



BERKELEY PUBLIC LIBRARY BOARD OF LIBRARY TRUSTEES

REGULAR MEETING
December 10, 2014

AGENDA
5:30 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 *
- 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. Strategic Plan

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 November 12, 2014 Regular Meeting**
Recommendation: Approve the minutes of the November 12, 2014 regular meeting of the Board of Library Trustees.
- B. **Author's Dinner**
Recommendation: Adopt the resolution approving the arrangements in preparation for the eleventh annual Authors Dinner to be held on Saturday, February 7, 2015 at the Central Library.
- C. **E-Rate Discount**
Recommendation: Adopt a Resolution approving the submission of an application to USAC for Universal Service Discounts in FY 15/16.

IV. ACTION CALENDAR

- A. **Biennial Budget Development FY 2016 & FY 2017**
Recommendation: Adopt a resolution adopting budget priorities for the Library for the fiscal period FY 2016 and FY 2017.
- B. **Amend Contract: One Workplace L. Ferrari, LLC**
Recommendation: Adopt a resolution authorizing the Director of Library Services to amend Contract No. 9200 with One Workplace L. Ferrari, LLC in an incremental amount of \$60,000 for the procurement of furniture and associated delivery, temporary storage, and installation services for staff workstations and other related furniture at the Central Library for an amended not-to-exceed value of \$350,000 for the period projected from February 18, 2013 through December 31, 2015.

V. INFORMATION REPORTS

- A. **December 2014 Monthly Report from Library Director**
 - i. Library Development
 - ii. Professional Activities
 - iii. Programs, Services and Collections
 - iv. Personnel
 - v. Branch Bond Program Update

* Public Comments - speakers allowed 3 minutes each

B. Library Technical Services Workflow Report

C. 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 5:30 PM on Wednesday, January 14, 2015 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 December 3, 2014.

//s//

Jeff Scott, 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.

MINUTES
BERKELEY PUBLIC LIBRARY
BOARD OF LIBRARY TRUSTEES SPECIAL MEETING
Wednesday, November 12, 2014, 6:00 P.M.

SOUTH BRANCH LIBRARY – 1901 RUSSELL STREET

Board of Library Trustees:

Chair Abigail Franklin	Winston Burton
Vice Chair Julie Holcomb	Darryl Moore
	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/board-library-trustees>

A. Call to Order: 6:00 P.M.

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

Absent: none.

Also Present: Jeff Scott, Director of Library Services; Suzanne Olawski, Deputy Director of Library Services; Dennis Dang, Administrative and Fiscal Services Manager; Anwan Baker, Supervising Librarian; Dan Beringhele, Librarian; and, Sierra Gribble, Library Specialist.

B. Public Comments: None.

C. Report from library employees and unions, discussion of staff issues: None.

D. Report from Board of Library Trustees:

1. Trustee Holcomb: kudos to staff for John Lewis event; Mary Jo Pace gift acknowledgement celebration; welcome to Jeff
2. Trustee Franklin: Mary Jo Pace gift acknowledgement celebration (Bill – coordination and Rachel – special, personal remarks); welcome to Jeff; enjoyed staff conference reports –post so other staff can see
3. Trustee Novosel: impressed with staff conference reports

II. PRESENTATIONS CALENDAR

A. Library on Wheels

Anwan Baker, Supervising Librarian, Reference, provided a presentation. (Attachment 1)

III. CONSENT CALENDAR

Items I and J moved to Action Calendar.

M/S/C Trustee Holcomb / Trustee Moore to adopt Resolution # R14-056 approving the Consent Calendar except items I & J.

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

A. Approve minutes of August 28, 2014 Special Meeting

From: Director of Library Services

Recommendation: Adopt a resolution to approve the minutes of the August 28, 2014 Special Meeting as presented.

Financial Implications: None.

Contact: Jeff Scott, Director of Library Services

Action: Adopted Resolution # R14-57.

B. Approve minutes of September 3, 2014 3PM Special Meeting

From: Director of Library Services

Recommendation: Adopt a resolution to approve the minutes of the September 3, 2014 3PM Special Meeting as presented.

Financial Implications: None.

Contact: Jeff Scott, Director of Library Services

Action: Adopted Resolution # R14-58.

C. Approve minutes of September 3, 2014 6PM Special Meeting

From: Director of Library Services

Recommendation: Adopt a resolution to approve the minutes of the September 3, 2014 6PM Special Meeting as presented.

Financial Implications: None.

Contact: Jeff Scott, Director of Library Services

Action: Adopted Resolution # R14-59.

D. Approve minutes of September 12, 2014 Special Meeting

From: Director of Library Services

Recommendation: Adopt a resolution to approve the minutes of the September 12, 2014 Special Meeting as presented.

Financial Implications: None.

Contact: Jeff Scott, Director of Library Services

Action: Adopted Resolution # R14-60.

E. Approve minutes of September 25, 2014 Special Meeting

From: Director of Library Services

Recommendation: Adopt a resolution to approve the minutes of the September 25, 2014 Special Meeting as presented.

Financial Implications: None.

Contact: Jeff Scott, Director of Library Services

Action: Adopted Resolution # R14-61.

F. Approve minutes of October 8, 2014 Special Meeting

From: Director of Library Services

Recommendation: Adopt a resolution to approve the minutes of the October 8, 2014 Special Meeting as presented.

Financial Implications: None.

Contact: Jeff Scott, Director of Library Services

Action: Adopted Resolution # R14-62.

G. Authorization to Open the Central Library and All Branches One Hour Late to Allow Adequate Time for All-Staff Meetings

From: Director of Library Services

Recommendation: Adopt a resolution to open the Central Library and all branch libraries one hour later on January 30, May 29, July 31 and October 30, 2015 to allow adequate time for the all-staff meeting.

Financial Implications: See Report.

Contact: Jeff Scott, Director of Library Services

Action: Adopted Resolution # R14-63.

H. 2015 Holiday Schedule for The Berkeley Public Library

From: Director of Library Services

Recommendation: Adopt the resolution approving the 2015 calendar of holidays for the Berkeley Public Library.

Financial Implications: See Report.

Contact: Jeff Scott, Director of Library Services

Action: Adopted Resolution # R14-64.

I. 2015 Meeting Schedule for the Board of Library Trustees

Moved to Action Calendar

J. Annual Report to City Council

Moved to Action Calendar.

K. License agreement between Library and the Berkeley Public Library Foundation for use of space in the Central Library

From: Director of Library Services

Recommendation: Adopt a resolution granting a License Agreement between the Library and Berkeley Public Library Foundation for the use of office space in the Central Library for the period from January 3, 2015 through January 2, 2018.

Financial Implications: See Report.

Contact: Jeff Scott, Director of Library Services

Action: Adopted Resolution # R14-67.

L. License agreement between Library and the Friends of the Berkeley Public Library for use of space in the Central Library

From: Director of Library Services

Recommendation: Adopt a resolution granting a License Agreement between the Library and Friends of the Berkeley Public Library for the use of office space and a retail space in the Central Library for the period from January 3, 2015 through January 2, 2018.

Financial Implications: See Report.

Contact: Jeff Scott, Director of Library Services

Action: Adopted Resolution # R14-68.

IV. ACTION CALENDAR REPORTS

A. Chairperson and Vice-Chairperson Nominations and Election of Chairperson and Vice- Chairperson

From: Director of Library Services

Recommendation: Accept nominations and adopt a resolution electing one Trustee to sit as Chairperson and another to sit as Vice-Chairperson for a one-year term.

Financial Implications: See Report.

Contact: Jeff Scott, Library Director

Action: M/S/C Trustee Holcomb / Trustee Moore to adopt Resolution # R14-68 to accept nominations and adopt a resolution electing Trustee Franklin to sit as Chairperson for a one-year term.

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

Abstentions: None.

Action: M/S/C Trustee Franklin / Trustee Novosel to adopt Resolution # R14-69 to accept nominations and adopt a resolution electing Trustee Holcomb to sit as Vice-Chairperson for a one-year term.

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

Abstentions: None.

B. Contract: First Alarm Security and Patrol, Inc. dba: First Security Services

From: Director of Library Services

Recommendation: Adopt a resolution authorizing the Director of Library Services to enter into a contract and any amendments with First Security Services for the provision of security services at the Central Library and on request at any Library branch facility for a not-to-exceed amount of \$673,711 for the period of January 1, 2015 through June 30, 2019 subject to the annual appropriation of authorized funds.

Financial Implications: See Report.

Contact: Jeff Scott, Library Director

Action: M/S/C Trustee Moore / Trustee Novosel to adopt Resolution # R14-70 as presented.

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

Abstentions: None.

C. Amend Contract: Konica Copiers

From: Deputy Director of Library Services

Recommendation: Adopt a resolution authorizing the Director of Library Services to amend Contract No. 8977 with Konica Minolta Business Solutions USA, Inc. by increasing the contracted not-to-exceed amount to \$180,000 for the continuing provision of public use copiers, printers, and related vending services at all Library locations and by extending the term date to end on June 18, 2016 and with the option to extend further on a month-to-month basis without any changes to lease and metered rates..

Financial Implications: See Report.

Contact: Suzanne Olawski, Deputy Director

Action: M/S/C Trustee Moore / Trustee Novosel to adopt Resolution # R14-71 as presented.

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

Abstentions: None.

D. Amend Contract: L.J. Kruse Company

From: Financial and Administrative Services Manager

Recommendation: Adopt a resolution authorizing the Director of Library Services to amend Contract No. 9004 with L.J. Kruse Company in an incremental amount of \$50,000 for facilities maintenance HVAC and plumbing systems preventative maintenance services and on-call servicing, and to extend the term of the contract from December 31, 2014 to December 31, 2016 for an amended not-to-exceed value of \$225,000.

Financial Implications: See Report.

Contact: Dennis Dang, Financial and Administrative Services Manager

Action: M/S/C Trustee Moore / Trustee Novosel to adopt Resolution # R14-72 as presented.

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

Abstentions: None.

E. 2015 Meeting Schedule for the Board of Library Trustees

Moved from Consent Calendar.

From: Director of Library Services

Recommendation: Adopt a resolution approving the dates, times and locations for the 2015 regular meeting schedule for the Board of Library Trustees.

Financial Implications: See Report.

Contact: Jeff Scott, Director of Library Services

Action: M/S/C Trustee Holcomb / Trustee More to adopt Resolution # R14-65 as presented.

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

Abstentions: None.

F. Annual Report to City Council

Moved from Consent Calendar.

add 1 pp executive summary, inclusive of new DOLS appointment; DOLS to present report to CC; inform BOLT of date (Burton moved, Holcomb 2nd, all agree to action)

From: Director of Library Services

Recommendation: Adopt a resolution approving the Annual Report to the Berkeley City Council from the Board of Library Trustees for the period of July 2013 through June 2014.

Financial Implications: See Report.

Contact: Jeff Scott, Director of Library Services

Action: /S/C Trustee Holcomb / Trustee More to adopt Resolution # R14-66.

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

Abstentions: None.

V. INFORMATION REPORTS

A. November 2014 Monthly Report from Library Director

From: Director of Library Services

Contact: Jeff Scott, Library Director

Action: Received.

B. FY15 – 1st Quarter Budget Report

From: Financial and Administrative Services Manager
Contact: Dennis Dang, Financial and Administrative Services Manager
Action: None.

C. Library events

From: Director of Library Services
Contact: Jeff Scott, Library Director
Action: None.

VI. AGENDA BUILDING

The next meeting will be a Regular Meeting held at 6:00 PM on Wednesday, December 10, 2014 at the South Branch Library, 1901 Russell Street, Berkeley.

Future agenda items:

- Strategic Plan presentation
- Annual Report to City Council with Executive Summary
- Bike fix-it stations

VII. ADJOURNMENT

Adjourned at 6:47 P.M.

COMMUNICATIONS: none

SUPPLEMENTAL COMMUNICATIONS AND REPORTS:

1. Library on Wheels Presentation

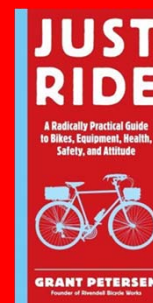
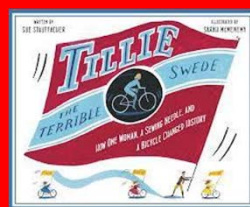


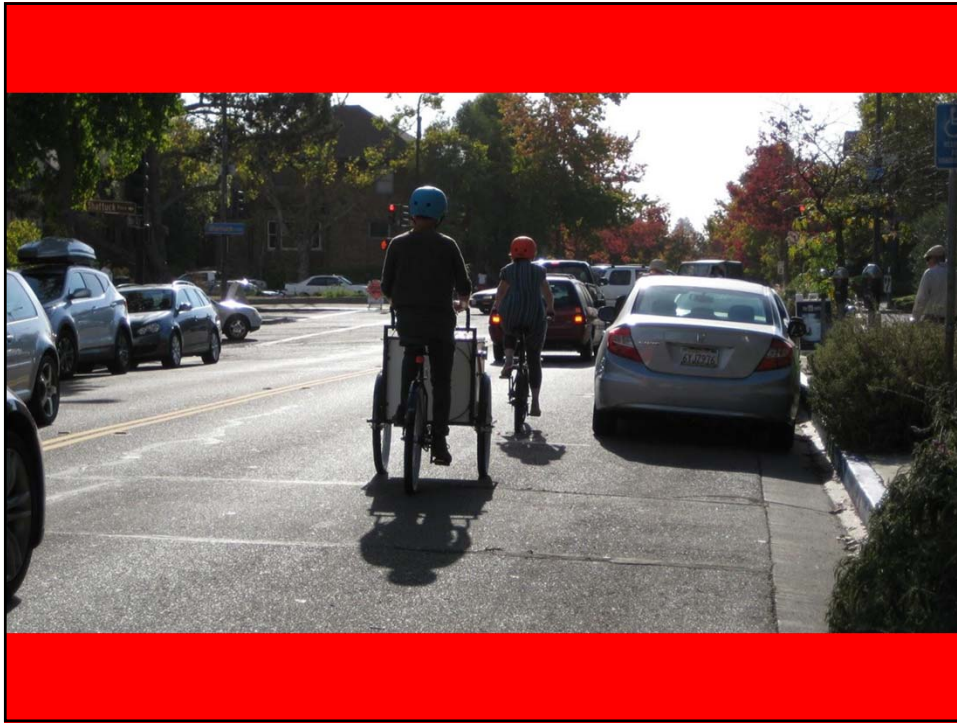
Farmers' Markets & Festivals





- Dedicated Collection of cycling, cooking, sustainability, teen & children's materials
- Wifi & iPads to make digital services accessible
- GoPro handlebar mounted camera
- Streaming media







CONSENT CALENDAR
December 10, 2014

TO: Board of Library Trustees
FROM: Suzanne Olawski, Deputy Director of Library Services
SUBJECT: 2015 ANNUAL AUTHORS DINNER EVENT

RECOMMENDATION

Adopt the resolution approving the arrangements in preparation for the 13th annual Authors Dinner to be held on Saturday, February 7, 2015 at the Central Library.

FISCAL IMPACT

There will be no fiscal impact from this report.

BACKGROUND

For the past twelve years in February, the Berkeley Public Library Foundation has held an annual Authors Dinner at the Central Library. The event generates much excitement throughout the community and is an important fundraising event for the Library Foundation.

CURRENT SITUATION AND ITS EFFECTS

The 13th annual Authors Dinner is scheduled for Saturday, February 7, 2015 with a gala reception beginning at 6 pm, followed by a Silent Auction and dinner. The Foundation is expecting approximately 320 guests, and 30 noted authors are scheduled to attend. In preparation for this event, the following arrangements need Board approval:

1. Close the Central Library at 5:00 pm on Saturday, February 7, 2015. Public computers will shut down at 4:50 pm.
2. Arrange for Library staff to assist with cleanup of the Central Library between 5:00 and 6:00 pm.
3. Close the Historic Reference Room, the Teen Room, the Historic Lobby, the second floor Reading Room, and the Berkeley History Room all day on Saturday, February 7, 2015.
4. Arrange for maintenance staff to be available for resetting lights and various other set-up efforts.

FUTURE ACTION

No future action is required.

Attachments:

1. Resolution

BOARD OF LIBRARY TRUSTEES

RESOLUTION NO.: 14-___

**APPROVAL OF THE ARRANGEMENTS FOR THE 2015 13th ANNUAL AUTHORS DINNER EVENT
TO BE HELD ON SATURDAY FEBRUARY 7, 2015 AT THE CENTRAL LIBRARY**

WHEREAS, over the past 12 years the Berkeley Public Library Foundation has held annual Authors Dinners at the Central Library; and

WHEREAS, this event is an important fundraising event for the Library Foundation; and

WHEREAS, the 13th annual Authors Dinner is scheduled for Saturday, February 7, 2015; and

WHEREAS, in preparation for the event, specific arrangements must be approved by the Board of Library Trustees.

NOW, THEREFORE, BE IT RESOLVED by the Board of Library Trustees of the City of Berkeley to approve the following arrangements in preparation for the eleventh annual Authors Dinner:

1. Close the Central Library at 5:00 pm on Saturday, February 7, 2015.
2. Shut down the Central Library's public computers at 4:50 pm on Saturday, February 7, 2015.
3. Arrange for Library staff to assist with cleanup of the Central Library between 5:00 and 6:00 pm on Saturday, February 7, 2015.
4. Close the Historic Reference Room, the Teen Room, the Historic Lobby, the second floor Reading Room, and the Berkeley History Room all day on Saturday, February 7, 2015.
5. Arrange for maintenance staff to be available for resetting lights and various other set-up efforts.

ADOPTED by the Board of Library Trustees of the City of Berkeley at a regular meeting held on December 10, 2014 by the following vote:

AYES:

NOES:

ABSENT:

ABSTENTIONS:

Abigail Franklin, Chairperson

Jeff Scott, Director of Library Services
Serving as Secretary to the Board of Library Trustees



CONSENT CALENDAR

December 10, 2014

TO: Board of Library Trustees
FROM: Alicia Abramson, Manager, Information Technology & Technical Services
SUBJECT: UNIVERSAL SERVICE FUND (E-RATE) PROGRAM

RECOMMENDATION

Adopt a resolution authorizing the Director of Library Services to participate in and accept Universal Service Fund (E-Rate) program funding in fiscal years 2014 and 2015.

INTRODUCTION

Among the Berkeley Public Library's range of services aimed at providing public access to information is the availability of free and unrestricted Internet access via a high-speed broadband network accessed by no-charge public-use computers or, by Library-provided or patron-owned devices.

For the Library to provide high-speed Internet access within available financial resources the Library participates in and has received pricing discounts since 2007 for telecommunications services through a program commonly known as "E-Rate."

The E-Rate program is described as follows:

The schools and libraries universal service support program, commonly known as the E-Rate program, helps schools and libraries to obtain affordable telecommunications services, broadband Internet access and internal network connections.

Eligible schools, school districts and libraries may apply individually or as part of a consortium. Funding may be requested under five categories of service: telecommunications, telecommunications services, Internet access, internal connections, and basic maintenance of internal connections. Discounts for support depend on the level of poverty and whether the school or library is located in an urban or rural area. The discounts range from 20 percent to 90 percent of the costs of eligible services. E-Rate program funding is based on demand up to an annual Commission-established cap of about \$2.3 billion.

The E-Rate program is administered by the Universal Service Administrative Company (USAC) under the direction of the Federal Communications Commission (FCC). Specifically, the USAC is responsible for processing the applications for support, confirming eligibility, and reimbursing service providers and eligible schools and libraries for the discounted services. USAC also ensures that the applicants and service providers comply with the E-Rate rules and procedures established by the Commission.

E-Rate discounts are awarded on an annual basis to eligible libraries after the required application has been submitted. E-Rate discounts are based on the number of students in the local school district who are eligible for the National School Lunch Program. The Berkeley Public Library's current discount rate is 60%, meaning that the Library may receive discounts for eligible telecommunications costs of up to 60% of the total through the E-Rate program.

The E-Rate funding year cycle starts July 1 and ends on June 30. Applications are due during a filing "window" that generally starts in late December and ends sometime the following March. The application process requires the documentation of eligible ordered or to be ordered telecommunication services and is reviewed for validity and program compliance before a "Funding Commitment Decision Letter" is issued, thus indicating the review process has been completed.

The Library receives E-Rate funding in the form of discounts on telecommunication services which are applied (credited) directly to bills received from the Service Provider – AT&T is the Library's service provider for telephone services and internet access. That is to say, the Library does not receive these funds directly.

BACKGROUND

The Library has long provided free and unrestricted Internet access to the public at all BPL locations via a high-speed broadband network accessed by either no-charge public-use computers or, by Library-provided or patron-owned devices. During the two most recent completed fiscal year periods, fiscal years 2013 and 2012, the Library paid (net of E-Rate discounts) \$63,496 and \$86,063, respectively, for telephone and Internet service. Confirmed funding commitments are received as credits to the Library's telecommunication invoices and are not necessarily applied to invoices within the associated committed funding year.

At the January 15, 2014 meeting the Board of Library Trustees adopted resolution (#R14-004) authorizing the "Director of Library Services to participate in and accept any universal service fund (E-Rate) program funding received for fiscal year 2014; and in subsequent years."

At the time the resolution was made, the Universal Services Administration Corporation (USAC), which administers the E-Rate program, had not yet awarded the Library funding discounts for the 7/1/13-6/30/14 E-Rate year for which the Library submitted an application for \$39,746.40 in discounts.

Due to delays experienced by many applicants throughout the state of California from changes in State managed telecommunications contracts, the Library did not receive an award letter for this request until October 30, 2014.

Additionally, the Library submitted an E-Rate request on March 26, 2014 for \$31,024.80, and received one award letter for \$23,803.20 on May 15, 2014 and another for \$4,568.40 on October 29, 2014.

FISCAL IMPACTS

Historic E-Rate Discount Support

Funding Year	Discount Commitment
2014-2015	\$28,371.6
2013-2014	\$39,746.4
2012-2013	\$37,549.80

2011-2012	\$47,990.66
2010-2011	\$48,987.00
2009-2010	\$47,088.65
2008-2009	\$47,088.65
2007-2008	\$44,848.59

CURRENT SITUATION AND ITS EFFECTS

The Library will be applying for E-Rate discounts for the 7/01/15-6/30/16 year when the E-Rate application window opens either later in 2014, or in early 2015. We expect the awarded discounts to be applied to our telecommunications bills within the next several months. Owing to the delay in the award of the prior year's discounts, we anticipate that Library Telecommunications spending for the 7/1/14-6/30/15 period to be lower than previous years.

The Library actively searches and participates in funding support programs, such as the E-Rate program, that enable it to fulfill its mission of providing free access to information within the City of Berkeley.

FUTURE ACTION

No future action is necessary.

Attachments

1. Resolution

BOARD OF LIBRARY TRUSTEES

RESOLUTION NO.: 14-__

AUTHORIZING THE DIRECTOR OF LIBRARY SERVICES TO PARTICIPATE IN AND ACCEPT UNIVERSAL SERVICE FUND (E-RATE) PROGRAM FUNDING IN FISCAL YEAR 2014

WHEREAS, the E-Rate program administered by the Universal Service Administrative Company (USAC) under the direction of the Federal Communications Commission (FCC) is a universal service support program offered to schools and libraries to assist such organizations in obtaining affordable telecommunications services, broadband Internet access and internal network connections; and

WHEREAS, since fiscal year 2008 the Berkeley Public Library has applied for and received funding support as invoicing discounts offered through the E-Rate program for telecommunication services, broadband Internet access and internal network connections that support the Library in its mission to provide free and unrestricted public access to information; and

WHEREAS, on March 8, 2013 the Library submitted an application for program funding support of \$31,024.80 for the year period spanning 2013 and 2014; and

WHEREAS, the Library is awaiting a response from the USAC for fiscal year 2014 funding support; 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 participate in and accept any universal service fund (E-Rate) program funding received for fiscal year 2014; and in subsequent years.

ADOPTED by the Board of Library Trustees of the City of Berkeley at a regular meeting held on January 15, 2014 by the following vote:

AYES:

NOES:

ABSENT:

ABSTENTIONS:

Abigail Franklin, Vice Chairperson

Jeff Scott, Director of Library Services
Serving as Secretary to the Board of Library Trustees



ACTION CALENDAR

December 10, 2014

TO: Board of Library Trustees
FROM: Jeff Scott, Director of Library Services
SUBJECT: BIENNIAL BUDGET DEVELOPMENT FY 2016 & FY 2017

RECOMMENDATION

Adopt a resolution adopting budget priorities for the Library for the fiscal period FY 2016 and FY 2017.

INTRODUCTION

The purpose of this report is to provide background relevant to setting library budget priorities for the coming two-year Library FY 2016 / 2017 budget, beginning July 1, 2015.

FISCAL IMPACT

There is no direct fiscal impact from this report.

BACKGROUND

At the December 12, 2012 meeting, the board with passage of BOLT Resolution No.: R12-084 adopted the following priorities for FY 2014/15:

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

Among the board's accomplishments in regards to this budget cycle's enunciated priorities are 1) the kick-off and completion of the conceptual development phase for repairs and improvements to the Central Library, an undertaking that's currently moving into the design development phase encompassing creation of a distinct dedicated teen space and other spatial enhancements to improve the building's functionality; 2) the on-going development of an updated 3-year Strategic Plan; and 3) the December 2013 extension of hours at all four branch libraries. In reference to the priority concerning oversight of the operational budget and the accommodation of future operational needs the Library remains continually vigilant to manage its resources in a prudent, transparent, and principled manner.

With a Fund\$ budget module meeting held on Monday, November 17th for all budget staff the City initiated the start of the biennial budget build for fiscal years 2016 and 2017.

The Council's fiscal policies provide the fundamental framework for the city's budget development and include:

- *Focusing on the long-term fiscal health of the city by adopting a two-year budget and conducting multi-year planning;*
- *Building a prudent reserve;*
- *Developing long-term strategies to reduce unfunded liabilities;*
- *Controlling labor costs while minimizing layoffs;*
- *Allocating one-time revenue for one-time expenditures (e.g. capital investments and deferred maintenance)*
- *Requiring enterprise and grant funds to balance and new programs to pay for themselves; and*
- *Any new expenditure requires new revenue or expenditure reductions.*
- *As the general Fund subsidy to the Safety Members Pension fund declines over the next several years, the amount of the annual decrease will be used to help fund the new Police Employee Retiree Health Plan (Fund 903)*

Budget parameters established by the City impacting the Library for this biennial cycle include:

- Reserve at 8% of gross General Fund revenues (the Library target equivalent is the Library Tax Fund)
- Baseline medical plan rate increases of 2.8% in FY 2016, and 5.0% in FY 2017
- Baseline dental plan rate increases of 0.0% in FY 2016, and 4.0% in FY 2017
- CalPERS Miscellaneous retirement plan cost increase of 0.73% to 24.030% in FY 2016, and a projected rate of 25.9% in FY 2017
- Retiree medical rates ranging from 1.0% to 4.7% in FY 2016 and FY 2017
- Office staff worker compensation rate at 2.03% in FY 2016 and FY 2017
- Personnel cost scenarios at a 1.0% and a 2.0% increase in FY 2016
- A 2.0% increase in the library tax receipt for FY 2016

Library Work Plan

The model the board has used is similar to one undertaken by the City as part of the budget planning process. Similar to the City Council process in which the City Manager assigns a designation to city projects, we began to use the designations of critical initiative (CI), special project (SP), and department project (DP); those projects most directly related to Board priorities have a critical initiative (CI) designation. Staff provides periodic status reports on projects as part of the budget process or as informational items. The projects included are a reflection of board priorities but also initiatives included in the Strategic Plan. One of the underlying assumptions is that the vast majority of work in the department or 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. 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 Library will use the same definition as the City does 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 arise, staff will address the need by planning and budgeting allocated funds within the current year’s budget or recommend the initiative be deferred and incorporated into a future fiscal cycle, for example capital or facility 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.

Attached (Attachment 2) is an updated summary spreadsheet of the revised FY 2014/15 Library Work Plan as adopted by the board with passage of BOLT Resolution No.: R13-049 at the July 10, 2013 regular meeting of the Board of Library Trustees and revised by the Board at its February 12, 2014 regular meeting.

CURRENT SITUATION AND ITS EFFECTS

The FY 2016/2017 Biennial Budget process is underway. The board, as part of this process will designate new, revised or carryover budget priorities.

Proposed Priorities for FY16/17:

1. Identify and prioritize strategic capital improvements, including infrastructure and Central Library repairs and improvements for possible action
2. Maintain the stability of operating budget and plan for future operational needs – including establishing / maintaining a balanced budget
3. Undertake a marketing campaign to raise the Library’s profile in the community
4. Consider options / strategies to increase community partnerships and collaborative opportunities
5. Conduct a technology needs assessment, identify strategic technology improvements, and draft a 3 year Technology Plan for the Library

A draft of possible projects for the FY 16/17 budget cycle is included as a draft (Attachment 3). Following the adoption of budget priorities staff will be in a better position to develop a fuller summary of projects. Such a more comprehensive listing will be brought to the board for consideration prior to budget approval and any resulting fiscal implications will be identified.

FUTURE ACTION

Biennial budget progress reports and workshops will be conducted with staff and the board per the attached timetable in Attachment 4.

Attachments:

1. Resolution
2. Library Projects, FY 2014 & 2015 (updated 02/2014)
3. Library Projects, FY 2016 & 2017 (draft)
4. FY 2016 and FY 2017 Biennial Budget Timetable

BOARD OF LIBRARY TRUSTEES

RESOLUTION NO.: 14-__

BIENNIAL BUDGET DEVELOPMENT FY 2016 & FY 2017

WHEREAS, on a biennial basis the Board of Library Trustees undertakes a Library budget development process, including a review of priorities; and

WHEREAS, at the December 12, 2012 regular meeting, the Board of Library Trustees adopted priorities for FY 2014/15 with passage of BOLT Resolution No.: R12-084; and

WHEREAS, with the kick-off of the FY2016/17 Biennial Budget process, a review of the priorities is recommended to ensure proposed budget changes and Board priorities are coordinated.

NOW, THEREFORE, BE IT RESOLVED by the Board of Library Trustees of the City of Berkeley approves for the biennial library budget planning purposes the Budget Priorities as follows:

Budget Priorities for FY16/17:

1. Identify and prioritize strategic capital improvements, including infrastructure and Central Library repairs and improvements for possible action
2. Maintain the stability of operating budget and plan for future operational needs – including establishing / maintaining a balanced budget
3. Undertake a marketing campaign to raise the Library’s profile in the community
4. Consider options / strategies to increase community partnerships and collaborative opportunities
5. Conduct a technology needs assessment, identify strategic technology improvements, and draft a 3 year Technology Plan for the Library

ADOPTED by the Board of Library Trustees of the City of Berkeley at a regular meeting held on December 10, 2014 by the following vote:

AYES:

NOES:

ABSENT:

ABSTENTIONS:

Abigail Franklin, Chairperson

Jeff Scott, Director of Library Services
Serving as Secretary to the Board of Library Trustees

**LIBRARY PROJECTS
FY 2014 & 2015**

	Project Title	Priority	Lead	Budget	Timeline
1.	Measure FF, Branch Library Improvement Programs	CI	D. Corbeil D. Dang	FY14	Completed
2.	Library Strategic Plan (2014-2017)	CI	S. Olawski & Management Team	FY14/15	In process, complete by 01/15
3.	Expand Branch Service Hours	CI	S. Olawski S. Dentan	FY14	Completed
4.	Facility Maintenance: Lifecycle Equipment Replacement Plan & Support	SP	D. Dang	FY14/15	Completed
5.	Voice Over IP Phone System Conversion	DP	A. Abramson	FY13	Completed
6.	Enhance Central Teen Room Space / Services	DP	S. Olawski	FY14/15	In progress
7.	Technical Services Workflow & Shelf Ready	DP	A. Abramson J. Shurson	FY14	Completed - Monitor
8.	AMH at Central Library	DP	J. Dickinson	FY14	Completed
9.	Communications Plan	DP	D. Corbeil	FY14/15	Ongoing

CI = Critical Initiative

SP = Special (Board initiated) Project

DP = Department (staff initiated) Project

**LIBRARY PROJECTS
FY 2016 & 2017 (DRAFT)**

	Project Title	Priority	Lead	Budget
1.	Enhance Central Teen Room Space / Services	SP	S. Olawski R. MacNeilly	FY16/17
2.	Evaluation of Integrative Library System	DP	A. Abramson J. Dickinson	FY16/17
3.	Library Technology Strategic Plan	DP	A. Abramson S. Dentan	FY16
4.	Evaluation & Revision of Collection Development Practices	DP	R. MacNeilly S. Dentan	FY16
5.	Library Marketing Plan & Promotion Campaign	DP	S. Olawski R. MacNeilly	FY16
6.	Staff Development Plan	DP	S. Olawski J. Cole	FY16
7.	Community Partnerships & Collaborative Opportunities	DP	J. Scott Management Team	FY16/17

CI = Critical Initiative

SP = Special (Board initiated) Project

DP = Department (staff initiated) Project

FY 2016 and FY 2017 Biennial Budget Timetable

Meeting Date	Topic
10 DEC 2014	Discussion and Action on Budget Priorities for FY 2016 & FY 2017
14 JAN 2015	Extended Action on Budget Priorities for FY 2016 & FY 2017 (<i>if needed</i>)
TBD FEB 2015	Internal Staff Budget Workshop
11 FEB 2015	BOLT FY15-2Q (mid-year) Report
TBD MAR 2015	Internal Staff Workshop (<i>tentative workshop</i>)
11 MAR 2015	BOLT Budget Workshop
TBD APR 2015	Internal Staff Budget Presentation
22 APR 2015	BOLT Recommendations on Draft Budget
13 MAY 2015	BOLT Recommendations on Draft Budget, Tentative Adoption
10 JUN 2015	BOLT Recommendation to City Council, Final Adoption



CONSENT CALENDAR

December 10, 2014

TO: Board of Library Trustees
FROM: Jeff Scott, Director of Library Services
SUBJECT: AMENDMENT: CONTRACT NO. 9200, ONE WORKPLACE L. FERRARI, LLC

RECOMMENDATION

Adopt a resolution authorizing the Director of Library Services to amend Contract No. 9200 with One Workplace L. Ferrari, LLC in an incremental amount of \$60,000 for the procurement of furniture and associated delivery, temporary storage, and installation services for staff workstations and other related furniture at the Central Library for an amended not-to-exceed value of \$350,000 for the period projected from February 18, 2013 through December 31, 2015.

FISCAL IMPACT

The total cost of the revised contract is valued at \$350,000. This expenditure is included in the FY 2015 Library Tax Fund expenditures budget and will be expensed through budget code **301-9101-450.70-43/71-43**.

BACKGROUND

Contract No. 9200 with One Workplace L. Ferrari, LLC had its origins from the issuance of Request for Proposals Specification No. 13-10717 released on December 17, 2012 seeking branch library furniture procurement and installation services for the South Branch Library. On May 14, 2013, to ensure design consistency across the branches, Contract No. 9200 was amended under authority of BOLT Resolution: R13-027 to include staff furnishings for the West Branch Library. A further contract amendment, solicited by Request for Proposals Specification No. 14-10770 released on July 12, 2013, was executed and dated September 19, 2013 with authorization pursuant to BOLT Resolution: R13-051 for public area furnishings at the West Branch Library. And, on November 13, 2013 the board approved BOLT Resolution: R13-069 to extend the purchase of furnishings and services to some areas in the Central Library.

In an earlier separate Request for Proposals (Specification No. 11-10601) dating to August 9, 2011, One Workplace had been selected and contracted for furniture procurement and installation for the North and Claremont branch libraries under Contract No. 8831. These previous purchases were made using Measure FF capital campaign FF&E Gifts Fund monies raised and administered by the Berkeley Public Library Foundation.

The total contract value inclusive of the requested amendment specified herein exceeds the spending limit of \$100,000 for the purchase of goods allowed to the Director of Library Services as enunciated in the Library's Purchasing Manual; consequently, this request is subject to the authorization of the Board of Library Trustees.

CURRENT SITUATION AND ITS EFFECTS

The Library identified a variety of office furniture needs at the Central Library and following an initial purchase authorized by BOLT Resolution: R13-069, the Library seeks to expand that earlier limited purchase to other areas within the Central Library based on criteria of how assigned duties are performed and whether staff is assigned to work at a fixed point for the entirety of their workday. Areas conforming to these criteria and consequently covered by this request are Library Finance, Collections Development, Public Relations, and Branch Management.

This contract increase will allow the Library to replace current office furnishings dating from the 2002 Measure S Central Library major renovation and seismic retrofit project. In the twelve or so intervening years the furniture acquired at that time has experienced heavy use, with chairs broken and in disrepair, including worn parts and fabric. In addition, some workstations / desks do not meet current ergonomic best practices and/or standards, concerns of particular importance for staff dependent on adequate equipment and furnishings to complete their work safely and productively. The replacement / new pieces will be similar in design and style to that recently installed at the branches and will address both ergonomic and functional needs.

Other areas in the Central Library to be addressed in a separate future request and likely to be timed with the Central Space Planning Project are: Technical Services, Information Technology, Reference, and Art and Music.

RATIONALE FOR RECOMMENDATION

One Work Place was the selected vendor in separate Request for Proposals conducted for the Claremont, North, South and West branch libraries, and offers the most cost-effective and expedient furniture purchasing program at governmental rates for the range of purchases required by the Library.

ALTERNATIVE ACTIONS CONSIDERED

No alternative actions were considered.

Attachments:

1. Resolution

BOARD OF LIBRARY TRUSTEES

RESOLUTION NO.: R14-0##

AMENDMENT: CONTRACT NO. 9200, ONE WORKPLACE L. FERRARI, LLC

WHEREAS, One Workplace has been the selected vendor in three request for proposals (Specification No. 14-10770, Specification No. 13-10717, and Specification No. 11-10606) and has demonstrated its ability to offer a cost-effective and expedient furniture purchasing program for the range of purchases required by the Library; and

WHEREAS, the Library has contracted with One Workplace for furniture procurement and installation services at all branch locations during the Measure FF Branch Libraries Improvement Program; and

WHEREAS, the Library has identified a variety of office furnishing needs throughout the Central Library; and

WHEREAS, the Library strives to ensure that staff have safe and functional equipment, including office workstations to ensure a safe and productive work environment; and

WHEREAS, the bulk of furnishings in the Central Library date to the time of the 2002 Measure S Central Library major renovation and seismic retrofit project; and

WHEREAS, on November 13, 2013 the board approved BOLT Resolution: R13-069 authorizing an initial purchase for new furnishings in some areas of the Central Library; and

WHEREAS, prioritizing areas within the Central Library based on how duties are performed and whether staff in doing so is assigned to work at a fixed point for the entirety of their workday the areas of Library Finance, Collections Development, Public Relations, and Branch Management conform to this criteria and are to be covered by this phased purchase; and

WHEREAS, the value of Contract No. 9200 with One Workplace L. Ferrari, LLC exceeds the spending limit of \$100,000 for the purchase of goods allowed to the Director of Library Services and is subject to board approval.

NOW THEREFORE, BE IT RESOLVED by the Board of Library Trustees of the City of Berkeley to grant the Director of Library Services the authority to amend Contract No. 9200 with One Workplace L. Ferrari, LLC in an incremental amount of \$60,000 for the procurement of furniture and associated delivery, and installation services for the Central Library for the period projected from February 18, 2013 through December 31, 2015 for an amended not-to-exceed value of \$350,000.

ADOPTED by the Board of Library Trustees of the City of Berkeley at a regular meeting held on December 10, 2014 by the following vote:

AYES:

NOES:

ABSENT:

ABSTENTIONS:

Abigail Franklin, Chairperson

Jeff Scott, Director of Library Services
Serving as Secretary of the Board of Library Trustees



INFORMATION CALENDAR

December 10, 2014

TO: Board of Library Trustees
FROM: Jeff Scott, Director of Library Services
SUBJECT: DECEMBER 2014 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.

PROFESSIONAL ACTIVITIES

November was a busy month as I was welcomed on board. There was a manager's meet and greet on Monday November 10th. There was a staff and community meet and greet on Wednesday November 18th that included BOLT members, Mayor Bates, State Librarian Greg Lucas, Friends, and Foundation members as well as staff.

I met with Christine Daniel, Berkeley City Manager, and have planned to provide an annual report to City Council at the January 20th meeting.

I have met with all of the Library managers, have had a branch tour of Central, West, and Claremont with plans to tour the other branches later in December.

I was interviewed by both the Daily Cal (October) and the Oakland Tribune regarding my appointment and plans for the Berkeley Public Library.

Conference Attendance

Several staff attended the California Library Association Annual Conference in November as well as Internet Librarian in October. Those reports are attached. It was wonderful to see so many staff attending annual conference.

Attachments:

1. Staff Conference Reports

Internet Librarian Conference

October 27–29, 2014 in Monterrey, CA

An annual Internet conference and exhibition for librarians and information professionals

Ilan Eyman - Librarian

I attended a pre-conference workshop on “Startup Thinking” where I was part of a team that used the “Business Model Canvas” technique of developing a plan to launch a new service at the library. The broad theme of my experience was using Technology to achieve the library’s mission. This can be as simple as creating a story of an experience and telling that same story with a consistent website, transitions to and skinning of 3rd party websites, and elements of our physical location (signage, etc.). Changes to our website from now on should be gradual to minimize disruption and blow-back. Now that we are using a CMS (Content Management System, Drupal) to maintain our website, BPL ought to resurrect the redesign committee to plan and execute rapid, gradual website changes. Ideas for website enhancements came from a session on “Mashups”, which are ways to integrate third party data on our site. (Ex. Include a map from our location information on our Community Resources pages). One of the most powerful ways the library can achieve the mission is by creating and strengthening traditionally weak or nonexistent associations between people. (e.x. homeless and retirees.) How can we do that with technology?

Vlad Kaplun - Information Systems Support Technician

The recurring theme that I noticed during IL2014 was the importance of creating and maintaining relationships with external entities. This came up in a variety of talks including the technical (e.g. using history enthusiasts to create interesting digital visualizations and displays), the administrative (e.g. collaborating with other city departments), programming (e.g. connecting with specialists in the community to help run programs), and outreach (e.g. working with cultural institution or schools). Many of the talks made me think back to the key informant interviews that we performed as part of strategic planning. I believe we formed a great many connections during this process and I hope that we can set up a way to maintain those connections.

Other topics of note included surveys of new mobile apps and data visualization tools. Additionally, an extensive report titled the Future of Libraries has been put together by the Royal Society of Canada and should be coming out shortly (though it may be quite expensive). There was a particularly great keynote by Nina Simon from the Santa Cruz Museum of Art & History on community engagement, bringing together disparate populations, and being willing to change from the traditional conception or structure of one’s institution (all things to think about with respect to BPL).

Jay Dickinson – Manager

This was my first time attending this conference, and I’m pleased to say that I got more value from it than any other conference I have attended. In my time there I attended 13 sessions/presentations, and heard two keynote speeches (there was one each morning of the conference).

The ongoing thesis of the conference (this was the 18th I believe) is to embrace, inform, and inspire forward thinking in library settings. Some of the highlights were:

Keynote Speech by Nina Simon – Executive Director of the Santa Cruz Art and History Museum –

Nina's approach was to engage the public in new ways by having them create exhibits, and in some cases to work with professional artists to put a 'community stamp' on their exhibits. Her approach was refreshing, and translated well to libraries today – what antiquated notions are we holding on to that are keeping our patronage from truly interacting with our collection? She was very inspiring.

Presentations – I attended many of these, some of more value than others, but here are a few that resonated with me:

Not Your Momma's Library – This was really a look at the current findings in neuroscience where social media and computers are concerned. In short, we are becoming a less empathetic society. Some libraries are using the findings of these studies to create exhibits, rooms, and even buildings to make up for this new deficiency. It's all based in a neuro process called "mirroring."

Customer Service and Service Excellence – This focused on a library in Canada who took a look at everything from lending rules and code of conduct to open hours and usage of space. Common customer complaints were studied by a committee, and innovative solutions found. If a complaint was about a loan rule for instance, there was much discussion as to why the loan rule had to be the way it was (or did it?). Using some inspiration from retail outlets, and the above system, they reduced complaints by a very high margin. It was inspiring.

Getting the Word Out About Ebooks – A library in Massachusetts has digitized collections that are exclusive to them (local content), and also reached out to unpublished local authors for their works. Working with BiblioCommons they have amassed an impressive local collection that has inspired patrons to use Ebooks (where they had not previously), and in many cases to go on and use the Ebook readers for more widely available titles.

Community Curation... - This was a presentation by the digital resources librarian for the L.A. transit authority. He'd taken many disparate pieces of data from the archive and created highly engaging and interesting ways to interact with them, all through online resources such as History Pin. Berkeley Public could do similar things with the History room collection. I couldn't care less about L.A. transit, but this presentation made it all fun and interesting (his and all presentations are available online).

As I said above, I found MUCH value in this conference, I hope to attend in the future.

Jack Baur – Librarian

- Perhaps the most useful thing that I learned at the Internet Librarian Conference is that Internet Librarian just isn't really my conference. It seemed like it would be most useful for people who are doing lots of work specifically on the backend of library webpages or ILS-es, managing library technology, working with vendors, or are in management. I do a lot of cool stuff at my job, but it doesn't really fall in to any of the categories, so I had a surprisingly difficult time finding sessions that were beneficial to my current position. Despite this, there were several useful things I gleaned during my time there.
- Games, Gadgets, and Makerspaces Opening Event: This was arguably the most useful part of the conference for me, as it gave me an opportunity to get hands-on with several different technologies that I have been looking at purchasing and implementing for library programs. There was a hands-on Little Bits activity, which we are currently pursuing purchasing for North Branch. My time with this product made me sure that this would be an awesome thing to get for the Teens, and see the myriad applications from it. I also got hands-on time with a Makey-Makey, a Make Magazine lock-picking set, and saw how some libraries are implementing Google Glass. Lots to take away from this.

- Driving Our Own Destinies Keynote: Some very interesting stuff in this one. Presenter spent a lot of time talking about how integrating new technologies and a hyper-local perspective helped a small library become very central to its community. Technologies discussed included online collections and displays, nodes which ping passing smart phones with information, etc. The library became a very central part of the cultural community by leveraging its reputation and capacity to experiment.
- Web Trends: This was more design focused than I thought it was going to be (I thought it would be more technology focused) but presented a lot of ideas about the direction web design is moving, and some tools for implementing new designs. Interesting stuff.
- 30 Mobile Apps for Librarians: This presentation introduced some cool apps, but I thought they would be more directly useful for reference and instead they were just kind of generally neat.
- Community Management: More about how these individual directors ended up becoming more involved with other city agencies (often because their positions were folded into other agencies like IT, etc.) rather than talking about how libraries generally can build community partnerships. Not a lot for me here.
- It's All About Learning!: Billed as being about how libraries can team up with education, but really it was just the Director of LAPL bragging about how they team up with movie stars. Nothing very useful here.
- Libraries in the age of analytics: I thought this would be about leveraging data to improve services, but really it was about testing and re-testing website usability, and MUCH more focused on design than on building the website. Again, introduced some interesting tools but WAY outside the scope of my job, and possibly more than our whole library can handle right now.

CA Library Association Annual Conference

November 7-9, 2014 in Oakland, CA

California Library Association's Annual Conference is California's premier event for library professionals. Attendees have the opportunity to network and learn via workshops, presentations, and special events; meet vendors and check out their latest products and services; and hear world-renowned speakers inform, motivate & entertain.

Oona Okragly - Librarian

My CLA experience began with a wonderful keynote speech by Daniel Handler. The depiction of his experiences reading as a child was very evocative. It stirred forgotten memories of my own childhood and gave me a fresh outlook on libraries and their place in the community. To change a life, it can take just putting the right book in the right hands at the right time. After Mr. Handler's keynote ended, I took the time to speak to him personally. I thanked him for his wonderful and curiously inspiring speech as well as for writing "The Basic Eight" which was set at our mutual high school during the time we both attended.

Chopped: Craft Edition was a demonstration of a fun and fast competitive crafting event. Each contestant was giving a container of objects, all of which they had to use in constructing a single timed project. The winners of the first two rounds were set head-to-head for a final project. I felt this would be a great event to hold at the Library, especially for teens.

I spent some time in the Exhibit Hall talking to vendors and perusing the Poster section. I also spent some time making items at the Maker tables. There were several great project inspirations in both the

Maker space and the Poster section. I would particularly like to integrate the paperclip soldering sculptures and LED projects into my Maker Space events. There was also a basic instrument constructed from everyday items as well as homemade conductive dough.

STEAM-powered science for preschoolers, demonstrated by LAPL, discussed how they put together 6 science kits of different types. Squishy circuits, Little Bits, and motorized LEGOs were a few of the sample themes. They later put together their own kits for insects and ants, etc., modeled on the original. SCRATCH programming and Maker Camps were also discussed. While they sounded great, these programs required a lot of outside resources to be implemented.

The Technology Program Petting Zoo discussed the good and bad of providing tablets to toddlers, both in the public areas and as special programming enhancements. They also discussed a Teen App Academy and Robotics for Tweens using LEGO Mindstorms. These would be wonderful programs to try with the appropriate additional resources.

RCPL's Kids' Tech Spaces demonstrated how they integrated iPads into their story times. They provide up to 22 story times per week between their two branches! They include apps and digital books in their programming.

Minecraft Coding Camp turns consumption into creation. Many children and teens play Minecraft, but this program showed them how to program their own Minecraft mods. Each workshop was designed for 11-14 year olds, requiring 15 hours of participation over a week, with a progressive curriculum. One session/month cost \$200 in materials fees, not including staff time or computer equipment (they used their own). They began with five unpaid interns recruited from a local college, but reduced that to two paid interns. This would be a wonderful opportunity for connecting with the young teen community.

Fix-It Clinics brought in damaged electronics of various types as part of their demonstration. With collaboration from different places, such as libraries, they invite the public to bring in broken electronics of all kinds to discover if they can be fixed with the help of a coach. Several coaches volunteer to come in and coach people on how to make the repairs to their items themselves. This is a great way to empower the community and save a lot of electronic waste from going to the dump. The Hennepin County Library weighed every item brought in for repair to show how much material is being saved from landfills. The Fix-It program there alone returned 10,725 lbs. of electronics to working order.

I found a lot to be excited about at CLA 2014. Our Maker Space will be greatly enhanced by new projects and inspiration!

Bill Kolb – Supervising Librarian

- **Infopeople Booth:** This was my primary area of emphasis at this year's conference. Following on last year's highly successful "Carnival" themed booth presence for the State Library, Infopeople, and the Eureka! Leadership Institute (which I helped design, build, set up, staff, and break down), I was invited by Infopeople to again assist in all aspects of this year's booth. I was a primary facilitator in the set up and break down of the booth, as well as working four 2-hour shifts in the booth. I also assisted with the closing "Unmaker Space" where conference attendees could take supplies, equipment, and tools from the booth back to their libraries as seed material for implementing their own maker projects. In addition to facilitating the many maker-oriented projects, this afforded me the opportunity to extoll the virtues of "making" in libraries to conference goers, as well as to share the benefits of participating in the Eureka! Leadership Institute with anyone who would listen.
 - I appreciated the opportunity to get hands-on with so many of the maker activities in the booth, and to become something of an expert amateur (?) copper wire jeweler. I also have

high hopes for the flip scanners as a possible photo digitization program at the library – helping our patrons ‘do something’ with the ubiquitous ‘box-o-photos’ we all seem to have knocking about. Having the opportunity to teach conference goers how to ‘make’ all of the things was, I think, extremely beneficial, in that it’s given me confidence to bolster and support the makerspace we have in place at North already, as well as to encourage more craft and maker activities for our teens

- **Keynote:** Daniel Handler’s Keynote Address was at once hilarious, thought-provoking, occasionally insulting, and vaguely disturbing. Pretty much exactly what you want in a keynote.
- **Comic Books:** North Branch’s own comic book guru and teen librarian extraordinaire, Jack Baur, hosted and moderated what was easily the most entertaining and informative session at the conference (after Daniel Handler’s virtuoso keynote). Jack’s deft and knowledgeable rapport with thoughtful and insightful comic creators Nick Dragotta (*Howtoons, East of West*), Mariko Tamaki (*This One Summer, Skim*) and the incomparable Gene Luen Yang (*The Shadow Hero, American Born Chinese, Boxers & Saints, Level Up, &c.*) led to an engaging discourse on, among other topics, the complexities and growing sophistication of the form, the challenges of working alone or with a co-creator, and the general awesomeness of marshmallow shooters. Lest you are unaware, Jack co-hosts the always-insightful and information rich podcast, *In The Library with a Comic Book*. If you aren’t already listening to this 30-minute, twice monthly nugget of comic-booky gold, well, why not? Don’t you have to do reader’s advisory with teens?
- **Chopped – Craft Edition:** A highly entertaining and informative program on competitive game-show style crafting in libraries. Potentially a GREAT way to use all the dribs and drabs of supplies we have left over from other events, in addition to being fun and hilarious. Considering volunteering myself as the “commentator” for such events here at North.
- **Give ‘em What They Want:** This program on keys for drawing more than 100 adults to programs left me a bit nonplussed. My biggest takeaway? That some libraries use emails given to them in confidence by patrons for notification purposes to push library programs. I question the ethics, frankly.
- **Be the Change: Pragmatic Chaos:** I did not see what was innovative or unique about this library’s approach to facilitating change within its organization. Not especially informative.

James Moore – Supervising Librarian

The highlight of that experience was the Summer Reading Session. This event was presented in partnership with iRead, an Illinois Library Association based program designed to advocate for and assist libraries with purchasing materials for programming. This event was chocked full of fresh ideas about how to creatively make your SRP programming really “pop”. Most of the attendees were children’s librarians (a fun bunch) with a few supervisors like me present. They shared a wonderful resource guide that focused on rhythm based programming. Fresh were ideas presented on how to use everyday materials such as old cd’s and homemade musical instruments to get kids interested in reading. It was called “Read-to-the-Rhythm”! In addition to this it was simply good to meet and exchange ideas like-minded professionals from all over the great state of California!

Jack Baur – Librarian

- **Infopeople Booth:** Helped set up and break down booth with the Infopeople crew, and worked 2 2-hour shifts in their Makerspace. The Maker focus of the booth offered lots of ideas for teen

programming – at least 2 upcoming North Teen programs will be lifted straight from the booth. Working the booth gave me lots of valuable experience working with and teaching the projects, and enabled some networking with area folks that I plan on collaborating with on developing some Maker projects in the future.

- Key-Note speech: Daniel Handler was terrific. Pity about that National Book Award thing...
- YA Lit Round-Up: Courtney Saldana and Alison Tran were a highlight of the conference, as usual. Their experience with YA lit and the breadth of their reading is second-to-none. I walked away with at least a dozen books added to my reading list.
- The Lingua Franca of Library Management: an interesting little session, done like a game show with 4 library directors who defined some of the more obscure and tricky terms library managers have to deal with, Jeopardy-style. Gave me a lot of perspective into what goes on at a managerial/directorial level.
- Understanding the Needs of Your Mental Health Patrons: Sadly not nearly as valuable as I had hoped it would be, in the end. It did turn me on to an interesting local org that assists people with mental health needs, and a podcast that gives voice to people with mental health struggles. Also had some interesting ideas about creating spaces within the library where we can engage directly with mental health patrons. Something worth considering.
- BAYA Meet-up: I helped plan and promote a meet-up of Teen Librarians, sponsored by BAYA. We had about 30 teen librarians come to the meet-up, 1/3 of which had never heard of BAYA. It was a very successful way to promote the organization and connect with teen librarians.
- Battledecks: Competed in Battledecks for the first time, but sadly did not place :/
- In the Library With a Comic Book Author Panel: I moderated a panel discussion with 3 comic book creators: Gene Yang, Mariko Tamaki, and Nick Dragotta. Audio from the panel can be found here: <http://inthelibrarywithacomicrobook.libsyn.com/in-the-library-with-a-comic-book-23>. It was very well received by attendees, several of whom said it was the best thing they saw all conference. It was followed by a book sale/signing which was run by CLA, and ALL of the books they brought were sold.
- BAYA Programming Quickfire: Moderated and live-tweeted a quickfire programming session, wherein 7 local teen librarians shared programming ideas with the audience. Again, lots of good ideas that will be easily repurposed for programs here at BPL. Also used this opportunity to promote the new BAYA programming blog, which I had a hand in developing.
- How to Build a Brand on the Cheap: Worthwhile session from OPL on branding. The Outreach Librarian for OPL shared some of the design principles that guided her single-handed top-to-bottom re-branding of many of their templates, publications, etc. She introduced some really valuable free resources to help create professional looking graphics and publications.

Dan Beringhele - Librarian

I was fortunate to attend and present at my first CLA conference in Oakland earlier this month. Along with Anwan Baker, Mana Tominaga and Annabelle Blackman (Oakland Public Library), Emily Weak (Mountain View Public Library) and Ednita Kelly (Los Angeles Public Library), I took part in the panel *Ride On! Bikes in Libraries*. We discussed how each of our libraries had implemented bicycle outreach and programming. It was an excellent opportunity to share the early success of our Library on Wheels and

the planning that went into getting the project up and running. We had a great turnout to our presentation and had many questions from an engaged audience.

Besides presenting, I found time to attend several sessions on Saturday and Sunday. Among the highlights on Saturday were *Give 'em What They Want*, a program on innovative programming ideas by a group of librarians from Sunnyvale Public Library. They shared their success doing vintage Atari arcade nights, 1-on-1 events with financial planners (similar to lawyers in the library), ESL conversation clubs (an idea we are exploring) and more. *Understading the Black Box* discussed the challenges that librarians face in serving patrons with mental illness. Reflective listening to ensure that mentally ill patrons understand that their concerns are being heard was recommended as an effective strategy for diffusing tense situations. I also attended a program on doing craft events with a budget. After the success of our Dia de los Muertos craft event with the Library on Wheels, I've been looking for craft programs that we can do at outreach events that require little space, few materials, and can be done by someone as lacking in artistic skills as myself.

On Sunday, I went to the poster session in the exhibit hall and spoke with the librarians at Mountain View about their Seed Library. They have had a lot of success building their seed sharing program by working with the University of California Master Gardener program. After browsing the exhibit hall I attended 2 excellent events in the afternoon. Librarians from Alameda County and Los Angeles gave a report on their experiences during last year's Covered California open enrollment. I was able to get some information on finding presenters and promotional material for this year's open enrollment period, which is now underway. I also was able to attend a presentation on Fix-it Clinics. These are 3-hour events where the public brings in broken appliances and electronic devices and coaches help them diagnose and fix any problems. Libraries have had success with these programs by partnering with Fix-it Clinic (www.fixitclinic.org) to find coaches in their community and supplying the space for the event.

Andrea Mullarkey – Librarian

As usual, I had a great experience attending CLA in Oakland. The conference was a nice mix of interesting philosophical and professional updates and practical ideas that I am interested in trying here at BPL. And I particularly appreciated that there were so many colleagues from Berkeley Public Library in attendance.

Among the most interesting sessions that piqued my intellectual interest was an update on the California implementation of the DPLA and I was delighted to know that as a Calisphere contributor, BPL will automatically be included in this project. There are additional opportunities for participation as we begin to consider digitization projects and I was pleased to sit with Tom Dufour, a colleague who is at the beginning of one such project. I was similarly inspired by sessions on serving LGBTQ youth in our libraries who are experiencing homelessness. The opportunities for partnership abound and it was another situation where I was pleased to sit with a colleague, Kay Finney who has already begun to build these relationships. But even more powerful was hearing stories from youth themselves about their experiences and getting an understanding of how we as libraries can have a transformative effect in their lives. In addition to these sessions, I got a lot out of poster sessions on public perception of libraries as expressed through news articles, teen use of library spaces and sessions on restorative justice and serving patrons experiencing mental illness.

The other thing I like a lot about CLA conferences is that I often get inspired by what other libraries are doing that we can implement here at BPL for an immediate impact. I had many maker inspirations at this year's CLA conference including the very popular Chopped: Craft Edition program session, individual maker projects showcased in the exhibits including copper wire jewelry, bookmaking and LED/origami

flowers and had fun experimentation with a 3-D printing pen. There were other more literary inspirations like poetry diving with word tickets which I heard an author and writing coach describe, a session on how to host a successful author visit and ideas about how to utilize the Library On Wheels in ways that other libraries have. I would love to collaborate with the Y to have a pop-up spin class here at BPL!

In addition, I had the opportunity to expand my professional experience by participating in a panel called Crowdsourcing Your Interview. In that session a group of more seasoned library professionals asked interview questions of newer professionals and job seekers. As the newest professional on the panel I had the unique position of occupying the space between the mock interviewers and mock interviewees and I learned a lot about the profession. I expected that this panel would simply be an opportunity for service, but was delighted to learn both from the library directors on the panel and the new professionals being interviewed about the ways they think about librarianship, customer service and professional engagement.

On the whole it was a wonderful conference and I greatly appreciate the support of the Berkeley Public Library and the Friends for making it possible for me to attend.

Nikki Santiago - Librarian

CLA was a great opportunity for me to find out what my fellow California librarians are up to. I was able to make some solid connections with publishers in the exhibit hall. I met a gentleman at the Random House table who provided me with a great DC Comics catalog to help me complete my monthly graphic novel collection development. I also met someone from Image Comics who put me on a special mailing list for librarians. I was able to test out a 3D doodler, which is a hand held 3D printer, at the Infopeople booth. I've wanted to get my hands on one for months!

I attended four program sessions total. The first program was called Chopped – Craft Edition: Do You Have What It Takes to Be the Craft Champion? It was presented by two librarians from the Santa Clara County Library. The presentation started with a really useful run down of ten unique craft program ideas, complete with pictures and instructions. What I liked most about the Chopped presentation was that, although they skewed a bit towards the 18-25 range, all of the crafts were good for a wide range of ages. I always love collecting ideas for intergenerational programs. I will definitely be using some if not all of the ideas from the presentation.

The next program I attended was called STEAM-Powered Change: New Skills, New Passion for Youth and their Librarians. A few different librarians from Los Angeles Public Library The main point that they were all trying to make was that none of them had studied science in school; that none of them were 'scientists'. They covered a wide range of programs they had made possible with the help of grant money. I had a few good takeaways from this program. I have been thinking about assembling program kits that would rotate to different branches since I started here at BPL. I used to work in the Office of Youth and Family Services at Brooklyn Public Library, and the Program Coordinators there assembled all kinds of awesome kits that contained great programs, all ready to go. I really like the idea of creating program kits that we can just route around the branches and it was nice to see an example of this model working well. I also left the program with a list of ideas for teen programs, from circuitry to coding to digital photography with smart phones. I am starting to do a weekly Maker program and I want it to be equal parts crafts and science, so this was helpful. I also appreciated how the librarians talked about the post-grant sustainability of their programs. They made sure librarians were trained while they had funding in a way where the librarians could continue to facilitate the programs they learned about after the grant was over. I thought that was neat.

I also attended a program called Technology Program Petting Zoo: Programs for Preschoolers to High Schoolers. At this program, I was able to actually get my hands on some of the technology the librarians had been using in their programs. There were fewer presenters in this program, and I liked that they were able to not just run down a list of good programs, but that about the programs from start to finish, including challenges and things they would've done differently. They also outlined the building of kits. One of the speakers talked about was of talking about scientific concepts to teens, and although I thought he was leaning a bit far into the realm of being more of a science teacher than a librarian, I appreciated the sentiment.

I once went to SXSW as a part of a library school internship. The sessions I got the most out of were sessions that weren't directly related to librarianship, but that presented me with new ways of thinking about librarianship. At CLA, I went to one session called Visualizing Information Literacy for a New Generation. It was facilitated by and directed to academic librarians, especially those who were required to teach information literacy courses to the students of their schools. It was interesting, but didn't really resonate until the end, at which point we were asked to think of a way to present information visually for our own students or patrons. I tried to think of something at the library that is hard to understand for our patrons and tried to think of a way to present the information needed visually. I think it is often difficult for patrons to understand how both ebooks and Overdrive work, so I planned out a map of sorts to help patrons understand Overdrive. I would love to spend some more time on it in the future.

In conclusion, I really enjoyed gaining a better understanding of the California Librarian at CLA. I was also able to spend some time with two of my fellow committee members from the YALSA selection committee I am serving on this year. It was great to see them and to talk about the hundreds of books we'd all been sent by publishers since the annual conference in Las Vegas. All in all, I am feeling more and more like I am a part of the California librarian community each week thanks in part to events like CLA.

Shani Leonard – Supervising Librarian

- **Changing face of YA Lit: What's New and What's Next-** This rapid-fire session of 2014 top teen reading suggestions included a taste of what's looking good for teen books in 2015, and a mention of trends in YA (books on suicide and high fantasy). Books I'll seek out based on the great reviews I heard include Noggin, a John Corey Whaley title that was also a National book award finalist, the latest book about the Raven's Boys by Maggie Stievaer, Blue Lily, Lily Blue, and We Were Liars by E. Lockhart.
- **Give 'em What They Want: Tips for Attracting More than 100 Attendees to Adult Programs** (Sunnyvale PL) This CLA program on attracting 100 attendees actually attracted over 100 attendees! Things they offered which might work for BPL: An Electric car owner-curated car show; an Atari party with 50 Atari consoles and old television sets; a standing financial program offered by a CPA nonprofit and the sister event, a day-long program pairing 20 financial planners with patrons for free, 30 minute financial counseling sessions. Sunnyvale PL likes to take a theme and look at ways to offer several programs around it (e.g. printing could focus on 3D printing sessions or on letter press printing, A New Year's program idea called "Fresh Start" would offer separate events geared to organizing the home, finances, body, etc.). They bring in the experts (often unpaid community members that staff interview for suitability), take pictures at every event, write-up each event and share everything on their website, Facebook, etc. They mail out publicity to all of their patrons using the emails address in their ILS and a software program that is about \$2000.

- **Join the California Summer Reading Challenge** (SPL and CLA staff) - Less than 7 percent of state of CA participates in library summer reading programs and the State Library and CLA hope this will change with this summer's Read to the Rhythm initiative. They suggest setting a community challenge (The Director will shave his head if we reach our participation target), having a staff SRP to get your colleagues on board, working with CLA on programming in a box ideas; setting our cap (BPL's cap) on some of the prizes that will be given for the greatest patron increase; following the #onemillionreaders hashtag; focusing on outcomes that tell a useful story, taking pictures and making sure you share the library's story with the State Library.
- **Creating a Modern Brand on a Budget**- a standout Saturday program that highlighted the practical tools OPL used to give their brand a much needed update. Take aways: keep it simple (font choice, design elements, message, slogan), be consistent (with language, look, color choice), use photos not clip art, recruit volunteer photographers and use the photos (OPL has a Flickr account that is organized by collection and year), and carry the simplified approach through everything your library puts out (Annual report, magnets for programs, etc.).
- **Crossing the Great Age Divide: Intergenerational Programs @Your Library**(SFPL) Practical tips on offering a standing craft / maker program in a branch with limited staff and programming expectations for anyone who might be working that day. They focus on green crafts and work hard not to buy much for it. Popular programs include upcycling books in to art, ugliest sculpture programs, planting/ garden based-programs done with local ecology organizations (like Berkeley's Ecology center). All ages are invited and they offer one craft and one prize if they turn the event into a contest. It sounds like a lovely, community building program.
- **We Love Teens: Fire it Up with New Program Ideas from BAYA** – A panel of BAYA teen librarians offered a rapid fire sharing session of teen programs that had worked at their respective locations (and which I think could work with younger or older audiences as well). There were tips on creating a coding club, cooking-themed craft ideas, gardening craft ideas (including a totally doable planter made from recycled plastic soda bottles which I tried out at home), and art ideas like an easy tie dye t-shirt made with rubbing alcohol and dots of marker (best for ventilated teen spaces)!

Tom Dufour – Librarian

Creating Clout- saw and heard State Librarian Greg Lucas and photographer Robert Dawson, author of *The Public Library: a photographic essay*. Joan Frye Williams emphasized the importance of creating, sustaining and deepening relationships with wealthy partners who can finance library projects.

Book Club of California tour: The BCC is a private club of 850 members, with an 8300-volume library of fine-press books of California, with a supporting reference collection. The BCC librarian displayed diverse treasures and gave a historical introduction to the club and its mission. Of special note are the long-term relationships between the Club and descendants of fine printers, which result in priceless gifts to the BCC. This model of support is relevant for the Berkeley History Room, as well as other special collections (e.g. recent gift to North Branch from Mary Jo Pace). A citizen advisory panel for special collections such as BHR or Children's can cultivate these beneficial relationships. BCC's shelving, books in locked transparent cases on outer walls, effectively displays and secures their collection and could be a model for the BHR. Small but artfully crafted display cases allow maximum exposure of intriguing items.

Saturday, 11/8

Chopped – Craft edition: Santa Clara County Librarians revealed the secrets to their highly successful adult craft programs, with myriad tips for success and practical details to easily implement these and similar programs at your own library. Craft ideas for BPL include sharpie pen art, recycled vases, and button paintings.

Socially Responsible Weeding: representatives from SFPL, Marin County, Orange County and Alameda County libraries discussed ecologically correct ways to dispose of weeded library materials. Reusing books in this way reassures staff and the public that weeding is a necessary and useful aspect of collection development in public libraries. BPL is already doing many of these best practices, including donating used books to social welfare agencies and organizations.

Taboo Topics: A free-for-all discussion led by Robert Karatsu and others on diverse topics such as problem employees at all levels and how to deal with them and staffing libraries without professionals. Of special note were the discussions of:

- Filling supervisor positions only with people who have supervisory experience, which blocks the advancement of your best inexperienced employees and guarantees that your supervisors will not have local knowledge or experience.
- Requiring an MLIS for professional positions limits those positions to people who can afford to take time off for library school, and thus limits the diversity of the professional workforce. Compare the diversity at supervising and managerial levels with library aides and assistants.

Give ‘em what they want: tips for attracting more than 100 attendees to adult programs: Sunnyvale librarians described both fantastically successful programs and also those which failed, discussing techniques to ensure attendance and the most efficient ways to advertise and promote programs. “Constant Contact” despite the \$2200/year price tag, has been the best way to get the word out. Also of great import is thorough knowledge of your community- only by knowing who your community is and what interests them can you select the programs most likely to draw big crowds. Sunnyvale’s biggest successes, not surprising given the demographics, were: Atari party, Electric vehicle showcase, financial planning, Science/math discussion groups, and ESL conversation groups.

Digital Public Library of America: This is a new program, run locally by the California State Library and SFPL, to make the metadata of California digital collections (public libraries, archives, museums, etc.) available on a single site. The DPLA will include the metadata from Calisphere. This is immediately relevant to the digitizing of books and microfilm in the BHR. After the presentation, I spoke with Barclay Ogden of the California Preservation Program about our use of the Internet Archive and the metadata we would need to create for the DPLA.

Poster Session: Book 2 Action: Funded by grants from California State Library, this program carries forward the “One City One Book” idea beyond reading by offering participants a project related to the issues raised in the book. For example, Santa Monica Public Library’s partnered with local animal shelters to recruit and train volunteers after reading *You had me at woof*. This idea would resonate with many Berkeley residents who seek ways to support and implement social justice.

Poster Session: California Digital Newspaper Collection: www.cdnc.ucr.edu. The CDNC is a collection of freely available digitalized California newspapers, funded by a grant for the National Endowment for the Humanities. The CDNC is an option to consider when the library digitizes the *Berkeley Gazette* and other local newspapers. Although for now our newspapers may be outside their immediate priorities.

Ride on: bikes and libraries. Representatives from Berkeley, Oakland, Los Angeles and Mountain View Public Libraries talked about innovative programs for outreach to the bicycling community. These included purpose-built bicycles to bring materials and services to remote locations, in-library programs for bicycle art and safety, library bicycle repair stations and programs, and bicycle racks and locks.

Inside the black box: understanding your mentally ill patrons: Representatives from the Mental Health Association of Alameda County discussed tips and strategies for helping the mentally ill. Panelists discussed ways to approach and talk with mentally ill people in the library, offering specific and useful tips. They emphasized the importance of knowing about local agencies that can help. BPL's Community Resources (BIN) contains all of the referral information about our local agencies.

Deirdre Cerkanowicz – Library Specialist

Creating Clout: Advocating for your Library, Now and in the Future: Heard from the new State Librarian, Greg Lucas who was interviewed by CLA president Deborah Doyle; Robert Dawson, photographer and author talked his recent book, *The Public Library: A Photographic Essay* and what libraries mean to him. He is currently working on a photo project about literacy issues in Stockton; Joan Frye Williams presented a comprehensive list about how to approach legislators or anyone you are talking to about Library issues.

Making it Count: Very interesting presentation on how California Library Statistics are going digital! Much easier to compare and contrast statistics from various libraries in the state, as well as new ways of viewing and using our library's statistics. A useful presentation on how to create infographic to show numbers in a more interesting and attractive way. Need to learn more about the Counting Opinions staff and members of the California State Library Digital Data Task Force.

Saturday Keynote: Daniel Handler was a riot as a keynote speaker although some of what he said could be taken wrong.

The Lure of Lost Tunnels, or Collecting the Cosmos: Hugh McHarg, USC Libraries; *The Lure of Lost Tunnels* or *Collecting the Cosmos* aims to make possible substantive change in the ways library professionals conceive of and implement outreach and communication programs. Although designed for academic libraries, this presentation goes beyond using a Facebook page and sending out press releases as a way to promote your library. Working with a local public TV station, create the content you want people to know about-blogging, submitting articles to other publications. They also put on a very successful exhibit in the Library about the Pasadena Jet propulsion library. Do we have local institutions we can work with?

Why High Tech Loves Libraries: Partnering for Success in the Age of Social Media: Monique Le Conge, City of Palo Alto; Rosanne Macek, City of Mountain View; Lisa Rosenblum, City of Sunnyvale talked about how local Silicon Valley businesses have helped them. From Google employees who use the bookmobile and helped fund it when it was going away, to donations of tablets, getting local business involved can help the library. If you don't live in Silicon Valley, there may be other companies near you who want to help. Sometimes the best way is to stay out of the way: In the case of Intuit employees coming in to help people do their taxes right in the middle of the library.

eBooks: A How-To and Training Session: Marin County Free Library's eBook academy-a four-week, intensive, hands-on program to teach staff more about downloading and streaming media and to serve patrons using such technology.

Wikiseat: A community Design Challenge: Using a small welded "catalyst" people are invited to make their own tripod chairs, tables or anything that comes to mind. It is an open source design that can help

build community and improve education in schools. (So says the inventor.) He would make a good speaker for South Branch because of the DIY and Tool Lending Library collection.

California Writers Panel: Breaking Bad on the Red Planet Author Andy Weir talk about how his best selling book, *Martian*, started as an online free serial; **When History and Technology Collide**: about various partnership of Libraries with history associations; would love to see Berkeley Public Library more involved in local history again. Digitalizing images, holding exhibits and other ways for local history groups and libraries work together.

Sunday Speaker State Librarian: Humorous and heartfelt talk from new librarian Greg Lucas, who background is politics and journalism. He seemed surprised about some of the great things libraries do.

Community Curation, News Aggregation, and Data Alchemy: The Bleeding Edge of Library Opportunity: Kenn Bicknell, LA Co Metro Transportation Library talk about way to increase exposure to the library instead of just sending out press releases. Write and distribute our own content through partnerships with media blogs, etc. using Twitter, auto-generated newspapers, time lines etc.

Found in the Library: A social Media success story: I am always looking for new ideas for Social Media and this was a good one from the Oakland Public Library. We all know about the strange items found in returned books and our library has held a few exhibits of such item. This project takes them online. Taking privacy in consideration, photos, tickets, pencils, leaves, etc. are photographed and then posted online. The staff person also had small buttons and magnets to hand out featuring images of found objects. The Library also has a blog and featured items on that also.

Reading on the Ranches. Marin County Library. A summer program ideal for rural libraries, Reading on the Ranches is a mobile service that trains and send teens out to remote ranches to share books, reading and games with isolated children; takes summer reading from the library out where it makes a real difference.

PRExcellence Awards: What is the competition doing? Hope to learn some new trick and see what our Library needs to do to become a winner. My favorite one was Elsie the Cat, from the Saint Helena Library. It is a very successful Facebook Campaign featuring the Library cat. There were also a few Seed Library projects with great graphic design. The Sacramento Public Library takes advantage of its I Street Press to create an Edgar Allan Poe anthology for the City's one read program and bolstered the press with a partnership with a local business, New Helvetica Brewing Company to create an "Edgar Allan Porter." The Brewery produced Coasters with the Library logo "Get Your Poe On" on Coasters and other advertising.

Customer Centered Library Wayfinding: Help Customers and Save Staff time: I wanted to know how signs or design of the space could help navigate to what they wanted. Like that they put a camera on someone's head and had them walk and talk through the space to find what they wanted. Now that the Branches have been open for a few years, and because we are working on a redesign of the interior space of Central, it would be a good idea to work on wayfinding. The speaker Wendy Wilsher, the presenter had many good points to make.

Closing Session: The new president is Robert Karatsu of Rancho Cucamonga Public Library. I had not realized that the CLA had had some financial trouble in the past.

Summary: I would like to see our library make some presentations at future CLA conferences. It was great that the Library on Wheels was there. Let us see more

Anwan Baker – Supervising Librarian

Chopped – Craft edition: Librarians from Santa Clara disclosed some of their methods used to achieve success with adult craft programs. They included many tips that could be used to both plan and implement these programs without a lot of expense. Some of the more interesting ideas presented were sharpie art, recycled vases, and wallets made from recyclable materials.

Socially Responsible Weeding: Staff from various California libraries County libraries discussed proper ways dispose of discarded library materials. Many ideas were discussed including donating the books to book stores, social service agencies, and even local medical offices.

Taboo Topics: This discussion was led by Robert Karatsu, Director from Rancho Cucamonga Library Services, and talked about issues surrounding problem employees and how to effectively deal with them. One of the more interesting topics discussed was how organizations should take a strong look at promoting from within to retain organizational knowledge.

Give ‘em what they want: tips for attracting more than 100 attendees to adult programs: Librarians from Sunnyvale discussed how through trial and error, they have found several methods for increasing attendance to their adult programs. The best advice, in my opinion, from this talk was to get to know your community very well. The better you know your community, the more you know their needs and interests. One of th successful programs discussed was bringing in owners of hybrid and electric cars to the library to discuss their car choices and how their smart cars are working out for them. The owners were on a panel and many of those attending were actually in the market to purchase a fuel efficient electric or hybrid car. The owner’s cars were parked in the parking lot for attendees to get a feel for them after the discussion. This was a very entertaining and informative session.

Ride on: bikes and libraries: Dan Beringhele and Anwan Baker(Berkeley Public Library) joined library staff Mana Tominaga and Annabelle Blackman(Oakland Public Library), Emily Weak (Mountain View), and Ednita Kelly (Los Angeles) to discuss their book bike programs at this year’s CLA conference. The presentation and subsequent discussion revolved around how libraries can support the community and promote their collections and services in various ways by engaging the biking community. Some of the topics discussed were service implementation, bike equipment, fix-it stations, evaluating your community to offer the best suited services, bike tours, bike safety, and evaluation methods. The presentation was extremely informative and generated a multitude questions from librarians interested in starting similar programs in their area. After the session presenters led a bike tour that started at the Temescal branch in Oakland where they toured the tool library and then proceeded to Central to view and discuss the Library on Wheels and circled back to the CLA conference in Oakland.

Inside the black box: understanding your mentally ill patrons: Mental Health Association of Alameda County staff offered many different tips and strategies for assisting the mentally ill with finding needed resources in the communities we serve. The panel emphasized the importance of knowing and interacting with local social service organizations that can help. Our strategic planning process helped us at BPL make contact with many of our local mental health agencies and our community resources database highlights many area social service agencies along with their service offerings.

Debbie Carton – Librarian

Friday, 11/7

Creating Clout- saw and heard State Librarian Greg Lucas and photographer Robert Dawson, author of *The Public Library: a photographic essay*. Joan Frye Williams emphasized the importance of creating, sustaining and deepening relationships with wealthy partners who can finance library projects.

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Ride on: bikes and libraries

Inside the black box: understanding your mentally ill patrons: Representatives from the Mental Health Association of Alameda County discussed tips and strategies for helping the mentally ill. The Berkeley community resources (BIN) contains all of the referral information about local agencies that can assist staff in helping the mentally ill. Panelists discussed ways to approach and talk with mentally ill people in the library, offering specific and useful tips.

Kay Finney – Librarian

LSTA pitch-it grants

1. SFPL

- Bayview - Shades of California
- BAVC documentary- see it on sfpl.org

2. Palm Springs - library as focal point for local history

- Digitize local paper through UCR – California Digital Newspaper Collection

3. Shasta Public Library - Teen Creation Station

- Tech hub for teens
- Create art, music, videos
- Genesis – Teen Advisory Board
- Found space, turned it into Teen Tech center
- Art of the Wall
- Presentation by Pixar University
- Animation workshop
- High participation from homeschoolers

4. Friday fun night – reaching foster youth

- Built on existing program
- partners University of Merced and social services agency
- Issued library cards
- grant provided \$10,000
- 40-50 kids every other month
- Taught life skills, library skills
- expectations for caregivers was important
- gave a book as they left

5. Discover and Go California

- Marketing strategy matters

Julie Winkelstein / LGBT homeless youth

Library as sanctuary

Language is important; try saying “people experiencing homelessness” instead of “the homeless”

- Fortytoone.org
- National Alliance to End Homelessness
- Participate in PIT count this year?

What can you do?

- Healthy eating on the streets workshop
- Staff training
- Job interview workshops
- Display art
- Give library cards
- Give away books on the honor system
- Gender neutral bathrooms

Notice

- What do your displays say about you?
- What are barriers to getting library cards?
- Policies can be barriers

Youth say

- Acknowledge us with a friendly nod
- More computer time
- Safety is important
- Don't patronize us
- We want to blend in
- Use youth-focused language, not jargon like “at risk”

Service providers say

- Provide access/info to practical needs – legal, education, housing

Innovative programs in San Diego County

- Mission driven - To Inform, Educate, Inspire, and Entertain
- Human library – “borrow” a human
- Read _____ for OneCityOneBook



INFORMATION CALENDAR

December 10, 2014

TO: Board of Library Trustees
FROM: Alicia Abramson, Manager Information Technology & Technical Services
SUBJECT: LIBRARY TECHNICAL SERVICES UPDATE

INTRODUCTION

This report will provide an update on the progress of the changes implemented in the Technical Services Division in FY-14 to streamline the Division's staff workflows by taking advantage of shelf-ready services provided by materials vendors with the goal of freeing up staff to meet changing Library service needs.

FISCAL IMPACT

This report will have no fiscal impacts.

BACKGROUND

As part of the 2014-2015 biennial budget planning process, the Library proposed the possible realignment of some staff positions in order to better support public services, in preparation for the re-opening of all Branch locations after the completion of renovations and the possible expansion of library open hours (Presentation Calendar II, Item A, "Proposed Biennial Budget FY 2014 and FY 2015 – Library Tax Fund", 4/10/2013 BOLT agenda).

One aspect of this process was to review areas of the library where operational efficiencies could be achieved and possible staff resources could be freed up. Within the Technical Services Division, Library Management identified a number of tasks that could either be eliminated or significantly reduced through the expansion of vendor supplied "shelf-ready" services. Shelf-ready services refers to a basket of services that includes the pre-processing and cataloging of materials so they arrive ready to place on library shelves, instead of requiring more handling by staff. This in turn could allow the library to reassign staff to other, more public service oriented areas. In May 2014, 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 worked with staff throughout 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 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 possible 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 Manager and Human Resources Analyst.

CURRENT SITUATION AND EFFECTS

Phase I of the shelf-ready implementation process proceeded in November 2013 and by May 2014 approximately 90% of the library's new book collection was received shelf-ready. As a result Technical Services saw a reduction in the overall number of staff hours needed to handle incoming materials, and a reduction in the number of times materials are touched by different staff before they are put on the shelves and made available to the public. With this resultant reduction in staff time to handle new books, the library was able to reallocate 4.75 FTE positions to other areas of the library as originally envisioned.

Phase II of the shelf-ready implementation is currently underway and is focused on extending shelf-ready services to media, i.e. DVDs (Feature Films and Documentaries) and Audiobooks. Similarly to Phase I, the materials vendor will fully process these materials including all labeling and tagging and will also provide the library with catalog records. It is anticipated that by the end of the materials purchasing cycle in June 2015, that Phase II of the project will be complete and a significant portion of the library's new materials will arrive shelf-ready.

While no additional staff changes are anticipated at this time, staff and management will continue to evaluate Technical Services workflows for efficiency to ensure that the library continues to allocate staff resources in alignment with library service needs.

ATTACHMENTS:

None.