

## SONOMA COUNTY LIBRARY

## RECOMMENDATION

### Maintaining a Strong Library System

As a connected, integrated system, the structure of the Sonoma County Library system works well. The regional branches share materials from the system, the Central Library supports the branches, and small libraries in Forestville and Occidental work together with larger regional branches. However, the Library still is not meeting the needs of the residents of the county because the vast majority of the system's libraries were designed for communities and a county much different than the ones they are being asked to serve today.

The Joint Powers Agreement called for services to be provided to all residents. Today, several areas of the county have no library service or very limited services. Areas of the county that formerly were very sparsely populated now have many residents living in them, and these residents do not have reasonably convenient access to library services. In addition, the demographic characteristics of the County's population have changed so that there are new needs that are not being met. The County's population has nearly doubled since the Sonoma County Library was formed, whereas library buildings have increased only 25%, including the new Rohnert Park-Cotati Regional Library.

The recommendations in this section outline what is needed for the library system to meet the needs of the residents and remain a vital part of peoples' lives.

### Guiding Policies

The following general policies form the basic framework from which to view the facility recommendations.

#### *THE LIBRARY SHOULD:*

1. **Provide libraries for all**

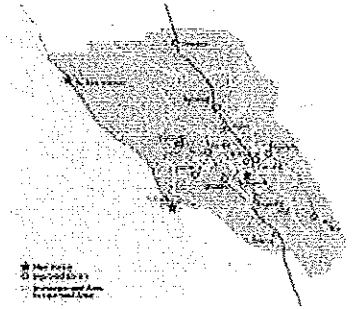
All residents should have access to library services. It is not practical to build a library near every county resident. However, new libraries are needed in populated areas of the county and current libraries that are not able to meet the needs of their service area should be improved.

2. **Build upon current strengths**

The structure of the Sonoma County Library as a network of interconnected regional branches supported by the Santa Rosa Central Library is a good model and should be kept strong.

3. **Take advantage of partnership opportunities**

Libraries are excellent partners for a wide variety of community facilities. Partnerships should be considered for new projects.



*A connected, integrated system.*

## RECOMMENDATION



Santa Rosa Central Library  
Forum Room

4. **Be a technology leader**  
With open access to all residents, the Library's investment in technology is a cost-effective way to provide information and to provide access to technology for all of the county's residents. In addition, the Library should act as a guide for technology for residents.
5. **Act as a cultural and educational center for the community**  
Libraries should provide the people with spaces to support a variety of community services associated with the Library's mission. From a homework center to a family reading area that can be used for a children's play, libraries should provide spaces to support community needs and endeavor to be relevant to the broadest portion of the community as practical.
6. **Create libraries that promote efficiency**  
Library improvements should support efficient operations. The buildings should be designed to reduce material handling time, allow staff to efficiently serve the public, and allow library users to serve themselves whenever possible. In order to promote efficient library operations, all libraries, except for the Central Library, are recommended to be single-story buildings.

### Summary of Recommendations

The recommendations for the county's library facilities over the next 25 years are:

- Create three new service areas to address populations that currently have no library service or have extremely limited access to library service.
- Upgrade the two very small branches at Occidental and Forestville to branches with larger collections and offering more services.
- Expand and improve the Central Library so that it can efficiently support the library network.
- Expand and improve all present libraries by 2025 to meet the service recommended service levels.

### SERVICE AREA STRATEGIES

Specific recommendations for facilities are provided for each service area including the three new ones. The process used to determine the facility recommendation for each study area has the following steps:

1. Determine the need.
2. Analyze the location and site capacity.
3. Determine the facility recommendation.
4. Include Library administration and staff, government leaders, library users and support groups in the planning.

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For expanded and new facilities, similar steps should be used to create the final building and site design for specific library projects.

### **1. Determine the Need**

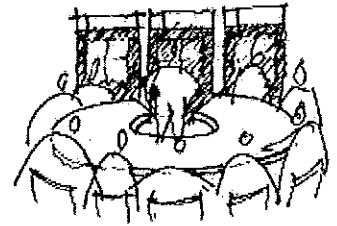
A library service area is the approximate geographic area served by an individual library. It is used to understand and plan library services to meet community needs in an equitable manner. Although specific needs will vary depending upon the characteristics of the service area, generally speaking the larger the population to be served, the larger the library should be. In simple terms, more potential library users more materials and seating, and more building square footage is needed. Small service areas are not penalized because the needs are looked at on a per resident basis.

Most library patrons in Sonoma County use more than one library although there is a clear pattern of regular use that most residents have with the branch nearest their home. Most residents from every library service area in the county use the Central Library from time to time. Of course, the Central Library serves its own immediate geographic area in Santa Rosa as well.

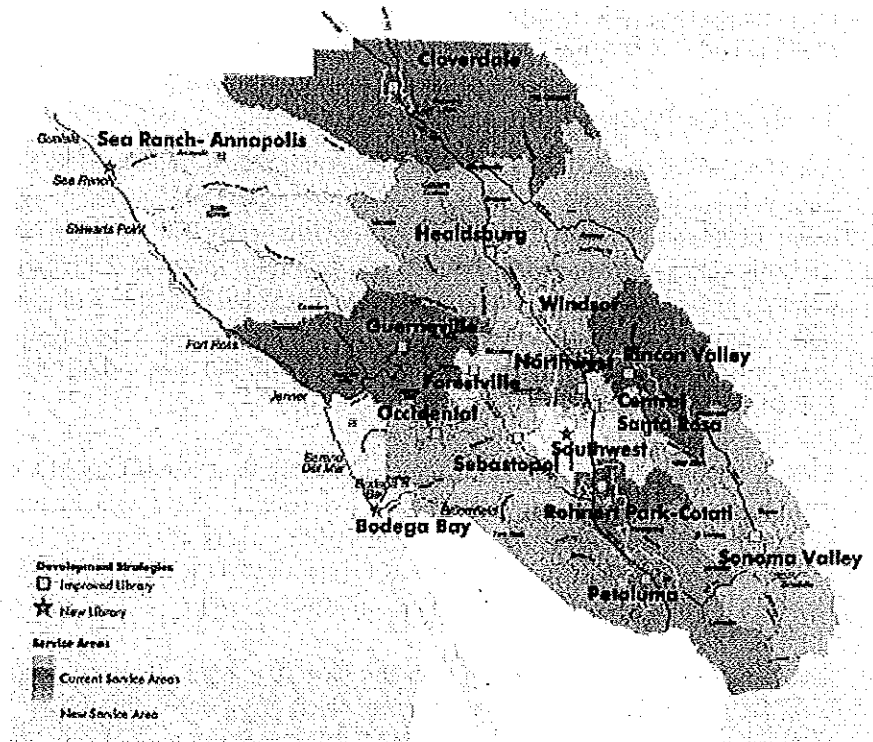
As a result of population growth over the past 30 years in the county, many areas are underserved and in some cases the lack of service is significant. The southern portion of the County, south of the Russian River, around Sebastopol, and between Sebastopol and the coast has seen a steady influx of new residents. Several recommendations are made to address this need, including a new service area west of Sebastopol with a proposed new library in or immediately around the community of Bodega Bay.

The northern coast communities of Sea Ranch, Stewarts Point, and Annapolis and the surrounding rural areas have also seen continued growth over the past 30 years. They are isolated from the nearest library by long distances. A new service area is recommended for these communities and the surrounding rural areas.

Southwest Santa Rosa has seen tremendous growth over the past 30 years. With a projected population of over 57,000 residents, it is nearly the size of the entire population of Santa Rosa during the first part of the 1970s when the Sonoma County Library was established. The widening of Highways 101 and 12 have kept this area somewhat isolated from convenient access to other Santa Rosa libraries. Therefore a third new service area is recommended for southwest Santa Rosa.



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The facility recommendations for each service area have taken into account the location and other characteristics of the user population. For example, Santa Rosa acts as a library system within the Sonoma County Library system in the sense that as residents move about the community, they will come into proximity to one of the four libraries. As a result, the recommended building area for the service area is at the lower end of the range recommended in this report. The Central Library, which supports the entire library system and houses special, system-wide collections and services, has a larger recommended building area.

For more isolated branches, the recommended size is larger per capita because the opportunity for residents of these service areas to use other branches is lowered. Branches servicing very small communities are also larger per capita because areas needed to house basic functions such as restrooms and staff work spaces cannot be reduced in proportion to the smaller service population.

The accompanying chart summarizes the recommended baseline Service Level Guidelines across the County.

<b>Countywide Service Level Base Guidelines</b>	
Collection – all formats	2.4 to 2.5 volumes per capita
Public Seating	3 to 4 seats per 1,000 people
Public Computers	1,000 to 1,250 people per computer
Group Study Area	4 to 24 seats per facility
Children’s Storytelling	10 to 40 places per facility
Meeting Room	1 per facility with 50 to 150 seats
Building Area	0.55 to 0.63 square feet per capita

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Although some branches meet some of the guideline requirements, all branches have some deficiencies in terms of meeting the guideline requirements. Many are significantly below the guideline levels in all areas. As we look toward 2025, all the present library facilities will need to undergo remodeling or expansion or, depending upon the capacity of their site and the age of the building, will need to be replaced by new libraries.

### **2. Analyze the Location and Site Capacity**

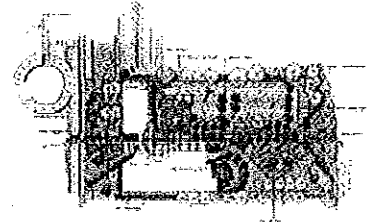
The location of libraries is a very important consideration for planning. A poor location can limit the use of a library, just as a very good location will promote usage. The following criteria should be used in evaluating library locations.

- A. **Location within the service area**  
The library should be near the geographic center of the service area.
- B. **Compatible with planning regulations**  
The library should be compatible with the appropriate county or city General Plan, any specific area plans or special planning studies, and specific local zoning requirements.
- C. **Availability of public and alternate modes of transportation**  
The location should be served by public transportation and have good bicycle and pedestrian access.
- D. **Visible to the community**  
To promote use, the location should be easily visible to the community.

Generally speaking, the locations of the present branches meet most of the criteria. There is much variation among the branches as to how well they meet the criteria. However, in terms of location, they are all acceptable and some rate high in the criteria.

Assuming that the location criteria have been addressed, the specific sites should be evaluated for their potential for new branches or for accommodating expansion or new construction on the site. The following considerations are important for evaluating library sites.

- A. **Quality of site**  
Sites with special aesthetic qualities are desirable, and sites with existing problems that would be prohibitively expensive to mitigate are to be avoided.
- B. **Compatible with adjacent land uses**  
The library should be compatible with neighboring properties. Some uses, such as parks and community centers, are excellent development partners and may enhance library usage. The library's impact on traffic and the environment also must be evaluated carefully.



*A library site needs space for the building, outdoor areas, parking and landscaping.*

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*Library sites that offer opportunities for partnerships with complimentary uses are desirable.*

### C. Partnership opportunities

Sites that offer opportunities for partnerships with complementary uses are desirable.

### D. Availability

The site should be obtainable for a fair price within a reasonable time if not currently owned by the jurisdiction building the library.

### E. Site capacity

The site should have enough buildable area for the library building, outdoor amenities, landscaping, and parking.

In determining the site capacity, several factors come into play:

- **Building size** — From an operational point of view, all libraries except Santa Rosa Central should be single story. Therefore the building area will equal the building's footprint. In actual practice, at least 5% should be added to account for features of each building's design.
- **Parking** — Parking requirements vary from community to community. Generally, they are in the range of one space per 250 gross building square feet for the first 10,000 gross square feet of building area, and one parking space per 500 gross square feet of additional building area. The size of parking spaces varies, with an average around 180 to 200 square feet per space. Generally area for driveways, driving aisles and landscaping will double the site area required per parking space to around 400 square feet of site per parking space.
- **Landscaping** — Most communities require that at least 15% of the site be landscaped. In practice, a ratio of 20% is more realistic when entry patios and courtyards are added.

Generally speaking, the required site area will be approximately three times the recommended building area. However, much will depend on local planning requirements and the characteristics of the site. For example, irregularly-shaped sites need to be larger than rectangular ones due to less efficient site circulation and layout options.

In the *Library Summaries* section, a brief evaluation of each site is given along with needs for future library construction.

### **3. Determine the Recommendations**

The specific development strategy recommended for each service area is summarized in this section and explained in more detail in the *Library Summaries* section. The proposed expansion and remodeling of existing libraries, combined with new construction where there is not an adequate site, will provide the facilities needed for meeting the library service needs.

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### Improved Branches

For many existing branches, the current site was evaluated to determine its capacity to accommodate the additional area needed. When a site was found to be inadequate to accommodate the proposed expansion, the acquisition of adjacent land or a new site is recommended.

### New Branches

For the three new branches recommended in this master plan, new sites will be needed. The criteria discussed above under *Analyze the Location and Site Capacity* should be used to select sites.

The accompanying chart gives the recommendations for each of the service areas. Each branch is addressed in more detail in the *Library Summaries* section.

Service Area	Have				Need		
	2000 pop service area	2000 pop city sphere	building size	sf/cap	2025 pop service area	building size	2025 sf/cap
Santa Rosa Central	85,132	-	48,930	0.57	72,715	48,670 - 53,800	0.67 - 0.74
Sonoma County History-Genealogy System Support	-	-	4,000	-	-	9,400 - 15,130	-
	-	-	14,270	-	-	22,860 - 28,570	-
Central Lib. Total	85,132	-	67,200	0.79	-	80,930 - 97,500	1.11 - 1.34
Santa Rosa Northwest	61,186	-	7,840	0.13	73,840	27,600 - 30,500	0.37 - 0.41
Santa Rosa Rincon Valley	34,998	-	15,000	0.43	48,532	19,300 - 21,300	0.40 - 0.44
Santa Rosa Southwest	-	-	-	-	60,681	23,350 - 25,800	0.38 - 0.43
Santa Rosa Total	181,316	147,595	90,040	0.50	255,768	151,180-175,100	0.59 - 0.68
Bodega Bay	-	-	-	-	2,231	3,750 - 4,130	1.68 - 1.85
Cloverdale	10,016	6,831	7,200	0.72	15,998	10,100 - 11,200	0.63 - 0.70
Forestville	4,263	-	660	0.15	5,519	4,570 - 5,050	0.83 - 0.92
Guerneville	13,259	-	6,237	0.47	18,349	11,000 - 12,130	0.60 - 0.66
Healdsburg Wine Library	18,550	10,722	10,300	0.56	22,842	13,270 - 14,660	0.58 - 0.64
	-	-	1,400	-	-	2,510 - 2,780	-
Healdsburg Total	-	-	11,700	-	-	15,780 - 17,440	0.69 - 0.76
Occidental	2,149	-	332	0.15	2,591	3,860 - 4,270	1.49 - 1.65
Petaluma	65,617	54,548	25,900	0.39	77,653	36,500 - 40,340	0.47 - 0.52
Rohnert Park-Cotati	54,654	48,707	25,000	0.46	73,463	33,460 - 36,980	0.46 - 0.50
Sea Ranch-Annapolis	-	-	-	-	3,794	4,340 - 4,800	1.14 - 1.26
Sebastopol	33,568	7,774	10,000	0.30	34,823	18,020 - 19,910	0.52 - 0.57
Sonoma Valley	40,400	9,128	10,000	0.25	51,262	27,650 - 30,560	0.54 - 0.60
Windsor	32,461	22,744	7,600	0.23	42,133	21,410 - 23,670	0.51 - 0.56
County Archives	-	-	3,900	-	-	8,000 - 15,000	-
System Total	458,613	308,049	198,569	0.43	606,426	337,430 - 386,280	0.56 - 0.64

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#### **4. Include Library, Government Leaders and Library Users**

The same type of planning process that the Sonoma County Library has used in providing the recommendations should be used in developing the final planning and design for remodeling and expanding the existing branches and building new libraries. Working closely with each community and local library users has been invaluable in understanding library needs and developing recommendations that support a strong library system and support local goals.

The benefits of such an inclusive approach are:

- An understanding of specific local needs.
- The opportunity to adapt the design to local needs.
- Strengthened local support.
- Assurance that the library will be an effective part of an interconnected regional system.
- Creation of a vision for a new library that is shared by users, officials, and the Sonoma County Library.

Another key benefit of a community-based planning process is that opportunities for partnerships can be more easily identified. Examples include libraries in San Jose and Albany, California that were built in partnership with community centers.



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## SONOMA COUNTY LIBRARY

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### OVERVIEW

The Sonoma County Library operates the libraries in the county and pays for the maintenance of the building interior. The jurisdiction, whether a city or the County government, that the library serves purchases the site, builds the libraries, and maintains the site and building exterior. Since 1975 when the Sonoma County Library was created, 10 new libraries have been built. The funding for design, construction, furniture, and other project costs has come from a number of sources. Most libraries were funded as a partnership with one or more agencies where practical. A partnership approach is recommended for future projects.

### PRIORITY OF NEEDS

Although there are facility deficiencies throughout the system, some service areas have needs greater than others. The recommended phasing plan is based on the relative needs of the service areas.

The first priority group includes the areas where service is not currently available within reasonable travel distance. It also includes four present service areas with very small libraries in relation to the present population of their service area (less than 0.3 square feet per resident).

#### Group 1

*Service areas without libraries in the immediate area, and large communities with great current need (less than 0.3 sf/cap in 2000).*

Bodega Bay	No service
Sea Ranch – Annapolis	No service
Santa Rosa Southwest	No service
Santa Rosa Northwest	0.13 sf/cap
Sebastopol	0.30 sf/cap
Sonoma Valley	0.25 sf/cap
Windsor	0.23 sf/cap

The second priority group includes the upgrading of two very small libraries with limited operations, enlargement of the Petaluma Regional Library so that it can better serve the needs of the current and projected future populations, and improvement of the Santa Rosa Central Library so that it can more efficiently support the library system.

#### Group 2

*Service areas with communities of any size with current need (0.4 sf/cap or less in 2000).*

*Upgrade smallest libraries to provide broadened services.*

*Improve system support.*

Forestville	0.15 sf/cap
Occidental	0.15 sf/cap
Petaluma	0.39 sf/cap
Santa Rosa Central	Systemwide support

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The third priority group includes improvement to libraries that now have facilities near or above the recommended size per capita (over 0.4 square feet per resident), but are expected to outgrow their buildings by 2025.

### Group 3

*Service areas with communities with future service needs (over 0.4 sf/cap in 2000)*

Cloverdale	0.72 sf/cap
Guerneville	0.47 sf/cap
Healdsburg	0.56 sf/cap
Santa Rosa Rincon Valley	0.43 sf/cap
Rohnert Park-Cotati	0.46 sf/cap

### A FLEXIBLE PLAN

Libraries are built to respond to community library service needs, of course, but it is also true that they are only built when a practical funding opportunity is available. It is always a challenge to raise the capital funds for building projects. The implementation of this plan will take many years. It is vital that libraries are built in Sonoma County in the forthcoming years. However, it is not essential that they follow the order of the priority groups. Because the Sonoma County Library is an interconnected network of regional libraries that shares resources and because residents do use more than one branch, improvements in any part of the system benefit the entire Library.

Planning for the recommended facility improvements should continue in some instances even though it may be several years before funding for a complete project is realized. Funding opportunities often do arise for well conceived projects. Planning today will allow the Sonoma County Library and the jurisdictions constructing the libraries to take advantage of future funding opportunities as they arise.

### PROJECT BUDGETS

Many factors go into a budget for a capital project. It is very important to plan for the entire project cost. There are many formats that can be used but the key to a successful project budget is that it be complete, including such items as contingencies for unknown project costs and price escalation over time.

Some of the items that should go into a project budget include the following:

- Design and Planning:
  - Pre-designing planning
  - Architectural and engineering fees
  - Interior design fees
  - Site survey
  - Geotechnical report
  - Hazardous materials investigation costs
  - Permits & fees
  - Staff administration

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### PROJECT BUDGET

- Temporary Facilities and Moving:
  - Temporary facility planning and design
  - Facility rental
  - Moving
  - Decommissioning
- Construction:
  - Construction contract
  - Construction contingency
  - Architectural and engineering fees
  - Construction management
  - Special testing services
  - Geotechnical field services
- Furniture, Equipment & Systems:
  - Moving costs
  - Furniture
  - Equipment
  - Outdoor furnishings
  - Communications/data network
  - Technology hardware

**DESIGN & BIDDING:**  
Architectural Fees  
Site Survey  
Geotechnical Report  
Hazardous Materials  
Advertising & Printing  
Permits & Fees  
Staff Administration

**TEMPORARY FACILITIES & MOVING:**  
Temporary Facility Planning  
Trailer Rental  
Moving  
Decommissioning

**CONSTRUCTION:**  
Contract for Construction  
Construction Contingency  
Architectural Fees  
Construction Management  
Special Testing Services  
Geotechnical Services  
Staff Administration

**FURNITURE, EQUIPMENT & SYSTEMS:**  
Movable Furniture  
Shelving Systems  
Computer Hardware & Network  
Telephone & Audio Visual

**TOTAL PROJECT COST**

### MODELS OF CAPITAL FUNDING

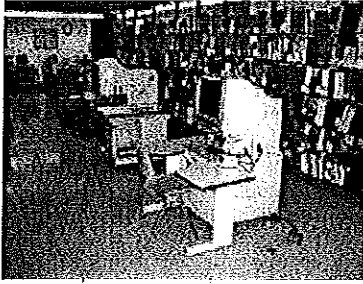
The libraries built since the creation of the Sonoma County Library in 1975 have used several sources for project funding. The funding sources include funding from the general revenues and the reserves of the agencies building the libraries, local bonds, Sonoma County Economic Development Agency funds, local redevelopment agency funds, federal revenue sharing funds, Federal Library Services and Construction Act funds, State of California library construction bond funds, local school district funds, and private contributions.

Most libraries in the system have drawn from more than one source of project funds. The construction of the Healdsburg and Cloverdale Libraries drew upon four sources of funding, including private donations.

### Capital Funding Strategies

Funding for the recommended library projects can come from many sources. We have found that for many successful projects the funding typically does come from multiple sources. A partnership approach recognizes that good libraries and a strong library system benefits many groups within a service area, and reduces the burden to all parties. Among the funding alternatives that should be considered are the following.

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*Sonoma County History &  
Genealogy Library*

### A. City and County Funds

General funds and reserve funds are a source of funding. Usually general revenue funds are used for small projects. A typical approach would be to set aside funds annually to a reserve account for a capital program. Many counties and cities have used local redevelopment agency funding for part of the project costs for libraries. The rules governing the actions of redevelopment agencies vary and should be examined carefully before proceeding. Counties and cities also can apply for Federal and state revenue sharing funds that may be available for library project costs.

### B. Grants

Federal and state grants are available from time to time. In 2000, California voters approved Proposition 14 which committed \$350 million to match local funds (a 35% local match is required) for library construction. A new, larger library construction bond measure has been introduced in the State legislature. If the new bond measure application requirements are similar to the current state library bond measure, the application process will require a substantial commitment of time, resources and money. The current application requires preparation of a needs assessment, a plan of service, a building program, a feasibility study of any building to be renovated or expanded, a geotechnical investigation and report, a complete conceptual site and building design, review and approval of California Environmental Quality Act, and other studies and documentation. The current state bond act provides 65% of allowable project costs.

### C. Private Donations

Libraries have been the center of many successful private fundraising campaigns. Because libraries have such a large impact on the residents and communities that they serve and because of their high visibility, they offer an attractive focus for fund raising campaigns. Friends of the Library groups and library foundations are good leaders or partners in fundraising.

Libraries are also attractive to the business community. Many libraries in California have looked to the business community for partnerships in developing new libraries. In Sonoma County, the new Sonoma State University Library received substantial funding from the private community.

The Sonoma County Library has begun a fund development program in order to look at opportunities for individual and business funding partners.

### D. Development-Based Funding

Some communities have turned to development fees to offset the cost of providing new library facilities for library construction, just as they have for school, fire, and other community services. Development fees typically call for the "impact fee" to be levied on new housing.

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### E. Property Tax Based Funding Sources

Most tax-based funding requires approval of those who would be called upon to pay the tax. Tax measures can be local for only the immediate jurisdiction in which the library is proposed; they can be for a district, presumably the service area of the library; or countywide. The measures can be used in combination. For example, a countywide tax may support collections and technology improvements, and a district tax may support new construction.

General Obligation Bonds are relatively efficient in that they have fewer requirements, especially for a reserve fund and interest fund prior to project initiation. The amount that is required to borrow is less and the debt service is less when compared to other bonding methods. General Obligation Bonds require a two-thirds majority of voters.

The Mello-Roos Community Facilities Act was passed by California in the 1980s and allows for a special tax to finance authorized community facilities and services. Mello-Roos Districts tend to encompass large development projects but can cover whole cities and counties. They require a two-thirds voter approval of all residents or, if small in number, a vote of all landowners.

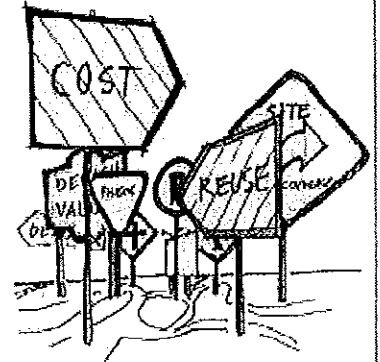
Other types of parcel tax funding, such as a benefits assessment or a special purpose parcel tax, may be available. Typically these would also require a two-thirds approval by voters for passage.

### F. Sales Tax

A special purpose sales tax could be levied on top of the existing sales tax to pay for library operations and construction. Special purpose sales taxes require a two-thirds majority vote of the residents.

### G. Certificates of Participation

Certificates of participation are a subset of the general financing technique known as lease/purchase or installment sale obligation financing. Within the tax-exempt realm a lease/purchase allows a municipality, in consideration for the use of equipment and/or real property, to make lease payments over a specified period of time. At the conclusion of this contract, the lessee (municipality) has the right to purchase the leased capital items at a nominal amount (usually \$1), or ownership may have already transferred by way of an installment sale contract. If the financing is structured to meet the requirements established by the federal government, the lease payments to the lessor are exempt from federal and state income taxation. The lessor, therefore, requires a lower rate of return from the financial contract (lease), thus lowering the interest costs to the lessee. Through this financial instrument, the city or district has accessed the tax-exempt debt market. The major advantage of a certificate of participation financing mechanism is that it does not require voter approval. In California,



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the local legislative body (i.e., city council or board of supervisors) is empowered to enter into lease/purchase financing.

### **Operating and Maintenance**

Over the past 25 years, the Sonoma County Library has sought to maintain quality library services. It has absorbed the opening of 10 expanded or completely new libraries. Although the Library has shouldered increased operational expenses, the Library's budget is strained.

The Library recently instituted a fund development program to explore funding partnerships with institutions, private individuals, and businesses. The specific timing for construction of improved and new libraries is unknown, but planning for the operations and maintenance costs should begin now. In the early phases of implementing the facility master plan, the Library should evaluate the current funding structure and consider funding improvements needed to support quality library services for Sonoma County.

## SONOMA COUNTY LIBRARY

### **A STRONG COUNTY SYSTEM SUPPORTING LOCAL NEEDS**

Sonoma County residents played an important role in shaping the recommendations of the Facilities Master Plan. In developing a facility plan for the future, the Sonoma County Library made a commitment to seek input from residents throughout the planning process. Over 2,500 residents participated through surveys, focus groups and workshops.

The public provided information on local needs now and in the future, and offered comments on recommendations throughout the master plan.

### **Community Leadership, Patron and Staff Participation in the Facility Master Plan**

#### **A. Strategic Visioning Workshop**

On October 30<sup>th</sup>, 2002, community leaders, library planning professionals and staff gathered to participate in an all day workshop on library needs and the future of libraries in Sonoma County. The participants included representatives from County government, from each of the incorporated cities within Sonoma County, and from the media as well as educators, students and representatives from community and regional organizations throughout the County.

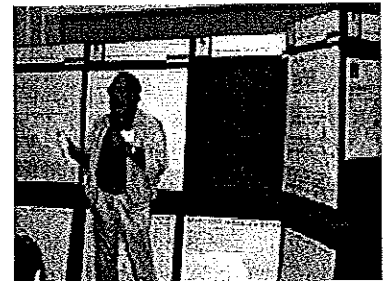
Workshop participants explored ideas about what Sonoma County will be like in the year 2025, what the library could be in the future, and what the library should be in the future. Participants described a future with increased population and ethnic and economic diversity. The library was viewed as a cultural center for communities that offers expanded services for a wide variety of residents. Libraries should make full use of technology but still have areas that support library and community service needs such as exhibit spaces, homework centers, performance areas and even cafes.

#### **B. Patron Survey**

Over 2,100 survey forms, in both English and Spanish, were distributed to library users throughout Sonoma County. The survey responses indicate that while library users value greatly the library system, there are needs that they would like to see addressed.

The 'helpful staff' and 'convenient location' were identified as the most favored attributes of the library. When patrons were asked what needed to be improved, the top answer was the collections, by a 3:1 margin — an important issue, given that 87% stated that they come to the library to use the collections. Half of the respondents indicated that they had to wait to access the materials or services they were looking for.

Patrons also indicated that the services they would most like to see added to the library are the people-centered uses such as a homework center, technology center, and self-checkout stations.

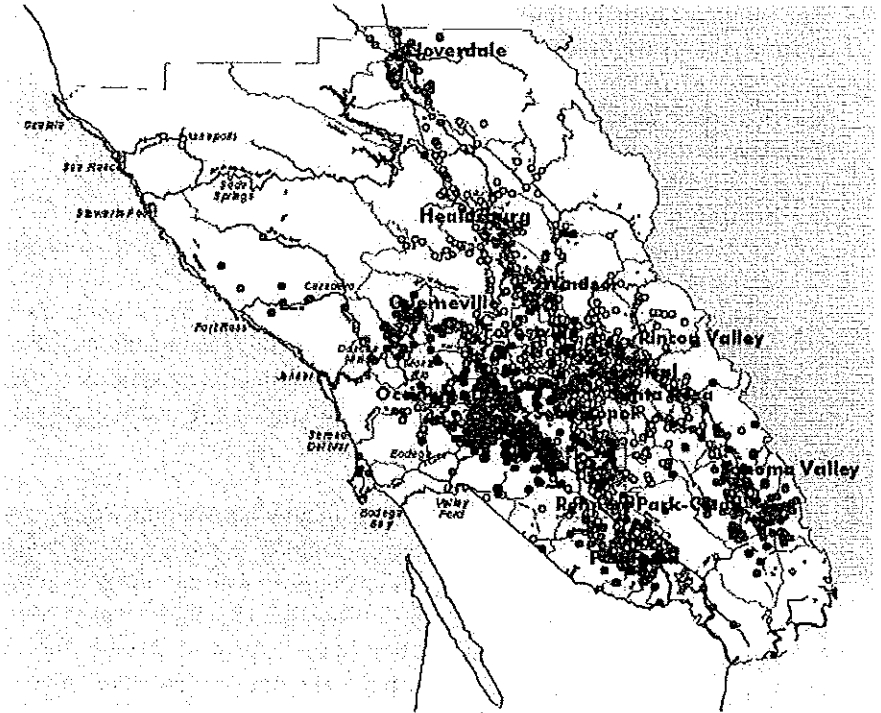


*Sonoma County Library  
Strategic Visioning Workshop*

## PARTICIPATION

### C. Patron Mapping

In order to understand which libraries Sonoma County residents use, the Library generated a random sample of 8,500 library users. These were mapped using GIS software to indicate the branch each patron visited. The results helped to define service areas. In addition, mapping of users showed that many residents use more than one branch. It also showed areas of Sonoma County without sufficient access to library services.



### D. Focus Groups

Focus groups were conducted at several locations in the county to listen to library service ideas and concerns of populations. Focus groups were held for parents of elementary school children, teenagers, literacy students, residents of Bodega Bay, and Spanish speaking adults.

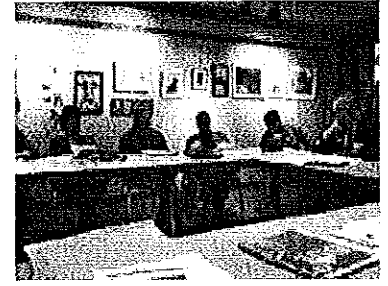
Participants at the Bodega Bay focus group emphasized the need to bring library services out to the coast. They also believed a library in their community could be the 'focal point' they have long desired. A potential partnership with the local grade school or community center was mentioned as a possibility.

A focus group with Spanish speaking adults was held at the Petaluma Regional Library. Participants expressed a great desire for services to be made more accessible to Spanish-speaking people. A broader Spanish language collection with materials at all reading levels would allow families to read and learn English together. More materials should also emphasize



## PARTICIPATION

the cultural history and traditions of Spanish speaking cultures. Additional computers were requested, as the current 30 minute time limits are not long enough for people who are not fluent in English. Tutoring and homework programs are important for students whose non-English speaking parents cannot provide assistance at home. More outreach is needed to make the library accessible to the estimated 90% to 95% of the Hispanic/Latino community not using the library. Two measures that participants believed would remove barriers were hiring additional Spanish-speaking staff and providing nametags in Spanish for staff members that are bilingual. One participant stated, "When no one understands, we leave."



*Sonoma Valley Local  
Stakeholders Committee  
Meeting*

Focus group participants from the Adult Literacy program likewise suggested additional Spanish speaking staff would make the library more accessible to those with limited English skills. Also suggested were acoustically controlled tutoring spaces. Many participants noted that embarrassment about being seen and heard learning to read is a barrier to joining the program. Overall, however, the program is greatly valued by the participants. As one member stated, "When you don't know how to read, it's like living with your eyes closed."

The teens focus group, held at the Rincon Valley Library, discussed how the library could best meet the needs of students. The participants stated that they use the library mainly as a place to study, do research for schoolwork, and use the computers for word processing. The public library is essential for their work, as the school libraries typically are limited in hours and collection. Participants stated that they would like the library to add study spaces for group work where discussion would not disrupt other patrons. Also noted was, that since they spend many hours at the library after school waiting for parents, they need more comfortable seating and a small cafe to get a snack so they can continue to concentrate on their work.

A focus group was held in the Town of Windsor with the parents of students at the Cali-Calamec school. Participants stated that they use the Windsor Library primarily as a pick-up and drop-off point for materials only. They would like to use the facility as a meeting place, to do research, and as a quiet place to read with their children, however, the lack of seating prevents them from doing so. The collection was also described as very limited, especially the Spanish collection, with one respondent stating that she "finds what I need about 10% of the time." With additional space, the participants would like the library to provide separate computers for children and adults, a family space where entire families could read or work together, and to become a one-stop cultural center with joint-programs in art, karate, performing arts, and media production.

### **E. Local Stakeholder Committee Meetings**

During the course of the study, 20 Local Stakeholder Committee meetings were held with city officials, community leaders, and library users. The

## PARTICIPATION



role of these committees is to bring information on local needs to library staff and the consultant team, to act as a conduit of information to the groups the participants represent, to provide comments on recommendations, and to explore ideas for implementing the recommendations.

### F. Local Official Meetings

Nine meetings were held with local government officials to discuss the recommendations and specific approaches to implementation. These meetings helped to ensure that local leadership was clearly aware of recommendations and could offer comments on how and when their communities could move forward with library projects.

### G. County Library Committee

A County Library Committee was formed to offer a countywide perspective on library services and facilities. Representatives were chosen from every part of the county and included media representatives, students, educators, and representatives from the County government and many cities. The County Library Committee met twice during the course of the master plan process.

### H. Staff Interviews

Interviews were conducted with the branch managers and key staff in each component of the library to help assess the need and define service areas.

Throughout the system, staff described facilities that are too small to serve the needs of their community and actually made serving the public more difficult. The lack of shelving space limits the collection's ability to provide adequate materials for academic support, Spanish speaking patrons, and an adequate video/DVD/CD collection. Space constraints also result in crowding and subsequent noise conflicts, especially after school when students need a place to work together on homework. Space for computers is also limited, resulting in long lines and strict time limitations on usage and a difficult management issue for staff. Lack of space also restricts the number of people that can attend library programs such as children's storytime, and limits how much staff can advertise these events.

In addition, the staff spaces in most facilities are spread throughout the building, making their workflow inefficient. Circulation desks are removed from the work room where materials are sorted. Book returns are remote from any workspace, requiring book bins to be emptied and carted through the library frequently. Reference desks have poor sightlines to other staff points and seating areas which raises security issues. Staff workstations are too small to accommodate new time-saving equipment and the growing number of materials that need to be processed.

## **PARTICIPATION**

### **I. Staff Survey**

Library staff were asked to complete the same survey as their patrons. Ninety-one surveys were completed by staff from all Library branches except Forestville; the greatest numbers of responses were received from staff at Santa Rosa Central Library and the Petaluma Library.

The most positive attributes identified by staff of the current libraries is the extended library community of staff, Friends of the Library, volunteers, and their regular patrons, as well as the collection and the convenient location of facilities.

When asked what library services should be improved, quieter spaces, group study spaces, and availability of computers were the most frequent response. Staff also raised concerns regarding the cleanliness of the facilities, security issues with homeless people and the general ambiance of the buildings related to lighting, ventilation, and finishes.

Services that staff would most like to see added were similar to those requested by their patrons: a homework center, a computer training area, and additional joint programming with other institutions.

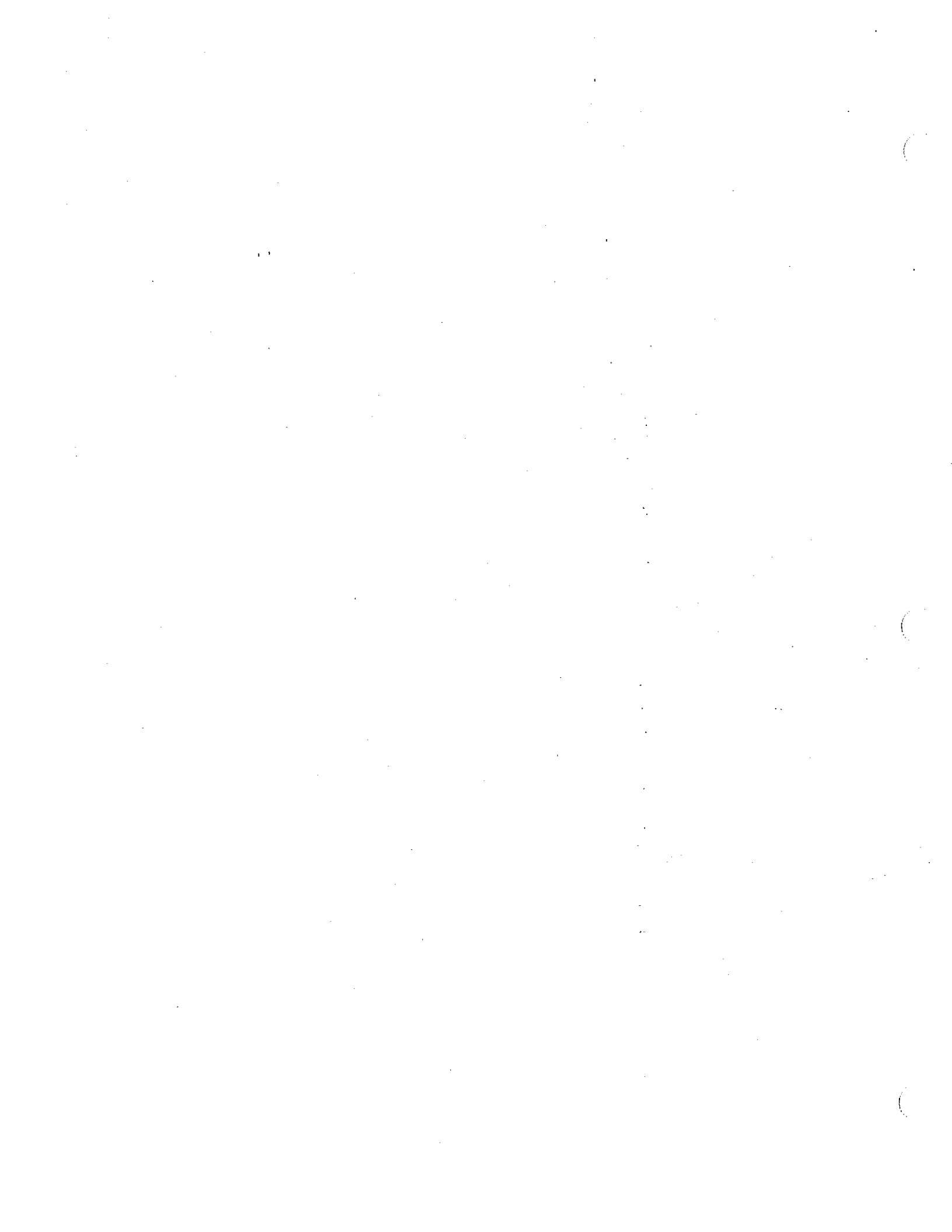
### **J. The Sonoma County Library Commission**

The Sonoma County Library Commission is the governing body of the Sonoma County Library and is appointed by the County Board of Supervisors and the City Councils of Santa Rosa and Petaluma. Library Commission representatives participated in each of the County Library Committee and Local Stakeholder Committees as well. On February 5<sup>th</sup>, 2003, prior to the presentation of the final report, the Library Commission received a presentation and offered comments on the findings, on needs, and preliminary recommendations.

## **ONGOING PUBLIC PARTICIPATION IN THE PLANNING OF FUTURE FACILITIES**

A broad section of the Sonoma County community has contributed to the Library Facilities Master Plan. The Library should continue to involve the public in future planning for the system. Public participation is critical for planning specific local library projects in order to ensure that they respond to local concerns and support the library system. City and county government leaders should include the public in planning library building projects.

*Public participation in  
library planning is critical  
for success*



## Linda Demmers

As a library consultant, Linda Demmers has extensive experience in library facility planning with professional background as a librarian, planning consultant, and owners' representative on a wide variety of new construction and renovation projects. She specializes in planning process, program documentation, broad-based community and user involvement, and long-term owner client relationships.

As a professional librarian, she was the Library Director at Pine Manor College, Chestnut Hill, Massachusetts, and Phillips Academy at Andover, where she planned library construction projects from the initial stages through management of the construction project. From 1989 to 1994, she was the Project Coordinator for the USC Leavey Library.

Long term and repeat client involvement have marked Ms. Demmers consulting career including USC; eight year involvement with Santa Monica College; a multi-year involvement with the State of Mississippi involving three University Library projects, and twelve of the California Community College Districts. She has worked with Mill Valley, Mission Viejo, Westlake Village, Ontario, City of Concord, Temecula, Hemet, San Marino, Calabasas, Manhattan Beach, and West Hollywood.

In 1999, she rewrote the Title 5 California Code of Regulations for Library and Learning Resource Center facilities planning guidelines and space standards. She is currently Project Manager for Libris DESIGN and a trainer for Infopeople. A graduate of Vassar College and Simmons College School of Library and Information Science, she lives in Los Angeles with her husband, daughter, and their cats.

Linda has taught **30 classes** from 2000 through 2006.

**Sorry, there are no workshops scheduled at this time for this instructor.**

[Show previous workshops taught by Linda Demmers](#)

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Linda Demmers  
Library Consulting  
2414 Chislehurst Drive  
Los Angeles, California 90027

Elizabeth D. Minter, District Library Director  
Placentia Library District  
411 East Chapman District  
Placentia, California 92870-6198

September 17, 2006

Dear Elizabeth;

Thank you for the invitation to submit a proposal for consulting services on the Placentia District Library Facility Master Plan. Attached is a resume of my professional experience as documentation of qualifications to submit this proposal and perform the proposed scope of work which follows in this document.

A library facility's role is to serve the library's programs. The initial step in a facility plan is to assess how well the facility is currently serving the library's programs and its service population's needs. An assessment of the facility would include analysis of the space use, program organization, staff efficiency, evaluation of physical issues such as acoustics and lighting, shelving capacity, ability to delivery technology, program space, and overall quality of the space. A review of current use data, circulation statistics, turnover rate, program attendance will also provide clues to areas needing attention.  
(Facility Assessment and Use Review)

In order to plan for library support to the service area of the future, a thorough study of the demographic trends, who and how, many should be undertaken. Is the population aging? Is it becoming more diverse? Who will the Placentia Library District serve in 2020 and beyond? (Demographic Projections)

Another step in the facility assessment would be to assess how well the library's constituents are served by the library relative to other jurisdictions. In the absence of





planning standards, such as those endorsed by the Public Library Association in the 1960s, a benchmark of libraries serving similar jurisdictions will place the library in the context of its peers. (Benchmark Study)

In addition to reviewing the performance benchmarks, it is important to review the current trends. Who are your peers, what are they doing and how are they changing how they deliver service? What facilities do you need to respond to these changes? What are your customers' expectations? (Trends Review)

In the absence of quantitative agency-endorsed (ALA, PLA, California State Library) standards, many jurisdictions are creating their own standards (or guidelines) which essentially set performance goals for their libraries. Since facilities are designed to house collections, users, technology and programs, setting guidelines for these also establishes *de facto* standards for facility size and other criteria. Reviewing available (local and national) standards can be useful in assisting a library to set its own benchmarks. (Standards Review)

The Placentia Library District will determine its own performance standards as part of the Facility Master Plan process. Goals for volumes per capita, technology workstations per capita, meeting room and reader seats per capita, etc. can assist in determining how space use is allocated in the future. Other planning standards can include percentage of allocation criteria – as an example, just as the Strategic Plan suggests that it would be optimal to spend 10 to 15% of the annual budget on collections each year, the library might include as a guideline that no more than 25 to 30% of available space be allocated to collections. (Facility Standards Development)

Long term and short term facility goals can be extrapolated from the Strategic Plan and used to inform the planning process as the Facility Master Plan is more finely tuned. The development of Guiding Principles will aid in the development of the Facility Master Plan. For example, what does the Placentia Library District perceive the role of technology to be in future generations of service delivery? Is the “personal touch” at the



Customer Service Desk of primary importance or does automation of check out, check in, self service reserve and self sort return allow the library to plan for allocating more staff time for program and reader advisory functions in lieu of routine business transactions.

(Guiding Principles)

In addition to the full service main and branch libraries, many library jurisdictions are now incorporating hybrid or partial service units to allow them to more economically and more efficiently deliver library service to their customers. These focused, or partial service units, range from book returns at light rail stations and supermarkets to computer labs at Boys and Girls Clubs. As the District develops a strategy for maximizing service to its customers with the resources available, these hybrids may become part of the Facility Master Plan, not to replace, but to supplement, the full service library.

(Facilities Structures)

The final product of the Facility Master Plan would incorporate the long term goals set for collection development and stack and storage requirements. It would include the requirements for reader seats, technology workstations, meeting room and presentation space and the support space required by the Library District. (Preliminary Space Needs Analysis)

The Library Consultant will provide research and background on similar jurisdictions, benchmark studies, available guidelines and standards for review, trends, and options for facilities' structures. The Consultant will facilitate at least three meetings with the management team to review data, develop guiding principles, and create and endorse quantitative planning standards. The final product, Facility Master Plan, will include long term goals for collections, reader and meeting seats, technology, and staff and support space. Additional sections of the Facility Master Plan such as History of the Placentia District Library, community overview, and summary of strategic plan will be prepared by the District Librarian.



I believe that this scope of work, with the Facility Master Plan as the deliverable work product can be accomplished in approximately 3 to 4 months. My current work schedule will allow for a start date of no sooner than November 1, 2006. Without knowing the available data or your decision-making structure, it is difficult to determine a precise fee for this scope, but an approximate range would be 90 to 100 hours, including research, presentation, meeting, and writing time. My current hourly rate is \$100/hour. Should this time schedule and fee meet your needs, I would propose an initial meeting to more finely tune the scope of work with the assistance of your governing board. This kick off meeting might be used to identify data gathering that could occur in advance of the master planning process and to define a process that allows for the broadest participation.

In summary, following the steps above, I propose a process that begins November 1, 2006 with a completion date of no later than March 1, 2007 and a not-to-exceed fee of \$10,000.

Please do not hesitate to call me with any questions regarding this proposal.

With best regards,



Linda Demmers



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**PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES**

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**TO:** Library Board of Trustees

**FROM:** Elizabeth D. Minter, Library Director *EDM*

**SUBJECT:** Contract with Alexander & Hibbs, AIA, for the architectural work for the remodel of the Library entry, lobby, circulation, public and staff bathrooms and passport processing office and determine the financing process for the project.

**DATE:** September 18, 2006

**BACKGROUND**

Allen Hibbs, AIA, principal at Alexander & Hibbs, AIA was the architect to worked on the Districts's LSCS II Grant for remodeling the entry, bathrooms and circulation work space for Placentia Library District in 1993.

He has reviewed with Library staff the plans as they were left when the project was canceled and will be at the Library Board meeting at 7:30 P.M. to make a presentation to the Library Board on re-instating that project and taking advantage of the drawings and other documents that were prepared for the original project. He will also be prepared to discuss a project budget.

One of the add-on items we have been discussing is the addition of a coffee bar area in the lobby.

Attachment A is a message I received from Mr. Hibbs with ball park estimates of the cost of the various elements of the project.

I recommend that the Library Board of Trustee discuss financing this project through the California Special District Association (CSDA) Finance Corporation, just as it did the HVAC project and keep the cash balance as a reserve. If we want to discuss this with the Finance Corp representatives we could do so at the CSDA Conference next week at Squaw Creek.

**RECOMMENDATION**

1. Approve the architectural services contract with Alexander & Hibbs, AIA in the amount of [stipulate amount] for the Placentia Library District remodeling project for the entry, bathrooms, circulation desk, staff workroom and Passport office.
2. Authorize the Library Director to sign all contract documents on behalf of the Library Board of Trustees.

*Continued on next page*

3. Authorize financing the remodeling project through a loan.
4. Authorize the Library Director to advertise and receive quotes on financing for the project to present at the October 17, 2006 Library Board Meeting



**Elizabeth Minter**

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**From:** Allen Hibbs [ahibbs@alexanderandhibbs.com]  
**Sent:** Wednesday, September 06, 2006 5:18 PM  
**To:** eminter@placentialibrary.org  
**Subject:** Remodel Project

Elizabeth,


Please note the following budget costs(including demolition) for your proposed work:

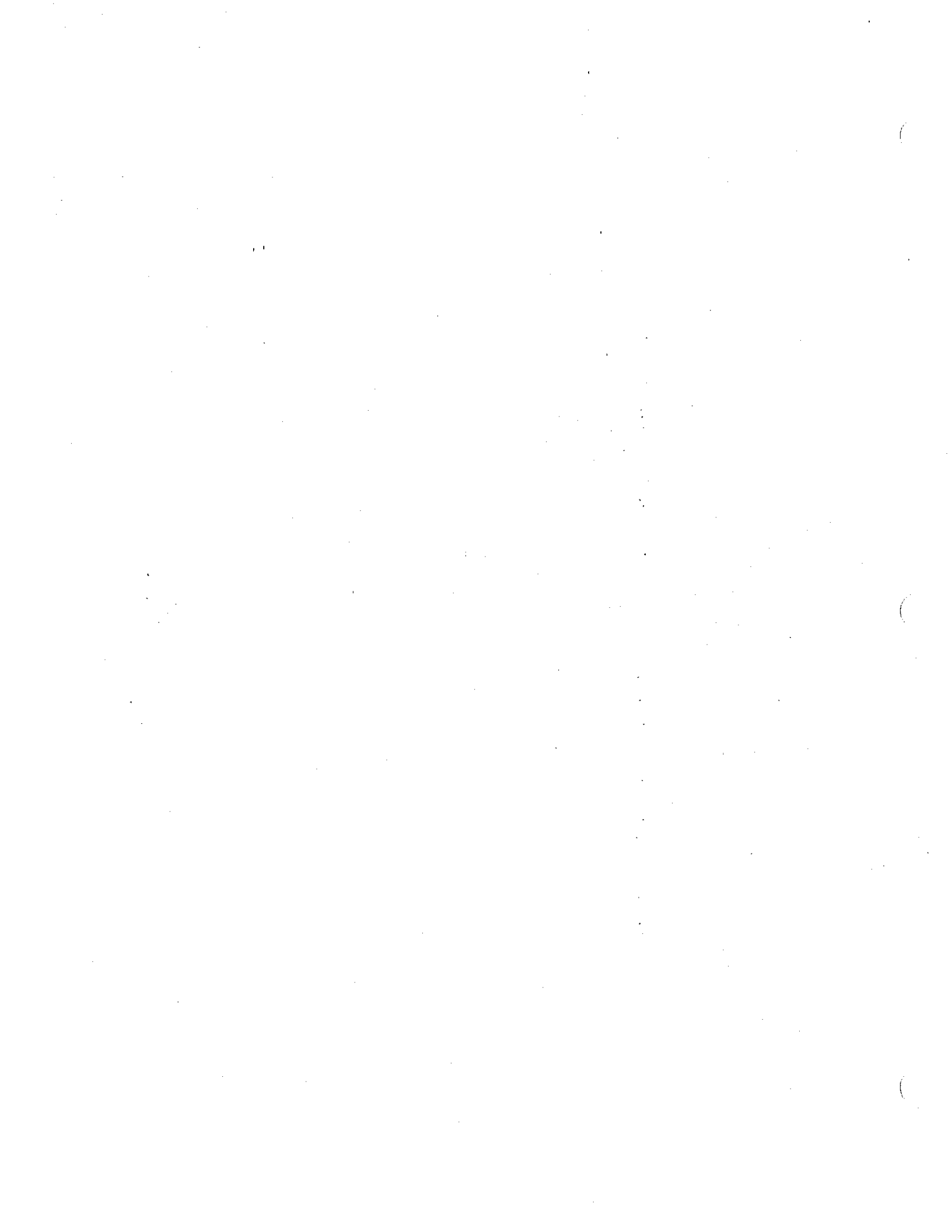
Public Restrooms	475 s.f. @ \$300/s.f. = \$142,800
Staff Restrooms	285 s.f. @ \$300/s.f. = \$85,500
Lobby Flooring	1920 s.f. @ \$25/ s.f. = \$48,000
Circulation/Book Return	
Desk (modular)	60 l.f. @ \$400/ l.f. = \$24,000
Passport/Work Area	160 s.f.@ \$50/ s.f. = \$8000

sub-total= \$308,300

This does not even consider the Coffee Bar, of which I would suggest the idea of a Starbucks vendor cart with snacks located in the Book Return area. To get everything that you desire, the overall project cost is probably closer to the high \$300,000 range. I think it would be more prudent to discuss what you can do at this time before developing final fees. Discussions with the City should also be made to see if you can do the staff restrooms later if the funds are not available now. Other considerations that should be discussed with the City is the public use of City Hall restrooms during the remodel in lieu of temporary measures which might add cost to the project. A ballpark fee right at this time for us considering all of the above and including bidding and construction administration would be in the \$30,000 range. I will be available to discuss this with you tomorrow. I have morning meetings but will make arrangements. Also, I will be on vacation from the 8th through the 15th.

Allen Hibbs AIA  
Principal  
Alexander + Hibbs AIA, Inc.  
Ph 714-630-3686  
Fax 714-630-3687  
Web [ahinc-architects.com](http://ahinc-architects.com)  
E-mail [ahibbs@dslextrreme.com](mailto:ahibbs@dslextrreme.com)

 Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.



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**PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES**

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**TO:** Library Board of Trustees

**FROM:** Elizabeth D. Minter, Library Director

**SUBJECT:** Contract with Alexander & Hibbs, AIA, for the architectural work for the remodel of the Library entry, lobby, circulation, public and staff bathrooms and passport processing office and determine the financing process for the project.

**DATE:** September 18, 2006

**BACKGROUND**

At its meeting on August 21, 2006 the Library Board of Trustees request a discussion of a special project to do with the funds from Object Code 1900-00 for Election Expense, budgeted for \$19,000.

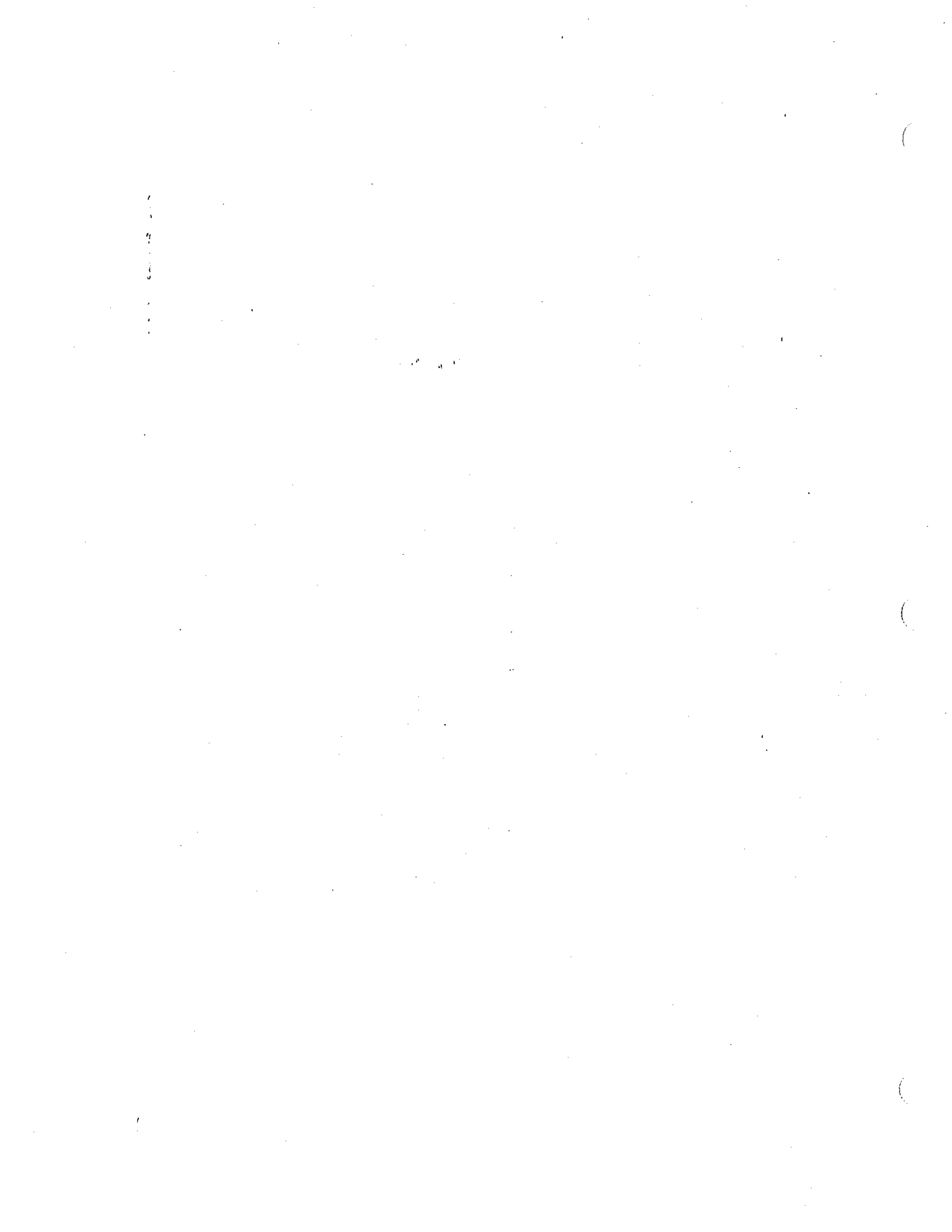
Trustee Shkoler requested that the Library Director research an electronic sign to replace the old lighted electric sign that faced the parking lot.

The Library Director is presenting the following options for discussion:

- ☐ An electronic sign. We have quotes from several companies including the one that did the Valencia High School sign at the corner of Madison and Bradford. The maximum for this would not exceed \$16,000. A sample proposal is Attachment A.
- ☐ Shelving for the south wall of the Children's Department. The maximum for this would not exceed \$15,000. You may want to defer this project until the facility master plan has been completed and we talk about the interior re-configuration.
- ☐ Consultant fee for the Facility Master Plan and Building Program. Approximately \$20,000.

**RECOMMENDATION**

Action to be determined by the Library Board of Trustees.



**Elizabeth Minter**

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**From:** Chip Goudreau [cgoudreau@stewartsigns.com]  
**Sent:** Wednesday, September 13, 2006 12:16 PM  
**To:** 'Elizabeth Minter'  
**Subject:** RE: Placentia Library District - LED sign

Hi Elizabeth,

Thanks again for your time today - I enjoyed talking with you and hope that we can work together on this project.

I've attached two proposals and art work for your consideration. Please let me know if you have any questions.

You will also find that I have attached an overview as to why Stewart Signs offers the very best solution for your library - and I invite you to shop apples to apples. We are not the 'cheapest', but with an investment like this, you don't want 'cheap'.

Please let me know if you have any questions - look forward to speaking with you again soon!

Regards,

Chip Goudreau  
Division Sales Manager  
J.M. Stewart Corporation

1-800-237-3928 x.229  
[cgoudreau@stewartsigns.com](mailto:cgoudreau@stewartsigns.com)  
[www.stewartsigns.com](http://www.stewartsigns.com)

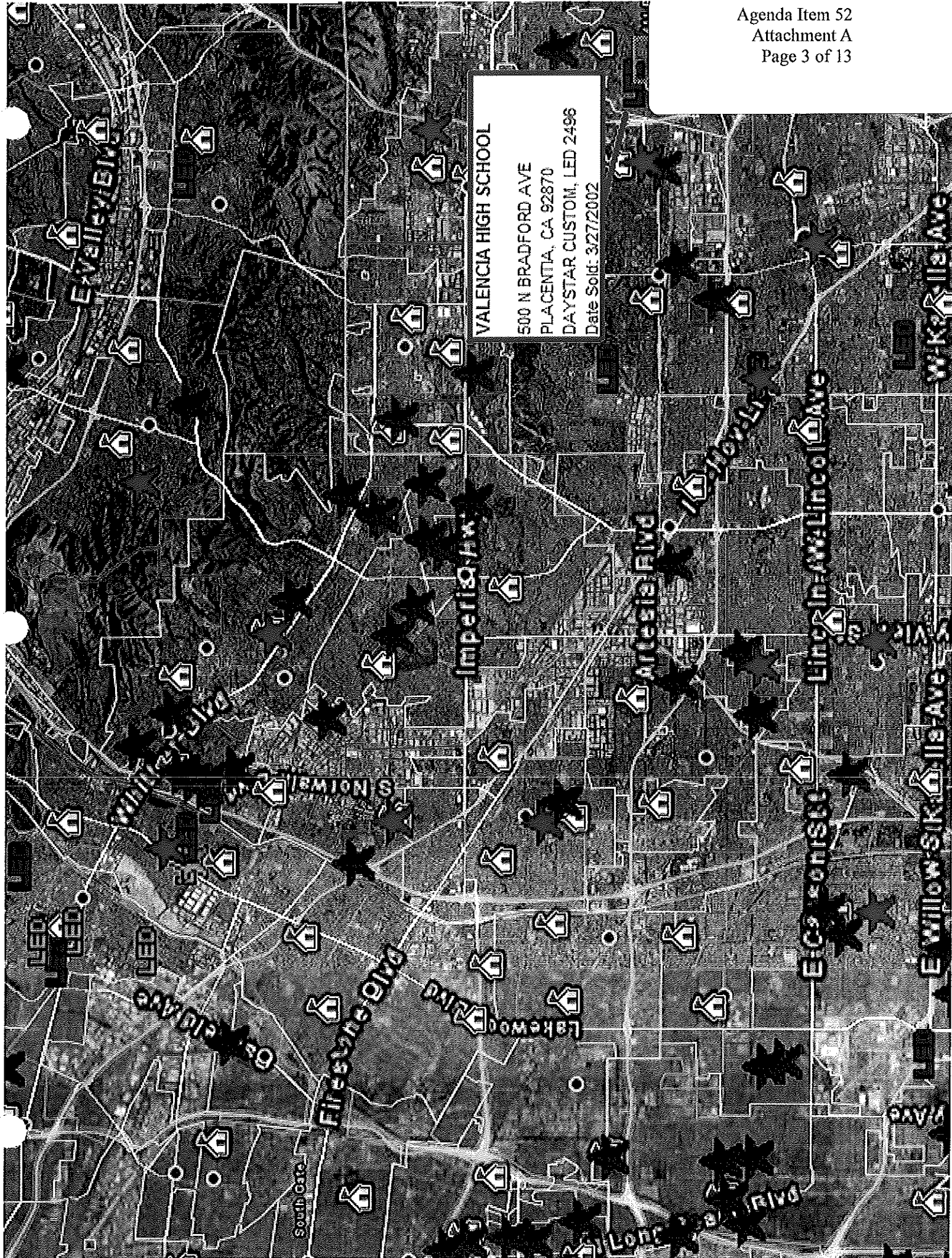
**Local Customers**

Each star represents a customer. We have also provided both the cities of Pico Rivera and Montebello with several LED signs - seen in the upper left hand side. These are LED signs spread around their community in different locations.

Blue = School customer  
Red = Church customer  
Orange = Municipal customer

A star = a changeable copy or identification sign.  
LED = an LED sign is at that location.









## SIGN ORDER FORM

FOR ASSISTANCE, CALL **Chip Goudreau**

TOLL FREE 1-800-237-3928

SIGN SPECIFICATIONS	PRICES
<p><b>LIBRARY</b> Name as it is to appear on sign: PLACENTIA LIBRARY DISTRICT</p> <p>Sign Specifications:                      Model.....Daystar Elite No Id                      Size..... Led 3296                      Sgl/Db1 Sided..... Single Sided</p> <p>Mounting Method.... Wall Mount                      Cabinet Color..... Caramel</p> <p style="font-size: 1.5em; margin-left: 20px;">(Led only)</p> <p style="text-align: center; margin-top: 20px;">Vandal Cover... with Protective Lens</p> <p>SIGN CONSULTANT <u>Chip Goudreau</u> DATE <u>09-13-06</u></p>	<p>Order Number.....# 554479                      Customer Number....# 2132497                      Sign.....\$ 13,007.00</p> <p>Vandal Cover.....\$Included</p> <p>Pixels: 32 X 96 , 0.7" on ctr                      Pixel: 1 LED                      LED Color: Red                      Temperature Probe Included                      Online Software Trng\$Included                      Direct Network Cable Included                      Weatherproof Cabinet Included                      Graffiti Resistent Included                      Made In Usa Included                      Freight \$Included                      3d Graphic Package \$Included</p> <p>Total Sale.....\$ 13,007.00                      Deposit Rec'd...\$</p> <p>Freight will be added to your invoice.                      Applicable State Sales Tax will be added to your invoice for customers in CA, FL, IA, AL, KY, NC, SC, SD, NJ, WA, GA &amp; VA.</p> <p style="text-align: center;">These Prices Guaranteed for 60 Days only.</p>

SPECIAL INSTRUCTIONS

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AUTHORIZED SIGNATURE: \_\_\_\_\_ TITLE: \_\_\_\_\_

PHYSICAL	PLACENTIA LIBRARY DISTRICT 411 East Chapman Avenue Placentia, Ca 92870	ADDRESSES	
SHIP TO	PLACENTIA LIBRARY DISTRICT Attn: ELIZABETH MINTER 411 East Chapman Avenue Placentia, Ca 92870 Ph: 714-528-1925	SHIPPING TO	PLACENTIA LIBRARY DISTRICT 411 East Chapman Avenue Placentia, Ca 92870



## SIGN ORDER FORM

FOR ASSISTANCE, CALL **Chip Goudreau**

TOLL FREE 1-800-237-3928

SIGN SPECIFICATIONS	PRICES
<p><b>LIBRARY</b> Name as it is to appear on sign: PLACENTIA LIBRARY DISTRICT</p> <p><b>Sign Specifications:</b> Model.....Daystar Elite Size..... Led 3296a 2'9"x 6'5" Sgl/Db1 Sided..... Single Sided</p> <p>Mounting Method.... Wall Mount Cabinet Color..... Caramel</p> <p>Internally Illuminated Cabinet Size..... 2'6"x 6'5" Background Color... Dark Brown Type..... Translucent Vinyl Name Color..... White Draft Color..... White</p> <p><i>Like the Valencia High School Sign (led plus fixed name sign)</i></p> <p>Vandal Cover... with Protective Lens</p> <p>SIGN CONSULTANT <u>Chip Goudreau</u> DATE <u>09-13-06</u></p>	<p>Order Number.....# 554478 Customer Number....#-2132497 Sign.....\$ 15,125.00</p> <p>Vandal Cover.....\$Included</p> <p>Pixels: 32 X 96 , Pixel: 1 LED LED Color: Red Temperature Probe Included Online Software Trng\$Included Direct Network Cable Included Weatherproof Cabinet Included Graffiti Resistent Included Made In Usa Included Powdercoat Finish Included 3d Graphic Package \$Included Freight \$Included</p> <p>Total Sale.....\$ 15,125.00 Deposit Rec'd...\$ _____</p> <p>Freight will be added to your invoice. Applicable State Sales Tax will be added to your invoice for customers in CA, FL, IA, AL, KY, NC, SC, SD, NJ, WA, GA &amp; VA.</p> <p>These Prices Guaranteed for 60 Days only.</p>

SPECIAL INSTRUCTIONS

AUTHORIZED SIGNATURE: \_\_\_\_\_ TITLE: \_\_\_\_\_

P L A C E N T I A	PLACENTIA LIBRARY DISTRICT 411 East Chapman Avenue Placentia, Ca 92870	A D D I T I O N A L	
S H I P	PLACENTIA LIBRARY DISTRICT Attn: ELIZABETH MINTER 411 East Chapman Avenue Placentia, Ca 92870 Ph: 714-528-1925	I N V O I C E	PLACENTIA LIBRARY DISTRICT 411 East Chapman Avenue Placentia, Ca 92870



Approved as shown. \_\_\_\_\_ date \_\_\_\_\_  
 Approved with listed changes \_\_\_\_\_ date \_\_\_\_\_  
 \_\_\_\_\_ date \_\_\_\_\_

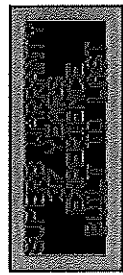
**DAYSTAR HD 32x96  
CAPABILITIES**



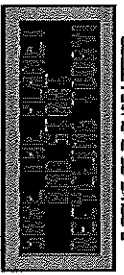
SHAPED GRAPHIC OR VIDEO DISPLAY FILED



ANIMATED GRAPHIC - SINGLE COLOR



4 ROWS OF 40 CHARACTERS



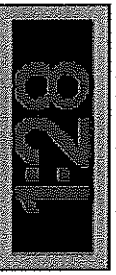
3 ROWS OF 7 CHARACTERS



2 ROWS OF 10 & 3 ROWS OF 7 CHARACTERS



2 ROWS OF 10 CHARACTERS



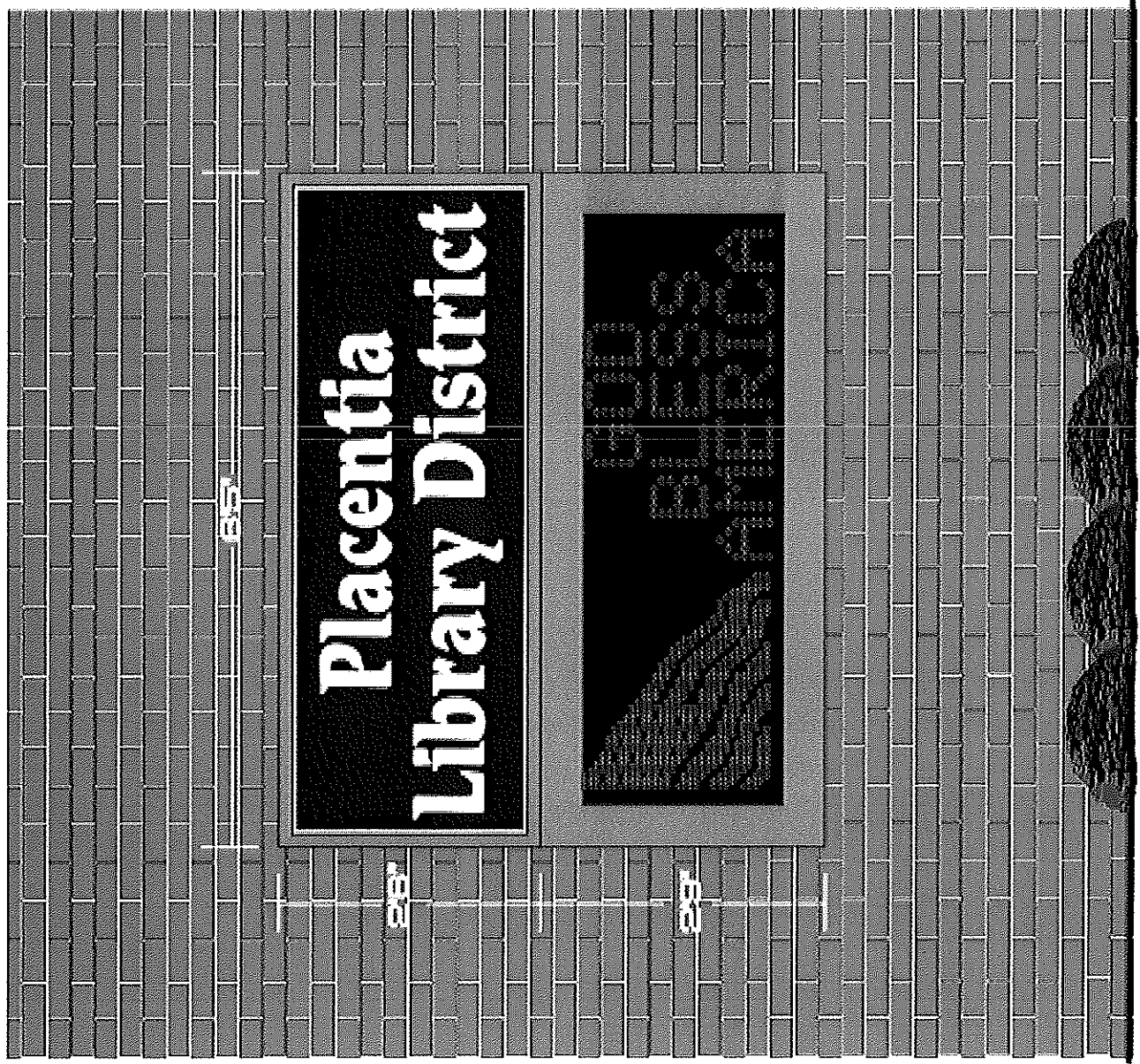
1 ROW OF 20 CHARACTERS

To see a Video example go to:  
[www.stewartsigns.com/military32\\_96slides.html](http://www.stewartsigns.com/military32_96slides.html)

**Stewart**  
 AMERICA'S PREMIER SIGN COMPANY  
 1-800-237-3928

5/8"=1' SK. #554478 09.13.06 H/CHIP CUST. #2132497  
 ORIGINAL DESIGN DO NOT DUPLICATE

DAYSTAR ELITE 32x96a  
 ID CABINET: 2'6" x 6'5"  
 LED CABINET: 28" x 6'5"





## Outdoor LED Signs - Features & Benefits

Stewart Signs and the Daystar 3D Message Center offers your municipality several features and benefits that we believe clearly separate us from other sign companies. Consider the following:

### Our Company

- Stewart Signs was established in 1968.
- GSA contract (GS-07F-0376J)
- CMAS approved contractor (4-00-99-0010A)
- TXMAS approved contractor (TXMAS-4-78030)
- We have been providing LED signs for over 10 years.
- Our company, product and warranty are backed by EBSCO Industries - a one billion dollar organization with a vested interest in the markets we serve.
- We are a national company with a local approach.
- We have a fully staffed customer service and LED tech department.
- Customer satisfaction is our priority, so we take a long-term approach to working with our customers.
- We have many payment and financing options to choose from.

### Our LEDs

- The Daystar 3D Message Center is a long-term solution for your community, so it is manufactured to last for many, many years.
- Our LEDs are manufactured in the USA by Agilent Technologies (not offshore by an unknown manufacturer).
- The internal components are assembled and tested in Clearwater, FL.
- An LED is rated in terms of brightness. The brighter the LED, the easier it is to see and the longer it will last. Our LEDs are rated at or above 3,500 millicandelas, which is one of the brightest in the industry.

### Our Sign Cabinet

- Our sign cabinet is NEMA 4X rated - designed to stand up to extreme weather elements.
- The sign cabinet is thermostatically controlled to extend the life of the electrical components.
- The sign cabinet is made from extruded aluminum.
- We offer a variety of identification cabinets to accompany your LED message center (View graphics and color options!).

### Our Software

- We provide a proprietary software package to control your sign.
- Software is simple to install.
- Users are up in running in a matter of minutes.
- We offer software training scheduled at your convenience.
- Software offers a 'bad word' checker that will block the display of certain words in the event an unauthorized user gains access.
- Wizards and templates make the software simple and friendly.
- Includes an array of special effects for displaying messages, such as: wipe text on, wipe text off, twinkle on, twinkle off, slide right, slide left, slide up, slide down, etc.

### **Our Technology**

- We offer a number of different methods for communicating with your new LED sign. See our Communication Methods overview for more information.
- Display a variety of fonts and text sizes - refer to LED Display Capabilities for more information.
- We offer both Standard Definition and High Definition signs to meet your exact needs.
- Our HX1 processor provides three-dimensional .avi video clips, digital images, graphics or animations.
- Every sign provides onboard scheduling; so you can upload scheduled messages and run them directly from the sign without a dedicated PC.
- Onboard memory card slot is also included.
- Surge protection.
- Double sided signs share a master-master relationship; each side operates independently from the other allowing the ability to run different messages on each side.

### **Our Staff**

Our sales team is here to help provide information and acts as a guide to ensure that you choose the best solution to meet your needs. They are trained to assess and understand traffic patterns, traffic speed, location, budgets and installation. Our goal is not to sell you a sign - but to ensure that you tell others about your experience with Stewart Signs!

Our customer service team is here to ensure that your experience is nothing short of stellar. Our entire company follows a very simple approach to servicing our customers: **The Customer is King**. Once your sign is installed, contact our Customer Service department for software training.

### **Our Customers**

**State and Local Government:** Our signs are utilized throughout entire communities to identify key landmarks and communicate with the general population. Stewart Signs holds a state contract in California (CMAS) and Texas (TXMAS).

**Federal Government:** Local, state and federal government organizations utilize our signs around the world. We hold a GSA contract with the US government, and offer a GSA price discount for any entity that can purchase off of the GSA schedule.

**Public & Private Schools:** Thousands of schools, school districts, universities and colleges world-wide.

**Religious Institutions:** Thousands of churches, synagogues and places of worship use our signs to communicate to new and existing church members. We are endorsed by 19 major denominations as their sign company of choice.

**Businesses:** Many different types of companies employ our signs to help advertise their products and services. Corporate parks, veterinarians, funeral homes, accountants, storage facilities and retail stores to name a few...



**ORDERING PROCEDURE:**

1. Check Sign Order Form for accuracy and approve by signing the "Authorized Signature" line.
2. Approve design and colors by signing and dating the artistic rendering. Be sure to check spelling.
3. Issue Deposit:
  - a. Standard Terms: Issue deposit check or credit card for 50% of total order. Credit cards are accepted for amounts up to \$5,000.
  - b. Alternate financing: Refer to Payment Options Form for instructions.
4. Mail the signed color rendering, signed order form, and deposit using the self-addressed postage paid envelope.

**TERMS:**

Unless stipulated in special instructions, balance is due within 10 days of the date of invoice. A late fee of 1.5% per month will be charged on the amount not received by the due date.

In the event of a payment default, customer will be responsible for all of Stewart Signs costs of collection, including but not limited to court costs, filing fees and attorney fees.

Unless indicated under special instructions, permits, footers, unloading, erection, electrical & data service, electrical & data hook-up, planters and other decorative masonry are the responsibilities of the buyer.

Cancellation may be subject to a cancellation charge.

**LIFETIME WARRANTY**

The J.M. Stewart Corporation (Stewart Signs) warrants its signs as follows, subject to the conditions herein provided:

**Sign Structure and Sign:** Under normal use and service should the sign structure or identification/changeable copy sign malfunction during the life of the sign due to defects in workmanship or materials, Stewart Signs will at its option repair or replace any of the defective materials, (with the exception of lamps and ballasts). Faulty ballasts will be exchanged for new ballasts for a period of three years.

**Vandalism to Sign Faces and Vandal Covers:** This Lifetime Warranty also covers polycarbonate faces and vandal covers against breakage due to vandalism for the life of the sign. Warranty protection does not extend to these surfaces if damaged by gunshots, or when damaged coincident with the damage to the sign cabinet or vandal cover frame.

**Outdoor LED Electronic Display (If Applicable):** Stewart Signs warrants the L.E.D. Electronic Display to be free from defects in workmanship or materials for a period of five (5) years from the date of shipment. Damage caused by abuse, lightning and other acts of God, and any consequential or contingent liability is excluded from this warranty. Stewart Signs will, at its option repair or replace the malfunctioning or defective part(s).

**Additional Warranty Terms:** This warranty covers normal use and service. Warranty claims must be registered with Stewart Signs within thirty (30) days of damage or malfunction. Stewart Signs reserves the right to visit the site of the installation or to require documentation of the claim before assuming any responsibility under the provisions of this warranty. Removing and reinstalling repaired or replacement parts, is the responsibility of the owner.

Upon delivery, incidental blemishes and scratches are considered normal unless they can be viewed 10 feet or more under normal use conditions.

Stewart Signs assumes no liability for damage caused by careless handling or poor installation except for work completed by employees or agents of Stewart Signs.

Service to a damaged or malfunctioning sign which has not been ordered or authorized by Stewart Signs' Customer Support Department is not covered under this warranty.

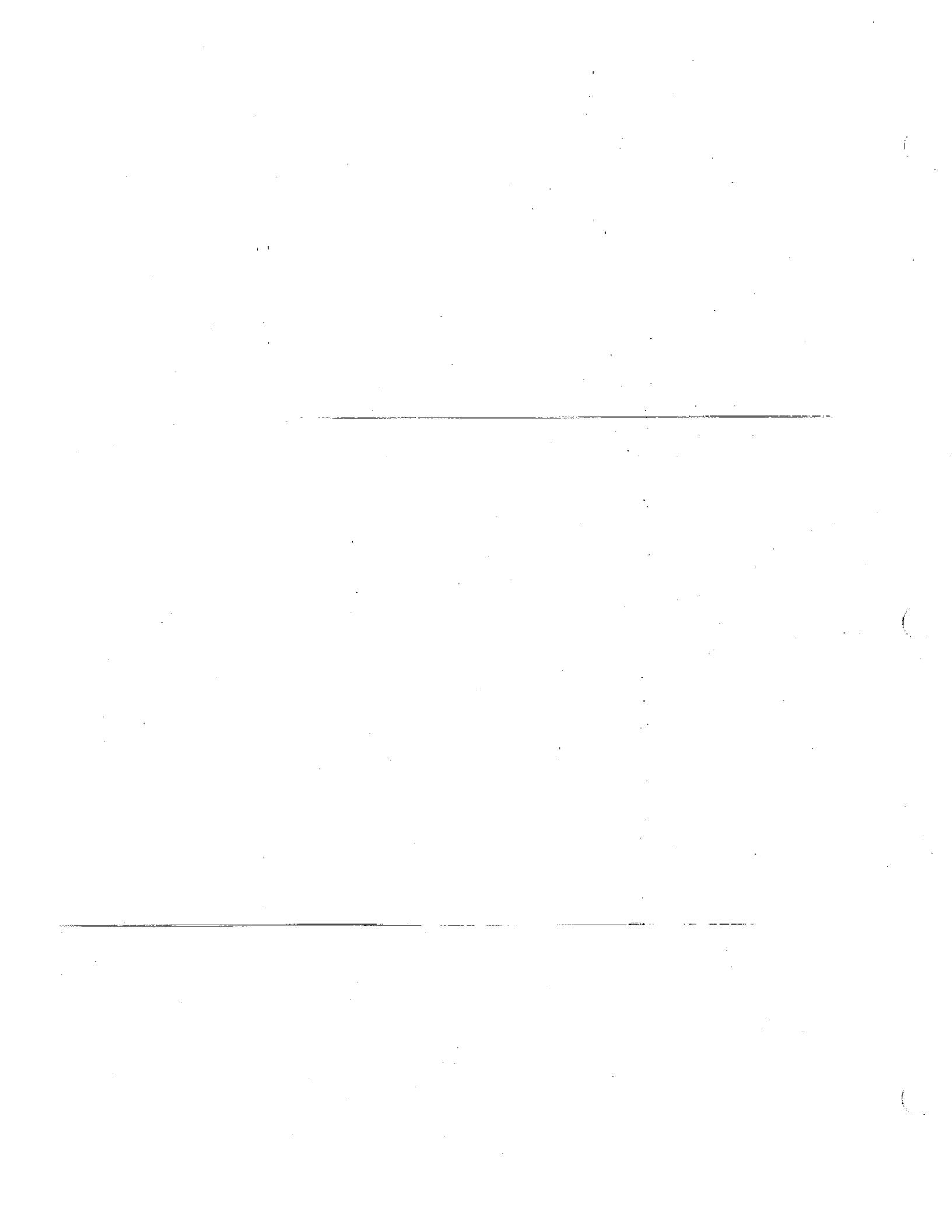
In the event the sign is damaged during shipping it is the responsibility of the buyer to refuse delivery causing the sign to be returned to the manufacturer for repair or replacement.

*The foregoing warranty is exclusive and in lieu of all other warranties whether written, oral or implied, including any warranty of merchantability or fitness for purpose.*

**Stewart**  
AMERICA'S PREMIER SIGN COMPANY

www.stewartsigns.com e-mail: sales@stewartsigns.com

800-237-3928



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## PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

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**TO:** Library Board of Trustees

**FROM:** Elizabeth D. Minter, Library Director *EDM*

**SUBJECT:** Travel Authorizations for the State Library Eureka! Leadership Program for Administrative Services Manager Goodson, Librarian II Strazdas and Library Assistant Gomez; and the American Library Association Midwinter Meeting for Library Director Minter.

**DATE:** September 18, 2006

### BACKGROUND

1. The State Library of California is sponsoring "The Eureka! Library Leadership Program: Discover the Leader Within", a four-phase self-development training program over a two-year period. It is designed for professional librarians with between three and ten years of professional library experience. It is also open to those in library management positions who do not have an MLS.

The Library Director has nominated Administrative Services Manager Goodson, Librarian II Strazdas and Library Assistant Gomez for this program and they have been accepted by the State Library. There is no registration fee for the first phase but the second phase will be \$600 per person which includes nine one-day workshops over a nine month period. The only location that could accept the registration for the first workshop for the Placentia staff is Ventura. The Library Director is recommending that the staff travel to Ventura the night before the workshop and return home immediately following the workshop. The mileage, hotel and meal cost is estimated to not exceed \$600.

2. The American Library Association Midwinter Meeting, Seattle, WA, January 19-22, 2007. Library Director Minter requests to attend at a cost not to exceed \$1,916 to be paid from the General Fund. An analysis of the cost is Attachment A.

### RECOMMENDATIONS

1. Authorize Manager of Administrative Services Goodson, Librarian II Strazdas and Library Assistant Gomez to attend the Eureka! Leadership Program at the Ventura County Library on Tuesday, October 3, 2006 with an overnight stay in Ventura at a cost not to exceed \$600 to be paid from the General Fund.
2. Authorize Library Director Minter to attend the American Library Association Midwinter Meeting in Seattle, WA, January 19-23, 2006 at a cost not to exceed \$1,916 to be paid from the General Fund.

Placentia Library District  
Travel Estimate

Name: Elizabeth Minter  
Event: American Library Association Midwinter Meeting  
Location: Seattle  
Fund: General Fund

	Thur	Fri	Sat	Sun	Mon	Tues	Wed	TOTAL
Date	01/18/07	01/19/07	01/20/07	01/21/07	01/22/07	01/23/07	01/24/07	
Registration			125.00					125.00
Hotel		160.00	160.00	160.00	160.00			640.00
Breakfast			15.00	15.00	15.00	15.00		60.00
Lunch			20.00	20.00	20.00			60.00
Dinner			25.00	25.00	25.00			75.00
Air/Train	700.00							700.00
Local Trans.		20.00	20.00	20.00	20.00	20.00		100.00
Mileage @ \$ .485	8.00						8.00	16.00
Parking/Tolls								0.00
Telephone								0.00
Misc.	20.00	20.00	20.00	20.00	20.00	20.00	20.00	140.00
<b>TOTAL</b>	<b>728.00</b>	<b>200.00</b>	<b>385.00</b>	<b>260.00</b>	<b>260.00</b>	<b>55.00</b>	<b>28.00</b>	<b>1,916.00</b>

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**PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES**

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**TO:** Library Board of Trustees

**FROM:** Elizabeth D. Minter, Library Director *EDM*

**SUBJECT:** Library Director performance evaluation, contract and salary

**DATE:** September 16, 2006

**BACKGROUND**

At its meeting on July 31, 2006 the Library Board of Trustees received the Goals for the Library Director approved by the Library Board at its April 18, 2005 Regular Meeting, the discussion draft of the Employment Agreement between the Placentia Library and Elizabeth Minter that expired on June 30, 2006, the Salary Adjustment History for the Library Director from 1991 through 2006 and a summary of the Director's accomplishments during Fiscal Year 2005-2006.

The Library Board of Trustees held a closed session on August 21, 2006 to discuss its evaluation and requested an additional closed session on September 16, 2006.

Several of the Library District Director's Salaries included in the Orange County & Special District Comparisons changed effective July 1, 2006. They are reflected in the updated chart.

Placentia Library District  
Comparative Library Director Compensation Packages  
August 2006

Current Salary	Current Salary	Receive COLAS	Receive Bonus/Merit Policy	Salary Scale/Steps
Alta Dena	\$97,622			
Anaheim	\$122,724			
Buena Park	\$109,637	Yes	No	No
Fullerton	\$107,520	Irregular	No	No
Mission Viejo	\$124,236	Yes	No	No
Newport Beach	\$131,000	Yes	No	Yes/5 steps
Orange (City)	\$118,488			
Orange County	\$130,000	No	No	Yes/"Broad Band"
Palos Verdes	\$120,000	No	No	No
Placentia	\$100,012	No	No	No
Yorba Linda	\$119,124	Yes	Yes, up to 7.5 %	Yes/5 steps

The average is now \$116,397 and the median is \$119,124.

**RECOMMENDATION**

1. Set the Library Director's Salary for Fiscal Year 2006-2007 and the effective date.
2. Authorize the preparation of an Employee Agreement for Fiscal Year 2006-2007, or whatever other term is agreed upon, between Placentia Library District and Library Director Elizabeth D. Minter.

# CSL \* CONNECTION

The California State Library | Founded 1850

Issue No. 43

FALL 2006

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State Librarian of California,  
Susan Hildreth

## Update from the State Librarian

I hope that everyone has had a great summer and is gearing up for a busy fall. The heat we endured this summer and the airline travel-scare in August make us aware that we must be prepared, both at work and at home, for any kind of emergency.

I presented my quarterly State Librarian webcast on Tuesday, June 13th. In my webcasts I include much interesting and timely information so I encourage you to either log-on and ask me your questions when I am speaking "live" or to visit my [archived webcasts](#) on the Infopeople [website](#) at your

convenience. My fall webcast is scheduled for Wednesday, September 20th – mark your calendar!

I attended the [American Library Association Conference in New Orleans](#) at the end of June. I am proud that the American [Library Association](#) chose to have the conference in New Orleans, a planning decision that enabled conference attendees to contribute to the local economy. While in New Orleans, the entire ALA group saw that New Orleans and its surrounding neighbors are still in dire need of assistance. If you are interested in assisting the good people and libraries of this region, I encourage you to continue offering them your time, expertise, materials or other resources so that the community can improve the minimal services currently available.

At the end of the New Orleans ALA conference, I assumed the office of President of the [Public Library Association \(PLA\)](#). My term will last until June 2007, when another Californian assumes that post: congratulations to Jan Sanders, [Pasadena Public Library](#) Director, for being elected vice-president of PLA! Most PLA members receive *Public Libraries*, PLA's quarterly that includes my "From the President" column. Please check it out – I always use examples from California libraries in my essays! My July/August column topic was "Developing Partnerships for Free Choice Learning," and the September/October topic is "A Call to Action," a discussion of adult literacy, and there's more to come over the next year.

In early July, I traveled to Washington, DC, to participate in an [Institute of Museum and Library Services \(IMLS\)](#) panel that reviewed applications for the 2006 Partnership for a



California State Library, Library and Courts II building

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STATE LIBRARY  
FOUNDED 1850

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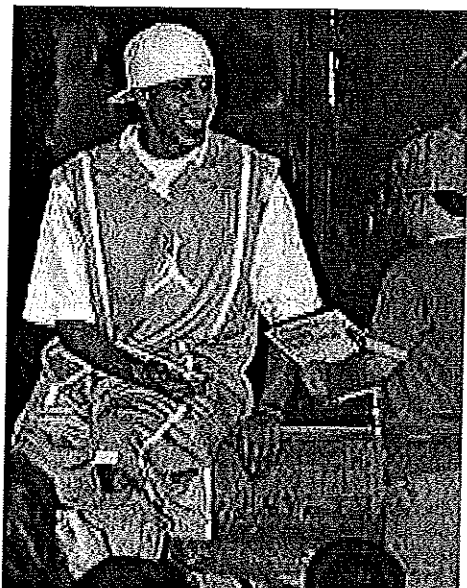
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## AmeriCorps, California State Library, Sacramento Kings, Starbucks join Jumpstart in Read for the Record



Woodland Public Library Literacy Assistant Theresa Galardo (right), State Librarian Susan Hildreth (center) and AmeriCorps Literacy Assistant Mimi Crider (left) at "Read for the Record" at California Railroad Museum.

On August 24, at the historic California State Railroad Museum, State Librarian Susan Hildreth joined Mike Bibby of the Sacramento Kings and AmeriCorps library literacy members to participate in Jumpstart's "Read for the Record," a program of nationwide simultaneous readings of *The Little Engine that Could* to groups of young children. Starbucks Coffee, American Eagle Outfitters and Pearson Education were national corporate sponsors of this first ever national reading event.



Mike Bibby (left) of Sacramento Kings and Theresa Galardo (right) read *The Little Engine that Could* to audience children at "Read for the Record".

AmeriCorps members, supported in part by a Library Services and Technology Act (LSTA) grant from the California State Library, also organized *The Little Engine that Could* readings in 14 public libraries and over 100 other sites throughout the state. The purpose of the nationwide "Read for the Record" gatherings for children was to raise public awareness of the importance of pre-school literacy.

Jumpstart, a non-profit organization devoted to giving at risk children an early start on learning, and also an AmeriCorps partner, spearheaded California's "Read for the Record" campaign.

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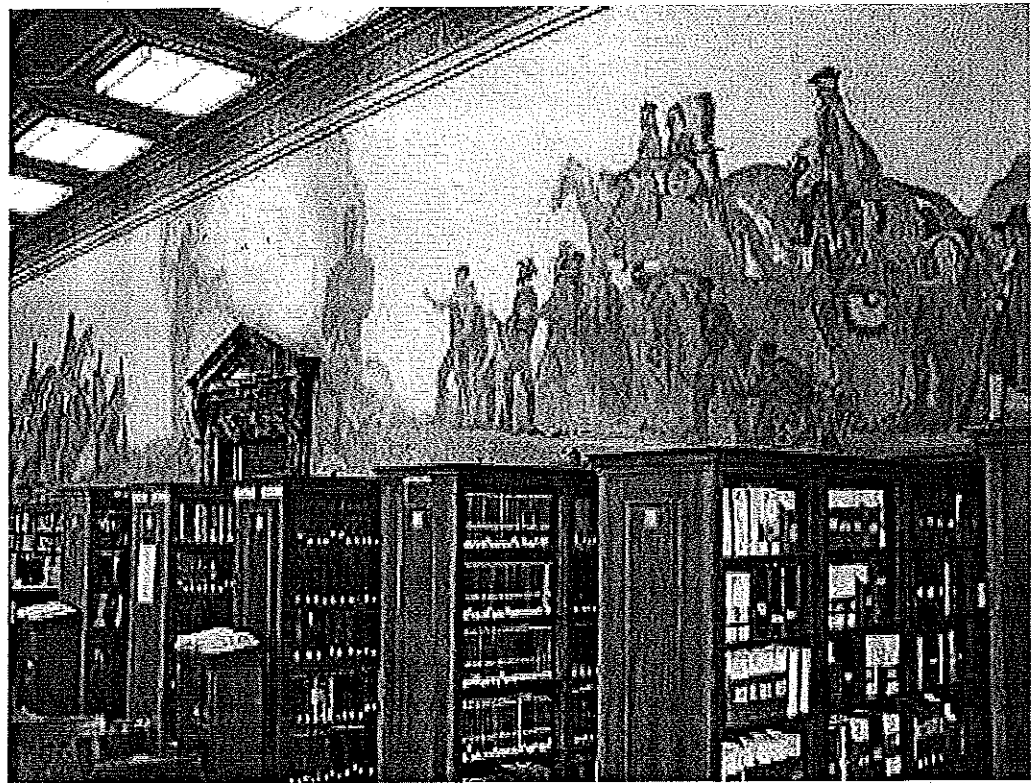
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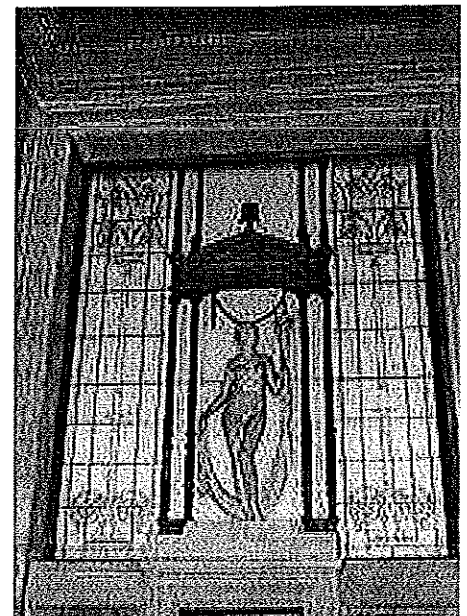
# Gala reception at California State Library set for November CLA conference



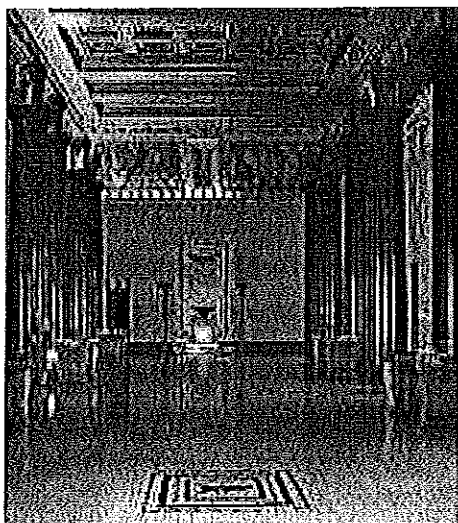
Maynard Dixon's "A Pageant of Tradition", Gillis Hall, Stanley Mosk Library and Courts Building.

The California State Library Foundation and Infopeople are hosting a free reception at the California State Library Sunday, November 12, from 6:00 to 7:30 for everyone coming to the California Library Association's annual conference in Sacramento November 10-13, 2006. The Sunday evening reception will allow conference-goers from around the state to socialize with their peers midst the historic ambiance of the Stanley Mosk Library and Courts Building at 914 Capitol Mall, across the street from the State Capitol and Capitol Park. The building, which was completed in 1928, is widely regarded as one of the most beautiful buildings in state government. The neo-classical structure's exterior is clad in Sierra white granite and granitex architectural terra cotta.

The November 12th reception areas will include the Memorial Entrance Vestibule on the first floor,



Elevated statue, Circulation and Catalog room, Stanley Mosk Library and Courts Building.



Memorial Entrance Vestibule, Stanley Mosk Library and Courts Building.

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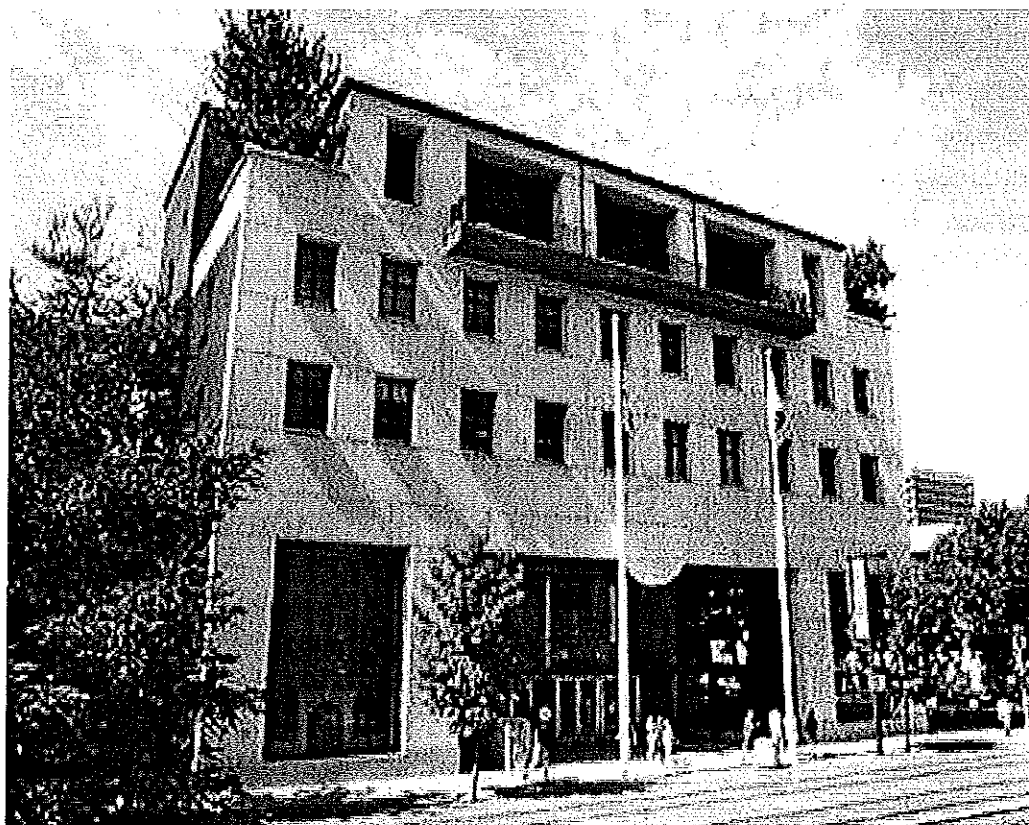
CALIFORNIA  
STATE LIBRARY  
FOUNDED 1850

## State Spotlight: California State Archives

Just two blocks from the California State Library in Sacramento is the California State Archives, the agency state leaders established in 1850 to collect, catalog, and preserve the state government's historic records. The State Archives' trove of unpublished source documents can be an excellent tool for reference librarians and researchers, as well as for the general public.

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California State Archives  
[Photo courtesy California State Archives]

### CONTACT INFO

Many State Archives holdings are as colorful as California itself. The Department of Corrections collection for example, holds mug shots and inmate records dating from the nineteenth century. And among its six floors of records, the State Archives houses one of its most precious holdings, the handwritten 1849 State Constitution.

Rebecca Wendt, a lead archivist at the agency, says library staff can refer their customers to the State Archives and an archivist will help the customers locate hard to find texts. She says that "its best when customers have specific research requests" because the State Archives does not have a browsing collection. For example, a library customer seeking the reason for his or her traffic ticket would be best served by targeting the State Archives California law documents, a collection many attorneys use for court cases.



2004 Archives Week poster.  
[Photo courtesy California State Archives]

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CALIFORNIA  
STATE LIBRARY  
FOUNDED 1850

## California State Tartan arrives at California State Library

According to the most recent US Census, California has up to 5 million residents of Scots-ancestry. To honor those residents, California now has an official tartan, which, like the 2005 addition of the official State Silver Rush Ghost Town, has recently joined the California quail, and gold, on the roster of California insignia.

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California History Librarian and state insignia specialist John Gonzalez and Susan Hildreth with the California state tartan.

Tartans are woven fabrics Scottish people and their descendants have long used to represent their families and their cultural heritage. California's tartan, derived in part from the Muir family tartan, evokes California's history and natural splendor. The tartan's blue reflects the sky, the Pacific, the rivers and mountains, while the green reflects the Sierras, fields, forests, and parks. The red, gold, and blue signify the arts, sciences, and industry of the people of the state of California.

The California Assembly unanimously enacted legislation in 2001 that made the tartan official. Now, any California resident may "claim" the California tartan and share in this distinguished Scottish tradition. In June 2006 at the California State Library, State Librarian Susan Hildreth, on behalf of the California State Library, and Blaine Lamb, on behalf of State Archivist Nancy Zimmelman and the California State Archives, received official tartan banners from Jim Andersen, a key promoter of the tartan legislation.

Also receiving the tartan in the State Librarian's office was Yolo County Supervisor Helen Mac Leod Thompson who while a California Assembly person shepherded the tartan legislation through the Assembly. Thompson, who "grew up very Scottish," says California's popular Highland games illustrate how Californians enjoy connecting to Scottish traditions. The Sacramento area's Highland Games are held every year in Woodland, a bucolic town in Thompson's district. The Highland games held every year in Pleasanton are the biggest in the world, including Scotland.

For more information about the California State Tartan, please contact Jim Anderson at (818) 716-0963 or email [bonbright@tartanplaid.com](mailto:bonbright@tartanplaid.com).



Yolo County Supervisor Helen Thompson and State Librarian Susan Hildreth with the California tartan.



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## New and renovated library openings around the state

### Bond Act Library Openings

Several new or renovated California libraries that were funded by the 2000 Library Bond Act opened over the spring and summer of 2006. Below are snapshots of these elegant architectural accomplishments.

For additional information about these libraries and other 2000 Library Bond Act-funded libraries, please visit the Office of Library Construction [website](#).

### Pickleweed Park Community Center and Library, a branch of the San Rafael Public Library



Pickleweed Park Community Center and Library Opening Day.  
[Photo courtesy San Rafael Public Library]

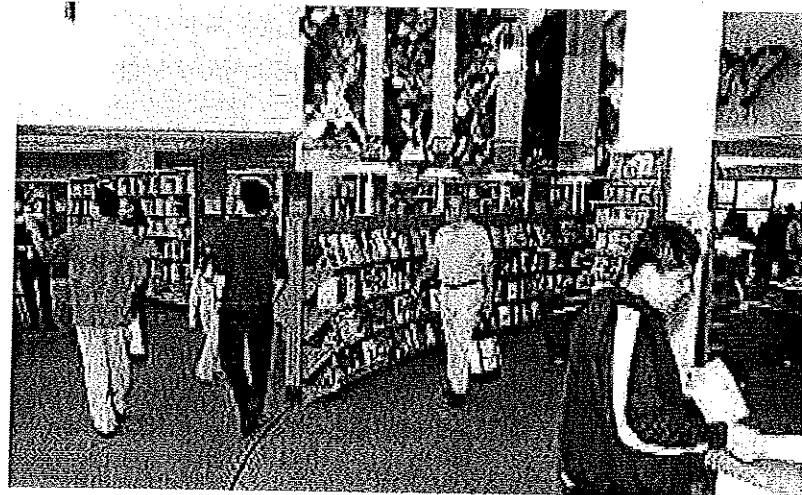
Pickleweed Park Community Center and Library, a branch of the San Rafael Public Library, was officially opened on Saturday, July 15, 2006. The library, which is located in a densely populated, multi-cultural, and low-income part of the canal area in San Rafael, was the first Bond Act funded library to open in northern California (and more are coming).

For complete details about the Pickleweed Park

Community Center and Library construction project please visit their [page](#) on the OLC website.

### Haskett Branch Library

Haskett Branch Library, a branch of the Anaheim Public Library, which opened on Saturday, May 20, 2006, is named after the city's first children's librarian, Elva L. Haskett. Set in a neighborhood park in West Anaheim, the library features a shaded reading garden, a study space for middle schoolers, special areas designed especially for adults, children and families, teens and "t'weens" and much, much more. For complete details about the Haskett Branch Library construction project please visit their [page](#) on the OLC website.



Customers browse new books at Haskett Branch Library  
[Photo courtesy Anaheim Public Library]



Reading garden at Haskett Branch Library.  
[Photo courtesy Anaheim Public Library]

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## Bond Act Library Openings, continued from page 6

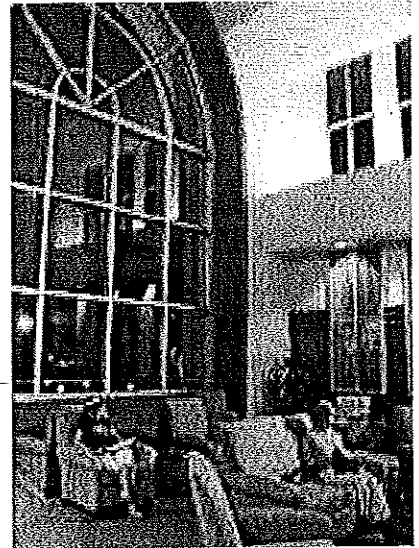
### Victoria Gardens Library

Victoria Gardens Library, a branch of the Rancho Cucamonga Public Library, opened on Friday, August 18. This branch is part of the Victoria Gardens Cultural Center that also features a

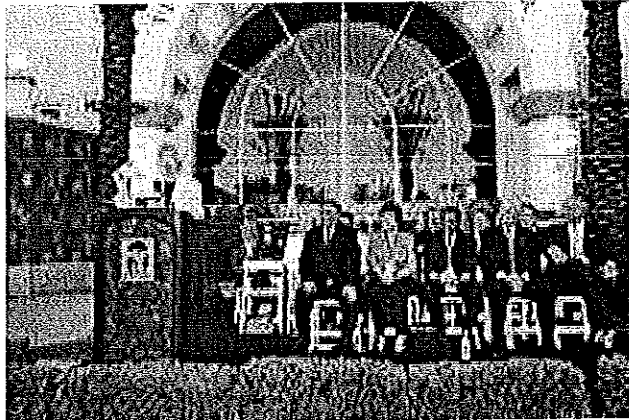
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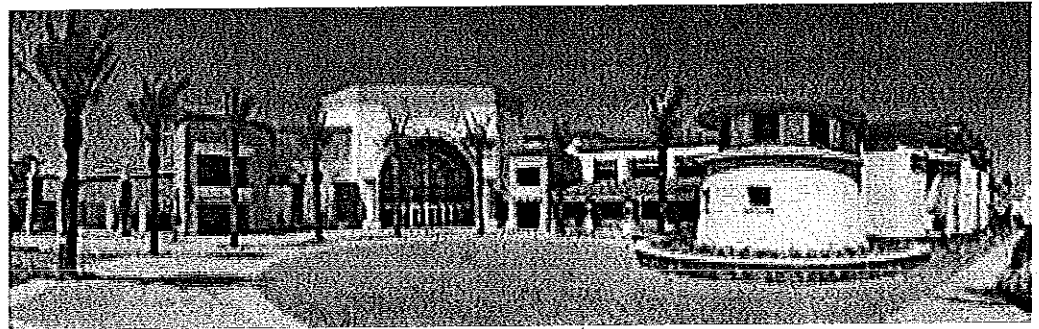
#### CONTACT INFO



Reading area Victoria Gardens Library.  
[Photo courtesy City of Rancho Cucamonga]



Above, State Librarian Susan Hildreth addresses 600 invited guests at Victoria Gardens Opening with (l-r) City of Rancho Cucamonga Mayor Bill Alexander, Mayor pro Tem Diane Williams and Council members Rex Gutierrez, L. Dennis Michael, and Sam Spagnolo seated in front row.  
[Photo courtesy City of Rancho Cucamonga]



Victoria Gardens Library  
[Photo courtesy City of Rancho Cucamonga]

Children's Theater and Events Center and is a place to bring imagination, ideas, and people together.

For complete details about the Victoria Gardens Library construction project please visit their [page](#) on the OLC website.

### San Mateo Main Library

San Mateo Main Library, a three floor 90,000 square foot building featuring both extraordinary social and studios spaces, opened Sunday, August 27. State Librarian Susan Hildreth attended the grand opening and was "thrilled" to see throngs of eager customers waiting to get their first glimpse of their community's new multi-purpose facility.

Once inside, customers were greeted by sleek, flat-screen computer monitors dotting open, airy areas between stacks of books, a cafe next to a teen lounge with brightly colored, diner-style booths and a media center. San Mateo Main Library, which has wireless Internet service, 100 public computers and an

[CONTINUED ON PAGE 21](#)



San Mateo Public Library Director Ben Ocon with State Librarian Susan Hildreth.  
[Photo courtesy [swaffordimaging.com](http://swaffordimaging.com)]



# Two CCHE projects now open to public: Discovery Science Center, Delta III Rocket and Stanton McDonald Wright historic mural at Santa Monica Public Library

The California Cultural and Historical Endowment (CCHE), the cultural grant program hosted by the California State Library, helped fund two projects during its 2004 round one cycle that are now open and available for Californians to experience: the Delta III rocket in Santa Ana's Discovery Science Center, and the mural at the Santa Monica Public Library. Both of these astounding exhibits illustrate the diverse capital projects the CCHE supports.

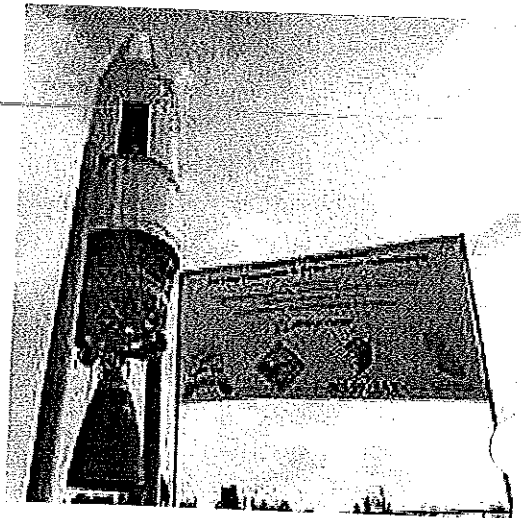
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## Delta III rocket

The CCHE board awarded \$262,000 toward the restoration of the Delta III rocket that has been permanently installed at the Discovery Science Center in Santa Ana. The 85-foot Delta III, within sight of Orange County's busy I-5 corridor, is a visual reminder of what Southern California companies and individuals have contributed toward the conquest of space.

During its active service for NASA, the Delta III launched more than 300 spacecraft and satellites, including the Mars Rovers, Deep Impact and many of the satellites now in orbit. The more than 300,000 people who visit the Science Center each year will gain hands-on knowledge about the rocket's history and effect on California culture through educational and interpretive activities connected to the exhibit.



Delta III Rocket  
[Photo courtesy Discovery Science Center]

For more information about the Delta III exhibit at the Discovery Science Center in Santa Ana please visit the Discovery Science Center [website](#) or call 714-542-CUBE.

## Santa Monica Public Library mural

The CCHE board awarded \$113,241 to the Santa Monica Public Library to restore and reinstall one of the largest and most vibrant murals completed during the New Deal period, Stanton McDonald Wright's "Technical and Imaginative Pursuits of Early Man."

The mural panels, originally designed for the former public library, now on display on the new Santa Monica Public Library's second floor, are an extraordinary example of Modernist public art. Since the old Santa Monica Library was demolished in the 1960's, the mural's 2,000 square feet and more than 160 figures have been stored at the Smithsonian Institution in Washington D.C. and in Los Angeles. Now, thanks to the 2004 CCHE grant, and the City of Santa Monica, people who visit the new Santa



Stanton McDonald Wright's "Technical and Imaginative Pursuits of Early Man" at Santa Monica Public Library.  
[Photo courtesy Diane Matsuda]

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## California State Library Research Bureau DVD illustrates youth mental health issues in foster care, juvenile justice, and education systems

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The California State Library's Research Bureau, in partnership with Pacific News Service, recently released a DVD entitled, *Bringing Young People to the Table: A Year of Discussions on Mental Health in Foster Care, Juvenile Justice and Education*. The DVD, produced by YO!TV, a youth-run production team, contains highlights drawn from a series of five public policy forums held in summer and fall 2005 at the California State Library (CSL) and sponsored by the California Research Bureau (CRB) and Pacific News Service (PNS). These discussions, and production and distribution of the DVD, were made possible by the generous support of The California Wellness Foundation.

The five seminars covered in *Bringing Young People to the Table*, examined the mental health needs of at-risk youth in foster care, the juvenile justice system, the state's K-12 schools, and in the transition to work. Each forum featured youth speakers, model program practitioners, and researchers—learning from the heart and the head. Over 300 state policymakers attended the programs. Participants at the policy forums repeatedly praised the youth speakers. The fortuitous passage of Proposition 63, the Mental Health Services Act, further heightened awareness of the importance of mental health services for at-risk, under-served, transition-aged youth. As one participant noted,

*We particularly valued the opportunity to hear issues experienced by youth presented 'in their own voice'. The testimony and issues raised today will be particularly useful as the Department of Mental Health proceeds to implement the Education and Training component of the Mental Health Services Act.*

(Comment from a policy forum evaluation by a legislative staff person)

The recently released DVD highlights the program and policy challenges in providing mental health services to high-risk youth, and provides an opportunity to hear directly from young people about their experiences with "the system." At a recent screening of the DVD, almost 100 participants, one-fifth of them young people, discussed the ten policy recommendations presented in the DVD and explored ways to include youth voices and perspectives in future policy discussions.

While it is always hard to measure directly the impact of a project such as this on public policy, program evaluations suggest that it has had a significant impact in educating policymakers about the mental health challenges facing youth currently or formerly in the juvenile justice system, and foster care youth transitioning from care. The project has accomplished this in a completely new and innovative way, by bringing youth voices directly into the policy discussion, as well as by highlighting important research findings and promising practices.

### California Council on Youth Relations

One of the benefits of grant funding is the ability to be flexible as learning occurs, so that the objectives of the project can be realized. The partnership CRB formed with PNS, an organization with a long history of involvement with at-risk, transition-aged youth, led to the creation of the California Council on Youth Relations, now an independent organization that assists youth in speaking to policymakers and program staff at both the state and local levels about how to work effectively with young people.

The participants on *Bringing Young People to the Table* encourage concerned citizens to look for ways to actively involve young people in the development and



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# California State Library programs support California's youngest learners

Brain research<sup>1</sup> suggests that young children who have secure and loving relationships with adults, and who are introduced to a high-quality learning environment during their earliest years, are better prepared to succeed when they enter kindergarten.

The California State Library (CSL) supports programs designed to help children ages 0-5 prepare for school so that those children can grow into healthy and productive citizens: the First 5 California Children and Families Commission and Early Learning with Families (ELF) Initiative are just two.

## First 5 California Children and Families Commission and the CSL

In 1998, California voters passed the California Children and Families Act, legislation that established the First 5 California Children and Families Commission (First 5) whose mission is to give California's youngest residents the educational and social advantages they need before starting school. In 2000, First 5 leaders determined that they had a need for specialized library service and approached CSL's State Library Services Bureau Chief, John Jewell, to enlist the library's expertise. The subsequent discussions resulted in an interagency agreement to set up a library in First 5's office and to assist with their research.

Today, First 5's library is overflowing with more than 4300 books, journals, CDs, DVDs, videos, kits and other unique items that are useful to their staff. CSL librarians support First 5's research by performing literature searches, by consulting with a variety of experts, and by continually monitoring online sources, databases, and journals for early childhood research. Each week, lead librarian for the project, Julie Davidson, combs the children and families research field and produces an electronic bibliography of the latest early childhood studies which she sends to First 5 staff, local commissioners upon request, and others who are interested in the topic. Twice a week, CSL staff members visit the First 5 offices to touch base with staff, to learn about First 5 projects, to determine specific information needs, and to maintain their library's collection.

## Early Learning with Families (ELF) Initiative

Another CSL program designed to expand the early learning experiences of California's babies, toddlers, preschoolers, and their parents and caregivers is the 2006/2007 Early Learning with Families (ELF) initiative. ELF, a Library Services and Technology Act (LSTA) project, will be a boon to California libraries as those libraries continue to evolve into family-friendly places where learning, literacy, and library-use become a way of life that lasts a lifetime.

Like First 5, ELF will encourage adults to understand that a child's reading and writing development begins long before formal instruction in school and is closely linked to a child's earliest experiences with words, books, and stories. ELF will support library activities that are based on children's developmental stages as well as current brain development research. Much of this research points to the importance of providing activities that prompt inquiry, encourage discovery, invite play, foster self-esteem, and nurture parent/child bonds among young children and their families. ELF is envisioned as a joint venture between a library's Children's and Literacy Services, with delivery of services taking place primarily through Children's Services.

The ELF initiative will include individual grants to libraries as well as a grant to the North Bay Cooperative Library System. It will:

- Provide three regional trainings regarding early learning concepts and program

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<sup>1</sup>Carnegie Corporation of New York, April 1994. Starting Points: Meeting the Needs of Our Youngest Children. New York: Carnegie Corporation.





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## Institute on library services for baby boomers

In mid-July, California State Library (CSL) Library Programs Consultant Suzanne Flint attended the *Lifelong Access Libraries Leadership Institute* at the University of North Carolina, Chapel Hill. Flint was one of 23 Fellows who participated in the five day event that addressed how libraries might better serve the nation's millions of baby boomers nearing retirement age. The Institute is one component of a multi-year initiative funded by The Atlantic Philanthropies and facilitated by Americans for Libraries Council.

Of the 23 participating Fellows from rural and urban public libraries in fifteen states, California boasted three members, Flint, Richard Bray from Alameda County Library and Lynne Cutler from Oakland Public Library.



Lifelong Access Institute Fellows gather in North Carolina July 2006. [Photo courtesy Linda Hayes Gallegos]

Discussing boomer demographics and trends, civic engagement, intergenerational programming, brain health and community collaborations in North Carolina were the nationally acclaimed Mary Catherine Bateson, writer and cultural anthropologist; Dr. Robert Butler, professor of geriatrics at Mt. Sinai and Pulitzer-prize winning author; and Dr. Paul Nussbaum, clinical neuropsychologist and author.

### Aging trends in California

Flint explains that California, like the rest of the nation, will soon experience a tremendous aging boom. The state's elderly population is expected to grow more than twice as fast as the state's total population, increasing 112 percent from 1990 to 2020. As early as 2010, 1 in 5 Californians will be 60 years of age or older. Flint notes that some California libraries are already progressively addressing aging and disabilities issues.

Though the increased number of aging Californians could be a strain on the state, Flint and her colleagues analyzed ways to make boomers' vitality, knowledge and skills a benefit to their communities via their local library, already a familiar community hub for adults.

Older Americans, Flint reports, want to remain engaged in the broader world and to continue learning. At the Institute Flint learned that current library services for "seniors" do not address the potential contributions of baby boomers. If libraries can transform their practices to support lifelong learning and civic participation, they will help mediate the great social transformation that this growing demographic of healthy, active older Americans signals. Flint says, "It's exciting to be considering new approaches to library services in response to this pressing demographic and societal opportunity."

State Librarian of California Susan Hildreth says of the trend, "When Baby Boomers retire, their skills, energy, and cultural sophistication are certain to benefit California's communities. Libraries need to be ready to take advantage of these engaged citizens."



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## California State Library training and resources at work in tribal libraries

### “Hands-On” at Pala

In spring 2006 the California State Library sponsored its second Tribal Library Training at the Pala Indian Reservation in northern San Diego County. Infopeople Project Director Holly Hinman and Infopeople staff, using information needs identified during the June 2005 Tribal Library Boot Camp, organized an impressive agenda for the spring training.



CSL Library Programs Consultant Susan Hanks with Tribal Library Scholar Bonnie Biggs (far right) at Pala.  
[Photo courtesy Infopeople]

The spring Tribal Library Training at Pala offered Infopeople workshops, an on-line reference course, and networking opportunities to 20 Tribal Information professionals who all said they would take the training information back to their communities and share it with their colleagues.

Tribal Information professional Jennifer Ward of the Barona Tribal Community Library said of the spring event:

I found the Pala training very valuable...the hands-on at Pala was great...it allows all of us to get together and talk about our experiences on what works in our libraries. From the course I have learned some new tips and tricks for Internet searches and reliable websites, medical information (of which I knew nothing), and the use of more reference materials (like the biographical dictionary) just to name a few.

The information resource experts who led the spring training included Holly Tomren, formerly of the Huntington Park Library's American Indian Resource Center, (County of Los Angeles Public Library); Bette Anton from the University of California, Berkeley, Optometry/Health Sciences Library; staff from the California State Library and California State University, San Marcos; Infopeople staff; and Kay Deeney and Heidi Sandstrom from the National Network of Libraries of Medicine, Pacific Southwest Regional Office.

Bonnie Biggs, former president of the American Indian Library Association and current Professor Emeritus and Tribal Liaison at California State University at San Marcos, was also on board for the training. Biggs has devoted more than 20 years to working with Southern California Tribal Libraries. Biggs' work is the cornerstone of Tribal Library training that the California State Library sponsors."

### Information Services for Tribal Communities”

Holly Tomren led “Information Services for Tribal Communities,” a one-day workshop that enables information professionals working in tribal communities to increase their reference skills. The workshop covered general reference training topics such as “What is Reference?” “The Reference Interview,” and “Open and Closed Questions.” Tomren’s class also received an orientation for the CORE Online Reference course.

Tomren worked closely with Native American Librarians and Information Services providers to research and assemble print reference collections for each participant. Her

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# LSTA grant from California State Library supports technology behind Early California Population Project at the Huntington Library

Individuals conducting genealogical and historical research on early California's Indian, Hispanic, and Anglo-American inhabitants can now do so with ease thanks to the Early California Population Project at the Huntington Library (ECPP), a database project supported in part by a 2003-2004 LSTA grant of \$163,000 from the California State Library.

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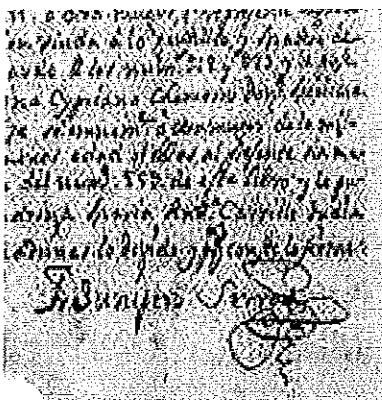
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**SFR (Spain)**  
En 6 de Marzo de 1796 En la Iglesia de esta Misión de San Fernando Rey de España Bautizo solemnemente a una Pava de unos 5 años llamada Juana hija de P.F. Godínez de la Paredera de Tlaxcala a lo que asiste por padre su Padre Antonio María Olvera de O, de quien el padrino es espiritual y obligación, y para que conste lo firmo: Fr. Juan Cortés

**SFR Baptism (1796)**  
On the 6th of March of 1796, in the church of this Mission of San Fernando King of Spain, I solemnly Baptized a female child of about 5 years, known as Juana, daughter of godly parents from the village of Tlaxcala to whom I gave the name Juana. Her godfather was Antonio Maria Olvera, already mentioned, to whom I advised of his spiritual obligation and so that it is verifiable, I sign =  
Fr. Juan Cortés

Transcribed Early California baptismal record.  
(Photo courtesy Huntington Library)



Early California baptismal record.  
(Photo courtesy Huntington Library)

Because of the ECPP database, the public, according to the ECPP [website](#), now has access to the facts contained in the California mission registers from 1769 – 1850. These registers hold the baptism, marriage, and burial records of each of the California missions and offer "an extraordinary wealth of unique information on the Indians, soldiers, and settlers of Alta California."

Project leaders developed the database because original California mission registers are "too old and too brittle [for the public] to handle." Further, many of the registers, and their poor quality microfilm recordings, are written in eighteenth-century Spanish script. Transcribing them for the ECPP online database demands "the rare skills and enormous effort" of data entry specialists proficient in Spanish and paleography.

The California State Library helped meet that demand. The California State Library's LSTA funds paid for a data entry specialist to create records in the ECPP database. State Librarian Susan Hildreth says, "We at the California State Library are pleased to play a part in this outstanding project which opens the door on the history of our state's early residents."

For more information about the ECPP project please visit their [website](#).



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## The ILS process at the California State Library

The California State Library (CSL) is well into a four-year project to replace its existing DRA Classic library system that has been serving the library well for more than 15 years. With DRA's sale to SIRSI and that firm's decision not to continue the Classic product it is imperative that a new system be selected and implemented as quickly as possible.

Thanks to many hours of CSL staff time and the functional specifications examples from many other libraries in recent procurements projects, particularly Riverside County and San Francisco public libraries, the detailed specifications needed to define the new system have been drafted and are into an extensive review process. From these specifications a Feasibility Study Report and an Information Technology Procurement Plan are being developed to obtain project approvals from various state oversight agencies. A funding plan is currently being prepared to get the needed dollars for the effort in place by the 2007/08 fiscal year, and a formal Request for Proposals (RFP) will be developed to be issued in 2007 after project and budget approvals have been achieved.

In the meantime, we would like your input. As we refine the system functional specifications this year for use in the RFP, we want to obtain your thoughts about what is important to you to have the system be able to provide to help you support the information needs of your customers. What do you want from the system to support your library's information and resource sharing goals? Please send your requests, thoughts, and ideas about how the system can best support your library's resource sharing to Sarah Dalton, CSL Information Officer at [sdalton@library.ca.gov](mailto:sdalton@library.ca.gov). She will ensure that these get fed into the RFP development process.

Stay tuned for more reports as the CSL moves forward with this important step into the future.

### Completed CCHE projects, cont. from page 8

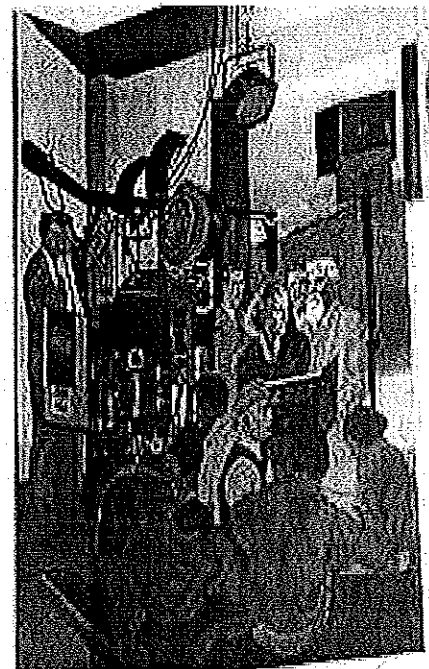
Monica Public Library can enjoy this lush Deco depiction of primitive man through 1930's Hollywood while they enjoy their library.

For more information on the Santa Monica Public Library murals please call (310) 458-8600; or visit the library's web site [www.smpl.org](http://www.smpl.org).

### About the California Cultural and Historical Endowment

In 2002, the California Cultural and Historical Endowment (CCHE) was created to support the "acquisition, development, preservation, and interpretation of buildings, structures, sites, places, and artifacts that preserve and demonstrate culturally significant aspects of California's history and for grants for these purposes." The CCHE Endowment is responsible for distributing \$122 million in Proposition 40 funds. Seventy-eight million has been allocated and the remaining \$43 million will be allocated in 2007.

For more information about the California Cultural and Historical Endowment, please contact Executive Officer Diane Matsuda at (916) 651-8768 or email at [dmatsuda@library.ca.gov](mailto:dmatsuda@library.ca.gov).



Panel detail from restored New Deal mural at Santa Monica Public Library. [Photo courtesy Diane Matsuda]



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## **Field Feedback: The California State Library hears from you!**

### **Director of Finance lauds California State Library staff**

One of my staff recently contacted the [California] State Library Research Bureau to request historical records indicating how many Directors have served the Department of Finance. The Research staff went well beyond our request and provided us with an entire history of the department. We are most appreciative of the time and effort taken to provide this information. The Research staff is to be commended for their dedication and thoroughness.

*Michael C. Genest, Director  
California Department of Finance*

### **Public Library Staff Education Program**

As someone who just finished her degree in Library and Information Science – I want to thank you. The help with tuition from the California State Library (through my system, Contra Costa County) has been invaluable.

Please accept my sincere thanks! Children's services here I come...

*Odette Batis, Pinole*

Thank you for your support of the Public Library Staff Education Program. This grant allowed me to pursue my MLIS at San Jose State University without worrying about the cost of tuition. I graduated with my degree on May 27, and am looking forward to beginning my career as a professional librarian.

*Sarah Krueger, Fairfield*

### **State Librarian's Office as backdrop**

Thank you for allowing the use of the State Librarian's office for the Donald Hagerty interview. His expertise is an important component of our documentary about the life and art of Maynard Dixon and the State Librarian's office is an incredible setting for his segments within the program.

Many thanks to [the CSL] staff...everyone was gracious and incredibly accommodating. I most appreciated [Principal Librarian] Gary Kurutz, his assistance will have a great impact on the success of the finished program.

*Joe Prokop, Associate Producer  
KUED Salt Lake City, UT*



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**State Librarian Update**, continued from page 1

Nation of Learners' grant proposals. This program is a joint offering between IMLS and the Corporation for Public Broadcasting that provides funding for local projects between a library and/or a museum and a public broadcasting station. In DC, it was exciting for me to learn more about these potential projects and to understand how to present effective IMLS proposals.

I came back to California from DC just in time for the opening of the Mission Bay Branch Library opening in San Francisco. Please read more about the Mission Bay opening in this issue.

In late July, I attended an Executive Leadership Institute sponsored by the Chief Officers of the State Library Agencies (COSLA), "Sustaining State Library Agencies in the 21st Century." The institute was held in Madison, Wisconsin, a lovely college town famous for its cheese and beer! At the COSLA Institute, I not only learned from the experiences of some long-tenured state librarians. I was also able to work with colleagues from around the nation on case studies based on real-life issues.

On August 15th I attended the initial planning meeting on CLSA system consolidation at the San Jose Public Library where individuals representing all the CLSA systems discussed models for consolidation. Everyone participated in a "fishbowl" exercise watching several Bay Area CLSA systems deliberating about possible system consolidations. The "fishbowl" observers, invited to make comments at the end of the exercise, had lots of reactions. I think its great that the meeting gave the participators license to "think out of the box" on all kinds of cooperative services and resources.

On Friday, August 18, I was lucky to attend the dedication and ribbon cutting for the gorgeous Victoria Gardens Cultural Center in Rancho Cucamonga. This fabulous complex includes a library, a theater and an event space; and is adjacent to a beautiful, new shopping center. The Cultural Center is truly a community destination and I was very glad that the California State Library, through Proposition 14 funding, could provide support for this exciting project. Look for photos of the Victoria Gardens opening in this issue of CSL Connection.

Finally, I want to extend a personal invitation for everyone to visit Sacramento in November for the California Library Association (CLA) Annual Conference. It is a great time of year in the Capitol City and the variety and breadth of restaurant choices has expanded greatly since the CLA conference was last in our fair town. I encourage all of you to attend the State Library Reception on Sunday, November 12 from 6-7:30pm. Through the generous support of the California State Library Foundation and Infopeople, please join us for a peek at one of the state's real treasures, the Stanley Mosk Library and Courts Building on the lovely Capitol Mall. Read more about the CSL reception in this issue.



Mike Bibby reads to children at California Railroad Museum in Sacramento.

**Read for the Record**, cont. from page 2

In Sacramento, a host of volunteers, including the popular Bibby, read *The Little Engine that Could* as part of the largest shared-reading experience ever. Over 100 children and their parents, teachers, and caregivers attended the Railroad Museum reading for which California State Library's literacy team including Jacquie Brinkley, Suzanne Flint and Cindy Tackett were on hand to help. For more information about California Library Literacy Services, please visit the website at [www.literacyworks.org/clls/](http://www.literacyworks.org/clls/) or call 916-653-4730.





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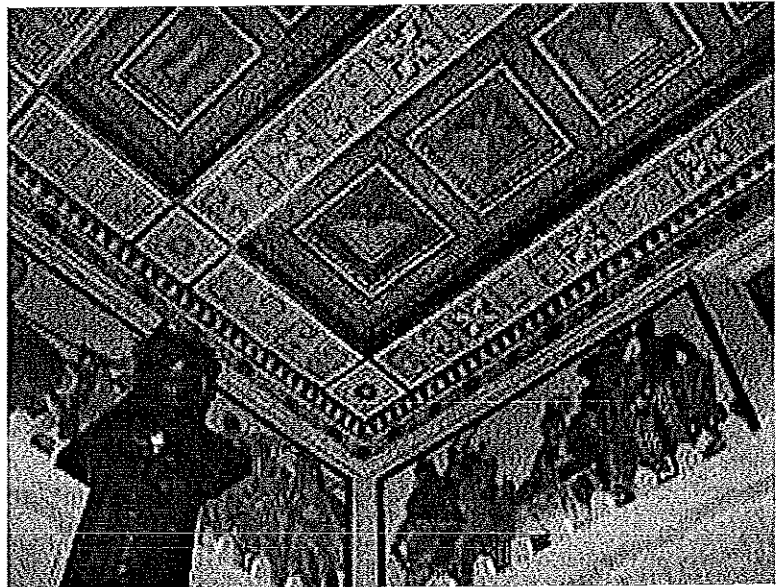


California State Librarian's Office.

the State Librarian's office and adjoining hallway on the second floor, and Gillis Hall and the Circulation and Catalog Room on the third floor. The Vestibule, which is dedicated to California veterans who died in World War I, features towering decorative Italian marble pillars and a mural painted by Frank Van Sloan. The State Librarian's office has several important California landscape and portrait paintings, while the second floor front hallway features the Anoakia Murals by Maynard Dixon. Gillis Hall contains the immense mural, "A Pageant of Tradition," also

created by Dixon, with a theme of California's historical progress and pioneering ambition. The Circulation and Catalog room is graced by a highly ornamented ceiling and bronze entrance gate, chandelier, and elevated statues.

Please join California State Library Foundation officers, the California State Library and Infopeople for an early evening of fun, good conversation, and refreshments, and enjoy this opportunity to view the artistic and architectural details that make the Stanley Mosk Library and Courts Building one of the gems of Sacramento.



Frank Van Sloan mural, Stanley Mosk Library and Courts Building.



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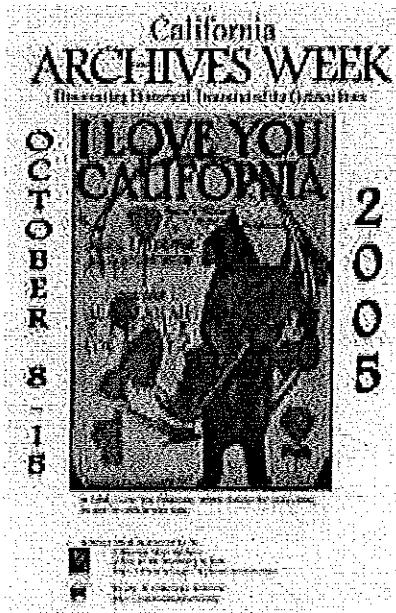
**State Spotlight**, cont. from page 4

The State Archives is also a great resource for library customers interested in genealogy. Wendt says that genealogists find the State Archives' professional (medical, cosmological and so on) license records dating from the nineteenth century enormously helpful.

Any member of the public can ask an archivist at the State Archives to help locate a document. The archivists will, according to Wendt, "pull files together in boxes or pages and make copies for 25 cents a page." Because archive materials are fragile, the public may not handle the items.

**Non-traditional State Archives programs**

In addition to its traditional archival duties, the California State Archives administers an Oral Histories program, and leads California's participation in the national educational outreach program, Archives Month.



2005 Archives Week poster.  
[Photo courtesy California State Archives]

**Oral Histories**

The State Archives' Oral Histories, interviews with state government officials, members of the media, and "people in the [state government] trenches," lend subjective insight to the State Archives' historical texts. Professional oral historians, experts in California policy and politics at the University of California at Berkeley and the University of California at Los Angeles, among others, conduct the recorded interviews. These oral histories have included such public figures as Ronald Reagan, Edmund G. Brown, Sr., long-time legislator Ralph Dills, Proposition 13 champion Paul Gann, California author Carey McWilliams, and former Superintendent of Public Instruction Wilson Riles.

"We liken the oral histories to knowledge mining," Wendt says.

The histories are available in bound volumes at the State Archives and the California State Library. In addition, the State Archives staff is working hard

to put the transcripts on the archives website. People interested in listening to the histories may do so by visiting the State Archives at 1020 "O" Street in Sacramento.

**Archives Month**

Archives Month (formerly Archives Week), a national campaign that engages the American public in the world of history and research, has been successful at the California State Archives for two years. California's program promotes the State Archives as available to anyone interested in California history, policy and politics. During California's 2005 Archives Week, the State Archives held an open house, gave "behind the scenes" tours, and hosted distinguished speakers who had used archival materials in their work. Wendt reports that the event was extended to a month in 2006 because it is so popular.

Wendt says California's new Archives Month will offer even more opportunities to show the public what archivists do and why historical records are so important in our culture. This year, Archives Month is in October. The State Archives Open House will be on October 7 and Family History Day will be on October 14th. Please check the State Archives' events page for upcoming details.

For more information about the State Archives collections, please visit their website. To contact the State Archives directly please call 916-653-7715.





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## DVD illustrates youth mental issues, cont. from page 9

implementation of policies and programs that affect those young people. One way to do this is to invite youth from the California Council on Youth Relations (CCYR) to speak when issues of concern to young people are being discussed. Interested parties can reach the CCYR by contacting Patricia Johnson at 415-503-4170 or [pjohnson@newamericamedia.org](mailto:pjohnson@newamericamedia.org). Ms. Johnson can also provide copies of the DVD.

## Related CRB reports on youth

Nell Bernstein, an independent journalist and author skilled at interviewing at-risk youth, assisted in developing the policy seminars and authored the CRB report, *Helping Those Who Need It Most: Meeting the Mental Health Care Needs of Youth in the Foster Care and Juvenile Justice Systems*. Her report provides a fresh perspective on the mental health issues facing at-risk, transition aged youth—the perspective of youth themselves. It also provides case studies of innovative approaches and summarizes some key lessons for policymakers interested in providing effective interventions for this group of vulnerable youth.

The second report by CRB senior researcher Lisa Foster and intern Alicia Dienst, *Mental Health Needs and Services for Youth in the Foster Care and Juvenile Justice Systems: An Annotated Bibliography of Selected Resources*, provides summaries of the most recent research and statistics on the mental health needs and services accessed by youth in the foster care and juvenile justice systems. The report also includes a listing of selected resources and websites to assist policymakers in accessing these reports and policy briefs. Both CRB reports are available on the California State Library website, at [www.library.ca.gov](http://www.library.ca.gov).

CRB will be continuing its successful partnership with the Pacific News Service, independent journalist and author Nell Bernstein, and the CCYR, in a new project focused on homeless youth. This project, also funded with the generous support of The California Wellness Foundation, will include a series of policy forums on the challenges and opportunities of working with this population of young people, and of course, will include youth voices as well.

For more information about these projects, please contact CRB Assistant Director Charlene Wear Simmons at 916-651-9751 or email [csimmons@library.ca.gov](mailto:csimmons@library.ca.gov) or Research Programs Specialist Ginny Puddefoot at 916-653-7653 or email [gpuddefoot@library.ca.gov](mailto:gpuddefoot@library.ca.gov).

## CSL programs support young learners, cont. from page 10

models;

- Assist selected libraries with initial implementation of some aspect of an early learning model with mini-grants of up to \$5,000;
- Provide online resources to support early learning efforts in all libraries;
- Develop promotional resources and a branding identity; as well as
- Identify expanded opportunities for community collaborations.

On the state level, the ELF initiative is already partnering with the California Department of Education, the California Children and Families Commission, and California Public Television, the statewide organization that represents all California public television stations.

CSL Library Programs Consultant Suzanne Flint says, "public libraries throughout California already have shown a considerable amount of interest in early learning programs and this ELF initiative." For more information about the ELF initiative please contact Flint at [sflint@library.ca.gov](mailto:sflint@library.ca.gov) or 916-651-9796.



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**CSL at work in tribal libraries**, cont. from page 12

collection contained many standard reference books covering issues from medications to careers, but also included a number of impressive Native American resources including Indian and tribal law, resources to assist in the selection of culturally sensitive children's books, tribal histories both past and current, Native American quotations, Native American genealogical resources and United States Indian policy. Tomren gave the participants annotated bibliographies along with a quick orientation for each reference book including unique information and best use.

During the afternoon session of "Information Services for Tribal Communities," everyone was introduced to an on-line reference course in the computer lab at the Tribal Digital Village of Southern California (TDV). TDV connects tribes from rural areas that previously had limited or no access to cable, phone and/or power lines, from the Mexico border to the edge of Riverside County. The TDV is part of a three-year Hewlett



Tribal Library Information professionals at work at Pala.  
(Photo courtesy Infopeople)

Packard grant awarded in 2001 to the Southern California Tribal Chairman's Association to establish the high-speed, inter-tribal wireless and Internet-accessible wide area network to connect 18 tribes and other community agencies. TDV provides high-speed Internet access to over 150 square miles, encompassing high desert, forests, and valleys.

Students had weekly reading assignments and exercises including ready reference, reference materials, evaluating resources, library organization and cataloging. The ability to post messages provided a great chance to network. Self-paced modules on business, genealogy, consumer information, and legal information were offered at the end of the course allowing students the opportunity to further increase their reference knowledge and skills.

**Consumer health resources workshop**

The Pala consumer health resources workshop that followed was a big hit. Participants learned how to use Medline Plus to find reliable health information, evaluate consumer health web sites, and locate health resources for Californians. This hands-on workshop also provided an overview of the collaborative databases of the National Library of Medicine.

One participant said, "the information is easier to find than the patron thinks," and another felt that she had "learned how to evaluate web sites."

For more information about the California State Library's Tribal Library Trainings please contact Library Programs Consultant Susan Hanks at (916) 653-0661 or email at [shanks@library.ca.gov](mailto:shanks@library.ca.gov).



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## Bond Act Library Openings, continued from page 7

automated check-in system that sorts books electronically, is located near 300 biotech companies and boasts a Biotech Library and Learning Center. The new library was also designed to have a minimal impact on the environment.

For complete details about the San Mateo Main Library construction project, please visit their [page](#) on the OLC website.



San Mateo Library Opening Day attracted over 6500 eager customers. [Photo courtesy [swaffordimaging.com](#)]

## Locally funded library openings

Some California libraries have resourcefully raised funds for constructing or renovating library facilities in their communities. If you know of a library construction or renovation project in your area, please [email](#) CSL *Connection* Editor Sarah Dalton and we will include a profile of that library in an upcoming issue of CSL *Connection*.

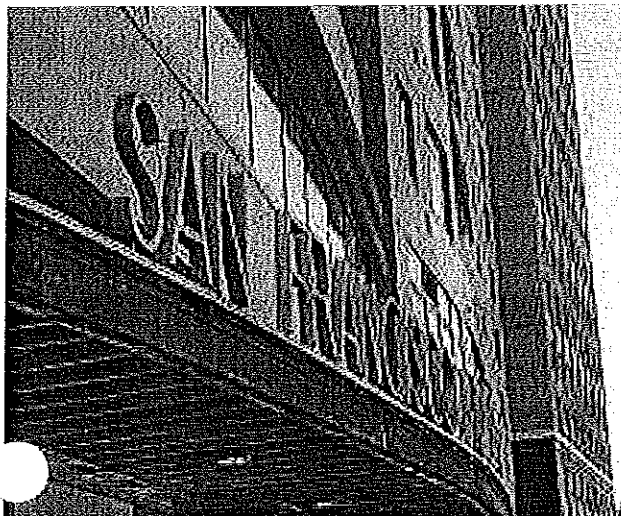
## Mission Bay Branch Library

July 8th, 2006 was a great day in San Francisco! The Mission Bay Branch Library, the first new branch in the San Francisco Public Library (SFPL) system in 40 years, opened its doors to the public. Attending the sunny opening day festivities were San Francisco Mayor Gavin Newsom, former San Francisco Mayor Willie Brown, State Librarian Susan Hildreth, and City Librarian Luis Herrera.

A unique partnership between SFPL and the San Francisco Redevelopment Agency created the opportunity for this 7,500 square-foot branch to be co-located on the first floor of a senior housing complex. The city's Branch Library Improvement Program funded the branch's construction; and funds for furnishings and equipment were the result of a neighborhood capital



State Librarian Susan Hildreth (right), City Librarian Luis Herrera (center), San Francisco Mayor Gavin Newsom (at left), San Francisco Supervisor Chris Daly (far left) cut ribbon of Mission Bay Branch Library. [Photo courtesy [Steve Rhodes](#)]



Mission Bay Branch Library. [Photo courtesy [Steve Rhodes](#)]



Former San Francisco Mayor Willie Brown and Mayor Newsom at Mission Bay Branch opening. [Photo courtesy [Steve Rhodes](#)]

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**Bond Act Library Openings**, continued from page 21

campaign that the Friends of the San Francisco Public Library spearheaded. The Mission Bay Branch's diverse collection of 34,000 books, CD's and DVD's will provide great service to this newly developing neighborhood.

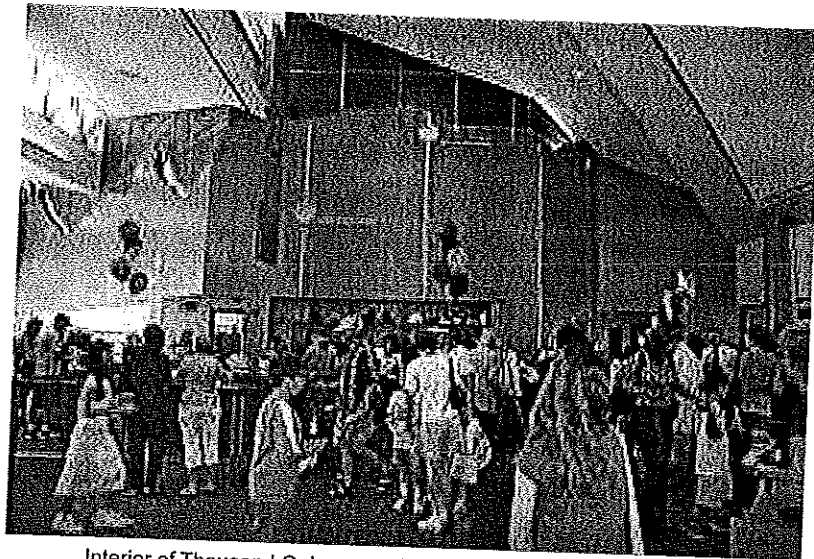
**Thousand Oaks Library's Children's Library**

The Thousand Oaks Library held the grand opening for its expanded Children's Library on Saturday, June 24, 2006. The carnival-like community event drew approximately 5,000 people and featured outdoor booths, family activities, author signings, and demonstrations of local police equipment. Six local children helped the mayor of Thousand Oaks in the ribbon cutting ceremony.

Thousand Oaks Library's stunning new \$14 million Children's Library, which the entire library staff helped plan, was funded entirely by the City of Thousand Oaks. The 22,000 square foot facility includes 130,000 books housed on shelving units with brightly colored end panels and canopy tops. It has 15 computers, quiet study areas, a vibrant program room, a Children's Garden, an outdoor courtyard and a 30-foot high coast wall depicting the California coastline in deep blue glass and rich brown wood. The facility also boasts a 3,600-gallon saltwater aquarium that cost over \$100,000 and was funded by the Friends of the Thousand Oaks Library.



Outdoor festivities at opening of Thousand Oaks Library's expanded Children's Library. [Photo courtesy Thousand Oaks Library]



Interior of Thousand Oaks expanded Children's Library opening day. [Photo courtesy Thousand Oaks Library]

Thousand Oaks Library Director Steve Brogden says the city, which has a long history of supporting community children and youth activities, began planning the Children's Library expansion in 2000. The city of Thousand Oaks financed the Children's Library and in return, the

community is using the expanded Children's Library in droves. Brogden says: "I am so proud of the city for building this Children's Library. It is a community showplace. People are even bringing their out-of-town guests to show off their library!"



## Contact Information

# CSL CONNECTION

The California State Library | Founded 1850

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### Susan Hildreth

*State Librarian*  
(916) 654-0174  
[shildreth@library.ca.gov](mailto:shildreth@library.ca.gov)

### Sarah Dalton

*Communications Editor*  
(916) 654-1483  
[sdalton@library.ca.gov](mailto:sdalton@library.ca.gov)

### Contributors:

**Tom Andersen**  
**Clarence Caesar**  
**Bessie Condos**  
**Sarah Dalton (Ed.)**  
**Suzanne Flint**  
**Lisa Foster**

**Liz Gibson**  
**Wanda Green**  
**Richard Hall**  
**Susan Hanks**  
**Susan Hildreth**  
**Gary Kurutz**

**Diane Matsuda**  
**Vera Nicholas**  
**Ginny Puddefoot**  
**Frank Ramirez**  
**Oshi Ruelas**  
**Charlene Simmons**

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Please submit suggestions to the Connection editor, [Sarah Dalton](mailto:sdalton@library.ca.gov).

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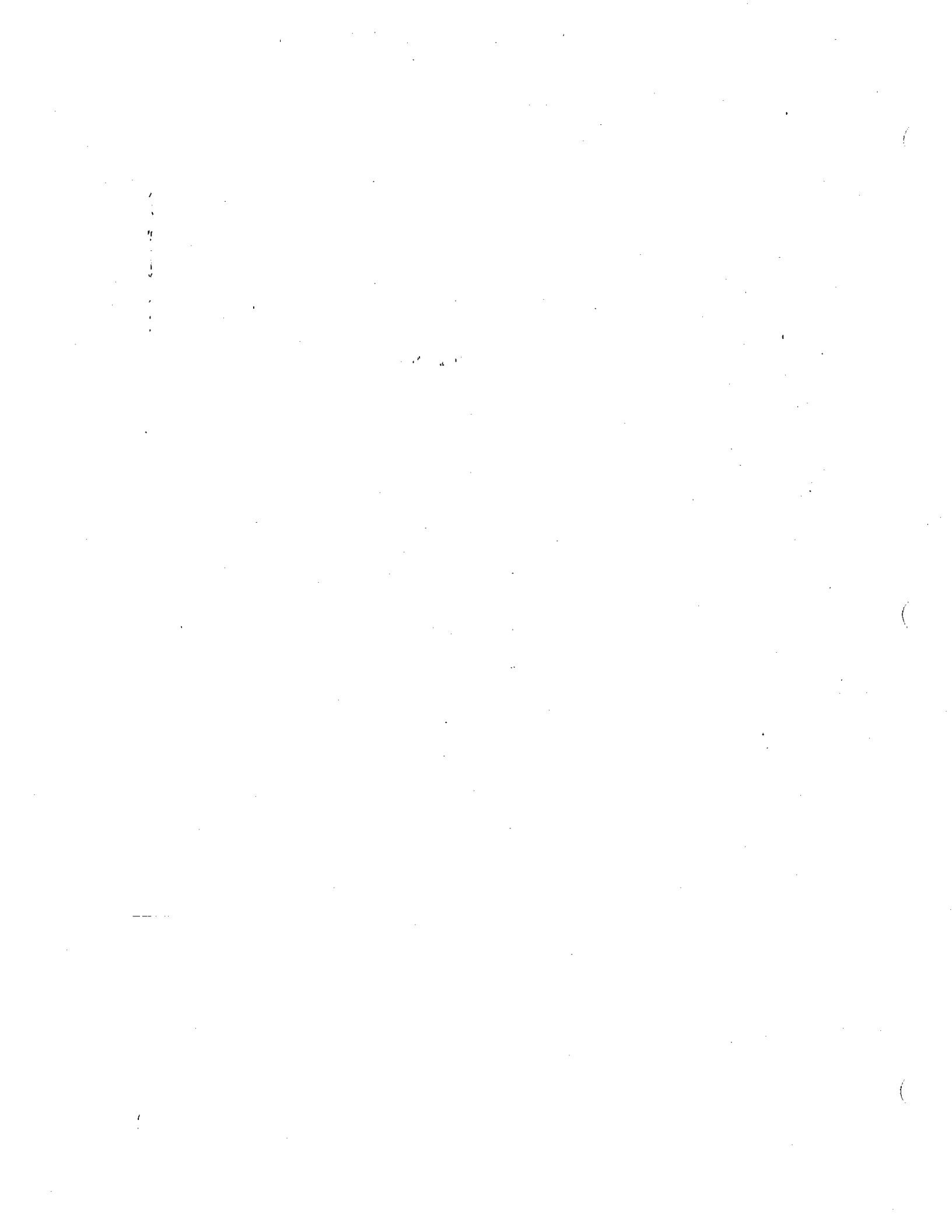
### CONTACT INFO



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### *The California State Library*

914 Capitol Mall  
P.O. Box 942837  
Sacramento, CA 94237-0001  
[www.library.ca.gov](http://www.library.ca.gov)



# President's Message

**Libraries Transform Communities** by Leslie Burger

Someone recently told me that "transformation" is really just a fancy word for change. Perhaps that's true, but to me it is really a more powerful way to convey the "Libraries Transform Communities" theme of my presidential year.

It's clear to me, after 30 years in the library business, that when communities of all types—cities and towns, colleges and universities, schools and businesses—invest in libraries by transforming their appearance or the way they do business, our neighborhoods change. The expectations of those we serve soar. They begin to think about libraries in different ways, become passionate and enthusiastic supporters of all that we do, and realize that libraries are central to the quality of life in their communities.

## Changes everywhere

In recent years we have seen spectacular examples of transformed library buildings: new facilities in Seattle; Salt Lake City; San Jose, California; the Bronx, New York; Fayetteville, Arkansas; and right here in Princeton, New Jersey (*AL*, Apr. 2006, p. 63-65) to name a few. School libraries in New York City have become centers for imagination and learning thanks to the efforts of the Robin Hood Foundation. Campuses across the country are creating information and social commons in their libraries and in doing so are attracting more students and faculty than ever before.

But transformation takes place in thousands of libraries every day in many subtle and less obvious ways. It could be changing a policy to make it more customer-friendly, investing in a fresh collection, buying books that patrons want to read, offering a friendly greeting, sponsoring a communitywide reading event, offering personal information service to a faculty member or student, or engaging in conversation with someone who is seeking a social experience. The work librarians do, and the way in which we do it, transform our communities each day.

Let me make the case for why transformation is needed and why now. Librarians and libraries have already been through a decade of great change spurred



by a technological revolution that has altered the way we do business. We are hard at work making over our reference services, catalogs, approaches to customer service, buildings, and collections. Some staff members are burned out on change. We've been so busy dealing with these adjustments that we

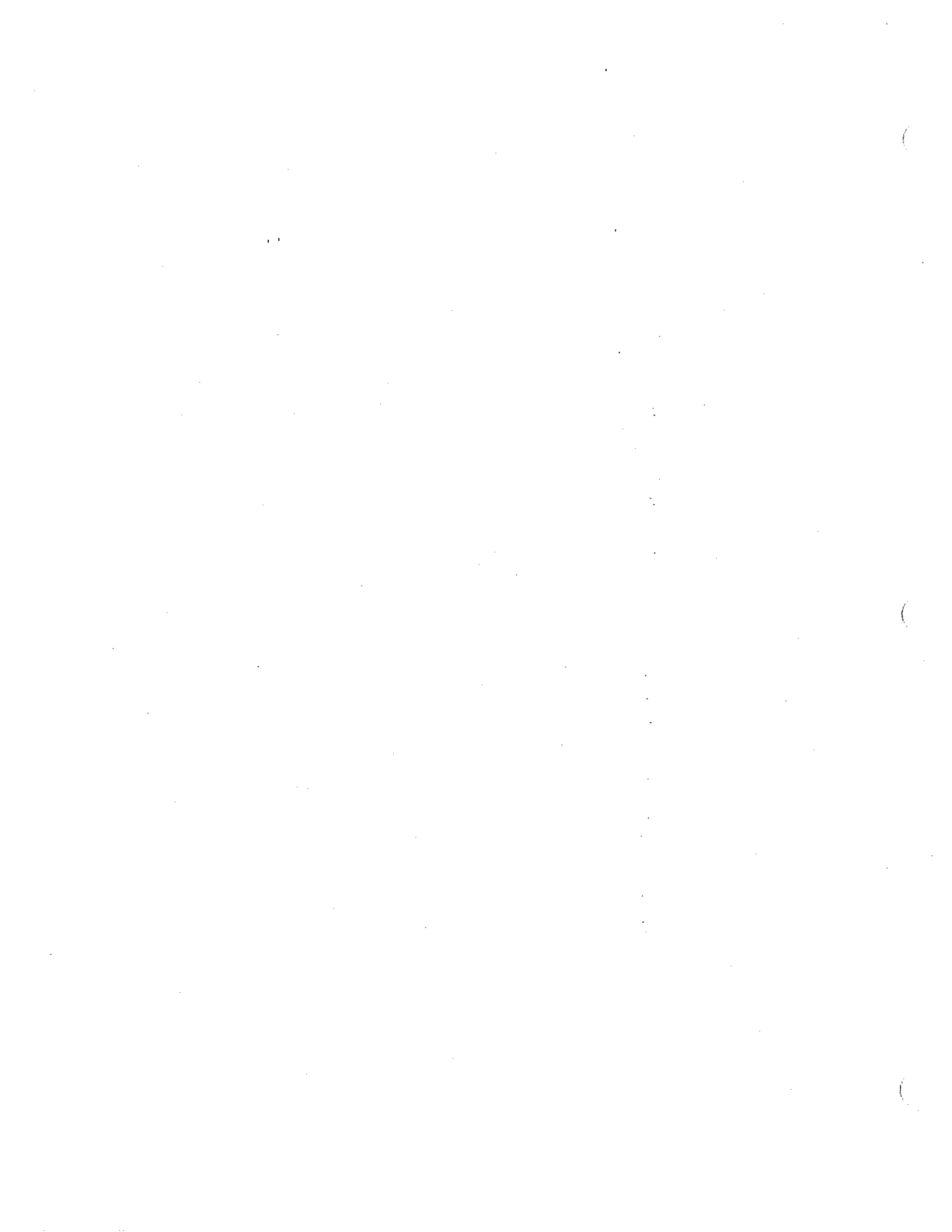
haven't always done a good job of communicating them. Now is not the time to stop.

We have changed how we do business. Now we must change how others see us. We have this absolutely unique moment in time to transform the way in which the world perceives us, to build on the things that we do so well, and to set the stage for the next century of library service to communities we serve.

My action plan for my ALA agenda includes: setting a national agenda to guide our work in recreating libraries of all types; holding a transformation summit to provide practical tips for how everyone can revolutionize their libraries, regardless of budget constraints; publishing a transformation toolkit (print and web-based); establishing a "librarians without libraries" volunteer program to match people who have talents and skills with libraries who need assistance; extending our national advocacy effort through a web-based initiative called [welovelibraries.org](http://welovelibraries.org); and creating a pool of emerging leaders who have the tools they need to advance the ALA and transformation agenda (*AL*, June/July, p. 12).

If you think this sounds like a pep talk, it is. I love and believe in all libraries. I can't think of any other work that provides the stimulation and excitement I find each day. Change isn't easy, but it is the key to our future. During my year as president, I will work to lead change, to transform our profession, our libraries, and our communities. I know that by working together we can make every library in the country better than it is today. Please join me. ☐

*ALA President LESLIE BURGER is director of the Princeton (N.J.) Public Library; [lburger@princetonlibrary.org](mailto:lburger@princetonlibrary.org).*





# A PARTNERSHIP Plan

## THAT CAN WORK FOR ANY LIBRARY, ANY COMMUNITY

**PEGGY L. BARRY** is Community Services Manager at Naperville (Ill.) Public Library; pbarry@lib.naperville.il.us.

Peggy has just finished reading two thought-provoking books: *My Sister's Keeper* by Jodi Picoult and *Ping, A Frog In Search of a Pond* by Stuart Avery Gold.

Taking advantage of September as National Library Card Sign-Up Month, PLA's Smartest Card campaign, and their own goals and policies, the Naperville (Ill.) Public Library (NPL) initiated a simple, easy, win-win community partnership program. "Show Us Your Library Card, Naperville!" is a new program NPL developed to increase the library's community partnerships and presence. The premise is to encourage local merchants and businesses to partner with the library by giving discounts to shoppers or clients for merely showing their library cards.

### Planning Process

Development of the campaign began in our Community Services Department, which is composed of personnel conducting public relations, programming, fund-raising, community outreach, and graphics functions. The formal plan they created was then shared with NPL's core executive team for review. The team assessed the plan for:

- service and benefit to NPL cardholders;
- timing and cost;
- potential to increase or improve relationships with local businesses and neighbors;
- positive media coverage; and
- exposure within the community.

Everyone concerned was especially excited that this type of campaign would provide a means for smaller, independent businesses to lend support to the library—those who did not have the capability of participating in the much larger summer reading program. The consensus was to move forward with the idea, but on a limited scale the first year. If it proved successful it could be expanded in subsequent years.

## Implementation

Because only the downtown businesses would be targeted this inaugural year, the business membership organization, Downtown Naperville Alliance (DNA), was approached for use of its mailing list. A cover letter (see appendix A) explaining the program was sent to the entire list, along with a postcard that they could return if they were interested in participating (see page 50). Recognizing that many of Naperville's downtown businesses were inundated with plans for a special event coinciding with a Harry Potter book release, the response deadline was extended by two weeks. Thirteen businesses had signed on by the original deadline.

Personal calls to established library partners resulted in the addition of seven more businesses to the campaign. By the final deadline, twenty-two businesses were on board. A simple partnership agreement (see appendix B) listing the rights, benefits, and obligations of both parties was executed with each business. Logos and Web-site addresses were secured from each of the partners for use in the promotional phase.

## Promotional Support

A variety of full-color, high-quality print pieces were designed and produced for the campaign. The vibrant, primary-color palette for all of these came out of PLA's Smartest Card graphic. The brochure was a four-color tri-fold on glossy paper. It listed participating merchants, business locations, and what discount or deal each would be offering to library patrons throughout the month. The brochures were made available in all three library buildings and at each participating business. Large, color twenty-by-twenty-four-inch posters duplicated the brochure design and were displayed in the lobby of each library building. Two smaller, letter-sized custom posters were reproduced for each partner to place in a window or on the counter. These were personalized to highlight the specific offer available from that particular business. Posters and brochures were generally delivered to participants, although a few who requested personal visits were happily accommodated. In addition to print pieces, the program was promoted in the library's fall program guide, the local daily newspapers, and announced at DNA meetings.

A plastic card-sleeve imprinted with the Smartest Card logo, seen at an ALA preconference session in June 2005, was the inspiration for the "Show Us Your Card, Naperville!" idea. Naperville already had a very popular imprinted card case in place for distribution through the library circulation desks. A decision was

The printed promotional pieces for the campaign can be accessed in PDF format by visiting <http://staff.napervilleilb.com/show-us>. Type in username "nplcard" and password: "showus."

made to create a comparable, custom-imprinted plastic sleeve. It would house a business card-sized advertisement for distribution at Naperville's annual Last Fling parade on Labor Day. The very popular library book cart drill team performs in the parade each year, accompanied by staff taking advantage of the captive fifteen thousand viewers to conduct targeted marketing. In 2005, the new "Show Us Your Library Card, Naperville!" campaign was highlighted. Keeping with the color palette and design established for the campaign, a three-and-a-half-by-two-inch, four-color imprinted card was inserted into the complimentary blue plastic sleeves imprinted with the library's logo and tag line. Volunteers generously donated the hours necessary to insert each card into a sleeve to prepare them for distribution along the parade route. Following the parade, the remaining pieces were distributed at public-service desks and outside presentations throughout the month of September.

## How It Worked

Those who partnered with the library for this inaugural campaign were quite a varied group. Businesses

included a framing shop, pharmacies, restaurants, a clothing retailer, herbal remedies and acupuncturist, bookshops, a jeweler, candy shops, a home décor store, gift shops, fitness training, a cell phone vendor, and account services. The broad scope of participating businesses confirmed the premise that this campaign could accommodate any type of business, service to retail, large or small. The owners were at liberty to select what offer or discount worked best for their individual businesses. The offers were as diverse as the participants. Examples included 10 percent off an acupuncture treatment; 20 percent off a book purchase or jewelry item; free drink with purchase; 10 percent off every purchase; \$5 off phone accessories or free car charger; 10 percent off drapery valances; free mat with framing; or 10 percent off other products. It was merely what worked best for each individual vendor. It was simple for the library patrons to take advantage of these offers. All they had to do was show their NPL card at the time of their purchase, and the discount or free reward was given.

## Response

Comments from both merchants and patrons throughout the month showed that the campaign was working well for all concerned. At the conclusion of the program, a letter of appreciation with a survey (see appendix C) was sent to each of the campaign partners. Nine of the twenty-one businesses responded. All the respondents said they would participate again, and that the month of September worked well for them. One even suggested that the campaign be conducted during National Library Week in April in addition to the month of September. All were pleased with the print publications and promotional efforts. It was reported that the estimated number of times customers took advantage of the promotion ranged from none to more than one hundred. Sample comments from campaign partners included:

- "September is a slow month for us, so this helped bring in more business than usual."
- "This was a great promotion. We really enjoyed it and hope that every year it becomes more popular."
- "We had no one show their card. But, it's new. People will figure it out!"
- "I think a month is the ideal time frame."

## Partnerships Don't Just Happen

The groundwork for "Show Us Your Library Card, Naperville!" last September was laid in fall 2002. For several years now, the Naperville Public Library has been on the fast track where community involvement, presence, and partnerships are concerned. In October 2002 the Library Board of Trustees voted to adopt an expansive and aggressive Integrated Communications Plan that had been prepared for us by Peggy Barber and Linda Wallace of Library Communication Strategies, and was carried into the subsequent system-wide Strategic Plan, approved in September 2003. For a number of reasons, it was determined that heightening the library's presence and involvement in the community would be key to accomplishing our goals.

The Board of Trustees continued to support this direction. They unanimously approved the Community Involvement Policy in June 2004, recognizing the library's responsibility to be an active participant in the community we serve. By being alert to the needs and changes within the community we are able to respond.

As an active partner with the community, we are continually developing and nurturing our relationships, position, programs, and services. With this commitment has come the expectation for expanded communication and interaction with local businesses and nonprofit organizations to develop equitable, lasting relationships. Community involvement and presence are now integrated into the philosophy, fabric, and day-to-day operations of the library.

In April 2005 our Partnership/Sponsorship Policy was approved. Simultaneous to the development of this new policy, community services staff was laying out an aggressive plan for this new partnership campaign targeted for implementation in September 2005.

The policies mentioned above, as well as all NPL policies, can be viewed by going to our Web site at [www.naperville-lib.org](http://www.naperville-lib.org) and looking under "General Information" on the home page.


- "We definitely plan on being included in the program next year."

## What Was Learned

Based on staff observations, patrons comments, and participant feedback, the following recommendations are under consideration for 2006 and subsequent years:


- Expand the campaign, extending the invitation to approximately 1,500 businesses citywide. This is something Naperville is ready for, but the idea of a limited, targeted area worked well here and is a viable option for anyone.
- Allow at least four weeks for the businesses to respond to initial solicitation of interest. For some it may be a busy season, or they may need to check with a corporate office, so give sufficient time for them to respond.
- Revise the letter of invitation to be more direct and concise. Business owners and managers have many demands on their time, so try to take up as little of it as possible.
- Be prepared to accommodate responses by postcard, fax, e-mail, or phone. Keep in mind that not everyone uses the same primary means of communication.
- Be prepared to suggest discount ideas for the variety of businesses that may participate. As responses came in, so did requests for recommendations.
- Personally deliver fliers and posters to forge a bond with each vendor as well as to get signatures on the partnership agreement. While personal delivery is more staff intensive, the interaction with the businesses and establishment of a personal relationship will foster future support.
- Consider a specialized campaign print piece available for insertion into all materials checked out during the program. Whether it is a bookmark or a brochure, this is certainly not a marketing opportunity to miss.

Increase promotional efforts with the following additions:



Yes, I am interested in

## Show Us Your Library Card!



Please contact me at ( ) \_\_\_\_\_  
Telephone E-mail address

Best time to contact me is \_\_\_\_\_


Name (please print) \_\_\_\_\_

Business \_\_\_\_\_

Discount or Give Away Proposed \_\_\_\_\_

*Please return this postcard by Thursday, June 30th*

---



Place stamp here

**Community Services Department**  
**Naperville Public Library**  
**2035 S. Naper Blvd.**  
**Naperville, IL 60565-3325**

The printed promotional pieces for the campaign can be accessed in PDF format by visiting <http://staff.napervillelib.com/show-us>. Type in username "nplcard" and password: "showus."

- Distribute the print pieces for "Show Us Your Library Card, Naperville!" at all community-presence visits during August and September, including, but not necessarily limited to, high-school orientations, speaking engagements, community special events, and parades.
- Pursue contact with local service clubs and organizations utilizing partners in this campaign who also are club members in order to make a presentation for additional partnerships, distribute print publications, and place table toppers at their regular meetings.
- Make an announcement and have brochures available at all library programs.
- Insert the brochure into the Chamber of Commerce's monthly information packet for September that goes directly to more than four thousand individual members and corporate representatives in the Naperville area.

- Secure feature story space in the Naperville Area Chamber of Commerce's weekly e-newsletter, quarterly print publication, and on their Web site throughout September.
- Negotiate with local print and electronic media to trade out advertising for inclusion in the campaign.
- Cross-promote this campaign with other library promotions throughout the month by imprinting the campaign image on envelopes and other correspondence sent in September.
- Secure mailing lists from both DNA and the Naperville Area Chamber of Commerce in February in order to begin review, assessment, and careful culling of the lists for duplication and discrepancies beginning in March.
- Encourage library staff to mention the campaign and funnel contact information of potential participants throughout the year by sending out a quarterly e-mail reminder.
- Prepare a detailed calendar, allotting sufficient time for both the library and businesses to plan. This should include a schedule for staff visits to partnership sites.

## Conclusion

In a city of tremendous library use and support where community involvement is especially valued, NPL developed a successful partnership program that proved to be of mutual benefit to card-carrying patrons as well as to the downtown business community. Those here at NPL recognize and appreciate the support received from the residents, businesses, and community at large.

Keep in mind that this partnership program's basic structure should be adaptable to larger and smaller libraries and their communities. I encourage you to give it a try! ■

## Appendix A. Program Cover Letter

May 24, 2005

Dear Downtown Business Owner/Manager,

The Naperville Public Library currently has more than 83,000 registered cardholders, but with your help, we think we can do even better. The level of business and personal involvement in Naperville is high and has resulted in many of you already having partnered with the library at some time in the past. Right now, we are working on a fall promotion and partnership designed to enhance your business and, at the same time, promote library-card registration.

### *Show Us Your Library Card, Naperville!*

As designed, this partnership opportunity is both simple and flexible, while at the same time presenting an opportunity for increased patronage at both your business and the library.

How does it work?

In September, National Library Card Sign-Up Month, your business may choose to offer discounts or giveaways each time a customer presents their Naperville Public Library card. The library will provide you with one or more colorful posters to advertise the details of your participation. For instance, if you own a restaurant, you may want to choose to offer a free drink with a sandwich or 10 percent off a dinner entrée. Maybe the "buy one get one free" concept would work best at your establishment. It's entirely up to you what offer you make to library-card patrons who visit your business.

In addition to the posters mentioned above, promotional efforts encouraging customers to visit participating businesses will include fliers at those businesses as well as our three facilities, a descriptive brochure listing every participant's offer, coverage in more than eight thousand library fall program guides, press releases, prominence on our Web site, and a feature story in our e-newsletter, sent to nearly 34,000 subscribers. We will be glad to lend design support to any additional advertising you may choose specific to your business' participation. In addition to exposing the community to the mutual support between the library and Naperville's business community, our hope is that people wishing to receive discounts and rewards will visit the library to obtain or renew their card.

Sincerely,  
Peggy L. Barry  
Community Services Manager

## Appendix B. Naperville Public Library (Partnership/Sponsorship) Agreement

This (Partnership/Sponsorship) Agreement is entered into by and between the undersigned ("Partner"/ "Sponsor") and the Naperville Public Library ("Library").

The undersigned (Partner/Sponsor) is committing support to the Library in the following total amount/value:  
\$ \_\_\_\_\_ Cash/Check In Kind

for

\_\_\_ Summer Reading Program

\_\_\_ Winter Reading Program

\_\_\_ Teen Read Week

\_\_\_ Show Us Your Card Campaign

\_\_\_ Fall Program Session

\_\_\_ Winter/Spring Program Session

Terms:

Duration:

\_\_\_\_\_

\_\_\_\_\_

(Partner/Sponsor) obligations:

Library obligations:

\_\_\_\_\_

\_\_\_\_\_

(Partner/Sponsor) rights and benefits:

Library rights and benefits:

\_\_\_\_\_

\_\_\_\_\_

(Partner/Sponsor) Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail \_\_\_\_\_

This agreement will be governed and construed in accordance with the laws of Illinois. This agreement constitutes the entire agreement between the parties and may not be modified, amended, or changed except by a writing signed by all parties to this agreement. This agreement will be binding upon and inure of the parties hereto and their respective successors and assigns, provided that neither party hereto will have the right to assign this agreement or assign any duty, service, or responsibility hereunder without the prior written consent of the other party. Each party in this agreement warrants and represents that the individual signing this agreement has the authority to bind his or her respective company or person.

(Partner/Sponsor) Signature:

Date:

\_\_\_\_\_

\_\_\_\_\_

Library Signature:

Date:

\_\_\_\_\_

\_\_\_\_\_

Title:

\_\_\_\_\_

## Appendix C. Program Survey

*Show Us Your Library Card, Naperville!*

Naperville Public Library  
September 2005

1. The Naperville Public Library hopes to make this an annual promotion. Would you be willing to participate again?  
Yes \_\_\_\_\_ No \_\_\_\_\_ If "no", why not? \_\_\_\_\_
2. Because it is National Library Card Sign-Up Month, September works for us. Does it work for you?  
Yes \_\_\_\_\_ No \_\_\_\_\_ If "no", why not? \_\_\_\_\_
3. Is one month a good length of time to run this program?  
Yes \_\_\_\_\_ No \_\_\_\_\_ If "no", why not? \_\_\_\_\_  
  
Would a single week such as April's National Library Week work better?  
Yes \_\_\_\_\_ No \_\_\_\_\_ If "no", why not? \_\_\_\_\_
4. Were you satisfied with the print publications (flyers, brochure, posters) and promotions (Web site, newspaper articles) provided by the Library?  
Yes \_\_\_\_\_ No \_\_\_\_\_ If "no", why not? \_\_\_\_\_
5. How many times do you estimate customers took advantage of the *Show Us Your Library Card, Naperville!* promotion during the month? \_\_\_\_\_

Additional comments: \_\_\_\_\_  
\_\_\_\_\_

Thank you for taking this survey and for partnering with the Naperville Public Library to benefit your customers and our patrons.

# Relations

## BETWEEN LIBRARIANS AND ROMANCE READERS

### A MISSOURI SURVEY

**DENICE ADKINS** and **LINDA ESSER** are professors and **DIANE VELASQUEZ** is a doctoral student at the School of Information Science and Learning Technologies, Columbia, Mo.; [adkinsde@missouri.edu](mailto:adkinsde@missouri.edu).

Denice is reading *Jack of Hearts* by Barbara Metzger; Linda is reading *Kiss Me, Annabel* by Eloisa Jane; and Diane is reading *Incubator* by Laurel K. Hamilton.

**G**eared toward women, the romance novel is a form of literature that presents a love story with a central female character and a focus on that character's emotional state. Feminist scholarship and library-related literature from the 1980s and 1990s suggests a bias against romance novels on the part of librarians. The literature suggests that the reasons for these attitudes include the marketing of romance novels as commodities rather than literature, the presence of sexuality in the novels, and concern on the part of feminists that romance novels send the message that the key to a woman's happiness is found in being dominated by a man.

To counter this negative perception, some library and information science (LIS) authors and practitioners have worked to foster positive views of the genre. Many female, and some male, librarians admit to reading romance novels, while others proudly admit to writing them. Scholars such as Mary K. Chelton and sociologist Janice Radway articulate the appeal of romance fiction to its readers, and others view romance as a staple of genre literature no different than mysteries or science fiction. While romance novels and their readers have been addressed in the research literature, the attitudes of working public library staff toward romance fiction and its readers have not been given similar attention.

This paper presents the results of a research study on library staff attitudes toward romance fiction and its readers. Participating in the survey were Missouri library directors, a body composed of both MLS-degreed librarians and individuals who perform all the functions of a librarian though they do not hold the accredited degree, as is particularly common in rural areas of the state. The study was exploratory in nature, because the bulk of library literature on romance is comprised of anecdotes and assumptions; there is very little research on the actual attitudes and practices of library staff toward romance. Based on answers to the survey questions and written respondent comments, answers to the following questions were explored:





**NANCI MILONE HILL** is the Head of Reference and Information Services at the Nevins Memorial Library in Methuen, Mass.; [nhill@mvlc.lib.ma.us](mailto:nhill@mvlc.lib.ma.us)

Nanci is currently reading *The Brief History of the Dead* by Kevin Brockmeier.

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"Perspectives" offers varied viewpoints on subjects of interest to the public library profession.

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# The Care and Keeping of Friends Groups

A Friends group can be an incredible asset to a public library. Its members are often our best supporters, providing us with additional funding for programs, volunteering for numerous hours and tasks, and acting as outspoken advocates for all libraries. Yet our relationship with our Friends group can, at times, become burdensome. The role of the Friends board can often become confused with that of the trustees. Groups stagnate because of lack of interest, or worse, new members are not welcomed into what more often appears to be a private club. The following essays offer insight into how to organize and grow a successful Friends group so that it remains more friend than foe.

## Examining the Past, Looking toward the Future

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SALLY REED, EXECUTIVE DIRECTOR, FRIENDS OF LIBRARIES U.S.A.; [SREED@FOLUSA.ORG](mailto:SREED@FOLUSA.ORG)

Successful, high-functioning Friends groups can be one of the library's most valuable assets. Not only do these groups raise appreciable funds to support programs and materials not covered by the library's budget, they can also raise public awareness and be terrific advocates for the library. Too often, however, Friends groups begin to stagnate and slow down in their supportive efforts due to a shrinking core group of active members or the continual recycling of the same members. So just how can you work with the Friends to bring new people and energy into the group?

Learning why interest in your group has waned will help to develop an action plan for renewed membership and activity. It's important for the core group of active members (including those who have been around for a long time) to take time out to look back over the organization's history. Consider working with the Friends to plan a mini-retreat to begin to assess where the group has been. This can be a basis for brainstorming ways to bring the group to new levels of membership and activity. Included in the agenda should be a discussion about why the group was initially established. Was it to meet a special need, such as a new building? Was it to raise funds or for advocacy? Look at the golden years of the organization when membership and activity were high. Are there characteristics about your group that were different then? Are the needs of the library different now? Are the members different now? For example, were they mostly housewives, were they mostly women, were they younger in general, or were they more active as volunteers for the group? Ask yourselves who the potential members are today. How can the Friends be more responsive to the changing characteristics of potential members? How can the current needs of the library be used to make a compelling case for membership? What is your greatest need from membership? Is it funding or is it a need to attract more volunteers to assist Friends with their activities? Is it both? Is the dues structure right for today's potential members? How can a renewed membership campaign be designed to attract new and active members in today's environment?

Understanding how the environment for your membership may have changed over the years will go a long way in helping to design programs

and a campaign to bring in members who may be entirely different than those the group has had in the past. In addition, if the group was formed and active because the library had a well-defined and pressing need that has since been met, you will want to discuss ways in which to promote the new and equally compelling needs of the library. For example, a new building requires a bigger budget, more staff, more computers, and more materials. Friends groups can reposition their publicity to promote membership to address these needs, either through fund-raising, advocacy, or both.

It's a good idea to consider just who is likely to become a Friend as well as who should be targeted for membership. You should also determine what you would want from new members. If it's to increase your revenues through dues, the membership appeal should focus on the importance of their contributions to the well being of the library. Many groups, however, are interested in revitalizing their Friends groups because they see a dramatic decline in the numbers of people who will volunteer to support Friends activities and to be active on its various committees. Sure, the Friends want and need dues revenue, but, more than that, they need members who are engaged in the group and are willing to put in time as well as money.

For both increased dues revenue and an increase in active members, the Friends should develop a marketing and membership promotional campaign that includes lots of local publicity about its renewed efforts. A newspaper article that focuses on the important contribution the Friends have made to the library in the past will help create a more receptive environment when you launch your membership cam-

paign, as will promotional materials made widely available in the library. Once you've raised the profile of the Friends, you're ready to initiate a direct-mail membership campaign.

To get more active participation in the group, be sure that the membership brochure includes categories that a new member can check to become more involved. For example, be sure to list committee options in addition to the usual information such as category and dues, name, and address. Let people know that volunteers are needed to help with programs, book sales, soliciting membership, marketing and promotion of the library, and to help with shelf reading, home delivery, or other needs that your library has.

Be sure the brochure includes space for a contact phone number and have someone in the Friends group who is prepared to follow up with these new recruits immediately. Nothing will lower the Friends' credibility and create ill will faster than failing to contact someone who has offered to help.

New active members will instill the group with new ideas and new life. It's important to involve them right away and give serious consideration to any ideas they come up with. It is so easy for longtime members to dismiss new ideas out of hand because they've been tried unsuccessfully in the past or they've never been tried before. If the Friends are serious about expanding their ranks and including new leadership, they must be prepared to let go of some of their old ways and experiment with some new ideas.

The most important ingredients for a successful membership drive are promotion and follow-through. The goal should be to ensure that every single person in your library community knows about the Friend

what they do, and how the group positively impacts the library. Every member in your community should be invited to join, and once they do, they should hear back from the Friends right away thanking them for their support and offering them a variety of opportunities to become active in the group. The following fact sheets are available from Friends of Libraries USA (FOLUSA):

- Starting a Friends Group
- Revitalizing a Friends Group
- Keeping Accounts
- Getting and Keeping Members
- Role of the Friends Board
- Role of the Library Trustees
- Board Development
- Board Diversity
- Starting a Friends Foundation
- Teen Friends
- Branch Friends

FOLUSA also offers the following checklists:

- Successful Programs
- Advocacy
- Strategic Planning
- Fund-raising
- Literacy Programs
- Book and Author Events
- Designating Literary Landmarks

### Moving to Center Stage in the Community or on Campus

CONNIE TOWLER AND KAREN LARABEE, Co-PRESIDENTS, FRIENDS OF THE GREENFIELD (MASS.) PUBLIC LIBRARY; TOWLER1@VERIZON.NET

The Friends Board at the Greenfield Public Library in Massachusetts has hit its stride and the enthusiasm is catching. The board searches for high-energy, talented Friends board members, people who are team players and are not hesitant to roll up their sleeves and do the work that is needed.

When a new member joins the board, they are given several documents, including our bylaws, terms of office, and a list of board responsibilities. We ask that members volunteer for at least one committee and attend monthly board meetings. Next, they are given a tour of the library.

We have formed a partnership with our board of library trustees and meet together to share ideas and plans. A representative of the Friends board attends all trustee meetings and vice versa. This allows for a free flow of information between the two groups that is advantageous to all.

As a group, we have identified outreach as a main priority. Some ways that we have reached out to our community are: distributing our quarterly newsletter to all Friends members; insuring that our events appeal to both regular patrons and non-patrons alike; designing and producing events to raise funds for the library, including a silent auction; conducting raffles for handmade quilts, seasonal baskets, and other items throughout the year; and running two annual book sales.

We have established contacts with our mayor, councilors, at-large councilors, and heads-of-town committees. Anyone interested has been given a tour of the library. We keep in touch with our local officials on a regular basis to assure that they know what our library has to offer.

Fund-raising is also important to us. We have sold bouquets of flowers on Groundhog Day, to cheer folks up during the doldrums of winter, and held celebrity events. We invite authors to our Pioneer Valley Author's Series, and we host an annual Poet's Seat Poetry Contest, both of which have earned us Massachusetts Friends of Libraries Awards. We find that it helps to offer

a variety of new events each year.

Recently, the Friends set up a display case just inside the front door of the library for selling Friends merchandise. These items include several sizes of book bags, t-shirts, note cards, wristbands, bookmarks, and bottled water. We will soon be having a ribbon-cutting ceremony, and plan to invite representatives from our local newspaper.

Every April, we conduct an annual fund drive. During the past few years, we have enhanced our mailing list, and, correspondingly, the fund-drive income has steadily increased. We now have a new tracking database in place that we are looking forward to using as we approach our next drive.

Visibility is tremendously important. Our group has a Public Relations Committee that is made up of a representative from the Friends and another from the trustees. The responsibility of this duo is to keep the library's name in the news. This includes a weekly newspaper column called "Library Notebook" that features what is new and fun at the library.

As we record this work in progress, it strikes us that it may sound as if it has been easy. It has been anything but. We have left out all of the squabbles, raised voices, temper tantrums, and disappointed looks. But we're at a very good place now. We know there is a lot of hard work ahead, but we also know that we can do it, whatever it takes.

### "Raising" a Friends Group

KRISTA MCLEOD, DIRECTOR, NEVINS MEMORIAL LIBRARY, METHUEN, MASS.; KMCLEOD@MWLC.LIB.MA.US

I am in working-mother mode these days and have begun to think of

many things in terms of child-rearing. I have been at the job of "raising" Friends of the Library groups a lot longer than I have been raising a child, though, so I feel a bit more confident about it. I think that Friends groups go through stages and life cycles—they change, flourish, and have setbacks and growth spurts. As with children, someone has to be there to support them, be the consistent voice, and help guide the way. Also, when they are growing, you have to know when to get out of the way, give them wings, and let them fly.

I have been working with public library Friends groups for close to twenty years, and with the Friends of the Nevins Memorial Library for thirteen years. We have had many ups and downs, periods when we could not find anyone to run for secretary, times when we had a Friends' president simply stop coming to meetings, and years when our book sale almost didn't happen because the small, loyal, courageous band of volunteers was simply so exhausted they didn't know if they could sort another book. However, over the last six or seven years our group has begun to grow, evolve, and flourish. We have a large group of regular book-sale volunteers. The Friends sponsor many programs and activities throughout the year, and monthly meetings are well organized and well attended. We have a good president and board; an active, involved staff liaison; and comfortably stocked coffers that the Friends generously spend to support library programs. This year the Friends are planning a major fund-raiser (a house and garden tour), which is going to take a lot of volunteers and a lot of organization, but they are well on the way to accomplishing this major task, with a minimum of staff assistance. I am very proud of

what our Friends have accomplished and what they are in the midst of getting done this year. It is not easy in this day and age to run any organization that relies on volunteerism.

I think librarians need to be realistic about how much time and effort they need to put into working with and supporting Friends groups in order to nurture them into independence. In our library it took many years of significant staff support to bring our Friends group to the point where they are working on projects on their own initiative. Some of the growing success of our Friends group has been luck, and some of it just good timing. Having a new building doesn't hurt either; there is a lot of capital in the civic

pride that a community has in a new library, and that helps to bring new blood into a Friends group. A really important step was being able to recruit a few key individuals in the community who truly cared about the library and were able to bring in some new enthusiasm and fresh ideas. Their enthusiasm and connections have, in turn, brought in other new faces. In the past, I have been envious of library directors who would talk about their Friends group as a highly independent entity, very separate from the library staff, and very much doing their own thing. Now that our own Friends group is headed in the same direction, I admit that it has been a little difficult to let go, but it is very rewarding



Art by Jim Lange Design

I firmly believe that Friends of Library groups are invaluable to the health and well being of our public libraries. . . . If you see your Friends groups through the tough times, you will be rewarded in manifold ways when they emerge as stronger, more energetic organizations.

to see the group functioning on its own. We still provide staff support—especially at book-sale time—with making flyers, with PR, and some mailings, but more and more the ideas, the planning, and the execution of new projects are coming from within the group itself.

With a more highly independent Friends group, however, I also see some of the issues that can crop up when you have more people and personalities involved. It takes a bit more effort to make sure our communications are in place and working smoothly, so that library administrators, trustees, and Friends all know who's doing what, and what's going on. We are working to clarify the roles of the groups, so that nobody's toes are stepped on. Occasionally a bit of diplomacy is required. Again, as with a child, I can see that the growing independence of a Friends group also means loss of control on the part of the library staff and the trustees, and that can be a difficult transition for everyone involved. Growing pains can be managed, however, with cooperation and good will from all sides.

There have been times in the history of our Friends group when I almost despaired of its survival. We had a very small, dedicated group, but by far most of the work was accomplished by paid staff members. It was the only way to keep the tiny band of willing-but-tired volunteers going. I would spend fruitless hours

comparing our Friends groups to those in other libraries that did not seem to require much assistance, and I would wonder what we were doing wrong. Any parent should recognize this syndrome all too well . . . and, as in parenting, we should be very cautious about comparing our Friends groups with others. Our Friends group has served various purposes for us over the years. Looking back on the last thirteen years, I see some ebb and flow, but also discern a slow, steady progression toward a stronger, more functional organization. I believe that, eventually, a small Friends group that has been fostered and nourished by library staff can and will flourish.

We all know that children do not develop in a straight, steady arc. Neither do organizations. There will be times—when a president quits in mid-term, or you can't find anyone to run the next book sale—that it seems you are taking a major step backward. This may be the time that you need to step in and step up by providing extra help to get through the crisis. Giving up is not an option. In some cases it can take a significant investment to keep a Friends group functioning through a rocky time. But in general, I think you will find it worth the investment.

I firmly believe that Friends of Library groups are invaluable to the health and well being of our public libraries. We all know the reasons for having a Friends group, but we also need to recognize the reasons

for working so hard to maintain and grow them. If you see your Friends groups through the tough times, you will be rewarded in manifold ways when they emerge as stronger, more energetic organizations. For all of the energy I feel I put into our Friends group over the years, I am reaping the reward now of going to Friends meetings and emerging energized and excited by their plans, programs, and progress. All I can hope is that this is also what happens when the kids grow up!

Good luck to you and your Friends!

### Weathering the Storm

JOHN JASUMBACK, BRANCH MANAGER, MID-CONTINENT PUBLIC LIBRARY SYSTEM; GLADSTONE, MO.;  
AN\_LIBRARIAN@MCPL.LIB.MO.US

For many years, the Pierce City (Mo.) Public Library was located in the old First Christian Church, also known as the Pierce City Christian Church, once used by the late best-selling author, preacher, and one-time area resident Harold Bell Wright. The church was converted to a library in 1933. It was lovingly looked after and cared for by a library board of area citizens and volunteer librarians, while serving residents of the city and the surrounding areas.

In the '90s, former resident and Pierce City High School graduate David H. Jones appeared on the horizon. Jones approached then-Mayor Carol Hirsch and offered to

finance the purchase of a building, an old garage, to house a new library. Jones also offered financial assistance towards the purchase of books and supplies for the new library. Many hours of hard volunteer work by citizens, donations from other library systems, and even help from the National Guard were provided, and a new library was built. In 1998 the new library was dedicated and opened to the public. A tremendous amount of pride and accomplishment was apparent in the old garage turned public library. To mark this, a plaque was hung on the wall of the library listing the names of those who helped make this dream a reality. In 2001, it was agreed that the David H. Jones Pierce City Library would become part of the Barry-Lawrence Public Library System.

On Sunday, May 4, 2003, everything changed. An F3 tornado tore through historic Pierce City and turned most of the downtown buildings into rubble.

Among the destroyed buildings was the library. Everything in the library was destroyed or declared contaminated and unusable with the exception of the plaque that had hung on the wall. Pierce City started anew.

During the summer of 2003, the David Jones Pierce City Library Friends of the Library was organized. Initial interest was strong but began to fall off after the shock of the loss began to fade. Many residents of the town had suffered personal losses and were attempting to rebuild their homes and lives. While they were happy to join the organization, they did not have time to donate. In addition, many outsiders had joined the group as a way to contribute to the efforts financially. Though many asked about the group and its activities, meetings

were sparsely attended. Despite this, officers were elected, a charter was written, goals were set, and the group registered with the state for nonprofit status. By this time, active members had basically dwindled to the four officers and the librarians. Family members and friends were regularly recruited to help with activities such as the physical cleanup of the site.

Outside of Pierce City, word spread quickly of the fate of the library, and books and offers of help started pouring in. Judy Bowman, a member of the Friends organization, suggested the members contact everyone they could using the Internet as a way of raising interest and attention. Members e-mailed the story of Pierce City and its library, and the world responded. The initial e-mails sent were read, reacted to, and forwarded on again and again. Books arrived from all fifty states as well as from several foreign countries. Authors sent autographed books. Libraries, both public and private, scoured their collections and sent books, audio books, and videotapes. A bookstore in Springfield, Missouri, gave a percentage of their profits for a day. Church groups had book drives. A pilot flew into nearby Monett to present the library with an autographed book, which brought more attention to the plight. The availability of the lot adjacent to the library was determined and Jones, who was aware of the situation, offered funds for its purchase as well as an addition to the library. Along with insurance and Federal Emergency Management Agency funds, they were able to rebuild, this time with space for a community meeting room and a more spacious library.

During the rebuilding, the Friends organization continued to

support efforts by hosting multiple book sales and contacting former residents and organizations for donations. The new community room was furnished with the funds raised. The group compiled before-and-after scrapbooks to mark the history of where they had been, made a quilt showing a map of the United States with designations of all towns that sent donations, and helped move books from the Barry-Lawrence Library in Monett, where they had been processed. The group served as host at the dedication of the new David Jones Pierce City Branch in February 2005.

With the library reopened, the Friends organization continues to meet and work for the library by holding raffles, book sales, and membership drives. Due to their successful endeavors, monies helped sponsor the Summer Reading Program for 2005 and 2006. Funds recently raised by the group were used to begin ordering microfilm of old Pierce City newspapers. The group also volunteers at the library for special events or when extra hands are needed. The Friends of the David Jones Pierce City Library hopes to continue their efforts by encouraging active membership and financial support.

## Conclusion

Friends groups, like flowers, need to be planted first, and then tended to on a regular basis. Without proper care, they can become unfocused and unwieldy. When starting up a Friends group, make sure that the board understands its roles and responsibilities. Make sure to meet with them regularly to update them on library needs, and most importantly—remember to thank them. ■

## Appendix: Resources

### State Friends Organizations with Web Sites

#### California

Friends and Foundations of California Libraries, [www.friendcalib.org](http://www.friendcalib.org)

#### Colorado

Colorado Association of Libraries Trustees and Friends Division, [www.cal-webs.org/trustees.html](http://www.cal-webs.org/trustees.html)

#### Connecticut

Friends of Connecticut Libraries, [www.cslib.org/focl](http://www.cslib.org/focl)

#### Florida

State Library and Archives of Florida, Library Friends and Trustees, <http://dlis.dos.state.fl.us/bld/Friends/BLDFT.html>

#### Hawaii

Friends of the Library of Hawaii, [www.friendsofthelibraryofhawaii.org](http://www.friendsofthelibraryofhawaii.org)

#### Indiana

Friends of Indiana Libraries, [www.incolsa.net/~foil](http://www.incolsa.net/~foil)

#### Kansas

Friends of Kansas Libraries, [www.skyways.org/KSL/fokl](http://www.skyways.org/KSL/fokl)

#### Maine

Friends of Maine Libraries, [www.friendsofmainelibraries.org](http://www.friendsofmainelibraries.org)

#### Maryland

Citizens for Maryland Libraries, [www.citizensformarylandlibraries.org](http://www.citizensformarylandlibraries.org)

#### Massachusetts

Friends of Massachusetts Libraries, [www.masslib.org/mfol](http://www.masslib.org/mfol)

#### Michigan

Friends of Michigan Libraries, [www.foml.org](http://www.foml.org)

#### Minnesota

Minnesota Association of Library Friends, [www.malf.info](http://www.malf.info)

#### Mississippi

Friends of Mississippi Libraries, [www.mlc.lib.ms.us/advocacy/friends/index.htm](http://www.mlc.lib.ms.us/advocacy/friends/index.htm)

#### New York

Empire Friends, [www.nyla.org/index.php?page\\_id=57](http://www.nyla.org/index.php?page_id=57)

#### Ohio

Ohio Friends of the Library, [www.olic.org/friends.asp](http://www.olic.org/friends.asp)

#### Oklahoma

Friends of Libraries in Oklahoma, [www.okfriends.net](http://www.okfriends.net)

#### Pennsylvania

Pennsylvania Citizens for Better Libraries, [www.pcbipa.org](http://www.pcbipa.org)

#### Rhode Island

Rhode Island Coalition of Library Advocates, [www.bodees.com/COLA.htm](http://www.bodees.com/COLA.htm)

#### South Carolina

Friends of South Carolina Libraries, [www.foscl.org](http://www.foscl.org)

#### Tennessee

Friends of Tennessee Libraries, [www.friendstnlib.org](http://www.friendstnlib.org)

#### Texas

Friends of Libraries Archive of Texas, [www.tsl.state.tx.us/friends](http://www.tsl.state.tx.us/friends)

#### Washington

Washington Library Friends, Foundations, and Trustees Association, [www.wla.org/wlffta](http://www.wla.org/wlffta)

#### Wisconsin

Friends of Wisconsin Libraries, [www.cheesestate.com/friends](http://www.cheesestate.com/friends)

### National Organizations

Friends of Libraries U.S.A., [www.folusa.org](http://www.folusa.org)

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