

Salt Lake County Library Board of Directors Meeting
23 May 2016
Herriman Library

Attending: Paul Benner, Richard Turpin, Chelsea DiFrancesco, Richard H. Nixon, Cynthia Mecklenburg

Others: Karen Crompton, Jim Cooper, Brian Maxwell, Neil Sarin, Pamela Park, April Townsend, Ruby Cheesman, Cheryl Mansen, Leslie Schow, Peter Bromberg, Gordon Bradberry, Liz Sollis, Heather Novotny, Carol Ormond, Leslie Webster

Chair Paul Benner called the meeting to order at 12:30 p.m.

Welcome – Herriman Library Update, *Leslie Schow, Herriman Library Manager*

Herriman has experienced a 31.4 % growth according to the most recent census figures. Leslie reviewed Herriman's current construction plans.

- They will be building a new city building that will have public meeting room space, which is badly needed. Library meeting room use is over capacity.
- There will be high density housing near the library and she anticipates use of Herriman Library will grow significantly.

In March Herriman Library recorded the highest March/April circulation ever.

Programming includes:

- Programs for school-aged children including summer story times and STEAM programs.
- A teen advisory board and a monthly teen tech program.
- An annual Ladies' Lock-in (after-hours activities for women) that is well-attended.

Partnerships include

- Promoting Beehive Books in the schools
- Sorenson Recreation Center programs - They bring summer camp children twice a week to the library.
- The Herriman Amateur Radio Club - Kids can talk to Santa by short-wave radio.
- Tales with TAU - Children have a chance to read to a dog.

They are taking Summer Reading information to 7 elementary school assemblies.

Minutes from the Previous Meeting, Public Comments, Correspondence

Richard H. Nixon made a motion to approve both February and April meeting minutes. Chelsea DiFrancesco seconded the motion. The motion was approved unanimously.

There was no correspondence reported and no public comments.

The order of the agenda was changed in order to have a quorum available to vote on policy changes.

OLD BUSINESS

Policies – Jim Cooper, Library Director

Fines & Fees

We requested that the charge for color copies be changed from 50 cents to 10 cents a page. Our new copy, scan, print system makes it hard to differentiate between color and black and white copies. This will make it more convenient for our customers.

Richard H. Nixon made a motion to approve changing the cost of color copies from 50 cents a page to 10 cents a page. Richard Turpin seconded the motion. The motion passed unanimously.

Internet Access & Computer Use Policy Reaffirmed

There were no changes to the policy. We are required to have the Board reaffirm the policy every three years and submit it for review to the State Library to certify that it is in compliance with State code. By doing so, the Library continues to be eligible for State funds.

Cindy Mecklenburg made a motion to reaffirm the Library's Internet Access & Computer Use Policy. Chelsea DiFrancesco seconded the motion. The motion was approved unanimously.

Library Cards for UPD

Our Library Account Policy provides for free library cards to County employees who live out of the County. They are subject to review annually to show proof they are still employees. We requested that the Board affirm that UPD and UFA employees are considered County employees and eligible for free library cards if they reside outside the County.

Richard Turpin made a motion that that UPD and UFA employees be considered County employees and are eligible for free library cards if they reside outside the County. Cindy Mecklenburg seconded the motion. The motion was approved unanimously.

Wireless Network Policy

We made changes to the language in 1.3.1 to clarify that unfiltered Internet access is available for adult patrons from public computers only and not through wireless connections. We also added in 1.7 that printers may be available to wireless users.

Richard H. Nixon made a motion to approve the changes to the Wireless Network Policy. Richard Turpin seconded the motion. The motion was approved unanimously.

Richard Turpin left at 12:52 p.m.

NEW BUSINESS

PLA Staff Survey - Peter Bromberg, Associate Director Public Services

Every other year the Public Library Association (PLA) hosts a conference that draws 7,000 to 10,000 people and provides hundreds of workshop sessions. This year Salt Lake County Library Services sent 20 staff members. The conference is valuable because it provides professional networking opportunities and there are so many sessions, one person couldn't make them all. It also gives our staff good exposure to share their ideas.

Staff members applied and a committee assessed their applications to determine how often they had attended in the past and what they had shared out from past experiences.

Everyone who attended provided a report. Pete shared a summary of the 47-page report generated by the staff who attended. Some of the key themes that came from a survey about the PLA experience were: focusing on the customer and customer experience, being more intentional about services to kids, engaging staff in designing a learning philosophy, understanding the value of community engagement, recognizing biases and reaching out and serving everyone in the community, and using data to align our collections with customer needs.

Pete talked more specifically about certain areas:

Outreach & Programming

Design programs to appeal to developmental stages, not ages.

Staff Development and Bite-sized Training

- Find an hour or two a day for training
- Align training with larger library goals.
- Provide customer service and hospitality training.

Community Engagement

Librarians' understanding of what community engagement has increased and expanded.

Diversity Bias and Empathy

Serve the underserved. How do we find underserved populations and connect and understand their needs?

Rethink Collections

We will be circulating telescopes.

Karen Crompton asked if there would there be a way to convene a group that went and talk about ways to share their experiences.

Pete said that at the library level, managers and staff have been sharing out ideas. Managers have the full report and have been encouraged to talk one on one with people who went in order to actually start thinking of ways to implement some ideas.

The reference and collection committees have also had ideas shared out.

Pete has sent copies of everyone's report to the managers and has posted the full report on the Staff Portal. Ideas are beginning to circulate.

Project Outcome Surveys – Carol Ormond, Office Manager

Project Outcome has just been recognized by the ALA for creating surveys that measure the true impact of library programs and services. Salt Lake County Library has been an early

adopter and a major contributor to the project. We administered Summer Reading surveys in 2015 and as a result of customer responses made significant changes to this year's Summer Reading program. Our feedback, along with other libraries, also resulted in changes to the Summer Reading survey. This year there will be three separate surveys, one for children, for caregivers and for teens and adults, instead of just one survey.

Project Outcome is moving into Phase 2. We have been testing new follow-up surveys meant to find out what changes customers have actually made a period of time after participating in a program.

StorySpace – *Heather Novotny, Senior Librarian Children's Outreach & Programming*

StorySpace is a digital storytime that was launched April 28 and lives on our web site. It is found in our Kids Zone and is a help for parents and caregivers who don't know about traditional library services or can't come to the library. The cast of *StorySpace* are all staff members. Fourteen people auditioned and four were chosen - Annie Eastmond, Paula Burgon and Stephanie Anderson, Youth Services Librarians, and Vern Waters, Jail Library Manager. Segments are hosted by "Miss Annie." Paula is Fiona Fairy, Vern is General Fiction and Stephanie is Little Miss Puppet.

The concept is that viewers enter into a book. Each segment is about 12 minutes long and contains early literacy information on reading and talking, writing and playing and singing.

We received press coverage about this project.

Jim Cooper said it took a substantial amount of time to get the rights to read the story. Many libraries don't go through this process but we felt that it was important to do so. He feels that now that we have one *StorySpace* produced and can demonstrate its value and show that we are using it within the appropriate context, we'll be able to get additional publishers to release the rights to books.

We do have analytics on how many people are visiting the site.

Karen Crompton suggested looking for ways to update and keep the site fresh while we are producing additional content. Heather said that we could use public domain material and create shorter segments to add. Jim Cooper said that we might be able to break out each element, story, craft and singing, and do short segments on each one individually. We have librarians who are great crafters who could come up with easy little things a parent and child could do together.

Employee Engagement – *Pamela Park, Human Resources Manager*

Before reporting on the Employee Engagement Survey, Pamela reported on other Human Resources items.

Recruitment for the Education Program Manager position closed on Monday.

Summer Internship Program - We have 20 interns who will work for us this year. Many are refugees and for many this is their first job. The official start date is June 13. They will receive training before starting to work. Five of the interns who worked for us last year will be back this year and will work as mentors to the new interns.

We took out the Library's portion of the County Employee Engagement Survey and looked only at our scores. The overall mean survey score of the Library and the Human Services Department were higher than overall County scores.

Pamela shared an info graphic that included what the next steps for the Library are. The libraries were grouped into four regions so that all results could remain anonymous. The southeast region scored lower than the other three regions. This has been shared with managers of branches in that region so that they can discuss the results and find ways of improving.

Richard H. Nixon asked how the County had scored overall.

They did pretty well. There was over 70% participation rate.

Areas of concern were

- Communication
- Understanding possibilities for promotion
- Believing nothing will change

Positive responses included

- People feel they make a positive difference.
- People like the people they work with.

Jim is proud of the culture we have created, that staff feel supported within the work environment, and that they see it as a learning environment.

Pamela will send a link to the full survey to Board members

Mid-Year Budget Requests - April Townsend, Finance & Operations Manager

The County and the Library go through a formal budgeting process in the fall. Mid-year we have the opportunity to reopen the budget and "true up" our revenue and our capital projects.

Bingham Creek remodel

Work has been done and the library has a new look but the project is only half-way done and will be finished in the fall.

Whitmore Library

We will be replacing the elevator, resurfacing the parking lot and putting in security cameras.

Smith Library

We will be building a new staff restroom, redoing the staff work area and changing the information and circulation desks.

Tyler and West Valley Libraries

HVAC replacement at both locations.

We are also asking for 4 new FTEs, assistant managers for Kearns and West Valley Libraries and custodians for the Viridian and West Valley Library. The Kearns manager is heavily involved in the Kearns Place-based Initiative which leaves a managerial void. At West Valley the homeless population has created challenges. There are regular bathroom issues and custodial services are needed. As the number of events at the Viridian have increased, custodial demands have increased.

Karen Crompton has received our requests. The Mayor's Office has said no new requests will be approved and only true-ups will be done mid-year. Karen does think our requests are valid.

We are working with the Volunteers of America to do an assessment of the challenges at West Valley. Because they occur on an unpredictable basis it is hard to schedule help to respond. The Mayor is attending a Library General Management Meeting at West Valley on Wednesday, May 25 to discuss homeless issues that are occurring not only at West Valley but at Draper, West Jordan and Kearns. These libraries experience acute and daily issues. This is a critical need. We think we have it in our budget to cover it this year. Karen Crompton has connected Jim with the County Homeless Commission member to let them know what is happening.

Purchase of property in West Jordan has just come forward. Our Facilities Department is adjacent to Kearns Library. With redevelopment plans for Kearns, this is not a good location for them. Property is available adjacent to the West Jordan airport that would be a good location for Facilities. They are asking for \$900,000 to purchase four acres at this location.

Marketing Report - Liz Sollis, Marketing Manager

Summer Reading

In response to staff requesting simplified instructions for how to administer the Summer Reading program, Marketing has created a playbook. It goes along with the sports-related Summer Reading theme. They have also created videos showing that "If Jim can do it, you can do it."

Simultaneously they have created incentives for staff to increase sign-ups. Branches that improve will get a pizza party with administration. Branches that win the Summer Reading display contest will get an ice cream party with administration. Summer Reading will be promoted through space purchased through the Utah Media Group, with flyers and billboards.

Bookmobike

We have purchased a three-wheel Schwinn bike with a basket for outreach events to carry and give away book sale books.

Junior Achievement Academy

Fifteen thousand fifth and eighth graders go through the Junior Achievement Academy a year. Participation would provide great visibility for the Library. As a result of conversations with them, we will be doing "JA in a Day" which is an opportunity teach in a classroom. We will be going to Madison Elementary and teaching a kindergarten class.

Liz invited Board members to the Summer Reading Kickoff Party on Saturday, June 4 at the West Jordan Library and Veterans' Memorial Park

Jim said we were featured in the most recent *Library Journal* in an editorial comment about “Paper Cloud”, the art piece by George Peters and Melanie Walker that spans the space between the West Jordan Library and the Viridian Event Center. The writer said that the art “elevates the spaces and the people using them.”

STAFF REPORTS

Statistics - *Jim Cooper, Library Director*

Jim referred to the monthly report and said if there were any questions to let him know.

The meeting adjourned at 2:24.