



BERKELEY PUBLIC LIBRARY BOARD OF LIBRARY TRUSTEES

REGULAR MEETING
JULY 10, 2013

AGENDA
6:30 PM

SOUTH BRANCH
1901 RUSSELL STREET

The Board of Library Trustees may act on any item on this agenda.

I. PRELIMINARY MATTERS

- A. **Call to Order**
- B. **Public Comments (6:30 – 7:00 PM)**
(Proposed 30-minute time limit, with speakers allowed 3 minutes each)
- C. **Report from library employees and unions, discussion of staff issues**
Comments / responses to reports and issues addressed in packet.
- D. **Report from Board of Library Trustees**

II. PRESENTATION CALENDAR

- A. [Technical Services Workflow / Shelf Ready](#)

III. CONSENT CALENDAR

The Board will consider removal and addition of items to the Consent Calendar prior to voting on the Consent Calendar. All items remaining on the Consent Calendar will be approved in one motion.

- A. [Approve minutes of June 12, 2013 Regular Meeting](#)
Recommendation: Approve the minutes of the June 12, 2013 regular meeting of the Board of Library Trustees.
- B. [Accept Gift Funds from the Berkeley Public Library Foundation in the Amount of \\$200,000 Constituting Payment toward the Foundation's Branch Library Capital Campaign Pledge.](#)
Recommendation: Adopt a resolution authorizing the acceptance and allocation of gift funds from the Berkeley Public Library Foundation constituting payment toward the Foundation's Branch Library Capital Campaign pledge.
- C. [Fiscal Year 2013 Annual Gift Report](#)
Recommendation: Adopt a resolution to approve the annual report to the Berkeley City Council of gifts received in FY 2013 as required by CC Resolution No. 65,444-N.S.
- D. [Purchase Authorization in Excess of Director of Library Services' Granted Authority for FY 14](#)
Recommendation: Adopt a resolution authorizing the Director of Library Services to enter into FY 2014 purchase agreements and approve payments to the specified vendors projected to exceed the Director's delegated spending authority of \$50,000 for services and \$100,000 for goods, materials and equipment.
- E. [Contract Amendment No. 8500 Bibliotheca ITC, LLC](#)
Recommendation: Adopt a resolution to amend Contract No. 8500 with Bibliotheca ITG, LLC for the additional incremental amount of \$52,994 for the purchase of automated materials handling equipment and installation at the Central Library for an amount not to exceed \$900,000.
- F. [Salary Increase for the Director of Library Services](#)
Recommendation: Adopt the resolution approving a \$.831 per hour merit salary increase, effective July 13, 2013, for the Director of Library Services based on the personnel evaluation conducted on May 29, 2013.

IV. ACTION CALENDAR

- A. [Collections Disaster Recovery Plan](#)
Recommendation: Adopt a resolution to approve the Library Disaster Plan as presented.

B. Library Work Plan FY 2014

Recommendation: Adopt a resolution to approve the Library Work Plan for the biennial budget period, FY 2014 and 2015.

V. INFORMATION REPORTS

A. July 2013 Monthly Report from Library Director

- i. Library Development
- ii. Professional Activities
- iii. Programs, Services and Collections
- iv. Personnel
- v. Branch Bond Program Update

B. Strategic Plan Update

C. Public Access Technology

D. Communication Plan Update

E. Library events: Calendar of events and press releases for various Library programs are posted at <http://www.berkeleypubliclibrary.org>

VI. AGENDA BUILDING

The next meeting will be a Regular Meeting held at 6:30 PM on Wednesday, September 11, 2013 at the **South Branch Library, 1901 Russell Street, Berkeley.**

VII. ADJOURNMENT

Written materials may be viewed in advance of the meeting at the Central Library Reference Desk (2090 Kittredge Street), or any of the branches, during regular library hours.



Wheelchair accessible. To request a sign language interpreter, real-time captioning, materials in large print or Braille, or other accommodations for this event, please call (510) 981-6107 (voice) or (510) 548-1240 (TTY); at least three working days will help ensure availability.

Please refrain from wearing scented products to public programs.

I hereby certify that the agenda for this regular meeting of the Board of Library Trustees of the City of Berkeley was posted in the display cases located at 2134 Martin Luther King, Jr. Way and in front of the Central Public Library at 2090 Kittredge Street, as well as on the Berkeley Public Library's website on July 3, 2013.

//s//

Donna Corbeil, Director of Library Services
Serving as Secretary to the Board of Library Trustees

For further information, please call (510) 981-6195.

COMMUNICATIONS

Communications to Berkeley boards, commissions or committees are public record and will become part of the City's electronic records, which are accessible through the City's website. **Please note: e-mail addresses, names, addresses, and other contact information are not required, but if included in any communication to a City board, commission or committee, will become part of the public record.** If you do not want your e-mail address or any other contact information to be made public, you may deliver communications via U.S. Postal Service or in person to the secretary of the relevant board, commission or committee. If you do not want your contact information included in the public record, please do not include that information in your communication. Please contact the secretary to the relevant board, commission or committee for further information.



PRESENTATION CALENDAR

July 10, 2013

TO: Board of Library Trustees

FROM: Alicia Abramson, Manager Information Technology & Technical Services

SUBJECT: LIBRARY TECHNICAL SERVICES WORKFLOW REPORT

INTRODUCTION

This report will provide an overview of the current process underway in Library Technical Services to streamline the Division's staff workflows by taking advantage of shelf-ready services through vendors with the goal of freeing up staff to meet changing Library service needs.

FISCAL IMPACT

This report will have no fiscal impacts.

BACKGROUND

Library Technical Services is responsible for ordering and receiving materials, submitting book vendor bills for payment, maintaining the acquisitions system, adding bibliographic records to the library's Online Catalog and mending and processing the materials so that they appear in a standardized way on library shelves. This processing includes applying Mylar covers, barcodes, RFID anti-theft tags, spine labels and property stamps to the materials.

The work of Technical Services has continued to transform over the years as more automated processes have been introduced into workflows and as the library has taken advantage of some pre-processing services offered by our materials vendors.

As library priorities continue to change to include providing more public service to patrons through expanded library hours, programming and outreach, the library is looking for ways to provide staffing support for these service priorities without increasing personnel costs. In an effort to maximize our use of staff resources and enable the organization to reallocate existing staffing to support changing service priorities, the Library is actively exploring ways to increase workflow efficiencies by streamlining existing tasks and using more shelf-ready services available through vendors. By taking advantage of vendor "Shelf Ready" services, multiple in-house workflow steps would be either eliminated or significantly reduced, resulting in multiple positions in Technical Services being freed up to work in other capacities that either provide or support the provision of increased public services.

In the 2014-2015 biennial budget adopted by BOLT in #R13-035, the library set aside \$110,000 for the purpose of increasing vendor "Shelf Ready" services in support of this initiative.

Library Management has been working with staff since February 2013 to introduce this initiative, gather staff input and work with staff to adjust to both the anticipated changes in the Division's staffing structure, workflow redesign and in the transition to new work assignments for some. This work has included multiple Technical Services staff meetings with the Division Manager and the Library Human Resources Analyst to discuss the planned changes; a Meet and Confer process with staff from the Division and representatives of SEIU Local 1021 to discuss the impacts of this change on staff and to engage in discussions of impacts and alternatives to the proposal; site visits to other libraries using "Shelf Ready" services with staff from Technical Services and Administration; training opportunities to support staff in coping with and managing change; and individual meetings and counseling of staff by the Division Manager and Human Resources Analyst.

CURRENT SITUATION AND EFFECTS

The current FTE in Library Technical Services is 11.25 with a personnel budget of approximately \$1.2 million dollars. Library Management estimates that by introducing additional vendor "Shelf Ready" services and streamlining internal workflows, approximately half of the Division's staffing could be reassigned to help meet identified service needs in other areas of the Library. No existing staff will be demoted or lose their jobs as a result of these changes but some staff will see changes in work locations and tasks. Planned implementation for adopting increased "Shelf Ready" vendor services is late summer 2013 with a two phase cycle of implementation, workflow redesign and staff reassignment. The reassignment process includes providing staff with a survey that allows them to express preferences in alternate work locations/assignments as well as any special skills, limitations or interests they want taken into consideration. Decisions regarding reassignments will take into account staff preferences, scheduling restrictions, individual abilities and interests as well as fit and balance those with the library's operational needs. The Division Manager and HR Analyst are committed to working closely with each individual impacted to ensure the smoothest possible transition and successful placement.

ATTACHMENTS:

None.

MINUTES
BERKELEY PUBLIC LIBRARY
BOARD OF LIBRARY TRUSTEES REGULAR MEETING
Wednesday, June 12, 2013, 6:30 P.M.

SOUTH BRANCH LIBRARY – 1901 RUSSELL STREET

Board of Library Trustees:

Chair Winston Burton	Darryl Moore
Vice Chair Abigail Franklin	Julie Holcomb
	Jim Novosel

I. PRELIMINARY MATTERS

A copy of the agenda packet and a digital recording of the meeting is accessible at http://www.berkeleypubliclibrary.org/about_the_library/bolt/bolt.php

A. Call to Order: 6:35 P.M.

Present: Trustees Burton, Franklin, Holcomb, Moore and Novosel.

Absent: None.

Also Present: Donna Corbeil, Director of Library Services; Douglas Smith, Deputy Director; Eve Franklin, Administrative Secretary.

B. Public Comments: None.

C. Report from library employees and unions, discussion of staff issues:

1. Andrea Mullarkey, Employee and 1021 Shop Steward at the Library – reported members of staff were disappointed that the budget was passed with such little discussion about the potential technical services outsourcing. Open to continuing dialog, ongoing process to share information, answer questions and ask questions as they come up.
2. Jacqueline Morgan, Vice President of the Community Services local chapter of SEIU 1021 – provided a copy of a letter regarding the potential outsourcing of technical services to Baker and Taylor.

D. Report from Board of Library Trustees:

1. Trustee Holcomb – was pleased to see that ALAteen is holding meetings in the Central Library Community Meeting Room.
2. Trustee Novosel – recently attended his first 2x4 Committee meeting. What’s going to happen to the BPL Foundation now that they’ve raised the money for the furnishings for the new branches, looking forward to see what they decide to work on in the future.

II. PRESENTATION CALENDAR

A. Kitchell CEM Quarterly Update

Steve Dewan, Kitchell CEM, provided an update (Attachment #1.)

III. CONSENT CALENDAR

Action: M/S/C (Trustee Moore / Trustee Franklin to move Action Calendar, Item A (Revised Bond Program Budget) to the Consent Calendar.

Vote: Ayes: Trustees Burton, Franklin, Holcomb, Moore and Novosel. Noes: None. Absent: None. Abstentions: none.

Action: M/S/C (Trustee Moore / Trustee Franklin to adopt Resolution # R13-036 to adopt the Consent Calendar with corrections to minutes.

Vote: Ayes: Trustees Burton, Franklin, Holcomb, Moore and Novosel. Noes: None. Absent: None. Abstentions: Trustees Burton & Franklin abstained from item A.

A. Approve minutes of May 14, 2013 Special Closed Meeting

From: Director of Library Services

Recommendation: Approve the minutes of the May 14, 2013 Special Closed Session Meeting of the City of Berkeley City Council and Board of Library Trustees.

Financial Implications: None.

Contact: Donna Corbeil, Director of Library Services

Action: Adopted Resolution # R13-037 to approve minutes as presented.

B. Approve minutes of May 29, 2013 Special Meeting

From: Director of Library Services

Recommendation: Approve the minutes of the May 29, 2013 special; meeting.

Financial Implications: None.

Contact: Donna Corbeil, Director of Library Services

Action: Adopted Resolution # R13-038 to approve minutes as presented.

C. Revised Bond Program Budget

Moved from Action Calendar.

From: Director of Library Services

Recommendation: Adopt a resolution accepting a revised program schedule and confirming ongoing acceptance of the Revised Budget dated December 19, 2012 for the Measure FF Neighborhood Branch Library Improvement Program for fiscal year 2014.

Financial Implications: see report.

Contact: Donna Corbeil, Director of Library Services

Action: Adopted Resolution # R13-039 to approve minutes as presented.

IV. ACTION CALENDAR

A. Revised Bond Program Budget

Moved to Consent Calendar.

V. INFORMATION REPORTS

A. Update on the Branch Bond Program

From: Director of Library Services
Contact: Donna Corbeil, Library Director
Action: Received.

B. June 2013 Monthly Report from Library Director

From: Director of Library Services
Contact: Donna Corbeil, Library Director
Action: Received.

C. Library events

From: Director of Library Services
Contact: Donna Corbeil, Library Director
Action: None.

VI. AGENDA BUILDING

The next meeting will be a Regular Meeting held at 6:30 PM on Wednesday, July 10, 2013 at the South Branch Library, 1901 Russell Street, Berkeley.

Future agenda items:

- Project Labor Agreement
- Library Disaster Plan
- Strategic Plan
- Baker and Taylor update
- Berkeley Public Library Foundation update
- Feedback on changes with opening of new branches

Announcements:

- Trustee Novosel - Friends of the Berkeley Public Library Big Book Sale takes place on Saturday, June 15 at the Central Library Community Meeting Room.
- Trustee Novosel – Friends of the Berkeley Public Library Annual Luncheon will be held on Wednesday, June 19 at the Northbrae Community Church.

VII. ADJOURNMENT

Adjourned at 7:22 pm.

COMMUNICATIONS:

1. Letter regarding Baker and Taylor

SUPPLEMENTAL COMMUNICATIONS AND REPORTS:

1. Kitchem CEM Quarterly Update



Agenda

BOLT Progress Report
Branch Library Improvement Project

- **General Program Update**
 - Progress Since 03/13/13
 - Construction Milestones
- **Schedule Update**
- **Budget & Cost Control Update**

General Program Update – Progress Since 03/13/13

BOLT Progress Report
Branch Library Improvement Project

• **SOUTH CONSTRUCTION - MILESTONES**

- Construction Start: April 2, 2012
- Contractual Substantial Completion: March 1, 2013
- **Actual** Substantial Completion: May 11, 2013
- Contractual Final Completion: April 2, 2013
- **Projected** Final Completion: June/July, 2013



June 12, 2013

General Program Update – Progress Since 03/13/13

BOLT Progress Report
Branch Library Improvement Project

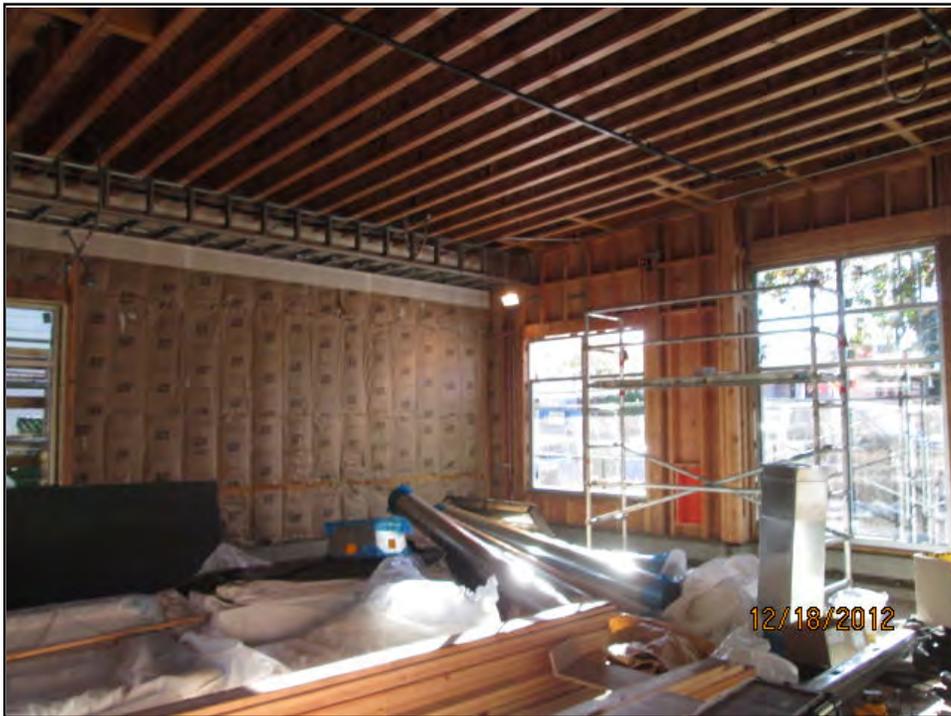
• **SOUTH SUMMARY**

- As of May 15, 2013:
 - Contract Duration: 100% complete
 - Current Billing: 94%
- Current Change Order Value: \$45,482 (1.0% of original Contract Value)



June 12, 2013

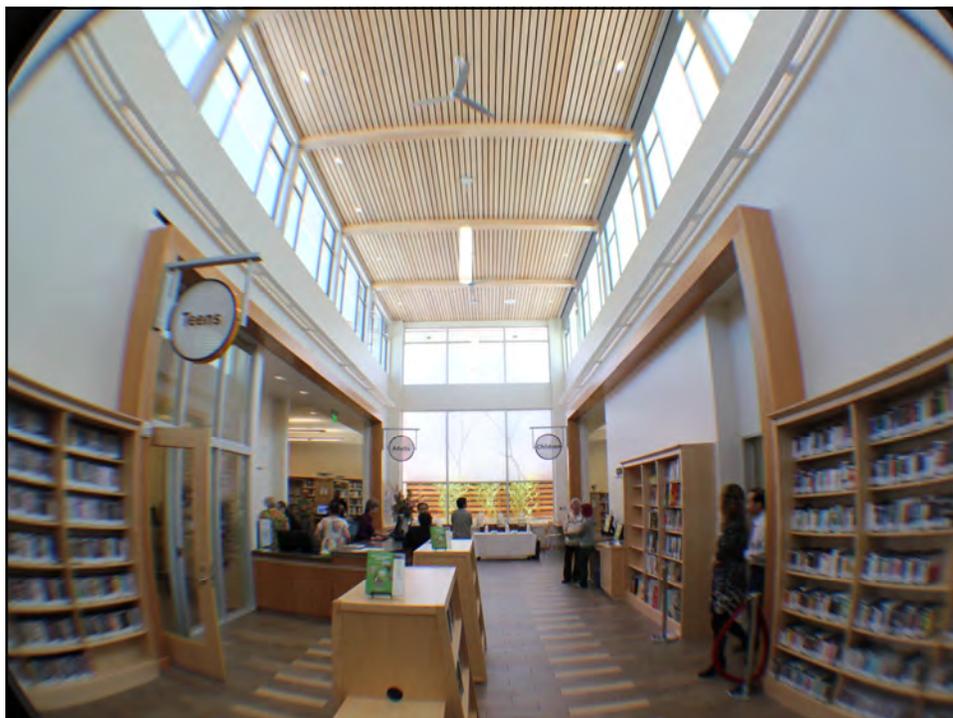


















General Program Update – Progress Since 03/13/13

BOLT Progress Report
Branch Library Improvement Project

- **WEST CONSTRUCTION - MILESTONES**

- Construction Start: June 18, 2012
- Contractual Substantial Completion: May 19, 2013
- **Projected** Substantial Completion: September 4, 2013
 - Delays attributed by West Bay Builders to soil issues (contamination) and inclement weather
- Contractual Final Completion: June 18, 2013
- **Projected** Final Completion: October 8, 2013

General Program Update – Progress Since 03/13/13

BOLT Progress Report
Branch Library Improvement Project

• **WEST CONSTRUCTION ACTIVITIES**

- Window frame installation
- Hydronics piping
- Ductwork
- Work starting soon:
 - Roofing
 - Insulation
 - Lath & plaster
 - Insulation at flooring, radiant tubing



June 12, 2013

General Program Update – Progress Since 03/13/13

BOLT Progress Report
Branch Library Improvement Project

• **WEST SUMMARY**

- As of April 30, 2013:
 - Contract Duration: 87% complete
 - Current Billing: 47%
- Current Change Order Value: \$20,718 (0.4% of original Contract Value)



June 12, 2013



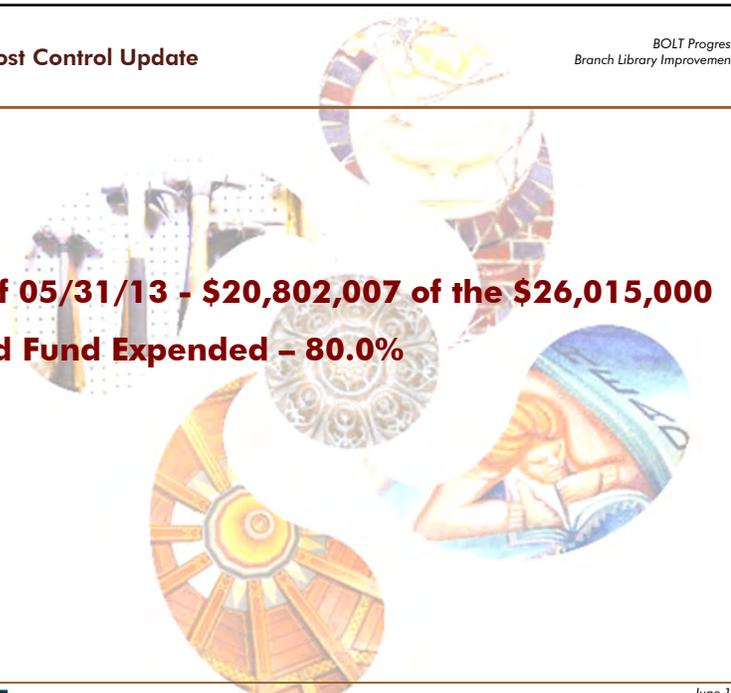






Budget & Cost Control Update BOLT Progress Report
Branch Library Improvement Project

**• As of 05/31/13 - \$20,802,007 of the \$26,015,000
Bond Fund Expended – 80.0%**



 June 12, 2013


PROGRAM COST CONTROL REPORT

BERKELEY PUBLIC LIBRARY Branch Library Improvement Program	Revised Budget - December 19, 2012	Current Committed Costs	Expended to Date (As of 05/31/13)
NORTH BRANCH			
<i>Branch Total</i>	\$ 5,611,869	\$ 5,611,869	\$ 5,585,815
SOUTH BRANCH / TOOL LENDING			
<i>Branch Total</i>	\$ 6,529,520	\$ 6,529,520	\$ 5,825,207
WEST BRANCH			
<i>Branch Total</i>	\$ 7,514,455	\$ 7,514,455	\$ 3,647,403
CLAREMONT BRANCH			
<i>Branch Total</i>	\$ 4,035,974	\$ 4,035,974	\$ 4,015,704
TOTAL SITE COSTS	\$ 23,691,818	\$ 23,691,819	\$ 19,074,128
GENERAL PROGRAM SOFT COSTS			
Consultants	\$ 486,000	\$ 487,910	\$ 403,604
Construction Management	\$ 996,990	\$ 1,275,535	\$ 1,229,758
Fees & Miscellaneous	\$ 383,962	\$ 223,242	\$ 94,517
TOTAL GENERAL PROGRAM COSTS	\$ 1,866,952	\$ 1,986,687	\$ 1,727,879
TOTAL PROGRAM & SITE COSTS	\$ 25,558,770	\$ 25,678,505	\$ 20,802,007
PROGRAM CONTINGENCY	\$ 456,230	\$ 336,495	\$ -
TOTAL PROGRAM BUDGET	\$ 26,015,000	\$ 26,015,000	\$ 20,802,007

QUESTIONS?

BOLT Progress Report
Branch Library Improvement Project



June 12, 2013



CONSENT CALENDAR

July 10, 2013

TO: Board of Library Trustees

FROM: Donna Corbeil, Director of Library Services

SUBJECT: ACCEPT GIFT FUNDS FROM THE BERKELEY PUBLIC LIBRARY FOUNDATION IN THE AMOUNT OF \$200,000 CONSTITUTING PAYMENT TOWARD THE FOUNDATION'S BRANCH LIBRARY CAPITAL CAMPAIGN PLEDGE

RECOMMENDATION

Adopt a resolution authorizing the acceptance and allocation of gift funds from the Berkeley Public Library Foundation constituting payment toward the Foundation's branch library capital campaign pledge.

FISCAL IMPACTS OF RECOMMENDATION

The acceptance of these gifts will have no negative impact on the Library budget. Gift funds will be allocated to cover cost of contracts and purchasing associated with the procurement of equipment, furniture, and other activities or items needed to complete the branch renovation projects.

BACKGROUND

The Berkeley Public Library Foundation has demonstrated a strong history of support for the Library, particularly raising capital funds to support facility improvements. With the passage of Measure FF, the Foundation kicked off a major fund raising campaign in support of our branch libraries. At the December 9, 2009, regular meeting, the board adopted Resolution No. R09-120 recognizing the establishment of the Foundation's Branch Library FF&E Capital Campaign for purchasing the furnishings, fixtures, equipment, and materials associated with the Branch Library Improvement Program and authorized a donor recognition plan.

At the April 14, 2010, BOLT meeting Resolution No. 10-028 was approved, accepting the Berkeley Public Library Foundation Board of Directors' resolution to undertake a major multi-year capital campaign for the Measure FF bond program in the amount of \$2.5 million to fund the furniture, fixtures, equipment, and other expenses associated with the Branch Library Improvement Program. As of July 2013 inclusive of this gift the Foundation has made payments totaling \$1,900,000 for this purpose to Fund 307.

The Board of Library Trustees has in the past managed the acceptance and appropriation of all gifts, including substantial gifts, donations, and monetary awards designated for use by the Library. These

practices are part of the regular budget management process, including quarterly budget reports, the annual budget appropriation, and are consistent with the Library's gift policy and the directives that the Board of Library Trustees approves the disposition of Library funds.

CURRENT SITUATION AND ITS EFFECTS

The Berkeley Public Library Foundation has indicated that they are prepared to make regular gifts to the Library through the fiscal year; the current gift of \$200,000 is intended to contribute to the Measure FF renovations.

This recommendation to accept the latest installment of gift funds is consistent with passage of a resolution by the City Council on September 20, 2011 accepting the recommendation of the Board of Library Trustees' Resolution No. 11-051, delegating to the board the authority to accept any non-duly restrictive gift of funds, goods, or services to the Library up to \$200,000 or gifts of any amount assignable to the Berkeley Public Library Foundation FF&E Capital Campaign Fund, and the annual reporting to the City Council of any gift in excess of \$1,000.

Following board approval the funds will be appropriated to fund procurement of furniture, computers, equipment, and services from vendors in accordance with the Library's purchasing policy.

RATIONALE FOR RECOMMENDATION

By accepting and appropriating the gift funds, the Library will be able to honor the intent and wishes of the grantor/donor and fulfill identified community needs. The City Council's delegation of authority to the Board of Library Trustees requires public noticing of gifts on a regular basis; annual reporting to the Council ensures that the Council is well-informed regarding gifts to the Library.

Attachments

1. Resolution

BOARD OF LIBRARY TRUSTEES

Attachment 1

RESOLUTION NO.: R13-0##

**ACCEPT GIFT FUNDS FROM THE BERKELEY PUBLIC LIBRARY FOUNDATION
IN THE AMOUNT OF \$200,000 CONSTITUTING PAYMENT TOWARD THE FOUNDATION'S
BRANCH LIBRARY CAPITAL CAMPAIGN PLEDGE**

WHEREAS, the Berkeley Public Library regularly receives gifts from two support organizations, the Berkeley Public Library Foundation and the Friends of the Berkeley Public Library, as well as many individuals and groups; and

WHEREAS, at the regular BOLT meeting of April 14, 2010, by a vote of five ayes and zero nays, Resolution 10-028 was approved accepting the Foundation's commitment to raise \$2.5 Million to fund furniture, fixtures & equipment expenses associated with the branch library bond projects (Measure FF); and

WHEREAS, the Foundation has donated to date a total of \$1,900,000 inclusive of this donation toward the Branch Library FF&E Capital Campaign; and

WHEREAS, gift funds received from the Foundation for the purpose of the Branch Library FF&E Capital Campaign, once accepted by the board will be allocated towards the procurement of furniture, computers, equipment, and services from vendors as appropriate to the outfitting of the renovated branch libraries, and in accordance with the Library's purchasing policy; and

WHEREAS, following passage of the Open Government Ordinance by the City Council, the City Council by passage of Resolution No. 65,444-N.S. delegated to the Library Board of Trustees the authority to accept any gifts of funds, goods, or services made to the Library up to \$200,000 that do not include unduly restrictive conditions on their use, and all gifts from the Library Foundation constituting payments toward the Foundation's Branch Library FF&E Capital Campaign.

NOW, THEREFORE, BE IT RESOLVED that the Board of Library Trustees of the City of Berkeley hereby authorizes the acceptance of \$200,000 from the Berkeley Public Library Foundation and the allocation of these funds to procure needed furnishings and equipment for the branch library Measure FF projects.

ADOPTED by the Board of Library Trustees of the City of Berkeley at a regular meeting held on July 10, 2013 by the following vote:

AYES:

NOES:

ABSENT:

ABSTENTIONS:

Winston Burton, Chairperson

Donna Corbeil, Director of Library Services
Serving as Secretary to the Board of Library Trustees



CONSENT CALENDAR

July 10, 2013

TO: Board of Library Trustees
FROM: Donna Corbeil, Director of Library Services
SUBJECT: FY 2013 ANNUAL GIFT REPORT

RECOMMENDATION

Adopt a resolution to approve the annual reporting to the City Council of gifts received in FY 2013 as mandated by CC Resolution No. 65,444-N.S.

FISCAL IMPACT

There is no fiscal impact from this report.

BACKGROUND

The Open Government Ordinance (Ord. 7,166-N.S.) approved by the City Council in 2011 includes a section on the acceptance of gifts of \$1,000 or more. At the July 13, 2011 regular meeting of the board, Resolution R11-051 was adopted, requesting City Council delegate to the Board of Library Trustees the authority to accept on behalf of the Library any gifts of funds, goods, or services up to \$200,000. On September 20, 2011 the Council considered the item and approved it on consent by Resolution No. 65,444-N.S.

The approved Council resolution includes a stipulation, "Mandating annual reporting from the Board of Library Trustees of gifts in excess of \$1,000 in aggregate in an informational report to be presented before the Council on a regular meeting agenda." Information relevant to this report has been prepared by staff for board consideration and review prior to communication to the City Council. The submitted report will fulfill the ordinance's obligation covering the period from June 1, 2012 through June 30, 2013.

CURRENT SITUATION AND ITS EFFECTS

The Board of Library Trustees accepts gifts throughout the fiscal year; for the period from July 1, 2012 through June 30, 2013 the following gifts equal to or in excess of \$1,000 aggregate by donor were received and accepted into Library Fund accounts and will be reported to the City Council: the Berkeley Public Library Foundation for \$650,000, the Friends of the Berkeley Public Library for \$76,028; a Berkeley Public Library Foundation pass-through from the Raymond Family Foundation for \$3,500; and \$1,000 from the Will and Ann Eisner Family Foundation.

FY 2013 Gift Receipts

Report to CC	Donor	Value	Fund	Purpose
No	Private Donor (Gray)	\$25	306	North Branch
Yes	BPL Foundation	\$650,000	307	We ♥ Our Libraries capital campaign
No	Half Price Books	\$100	306	Berkeley READS
No	McNaughton Gunn, Inc.	\$100	306	Berkeley READS
No	Private Donor (Minudri/Starr)	\$250	306	Collections
No	Private Donor (Coons)	\$100	306	Berkeley READS
Yes	Friends of BPL	\$76,028	306	Gift for FY 2013 Programs
Yes	BPL Foundation: Pass-through	\$3,500	306	Raymond Family Foundation for Berkeley Reads
No	BPL Foundation	\$500	306	Opening Ceremonies for South Branch
Yes	Will and Ann Eisner Family Foundation	\$1,000	306	Berkeley Comic Arts Festival
No	Private Donor (Higgins/Braun)	\$100	306	North Branch
No	Private Donor (Reinhard/Byron)	\$140	306	North Branch
BPL	Total	\$731,843		

As indicated in the *Library's Gift / Donation Policy A.R. Number 10.11* (Attachment 2) donor funds are kept separate and apart from other funds and are managed as part of the regular budget management process.

Measure FF Library Improvement Program

Furniture, fixtures, and equipment essential to the successful implementation of the Measure FF Branch Library Improvement Program is generously funded by The Berkeley Public Library Foundation through the *We ♥ Our Libraries* capital campaign. Campaign proceeds received during fiscal year 2013 are expected to hit \$1.7M. These monies are held and expended from the dedicated Foundation FF&E Fund (307); a Fund established solely to administer campaign receipts.

FY 2013 Foundation FF&E Receipts at 3JUN13

Date	Actual \$	FY
15-Jun-10	\$50,000	2010
23-Feb-11	100,000	2011
20-Apr-11	100,000	2011
01-Jul-11	100,000	2012
30-Aug-11	100,000	2012
03-Nov-11	100,000	2012
19-Jan-12	200,000	2012
12-Mar-12	200,000	2012
14-May-12	100,000	2012
15-Oct-12	250,000	2013
15-Feb-13	200,000	2013
to be received	200,000	2013
Total	\$1,700,000	

Total Fund expenditures at June 13, 2013 totaled \$1,066,524 of which encumbrances made up \$224,136; consequently, actual expenditures were \$842,388.

FY 2013 Foundation FF&E Expenditures at 3JUN13 by Type

Description	Fiscal Year			
	2011	2012	2013*	Total
Misc Professional Services	\$255	\$37,465	\$6,544	\$44,264
Machinery and Equipment		189,351	68,938	258,289
Furniture and Fixtures		265,831	111,154	376,985
Computers and Printers		36,892	35,617	72,510
Computer Software/Licenses		2,500	455	2,955
Small Equipment <\$1K			200	200
Furniture and Fixtures <\$1K		118,015	82,127	200,143
Computers and Printers <\$1K		88,113	13,367	101,480
Computer Software/Licenses <\$1K		2,820	948	3,768
Other / Miscellaneous		1,063	4,867	5,930
Total	\$255	\$742,051	\$324,218	\$1,066,524

*Encumbrances at 13JUN13 = \$224,136

FY 2013 Foundation FF&E Expenditures at 3JUN13 by Location

Description	Fiscal Year			
	2011	2012	2013*	Total
North		\$269,172	\$9,604	\$278,776
Claremont		262,723	11,073	273,796
South	255	1,805	296,562	298,622
West			6,779	6,779
Shared +		208,352	200	208,552
Total	\$255	\$742,052	\$324,218	\$1,066,525

*Encumbrances at 13JUN13 = \$224,136

+Automated Materials Handling and Gates from Bibliotheca

The North, Claremont, and South branch libraries are open and operating. Going forward the bulk of expenditures will be directed to the West Branch Library.

FURTHER ACTION

None.

Attachments:

1. Resolution

BOARD OF LIBRARY TRUSTEES

Attachment 1

RESOLUTION NO.: R13-0##

FY 2013 ANNUAL LIBRARY GIFT REPORT TO THE CITY COUNCIL

WHEREAS, the Berkeley Public Library regularly accepts and receives gifts from two support organizations, the Berkeley Public Library Foundation and the Friends of the Berkeley Public Library, as well as individuals and groups; and

WHEREAS, following passage of the Open Government Ordinance by the City Council, the City Council delegated to the Library Board of Trustees the authority to accept any gifts of funds, goods, or services made to the Library up to \$200,000 that do not include unduly restrictive conditions on their use, and all gifts from the Library Foundation constituting payments toward the Foundation's Branch Library FF&E Campaign; and

WHEREAS, the City Council at a regular meeting on September 20, 2011 approved on the consent calendar Resolution No. 65,444-N.S. , which included a requirement that the Board of Library Trustees report annually to Council gifts in excess of \$1,000 in aggregate; and

WHEREAS, this year's report covers the fiscal year period from July 1, 2012 through June 30, 2013; and

WHEREAS, gifts to the Library subject to reporting to the City Council during this period are: the Berkeley Public Library Foundation for \$650,000, the Friends of the Berkeley Public Library for \$76,028; a Berkeley Public Library Foundation pass-through from the Raymond Family Foundation for \$3,500; and \$1,000 from the Will and Ann Eisner Family Foundation; and

BE IT RESOLVED that the Board of Library Trustees of the City of Berkeley hereby authorizes the submission of the Library's annual gift report to the Berkeley City Council.

ADOPTED by the Board of Library Trustees of the City of Berkeley at a regular meeting held on July 10, 2013 by the following vote:

AYES:

NOES:

ABSENT:

ABSTENTIONS:

Winston Burton, Chairperson

Donna Corbeil, Director of Library Services
Serving as Secretary to the Board of Library Trustees



CONSENT CALENDAR

July 10, 2013

TO: Board of Library Trustees

FROM: Dennis Dang, Administrative and Fiscal Services Manager

SUBJECT: PURCHASE AUTHORIZATION IN EXCESS OF DIRECTOR OF LIBRARY SERVICES' GRANTED AUTHORITY FOR FISCAL YEAR 2014

RECOMMENDATION

Adopt the resolution authorizing the Director of Library Services to enter into fiscal year 2014 purchase agreements and approve payments to specified vendors for services encompassing utility, telephone and intranet/internet services, library materials, state taxes, professional services, and office supplies projected to exceed the director's delegated spending authority of \$50,000 for services and \$100,000 for goods, materials, and equipment.

FISCAL IMPACT

No additional appropriation is necessary.

The projected costs of these expenditures for these vendors are provisioned for in the fiscal years 2014 and 2015 biennial budget adopted by the Board of Library Trustees on May 29, 2013 by BOLT Resolution No.: 13-035.

BACKGROUND

With passage of BOLT Resolution No.: 08-56, the Board of Library Trustees on June 10, 2008 authorized the Director of Library Services to enter into purchase agreements for services up to \$50,000; and, with passage of BOLT Resolution No.: 09-94, the Board of Library Trustees on October 14, 2009 authorized the Director of Library Services to enter into purchase agreements for goods, materials, and equipment up to \$100,000.

On May 29, 2013, the board approved BOLT Resolution No.: 13-035 adopting the FY 2014 and FY 2015 Biennial Budget, which included funds for services, goods, materials and equipment.

CURRENT SITUATION

Commencing July 1, 2013, the Library will begin processing fiscal year 2014 purchase requisitions for services, goods, materials, and equipment to support Library operations. Using fiscal year-to-date 2013 expenditure levels as a guide, purchases with several vendors are expected to exceed the purchasing authority delegated to the Director of Library Services by the Board of Library Trustees. Under current rules, the director must receive

board approval for any purchase in excess of the authorized spending limit for any vendor once that vendor's cumulative fiscal year purchases exceed the authorized spending limit.

ALTERNATIVE ACTIONS

The alternative considered is to enter into initial purchase agreements not to exceed the director's spending authority and return to the board per purchase once cumulative purchases exceed the granted authority. It is the Administrative and Fiscal Services Manager's recommendation that the Director of Library Services be granted increased spending authority for the specified vendors – per Attachment 2 – during FY 2014. This request is consistent with recognized best practices for purchasing procedures and adheres to the City's purchasing policy.

FUTURE ACTION

No future action is necessary.

Attachments:

1. Resolution
2. FY14 Authorization for Purchase of Services, Materials and Supplies from Specified Vendors

BOARD OF LIBRARY TRUSTEES

Attachment 1

RESOLUTION NO.: R13-0##

**PURCHASE AUTHORIZATION FOR SELECTED VENDORS IN EXCESS OF
DIRECTOR OF LIBRARY SERVICES' GRANTED AUTHORITY FOR FISCAL YEAR 2014 PER ATTACHMENT 2**

WHEREAS, the Board of Library Trustees on June 10, 2008 passed Resolution No.: 08-56 authorizing the Director of Library Services to enter into purchase orders for services up to \$50,000; and

WHEREAS, the Board of Library Trustees on October 14, 2009 passed Resolution No.: 09-94 authorizing the Director of Library Services to enter into purchase orders for goods, materials, and equipment up to \$100,000; and

WHEREAS, the Board of Library Trustees on May 29, 2013 passed Resolution No.: 13-035 adopting the biennial budgets for revenue and expenditures for fiscal years 2014 and 2015; and

WHEREAS, the Berkeley Public Library purchases services, goods, materials and equipment in accordance with the adopted budget and in conformance with purchasing policies and practices of the City of Berkeley.

NOW THEREFORE, BE IT RESOLVED that the Board of Library Trustees of the City of Berkeley authorizes the Director of Library Services to execute fiscal year 2014 purchase agreements and payment approvals for the specified vendors as named per Attachment 2 for services, materials, and supplies in excess of the delegated spending authority.

ADOPTED by the Board of Library Trustees of the City of Berkeley at a regular meeting held on July 10, 2013 by the following vote:

AYES:

NOES:

ABSENT:

ABSTENTIONS:

Winston Burton, Chairperson

Donna Corbeil, Director of Library Services
Serving as Secretary of the Board of Library Trustees

FY 2013: PURCHASES TO 11JUN13 BY VENDOR AND FUND

Vendor Name	Auth*	Lib Tax 301	TBR 302	Grants 304	Gifts 306	Branch Improvement		Total
						Fdn FF&E 307	Mse FF 308	
GONSALVES & STRONCK CONSTR	CC						\$4,158,125	\$4,158,125
WEST BAY BUILDERS INC	CC						2,299,469	2,299,469
KITCHELL	CC						442,884	442,884
BAKER & TAYLOR, INC.	DoL	268,631			17,451			286,082
PACIFIC GAS & ELECTRIC	DoL	219,879					64,602	284,481
FINE LINE CONSTRUCTION	CC						259,796	259,796
EBMUD	DoL	17,520					209,392	226,912
UNITED AMERICAN BANK	CC						218,849	218,849
FIELD PAOLI ARCHITECTS	CC						164,628	164,628
UNIVERSAL BUILDING SERVICE	DoL	159,465						159,465
INNOVATIVE INTERFACES INC	DoL	133,746						133,746
ADVANTEL INC.	DoL	130,058						130,058
ONE WORKPLACE	DoL	10,932				118,001		128,933
BANK OF MARIN	CC						121,025	121,025
UNIVERSAL PROTECTION SERVI	DoL	98,952						98,952
HARLEY ELLIS DEVEREAUX	CC						98,729	98,729
MIDWEST TAPE	DoL	91,754			5,649			97,404
BIBLIOTHECA	DoL	25,999				68,938		94,938
OVERDRIVE, INC	DoL	68,982						68,982
DELL MARKETING LP	DoL	39,517				27,196		66,713
AT&T	DoL	57,835						57,835
STATE BOARD OF EQUALIZATIO	DoL	49,074		21	3,803	3,785		56,684
EBSCO INFORMATION SERVICES	DoL	42,596						42,596
CALIFA GROUP	DoL	41,685						41,685
BWI/BOOK WHOLESALERS, INC.	DoL	29,550			10,336			39,887
YSERCO, INC.		39,764						39,764
CDW-GOVERNMENT		24,782				14,294		39,076
MISC. VENDOR-PROPERTY TAX		37,449						37,449
MEDIATROPE LLC		35,000						35,000
HOGUE & ASSOCIATES						31,794		31,794
SKYRIVER TECHNOLOGY SOLUTI		29,792						29,792
AMAZON.COM-LIBRARY		27,066		294	1,046			28,406
BELFOR USA GROUP		28,115						28,115
KONICA MINOLTA BUSINESS SO			25,765					25,765
CITY MECHANICAL, INC.		25,253						25,253
> \$25,000 at 11JUN13		\$1,733,395	\$25,765	\$316	\$38,286	\$264,009	\$8,037,499	\$10,099,270

* Authority: CC = City Council ; DoL = Director of Library Services (Requested)



CONSENT CALENDAR

July 10, 2013

TO: Board of Library Trustees

FROM: Donna Corbeil, Director of Library Services

SUBJECT: CONTRACT AMENDMENT: NO. 8500 BIBLIOTHECA ITG, LLC ADD INCREMENTAL FUNDING FOR AUTOMATED MATERIALS HANDLING EQUIPMENT AND INSTALLATION AT THE CENTRAL LIBRARY

RECOMMENDATION

Adopt a resolution authorizing the Director of Library Services to amend Contract No. 8500 with Bibliotheca ITG, LLC for the additional incremental amount of \$52,994 for the purchase of automated materials handling equipment and installation at the Central Library for an amount not to exceed \$900,000.

FISCAL IMPACTS OF RECOMMENDATION

The Library has explicitly budgeted \$100,000 for the purchase and installation of automated materials handling equipment and installation in fiscal year 2014. Remaining needed funds will be accessed from budgeted capital projects' monies in Department/Division 9150 (Library Administration: Capital Projects). As approved by the Board of Library Trustees pursuant to BOLT Resolution No.: R11-060 dated September 11, 2011, the not-to-exceed authorized contract amount is \$847,006. This request for an incremental increase of \$52,994 will modify the contract's not-to-exceed amount to \$900,000.

BACKGROUND

Bibliotheca is providing hardware, software, and services related to library material self-check, automated materials handling, and a materials security system at all Library locations under Contract No. 8500 (amended to #8500A on December 12, 2011; amended to #8500B on September 17, 2012) for the period from October 29, 2010 through October 28, 2013, at an initial not-to-exceed amount of \$447,006. Authorization for the contract was granted by the Board of Library Trustees on October 18, 2010 by BOLT Resolution No.: R10-077 in an amount not to exceed \$447,006. Funding was allocated for the provision of hardware, software, supplies and services related to self-check, materials security, and automated materials handling systems (AMH) – with staff noting the need for further study of automated materials handling. At the time of the contract's execution the Library made a best efforts estimation of a not-to-exceed valuation for services to be rendered during the contract's duration.

Authorization to increase the contracted amount by \$400,000 and amend the contract to include the installation, delivery, configuration and provision of training services for the AMH systems at North and

Claremont branch libraries in FY 12 was authorized by the Board of Library Trustees on September 11, 2011 in BOLT Resolution No.: R11-060; consequently, amending Contract No. 8500 to 8500A.

A subsequent amendment to the contract was effected as authorized by BOLT Resolution No.: 12-055 to revise the Scope of Services by approving the purchase of additional equipment, inclusive of automated materials handling, for the South and West branch libraries. There was no change to the contract's not-to-exceed value.

To date, Bibliotheca has successfully fulfilled its vendor obligation to provide self-check, material security and related equipment and services for all locations of the Berkeley Public Library and automated materials handling systems (AMH) equipment and services for the North, Claremont, and South branch libraries. The AMH systems at North, Claremont, and South are installed and fully operational as stipulated per the contract, thus to date fulfilling core contract delivery obligations.

The Fiscal Year 2014 budget for an automated materials handling system at the Central Library is \$100,000, allocated in budget code, 301-9101-450.70-41. Additional necessary funding, not to exceed the requested revised NTE limit of \$900,000, will be accessed from budgeted capital projects' monies in Department/Division 9150 (Library Administration: Capital Projects). Funding for the self-check equipment, security gates, and AMH for the West Branch Library will remain unchanged with funding sourced from the proceeds of the Berkeley Public Library Foundation's *We ♥ Our Libraries* FF&E Capital Campaign Fund (307).

CURRENT SITUATION AND ITS EFFECTS

Contract No. 8500B with Bibliotheca extends from October 29, 2010 through October 28, 2013, at a BOLT approved amount of \$847,006.

Inclusion of an automated materials handling system at each new branch library was integral to the architectural design at each facility such that the physical environment foster and support the efficient delivery of library services to the greatest extent possible; and now that the branch program is advancing towards the final site reopening of the four projects – the West Branch Library – the Library seeks to achieve similar service efficiencies by way of introduction of an AMH system at the Central Library.

The ability of a fully functioning automated materials handling system to instantly process library materials, i.e., completing the check-in process and then pre-sorting them into staff designated categories allows for significant service improvements. The AMH systems assist staff in handling elevated flows in regards to library materials by automatically sorting them into a number of categories including items to be put in transit for delivery, those to remain in the library, and those to be processed to fulfill holds. Additionally, AMH systems reduce the number of times an individual staff member handles each item, and therefore results in materials moving quicker through the check-in, shelving, and delivery processes. And, similar to the experience at the three open branch libraries an AMH component added to the circulation system will allow more staff to have more time to interact with patrons, and facilitate a quicker turn-around on lending availability of returned materials; thus, enhancing overall library services.

Attachments

1. Resolution

BOARD OF LIBRARY TRUSTEES

RESOLUTION NO.: R13-0##

CONTRACT NO. 8500 AMENDMENT: BIBLIOTHECA ITG, LLC ADD INCREMENTAL FUNDING FOR AUTOMATED MATERIALS HANDLING EQUIPMENT AND INSTALLATION AT THE CENTRAL LIBRARY

WHEREAS, on October 18, 2010 by BOLT Resolution No.: R10-077 the Board of Library Trustees authorized the Director of Library Services to execute Contract No. 8500 and any amendments with Bibliotheca Inc. to provide self-check, Automated Materials Handling and a Materials Security System at the five library locations of the Berkeley Public Library for an amount not to exceed \$447,006 for the period from October 29, 2010 through October 28, 2013; and

WHEREAS, at the time of contract execution the Library made a best efforts estimation of a not-to-exceed valuation for services to be rendered during the contract's duration; and

WHEREAS, Bibliotheca has successfully fulfilled its vendor obligation to provide self-check and material security and handling related services, hardware, software and supplies as contracted; and

WHEREAS, on September 14, 2011 by BOLT Resolution No.: R11-060 the Board of Library Trustees authorized the Director of Library Services to amend Contract No. 8500 to increase the contracted not-to-exceed amount up to \$847,006 for the purchase and installation of AMH and related equipment and services for North and Claremont branches; and

WHEREAS, on September 12, 2012 by BOLT Resolution No.: R12-055 the Board of Library Trustees authorized the Director of Library Services to amend Contract No. 8500 to revise the Scope of Services by approving the purchase of additional equipment, inclusive of automated materials handling, for the South and West branch libraries; and

WHEREAS, the Library seeks to achieve similar service efficiencies at the Central Library as has been realized at each of the three operating branch libraries with the usage of an automated materials handling system; and

NOW THEREFORE, BE IT RESOLVED that the Board of Library Trustees of the City of Berkeley hereby authorizes the Director of Library Services to execute an amendment to Contract No. 8500B for the additional incremental amount \$52,994 for the purchase of automated materials handling equipment and installation at the Central Library for an amount not to exceed \$900,000.

ADOPTED by the Board of Library Trustees of the City of Berkeley at a regular meeting held on July 10, 2013 by the following vote:

AYES:

NOES:

ABSENT:

ABSTENTIONS:

Winston Burton, Chairperson

Donna Corbeil, Director of Library Services
Serving as Secretary to the Board of Library Trustees



CONSENT CALENDAR

July 10, 2013

TO: Board of Library Trustees
FROM: Julie Holcomb and Abigail Franklin, Trustees
SUBJECT: SALARY INCREASE FOR THE DIRECTOR OF LIBRARY SERVICES

RECOMMENDATION

Adopt the resolution approving a \$.831 per hour merit salary increase effective July 13, 2013, for the Director of Library Services based on the personnel evaluation conducted on May 29, 2013.

FISCAL IMPACT

A salary increase will have a slight increase on the personnel budget and can be absorbed with existing resources.

BACKGROUND

On a regular basis, the Board of Library Trustees evaluates the Director of the Library; the last evaluation process was concluded July 2011. At the regular meeting of January 9, 2013, the board discussed a process by which a subgroup of the board would be established to direct the Director of Library Services' annual personnel evaluation. The board held closed sessions to discuss her personnel evaluation on May 29, 2013, after the regularly scheduled Board of Library Trustee meetings.

CURRENT SITUATION AND EFFECTS

During the May 29th Closed Session the Board of Library Trustees discussed Ms. Corbeil's performance over the past year as Director of Library Services and agreed that based on her performance a salary increase was appropriate. This increase will place her at the maximum hourly rate for the classification's salary range:

<http://agency.governmentjobs.com/berkeley/default.cfm?action=viewclassspec&classSpecID=104809&agency=1568&viewOnly=yes>.

FUTURE ACTION

No future action is needed.

Attachments:

1. Resolution

BOARD OF LIBRARY TRUSTEES

Attachment 1

RESOLUTION NO.: R13-0##

SALARY INCREASE FOR THE DIRECTOR OF LIBRARY SERVICES

WHEREAS, Donna Corbeil began her position as the Director of Library Services on January 10, 2007; and

WHEREAS, on January 9, 2013, at a regular meeting of the board a discussion resulted in agreement on a process for conducting the Director of Library Services' annual personnel evaluation and appointing Trustee Abigail Franklin and Trustee Julie Holcomb to prepare materials related to the evaluation of the Library Director; and

WHEREAS, on May 29, 2013 the Board of Library Trustees recessed into a closed session to discuss the performance evaluation of the Director of Library Services; and

WHEREAS, during that Closed Session the Board of Library Trustees agreed that the Director of Library Services' performance warranted a merit-based salary increase.

NOW, THEREFORE, BE IT RESOLVED by the Board of Library Trustees of the City of Berkeley that it hereby approves a salary increase of \$.0831 hourly for the Director of Library Services, effective July 13, 2013.

ADOPTED by the Board of Library Trustees of the City of Berkeley at a regular meeting held on July 10, 2013.

AYES:

NOES:

ABSENT:

ABSTENTIONS:

Winston Burton, Chairperson

Donna Corbeil, Director of Library Services
Serving as Secretary to the Board of Library Trustees



ACTION CALENDAR

July 10, 2013

TO: Board of Library Trustees

FROM: Megan McArdle, Manager for Collections, Adult and Teen Services

SUBJECT: Collections Disaster Recovery Plan

RECOMMENDATION

Adopt a resolution approving the Collections Disaster Recovery Plan dated July 10, 2013 as presented.

FISCAL IMPACT

There is no fiscal impact from this report.

BACKGROUND

Although both the City of Berkeley and the Berkeley Public Library have plans and procedures in place to deal with disasters as they affect our buildings, our staff and the public who visit our facilities, there is currently no plan on file outlining how we would deal with a disaster as it impacts our collections.

Although we have been very lucky not to have a large scale disaster that damaged any sizeable amount of our collections, we are as vulnerable as any other cultural institution in our geographic area to such damage. While there are efforts that can be made to limit that vulnerability, it is only responsible to have a plan in place in the event that our collections are exposed to damage or loss.

The California Preservation Program (<http://calpreservation.org>) is a statewide organization dedicated to helping California cultural institutions prepare for and recover from disasters. The CPP recommends that all libraries have a plan on file to help staff in the case of a disaster that affects their collections. To that end, the CPP offers free workshops and tools to help libraries create these plans. In 2010 and 2012 Berkeley Public Library staff attended various workshops on this topic and committed to the goal of creating a disaster plan for the Library.

The creation of a library disaster plan was included in the Library's most recent Strategic Plan, with a goal to be completed by 2013. The Manager for Collection Development was appointed lead in the efforts to produce this plan and worked with staff to identify salvage priorities and get input for the final document.

CURRENT SITUATION AND ITS EFFECTS

The Collections Disaster Recovery Plan being put before the Board of Library Trustees at this time will give staff a tool to use in the event of an emergency that affects the Library's collections. If the Berkeley Public Library were to suffer an environmental or building related disaster, the plan would give staff both the knowledge of who they should contact for assistance, and instructions on how to ensure that we do our best to protect and salvage our collections.

Having clear instructions and procedures available to those responding to a situation is the best way to help avoid panic, prioritize tasks and recover quickly with the minimum possible losses to the collection.

FURTHER ACTION

No further Board action is necessary. Library staff will place the Collection Disaster Recovery Plan on file in various key library locations to be available to staff in the case of an emergency. It will be periodically updated to ensure that it still up-to-date and useful.

Attachments:

1. Resolution
2. Collections Disaster Recovery Plan

BOARD OF LIBRARY TRUSTEES

Attachment 1

RESOLUTION NO.: R13-0##

**ADOPT A RESOLUTION ADOPTING THE COLLECTIONS DISASTER RECOVERY PLAN
FOR THE BERKELEY PUBLIC LIBRARY**

WHEREAS, the City of Berkeley and the Berkeley Public Library have handbooks and procedures in place to address how to respond in the case of an emergency or disaster, the Berkeley Public Library currently does not have a written plan on file that details the recommended plan for a situation that damages or threatens our collections.

WHEREAS, the Berkeley Public Library has a responsibility to safeguard the collections that we have purchased and made available for the citizens of the City of Berkeley through their ongoing financial commitments to the Library.

WHEREAS, the Berkeley Public Library, while in no way compromising their priorities to personal and public safety in the case of a disaster, desires to provide staff with a tool to aid in any disaster recovery efforts to salvage damaged library materials.

BE IT RESOLVED that the Board of Library Trustees of the City of Berkeley approves the adoption of the Collections Disaster Recovery Plan for the Berkeley Public Library. This plan will be placed on file and made available to staff to assist them in the case of a disaster involving library collections. The plan will be assessed periodically to ensure that it continues to meet the Library's needs in responding to collection recovery efforts.

ADOPTED by the Board of Library Trustees of the City of Berkeley at a regular meeting held on July 10, 2013 by the following vote:

AYES:

NOES:

ABSENT:

ABSTENTIONS:

Winston Burton, Chairperson

Donna Corbeil, Director of Library Services
Serving as Secretary to the Board of Library Trustees

**BERKELEY PUBLIC LIBRARY
POLICIES**

ORIGINAL DATE:	07/10/2013
BOLT Resolution #:	R13-__
REVISED DATE:	
PAGE:	1

SUBJECT: Collections Disaster Recovery Plan

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Immediate Emergency Response

In any emergency:

- Assess your own safety and act accordingly.
- Elicit help from a co-worker or another person in the area.
- Act to protect lives, then physical property.

In the event of any emergency involving library materials, follow these general rules:

1. TIME is critical.
2. Think creatively and avoid making uninformed decisions, which could cause irreversible damage.
3. Stabilize collections as soon as possible.
4. Provide as ideal an environment as possible for all collections exposed to the disaster.
5. Protect materials which have not been affected by the disaster to prevent additional damage.
6. Select the recovery method(s) best suited to the collection and type of damage.
7. Take photographs of major damage before beginning recovery efforts.
8. Keep track of books sent for repair by changing status to “damaged” (if Millennium is available) or keeping a list.

In the event of an emergency that threatens library materials, do these things FIRST:

WATER EMERGENCIES

In the event of a leak:

1. Move books, other library material, or equipment to a dry area if possible.
2. Do not move computers. Cover computers and materials and equipment that cannot be moved with plastic tarps or plastic sheeting found in Maintenance Office with the library collections disaster supplies.
3. Contact appropriate members of the emergency team (page 5, Appendix C), contact specific staff members with responsibility over disaster response (page 8)

In the event of a flood:

1. **DO NOT** enter the flooded area until electricity has been turned off by Maintenance or emergency workers
2. Proceed to contact appropriate members of the emergency team (page 5), contact specific staff members with responsibility over disaster response (page 8)
3. **Move affected and threatened materials** to a dry area if possible.
4. **Cover** other affected and threatened materials

**MAKE THE FOLLOWING PHONE CALLS in the order shown,
based on the type of emergency**

1st CALLS: TYPE OF EMERGENCY:	WHO TO CALL:
Fire	Fire Department
People Hurt	Police
Water / Electrical Emergency	EBMUD/PG&E

2nd CALLS: TYPE OF EMERGENCY:	WHO TO CALL:
People Hurt	<ol style="list-style-type: none"> 1. Current Supervisor in Charge 2. Branch Supervisor 3. Deputy Director 4. Library Director
Building or Equipment Damage	<ol style="list-style-type: none"> 1. Library Maintenance Supervisor 2. Manager, Branch Services 3. Deputy Director 4. Library Director
Collection Damage	Manager, Collection Development, Adult and Teen Services
Computer Damage	Manager, IT Alicia Abramson

3rd CALL: ALL EMERGENCIES:	WHO TO CALL:
All emergencies during working hours	Central: Supervisor in Charge Branches: Branch Manager
All emergencies after working hours	Central: Steve Douglas Claremont: Steve Douglas North: Steve Douglas South: Raymond Dai West: Raymond Dai

In-House Emergency Team Berkeley Public Library System

Name/Responsibility	Office Ph.	Home/Cell Ph.	Email
Administrator(s):			
Donna Corbeil Library Director			
Doug Smith Deputy Director			
Disaster Team Leader:			
Megan McArdle Manager Collection Development, Adult and Teen Services:			
Branch Emergency:			
Sarah Dentan Manager Branch Services:			
Building Maintenance:			
Steve Douglas Library Maintenance Supervisor			
Raymond Dai			
Preservation Resource:			
Megan McArdle Manager Collection Development, Adult and Teen Services			
Alicia Abramson Manager, Technical Services & IT			
Disaster Team:			
Douglas Smith Library Deputy Director			
Megan McArdle Manager Collection Development, Adult and Teen Services			
Sarah Dentan Manager Branch Services			
Alicia Abramson Manager, Technical Services & IT			
Steve Douglas Library Maintenance Supervisor			
Jason Dickinson Circulation Services Manager			
Andrea Mullarkey Senior Librarian, Collection Development			
Central Library Specific Disaster:			
Anwan Baker Supervising Librarian, Reference, Art & Music			
Joy Shiohita Supervising Librarian, Children's			
Greg McKean			
Branch Specific Disaster:			
Branch Heads			
See <i>Responsibilities for Collections Disaster Response & Recovery</i> for additional instructions.			

Emergency Services

Service	Company	Phone	Name of Contact
Security (Central):			
Police/Fire Department– EMERGENCY			
Police/Fire Department – NON-EMERGENCY:			
Ambulance:			
Maintenance/Utilities			
Alarm Monitoring – Burglar:			
Alarm Monitoring – Fire: Claremont:			
Alarm Monitoring – Fire: Claremont: Central and North:			
Janitorial Service:			
Plumber:			
Electrician:			
Locksmith:			
Window board-up:			
Gas Company:			
Electric Company:			
Water Utility:			
City of Berkeley Public Works:			
Insurance			
Risk Management:			
Insurance Company: All questions about insurance to be referred to			
Recovery Assistance			
Preservation Resource:			
Disaster Recovery Network:			
Local Freezer Companies:			

Disaster Recovery Service:

Account pre-established? No Account Number: _____

(Attach copy of contract)

Services available:

Water Recovery

Vacuum Freeze Dryer

Mold Remediation

Freezer

Fire Recovery

Environmental Control

Exterminator: _____

Other

Legal Advisor: City of Berkeley City Attorney's Office: Michael Woo

Architect: _____

Responsibilities for Collections Disaster Response & Recovery

Identify and list at least one person and an alternate for each responsibility. Sometimes a group or committee will bear responsibility. Staff Emergency Contact numbers in Appendix B.

Assessment & Documentation	Name & Contact Information
Assesses and estimates the type and extent of the damage.	
Contacts insurance company or risk management and fills out required forms.	
Ensures proper documentation of damage (pictures, videos, etc.)	
Reviews collections priorities list and confirms or adjusts it based upon damage assessment.	
Estimates number of personnel needed to complete the work & how long recovery up will take.	
Evaluates & recommends if salvage can be done in house with staff, or if a consultant and/or disaster recovery service is needed.	
Identifies locations for storing materials out of building if a commercial disaster recovery service is not used.	
Formulates logistics for packing out and moving materials from the building if a commercial disaster recovery service is not used.	
Records all major decisions and a chronology of events.	

Communications	Name & Contact Information
Handles all public relations & the media.	
Provides communication with workers.	
Interacts with the organization to which the Library reports (City of Berkeley, Board of Library Trustees)	

Security	Name & Contact Information
Secures and protects the building's contents.	

Financial Issues	Name & Contact Information
Tracks the monetary impact of all decisions.	
Arranges for funds necessary to buy supplies, equipment, food, etc.	

Salvage Operations	Name & Contact Information
Deploys work teams.	
Supervises work teams in proper packing and personal safety.	
Keeps inventory control of items being removed or discarded.	

Supplies and Equipment	Name & Contact Information
Responsible for ordering, delivery and dispersal of sufficient quantities of the appropriate materials for packing out.	
Responsible for ordering, delivery and dispersal of sufficient quantities of food, water and other comfort items for the workers.	

Building Issues	Name & Contact Information
All issues leading up to the eventual restoration of the building to normal.	
Identification of locations for response and salvage activities.	

Personnel Issues	Name & Contact Information
Provides communications with staff.	
Responsible for union issues.	
Handles health, safety and comfort (physical and emotional) concerns.	
Coordinates and monitors the use of volunteers.	

Collection Salvage Priorities Systemwide

Salvage Priorities – Collections

Listed below are those portions of the collection to which salvage priorities have been assigned.

Building location	Collection	Call #	Location	Size	Notes
5 th floor	Song Index Collection		5 th fl., adjacent to Ref Desk	250 vol.	Hard to replace
5 th floor	Ref Desk Collection		5 th fl. Behind Ref Desk	200 vol.	Expensive items
5 th floor	Score Collection		5 th fl., North wall of back room	4000 vol.	Hard to replace
4 th floor	Model Collection		Story Room	500 vol.	Expensive items
3 rd floor	NONE				
2 nd floor	Clipping Files		BHR, Reference Desk, Ref Storage		unique, irreplaceable
2 nd floor	Swingle Collection		BHR, East wall in cases	16 boxes; 30 vol.	unique, irreplaceable
2 nd floor	Sanborn maps	917.8567	BHR, East end of room	2 vol.	unique, irreplaceable
2 nd floor	Oakland/Berkeley City Directories	917: P759	BHR EAST	32 vol.	unique, irreplaceable
2 nd floor	Oakland/Berkeley Phone Directories	917.9466: Oa4pp	BHR EAST	68 vol.	unique, irreplaceable
2 nd floor	Olla Podrida (BHS Yearbooks)	373:B455o	BHR EAST	200 vol.	unique, irreplaceable
2 nd floor	Berkeley Gazette Microfilm	071.7946:B455	BHR WEST	530 reels	unique, irreplaceable
2 nd floor	Franz Geritz prints		Ref Office	12 prints	unique, irreplaceable
1 st floor	WWI, WWII Poster Collection		Ref Office/Ref Storage		unique, irreplaceable
Branches	NONE				

Salvage Priorities – Bibliographic Records

Weekly backups to bibliographic database are stored off site. Beginning in 3rd quarter 2013, backups will be cloud based, allowing for a more secure, flexible and speedy backup solution.

Salvage Priorities – Administrative Records

Listed below are the priorities for salvaging administrative records that are vital to recovery operations, including personnel records.

Building location	Collection	Call #	Location	Size	Notes
5 th floor	Adult program archives, photo		5 th fl. Office		
4 th floor	NONE				
3 rd floor	Employee Personnel Files		Admin, Human Resources office		
3 rd floor	Accounts Payable Records		Admin		
3 rd floor	BOLT Records		Admin		
3 rd floor	Cash Deposits, safe contents		Admin, Finance Manager office		
3 rd floor	Budget and Contract Records		Admin, Finance Manager office		
2 nd floor	NONE				
1 st floor	Cash register & safe contents				
Branches	Cash register & safe contents				

Salvage Priorities – Other

Building location	Collection	Call #	Location	Size	Notes
5 th floor	Framed original artwork		various, inc. staff office		
4 th floor	NONE				
3 rd floor	Sound Equipment		AV Closet outside Admin		
2 nd floor	NONE				
1 st floor	NONE				
Branches	NONE				

Collection Salvage Supplies

Basic response supplies should be immediately accessible. Inventory supplies at least annually.

Description	On-Site Location(s) or Off-Site Source	Source Phone #
Boxes	Link corridor closets, usually 3-5 th fl.	X6172 Maintenance
Clothes pins	Maintenance office/shop, in disaster supply bin	X6172 Maintenance
Freezer or wax paper	Maintenance office/shop, in disaster supply bin	X6172 Maintenance
Gloves, rubber or latex	Maintenance office/shop, on shelves	X6172 Maintenance
Masks, dust	Maintenance office/shop, in cubbies	X6172 Maintenance
Newsprint, blank	Maintenance office/shop, in disaster supply bin	X6172 Maintenance
Note pads & clipboards	Administration Ofc/Copy Rm	X6195 Admin
Nylon cord	Maintenance office/shop, on shelves	X6172 Maintenance
Packing tape with dispensers	Maintenance office/shop, in cubbies	X6172 Maintenance
Paper towels (no dyes)	Maintenance shop/janitorial supplies	X6172 Maintenance
Plastic sheeting	Maintenance shop/janitorial supplies; also at branches	X6172 Maintenance
Sponges	Maintenance office/shop, near sink	X6172 Maintenance
Trash bags, plastic	Maintenance office/shop, on shelves	X6172 Maintenance

Other Equipment & Supplies

Description	On-Site Location(s) or Off-Site Source	Source Phone #
Booktrucks, metal	Central Sorting Room	X6175 Sorting
Boots, rubber	Maintenance office/shop, on shelves	X6172 Maintenance
Brooms	Maintenance office/shop, near door	X6172 Maintenance
Buckets & trash cans, plastic	Elect room towards west of Maint. Off	X6172 Maintenance
Camera (to document damage)	Administration (Finance Desk)	X6195 Admin
Caution tape	Maintenance office/shop, in cubbies	X6172 Maintenance
Dehumidifiers	Elect room towards west of Maint. Off	X6172 Maintenance
Extension cords, grounded	Maintenance office/shop, near door	X6172 Maintenance
Fans	Elect room towards west of Maintenance office	X6172 Maintenance
Flashlights	Each dept. or Maintenance office	X6172 Maintenance
Generator, portable	Maintenance shop/janitorial supplies	X6172 Maintenance
Gloves, heavy duty	Maintenance shop/janitorial supplies	X6172 Maintenance
Hard hats	Maintenance shop/janitorial supplies	X6172 Maintenance
Lighting, portable	Maintenance shop/janitorial supplies	X6172 Maintenance
Mops, pails	Janitors closets or Maint. Office/shop near sink	X6172 Maintenance
Pallets	None usually stored here. Available at CoB Corp Yard	X6172 Maintenance
Paper towels	Maintenance shop/janitorial supplies	X6172 Maintenance

Description	On-Site Location(s) or Off-Site Source	Source Phone #
Plastic sheeting, heavy	Maintenance shop/janitorial supplies, also at branches	X6172 Maintenance
Refrigerator trucks	None See Tool Lending Library	X6172 Maintenance
Safety glasses	Maintenance shop on wall at entrance to office door	X6172 Maintenance
Sandbags/water barrier	Maintenance; North under children's room, Claremont in IT loft	X6172 Maintenance
Sump pump, portable	Maintenance office/shop, near cubbies on floor in corner	X6172 Maintenance
Tables, portable	Community Meeting Room	
Trash bags, plastic	Maintenance office/shop, on shelves	X6172 Maintenance
Vacuum, wet	Maintenance office/shop, on floor	X6172 Maintenance
Water hoses	Maintenance office/shop, on floor under bench	X6172 Maintenance
Water-proof clothing	Not much available. Painters overalls may be found near paint supplies.	X6172 Maintenance

Salvage of Damaged Materials

General Steps:

1. Assess the situation to determine whether it is safe to begin to salvage the collection.
2. Move affected materials to a dry location. Try to find a location with enough room to spread out materials for treatment. Possible locations at Central include the Sorting Room, the Community Meeting Room, 2nd floor Reading room, etc.
3. Triage books to determine extent of damage and treatment needed.
4. Document damage, with photographs if at all possible before beginning salvage.
5. Salvage as instructed below, with specific formats needing different handling and treatment.
6. Clearly mark items that will need to be disposed of when those decisions are made. Document number of items and titles for insurance purposes.
7. Change status of items that need salvage treatments to “DAMAGED” to ensure catalog inventory remains accurate.
8. Return undamaged or salvaged materials back on the shelves once their home locations are clean and ready to be used again.

Salvage Treatment for Water Damage

Water damage is a common result of multiple disasters including leaks, fire, extreme weather, broken pipes, etc. You may be working without electricity if there is still water present in the building, so be sure to have flashlights. NEVER walk through standing water you cannot see through, it could be dangerous. Be sure to secure floating objects to ensure safety.

Type of Water:

- Clean from pipes – can proceed
- Contaminated water from sewer – need hazmat specialists
- Flood water from outside building – proceed with caution because can include mud, sewage, etc.; may still need a hazmat specialist

Materials need to be addressed within 48 hours to prevent mold. This means books, paper, and other library materials must be dried or frozen within 48 hours if at all possible.

Separate items by degree of wetness

1. Soaked, partially wet, or damp
2. Address soaked items first
3. Do not stack wet items because they may permanently stick together like glossy papers or photographs
4. If glossy paper or photos are wet, keep them submerged in a bucket of clean water to keep them wet until time to dry or freeze

Cleaning items from dirty water like mud

1. Set up a multi-bin system of water
 - 3D objects of metal or plastic work well for this process, but not wood
 - Sequential from dirtiest water (first rinse) to cleanest (last rinse)
 - Item is rinsed in progressively cleaner water
 - Change water as needed

2. Photographs or single sheets of paper need support
 - Use a sheet of plexiglass and set item on it
 - DO NOT SUBMERGE
 - Tilt at angle and rinse with hose/glass of water
 - Flip over and rinse back
3. Books are submerged briefly
 - Hold books closed tightly to rinse
 - Do not leave submerged
 - This only washes cover and page edges
 - Do not try to rinse individual pages, they are too fragile

Freezing items

- Items acceptable to freeze: paper, photos, negatives, books
- Pack in strong containers that are waterproof and ventilated, like milk crates
- Wrap objects in butcher paper and masking tape, then separate each object with wax paper
- Stack books and papers on each other to prevent expansion from water damage
- Do not stack photos or negatives but stand them upright like “filing”
- Label containers based on degree of wetness and type of item
- Keep moldy items separate
- Remove from freezer only when ready to dry/salvage
- Consider using a commercial company to vacuum freeze dry items

Drying items

AIR DRYING

- For damp items only
- Good for small quantities
- Requires a lot of time and space – may take up to 2 weeks for items to dry
- Must dry slowly to prevent cracking and distortion
- Dry in a well-ventilated area
- If done outside, do not put items in direct sunlight
- Use dehumidifiers and fans
- Do not point fans directly at items
- DO NOT USE HEATERS
- Items need turned and flipped often to promote drying
- Place books and papers on clean blotting materials (like paper towels)
- Photos should be hung to dry

INTERLEAVING

- For wetter items and individual wet pages
- Aids process by wicking moisture from pages inside books
- Use blotter paper, paper towels, or blank newsprint slightly larger than item
- Interleave/insert every 25-50 pages
- Replace interleaving as it becomes wet

Salvage for Soot Damage

The longer soot and ash stays on a surface, the harder it is to get off. Soot is very sticky and abrasive so it will stick to everything, even undersides of shelving and in every nook and cranny. Ash is more abrasive, but less sticky. Items with either or both soot and ash are treated the same way. It is filthy work, so wear sturdy shoes, safety goggles, gloves, mask, long sleeves, and long pants. If a collection item is wet (usually from fire hose) and has soot/ash damage, seek professional help from an appropriate company to salvage that item or discard it.

If the item is dry, you can salvage as follows:

1. Vacuum item

- Vacuum must have a HEPA filter
- Vacuum item in place, like on the shelf, if at all possible
- Handle minimally because touching it rubs the abrasive soot/ash against material
- Do not touch vacuum nozzle to item
- Do not use brushes of any type, because that rubs the abrasive soot/ash against material
- Do not open closed books because that will allow soot inside the pages
- If completely clean, item is done
- If residue remains, proceed to step 2

2. Use soot sponge

- Soot sponges are available at a hardware store
- They are NOT FOR WIPING but for blotting
- Use the soot sponges dry, never wet them
- Use the sponge to blot the soot, no rubbing
- When sponge appears saturated, cut off dirty part and start anew with clean section
- Do not attempt to clean the sponges – once they are used/sooty, discard them

Salvage for Mold

Mold is considered a hazardous material, so we must notify the proper authorities of its presence. Be sure to consider whether an item is worth salvaging if it has more than minimal mold damage. Replacing it might be a better option. If the mold infestation is extensive, consider using a professional company to salvage items. If you need prolonged time to make these salvage decisions, items should be frozen to make the mold inactive. Options for freezer space include rental or restoration services.

IF MOLD IS ACTIVE: it will look wet and/or fuzzy, similar to mold in the refrigerator. Do not try to salvage items with active mold. Freeze items with active mold to make mold dormant. Once it is dormant (as evidenced by a dry and powdery substance, no longer wet and fuzzy), it can be salvaged as described below.

If mold is dormant (dry and powdery), staff may proceed with salvage. Anyone dealing with moldy items must have protection including gloves, long sleeves, long pants, safety glasses, and a mask. If at ANY time someone begins having a reaction to the mold, stop immediately, exit the area, and seek medical attention.

1. Isolate the moldy items

- This helps prevent spores from spreading to other items
- Seal off room if necessary with heavy plastic sheeting
- If items are in area of unsealed room, cover items with butcher paper and masking tape
- Continue checking other items for mold even after isolating visibly moldy items
- Avoid wrapping moldy items with plastic when possible because plastic can encourage mold growth

2. Reduce humidity

- Keep humidity to 45% or lower to stop mold growth and keep spores dormant
- Clean up all standing water
- Use fans and dehumidifiers to dry storage, cleaning, and shelving areas AFTER MOLD HAS BEEN REMOVED (otherwise it just blows around mold spores)

3. Clean items

- Remove mold outdoors if at all possible, avoiding direct sunlight
- Use vent exhaust or a fume hood if possible indoors
- Vacuuming with a hand vacuum or nozzle attachment is best option
 - Use vacuum with HEPA filter
 - Use a soft natural-bristle brush to move mold toward nozzle of vacuum
 - Cover vacuum nozzle with cheesecloth to prevent vacuuming a piece of the item or accidentally damaging item with nozzle
- Can wipe mold off smooth, hard surfaces with a soft cloth or cotton swab

4. Be sure library is free of mold before returning items

- Check under carpets, behind furniture, inside walls, etc.
- Mold will return to items if it is still present in the library/building

Locations Where This Plan Is On File

Location

Responsible for Updates

In-House:

Off-Site:

APPENDIX A

Water Damage – Treatment by Specific Material Type

Books: Cloth or Paper Covers

Priority

Freeze or dry within 48 hours. **Coated paper** must not be allowed to air dry in a clump or it will permanently block together. If slightly damp and the pages are separable, air dry interleaved pages (use paper towels or unprinted newsprint) before items have an opportunity to dry. If saturated, coated paper must be frozen as soon as possible for subsequent vacuum freeze-drying.

Handling Precautions

Do not move items until a place has been prepared to receive them. Do not open or close books or separate covers until ready to treat. Oversized books need to be fully supported, it may only be possible to move one at a time.

Preparation for Drying

Closed books that are muddy should be rinsed before freezing. If air drying is not possible, books should be frozen within 48 hours. Separate with freezer paper, pack spine down in milk crates, plastic boxes, or cardboard boxes lined with plastic sheeting. **Coated paper** requires that each and every page be interleaved with a non-stick material such as silicone release paper, Holytex, or wax paper. If the leaves cannot be separated without further damage, the book cannot be air dried successfully and must be prepared for vacuum freeze drying.

Drying Methods

- *Air Drying* is suitable for small quantities for books (less than 100 volumes) that are not thoroughly soaked. Requires space in an area away from the disaster to spread the books out. Books are stood upright and gently fanned open to dry. Keep air moving at all times using fans. Direct fans into the air and away from the drying volumes. Use dehumidifiers as needed to maintain humidity at or below 50 percent RH. Do not use heaters.
- *Freeze Drying* (not vacuum thermal drying) is suitable for large quantities of books and books that are very wet. Pack as described above and ship to drying facility.
- *Vacuum Freeze Drying* is suitable for large quantities of books. Wet *coated* paper can only be dried by this method. Pack as described above and ship to drying facility. Pack carefully, as volumes packed with distortions will retain that distortion permanently after vacuum freeze drying.

Oversize volumes must lay flat and should be turned when the blotter is changed. Pages should be interleaved with sheets of uninked newsprint or blotting paper that is changed as it becomes saturated.

Books: Leather or Vellum Covers

Priority

Freeze as soon as possible; vellum will distort and disintegrate in water.

Handling Precautions

Do not move items until a place has been prepared to receive them. Do not open or close books or separate covers. Oversized books need to be fully supported; it may only be possible to move one at a time.

Preparation for Drying

Closed books that are muddy should be rinsed before freezing. If air drying is not possible, books should be frozen, preferably blast frozen, as soon as possible. Separate with freezer paper, pack spine down in milk crates, plastic boxes, or cardboard boxes lined with plastic sheeting.

Drying Procedure

- *Freeze drying* is the preferred method. Books should be separated with freezer paper and packed spine down in milk crates, plastic boxes, or cardboard boxes lined with plastic sheeting.
- *Air Drying* may be used for items that are not very wet. This requires space in an area away from the disaster to spread the books out. Books are stood upright and gently fanned open to dry.
 - **Coated paper** requires that each and every page be interleaved with a non-stick materials such as silicone release paper, Holytex, or wax paper.
 - **Oversize volumes** must lay flat and should be turned when the blotter is changed. Pages should be interleaved with sheets of uninked newsprint or blotting paper that is changed as it becomes saturated.
 - Keep the air moving at all times using fans. Direct fans into the air and away from the drying records. Use dehumidifiers as needed to maintain humidity at or below 50 percent RH.

Paper: Uncoated

Priority

Air dry or freeze within 48 hours. Records with water-soluble inks should be frozen immediately to arrest the migration of moisture that will feather and blur inks. Records that show signs of previous bacterial growth should also be frozen immediately if they cannot be air dried.

Handling Precautions

Paper is very weak when wet and can easily tear if unsupported while handling.

Preparations for Drying

Pack flat sheets in bread trays, flat boxes, or on plywood sheets covered with polyethylene. Bundle rolled items loosely and place horizontally in boxes lined with a release layer. Remove drawers from flat files; ship and freeze stacked with 1" x 2" strips of wood between each drawer. Framed or matted items must be removed from frames and mats prior to air or freeze drying. See Section: *Paper: Framed or Matted, Preparation for Drying*.

- *Air Drying* — secure a clean, dry environment where the temperature and humidity are as low as possible. Cover tables, floors, or other flat surfaces with sheets for blotter or uninked newsprint.
- *Freezing* — Work space and work surfaces and the following equipment: milk crates and/or cardboard boxes, bread trays, sheets of plywood, and rolls/sheets of freezer or waxed paper.

Drying Methods

- *Air Drying* — This technique is most suitable for small numbers of records which are damp or water-damaged around the edges. Keep the air moving at all times using fans. Direct fans into the air and away from the drying records. Use dehumidifiers as needed to maintain 50 percent RH.
- *Damp material* — Single sheets or small groups of records are to be laid out on paper-covered flat surfaces. If small clumps of records are fanned out to dry, they should be turned at regular intervals to encourage evaporation from both sides. As a last resort to maximize space utilization, clothesline may be strung for the records to be laid across. If an item exhibits water-soluble media, allow it to dry face up. Do not attempt to blot the item since blotting may result in offsetting water-soluble components. Wet blotter or newsprint should be changed and removed from the drying area.
- *Wet material* — When separating saturated paper, use extra caution to support large sheets. If sheets are contained in flat files, standing water should be sponged out first. If items are in L-sleeves the polyester must be removed to allow drying. Cut the two sealed edges of the film in the boarder between the item and the seal. Roll back the top piece of polyester in a diagonal direction. If there are any apparent problems with the paper support or media, stop and seek the assistance of a Conservator. Support can be given to single sheets by placing a piece of polyester film on top of the document. Rub the film gently and then slowly lift the film while at the same time peeling off the top sheet in a diagonal direction. Lay the sheet flat; as it dries, it will separate from the surface of the film.

- *Freezing* — This option is best if there are large quantities or if the water damage is extensive. Place manuscript boxes in milk crates or cardboard boxes. If time permits, interleave each manuscript box with freezer or waxed paper. If the boxes have been discarded, interleave every two inches of foldered material with freezer or waxed paper. Do not freeze framed items. Remove frame assemblage before freezing. See Section: *Paper: Framed or Matted, Preparation for Drying*.

Microfiche

Priority

Freeze or dry within 72 hours.

Microfilm and Motion Picture Film

Priority

Rewash and dry within 72 hours. Wet film must be kept wet until it can be reprocessed.

Handling Precautions

Wipe outside of film cans or boxes before opening. Cans that are wet on the outside may contain dry film that should be separated from wet material. Do not remove wet microfilm from boxes; hold cartons together with rubber bands. Dry film in damp or wet boxes should be removed and kept together with the box. Do not move items until a place has been prepared to receive them.

Packing Methods

Wet microfilm in plastic trays in the microfilm vault should be filled with water until reprocessed. Pack wet motion picture film in a container lined with plastic garbage bags.

Preparation for Drying

Contact a microfilm lab or film processor to rewash.

Drying Methods

Contact a disaster recovery service or microfilm lab to rewash and dry film. The manufacturer or other professional processor should be contacted to rewash and dry motion picture film.

Magnetic Media: Video and Audio Cassettes

Priority

Air dry within 72 hours.

Handling Precautions

Pack cassettes vertically into plastic crates or cardboard boxes.

Preparation for Drying

Often the casings will keep tape clean and dry. If the tape is damaged, disassemble the case and remove tape. Rinse dirty tapes, still wound on reel, in clean deionized or distilled water.

Drying Methods

Air dry by supporting the reels vertically or by laying the reels on sheets of clean blotter. Leave tapes next to their original cases. Use fans to keep air moving without blowing directly on the items.

Use dehumidifiers as needed to maintain humidity at or below 50% RH.

Additional Steps

Once dry, the tapes can be assessed for further cleaning and duplication by a specialized recovery service.

Compact Discs and CD-ROMs

Priority

Immediately air dry discs. Dry paper enclosures within 48 hours.

Handling Precautions

Do not scratch surfaces.

Preparations for Drying

Remove discs from cases. Rinse discs with distilled water. Do not rub the discs because dirt could scratch. If necessary, blot, do not rub, with a soft lint-free cloth.

Drying Methods

Case and paper enclosures may be freeze dried. Do not freeze dry the discs. Air dry vertically in a rack.

Record Albums (Vinyl, Shellac, and Acetate Disks)

Priority

Dry within 48 hours. Freezing is untested; if there are not options, freeze at above 0 degrees F.

Handling Precautions

Hold disks by their edges. Avoid shocks.

Packing Methods

Pack vertically in padded plastic crates.

Preparation for Drying

Remove the disks from their sleeves and jackets. If labels have separated, mark label information on the center of the disk with a grease pencil and keep track of the label.

Separate shellac, acetate, and vinyl disks. If dirt has been deposited on the disks, they may be washed in a 1 percent solution of Kodak Photo Flo in distilled water. Each disk media should be washed in its own container (i.e., do not wash shellac disks with vinyl disks). Rinse each disk thoroughly with distilled water.

Drying Methods

Jackets, sleeves, and labels may be air dried like other paper materials. See Sections: *Paper: Coated* and *Paper: Uncoated*, as appropriate.

Air dry disks vertically in a rack that allows for the free circulation of air. Dry slowly at ambient temperature away from direct heat and sources of dust.

Photographs and Transparencies

Priority

Salvage Priorities. *Within 24 hours:* 1) ambrotypes, daguerreotypes, tintypes, silver gelatin glass plate negatives, wet collodion glass plate negatives; *Within 48 hours:* 2) color prints and film, silver gelatin prints and negatives; 3) albumen prints and salted paper prints. Cyanotypes in alkaline water must be dried as soon as possible; in acidic water they drop to priority 3.

Handling Precautions

Do not touch emulsion, hold by the edges or margins. Always lay with emulsion side up.

Preparations for Drying

Secure a clean area to work, free from particulates. Keep the photos and/or negatives in containers of fresh cold water until they are either air dried or frozen. *If allowed to partially dry in contact with each other, they will stick together.* To maintain wetness until the drying process can take place, pack photos inside plastic garbage pails or boxes lined with garbage bags.

Equipment and materials needed: plastic trays, cold water, clothesline, clothespins and/or photo clips, soft bristle brushes, Kodak Photo Flo Solution, Holytex and clean photographic blotter paper, Falcon squeegee and drying racks for resin-coated prints; and Salthill dryer for recent fiber based prints.

Carefully remove prints and film positives and negatives from the enclosures. Keep the enclosure or the file number with each film item as it contains vital information to maintain intellectual control.

Daguerreotypes, Glass, and Metal-based Collodion Emulsions such as ambrotypes, tintypes, wet collodion glass plates (which include some negatives, lantern slides, and stereo graphs on glass):

Cased photographs — Carefully open the case and place the photograph face up on blotters. Do not attempt to disassemble the components, remove debris, or wash the photograph. If the affected photo has water or debris trapped within the assemblage, contact a conservator for proper disassembly.

Uncased images — Air dry side up on clean absorbent blotters. Remove and retain cover slips from glass lantern slides if present. Do not attempt to clean debris or wash these images. These procedures should only be performed by a conservator.

Black and white prints — Place the prints in a tray and fill with cold water. Agitate the tray and change the water several times. After 15 minutes, drain the water and air dry. Reduce washing time for deteriorated and card mounted prints.

Color prints — Use the same procedure as for black and white prints but with decreased washing time: ten minutes. Reduce washing time further for deteriorated prints.

Negatives (glass and film) - silver gelatin — Soak the films in clean, cold water for 30 minutes. If there are particulates on the film, rinse for 10-15 minutes while gently brushing surfaces under water with a soft bristle brush, then continue washing for an additional 15 minutes. Rinse with Kodak Photo Flo Solution.

Glass plate negatives - collodion — Do not wash or expose plates to further moisture; if any image remains, air dry immediately, emulsion side up.

Kodachrome transparencies — Wash as described above for negatives C silver gelatin.

Ektachrome transparencies — Wash as described above for negatives C silver gelatin, omitting the Photo Flo, then dry. Consult a photo conservator after transparencies have dried, as some may require stabilization.

Color negatives — Wash as described above for negatives C silver gelatin, omitting Photo Flo, then dry. Consult a photo conservator after negatives have dried, as some may require stabilization.

Drying Method

Order of preference: 1) air dry; 2) freeze/thaw and air dry; 3) vacuum freeze dry. *Do not vacuum thermal dry or freeze dry.*

Prints and Films — Dry film by hanging on a clothesline at room temperature in a dust free area. Lay glass plates and prints emulsion side up on a clean absorbent blotter.

Photo Albums — To air dry, place sheets of blotter covered with Holytex between each leaf. Change the blotter paper as it becomes damp or wet. If the binding structure is no longer intact or the album can be dismantled, separate the leaves and air dry on clean blotters covered with Holytex; periodically turn from recto to verso to promote even drying. If drying cannot proceed immediately, wrap the volume in plastic and freeze. The volume can then be thawed and air dried at a later date. Keep the air moving at all times

using fans. Direct fans into the air and away from the drying records. Use dehumidifiers as needed to maintain humidity at or below 50 percent RH.

If air drying is not possible due to media solubility or unacceptable disruption to the structural integrity of the volume, vacuum freeze drying is recommended. If difficulty is encountered, consult a conservator for assistance.

APPENDIX B

Salvage Glossary

AIR DRYING

Use a cool, low-humidity area with good air circulation. Place absorbent material (see interleaving) under objects; replace as it becomes wet. If possible, air-dry materials on plastic racks (e.g., commercial bread trays or rust-proof screens) to allow more evaporation. Exposure to light may reduce the threat of mold. Bright sunlight can cause fading.

INTERLEAVING

Interleaving will keep items from sticking together and prevent dye transfer. Blotter paper, uninked newsprint, or paper towels may be used, except in cases waxed paper or freezer paper is called for.

FREEZING

If objects cannot be dried within 48 hours, freeze them until action can be taken. Freezing is an effective way to stabilize collections for days or even months; it stops mold growth, ink running, dye transfer, and swelling. If possible, use a commercial freezer that provides sub-zero freezing or a home freezer. A refrigerated truck may at least keep materials cool enough to prevent mold growth.

ON-SITE DEHUMIDIFICATION

A useful technique for drying damp library and archival collections without the need to move them. Available from several companies in the U.S. Super-dry air is pumped into the building and moist air drawn out.

RINSING

Mud or dirt: rinse items under a gentle stream of clean running water or gently agitate them in containers filled with water, before drying. Never scrub items in a way that might drive dirt in deeper. Use a sponge/soft cloth to blot off mud and debris. Hold books and file folders closed while rinsing.

VACUUM DRYING

Also called "thermal drying." Available from many companies in the U.S. Items are dried in a vacuum chamber, often at temperatures above 100°F. Slower than vacuum freeze drying, but generally less expensive. Because high temperatures accelerate aging, THIS METHOD SHOULD NOT BE USED FOR LIBRARY AND ARCHIVAL MATERIALS.

VACUUM FREEZE DRYING

Frozen items are placed in a vacuum chamber and dried at below-freezing temperatures to minimize swelling and distortion. Generally provides the most satisfactory results and is recommended for library and archival materials. This service is available throughout the U.S.

APPENDIX C
Staff Emergency Contact Information



ACTION CALENDAR

July 10, 2013

TO: Board of Library Trustees
FROM: Donna Corbeil, Director of Library Services
SUBJECT: LIBRARY WORK PLAN FY2014

RECOMMENDATION

Adopt a resolution to approve the Library Work Plan for the biennial budget period, FY 2014 and 2015.

FISCAL IMPACT

There is no fiscal impact from this report.

BACKGROUND

On an annual basis, the Library develops a work plan to reflect and coincide with the budget development process. The Plan once approved is updated as needed and status reports are included on the board agenda. The last update on the FY 13 and 14 work plan was an informational item at the December 19, 2012 regular meeting of the board.

Like other City agencies, the vast majority of work at the Library can be described as baseline service delivery. The 90% baseline, 10% special projects composition used by the City accurately reflects library operations in most years. A Library example of a special project would be the Branch Library bond program, which represented a significant project and body of work over multiple fiscal years. Baseline work represents what we consider as basic services, such as opening the Library the prescribed hours per week, providing reference services, purchasing materials for use by the public, children's programming, etc.

The City's work plan focuses on high priority time specific projects that accomplish specific goals through concentrated efforts. The City uses the following definition to categorize activities as a "project": *Projects have a desired objective, take concentrated resources and effort to achieve, and have a beginning and end.* Throughout the year as projects develop they are planned and budgeted for within the current year's budget or incorporated into future fiscal cycles, such as capital repairs. Regardless, all projects require resources; these may be within the scope of the budget and staff capacity or not, in which case additional resources may be needed to complete them.

The Library has adopted an abbreviated version of the larger City process, as we are one department versus the City's larger scale and scope of responsibilities, which includes some of the key concepts and

components. The general process is as follows: identify emerging priority projects and resource needs, evaluate work load and committed resources, then revise work plan and reallocate resources.

CURRENT SITUATION AND ITS EFFECTS

The Board of Library Trustees by approval of Resolution No.: 12-084 on December 19, 2012 adopted the biennial budget priorities as follows:

- Identify and prioritize strategic capital improvements, including infrastructure and Central Library repairs and improvements for possible action
- Maintain the stability of operating budget and plan for future operational needs – including establishing / maintaining a balanced budget
- Undertake a Strategic Planning process for the period beginning January 2014
- Consider options / strategies to increase branch library hours of service

At the regular board meeting in December 2012 as part of the budget development discussion and adoption of budget priorities, staff included an update on the FY2012 and FY2013 Library Projects and a draft of projects for FY 2014/15 as background information. Likewise, the FY 2014/15 Biennial Budget process took into consideration prior project commitments, and board priorities and goals from the Library's current Strategic Plan. Staff also conducted a scan of general service trends in order to identify unanticipated changes to the environment and demands, so that timely projects can be identified for discussion and possible inclusion in the budget and work plan.

The work plan aligns the work of the Library with the priorities of the board. It also provides a context for any new projects that come to fruition throughout the year. This process will ensure new projects are carefully considered with attention given to existing staffing, commitments already on the table, and that adequate resources are available to complete the work.

The revised FY 14/15 Work Plan (Attachment 3) includes appropriate new projects for board consideration and removes those substantially completed or integrated into regular library operations.

FUTURE ACTION

None.

Attachments:

1. Resolution
2. Library Projects FY 12 & 13 (Updated 6/2013)
3. Library Projects FY 2014 & 2015 (DRAFT)

BOARD OF LIBRARY TRUSTEES

RESOLUTION NO.: R13-0##

LIBRARY WORK PLAN FY 2014

WHEREAS, in fiscal year 2008 the Library began to include the development of a work plan detailing projects with fiscal and /or workload implications in the budget planning process, such that projects above the baseline service delivery are identified; and

WHEREAS, the work plan includes projects that represent a significant body of work that may continue over multiple years and reflect high priority initiatives in respond to service or facility needs resulting in the accomplishment of specific board goals; and

WHEREAS, the library work plan is coordinated with and aligned with the budget development process; and

WHEREAS, staff has periodically updated the board on the status of current projects, for the FY12 and FY13 period, most recently at a regular meeting of the board on December 19, 2012; and

WHEREAS, the approved Library Strategic Plan for 2011-2013 includes initiatives that are appropriate for inclusion in the annual work plan; and

WHEREAS, staff has reviewed board and staff identified priorities, including the budget priorities adopted for Fiscal Year 2014; and

WHEREAS, resources related to the revised and updated work plan presented for board review and approval are included in the FY14/15 Library adopted budget.

NOW, THEREFORE, BE IT RESOLVED that the Board of Library Trustees of the City of Berkeley adopt a resolution to approve the Library Work Plan for FY 2014 as presented, and to authorize the Director of Library Services to implement these initiatives with regular reporting to the board.

ADOPTED by the Board of Library Trustees of the City of Berkeley at a regular meeting held on July 10, 2013 by the following vote:

AYES:

NOES:

ABSENT:

ABSTENTIONS:

Winston Burton, Chairperson

Donna Corbeil, Director of Library Services
Serving as Secretary of the Board of Library Trustees

LIBRARY PROJECTS
FY 2012 & 2013 (UPDATED 6/13)

	Project Title	Priority	Lead	Budget	Timeline
1	Library Strategic Plan (2009-2012)	CI	D. Smith	N/A	Approved Dec 2011; implementation through 2013; Update @ 6/13 BOLT meeting
2	Implement branch library improvement program	CI	D. Corbeil, S. Dentan, D. Dang	\$26M / Mse FF	Ongoing 2008, completion in 2013; On target – moved to FY14 projects
3	Consider establishing a library reserve fund	SP	D. Dang, D. Corbeil	\$1.2M / 8%	FY2013 mid-biennial budget; reserve established in FY14/15 budget
4	Facility maintenance lifecycle equipment replacement plan	SP	D. Dang, D. Corbeil S. Douglas	N/A	identify physical plant needs for the next 5-10 yr cycle @ 11/12 bd Mtg; Moved to FY14 projects
5	Library Website Functionality	DP	A. Abramson	\$80K allocated Nov. 2012	Web developer engaged, expect to complete in 2013; launch scheduled for Sept / Oct 2013
6	Voice over IP Phone System Conversion	DP	A. Abramson	Included in FY12 Budget	Vendor selected, planning underway; in progress with CoB
7	Enhance Central teen room space / services	DP	D. Smith M. McArdle	\$30- \$50,000 design related consultant services	Strategic plan goal 4e; RFP 12/12; delayed; Moved to FY14 projects

**LIBRARY PROJECTS
FY 2014 & 2015 (DRAFT)**

	Project Title	Priority	Lead	Budget	Timeline
1.	Measure FF, Branch Library Improvement Programs	CI	D. Corbeil	FY14	Complete West Branch 2013 & bond closeout 2014
2.	Library Strategic Plan (2014-2017)	CI	D. Smith & Management Team	FY14	Begin process late 2013
3.	Expand Branch Service Hours	CI	D. Smith S. Dentan	FY14	In process, implement Fall 2013
4.	Facility Maintenance: Lifecycle Equipment Replacement Plan & Support	SP	D. Dang	FY14	2014 after completion of FF projects
5.	Voice Over IP Phone System Conversion	DP	A. Abramson	FY13	Continuation into FY14, working with CoB
6.	Enhance Central Teen Room Space / Services	DP	D. Smith M. McArdle	FY14	Mid-year RFP for consultant
7.	Technical Services Workflow & Shelf Ready	DP	A. Abramson J. Shurson	FY14	In process
8.	AMH at Central Library	DP	J. Dickinson	FY14	Fall 2013
9.	Communications Plan	DP	D. Corbeil	FY14	Fall 2013

CI = Critical Initiative

SP = Special (Board initiated) Project

DP = Department (staff initiated) Project / Strategic Plan Initiative



INFORMATION CALENDAR

July 10, 2013

TO: Board of Library Trustees

FROM: Donna Corbeil, Director of Library Services

SUBJECT: JULY 2013 MONTHLY REPORT FROM THE DIRECTOR OF LIBRARY SERVICES

INTRODUCTION

Every month the Director of Library Services gives the Board a report on Library activities and updates from the previous month.

FISCAL IMPACT

This report will have no fiscal impacts.

LIBRARY DEVELOPMENT

Conferences / Staff Development

The annual California Library Association Conference will be held in Long Beach, November 3-5, 2013: <http://conference.cla-net.org/>. Registration is now open!

The bi-Annual Public Library Association conference dates have been announced, the event will be held March 11 through 13, 2014 in Indianapolis. For more information go to: <http://www.placonference.org>.

PROGRAMS

Berkeley Comic Arts Festival

This summer the Teen Librarians included the Library as a venue in the Berkeley Comic Arts Festival. Since May 2013, the Berkeley Comic Arts Festival has been bringing comic and graphic novel creators to the Berkeley Public Library to celebrate comic books and graphic novels, and their creators. The aim of these events is to explore the breadth of stories told through the comics format, and to promote comics and graphic novels as diverse, high-quality reading material for readers of all ages. The events that the library will be hosting will include author visits, workshops, and educational events. All of these events are free and open to all-ages, held at the branches and Central Library.

This project is supported by a grant from the Institute of Museum and Library Services, under the provisions of the Library Services and Technology Act, administered in California by the State Librarian, with additional support provided by the Friends of the Berkeley Public Library

OPERATIONS & FACILITIES

The boiler at the Central Library was replaced in a project starting Monday, June 17th. The project was successfully completed by Friday, with minimal disruption.

OTHER

City Council June 25, 2013 –

Consent Calendar

FY 2014 Tax Rate: Fund Debt Service on Neighborhood Branch Library Improvements Project General Obligation Bonds-Election of November 2008 From: City Manager

Recommendation: Adopt second reading of Ordinance No. 7,290-N.S. setting the FY 2014 tax rate for funding the debt service on the Neighborhood Branch Library Improvements Project General Obligation Bonds (Measure FF, November 2008) at 0.0115%.

First Reading Vote: All Ayes; Financial Implications: See report; Contact: Robert Hicks, Finance, 981-7300

FY 2014 Special Tax Rate: Fund the Provision of Library Services From: City Manager

Recommendation: Adopt second reading of Ordinance No. 7,295-N.S. setting the FY 2014 tax rate for funding the provision of Library Services in the City of Berkeley at \$0.1806 (18.06 cents) per square foot for dwelling units and \$0.2730 (27.30 cents) per square foot for industrial, commercial, and institutional buildings.

First Reading Vote: All Ayes; Financial Implications: See report; Contact: Robert Hicks, Finance, 981-7300

Action Calendar – New Business

FY 2014 & FY 2015 Biennial Budget Adoption From: City Manager

Recommendation: 1. Adopt a Resolution: a) Adopting the FY 2014 & FY 2015 Biennial Budget as contained in the City Manager's FY 2014 & FY 2015 Proposed Biennial Budget that includes the Proposed Capital Budget, presented on May 7, 2013, and as amended by subsequent Council action and accepting the FY 2014 City Wide Work plan presented to Council on May 21, 2013. b) Authorizing the City Manager to provide applicable advances....

Council Summer Recess (July 17 – September 9, 2013)

Attachments:

1. Staff conference reports
2. CLA News from the Capitol: SENATE ELECTIONS COMMITTEE PASSES SCA 7-WOLK
3. Boiler Replacement Project Photos

Report from Shiok Lim, Librarian, Technical Services

IUG Annual Conference and SkyRiver User Group Meeting, April 24 through the 27:

One of the big attractions for this conference was the in-depth-introduction of "Sierra" – which is the next generation ILS of the Millennium application. There are approximately 450 libraries, which have already implemented Sierra. Many of the current system users shared their experiences of migrating from Millennium to Sierra and its details.

Sierra has new features that make managing logins and user workflows simple. Administrators can drag-and-drop functions from any area of Sierra to create a custom workflow, give it a login name like "front desk," or use Sierra's application defaults as a starting point.

Some of the notable highlights of the Sierra presentations include:

- The various aspects and capabilities of Sierra;
- The preparation of migration from Millennium to Sierra,
- Sierra administration functionalities,
- Sierra APIs,
- Sierra DNA (Database Navigator Application) and SQL Access.

The cornerstone of Sierra's Services-Oriented Architecture design is the adoption of PostgreSQL database technology. As critical support of the commitment to an open and reliable system, Innovative created the Sierra Database Navigator Application (Sierra DNA for short). The Sierra DNA is a new tool that allows libraries to easily view the documentation describing its underlying data structure.

This facilitates the query and reporting activities performed on the database.

One of presentations that was well received came from four technical services managers from a select few public libraries who shared how they are moving into the future by transitioning to SkyRiver, partnering with vendors to utilize shelf-ready materials, changing their collections to meet new library visions, and utilizing their staff in alternative and nontraditional ways.

On April 26, I gave a presentation on my SkyRiver eMARC express experience and practices. Two other presenters covered their experiences on this topic as well.

On April 27, I attended the SkyRiver Users group meeting and there was a presentation from the Nashville public library where they shared their experiences with the Shelf-ready service provided by Baker and Taylor. Other highlights from the SkyRiver Users Group Meeting include:

- Focus on date manipulation
- Demos on how to load data files
- Explanations on how to convert load data via Excel and other applications.

I also attended the system forum and eBook forum where we discussed the Millennium system functionalities and ideas on how to improve each module.

Lastly, I completed a year of service on the Millennium Enhancement Expert Group specifically system administrations expert area and at the opening session, I was recognized for my contributions and have been chosen to serve on this same group for the 2013-2014 period.

Report from Linda Sakamoto, Berkeley Adult Literacy Program Coordinator

Berkeley Reads Library Literacy Program Coordinator and two adult-learners-on-staff attended the 8th National Learner Leadership Institute (hosted by ValueUSA-national adult learner organization) in Washington DC from May 5-8. The two learners are respectively the Board President and Board Member with conference planning responsibilities in addition to Welcoming Remarks and Mistress of Ceremonies. The highlights included : Breakfasts with the Senate and the House representatives— Offices of Senators Feinstein and Boxer and Congressman Miller; a meeting with the US Secretary Of Education-Arne Duncan; luncheon with Chief of Staff, DC Public Library-Eva Poole; two workshop presentations provided by the three Berkeley Library Literacy staff. At each venue, the Berkeley learners advocated for continued Library and Literacy funding and provided personal testimonials in support of the effectiveness of library literacy programs.

June 19, 2013

TO: CLA MEMBERS/ SYSTEMS/ NETWORK CONTACTS

FROM: Mike Dillon, CLA Lobbyist
Christina DiCaro, CLA Lobbyist

RE: **News From the Capitol**

SENATE ELECTIONS COMMITTEE PASSES SCA 7-WOLK

Yesterday afternoon the Senate Elections and Constitutional Amendments Committee passed SCA 7 by Senator Lois Wolk, which seeks to lower the current two-thirds voter threshold for local library construction bonds and special taxes to 55%. In her opening remarks, Senator Wolk highlighted the “strong support for the measure from all over the state,” which was reflected in the hundreds of letters in support of SCA 7 notated in the committee analysis. CLA testified in support of the bill, indicating that the state is not likely to put a major infrastructure bond on the ballot for libraries any time soon, yet the construction need continues to compound. Similarly, a 55% vote for special taxes locally could assist libraries who continue to face cutbacks and diminished hours, particularly in light of the deep reductions that the state has made to public library programs.

Also testifying in support of the measure was Alan Smith, Contra Costa Library Commissioner; Jeffrey Rubin, member of the Board of Directors for the Friends of the Sacramento Public Library, the California Labor Federation, CSAC, the League of Cities, and lobbyists representing Berkeley, Burbank and Pasadena, and the Sonoma County Board of Supervisors. Business and taxpayers groups, including Cal Tax, the Chamber of Commerce, the Howard Jarvis Taxpayers Association and the California Business Properties Association testified against the measure.

In her closing remarks, Senator Wolk stated, “Libraries have always been the repository of who we are and where we are going. They should be available to all of us...”

The Chairwoman, Senator Norma Torres, was an Assemblymember until a few weeks ago and recently won a special election for a vacant Senate seat. In assuming her new role as Chair of Senate Elections, one of the challenges was trying to determine how she would address yesterday’s hearing agenda which contained 4 different 55% measures (including SCA 7), that seek to lower the vote threshold for various purposes. When it was time to vote, the Chair said, “Today the committee is going to consider 4 constitutional amendments. Each are very important and have huge policy questions associated with them. They deserve the full consideration of the Senate. If they pass out of committee today, they will go to the Senate Rules Committee and we can then have a better understanding of the implication of all of them.” With that statement, the

bills passed out on a vote of 3 “ayes” to 0 “noes,” with the Chair abstaining and Republican Joel Anderson absent.

On Saturday, as part of the Assembly Floor proceedings on the Budget, ACA 8 by Assemblyman Blumenfield (CLA “supports”) passed on a super-majority vote with Democrats voting “aye” and Republicans voting “no.” ACA 8 would lower the voter threshold for local construction bonds for all purposes (e.g. sewers, libraries, roads) to 55%. In his Floor statement, Assemblyman Blumenfield called the current infrastructure “too old and inadequate to support the growth of the state. State bonds can’t be a replacement for the tremendous need.” Like SCA 7 and the other Senate measures, ACA 8 will now likely be held in the Senate Rules Committee where a larger discussion about a combined legislative package will commence in early 2014.





INFORMATION CALENDAR

July 10, 2013

TO: Board of Library Trustees

FROM: Douglas Smith, Deputy Director of Library Services

SUBJECT: UPDATE ON THE BERKELEY PUBLIC LIBRARY STRATEGIC PLAN

FISCAL IMPACT

Fiscal impacts are dependent on individual activities and services developed by staff. Any impact will be included in appropriate budget discussions, presentations, and workshops.

BACKGROUND

The Berkeley Public Library Strategic Plan was developed in 2007-2008 when a staff task force undertook a process of extensive community outreach and engagement involving nearly 2000 Berkeley citizens, staff workshops, and data analysis. This project coincided with the development of the Branch Library Facilities Master Plan, which also had galvanized community interest in the future of the Library. The planning process was given structure by the Public Library Association's *Public Library Service Responses* framework, and after a Board workshop in July 2008 was approved by the Board in September 2008. This was the first formal Strategic Plan the Library had adopted.

The Plan highlighted six service responses that were demonstrated as important to the Berkeley community, and specific strategic goals that are responsive to these areas of service. In turn, the Plan contained initiatives, or specific staff activities, which support and fulfill the Library's strategic goals.

As the Strategic Plan's original timeframe approached its end, staff updated the Board in July 2011 on achievements to date, and proposed an amendment which would extend plan timelines for two additional years, through 2013.

In 2011, Library staff met and conducted workshops to assess the completion of the plan's initiatives and propose new activities that conform to the Strategic Plan goals and structure. Additionally, a public and Board workshop took place at a Board meeting.

CURRENT SITUATION AND ITS EFFECTS

Information and data from these forums was incorporated into a Strategic Plan Amendment (Attachment 1) containing 33 new staff initiatives that have been the focus of staff and will continue

through the 2013 calendar year. A new strategic planning process will begin during fiscal year 2014. The full Strategic Plan and its subsequent Amendment are available on the Library's web site:

http://www.berkeleypubliclibrary.org/about_the_library/documents/Strategic_Plan_Final.pdf

http://berkeleypubliclibrary.org/about_the_library/2011_12_14%20Strategic%20Plan%20Amendment.pdf

After December 2011 BOLT approval of the Plan Amendment, oversight of the initiatives was assigned to relevant managers and other senior Library staff and a phasing matrix created for implementation. Progress was tracked and discussed at Library management team and other staff meetings. A summary of this implementation plan, the major milestones achieved so far for each, and the activities remaining, is attached. (Attachment 2).

Attachments:

1. Berkeley Public Library Strategic Plan 2011-2013 Amendment.
2. Berkeley Public Library Strategic Plan: Implementation Outline and Summary.

I. Service Response: *Reading, Viewing, Listening for Pleasure***Strategic Goal #1: Berkeley residents find the materials they need in or through BPL****Initiative 1a: Prepare collections at South & West Branch Libraries prior to closing & storage**

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Completed	Collections Management, Neighborhood Services	<ul style="list-style-type: none"> • Collections assessed per deselection guidelines • Identify selected materials for relocation • Deselection of dated, worn, unused materials • Redistribute floating collections • Remaining collections relocated to temporary storage 	<ul style="list-style-type: none"> • Initiative completed

Initiative 1b: Implement opening day collections at Claremont, North, South and West Branches

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Completed & ongoing	Collection Management	<ul style="list-style-type: none"> • Additional funds allocated from Library budget and Friends' grants • Collections ordered 60-90 days prior to scheduled opening of North and Claremont • Hold extra copies and donations to fill anticipated collection needs after North and Claremont opening. • Branch supervisor hired to assist with purchasing • Purchased opening day collection for the Tool Library 	<ul style="list-style-type: none"> • Repeat process for West Branch Library

Initiative 1c: Audit Circulation and access-related policies

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Ongoing	Circulation Services	<ul style="list-style-type: none"> • Expanded access to Children's patron type for ages <5 years • Reviewed fines & fees schedule, borrowing limits • Board-approved reductions to some fines & adjustments to borrowing limits • Amnesty period completed to reduce outstanding fines • Conducted policy audit of system-wide Circulation policies and procedures • Draft Circulation Policies and Procedures Manual for review by Library Council & Circulation supervisors 	<ul style="list-style-type: none"> • Publish BPL Circulation Manual, distribute hardcopies to all locations, post to staff Intranet, incorporate Manual in new staff orientations.

Initiative 1d: Update classifications of selected collections to current edition of Dewey

Berkeley Public Library Strategic Plan: Implementation Outline and Summary

Decimal Classification

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Ongoing	Technical Services, Collection Management	<ul style="list-style-type: none">• Classification and labeling of Graphic Novel collections changed• Convene task force to identify materials classification practices needing updating to current edition of Dewey and current industry standards	<ul style="list-style-type: none">• Updating of selected areas collection

Initiative 1e: Create and implement a Collection Disaster Plan to ensure continuity of mission

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Completed	Collection Management	<ul style="list-style-type: none">• Developed access to disaster recovery supply inventory on and off site.• Identified areas of the collection that are high priority for disaster salvage• Identified responsibilities for collections disaster response & recovery efforts• Draft collection disaster plan to Board for approval (July 2013)	

Strategic Goal #2: Berkeley residents have quick and easy access to materials from the entire BPL system

Initiative 2a: Purchase and implement automated sorting systems at newly-opened branch libraries

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Completed & ongoing	Circulation Services, Information Technology	<ul style="list-style-type: none"> Automated sorting systems ordered and purchased for North, Claremont, & South Branch Libraries Staff trained in use of sorting systems and new sorting procedures 	<ul style="list-style-type: none"> Repeat process for West Branch Library prior to re-opening.

Initiative 2b: Increase the number and promote the use of self-checkout stations

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Ongoing	Circulation Services, Information Technology	<ul style="list-style-type: none"> Increased number of self-check stations at Central Self-check stations installed at newly opened North, South & Claremont Branch Libraries (increase of 2 checkout stations @ each library) Circulation settings reviewed which may block patron usage of self-check stations; implement selected changes to these to increase access Increased system-wide self-check percentage to >80% 	<ul style="list-style-type: none"> Install increased number of self-check stations at West Branch Library Reorganize Central Library Information and Cards/Accounts Desk duties; staff to be trained in facilitation and use of all self-check functions Monitor self-check usage, develop targeted publicity to increase use

Initiative 2c: Continuation of Tool Library service during South Branch closure period

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Completed	Neighborhood Services, Deputy Director	<ul style="list-style-type: none"> Tool collection and Tool Library equipment prepared prior to move Temporary site for occupancy located, leased, & prepared Tool collection relocated to temporary site Staff trained in new procedures related to new site New site location publicized Prepare collection & equipment for move to permanent location 	

Initiative 2d: Review and streamline holds fulfillment procedures

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Completed	Circulation Services	<ul style="list-style-type: none"> Review holds fulfillment procedures for consistency at all locations Streamlined delivery flow of new reserved items from Cataloging/technical Services Reassign higher-level holds 	

Berkeley Public Library Strategic Plan: Implementation Outline and Summary

fulfillment duties to “Link+”
Library Specialists, permitting
assignment of other duties to
Library Aides & Assistants

Initiative 2e: Review, revise, and unify materials processing procedures

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Ongoing	Technical Services	<ul style="list-style-type: none">• Changed font on all children’s labels to standardize, improve legibility/visibility• Simplified and standardized labels on Children’s non-fiction and foreign language, reducing processing time and repetitive motion• Piloted simplified processing of picture books in branches to increase unity of appearance• Streamlined delivery flow from Technical Services section, reducing delays in new materials availability• Evaluated options and pricing for expanded shelf-ready services with primary materials vendor.• Conducted review of current workflows in Technical Services divisions and impacts of new vendor services on staff.• Conduct meet-and-confer sessions with impacted staff and SEIU	<ul style="list-style-type: none">• Design new workflows and reassign selected staff as needed after implementation of expanded shelf-ready services

Strategic Goal #3: Early elementary-age children build their reading skills and their enjoyment of reading

Initiative 3a: Identify and develop programs and services supportive of the 2020 Vision for Youth goals: kindergarten readiness and 3rd grade reading proficiency

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Ongoing	Children’s Services	<ul style="list-style-type: none"> • Teamed with BUSD reading coaches to bring their students to the Library • Established the Library’s Family Place as an formal element of 2020 Vision • Distributed & promoted kindergarten enrollment information at the Library • Initiated Library staff participation in “Power Play” parent workshops at the Berkeley’s recreation centers • Incorporated Vision 2020 goals and concepts into collection development and community outreach planning • Promoted Library’s electronic databases to BUSD classroom teachers • Implemented “Paws to Read” reading program to promote school-age reading • Promoted Discover & Go museum passes to local preschools, Head Starts, & BUSD elementary schools • Participated in & provide materials for “Literacy Fairs” at all BUSD locations 	<ul style="list-style-type: none"> • Continue to collaborate with 2020 Vision staff

Initiative 3b: Promote and expand youth and family programming in new branch community rooms

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Ongoing	Neighborhood and Children’s Services	<ul style="list-style-type: none"> • Develop and implement a needs assessment at branches within one year of opening new or refurbished facilities 	<ul style="list-style-type: none"> • Incorporate satisfaction survey to 50% of programs at all locations • Implement Family Place 5 week program @ South & West in first year after opening • Implement senior-friendly programming at North Branch • Implement crafting program series at North branch

Initiative 3c: Increase outreach to Berkeley’s pre-schools

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Ongoing	Children’s Services	<ul style="list-style-type: none"> • Provide outreach to all BUSD preschools on a regular basis 	<ul style="list-style-type: none"> • Develop partnership with Early Education/Childcare partners, with a focus on in-

Berkeley Public Library Strategic Plan: Implementation Outline and Summary

- home child care providers
- Explore possibility of storytimes designed for multiple small daycare groups

III. Service Response: Providing a Welcoming, Safe, Comfortable Environment

Strategic Goal #4: Berkeley residents enjoy libraries with welcoming, safe, functional and comfortable environments

Initiative 4c: Temporary relocation of Tool Lending Library

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Completed	Neighborhood Services, Deputy Director	<ul style="list-style-type: none"> • Tool collection and Tool Library equipment prepared prior to move • Temporary site for occupancy prepared • Tool collection relocated to temporary site • Staff trained in new procedures related to new site • New site location publicized 	<ul style="list-style-type: none"> • Initiative completed

Initiative 4d: Establish a Family Place Program space in the Central Children’s Room

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Ongoing	Children’s Services	<ul style="list-style-type: none"> • Materials and furnishings ordered • New furnishings & child-friendly equipment installed • Family Place materials collection established • Five-session parent-child workshop held • Program introduced at all-staff and supervisory meetings • Staff-at-large oriented to the Family Place program and goals • Family Place program and sites extended to North, South & Claremont Branches 	<ul style="list-style-type: none"> • Explore options to expand program space, furnishings, materials • Extend Family Place program to West Branch upon re-opening

Initiative 4e: Identify physical enhancements to make the Central Teen Room more welcoming to teen patrons

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Pending	Teen Services, Deputy Director	<ul style="list-style-type: none"> • Project deferred to FY 14-15 budget and next strategic planning cycle 	<ul style="list-style-type: none"> •

Initiative 4f: Enhance career pathways and staff development by implementing a Leadership Development Program, & an orientation program for Youth Workers

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Ongoing	Library Administration, Human Resources	<ul style="list-style-type: none"> • Management Team defines org culture, develops leadership competencies and Leadership Development Program (LDP) curriculum • 2-day Youth Worker orientation and training developed and implemented. Prevention Policies as well as timecard completion etc. Supervised practice continued. 	<ul style="list-style-type: none"> • Call for LDP staff participants, Jan 2013. Applications to be vetted and candidates selected based on pre-established criteria • LDP participants to complete coursework, exercises and group project w/ mentors. • Following program completion, mgrs and staff participants to complete program evaluations

Initiative 4g: Enhance safety by developing Difficult Situations Manual for Supervisors, automating Incident Reports

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Ongoing	Library Administration, Human Resources	<ul style="list-style-type: none">• Awarded BALIS Innovations Grant to develop electronic, interactive incident reports on the staff Intranet• Obtained quotes from vendors for electronic incident reporting system• Difficult Situations Manual for Supervisors drafted, reviewed by Management Team and Library Council	<ul style="list-style-type: none">• Development of electronic incident reporting system.• Testing of incident reporting system with partner libraries within the Pacific Library Partnership.

IV. Service Response: Lifelong Learning – Satisfying Curiosity

Strategic Goal #5: A broader base of Berkeley residents are habitual library users

Initiative 5b: Nurture and grow outreach to YMCA Teen Center & partnership with Berkeley High School students, faculty and staff to expand awareness of BPL services among Berkeley youth

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Ongoing	Teen Services	<ul style="list-style-type: none"> • Teen specialist librarians met with BHS librarians, to explore & develop partnering opportunities, co-sponsored activities. • Teen specialists established presence at BHS activity table events • Applied for & received LSTA grant funding for series of comics author/artist appearances & workshops 	<ul style="list-style-type: none"> • Collaborate with BHS on cross-promotion of ebooks.

Initiative 5c: Develop a museum partnership program to expand patron access to and awareness of local cultural organizations

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Completed and ongoing	Children’s Services	<ul style="list-style-type: none"> • Meet with cooperating library systems • Complete technical and administrative support training • Establish “opening day collection” of museum passes for initial launch • Publicize new program • Identify target populations (Berkeley READS learners, local pre-schools, teen parents, English language learners, etc.) and encourage their use of the program • Promote Discover & Go program to local preschools, Head Starts, & BUSD elementary schools 	<ul style="list-style-type: none"> • Continue publicity and outreach to Berkeley-based cultural organizations for inclusion in program

Initiative 5d: Establish a comprehensive social media strategy to clarify objectives and identify new audiences

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Ongoing	Deputy Director	<ul style="list-style-type: none"> • Convened task force to review policy and assess best practices in public libraries • Draft social media strategy document • Conduct staff trainings in social media procedures and principles • Implement standards for postings to Library Facebook site 	<ul style="list-style-type: none"> • Establish staff position dedicated to programming & communications support, including monitoring & maintaining social media channels • Continue trainings in relevant social media channels and review best practices among public libraries • Assess all current social media

Berkeley Public Library Strategic Plan: Implementation Outline and Summary

presences and evaluate for usefulness; delete accounts where appropriate

Initiative 5e: Redesign BPL web sites for easier navigation

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Ongoing	Information Technology	<ul style="list-style-type: none"> • Convene staff web team to work with web designer • Issue RFP for web design services, hire web design firm • Discovery and needs assessment process with vendor; • Outreach to key user groups; • Web team & staff review of draft designs 	<ul style="list-style-type: none"> • Beta web site release for all-staff review & comment (July 2013) • Public beta release for public comment (August 2013) • Final site launch (Sept. 2013)

Initiative 5f: Develop and implement a Communications Plan for internal and external communications

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Completed	Library Director	<ul style="list-style-type: none">• Document current practices: internal communications and external publicity• Survey staff on internal communications, solicit ideas to address insufficiencies; implement changes• Engage a consultant to assist in assessing library’s external communication processes and methods, including program announcements, reports and online presence• Develop a plan with goals to make any identified improvements• Report to the Board and staff on process and outcomes	<ul style="list-style-type: none">• Bring report and recommendations to board for review and discussion prior to finalizing. Include initiatives in new Strategic Plan as appropriate.

Strategic Goal #6: Adults frequent Berkeley libraries for their high quality programs

Initiative 6a: Build and sustain partnerships with local cultural and other community organizations through co-sponsored, collaborative events

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Ongoing	Adult Services, Children's Services, Deputy Director	<ul style="list-style-type: none"> • Promoted/continued existing partnerships through extended event and program planning • Identified and partnered with new cultural institutions as participants in Discover & Go museum pass program • Established new partnership with Aurora Theatre, Downtown Berkeley Association, Berkeley JazzSchool Institute, LitQuake, UC Extension, Congregation Netivot Shalom 	<ul style="list-style-type: none"> • Convene staff groups to identify community organizations with shared goals and visions as the Library • Identify and partner with new cultural institutions as participants in Discover & Go museum pass program

V. Service Response: Public Access Technology

Strategic Goal #7: Patrons use with ease BPL’s content-rich and accessible electronic resources

Initiative 7a: Establish laptop cart program at newly opened branch libraries to make notebook PCs available for checkout

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Ongoing	Neighborhood Services, Circulation Services, Information Technology	<ul style="list-style-type: none"> • Ordered equipment (carts) & laptops • Develop and review policies and procedures • Train staff in procedures • Launch program at North Branch • Launch program at Central Library • Launch program at Claremont Branch Library • Launch at South Branch Library 	<ul style="list-style-type: none"> • Launch at West Branch Library

Initiative 7b: Develop mobile app to expand access to BPL digital content

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Completed	Information Technology	<ul style="list-style-type: none"> • Boopsie app developed specifically for BPL web content & BPL online catalog • New app implemented & publicized 	<ul style="list-style-type: none"> • Initiative completed

Initiative 7c: Provide iPads with accessible apps for patrons with technology access challenges

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Completed & ongoing	Human Resources, Circulation Services	<ul style="list-style-type: none"> Partnered with the Center for Accessible Technology (CforAT) to apply for & receive grant to purchase iPads, apps, and training support Recruited/selected program participants via staff referrals, Literacy program, public computing classes, CforAT clients Conducted three community participant training sessions focusing on iPad's accessibility features and Library resources Loaned iPads to program participants for continued exploration between sessions. Issued iPads to service desks to promote Library resources to patrons facing accessibility challenges. iPads accessorized with apps optimal to library services. Accessorized iPads distributed to Reference Desks 10 iPads made available to staff for public programs. iPads made available for check-out within Central Library 	<ul style="list-style-type: none"> Distribute accessorized iPads to branch library reference desks

Initiative 7d: Establish viable e-book and e-audiobook collections

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Completed & ongoing	Collection Management	<ul style="list-style-type: none"> Downloadable collection currently available from Overdrive expanded, using statistical usage reports to make sure collection is responsive to patron demand Allocated additional funds to satisfy need for new titles and extra copies Provided public training and office hours for Overdrive Provided staff training on use of various e-readers 	<ul style="list-style-type: none"> Participate in BALIS/PLP-sponsored California Open Source eBook Network ("Enki") to further expand access to digital content

Initiative 7e: Enable public computer reservations via telephone

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Completed and ongoing	Information Technology	<ul style="list-style-type: none"> • Purchased library-specific software • Customized to BPL's deployment of computers and policies • Launched and publicized program 	<ul style="list-style-type: none"> • Measure usage, assess means to increase/ease access

Initiative 7f: Review and unify system-wide computer use procedures

<u>Status</u>	<u>Lead Staff</u>	<u>Achieved</u>	<u>Next</u>
Completed	Information Technology	<ul style="list-style-type: none"> • Aligned permitted time-allotments on public PCs at all locations • Established uniform laptop lending procedures • Conducted an audit of computer reservation procedures at all locations • Added Central Children's computers to reservation system 	<ul style="list-style-type: none"> • Initiative completed

Berkeley Public Library Strategic Plan: 2011-2013 Amendment

Draft initiatives, December 2011

Executive summary:

The Berkeley Public Library Strategic Plan was developed in 2007-2008 for a three-year period ending this year, 2011. The plan defined specific strategic goals and initiatives which guided Library staff in the decisions around how to allocate resources in order to deliver the highest possible quality library services to the community. The planning process took place within the Public Library Association's (PLA) "Library Service Responses", which are defined as the services that public libraries do for, or offer to the public in an effort to meet a set of well-defined community needs.

At the conclusion of the three-year Strategic Plan period, the Library staff and Board of Trustees have elected to amend the existing plan within the PLA service response framework for an additional two years, roughly equivalent to the period in which BPL will be renovating, expanding and re-building its four neighborhood branch libraries. Staff workshops, focus groups, and a public workshop have taken place to develop the 33 new staff initiatives listed under the five service responses below. These activities will be a primary focus of Library staff during 2012 and 2013.

Service Response: Reading, Viewing, Listening for Pleasure

Strategic Goal #1: Berkeley residents find materials they need in or through BPL

Initiative 1a: Prepare collections at South and West Branch Libraries prior to closing and storage

- *Timeline: Year 1*

Initiative 1b: Implement opening day collections at Claremont, North, South and West Branches

- *Timeline: Year 1*

Initiative 1c: Audit Circulation and access-related policies

- *Timeline: Years 1 and 2*

Initiative 1d: Update classifications of selected collections to current edition of Dewey Decimal Classification

- *Timeline: Year 2*

Initiative 1e: Create and implement a Collection Disaster Plan to ensure continuity of mission

- *Timeline: Year 2*

Strategic Goal #2: Berkeley residents have quick and easy access to materials from the entire BPL system

Initiative 2a: Purchase and implement automated sorting systems at newly-opened branch libraries

- *Timeline: Years 1 and 2*

Initiative 2b: Increase the number and promote the use of self-checkout stations

- *Timeline: Years 1 and 2*

Initiative 2c: Continuation of Tool Library service during South Branch closure period

- *Timeline: Years 1 and 2*

Initiative 2d: Review and streamline holds fulfillment procedures

- *Timeline: Year 1*

Initiative 2e: Review, revise, and unify materials processing procedures

- *Timeline: Years 1 and 2*

Service Response: Early Literacy- Create Young Readers

Strategic Goal #3: Early elementary children build their reading skills and their enjoyment of reading

Initiative 3a: Identify and develop programs and services supportive of the 2020 Vision for Youth goals: kindergarten readiness and 3rd grade reading proficiency

- *Timeline: Year 1*

Initiative 3b: Promote and expand youth and family programming in new branch community rooms

- *Timeline: Year 1*

Initiative 3c: Increase outreach to Berkeley's pre-schools

- *Timeline: Years 1 and 2*

Service Response: Providing a Welcoming, Safe, Comfortable Environment

Strategic Goal #4: Berkeley residents enjoy libraries with welcoming, safe, functional and comfortable environments

Initiative 4a: Reopen renovated and expanded Claremont and North Branch Libraries

- *Timeline: Year 1*

Initiative 4b: Close South and West Branch Libraries for construction and replacement

- *Timeline: Year 1*

Initiative 4c: Temporary relocation of Tool Lending Library

- *Timeline: Year 1*

Initiative 4d: Establish a Family Place Program space in the Central Children's Room

- *Timeline: Year 1*

Initiative 4e: Identify physical enhancements to make the Central Teen Room more welcoming to teen patrons

- *Timeline: Year 2*

Initiative 4f: Enhance career pathways and staff development by implementing a Leadership Development Program & orientation program for Youth Workers

- *Timeline: Year 1*

Initiative 4g: Enhance safety by developing Difficult Situations Manual for Supervisors, automating Incident Reports

- *Timeline: Year 1*

Service Response: Lifelong Learning – Satisfying Curiosity

Strategic Goal #5: A broader base of Berkeley residents are habitual library users

Initiative 5a: Adopt a mobile app for easier access to BPL's digital content

- *Timeline: Year 1*

Initiative 5b: Nurture and grow outreach to YMCA Teen Center & partnership with Berkeley High School students, faculty and staff to expand awareness of BPL services among Berkeley youth

- *Timeline: Years 1 and 2*

Initiative 5c: Develop a museum partnership program to expand patron access to and awareness of local cultural organizations

- *Timeline: Year 1*

Initiative 5d: Establish a comprehensive social media strategy to clarify objectives and identify new audiences

- *Timeline: Year 1*

Initiative 5e: Redesign BPL web sites for easier navigation

- *Timeline: Year 1*

Initiative 5f: Develop and implement a Communications Plan for internal and external communications

- *Timeline: Years 1 and 2*

Strategic Goal #6: Adults frequent Berkeley libraries for their high quality programs

Initiative 6a: Build and sustain partnerships with local cultural and other community organizations through co-sponsored, collaborative events

- *Timeline: Year 1*

Service Response: Public Access Computers

Strategic Goal #7: Patrons use with ease BPL's content-rich and accessible electronic resources

Initiative 7a: Establish laptop cart program at newly opened branch libraries to make notebook PCs available for checkout

- *Timeline: Year 1*

Initiative 7b: Develop mobile app to expand access to BPL digital content.

- *Timeline: Year 1*

Initiative 7c: Provide iPads with accessible apps for patrons with technology access challenges

- *Timeline: Year 1*

Initiative 7d: Establish viable e-book and e-audiobook collections

- *Timeline: Year 1*

Initiative 7e: Enable public computer reservations via telephone

- *Timeline: Year 1*

Initiative 7f: Review and unify system-wide computer use procedures

- *Timeline: Year 1*



INFORMATION CALENDAR

July 10, 2013

TO: Board of Library Trustees

FROM: Douglas Smith, Deputy Director of Library Services

SUBJECT: PUBLIC ACCESS TECHNOLOGY AT THE BERKELEY PUBLIC LIBRARY

INTRODUCTION

This report summarizes the many ways that the Berkeley Public Library provides free access to public computing, the levels of usage by Library patrons, and some of the impacts this access has on the community.

BACKGROUND

Public libraries are a key social institution in many American communities. They provide access to and assistance with diverse informational and recreational resources. Today especially, libraries play and will continue to play a vital role as community access points for computers, the Internet, and Internet-enabled services. These publicly accessible services are especially critical in environments where citizens do not have access to the Internet at home, school, or work. And in this digital age, people are using technology more and more to find and access information. In January 2013, the Pew Research Center's Internet and American Life Project found that a vast majority of Americans say that free access to computers and the internet is a "very important" service provided by libraries.

CURRENT SITUATION AND ITS EFFECTS

The Berkeley Public Library provides free access to technology and computing in a wide variety of ways:

- The Library has **74 public access desktop computers**, all of which have numerous programs loaded on them including web browsers, the full Microsoft Office suite of programs, Adobe Acrobat Reader, Photoscape, and RealPlayer (for playing DVDs and CDs). These computers alone are used well over 150,000 times annually (see Attachment 1 for detailed statistics).
- **28 laptops** are available for checkout at all BPL locations (this number will increase to **35** when the West Branch re-opens).
- **10 iPads** are available for checkout at the Central Library. These iPads were purchased when BPL was awarded an Innovation and Technology grant from the Pacific Library Partnership.

- The Central Library has **3** workstations with adaptive technology for disabled patrons, including screen readers, screen magnification, and Wynn literacy software.
- Children’s sections at all locations are equipped with AWE Early Literacy Stations: dynamic, digital learning workstations for children 2-8, featuring educational software titles spanning seven curricular areas.
- The Central Library Electronic Classroom, with **20 fully equipped desktop PCs** is used for twice-weekly computer trainings, 52 weeks a year, often with overflow attendance. The computer classes focus on core computer literacy for those whom the internet revolution has missed – a distinction that is often age and class-based—and also helping people use their own laptops, tablets and smart phones. At a time when “everyone” is supposed to know about the latest gadgets, getting elementary assistance can be nearly impossible for those who don’t know what it is they don’t know, and how or what to ask for assistance with. The class changes countless lives: for the unemployed who must have computer knowledge just to apply for a job, or for the senior who can finally communicate electronically with the rest of her family.
- The Electronic Classroom (EC) is also the part-time home of **Berkeley Reads**, BPL’s adult and family literacy program. Students have the opportunity to access and learn how to use computers—for a majority this is the first opportunity to do so, and the only place where they receive continuous support in attaining “digital” literacy. Berkeley Reads also partners in the EC with the Ala Costa Adult Transition Program, permitting developmentally disabled young adults to grow their computing skills while coming together as a group.
- In addition to the computers with Internet access, the Library has **44 public catalog computers** that are a free gateway to a great deal of digital content purchased by BPL for patron use, such as full-text periodical articles, employment and academic test preparation, automotive repair manuals, streaming music, language instruction, genealogy resources, career guidance, investment databanks, and free museum passes, just to name a few. These online resources are accessed approximately a quarter of a million times every year.

IMPACT STUDY

Recently the Library was a pilot site for the IMPACT Study, organized by the University of Washington Information School—a large-scale investigation of the ways library patrons access and use computers and the Internet at public libraries, why they use it, and how it affects their lives. It included a survey of BPL patrons, which offered a number of findings underlining how important free access to technology is to Berkeleyans:

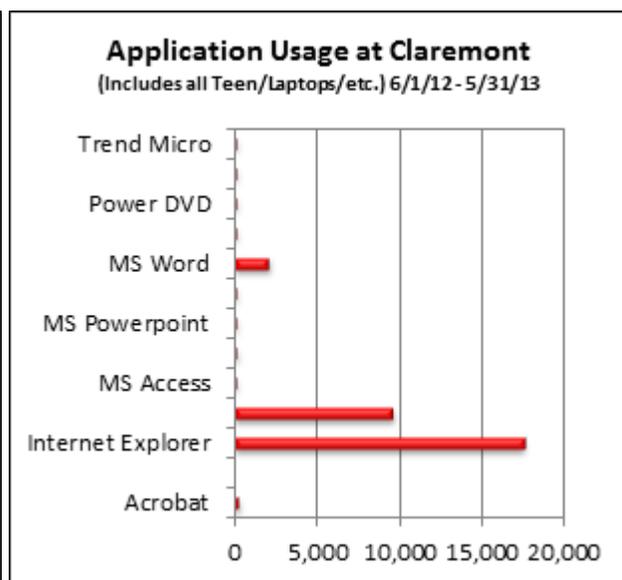
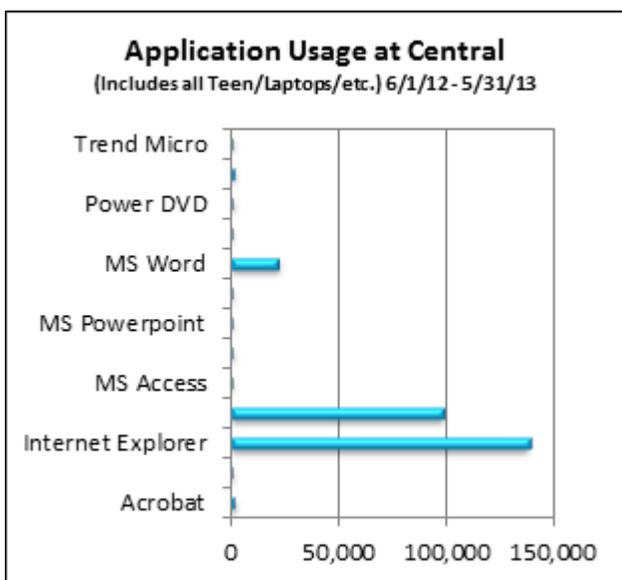
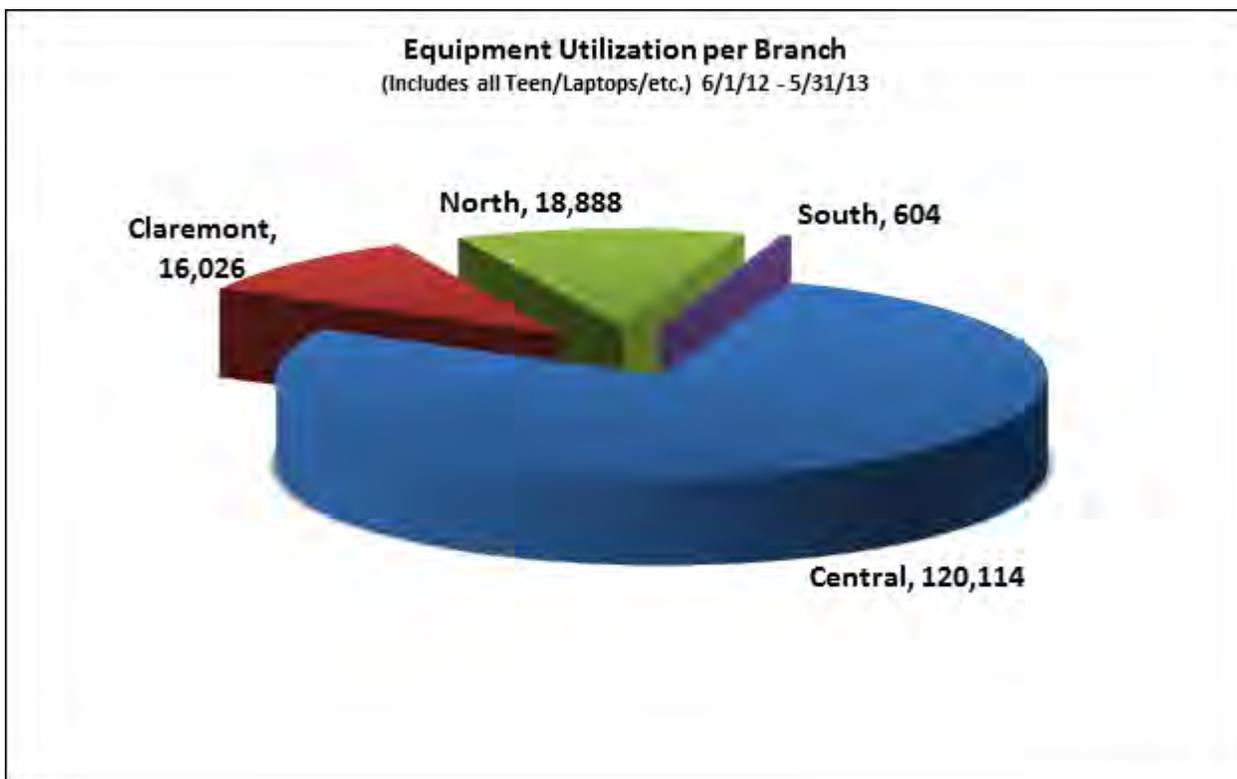
- 48% of respondents use Berkeley Public Library computers.
- 34% use the Berkeley Public Library wireless network with their own computers.
- 88% have regular access to a computer and the Internet outside the Library, but still make use of computer resources and Internet access at the Library.
- Even more compelling are some of the ways the survey drilled down into more specific uses. For example:
 - Of the 31% using BPL technology for employment purposes, 21% were searching for job opportunity and 5%--13 individual BPL patrons in this sampling alone--were hired for a new position.

- Of those reporting use of BPL's tech access to start and manage a business, several reported their business increased or that they developed business-to-business contracts as a result of connectivity at BPL.
- Accessing eGovernment services is increasingly taking place in the virtual world, and BPL is providing that link for many citizens: over 17% of users are accessing and submitting online forms, applying for services, permits and licenses.
- Specific "eCommerce" numbers also demonstrate some of the critical and essential uses of Library Internet access: 11% are finding housing, 15% taking care of banking needs, 13% buying or selling products, and 25% are researching products or services.
- 79% of users said that they were satisfied or very satisfied with the access provided at the Library.
- Finally, a very large proportion (90%) of respondents feel that it's important that BPL provide free access to computers and the Internet for the community. This large majority is resounding proof that Library users highly value the access to technology that the Library is providing, and confirming the importance of including these services in BPL's plans for the future. There is a need for a strong focus on providing broadband access, a continued need to provide actual computers, and that in doing so the Library is giving some real value to people's lives and to the community at large.

The full Berkeley Public Library IMPACT Study results may be accessed online at:
<http://impactsurvey.org/reports/pdf/report.php?fscs=CA0011>

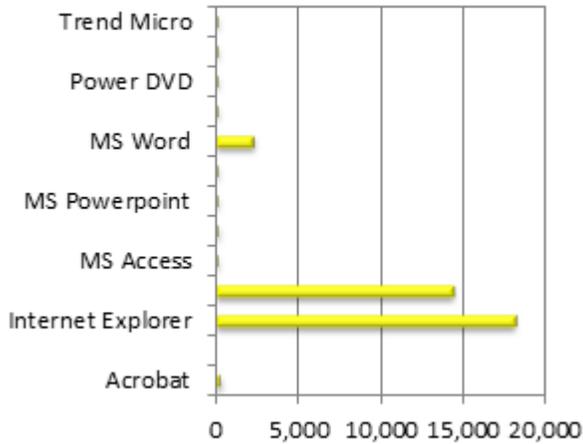
Attachments:

1. Equipment utilization, application usage, and booking sources statistical charts



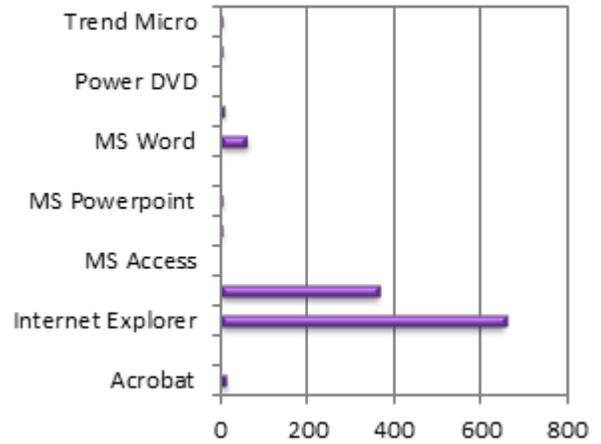
Application Usage at North

(Includes all Teen/Laptops/etc.) 6/1/12 - 5/31/13



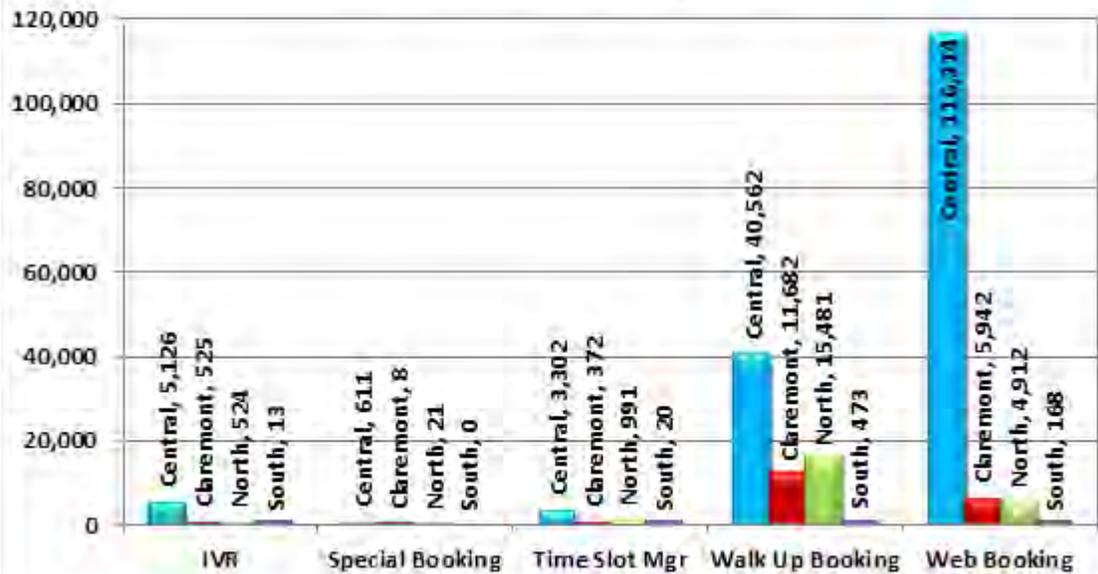
Application Usage at South

(Includes all Teen/Laptops/etc.) 6/1/12 - 5/31/13



Booking Source Statistics Per Branch

(Includes all Teen/Laptops/etc.) 6/1/12 - 5/31/13





INFORMATION CALENDAR

July 10, 2013

TO: Board of Library Trustees

FROM: Donna Corbeil, Director of Library Services

SUBJECT: COMMUNICATIONS PLAN UPDATE

BACKGROUND

One of the goals of the Berkeley Public Library's *Strategic Plan: 2011-2013* is to cultivate a broader base of Berkeley residents into regular library users. One of the initiatives of this goal is the development of a Communications Plan to further this effort.

As reported in February and March, the Library undertook several activities associated with the development of a communications plan. The San Francisco-based public relations firm BergDavis Public Affairs was engaged to assist the Library with gathering valuable feedback from the community and stakeholders through a detailed user-oriented survey. On January 23, 2013, the Library sent out a press release announcing the launch of a community survey for improved library services. Through February, Community input was solicited with the help of a short online survey also made available at all Library locations in paper format. In addition, key stakeholders and community leaders were targeted via email to complete the survey. The consultant organized focus groups and in-depth interviews with a sampling of survey participants to gather more detailed information. The draft report was presented to staff for discussion and input (Attachment 1).

The Communications Task Force undertook an internal audit process which included an online staff survey to solicit staffs' opinions on both strengths and ways to improve internal communication and communication methods used to inform the public about programs and services. Over the next few months the Library utilized the survey results and staff feedback to develop a draft public information and communications program to promote the use and support of the Library and increase public awareness of the Library's services, programs, special events and facilities. The final plan will recommend communication strategies to increase awareness of what the Library does and offers the community. In addition, a component of the plan will focus on internal communication improvements, including development of best practices, improving the Intranet to better meet staff needs and strategies to foster inclusiveness and sharing.

FISCAL IMPACT

This report will have no fiscal impacts.

CURRENT SITUATION

The staff has developed a draft communications plan (Attachment 2) for board consideration. Following additional staff discussion and board feedback the plan will be completed and brought forward for approval in Fall 2013.

ATTACHMENTS:

- 1) Consultants Report and Recommendations
- 2) Internal communication survey: Preliminary Findings (PP)
- 3) DRAFT Communications Plan

Memo



DATE: April 5th, 2013

TO: Donna Corbeil, The Berkeley Public Library

FROM: BergDavis Public Affairs

RE: External Communications Survey Results, Analysis, and Recommendations (UPDATED 4/5)

1. INTRODUCTION

In October 2012, BergDavis Public Affairs was brought on to assist the Berkeley Public Library in developing a 3-year communications plan. The research phase of this plan would help determine how external communications were received by presumed stakeholder groups within the community.

To reach this goal, BergDavis developed a 25-question survey and, with the help of Library staff, identified over 90 leaders representing a cross-section of Berkeley stakeholder groups, from educational institutions, local government, and small businesses, to non-profit organizations and religious centers. BergDavis also targeted regular library patrons and community members actively associated with the library, such as Friends and Foundation members.

The survey was carefully designed to help us learn more about several key areas:

- How/why people use the library system and the library website;
- The knowledge of and interest in events and programs offered at the library;
- The knowledge of resources available at the library;
- How people currently receive information about the library, and how they would like to receive information in the future.

To augment data collected by the surveys, BergDavis also prescribed targeted, one-on-one interviews with select community leaders for more detailed feedback, as well

as several small focus groups with community leaders to allow for discussions about external communications at the Berkeley Public Library.

2. SURVEY OUTREACH AND RESULTS

Once the survey was finalized, requests went out to the identified stakeholders to take the survey, volunteers helped collect paper surveys at the Main, and interested citizens were asked to take the survey via online media.

In total, we collected 646 surveys from community members. Of the more than 90 identified stakeholders, 31 (34%) completed the survey after three email requests. 75 of 127 (59%) Friends' members took the survey after two email requests. 132 responses were collected at the library, and over 400 people took the survey online via other sources.

Below are several highlights from the 25-question survey. A full Power Point of all question results with analysis is available for deeper review.

A. Who took the survey:

Survey Takers

- 68% were 45 years old and up
- 70% were female
- 77% were Caucasian

City of Berkley

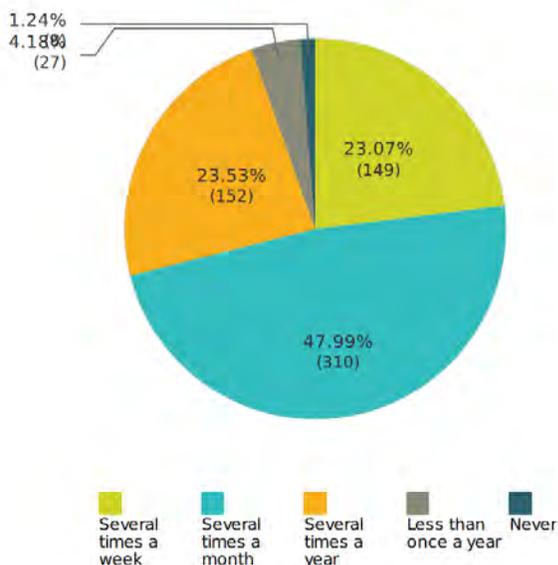
- 34% are 45 years old and up
- 51% are female
- 59% are Caucasian

As you can see, those who took the survey weighed more heavily as being 45 and up, female and Caucasian than the overall demographic of Berkeley. However, the survey was designed for community leaders and others who are regularly involved with the library, so that may account for some of these discrepancies.

B. Library and website use:

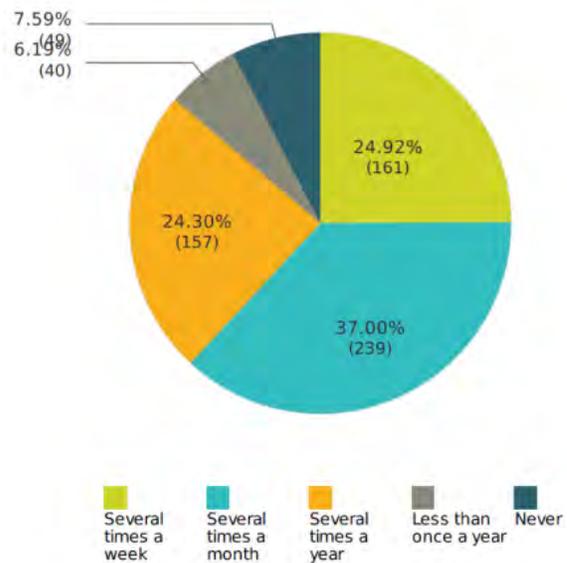
Q1 How often do you visit the Berkeley Public Library?

Answered: 646 Skipped: 0



Q4 How often do you visit the Berkeley Public Library website?

Answered: 646 Skipped: 0

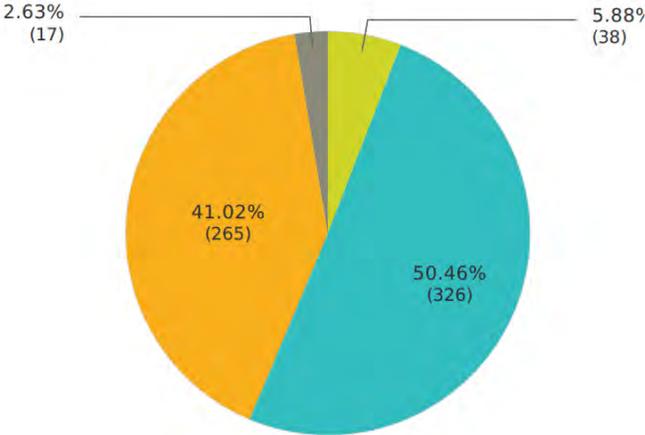


Survey takers regularly visit the library. 71% visit *at least* several times a month, with an additional 23.5% visiting several times every year. In general, those who took the survey are active with the library and *should* be aware of external communications.

Survey takers also regularly visit the website. 88% of our survey takers visit the website *at least* several times every year. Of those who do visit the website, 63.5% come to find information about the library and its programs. 24% come to review the event calendar. In general, those who took the survey are familiar with the library website and its various purposes.

Q6 How aware are you of upcoming Berkeley Public Library events and programs?

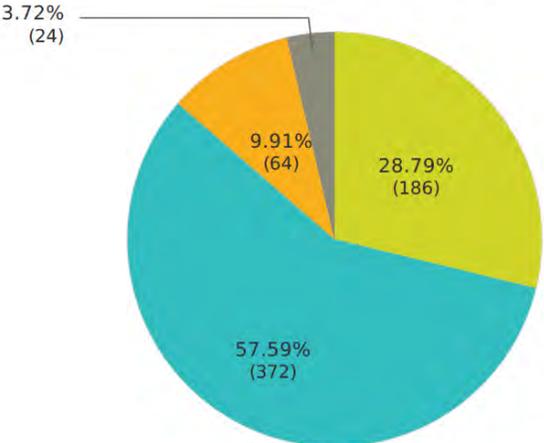
Answered: 646 Skipped: 0



Very aware Somewhat aware Not aware Unsure

Q7 How interested are you in learning more about upcoming Berkeley Public Library events and programs?

Answered: 646 Skipped: 0



Very interested Somewhat interested Not interested Unsure

C. Events and Programs

Awareness of events and programs at the Berkeley Public Library is moderate, with 56.5% of survey takers saying they are at least somewhat aware of events and programs. Only 6% of those surveys were very aware of events and programs.

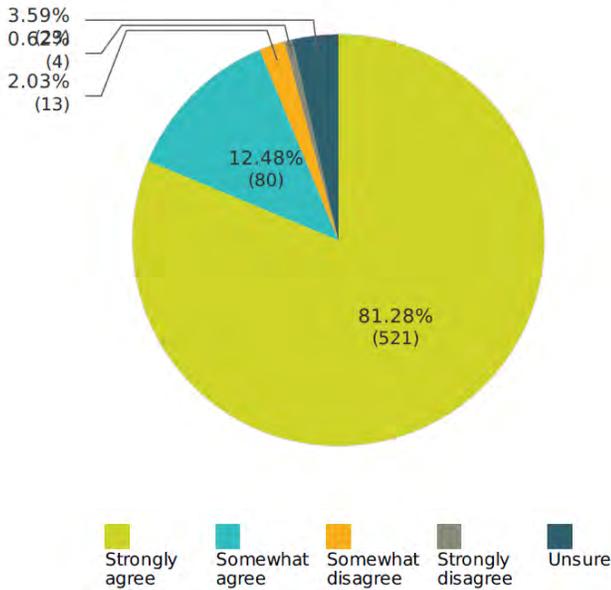
By contrast, interest in learning more about events and programs at the Berkeley Public Library is relatively high, with 86.5% of survey takers saying they are at least somewhat interested in learning more about events and programs. 29% characterized themselves as being very interested in learning more.

Approximately 30% of those surveyed can be characterized as unaware of events and programs at the library but interested in learning more. This finding represents a huge opportunity for the library, as there is a clear appetite from the community knowledge about library events and programs.

D. Perceived Uses of the Berkeley Public Library

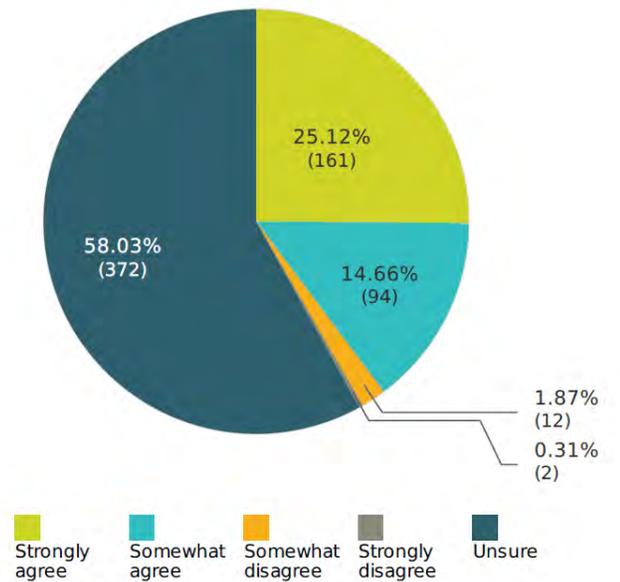
Q11 The Berkeley Public Library is a useful resource for my family and the community.

Answered: 641 Skipped: 5



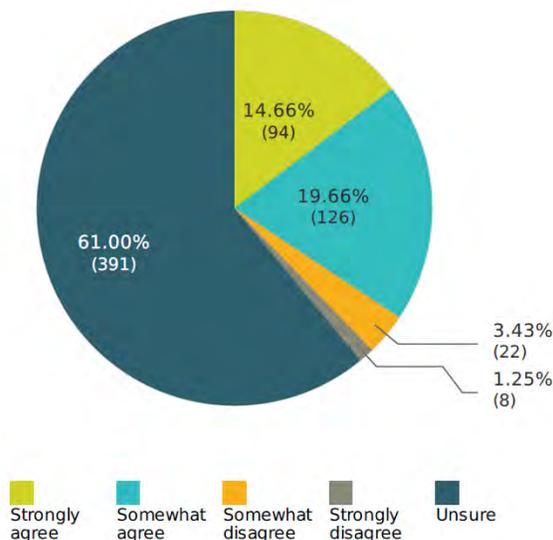
Q12 The Berkeley Public Library is a resource for literacy and ESL (English as a second language) support.

Answered: 641 Skipped: 5



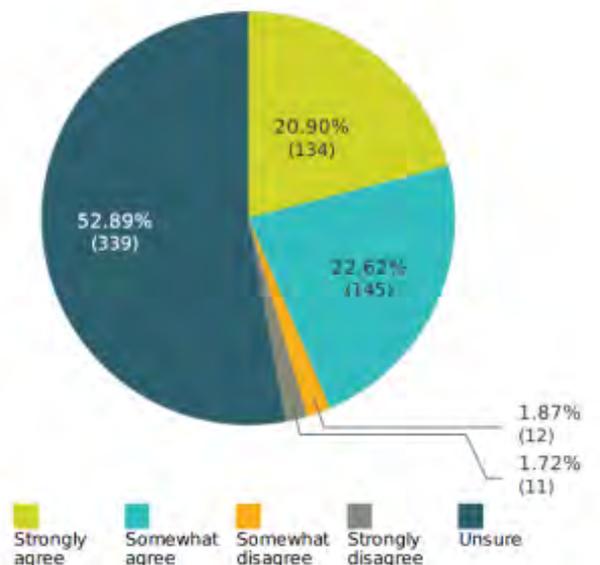
Q13 The Berkeley Public Library is a resource for employment information and career development.

Answered: 641 Skipped: 5



Q14 The Berkeley Public Library is a resource for life skills development and education.

Answered: 641 Skipped: 5

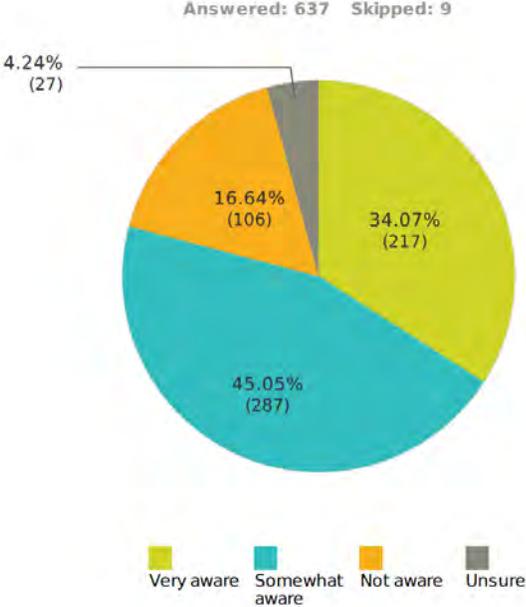


The above questions highlight another important incongruity about our targeted survey audience: while the overwhelming majority (93.5%) of those surveyed agrees that the library is an important resource to the community, most are not aware of the breadth of services offered at the library beyond checking out traditional materials.

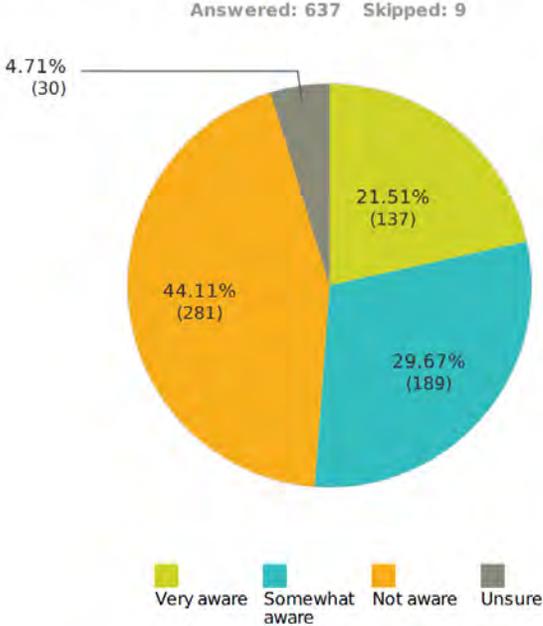
Generally, survey takers do not seem aware of the resources such as materials, events and programs to assist with literacy, employment, and general life skills development. The highlighted lack of awareness represents an opportunity to educate and inform the community of these useful and free resources.

E. Friends and the Foundation

Q17 How aware are you of the Friends of the Berkeley Public Library and its support of the library?



Q18 How aware are you of The Berkeley Public Library Foundation and its support of the library?

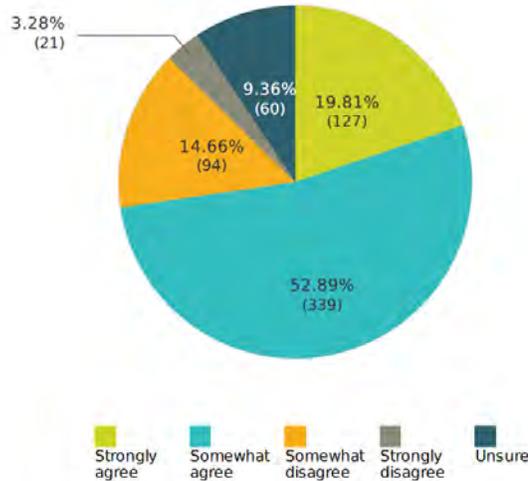


While a solid majority of those surveyed (79%) were aware of the Friends of the Berkeley Public Library, just over half (51.5%) were aware of the Berkeley Public Library Foundation. This means that over a quarter of all survey participants (27.5%) were aware of Friends and how it helps the library, but not aware of the Foundation.

E. Berkeley Public Library Communications

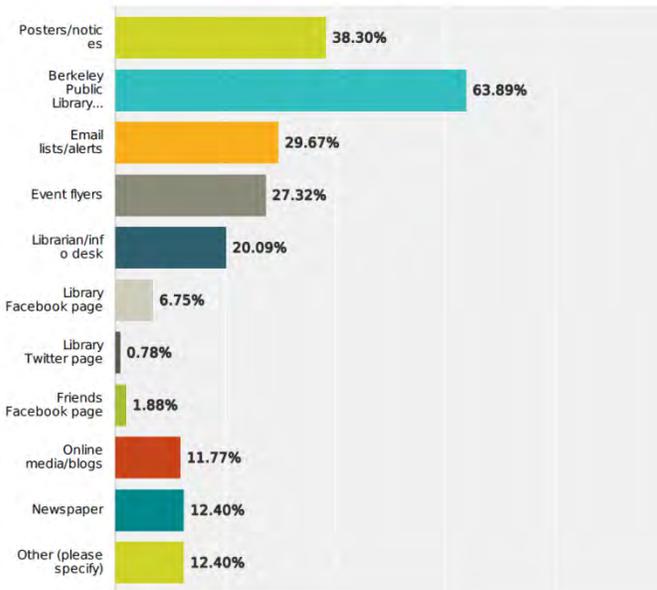
Q10 The Berkeley Public Library does a good job of communicating with its patrons.

Answered: 641 Skipped: 5



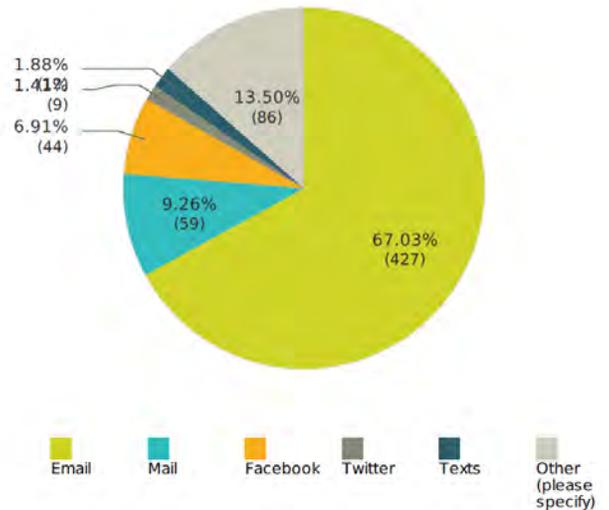
Q19 How do you currently receive information about the Berkeley Public Library? (check all that apply)

Answered: 637 Skipped: 9



Q20 How would you prefer to get updates from the Berkeley Public Library?

Answered: 637 Skipped: 9



Generally, survey-takers are satisfied with external communications from the library, with 73% agreeing that the library does a good job of communicating with its patrons.

A majority of survey takers currently receive information about the library through passive channels where the library posts information and people can choose to look for information, such as the website (64%), posters (38%) and flyers (27%). A minority of people receive info through active channels where the library can strategically choose when to give notices, such as email alerts 30%, and Facebook 9%.

However, an overwhelming majority (86.5%) of survey takers were interested in receiving information about the library through active channels, with 67% preferring email, 9% mail, and 7% Facebook. Only 13.5% of those surveyed chose “other”, preferring a variety of passive communications methods, including accessing the website and reading posters and flyers.

This differential represents a stronger appetite from our targeted audience for more active communications than are currently in place. Approximately 37% of those surveyed do not currently receive email updates from the library, but would prefer such communications.

3. ONE-ON-ONE INTERVIEWS

After the initial round of survey results, BergDavis attempted to interview about 50 of the 90 targeted community leaders over the phone. Through several passes including emails and phone messages, we were able to speak with six community leaders representing a variety of organizations including religious centers, non-profit organizations, and educational programs. It remains unclear if the low level of participation in these one-on-one interviews was the result of busy schedules or a lack of connection between the library and community leaders.

Several recurring themes did present themselves while having deeper conversations with these leaders. For example, almost all participants saw an opportunity for a stronger partnership with the Berkeley Public Library.

- Patricia de Jong, Pastor of the First Congregational Church of Berkeley, suggested an interest in developing a relationship where certain faith-related programs, presented by the library, could be hosted at the church.
- Fran Gallati, President and CEO of the YMCA Central Bay Area, also suggested a “robust” outreach and engagement component to specific neighborhoods that can benefit most from literacy programs.
- Alex Aja, Manager of Jumpstart at UC Berkeley, suggested other clever tie-in ideas to encourage library use with Jumpstart. For example, the San Francisco Library which hosts a beginning-of-the-year event with Jumpstart and gives away library cards to attendees of the event.

Another universal theme gleaned from the interviews was a desire for bi-weekly or monthly eblasts from the library.

- Susan Henderson, Director of the Disability Rights Education and Defense Fund, does not use the library herself, but sees the value of receiving regular, informational eblasts for professional reasons.
- Dmitri Belser, Director of the Center for Accessible Technology, currently receives information via email and cites this method as most helpful for keeping him connected with relevant news and program opportunities at the library.
- Suzanne Tan, Director of the Berkeley Arts Center, is only sometimes aware of library-sponsored events, and would read a monthly e-newsletter to stay abreast of goings on.

4. FOCUS GROUPS

Apart from one on one interviews, we also invited community leaders and Friends members to participate in one of two focus groups held at the library that would give participants the opportunity to discuss Berkeley Public Library communications programs amongst themselves.

Though we did receive several RSVPs, we were unable to get any community leaders to actually attend a focus group for discussion. Again, it is unclear if this was due to the difficulty of finding time within their schedules for the event, a lack of interest in discussing library communications, or any variety of other reasons.

Of the several community members that did attend the focus groups, there was a general satisfaction with the services currently provided by the library as well as an interest in more communications from the library. Unfortunately, we did not have enough participants within the focus groups to glean meaningful findings for this research project.

5. CONCLUSIONS AND RECCOMENDATIONS

This outreach effort was illuminating because it illustrates very clearly who the Library's most active constituents are, but it also helps identify the huge opportunity the Library has to build bridges to younger, more diverse audiences. In this instance, the Library can in some ways glean more from who did **not** respond to the survey than those that did.

Nevertheless, the survey effectively reached community members whom the Berkeley Public Library assumes are already connected to and interested in external communications. By engaging hundreds of community members who regularly use the Berkeley Public Library we were able to gain accurate and valuable feedback about library use and the needs of one segment of the Berkeley community.

For these very engaged users, there was a very high level of satisfaction regarding current communication processes. Though opportunities to streamline communications and better reach interested parties revealed themselves through the survey, participants had few criticisms.

OBSERVATIONS:

1. The demographic of survey takers was uncharacteristic of the city of Berkeley in that it was overly female and overly Caucasian, with a slant towards community members age 45 and up.
2. There is a strong appetite from community members who are currently unaware of library programs and events to hear more about them on a regular basis. Almost 1/3 of all survey takers were not aware of such programs, but want to know more.
3. Most survey takers view the library as a valuable resource, but are not aware of many of the ways in which the library serves the community.
4. Many community leaders believe stronger partnerships between their organization and the library, though not currently in place, would be mutually beneficial and help disseminate information about the Berkeley public Library to the broader community.
5. Bi-weekly or monthly e-newsletters sent to targeted community leaders would be positively received and would help facilitate a stronger relationship between these organizations and the library. The Berkeley Public Library should consider investing in an e-newsletter program to develop a regular e-blast showcasing upcoming events and under-recognized programs at the library. To increase readership, we also suggest actively reaching out to a variety of organizations not currently associated with the library to suggest they subscribe to the e-newsletter. This will dramatically help reach a broader and deeper pool of community members.

RECOMMENDATIONS

6. We recommend the appointment of a press/community liaison to address the above-mentioned issues and make the dissemination of information their main priority. A community liaison could also be responsible for creating programming and partnerships with the variety of community organizations identified at the beginning of this research project.

Past experience shows that success is most likely when one individual owns and focuses on these tasks. If that is not possible, then we would

recommend that existing staff potentially be repositioned to make this a specific focus of their day-to-day work.

7. There should be increased efforts to elevate the profile of unique programs and events that cater to a wide variety of community member, especially those under-engaging with the library (younger, non-Caucasian males, etc.)
8. There should also be efforts to elevate the variety of services available at the library beyond material lending. These services include, but are not limited to, literacy programs, career development programs, employment services, and general life skills development opportunities.
9. Create a pyramid of organizations that library would like to meet with. As a concrete activity in preparation of an updated communications plan, BPL staff should create a targeted list of community organizations that it would like to establish stronger ties with. We use the image of pyramid to indicate that the groups that hold the most attraction for the library and its current goals should be at the top of the list and everything under should fall behind, in order of priority.
10. Arrange one-on-one coffees with directors of social services organizations. During our de-briefing about the survey, we indicated that we could not give a cause for the lack of personal participation in interviews by service providers in the city. Our recommended next step is to contact your peers in those groups and request a meeting. It may be that the request to “take a survey,” seemed intrusive. It may be that they do not see a connection with the BPL. This request for a personal discussion may help cull organizations from your priorities that do not wish to collaborate.

For those that do want to meet, this is the opportunity to nurture a plan for how to co-develop new programming, or identify how best to communicate about existing programs and services to their clients/members.

11. Identify targeted media opportunities to highlight programs (or services) the library is offering that are tied to current social situations. Potential story ideas might include the “library calculator” which lets reporters know how much families can save on entertainment by using their library card(s).

It might be the library’s digital options with the tech reporter at the Oakland Tribune, or perhaps an op-ed written by staff about a specific topic as a guest author in the Berkeleyside. This is an area where collaboration with the Friends would be a good idea.

12. Develop a re-occurring newsletter to send to patrons and a curated list of important city stakeholders. As you know, email communication from those who responded to the survey was a popular request.
13. Consider on-line advertising that reinforces the “free” nature of the library and your place in the social safety net.
14. Develop a celebration around the completion of the branch renovations. These kinds of celebrations are excellent springboards for raising the profile of the Friends, the Foundation and the importance of the BPL. They also offer an opportunity to ask “what next?” This is the moment when the BPL can begin to introduce its long-term goals for the next 3-5 years.
15. Finally, after some of these changes have been implemented, in 12 to 24 months, we recommend conducting the survey again to see if the demographics of those who respond changes, or if awareness of services beyond books and materials climbs.

It has been our pleasure to conduct this research project on behalf of the Berkeley Public Library. Please contact us with questions you may have regarding the survey.

DRAFT REPORT**BPL Communications Plan**

The term communication used here is meant to include concepts that communications professional might use, such as marketing, advertising and public relations.

Communication is used generally and encourages broad range thinking of the ways people communicate rather than narrower media concepts.

Background

The Berkeley Public Library included development of a communication plan in the Library's Strategic Planning initiative. Beginning in September 2012 a committee was formed including library staff, the Library Foundation and Friends of the Library, chaired by the Library Director, Donna Corbeil for this purpose.

In November 2012 the Library hired *BergDavis Public Affairs* to assist with collecting public and stakeholder input. As a result a library survey was developed and conducted in January – February 2013. The results and analysis served as the basis for the group's conclusions and recommendations. In addition, a communications audit was conducted by the committee to look at internal communication.

Going forward, the communications plan should be linked to the Library's Strategic Planning process with objectives and key components integrated as goals and objectives. Any marketing directions would be part of this larger plan, at minimum marketing would be included as a goal with targeted audiences and programs.

Goal:

Develop a comprehensive public information and communications program to promote the use and support of the Library and increase public awareness of the Library's services, programs, special events and facilities. The plan will coordinate communication strategies for the library's messages and audiences; and reduce the duplication of efforts and expenditures while increasing awareness of what the Library does and offers the community.

Time Frame: Approximately 3 years, September 2013 – December 2016

Target Audience: All Berkeley Residents, Non-profit organizations, other city departments, business community, Library Foundation and Friends of the Library

Objectives and Activities:

- Utilize social media to connect with the community, promote and market library services and collections and solicit timely feedback.
 - ✓ *Develop e-newsletter and send regular e-blasts to targeted community leaders, readers, card holders to promote services and programs.*
 - ✓ *Consider on-line advertising that reinforces the free nature of the library and our place in the social safety net.*

- ✓ *Staff recommendation*
 - ✓ *Library's annual report is released electronically only to help with greater distribution and access.*

- Identify ways to centralize internal communication / marketing systems, including develop campaigns with a single theme; and graphic identify for an inclusive program so that there is greater coordination and consistency in outreach to the media and to streamline workload.
 - ✓ *Establish responsibility for press / community liaison responsibilities; appropriate staff will develop connections to facilitate greater level of partnerships.*
 - ✓ *Create templates for program / event flyers, press releases and other material.*

- Increase the visibility of the Library to the general community with a minimum of two programs annually that tie into larger library initiatives and promotions, such as National Library Week, Library card sign-up month, summer reading program, launch of a new services such as e-books, one-city one-book program, Library Snapshot Day Campaign, etc.
 - ✓ *Establish ways to inform regular library users about programs and event and how the library serves the community*
 - ✓ *Library Program Committee will recommend annual schedule of library events that includes themed efforts.*
 - ✓ *Develop celebrations around the bond program to introduce long-term goals and new initiatives.*

- Provide patrons with attractive, easy-to-read, easy-to-understand printed material and electronic information that motivates them to participate in programs, explain library procedures and policies, and promote services.
 - ✓ *Develop promotional program to elevate the variety of services available at the library beyond material lending.*
 - ✓ *Target audience for unique programs and events that cater to segments of the community, particularly the under-engaged.*
 - ✓ *Identify targeted media opportunities to highlight programs and services tied to current social situations, included local authors, city endeavors.*
 - ✓ *Library website design promotes library services and programming.*
 - ✓ *Electronic signage at all library locations in high traffic areas to display library events, news and general information.*

- Work with print and electronic media to emphasize the importance of reading as a community value that affects quality of life and the libraries Adult/Family Literacy and early literacy programs.
 - ✓ *Campaign to promote free nature of library and place in social safety net.*
 - ✓ *Target audience for unique programs and events that cater to segments of the community, particularly the under-engaged.*

- Develop and distribute timely, effective publicity, including press releases, news and feature articles about the Library.
 - ✓ *Develop promotional program to elevate the variety of services available at the library beyond material lending.*
 - ✓ *Staff assigned to the task of supporting promotional activities, including press releases, mailings, online event calendar postings, etc.*

- Develop a library logo and relevant templates to ensure a consistent, professional image in all library communications, library produced materials and library publications both electronic and print.
 - ✓ *Hire graphic designer to develop logo, style sheets and related materials to create consistent cohesive look for letterhead, business cards, etc.*
 - ✓ *Make available to staff in a central place – electronically logo and other graphics to be used for paper and media needs.*

- Develop strategies and practices to promote and increase awareness of the Library and enhance the perception of BPL as a valuable resource.
 - ✓ *Outreach to community leaders to build stronger partnerships for the purpose of disseminating information about the library.*
 - ✓ *Develop e-newsletter and send regular e-blasts to targeted community leaders, readers, card holders to promote services and programs.*
 - ✓ *Develop a variety of tools to test effectiveness of communication strategy and depth of public's awareness of library activities, services and programs.*
 - ✓ *Target current users that value library services to promote unique programs etc.*
 - ✓ *Library website reflects messaging campaign and provides valuable information that easily accessible and timely to target audiences.*

- Increase the Library's visibility and effectiveness by collaborating and forming partnerships with other city agencies, non-profits and community groups to further outreach and inform the public regarding our services.
 - ✓ *Develop plan for outreach that prioritizes and creates list of community organizations to target, beginning with those that most relevant to library's current goals.*
 - ✓ *Library administration and management staff regularly meet with other city staff, nonprofit and community organization leaders to build relationships.*
 - ✓ *Collaborate with support groups, the Foundation and Friends to raise the profile of all three organizations and the library's mission.*

- Increase internal communication on programming, services, and policies so that all staff is well-informed on what the library has to offer and what these resources can mean to or how they may help residents, and so that staff is fully equipped to help ensure a safe and welcoming environment in the library for all users;

develop and share key messages and implementation details to ensure staff support and build enthusiasm.

- ✓ *Expand and improve Library intranet, make it more accessible and easily searchable with social media tools used to share information, questions, calendars and policy manuals.*
- ✓ *Staff person to be assigned to the task of supporting promotional activities, including sending out press releases, mailings, online event calendar postings, etc.*
- ✓ *Promote interdepartmental sharing, post meetings and committee meeting notes and actions on the staff Intranet.*
- ✓ *Establish best practices internally related to: consistent unit meetings; time and location to check email; access to information about training and staff development opportunities; effective interpersonal communication practices; effective meetings, etc.*
- ✓ *Internal staff newsletter is responsive to staff information needs and wants.*

Summary

In the course of completing the Communications Plan staff has several opportunities to comment, add content and suggestion topics for inclusion. Some of these ideas and those of the consultant should be translated into actions, such as:

- Create an electronic newsletter to “push’ information to public and partners.
- Increase library outreach - provide staff support for these activities and strategic direction at the management level.
- Seek feedback and involvement from external (community) groups that appear to not be fully engaged
- Increase internal coordination and sharing of information on events, performers and other contacts – make these easy for staff to find and use.
- Establish internal best practices related to communication and decision-making.
- Package programs and services to meet the needs of organizations and potential library users that target specific interests.
- Overhaul the library’s internal staff intranet so it is a portal to the information staff needs to work together and learn about library programs and access graphical images, logos and templates.
- Develop assessment tools so we can learn from patrons and those that may not be users what is effective, needed and successful.
- Communication is established as a management and library wide priority.
- Assign a staff person to provide library wide support for promotional activities, including press releases, mailings, online event calendar postings, assist performers and staff coordination of related activities.
- Develop an online tool (database) to support staff, which would accept program suggestions from patrons and staff, collect contact and logistical information about performers and events, and a mechanism to assess program outcomes.

Next Steps

Following board review and feedback approve the plan. Incorporate these goal and objectives into the Library’s Strategic Plan, as appropriate.

Internal Communication Survey Summary

Q: In your opinion, what are the three main STRENGTHS in the way that staff at the Berkeley Public Library communicates information?

N=218

Library News – 40

- Consistent, predictable, curated, lots of info, weekly, reliable, effective. Very valuable but *you have to have time to read it.*

E-Mail – 32

- Specific, anyone can send e-mail to department, easy, direct, Web app works well, not always used effectively, heavily used, e-mail lists to specific departments a plus

Colleagues/Relationships – 30

- Friendship, sense of fun/humor, work together well, want to share. Colleagues are knowledgeable, opinionated. Word-of-mouth info-sharing mentioned 14 times.

Dept. Meetings – 20

- Minutes available, regular meetings

Flyers – 14

Supervisors – 13

- Can ask if you need information, if you're lucky they are good communicators, supervisor tells us everything (even things we don't *need* to know). Employees value honesty, availability, accountability.

All-Staff Meetings – 10

- Sense of fun/humor, sometimes too silly, some mentioned not being able to regularly attend due to work schedule, want minutes shared

Multiple Channels For Disseminating Information – 8

Attitude – 8

- People *want* to share information, patrons can ask questions and usually get referred to staff in the know

All-Staff E-Mails – 7

- Info about policy changes, timely, limited to only things that are very important

BPLNet – 2

Calendar – 2

Phone Calls – 2

PA Announcements about programs – 2

Mentioned one time: Info desk (lots of means of sharing info), well-curated bulletin boards, Facebook, website, Thought Shop

Other Comments: Need to know what's intended for the public and what's intended for staff, information is clear, timely, a good amount, lots of warning before big changes happen.

Question: List three changes in the way information is communicated that would improve internal communications at BPL.

- **Staff held accountable for sharing information accurately and sharing it in a timely manner.** – Staff also would like more information to be shared directly with them, especially when it involves them personally, and when it affects their ability to serve patrons (incidents, Millennium breakdowns, policy changes).

In line with this – might be useful to have information disseminated through a variety of channels (addressed below) and a format developed for how time-sensitive, critically important information is communicated as opposed to other levels of information.

Concerns also voiced about all-staff getting the same information (re: policy/procedure changes, security issues so that the information can be communicated in a consistent manner to the public. Also following up emails with posted information in department so that people don't all have to print it out – if it is in one area, then everyone knows to look there.

- **Direct and open communication – being up front about incidents, making less information secret** – much of this is in line with the first topic – staff would like more detailed communication and/or more direct communication. People mentioned that information sometimes does not get to them when it is sent through managerial channels.

Mentioned that word of mouth/rumor would be relied upon less if more there was more up-front information. Also, Non-Circ staff (non front-line staff?) also need to know about policies and procedures.

Staff would also like more opportunities to ask questions, including during All-Staff Meetings. (Since that usually involves a time constraint – maybe using All-Staff to inform and allowing staff a forum for asking questions, making suggestions – email, smaller meeting, etc.)

- **Give staff more opportunities to contribute to decision making, consider experience of frontline staff as useful in helping to make decisions, follow through on information.** – Staff would like to feel more involved in and educated about decisions, and would like to see more follow through.
- **Create a consistent place to go for information/ Make the intranet more relevant/ Make sure online information is accurate throughout the website (important for patrons and for staff who rely on it to convey information to patrons)**– specific ideas listed below - some of these might be easier to implement more quickly.
 - Use technology to transmit items that are short, easy to read and understand
 - Put everything in library staff email
 - Daily bulletin in a key location
 - Post more printed e-mails
 - More system-wide email
 - Educate staff as to where to obtain and distribute info
 - Create a "wiki" for staff members to look up codes or templates
 - BPLnet -- if it worked, was searchable, easier to use, it would be the place to find info on everything.
 - All staff e-mails
 - Make a really current and relevant Intranet, and cultivate it, get it to be a regular part of the culture
 - Have a consistent online place to go for info for staff
 - It would be great to have an important event calendar on Outlook/Google calendar, including trainings, meetings, etc.
 - (Patron & Staff focused) Morning announcements over the PA – to inform about events for that day and trainings. I've found out about trainings over the PA and attended.
 - Online manual of procedures that is updated as changes to procedures are made
 - Update Public Webpage more often and more fully to know about our policies, circ limits, etc, and it doesn't always seem to be updated, or one part is updated but another part isn't, so it lists both old and new contradictory info.
 - Did you know" section in newsletter
 - Adjust the BPL website a bit.
 - Making the Annual Report paperless
 - More effective website for communicating information to patrons and staff
 - Create improved staff morale with regular staff newsletter about staff, as marti did
 - Create an online forum for systemwide "all staff" communication
 - (Patron focused) Use Kiosks throughout the library to display library services or upcoming events and allow patrons to use them to find more information.
 - (Patron focused) Opt-in emails for patrons
 - (Patron focused) More programs or classes to promote "Online Resources" to the public
 - (Patron focused) Info should be visible in high areas of traffic, i.e. Check Out stations – (might be addressed with digital displays).
- **(Interdepartmental Communication)** - Share all departmental meeting minutes with all other departments (intranet), more regular intra-departmental meetings to cover new items of importance to staff and developments that might affect others. Specific suggestions to consider :

Weekly department updates in Library News

Work in cross-division groups

Always introduce new staff to other staff and departments

Committees should include staff from various levels and various locations, and should have periodic (quarterly?) reports that are sent to all staff members.

Internal instant messaging to public service desks

Update binders at info desk and create a more comprehensive yet accessible set of instructions and expectations

A protocol for what gets communicated via all staff emails-policy/procedural changes and security alerts about problem patrons would be good things to communicate to front line staff directly.

Have more access to information about trainings since word of mouth seems the most reliable as of now - (done via Newsletter currently)

- **Minutes for All-Staff meetings for those who cannot attend**
- **Giving staff at all levels more time to acquire and process information** (reading email and other information – also a suggestion that staff will check email at least twice per shift.

Other ideas submitted:

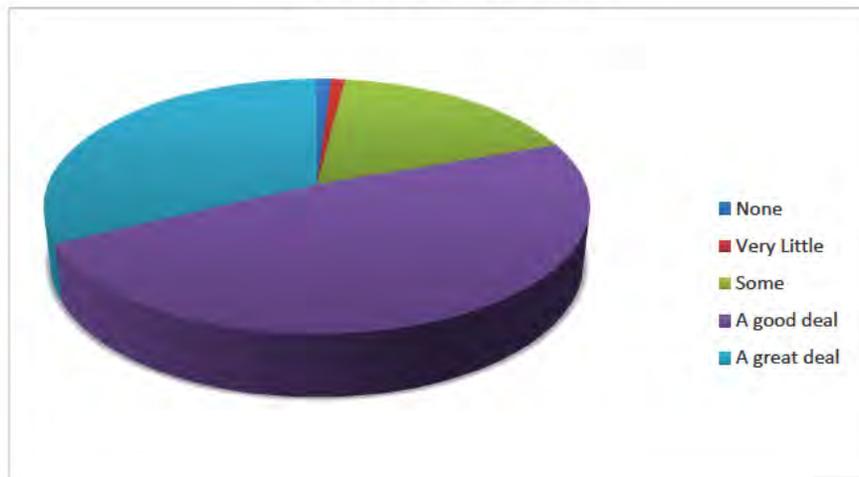
- **Prioritizing by type of communication** – labeling by degree of importance, indicating what items are most important to know, particular channels for different types of information and letting people know to find the information there, communicating in emergencies.
- **Interpersonal communications** – suggestions to stress/improve interpersonal communication, to have more opportunities to socialize (Party Party Committee), more opportunity for staff to interact with administration, management.
- **Making Meetings More Effective** – more regularly scheduled departmental/branch meetings with open sharing of information, good agenda building, baseline standards for working groups, with next steps detailed (speaks to comment that meetings need to be more productive instead of meeting with no results).

Internal Communication Survey: Preliminary Findings

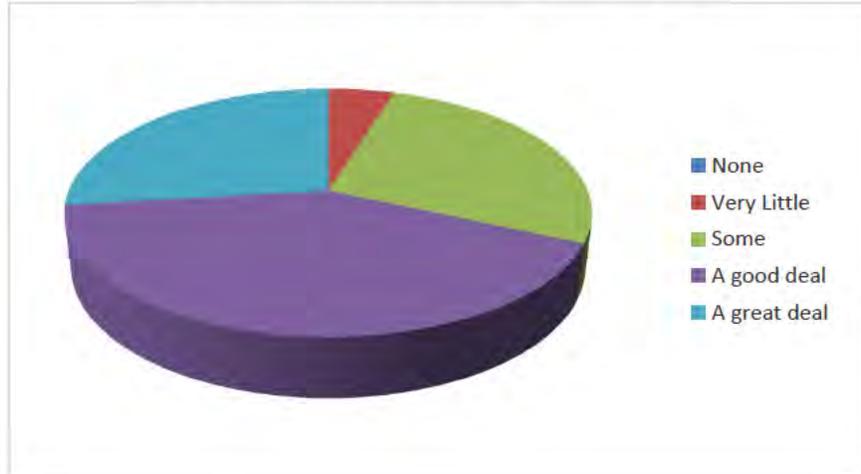


by Erica Dean Glenn
and Jack Baur

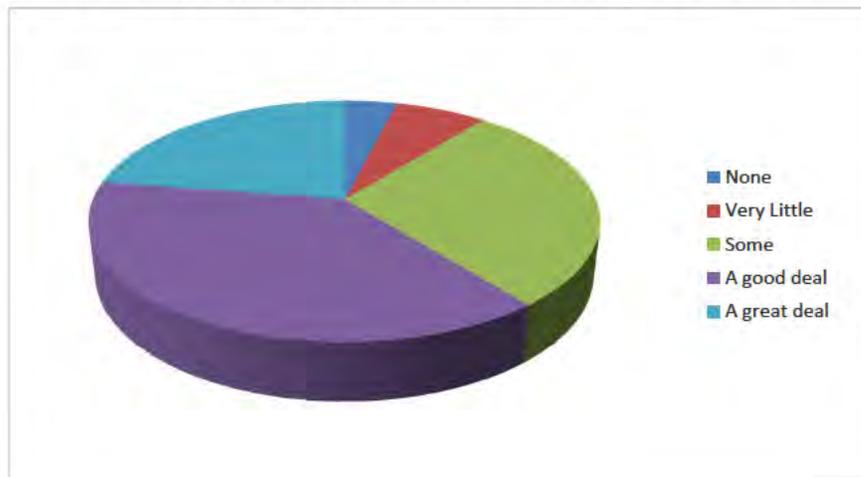
How much info do you get from LIBRARY NEWS?



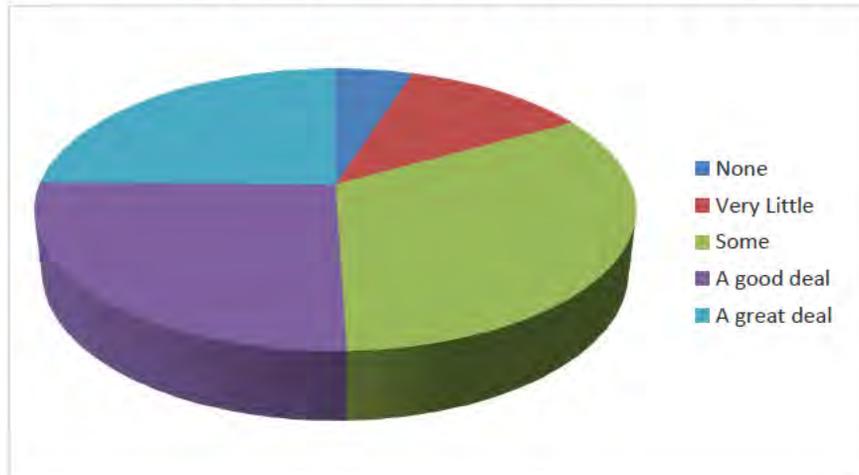
How much info do you get from DEPARTMENTAL E-MAILS?



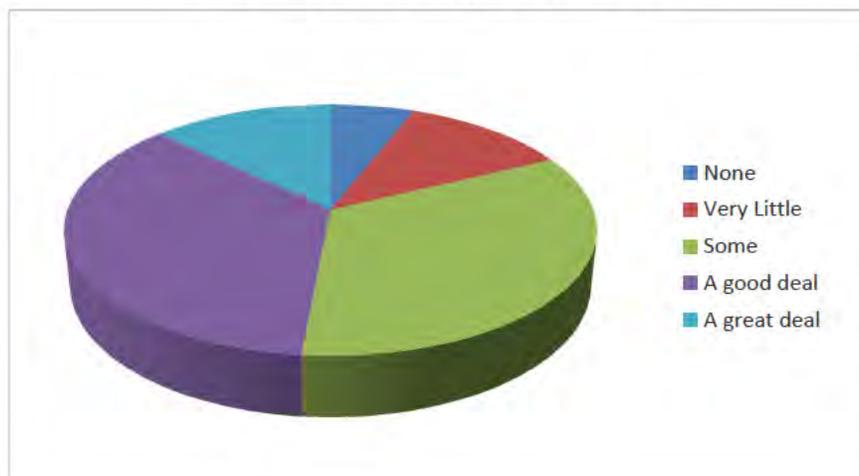
How much info do you get from DEPARTMENTAL STAFF MEETINGS?



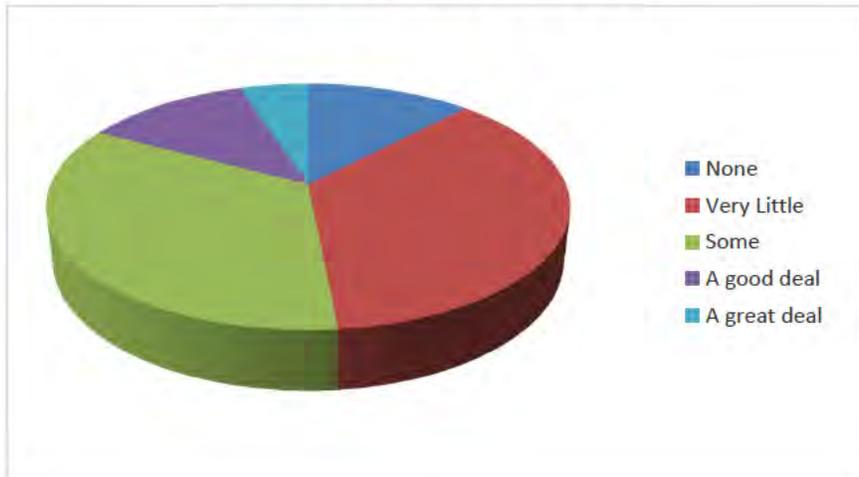
How much info do you get from ONE-ON-ONE TALKS W/ MANAGER?



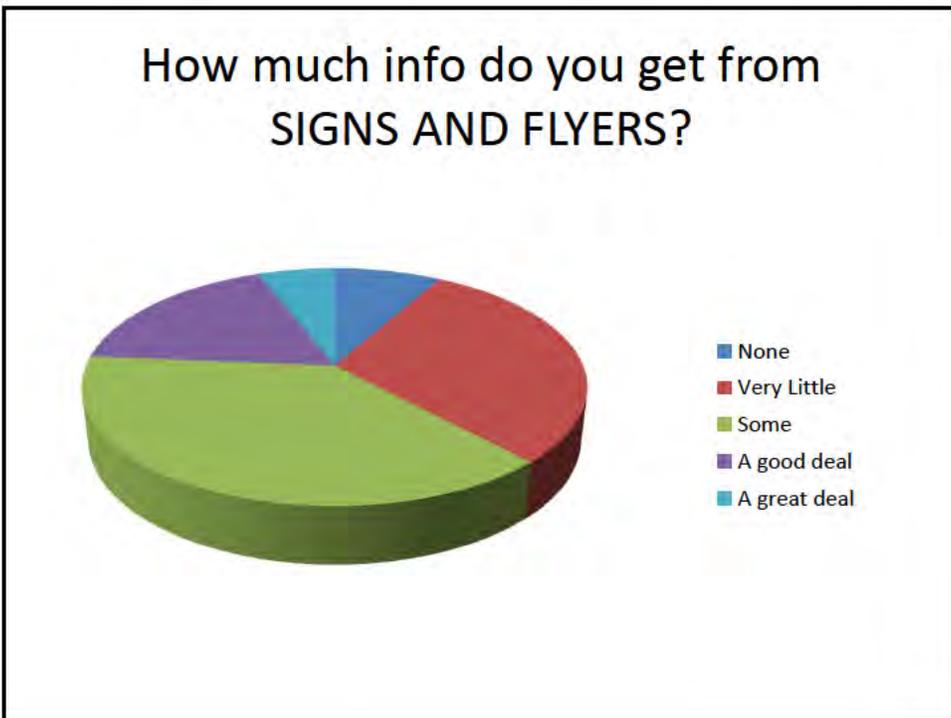
How much info do you get from ALL-STAFF MEETINGS?



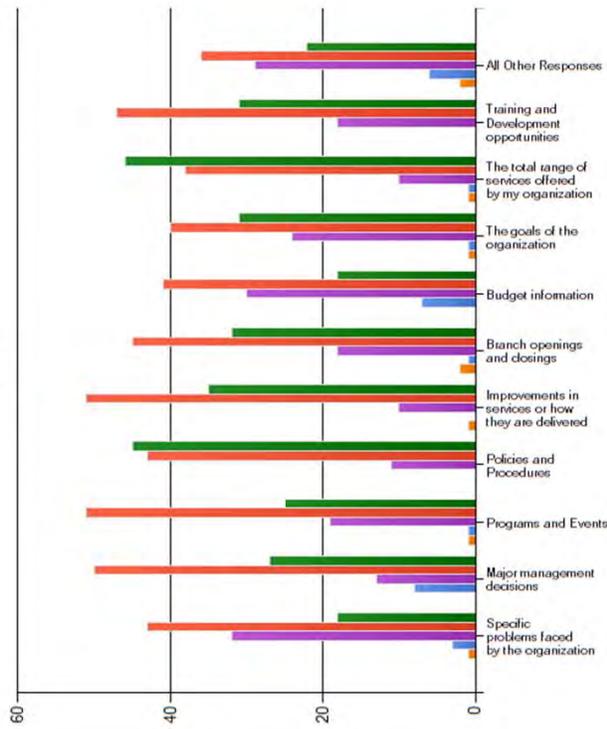
How much info do you get from BPL-NET/INTRANET?



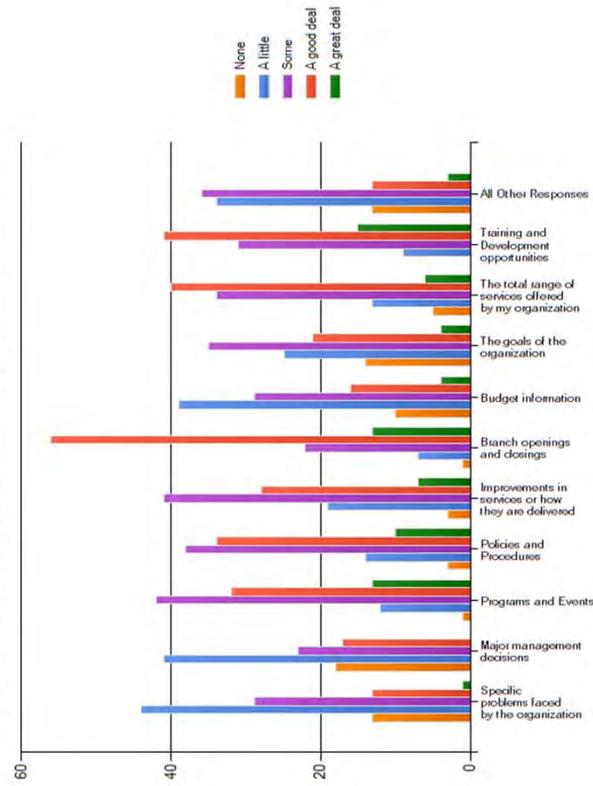
How much info do you get from SIGNS AND FLYERS?



How much information do you feel you **NEED** to receive on the following topics?



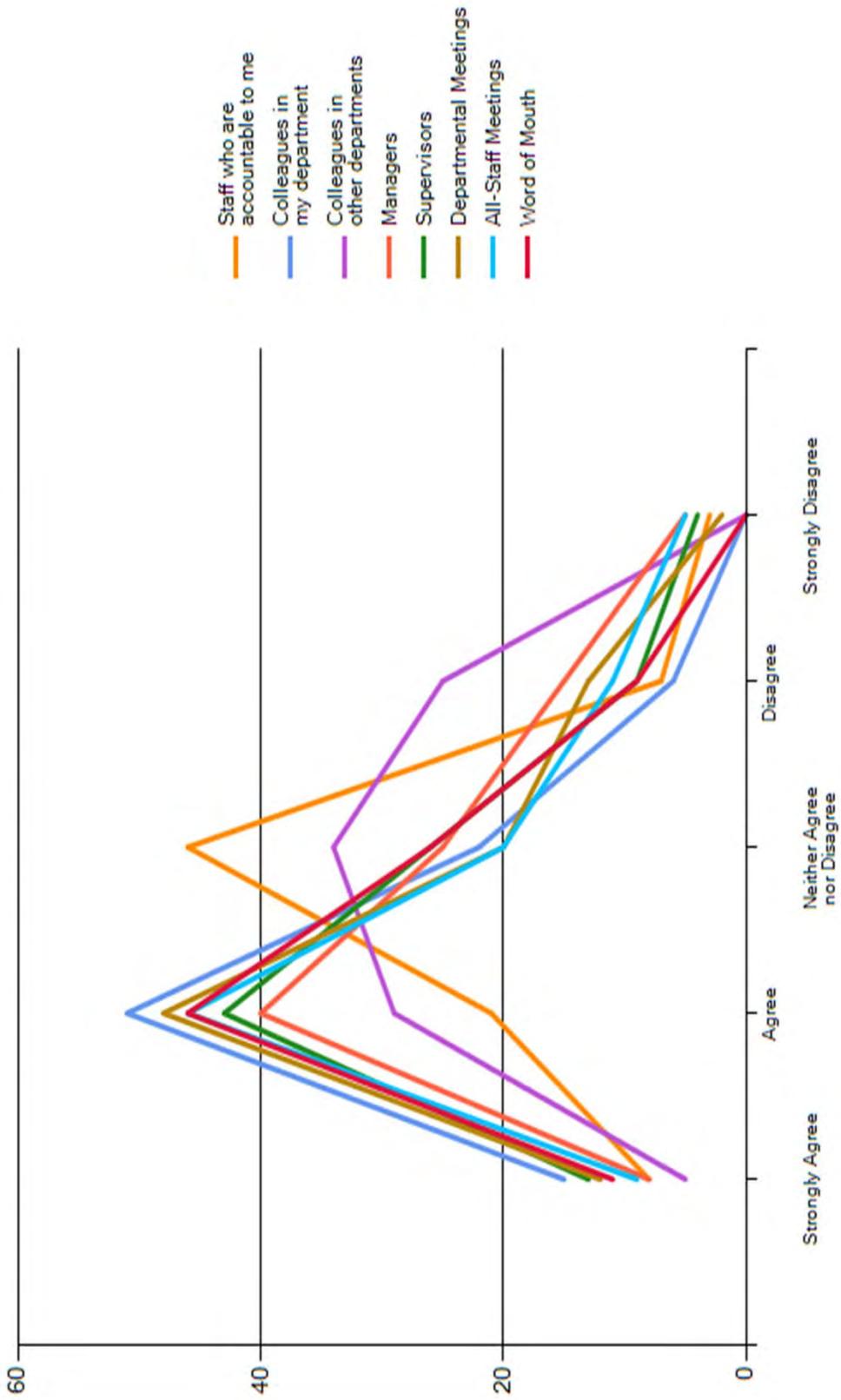
How much information do you receive on the following topics?



Key Findings: Staff would like more information about Major Management Decisions, Programs and Events, Full Range of Library Services, and Library's Goals.

Staff feel like they have enough information about Branch Closures and Openings.

How much do you agree with the following statement: "I receive a sufficient amount of information from the following sources--"



Preferred Means of Receiving Info

Means	# of Responses
E-Mail	104
Library News	66
Meetings	63
Managers	19
Flyers	14

n = about 300

What Changes Would You Like to Make?

- Staff held accountable for sharing information in a timely manner.
- More open, inclusive communication.
- Give staff more opportunities to be involved in decision-making, and follow through on information taken from staff.
- Making Intranet more relevant/creating a consistent online space to go for information.
- Share all departmental meeting notes with other departments (through Intranet?).
- Allocate specific time for staff (particularly aides) to read email/Library News.
- Make incident reports available in a timely manner; share between departments.

Next Steps...

Anonymous Responses will be discussed in the following forums:

- Communications Task Force meeting
- Library Council
- Management Team Meeting

From there, recommendations will be developed for immediate and long-range plans for improving internal staff communications.

AND THE WINNERS ARE...



DRAFT REPORT**BPL Communications Plan**

The term communication used here is meant to include concepts that communications professional might use, such as marketing, advertising and public relations.

Communication is used generally and encourages broad range thinking of the ways people communicate rather than narrower media concepts.

Background

The Berkeley Public Library included development of a communication plan in the Library's Strategic Planning initiative. Beginning in September 2012 a committee was formed including library staff, the Library Foundation and Friends of the Library, chaired by the Library Director, Donna Corbeil for this purpose.

In November 2012 the Library hired *BergDavis Public Affairs* to assist with collecting public and stakeholder input. As a result a library survey was developed and conducted in January – February 2013. The results and analysis served as the basis for the group's conclusions and recommendations. In addition, a communications audit was conducted by the committee to look at internal communication.

Going forward, the communications plan should be linked to the Library's Strategic Planning process with objectives and key components integrated as goals and objectives. Any marketing directions would be part of this larger plan, at minimum marketing would be included as a goal with targeted audiences and programs.

Goal:

Develop a comprehensive public information and communications program to promote the use and support of the Library and increase public awareness of the Library's services, programs, special events and facilities. The plan will coordinate communication strategies for the library's messages and audiences; and reduce the duplication of efforts and expenditures while increasing awareness of what the Library does and offers the community.

Time Frame: Approximately 3 years, September 2013 – December 2016

Target Audience: All Berkeley Residents, Non-profit organizations, other city departments, business community, Library Foundation and Friends of the Library

Objectives and Activities:

- Utilize social media to connect with the community, promote and market library services and collections and solicit timely feedback.
 - ✓ *Develop e-newsletter and send regular e-blasts to targeted community leaders, readers, card holders to promote services and programs.*
 - ✓ *Consider on-line advertising that reinforces the free nature of the library and our place in the social safety net.*

- ✓ *Staff recommendation*
 - ✓ *Library's annual report is released electronically only to help with greater distribution and access.*

- Identify ways to centralize internal communication / marketing systems, including develop campaigns with a single theme; and graphic identify for an inclusive program so that there is greater coordination and consistency in outreach to the media and to streamline workload.
 - ✓ *Establish responsibility for press / community liaison responsibilities; appropriate staff will develop connections to facilitate greater level of partnerships.*
 - ✓ *Create templates for program / event flyers, press releases and other material.*

- Increase the visibility of the Library to the general community with a minimum of two programs annually that tie into larger library initiatives and promotions, such as National Library Week, Library card sign-up month, summer reading program, launch of a new services such as e-books, one-city one-book program, Library Snapshot Day Campaign, etc.
 - ✓ *Establish ways to inform regular library users about programs and event and how the library serves the community*
 - ✓ *Library Program Committee will recommend annual schedule of library events that includes themed efforts.*
 - ✓ *Develop celebrations around the bond program to introduce long-term goals and new initiatives.*

- Provide patrons with attractive, easy-to-read, easy-to-understand printed material and electronic information that motivates them to participate in programs, explain library procedures and policies, and promote services.
 - ✓ *Develop promotional program to elevate the variety of services available at the library beyond material lending.*
 - ✓ *Target audience for unique programs and events that cater to segments of the community, particularly the under-engaged.*
 - ✓ *Identify targeted media opportunities to highlight programs and services tied to current social situations, included local authors, city endeavors.*
 - ✓ *Library website design promotes library services and programming.*
 - ✓ *Electronic signage at all library locations in high traffic areas to display library events, news and general information.*

- Work with print and electronic media to emphasize the importance of reading as a community value that affects quality of life and the libraries Adult/Family Literacy and early literacy programs.
 - ✓ *Campaign to promote free nature of library and place in social safety net.*
 - ✓ *Target audience for unique programs and events that cater to segments of the community, particularly the under-engaged.*

- Develop and distribute timely, effective publicity, including press releases, news and feature articles about the Library.
 - ✓ *Develop promotional program to elevate the variety of services available at the library beyond material lending.*
 - ✓ *Staff assigned to the task of supporting promotional activities, including press releases, mailings, online event calendar postings, etc.*

- Develop a library logo and relevant templates to ensure a consistent, professional image in all library communications, library produced materials and library publications both electronic and print.
 - ✓ *Hire graphic designer to develop logo, style sheets and related materials to create consistent cohesive look for letterhead, business cards, etc.*
 - ✓ *Make available to staff in a central place – electronically logo and other graphics to be used for paper and media needs.*

- Develop strategies and practices to promote and increase awareness of the Library and enhance the perception of BPL as a valuable resource.
 - ✓ *Outreach to community leaders to build stronger partnerships for the purpose of disseminating information about the library.*
 - ✓ *Develop e-newsletter and send regular e-blasts to targeted community leaders, readers, card holders to promote services and programs.*
 - ✓ *Develop a variety of tools to test effectiveness of communication strategy and depth of public's awareness of library activities, services and programs.*
 - ✓ *Target current users that value library services to promote unique programs etc.*
 - ✓ *Library website reflects messaging campaign and provides valuable information that easily accessible and timely to target audiences.*

- Increase the Library's visibility and effectiveness by collaborating and forming partnerships with other city agencies, non-profits and community groups to further outreach and inform the public regarding our services.
 - ✓ *Develop plan for outreach that prioritizes and creates list of community organizations to target, beginning with those that most relevant to library's current goals.*
 - ✓ *Library administration and management staff regularly meet with other city staff, nonprofit and community organization leaders to build relationships.*
 - ✓ *Collaborate with support groups, the Foundation and Friends to raise the profile of all three organizations and the library's mission.*

- Increase internal communication on programming, services, and policies so that all staff is well-informed on what the library has to offer and what these resources can mean to or how they may help residents, and so that staff is fully equipped to help ensure a safe and welcoming environment in the library for all users;

develop and share key messages and implementation details to ensure staff support and build enthusiasm.

- ✓ *Expand and improve Library intranet, make it more accessible and easily searchable with social media tools used to share information, questions, calendars and policy manuals.*
- ✓ *Staff person to be assigned to the task of supporting promotional activities, including sending out press releases, mailings, online event calendar postings, etc.*
- ✓ *Promote interdepartmental sharing, post meetings and committee meeting notes and actions on the staff Intranet.*
- ✓ *Establish best practices internally related to: consistent unit meetings; time and location to check email; access to information about training and staff development opportunities; effective interpersonal communication practices; effective meetings, etc.*
- ✓ *Internal staff newsletter is responsive to staff information needs and wants.*

Summary

In the course of completing the Communications Plan staff has several opportunities to comment, add content and suggestion topics for inclusion. Some of these ideas and those of the consultant should be translated into actions, such as:

- Create an electronic newsletter to “push’ information to public and partners.
- Increase library outreach - provide staff support for these activities and strategic direction at the management level.
- Seek feedback and involvement from external (community) groups that appear to not be fully engaged
- Increase internal coordination and sharing of information on events, performers and other contacts – make these easy for staff to find and use.
- Establish internal best practices related to communication and decision-making.
- Package programs and services to meet the needs of organizations and potential library users that target specific interests.
- Overhaul the library’s internal staff intranet so it is a portal to the information staff needs to work together and learn about library programs and access graphical images, logos and templates.
- Develop assessment tools so we can learn from patrons and those that may not be users what is effective, needed and successful.
- Communication is established as a management and library wide priority.
- Assign a staff person to provide library wide support for promotional activities, including press releases, mailings, online event calendar postings, assist performers and staff coordination of related activities.
- Develop an online tool (database) to support staff, which would accept program suggestions from patrons and staff, collect contact and logistical information about performers and events, and a mechanism to assess program outcomes.

Next Steps

Following board review and feedback approve the plan. Incorporate these goal and objectives into the Library’s Strategic Plan, as appropriate.