AGENDA
BOARD OF LIBRARY COMMISSIONERS
CITY OF LOS ANGELES
THURSDAY, OCTOBER 9, 2014

CENTRAL LIBRARY
BOARD ROOM, 4th FLOOR
630 W. 5TH STREET
LOS ANGELES, CA 90071

TIME:** 10:00 A.M. **

AGENDA: In compliance with Government Code Section 54957.5, you may view the agenda and all available documents related to the items at the Central Library's Information Desk or via the Internet at: http://www.lapl.org/about/blc_docs.html.

RULES OF DECORUM: Persons addressing the Commission shall not make impertinent, slanderous or profane remarks to the Commission, any member of the Commission, staff or general public, nor utter loud, threatening, personal or abusive language, nor engage in any other disorderly conduct that disrupts or disturbs the orderly conduct of any Commission Meeting and prevents the Commission from carrying out its public business. At the discretion of the Commission President or upon a majority vote of the Commission, the Commission President may order removed from the Commission meeting place any person who fails to observe the rules of decorum. Any person who has been ordered removed from a meeting may be charged with a violation of Penal Code Section 403, or other appropriate Penal Code or Los Angeles Municipal Code sections.

1. ROLL CALL

2. APPROVAL OF MINUTES:
   - Regular Meeting – August 28, 2014
   - Regular Meeting – September 11, 2014

3. PUBLIC COMMENTS ON MATTERS WITHIN THE BOARD'S JURISDICTION

   (In accordance with Board Policy, a total of 15 minutes shall be allocated for public comment not to exceed three (3) minutes per speaker. Items arising during the public comment portion of the meeting shall be referred by the President to the staff or Board Committee for appropriate action or report back thereon to the Board.)

4. CITY LIBRARIAN'S COMMENTS AND ANNOUNCEMENTS

5. CITY LIBRARIAN'S REPORTS

   CONSENT CALENDAR
   (Commissioners who wish to discuss particular items should ask that such items be called as Special. The remaining items will be subject to a single vote.)

   a. RECOMMENDATION TO ACCEPT THE FOLLOWING GIFT: (EXHIBIT “A”)

   $2,000 From the Friends of the Woodland Hills Branch Library to the Woodland Hills Branch Library for materials
b. RECOMMENDED APPROVAL OF POET KHALIL GIBRAN SCULPTURE FOR PLACEMENT IN THE CENTRAL LIBRARY (EXHIBIT "B")

BOARD DISCUSSION

c. "CREATING OPPORTUNITY, BUILDING COMMUNITY, INSPIRING INNOVATION: LOS ANGELES PUBLIC LIBRARY'S STRATEGIC PLAN 2014-2019" (EXHIBIT "C")

6. VARIOUS COMMUNICATIONS: NONE

7. COMMISSIONERS' COMMENTS, ANNOUNCEMENTS AND REVIEW OF MATTERS PENDING

8. ADJOURNMENT

THE NEXT BOARD MEETING IS SCHEDULED FOR THURSDAY, OCTOBER 30, 2014, AT THE WASHINGTON IRVING BRANCH LIBRARY, 4117 W. WASHINGTON BOULEVARD, LOS ANGELES, CA 90018, CONVENING AT 11:00 A.M.

FINALIZATION OF BOARD ACTIONS - CHARTER SECTION 245: In accordance with Charter Section 245, actions of the Board of Library Commissioners shall become final at the expiration of the next five (5) meeting days of the City Council during which the Council has convened in regular session.

PARKING: Reduced parking rate validation can be obtained by showing your library card at the Information Desk, and is only valid for parking on the Westlawn Garage at 524 S. Flower Street. The Westlawn Garage is not owned or operated by the Library Department. Additional information is available at www.plml.org.

Title II of the American with Disabilities Act: The City of Los Angeles does not discriminate on the basis of disability and upon request will provide reasonable accommodations to ensure equal access to its programs, services, and activities. To ensure availability, you are advised to make your request at least 72 hours prior to the meeting/event you wish to attend. For additional information, please contact the Board Office at (213) 228-7530.

POST 10/6/2014

FOR INFORMATION CONTACT: LIBRARY COMMISSION OFFICE (213) 228-7530
TO: Board of Library Commissioners

FROM: John F. Szabo, City Librarian

SUBJECT: ACCEPTANCE OF GIFT FROM THE FRIENDS OF THE WOODLAND HILLS LIBRARY

RECOMMENDATION:

That the Board of Library Commissioners adopts the following resolution:

RESOLVED, That a gift of $2,000 received from the Friends of the Woodland Hills Library, for the benefit of the Woodland Hills Branch Library be accepted; and

FURTHER RESOLVED, That a letter of thanks be sent to the Friends of the Woodland Hills Library, expressing the grateful appreciation of the Board and staff for the generous gift.

FINDINGS:

1. The gift of $2,000 will be used to purchase young adult materials for the Woodland Hills Branch Library.

2. A letter of thanks should be sent to:

   Bette Caraway, President
   Friends of the Woodland Hills Library
   22200 Ventura Blvd.
   Woodland Hills, CA 91364

Prepared by: Ruth E. Seid, West Valley Area Manager
Reviewed by: Cheryl Collins, Director of Branches
LOS ANGELES PUBLIC LIBRARY
BOARD REPORT

TO: Board of Library Commissioners
FROM: John F. Szabo, City Librarian
SUBJECT: APPROVAL OF POET KHALIL GIBRAN SCULPTURE FOR
PLACEMENT IN CENTRAL LIBRARY

RECOMMENDATION:

THAT, the Board of Library Commissioners adopts the following recommendation:

"RESOLVED, That the Board of Library Commissioners approve the sculpture of
world renowned poet Khalil Gibran for placement in the Central Library."

FINDINGS:

1. In January 2013, the City Council approved a council motion (CF 13-0020),
   introduced by former Councilmember Dennis Zine and seconded by former
   Councilmember Eric Garcetti, to accept on behalf of the City of Los Angeles, a
   sculpture of Lebanese poet Khalil Gibran from the non-profit World Lebanese
   Cultural Union.

2. The sculpture is in commemoration of the 130th anniversary of Gibran's birth.
   Gibran's art and writings elevated Gibran to be the third best-selling poet of all time,
   behind William Shakespeare and Lao-Tzu, the founder of Taoism. Gibran's most
   notable work is The Prophet, a book of twenty-six poetic essays, which has never
   been out of print and has been translated into more than forty languages.

3. Representatives from Councilmember Mitch O'Farrell’s Office, World Lebanese
   Cultural Union, Library Commission leadership, Cultural Affairs Department and
   library staff have met and have identified a location for the sculpture in the Central
   Library International Languages Department, (east side of the main lobby between
   two architectural columns) where many of Gibran's works are located.

4. The artwork is a hollow bronze sculpture with an average thickness of 3/16". The
   sculpture is 36"H x 24"W x 17"D. The sculpture will be attached to a granite base.
   The sculpture has an estimated weight of 150 pounds excluding the base. The
   connection between the sculpture and the base will consist of stainless steel nuts
   that will be welded to the sculpture and will have threaded rods fastened to them.
The rods will sink into drilled holes in the base, and will be sealed with epoxy cement. Victor Issa, one of the foremost figurative sculptors in America, will complete the bronze bust late this month. According to the council motion, the sculpture has a valuation of $32,000. Installation will be supervised by the City’s General Services Department.

5. Any artwork to be placed on city property must be approved by the Department of Cultural Affairs. The artwork has been approved by the Public Art Committee of the Cultural Affairs Department at its September 18, 2014 meeting. The last two steps in the process require approvals by the Library Commission and the Cultural Affairs Commission.

Attachments

Prepared by: Kris Morita, Assistant General Manager
MOTION
JAN 04 2013

The World Lebanese Cultural Union, based in Los Angeles, is donating a bronze sculpture of renowned author and poet, Kahlil Gibran, to the City of Los Angeles in commemoration of the 130th anniversary of his birth in 1883 in the city of Bsharri, in present day Lebanon.

He arrived with his family in the United States in 1895, where he began school. His education also included studies at a prep school in Beirut, Lebanon and art school in Paris, France.

Over the course of his 48 years (1883-1931), Gibran's art and writings elevated him to be the third best-selling poet of all time, behind only William Shakespeare and Lao-Tzu (the founder of Taoism). First published in 1923, his most notable work in English is *The Prophet*, a book of twenty-six poetic essays, which has never been out of print and has been translated into more than forty languages.

Memorials to him have been established in Washington, DC and Boston as well as parks, schools, and streets dedicated to him throughout the world.

I THEREFORE MOVE that the Council accept the generous donation by the World Lebanese Cultural Union of the bronze sculpture of world renowned author Kahlil Gibran, approximately 30" x 18" x 16" and 90 lbs with an estimated value of $32,000.

I FURTHER MOVE that the Chief Legislative Analyst, with the assistance of the City Administrative Officer and any other appropriate departments determine an appropriate location in the City of Los Angeles to properly display this gracious donation and potential costs for installation and maintenance.

I FURTHER MOVE that the appropriate department be authorized to receive the above described donation, thank the donor on behalf of the City, and cause the donated items to be placed on the department inventory list / database.

PRESENTED BY: DENNIS P. ZINE
Councilman, 3rd District

SECONDED BY: ADOPTED
JAN 11 2013
LOS ANGELES CITY COUNCIL
TO: Board of Library Commissioners

FROM: John F. Szabo, City Librarian

SUBJECT: "CREATING OPPORTUNITY, BUILDING COMMUNITY, INSPIRING INNOVATION: LOS ANGELES PUBLIC LIBRARY'S STRATEGIC PLAN 2014-2019"

RECOMMENDATION:

THAT the Board of Library Commissioners adopts the following recommendation:

RESOLVED, That the Board of Library Commissioners receive and file "Creating Opportunity, Building Community, Inspiring Innovation: Los Angeles Public Library's Strategic Plan 2014-2019."

FINDINGS:

1. The Los Angeles Public Library provides a level of educational, social and cultural services unmatched by any other public institution. To build on this proud tradition, develop new ways to serve the people of Los Angeles, and chart a course for the next five years, the Library has developed "Creating Opportunity, Building Community, Inspiring Innovation: Los Angeles Public Library's Strategic Plan 2014-2019."

2. In late 2012, after a competitive Request for Proposals process, the Library Commission and the Mayor approved the staff's selection of the consultant MIG, Inc. to assist LAPL in developing the plan. MIG assembled a team, which included June Garcia, LLC, Carson Block Consulting and the Robert Group, with more than 30 years of strategic planning experience. They have prepared plans for New York Public Library, County of Los Angeles Public Library, Baltimore County Public Library System, Las Vegas Clark County Library, California State University Library System and many others.

3. The strategic planning process began with the library reaching out to Angelenos across the city, soliciting ideas and input from more than 11,000 people, including stakeholders, elected officials, library commissioners, "Friends" groups, the Library Foundation, Los Angeles Unified School District, library staff and—most importantly—residents of the city including library users and non-users. The team used telephone surveys, in-library and online surveys, children's activities, focus groups, a staff survey and direct staff participation to engage a wide range of people in L.A.'s diverse communities.
4. From the responses, a picture emerged of the library as a welcoming, thriving and deeply valued community resource. People affirmed that the library delivers essential services and programs and that they desire even more. Using the findings from the research, input from Angelenos, creative ideas from staff, best practices from other successful libraries and priority outcomes in Mayor Garcetti’s “Back to Basics” initiative, these goals were identified for the Library:
   - Cultivate and Inspire Young Readers
   - Nurture Student Success
   - Champion Literacy and Lifelong Learning
   - Contribute to L.A.’s Economic Growth
   - Stimulate the Imagination
   - Strengthen Community Connections and Celebrate L.A.

5. Each goal includes key activities, which are new and expanded services that support the goal, and objectives, which are ambitious yet realistic measures of progress.

6. This strategic plan, created through an unprecedented collaboration with the people of Los Angeles, provides a blueprint for the library to build on its tradition of excellence and introduce innovative ways to meet peoples’ needs. With its strategic plan as a guide, the Library will create opportunity, build community and inspire innovation in all Angelenos.

Prepared by: Peter Persic, Marketing and Public Relations Director

Reviewed by: Kris Morita, Assistant General Manager
Creating Opportunity
Building Community
Inspiring Innovation

DRAFT 9/24/14
"Los Angeles is a city of new beginnings. And whether people are just starting out or completely starting over, more than any other place in the city, people start at the Los Angeles Public Library."
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"The library provides a level of social, cultural, and educational services unmatched by any other public institution in Los Angeles."
Los Angeles Public Library

Los Angeles is a city of new beginnings. It’s where people from all over the world come to realize their dreams. And whether they’re just starting out or completely starting over, more than any other place in the city, people start at the Los Angeles Public Library.

The library’s 73 locations serve the largest population of any public library system in the United States, yet each branch reflects and celebrates the unique qualities of the community it serves. Responsive to the needs of millions of Angelenos, the library provides a level of social, cultural and educational services unmatched by any other public institution in Los Angeles.

The people of Los Angeles rely on their library and revere it as an essential community resource.

They demonstrated their unwavering support for the library in March 2011, when an overwhelming majority approved Measure L to restore the library’s hours of operation and to expand services, collections and technology. They also support it through 68 Friends of the Library groups, by serving as one of 5,800 library volunteers and by supporting the Library Foundation of Los Angeles, which raises funds to enhance library programs and services.

The Los Angeles Public Library Strategic Plan 2014-2019, “Creating Opportunity, Building Community, Inspiring Innovation,” is the result of engaging with thousands of people and asking what the library can do to help them start the next chapter of their lives.
"The Strategic Plan is the result of engaging with thousands of people and asking what the library can do to help them start the next chapter of their lives."

What we've learned

Los Angeles residents throughout the city participated in our telephone survey and here's what we learned:

- 82% visited the Los Angeles Public Library at least once in the last five years
- 25% visit the library at least once a month
- 20% use the library website (LAPL.org) several times a month
Engaging and Listening

Strategic Planning Process

To chart our course for the next five years, the library reached out to Angelenos throughout the city. We received ideas and feedback from more than 11,000 people, including key stakeholders, library staff and—most important of all—residents of the city, including both library patrons and people who don’t currently use the library.

We used telephone surveys, in-library and online surveys, children’s activities, focus groups, a staff survey and direct staff participation to reach as many people as possible. The questions we asked helped us assess current and future needs, influences beyond the library, key themes and the role of technology.

As we pored over the thousands of responses, a picture emerged of a welcoming, thriving and deeply valued community resource. We received affirmation that the library delivers essential services and programs, and that there is a strong desire for even more. We took the findings from all of our research and together—with input from Angelenos, creative ideas from staff and best practices from other successful libraries—we developed our Strategic Plan.

Distilling feedback from the community, using the library’s strong tradition of excellence as a benchmark and Mayor Eric Garcetti’s “Back to Basics” priority outcomes as a guide, we identified the Goals of the Strategic Plan. While we will launch new and expanded programs and
A day in the life of the Library

- **45,000**
  people visit the Central Library and neighborhood branches

- **4,200**
  use the Wi-fi to connect to the Internet

- **1,700**
  attend a program

- **16,100**
  hours logged on library computers

- **37,000**
  questions answered by staff

- **73,000**
  visits made to the Library’s website

services during the period of this Strategic Plan, we will concentrate on the following Goals to ensure that we provide the best possible access to services, information and resources to the greatest number of Angelenos every day:

- Cultivate and Inspire Young Readers
- Nurture Student Success
- Champion Literacy and Lifelong Learning
- Contribute to L.A.’s Economic Growth
- Stimulate the Imagination
- Strengthen Community Connections and Celebrate L.A.

During the next five years, we will be evaluating our performance, measuring impact, developing action plans and allocating resources to support the library’s new and expanded services—referred to in the Strategic Plan as Key Activities.

To ensure that we are staying on course, we will measure our progress with a set of ambitious yet realistic Objectives.

Each element of the Strategic Plan will guide us in delivering exceptional programs and services that will result in:

- Collections, both physical and virtual, that meet people’s needs
- Talented and knowledgeable staff
- Welcoming environments
- Robust technology
- Expanded digital presence
- Effective partnerships
Goals, Key Activities and Objectives

People borrow items from our collection more than 15 million times a year and we move 40,000 items between libraries daily to meet our patrons' needs. Our 73 libraries also offer more than 18,000 public programs every year.

Despite the vastness of the collections, services and programs, perhaps the most remarkable aspects of the library are the human interactions and moments of connection that happen here every day.

There's free homework help, providing students with access to tutors every day. Students stop in, email or even get help via text messaging. Toddlers and parents drop by for storytime programs. Music fan? Angelenos download songs for free, along with videos and podcasts. Mobile phone? We have an app for that. And if someone has a question about just about anything, say, how to apply for college financial aid, they simply call the library and staff will get them an answer. Millions of these small miracles are all in a day's work for the library.

Day in and day out, the library is unparalleled when it comes to learning, culture and engagement—consistently responsive to personal and community needs and offering a level of customer service that inspires fervent and lifelong loyalty in our patrons. With the Goals of the 2014-2019 Strategic Plan, the library is poised to do even more.
cultivate and inspire young readers

Everyday, in neighborhoods throughout Los Angeles, many of the city's youngest enter a library. Cradled by caregivers, perched in the lap of a parent or sitting cross-legged in a circle, these tiny Angelenos fall in love with books, stories and learning.

Children can't wait to visit the library and they don't want to leave—because it's brimming with wonderful things just for them.

There are millions of children's books, music albums and movies, as well as fun, neighborhood-based activities for families who speak Spanish, Chinese, Korean, Tagalog, Armenian, English or other languages popular in the city's diverse communities. There are cozy nooks designed to encourage caregivers and children to read, play and learn together.

Library staff is readily available to expertly assist in locating just the right story, whether it's in a picture book, on a tablet or available as a downloadable e-book.

Each of the library's extensive rosters of early childhood offerings—from Hora de Cuentos bilingual storytelling to Evening Pajama Storytime—fosters literacy skills and instills in children the joy and excitement of learning.

Annually, tens of thousands of children delight in the library's exemplary STAR (Story Telling And Reading) program, which brings children and adults together from diverse cultural, ethnic and economic backgrounds.

The library's multilingual We Read Together early literacy workshops educate parents and caregivers about the connection between reading to children in their early years, and their future academic and personal achievement—and teach methods that help them prepare young children to succeed in school.

No other public institution can match the power of the library to capture the imagination and stimulate the minds of young children. These first visits to the library mark the beginning of a lifelong relationship and establish critical building blocks upon which all future learning will depend.
key activities

Develop a community-based early literacy program to give new parents resources and books to prepare their children for school success.

Enable and empower library staff to use digital technologies to encourage early literacy skills.

Create interactive learning spaces for children and their parents.

Expand the Story Telling And Reading (STAR) program, bringing children and adults together from diverse cultural, ethnic, and socioeconomic backgrounds to share in the joy of reading.

Offer early literacy workshops for parents and caregivers, teaching them methods to help young children develop skills they will need to succeed in school.

Teach parents and caregivers to use technology to encourage early literacy skills.

Create an interactive web portal for parents and caregivers with information about child development, suggested reading lists, story times, and videos that model singing, finger plays, flannel boards and reading aloud.

86% of Angelenos surveyed consider the Los Angeles Public Library important to them and their families.

objectives

1.1 Annually, 50,000 children under age five will attend a program at the library.

1.2 Annually, circulation of materials primarily intended for this age group will exceed 1 million.

1.3 Annually, 90% of parents or caregivers surveyed will rate the library's services for young children as very good or excellent.

1.4 Annually, 90% of parents and caregivers surveyed will rate the early literacy workshops they attended as very good or excellent.

1.5 The new web portal for parents and caregivers will attract at least 50,000 visitors annually.
nurture student success

The library is committed to supporting students from kindergarten to grade 12 in their quest to succeed at school. Collections, services, spaces and technology all complement the learning that happens at school and offer essential support after school hours.

The library’s collection includes millions of print and digital materials for elementary, middle school and high school students. At library locations throughout Los Angeles, students can use computers and printers for free. There are quiet spaces where they can study, as well as inviting areas designed expressly for group collaboration such as home schooling sessions.

A student who is struggling with an assignment or preparing for a test can talk online with a live tutor every day, in all grades and all subjects. This homework help is accessible from any computer, phone or mobile device via the library’s website. The library’s online Research & Homework Gateway offers information on dozens of popular topics and is available 24 hours a day, seven days a week.

Library staff are available to guide students, teaching them valuable research skills and helping them locate accurate, reliable information on everything from math to mythology. The library’s Student Smart program offers test preparation, test-taking strategies, practice tests, college workshops, study skills and financial aid workshops—all provided free of charge.

The library partners with teachers, in and out of the classroom, offering study guides, reading lists and in-school presentations to help bring topics alive. Through the library’s website, teachers can send “assignment” alerts about topics students may be coming to the library to research. The library operates the city’s largest after school program and Summer Reading Clubs, designed to help students retain what they learned during the school year, and continue to learn while school is out.

The library’s innovative and responsive programs and services in the Key Activities of Goal 2 prepare students to succeed in school and teach them important lessons as well—the library is a helpful, welcoming place they can rely on and return to throughout their lives.
key activities

Increase homework and educational support for students in partnership with the L.A. Unified School District and other organizations to enhance the community's efforts to have every child read at grade level and improve the high school graduation rate.

Strengthen skills through digital learning environments that support effective, collaborative and connected learning.

Provide SAT training for students through Student Smart programs that include free test prep, practice tests, college prep workshops, study skills and financial aid workshops.

Offer online tutors to help students with homework, skills building and test preparation.

Initiate a homework help volunteer program to offer coaching or tutoring for students.

Make it easier for students to find library resources by creating a new web portal.

91% of Angelenos surveyed believe it is important to offer free programs that help children and teens read at grade level.

objectives

2-1 Annually, a minimum of 40,000 students will use the library’s online tutoring service.

2-2 Annually, 90% of students surveyed will rate the library's homework help services as very good or excellent.

2-3 Annually, 90% of students surveyed who participate in Student Smart workshops will rate the workshops as very good or excellent.

2-4 The library's new homework help website for students K-12 will attract 100,000 students annually.
champion literacy and lifelong learning

Everyone can enhance skills, expand horizons and explore new worlds at the library. From aspiring screenwriters to first-time voters, the library’s vast collection of books, music, films and courses can satisfy curiosity, as well as open doors to a new and better life.

The library offers abundant resources for recent immigrants, English language learners and people who want to improve their reading and writing skills. There are adult literacy centers in 21 libraries throughout the city, each with extensive resources and trained literacy staff and volunteers. English courses are available online and via mobile apps for speakers of Spanish, Chinese, Japanese, Korean, Arabic and Russian.

English speakers can learn dozens of languages through the library’s print collections and online courses including Spanish, French, Italian, Mandarin, Cantonese, Arabic, Korean, Russian and Tagalog.

The library’s collection includes books, magazines and films in more than 30 languages, as well as staff who specialize in world languages and cultures.

The staff also have deep expertise in a wide variety of subjects such as genealogy, patents and technology, just to name a few—and delight customers of all ages with personalized recommendations. Staff regularly post reviews and recommendations on library blogs about popular topics such as foreign films or the latest best seller.

The library offers more than 900 online courses led by expert instructors in subjects such as business, gardening and psychology. These online resources include e-books containing study materials and online interactive practice exams that cover language skills, academics, civil service, real estate and more.

The Los Angeles Public Library is the first public library in the nation to offer adults the opportunity to earn an accredited high school diploma and career certificate through the Career Online High School. Through online classes and in-person support at libraries throughout the city, the program helps adults continue their education and prepare to enter the workforce or advance in their career.

The library champions learning as a lifelong pursuit. Events and workshops take place every day, for all age groups, supporting the needs and interests of communities throughout the city. Major offerings range from Health Happens at the Library with its health and wellness resources and assistance with the Affordable Care Act to Money Matters which offers guidance on financial planning, money management and financial literacy, to 2 Young 2 Retire, a planning program for seniors.

Wherever they are coming from and wherever they’re going, people turn to the library as a trusted, invaluable resource.
key activities

Expand adult literacy offerings and adapt emerging online adult literacy tools to serve Los Angeles' multicultural, multilingual communities.

Provide support to individuals engaged in goal-oriented lifelong learning.

Encourage participation in civic life by providing services that help people establish citizenship, register to vote and make informed voter choices.

Contribute substantively to the overall health and wellness of communities by engaging in effective partnerships, providing health programs and information, and offering programs that address specific health disparities in the city's neighborhoods.

Help Angelenos use their mobile devices to access new and emerging technologies.

Recognize the accomplishments of online learners and those who participate in library-sponsored online classes by awarding digital badges or other forms of recognition.

Create a multilingual "Welcome to Los Angeles" web portal with information about the library, government services, and social services of interest to new immigrants and those whose first language is not English.

Develop offsite mobile delivery of innovative library services.

Expand financial literacy offerings.

82% of Angelenos surveyed think it's important to offer a digital training center where people of all ages can learn to use new technologies.

objectives

3-1 Annually, library-sponsored online classes will attract a minimum of 5,000 students.

3-2 Annually, 90% of the people surveyed who attend a library-sponsored citizenship workshop will rate it as very good or excellent.

3-3 Annually, 90% of the people surveyed who attend a financial literacy program will rate it as very good or excellent.

3-4 The number of views on the library's financial literacy portal will increase from 5,000 in fiscal year 2014 to 25,000 in fiscal year 2019.

3-5 Annually, 90% of the people surveyed who attend a health program will rate it as very good or excellent.
Contribute to LA’s economic growth

When it comes to finding a job or building a business, the library is simultaneously a starting place, a second home and an engine that fuels the local economy.

The library ensures that Angelenos have the services, tools and skills they need to pursue good job opportunities. Throughout the city and online, the library offers courses with modules ranging from word processing and résumé formatting, to managing career change and salary negotiations.

The library is committed to helping people nurture and grow their businesses with a full suite of resources. Here, entrepreneurs and business owners have access to print and web-based resources, as well as programs and referrals designed to help them in every phase from incubating a business to growing it.

Responding to the growth of digital technology and dedicated to bridging the digital divide, the library offers classes for all age groups and skill levels in computer and mobile device basics, email, and downloading e-books and other online materials.

First-time job seekers, people making career transitions and employees with job opportunities find valuable information about everything from coping with unemployment to how to dress for success in the library’s online Job Hunting Guide. It lists more than 200 employment-related websites and resources, and offers referrals to assistance.

To support the financial stability and well being of our communities, the library is helping people improve their financial literacy. The library provides the Money Matters Financial Resource Guide in English, Spanish, Chinese and Korean and offers resources and workshops on budgeting, credit, managing money, automobile insurance, home ownership, banking, investing and other topics. The library’s actions that help people take control of their personal finances and build their financial literacy is especially important in Los Angeles, which has the nation’s largest unbanked and under-banked population.

With the Key Activities of Goal 4, the library is committed to supporting a skilled and prepared workforce and strengthening the city’s economy. This commitment is bolstered by the library’s expanded efforts to help launch and maintain strong local businesses.
key activities

Create Work Together Zones where groups can meet as entrepreneurs, investment groups or job hunters.

Function as a small business catalyst by providing resources, networking opportunities and access to online courses specifically geared to startup and early-stage companies.

Support business owners and entrepreneurs by offering programs, resources and connections to partner organizations that will help them develop and maintain viable companies.

Partner with workforce development organizations to offer and promote programs and services that enhance job seeking, language, computer and social media skills.

Create a web portal for small businesses.

The library's commitment to support a skilled and prepared workforce and strengthen the city's economy is bolstered by its expanded efforts to help launch and maintain strong local businesses.

87% of Angelenos surveyed view providing free employment and career resources as important.

objectives

3-1 Annually, 90% of the people surveyed will rate the job-related services they received as very good or excellent.

4-2 Annually, the library's Jobs and Careers Gateway web portal will attract 50,000 users.

4-3 Annually, 90% of the people surveyed will rate the library's new small business web portal as very good or excellent.

4-4 Annually, 90% of the people surveyed will rate the small business-related program they attended as very good or excellent.
stimulate the imagination

The first step to starting anything new is to imagine it. And there’s no better place to stimulate the imagination than the library.

The library is where stories live. Patrons find their stories in the library’s growing collection of 6.5 million items including novels, magazines, photos, movies, e-books, podcasts, audiobooks and streaming video. The library’s collection offers all Angelenos a chance to learn about their cultural heritage. And its programs and services give them the opportunity to connect with their communities and share this heritage with others.

With the great technological shifts in the way people access information, the role of the library and its staff is more critical than ever. To ensure all customers have the skills to access creative materials—as well as contribute to them—staff now teach customers how to use computers and social media, as well as how to download books, music, podcasts and magazines to their smartphones, e-readers and other devices.

In addition to being a place that people look to for inspiration, the library enables people to generate their own works of imagination. In the Art for All program, kids and adults learn from Los Angeles County Museum of Art visiting artists, and have the workspace and supplies to create their own masterpieces. Robotics course participants build their own robots to battle in a tournament. The Teen Code Club invites participants to "bring your brain, your creativity, a laptop and get ready to create a future."

Because it’s located in Los Angeles, the epicenter of digital and mass media story production, the library is dedicated to offering all Angelenos access to these critical communication and creativity tools.

The Library’s digital media labs will be places where Angelenos can create animated films, digitize photographs, record podcasts and video blogs—and take classes to learn how to use the equipment and technology.

With the Key Activities of Goal 5, libraries continue to shine as creativity hotspots that reflect the cultures and communities they serve.
key activities

Establish digital media labs and flexible spaces that people can use to create content and learn how to use new and emerging technologies.

Create opportunities for sharing content created by library users.

Engage the creative community of Los Angeles to present partnership-driven programming and to initiate collaborative projects.

Connect people to books, movies and music they will enjoy by using social media, newsletters, book clubs, celebrity reads and blogs in various languages.

Expand the library’s mobile applications to enable patrons to engage with the library in new and creative ways.

Libraries continue to shine as creativity hotspots that reflect the cultures and communities they serve.

68%

of Angelenos surveyed thought the library should offer free courses that teach them how to create Internet movies, blogs, books and other multimedia projects.

objectives

5-1 Annually, 90% of the people surveyed participating in the digital media labs will rate their experience as very good or excellent.

5-2 By June 30, 2019, the use of library mobile apps will increase from 4,000 users in fiscal year 2014 to 40,000 users.

5-3 Annually, a minimum of 45,000 children and teens will participate in the summer reading clubs.

5-4 Annually, the total circulation of e-media materials will increase by 300,000.
strengthen community connections and celebrate L.A.

With its proud history of local programs and collections, the library fosters inclusive engagement, promotes cultural understanding and celebrates the city's rich diversity.

Situated in one of the world's most creative metropolitan areas, the library reflects and taps into the cultural and artistic wealth of the city. Many of the library's 200,000 maps and 3.4 million photographs record the life and history of Los Angeles—and all are available to everyone.

In addition to these resources, the library has a wealth of special collections that we will add to our digitization efforts. The library has established a partnership with the Digital Public Library of America (DPLA) and the California Digital Library and is crafting a Digitization Plan to expand digital collections and make them available to a much larger audience. An ambitious goal of the plan is to engage L.A.'s diverse communities and have them participate in the Library's digital efforts by initiating community-centered content creation. The plan also provides a blueprint for digitizing more special collections at Central Library, identifying and digitizing special collections in branches, and creating a digital collections web portal to make the material available to a wider audience.

Library programs take place every day and every night of the week. The Library Foundation of Los Angeles presents the award-winning ALOUD speaker series. Library galleries host rotating exhibitions that highlight local treasures, as well as traveling exhibits.

Thousands of neighborhood-based events fill the library's free meeting spaces. Responsive services such as voter registration, free tax help and citizenship corners are offered throughout the city.

The library's Citizenship Initiative—a ground-breaking partnership with the U.S. Citizenship and Immigration Service—has helped thousands of people take their first step on the path to U.S. citizenship and actively participate in civic life. This award-winning program is a national model for immigrant integration, that's now being replicated in cities across the country.

It's the library's commitment to strengthening civic literacy and delivering innovative programming that makes it an integral part of the social and cultural tapestry of the city. And it's our in-depth knowledge of and close relationships with the communities of Los Angeles that inspire and inform our Key Activities.
key activities

Create an LAPL Digital Collections web portal and expand efforts to digitize and make available the special collections that explore the city's history and promotes cultural understanding.

Offer programming that allows Angelenos to share their expertise with others through demonstrations and presentations on a wide variety of topics.

Host forums and hold virtual and in-person open houses where Angelenos can learn about and discuss community issues.

Partner with social service organizations to provide services that are responsive to the unique needs of target audiences such as veterans, the homeless and other groups.

Collect, share and make more broadly available primarily through digitization the unique stories and local history collections that make up the city's social and ethnic fabrics.

Develop a preservation and conservation plan for our special collections.

objectives

6-1  Annually, at least 25,000 people will attend events at the library that are sponsored by community groups.

6-2  By June 30, 2019, the number of photographs and special collection items digitized and added annually to the library's digital special collections will increase from 5,500 in fiscal year 2013 to 10,000.

6-3  By June 30, 2019, the number of views of the library's digital collections will increase from 12,000,000 in fiscal year 2013 to 15,000,000.

6-4  By June 30, 2019, the number of wireless Internet connections will increase from 1.3 million in fiscal year 2013 to 3 million.

6-5  Annually, through outreach efforts, library staff will connect with 350,000 community members.

6-6  Annually, a minimum of 90% of residents surveyed will indicate the social service assistance they received at the library was helpful or very helpful.
After hearing what the library has to offer, the percentage of Angelenos surveyed who say they are somewhat or very likely to go to the Los Angeles Public Library increased from 61% to **75%**.

**Dreaming Big**

This is an unprecedented time of opportunity and innovation for the library. With the passage of Measure L, we are building on the library's proud tradition of excellence and we will offer enhanced programs, outstanding collections, robust technology, an expanded digital presence and increased opportunities for connection within and between communities.

With their votes and their voices, the people of Los Angeles have told us they revere and rely on their library. And they have also told us the need is greater still. We are listening and our commitment is unwavering. The next five years will be a period of expansion, innovation and evolution in which we reach out to and meet the needs of record numbers of Angelenos.

We will continue to look for innovative ways to serve our customers because we know that there is something for everyone at the library. The library is where people go to improve their lives. The library is a center, a magnet, a spark—and an invitation for all of us in Los Angeles to create opportunity, build community and inspire innovation.
MATTERS PENDING
BOARD OF LIBRARY COMMISSIONERS
OCTOBER 9, 2014

SUBJECT

1. MARKETING PLAN DISCUSSION

2. LIBRARY FOUNDATION PRESENTATION

SCHEDULED FOR BOARD MEETING

Pending
Pending

COMMISSIONERS’ OVERSIGHT RESPONSIBILITY

Library Foundation of Los Angeles

- Gregory Bettinelli
- Mai Lassiter

Board Policies

- VACANT
- VACANT