



**CITY OF MONROVIA
LIBRARY BOARD
ADULT AND YOUTH SERVICES PROGRAM REPORT**



DEPARTMENT: Community Services
Library Division

MEETING DATE: January 22, 2015

PREPARED BY: Linda Granicy,
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AGENDA LOCATION: CC-2

ADULT SERVICES AND YOUTH SERVICES

Southern California Library Cooperative (SCLC) Meeting: Staff attended the Administrative Directors meeting. Agenda action items included:

- Approved the budget.
- Approved extending Pomona's delivery service for two years while SCLC staff monitors Pomona's future plans after the defeat of Pomona's Measure PPL that would have funded the library's operations.
- Approved sending two representatives to the National Library Legislative Day in Washington, DC.

State Library Report

State Library representative Janet Jones encouraged the library directors to fill out the Digital Inclusion Survey by December 12, and the Public Library Annual Survey by December 5. Data collected from the surveys is vital to grant funding opportunities. The State Library is recruiting for a Broadband Aggregator, and a Bureau Chief. The Aggregator position will work with the Corporation for Education and Network Initiative in California (CENIC). The Governor earmarked \$2 million in the budget for the CENIC project for installation of school districts' fiber optics, and earmarked \$1 million in the budget for public libraries' routers, and circuits to connect to the service. The State will review all libraries that submitted applications to be connected through CENIC's broadband. Moving forward, CENIC would be the agency to submit e-rate reports for the consortium.

Executive Director's Report

Technology Evaluation: SCLC Executive Director Diane Satchwell reported the library directors' approval to hire Progent's consulting services to evaluate SCLC's administrative technology systems, has resulted in a savings of \$15,000 per year.

Regional Member Workshops: Ms. Satchwell reported on the outcome of the SCLC Regional Member Workshops. The workshops were conducted over a three-day period in October to explore current needs, and critical issues of SCLC's member libraries and to define the value SCLC provides as a state library cooperative.

The following themes developed as short term outcomes and long term impacts:

- Leveraging the collective's creativity, knowledge and expertise of member libraries, and SCLC to create greater capacity for service delivery.

- Higher value community engagement efforts become possible when operational and service delivery issues are handled more effectively and efficiently.
- Strategic perspectives gained from regional, state, and beyond would allow libraries to be hyper-local in servicing their communities.
- Leveraging cooperative purchasing, and negotiating power creates greater capacity, and individual library effectiveness while also reducing bureaucracy, duplicative efforts, and easing impact on local agencies.
- Stronger libraries, and partnerships with other agencies on local issues maximize jurisdictional investment of public funds.
- Local funding opportunities are improved by demonstrating qualitatively and quantitatively the impact libraries have in general, and in their communities.
- Improved local and regional library services positively affect economic development and quality of life in communities.
- Coordination and resource-sharing at the regional level helps address inequities in service delivery.
- Coordination between libraries helps bridge municipal boundaries, and creates a stronger and more vibrant region.

Three service areas SCLC could provide greater value to member libraries:

1. SCLC Shared Resources: cooperative curates, and maintain digital and physical resources on behalf of member libraries, while providing a way for member libraries to share their own resources with each other.
2. SCLC University: member libraries and SCLC share intellectual content in both library services and the business aspect of libraries. It could be a place for learning and teaching, mentoring and coaching, and leveraging the knowledge and expertise of the members. These opportunities could generate best practices in services, programs, professional development, operational and administrative practices and policies, marketing, advocacy, and metrics and measurement.
3. SCLC Consulting Services: could provide members access to specific services provided directly by SCLC staff, or procured services available at reduced cost to member libraries. Staff directed services might include briefings on trends, issues, political environments, and technology; as well as provide direct consulting on a specific library's issues, and referrals to others for additional perspectives.

Patterns and themes that emerged from the workshops:

- A common theme emerged to optimize the capacity of members to share their knowledge, experiences, expertise, tools, ideas, and even equipment with each other to provide more and better services to their communities with less effort by any individual library.
- Another theme presented was to leverage the consortium to gain greater purchasing power, and access to content, expertise, programming and consulting.
- The third theme presented was the desire for support in regional marketing of library services and events, and consortium coordinated advocacy for libraries.

Next Step - Library directors will meet in February 2015 to prioritize the goals gathered from the workshops.

CLA Convention: Youth Services Librarian II Rebecca Elder attended the 2014 California Library Association's (CLA) Annual Conference in Oakland, CA from November 7 to 9. Rebecca served on the PR Excellence Awards Committee, which honors the highest quality efforts of California libraries in promoting and communicating their message to their customers. Recipients were presented with certificates of recognition, and were showcased during the Conference. Rebecca also participated in several programs including: *Ride On! Bikes and Libraries* and *WoW! Serving the Community in a New Way*. The 2014 conference theme was *Be the Change* which focused on the positive results of change in libraries. The key-note speaker was Daniel Handler author of the popular Lemony Snicket series. Handler strongly supports libraries and literacy efforts and celebrates "the joyous importance of librarians."

Holiday Music Program: December 13, the Library hosted a musical program with 48 musicians. In 2010, Monrovia Cheryl Lopez introduced the Library to the Filipino-American Symphony Orchestra, and the program developed into the annual Holiday Music in the Lobby. This year, Ms. Lopez gathered 20 members from the Inspire Vocal Ensemble, 26 members from the Sterling Flute Choir, including 5 little junior flute performers, and a guitar and violin duet. The musicians included an introduction to the different types of instruments they play, before filling the Library with their melodic sounds.

Letter Writing Station: From November 3 through December 13, the Library provided a letter writing station in Youth Services to encourage children and families to write to Santa, soldiers in the Armed Forces, and a book character. Staff partnered with the Monrovia Post Office's Santa letter writing campaign, delivering letters to the post office by December 15 to give Santa time to prepare responses. The soldier letters campaign expanded to the City's Employee Recognition event. Employees wrote over 85 letters to soldiers thanking them for their service, and wishing them well during the holidays. Staff partnered with Friends Boardmember Marilyn Ellis to mail the letters with the Books for Soldiers campaign to distribute them to active military members. Teen Advisory Board volunteers, and Youth Commission volunteers responded to the favorite book character letters. The program yielded 227 Santa letters, 16 book character letters, and 294 soldier letters.

Santa Storytimes: The Library hosted a morning storytime, and an evening storytime to give children and their families an opportunity to visit with Santa Claus. Staff screened a short holiday film, and read stories to the children as they waited patiently for Santa's arrival. Santa read a story and met with each child giving parents a photo opportunity. There were activity stations staffed by Volunteer Elves, including a book giveaway, an ornament craft, and a snack table. Approximately, 110 participated in the morning event, and 130 participated in the evening event.

Fundraisers: October 30, Dossier Capital, G&L Real Estate, and SquareLend (aka: Thnq Tank) celebrated their new offices, and commitment to the community with a Halloween themed open house, and fundraiser for the Library's Youth Services programs. They donated \$3,000 to the Library, and Youth Services Staff plans to use the money on programs, services, and books for the children. A portion of the money was used to purchase book giveaways at the Santa storytimes.

November 2, the Library Foundation presented the Team Up! Dream Up! for Adult Literacy fundraiser. Teams from businesses and organizations competed in a trivia contest, and the Monrovia Unified School District team won the contest in record time.

The Teen Advisory Board partnered with the Foothill Unity Center on a holiday food drive. TAB placed a donation box inside the Library, and collected food at their schools, giving everyone an opportunity to donate to a worthy cause. The campaign ran from November 5 through December 18.

Early Learning Programs: Staff developed an Early Learning Station in the Youth Services Area to share creative activities with children, and their families during the hectic holiday season. The activity station was equipped with supplies, and books related to specific topics. Children painted with marbles, weaved designs, measured their height, drew penguins and shared facts about penguins. The activities were developed to stimulate imagination and creativity, and help parents practice motor skills, and early math skills with their children. Some of the activities included make-and-take opportunities, while other activities encouraged participants to contribute to a message wall to share their thoughts.