

BOARD OF LIBRARY TRUSTEES DIRECTORS UPDATE

DEPARTMENT: District Director **MEETING DATE:** May 23, 2016

PREPARED BY: Mindy Kittay **LOCATION:** Community Room

Libraries today are less about what they have for people and more about what they do for and with people. Library professionals promote opportunities for individuals and progress for communities. Libraries of all kinds add value in five key areas (the E's of Libraries): education, employment, entrepreneurship, empowerment, and engagement. They are advancing the legacy of reading and developing a digitally inclusive society.

<http://www.ala.org/news/state-americas-libraries-report-2016/introduction>

VOLUNTEERS AND PARTNERS

POETRY AND COOKIES: I was very impressed with our new Poet Laureate, Dr. Elline Lipkin, and the quality of all of the poets and the event as a whole. I met with Dr. Lipkin earlier in the week and we are collaborating on some wonderful poetry centered events at the library this year. We were very lucky that Pauli Dutton volunteered to once again put this event together for the library.

"Dearest Mindy, Thank you for your sweet presence at Poetry & Cookies despite having another huge program attend to just minutes away. It's the first time any library director ever attended and it makes me feel very appreciated. It also meant a lot to Elline who told me she would have been at your event if she hadn't had to be at ours that day!"

Pauli Dutton

FRIENDS AND FOUNDATION:

I am happy to report that I was able to secure Michelle Feynman as guest speaker for the Friends annual meeting on Monday June 6 at 7:30PM. Michelle Feynman, the daughter of Richard P. Feynman, is the editor of Perfectly Reasonable Deviations from the Beaten Track: The Letters of Richard P. Feynman (Basic) and The Art of Richard P. Feynman: Images by a Curious Character. She lives in Altadena, California. We have been working hard to market this upcoming program and have flyers out, website space and it is in our newsletter as well. I will also be working the Friends book sale on Sunday May15th.

I recently joined the newly created Woodbury Society which is an initiative of the Altadena Library Foundation and continue to attend all Foundation Board Meetings.

GRANTS: We were informed that the California State Library's Library Services and Technology Act "Pitch an Idea" grant proposal for the [i]cell Save Water Interactive Kiosk was accepted and they funded an EXTRA \$1,500 over our request!



CENTINELA STATE PRISON:

We provided the Centinela State Prison with over 1,000 paperback books for their collection. Most of the labor for this project (listing and boxing up library discards) was done by our volunteer Quarece Martinez. He provided over 35 hours of volunteer service for the library and will be volunteering at the Latino Cultural Festival as well.

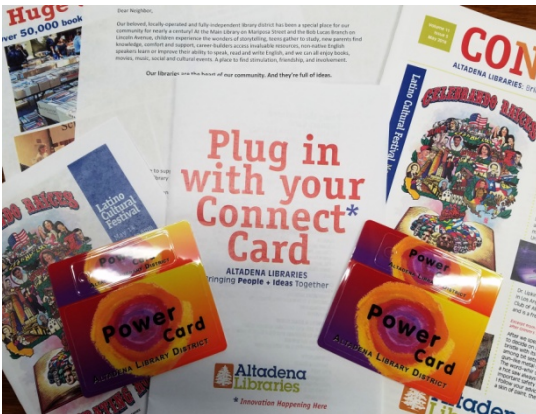
L.A. WORKS: We recently joined, and are using this organization as well as other on-line volunteer boards to advertise for a Volunteer-Volunteer Coordinator.



ALTADENA SHERIFF AND FIRE:

Prior to the Latino Cultural Festival I met with both the Fire and Sheriff's Departments to update them about the Latino Cultural Festival and to invite them to participate. They expressed gratitude for the services of the Library and wanted us to know that they are here for us if we need them.

MARKETING



On Friday May 6th, 2,000 envelopes went out to new homeowners in Altadena. These packages contained a combined welcome letter from the Friends & Foundation, the Friends Book sale Flyer, the current edition of the Library Newsletter CONNECT, the Program Guide for the Latino Cultural Festival, a special brochure (attached in your board package), called *Plug in with your Connect Card* and two Power Cards. On the Wednesday following we had our first neighbor come in with their Power Card to get it activated! We never could have done this without the help of many staff who spent hours printing, folding, stamping and stuffing envelopes.

ONE POINT OF SERVICE:

In response to meetings with staff on 4/12, 4/13 and additional conversations about concerns, the following steps have been taken:

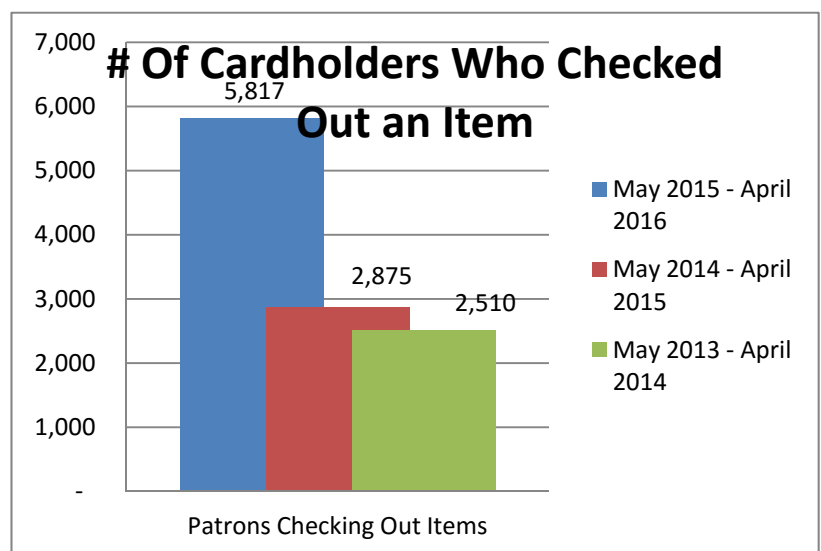
1. Addition of more staff hours: (unfilled/budgeted positions)

- a. The Library Clerk 1 and Library Page, both of which will have hours to contribute to the OPOS schedule, have been hired and will be starting immediately. Page positions have increased in weekly hours from 16 to 19. Cumulatively, this will add roughly 20 weekly hours to the roaming and welcome perch aspects of the OPOS schedule.
2. Custom-built book drop:
 - a. The plans are ready to go out to bid (week of 5/16/16) and in the meantime we have created a large book drop at the entrance.
3. Self-checkout machines:
 - a. In addition to the two self-checkout machines in the adult side of the library, we now have a third machine installed in the Children's area.
4. Reference perch:

There are now two perches located in the library. One is a welcome perch to help with returns, self-check and directions and another that is located central in the library to assist with reference or any other needs of our customers. This is in addition to the two stations in the Information/Research Desk. Now that we are fully staffed all of these stations will have staffing near or around them during our busy times.

STATISTICS:

- Circulation at the main library was up 5% in April over April of 2015.
- New library cards at main were up 3% over April of 2015.
- We were very pleased to see that the number of cardholders now checking out items (going back 12 months), is almost double what it was last year for the same twelve months.
- Holds on our materials were up 153% and for the year to date they are up 102%.
- Wireless at main was up 73%.
- Inter Library Loan that we are borrowing for our customers are up 64% year to date over last year.
- Use of the community room for non library events is up 15% for the year and for library events it is up 86%.
- Adult program attendance was up 260%.
- Volunteering in the library is alive and well... Adult volunteer time was up 744% and YA 69%!
- Business Office: Passports are up 29% year to date, passport photos are up 28%.
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NOTE: In April we installed a new door counter for the main library. This door counter records entrances and exits at both doors of the library as well as entrance through the security gates. This high tech counter verifies by comparing the film of entrance/exits it

creates to the numbers it is calculating/reporting. Right now it has been verified at 90% accurate and we are working with the vendor to increase accuracy to 98%. You will see that there is a dramatic decrease compared to the visitor numbers recorded for last year in April (25% - 4,716 less visits). We believed that the old door counter was not working correctly but had assumed that it was under counting. We were very surprised to find that it was over counting. In the following months we will be sharing results with the Board showing patterns of usage – which days/times we are the busiest, and leadership will be using that information to assess and make recommendations for staffing and hours of operation in the future.

FACILITIES

READING COURT: The new book display was moved to the Magazine reading area and the Reading Court was opened up and now retains the look and feel that was originally designed for it.



"I've been coming to the Altadena Library for a while. So happy to see your new floor change, especially the main floor opened up like it was before. Love the original design!"
Great Job! Feng-Ying (Ming)



"Great job on the reading court! Very nice environment to read in!! Now just tint the windows in the library!!!" Shane Jordan



WATER CONSERVATION DEMONSTRATION GARDEN:

We have confirmed a date for the Grand Opening of the garden, Saturday, July 9 at 10am. Supervisor Mike Antonovich will be speaking. Please mark your calendar.

Altadena Rotary has ordered the trash can and two benches and should be installing them in early June. Deborah Laux is designing the sign with input from January and a draft design will be presented at the May Board Meeting.

COFFEE AND CONVERSATION: In May I reinstated this one hour program where the Director serves coffee/tea and visits with library users in the Reading Court on a Saturday. I will continue this program throughout the Summer. One of my favorite encounters of the morning was Gina Dobson who enthusiastically gave praise to the changes in the library and noted that she comes to us from Pasadena because of wonderful staff, services, new computers and new look.

TEEN MEETING: On April 26, Ryan and I had the pleasure of meeting with our Teens in their newly created teen space. We enjoyed sharing ideas with them, updating them on progress and hearing their concerns. Some misunderstanding and confusion was cleared up so they now have a better understanding of what the library is able to do for them in their space. I offered the teens the opportunity to have the library all to themselves after hours once a quarter (I even offered to assist), so they could play games, eat, watch movies, etc. without worrying about disturbing other library users. I am waiting to hear if they would like to do that.

AA Handbook

A man came in to the library to the Reference desk and asked if we had the AA book. He said he had just started going to Alcoholics Anonymous meetings and the people that run the program asked the attendees to help out by picking up cigarette butts on the grounds of the facility. This man obliged, and while he was cleaning up other people's trash, someone stole his copy of the AA handbook that he had placed on the ground. He came to the library to check out a copy because he didn't want to be without the book to help him stay strong in his recovery.

I found a copy of the book and he checked it out, telling me his name was Pxxx. I told him that I have seen copies of the AA handbook that come in through the donation bin, and that I would talk to Kathy of the Friends to save me a copy for him when she saw one.

My mailbox quickly started filling up with copies of the Alcoholics Anonymous handbook, courtesy of the Friends.

A few months go by and a man comes up to the Reference desk to check out the AA book. It was Pxxx. He looked so good/ healthy that I didn't recognize him! He has been residing in a sober living home and doing amazingly well. I went to my cupboard and gave him a few copies of the handbook for himself and others and he was soooo happy! He thanked me and said that the library was a big part in his road to recovery. I told him how proud I was of him and gave him a congratulatory hug. And he went on his way.

Helen Milner