

COUNTY LIBRARIAN'S REPORT

January-February

February 13, 2013

Welcome! A warm welcome to Susan Martimo who returns to the Library Advisory Board after an extended absence. We wish Susan the best and celebrate her return. Her wisdom, steadfast countenance and significant contributions to the team have been sorely missed.

Library Budget Update: Patty Wong, Elizabeth Gray and Chris Crist have been working with a number of external partners- school districts, Friends of the Library and other agencies that rely on library services – to share the fiscal implications of such services, and the actual costs of open hours at each of the branches. This information has also been shared with all staff on a unit by unit basis. Goals for these open conversations focus on the examination of all existing and proposed library services and rebuilding of such services to align with the Library's Strategic Directions, and respective budget allocations. Both staff and partners have reviewed open hours and staffing levels as part of the discussion and continue to make recommendations to best meet the needs of our community within a SMART and inclusive framework.

Additional impacts: Although six employee bargaining units have arrived at successful contract negotiations with the County, the largest employee association has not, even after several meetings. A deficit was offset by furloughs of employees prior to January 13, 2013. The lack of a contract since that time results in a loss to the County on a daily basis to the tune of close to \$1mm in impacts by the end of the fiscal year. The County Administrator has issued a hiring freeze that has resulted in a delay or a shift in replacing the position at Clarksburg resulting from the retirement of long-time and beloved staff member Becky Frame.

The various Friends of the Library and Friends of the County Archives continue to commit funds – now mostly directed to programming and general operations instead of hours of service, but at a much reduced level due to economic constraints. Programs like 211 Yolo and Yolo Reads continue to appeal to individual donors and funders for service and enhancement grants. Our partnerships with WIC, First 5 Yolo, and DESS continue to bring a combination of much needed revenue and elevate service in our respective service areas. We anticipate the same level of service to operate weekday mornings and Friday service at Winters Community Library thanks to the student internship program at the Winters High School.

Strategic Plan Update:

The Strategic Plan was unanimously adopted by the Board of Supervisors meeting on February 12 with great accolades for the integration of community

and staff planning and implementation. LAB Chair Holly Bishop was present to receive Board comments and to share pleasure and confidence with the Library/community process and outcomes. The plan includes a new mission statement:

“ Yolo County Library provides access for all to ideas that inform, entertain and inspire.”

Tagline: We connect people and ideas.

The entire Board document will be appended to this report for community distribution.

We are very proud of this good work from the community and staff and applaud Elizabeth Gray for her guidance and leadership in steering this process as well as that of the entire Policy Team - Dana Christy, Chris Crist, Sara Ferguson, Jay Johnstone, Kim Sheppard, and Rachel Wolf – and all of the YCL staff and volunteers for their participation and encouragement.

Friends of the Library Leadership Meeting

The first Friends of the Library Leadership meeting resulted in favorable sharing of processes on fundraising, operations and information exchange. Bill Campbell represented the LAB and offered to collate data on liability insurance for consideration of an umbrella policy at a much reduced cost than what is currently offered, for all Friends groups. The next meeting will be planned following the election of new leadership at all of the Friends – the shift will take place in January and February 2013. The County Librarian and Assistant County Librarian will be meeting with each new President to offer a Yolo County Library 101 as part of a regular orientation for the leadership as it changes annually.

GRANTS Review

Current Grants:

First 5 Yolo – Enhanced Family Resource Centers – 3 years for a total of \$150,000

Kaiser Permanente Sustainability Grant - \$50,000 for 211 service (promotion/marketing and call center services)

Youth Development Network Strength Based Initiative - \$10,000 value – training for the Library Management Team (8 individuals)

NEW – The Yolo County Archives received \$6000 to provide preservation support from NEH

NEW – The Library received a grant of \$60,000 for complete strength based Youth Development Institute training for all staff and key supporters. We hope to include LAB and Friends leadership in this four day commitment. This grant will position the entire Library as a strength based, youth development organization.

HR Update –

AFT Library Associate – Patricia (Gail) Stovall hired December 2012
211 Yolo Coordinator (Outreach Specialist II) - Victoria Lewis hired January 2013
Library Associate, Technical Services – Mary (Susan) Hutchins hired February 11, 2013

LAB Board Development – The Library looks forward to working with the LAB and their ongoing development. Elizabeth Gray has provided a list of key calendar events as one method of increasing LAB visibility and awareness.

MW ALA Conference – The County Librarian attended the Midwinter American Library Association Conference in Seattle, WA as part of her role as co-chair of ALA President- Elect Barbara Stripling's initiative – Libraries Change Lives focusing on the empowerment of community through literacy, innovation and community engagement.

Other highlights of the conference: ALA's current budget is \$1mm less in revenues. An Individual dues increase based on the CPI will be considered on the upcoming ballot. Outgoing ALA Treasurer Jim Neal and school librarian Sarah Kelly Johns were elected to the ALA Executive Board. ALA Presidential Candidates are Courtney Young and Barbara Immroth. ALA Treasurer Candidates are Mario Gonzalez and Clara Bohrer. ALA Office for Diversity and Office for Literacy and Outreach Services has a new director – Michelle Harrell Washington, most recently from the University of Wisconsin, Milwaukee. ALA MW focus is on planning and conversation with members and less emphasis on programming. ALA Annual Conference is in Chicago, IL, June 25-29.

SCA-7 Wolk –The recent release of Senator Wolk's bill advocating for a 55% election instead of a 2/3 vote for library initiatives is appealing to many jurisdictions. LAB formal endorsement for this or any other proposed legislation requires Board of Supervisors endorsement which is often predicated by SACOG or CSAC or other endorsement from a similar body. Other legislation for a great many other groups have surfaced calling for like 55% passage in elections. County Librarian Patty Wong serves as a member of the CLA Legislative Committee and will inform the LAB of legislation that may be of interest to the body and the County.

Board of Supervisor meetings – On February 26 the Library will present the Library’s 3 year IT plan (draft attached). This Technical plan calls for a continued review and upgrades of our public and staff workstations, migration to an updated ILS platform (Sierra) and a concerted effort to bring fiber and stronger Broadband connectivity to all library service areas. In addition the plan calls for additional review of innovative technology when and where appropriate within budgetary abilities.

Yolo Friends of the Library formation – The recent two town hall meetings in early January resulted in a comprehensive review of existing Yolo facilities and a candid conversation indicating a community interest in using internal and external elements of the existing facility in a larger, new building. The close to forty residents and community supporters attending the meetings initiated conversation about fundraising and the establishment of a Friends group led by long time resident Sara Andrade. A first meeting of this newly formed team will be held on February 28.

Eureka/Collaboration update – Collaboration to maximize success is one of the County’s Tactical plans – and the Library has been tapped to lead this process. Dana Christy and Rachel Wolf are assisting this effort with Patty Wong. A Collaboration Team has been identified by County leadership and will initiate meeting in February to inventory existing County collaborative programs and services and policies, to explore shared services and other models, and to develop a tool that will ease access to this information to encourage collaboration as a technique to broaden and expand service impacts and outcomes.

The Nonprofit Leadership Alliance led by Dana Christy and Rachel Wolf as part of their Eureka efforts has resulted in the successful team building and initial survey of more than 30 nonprofits in the areas of training needs and identification of ways in which the nonprofits can share services and resources. The NLA will naturally tie into the County’s Collaboration Tactical Plan priorities and remains a Strategic Direction of the Library’s plan. Under the original guidance and sponsorship of Supervisor Don Saylor’s office, the nonprofit work continues with a third official meeting of this growing effort scheduled for April 17.

Spanish Language Book Fair – In collaboration with the California Gold chapter of REFORMA – the National Association to Promote Library & Information Services to Latinos and the Spanish Speaking, the second annual book fair took place on February 12, with more than 70 in attendance. More than 10 library systems and school district staff purchased materials from six vendors including one new publisher from Mexico with a local US base in Fresno. Participants travelled from Fresno, Sonoma, Benicia, Lodi, as well as locally from Woodland, and Sacramento. We hope to be able to offer this service annually, although much will depend on the economy. This year there were fewer library systems but that may be due a change in the day of the week offered (Tuesday rather than Friday last year) as well as a more strident impact on the economy for many

systems in 2012. Some attendees from last year also reported a timeliness issue for delivery of materials from the vendors, a service issue that has been addressed with both participants and vendors. Vendors offered deep discounts from 20-50%, some with free shipping. Feedback from current attendees and most vendors indicate a strong interest in continuing the service, if not annually, then biannually.

LIBRARY IN THE NEWS:

Assistant County Librarian Elizabeth Gray completed the Library's three year retrospective Community Report which was reviewed by the Board on February 12 and will be released soon in many formats.

Ms. Gray has negotiated a small column in Small Talk, the City of Davis Childcare Services well-respected quarterly printed publication, thanks to Tamiko Kwok, Program Director.

211 Yolo is featured as the go to place to seek information on the Expanded Family Resource Center program in a \$10,000 media campaign hosted by First 5 Yolo. The campaign will feature radio spots, paid news advertisements, and bus ads in English and Spanish through June 2013. The bus ads complement the 211 Yolo bus ads and the billboard on I-5 between Main Street and 113 – Yuba City exits supported by Kaiser Permanente.

County Archives Librarian Analu Josephides continues to be tapped for his expertise and is part of a focus group of the Society of California Archivists in their strategic planning process.

County Librarian Patty Wong was one of five teachers commended as WISE (Web-based Information Science Education) Faculty of the Year 2013. This is a national award, nominated by students, recognizing library school faculty for their accomplishments as online educators.