

SPECIAL MEETING

COVID-19 PUBLIC SERVICE ANNOUNCEMENT

Pursuant to Governor Newsom's Executive Orders, including N-25-20 and N-29-20: Certain Brown Act requirements for the holding of a public meeting have been temporarily suspended and members of the Library Board of Trustees and staff will participate in this meeting via teleconference. In the interest of reducing the spread of COVID-19, members of the public are encouraged to submit their agenda and non-agenda comments online at the following link: <https://www.escondido.org/boards-commissions.aspx>.

Public Comment: To submit comments in writing, please do so at the following link: <https://www.escondido.org/boards-commissions.aspx>. All comments received from the public will be made a part of the record of the meeting.

Meetings will be live streamed and broadcast on the City of Escondido website at <https://www.escondido.org/boards-commissions.aspx>.

CALL TO ORDER

Roll Call: President John Schwab, Trustee Ron Guiles, Trustee Elmer Cameron, Trustee Mirek Gorny, Trustee Carolyn Clemens

ORAL COMMUNICATIONS

The public may address the Board of Trustees on any item, which is not on the agenda at this time, provided the item is within the subject matter jurisdiction of the Library Board of Trustees.

APPROVAL OF MINUTES

1. Approval of Minutes from the Library Board of Trustees Meeting on October 8, 2020.

CURRENT BUSINESS

2. Strategic Plan Committee Update
3. Library Metrics Update
4. Statistics on Pulitzer Collection

OTHER REPORTS

Library Director’s Report
 September - November Statistics Report

ADJOURN

UPCOMING MEETING SCHEDULE

Library Board of Trustees Meetings are scheduled the second Thursday of the month in the City Council Chambers, City Hall. Meetings begin at 2:00 PM.

<i>Day</i>	<i>Date</i>	<i>Time</i>	<i>Location</i>
Thursday	February 11, 2021 *Special Meeting*	1:00 p.m.	City Council Chambers
Thursday	March 11, 2021	2:00 p.m.	City Council Chambers
Thursday	April 8, 2021 *Special Meeting*	1:00 p.m.	City Council Chambers

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AGENDA, STAFF REPORTS, AND BACK-UP MATERIALS ARE AVAILABLE:

- Online at <https://www.escondido.org/LBT-agendas.aspx>
- In the City Clerk's Office at City Hall.

AVAILABILITY OF SUPPLEMENTAL MATERIALS AFTER AGENDA POSTING:

Any supplemental writings or documents provided to the Library Board of Trustees regarding any item on this agenda will be made available for public inspection in the City Clerk's Office located at 201 North Broadway during normal business hours.

Please Turn Off All Cell Phones While the Meeting Is in Session

ESCONDIDO PUBLIC LIBRARY HOURS

For information about Curbside service and online programs and resources, please visit <https://library.escondido.org/>

Escondido Library Board of Trustees

Special Meeting Minutes

October 8, 2020

CALL TO ORDER

Members Present: President John Schwab, Trustee Carolyn Clemens, Trustee Elmer Cameron, Trustee Mirek Gorny, Trustee Ron Guiles

LS&S Staff Present: Dara Bradds, Library Director; Katy Duperry, Assistant Library Director; Dan Wood, Principal Librarian

City Staff Present: Zack Beck, City Clerk; Sarena Garcia, Assistant City Clerk; Joanna Axelrod, Director of Communications and Community Services

ORAL COMMUNICATIONS

None.

APPROVAL OF MINUTES

1. Approval of Minutes from the Library Board of Trustees Meeting on September 10, 2020.

Motion: Cameron

Second: Guiles

Vote: 5-0

CURRENT BUSINESS

2. 2019 Annual Report

Dara Bradds presented a report concerning various metrics at the Library.

3. LLC During the Pandemic

Dan Wood provided an overview of the LLC program.

4. Strategic Plan Committee Selection

John Schwab provided an update regarding the Strategic Plan Committee.

OTHER REPORTS

Library Director's Report

August Statistics Report

ADJOURN

Meeting adjourned at 1:41 p.m.



MEETING AGENDA
Library Board of Trustees
Thursday, January 14
Special Meeting
1:00 p.m.
City Council Chambers

Agenda Item No. 2

Date: January 14, 2021

TO: Library Board of Trustees
FROM: John Schwab
SUBJECT: Strategic Plan Committee Update

Recommendation:

Receive information

Background:

President Schwab will give an update on the status of the Strategic Plan Committee.



MEETING AGENDA
Library Board of Trustees
Thursday, January 14
Special Meeting
1:00 p.m.
City Council Chambers

Agenda Item No. 3

Date: January 14, 2021

TO: Library Board of Trustees

FROM: John Schwab

SUBJECT: Library Metrics Update

Recommendation:

Receive information

Background:

President Schwab will share his research for library metrics.



MEETING AGENDA
Library Board of Trustees
Thursday, January 14
Special Meeting
1:00 p.m.
City Council Chambers

Agenda Item No. 4

Date: January 14, 2021

TO: Library Board of Trustees
FROM: Katy Duperry
SUBJECT: Statistics on Pulitzer Collection

Recommendation:

Receive information

Background:

Assistant Library Director, Katy Duperry will share circulation statistics of our Pulitzer Collection. The collection was created last year and will be on display in February.

Director's Report

Following announcements that San Diego County had reached COVID Purple Tier Status, the City decided to reduce library services to curbside and virtual services for community health and safety.

Staff continue to offer virtual programming and launched a Winter Reading Challenge at the beginning of the month that includes craft kits for all ages. The craft kits have been incredibly popular and help patrons feel more connected when participating in online programming.

Our Youth Services Team added [Comics Plus](#) to their virtual collection. This provides access to Graphic Novels that are very popular among tweens and teens.

Adult Services hosted their first joint program with the Persian Cultural Center in December, a special Yalda Music Celebration. It led to an additional collaboration. Starting soon, we will participate in their "Movie Night" by streaming the Persian film they select through our social media and facilitating a discussion about the film.

Pete Peterson stepped down as our Writers' Group Facilitator. He will try to participate in the Writer's Group on occasion when his schedule allows. Tanya Ross and Sharon Singleton will share facilitator responsibilities moving forward.

GOALS	OWNER	MILESTONES	December
CONNECT- bring people and groups together			
Provide programs for people with shared interests	Katouzian, Wood	In Progress	Rincón Literario Bilingual Book Club
Provide programs for people out in the community- not just in the library	Katouzian, Wood	In Progress	Storytime @ SDCCM, Facebook Live
Provide programs where views and opinions can be shared	Katouzian, Wood	In Progress	Rincon Literario Bilingual Book Club, Escondido Writers Group
CONNECT- through marketing			
Raise public awareness through enhanced marketing plan	Bradds, Duperry	In Progress	Shared programs and events through Social Media, eNewsletter, and print resources. Implemented a new Youth Services eNewsletter, given graphics a face-lift.
CONNECT- through outreach			
Support education through partnership with local schools	Katouzian, Wood	In Progress	Local schools have been using Hoopla in curriculum planning for easy access to resources.

Support the arts through partnership with California Center for the Arts	Katouzian, Wood	In Progress	We are working with area groups to share our programs and stream through each other's social media to expand our audiences.
Support community events through continued partnership with Escondido Arts and City of Escondido	Katouzian, Wood	In Progress	
CONNECT- through in library programming			
Support enrichment with expanded programs	Katouzian, Wood	On Hold	N/A during closure
CONNECT- through economic development			
Support enrichment with expanded programs	Katouzian, Wood	On Hold	N/A during closure
Invite business community to provide and attend programs	Katouzian, Wood	In Progress	Working with Deputy Director of Economic Development to develop and strategize new ways to connect the business community to the library.
Offer workforce readiness and development programs	Katouzian, Wood	In Progress	Career Program, now offering Brainfuse's JobNow and VetNow online resources
INSPIRE			
INSPIRE- quiet study through inviting space			
Reconfigure first floor to support quiet tutoring and group and individual study	Bradds	On Hold	N/A during limited occupancy
INSPIRE- productivity through efficient space for meetings and business			
Enhance business center with technology, books and electronic resources.	Katouzian	In Progress	This is part of monthly book ordering considerations
Provide quiet space for remote workers, small business and entrepreneurs	Bradds, Katouzian	On Hold	Curbside services only since December 7 th .
Install additional power outlets	Duperry	Complete	
INSPIRE- through excellent collection			
Increase investment in eBooks and eAudiobooks	Katouzian, Woods	Complete	We will continue to focus on developing the eMaterials collections; we have more than doubled financial allocation for these materials for the FY 20-21.

Provide career growth materials	Katouzian	In Progress	We continue to work with the Adult School
Expand virtual library via improved website	Duperry	On Hold	On hold during limited services
Invite business community to provide and attend programs	Katouzian	In Progress	We continue to work with the Adult School
Provide accredited online high school diploma program	Bradds, Wood	In Progress	Working with the Adult School
Analyze collection performance and weed as appropriate	Katouzian, Wood	Complete	We finished weeding and inventory during closure
INSPIRE- through support to school communities			
Offer programs that provide opportunities for students	Wood	On Hold	We need to communicate with schools to determine if this program can continue in 2020.
Provide books, publications and materials that support home school curricula	Wood	In Progress	Purchased subjects for curriculum in science, STEM, history, and several biographies for elementary grades
INSPIRE- new skills through basic emerging technology			
Support staff competency through training and tools to better assist patrons	Bradds, Guiles	In Progress	Three staff working toward their MLS, one working toward a Bachelors, and two attending library leadership training through the State Library
Support technology learning by offering open lab time	Duperry, Katouzian	In Progress	
Support access by providing ability to print from mobile devices	Bradds, Duperry	Completed	.
GROW- services for patrons of all educational and socioeconomic levels			
GROW- Services to nonusers			
Continue to provide access to government services	Katouzian, Wood	In Progress	We provided Tax Document pick up in July and served as a ballot drop off location for the 2020 election.
Provide programs to help immigrants acclimate	Wood	In Progress	LLC currently has 107 students. Eleven are new since July.
Continue English language tutoring	Wood	In Progress	LLC continues to work with learners virtually and stay on schedule.

Continue to focus on materials in Spanish and other languages	Katouzian	In Progress	We have orders in for other language materials, but we are waiting for publishers to provide materials.
GROW- services to low-income patrons			
Remove fees to check out DVDs and books on CD	Guiles, Schwab, Bradds, Duperry	Complete	
Provide early literacy programs at WIC Offices	Wood	On Hold	We will revisit this in future reopening phases.
GROW- services beyond EPL's neighborhood			
Provide library services outside downtown	Katouzian, Wood	In Progress	Our Author chats have been viewed throughout the country and been mentioned in Publisher's Weekly
Action Step/ Kaizen Events (Any action whose output is intended to be an improvement to the existing process)			
Provide quality storytimes, training and materials to children, parents and caregivers	Wood	In Progress	Storytimes for all ages are streamed online and stored for watching in YouTube
Provide quality literacy and STEAM programs	Wood	In Progress	Virtual Lego program
Teach how to find, evaluate and use information	Katouzian, Wood	In Progress	We have offered this through virtual reference
Provide healthy learning and social opportunities for middle grade students	Wood	In Progress	Cathy has a hosted several virtual teen challenges online as part of the SRAC
Provide engaging life skills programs for teens	Wood	In Progress	Cathy created a "How to Journal" tutorial and streamed it on Facebook.

Improvement Priority Title: Key Areas of Operational Quality Improvement

Core Objective: Sustain and improve quality library service to patrons through excellent patron service, outreach, collections, programs, marketing, technology and facilities.

Action Step / Kaizen Events (Any action whose output is intended to be an improvement)

Management Owners: Dara Bradds, Katy Duperry, Dan Wood, Azar Katouzian, Ron Guiles, Mirek Gorny, Elmer Cameron, John Schwab, Carolyn Clemens Trustees

"Complete" = Action Step is Complete

"In Progress" = progress being made toward completion

"On-Target" = Action Step on-target



Escondido Public Library

MEETING AGENDA
Library Board of Trustees
Thursday, January 14
Special Meeting
1:00 p.m.
City Council Chambers

"Past Due" = Action Step is behind original plan. New date should be in "Planned Dates" field with original planned date reflected in Timeline fields (shading of cells). Provide descriptive remarks if appropriate. Ex. "delayed due to supplier problem", "quality defect causing delays", etc.

Core Objective: Sustain and improve quality library service to patrons through excellent patron service, outreach, collections, programs, marketing, technology and facilities.



Monthly Library Board of Trustees Statistics		November 2020	October 2020	September 2020
CIRCULATION:	Physical Materials (Books, media, museum passes, laptops)	35,461	32,740	16,622
	eMaterial (includes eBooks and eAudiobooks- OverDrive, CloudLibrary, Biblioboard, eMagazines (Flipster), and Hoopla digital media.	6,179	6,663	6,508
	Total Circulation	41,640	39,403	23,130
	Holds Satisfied	3,921	4,324	5,877
INTER-LIBRARY LOANS:	ILLs Checked Out	6	5	5
POPULATION & BORROWERS:	Total Registered Borrowers	69,351	69,119	68,724
REFERENCE QUESTIONS:	Total Reference Transactions	4,989	6,436	2,282
LIBRARY SERVICES:	Public Service Hours	175	216	72
	Library Visits	6,329	17,786	2,479
ELECTRONIC SERVICES:	Users of Public Internet Computers	1,000	1,080	293
	Wireless Sessions	3,351	3,577	2,254
	Number of Website Visits (website+catalog)	16,310	19,541	19,271
VOLUNTEERS:	Total Volunteers	56	56	56
	Total Volunteer Hours	242	234	205
PROGRAMS:	Kids # of Live, Virtual Programs	9	17	14
	Kids Live, Virtual Program Attendance	79	189	78
	Kids # recordings of program content	10	14	10
	Kids # views of recorded program content	463	739	141
	Teen # of Live, Virtual Programs	1	1	0
	Teen Live, Virtual Program Attendance	3	5	0
	Teen # recordings of program content	2	3	2
	Teen# views of recorded program content	61	85	56
	Adult # of Live, Virtual Programs	13	12	11
	Adult Live, Virtual Program Attendance	188	429	282
	Adult # recordings of program content	3	4	4
	Adult # views of recorded program content	36	347	281
	Total Outreach	2	4	2
	Total Outreach Attendance	46	107	225
	Total # of Live, Virtual Programs	21	27	25
	Total Live, Virtual Program Attendance	224	564	360
	Total # recordings of program content	15	21	16
	Total # views of recorded program content	560	1,171	478