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Sara Jones, Director of County Library Services Report For June/July 2013

I began my work as the Director of the Marin County Free Library on Monday, July 8. Prior to officially joining the Marin County Free Library I traveled to Marin and met with nearly all the employees, visited all 10 library locations, attended your June meeting, met with several of the Supervisors, Friends and the Library Foundation President.

One of my final activities for Nevada (I was their delegate to American Library Association) was attending the ALA conference in Chicago June 27-July 2. At ALA I saw several trends that I think are important to public libraries:

- Self-service- as economy improves this trend is more towards efficiency and effectiveness rather than replacing staff. RFID (Radio Frequency Identification) and self service machines had a big presence at our trade show.
- Education connections. All types of vendors are making products that support education at all levels, particularly K-12 and making resources that are aligned with common core standards.
- Technology- mobile applications and handheld devices
- Aggressive discussions with e-book publishers regarding licensing.

I am including in this report an Urban Libraries Council 2013 Top Innovators which shows the wide variety of innovative public library programs- some in our neighborhood.

GRAND JURY REPORT

I was at the meeting where the response to the “*Libraries Aren’t Just for Books Anymore*” Grand Jury Report was approved by the Marin County Board of Supervisors. I believe the Grand Jury Report provides a good roadmap for the future of the Marin County Free Library and establishes priorities for me as the new Library Director

Specifically:

Planning- the report indicates staff feel they were not involved enough in planning and asked to implement changes without input or ability to adapt to differing situations. The Single Point of Service model is still being developed although the pilot at Novato is nearly complete and the plans are in progress for Fairfax and Civic Center. Corte Madera is still looking at options as remodels were expensive and had little return on investment. A thorough strategic planning process is needed and staff will provide foundational input and that is a top priority for me.

Extra Hire employees. The report indicates that extra hire status is too long and affects morale. In my first few weeks I have identified that many vacancies exist and it is the highest priority to get recruitments in place and the vacancies to be filled. Vacancies and attrition is an issue in all libraries but I believe a concerted effort by all involved we can significant process, to that end I have indicated this need to County HR, administrative staff, union representatives that we are addressing but there is time involved to see tangible positive results in personnel- less extra hire and more regular employment.

Library Foundation- I have met with the Foundation and attended their July meeting. They are willing to talk with Friends and discuss collaboration. They donated \$40,000 to the FLAGship program and do provide significant support. I also think careful consideration of their 501(c) 3 status needs to be part of the conversation between the two entities.

Friends- everyone agrees they deserve support and accolades and we are planning to celebrate them during national Friends of the Library week October 20-26.

Tracking Measure A Funding- We agree more input and oversight is desirable and at the 8/14 meeting we will give a significant overview and the opportunity for input of further details, decisions and reports the Commission is interested in for their further involvement.

Strategic Planning Process- I am in the process of outlining and defining the process for the strategic plan. On September 27 we will have an all staff meeting to start staff input- we will have a community wide telephone survey and I will be looking at other ways to get community input in our planning process. Another important part is assessing our current services and resources.

Library Commission- It is my intention to provide more information to the Commission and to ask for input from them for proactive support for advocating the needs and benefit of Marin County Free Library services. There are currently four vacancies on the commission according to Edna Guadiana. I have spoken with all of these supervisors and a priority should be working with them to fill them. The vacancies are:

- 2 in District 2 {Susan Adams/San Rafael}
- 1 in District 4 {Steve Kinsey/West Marin, Corte Madera and part of Novato)
- 1 in District 5 {Judy Arnold/Novato)

REMODEL MEASURE A UPDATES:

Marin City Library to Close for Upgrades

Remodeling starts August 19; reopening tentatively set for August 28

The [Marin City Library](#) will be closed from Monday, August 19, through Tuesday, August 27, for remodeling funded by voter-approved tax revenue.

The Library at 164 Donahue St. will be open on Sunday, August 18 and staff plans to reopen it for full service on Wednesday, August 28.

During the closure, the Library will not accept returns or donations. Materials can be returned after the Library reopens. Materials checked out three weeks prior to the closure will be given an extended due date.

Patrons can pick up hold requests and utilize computer services at the [Corte Madera Library](#), at 707 MeadowSweet Drive. Call 415-924-3515 for more information about that branch.

The Marin City Library will have new carpet, new interior paint, an improved information desk, new shelving and additional furniture. Funding for the project has been through the passage of Measure A in June 2010. Measure A passed with the support of 74 percent of voters.

Civic Center Library Remodeling Begins

Posted August 2, 2013



In preparation for the Branch public area remodel later this year, Civic Center staff will be moving to new work space. This move will provide more room in the Branch for displays of new library materials and comfortable seating. The construction will take place behind the doors in the periodical area until approximately the last week of August.

For Immediate Release
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Novato Library has Large Increase in Circulation Following Renovation

Monthly statistics for May represent at least a 10-year high in items borrowed

Novato Library circulation figures reached near-record amounts in the month of May, just four weeks after reopening following a partial remodel of the 40-year-old Novato Boulevard building. Patrons are borrowing nearly 20 percent more materials than they did last year during the same period – 40,990 items in May 2012 vs. 48,887 items in May 2013. The monthly figure represents at least a 10-year high.

The remodel created a marketplace in the front lobby to highlight the newest material. Branch Manager Janet Doerge said the recent changes are making it easier than ever to find new books, DVDs and CDs. Patrons have choice of the Lucky Day bestsellers, staff recommendations and other special displays.

"We've made materials they want to find easier to find, so they're checking out more than they did before," said Scott Bauer, Interim Director of the Marin County Free Library. "We have a pretty good handle on what's popular, so we thought that if those things were what people really want to see and use, we should make them easier to find. It does give us a lot of satisfaction to know that the efforts we made are resonating with the Novato public."

As part of Measure A improvements approved by Marin voters in June 2010, Novato is the first Marin County Free Library regional branch to be remodeled and the first to offer patrons one-stop service at a single, combined checkout and information desk. Patrons with reference needs or questions about a library account now can be provided answers at the same location.

The computerized checkout center is available for those who favor quick do-it-yourself service without waiting. During May 2013, more than 75 percent of materials were checked out by the new machines. Patrons still are being assisted by library staff -- sometimes at the new desk, the lobby, among the stacks or out in the community.

Visit the Novato Library at 1720 Novato Blvd. or call 473-2050.