

MINUTES

BOARD OF LIBRARY COMMISSIONERS CITY OF LOS ANGELES

February 14, 2013

A Regular Meeting of the Board of Library Commissioners was held at the Central Library, 630 West 5th Street, Los Angeles, CA 90071, convening at 11:05 a.m. on the above-written date.

PRESENT: PRESIDENT MARSHA HIRANO-NAKANISHI
 VICE PRESIDENT PAULA MADISON
 COMMISSIONER EDUARDO TINOCO

EXCUSED

ABSENT: COMMISSIONER RITA WALTERS
 COMMISSIONER TYREE WIEDER

ALSO PRESENT: John F. Szabo, City Librarian; Kris Morita, Assistant General Manager; Roy Stone, President, Librarians' Guild; Basia Jankowski, Deputy City Attorney; Elaine Owens-Sanchez, Analyst, CAO's Office; Kenneth S. Brecher, President, Library Foundation of Los Angeles; and staff.

MINUTES FOR APPROVAL – 1/24/13 Regular Meeting

MOVED by Commissioner Tinoco, seconded by Vice President Madison, and unanimously carried that the Minutes of the Regular Meeting held January 24, 2013, be approved as submitted.

PUBLIC COMMENTS ON MATTERS

WITHIN THE BOARD'S JURISDICTION: None.

**CITY LIBRARIAN'S COMMENTS
AND ANNOUNCEMENTS**

City Librarian John F. Szabo reported the following:

Strategic Plan Development Update

The Library Department is engaging the community in the development of its new strategic plan by asking them to provide input on the Library's future. Up to date, over 4,000 responses have been received from the public and 432 from staff from surveys conducted online and in person. The input received will be used to start formulating goals, objectives, and metrics. It is expected that the completed plan will be presented to the Board in May or June 2013.

LAPL Photo Librarian Christina Rice's article in Huffington Post

Last month, Photo Collection Librarian Christina Rice had a wonderful blog in the Huffington Post about Dr. Martin Luther King, Jr. titled, "A King in the City of Angels" and included photos of Dr. King during his visits to Los Angeles. The City Librarian said the article was a great way of highlighting LAPL's photo collection and resources offered.

Earned Income Tax Credit Awareness Campaign

The Library is partnering with the Community Development Department and the IRS in a citywide campaign to increase awareness on the Earned Income Tax Credit, which benefits low-income families. The Library offers free access to tax preparation software on the website and volunteers assist patrons with tax preparation.

Upcoming ALOUD Program Highlights

On February 26, the ALOUD Program will present Lieutenant Governor Gavin Newsom in interview with L.A Times Columnist Pat Morrison. In April, it will present Caroline Kennedy in conversation with Poet Laureate Eloise Klein Healy.

New LAPL Website Update

The Library is receiving many positive comments about the new website stating that it is easier to navigate, it highlights the collections better, and so forth. The City Librarian reported that mattanderson.org, a blog about libraries, ranked the LAPL's website as one of the top public library websites in the nation. He said the recognition was thanks to staff who maintain the website and keep it relevant and dynamic.

Citizenship Initiative Update

Mr. Szabo informed the Board that there is great attention from around the country on the great work the Library is doing with the Citizenship Initiative, to the extent that he will be participating in a panel at the American Library Association Conference in Chicago to discuss the program in Los Angeles. He said the Chicago Public Library will be replicating this program and that Alejandro Mayorkas, Director of the United States Citizenship and Immigration Services, is very pleased with the work LAPL is doing in Los Angeles.

The Innovation Leadership Program

The Innovation Leadership Program had a very successful six-month initial trial program and it has begun a full two-year program with two residents and two fellows. Fellows Joyce Cooper, Librarian at the Central Library, and Karen Pickard-Four, acting Sr. Librarian at the Studio City Branch Library, will be working with residents Mary Abler, Graduate from San Jose State University, and Jacqueline Welch, Graduate from the University of Arizona. Both residents were selected from over 100 applicants from around the nation.

The City Librarian mentioned that Jacqueline Welch had been a participant of the University of Arizona's Knowledge River Program, a program that focuses on increasing representation of Latinos and Native Americans in the field of librarianship and in training librarians to serve Latino and Native American populations. He thanked the Library Foundation of Los Angeles for sponsoring the fellowship.

Library Card Online Renewal Update

In late 2012, the Library started sending out courtesy e-mail notifications to patrons informing them that their Library card would be expiring soon and offering the online renewal option. In December, 5,334 emails were sent out, and 573 patrons took advantage of the online renewal. In January, 7,991 e-mails were sent out, and 1,171 patrons responded. He said those individuals would not have to renew their card in person.

Vice President Madison asked if signs had been posted at the check out counters notifying patrons that library cards can now be renewed online. The City Librarian stated that it could also be added on the website.

CITY LIBRARIAN'S REPORTS

It was MOVED by Commissioner Walters, seconded by Commissioner Tinoco, and unanimously carried that the following resolutions be adopted:

Recommendation to Accept Gifts

LIBRARY RESOLUTION NO. 2013-6 (C-5)

RESOLVED, That the gift in the amount of \$2,000 from CSB Studios, Inc. "NCIS: Los Angeles" Season 4 for donation to the Wilshire Branch Library be accepted; and

FURTHER RESOLVED, That a letter of acknowledgment be sent to the donor expressing the grateful appreciation of the Board of Library Commissioners and staff for their generous donation to the Wilshire Branch Library.

LIBRARY RESOLUTION NO. 2013-7 (C-6)

WHEREAS, Sylvia Falkove was a librarian for the Los Angeles Public Library and worked at the Central Library from January 20, 1964 to February 25, 1991. She worked in the History/Genealogy and Children's Literature Departments and taught art, crafts and ceramics in the Los Angeles Unified School District; and

WHEREAS, Sylvia Falkove passed away on January 15, 2012, and bequeathed a gift of \$2,155.36 to the Los Angeles Public Library, without any restrictions:

Library Resolution
No. 2013-7 (C-6)

RESOLVED, That the gift of \$2,155.36 from the Sylvia Falkove Trust to the Los Angeles Public Library be accepted and deposited into Trust Fund 831, Account 290, Sylvia Falkove Trust; and

FURTHER RESOLVED, That a letter acknowledging the gift be sent to successor trustee Lynda Mason expressing the grateful appreciation of the Board of Library Commissioners and staff for the generous gift.

Recommendation to Approve Amendment to
Contract No. 736 with White Systems, Inc.

LIBRARY RESOLUTION NO. 2013-8 (C-7)

WHEREAS, On October 6, 2005, the Board of Library Commissioners approved Contract No. 736 between the City of Los Angeles, Library Department and White Systems, Inc., the only firm that responded to the Request for Bids (RFB). The contract was approved for a three-year period, June 14, 2006 through June 13, 2009; and

WHEREAS, White Systems is the sole provider of maintenance services for the brand and model of compact shelving; therefore, since May 28, 2009, the Board has approved extensions of the contract for one year periods; and

WHEREAS, The Personnel Department previously determined that City employees do not have the expertise to perform the work required and Library Human Resources concurs with the previous findings; and

WHEREAS, Funds are available in the Library's Contractual Services Account to cover the services:

RESOLVED, That the Board of Library Commissioners hereby approves Amendment No. 2 to Supplemental Agreement No. 1 to Contract No. 736 with White Systems, Inc. to extend the term of the contract to June 13, 2014, pursuant to the provisions of City of Los Angeles Administrative Code Section 10.5 (b) 2; and

FURTHER RESOLVED, That the City Librarian and City Attorney be authorized to make technical changes to the amendment prior to execution; and

FURTHER RESOLVED, That the President of the Board of Library Commissioners be authorized to execute the amendment upon receipt of the required approvals.

Recommendation to Approve Request for
Proposals for Audiovisual Consultant Services

LIBRARY RESOLUTION NO. 2013-9 (C-8)

RESOLVED, That the Board of Library Commissioners approve the Request for Proposals (RFP) for an Audiovisual Consultant be advertised and distributed to potential proposers; and

FURTHER RESOLVED, That the Board of Library Commissioners determine, in accordance with Charter Section 1022, that it is more economical that the services be performed by an independent contractor; and

FURTHER RESOLVED, That proposal be submitted no later than 2:00 p.m. on Thursday, March 28, 2013, to the office of the Board of Library Commissioners, 630 W. Fifth Street, Los Angeles, CA 90071.

RECOMMENDATION TO RECEIVE AND FILE
STATUS REPORT ON LOS ANGELES PUBLIC
LIBRARY USAGE STATISTICS FOR 2011-12

Mr. Szabo informed the Board that the quarterly statistics report had been reformatted to include more detailed information on usage statistics of specific programs, general circulation, collection, cardholders, volunteers, library technology, online and digital resources, classroom visits, meeting room use, etc.

Further, Mr. Szabo stated that the new report also conveys more information on the great work that staff is doing in all areas of library services and the degree to which patrons are taking advantage of the services. He underscored that the report is a work in progress and it will be reshaped as needed to make sure it is a meaningful report.

Board Discussion

Vice President Madison asked the City Librarian whether there was any information from the data in the report that surprised him.

Mr. Szabo replied that he was surprised by the relationship of the increased service hours on July 12 to an increased in library usage but a decline in library cardholders. He said he also noticed a dramatic increase in online circulation and a small decrease in circulation of print materials. He said the decrease in print materials might be due to the decrease in funding for materials over multiple years, but funding will be increased in the next fiscal year. He attributed the increase in online circulation as a product of how much it is spent on e-books and to publishers that are increasingly making them available to the libraries. In regard to outreach, he said it had suffered due to reduced staffing levels but he hopes that as more staff is added it would allow them to do more outreach.

Vice President Madison pointed out to the large increase in the number of volunteers and said that somebody had been doing a really great job.

The City Librarian stated that the increase was due to the excellent work of Principal Librarian Melissa Potter, who had been working on formalizing the Volunteer Program.

Melissa Potter, Principal Librarian, Adult Services, stated that she had been working with staff in collecting information about the volunteers, including which programs they volunteer in, making certain to capture all volunteer hours and reporting them, and updating the volunteer records as to whom the current volunteers were. She said that part of formalizing the program was getting the applications in and having the branches notify her when volunteers had not come for a long time but were still registered as volunteers. She indicated that all the information gathered really helped in formalizing the program.

Vice President Madison asked about the difference in number of volunteers who specialize in programs such as tutoring and story telling.

Ms. Potter explained that part of the big number difference was that until last February, all volunteer hours were being submitted as aggregate numbers, but now the numbers are tied to volunteers to determine how many hours they volunteer to specific programs. She said the information provides a better picture for recruitment of volunteers and in which areas they are needed.

President Hirano-Nakanishi asked if the adult programs on pages 4 were separate or different from the Lifelong Learning programs on 5 of the Report.

Mr. Szabo replied that the Adult Literacy, Financial Literacy, and Citizenship Initiative listed in the category of Lifelong Learning are three areas of particular focus and they fulfill many goals under the Adult Programs section. He asked Cheryl Collins, Director of Branch Library Services, to provide more information on the diverse adult programs offered system-wide.

Ms. Collins stated that the programs listed under Lifelong Learning are the big push initiatives the Library is working on with many community-based organizations; however, the branch libraries offer a wide variety of adult programs that are put on by library staff. She indicated that computer literacy had been the emphasis for the past couple of years because for many people, their first opportunity to work with high speed Internet and open their first e-mail account was at the Library. She stated that the Library is broadening the scope of what literacy is to include these other initiatives and is branching out from that base.

The Board President suggested that it would be nice to have some numbers that are based on before Measure L passed, when they were low in terms of service hours and then having a trend line to show the increase in service hours, because that information

would serve well in the long run. She commented that she was stunned at the reduction of staffing levels because a lot of people were showing up for many of the programs and staff had to work very hard in helping so many more people.

Mr. Szabo stated that staff did a tremendous job in sustaining services during a time of low staffing levels, but he was happy to report that new staff is now being hired and the first librarian orientation had been held to welcome 21 librarians.

In response to a question from Commissioner Tinoco, Mr. Szabo replied that the Library is divided into six different regions but each individual branch keeps track of the services and programs offered at their location and forward the data for the statistical report.

Vice President Madison asked if the programs on financial literacy and other literacy programs were being recorded for people to view them on the Library's website. She said that there was great value in having those programs in person and the interactivity was important, but having some of the programs online would allow a larger number of patrons to experience that digitally.

Mr. Szabo said the programming being provided varied depending on the partnerships and some pod casting had been done, but it was certainly something to look into because some of the programs like the Citizenship Initiative are incredibly popular.

Madison said that there could be a production company or studio that might be willing to contribute as a public service by videoing a program.

BOARD ACTION

MOVED by Commissioner Tinoco, seconded by Vice President Madison, and unanimously carried that the status update on status report on Library Usage Statistics for 2011-12 be received and filed.

STATUS REPORT ON CITIZENSHIP INITIATIVE

City Librarian John Szabo briefed the Board on the Citizenship Initiative and reported that Cheryl Collins, Director of Branch Library Services, was doing an amazing job as the Library's liaison for the initiative. He also complimented Library staff for demonstrating incredible enthusiasm for the program. He asked Ms. Collins to provide an update on the initiative.

Cheryl Collins, Director of Branch Library Services, reported that last summer, the United States Citizenship and Immigration Services (USCIS) entered into an agreement with the City of Los Angeles on a Immigrant Integration Initiative titled, "*Your Path to Citizenship Begins at the Los Angeles Public Library (LAPL)*." She said that USCIS provided Citizenship 101 training that was attended by City Librarian John F. Szabo along with over 100 Library employees.

Ms. Collins stated that September 17, National Citizenship Day, was the formal kick off for the initiative where 65 children were sworn in as citizens of United States in a program hosted at the Central Library. Also, during that week, citizenship corners were established at all branch libraries with books, forms, videos, and brochures in a variety of languages, as well as trained librarians who are available to assist.

Ms. Collins noted that since the program began in September, over 7,000 people have interacted with the library to start their path to citizenship: 3,600 reference questions have been received, over 1,100 people have attended the citizenship workshops, and 2,300 people have accessed the Library's website that linked them to the USCIS website; and according to USCIS, the LAPL website is the number one driver in the country that links people to their website.

Ms. Collins stated that the Library has established close working relationships with a wide variety of community partners through active participation in the California Community Foundation's Citizenship Task Force. Some of these partners include: Catholic Charities, CLINIC (Catholic Legal Immigration and Naturalization Committee), NALEO, LA Law Library, CARECEN, Asian Pacific American Legal Committee, International Rescue Committee, and many more. These partners provide programming, classes, and materials at branches and help people fill out their citizenship forms.

Ms. Collins reported that a mega citizenship event held at the Mid-Valley Valley Regional Branch had been provided by CLINIC, and representatives came in from Washington to do the program that resulted in over 100 people being guided through the process of completing the citizenship forms, sent their checks to the Government and started their path to citizenship on that day. She introduced Melissa Potter, Adult Services Principal Librarian, who is working on another mega event and asked her to provide details on this upcoming event.

Melissa Potter, Principal Librarian, stated that on March 16, 2013, a mega citizenship event would be held at the Central Library focusing on people who speak Asian languages (Vietnamese, Korean, Chinese, Tagalog, Khmer, and various Indian languages). She indicated that the partners for this event are bringing in lawyers who speak those languages to help people with the paper work.

Ms. Potter announced that other citizenship workshops would be held on May 18th at the Harbor City/Gateway Branch, and on June 1 at the Panorama City Branch. Additionally, multiple classes are ongoing with Catholic Charities in Carson, where people sign up at a branch and attend a six or eight weeks program, fill out their applications and get scheduled for the test. She said she is working with the multiple partners to inform her when people receive their citizenship certificates so she can take their picture for display in the Literacy Centers.

Ms. Potter informed the Board that USCIS current agreement with the city would end in April and USCIS is hoping the new Mayor will continue it because there has been so much positive feedback about the Library.

Ms. Collins thanked Ms. Potter for the information and added that the community partners value the Library's partnership very much. She said the Library has been working a lot with Catholic Charities that according to USCIS they are the gold standard in this type of work. She pointed out that the only place where people can attend these classes by Catholic Charities for free is at the Los Angeles Public Library because of the resources and support it provides.

Board Discussion

Vice President Madison mentioned that her mother became a citizen through Catholic Charities, and asked if there was a particular branch that gets more activity than others or certain areas of the city where citizenship is more actively pursued.

Ms. Collins answered that at the beginning of the program there was a lot of activity in the Chinatown Branch but as the initiative progressed and the word got out they find more activity in other branches. She believes there is activity through out the City at this point.

The Board President asked if there has been outreach for the March 16th event.

Ms. Potter replied that the Library had already sent out the flyers to all the branch libraries and that each partner group had contacts in the media and in the communities. She offered to forward the information to them.

Responding to Vice President Madison's question on what would be the maximum number of people that can be accommodated for the event, Ms. Potter responded that in order to get everyone processed, they have estimated that about 200 people would be ideal.

The Board President asked what kind of set up is needed in order for the program to move forward because of the capacity issue, and if also the number of volunteers needed to move people through the steps.

Ms. Potter replied that it was both, space and volunteers, because they have to get lawyers in all the different languages willing to volunteer their work for free. At the beginning of the program they will have a speaker in the Mark Taper Auditorium, and then break down in small groups to help applicants individually with their forms. She said that if more people were added, the less likely they would be able to end the program by 5:00 p.m.

Vice President Madison said that it would be very exciting if they did a true mega event and had an unbelievable number of people show up.

Ms. Potter answered that the March 16th event would be experimental with having so many different languages; but another mega workshop was scheduled for May 4th at the Hollywood Park. She said that the Library would also be helping with that event and

assist by pre-screening people at the branches before that event. She stated that she is working in selecting the branch locations that have the most public computers to set them up to prescreen people to help them move forward in the process.

Board President Hirano-Nakanishi thanked staff for the amazing work they are doing with the initiative.

VARIOUS COMMUNICATIONS: None.

COMMISSIONERS' COMMENTS &
REVIEW OF MATTERS PENDING

Retirement - Steve Newcomer

Board President Hirano-Nakanishi stated that she was saddened to hear that Steve Newcomer, Director of Information Technology and Collections, had retired because he was so knowledgeable and helpful.

Mr. Szabo said Mr. Newcomer had brought great innovation and leadership to the Information Technology and Collections area of the Library and that he would certainly be missed, but he wanted to leave without a big fanfare.

Library Foundation Retreat

Board President Hirano-Nakanishi mentioned that Ken Brecher, President of the Library Foundation, and City Librarian John F. Szabo were the stars of the Library Foundation's retreat. She said she felt that the Board of Directors really understand what the partnership means between the Library Foundation of Los Angeles and the Library Department and that they embraced the initiatives and were being very creative in moving things forward.

ADJOURNMENT

There being no further business to come before the Board, the meeting was adjourned at 11:45 a.m.

ATTEST: _____

Marsha Hirano-Nakanishi
President

Raquel M. Borden
Board Executive Assistant

Date to be approved:
February 28, 2013