

MINUTES

BOARD OF LIBRARY COMMISSIONERS CITY OF LOS ANGELES

August 25, 2016

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 11:00 a.m. on the above-written date.

PRESENT: PRESIDENT BICH NGOC CAO
COMMISSIONER JOSEFA SALINAS
COMMISSIONER MAI LASSITER

EXCUSED

ABSENT: COMMISSIONER RITA WALTERS

ALSO PRESENT: John F. Szabo, City Librarian; Kris Morita, Assistant General Manager; Arletta Maria Brimsey, Deputy City Attorney, General Counsel; Roy Stone, President, Librarians' Guild; and staff.

MINUTES FOR APPROVAL: Regular Meeting – 8/11/16

Commissioner Walters was excused absent; therefore, it was moved by Commissioner Lassiter, seconded by Commissioner Salinas, and unanimously carried that the Minutes of the Regular Meeting held on August 11, 2016 be CONTINUED to the next meeting when the three members that attended on August 11, 2016 are all present.

PUBLIC COMMENTS ON MATTERS
WITHIN THE BOARD'S JURISDICTION:

Roy Stone, President, Librarians' Guild, spoke in reference to Agenda Item 5-B, Requests for Proposals (RFP) for Special Events Coordinator. He stated that the Guild wants to encourage the department and the Commission to hire civil service employees noting that Board Reports and RFPs state that is more economical to contract than to hire staff but it would be good to have some documentation on that. He said that there are event coordinators among the civil service positions and it is possible to have a civil service employee representing the Library.

CITY LIBRARIAN'S COMMENTS
AND ANNOUNCEMENTS

City Librarian John F. Szabo reported the following:

1. The "Ray Bradbury Read": This event was held in the Central Library's Maguire Gardens on August 22 to commemorate the late-author's 96th birthday. Steven Paul Leiva, a local author and good friend of Ray Bradbury, was the organizer. Selections from Bradbury's books, plays, and other works were read by a number of actors and other individuals. Mr. Szabo stated that Ray Bradbury's daughters were in attendance and that it is always a pleasure to recognize him for his literary achievements and his great support for libraries.
2. IMLS Director visited Veterans' Resource Center: The Director of the Institute of Museum and Library Services (IMLS), Dr. Kathryn Matthew, an appointee of the President, visited our Veterans Resource Center at the Exposition Park-Dr. Mary McLeod Bethune Regional Branch Library last week. JoAnn Morgan, Branch Manager; Jennifer Noble, Librarian III, both from the Exposition Park Regional Branch; Edwin Rodarte, Librarian, who oversees veterans services; and Cheryl Collins, Director of Branch Library Services, as well as AmeriCorps staff members, who work in the veteran's centers, all did an excellent job discussing the program services to Dr. Matthew.
3. Veterans Memory Writing Project: On August 27, the Van Nuys Branch Library will present this workshop, co-sponsored with the Department of Cultural Affairs. This program is for military veterans and their family members. Writer and Educator Arianne McBean uses creative writing warm-ups, and memory jogging exercises to help participants hone their storytelling skills.
4. Homelessness Initiative: The SOURCE, a partnership with Los Angeles Housing Services Authority (LAHSA), not only continues here at the Central Library to provide services to the homeless through various social services, but now it is offered at eight branch libraries. To date, 1,961 homeless patrons have received services. Mr. Szabo stated that this is a priority of the Mayor and the City in terms of the homeless initiative.
5. Health Matters: The Library provides a great deal of health programming; therefore, librarians from other library systems are convening at the Central Library to learn about LAPL's work around Health Matters Initiative to replicate these programs for their own libraries. Librarians from the City of Riverside Library, Santa Ana, Kern County, and a couple other County libraries in California will be attending. Services for the homeless will be discussed as well.
6. Voter Registration Drives: The Library is partnering with the Office of the City Clerk to host voter registration drives in September and October. Also, the League of Women Voters will be presenting 20 sessions on voting basics as well as a program on the various ballot measures so the public is better informed for the November general election.

7. Sustainability: Mr. Szabo reported that he was proud of the work of the Library with the Department of Water and Power (DWP) and reducing water usage by 29% over the last three years, from 29 million gallons of water to 22.5 million gallons of water the last fiscal year. The Library has already exceeded the Mayor's goal and it will continue reducing water usage with drought resistant landscaping and other measures.
8. Job and Career Center: The Library will host a mini job fair on August 30, from 1:00-4:00 p.m. with PACE, partner at the center, and the non-profit Single Room Occupancy (SRO) Housing Corporation. SRO will be hiring case managers, facilities technicians, property managers, drivers, security guards, etc. The Job Career Center, located in Central Library's Business and Economics Department, helps patrons get into the work force and brings employers to the job fairs.
9. Outreach: Library staff brought the book bike and participated in the CicLAvia Wilshire event. Staff engaged 250 people, signed up individuals for library cards and promoted all of the services the library offers.
10. Fleet Week: The Library will be participating in Fleet Week in San Pedro. They are expecting about 10,000 visitors. The Library will have a big presence there with a booth, issuing library cards, giving demonstrations on how to download e-media, and showcasing the book bike.

CITY LIBRARIAN'S REPORTS:

City Librarian John F. Szabo reviewed the Consent Calendar and recommended its approval.

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

Approved Acceptance of Gifts

LIBRARY RESOLUTION NO. 2016-42 (C-37)

RESOLVED, that the following donations to the "Hot Off The Press" Bestseller Program be accepted from the following Friends of the Library groups:

\$3,000 From the Friends of the Mid-Valley Regional Branch Library

\$3,000 From the Friends of Studio City Library Branch Library

FURTHER RESOLVED, that a letter of thanks be sent to the Friends groups expressing the grateful appreciation of the Board of Library Commissioners and staff for their generous support.

Approved Request for Proposals (RFP)
For Special Events Coordinator

LIBRARY RESOLUTION NO. 2016-43 (C-38)

RESOLVED, That the Request for Proposals (RFP) for a Special Events Coordinator be approved, 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 than by City Employees; and

FURTHER RESOLVED, That the proposals be submitted no later than 2:00 p.m. on December 6, 2016, to the Office of the Board of Library Commissioners, at 630 West Fifth Street, Los Angeles, CA 90071.

Approved Exhibition Agreement with Folger
Shakespeare Library for the “America’s Shakespeare:
The Bard Goes West” Exhibit at the Central Library

LIBRARY RESOLUTION NO. 2016-44 (C-39)

RESOLVED, That the Board of Library Commissioners authorize the City Librarian, or designee, to enter into an Agreement with the Folger Shakespeare Library and the Library Foundation of Los Angeles to present the exhibition: “America’s Shakespeare: The Bard Goes West,” from November 17, 2016 through February 26, 2017, in the Getty Gallery of the Central Library; and

FURTHER RESOLVED, To authorize the City Attorney and the City Librarian, or designee, to make technical changes to the Agreement.

ORAL PRESENTATION: LAPL’s Online Training Resources

City Librarian John F. Szabo stated that the online training resources at the Los Angeles Public Library (LAPL) are fantastic and very popular. He introduced Susan Broman, Director of Emerging Technologies and Collections, to provide the Board with an overview of the online training resources available at lapl.org.

Susan Broman, Director of Emerging Technologies and Collections, highlighted the following self-guided online training programs being offered by the LAPL: Lynda.com, GALE Courses, Universal Class, PowerSpeak Languages, and Mango Languages. She said thousands of courses are available, from learning analytic and technical skills to creative skills; these online services are an important part of the Library’s commitment to lifelong learning and exploration:

- Lynda.com: This service offers thousands of video courses in software, technology, creative and business skills. Many people in technology-related fields use Lynda.com for training, as well as creative fields like video production and photography. Patrons can use a computer, an app for Apple and Android or an AppleTV app; an entire course can be downloaded for offline viewing and a certificate is issued upon completion of the course.
- Gale Courses: These are instructor-led classes of monthly sessions that last for six weeks for professional development and personal enrichment. Classes on Quickbooks, health information management (coding, transcription), writing, are among the courses offered. Participants receive a certificate of completion upon passing the tests.
- Universal Class: A wide variety of classes from business and computer skills to gardening, pet and animal care, self-help, basic math and grammar skills are examples of the many classes that are offered on Universal Class. Participants can sign up and start anytime and have six months to complete the course, each section becomes available after the current course is finished.
- PowerSpeak Languages: Includes 9 languages, including Spanish and Mandarin.
- Mango Languages: Offers 72 languages, including English for a variety of speakers of other languages. This program is easy to follow and is great for travelers. It includes culture guides, learning an endangered language like Tuvan, and specialty courses like Spanish for Medical Professionals. The App is available for apple or android.

Ms. Broman concluded her presentation stating that providing a variety of online learning courses is important because people learn differently and online learning extends the classes and experiences the Library provides every day.

DISCUSSION

Commissioner Salinas asked about the cost for taking the Lynda.com courses. Ms. Broman replied that Lynda.com courses regularly cost \$360 for one year membership, but it is free for patrons with a library card.

Commissioner Lassiter asked what does the Library hopes to gain from this offering.

Ms. Broman replied that libraries have always provided books and staff to help people learn and by offering online courses it broadens those learning options. She said online resources, online training and lifelong learning have always been a huge part of what libraries

do. Some of the other services like STEM programming for kids and MakerSpaces, where people can learn by doing, fall into this category as well.

Commissioner Lassiter discussed the need to strategize on how to market the online training resources correctly because so many people could benefit from it, from the home schooled, veterans, new immigrants, seniors, moms, everybody. She asked where the goals for the Library in offering this program.

Mr. Szabo stated that the public library is often referred to as the people's university. He said that this presentation is an excellent example of how the public library is evolving into a very proactive, intentional learning organization. The LAPL is specifically promoting these online training resources right now within city government to departments like Information Technology and Personnel so instead of buying the programs, their employees can use LAPL's training resources for free.

Mr. Szabo added that there are endless opportunities and tremendous audiences for these online training services and the Library continues to build, strengthen and be more strategic with its marketing. He noted that these service fits in with LAPL's mission around workforce development, new immigrants, new Americans, etc. There are all sorts of possibilities and applications. He said that the key going forward would be measuring not only the number of people signing in and participating, and how many hours and how many courses they completed, but what were those outcomes. Did people use the certificates they earned to get employment?

Commissioner Lassiter asked if staff could coordinate marketing efforts with Hershey because she could see a back to school campaign for these online courses that students and their parents might be interested in and letting them know that there are so many courses available and that they are free.

Commissioner Salinas also recommended providing information to distribute to parents at teacher/parent school conferences and also it would be a way to inform those people who are not coming to the library or using the library's website yet.

Mr. Szabo stated that the partnership with LAUSD to issue Student Success Library Cards would be used as channels for communications to inform students and parents about the Library's free online resources because one of the focus areas is ensuring that LAUSD students have access to the online digital resources like Mango.

Commissioner Salinas also suggested pursuing the production of a 60-second television commercial and investigate how to get a free Public Service Announcement (PSA).

Mr. Szabo said it could be part of her (Salinas) online program (The Power of Voices). Commissioner Salinas welcomed that suggestion.

VARIOUS COMMUNICATIONS:

Board President Cao acknowledged correspondence received on August 23, 2016 from Mayor Garcetti to City Council regarding the appointment of Ms. Kathryn Eidmann to the Board of Library Commissioners. She will be replacing Commissioner Bettinelli whose term ended June 30.

COMMISSIONERS' COMMENTS &
REVIEW OF MATTERS PENDING:

Board President Cao announced that the meeting location for the next Regular Board Meeting scheduled for September 15 at the Edendale Branch Library would be moved to the Central Library.

ADJOURNMENT

There being no further business, the meeting was adjourned at 11:40 a.m.

ATTEST: _____

Bich Ngoc Cao
President

Raquel M. Borden
Board Executive Assistant

To be approved: September 29, 2016