



BERKELEY PUBLIC LIBRARY BOARD OF LIBRARY TRUSTEES

REGULAR MEETING
January 13, 2016

AGENDA
6:30 PM

Tarea Hall Pittman
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
- E. Presentation of East Bay Municipal Water District Water Smart Award

II. 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 December 16, 2015 Regular Meeting
Recommendation: Approve the minutes of the December 16, 2015 Regular Meeting of the Board of Library Trustees.

III. INFORMATION REPORTS

- A. Tarea Hall Pittman South Branch Signage Subcommittee Update
- B. Library Strategic Plan Update
- C. Library Operations
- D. Library Director's Report
- E. Library Events: Calendar of events and press releases for various Library programs are posted at <http://www.berkeleypubliclibrary.org>

IV. AGENDA BUILDING

The next meeting will be a Regular Meeting held at 6:30 PM on Wednesday, February 10, 2016 at the Tarea Hall Pittman South Branch, 1901 Russell Street, Berkeley.

V. ADJOURNMENT



Communication Access Information

This meeting is being held in a wheelchair accessible location. To request a disability-related accommodation(s) to participate in the meeting, including auxiliary aids or services, please call at 981-6195 (V) or 981-6345 (TDD) at least three business days before the meeting date.

Please refrain from wearing scented products to this meeting.

I hereby certify that this amended agenda for the special 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 January 8, 2016.

//s//

Beth Pollard, Interim Director of Library Services

* Public Comments - speakers allowed 3 minutes each

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.

Any writings or documents provided to a majority of the Commission regarding any item on this agenda will be made available for public inspection at Berkeley Public Library Administration Office located at 2090 Kittredge Street, 3rd Floor Admin Wing, Berkeley, CA 94704.

Agendas and agenda reports may be accessed via the Internet at www.berkeleypubliclibrary.org/about/board-library-trustees and may be read at reference desks at the following locations:

Central Library - 2090 Kittredge Street
Claremont Branch – 2940 Benvenue
West Branch – 1125 University
North Branch – 1170 The Alameda
South Branch – 1901 Russell

MINUTES
BERKELEY PUBLIC LIBRARY
BOARD OF LIBRARY TRUSTEES REGULAR MEETING
Wednesday, December 16, 2015, 6:30 PM

TAREA HALL PITTMAN SOUTH BRANCH – 1901 RUSSELL STREET

Board of Library Trustees:

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

I. PRELIMINARY MATTERS

A copy of the agenda packet can be found at <http://www.berkeleypubliclibrary.org/about/board-library-trustees>

A. Call to Order: 6:31 PM

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

Absent: None.

Also Present: Beth Pollard, Interim Director of Library Services; Sarah Dentan, Acting Deputy Director; Eve Franklin, Administrative Secretary.

B. Public Comments: 7 speakers.

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

1. **Andrea Mullarkey** – spoke regarding staff reports regarding Beth Pollard, Collection Advisory Team, Baker & Taylor logins and the Strategic Plan.

D. Report from Board of Library Trustees

1. **Chair Holcomb** – reported attending the Berkeley Public Library Foundation’s annual Weininger Lecture in November.

II. CONSENT CALENDAR

Action: M/S/C Trustee Franklin / Trustee Novosel to adopt Resolution # R15-146 to approve Consent Calendar items as presented.

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

A. Approve minutes of November 18, 2015 Regular Meeting

From: Interim Director of Library Services

Recommendation: Adopt a resolution to approve the minutes of the November 18, 2015 Regular Meeting of the Board of Library Trustees.

Financial Implications: None.

Contact: Beth Pollard, Interim of Library Services

Action: Adopted Resolution # R15-147

B. Author's Dinner

From: Acting Deputy Director of Library Services

Recommendation: Recommendation: Adopt a resolution to approve the arrangements in preparation for the 14th annual Authors Dinner to be held on Saturday, February 6, 2016 at the Central Library.

Financial Implications: None.

Contact: Sarah Dentan, Acting Deputy Director of Library Services

Action: Adopted Resolution # R15-148

III. ACTION CALENDAR

A. Universal Service Fund (E-RATE) Program

From: Manager, Information Technology

Recommendation: Adopt a resolution authorizing the Director of Library Services to participate in and accept Universal Service Fund (E-Rate) program funding in fiscal year 2017.

Financial Implications: see report.

Contact: Alicia Abramson, Manager, Information Technology

Action: M/S/C Trustee Franklin / Trustee Novosel to adopt Resolution # R15-149.

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

Abstentions: None.

IV. INFORMATION REPORTS

A. Tarea Hall Pittman South Branch Signage Subcommittee Update

Trustees Novosel and Burton provided a status report. The next meeting is scheduled for 1/7/2016

From: Acting Deputy Director of Library Services

Contact: Sarah Dentan, Acting Deputy Director of Library Services

Action: Received.

B. December 2015 Monthly Report from Library Director

From: Interim Director of Library Services

Contact: Beth Pollard, Interim Director of Library Services

Action: Received.

C. Library Operations

Sarah Dentan provided a presentation (Attachment 1).

From: Acting Deputy Director of Library Services

Contact: Sarah Dentan, Acting Deputy Director of Library Services

Action: Received

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

From: Interim Director of Library Services

Contact: Beth Pollard, Interim Director of Library Services

Action: Received.

V. AGENDA BUILDING

- Strategic Plan Update (January 2016)

VI. ADJOURNMENT

Adjourned at 7:40 PM.

COMMUNICATIONS: none

SUPPLEMENTAL COMMUNICATIONS AND REPORTS:

1. Library Operations Presentation - Sarah Dentan, Acting Deputy Director

November 2015 Native American Heritage Month

BOARD OF LIBRARY TRUSTEES
DECEMBER 16, 2015

By the Numbers

November 2015		
Circulation	141,552	
Computer Usage	14,677	
Wireless Users	6269	
Gate Count	130,212	
Information Requests	37,371	
	Events	Attendees
Library Programs	162	3964
Outreach	35	959

Best Circulations Adult Fiction

1. **The Girl on the Train**, Paula Hawkins
2. **Go Set a Watchman**, Harper Lee
3. **A God in Ruins**, Kate Atkinson
4. **All the Light We Cannot See**, Anthony Doerr
5. **The Buried Giant**, Kazuo Ishiguro
6. **X**, Sue Grafton
7. **The Goldfinch**, Donna Tartt
8. **A Spool of Blue Thread**, Anne Tyler
9. **Americanah**, Chimamanda Ngozi Adichie
10. **Euphoria**, Lily King

Best Circulators Adult Non-Fiction

1. **Being Mortal: Medicine and What Matters in the End**, Atul Gawande
2. **H is for Hawk**, Helen Macdonald
3. **Between the World and Me**, Ta-Nehisi Coates
4. **The Life-changing Magic of Tidying Up**, Marie Kondō
5. **Modern Romance**, Aziz Ansari
6. **Between You & Me: Confessions of a Comma Queen**, Mary Norris
7. **On the Move: a Life**, Oliver Sacks
8. **M Train**, Patti Smith
9. **Why Not Me?** Mindy Kaling
10. **Yes Please**, Amy Poehler

Best Circulators Children's Materials

1. **Diary of a Wimpy Kid: Old School**, Jeff Kinney
2. **Harry Potter and the Sorcerer's Stone**, JK Rowling
3. **Diary of a Wimpy Kid: The Long Haul**, Jeff Kinney
4. **Waiting is Not Easy!** Mo Willems (*reader*)
5. **Maisy Goes on a Plane**, Lucy Cousins (*picture book*)
6. **Kristy's Great Idea: a Graphic Novel**, Raina Telgemeier (*graphic novel*)
7. **Prince Fly Guy**, Ted Arnold (*reader*)
8. **Harry Potter and the Order of the Phoenix**, JK Rowling
9. **Harry Potter and the Chamber of Secrets**, JK Rowling
10. **The Marvels**, Brian Selznick

Native American Heritage Month

NOVEMBER, 2015



Special Programs

Alicia Retes, storyteller, Museum of the American Indian

Project 562, photographic portraits of contemporary Native American people

Ohlone Indian Culture in Berkeley, Malcolm Margolin (Heyday Books) & Vincent Medina (Ohlone cultural activist)

Smoke Signals, Film

Coyote Speaks, Magical Moonshine Puppet Theater



Programs

Personal Finance, Investment & Estate Planning

Handmade Cards & Letters

Fountain Rock Trio

Modern Macrame

Biking After
Dark



International Game Day



On Trial: Solitary Confinement





- Ron Stief
- Stephen Czifra
- Michael McBride
- Buffy Hutchison, moderator


6:30-8 P.M.
WEDNESDAY,
NOVEMBER 3


NORTHBRAE
COMMUNITY
CHURCH
941 THE ALAMEDA

ON TRIAL: SOLITARY CONFINEMENT

A PANEL DISCUSSION EXPLORING ISSUES OF REFORM
IN U.S. IMPRISONMENT PRACTICES

<p>JOHN SHELLEY</p>  <p>INNOVATIVE DIRECTIONS NATIONAL RESEARCH COUNCIL ON JUVENILE JUSTICE</p>	<p>STEPHEN CZIFRA</p>  <p>CRIME & JUSTICE SOLITARY CONFINEMENT IN "REPRODUCTION OF THE SOCIETY" BY MICHAEL MCCBRIDE AT UC BERKELEY</p>	<p>MICHAEL MCCBRIDE</p>  <p>PAIN OF THE BODY LIBERTY AND JUSTICE BY MICHAEL MCCBRIDE AT UC BERKELEY</p>	<p>BUFFY HUTCHISON</p>  <p>WISCONSIN STATE ATTORNEY A FILM COMING TO THEATRE AND A SPEECH</p>
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 and by the Berkeley Organizing Congregation for Action
 North Branch 510-961-4250 www.berkeleypubliclibrary.org
 Northbrae Community Church 510-226-2806 www.northbrae.org



Chanticleer
Youth Choir





INFORMATION CALENDAR

January 13, 2016

TO: Board of Library Trustees
FROM: Sarah Dentan, Acting Deputy Director of Library Services
SUBJECT: UPDATE ON THE WORK OF THE TAREA HALL PITTMAN SOUTH BRANCH SIGNAGE SUBCOMMITTEE

INTRODUCTION

This report provides an update on the work completed at the January 7, 2016 meeting of the Tarea Hall Pittman South Branch Signage Subcommittee.

FISCAL IMPACT

This report has no fiscal impacts

BACKGROUND

At the May 7, 2015 Special Meeting, BOLT voted unanimously to amend the Library Naming Policy and rename the South Branch Library in honor of Tarea Hall Pittman and encourage the citizens of Berkeley to reflect on her contributions to Berkeley and her political activism on local and national issues. Furthermore, BOLT voted to establish a Signage Subcommittee to determine the exact wording of the new name and how the new name shall be affixed to the library.

At the November 5, 2015 meeting of the Library Signage Subcommittee, the subcommittee recommended to change the name of the South Branch Library to "Tarea Hall Pittman South Branch" and developed several potential design directions for consideration.

At the December 3, 2015 meeting of the Library Signage Subcommittee, the subcommittee identified a preferred concept for the new signage. The subcommittee also acknowledged permanent signage will take some time, and asked for temporary signage reflecting the new name.

CURRENT SITUATION AND ITS EFFECTS

At the January 7, 2016 meeting of the Library Signage Subcommittee, the subcommittee looked at initial design drawings and approved the concept. The library is in an area zoned for residential use, and there are significant restrictions on signage. We anticipate the following conflicts with existing zoning:

- Height of signage (i.e., how high above the ground the signage sits)
- Overall size of signage in square footage

- Signage includes a personal name, not just wayfinding

Library staff will contact City staff to determine a process for dealing with these conflicts.

Ashley Arnold shared 4 designs for temporary signage; the committee agreed on a preferred direction.

FURTHER ACTION

The Library Signage Subcommittee will continue to meet, further honing the design of signage. A final design will be brought to BOLT for approval, after preliminary discussions with City staff. While exterior signage is the subcommittee's first priority, the subcommittee will also consider options for recognition inside the library as well.

The Library Signage Subcommittee will continue to report its work to BOLT.



TO: Board of Library Trustees
FROM: Beth Pollard, Interim Library Director
SUBJECT: BERKELEY PUBLIC LIBRARY FY 16-18 STRATEGIC PLAN – JANUARY 2016 UPDATE

RECOMMENDATION

Receive informational presentation on progress of the fiscal years 2106-18 Strategic Plan.

FISCAL IMPACT

There is no fiscal impact from this report.

BACKGROUND

On May 28, 2015, the Board of Library Trustees approved a three-year Strategic Plan covering the fiscal years 2015-16 through 2017-18. Approval of the plan was the culmination of two years of extensive outreach into the community by a wide range of Library staff members to identify key community challenges and key library opportunities. An overarching vision and goal for the Library over the next three years emerged as “Building Community through Collaboration and Conversations.” Key strategies were identified to inform the Library’s direction in realizing its vision and meeting its goals over the next three years, with focus on literacy, operational efficiencies, marketing, partnerships, and technology. A number of activities were named as potential means of furthering the strategies towards meeting the plan’s vision and goals.

CURRENT SITUATION AND ITS EFFECTS

This is the first progress update to the Board on the status of the Library activities in line with the Strategic Plan and its vision, goals, and strategies. This update encompasses those activities set forth in the plan to move forward in the period of time up to May, 2016.

The plan was ambitious in its projected timelines; nevertheless, staff has made strides in and/or fully accomplished the expectations as outlined. The attached presentation notes the activity projected in the plan, progress to date, and work going forward.

FURTHER ACTION

None.

Attachments:

1. Berkeley Public Library FY 16-18 Strategic Plan – January 2016 Update
2. Berkeley Public Library FY 16-18 Strategic Plan approved May 28, 2105

STRATEGIC PLAN

Community-Collaboration-Conversations

January 2016 Update

Literacy

Bolster LITERACY in all its forms to bridge the achievement gap

Strategies:

- Develop dynamic services, programs and collections that meet individuals' and community needs and interests
- Develop strategies and services to support curriculum, educational preparedness and literacies for all generations

How are we doing?

Provide Tutor.com to our community to support City of Berkeley's 20/20 Vision

Completed 3 months ahead of schedule

Update Collection Development Policy and library practice to reflect library's goal of responsive collections

Policy updated in FY15, operational changes effective FY16, Collection Advisory Team created to start 1/2016

Support City of Berkeley's 20/20 Vision by providing college and career readiness

Relevant information included in monthly Teen newsletter, staff provide trainings and workshops for schools

Support City of Berkeley's 20/20 Vision by having Teen Advisory Groups in place at each library location

Completed by April 2015

Develop trained volunteer program to enhance early literacy skills at local preschools and daycares

Grant funding received through Foundations for Berkeley Builds Readers. First training scheduled for January 2016

How are we doing?

Pilot a book vending machine at a Berkeley preschool

Currently reviewing feasibility of project for FY2017

Together with local schools, create curated book lists

Actively in process with our book lists team

Develop and focus digital and streaming collections for youth

Created Teen and Children's Reading Rooms on Overdrive, created Children's emagazine collection, revised eLibrary to highlight Teen and Children's materials, increased materials in Overdrive for youth

Expand Books by Mail

Exploring avenues to increase reach of program

Expand shelf ready processing and Lucky Day offerings

Updating shelf ready and in-house processing for increased efficiency

Operational Efficiencies

Foster a culture of flexibility by optimizing OPERATIONAL EFFICIENCIES

Strategies:

- Be progressive, responsible, responsive and welcoming
- Be a central hub for congregation, shared experiences and innovation

How are we doing?

Evaluate systems, processes and service models in all divisions with goals of streamlining workflow, improving services and increasing responsiveness to community needs

Revised work teams in Children's Services, Collection Development and creation of Collection Advisory Team for January 2016 start

Facilitate communication at all organizational levels

Four monthly newsletters to community, intranet contract being finalized, communication task force recommendations moving into practice with revision

Develop and train staff on customer service standards
Staff required to attend four trainings annually

BPL and COB trainings are regularly promoted in Library News and staff meetings. Staff are actively enrolling.

Implement recommendations of the Safety Audit report

Audit complete, BOLT approved updated Rules of Conduct, training for all staff early in 2016

Develop annual system-wide programming to reflect City's cultural diversity

Calendar completed, programming implemented. Marketing, collection tie-in and promotions are in progress

How are we doing?

Develop and implement staff improvement plan, inclusive of All Staff Day

Each employee is scheduled to receive annual performance review which includes development plan. All Staff Day planning underway for Spring 2016.

Create Human Resources Corner on Intranet

Awaiting intranet implementation

Identify and prioritize capital improvements: Central Teen Room and internal improvements

Teen Room project scheduled to begin Construction Document phase, TS and IT departments slated for furniture and space updates in early 2016

Marketing

Raise awareness of the Library through MARKETING

Strategies:

- Promote the Library's value to our community
- Promote Library programs, services and collections to raise the Library's profile

How are we doing?

Develop outcome measures and evaluation tools to assess programs

Systemwide statistical reporting structure in place, also moving towards implementing PLA's Project Outcome tool

Develop a comprehensive marketing plan

Four monthly library newsletters in place, regular social media posts by team

Brand and market programs on an annual schedule

Annual calendar now in place, have completed some coordinated promotions

Promote Library's free meeting spaces for community groups,

Currently promoted on Library website, very well used by community

Develop Early Literacy webpage for community

Exploring options for implementation

Partnerships

Leverage resources through PARTNERSHIPS

Strategies:

- Construct partnerships to offer inspired services, programs and collections of interest to all generations of users
- Construct partnerships to connect people to services and information

How are we doing?

Establish annual outreach schedule for City events

Library programming is scheduled monthly by theme, outreach events will be calendered likewise. Library On Wheels is very popular at outreach events

Reestablish Berkeley History Room hours

Currently examining options for staffing

Work with Berkeley History Partners to create systemwide programming

Library is reaching out to local organizations to develop leads for programming.

Provide tools for local organizations to network

Library actively participates in COB Homeless Task Force, Relaunch of Berkeley Information Network

Develop Tool Lending Library workshops and classes together with local organizations and businesses

Will begin first half of 2016

How are we doing?

Develop Chromebook pilot program with BHS by October 2015

Explore options to implement in coming school year

Encourage staff to actively participate in local organizations and civic groups

Explore options for membership-based groups in the coming year.

Create History Room Development plan to include preservation, curation and digitization plans by January 2016

BHS yearbook digitization project near completion; History Room plan under development.

Develop a plan together with local language service providers to provide needed services

Explore for implementation in FY17

Technology

Use TECHNOLOGY to strengthen digital presence and bridge digital divide

Strategies:

- Connect people and services creatively through free access to information and resources
- Connect people to services and information through technology as a social equalizer

How are we doing?

Develop internal and public tech-related trainings

Internal trainings offered by Library and COB, to be included also in Tech Plan

Increase bandwidth for staff and patrons

CENIC 1GB adoption effective November 2015, branches on Opt-E-Man

Conduct technology needs assessment to draft 3 year technology plan

Completed, staff review of plan to happen in January 2016, submit for BOLT approval in February 2016

Establish monthly computer classes at branches

Currently not feasible at branches

Revamp access to digital content and devices

All locations checking out laptops, Central circulates ipads-one of our more popular services

Conclusion

How did we do?

- Progress in all strategic areas
- Work ongoing

Community

Collaboration

Conversation

- Next update: May 2016



Thank you and Happy New Year

BERKELEY PUBLIC LIBRARY: FY2016-18 STRATEGIC PLAN

In January 2014, the Library commenced a year-long, community-driven information gathering and strategic planning process by engaging and conversing with Library staff, patrons, key neighborhood stakeholders and the general community to identify and prioritize services, resources and ambitions over the next three years.

KEY STRATEGIC DIRECTIONS

Three key strategic directions emerged from the data collected:

COMMUNITY – COLLABORATION – CONVERSATIONS

VISION and GOALS

As the Library enacts its three-year strategic plan, it will be guided by the vision and goals of:

Building COMMUNITY through COLLABORATION and CONVERSATIONS

- **Making a difference** in people's lives and neighborhoods **by building effective partnerships;**
- **Providing opportunities** and experiences for growth and enlightenment **through quality programs, services and technology;**
- **Celebrating** the Library's **positive impacts** in people's lives and neighborhoods; and,
- **Being entrepreneurial** in addressing community needs **through transparency, responsiveness, innovation and organizational efficiencies.**

INITIATIVES and STRATEGIES

To realize these goals over the next several years, the Library will embrace a spirit of flexibility as we examine our current organizational structure and enact changes that will permit us to focus our services in response to community desires and adroitly adapt how we provide those services while still maintaining our core responsibilities. Key initiatives and strategies have been identified to inform the Library's direction to realize its vision and meet its goals over the next three years.

- Bolster **LITERACY** in all its forms to bridge the achievement gap:
 - Strategy 1: Develop dynamic services, programs and collections that meet individuals' and community needs and interests
 - Strategy 2: Develop strategies and services to support curriculum, educational preparedness and literacies for all generations
- Foster a culture of flexibility by optimizing **OPERATIONAL EFFICIENCIES**:
 - Strategy 1: Be progressive, responsible, responsive and welcoming
 - Strategy 2: Be a central hub for congregation, shared experiences and innovation
- Raise awareness of Library through **MARKETING**:
 - Strategy 1: Promote the Library's value to our community
 - Strategy 2: Promote Library programs, services and collections to raise the Library's profile
- Leverage resources through **PARTNERSHIPS** for greatest impact:
 - Strategy 1: Construct partnerships to offer inspired services, programs and collections of interest to all generations of users
 - Strategy 2: Construct partnerships to connect people to services and information
- Utilize **TECHNOLOGY** to strengthen digital presence and bridge digital divide:
 - Strategy 1: Connect people and services creatively through free access to information and resources
 - Strategy 2: Connect people to services and information through technology as a social equalizer

FY 2016 – 2018 Berkeley Public Library Strategic Plan Framework

INITIATIVES					
	Bolster LITERACY in all its forms to bridge the achievement gap	Foster a culture of flexibility by optimizing OPERATIONAL EFFICIENCIES	Raise awareness of the Library through MARKETING	Leverage resources through PARTNERSHIPS for greatest impact	Utilize TECHNOLOGY to strengthen digital presence and bridge digital divide
STRATEGIES	1. Align Berkeley Public Library with the City of Berkeley 20/20 Vision for Berkeley's Children and Youth	3. Be a progressive, responsive, responsible and welcoming organization	5. Promote the Library's value to our community	7. Construct partnerships to offer inspired services, programs and collections of interest to all generations of users	9. Connect people and services creatively through free access to information and resources
	2. Develop strategies and services to support curriculum, educational preparedness and literacies for all generations	4. Be a central hub for congregation, shared experiences and innovation	6. Promote Library programs, services and collections to raise the Library's profile	8. Construct partnerships to connect people to services and information	10. Connect people to services and information through technology as a social equalizer
ACTIVITIES					
FY 2016	1a. 20/20 Vision Focus on Student Support: Review and Recommend Databases geared towards Teen College and Career resources. Provide Tutor.com with training and marketing into local schools by September 2015.	3a. Be progressive Action Item: Evaluate systems, processes and service models in all division operations, implementing improvements to streamline workflow, increase capacity and improve services to best be responsive to community needs and recommend Changes to BOLT by July 1, 2015	5a. Promote Community Value: Develop outcome measures and evaluation tools to assess programs, events, collections and services effectiveness, usage and ROI; and promote Library's positive impact on community and individuals' lives. Include Monthly Report to BOLT on all Library Activities from all divisions by July 1, 2015	7a. Construct Partnerships Action Item: Establish an annual outreach schedule for participation at City-wide events and host activities that increase neighborhood awareness and civic engagement, such as National Night Out, Bay Festival and pop-up libraries Programming Team will develop a list of Berkeley Events and coordinate Outreach by September 1, 2015	10a. Connect Technology: Develop Library Technology Team with IT and Adult Reference to provide internal and external training by September 1, 2015
	2a. Support Curriculum for All Generations Action Item: Review and revise the Library's Collection Development Policy and practices, inclusive of developing a plan that curates collections that respond to, anticipate and reflect community needs, interests and trends and recommend to BOLT by October 1, 2015	3b. Be Progressive Action Item: Facilitate communication at all organizational levels via new or revised, improved consistent in-person and online models to better link staff and community. Implement new Intranet for Staff by July 1, 2015	6a. Promote Library Programs Action Plan: Develop a comprehensive marketing plan, inclusive of a new logo and component to enhance virtual marketing through increased use of social media tools Action Item: Create Marketing Team by September 1, 2015	8a. Construct Partnerships Action Item: Re-establish Berkeley History Room Hours by September 1, 2015	9a. Connect Technology: Increase Bandwidth System-wide with help from CENIC Consortium by October 1, 2015.
	1b. 20/20 Vision College and Career Readiness Action Item: Liaison with High School to	3c. Be Progressive Action Item: Develop and train staff on customer service standards in order	6b. Promote Library Programs Action Plan: Brand and market programs for	8b. Construct Partnerships Action Item: Participate in Berkeley History networking opportunities to	10b. Connect Technology: Conduct a technology needs assessment, identify strategic technology

provide regular training on Databases for students and teachers by October 2015	to exceed expectations of service, both internally and externally. Staff will be required to attend four trainings per year (webinar, in-person, or conference) by January 1, 2016	greater visibility and to better connect to community interests Action Item: Schedule Out Programming for year starting September 1, 2015	enhance programming and collections by September 1, 2015 Action Item: Work with Berkeley History Partners to present system-wide programming with a local history team throughout May, 2016	improvements and draft a three-year Technology Strategic Plan for the Library, inclusive of a training program for staff to learn new devices, software and applications by October 2015
1c. 20/20 Vision Student Engagement: Action Item: Each Library branch will have one formal Teen Advisory Group to guide Programs, Services, and Collection Development by October 2015	3d. Be progressive Action Item: Implement recommendations in Safety Audit report, inclusive of establishing an Emergency Communication Plan to ensure timely dissemination of emergency information to all staff. Recommend changes to BOLT by July 1, 2015	5b. Promote Community Value: Develop outcome measures and evaluation tools to assess programs, events, collections and services effectiveness, usage and ROI; and promote Library's positive impact on community and individuals' lives. Create Quarterly Assessment Tool to review goals for all programs, services, and collections by January 1, 2016	7b. Construct Partnerships Action Item: Provide an online networking communications tool to Berkeley community organizations within the Berkeley Information Network (BIN) to enhance and create partnerships, collaboration, community, and publicity. Action Item: Send a representative to Homeless Task Force Meetings. Survey Homeless Taskforce to determine biggest needs in community. Action Item: Create a Berkeley Information Network Fair to invite community meetings on the City of Berkeley's most critical issues. Provide quarterly meetings and invite groups starting in October 2015.	9b. Connect Technology: Establish monthly Computer Classes at all branches by January 31, 2016
1d. 20/20 Vision Focus on Kindergarten Readiness Action Item: Develop a trained volunteer program to enhance early literacy skills at Berkeley Pre-Schools and Daycares by January 1, 2016 Action Item: Create and produce a monthly Early Literacy newsletter including literacy tips & ideas for parents, as well as info on programs and materials by January 1, 2016	3e. Be Progressive Action Item: Develop an annual system-wide programming plan that is responsive to community interests, highlights BPL's resources and materials and reflects the City's cultural diversity Action item: Implement by September 1, 2015	6c. Promote Library Programs Action Item: Promote the Library's free meeting spaces, virtual services and programs digitally and through social media. Meet with local schools and non-profits to advertise space by January 1, 2016	7c. Construct Partnerships Action Item: Develop Tool Library Programs with regular classes by community groups on tools and promotion of tool selection by September 1, 2015	9c. Connect Technology: Revamp access to digital content and devices by circulating laptops or other mobile devices by January 2016.

	<p>1e. 20/20 Vision Focus on Kindergarten Readiness Action Item: Pilot a Book machine Project at a select Berkeley Pre-school to provide proof of concept to enhance programs by January 1, 2016</p>	<p>3f. Be Progressive Action Item: Develop and train staff on customer service standards in order to exceed expectations of service, both internally and externally. Collection Development Team will develop training schedule on new collections and databases by January 1, 2016</p>	<p>6d. Promote Library Programs Action: Develop and launch an Early Literacy web-page for parents and caregivers by February 1, 2016</p>	<p>7d. Construct Partnerships Action Item: Develop Chromebook Pilot Project with Berkeley High School with a focus on lending laptops to underserved students by October 1, 2015</p>	<p>9d. Connect Technology: Conduct Technology assessment for equipment, tools, bandwidth, and staff to determine needs by January 2016</p>
	<p>1f. 20/20 Vision Focus on Reading Proficiency by the Third Grade Action Item: Work with School Media Specialists and local school administrators to develop curated lists tailored to curriculum needs. Provide lists by January 1, 2016</p>	<p>3g. Be Progressive Action Item: Develop and implement a staff development plan, inclusive of an All Staff Day event and training plan to provide employees with the tools to enhance their effectiveness Action Item: Develop plan by October 2015</p>		<p>7e. Construct Partnerships Action Item: Encourage staff participation and membership in business and civic associations, city-wide committees and regional organizations Action Item: Review local organizations, categorize, and offer to staff by January 1, 2016</p>	
	<p>2b. Support Curriculum for All Generations Action Item: Develop and Focus the Library's digital and streaming collections, especially high-demand content by January 1, 2016</p>	<p>3h. Be Progressive Action Item: Upon implementation of new BPL intranet create a Human Resources Corner on site. Staff will have access to most in-demand HR items and FAQs on key questions by December 31, 2015</p>		<p>8c. Construct Partnerships Action Item: Create History Room Development Plan in order to properly Preserve, Curate, and Digitize Berkeley History Room Items by January 2016</p>	
				<p>8d. Construct Partnerships Action Item: Review Language services and collections provided by the library and ensure consistent services. Outreach to local organizations that provide language services to mono-lingual non-English speakers by January 2016</p>	
<p>FY 2017</p>	<p>2c. Support Curriculum for All Generations Action Item: Expand the Books by Mail program to reach more home bound patrons through a promotional campaign and by working with local senior services agencies by June 1, 2016</p>	<p>3i. Be Progressive Action Item: Identify City of Berkeley core required trainings and ensure BPL staff is enrolled in these trainings to meet City standards by January 31, 2016</p>	<p>6e. Promote Library Programs Action Item: Develop a publicity campaign to promote the Library's digital resources to increase aware and use Develop marketing programs around e-resources ex. Database of the Week, Library Apps for your Phone, Your Library in More Places by July 1, 2016</p>	<p>7f. Construct Partnerships: Explore partnership opportunities with local agencies and community organizations for potential self-service kiosk sites in underserved and in high traffic areas of the City to enable 24/7 access to materials by July 2017</p>	

	<p>2d. Support Curriculum for All Generations Action item: Expand shelf-ready processing to other areas of the collections and expand the Lucky Day program to an online platform by June 1, 2016</p>	<p>4a. Central Hub Action Item: Identify and prioritize strategic capital improvements, including infrastructure and Central Library repairs and improvements for possible action; complete construction of new Central Library teen room. Develop Annual Review with recommendations by Facilities March 2016</p>	<p>6f. Promote Library Programs Action Item: Develop and offer an annual signature event that is branded and identifiable as the Library's and inspires community engagement, such as One City/One Book</p>		
	<p>1g. 20/20 Vision Focus on School Readiness Action Item: Develop system-wide Early Childhood Service Plan for Implementation by July 1, 2016 Develop system-wide School Age Service plan by July 1, 2017</p>	<p>3j. Be Progressive Action Item: Maintain a balanced biennial budget, inclusive of maintaining budget reserve and illustrate stakeholders' ROI Recommend Annually to BOLT by April 30, 2016</p>			
	<p>1h. 20/20 Vision Focus on Student Support Action Item: Develop a series of inter-generational STEM programs in Library in partnership with local organizations by October 2016</p>	<p>3k. Be Progressive Action Item: Work with BPL management to host its' 2nd All Staff Development Day for May 2016</p>			
FY 2017	<p>1i. 20/20 Vision Focus on Reading Proficiency by the Third Grade: Enhance Volunteer Program to expand literacy programming to local elementary Schools by January 1, 2018</p>	<p>3l. Be Progressive Action Item: Further develop the Library's volunteer program in ways that help the Library grow its services and programs and provide meaningful and fulfilling opportunities to engage the community's citizens. Assess Volunteer Program September 1, 2016</p>		<p>8e. Construct Partnerships: Make deposit collections of low-cost books available at WIC, public health, family shelters, and other organizations serving children and families by October 1, 2017</p>	
	<p>1j. 20/20 Vision Focus on Kindergarten Readiness Action Item: Expand Volunteer Programming to include story visits to WIC, public health, and other organizations serving children and families by October 1, 2017</p>	<p>3m. Be Progressive: Explore ways to increase energy savings and sustainability efforts in facility maintenance and improvement efforts and educate the public on the Library's "green" practices Action item: Circulate materials that assist Berkeley Residents in becoming more energy efficient by October 1, 2016</p>	<p>5c. Promote Library Value Action Item: Identify and target outreach to new and emerging populations groups in the City, especially attracting and growing the adult patron base of 18-24 year olds by offering and promoting targeted programs and events Develop Plan by July 1, 2018</p>		

	<p>2e. Support Curriculum for All Generations Action Item: Expand BerkeleyReads Partnership with the AB 86 North-Alameda County Consortium for Adult Education by June 1, 2017</p>	<p>3n. Central Hub Action Item: Designate Central Library public spaces for use as technology labs, digital zones and other maker spaces that engage residents in creating content and learning new digital skills. Review Space Needs at Central by July 1, 2017</p>	<p>5d. Promote Library Value Action Item: Develop new Marketing Plan</p>	<p>7g. Construct Partnerships: Analyze City demographics to identify underserved areas of the City and collaborate with local agencies to share spaces for and promotion of non- and traditional library services by July 2018</p>	<p>9e. Connect Technology: Begin process of new Three Year Technology Plan</p>
	<p>2f. Support Curriculum for All Generations Action Item: Track the number of patrons who achieved self-identified education and job preparedness goals by January 1, 2018</p>	<p>3o. Be Progressive: Explore communication formats for improved and increased public feedback on organizational performance and responsiveness Action Item: Review Counting Opinions interface to make the library more responsive to ongoing issues by December 31, 2017</p>		<p>8f. Construct Partnerships: Explore ways to enhance Berkeley History Room by July 1, 2018</p>	
FY2018	<p>1k. 20/20 Vision Focus on School Readiness Action Item: Continue to expand services to enhance School Readiness and Grade Level Reading by the Third Grade Reading Level based on success of pilot programs by July 1, 2018</p>	<p>3p. Be Progressive: Develop and implement training for all staff on the service needs of children, teens and families by June 1, 2018</p>		<p>7h. Construct Partnerships: Begin process of new Strategic Plan by January 1, 2019</p>	
	<p>2g. Support Curriculum for All Generations Action Item: Identify new or emerging electronic devices and digital platforms and formats to include as part of Library services and collections by July 1, 2018</p>				



INFORMATION CALENDAR

January 13, 2016

TO: Board of Library Trustees
FROM: Beth Pollard, Interim Director of Library Services
SUBJECT: **JANUARY 2016** 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.

OVERVIEW

Items that would normally be in the Director's report are covered in the Strategic Plan update agenda item.

DIRECTOR RECRUITMENT

Library Human Resources Analyst July Cole is working with the Board of Library Trustees Chair and staff to hire a recruitment firm and develop a plan for recruiting and hiring a permanent Director of Library Services. She will report to the Board at its February meeting.

CENTRAL LIBRARY PROJECT

We are in discussions with City of Berkeley Public Works to engage the services of one of their project managers to help manage this project through the construction phase.

PERSONNEL

The City of Berkeley has opened the recruitment for the Administrative & Fiscal Services Manager classification, which will assist the Library in filling its vacancy that will be created if Dennis Dang is appointed permanently to the Finance Department's General Services Manager position.