

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

Strategic Planning Process

The Community planning meeting held on March 4 was attended primarily by staff and Commission members who I believe was very beneficial for both. We had some interesting discussions particularly in regards to the preferred role of our library.

Recent research from the *Pew Research Internet Project: From Distant Admirers to Library Lovers—and beyond* sheds light on the varying use and feelings about public libraries. A press release for the report is attached.

“A key theme in these survey findings is that many people see acquiring information as a highly social process in which trusted helpers matter,” said Lee Rainie, Director of the Pew Research Center’s Internet Project and a main author of the report. “One of the main resources that people tap when they have questions is the networks of expertise. Even some of the most self-sufficient information consumers in our sample find that libraries and librarians can be part of their networks when they have problems to solve or decisions to make.”

Below is a spreadsheet outlining the schedule for the continuing needs assessment, for plan development and then for deploying the plan. It is an aggressive schedule but one that we are committed to keep.

Strategic Planning Activity	Dates/ Status
Project Kickoff Preparation Contact Library Lead to: <ul style="list-style-type: none"> <input type="checkbox"/> Finalize Timeline (set kick-off and status meetings with Library lead) <input type="checkbox"/> Request Library Planning Team names and email addresses <input type="checkbox"/> Discuss cardholder data needs and compile data request sheet (OrangeBoy). <input type="checkbox"/> Set up project website (OrangeBoy) <ul style="list-style-type: none"> o Library to send list of Planning Team (email, names and phone) <input type="checkbox"/> Send cardholder data file (Library) 	Complete
Project Kickoff Meeting <ul style="list-style-type: none"> <input type="checkbox"/> Meeting with <i>Project Team</i> <ul style="list-style-type: none"> o Review project o Review project schedule o Discuss questions 	Complete
Cardholder Survey <ul style="list-style-type: none"> <input type="checkbox"/> OrangeBoy sends library survey draft for review <input type="checkbox"/> OrangeBoy sends email pre-notification for review 	Complete
Cardholder Survey <ul style="list-style-type: none"> <input type="checkbox"/> Library sends survey changes back to OrangeBoy <input type="checkbox"/> Library signs off on pre-notifications 	Complete
Cardholder Survey <ul style="list-style-type: none"> <input type="checkbox"/> OrangeBoy submits final version of survey for sign-off <input type="checkbox"/> Library signs off on cardholder survey 	Complete
Survey Pre-notification Launch	Complete
Cardholder Survey Launch <ul style="list-style-type: none"> <input type="checkbox"/> Launch Survey 	Complete
Status Meeting <ul style="list-style-type: none"> <input type="checkbox"/> Review Cluster cost analysis sheet <input type="checkbox"/> Review stakeholder list 	Complete
Survey Collection	Complete
Community Information Gathering <ul style="list-style-type: none"> <input type="checkbox"/> Library sends OrangeBoy full stakeholder list 	Complete
Stakeholder Survey Launch	Complete
Status Meeting <ul style="list-style-type: none"> <input type="checkbox"/> Collect budget data for Functional Cost Analysis 	Complete

Cardholder Survey Completion	Complete
Stakeholder Phone Interviews	Complete
<input type="checkbox"/> Stakeholder phone interviews with library commission members	
Stakeholder Community Meeting	Complete
<input type="checkbox"/> 2 hour public meeting	
Status Meeting	Complete
Vision, Mission, and Outcome Workshop Preparation	Mar. 10 – Apr. 4, 2014
Status Meeting	Mar. 19, 2014 (week of)
Status Meeting	Mar. 31, 2014 (week of)
Vision, Mission, and Outcome Workshop (2 half-day meetings)	Apr. 9-10 2014
<input type="checkbox"/> Review Clusters and functional cost assessment	Day 1: 1:00pm – 4:00pm
<input type="checkbox"/> Perform SWOT analysis	Day2: 9:00am – 12:00pm
<input type="checkbox"/> Create Cluster priorities and outcomes	
<input type="checkbox"/> Define overall organizational strategy	
Vision, Mission and Outcome Workshop Follow-Up	Apr. 14, 2014 (week of)
<input type="checkbox"/> Summarize workshop key findings	
<input type="checkbox"/> Review priority Clusters and Outcomes	
Goal Formation Workshop	Apr. 21, 2014 (week of)
<input type="checkbox"/> Outline conceptual goals for strategic plan	
<input type="checkbox"/> Refine and prioritize strategic goals	
Library User Feedback	Apr. 21– May 9, 2014
<input type="checkbox"/> Capture feedback from priority clusters	
<input type="checkbox"/> Create online survey for library user clusters	
Status Meeting	Apr. 28, 2014 (week of)

Status Meeting	May. 12, 2014 (week of)
Goal Setting and Strategy Workshop	May 12, 2014 (week of)
<input type="checkbox"/> Summarize library user feedback key findings <input type="checkbox"/> Create 3 to 5 key goals	
Strategic Plan Development	May. 12 – June 17 2014
<input type="checkbox"/> Initial plan review <input type="checkbox"/> Plan feedback <input type="checkbox"/> Finalize plan	
Customer Dashboard Development	May 12 – June 17, 2014
<input type="checkbox"/> Finalize the measurement metrics <input type="checkbox"/> Create data visualizations to measure progress	
Initial Plan Review	May 26 – 30, 2014
Status Meeting	May. 26, 2014 (week of)
Plan Feedback	Jun. 9 – 13, 2014
Status Meeting	June 9, 2014 (week of)
Finalize Plan	June 13 – 17, 2014
Customer Dashboard Training	June 23 – 30, 2014
<input type="checkbox"/> Dashboard training sessions for management and staff <input type="checkbox"/> 2 online training sessions	

Below is the number and type of input received to date:

Type of Input	# of Responses
Online Cardholder Survey Participation	8,105
Online Stakeholder Survey Participation	97
Community Planning Meeting	48
Stakeholder Phone Interviews	11

Personnel

The Library is still experiencing significant staffing vacancies. I have met with the Director of HR and the County Administrator and we have agreed upon recruiting for an “embedded” HR Analyst to be placed in the Library using salary savings (accrued because of our high vacancy levels) to address the vacancies and substantially increase the speed of recruitment, selection and placement of candidates. This is in place for the HHS (Health and Human Services) Department and for DPW (Department of Public Works). The Library anticipates requesting this for approval from the Board of Supervisors and for this to occur before the end of this fiscal year. The level of vacancies and the schedule for recruitment will be presented at your meeting. We have been able to hire two new Librarian I’s one recruited and one promoted from current staff.

Remodels

Civic Center

April 16- April 30- based on information about delivery we are confident that this time will work for closure. During the closure the library desk will be installed, as will the self check & public computer tables and the marketplace shelving. When we reopen May 1 or perhaps a bit sooner if all goes very well the Single Point of Service model will be in place and customers will see more efficient self service and more staff at the point of need.

Signage will come later after FLW Conservancy approval. It is planned to present our proposal at the March FLW Conservancy meeting. During the closure we plan to make this as easy as possible on our patrons by having book drop open and having holds (only) available in Room 414 of the Civic Center from 10 AM to 5 PM Monday – Friday.

We are planning to have the Bookmobile available on Friday and Saturday for both of the weekends.

Fairfax

We got very disappointing news about Fairfax when they opened the floor and found significant water damage. This means we will have delays in the check in room while these critical structural issues are addressed. The good news is that the check-in room should be operational by mid-April, and this will greatly streamline the check-in and shelving process, making staff more available to the public. Upon a successful renewal of the parcel tax (Measure A) we will add Friday hours (12-5) to the Fairfax Library starting June 13. And the substantial remodel for the desk and the single point of service, technology and marketplace will be done during closure between Aug 4 -16. In late August we plan to move tech services to the **Marin Commons**. It will include collection storage which we hope will relieve some of the most critical of our space issues in regards to maintaining collection that serves the whole system with needed titles in adequate quantities.

Corte Madera

The remodel is slated for October or November and will include a new market place with mobile shelving, service desk, and holds pick-up and return area. The Friends of the Corte Madera Library are helping the Library in supporting improvements to the meeting room. We currently anticipate the meeting room improvement will happen in the first phase of the remodel (hopefully before the end of May) and can be done without closing –but we are still in the planning stages.

In early winter we are planning to move out of **South Novato** from the Hanger to a new and larger location not far from our current location in partnership with the Novato Unified School District.

LIBRARY CONSTRUCTION BOND BILL SET FOR HEARING

SB 1455 by Senator Mark DeSaulnier (D-Concord), a major library construction bond measure, has been set for hearing in the Senate Education Committee on Wednesday, April 2 at 9 a.m. at the State Capitol. CLA members are encouraged to write the members of the Senate Education Committee and request their support of this important legislation.

Last week the CLA Executive Committee voted to officially be the “sponsor” SB 1455, and a library bond “task force” has been established to work on language associated with the measure. CLA Legislative Chair, Laura Seaholm and CLA President, Deborah Doyle is heading up this active group.

Currently, SB 1455 does not contain a specific dollar amount associated with the bond, which is commonly done with bond measures so that the policy issue can continue to move forward while the dollar amount is negotiated with legislators, leadership and the Governor. A 2007 Needs Assessment conducted by the California State Library indicated that the new construction and renovation needs at that time exceeded \$8 billion dollars. If approved by the legislature, signed by the Governor, and then approved by voters on an upcoming statewide ballot, applicant bond projects would be awarded competitive grants by the State Library and the Library Construction Bond Board.

Here are some key elements of SB 1455:

- Requires a state/local match per project – 65% state match and a 35% local match.
- The state match amount would be set at a minimum of \$500,000 and a maximum of \$30 million per project
- Language contained in the bill “as introduced,” would have given joint use projects and projects that were deemed “Outstanding” from the 2000 bond, “first call” on any new money. This language will be stricken from the bill prior to the hearing in Senate Education Committee. (There are only 2 “Outstanding” projects that may even still be viable from the prior list and the applications would be more than 11 years old and would need to be completely rewritten.)

- Intent language is being placed in the bill to require the State Library and the Bond Board to find ways to streamline the application process to make it less expensive and time consuming.

SB 1455 is facing some time restrictions in that there are only a couple of hearing dates in the Senate Education Committee that are available before the legislature leaves on their spring recess before Easter. SB 1455 is “double-referred” – meaning that it must go to two policy committees – Senate Education and Senate Governance and Finance Committee before the deadline for fiscal bills to be out of policy committee occurs on May 2. As a consequence, the hearing date for SB 1455 on April 2 will be quickly upon us. We hope that as many of you as possible can take a brief moment to weigh in with the Senate Education Committee to express your support for SB 1455.

To be included in the Senate Education Committee analysis in support of SB 1455, please fax your letters ASAP to:

Senator Carol Liu, Chair
Senate Education Committee
State Capitol, Room 5097
Sacramento, CA. 95814
Fax: (916) 651-4925

Sacramento, CA. 95814
Fax: (916) 651-4909

Senator Ben Hueso, Member
Senate Education Committee
State Capitol, Room 2054
Sacramento, CA. 95814
Fax: (916) 651-4940

Senator Mark Wyland, Vice Chair
Senate Education Committee
State Capitol, Room 4048
Sacramento, CA. 95814
Fax: (916) 651-4938

Senator Bob Huff, Member
Senate Education Committee
State Capitol, Room 305
Sacramento, CA. 95814
Fax: (916) 651-4929

Senator Marty Block, Member
Senate Education Committee
State Capitol, Room 4090
Sacramento, CA. 95814
Fax: (916) 651-4939

Senator Bill Monning, Member
Senate Education Committee
State Capitol, Room 4066
Sacramento, CA. 95814
Fax: (916) 445-8081

Senator Lou Correa, Member
Senate Education Committee
State Capitol, Room 5061
Sacramento, CA. 95814
Fax: (916) 651-4934

Senator Norma Torres, Member
Senate Education Committee
State Capitol, Room 2048
Sacramento, CA. 95814
Fax: (916) 651-4932

Senator Loni Hancock, Member
Senate Education Committee
State Capitol, Room 2082

NOTE: In your letters of support on SB 1455, please indicate some particular examples regarding pressing construction needs in your area. Lastly, would you please fax our office a copy of your letter – Attn: Christina DiCaro @ (916) 448-4808. Thank you.

April Library Highlights

One Book One Marin- final activity is April 30. The program has been very successful and we are very much looking forward to the culminating event on April 30. If you have not read *Farm City* by Novella Carpenter I highly recommend it.

National Library Week is April 13-18 and MCFL will be celebrating the theme *Lives change at the Library* by encouraging signatures on the Declaration for the Right to Libraries.

Library Director Activities

- March 10-14- Attended the PLA (Public Library Association) in Indianapolis Indiana it was a great conference and Scott Bauer and I attended a good program on funding building projects. Good information was shared including an exercise that would be good for all of us to do at a future Commission meeting.
- March 5 – Taped a show for Soroptimist International
- March 6- Spoke to North San Rafael Villages meeting
- March 8- Attended County Friends meeting
- March 20- MARINet Executive Board meeting and interview for new System Administrator. Dan McMahon was selected by the Board to be the next MARINet System Administrator, upon the retirement of Deb Moehrke. Deb's last day of work will be July 11, 2014. We are all looking forward to working with Dan and wish Deb the best in retirement!
- March 20, Met with Union Stewards and Novato staff about progress of SPOS (Single Point of Service) model.
- March 21- Celebrated SPOS team work with a luncheon.

I will be on vacation March 26- April 4. I will return to work April 7. Scott Bauer will be in charge during my absence.

Attachments

Pew Research Internet Project: *From Distant Admirers to Library Lovers—and beyond*, March 13, 2014, Press Release:

- ☞ <http://www.pewinternet.org/2014/03/13/pew-research-more-than-two-thirds-of-americans-are-actively-engaged-with-public-libraries/http://www.pewinternet.org/files/2014/03/PIP-Library-Typology-Report.pdf>