

Prescription Drugs

- Governor Schwarzenegger is calling on Congress to change the law to allow Americans to import safe, more affordable prescription drugs.
- The Governor once again is leading efforts to ensure that rising drug prices do not push medicines beyond the reach of hard working, low-income residents – calling on Congress to change the federal law and vigorously search for solutions to this problem.
- The Governor also is asking Congress to do more to protect Americans who pay the lion's share of developing new medicines that benefit the world.
- Concerned by the continuous and steady rise of drug costs, the Governor has been at the forefront of efforts to find common-sense solutions to make important medicines more affordable for our citizens, employers and governments.
- Last year, the Governor sponsored bipartisan legislation that would have made prescription drugs more affordable for approximately 5 million uninsured Californians without breaking the federal law. Unfortunately, the Legislature failed to pass the measure.
- Governor Schwarzenegger told the Bush Administration in 2004 that legislative efforts to allow Californians to import drugs against federal law reflected public frustration over the rising costs of drugs and urged them to work to achieve fairer pricing of prescription drugs in the international market.
- While the Governor will continue to fight for state-level solutions, he knows federal action is necessary to help consumers, employers and governments control the rising costs of prescription drugs and is calling on Congress to take action on this important issue.

January 10, 2006

Governor Releases 2006-07 Budget, No Further Cuts to Public Library Foundation

TO: CLA MEMBERS/ SYSTEMS/ NETWORK CONTACTS

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

RE: NEWS FROM THE CAPITOL

Shortly after 1 p.m. this afternoon, Governor Arnold Schwarzenegger released his 2006-07 Budget in a large auditorium at the Secretary of State's Office building, before members of the press corps, representatives of the Governor's Cabinet and Senate President pro Tem Don Perata. The Governor noted that his Budget would "continue California on a path of fiscal responsibility and recovery" and he added that while "we still have a structural deficit, I want to work with the legislature to find a solution to this problem." For approximately 20 minutes, the Governor fielded questions, held up various charts and graphs, and delighted members of the media with jokes about his recent motorcycle incident wherein he sustained stitches in his upper lip.

The Governor's Budget examines the national and California economy, particularly as it applies to the "sharp slowdown in residential construction," and overall personal income trends. However, the Budget document contends that the national and California economies continue to remain "fundamentally sound" and that the "outlook for 2006 and 2007 is for continued (revenue) gains."

As the Budget appears to "hold the line" in most regards, we are pleased to report that the Governor is not proposing any cuts to the State Library Budget in the following areas:

No cut to the Public Library Foundation: maintain the existing baseline amount of \$14.3 million. Note: CLA will be working over the next several months to lobby the legislature and the Governor's office to increase this amount.

No cut to the California Library Services Act: maintain the existing baseline amount of \$14.3 million.

No cut to the Library Services and Technology Act: maintain the existing baseline amount of \$12.5 million.

As you may have been reading in the papers of late, the hallmark of the Governor's 2006-07 Budget will be his massive infrastructure proposal, called the "Strategic Growth Plan: Building California for Future Generations." The Governor's Budget describes the plan as the "first installment of a 20-year investment on a future that will ensure California's quality of life and foster continued economic growth. The plan balances the necessity of meeting infrastructure needs with prudent and fair approaches to funding those needs." Phase One is a 10-Year Financing Plan that would include \$222 billion in infrastructure investments. Between the years of 2006 and 2014, voters would go to the polls to authorize the financing of these bonds (a portion would be General Obligation bonds - \$68 billion, while others would be a mix of private financing/user-pays, etc.) Governor Schwarzenegger said he was trying to address infrastructure in a cohesive manner, rather than piecemeal. "People have approved bonds for parks, stem cell research, libraries, etc. But there is no continuity." He further acknowledged that Senate President pro Tem Perata and Assembly Speaker Nunez also have infrastructure bond proposals and said he thought it was "great everyone was talking about it since two years ago that wasn't

happening."

Yesterday, Assembly Speaker Nunez named Assemblyman John Laird (Budget Chair), Assemblywoman Judy Chu (Appropriations Chair), Assemblyman Rick Keene (Budget Vice Chair) to a conference committee "that will work out any differences between Assembly and Senate Infrastructure bond bills, thereby speeding up work on the Governor's infrastructure bond proposals." (source: Speaker's press release) The release notes that the Conference Committee could begin work as soon as next week.

Posted by cladmin at 03:34 PM

December 16, 2005

Infrastructure Bond Discussions Abound

TO: CLA MEMBERS/ SYSTEMS/ NETWORK CONTACTS

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

RE: NEWS FROM THE CAPITOL

I. INFRASTRUCTURE BOND DISCUSSIONS ABOUND

Recently, you may have read various news reports about talks of a so-called "mega infrastructure bond" that the Governor and the legislative leaders may be considering in 2006. In November, the Los Angeles Times reported that the Governor had highlighted some of the needs that could be incorporated into a State General Obligation bond package to be placed before the voters next year. While most people are of the impression that one huge mega-bond will appear on the June or November ballot, we are informed that the Governor's proposal ultimately, with support from the Legislature, will likely call for a long-term funding plan, i.e. infrastructure needs for the next 30 years might be established, and bonds let accordingly. In an article in Wednesday's *Sacramento Bee*, Governor Schwarzenegger's Department of Finance spokesman "said the \$50 billion estimate for (the Governor's) bond measure has 'taken on a life of its own' and insisted that the Republican governor hasn't decided the amount or the 'financing mix' for his proposal." The Governor is expected to unveil his long-term bond proposal in his January Budget, which he is required to present to the legislature by January 10th, 2006.

Senate President pro Tem Don Perata has also been very vocal in his strong support for a large infrastructure bond. The Senator held a press conference several weeks ago, at which time he outlined his priorities for a June 2006 bond -- primarily for transportation, housing and infrastructure, in the amount of \$10.3 billion (proposal is contained in his SB 1024). Senator Perata also acknowledged that he has been having discussions with the Governor on other infrastructure needs. On Tuesday of this week, Senator Alan Lowenthal "took the bond show on the road" by holding a hearing of his Senate Housing and Transportation Committee, which he Chairs, in Los Angeles. The hearing, entitled, "SB 1024 - What the Infrastructure Bond Would Mean For Southern California," was intended to address four specific areas: 1) Southern California's Transportation and Housing Needs, 2) What the Bond Will Mean For Southern California's Transportation System, 3) What Will The Bond Mean For Housing Affordability and Infill Development in Southern California, and 4) What The Bond Will Mean For Southern California's Water Supply and Flood Control." The background paper for the hearing focused on areas such as "Stuck in Traffic: California's Current Transportation Situation" and "At Risk for Major Levee Failure." In addition to Senator Lowenthal, present at the hearing were key figures Senators

Tom Torlakson (representing Senator Perata) who previously served as the former Chair of the Transportation committee, and Senator Kevin Murray who was recently named as the new Chair of the Senate Appropriations Committee. Last week, we met with the top staff director for Senator Murray. He informed us that Senator Murray is compiling information regarding the state's infrastructure needs and he wanted to know what the total bond need was statewide for the library community. However, after meeting with the Senator's representative, we got the impression that any proposals coming forward relative to any General Obligation bonds this year will be receiving great scrutiny and will be significantly smaller than originally anticipated. In fact, in Wednesday's *Sacramento Bee* article, they note that Senator Murray, at the Los Angeles Senate Transportation Committee hearing, "warned local officials against considering the (transportation) bond proposal as a 'Christmas tree' to pay for unworthy projects. 'We are hundreds of billions of dollars behind, so we are not on a gravy train here.'"

It should be noted that Assembly Speaker Fabian Núñez has indicated that he too will likely be pushing an Assembly bond package to address transportation needs, and perhaps other critical infrastructure components.

During the coming weeks and months, there will likely be significant debate on the State's debt limit, the use of other sources to repay the bonds, i.e. sales tax increases or gas tax increases for transportation, etc.

II. WHAT DOES THE BOND DISCUSSION MEAN FOR THE LIBRARIES?

As the bond discussions began heating up, we received a few calls from those in the library community saying, "Mike and Christina, what does this mean for our library bond bill which is currently on the June 2006 ballot?" In fact, a hard working group of library leaders within CLA, which we have affectionately titled the "Library Bond Task Force," were peppered with inquiries from outsiders who wondered: "Should we consider collapsing our June bond into this new mega bond effort?" Or "Are we going to be swallowed up by this larger mega bond and will the legislature try to run a bill to move our bond to November like they did with the high speed rail bond?" While we felt these scenarios would be long-shots, we immediately set out to talk to high-ranking senior staff in the Capitol - representatives for the Senate President pro Tem, Assembly Speaker, Republican Caucus, etc. Based on our information, it was our feeling that if a mega bond is to be developed, the likelihood of it making it to the ballot prior to June 2006 is slim. More than likely, the voters will be contemplating a mega-bond on the November 2006 ballot. Many Capitol insiders tell us there is still a great deal of disagreement between the two houses regarding Northern California versus Southern California needs, dollar amount, the type of infrastructure that would be financed (e.g. transportation and flood control only or more expansive and long-term, such as the Governor's larger plan?), and the problematic financing angle. Thus, at this current time, the only item that is currently slated for the June 2006 ballot is the library bond. When we asked high-ranking legislative staff if they thought there was any chance that leadership would attempt to move the library bond from the June ballot to another date, they all agreed that they felt this was highly unlikely and that the "library bond should be safe." They also believed that there was minimal threat that anyone would try to "collapse the library bond into a larger mega bond effort." Lastly, we tried to get a sense as to whether or not we could get additional library bonds included in any new "mega-bond." While we have "put in a plug" with the Governor's Office and other key legislative leaders, our sense is that resolution of the whole bond scheme is a long way off. We're just happy that,

at this time, the library bond is on the June ballot!

III. SENATOR PERATA MAKES NEW COMMITTEE ASSIGNMENTS

In a move that surprised most Capitol insiders and outsiders, Senate President pro Tem Don Perata recently named Senator Kevin Murray as Chair of the powerful Senate Appropriations Committee, replacing Senator Carole Migden. The change was a tightly-guarded secret, and we were told about the story only hours before the story broke in the press. While there have been conflicting rumors as to why the change was made, Senator Migden issued a press release stating that she was asking for a "leave from her responsibilities as Chair so she can help Controller Steve Westly win the 2006 Democratic nomination as Governor." Senator Perata also made a number of other changes at the same time:

Senator Tom Torlakson, who has been a strong supporter of libraries throughout his time in the legislature, will serve as the new Democratic Caucus Chair, replacing Senator Kevin Murray.

Senator Carole Migden will replace Senator Elaine Alquist as the Chair of the Senate Public Safety Committee. In past years, bills pertaining to "obscene matter" or "harmful matter" that are monitored by the CLA Legislative Committee, have been heard by the Public Safety Committee.

Posted by cladmin at 02:20 PM



TO: Elizabeth Minter, Library Director

FROM: Jim Roberts, Public Services Manager/Literacy Coordinator

DATE: January 16, 2006

SUBJECT: Status of Placentia Library Literacy Services (PLLS) Partnerships with the Community.

Provided below is a list of active PLLS partnerships/coalitions in the community. Those with an asterisk (*) are pending and have not yet begun.

- ◆ Placentia Rotary Reading Enrichment Program (PRREP) meetings began in October at El Dorado and Valencia High Schools. Thus far, we had over 100 high school volunteers sign-up for PRREP and attend PRREP meetings.
- ◆ We partner with Even Start at Ruby Drive Elementary School, where we offer Spanish literacy classes on Friday mornings during the school year.
- ◆ Federal Work Study (FWS) is a partnership among Western State University College of Law, Cal State Fullerton and the Library where qualified FWS students work part-time at the Library and off-site, primarily tutoring children. Cal State Fullerton and PLLS have two additional partnerships: 1. the Intern Program, and 2. Service Learning.
- ◆ Fullerton College has a Service Learning partnership where several instructors require 10-20 hours of community service. PLLS is a participating agency.
- ◆ *EVEN START* collaboration with Ruby Drive Elementary School began in FY 2004-05 and has continued this FY.
- ◆ PLLS is listed as a participating agency for interns with Valencia High School's Val Tech and International Baccalaureate (IB) programs. We have three IB interns so far this school year.
- ◆ In June, the California State Library awarded the PLLS an LSTA Grant to partner with H.I.S. House to start an after school homework program for children there. That project began on Tuesday, September 20, and we now tutor eight to twelve students Monday, Tuesday, and Thursday from 6:30-8:00 PM.
- ◆ On Monday, September 19, PLLS began a homework club at Topaz Elementary School for 7th grade students who attend Tuffree Middle School and are graduates of Topaz. Held Mon-Thurs from 4-6 PM, we are averaging 18 students each day.
- ◆ *We plan to partner with the School District and host a citizenship class this year.

TO: Elizabeth D. Minter, Library Director

FROM: Jim Roberts, Public Services Manager 

DATE: January 16, 2006

SUBJECT: Grant Status

Source	Submitted	Date Submitted	By	ELLI	FFL	Adult Literacy	Spanish Literacy	Children's	History Room	Other
Grants Pending										

***Estimated**

Machoskie & Ass.**

TOTAL PENDING \$10,000 \$10,000 \$37,236

Source	Amount	Date Submitted	Submitted By	ELLI	FFL	Adult Literacy	Spanish Literacy	Children's	History Room	Other
Grants Received										
Wells Fargo	\$1,000	06/05/05	PLLS				X			
PacificCareFoundation	\$10,000	06/05/05	M & A Ass.**	X						
LSTA 6-0M	\$48,634	03/25/05	PLLS							X
CLLS	\$30,000	6/26/2005	PLLS	X		X				
CLLS Matching	\$21,732	6/26/2005	PLLS			X				
TOTAL	\$101,366									
Source	Amount	Date Submitted	Submitted By	ELLI	FFL	Adult Literacy	Spanish Literacy	Children's	History Room	Other

Grants Denied/Withdrawn



TO: Elizabeth Minter, Library Director

FROM: Jim Roberts, Public Services Manager/Literacy Coordinator



DATE : January 16, 2006

SUBJECT: Poet Laureate.

Meredith Laskow, Poet Laureate of the Placentia Library District, did not meet with the Program Committee in December.

We plan to sponsor poetry workshops again this spring.



MANDATED COST CLAIMS RECEIPT

AGENCY **PLACENTIA LIBRARY DISTRICT**
AGENCY ID **1730040**

<u>Chapter</u>	<u>Mandate</u>	<u>Fiscal Year</u>	<u>Amount</u>
486/75	Mandate Reimbursement Process	2004/2005	\$1,614
641/86	Open Meetings Act/Brown Act Reform	2004/2005	\$11,122
77/78	Absentee Ballots	2004/2005	\$2,662

Total of Claims Submitted **\$15,398**

State Controller's Office acknowledges the receipt of the above mandated cost claims submitted by Shields Consulting Group, Inc.

Received by _____

Date _____

State Controller's Office

Mandated Cost Manual

Program	MANDATED COSTS					FORM
041	MANDATE REIMBURSEMENT PROCESS					MRP-1
(01) Claimant			(02) Type of Claim		Fiscal Year	
PLACENTIA LIBRARY DISTRICT			Reimbursement	X	2004/2005	
			Estimated			
Claim Statistics						
(03) Chapter/Statute, Name, and Number of Mandates				(a)	(b)	(c)
				Test Claims	Reimbursement / Incorrect Reduction Claims	Training
7778	ABSENTEE BALLOTS				1	
48675	MANDATE REIMBURSEMENT PROCESS				1	
641/86	OPEN MEETINGS ACT/BROWN ACT REFORM				1	
Total Number of Claims Filed					3	
Direct Costs by Department			Object Accounts			
(04) Reimbursable Components		(a)	(b)	(c)	(d)	(e)
Test Claims		Salaries	Benefits	Services & Supplies	Travel & Training	Fixed Assets
X Reimbursement Claims						Total
Incorrect Reduction Claims						
GENERAL ADMINISTRATION				\$1,614		\$1,614
(05) Total Direct Costs				\$1,614		\$1,614
Indirect Costs by Department						
(06) Indirect Cost Rates		Department Rate	Distribution Base			Total
(07) Total Indirect Costs						
(08) Total Direct and Indirect Costs					[Line (05)(f) + line (07)]	\$1,614
Cost Reduction						
(09) Less: Offsetting Savings						
(10) Less: Other Reimbursements						
(11) Total Claimed Amount					[Line (08) - (line (09) + line (10))]	\$1,614

Revised 12/03

State Controller's Office

Mandated Cost Manual

Program 041	MANDATED COSTS MANDATE REIMBURSEMENT PROCESS COMPONENT/ACTIVITY COST DETAIL						FORM MRP-2
(01) Claimant PLACENTIA LIBRARY DISTRICT				(02) Fiscal Year 2004/2005			
(03) Reimbursable Component: Check only one box per form to identify the component being claimed.							
<input type="checkbox"/> Test Claims		<input checked="" type="checkbox"/> Reimbursement/Incorrect Reduction Claims			<input type="checkbox"/> Training		
(04) Description of Expenses				Object Accounts			
(a) Employee Names, Job Classifications, Functions Performed, and Description of Expenses	(b) Hourly Rate or Unit Cost	(c) Hours Worked or Quantity	(d) Salaries	(e) Benefits	(f) Services and Supplies	(g) Travel and Training	(h) Fixed Assets
Consultant costs necessary to prepare and submit successful reimbursement claims SHIELDS CONSULTING GROUP, INC.					\$1,614		
(05) Total X Subtotal					\$1,614		

AGENCY PLACENTIA LIBRARY DISTRICT

FISCAL YEAR 2004/2005
 MANDATE REIMBURSEMENT PROCESS CLAIM
 CHAPTERS 486/75 AND 1459/84

The Parameters and Guidelines for this program provide that if a local agency contracts with an independent contractor for the preparation and submission of reimbursement claims, the costs reimbursable by the state for that purpose shall not exceed the lesser of (1) 10 percent of the amount of the claims prepared and submitted by the independent contractor, or (2) the actual costs that would necessarily have been incurred for the purpose if performed by employees of the local agency.

The Parameters and Guidelines for this program further provide that the maximum amount of reimbursement provided for an independent contractor may be exceeded if the local agency establishes, by appropriate documentation, that the preparation and submission of these claims could not have been accomplished without incurring the additional costs claimed by the local agency. An estimate of actual costs that would necessarily have been incurred if performed by employees of the local agency shall accompany the claim. This cost estimate is to be certified by the governing body or its designee.

The Agency's governing board or its designee determined that the cost of having its mandated cost claims completed by Shields Consulting Group, Inc. would be less than the if the Agency staff would have performed the same work. The Agency has determined that the contractor's expertise and lack of available staff time make contracting with Shields Consulting Group, Inc. the most cost effective manner to file for its mandated cost reimbursement.

Cost Estimate/Analysis	Hours	Rate	
Shields Consulting Group, Inc.	20.00		\$1,614
Agency Staff	60.00	\$40	\$2,400

AGREEMENT FOR MANDATED COST CLAIMING SERVICES

This Agreement is made and entered into, by and between the Placentia Library District (hereinafter "Agency") and Shields Consulting Group, Inc., (hereinafter "Consultant").

Whereas, Agency has determined that mandated cost consulting services are desirable and;

Whereas, Consultant is an expert in the field of California's mandated cost program;

The parties hereby enter into this agreement for consulting services in consideration of and pursuant to the terms and conditions set forth herein.

Section 1 Services of Consultant

Consultant under this agreement will perform the following services, in consideration of the payment hereinafter set forth:

Prepare and file mandated cost claims for the following programs that the Agency is eligible to file during the contract period:

- A. Prepare and file mandated cost claims for which the Agency is eligible to file during the contract period,
- B. Train Agency staff on the mandated cost reimbursement programs,
- C. Work with Agency staff to identify all direct and indirect costs that are eligible for reimbursement through the mandated cost claiming process,
- D. Work with Agency staff to ensure all claims are supported by proper documentation,
- E. Represent Agency in mandated cost claim issues with the State Controller's Office and before the Commission on State Mandates.

Section 2 Period of Service

The service period for this Agreement is July 1, 2005 through June 30, 2006. This Agreement will automatically expire as of June 30, 2006.

Section 3 Consultant Compensation

Agency agrees to pay Consultant a fee of 10% of claims prepared and submitted by Consultant to the State Controller's Office on Agency's behalf. This fee will be payable as follows: 50% payable upon submission of claims⁵ to the State Controller's Office and the remaining 50% payable upon receipt of funds from State Controller's Office. Agency agrees to make payment to Consultant no later than 30 days after Agency receives Consultant invoice. Consultant will determine when travel to Agency is necessary, subject to mutually convenient dates and times. All travel and lodging expenses incurred by Consultant are included in the fee.

⁵ Submission of claims means the date when Agency claims are acknowledged as received by the State Controller's Office.

Section 4 Reimbursable Services

Consultant and Agency believe that the services under this Agreement are reimbursable under the Mandate Reimbursement Process Claim for costs above the minimum claim amount, and are less than the actual costs that the Agency would necessarily incur if the services were to be performed by Agency staff. Agency and Consultant agree to work together, as necessary, to provide documentation required by the State Controller's Office.

Section 5 Termination of Agreement

Either party may terminate this Agreement, effective upon 30 days' prior written notice. Upon termination of this Agreement by Agency, Consultant will bill Agency and Agency agrees to pay Consultant for the services actually performed by Consultant, on a time and material basis, plus travel and lodging costs. For purposes of determining costs of services actually performed, rates of \$125/hr for management staff and \$75/hr for associate level staff will be used. Agency agrees to make this payment to Consultant within 30 days after Agency receives Consultant invoice.

Section 6 Assistance of Agency

The Agency acknowledges that the services of Consultant within this Agreement are dependent upon the reasonable cooperation and assistance of Agency.

Section 7 Limitation of Consultant's Liability

In no event shall Consultant liability to the Agency, for any reason arising out of this Agreement, exceed the amount of fees actually received by Consultant from the Agency. Consultant shall not be liable for any consequential damages. Consultant shall not be liable for any incidental or consequential damages suffered by or allegedly suffered by any third party.

Section 8 Ownership of Work Product

8.1 All Work Product shall be and remain the property of Consultant. Consultant shall be entitled to obtain and hold in its name all copyrights with respect of the Work Product. Work Product shall include the sum or any portion of all computer programs and any source code or object code, all other computer files and portions thereof, including without limitation all executable files, text files, HTML files, CGI scripts, images and graphics designed or provided by Consultant, and any other computer files designed to be viewed, linked together or downloaded. It shall also include all tangible products and documents, papers and compilations, or any copies or variations or derivatives of the same provided to the Agency pursuant to this Agreement. This shall also include but not be limited to any documents, manuals, policies or procedures, however assembled, gathered or maintained, that is retained by Agency following the termination of this Agreement.

- a. **Patent Rights.** To the extent that the Work Product incorporates any methodology for which Consultant applies for a patent, Consultant may apply for that patent without the consent of Agency. Agency shall have no right, whatsoever, to any patent, proceeds or royalties generated by the same.
- b. **Consultant's Trade Name and Trademarks.** Notwithstanding anything else written in this Agreement, Agency shall have no rights in or license to the trade name or trademarks of Consultant.

- c. **License.** Consultant hereby grants Agency a nonexclusive, revocable, worldwide, royalty-free right and license to the Work Product allowing Agency to use the Work Product. Agency understands and acknowledges that the Work Product and the services of Consultant are not "work for hire" as that term is used under the U.S. Copyright Act.

8.2 **Reverse Engineering or Copying.** Notwithstanding any of the ownership or licensing provisions set forth herein, Agency agrees that it shall not, under any circumstances, reverse, engineer, copy or decompile, or allow any third party to reverse engineer, copy or decompile, the Work Product or any component parts so as to circumvent any license or ownership provisions identified or granted herein. This prohibition, as well as those set forth in Sections 8.1(a)-(c), shall survive the termination of this Agreement.

Section 9 Confidentiality

9.1 **Treatment of Confidential Information.** Agency hereby agrees and acknowledges that, under the terms of this Agreement, it may receive or be exposed to certain information that the Consultant reasonably believes is confidential. Agency, as part of its consideration to Consultant, shall: (a) not use such Confidential Information except in accordance with Agreement; (b) not make any copies of such Confidential Information or any part thereof without the express written consent of the Consultant; (c) not disclose for any purpose any such Confidential Information or any part thereof to any person who is not an employee of Agency; (d) limit dissemination of such Confidential Information to persons who are directly involved in the performance of services rendered for the Agency and who have the need to use such Confidential Information for the purposes of performing such services; and (e) return such Confidential Information and any copies thereof to the other party at the completion of the performance of all services or at such earlier date as the other party may request.

9.2 **Definition of Confidential Information.** Subject to the additional terms of this Section 9.2, Confidential Information shall mean all information, whether or not in written form, that is not generally known, about a party's products and services, customers, marketing, financial and business condition, information gathering and processing techniques and methods, and all accumulated data, listings or similar matter, used or useful in the business of the party including, but not limited to, its information files, business forms, and object and source code. As to all other Confidential Information, (a) if communicated in writing it must be conspicuously marked "CONFIDENTIAL" at the time of disclosure to the other party and (b) if communicated orally, it should be identified as confidential at the time of disclosure and treated as such afterwards by the parties.

9.3 **Exclusions from Confidential Information.** Confidential Information shall not include information that the receiving party is able to demonstrate: (a) is, as of the time of its disclosure or thereafter becomes, part of the public domain through no fault of the receiving party; (b) was known to the receiving party as of the time of its disclosure; (c) is independently developed by the receiving party other than as part of the Work Product; (d) is subsequently learned from a third party having a right to disclose it to the recipient; or (e) is required to be disclosed pursuant to court order or government authority, whereupon the receiving party shall provide notice to the other party prior to such disclosure.

Section 10 Modifications

No modification or supplement to any provision of this Agreement shall be valid unless executed in writing by each party, through its duly appointed representative as designated in the party's signature block below.

Section 11 Governing Law

This Agreement shall be governed by and construed in accordance with the substantive laws of the State of California.

Section 12 Binding Arbitration

Any dispute or claim in law or equity arising out of this Agreement or any transaction resulting from this Agreement shall be decided by binding arbitration conducted in Sacramento, California, in accordance with the rules of the American Arbitration Association or as otherwise agreed to by the parties. No exemplary damages may be awarded. Judgment upon the award may be entered into any court having jurisdiction. Each party shall have the right to discovery under California Code of Civil Procedure section 1283.05. Arbitration shall not be mandatory, however, on actions to protect confidential/proprietary information.

Section 13 Severability

No provision of this Agreement shall be construed so as to require the commission of any act contrary to law. If any provision of this Agreement is held to be invalid or unenforceable, that provision shall be severed from the Agreement, and the remaining provisions of the Agreement shall remain in effect.

Section 14 Notices

All notices under this Agreement must be in writing. Notices shall be deemed effective upon actual receipt. However, a notice mailed by certified United States mail shall be deemed effective on the earlier of actual receipt or 3 days after mailing. Notices shall be directed to the parties at their respective addresses set forth below. A party may change the address by giving notice.

Section 15 Entire Agreement

This Agreement constitutes the entire Agreement between the parties with respect to the subject matter of this Agreement. There are no other agreements, understandings, representations, or warranties, whether written or oral, between the parties other than those set forth in this Agreement.

Section 16 Interpretation

Both parties have had an opportunity to review this Agreement in its entirety and to consult with their respect counsel regarding the same. For purposes of interpretation, the parties agree that the Agreement will not be construed against one party in favor of the other but at all times shall be construed even handedly to obtain the consent of the parties with respect to the same.

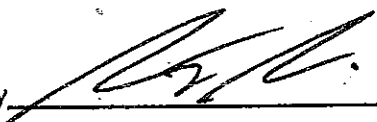
Section 17 Counterparts; Facsimile Signatures

This Agreement may be executed in counterparts. A facsimile signature will be treated as having the same effect as original signature.

IN WITNESS WHEREOF, the parties have affixed their hands on the _____ day of _____ 2005.

Consultant: Shields Consulting Group, Inc.
Address: 1536 36th Street
Sacramento, CA 95816

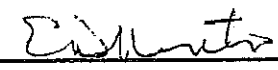
Telephone: 916-454-7310

By 
Its President

Authorized Representative for Modifications:
Steve Shields, President

Client: Placentia Library District
Address: 411 E. Chapman Avenue
Placentia, CA 92670

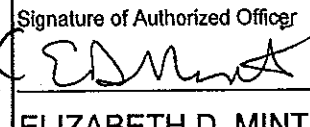
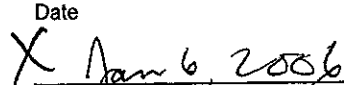
Telephone: 714-528-1925x203

By 
Its _____

Authorized Representative for Modifications:

State Controller's Office

Mandated Cost Manual

CLAIM FOR PAYMENT			For State Controller Use Only	Program
Pursuant to Government Code Section 17561			(19) Program Number 00219	219
OPEN MEETINGS ACT/BROWN ACT REFORM (LOCAL AGENCIES)			(20) Date Filed ___/___/___	
			(21) LRS Input ___/___/___	
(01) Claimant Identification Number 1730040			Reimbursement Claim Data	
(02) Claimant Name PLACENTIA LIBRARY DISTRICT			(22) BAR-1, (04)	12
County of Location ORANGE			(23) BAR-1, (05)(f)	
Street Address or P.O. Box 411 E. CHAPMAN AVENUE			(24) BAR-1, (06)	10222
City PLACENTIA			(25) BAR-1, (07)	10
State CA				
Zip Code 92670				
Type of Claim	Estimated Claim	Reimbursement Claim	(26) BAR-1, (08)	900
	(03) Estimated	(09) Reimbursement X	(27) BAR-1, (10)	
	(04) Combined	(10) Combined	(28) BAR-1, (12)	
	(05) Amended	(11) Amended	(29) BAR-1, (13)	
Fiscal Year of Cost	(06)	(12) 2004/2005	(30)	
Total Claimed Amount	(07)	(13) \$11,122	(31)	
Less: 10% Late Penalty, not to exceed \$1,000		(14)	(32)	
Less: Prior Claim Payment Received		(15) \$8,000	(33)	
Net Claimed Amount		(16) \$3,122	(34)	
Due From State	(08)	(17) \$3,122	(35)	
Due to State		(18)	(36)	
(37) CERTIFICATION OF CLAIM				
<p>In accordance with the provisions of Government Code 17561, I certify that I am the officer authorized by the local agency to file mandated cost claims with the State of California for this program, and certify under penalty of perjury that I have not violated any of the provisions of Government Code Sections 1090 to 1098, inclusive.</p> <p>I further certify that there was no application other than from the claimant, nor any grant or payment received, for reimbursement of costs claimed herein, and such costs are for a new program or increased level of services of an existing program. All offsetting savings and reimbursements set forth in the Parameters and Guidelines are identified, and all costs claimed are supported by source documentation currently maintained by the claimant.</p> <p>The amounts for this Estimated Claim and/or Reimbursement Claim are hereby claimed from the State for payment of estimated and/or actual costs set forth on the attached statements. I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.</p>				
Signature of Authorized Officer 			Date 	
ELIZABETH D. MINTER			LIBRARY DIRECTOR	
Type or Print Name			Title	
(38) Name of Contact Person For Claim Steve Shields, Shields Consulting Group, Inc.			Telephone Number (916) 454-7310	
			E-Mail Address steve@shieldscg.com	

State Controller's Office		Mandated Cost Manual				
Program 219	MANDATED COSTS OPEN MEETINGS ACT/BROWN ACT REFORM (LOCAL AGENCIES) CLAIM SUMMARY					FORM BAR-1
(01) Claimant PLACENTIA LIBRARY DISTRICT			(02) Type of Claim Reimbursement X Estimated		Fiscal Year 2004/2005	
(03) Department		General Administration				
Claim Statistics						
(04) Number of regular meetings for which a brief agenda was prepared and posted					12	
Direct Costs: Actual Time Option			Object Accounts			
(05) Reimbursable Component	(a) Salaries	(b) Benefits	(c) Services and Supplies	(d) Fixed Assets	(e) Travel and Training	(f) Total Direct Costs
Preparation of Brief Agenda and Posting						
Direct Costs: Standard-Time Option						
(06) Standard-Time Reimbursement Option			[From form BAR-2S, line (05)(f)]			\$10,222
Indirect Costs: Actual Time Option and/or Standard-Time Option						
(07) Indirect Cost Rate					10.00%	
(08) Total Indirect Costs			Method 2		\$900	
(09) Total Direct and Indirect Costs			[Line (05)(f) + line (06) + line (08)]			\$11,122
Direct and Indirect Costs: Flat-Rate Option						
(10) Flat-Rate Reimbursement Option			[From form BAR-2F, line (05)(d)]			
(11) Total Direct and Indirect Costs of All Options			[Line (09) + line (10)]			\$11,122
Cost Reduction						
(12) Less: Offsetting Savings						
(13) Less: Other Reimbursements						
(14) Total Claimed Amount			[Line (11) - {(line (12) + line (13))}]			\$11,122


Revised 09/03

State Controller's Office

Mandated Cost Manual

Program 219		MANDATED COSTS OPEN MEETINGS ACT/BROWN ACT REFORM (LOCAL AGENCIES) COMPONENT/ACTIVITY COST DETAIL				FORM BAR-2S
(01) Claimant PLACENTIA LIBRARY DISTRICT			(02) Fiscal Year 2004/2005			
(03) Department	General Administration					
(04) Standard-Time Reimbursement Option: Complete columns (a) through (f).						
(a) Date	(b) Meeting Type or Name	(c) Number of Agenda Items	(d) Minutes Per Agenda Item	(e) Blended Hourly Rate	(f) Total	
07/26/04	Governing Board	42	20	\$63.10	\$883	
08/23/04	Governing Board	43	20	\$63.10	\$904	
09/20/04	Governing Board	37	20	\$63.10	\$778	
10/25/04	Governing Board	37	20	\$63.10	\$778	
11/22/04	Governing Board	39	20	\$63.10	\$820	
12/20/04	Governing Board	42	20	\$63.10	\$883	
01/17/05	Governing Board	39	20	\$63.10	\$820	
02/22/05	Governing Board	39	20	\$63.10	\$820	
03/21/05	Governing Board	42	20	\$63.10	\$883	
04/18/05	Governing Board	43	20	\$63.10	\$904	
05/23/05	Governing Board	43	20	\$63.10	\$904	
06/15/05	Governing Board	40	20	\$63.10	\$841	
(05) Total X	Subtotal	Page 1 of 1			\$10,222	

Revised 09/03

State Controller's Office		Mandated Cost Manual		
CLAIM FOR PAYMENT Pursuant to Government Code Section 17561 ABSENTEE BALLOTS		For State Controller Use Only (19) Program Number 00002 (20) Date Filed ___/___/___ (21) LRS Input ___/___/___	Program <h1 style="margin: 0;">002</h1>	
(01) Claimant Identification Number 1730040		Reimbursement Claim Data		
(02) Claimant Name PLACENTIA LIBRARY DISTRICT		(22) AB-1.1, (03)		
County of Location ORANGE		(23) AB-1.1, (06)	2958	
Street Address or P.O. Box 411 E. CHAPMAN AVENUE		(24) AB-1.2, (03)(a)		
City PLACENTIA		State CA	Zip Code 92870	(25) AB-1.2, (03)(b)
Type of Claim	Estimated Claim	Reimbursement Claim		(26) AB-1.2, (03)(c)
	(03) Estimated	(09) Reimbursement	X	(27) AB-1.2, (03)(d)
	(04) Combined	(10) Combined		(28) AB-1.2, (05)
	(05) Amended	(11) Amended		(29) AB-1.3, (03)(a)
				8792953
Fiscal Year of Cost	(06)	(12)	2004/2005	(30) AB-1.3, (03)(b)
				320269
Total Claimed Amount	(07)	(13)	\$2,662	(31) AB-1.3, (03)(c)
				1094405
Less: 10% Late Penalty, not to exceed \$1,000		(14)		(32) AB-1.3, (03)(d)
				397844
Less: Prior Claim Payment Received		(15)		(33) AB-1.3, (04)(d)
Net Claimed Amount		(16)	\$2,662	(34) AB-1.3, (05)
Due From State	(08)	(17)	\$2,662	(35)
Due to State		(18)		(36)
(37) CERTIFICATION OF CLAIM In accordance with the provisions of Government Code 17561, I certify that I am the officer authorized by the local agency to file mandated cost claims with the State of California for this program, and certify under penalty of perjury that I have not violated any of the provisions of Government Code Sections 1090 to 1096, inclusive. I further certify that there was no application other than from the claimant, nor any grant or payment received, for reimbursement of costs claimed herein, and such costs are for a new program or increased level of services of an existing program. All offsetting savings and reimbursements set forth in the Parameters and Guidelines are identified, and all costs claimed are supported by source documentation currently maintained by the claimant. The amounts for this Estimated Claim and/or Reimbursement Claim are hereby claimed from the State for payment of estimated and/or actual costs set forth on the attached statements. I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.				
Signature of Authorized Officer 		Date X <u>April 6, 2006</u>		
ELIZABETH D. MINTER Type or Print Name		LIBRARY DIRECTOR Title		
(38) Name of Contact Person For Claim Steve Shields, Shields Consulting Group, Inc. Form FAM-27 (Revised 9/03)		Telephone Number (916) 454-7310 E-Mail Address steve@shieldscg.com		

State Controller's Office		Mandated Cost Manual	
Program	MANDATED COSTS		FORM
002	ABSENTEE BALLOTS		AB-1.1
		CLAIM SUMMARY	
(01) Claimant	(02) Type of Claim	Fiscal Year	
PLACENTIA LIBRARY DISTRICT	Reimbursement <input checked="" type="checkbox"/>	2004/2005	
		Estimated	
Select Method 1 or 2 for Claiming Reimbursable Costs			
Method 1			
This method is applicable when all calculations are done by the county election official and then the local agency is billed for the cost of election services.			
(03) Amount billed by the County for Election Costs (attach billing statement)			
Method 2			
In this method, the percentage increase in absentee ballots is assumed to be uniform throughout the county so county-wide figures are used to determine the percentage of reimbursable costs.			
(04) Obtain Data from the County Election Official on the Number of Reimbursable Absentee Ballots (attach the county's calculation)			357982
(05) Number of Absentee Ballots Cast in the Fiscal Year			397844
(06) Amount Billed by County			\$2,958
(07) Increased Costs			\$2,662
(08) Increased Costs			\$2,662
Cost Reduction			
(09) Less: Offsetting Savings, if applicable			
(10) Less: Other Reimbursements, if applicable			
(11) Total Claimed Amount			\$2,662

Revised 09/03

Calculation of Reimbursable Absentee Ballots

AGENCY PLACENTIA LIBRARY DISTRICT
COUNTY ORANGE

Number of ballots cast from 01/01/75 through 12/30/78	8,792,953	
* Used LA County stats		
Number of absentee ballots cast from 01/01/75 through 12/30/78	320,269	
* Used LA County stats		
Number of ballots cast in fiscal year of claim	1,094,405	
Number of absentee ballots cast in fiscal year of claim	397,844	36.35% AB PCT
Election Date	11/02/04	
Reimbursable absentee ballots cast in fiscal year of claim	357,982	
Total absentee ballots cast in fiscal year of claim	397,844	
Amount of absentee ballot costs billed by County	\$2,958	

GENERAL ELECTION
November 2, 2004

NIA LIBRARY DIST

	COST BASED ON	0.2780% VOTERS	0.2795% PRECINCTS
RATIONS			
LLY CENTER	VOTER	167.92	
LLOT COUNTING	VOTER	51.03	
MPLS BALLOT	VOTER	1,921.97	
NDIDATE FILING	VOTER	2.74	
LL/OFFICER OPERATIONS	POLLS		1,142.41
PPLY BOX W/CONTENTS & VOTING BOOTHS	POLLS		281.88
STAGE (EXCEPT AV)	VOTER	440.50	
FICIAL BALLOTS	POLLS		0.00
BOR SPREAD BY PRECINCT	POLLS		3,147.35
BOR SPREAD BY VOTER COUNT	VOTER	5,796.64	
LLING PLACE RENTAL	POLLS		162.74
RLY VOTING	POLLS		1,842.22
ITREACH ACTIVITIES	POLLS		203.24
ITSIDE LABOR			
ECINCT/CANVASS OFFICER	POLLS		1,895.69
LEPHONE BANK	VOTER	7.12	
GENCY LABOR - PRECINCTS	VOTER	3.57	
GENCY LABOR - FILES	POLLS		13.04
GENCY LABOR - WAREHOUSE	VOTER	31.36	
GENCY LABOR - TRAINERS	VOTER	582.95	
LLY/COLLECTION CENTER	VOTER	12.72	
MMUNICATIONS/TRANSPORTATION	VOTER	47.22	
TRIBUTION WORKERS	VOTER	0.00	
ASS TRAINER	VOTER	0.00	
SHARED COSTS BY BREAKDOWN		9,065.74	8,688.57
TOTAL OF SHARED COST		17,754.31	
SENTEE OPERATIONS			
LLOTS/SUPPLIES	VOTER	1,205.39	
STAGE	VOTER	186.72	
GENCY LABOR - AV DATA ENTRY	VOTER	0.00	
GENCY LABOR - AV PROCESSING	VOTER	3.57	
HOUSE ABSSENTEE LABOR	VOTER	1,486.84	
BOR (E-NIGHT PAYROLL)	VOTER	75.62	
TOTAL ABSENTEE		2,958.14	
ADDITIONAL COSTS			
ASURE	COST	QTY	TAX
ASURE	0.00	0	INCLUDED
PS @ 7.00 EACH	0.00	0	0.00
GNATURE VERIFICATION @ 2.00 EACH	0.00	0	N/A
INVOICE LAYOUT			
LLOTS/SAMPLE BALLOTS	1,921.97		
LLING PLACE OPERATIONS	5,528.18		
STAGE	440.50		
HER SERVICES AND SUPPLIES	221.69		
BOR	9,641.97		
		17,754.31	

COST PER VOTER @ 26,917 0.66



Time Sensitive.....Return ASAP.....Time Sensitive

Transmittal Form for Mandated Cost Claims

Enclosed please find completed mandated cost claim(s) and a copy of the claims receipt that will accompany the claims to the State Controller's Office. Please follow the following three steps the day you receive this packet to ensure prompt processing:

- 1. Review the claims, sign & date the flagged pages with a blue pen.**
- 2. Make a copy of the claims and the claims receipt for your records.**
- 3. Return the claims (which have been signed in blue ink) to:**

**Shields Consulting Group, Inc.
1536 36th Street
Sacramento, CA 95816
Attn: Steve Shields**

Please try and return the signed original claims to our office no later than January 6, 2006 to allow us time to process them so we can hand deliver them to the State Controller's Office by the deadline. Thanks!

Any Questions call Steve Shields at 916-454-7310

**Delighting the Customer:
A Proposal to Develop a Kano Model
For Library Services**

Submitted to

The Institute of Museum and Library Services
For a National Leadership Grants for Libraries Program
Research and Demonstration Grant

Submitted by

The Cerritos Library

Date

Joe Matthews

Draft # 5

Abstract

Will be prepared later

Introduction

One of the challenges facing any organization, including public libraries, is gaining a better understanding of what their customers expect for any given product or service. Some service characteristics are expected as a normal practice (and if absent, will disappoint the customer) and some characteristics will surprise and delight the customer.

The purpose of this proposal is to develop a Kano model for four specific library services: borrowing library materials, finding information and/or resources (reference & information services), programs, and going to the library as a destination.

Dr. Noriaki Kano, a Japanese quality expert, discovered that the degree of customer satisfaction is dependent upon the degree of fulfillment of customer requirements and that customers have different types of expectations. The Kano model relates three factors to their degree of implementation: basic or expected (must have) factors, normal or fundamental (more is better) factors, and delighter or latent (excitement) factors as shown in Figure 1. The degree of customer satisfaction ranges from disgust, through neutrality, to delighted.

Basic requirements are those that are so obvious to customers that they do not state them overtly. They are so obviously essential to the customer that stating these requirements seems a bit silly. For example, you expect to hear a dial tone when you pick up the telephone. If you don't then you are unhappy. Failing to provide basic requirements will result in customer complaints.

Normal requirements are those that a customer is cognizant of and can readily articulate. When these needs are met, customers are satisfied and when they are not met, dissatisfaction arises. If more than "standard" customer requirements are delivered, then additional perceived benefits are generated.

Delighter requirements or exciting requirements are needs that some or all customers may not be aware of. These are often referred to as latent requirements. These are "out of the ordinary" services, product features, or characteristics. If a provider understands such a need and fulfills it, the customer is delighted and will respond with a "wow" reaction. If these needs are not met, there is no customer response since customers are unaware of the need.

In order to develop a Kano model for each service, a number of library customers are asked to complete a relatively brief but comprehensive survey asking for their assessment of service features. The same question is asked to library customers in positive and negative forms. For example,

- How do you feel if our service has feature X?
- How do you feel if our service does not have feature X?

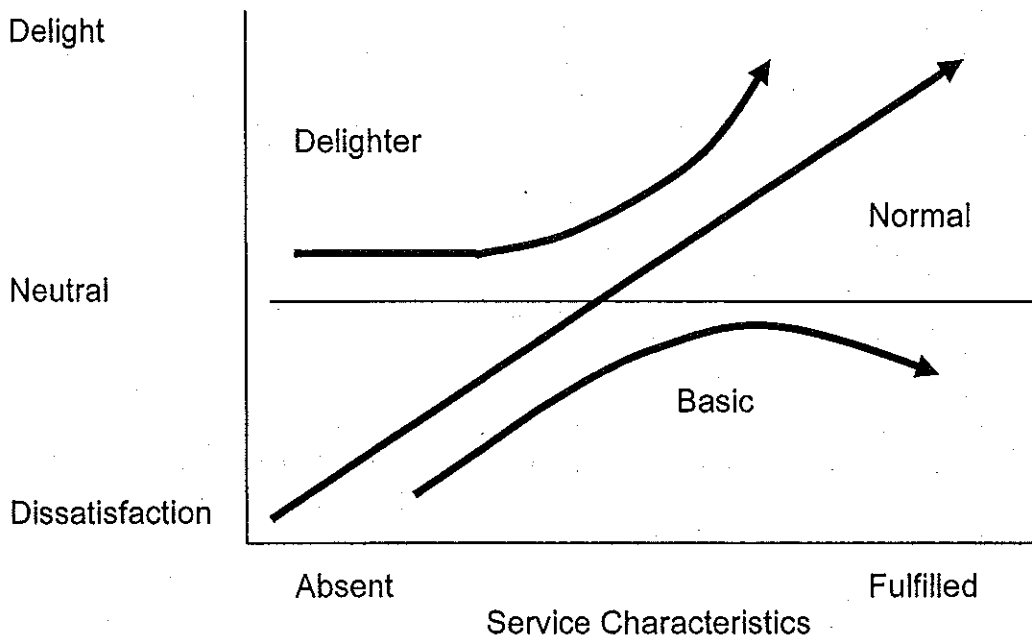


Figure 1. The Kano Model

The respondent is presented with four choices for these two questions:

- I like it
- It is normally that way (feature is expected)
- I don't care
- I don't like it.

The results are then tallied and a Kano model is then prepared for the service using Table 1 as a guide.

Negative Question Answers

	<i>Like</i>	<i>Normal</i>	<i>Don't Care</i>	<i>Don't Like</i>
<i>Like</i>		Delightful	Delightful	Normal
<i>Normal</i>				Basic
<i>Don't Care</i>				Basic
<i>Don't Like</i>				

Positive Question Answers

Table 1. Kano Model Response Table

Project Design

The project will be conducted in two phases. Phase one will include data collection using a survey and conducting several focus groups, identifying the service features to be included in the survey, gathering the survey data, and preparing an analysis of the data. The second phase will summarize the findings and prepare a series of videos presenting the findings of this "Delighting the Customer" project which can be used by a public library for training staff.

Phase One

Focus groups will be conducted in each library for several different customer groups, e.g., teenagers, parents of young children, adults, and senior citizens. An additional focus group will be held with participants who are not library customers. A total of six focus groups will be conducted with the number of participants ranging from six to twelve individuals.

Library customers and non-users will be asked to respond to the following types of questions during the focus group:

- What are your expectations about this library service?
- What do you find frustrating about the service?
- What do you find confusing about the service?
- What feeling arise when using this service?
- Do you experience any anxiety using the service?
- Are there time-consuming activities in using the service?
- What things does the customer do that are "wrong"?
- What is causing you to use the service once and not return?
- Are there other irritants when you use this service?
- What is pleasant or surprising about the service?
- Any suggestions for improving the service?

Based on the results of these focus groups, the four service questionnaires will be developed. The list of service features for each of the four services will utilize the results of the focus groups as well as with the assistance of staff from each library. We anticipate involving a total of six public libraries from across California. These libraries include: the Cerritos Library, the ?? Library, the Chula Vista Public Library, the Palos Verdes Library District, the Los Angeles Public Library and the ?? Public Library.

Service questionnaires will be distributed to a total of 1,024 library customers from each library. Thus there will be 256 respondents for each service from each library. This will provide a margin of error of slightly more than 6% for each service for each library. It is anticipated that each respondent would complete the survey online. Respondents will be selected in order to ensure representation for all hours and days of the week the library is open.

The data analysis will allow the project to identify those service characteristics that frustrate and delight the customer for each of the four services being studied.

Phase Two

This phase will involve the preparation of four 20 minute videos which will summarize the findings concerning what "delights the customer" for each service being studied. Susan Berk and Roberta Perry will each present two videos.

The videos would be made available to public libraries across the U.S. using the California State Library InfoPeople and ClioInstitute Web sites.

In addition to the videos, PowerPoint slides and the project reports for each service will also be made available using a project Web site to be developed by the Cerritos Library.

A copy of the final reports, along with a link to the videos, will be sent to a sample of large, medium and small public libraries from across the U.S. The library director's will be asked to respond to a brief survey pertaining to the utility of the project results.

Project Objectives

The objectives of this project are to:

- Identify those service characteristics that frustrate and delight the customer for each of the four services being studied
- Develop a Kano Model for each of the four library services being studied.

Each objective will be achieved as the following goals and activities are completed.

- | | |
|-------------|---|
| Goal 1: | Identify the service characteristics that frustrate and delight the customer for each library service |
| Activity 1: | The consultant will develop a preliminary list of features and functionality for each of the four library services. |
| Activity 2: | This list of features and functionality will be revised and expanded during discussions between the consultants and the participating libraries. |
| Activity 3: | The participating libraries will solicit the participants for each of the focus groups following instructions and guidelines provided by the consultant. |
| Activity 4: | The focus groups will be conducted at each library with the consultant serving as discussion moderator. The library will provide a staff member who will act as a recorder. |
| Activity 5: | The consultant will prepare a summary of the results of the focus groups for each library service. |

- Activity 6: The consultant will prepare, pretest and finalize a survey instrument for each of the four library services.
- Activity 7: Each participating library will distribute and collect the surveys following instructions provided by the consultant. A library staff member will be responsible for identifying and securing the participation of the survey respondents.
- Activity 8: The completed surveys will be returned to the consultant who will tabulate the results.
- Goal 2: Develop a Kano Model for each of the four library services
- Activity 9: The consultant will prepare a Kano Model for each library service and prepare a written report summarizing the findings for each library service.
- Activity 10: The consultant will prepare a script for each of the four library services so that the Kano Model for each service can be presented along with a discussion of the possible implications for public libraries.
- Activity 11: Susan Berg and Roberta Perry will present the results of the project in a series of four videos.
- Activity 12: Distribute project results & a brief survey to 100 public library director's across the U.S. Tally the survey results and include in the project's final report.

Management Plan

Staff of the Finance Department for the City of Cerritos, California will handle the disbursement of funds and the administrative procedures related to accounting mechanisms.

Joe Matthews, a well-known consultant, will handle administrative oversight of the project and perform the other activities identified in this proposal.

Budget

The largest portion of the budget is for the consultants and the compensation to each of the participating libraries for some of the direct costs that they will incur when preparing and conducting the focus groups as well as administering the surveys.

Each of the libraries will contribute the salaries for the librarians involved in the process as well as meeting rooms. These contributions represent ?? % of the project budget.

Personnel

Wayne Pearson, the Cerritos Library Director, will serve as Project Administrator.

The consultant who will be working on this project is Joe Matthews. Joe is an experienced consultant and is knowledgeable about performance measures. He recently completed a Library Balanced Scorecard workbook as a part of an IMLS-funded project. Joe has written extensively in the areas of management, performance measures and technology. He holds an MBA degree from the University of California, Irvine. He is an adjunct faculty member at San Jose State University's School of Library and Information Science.

Susan Berk and Roberta Perry, well known customer service consultants, will present the project results in a series of video presentations.

Resumes for each individual have been appended to this proposal.

Project Evaluation

Near the end of the project, library directors and the library management team of each participating library will be asked to complete a brief survey asking their views of the utility of the Kano Model developed for the four services.

In addition, copies of the four reports will be distributed to 100 library directors from across the U.S. The libraries will be selected to ensure that all sizes as well as geographic distribution are represented. The directors will be asked to complete a brief survey indicating the utility of the research reports.

Dissemination

Results of the project will be disseminated primarily through the sharing of the project's final report, providing access to the videotapes, and providing resources in the form of PowerPoint presentations made available through the project's Web site.

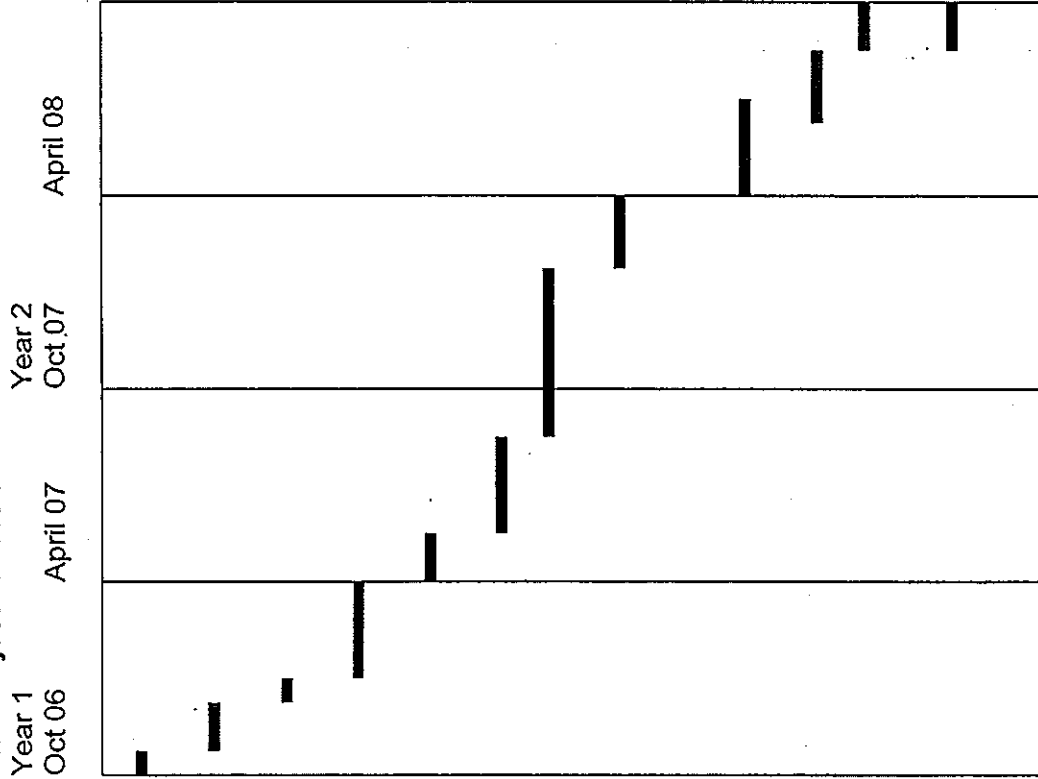
Several articles will be submitted to library and information science journals for publication including a major library publication (*Library Journal, American Libraries, Public Libraries, etc.*).

It is likely that one or more of the library directors and/or the consultants would be asked to make presentations at both national and state library association conferences. Press releases will be prepared to inform the media about the results of the project.

Sustainability

Ultimately, the success of this "Delighting the Customer" project will be determined by how quickly and how widespread other public libraries adopt the use of the results. The adoption rate will be influenced by the ready availability of the project's Final Report, the videotapes, the published articles, and availability of project developed resources to be found on the project's Web site.

Anticipated Project Timeline



Goal 1: Identify service characteristics

Activity 1: Develop a preliminary list

Activity 2: Revise preliminary list with libraries

Activity 3: Identify focus group participants

Activity 4: Conduct focus groups

Activity 5: Focus groups summary prepared

Activity 6: Prepare, pretest and finalize the surveys

Activity 7: Libraries distribute and collect surveys

Activity 8: Tabulate survey results

Goal 2: Develop the Kano Model

Activity 9: Prepare the Kano Model and report for each library service

Activity 10: Prepare a script for videotaping

Activity 11: Project results presented via video

Activity 12: Distribute results & survey to 100 directors

Susan Berk

Susan is a business and management consultant who has gained national recognition for her work with libraries, major corporations, hospitals, small business, HMO's, cities, government agencies, education, non-profit boards of directors, and professional associations. Her experience, insight and humor have made her a sought after speaker. Her appointments have included: Chairperson of the L.A. County Quality and Productivity Investment Board; Pepperdine University Alumni Board; Board of Directors for the Foundation for Effective Government; 1st Vice-chair of the Quality & Productivity Commission for L.A. County; Board of Directors for the HELP Group; Planning Committee of the American Diabetes Association; Los Angeles County Economy and Efficiency Commission.

Susan Berk received her master's degree from Pepperdine University and her bachelors degree from UCLA. She has directed her own successful consulting firm for over thirty years, designing timely, reality-based systems and programs for her clients. She has written four books on healthcare reform and continuous quality improvement for the California Association of Hospitals and Health Systems. She has coordinated the Women's Business and Management Programs at UCLA Extension, and served as advisor to the Hotel and Restaurant Management programs at Loyola Marymount University. She has served as faculty for both the bachelors and masters management programs for the University of Redlands, and has been a guest lecturer for UCLA, USC, Cal State Los Angeles, and Pepperdine University.

She has designed and delivered the WOW service training for the Cerritos Library and has an outstanding reputation for helping libraries and other public agencies develop techniques for improving customer service even during times of tremendous change that may include cutting back on services and having to bring their customers "bad news". She designed the customer service programs for Cedars Sinai Medical Center, City of Hope, Los Angeles County Libraries and Los Angeles Public Library. Susan has worked extensively on service scripting, setting library service standards, continuous quality improvement, managing service, and implementing customer focused service improvements.

Roberta Perry

Roberta Perry was a Vice President at *20th Century Fox*, responsible for the development of Fox Studios Australia's entertainment complex development, the Fox Studios Baja tour and other experience-based projects. She was also responsible for James Cameron's *Titanic*, a 50,000 square foot traveling experience.

Roberta Perry served as Vice President of Business Development at *ETI*, a worldwide leader in audio, video and show control systems.

At *IWERKS Entertainment*, Roberta was Vice President of Marketing and Managing Director for the America's; responsible for marketing, promotions and new business development for this large and special format motion picture hardware and Production Company.

As the National Director of Entertainment for *Stuart Anderson's Restaurants*, she was responsible for 100 night clubs nationwide, including technical design, entertainment programming, marketing and promotions.

Roberta Perry was a founding member of the *Themed Entertainment Association* and served as the association's president. She is the past chairman of the *International Nightclub and Bar Association*, past board of director's member for the *National Restaurant Association Marketing Executive Group*, past member of the *NFL Sunday Ticket Advisory Board* and the *City of Seattle's Fair Campaign Practices and Ethics Committee* chair.

Roberta also served on several advisory boards, including: *Editorial Advisory Board*, *The Ezone magazine*- "connecting creators and clients;" Editorial Advisory Board, *Entertainment Management magazine*; and *EXP3 conference* (6/2-4/03), "where experience intersects with place," Council of Advisors.

Roberta has been a guest speaker at many conferences including: the International Association of Amusement Parks & Attractions, Urban Land Institute, Leisure Expo, TILE (Europe), World Gaming Congress, Fun Expo, Entertainment Real Estate.

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

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

SUBJECT: Legislative Issues and a Review of the Status of the State Budget and State Library Budget

DATE: January 16, 2006

BACKGROUND

The Legislative information and a copy of the outline of the State of the State Message are included with Agenda item 24.

The California Library Association "Day in the District" events are scheduled for Friday, January 27 and Friday, February 3, 2006. They are asking library representative to schedule visits with legislators and local staff members in the local legislative offices. The Board may want to discuss its participation in this project and what messages they would like to share with Assemblywoman Daucher and Senator Margett.

The California Special Districts Association Legislative Affairs Day will be April 18 and the California Library Association Legislative Day will be on April 20, 2006 in Sacramento. The Board may want to have someone participate in one or both of these events.

Any updated information will be presented at the Board Meeting.

RECOMMENDATION

Action to be determined by the Library Board of Trustees.



ANPLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

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

SUBJECT: Final adoption of the position descriptions for the Manager of Administrative Services and the Library Director.

DATE: January 16, 2005

BACKGROUND:

At its Regular Meeting on January 4, 2005 the Library Board of Trustees adopted as a first reading the job description statement for the Manager of Administrative Services, Attachment A, and the revised job description statement for the Library Director. These documents are ready for final adoption. At this point they will become part of the Placentia Library District Policy Manual as Policy Numbers 2303 and 2300.

These actions will complete the work of the exempt employee salary and classification realignment that began in May 2005.

RECOMMENDATION:

1. Final adoption of the job description for Administrative Services Manager, Placentia Library District Policy 2303, as adopted January 4, 2006.
2. Final adoption of the job description for Library Director, Placentia Library District Policy 2300, as adopted January 4, 2006.



Placentia Library District

POLICY HANDBOOK

POLICY TITLE: Job Description – Manager of Administrative Services

POLICY NUMBER: 2303

2303.1 Description: The Manager of Administrative Services, under the general direction of the Library Director, performs a wide variety of complex administrative, personnel, accounting and risk management tasks requiring specialized ability and knowledge; tasks performed involve the interpretation and application of broadly defined policies and procedures. The Manager of Administrative Services works directly with the Library Board of Trustees, library management and other staff and may be designated in charge of the District during the absence of the Library Director. The responsibilities and essential duties performed on a frequent and recurring basis by the Manager of Administrative Services include the following:

2303.1.1 Attends meetings, prepares and certifies agendas, prepares minutes and maintains official records and documents of the District's Board of Trustees and all of its committees and such other meetings as the Library Director assigns.

2303.1.2 Manages the employment process and maintains confidential personnel records for all District staff. This includes but is not limited to preparing and placing job opening listings; preparing application forms and incorporating changes required by law or approved by the Library Director; receiving applications and determining who meets the minimum qualifications for the position; coordinating with the Library Director and other Managers the applications of those to be invited for an interview; participating as a panel member in all interviews to monitor the legal and risk management compliance requirements; communicating with candidates about the application and interview process; recruiting panel members for interviews; in consultation with the Library Director and other Managers preparing the question list for each interview; maintaining the application and interview materials in compliance with State and Federal laws; in consultation with the Library Director and other Managers preparing the written offer of employment for each employee; scheduling employment physicals and receiving and filing the results; completing and filing all pre-employment, payroll and insurance paperwork; and issuing keys, risk management information and the Placentia Library District Personnel Manual.

2303.1.3 Prepares performance evaluations and merit pay increase recommendations for all Administrative Services staff for the Library Director's review.

2303.1.4 Maintains schedules for work activities, performance evaluations and merit pay increase recommendations for all Library staff and coordinates same with the Library Director and other Managers.

2303.1.5 Maintains the District's checkbooks and general ledger; manages accounts payable/receivable; prepares items for payment; and prepares the payroll and tax filings.

2303.1.6 Maintains cordial relations with all persons entitled to the services of the District, and attempts to resolve all public and employee complaints.

2303.1.7 Carries into effect the expressed policies of the Board of Trustees, including planning the short, medium and long-term work program for administrative activities; facilitates constructive and harmonious staff relations and communicates Board goals and objectives to the community.

2303.1.8 Prepares monthly and annual reports on administrative and other activities as needed.

2303.2 Typical Tasks:

2303.2.1 Directs, coordinates, and reviews the administrative activities of the District concerning personnel, risk management, accounting, purchasing, building maintenance, meeting room, and equipment..

2303.2.2 Manages the passport application agency, coordinates communications with the United States Department of State, serves as a United States Passport Application Acceptance Agent, trains all full time and designated part time staff as Passport Acceptance Agents, trains all Passport Acceptance Agents on changes in processing procedures and Federal requirements, and coordinates supplies and mailing procedures.

2303.2.3 Prepares and submits the District's financial and other reports to the Library Director, the State Library of California and other governmental agencies as required.

2303.2.4 Deposits receipts, maintains checkbooks and processes bills for payment for the District and Placentia Library Foundation and coordinates communication with the Orange County Auditor and the Orange County Treasurer.

2303.2.5 Maintains the office general ledger for the District and the Placentia Library Foundation. Prepares materials for the annual audit and coordinates all activities with the District's independent auditor.

2303.2.6 Prepares and maintains a variety of files records including payroll and personnel records, worker's compensation, risk management, pension fund and 457 plan records.

2303.2.8 Serves as the primary contact for receiving concerns from staff about personnel and facility-related issues and from the public about District services, entrepreneurial activities and facility-related issues; and negotiates and implements resolutions or refers policy-related issues to the Library Director or other Managers.

2303.2.9 Coordinates repairs, maintenance and safety of the District's physical facility.

2303.2.10 Negotiates and manages contracts and service agreements with District vendors and coordinates bid processes and purchasing as assigned by the Library Director.

2303.2.11 Makes recommendations to the Library Director concerning the promotion and marketing of entrepreneurial activities and District services.

2303.2.12 Participates in Library Board and Committee meetings by preparing agendas and/or agenda items assigned by the Library Director, presenting policy matters for Board review and preparing minutes.

2303.2.13 Operates a personal computer and uses applicable software to prepare a wide variety of reports, correspondence and other material.

2303.3 Required Qualifications: Bachelor's Degree in Business, Accounting, Public Administration or a business-related field from an accredited college or university, three years of increasingly responsible experience in an administrative office environment using bookkeeping/accounting, payroll, word processing, spreadsheet and database, software plus experience with scheduling and demonstrated writing skills. Possession of Master's degree in Public Administration or a business-related field or Library Science is desirable. Possession of a valid California driver's license and status as a United States Citizen is also required.

2303.4 Skills and Abilities:

2303.4.1 Knowledge of office practices and procedures, office equipment, filing systems, business correspondence methods, and good business English including vocabulary, grammar and spelling.

2303.4.2 Knowledge of basic fund accounting, cost accounting and budgeting.

2303.4.3 Knowledge of personnel and risk management practices.

2303.4.5 Ability to manage work flow in an orderly fashion for self and others while processing multiple simultaneous projects; ability to perform difficult clerical work and make decisions based upon District policies and procedures.

2303.4.6 Ability to supervise and direct staff and implement applicable policies and procedures.

2303.4.7 Ability to analyze difficult problems, recommend solutions and take independent action.

2303.4.8 Ability to prepare and present reports which conform to prescribed style(s) and format(s) and present information to management and the Library Board of Trustees.

2303.4.9 Ability to meet and serve the public courteously and efficiently and establish and maintain effective relations with co-workers and community organizations.

2303.4.10 Ability to operate a personal computer and use applicable software including Word, Excel, Access and QuickBooks.

2303.4.11 Possession of or ability to obtain a Cardiopulmonary Resuscitation (CPR) certificate from a source acceptable to the Library Board within 6 months of employment in this position.

2303.5 Physical Demands:

2303.5.1 The physical demands described here are representative of those that must be met by an employee to successfully perform the typical tasks of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the typical tasks.

2303.5.1.1 Must possess mobility to work in a standard office setting and to visit meeting sites.

2303.5.1.2 Must possess mobility to operate a motor vehicle.

2303.5.1.3 Must possess hearing and speech to communicate in person, before groups and over the telephone.

2300.5.1.4 Must possess vision to read printed materials and a computer screen.

2300.5.1.5 Must possess stamina to move about the Library.

2300.5.1.6 Must have balance, coordination dexterity levels appropriate to the duties to be performed.

2303.6 Working Environment/Conditions:

Most work is performed in an office setting, although there may be occasional exposure to inclement weather conditions, noise, dust and potentially hazardous materials. The Manager of Administrative Services sits, stands, walks, kneels, twists, reaches, bends, grasps, uses a personal computer, keyboard and related equipment, lifts and move boxes weighing 30 pounds or less and may push or pull a loaded book cart. Weekend and evening work and attendance at off-hours meetings are required.

2303.7 Fair Labor Standards Act Designation: Exempt -- Administrative.

Placentia Library District

POLICY HANDBOOK

POLICY TITLE: Job Description – Library Director
POLICY NUMBER: 2300

2300.1 Description. The Library Director is the Executive Officer of the District and for the Board of Trustees, administers the District; has exclusive management and control of the operations, activities and functions of the District, subject to approval by the Board of Trustees; provides day-to-day leadership for the District; provides a motivating work climate for District employees and has general charge, responsibility and control over all property of the District. The responsibilities and essential duties performed on a frequent and recurring basis by the Library Director include the following:

2300.1.1 Attends all meetings of the District's Board and such other meetings as the Board specifies from time to time.

2300.1.2 Employs staff and other employees necessary for the proper administration of the District and the proper operation of the work of the District, in accordance with Policy #2150, "Compensation," subject to approval by the Board of Trustees.

2300.1.3 Supervises management and technical staff and through them all library staff.

2300.1.4 Delegates authority as appropriate and has authority over all Library staff including terminating staff for cause or lack of worthwhile work.

2300.1.5 Maintains cordial relations with all persons entitled to the services of the District, attempts to resolve all public and employee complaints and encourages citizen participation in the affairs of the District.

2300.1.6 Carries into effect the expressed policies of the Board of Trustees, including planning the short, medium and long-term work program for the District; facilitates constructive and harmonious Board relations and communicates Board goals and objectives to the community.

2300.1.7 Prepares and oversees the District budget, conducts studies and makes oral and written presentations.

2300.1.8 Directs and participates in the preparation monthly and annual reports on library activities.

2300.1.9 Approves the continuing education and in-service training programs of the District.

2300.2 Typical Tasks

2300.2.1 Directs, coordinates, and reviews the activities of the various library departments concerning personnel, resources, equipment, services and programs.

2300.2.2 Prepares the library budget for Board review; administers adjusted budget.

2300.2.3 Serves as liaison between the Library District/Board, other libraries, organizations and individuals in the community in order to aid in the development, coordination, and classification of the library program.

2300.2.4 Plans and organizes the development of long-range library building programs, additions to library services and related activities.

2300.2.5 Oversees the recruitment of and selects library personnel; evaluates the performance of library personnel and conducts labor negotiations as needed.

2300.2.6 Directs and coordinates the public relations activities of the library.

2300.2.7 Participates in Library Board meetings, prepares the agenda, presents policy matters for Board review and writes meeting minutes.

2300.2.8 Formulates library personnel policies for Library Board review, plans and organizes training programs, had has responsibility for personnel actions, work assignments and related matters.

2300.2.9 Develops workload indicators to measure progress towards the achievement of goals.

2300.2.10 Develops and evaluates special programs.

2300.2.11 Prepares and submits a variety of activity reports to the Library Board, the State Library of California and to other governmental agencies as required.

2300.2.12 Oversees the acquisition, implementation and usage of data processing systems.

2300.2.13 Operates a personal computer and uses applicable software to prepare a wide variety of reports, correspondence and other material.

2300.2.14 Serves as a United States Passport Application Acceptance Agent.

2300.3 Required Qualifications: Master's Degree in Library Science, Information Science or a related field from an accredited college or university, five years of increasingly responsible experience in public library management positions, including extensive experience in a supervisory capacity, possession of a valid California driver's license and be a United States citizen. Possession of a Bachelor's or Master's Degree in Public Administration or a related field in addition to the Master's Degree in Library Science, Information Science or a related field is desirable.

2300.4 Skills and Abilities:

2300.4.1 The ability to efficiently prepare annual budgets and long-term revenue/outlay plans.

2300.4.2 The ability to effectively communicate verbally and in writing with the Library Board, staff, constituents and representatives of other agencies.

2300.4.3 The ability to meet and serve the public courteously and efficiently and establish and maintain effective relationships with subordinate staff and community organizations.

2300.4.4 Extensive knowledge of the principles and practices of modern public Librarianship.

2300.4.5 Extensive knowledge of planning, administering and appraising a public library program.

2300.4.6 Ability to supervise and direct staff and implement applicable policies and procedures.

2300.4.7 Knowledge of literature and standard works in various fields.

2300.4.8 Ability to analyze difficult problems, recommend solutions and take independent action.

2300.4.9 Possession of or ability to obtain a Cardiopulmonary Resuscitation (CPR) certificate from a source acceptable to the Library Board within 6 months of employment in this position.

2300.4.10 Ability to operate a personal computer and use applicable software.

2300.5 Physical Demands:

2303.5.1 The physical demands described here are representative of those that must be met by an employee to successfully perform the typical tasks of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the typical tasks.

2300.5.1.1 Must possess mobility to work in a standard office setting and to visit meeting sites.

2300.5.1.2 Must possess mobility to operate a motor vehicle.

2300.5.1.3 Must possess vision to read printed materials and a computer screen.

2300.5.1.4 Must possess stamina to move about the Library.

2300.5.1.5 Must possess hearing and speech to communicate in person, before groups and over the telephone.

2300.5.1.6 Must have balance, coordination and dexterity levels appropriate to the duties to be performed.

2300.6 Working Environment/Conditions:

Most work is performed in an office setting, although there may be occasional exposure to inclement weather conditions, noise, dust and potentially hazardous materials. The Library Director sits, stands, walks, kneels, twists, reaches, bends, grasps, uses a personal computer, keyboard and related equipment and lifts and moves boxes weighing 30 pounds or less. Weekend and evening work and attendance at off-hours meetings and occasional travel are required.

2300.7 Fair Labor Standards Act Designation: Exempt – Administrative.

To: Elizabeth Minter, Library Director
From: Vernon Napier, Manager of Technical Services
Date: January 12, 2006
Re: Status Report on the Website Project.

B/N
1

Development of the Library's new website continues. I recently met our consultant and given him pages of representative text to incorporate into the framework he has designed. We will meet again late January to review the results.

Meanwhile, we have scheduled a work session with the Board of Trustees to learn what information they wish to publicize via the website. To assist them I have provided URLs to several websites that seem most relevant to our situation; namely -

Palos Verdes Library District <http://www.pvld.org/about/board.shtml>

Buena Park Library District http://www.buenapark.lib.ca.us/board_of_trustees.htm

Yorba Linda Water District <http://www.ylwd.com/>

Irvine Ranch Water District <http://www.irwd.com/AboutIRWD/board.php>

Olivenhain Municipal Water District <http://www.olivenhain.com/>

Contra Costa MVCD http://www.ccmvcd.dst.ca.us/board_of_trustees.htm


The work session will take place on Wednesday, January 25, at 9:00 am.

We will be scheduling similar meetings with the Friends and the Foundation.

At this point I anticipate presenting an overview of the new web site at the Library Board meeting on February 21, 2006 and to the Friends Board on March 6, 2006.



PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees
FROM: Elizabeth D. Minter, Library Director 
SUBJECT: Strategic Planning
DATE: January 16, 2006

BACKGROUND

Plan Development

A draft of the Plan Document will be distributed at the meeting so that the Board may have an opportunity to review it prior to the next Strategic Planning Committee meeting.

RECOMMENDATIONS

Set date for the next meeting of the Strategic Planning Committee (a Library Board Work Session).

PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees
FROM: Elizabeth D. Minter, Library Director *edm*
SUBJECT: Library Director's Report
DATE: January 16, 2006

Activities Report:

- Dec 18 Participated in the Friends bus excursion to the steam railroad in Fillmore for the North Pole Express
- Dec 21 Attended the Literacy party for the Tuffree Junior High students in the after school tutoring program.
- Dec 22 Attended the Literacy party for the HIS House homework assistance students in the LSTA Grant project.
- Dec 30 Picked up the apron supplied in the Fashion District, Los Angeles.
- Jan 3 Met with Brenda Manriquez to review the audit checklist for internal controls.
- Jan 4 Library Board meeting continued from December 19.
- Jan 5 Return trip to the Fashion District, Los Angeles because the material had been inaccurately measured.
- Jan 7 Saturday manager for the Library and participated in the Strategic Planning Workshop with the Placentia Library Foundation Board of Directors from 9:00 A.M. to 3:30 P.M.
- Jan 9 Participated in Friends of Placentia Library Board of Directors Meeting.
- Jan 10 Attended the Independent Special Districts of Orange County Executive Committee meeting in Fountain Valley.
- Met with Library Consultant Joe Matthews to sign grant application for joint project with Cerritos, Carlsbad, Torrance and Beverly Hills Public Libraries.
- Met with Trustee Turner to discuss Foundation Strategic Planning session.
- Jan 11 Met with Trustee President Shkoler to discuss Foundation Strategic Planning session.

Met with Trustee Secretary Escobosa to discuss Foundation Strategic Planning session.

Staff Meetings:

- Dec 21 Discussed the new personnel form for leave requests. Announced the new mileage rate effective January 1, 2006.
- Jan 4 Discussed meeting topics for the first quarter of 2006. Discussed changes in Passport processing as a result of changes in forms. Discussed the implementation of the new postage rates. Discussed the old dress code and decided that the supervisors need to submit suggestions for changes.

Agenda Item 35

TO: Elizabeth Minter, Library Director

FROM: Jim Roberts, Public Services Manager *JR*

DATE: January 16, 2006

SUBJECT: Program Committee Report for the month of December.

ADULT SERVICES

	Dec 04-05	Dec 05-06	YTD 04-05	YTD 05-06
NUMBER OF PROGRAMS	1	1	5	6
NUMBER OF ATTENDEES	20	55	63	183

CHILDREN'S SERVICES

	Dec 04-05	Dec 05-06	YTD 04-05	YTD 05-06
NUMBER OF PROGRAMS	28	27	115	128
NUMBER OF ATTENDEES	888	887	4,672	5,452

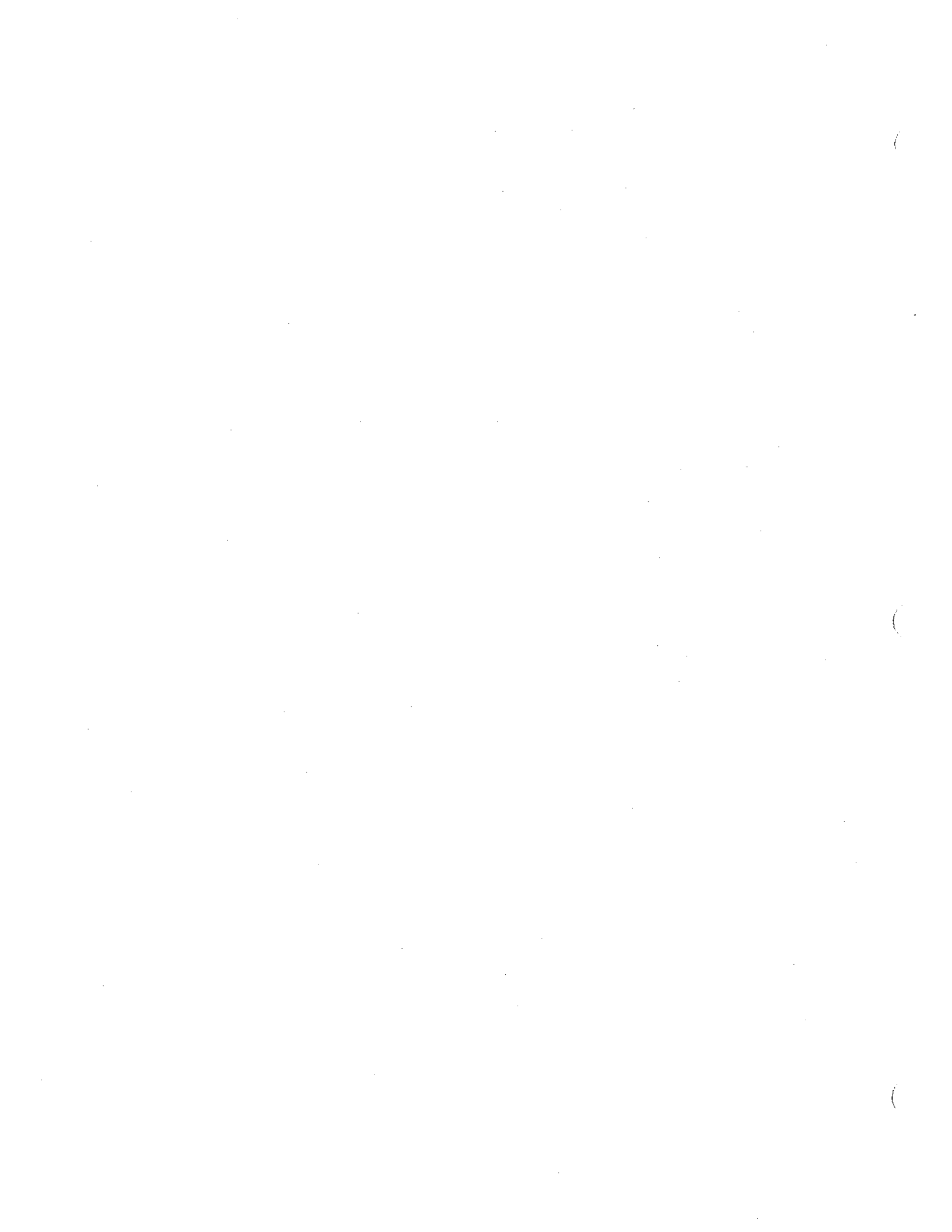
PROGRAM COMMITTEE

	Dec 04-05	Dec 05-06	YTD 04-05	YTD 05-06
NUMBER OF MEETINGS	0	2	0	7
NUMBER OF ATTENDEES	0	10	0	38
NEWS RELEASES	NA	1	NA	10

LITERACY SERVICES

	Dec 04-05	Dec 05-06	YTD 04-05	YTD 05-06
Total Tutors	151	133	237	254
Total Students	268	195	280	291
Total Hours	1,210	1,381	6,596	6,855

For more detailed literacy statistics, see Agenda Item 37, pages 2 of 3 and 3 of 3.



To: Elizabeth Minter, Library Director

From: Caroline Gurkweitz, Children's Librarian



Date: for Board Meeting, January 16, 2006

Subject: **December 2005 Activities in the Children's Department**

Attachment: Memo of upcoming events sponsored by Dixie Shaw.

TYPE OF PROGRAM	NUMER OF PROGRAMS	TOTAL ATTENDANCE
Lap Sit 2 years and under	5	116
Story Time I : 6 years & under	5	104
Story Time II : 6 years & under	5	168
Music Time: 1 - 3 year olds	4	114
Music Time : 4 - 6 year olds	4	82
Read to the Dogs event	1	32
Total December 2005	24	616
December 2004	2	94
Current FY to date	152	6068
Previous FY to date	117	4766

Memo

To: Jim, Elizabeth

From: Caroline *cg*

Date: Tuesday, January 10, 2006

Subject: Additional information for Dixie Shaw events

Dixie Shaw has funded 3 upcoming events to celebrate:

- Month of the Young Child,
Sunday, April 23
2:00 to 4:00 p.m.
- National Poetry Month
Sunday, April 30
2:00 to 4:00 p.m.
- Imagination Celebration of Orange County
Sunday, May 7
2:00 to 4:00 p.m.

Overview:

Dixie Shaw wants parents to know about sources of information having to do with the care and education of young children, and, in addition, cultural activities available to families with young children in the Placentia area.

1. **The Month of the Young Child event** will include an assortment of information tables staffed by members of organizations such as the Mom's Club of North and South Placentia, area pre-schools, health care, etc. There will be a performance for families to enjoy. We may, or may not, have refreshments, a prize drawing, a craft, and goodie bags to hold information and give-aways from the information tables.
2. **The National Poetry Month event** will be a poetry reading designed for older children (school age) and adults. Meredith Laskow may read some of her own work, and Gary Bell will perform readings. We are hoping to get the Council Chamber in the City Hall for this event. Children's Department may do a poetry writing contest in cooperation with John Tynes School, exhibit entries in the department, and award a prize.
3. **The Imagination Celebration of Orange County event** will have a format similar to the Month of the Young Child event. Information tables will be staffed by arts and culture groups from the area. There will a performance, or performances, designed for families.

A companion event will be held by Adult programming on a different day. This is a speaking engagement on the topic of maintaining creativity in young children and families.

Fund Distribution:

Dixie has donated \$3000 to cover all the events.

- While it is easy to assume \$3000 divided by 3 events is \$1,000 per event, it does not work out that way. The first and third events are more costly than the second event. I have Dixie's permission to adjust the distribution as needed.
- Performers will be the greatest expense. I will attend the SLS Performer's Showcase on January 26th, 2006 and will decide on performers on that day. I expect all performers for Dixie's events to cost a total of \$1,500 to \$2,000.
- Other expenses will be decorations, posters, balloons, refreshments, craft supplies, goodie-bags, etc.

TO: Elizabeth Minter, Library Director

FROM: Jim Roberts, Public Services Manager/Literacy Coordinator *JA*

DATE: January 16, 2006

SUBJECT: Placentia Library Literacy Services (PLLS) Activities Report for the month of December.

Tutor Training. There were two tutor training workshops in December, and twelve tutors were trained, eight adults and four teens. All new volunteer tutors are matched or pending match.

Families for Literacy (FFL) Program Status. We had no FFL programming in December.

Placentia Rotary Reading Enrichment Program (PRREP). PRREP started again this school year early October. Thus far, we have recruited more than 60 PRREP tutors from El Dorado High School and Valencia High School, and they are again participating in the program this school year.

Update on the two new PLLS homework clubs. The Topaz-Tuffree Homework Club at Topaz Elementary School is averaging around 20 students every Monday-Thursday from 4-6 PM. At the Homeless Intervention Shelter (H.I.S. House), we are averaging twelve (12) school-age children Tuesday, Wednesday, and Thursday from 6:30-8:00 PM.

English Language and Literacy Intensive (ELLI) Program Update. We have already started ELLI again this school year. We have ELLI active at three elementary schools: Ruby Drive, and Topaz, and Tynes, and we presently have six tutors who are working with more than 200 grade school students.

Grant Update. Our grant writer, Machoskie & Associates submitted a letter of inquiry to Boeing in December.

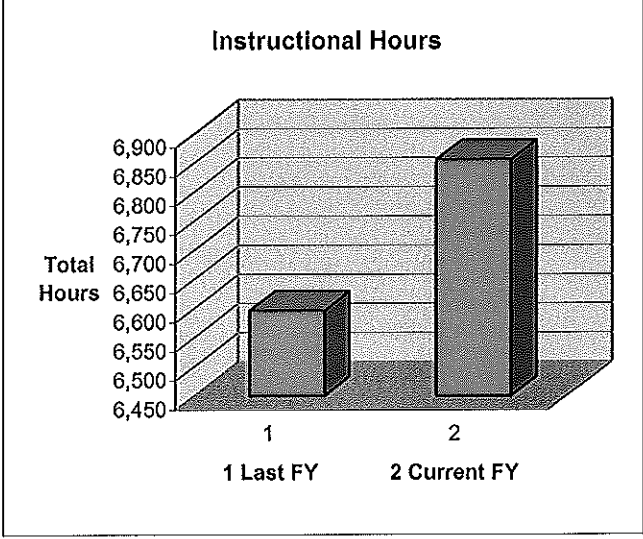
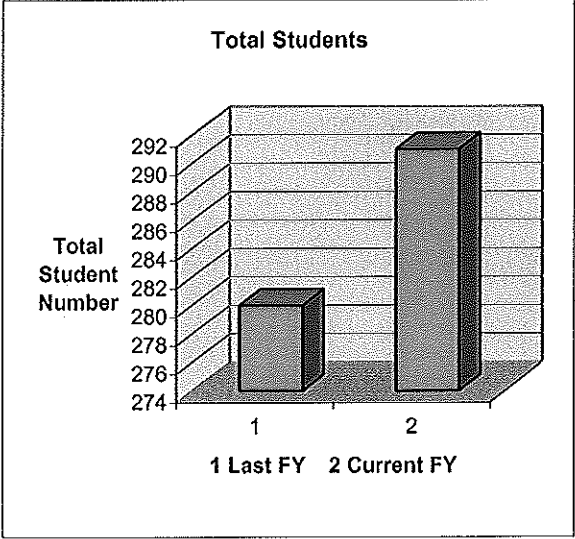
Federal Work Study (FWS). Our FWS partnership with Financial Aid at Cal State Fullerton grew stronger during FY 2004-05. In that respect, our FWS allocation for FY 2005-06 is now \$90,000, and we already have sixteen (16) students approved for this school year. Our FWS partnership is also very strong with Western State College University of Law as we have thirteen (13) already signed-up.

Literacy statistics. See Agenda Item 37, Pages 2 of 3, and 3 of 3.

Placenta Library Literacy Services

Report of Growth and Progress

	Dec 04-05	Dec 05-06	YTD 04-05	YTD 05-06
Tutors				
Adult	75	67	134	105
Teen	76	66	103	101
Hours Instruction	1,210	1,381	6,596	6,855
Other Volunteer Hours	120	120	520	660
Total Hours	1,330	1,501	7,116	7,515
Training Workshops				
Workshops Held	4	2	18	18
Tutors Trained	13	12	139	141
Students				
With Adult Tutors	122	127	128	170
With Teen Tutors	122	68	128	121
In Groups	24	0	24	0
Total Active Students	268	195	280	291
Families for Literacy				
Family Students	6	5	6	6
Family Tutors	6	5	6	6
Hours of Instruction	80	60	160	300
ELLI Program				
K-6th Grade Students	45	184	45	197
Tutors for K-6th Grade	15	6	15	12
Hours of Instruction	148	736	1,706	3,235
Homework Clubs				
On-Site: Students	0	70	0	429
On-Site Tutors	0	2	0	18
Hours of Instruction	0	64	0	364
H.I.S. House Students	0	4	0	23
H.I.S. House Tutors	0	1	0	14
Hours of Instruction	0	122.25	0	492.25
Topaz Students	0	5	0	45
Topaz Tutors	0	1	0	33
Hours of Instruction	0	290.75	0	1664.5
Total Tutors	151	133	237	254
Total Students	268	195	280	291
Total Instruction Hours	1,210	1,381	6,596	6,855



TO: Elizabeth Minter, Library Director

FROM: Mary Strazdas, Librarian *MCS*

DATE: January 16, 2006

SUBJECT: Reference and Adult Services Report for December, 2005

- There were two Program Committee meetings during the month.
- There was one program held in December that drew over 50 people.
- In December, the trough featured books by D. P. Lyles, who will speak at the Author's Luncheon in March, as well as forensic titles; and a collection of books for the holidays.

Statistical Comparisons at the Reference Desk
December FY 2005/2006

	2004	2005	YTD 04-05	YTD 05-06
Phone Reference Questions	147	143	1,051	1,169
Desk Reference Questions	1335	1154	7,967	9,317
E-Mail Reference Questions	3	3	33	34
Ready Reference	41	42	259	202
Instruction	38	111	328	488
Computer Use	2086	2027	11,823	15,611
Reference Books: In-Library Use	21	2222	6,179	17,120
Patron Database Signups	177	177	1,266	1,237

TO: Elizabeth Minter, Library Director
FROM: Gary Bell, Librarian *GB*
DATE: January 16, 2006
SUBJECT: **History Room report for December**

History Room visitors in December: fiscal year 2005-2006 2

History Room visitors in December: fiscal year 2004-2005 2

There were requests for Valencia and El Dorado High School yearbooks form the years 1959 and 1995.

John E. Stahler of the Bradford House and Cal. State Fullerton spent several hours in the History Room doing research on A. S. Bradford and Placentia history.

Alfred Agguire's Oral History was presented to the Placentia History Room.

There was a request from the Placentia/Yorba Linda Unified School District for information on McFadden School.

Copies from our church files were made for a patron seeking information on the history of the Episcopal Church of the Blessed Sacrament on Angelina Drive.

Pictures and aerial photographs of the local packing houses were requested.

A DVD of the film footage of the 1938 flood was received from our videographer.

Several books were purchased and several volumes added to the history collection.



To: Elizabeth Minter, Library Director

From: Jim Roberts, Public Services Manager *HR*

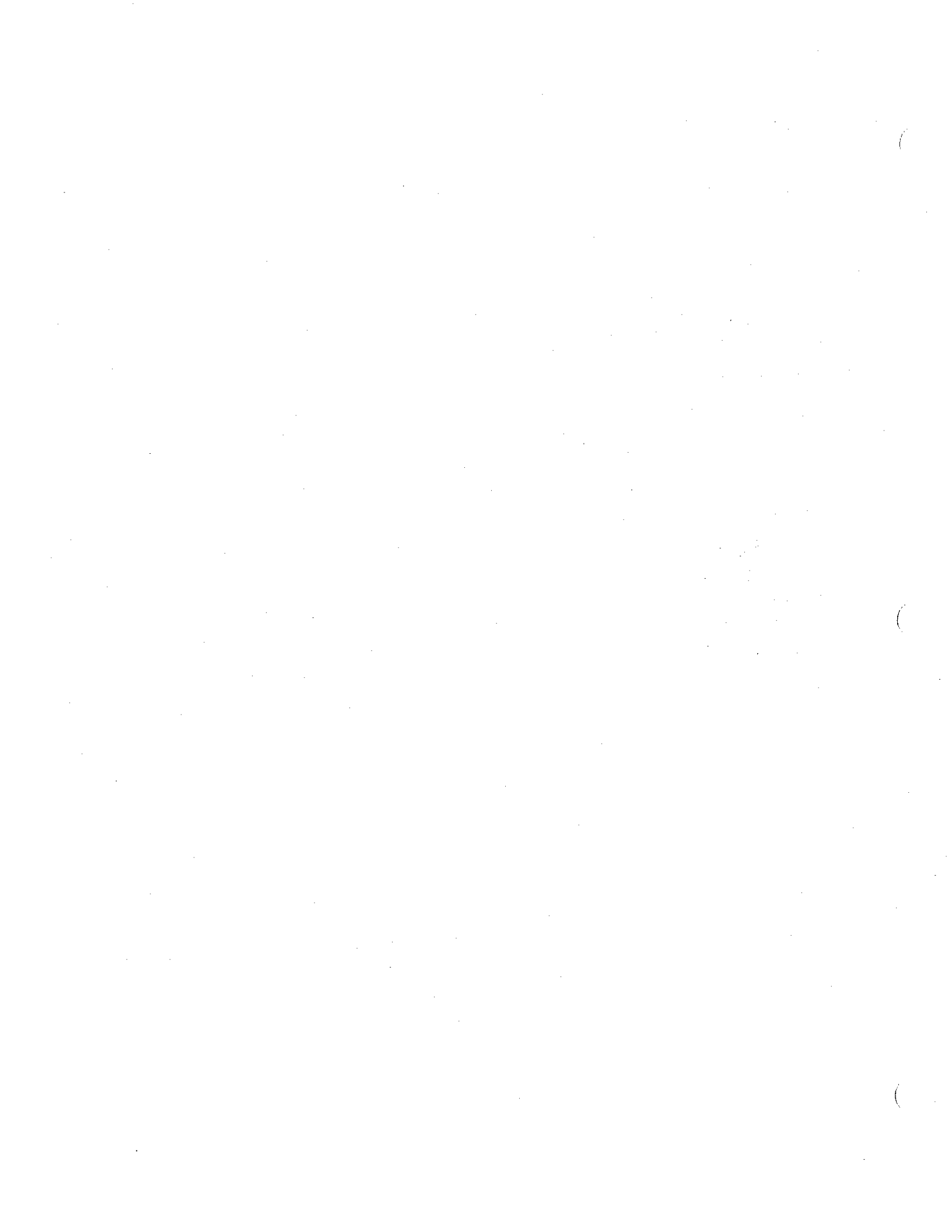
Date: January 16, 2005

SUBJECT: Placentia Library Web Site Development Report for the month of December.

In December, the Placentia Library District had 31,493 "hits," an average of 1,016 a day. Our year to date statistics are as follows:

Pages Visited	Oct 04-05	Oct 05-06	Nov 04-05	Nov 05-06	Dec 04-05	Dec 05-06
Borrowers	266	266	212	270	189	228
Friends	91	145	96	161	128	176
District	161	261	127	199	220	179
Kids	319	498	292	486	190	410
Foundation	111	136	95	119	81	117
History Room	202	364	201	487	183	313
Literacy/CLC Logo	139	252	161	189	178	148
Passports	272	680	249	695	612	781
Poet Laureate	626	571	700	474	520	529
Total Views Most Hits	2,193	3,173	2,113	3,080	2,301	2,881

Total Most Hits YTD 9,441 11,638 11,574 14,718 13,875 17,599



TO: Elizabeth Minter, Library Director
FROM: Vernon Napier, Technical Services Manager
DATE: January 10, 2006



SUBJECT: Technology Report for December 2005


- Changed loan period for magazines to 7 days
- Continued work on the Library's new website
- Integrated and re-shelved the adult fiction collection.

Projects under consideration

- Approach Friends of Placentia Library for contribution towards setting up of audio book service.
- Offer "virtual" reference service using Instant Messaging software
- Convert newspapers on microfilm to a digital medium



TO: Elizabeth Minter, Library Director

FROM: Laranne Remling, Development Director and Volunteer Coordinator 

DATE: January 16, 2006

SUBJECT: Publicity materials produced for December 2005

Information on the Placentia Library cable channel #24, updated November 2005:

1. Welcome to Placentia Library, address, website & telephone number
2. Library Board of Trustees
3. Board of Trustees Meeting Schedule
4. Library Hours
5. Library Departments
6. Holiday Photos with Santa & Mrs. Claus
7. Friends of Placentia Library Used Bookstore
8. Bookstore Volunteers Needed
9. Special Back Room Book Sale Every 2nd Sunday, Hours and Dates
10. Amazon.com
11. Library Hours
12. Shop for the Library
13. Literacy Services Logo
14. Literacy Program Tutors Needed
15. Create a Legacy
16. Placentia Historical Afghan Sale
17. 19th Annual Camp Library
18. Library Hours
19. Telephone Renewal Instructions
20. Wi Fi Here Now
21. Adopt-A-Chair
22. Apply for your passport at Placentia Library
23. Passport Hours
24. Now Doing Passport Photos
25. Library Hours
26. Holiday Photos with Santa & Mrs. Claus
27. Placentia's Newest Local History For Children & Adults
28. Lapsit Storyhours
29. Story Time I
30. Story Time II
31. Music Times, ages 3-4
32. Music Times, ages 5-6
33. Story Time at Home, *Tumblebook Library*
34. Library Hours
35. www.placentialibrary.org, 24/7 Reference, the Library Catalog
36. www.placentialibrary.org, Online Resources
37. Placentia History Room Hours
38. Placentia History Room Displays
39. Placentia History Room Collections
40. Placentia History Room Archival Resources
41. Create a Legacy
42. Thanksgiving Closures

General Newspaper articles published:

1. Library to end fee for outsiders
2. Placentia planner chosen
3. Placentia redevelopment plan
4. Cops for Kids toy drive
5. Alfred Aguirre honored for his life's works
6. Placentia giving
7. Placentia-Yorba Linda board to pick names for new schools


Library Newspaper articles published:

1. Legacy options offered by groups
2. Child's Christmas recalls Dylan Thomas
3. All aboard for Santa Express ride (2)
4. Holiday get-togethers pack Placentia's calendars - *Neighbors*
5. Reading Spree on Library menu (2)

Flyers and Notices:

1. Foundation thank you cards and ID cards are sent out
2. Adopt-a-Chair Campaign postcards
3. Email request forms
4. Friends membership campaign letters
5. Friends membership thank you letters are sent out with membership cards
6. Second Sunday book sale flyers
7. Foundation Bookplates
8. Christmas and New Year's closures
9. Care Smarter, Not Harder flyer
10. Volunteer Applications
11. Santa pictures flyers
12. North Pole Express flyers
13. Christmas in Wales flyers
14. Donor Reception invitations

Welcome to Placentia Library District



411 East Chapman Avenue
Placentia, CA 92870-4198
714-528-1906
www.placentialibrary.org

Placentia Library
Board of Trustees

Al Shkoler, President
Betty Escobosa
Richard DeVecchio, Ed.D
Jean Turner
Gaeten Wood

Placentia Library
Board of Trustees

Upcoming Meeting Schedule:
Monday, Nov 21 at 6:30 P.M.
Monday, Dec 19 at 6:30 P.M.
Monday, Jan 15 at 6:30 P.M.
Monday, Feb 20 at 6:30 P.M.

Placentia Library Hours

Sunday	1:00 - 5:00 P.M.
Monday	9:00 A.M. - 9:00 P.M.
Tuesday	9:00 A.M. - 9:00 P.M.
Wednesday	9:00 A.M. - 9:00 P.M.
Thursday	9:00 A.M. - 6:00 P.M.
Friday	C L O S E D
Saturday	9:00 A.M. - 5:00 P.M.

Placentia Library
528-1906

Renewals Ext.# 6
Adult Services Ext.# 209
Children Services Ext.# 212
Literacy Ext.# 213
Passport Information Ext.# 265
Volunteer Information Ext. #201
www.placentialibrary.org

Holiday Photos with Santa & Mrs. Claus




\$30.00 per picture with reservation
\$25.00 per picture at the door

Saturday, December 3
1:30 - 3:30 P.M.

Call 524-8408, x213 for reservations


USED BOOKSTORE



Staffed entirely by Volunteers
Located in the Library lobby

GREAT BARGAINS!!

Bookstore Volunteers Always Needed!



Sundays 3:00 - 5:00 P.M.
Mondays 6:00 - 8:00 P.M.
Tuesdays 4:00 - 6:00 P.M.
Saturdays 11:00 A.M. - 1:00 P.M.
Substitutes needed for additional hours

Please call Laranne at 528-1925, Ext. 201 for information.


SPECIAL BACKROOM SALE
BARGAINS! BARGAINS! BARGAINS!

When: Second Sunday of each month
1:00 - 4:00 P.M.
Upcoming Sales: Nov 13, Dec 11, Jan 8 & Feb 12

Where: BACKROOM where Friends sort and price donations - ENTER through delivery entrance from parking lot

What: Everything in stock

Why: To provide money to support Library needs while providing quality reading materials at low cost



amazon.com.

Shop at amazon.com through Placentia Library's website, www.placentialibrary.org, and a percentage of the sale is donated to the Library!

Placentia Library Hours


Sunday	1:00 - 5:00 P.M.
Monday	9:00 A.M. - 9:00 P.M.
Tuesday	9:00 A.M. - 9:00 P.M.
Wednesday	9:00 A.M. - 9:00 P.M.
Thursday	9:00 A.M. - 6:00 P.M.
Friday	CLOSED
Saturday	9:00 A.M. - 5:00 P.M.

Shop for the Library
shopfortheplibrary.net

NEW! Shop for the Library

Now you can shop from more than 700 online merchants and help raise funds for the Placentia Library at the same time.

Whenever you make a purchase through the Shop for the Library website, up to 25% of the sale goes to benefit the Library!



Placentia Library Literacy Services

Call Literacy Coordinators Jim Roberts or Toby Silberfarb if you or someone you know needs help in reading or speaking English.


☎ 524- 8408, x215 or x213

Placentia Library Literacy Services

- Volunteer tutors needed!
- Attend one 3 hour training workshop
- Training workshops are held at the Library on the first Sunday of the month 1:30 - 4:30 P.M.
- The next scheduled workshops are:
Nov 6th - Dec 4th - Jan 8th - Feb 5th

*Second Sunday of month due to holiday

For more information and to sign up call 524-8408, Ext. 213



Support Placentia

create A Legacy


Placentia Historical Afghans



Green X Cranberry X Blue

On Sale Now at the Circulation Desk - \$63.00

Proceeds support the Placentia History Room



19th Annual Camp Library

Friday, Nov 18 - 7:30 p.m.

to

Saturday, Nov 19 - 9:00 a.m.

\$5 \$5

Registration begins Sunday, Oct 16

Placentia Library Hours


Sunday	1:00 - 5:00 P.M.
Monday	9:00 A.M. - 9:00 P.M.
Tuesday	9:00 A.M. - 9:00 P.M.
Wednesday	9:00 A.M. - 9:00 P.M.
Thursday	9:00 A.M. - 6:00 P.M.
Friday	CLOSED
Saturday	9:00 A.M. - 5:00 P.M.

Renew your books by phone
Using Telecirc

"Please enter your library card number, followed by the 4 sign"

714-765-1775
24 hours a day / 7 days a week

- Renew books
- Find out which titles you have checked out
- Find out which items you have on hold
- Find out which titles you have overdue
- Find out if you have any fines



WE'VE HERE NOW!
Bring Your Laptops!

ADOPT-A-CHAIR

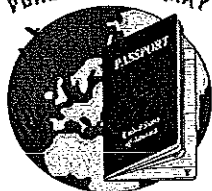
Help replace 44 splintering chairs in the Children's Department!



Call 528-1925, x201 for more information




PLACENTIA LIBRARY



Passport Application Acceptance Agency

Passport Services Available at the Library



Passport hours at the Library are:

Sunday	1:00 - 4:30 P.M.
Monday	9:00 A.M. - 8:30 P.M.
Tuesday	9:00 A.M. - 8:30 P.M.
Wednesday	9:00 A.M. - 8:30 P.M.
Thursday	9:00 A.M. - 5:30 P.M.
Friday	CLOSED
Saturday	9:00 A.M. - 4:30 P.M.

Placentia Library is an official U.S. Department of State Passport Acceptance Agency.
For Passport Information: call 528-1926 Ext. 265 or visit the Library Website www.placentialibrary.org

NOW DOING PASSPORT PHOTOS!

2 PHOTOS FOR \$10

Placentia Library Hours

Sunday	1:00 - 5:00 P.M.
Monday	9:00 A.M. - 9:00 P.M.
Tuesday	9:00 A.M. - 9:00 P.M.
Wednesday	9:00 A.M. - 9:00 P.M.
Thursday	9:00 A.M. - 6:00 P.M.
Friday	CLOSED
Saturday	9:00 A.M. - 5:00 P.M.

Holiday Photos with Santa & Mrs. Claus




\$20.00 per picture with reservation
\$25.00 per picture at the door

Saturday, December 3
1:30 - 3:30 P.M.

Call 524-3408, x213 for reservations



Placentia's Newest Local History For Children & Adults





Available At The Library Circulation Desk
\$12.93 (including tax)

Great Gift Idea For Young & Old



Lap-sit Story Times
Presented by Lin Baesler
Ages newborn to 2 years
Thursday Mornings
9:05 – 9:25 A.M.
in the
Childrens Area
Sponsored by the
Gordon & Diane Shaw Endowment
No pre-registration required – no charge



Story Time I
for children
under 6
Thursday Mornings
9:45 – 10:15 A.M.
Presented by Lin Baesler
No pre-registration required – no charge



Story Time II
for children
under 6
Thursday Mornings
10:30 – 11:00 A.M.
Presented by Lin Baesler
No pre-registration required – no charge

**Music Times
For Children
Ages 3 - 4**
Tuesday Evenings
6:00 – 6:30 P.M.
Featuring Lin Baesler
No pre-registration required – no charge

**Music Times
For Children
Ages 5 - 6**
Tuesday Evenings
6:30 – 7:00 P.M.
Featuring Lin Baesler
No pre-registration required – no charge

Story Time at Home
Use the *Tumblebook Library*
at
www.placentiaLibrary.org
Click on: Just for Kids
Click on the Tumblebooks icon
An on-line collection of animated, talking picture books

Placentia Library Hours

Sunday	1:00 - 5:00 P.M.
Monday	9:00 A.M. - 9:00 P.M.
Tuesday	9:00 A.M. - 9:00 P.M.
Wednesday	9:00 A.M. - 9:00 P.M.
Thursday	9:00 A.M. - 6:00 P.M.
Friday	CLOSED
Saturday	9:00 A.M. - 5:00 P.M.

www.placentiaLibrary.org

24/7 Reference
There are times you need help, but can't make it to the library. Live, real-time help from a librarian is available, 24 hours a day. *(no library card number needed)*

The Library Catalog
You can look up what books are available at the Placentia Library, as well as Yerba Linda Library, and all of the Anaheim Library branches. *(no library card number needed)*


Additionally, you can reserve books, check on your library account, and renew your books. *(library card number needed)*

www.placentiaLibrary.org

Online Resources
(To access, you must have your library card number available)

- LearnATest
- Newspapers
- Facts On File
- NovelList
- General Reference Center/Magazine Index
- Business & Company Resource Center
- Health & Wellness Resource Center

Placentia History Room



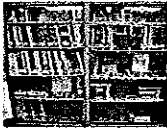
Staffed & Managed
by Librarians
& Volunteers

Hours
Monday & Tuesday &
Wednesday
1:00 – 3:00 P.M.
Other hours by special arrangement

Placentia History Room

Displays currently featuring

- 📖 Local school annuals
- 📖 Traveling historical photographs of local schools
- 📖 Books by local authors



Placentia History Room


Historical Collections Include

- 📖 Bancroft's historical stories
- 📖 Local oral histories
- 📖 California historical fiction
- 📖 Complete collection of Women's Round table Scrapbooks
- 📖 Local citrus label collection
- 📖 Spanish made cañonball – possibly from the 1769 Portola Expedition
- 📖 Adobe brick from Ontiveras adobe built in 1832

Placentia History Room

Archival Resources Include

- 📖 West Alwood Yacht Club memorabilia
- 📖 Assorted Samuel Louis Kramer maps and papers
- 📖 Articles on international student visit to Placentia, Italy
- 📖 West Placentia Little League
- 📖 International Kiwanis papers and scrapbook (1945-1970)
- 📖 Virginia Carpenter photograph collection
- 📖 Placentia Courier negative collection
- 📖 Historic photograph collection
- 📖 Newspaper clippings, brochures, newsletters, maps of local historic interest



**Support
Placentia**

**Create
A
Legacy**

PLACENTIA

Giving: The Christmas Clearing Bureau, sponsored by the Placentia Human Services Department, is collecting grocery gift certificates, monetary donations and new unwrapped toys for needy families in the Placentia community this holiday season. Donations may be dropped off from 7:30 a.m. to 5:30 p.m. weekdays until Dec. 15 at the Human Services Office, 900 S. Melrose St. Information: (714) 986-2333

- Sushma Subramanian
(714) 704-3796
ssubramanian@ocregister.com

Placentia-Yorba Linda board to pick names for new schools

Community offered many suggestions for the two facilities.

337
BY ERICA PEREZ
THE ORANGE COUNTY REGISTER

Placentia-Yorba Linda Unified trustees decide Tuesday on names for two new district schools, wrapping up a month of community brainstorming.

More than 300 people submitted names for a new middle school in Placentia, to open in fall 2007, and Yorba Linda's long-awaited first public high school, slated for fall 2008.

The top picks among two, separate naming panels: Gualberto Valadez Middle School and Yorba Linda High School.

Two district committees of about a dozen students, parents, teachers and local history buffs teamed up in November to sift through 71 potential names.

Both committees ranked their top three choices.

"This has been referred to as Yorba Linda High School for so many years," said Kathy Baker, 70, a longtime resident who served on the high school committee. "That's what it's going to be called, no matter what you name it."

The district had a few guidelines: Middle schools are named after early pioneers or significant historical locations, while high school names should reflect the district's Spanish heritage.

Forty-four people wanted to name a school after Gualberto J. "Bert" Valadez, 92, a former teacher and coach at Valencia High School whose students still remember him.

One Yorba Linda Middle

School sixth-grader, Loren Yorba, suggested the high school be named after his great-great-great-great-grandfather, Jose Antonio Yorba.

Adriana Mucino, 16, a Valencia High School junior, sat on the middle school committee. She said the group looked at everything about the names, making sure the finalists were historical, unifying - and not embarrassing.

"One wanted it to just to be basically Placentia Middle School," she said. "The initials would be PMS. That wouldn't be good."

CONTACT THE WRITER: (714) 704-3754 or eperez@ocregister.com

TUFFREE MIDDLE

SCHOOL: Every year, the middle schools send grade sheets to the elementary schools the kids attended so the administration and past teachers can see how their former students are doing.

Last year - when **TOPAZ ELEMENTARY SCHOOL** Principal Kathy Kreil was reviewing the progress of the seventh-graders who had attended Topaz - she noticed that they were not doing as well as she had expected.

Tuffree Principal Sharon Cordes said a major reason they weren't succeeding sufficiently was that they were not completing homework.

pacific clippings

post office box 11789
santa ana, calif. 92711

Placentia News
Weekly DEC - - 2005

Reading Spree on library menu

337
Hometown Buffet is sponsoring the Placentia Library's Holiday Reading Spree, a program that encourages children to read over the winter holidays. Participants can earn a free meal at the restaurant, along with small prizes.

Applications are available at the library, 411 E. Chapman Ave.

Information: (714) 528-1906, Ext. 212.

pacific clippings

post office box 11789
santa ana, calif. 92711

Placentia News
Weekly DEC - - 2005

All aboard for Santa 'Express' ride

337
Friends of Placentia Library will sponsor a bus trip Dec. 17 to Fillmore Village, where you may climb aboard a vintage train to pick up Santa Claus at the North Pole.

Bus check-in will be at 3 p.m. at the library, 411 E. Chapman Ave. The cost ranges from \$10-\$45.

Information and reservations: (714) 528-1906, Ext. 210.

pacific clippings

p m b 1 1 7 8 9
santa ana, calif. 92711

Placentia News
Weekly DEC 22 2005

Reading Spree on library menu

337
Hometown Buffet is sponsoring the Placentia Library's Holiday Reading Spree, a program that encourages children to read over the winter holidays. Applications are available at the library, 411 E. Chapman Ave.

Information: (714) 528-1906

'Child's Christmas' recalls Dylan Thomas

Intergenerational group staged work on poet's Christmas memories of Wales.

By ANN-MARGRET BELLAVOINE
FOR THE YORBA LINDA STAR

They're a tight-knit, intergenerational group that has staged Dylan Thomas' heart-warming and haunting childhood memories of Christmas of yore for two decades.

Starting with the Grove Shakespeare Festival to the Laguna Playhouse, passionate local actors and singers are keeping their tradition alive and sharing it with the public for a special holiday treat.

Both Yorba Linda and Placentia public libraries offered the program free of charge this past weekend, and it also should have been formally staged at the Vanguard Theater in Fullerton, which just closed its doors.

Principals Gary Bell, a Placentia librarian, and Chuck Estes, a local composer, have enrolled family and friends to keep the flame burning in their intimate circle.

The eclectic program offered glimpses into Thomas' short life - he died at 39 - traditions of Wales, Celtic Christmas fare, and a potpourri of reminiscences and anecdotes tightly woven around the poetic vignettes of the text, and interspersed with sing-along carols, including Welsh favorites such as the National Anthem and the haunting ballad of Suo Gan.

Donning their best Welsh

accents, the performers sung solos and took turns reading excerpts of the text, regaling us about fearsome neighbor Mrs. Prothero, her horrid cats and her meek husband.

At the pub, the old men fondly wax nostalgic about their impoverished childhoods, outrageously topping each other's stories, which leave spoiled modern youngsters dubious.

There were useless presents and a cohort of uncles which materialized for the holidays, and music on the fiddle, and crackers with inane jokes and trinkets, and fruitcake and Christmas pudding.

Dylan's schoolmaster remembers the poet as a typical naughty school boy with nary a good quality but plenty of mastery over words.

Overbeck accompanied songs on a guitar and banjo, entertaining us with his own "Legend of Dylan Thomas," while Bell and Estes took turns at the piano.

Toddler Lizzie Basu, dressed in her holiday best, took great pleasure jumping up and down in her plaid jumper; wildly appreciative of mother Mary-Beth Basu on-stage.

This obscure holiday tale suffers from underexposure in the trite seasonal landscape of Nutcrackers, sugar plum fairies and scrooges, and deserves to reach a larger audience.

Theater review

What: "A Child's Christmas in Wales"
Where: Yorba Linda and Placentia Public Libraries
When: Dec. 10-11

pacific clippings

p m b 1 1 7 8 9
santa ana, calif. 92711

Yorba Linda Star
Weekly DEC 15 2005



GRETCHEN ESTES/YORBA LINDA STAR

THE CAST of "A Child's Christmas In Wales" performs at the Yorba Linda Library.

pacific clippings

p m b 1 1 7 8 9
santa ana, calif. 92711

The Register
Daily DEC - 8 2005

PLACENTIA

Planner chosen: The City Council on Tuesday hired consultant Moule & Polyzoides for \$650,000 to prepare a specific plan for downtown revitalization, saying the firm is known for its diligent efforts in obtaining community input. The council also extended until December 2007 an exclusive negotiating agreement with developer TOD Properties LLC because of slower-than-expected acquisition of land required for the plan.

- Sushma Subramanian
(714) 704-3796
ssubramanian@ocregister.com

pacific clippings

p m b 1 1 7 8 9
santa ana, calif. 92711

Placentia News
Weekly DEC 29 2005

BRIEFLY

Legacy options offered by groups

Four community organizations - the Boys & Girls Club of Placentia-Yorba Linda, Homeless Intervention Shelter, Placentia Founders Society and Placentia Library Foundation - are informing residents how to donate money to groups in town through estate planning.

Information: Boys & Girls Club, (714) 993-9133; Founders Society, (714) 993-2470; HIS House, (714) 993-5774; or Library Foundation, (714) 528-1925, Ext. 203.

pacific clippings

p m b 1 1 7 8 9
santa ana, calif. 92711

Fullerton News Tribune
Weekly DEC 15 2005

Library to end fee for outsiders

332 THEN: 2003

To boost its budget, the Fullerton Library decided to charge non-residents a \$25 annual fee for a library card. In the first year, the fee brought in \$37,800 in new revenue, but the second year only generated \$27,030 - a 28 percent decrease.

Before initiating the charge, the library belonged to the Santiago Library System in the county. To be a member, the library could not charge residents of other member libraries to use its facility. Also, a SLS member could receive state reimbursable funds, amounting to \$28,000 annually for Fullerton. Because

UPDATE

of the drop in revenue, it was advised the non-resident card plan be abolished in July 2006.

NOW:

In August, the Santiago Library System Council voted to accept Fullerton's request for membership. And in October, the State Library of California Board voted to approve Fullerton's affiliation with the Santiago system, so it could once again be eligible for state reimbursable funds.

WHAT'S NEXT:

The non-resident fee will

end July 1. In addition, as part of the 2006 Library Centennial celebration, the library has designed a new card that will be officially issued in January.

The cards will be thicker and more durable so they last longer and bar codes will be embedded rather than on adhesive strips that can be pulled off.

In February, the library plans to hand out refrigerator magnets patterned after the new card design. The magnets will include the phone numbers of the Main Library and the Hunt Branch, plus the address of the library's new Web site.

- Barbara Glasbitt

pacific clippings

p m b 1 1 7 8 9
santa ana, calif. 92711

The Register
Daily DEC - 5 2005

PLACENTIA

Redevelopment plan: The City Council on Tuesday will discuss whether to hire the design firm Moule & Polyzoides to prepare a specific plan for the Westgate revitalization plan and extend a contract with Lennar Placentia TOD Properties LLC, the city's negotiator for property acquisitions in the redevelopment area. The meeting will be at 7:30 p.m. at City Hall, 401 E. Chapman Ave. Information: (714) 993-8231.

Fax items to Donna Johnson at (714) 704-3714 or e-mail djohnson@ocregister.com

Placentia News
 Weekly DEC 01 2005

Holiday get-togethers pack Placentia's calendars

Having been absent from the Placentia Community Network meetings for a few months, I thought it was time to visit a recent meeting to learn what events are being planned by those organizations represented. The group meets at noon on the third Thursday of the month in the City Hall Community Room. President Jim Roberts invites each local organization to send someone

to share club information about with others in the community. Here's a sampling of events coming up soon:

- Tuesday- Alpha Center Counseling invites the community to get acquainted with its nonprofit counseling service during an Open House from 5 to 7 p.m. at 117 Main St. Call (714) 993-4400.

ELEANORE RANKIN
 NEIGHBORHOOD NEWS

• The Placentia Library Literacy Services will present Santa and Mrs. Claus for photos from

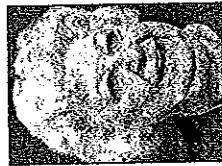
- Dec. 9 - Placentia's Holiday Celebration with lighting of the city's official Christmas Tree will take place at the Civic Center at 6 p.m. This date is also the deadline to

enter the city's Holiday Home Decorating Contest. If you'd like the committee's judges to visit your home, you'll need to fill out the official entry form. The fee is \$5. Call Human Services Office at (714) 986-2333 for more information.

• And a final reminder from **Jim Gaffney**, member of the

SEE NEIGHBOR • PAGE 18

- Sunday- A Placentia Foundation Society creative team has already finished decorating the Bradford House for a Holiday Open House from 2 to 4 p.m. A donation of \$3 per person is suggested.



NEIGHBOR

FROM PAGE 16

city's Senior Advisory Committee, to return completed survey forms by the deadline date today.

Results of the citywide survey that was included in the Placentia Quarterly's Winter issue and sent to all Placentia residents, will provide the committee with insight as to what city-sponsored services and facilities that senior residents want. If you've misplaced your survey and need another, call Human Services at (714) 986-2333.

At the Chamber of Commerce mixer held at Paolini's Italian Restaurant, **Kathi Baldwin**, executive director of the Miss Placentia Scholarship Pageant, told me 15 contestants will vie for the



COURTESY OF ELEANORE RANKIN
BETTIE TRAMISON, left, **Shirley Hunt** and **Ursula Freeman** made successful bids on gift baskets and a flat-screen at the Women's Connection's Basket Fair.

Miss Placentia 2006 title.

These hopefuls and their sponsors, will be introduced at the chamber mixer from 5:30 to 7 p.m. Dec. 8 at Atria de Palma.

Miss Outstanding Teen-ager contestants and their sponsors will also be pre-

the library as one-on-one tutors or as homework helpers.

The recently created Topaz-Tuffree Homework Club, sponsored by PacificCare Foundation and the literary program, is another tutoring opportunity.

Also, students at El Dorado and Valencia high schools may join the Placentia Rotary Reading Enrichment Program and serve the community in a myriad of ways. The program, which doubles as Interact Club, is the Rotary affiliate at the high school level. Those who volunteer at the library may be paired with younger students and serve as both tutors and role models. Teen volunteers and their students form bonds that enhance the teaching/learning experience.

Tutors for the Topaz-Tuffree club work with seventh-graders who graduated from Topaz Elementary and are attending Tuffree Middle

School. The homework assistance program is conducted at Topaz campus.

The auction tables had lots of goodies up for bids at the Basket Fair held last month in conjunction with the Women's Connection luncheon.

Ursula Freeman was bent on winning the flat-screen television set and kept an eye on competing bidders, who also hoped to score. When the winning bidder was finally announced, she jumped with joy to hear her name.

Besides Ursula, other Placentia winners were Betty Tramison and Shirley Hunt, who each took home a festive basket.

Eleanore Rankin has the latest about families, clubs and business. Call her at (714) 524-8337 or fax information to (714) 524-8660. "Neighborhood News" appears every other week.

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 santa ana, calif. 92711

Placentia News
 Weekly DEC 15 2005

Alfred Aguirre honored for his life's works

Historical Committee recorded and presented the oral history book of the community leader.

BY SUSHMA SUBRAMANIAN
 PLACENTIA NEWS-TIMES

Surrounded by 20 family members, friends and community leaders at the Placentia Library, Alfred Aguirre reminisced of his days growing up near what is now known as Old Town, his World War II memories and his crusades fighting for racial equality in Placentia.

The Historical Committee sponsored the presentation of Aguirre's recently bound oral history book. Over the past 10 years, Historical Committee members Isabel Hlavac and Kathy Frazee conducted interviews with the 85-year-old community leader. Aguirre was born and raised in Placentia.

In many ways, the history of Aguirre's life mirrors that of the city from his days picking oranges to his successful mission integrating Latino and white students in Placentia

schools.

Here are excerpts from the book:

ORANGE PICKING

"When I was sixteen years old, I was going to pick oranges that summer to help the family, and then they had a strike in 1936. Nobody worked. They went on strike because they felt that they weren't making enough money. They were just barely making enough money to eat, and they felt that they were working too cheap, especially - at three cents a box, to make three dollars, you'd have to pick a hundred boxes. You can't pick a hundred boxes. Depending on the groves. If the trees were small and the oranges were big, then you can pick up to sixty, seventy boxes easy, but you had to work. But if the trees were big and the oranges were small, they'd only pick thirty or forty boxes. So the average picker would pick between fifty and sixty a day most days.

"I was a good worker. People were singing. I'd work with my cousins, and then I worked six months for Murphy Ranch and they wanted to give me a full time job and I said, "No, this is not

SEE AGUIRRE • PAGE 9

Timeline

- 1919- Aguirre family moved to Placentia
- 1920- Fred Aguirre was born
- 1934- Aguirre dropped out of school because of his father's death
- 1941- World War II, he began working at Vultee aircraft company
- 1943- joined the military
- 1944- married his wife Julia, left for Okinawa
- 1945- was sent to a convalescent hospital for shell shock as the war ended; began a lifelong career in masonry work
- 1958 to 1962- served as Placentia city councilman
- 1946- built his home on what is now Aguirre Lane; first son Rick Aguirre was born
- 1947- began his fight to desegregate Placentia's schools
- 1950- schools desegregated; helped start LULAC, The League of United Latin American Citizens, charter in Placentia.
- 1968 to 1974- was a member of the library board that helped build the Placentia Library
- 1989 to 2001- served on American Legion color guard

Source: Alfred Aguirre



ALFRED V. AGUIRRE at his home on 319 Walnut Street in 1926. **BELOW: FORMER ORANGE PICKER** turned councilman Alfred Aguirre.



PHOTOS COURTESY OF THE HISTORICAL COMMITTEE

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Placentia News
weekly DEC 15 2005

Cops for Kids toy drive under way

337 Placentia Police Department volunteers and Human Services coordinate the Cops for Kids holiday toy drive. The project aims to assist approximately 300 disadvantaged families by providing toys, canned food and/or grocery certificates.

The toy drive will run until Dec. 22. New, unwrapped toys for newborns through age 12 will be collected at the following Placentia locations:

- City Hall, 401 E. Chapman Ave.
- Marie Callender's, 126 E. Yorba Linda Blvd.
- Pick-Up Stix, 187 E. Yorba Linda Blvd.
- Police Department, 401 E. Chapman Ave
- Placentia Library, 411 E. Chapman Ave.

Information: call Human Services at (714) 986-2333.

pacific clippings

post office box 11789
santa ana, calif. 92711

Placentia News
Weekly DEC 15 2005

All aboard for Santa Express ride

337 Friends of Placentia Library will sponsor a bus trip Saturday to Fillmore Village, where guests climb aboard a vintage train to pick up Santa Claus at the North Pole.

Bus check-in will be at 3 p.m. at the library, 411 E. Chapman Ave.

The trip will include storytellers, cookies and milk and elves reading "The Polar Express" book. The cost ranges from \$10-\$45.

Information and reservations: (714) 528-1906, Ext. 210.

AGUIRRE

FROM PAGE 8

what I want to do all my life. I'm just doing this now."

SCHOOL DESEGREGATION

"When I had my first boy, Rick, I used to look at him and I'd say, "This kid is pretty intelligent" because if he would do something wrong and I used to look at him, he'd go into the room and he went to the corner. I'd say, "What are you doing over here?" "I'm punishing myself because I know you didn't want me to go

church.

Duran said, "Fred, you know what? You guys are veterans! They can't discriminate against you. How can they discriminate you guys that just came back from the war? Ninety percent of these people that you see here in town were born and raised here. They all went to the war. This is the time to do whatever you guys want to do."

RUNNING FOR COUNCIL

"I was the first Mexican-American city councilman, the first Latino. I got involved there, because before I was a city councilman I became a LULAC officer. In

1950, I asked another officer Manuel Vega, "What do you think we should concentrate on most?" He said, "Well, make citizens out of people... You've got to get your friends to vote, you've got to get people to vote, your family to vote, the community to vote. That's a good project," he said.

So I came over and I registered people the next day, because I already had four guys working for me who were helping me go from house to house, asking them, "Is there anybody here that's not registered?" "No, I'm not registered. My husband's not registered. But my daughter, she's old enough, she's already

twenty-two and she hasn't registered." "Oh, three votes!" So, before I knew it, I registered about 400 people. We went from house to house, all over Placentia, parts of La Jolla, Atwood. I registered everybody I could find. I just did it because I wanted to do some community work and learn, too. I did it for approximately four to five years."

Aguirre's oral history is available for viewing at the Placentia Library history room. The Historical Committee has also completed bound volumes of eight prominent city figures.



TO: Elizabeth Minter, Library Director
FROM: Katie Matas, Librarian *KLM*
DATE: January 16, 2006
SUBJECT: **Safety Committee report for December**

There was no safety committee meeting in December. The next meeting is scheduled for Wednesday, January 25, 2006.





They say libraries change lives. They changed mine.

As a child I remember going to the old downtown Las Vegas library and reading books by the wall of windows. The sun would shine through the windows and provide bright light for reading. I would read for what seemed hours. What sticks out in my mind was that the library was full of books and magazines of all kinds. I wanted to read them all. As I read, a whole new world was opened up to me.

I don't know exactly when my love for libraries began, but it seems as though I've always had it. My wife and children also have a love of libraries and books.

I don't know when I became an advocate. I know that an advocate is someone that is passionate about an issue enough to share that passion with others.

As an adult, I was asked by my city councilman if I had an interest in serving as a library trustee for the Las Vegas / Clark County Library district. I did not know everything that trustees were supposed to do, but I knew I loved libraries and books, and I knew that I had a passion about libraries that I wanted to share. I served for eight years, the maximum allowed. I did my best to share my passion for libraries and try to make them better. Those eight years were joyful as well as controversial. We built libraries, purchased books, provided quality programming and we grew and grew. There were some that said that public libraries would disappear with the advent of the Internet. The opposite of that is true. We need them more now than ever. *[Editor's note: While a library trustee, Moises Denis became active in ALTA, chairing committees, being on the board, and sharing his*

enthusiasm for libraries. Last summer he was honored by Nevada as part of the ALA/ALTA National Advocacy Honor Roll.]

I took the opportunity to advocate for libraries every chance I got. I was also involved in the community in many different capacities through Parent-Teacher Association, Boy Scouts, Community Development Block Grant committee and church. I wanted to make my city, state, and country a better place for all of us, a better place to raise our families. As I did so, I realized that another way that I could advocate for libraries and the other things that were important to me (such as education) would be to get involved in politics.

When I was in high school, I had a wonderful government teacher who inspired me to get involved in making a difference he had a great passion for teaching and government. His love of the governmental / political process instilled in me a desire to get involved whether it was to be educated on the issues and candidates, or to vote, or personally run for political office. I left that class knowing that I really could make a difference if I got involved. I committed to myself that I would be involved.

After serving two, four-year terms and terming off of the library board, the opportunity to run for the Nevada State Assembly became available to me. I knew that it would be a sacrifice for my family, but I knew that I had something to offer that was needed in the legislature. After working very hard to win the assembly seat, I lost by sixty-two votes. It was difficult to lose,

continued on page 3



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ALTA Update from the President



ALTA President
Jane Rowland

The Executive Committee of all eleven ALA divisions met in Chicago at the end of October. Your ALTA Executive Committee is comprised of President, First Vice-President/President Elect, Second Vice-President, and Division Councilor.

The ALA Strategic Plan was approved by ALA Council during the 2005 Annual Conference. At this fall meeting the joint boards, in breakout sessions, considered three questions regarding the goal areas of the plan. The goal areas are: I. Advocacy/Value of the Profession; II. Education; III. Public Policy and Standards; IV. Building the Profession; V. Membership; VI. Organizational Excellence.

1. What ALA 2010 goal areas and objectives are most important to your division? (ALTA: Membership, Advocacy, and Organizational Excellence)
2. What major division goals support ALA 2010? (ALTA: Advocacy and Membership)
3. What areas of the plan require the most collaboration between ALA divisions, offices, and departments? (ALTA: Advocacy and Membership)

The joint boards were in agreement that all the goals of the plan should be implemented.

We then identified the positive issues and attributes (driving forces) that will assist in moving the plan forward and those barriers (restraining forces) that could inhibit the strategic plan from moving forward and brainstormed possible solutions to overcome barriers.

Mega issues were explored. Mega issues are overriding issues of strategic importance, which cut across multiple goal or outcome areas. They address key strategic questions the organization must answer, illuminating choices the organizations must make and the challenges which will need to be overcome in moving toward the Envisioned Future. Only ALA can respond to mega issues.

The next day your Executive Committee held an all day meeting to review and consider:

- Major actions of the ALTA Board of Directors and Executive Board during the 2005 Annual Conference;
- The 2004–2005 Financial Report;
- Statistical data regarding membership;
- 2006 ALTA slate of candidates for election to First and Second Vice-Presidents and Division Councilor;
- Trustee awards;
- Revision of the ALTA Regional Vice-President Job Description;
- Advocacy Registry update;
- Possible development of new ALTA publications;
- Update of Regional Vice-Presidents' activities;
- Preliminary plans for 2006 Midwinter Meeting in San Antonio (the President's Reception will be held at a restaurant on the Riverwalk);
- Preliminary plans for 2006 Annual Conference in New Orleans (programs will continue to be untracked so that they can be held at the same venue);
- Bylaws and the Ethics Statement for Public Library Trustees were reviewed; and
- Preliminary plans for 2006–2007 were discussed.

Please contact me if you are interested in further information regarding our meetings.

I look forward to seeing all board and committee members in San Antonio. Attending Midwinter Meeting would be a great opportunity for those of you not currently active in the association to observe the workings of the board and various committees. You have ownership in ALTA.

—Jane Rowland, ALTA President,
jrowland@calumetcitypl.org



Libraries Change Lives *continued from front page*

but I knew that I had fought the good fight. I was content knowing that I had attempted to get involved and would now be content in continuing to be involved in other ways. Two years later the opportunity to run came up again with the incumbent vacating the seat. I decided to try one more time. This time I won by a large majority of the vote. Sharing my message that I was "the neighbor we need in the assembly," the voters realized that I had something to offer that would benefit our district and they elected me.

As a new legislator, I was given the opportunity to introduce legislation. It was with great pleasure that one of my first bills was to request an allocation of \$1.2 million from the state general fund to be given to the state library for the purchase of books at all of the libraries in Nevada. The funding was to be matched by federal funds. After a hard-fought session and help from library-friendly colleagues we passed the bill and won the money for libraries. My other

bills were also passed. If I could just get the governor to put the funding in to the permanent budget . . . all in due time.

Who knows what the future has in store. All I know is that I will continue to share my passion for libraries and education for as long as anyone will listen.

Libraries really do to change lives. They changed mine and they can change yours. Get involved!

—*Nevada State Assemblyman Moises Denis*

[Editor's Note: What a great place to have advocates . . . in the state legislature! As savvy trustees, you need to be constantly aware of the political climate, of proposed legislation affecting libraries, and of how you can make a difference. Get in there.]

Focus on YOU

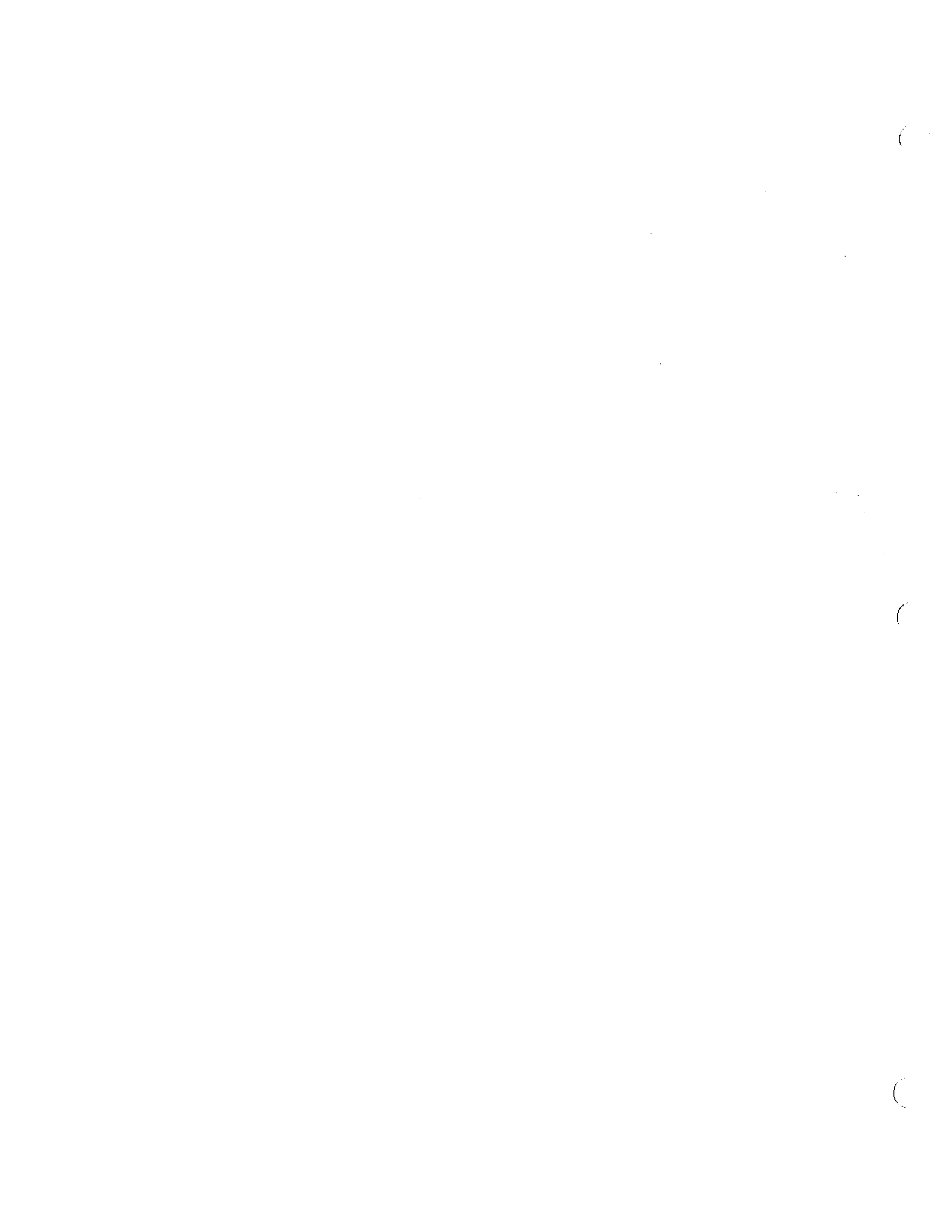
LIBRARY RETIREMENTS

Recent studies (*American Libraries*, Sept. 2005, p.16) report that a great wave of librarian retirements will occur between 2010 and 2020. Almost 22 percent of current librarians will be retiring between 2010-2015, with 23 percent retiring between 2015-2020. Current graduation rates reported by ALA-accredited library schools indicate that we will not be keeping up with demand.

What is your library board doing to grow future librarians?

- New York Public Library is developing a leadership academy to educate sixty staff members during a two-year period.
- San Antonio Public Library received a grant to recruit twenty current library staff (most bilingual) to become librarians.

What is your library doing? Let us hear from you. This is an issue that we are all facing. E-mail ssaulmon@rose.edu.



ALTA at a Glance

www.ala.org/alta

President:

Jane Rowland

Executive Director:

Kerry Ward

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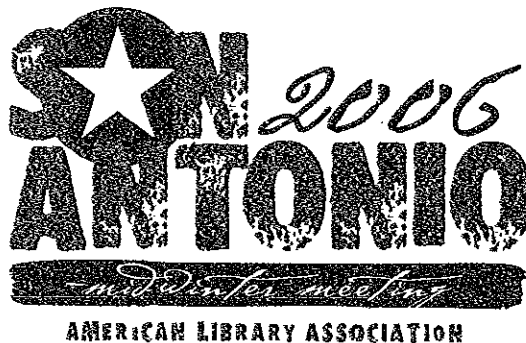
Christine Velez,
ALA Production Services

ALTA Mission Statement

The Association for Library Trustees and Advocates promotes and ensures outstanding library service through educational programs that develop excellence in trusteeship and actions that advocate access to information for all.

ALTA Vision Statement

The Association for Library Trustees and Advocates will educate and empower library trustees to advocate for and adopt policies that promote the highest quality library and information services and ensure access to information to all.



ALTA Schedule of Events for Midwinter Meeting 2006 in San Antonio

ALTA meetings will take place Friday, January 20–Monday, January 23, 2006. The ALTA schedule will soon be posted at www.ala.org/alta. Please check the ALA Web site (www.ala.org) under Events and Conferences for general info, special events, and registration information.

HOTELS AND TRAVEL ACCOMMODATIONS AT MIDWINTER MEETING

A list of hotels with rates and a map of hotel locations are available at the ALA Web site and in issues of *American Libraries* magazine.

FRIDAY, JANUARY 20, 2006

10 A.M.–3 P.M.

Hilton Palacio del Rio
Del Rey Central South

Advocacy Institute

The Advocacy Institute is a full-day program geared to help foster ongoing collaboration between Friends, trustees, librarians, and other advocates at the local level. Attendees will receive specific training to assist them in making the case for libraries. For more info, visit www.ala.org/ala/issues/advocacy/institute.htm.

2–3 P.M.

La Mansion del Rio

San Miguel

Executive Committee Meeting

4–5:30 P.M.

La Mansion del Rio

Boardroom

Regional Vice-President Leadership Training

4–5:30 P.M.

La Mansion del Rio

Concepcion

Council Administrator & Committee Chair

Leadership Training

5:30–7:30 P.M. *No Conflict Time*

ALA Exhibits All-Conference Reception

7:30–10 P.M.

Mexican Manhattan—\$

President's Reception

SATURDAY, JANUARY 21, 2006

8–9 A.M.

La Mansion del Rio

San Miguel

Awards Committee Meeting (*Closed*)

10:30 A.M.–12:30 P.M.

La Mansion del Rio

Espada

Board of Directors Meeting

1:30–3:30 P.M.

La Mansion del Rio

Iberian B/C

All Committee Meeting: Intellectual Freedom, President's Program, Advocacy, Local Arrangements



Online registration for ALA 2006 Advocacy Institute NOW AVAILABLE

Online registration for the American Library Association's (ALA) 2006 Advocacy Institute at the Midwinter Meeting in San Antonio is now available. To register, go to www.ala.org/midwinter. Online registration closes January 6, 2006.

The Institute will be held from 10 A.M. to 3 P.M. on Friday, January 20, 2006. More details will be available soon. Check the Advocacy Institute Web site at www.ala.org/advocacyinstitute for the latest information. Registration for the 2006 Advocacy Institute is \$25 for ALA members and nonmembers and includes lunch. Onsite registration also will be available.

Designed for the beginning advocate or anyone who wants to sharpen their skills, attend-

ees at the 2006 ALA Advocacy Institute, will learn to build a community, create effective coalitions with library staff members, trustees, and Friends in their communities, and leave with a draft of an advocacy action plan for use in their library.

The Advocacy Institute is coordinated by the Advocacy Institute Task Force of the Public Awareness Committee, The Association for Library Trustees and Advocates (ALTA), The Chapter Relations Committee, The Committee on Legislation, and Friends of Libraries USA. The Institute is made possible by a grant from the Ford Foundation. For more information, visit www.fordfound.org.

Welcome new ALTA members!

Sadiqua Ahmad,
Morton Grove, IL

Tom Baione,
New York, NY

Sharon Hayne,
Tangier, VA

Eugene Matsusaka,
University Place, WA

Bobbie Leigh,
Montgomery, AL

Helen Harrison Phillips,
Montgomery, AL

Agnes Quinn,
Morton Grove, IL

George Washburn,
Montgomery, AL

5:30 P.M.

La Mansion del Rio
San Miguel
Jury on Trustee Citations (*Closed*)

SUNDAY, JANUARY 22, 2006

10:30 A.M.–12:30 P.M.

La Mansion del Rio
Iberian B/C
All Committee Meeting: SOS, Action
Development, Legislation, Publications

10:30 A.M.–12:30 P.M.

La Mansion del Rio
Iberian B/C
Education of Trustees, Membership
Committee Meeting

1:30–3:30 P.M. *Low Conflict Time, ALA*

4–6 P.M.

Mansion del Rio
Espada
Nominating Committee Meeting (*Closed*)

4–6 P.M.

La Mansion del Rio
Boardroom
Conference Program & Evaluation
Committee Meeting

MONDAY, JANUARY 23, 2006

8–10 A.M.

La Mansion del Rio
Espada
Board of Directors Meeting

10–10:30 A.M.

La Mansion del Rio
Espada
Executive Committee Meeting

10:30–12:30 P.M. *No/Low Conflict Time ALA*

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LIBRARIANS, LAWMAKERS, AND CONSERVATIVES CALL GAG ORDER TO LIFE

In late September representatives of several organizations, along with ALA, urged the Justice Department to lift a gag order silencing Americans who have received demands for personal records under the USA PATRIOT Act.



Alice Krapp, President of the Online Computer Library Association, spoke at the Capitol, and other librarians, including Martha Hale, Gayle Burton, Barbara Kottler, and Anne Strydom, also spoke at the Washington Office.

“Provisions of the PATRIOT Act dealing with personal records, including library use, are an assault on constitutional liberties,” said Michael Gorman, ALA President.

DO YOU HAVE IDEAS ABOUT LIBRARY EDUCATION? HERE'S YOUR CHANCE

As you may know, I am focusing on the important issue of education for librarianship. As part of this initiative, I am convening a forum on Education for Librarianship to be held on Friday, January 20, 2006, from 1-5:30 P.M. during the ALA Midwinter Meeting in San Antonio, Texas. While the forum is open to all ALA membership, I am inviting you to be part of a core audience of participants with a special interest in this topic.

We will tackle some of the big issues in library education: What is the nature of the profession of librarianship and what does the twenty-first century librarian need to know? How do we translate this understanding of our profession into a meaningful curriculum? What are the implications for ALA accreditation? Presentations on these hot topics in library education will be followed by participant discussion and feedback. This is your opportunity to make your voice heard on an issue of vital importance to the future of our profession.

You may register using the online registration form at <http://mg.csufresno.edu>. Click on Presidential Initiatives. There is no fee to attend for this event.

—*Michael Gorman, President, American Library Association*

LIBRARYU FOR TRUSTEES, TOO

LibraryU is a free, Web-based training program for librarians and their patrons, supported cooperatively by Illinois Library Systems and the Illinois State Library, with funding from the Bill and Melinda Gates Foundation.

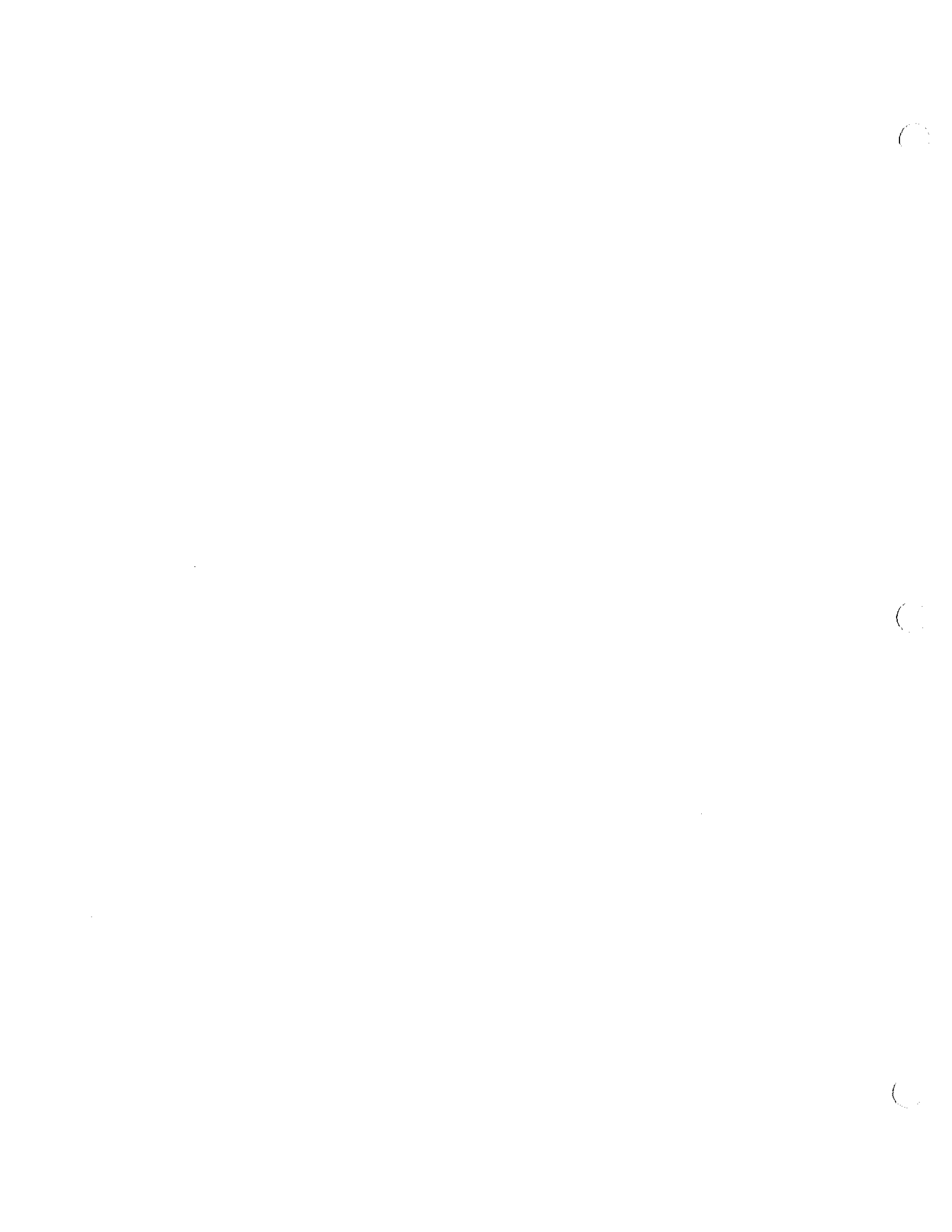
LibraryU is committed to providing quality online instruction in a format that is cost-effective and convenient for the learner. The goal is to meet the training and continuing education needs of library patrons and staff with effective online instruction available through the Web anywhere and anytime.

Visit <http://learning.libraryu.org/home> and check out the offerings! Look under courses, then the heading Public Library Trustees.

BROOKLYN TRUSTEES 'BREAKING NEW GROUND'

Brooklyn Public Library (BPL) Trustees play a critical role in supporting the library, as demonstrated recently in their strong leadership for **Breaking New Ground: A Campaign for Learning, Culture, and Community**.

Brooklyn Public Library's landmark Central Library at Grand Army Plaza is now undergoing a much-needed renovation that will enhance the experience of one million users each year and attract even more Brooklyn residents and visitors to the library. As part of this renovation, Central Library's Plaza will be transformed into a front porch for the community, with an outdoor café and performance space, enhanced with beautiful landscaping, improved lighting, and ramps for people with strollers or in wheelchairs. A new two-hundred-seat auditorium will be built beneath



Plaza to house the Library's rich cultural and educational programs.

BPL's Board of Trustees and the Brooklyn Public Library Foundation Board have taken an impressive leadership role in this campaign by meeting a challenge grant made by members of the board. Every BPL and BPLF Trustee contributed, and through this grant, raised a total of \$724,000.

By demonstrating a strong private commitment to the campaign, BPL's public funding partners at the federal, state and city level are more likely to support Breaking New Ground: A Campaign for Learning, Culture and Community and future reconstruction projects at BPL.

—Mable W. Robertson, Chair of ALTA's Legislative Committee and Secretary of Brooklyn Public Library Board of Trustees

"KNOWLEDGE FOR SALE"

As Dodge relates the crisis in public libraries in the Jul.-Aug. 2005 *Utne Reader*, p. 72-77. In a "knowledge economy," where information carries and ever-steeper price, where the rich get wealthier and the poor have less, libraries are one of the few ways still available for many to educate themselves—ideally—an American right.

Public library visits have risen from 500 million in 1990 to about 1.2 billion a year. But the same forces that have turned the United States into a fast-food nation could soon drive the traditional American library out of existence. In a society where everyone's basic needs for health care, housing, education, clean air and water, meaningful work, creative expression, and open

space are not met, the historical model of the public library, open to all, is under siege. Critics say it's a crisis that mirrors a larger one rotted in the failures of capitalism and perhaps democracy itself.

How many inventors, artists, farmers, healers, bus drivers, teachers, and writers have been nurtured in public libraries, made important discoveries there, or simply survived, thanks to these welcoming spaces? More important, how many will in the future? The question arises because libraries have entered an era of change, evidenced most dramatically by widespread cutbacks and closings.

Can libraries muster the political support they need to be funded adequately? Ralph Nader has called for federal library help, noting "an aircraft carrier currently costs about \$4 billion, while libraries currently receive about \$110 million yearly." Policy-makers increasingly view public libraries as "an inessential social service for the unemployed or even as frivolous entertainment."

One concern is that, in the name of giving people what they want, the new libraries of the future will be closer in spirit to amusement complexes—centers offering corporate-sponsored "edutainment" spectacles and tiered services to a paying clientele. Under the current tyranny of the majority, libraries can't be accused of catering to the few, but they're not for everyone either. Too frequently, the trend toward standardization leads to similarly bland collections across the continent.

Become involved at your library. Volunteer or ask the librarian what assistance is needed.

Mark Your Calendar Important ALTA Dates

ALA MIDWINTER MEETING
ALTA Meetings

January 20-23, 2006,
San Antonio, Texas
Schedule available online
at www.ala.org/alta

NATIONAL LIBRARY WEEK
April 2-8, 2006

NATIONAL LIBRARY LEGISLATIVE DAY
May 1 and 2, 2006

ALA ANNUAL CONFERENCE
ALTA Events

June 23-26, 2006,
New Orleans, Louisiana
YES, New Orleans

Meet the 2005–2006 ALTA Executive Board



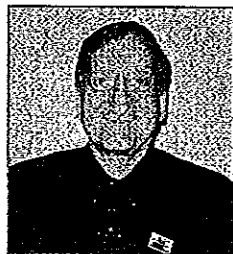
President
Jane Rowland



Past President
Marguerite Ritchey



President-Elect
Anne D. Sterling



2nd Vice President
Donald Roalkvam



ALTA Councilor
Shirley Bruursema

Spring Issue deadline: *When will the deadline be for Feb. 1, 2005*

ALTA Voice of
America's
Library
Trustees &
Advocates

American Library Association
50 E. Huron St.
Chicago, IL 60611

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