



## ESCONDIDO PUBLIC LIBRARY BOARD OF TRUSTEES

### AGENDA

Thursday, May 13, 2010

2:00 p.m.

Board Room

#### 1. CALL TO ORDER

- a. **Congratulations and Oath of Office for Trustees Knight and Yerkes**
- b. **Election of President and Secretary of the Board**

#### 2. WRITTEN / ORAL COMMUNICATIONS.

At this time the public may comment on items not appearing on the agenda. State law prohibits the Board from discussing or taking action on such items, but the matter may be referred to the staff or scheduled on a subsequent agenda. (Please refer to the back page of the agenda for instructions.)

#### 3. APPROVAL OF MINUTES FROM PREVIOUS MEETING. *Attachment 3a.*

#### 4. BOARD ADMINISTRATIVE ANNOUNCEMENTS

#### 5. PROJECT UPDATES

– Staff determined to partner with other City departments to apply for the Escondido Charitable Foundation grant this year. Partners will be Recreation, CDBG, and Police.

#### 6. BOARD NEWS/ISSUES

– There is an opportunity to publicize the summer reading program at a City Council before the program starts in June; Board members may want to present a video made by the teen librarian.

#### 7. REPORTS FROM AUXILIARY GROUPS

- a. Serra Library System Advisory Board – The next Serra meeting will be held here in Escondido on May 27. Library directors and SAB members will be given a tour of our renovated facility.
- b. Friends of the Escondido Public Library – At their meeting, the Friends funded the teen summer reading program, the bilingual book club, and opening day entertainment.
- c. Pioneer Room Friends – The Friends have a genealogy workshop coming up on May 22 at 3 p.m., led by PR member Ginger Kullman.
- d. Escondido Library Endowment Foundation – The ELEF newsletter should be out soon and hopefully their new donor wall will be up by the May 15<sup>th</sup> reopening.
- e. Friends of Library Literacy Services – The Friends are preparing to host their first Learner Appreciation Reception at the Dome at City Hall on June 10, 2010. Keynote speaker is Carol LeBeau.

#### 8. SIGNIFICANT UPCOMING EVENTS

<i>Date &amp; Time</i>	<i>Location</i>	<i>Event</i>
May 12, 6 p.m.	Police & Fire HQ	Dessert and Dialog with the City Council
May 13	East Valley Branch	Last day of extended hours
May 13, 6 p.m.	CCAE	Senior Experience Expo
May 15, 10 a.m.	Main Library Entrance	Library reopens; ceremony and ribbon cutting
May 15, 11:30 a.m.	Turrentine Room	Concert by High Society Jazz Band
May 22, 2 p.m.	Turrentine Room	Patio Playhouse presents "Night Music"
May 31	All Library Facilities	Closed for Memorial Day holiday

**9. CURRENT BUSINESS**

- a. **RENOVATION PROJECT.** Briefing on status of project and opening day activities.
- b. **SENIOR EXPERIENCE PROJECT.** Review and discuss results; determine follow-up needed.
- c. **TRUST FUND BUDGET.** Review budget balances and approve budgets for next fiscal year.
- d. **LIBRARY PLANNING.** Review recent project team meetings and phone conference with Joan Frye Williams, and discuss the next steps for the Renewed Library Vision Project.
- e. **CITY AND LIBRARY BUDGET.** Briefing on discussion with the County Library director and the letter prepared to send to him to recap the meeting. Review new hours of operation and budget implications.
- f. **ROTARY GRANT PROPOSAL.** Discuss partnering with the Escondido Rotary Club to purchase AWE Early Literacy computer stations for young children.

**10. CITY STAFF COMMUNICATIONS**

- a. Community Services Director
- b. City Librarian
- c. Deputy City Librarians

**11. CUSTOMER SERVICE COMMENTS.** Available at meeting.

**12. ADJOURN UNTIL JUNE 10, 2010**

**13. UPCOMING MEETING SCHEDULE.** Regular meetings are the 2nd Thursday of each month at 2 p.m.

<i>Day</i>	<i>Date</i>	<i>Time</i>	<i>Location</i>
Thursday	June 10, 2010	2:00 p.m.	Library Board Room
Thursday	July 8, 2010	2:00 p.m.	Library Board Room
Thursday	August 12, 2010	2:00 p.m.	Library Board Room

**TO ADDRESS THE BOARD:** The public may address the Library Board of Trustees on any agenda item. Please complete a Speaker's form and give it to the Administrative Assistant. Comments are generally limited to 3 minutes. If you wish to speak concerning an item *not* on the agenda, you may do so under "Oral Communications." Please complete a Speaker's form as noted above.

Handouts for the Library Board should be given to the Administrative Assistant. To address the Board, STATE YOUR NAME FOR THE RECORD. **Please turn off all cell phones and pagers while the meeting is in session.**

**Escondido Public Library Board of Trustees**  
**MEETING MINUTES**  
**Thursday, March 11, 2010, 2:00 p.m.**  
**Library Board Room**

**CALL TO ORDER:** Board President Alex Galenes called the meeting to order at 2:00 p.m.

**Members Present:** Elmer Cameron, Alex Galenes, Diane Yerkes, Gary Knight (2:20 p.m.), Stan Levy (3:10 p.m.)

**Staff Present:** Community Services Director Jerry Van Leeuwen, City Librarian Laura Mitchell, Deputy City Librarians Jo Ann Greenberg and Cynthia Smith, Board Secretary Janet Rulien

**WRITTEN/ORAL COMMUNICATIONS:** No written or oral communications.

**APPROVAL OF MINUTES FROM PRIOR MEETING:** The minutes were amended as follows: Page 2, under City and Library Budget: The last sentence was stricken as inaccurate and the new language is: "The Board decided that Cameron and Galenes will work on a recommendation to the City Council regarding a thorough fiscal study specific to salary and benefits implications of any merger with the County Library system." **MSC Yerkes/Galenes to approve the minutes of 2/11/10 as amended, Vote 3/0.**

**BOARD ADMINISTRATIVE ANNOUNCEMENTS:** Galenes said the Board elections will be scheduled after Council appointment of Trustees for the current term.

**BOARD ISSUES:** The Board commented on the Council interviews for Board vacancies.

**REPORTS FROM AUXILIARY GROUPS:** Mitchell reported that El Centro and several other libraries are experiencing deep budget cuts. El Centro only has three or four employees. The ELEF is purchasing a donor recognition tree for the lobby. Trustee Yerkes would like more information on Literacy programs and services. Mitchell briefly recapped the history of library literacy services in California, indicating that they have been strong in libraries for 25-30 years. Yerkes wants to know more to be able to include Literacy in her communications about the library. Mitchell volunteered to bring representatives from the Literacy and Pioneer Room Boards to a future meeting.

**SIGNIFICANT UPCOMING EVENTS:** Editor Laurie Gibson's event on March 6, 2010 was very well attended. Illustrator Derek Anderson will be at Barnes & Noble on March 20, 2010. This is an ELEF fundraiser.

**CURRENT BUSINESS:**

Renovation Project: Mitchell noted it is daunting that we will be closed for so long and reviewed the time line. Mitchell reported on the reduction in the number of public service desks, and how that is leading to flexibility in staffing and adding open hours back to the Branch and Main libraries. We will have a plan in place and implement it by the time we reopen the Main library. The Board was supportive, noting that this is a top priority of the City Council. Nancy Beddingfield, a volunteer with an extensive public relations background, will be working on the grand opening with us.

The Board discussed library plans for informing the public of our renovation closure and generated additional ideas and suggestions.

Library Planning: All the Trustees were at the presentation to the City Council for the Renewed Library Vision Project. The Board discussed strategies and next steps. Cameron said that he felt it was “blessed” by the Council, even though they did not take a vote, and the Board generally agreed. The Trustees want to proceed with the plan and say what we need to do for the next two years to accomplish Phase I. The sub-committee will meet with staff and ELEF members.

City and Library Budget: The City’s mid-year budget adjustment has been completed without further library cuts. On the 18<sup>th</sup> we will get our next sales tax revenue report. Depending on what we find, the budget will be greatly affected. Mitchell feels we will be in line for further reductions if sales tax goes down significantly. The Board then had a lengthy discussion of strategies and how Nancy Beddingfield might assist.

Senior Experience Project: The library staff is working with the students and their faculty advisor on a community survey. The objective is to assess out how people feel about the library and develop a marketing plan depending on what the survey shows. Mitchell will repeat what the objectives are in staff reports for historical purposes. We believe the results will help in drafting a marketing plan.

#### **CITY STAFF COMMUNICATIONS:**

City Librarian: Mitchell wants to apply for a grant from the Escondido Charitable Foundation. They are considering grants focusing on life skills, mentoring, internships, job readiness, etc., for people in kindergarten through 21 years of age. Mitchell also brought up that the State Library has sent around information promoting broadband connection. The Board was supportive.

Deputy City Librarians: Greenberg noted that we have opened up the Pioneer Room in the afternoons for patrons looking for public computers. We are upgrading the cabling to speed up the computers. Users can go to the branch also. We are also adding five new computers with our renovation funds.

Smith reported that the children’s room is coming along and it looks very nice. We have a new jeep, tent and benches in the preschool area. The branch will be hosting all the story times, etc. during renovations. There will be a family concert with the San Diego Symphony at the branch on April 17<sup>th</sup> at 1:00 p.m. We are also preparing for our annual summer reading program.

Adjourned: 4:10 p.m.

Respectfully submitted,

Gary Knight, Secretary

**LIBRARY BOARD OF TRUSTEES MEETING****Date:** May 13, 2010**Agenda Item No. 9a  
Renovation Project Update****Project Status**

We are winding up the project, trying to get everything done by May 15. Currently, the major tasks still needing to be done involve wiring computer cable and electricity into staff desks and computer tables for the public, sign installation, street banner installation, touch-up painting, cleaning up and arranging everything. We also have requests in to pull weeds outside and steam clean the patio, and to stripe the disabled parking spaces.

**Opening Day**

We have a new brochure with a floor map to hand out before and at the reopening. It has our new hours as well. Here is a schedule of activities:

- Ribbon cutting ceremony at 10:00 a.m.
- Free concert by the High Society Jazz Band
- Tours of renovated facility – thanks to those of you who volunteered for this!
- Craft activities for children
- Friends of the Library Book Shop half-price sale
- New murals in the Children's Room and the Teen area will be unveiled, along with a meet and greet for artists Julia Anthony and Kelly Vivanco.

I'm working on a script for the volunteer tour guides – nothing fancy, just a route and bullet points of info. Staff will be on hand in each area to answer questions from the public.

**LIBRARY BOARD OF TRUSTEES MEETING****Date:** May 13, 2010**Agenda Item No. 9b  
Senior Experience Project****Recommendation:**

Review report from the project team and discuss whether to request a follow up project.

**Background:**

The four senior business students presented their report on Wednesday to a group of faculty, students, trustees Levy and Galenes, and staff members Greenberg and Mitchell. We hope to have a copy of the report to hand out at our Board meeting.

The surveys yielded some interesting results. Although the quantity of surveys was not statistically significant, they do give us some indication of users' and nonusers' preferences and feelings about the library, particularly when there is a large percentage of similar responses.

**Next Steps:**

There was some previous discussion about whether to reapply to CSUSM for a follow up project. It's time to look at that again and decide what kind of follow up would be desirable.

We still are able to call on volunteer Nancy Beddingfield, retired director of communications at the Burnham Institute. Ms. Beddingfield has met with staff once already to discuss assisting the Library in our public relations efforts, including making the most of the Senior Experience Project results. She has been sent a copy of the students' report.

**LIBRARY BOARD OF TRUSTEES MEETING****Date:** May 13, 2010**Agenda Item No. 9c****Trust Fund Budget**

**Recommendation:** Review budget balances and approve budgets for next fiscal year:

1. \$30,000 for Special Projects
2. \$30,000 for Technology.

**Background:** The Library Board of Trustees has discretionary power over Trust Fund expenditures. Traditionally, the Library Board has used trust funds mainly for special projects, training and travel for staff, and technology upgrades.

The table below indicates activity for the 2008-09 fiscal year and the 2009-10 fiscal year to date.

**Expenditures Fiscal Year 2009-10 To Date**

## Special Projects

RTI DiscChek and Disk Cleaner	\$8,745	
Donations for books & videos – pass through	2,300	(offset with revenue)
Brainfuse – matching funds for state grant	2,000	
ELEF, for Group 4 Architect services	8,560	
ELEF, for challenge grant	25,000	
Senior Experience Project	1,500	
Sponsor teams for Scrabble-Thon	200	
Co-sponsor Volunteer Luncheon	4,265	(partially offset with revenue)
Internet Librarian Conference	2,725	
California Library Association Conference	3,465	
Miscellaneous workshops	1085	

## Technology

Branch library router	1,585
Laptop for digital services librarian	1,500
ELEF, for challenge grant	5,000

<b>Total for 2009-10 to date</b>	<b>\$73,030</b>	(\$40,730 w/out challenge grant and donations)
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**Fund Balances:**

Trust Fund Special Projects: \$4,480

Technology Fund: \$22,265

Available currently in Library Trust Fund to allocate: \$422,000

**Budget Requests for Fiscal Year 2010-11:**

Trust Fund Special Projects: budget an additional \$30,000

Technology Fund: budget an additional \$30,000

**LIBRARY BOARD OF TRUSTEES MEETING****Date:** May 13, 2010**Agenda Item No. 9d****Library Planning****Recommendation:**

Review recent project team meetings and phone conference with Joan Frye Williams, and discuss the next steps for the project.

**Background:**

Architect David Schnee has sent a preliminary time line and cost estimates to get the planning project started (attached). Preliminary planning will cost around \$200,000, and there may be some City funds available for this.

The Project Management Team has met several times and is considering how best to take the information to the Council and when. One logical method would be to add the project to the City's Capital Improvement Project budget. We may want to return to the Council before that budget is voted on (mid-June) so the Council will have a better grasp of what we are asking.





**G R O U P 4**

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PLANNER

21 April 2010

Jack Anderson, Alex Galenes, Laura Mitchell  
Escondido Public Library  
239 So. Kalmia Street  
Escondido, California 92025

**PROJECT**

ESCONDIDO PUBLIC LIBRARY RENEWAL

**SENT VIA**

E-Mail: lmitchell@escondido.org

**TOPIC**

Roadmap - DRAFT

Hi Jack, Alex, Laura

As requested at the last Project Management Team meeting I have prepared this memo and draft timeline to serve as a preliminary roadmap towards a November 2012 ballot measure and project implementation. Now is an ideal time to start this work.

**City Approval of Renewal Concept**

- Obtain commitment of Council for Renewal Concept plan to firmly establish site and strategy.

**Building Program / New Operational Model** (EPL, Richard Hall and/or architect).

- Update the building program to correspond to the current renewal concept Phase 1 that includes reuse of existing building
- The program update should determine approximate counts for seats, computers, collection size, and staff and should correspond to the low and high square foot range of options presented in the renewal plan.
- The program update should demonstrate how the expanded library can be operated within current resources. The new operational model going into effect in May 2010
- Establish a process to determine if the Mathis Center will be included in Phase 1

**Conceptual Design** (Architect)

- Advance the concept plan to the conceptual design level (a simpler and less expensive version of
- proposition 14 package) to resolve code issues, general functional layouts, parking, etc. and determine or a more accurate project cost.
- Develop conceptual design graphics to communicate vision and demonstrate project feasibility and build project support including diagrammatic floor plans and renderings and/or models

**MEMORANDUM**



**Technical Studies/Project Entitlements**

- CEQA approval is required before placing a general obligation bond on the ballot.
- The previous EIR from the Prop. 14 should be able to be leveraged to simplify the CEQA approval process – shorter duration and lower cost.
- A traffic / parking study may be required
- Prepare a Relocation plan for Women's building and/or address CEQA cultural resource issues for that building.

**Capital Campaign/Grants**

- Evaluate reasonable donation and grant targets
- Prepare a capital campaign capacity study
- Develop capital campaign plan

**City Fund Assessment**

- Establish a process to estimate and obtain approval for library use of general funds or RDA funding, developer impact fees, other.
- Have library placed in City CIP list.

**Bond Planning**

- Engage public finance consultant to establish range of bond proceeds possible at different costs per \$100K assessed value and average costs per household.
- Line up bond council to underwrite bonds after passage of ballot measure

**Public Opinion Research**

- Develop public opinion research plan
- Initial survey of likely voters for level of support
- Ballot date and level planning
- Tracking survey(s)

**Public Relations – Project Information**

- Develop PR plan
- General public
- Stakeholders
- Elected officials
- City Staff
- Library staff
- Potential opposition

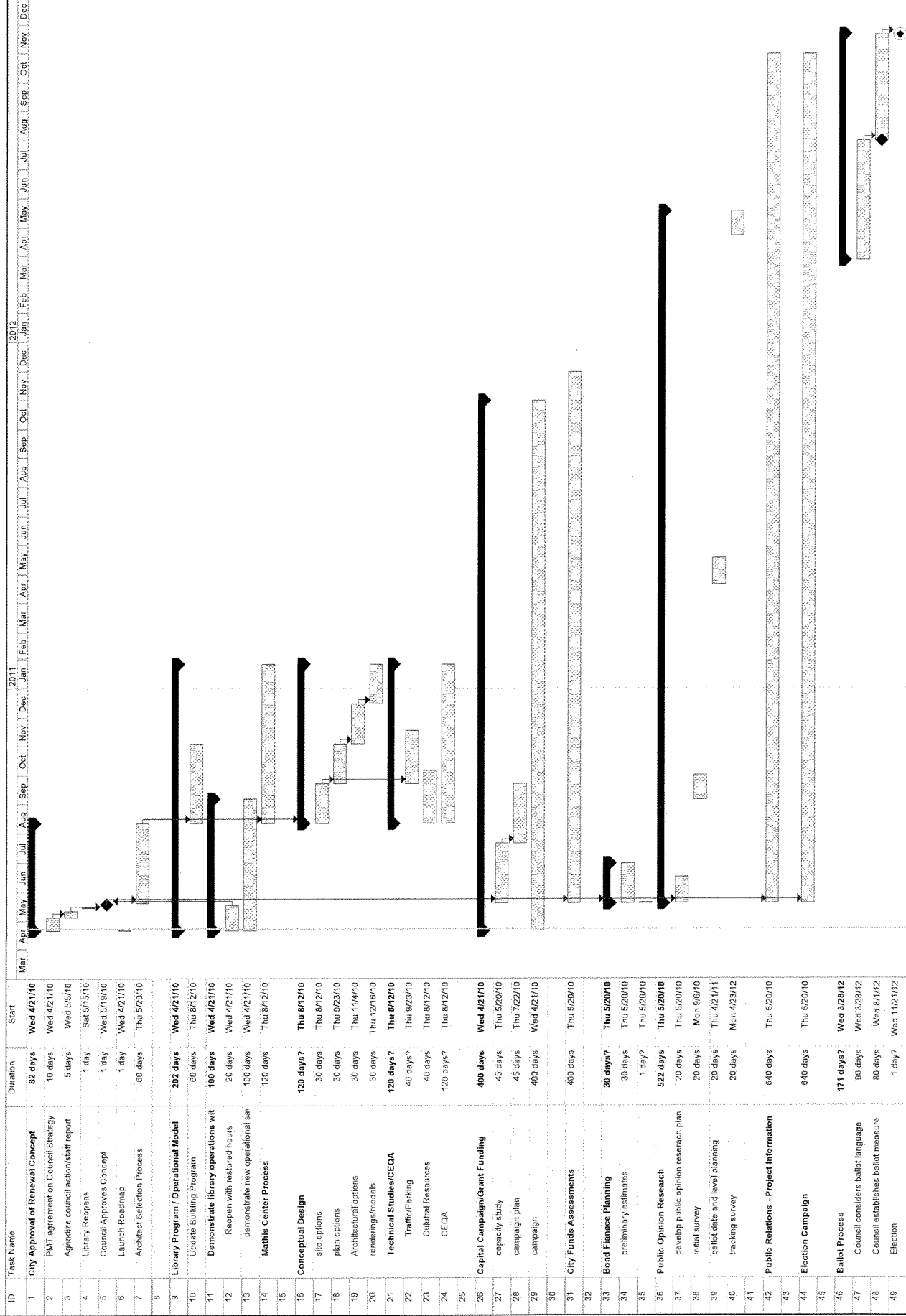
**Election Campaign**

- Develop measure advocacy
- Develop campaign funds

David Schnee AIA, AICP, LEEDAP  
Principal

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ESCONDIDO LIBRARY RENEWAL - DRAFT ROADMAP



# Escondido Library Renewal Draft Funding Strategy FY2010-2011

Task	Lead	Consultant	Budget FY 2010-11			
			lower	mid	higher	
1. Building program	Library	Hall or G4	\$ 2,000	\$ 6,000	\$ 10,000	
2. Sustainable Operations	Library	JFW	\$ 2,000	\$ 6,000	\$ 10,000	
3. Conceptual Design	ELEF	G4	\$ 75,000	\$ 112,500	\$ 150,000	
4. CEQA	City	tbd	\$ 50,000	\$ 75,000	\$ 100,000	
5. Communications	ELEF	G4/LEG	\$ 10,000	\$ 35,000	\$ 60,000	
6. Polling	ELEF	LEG	\$ 25,000	\$ 37,500	\$ 50,000	
7. Municipal Finance	City	S&Y	\$ 2,000	\$ 11,000	\$ 20,000	
			\$ 166,000	\$ 283,000	\$ 400,000	

Funding - based on mid range				
City/RDA	City/Library	ELEF	Trustees	
	\$ 6,000			
	\$ 6,000			
		\$ 78,750	\$ 33,750	
\$ 75,000				
		\$ 35,000		
		\$ 37,500		
\$ 11,000				
\$ 86,000	\$ 12,000	\$ 151,250	\$ 33,750	

## Legend

ELEF - Escondido Library Endowment Foundation

Hall - Richard hall

G4 - Group 4 Architecture

JFW - Joan Frye Williams

LEG - Lew Edwards Group

S&Y - Stone & Youngberg

**LIBRARY BOARD OF TRUSTEES MEETING****Date:** May 13, 2010**Agenda Item No. 9e  
City & Library Budget****Recommendation:**

Briefing on the following issues:

1. discussion with the County Library director and the draft letter to him to recap the meeting,
2. new hours of operation, and
3. decision on whether to allocate \$10,000 to the City's General Fund from the Library Trust.

**Background:**

The attached draft letter recaps the discussion Jerry Van Leeuwen and Laura Mitchell had with County Library Director Jose Aponte. We are awaiting approval from the City Manager to send the letter.

On April 28, we went to Council to present an update on the renovation project and the changes it will bring. We told them that, in addition to the physical changes, the renovation will result in a much more efficient and customer-friendly facility. Service points will be reduced from 7 to four, and that, combined with new self-service features such as self-checkout, will free up staff time and make scheduling more flexible. Although current staff would be stretched more thinly, the result is that the library would be able to add hours back into its schedule, as long as we could keep our staffing at the current level.

**New Hours of Operation:**

The Council agreed to retain current level of staffing, which will enable an increase in hours open of 10 additional hours at the Main Library including two evenings a week and re-opening on Fridays. In addition, we will be able to add 8 additional hours at the East Valley Branch Library, so that the Branch will be open 3 full days, rather than one full day and two half days. Total hours at the Main Library per week would be 51, and at the Branch would be 24, for a total for the two facilities of 75 hours per week (as opposed to the current 57 for both). As you can imagine, public response to restoring some of our hours has been extremely positive.

**Budget Issues:**

Before the Council meeting, I had been directed to submit additional cuts totaling \$82,000. I was able to cut about \$25,000, but anything more would have meant reductions in staff, and I still had \$57,000 to go. The Finance Director modified the directive, and asked me to find another \$40,000 in cuts. I submitted a budget with about \$30,000 in cuts and hoped to ask the Board of Trustees to cover the balance by writing a check to the City, so we didn't use any more staff time.

Now that the Council has agreed to spare us the staffing cut, the Finance Director is still wanting the Board to allocate the \$10,000 to the General Fund to help keep the City's budget costs down. I have told them the \$10,000 was a proposal on my part to avoid losing more staff, and the Board has yet to agree to do that, so the money has not yet been transferred.



Laura Mitchell, City Librarian  
Escondido Public Library  
239 S. Kalmia, Escondido, CA 92025  
(760) 839-4601  
[Lmitchell@escondido.org](mailto:Lmitchell@escondido.org)

April 27, 2010

DRAFT

Mr. Jose Aponte, Director  
San Diego County Library  
5555 Overland Ave., Bldg. 15  
San Diego, CA 92123

Dear Jose:

We appreciated our visit with you and your financial analyst, Don Knowles. I wanted to recap our conversation, to make sure it is an accurate account of what we discussed.

You began by saying that the County and the County Library have issues of your own. Your Library has experienced a 24% budget cut, and you have no magic to pull out of a hat for Escondido. You stated that, like other libraries around the country, the County Library staff is very lean, enough that it has caused nearly daily complaints to your office from the public about the service at County Library branches. We agreed that we are all in the same boat, with diminishing funds and increasing demands from the public who need information about jobs and finances.

#### **Political Jurisdiction**

You stressed that the main thing our City Council needs to acknowledge is that the County Board of Supervisors will be the Library Board if the County Library takes over our operation. This will diminish local control, and service levels will indeed be decided by the Board. We asked you what relationship the County Library maintains with officials in your contract cities, and you indicated there was virtually no contact. In effect, the Escondido Library under the County would be like the County Health Department, located in the City but not part of the City's service offerings.

#### **Cost of Operating Library Facilities**

You gave us information on how County branches are staffed and an estimate on what it costs to run them. For discussion only, you and your analyst gave us a draft staffing model and budget for the El Cajon Library, at 30,000 square feet, and the Valley Center Library, which is 14,000 square feet, and a very preliminary projection of what you might see as the comparable cost for Escondido's Main Library and our East Valley Branch. We are going to review this information with the Library Board of Trustees. We understood you to say that you would not be willing to incorporate our bookmobile, the computer center, the Pioneer Room, or the Literacy Annex into a County Library-run operation. You did offer to merge our adult literacy component with yours, but we did not discuss our family literacy and mobile literacy programs, and it seemed as though you have no comparable program to our family and mobile literacy. Obviously we need to separate these costs from our operations to adequately compare to the County system.

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DRAFT

### **Comparative Operations**

You did comment that our Escondido Library is well-run, and that the circulation we have of over 750,000 per year is outstanding. You stated that, if we implement the additional hours open that we are now proposing, our staffing model will be similar to yours.

### **Federating Options**

We discussed the possibility of “federating”—collaborating on selected services. You mentioned adding a couple of bookmobile stops (presumably using our bookmobile, but that was unclear), and absorbing our literacy services program. We brought up consortium purchases of databases and online services, but that discussion didn’t get far. We would like to pursue these ideas more when time allows.

### **Summary and Next Steps**

In summary, we sensed that due to the constraints your system is currently experiencing, it does not seem practical to explore a merger or consolidation at this time. It also appears, based on very preliminary data, that with the expansion of service hours at our facilities the operational expense of each of our systems is quite comparable. Since I didn’t take extensive notes at our meeting, I would appreciate having a confirmation from you that this is an adequate summary of our meeting. Please don’t hesitate to remind me of anything I’ve forgotten or to clarify any point. I will await your response.

Ultimately, we will provide a report about our meeting to the Library Board of Trustees for their further review and recommendations to the City Council.

Sincerely,

Laura Mitchell  
City Librarian

Jerry Van Leeuwen  
Director, Community Services

cc: Library Board of Trustees  
Clay Phillips

**LIBRARY BOARD OF TRUSTEES MEETING****Date:** May 13, 2010**Agenda Item No. 9f  
Rotary Grant Proposal****Recommendation:**

Partner with the Escondido Rotary Club to provide matching grant funds in the amount of \$2800 to purchase AWE Early Literacy computer stations for young children.

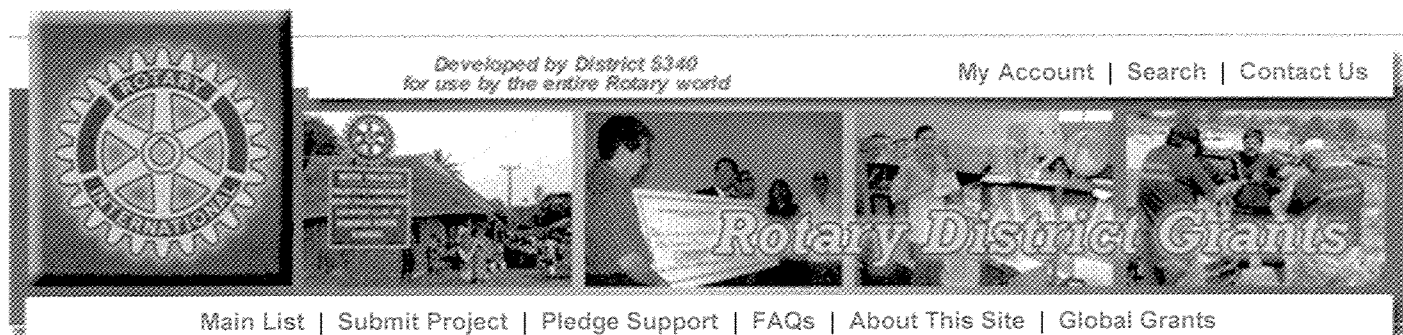
**Background:**

The Rotary Club of Escondido has applied for a District grant to provide three additional AWE Early Literacy computer stations for the library—one at the East Valley Branch and two in the Children's Room.

The AWE Early Literacy Station™ is designed for children ages 2 through 10 and is currently in use by hundreds of libraries. It is a self-contained computer that is ready to use right out of the box. It includes more than forty-five educational software packages spanning seven curricular areas, top rated by Children's Technology Review. See attached for further features and information.

The Rotary Club needs a partner for this project in order to make the application truly competitive, and I proposed to ask the Library Board to partner with them. The amount needed is \$2800. The remainder of the total budget of \$8000 would come from Rotary.





P-26

Early Childhood Literacy

Administration



Description

Financing

Documents

Photos

History Logs

### Project Description

**Country:** USA**Location:** Escondido, CA**Total Budget:** \$8,000**Area of Focus:** Basic education and literacy**Activity Type:** Education: Literacy

The project consists of 3 Alternative Work Environment(AWE)-Early Literacy Stations, which are stand-alone computer systems each containing 46 pre-installed educational software packages.

The educational software spans 7 curricular areas including reading, math, science and geography. The project will be installed in the Escondido Public Libraries.

The Escondido Public Library is a full-service municipal public library, with two locations serving children in Escondido. Over 2000 adults and children use Escondido Library facilities daily. Last year the library checked out over 250,000 childrens books and media items; and conducted 519 programs and classes for children with 13,319 attendees.

One AWE station is already successfully in use by the Library's Family Literacy Program at the East Valley Parkway location. This project would double the AWE Stations at that location (2) as well as provide 2 AWE stations in the main library located in central Escondido. Professional childrens librarians and trained staff at both libraries will promote the AWE Stations to parents and children and will assist them in using the stations. The AWE stations will be available for use during the entire time the library is open to the public.

The project addresses the goal of basic education and literacy by teaching basic reading readiness as well as 6 other curricular areas for the target age group of 2 through 10 years of age. It will also be helpful for older students and adults.

The City of Escondido has a population of over 143,000, including approximately 12,000 children in the target age group. Escondido Union School District records indicate that 66.6% of its students are economically disadvantaged and 67.3% are of Latino origin.

The three AWE Early Literacy Stations in the Escondido libraries have the potential to provide over 7,000 one-hour sessions for parents and children to acquire basic skills in math, reading, science, geography, and many other areas of knowledge. This will help prepare children for the school experience as well as assist those already in school to do better work. In addition, this will assist older students and adults improve their skills in English as a second language.

The Escondido Rotary Club will spearhead the project with the assistance of many Rotary members. Laura Mitchell, City Librarian and Rotarian, will oversee the use of the AWE programs to insure the project is being used properly. Gloria Tecca, Librarian and Rotarian, will schedule and train volunteer Rotarians to work various afternoons assisting children with the programs as part of Escondido Rotary's Community Service activities. Jennifer Walters, Elementary School Superintendent and Rotarian, will promote the new programs throughout the Escondido School District.

As soon as this project is approved and funded, the AWE Stations will be ordered and delivered in approximately 6 weeks. The system then will be installed and put into use immediately by library staff. Each AWE Station is a complete, turnkey, standalone system with 46 pre-installed educational software programs.

Project funds: 3 Computers with software at \$2,280 each = \$6,840.00

Tax: 598.50

-15-

Shipping: 150.00

Headphones: 3 at \$20.00 each 60.00

Worksheets & books to accompany computer programs 351.50

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Total: \$8,000.00

### Project Contact Person

**District:** 5340

**Primary Contact:** Gloria Tecca

**Rotary Club of:** Escondido

**Email:** fctatesc@sbcglobal.net

### Project Status

#### Approved

This project is "**Approved**". This means that the district leadership has reviewed and approved the allocation of district funds for this project. Once the funds from the district have been issued, the status of the project will be changed to "Paid".

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