

**COUNTY LIBRARIAN'S REPORT**  
**May-August 2011**  
August 31, 2011

**Budget Projections:** The original projections of the impact of State funding on Yolo County Library services will not be fully known until January 2012, As of now, we have budgeted \$0 in funding for our traditional support in the areas of Public Library Foundation resources, Transaction Based Reimbursements, and California Library Literacy Services. We are however, working furtively with the County Administrator's Office and our partners within the County to **secure and maintain diversified funding** as needed to support our various efforts. This would include:

- restoration of the funding support from VLF (Vehicle License Fees) that have been diverted to public safety
- repayment of Developer Impact Fees borrowed by the County to support construction of Arthur F. Turner
- DESS support of YoloLINK/211, Probation support of Literacy services in the Juvenile Detention Facility
- support for County services overall through increasing WIC operations in branch libraries

A primary focus in the next few months/next fiscal year is the addition of hours at Yolo and Knights Landing, establishment of an advocacy arm – perhaps a Friends group – for the community of Yolo, and initiation and development of a Strategic Plan that will dovetail with the County's process. The goal is to also work with Probation and the County effort to support efforts of AB 109 and to assist the County as a whole in thinking creatively and innovatively about multiyear planning and budgeting, more effective and collaborative use of resources, and support to create active placeholders for larger projects such as a larger South Davis library service and a comprehensive preservation plan for the County Archives and Records Center.

The overall County goal to move into longer term financial planning including maintaining up to as much as a 3% reserve indicates a strategic intentional need to continue lean operations and identify diverse functional resources. The Library plans to develop structures for secure and designated (e.g. technology and infrastructure library fund) funds to be used for future growth. And we hope to engage in a **multiple year budget planning process**, beginning with two-year planning structure as part of the 2012 budget preparations. Although we believe our building days may be over, we must prudently sequester resources for development in other **capital investment projects**. Priorities would include: enhancement or transitioning to a new Integrated Library System, restoration or a mitigation plan for the deteriorating Yolo Branch, relocation of the County

Archives and Records Center to a more appropriate facility, expansion of South Davis library services, and potentially, future service in Dunnigan.

As the County negotiates labor agreements with the various employee associations, the results will have impacts on our budget development and flexibility to plan service. The goal always remains to be as stable and continuous with services to our customers – the residents of Yolo County.

**Grants** will continue to be a stronger effort in our goals to diversify and expand funding – we will maintain the course of promoting services that we can maintain or those who fall within our primary mission and vision for the immediate future. As 211 Yolo emerges as a new countywide service, the funding for this effort needs to rest squarely on the collaborative shoulders of many County partners and we need to work together to garner that support. We will continue to work in partnership to support a variety of operations, working with our primary advocates – our Friends organizations, as well as the cities in our communities and of course our sister County departments and community partners.

**Key Activities:**

Board of Supervisors Strategic Priorities process: The County Librarian has participated in the Countywide planning of the Strategic Planning process, a renewed reflection of the County's mission and vision and the Departments' reflection on their individual goals that reflect the County's mission.

Other meetings/activities of interest:

County:

211 Coalition (and merger with YoloLINK Steering)  
Toy Lending Library operations to be housed in Library  
WIC possible expansion to Clarksburg and Esparto  
Health Department Executive Leadership support  
Long Term Financial Planning  
IT Planning Team (Chris Crist)  
Assistant Department Heads (Elizabeth Gray)  
Yolo Community Celebration

Regional:

Sustainability planning with NorthNet Library System  
Broadband Benchmarking with Gates Foundation  
California Council for the Humanities – Making a Difference  
California State Library – Volunteerism – Get Involved  
Valley Vision – Sacramento Area Broadband Coalition  
Eureka Leadership Institute  
REFORMA CA Gold Chapter: Spanish language book fair

National:

Co-Chair, Molly Raphael ALA Presidential Initiative: Empowering Community Voices

**What's Ahead:**

Mobile Devices: The CSL grant implementation has led to four focus groups and a virtual survey of library users and nonusers on potential use and benefits of a mobile optimization application. The Friends of the Davis Public Library will support procurement of up to five mobile devices for the staff to use with customers and to become more familiar with the next technologies. Staff will be able to provide instruction, encourage library use, and educate community in the stacks and in the street. The pilot will initiate at Davis and migrate to the other branches. A visit with a local telecom representative allowed the staff to experience a variety of mobile devices. The Library's grant served as the foundation for the Countywide effort in this area – funding for sustainability may come from a new County emphasis on mobile applications and social media. Staff leads: Kim Sheppard and Elizabeth Gray

Social Media: The Library continues to seek ways to engage community at all levels. The County has embraced the tenor of these new tools to reach residents through technology. Staff is exploring ways of promoting the library through social media: facebook, twitter, and more, focusing on best practices and single sources representing all branches. Staff leads: Kim Sheppard and Elizabeth Gray

Strategic Plan check-in: The Library will use the abbreviated Strategic Plan reality check as created by Joan Frye Williams and George Needham as tools to plan and prioritize library services for longer term and shorter term direction. The library process will integrate with the County's strategic planning timeline. The Library Advisory Board will need to be engaged in developing a process for community involvement. Timeline projected later November 2011. The Board will initiate a strategic goal setting process on September 23. Staff leads: Patty Wong and Elizabeth Gray

Sustainability: the California State Library explored sustainable models and a new way of working together at a two-day conference for CA public library directors hosted. A similar model is being reviewed by the NorthNet Library System currently comprised of three very different organizations – how to work together to be thrive in light of the continuing economic and cultural values shift changes that abound in today's and tomorrow's environment? A secondary retreat on September 30 will explore models of working together through NorthNet Library System. Lead staff: Patty Wong

Summer Reading: This is the first year that the Yolo County Library created summer reading programs for all ages. Impacts of the programming and age

organized events have yet to be determined but all indicate a strong need, heightened awareness and participation. Lead staff: Peggy Rollins and Elizabeth Gray

### **Redistricting:**

Although the process continues, two of the three proposals impact Winters – moving jurisdiction towards Davis. This situation has had varied responses from Winters residents.

### **AB 438:**

This legislation would provide significant costs and processes for cities interested in leaving county library jurisdictions. The legislation has passed the Assembly and is now in the Senate for consideration. Senator Wolk's Finance Committee has taken a close look at impacts on Yolo County cities for a more informed analysis.

### **ALA Annual Conference:**

County Librarian Patty Wong spoke at four events:

- Empowering Voices: Communities Speak Out for Libraries as part of incoming ALA President Molly Raphael's Initiative focusing on engaging communities to speak on behalf of all libraries
- Teens as Advocates (the library's role as youth developers and how teens and youth can raise awareness for youth involvement – ideas like youth representation on Library Advisory Boards and city committees and school boards, TAG involvement in community building, WS Youth Resource Coalition)
- Dia de los Ninos – 15<sup>th</sup> Anniversary celebration featuring past Dia honorees – our very own Arthur F. Turner was one of the recipients for 2010.
- A mock interview panel for the incoming cohort of Spectrum Scholars

The County Librarian also promoted the Librarian I/II recruitment at this forum.

**Diversity Programming:** The Juneteenth program at Davis drew hundreds of individuals to the first of what we hope will be many events highlighting the diversity of Yolo County's communities. Led by Culture Co-op Founder and diversity champion Sandy Holman, along with extraordinary support from staff, provided a strong palpable message that the library is interested in partnering with community to celebrate diversity every day. There is interest in continuing this particular event alternating with Woodland.

### **Technology:**

City of Winters support of bringing fiber to Library. At the September City Council meeting, City Manager John Donlevy will share a plan to use redevelopment

funds to reimburse the Library (\$23,500) for fiber service. County IT is working with WAVE to procure agreements

The Library is the lead on the County's agreement with Valley Vision to join the Sacramento Area Broadband Consortium. Participation will bring more joint leverage, influence and positioning in applying for broadband grant funding and infrastructure.

Acquisitions module: The Library acquired an Acquisitions module to enhance our abilities to select and order materials in a more streamlined effective fashion, to analyze and gather data on collection trends and how we allocate funds, and to provide deeper and more reliable information on collection strengths, and identify gaps and needs, making appropriate decisions on materials selection.

### **Grants Update:**

Transforming Life After 50: the Library hosted a successful community organization breakfast of organizations working with older adults. The TLAFCoalition will plan a follow up to release findings and recommendations from the breakfast summit later this fall. Lead staff: Joan Tuss, Davis Branch Library

IMLS Site Visit: IMLS Senior Program Officer James Lonergan is responsible for CA, the Pacific Northwest States and Puerto Rico. As the CA State Library's request, Yolo County hosted a site visit to CA and showcased the library's efforts through IMLS funded projects: Transforming Life After 50, Mobile Apps, and the West Sacramento IMLS congressionally directed funding. We also covered leveraging IMLS funding to match our efforts with First 5 Yolo, 211 and our Friends of the Library, as well as sustainability efforts through the WS Family Literacy Coalition.

### **211 Services:**

We hope to launch in November 2011 when all telecom and cell service providers have made the required changes to their redirection of phone service to the toll free number. The library seeks active participants to plan the publicity and marketing of the 211 service, working with local providers, First 5 Yolo, Yolo County Children's Alliance and Yolo Family Service Agency in league with the YoloLINK Steering Team. Diane Parro from Don Saylor's office is taking an active role to assist the process.

### **Library in the News:**

June 8, Sacramento Bee – Yolo County Archives featuring upcoming tours and interviews with Moira Conlan and Amanda Mason

August 6, Good Morning Sacramento – Yolo Community Fair, featuring interviews with Sharon Hallberg and Elizabeth Gray

August 19 – Small Business support– Sacramento Business Journal, featuring Elizabeth Gray

**New Services:**

Bookflix: Thanks to support from the CA State Library, this virtual reading program, targeted at K-3 readers and families, features pairing fiction and nonfiction titles. Spanish and read aloud support is available for a limited number of titles. Available remotely with library card through the Library's website.

Tales for Tails: Children of all ages read to a trained service/therapy dog accompanied by the owner. Beginning Fall 2011 at Marguerite Montgomery Elementary with possibilities of expanding to Davis and beyond.

Chess Club: in the works. Local UC Davis Librarian Roberto Delgadillo will donate his time towards educating and inspiring youth and adult chess players. Locations to be determined – Davis and Turner initially.

Yolo Community Celebration: A collaboration between the Library and local residents produced the first ever community wide Yolo celebration. Discussions with community members may result in a more formal advocacy organization and support for additional Yolo services.

Expanded Toy Lending Library services: The City of Davis requested that the Yolo County Library expand its partnership to include distribution of all of the toys, expanding to the Mary L. Stephens Davis Branch Library. The Board will consider a revised MOU in September.

California Digital Library: The County Archives wishes to participate and contribute digital media and finding aids to highlight Archives collection. Data would be promoted through the California Digital Library and enhance access and interest in the collection. The Board will consider this in September.