

**Sara Jones, Director of County Library Services
Report
For January 2014**

Board of Supervisors meeting 2/4/2014

The Board of Supervisors voted 5-0 to bring a resolution on Feb 25 for the renewal of the library parcel tax (Measure A) funding to be on the ballot in June of 2014. I am attaching the presentation I made- it was a good showing of community support and Ginny Schultz let them know the group: *Yes for Marin County Library* campaign is ready and willing.

Strategic Planning Process

The Strategic Planning process is underway. The contractor *Orange Boy* and the library staff held a kickoff meeting on January 22nd with staff, the online survey is about to be deployed and the library set a Community Planning Meeting for March 4, 2014 at 6:30 in the Manzanita Room at the Marin Center. I consulted with Allison Howard and we would like to recommend moving the March commission meeting to March 4 just prior (6:00 pm) to this community meeting. This serves two purpose- first of this is a critical time to get input from the community and commission presence is very important. The scheduled March 12 meeting has conflicts for Alison Howard, Sara Jones and Scott Bauer. This is an item to be discussed at the February meeting for a decision.

Accountability report (attached)

The Library has for the past three years created a report to the community in 2011 and 2012 it was primarily about Measure A. For 2013 we wanted to expand it to a full accountability report, discuss our strategic planning efforts and invite people to the Community Planning Meeting for March 4, 2014. We sent the report to library patrons who indicated they would like library information and we have good quantities printed and would like Commission member to help us distribute widely in the County.

Personnel

We have completed interviews for Librarian 1 and hope to make at least one job offer from the highly qualified candidate pool. We were able to get consensus to consolidate our Library Branch Aide into one specification- previously it had been a Library Branch Aide I and Library Branch Aide II with the critical difference being a Library Branch Aide I did not use a computer we think this was detrimental to the organization and the employee- so the next big recruitment will be Library Branch Aides we have ___ vacancies. We continue to work steadily to fill the vacancies.

February Library Highlights

One Book One Marin

The Marin County Free Library, along with City Public Libraries of Marin County and Community Partners Book Passage and Dominican University of California, is pleased to announce the 2014 [One Book One Marin](#) reading program with the selection of *Farm City: The Education of an Urban Farmer*, the bestselling memoir of Bay Area author Novella Carpenter.

One Book programs take the idea of a localized book discussion club and expand it to cover a whole city or county. Each year, cities across the US select a book of their choice and encourage their communities to read and discuss that book.

The goal of One Book One Marin is to build a stronger, enriched community through library utilization, community dialogue, and the exploration of literature and culture. A variety of community partners collaborate to bring the community interesting programming and events related to the book throughout a three-month period, February - April, each year. Anyone can participate.

With thanks to our community partners and sponsors for their support and contributions. A wide variety of programs and events related to the book will take place throughout the County during Feb, March and April 2014. The calendar will be finalized and updated mid-January 2014.

Kick-Off Celebration: Launch party to introduce the author and programming events. Tuesday, February 11, 2014 - Book Passage – 51 Tamal Vista Blvd., Corte Madera

Culminating Celebration: Novella Carpenter and Michael Krasny In Conversation Author Novella Carpenter will join KQED host Michael Krasny in a discussion of her memoir at this special culminating event. Wednesday, April 30 - 7:00 p.m. (Doors open at 6:00 p.m.) -- Angelico Hall, Dominican University of California

All events and programs are free and open to the public.

Library Director Activities

- Attended Heart of Marin Volunteer appreciation luncheon- our volunteer Jean Walker of Lucas Valley who volunteers with our [Library Beyond Walls](#) , this is a free service of the Marin County Free Library offering library services to county residents who are unable to visit our various locations in person. Library Beyond Walls staff and trained volunteers deliver and pick up library materials from the homes of our patrons.

- was nominated for her work
- Attended MCFL Friends meeting 1/11 at Corte Madera
- Attended Bolinas Stinson Beach Improvement Society 1/13 in Bolinas
- Attended meeting of Novato Unified School District- along with Alison Howard and Joel Fugazzotto where the NUSD Board voted to move forward with the 9 acre development in Hamilton Field including a library to service South Novato. The meeting as very positive and we are meeting regularly with school district officials to plan and advance the project.
- Attended MARINet Board meeting 1/16
- Attended Novato Chamber of Commerce Officer Installation dinner 1/16
- Attended my first meeting on the Labor management Partnership Committee 1/23 am now a member of the group appointed for a two year term.
- Attended focus group hosted by the Marin Community Foundation on Immigration Integration 1/29
- Attended all budget meetings with staff to complete proposed two year budget and present to Commission budget committee.

PLA (Public Library Association)

A variety of MCFL staff (including me) will be attending PLA) in Indianapolis, Indiana March 10-14. In particular I hope to learn more from these programs:

- ✓ *Engaged, Embedded, and Enriched: Creative Community Connections -*
As libraries seek to redefine themselves in a new information age, libraries must develop strategies for engaging with the community. Traditional programs and services are no longer sufficient. Learn how three diverse library systems met the challenge of engaging with their communities to create dynamic connections and develop meaningful partnerships that added value to the library AND the community.
- ✓ *Is Your Library Lean? Employing Lean Principles in Public Libraries*
We've all heard the mantra, "don't work harder, work smarter." What does that mean in a library setting? Hear how two libraries, working with an industrial engineer, have employed "Lean" manufacturing techniques and concepts. Employing these techniques has resulted in a decrease in operational costs and an increase in opportunities to provide services to the public in a more timely way.
- ✓ *Technology's Future at Public Libraries: Staying Relevant in the Digital Age*
This session features findings from the Pew Internet & American Life Project, focusing on the role of digital content and tools in public libraries, what new technology services patrons want, and how patrons use their library's digital services. This discussion will focus on the latest report that analyzes characteristics and motivations of different types of library users and how to use the data to advocate and inform internal planning.

Attachments

MCFL 2013 Accountability report