

MINUTES OF THE LIBRARY BOARD

November 12, 2008
4:00 p.m.

Pima County Public Library
Joel D. Valdez Main
101 N. Stone Ave
Tucson, AZ 85701

MEMBERS PRESENT: Marjorie Gerdes, Obdúlia González, Tom Ward, Miley Clark, Pat Peterson, Annabelle Nuñez

ABSENT: Carla Stoffle, Frank Antenori,

GUEST: Bruce Fohr, FMR Associates, Andy Wellik, FMR Associates

STAFF: Library Director Nancy Ledeboer, Deputy Director Pat Corella, Deputy Director Melody Ballard, Administrator Karen Thayer, Administrator Jere Voigt, Administrator Bonny Bruce, Marketing & Community Relations Manager Steff Koeneman, Community Partnership Librarian Dawn Gardner, Youth Services Coordinator Gina Macaluso and Green Valley Branch Manager Amber Mathewson

1. CALL TO ORDER

Marjorie Gerdes called the meeting to order at 4:00 pm

2. MINUTES FOR October 8, 2008

Motion by Obdúlia González to approve minutes, seconded by Tom Ward
Minutes were approved as written.

3. INTRODUCTIONS

Marjorie Gerdes went around the room introducing staff and guests.

4. UPDATES FROM LIBRARY BOARD MEMBERS, FRIENDS GROUPS, AND FOUNDATION

Library Director Nancy Ledeboer stated that the Friends book sale starts Thursday, Nov 13.
Pat Peterson commented on the recent publicity including editorial by County Administrator Chuck Huckelberry supporting library Internet practices and services to youth and families.
Nancy Ledeboer thanked Deputy Director Melody Ballard and staff for helping with the statistical background. Tom Ward commented this was very effective.

Pat Peterson noted that the Library was the recipient of a Common Ground award. Nancy Ledeboer explained that she had attended the Metropolitan Pima Alliance awards dinner at the invitation of the local chapter of the American Institute of Architects (AIA). The Wilmot charette was nominated Common Grounds award as a public project highlighting community collaboration. Awards were given to Frank Antenori, Board President and Marjorie Gerdes, Board Vice President. Nancy also noted that Gina Macaluso was honored as a recipient on behalf of the library for its participation in Activate Tucson, which also won a Common Ground award for its community partnerships focusing on community health.

Marjorie Gerdes reported on her visit to a librarian in a major city in the SW; they have no active Friends group. She thanked Nancy for all the support she gives to all the Friends groups. Marjorie also commented that the Oro Valley Library Friends book sale brought in \$10,000. She attended the Friends Helping Friends meeting and found it helpful. The Oro Valley Library is also having their Book Festival on January 10, 2009.

Nancy Ledeboer thanked Tom Ward for helping the Foundation to submit a request to name the meeting room in honor of Betty Holpert. Supervisor Carroll's office supported this request and the Board of Supervisors voted unanimously in support of the request.

5. NEW BUSINESS

A. Salazar-Ajo Branch Update:

Branch Manager Linda Lam presented an overview of the Ajo Branch Library. The Salazar-Ajo Branch Library was one of the first branches in Pima County. This Library serves a large unincorporated area; it is a community of 2,705, per the 2000 Census. During parts of the year the population doubles. The Library is named after Lilly C. Salazar, a former librarian.

The Library serves as a gathering place and offers free programming to the community. Many community and club meetings (gardening, stitching) are held in the branch. The branch has a Friends support group. Recently the branch was refreshed and the front area was devoted to displays of new books and self desk. The two services desks were combined into one desk. Program highlights include Summer Reading, Storytime, and homework help for youth and Humanities programs for adults. Fifty two children participated in the Kids Vote Arizona.

B. Literacy Partnerships:

Community Partnerships Librarian Dawn Gardner reported on the Library's partnerships with several literacy organizations including Literacy Volunteers of Tucson (LVT), Pima Community College Adult Education (PCCAE), the Literacy for Life Coalition (LLC) and others. The Library is extending its ability to provide classes and serve the needs of youth and adults seeking tutoring by partnering with these agencies. These partnerships include the following:

Adult Literacy and English Language Learning – Adult Education Work Group

- *Literacy Volunteers of Tucson (LVT)* – English Language Classes in 6-7 branches and meeting rooms for tutors, etc.
- *Pima County Adult Probation/LEARN Centers* – Outreach and library cards for LEARN Center clients. Plan to bring computer classes to this population.
- *Pima Community College Adult Education (PCCAE)* – Citizenship Classes / Advice and Training for our GED classes (currently at 3 branches) / etc.
- *Refugee and Immigrant Service Provider Network (RISP-Net)* – training refugee volunteers about library services; and RISP-Net trains PCPL librarians about working with and helping refugees.
- *Literate Worker Initiative – PCPL, PCCAE, LVT, Pima County One-Stop* – monthly meetings to develop referral system among these agencies for people seeking services to eventually gain employment or improve their options.

- ***Tucson Area Literacy Coalition (TALC)*** - Literacy Provider Network meetings, collaborate on conferences (Creating a Community of Readers, Arizona Association for Lifelong Learning's Spring 2008 conference) This group is now merging with LLC.
- ***Literacy for Life Coalition (LLC)*** – newly forming Literacy Coalition meetings (Literacy Powerline summer visit, Literacy Surveys, etc.)
- **Other Activities:** American Dream Grant, Literacy Support Materials (including High/Low materials and an updated Becoming Library Literate), Tell Me More, Skills Tutor, upcoming Community Literacy Website.

Computer Literacy – Establishing standardized curriculum for Computer Class Instruction; currently using and evaluating the ***OASIS*** curriculum.

Financial Literacy –

- Tax preparation at branches by ***AARP*** and ***United Way's Earned Income Tax Credit (EITC) Task Force***.
- ***Financial Education Collaborative of Southern Arizona (FECSA) - United Way***.

Health Literacy -

- Fit for Life Work Group
 - Health Literacy programming (including the Active Living Grant – health programming for seniors, Healthy Living Online, and cell phone help)
 - Two Get Fit events: Get Fit Downtown (9/24/2008) and Get Fit Outdoors (9/27/2008).
- ***Pima County Community Health Task Force*** – participate on this community-wide committee of health and information experts from PCPL, ***Arizona Health Sciences Library, Pima County Health Department, UA College of Nursing, and UA College of Public Health***. Committee is working towards more community programs and services focusing on health and wellness.

Civics and Voter Education – ***League of Women Voters***

Kids Voting at branches, voting information centers and displays, mock elections and voting machines, ongoing weekly Elections Centers at branches.

C. **Strategic Plan Update – FMR Associates Survey:**

Bruce Fohr from FMR presented a summary of the on-line and phone surveys of users and non-users. The Library goals were:

1. Document attitudes and opinions about the library among current Non-Users and Users of the Pima County Public Library (PCPL)
2. Determine general perceptions/awareness and reasons for non-usage among PCPL Non-Users.
3. Determine Internet access availability overall, as well as PCPL On-line service usage (among library Users).
4. Identify staff suggestions for improving library operations.
5. Assess overall job satisfaction levels among staff.

The results indicate that non-users are less familiar with library services than library users. However, in other ways the user population and non-user population were very similar.

One notable difference is that amongst respondents who have not finished High School, there were a larger percentage of non-users.

FMR summarized and offered recommendations. The Library is reaching about half the households in the County. Of those who do not use the library regularly there is an opportunity to reach more seniors, and parents with children under the age of 18 living at home and new residents. Many non-users indicate they find information on the Internet. The survey raised awareness among non-users to the range of services offered.

The results will be shared with the Strategic Planning Committee next week. The planning committee will use this data to finalize recommendations for the services that the library will focus on in the next 3 years.

Board members agreed to discuss surveys again in January. Nancy stated we can make the surveys available to the members on-line.

6. LIBRARY REPORTS:

Due to the lateness of the hour reports were not presented.

Nancy Ledeboer noted that the Library Foundation was holding an event to honor Betty Holpert. She also reported that the American Library Association has submitted a paper requesting that federal funds be used to support libraries. The paper presents the case for how libraries stimulate the economy by supporting small businesses, helping people get jobs and skills training, Internet classes and economic literacy.

7. CALL TO AUDIENCE

NONE

8. FUTURE AGENDA ITEM

9. _____ **ADJOURNMENT**

Tom Ward moved to adjourn meeting, Obdúlia González seconded the motion.

Meeting was adjourned at 6:20 p.m.

Respectfully submitted,



Laura L. Galvez
Executive Administrative Assistant