Library Community Builder
- ✓ ADM Office Assistant III
- ✓ TEC Lib. Technical Asst. II
- ✓ TEC Lib Technical Assist I
- ✓ TEC Library Branch Aide I
- ✓ CCE Library Assistant I
- ✓ CCE Library Branch Aide I
- ✓ NOV Library Assistant I
- ✓ SNO Library Branch Aide II
- ✓ MCI Community Library Specialist
- ✓ MCI Library Assistant I
- ✓ CMA Librarian II
- ✓ CMA Librarian I – Youth Services
- ✓ CMA Library Assistant I



## Current FTE By Locations (15)



## Once Fully Staffed: 93.5 FTE



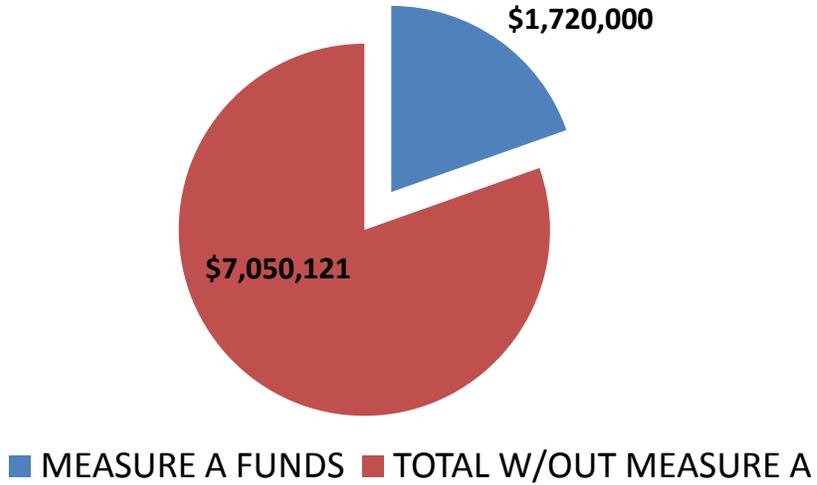
One

quick-and-dirty rule of thumb is that 1 FTE on average costs \$100,000...



# The Difference Measure A Makes

PERSONNEL BUDGET FY 13-14  
Total Personnel Budget \$9,350,121



After a brief question and answer period, President Howard thanked staff for their very informative presentation.

8:25 p.m. M/S/C Fickbohm/Fugazzotto - Adjourn as the Measure A Advisory Committee

(15) ADJOURNMENT – M/S/C Fickbohm/Perlmutter - Meeting adjourned @ 8:35