

Municipality of Anchorage
Library Advisory Board Agenda
Z.J. Loussac Library
Alden Todd Boardroom
November 19, 2014
5:30 p.m.

1. Call to Order

2. Roll Call

☐ Heidi Frost, Secretary
☐ Jon Bittner
☐ <vacant>, Teen Liaison
☐ Elizabeth Giardina
☐ Nancy Groszek, Vice Chair

☐ David Levy, Chair
☐ Tanya Taylor-Winchester
☐ Cristy Willer
☐ Jim Yeargan
☐ Lucy Flynn Zuccotti

3. Person(s) to be Heard

4. Mission Moment

5. Mission Moment: new self check out machines:

6. Consent Agenda

- a) November 19, 2014 agenda
- b) October 15, 2014 Meeting Minutes

7. Discussion/Action Items

- a) Teen Underground
- b) Advocacy Committee
- c) Mayor's FY 15 Library Budget
- d) Director's Report

8. Comments/Discussion

9. Potential Agenda Items for December 2014 Meeting

10. Adjournment

LIBRARY DIRECTOR'S REPORT

November, 2014

Loussac Renovation Project:

- We are at 65% design, and we will be at 95% by mid December. We are on schedule to put out a bid in January with a contract awarded in March or April.
- At UDC meeting, we were instructed to redo some of the access areas to the library.
- The cost estimates have come in and we need to shave \$2.5M or come up with additional revenue. Topics eliminated include heated sidewalks on plaza, small meeting room on 4th floor, design treatments, windows on 4th floor. Possible options for additional monies include: \$850K bond passage; donation \$75K from library bequest left to city; undetermined amount raised by Foundation.
- There is currently no MOA staff for 1% for art. Library Director will write a letter on behalf of the Board once that position is filled.
- Midtown Community Council passed a resolution supporting our renovation project.
- Building Committee: This committee is in transition right now as it determines what the mission of the committee should be. There has been a discussion that this committee would morph into a capital campaign committee and, at this point, there is no resolution.

Library Technology:

- We are in discussion with ACS to technically support our Innovation Lab for a three year project. We are exploring naming rights as part of that philanthropic donation, worth approximately \$300K.
- The Innovation Lab still does not have computers. We have been waiting over six months to have them deployed, along with the 3D printer.
- Here is our current broadband highway. We do not have enough bandwidth at MD and MV

Location	Bandwidth now 5/14	Bandwidth Preferred	Wireless
Loussac	100Mb TLS/100MB Internet	200Mb	100
MV	20M	TBD	18
Muldoon	20M	TBD	10
Eagle River	Shared 100MB with APD and Streets	TBD	0
Girdwood	Shared 10Mb with AFD	20Mb/TBD	15

Staffing: We are almost completely staffed, after 6 months of hard work. We hired Meg Backus as the new IT Manager.

Branches: All Branches are weeding, based on usage, currency and conditions. This will help us as we prepare to plan for tagging ALL the books in our collections, approximately 600K items, as part of the RFID project that will start next year!

Muldoon:

- Almost all of the 24 programs were for youth, with one adult program, consisting of the Outlander Book Group and an Affordable Care Act workshop. Author Dan Reardon did a teen screenwriting workshop.
- **Outreach:** Lacey Hemming, with Stephanie Schott, created "LITtle APpLes". Ingrid Bondarenko created the logo. LITtle APpLes will be the branding for all of APL's early literacy programming, fliers, and web content. Lacey and Stephanie created a Little Apples You Tube channel for parents and caregivers to watch fingerplays and songs. They created a Libguides page on the APL website that has all things early literacy-based including apps of the month, booklists, and great early literacy websites. All of YS will be introduced to and will participate in Little Apples in January when Youth Services has their retreat.
- The public network privatization project has ended and it was successful. BIG thanks for MD staff for taking on this project. We are working with the MOA IT Director and a consultant to write an RFP in order to continue our goal of privatizing our public network.

Eagle River:

- Dean Brovold Librarian has been wearing two hats: youth services and IT Coordinator. That will end once the IT Manager starts on Dec 8.

- There were 21 programs with 506 people.

Mountain View:

- Over 100 Clark Middle School students and their families visited the Mountain View Neighborhood Library to make electrical circuits with clay during Clark's Math and Science Family Night on October 30. Following a chili dinner, many science activities took place at Clark and the Library provided additional fun with hands-on "Squishy Circuits" electricity activities. Some families also signed up for library cards while others updated their information and checked out library materials. The Library looks forward to participating in other upcoming family activities with the Clark community.
- Kirsten Swann, a blogger for The Mountain View Post website visited the library with thoughts on promoting the branch and possible partnerships. Staff are sending a weekly list of popular book titles at Mountain View titled Trending @ MT View.

Girdwood:

- The Girdwood team has been busy with 13 programs, including 8 for children, 1 for homeschoolers, a video workshop for teens and a movie program. Attendance: 164
- Partnerships with: Schools for book club; Homeschool Connection for Homeschoolers. AK Media Institute

Community Relations/Foundation/Friends

- Ruth Glenn, our new Foundation Director, started running two weeks ago. She is currently working on the preparation of a budget and the fall fundraising letter. She will be meeting with the Rasmuson Foundation in December.
- Library Director Torgeson spoke at a Community Council Forum on the State of the City, with a topic on the importance of early literacy.
- The Friends and Foundation will be meeting with Laurie Wolf in December to start planning the exploration of merging. No timeline has been set at this time.
- A Foundation member and staff visited one of the buildings owned by Covenant House to explore as a downtown branch. The Library Management Team felt that we had too many projects to accomplish in 2015 to take on one more.

Youth Services

- All Loussac YS librarian staff participated in a day and a half training on early literacy principles and incorporating them into storytimes. This workshop was made possible by a grant written by Homer librarians and featured national speaker Saroj Ghoting.
- On an ASD in-service day, staff hosted a LEGO afternoon that proved extremely popular with 171 people attending. This was the second LEGO event at Loussac. Friends programming funds were used to purchase LEGOs for every location. The public has reacted very positively to this and we are constantly asked when the next Loussac LEGO event will be.
- Other programs: We partnered with Parents as Teachers for a Halloween party; Magicians donated their performance at a Reading Is Magic show on the evening of the 27th that featured multiple magicians and brought in 103 people.
- Teen Underground continued to partner with Diff3r3nt by D3sign for several Slam Poetry, open mic, and spoken word workshops.
- Writing workshops and video club continued at the TU as part of the Atwood grant including this month's Blog and Be Heard speaker.
- A new program at the TU this month was the Teen Town Hall. This was initiated by a local high school student and is a place for teens to gather and have facilitated discussions of important issues and current events.

Adult Services

- Programs in October included participation in Alaska Book Week, partnering with Alaska Common Ground to host the Alaska's Fiscal Future forum, and Emergency Preparedness training. Author talks continue to a very important component of AS programming. Authors Andy Hall, Dave Costello, and Bill Sherwonit shared their adventurous tales. Investigative journalist Blaine Harden and Alaska Author Don Rearden presented a fascinating discussion about the state of North Korea. Harden, former correspondent for the Washington Post, is the author of two books about North Korea.

- The department continues to have a very active program schedule hosting 43 programs with a total attendance of 577. Programs included:
 - ◆ Investigative journalist Blaine Harden and Alaska Author Don Rearden
 - ◆ Great Alaska Book Fair
 - ◆ Preparing Your Pantry: Emergency Food Preparedness
 - ◆ Emergency Preparedness at Home
 - ◆ Loussac Book Group
 - ◆ Andy Hall: Denali's Howl: The Deadliest Climbing Disaster on America's Wildest Peak
 - ◆ Exploring the Power of Creativity to Change a Life

- Outreach efforts and partnerships are continuing. AS is actively involved in working with the Anchorage community to provide programming and identify community needs. Our partners include UAA/APU Books of the Year Program, AK Public Media, the Alaska Food Coalition, Let's Talk Anchorage, among others. These outreach efforts include:
 - ◆ Budgeting Basics with the YWCA
 - ◆ United Way of Anchorage – Health Care Navigators
 - ◆ Dialogs in Democracy with Let's Talk Anchorage
 - ◆ Death Cafe
 - ◆ Maker Nights (2nd & 4th Tuesdays)
 - ◆ Holistic Health Workshop
 - ◆ Israeli Folk Dancing
 - ◆ Bitcoin Meetup
 - ◆ Alaska Writers Guild
 - ◆ SNAP Information Table
 - ◆ Read. Watch. Think. Film screening and community dialog (with UAA/APU Books of the Year and Alaska Public Media)

**Municipality of Anchorage
Library Advisory Board
Minutes
October 15, 2014**



Location: Alden Todd Boardroom, Z.J. Loussac Library

Call to order: David Levy, Chair, called the meeting to order at 5:40p.m.

Roll Call:

Board Members Present:

David Levy, Heidi Frost, Nancy Groszek, Tanya Taylor-Winchester, Cristy Willer, and Lucy Flynn Zuccotti (Quorum: Yes)

Board Members Excused:

Jim Yeargen and Elizabeth Hooley

New Board members starting next month: Jon Bittner and Kindra Robin

Staff Present: Mary Jo Torgeson

Guest Present: Gabriela Riquelme

Persons to be heard: none

Mission Moment: Review architectural drawings

- Main driver of the design is “the library as a portal” to activities. Through the new design, we hope to encourage new generations to use the library.
- The front will be glass, much like traditional retail space, so folks can see what is going on in the library.
- The book drop will be a drive up; there will also be a walk-up book drop in the front of the first floor. Once the books are received, the books will be automatically checked in. Streamlining the process.
- Much will change on the first floor, but the Marston Theater and the Assembly Chambers will remain. The conduit in and out will be on the first floor. As will holds and check outs.
- On the second floor, we will create a living room space. Assembly members will have office spaces on this floor too.
- One percent for the arts will be applied.

The time line is as follows:

- December-January the bids will hit the streets (be made public).
- February the contractor will (hopefully) be hired.
- April the work will begin.

Consent Agenda:

- October 15, 2014 Agenda
 - Nancy Groszek (made motion), Lucy Zuccotti
 - (seconded)
 - Approved unanimously
- August 27, 2014 and the September 17, 2014
 - Lucy Zuccotti (made motion), Heidi Frost
 - (seconded)
 - Approved unanimously

Discussion/Action Items:

The LAB again expressed appreciation for the hard work that Fayedra Cole did while Secretary.

Motion: We, either in person or via a letter, will ask for the 1% for the arts money to be used to reflect the contributions made to our state by Native Alaskans.

Lucy Zuccotti made the motion, Tanya Taylor-Winchester seconded, and Motion passed.

Mayor's FY15 Library Budget:

We were asked to cut the budget by 1% (\$10K in administration costs, \$72K in IT/broadband). This will be a big cut in our broadband budget, but we may be able to get ACS to give us a better pricing for the broadband.

Teen Underground: no updates

Advocacy Committee:

The committee hasn't met recently. They haven't met because the members are busy with other short-term issues (e.g., the elections). The legislature will not be asked for any additional funding this legislative session.

There is a need to look for grants and other revenue streams to cover the one time cost of installing the RFID system.

Director's Report:

We will have a new member next month, Jon Bittner, who is a dad with young kids.

The building committee (includes LAB members: David Levy and Lucy Zuccotti) are meeting. The Mayor and the Directors of Public Works are behind the effort. The LAB, Friends of the Library, the Library Foundation, and the Municipality are all working together to get this done. As we move from having 35% of the design done to 65% of the design done, this group will work to control costs and control the librarians (who may want more than can be done. :D)

There is a technology-based pilot project (with Applied Microsystems) to test dummy terminals as a way get more terminals for the public to use.

Ruth Glenn was hired as the Library's Development Director. She was the Development Director for the Anchorage Concert Association, AEDC, and the Alaska Dance Theater.

At the Muldoon Library there is a pilot project to bring librarians into the home of Head Start learners. There are five (5) families currently enrolled.

At the Eagle River Library, they are down three staff members.

In Mountain View, they have met with Principal Williams and have created a better relationship with the school administration. Additionally, the youth are using the library more appropriately.

In Girdwood there is a community puzzle that helps make the library a community space.

Adult Services: this week is Banned Book week. Library worked with Snow Goose Brew Pub and had a Censorship Quiz.

Recently, the library's leadership team met with mayoral candidate, Dan Coffey.

With the new Development Director, the library's leadership team may work on branding. We may need to start a capital campaign.

The Friends of the Library and the Library Foundation may merge. It is difficult to have one consistent message with three different advocacy/advisory boards.

Our current project is a 15 million dollars stand alone project.

The next upgrade, estimated at 25 million dollars, will be for fixtures, furniture, and environmental controls.

Comments/Discussions:

Did the earthquake cause any damage? No.

Tomorrow is the Friends of the Library's Annual Meeting.

Motion to adjourn made at 6:59pm

Nancy Groszek made motion, Lucy Zuccotti seconded, and it was passed unanimously.

Municipality of Anchorage
Library Advisory Board Agenda
Z.J. Loussac Library
Alden Todd Boardroom
October 15, 2014
5:30 p.m.

1. Call to Order

2. Roll Call

<input type="checkbox"/> David Levy, Chair	<input type="checkbox"/> Nancy Groszek. Vice Chair
<input type="checkbox"/> Heidi James Frost. Secretary	<input type="checkbox"/> Kindra Robin, Teen Liaison
<input type="checkbox"/> Jon Bittner	<input type="checkbox"/> Elizabeth Giardina
<input type="checkbox"/> Tanya Taylor-Winchester	<input type="checkbox"/> Christy Willer
<input type="checkbox"/> Jim Yeargan	<input type="checkbox"/> Lucy Flynn Zuccotti

3. Person(s) to be Heard

4. Mission Moment

Review the architectural drawings.

5. Consent Agenda

a) October 15, 2014 Agenda

b) September 17, 2014 Meeting Minutes

6. Discussion/Action Items

a) Mayor's FY15 Library Budget

b) Teen Underground

c) Advocacy Committee

d) Director's Report

7. Comments/Discussion

8. Potential Agenda Items for November 19, 2014 Meeting

9. Adjournment

LIBRARY DIRECTOR'S REPORT

October, 2014

New Library Advisory Board Member: Library supporter Jonathan S. Bittner applied to be on the Board. Jon was instrumental in involving us with "Maker" activities and has a young child. He currently is the Deputy Commissioner with the Alaska Dept of Commerce. He will be appointed by the Assembly on Oct 21.

Loussac Renovation Project:

- We are roughly at 50% design, with a full 65% design by end of October. There is a team from all library divisions working on the design and taking back information to their staff for input. As the design pieces come together, it is exciting to see the interior unfold. This design will have a huge impact on services and the "feel" of the building. Once we have a design board, we will share with all of our groups. Bid documents will be sent out by the end of December with a contractor selected by March and construction starting late spring.
- The city is fully behind the continuation of our building project, which will focus on creating building efficiencies, safety and creating a welcoming space.
- Our Building Committee will be adding new members and will morph into a Building Campaign Committee. We plan to have Committee members from Friends, Foundation and LAB representatives, as well as community leaders.

Library Technology: We have pilot project at Muldoon to test the potential privatization of our network. We are working with a vendor to create an RFP to send out later this year. This would mean that the management of our public network, machines and software would be outsourced.

Staffing:

- IT prospective candidate visiting library mid October. It is creating a real hardship for staff to wear the "IT" hat. A special thanks to Dean Brovold, YS Librarian in Eagle River, Deb Fitzgerald, Circulation and Tanya Williams, Administration, for filling in as much as possible, taking on additional workload. We are now working with a headhunter to help fill the position.
- Development Director Position offer letter forwarded to Mayor. We hope the candidate accepts the positions and starts by Nov 3.
- Branches are fully staffed and we have only several positions throughout the system still vacant.

Branches:

Muldoon:

- Early Literacy: Approximately five families from Kids Corp Parents as Teachers attended the Growing Readers Club. Lacey presented a STEM storytime for preschoolers that she reports went very well, attendance 27.
- Schools: Baxter Elementary and Muldoon Elementary outreach at their open house events totaled approximately 400 people.
- VDI Pilot Project: staff continues to monitor this project that will possibly go through the end of the year. As part of the project, broadband speeds have improved.

Chugiak-Eagle River:

- New Program, Homework Time, started on Thursday afternoons, providing a place for teens to do homework while having access to research help, laptops for checkout in the library, and online tutoring.
- Branch Manager Clark presented information to 40 people about the library's programs and services at the Birchwood Bash, an open house by invitation by the Birchwood Community Council.
- Three staff out for vacation and FMLA. Other system staff helped out to cover branch.

Mountain View:

- Day of Caring – Nordstrom's, MV grounds cleanup - NeighborWorks (pictures attached)
- Branch manager met with Community Land Trust; attended a NeighborWorks Beyond the Bricks presentation
- Schools: meeting with Principal Williams from Clark Middle School with renewed plans for collaborative projects and partnering to keep kids safe and engaged after school.

Girdwood:

- More programs in Girdwood, including ongoing quilter display, gardening programs, with the presenter donating 100 daffodil bulbs for planting along the walkway.
- Inhouse activities include 1000 piece puzzle community worked on and a chess set always set up. They have both generated a lot of interest, and have been well used this month
- School Involvement: Staff is working on a pilot student book club program, starting with 3rd graders. The school will support a 3rd grade boys' book club, and GR will support a 3rd grade girls' book club, beginning in late October or early November.; Four Valleys Community Schools – met with Executive Director Catherine McDermott to discuss ways the library and the community schools organization can partner to offer complementary programming for the Girdwood community.

Community Relations/Foundation/Friends

- Two tours of Loussac – 8 each – AK Women's Club and one other group
- Accepted 81 boxes of materials from National Archives of Anchorage when it closed. Materials are being added to the collection, donated to several parties (Alaska Historical Society and St Paul Island Library among them) while the rest of the items will be sold at the book sale
- Leading coalition of non-profits to launch #givingtuesday #givingak campaign in the city. It is hoped that the annual giving campaign can become to Friends what Pick Click Give is for the Foundation.
- Got a number of stories on Loussac renovation open house (see attached)
- Library Director met with Mayorial candidate Dan Coffey
- Working on several PR campaigns besides the book sale and #givingtuesday: Ongoing are "Think Library First (educating the public about what the library does and offers)," "Stories (short posts about staff, patrons, volunteers and partners plus longer articles about some people like Joe Perkins who has been on the ALF board in 1990); and the Loussac Renovation Campaign (which will continue until the work is done).
- Starting a volunteer recruitment campaign for AS program assistants and Beyond the Stacks committee members
- Working with PR committee to develop social media campaign including platforms to use, targeted audiences, goals and who posts what.
- Have handed responsibility for publicity for individual programs, including posting events on the online calendar, to AS and YS staff. Will still work with staff on large campaigns such as Anchorage Reads.

<http://www.adn.com/article/20140911/anchorage-loussac-library-unveils-new-entryway-design>

<http://www.ktuu.com/news/news/public-asked-to-weigh-in-on-loussac-library-renovation-plans/28016964>

<http://www.alaskapublic.org/2014/09/05/ultra-endurance-athletes/>

<http://www.alaskajournal.com/Alaska-Journal-of-Commerce/September-Issue-3-2014/Anchorage-Loussac-Library-unveils-15-million-overhaul/>

<http://www.alaskapublic.org/?s=captain+underpants>

<http://www.ktva.com/censorship-challenge-highlights-banned-books-week-653/>

Youth Services

- Programs: Three of our very popular programs this month included partnerships. Benihana came to Loussac and did a candy sushi making and sushi sampling program that had a capacity crowd. We partnered with UAA for International Observe the Moon Night attended by 200 people. We worked with the Anchorage Montessori School to display their peace pole and enjoy peace related activities for the International Day of Peace.
- UAA brought a group of students for a tour and a lesson on early literacy principals.
- The teens had their normal programs: Q-Club, Homework Time, TGIF, Video Club, etc. They also participated in two slam poetry programs facilitated by our partner Diff3r3nt by D3sign.
- Outreach: Jim Curran did outreach at Northern Lights ABC back to school nights.
- Every Child Ready to Read Workshop: Siroj Ghoting, national author and leader in Early Literacy, presented a program for librarians around the state. APL Librarian, Stephanie Schott worked with Homer Library Director to host the training in the Innovation Lab.

Adult Services

Community engagement is an important part of Adult Services activities. Our programming, and outreach efforts are in support of the core purpose of the Library: A Community Connecting place ("Hub") for Anchorage. Programming this month highlighted Banned Book Week and featured as the Censorship Challenge Quiz. The Quiz was held off-site at the Snow Goose brewpub. Adult Services also hosted 5 author talks by regional and nationally known authors. Highlights included nationally recognized best-selling Christian writers Tracie Peterson and Kimberley Woodhouse; and 2012 National Geographic Adventurer of the Year Jennifer Pharr Davis.

The department continues to have a very active program schedule hosting 39 programs with a total attendance of 834. Programs included:

- ◆ An Afternoon with Endurance Hiker and 2012 National Geographic Adventurer of the Year: Jennifer Pharr Davis
- ◆ Life Drawing Workshop
- ◆ Aunt Phil's Trunk – Bringing Alaska History Alive
- ◆ Censorship Challenge @ the Snow Goose
- ◆ Read. Watch. Think. (with UAA/APU Books of the Year and Alaska Public Media)
- ◆ Peace Corps Info Session: Live, Learn, & Work Overseas
- ◆ Alzheimer's Education
- ◆ Loussac Book Group
- ◆ How Not to Get Hired

Outreach efforts and partnerships are continuing. AS is actively involved in working with the Anchorage community to provide programming and identify community needs. Our partners include UAA/APU Books of the Year Program, AK Public Media, the Alaska Food Coalition, Let's Talk Anchorage, among others. These outreach efforts include:

- ◆ Anchorage Symphony – Lunch and Learn
- ◆ Budgeting Basics with the YWCA
- ◆ Anchorage Board Gamers
- ◆ Dialogs in Democracy with Let's Talk Anchorage
- ◆ Death Cafe
- ◆ Maker Nights (2nd & 4th Tuesdays)
- ◆ Holistic Health Workshop – Gluten Sensitivity
- ◆ Israeli Folk Dancing
- ◆ Anchorage Beading Society's - "Playing with Possibilities, a Study of Modular Design."
- ◆ Bitcoin Meetup
- ◆ Alaska Writers Guild
- ◆ SNAP Information Table

MV weeding and cleanup day, Monday September 29th, – courtesy of NeighborWorks.



Municipality of Anchorage
Library Advisory Board Agenda
Scott & Wesley Gerrish Branch Library
Girdwood, Alaska
September 17, 2014
6:00 p.m.

1. Call to Order

2. Roll Call

<input type="checkbox"/> Fayedra Cole, Secretary	<input type="checkbox"/> Kindra Robin, Teen Liaison
<input type="checkbox"/> Heidi James Frost	<input type="checkbox"/> Tanya Taylor-Winchester
<input type="checkbox"/> Elizabeth Giardina	<input type="checkbox"/> Cristy Willer
<input type="checkbox"/> Nancy Groszek, Vice Chair	<input type="checkbox"/> Jim Yeargan
<input type="checkbox"/> David Levy, Chair	<input type="checkbox"/> Lucy Flynn Zuccotti

3. Person(s) to be Heard

4. Mission Moment

a) Presentation by Helen Woods, Branch Supervisor

5. Consent Agenda

a) September 17, 2014 Agenda

b) August 27, 2014 Meeting Minutes

6. Discussion/Action Items

a) Secretary Nominations

b) Secretary Election

c) Summer Reading Program Overview

d) Rasmuson Response to Building Program

e) Request Friends/Foundation Merger Presentation

f) Teen Underground

g) Advocacy Committee

h) Director's Report

7. Comments/Discussion

8. Potential Agenda Items for October 15, 2014 Meeting at Loussac Library

9. Adjournment

Municipality of Anchorage
Library Advisory Board Meeting Minutes
Z.J. Loussac Library
Alden Todd Boardroom
August 27, 2014
5:30 p.m.

1. Call to Order

- David Levy, Chair, called the meeting to order at 5:33 p.m.

2. Roll Call

- Board Members:

[P] Fayedra Cole, Secretary	[P] David Levy, Chair
[P] Heidi James Frost	[P] Tanya Taylor-Winchester
[--] <vacant>, Teen Liaison	[P] Cristy Willer
[E] Elizabeth Giardina	[P] Jim Yeargan
[E] Nancy Groszek, Vice Chair	[P] Lucy Flynn Zuccotti
- (P=Present, E=Excused, A=Absent)

Quorum: Yes

- Staff Present: Mary Jo Torgeson
- Guest(s): None
- Persons to be Heard: None

3. Persons to be Heard

- a) None

4. Mission Moment

a) Loussac Floor Plan Review and Renovation

- Presentation for Assembly, Mayor, Alaska Caucus, Friends of the Library, Anchorage Library Foundation, and Library Advisory Board at 7:00-8:30 p.m. on Wednesday, September 10, 2014
- Open House for the public on Thursday, September 11, 2014
- Currently at 45% design
- First Floor/Ground Level: Book dropped in lobby or at outside drive-up will go on conveyor belts to meet at one location
- Tech Services will move to the first floor to make processing returned books more efficient (books will go in and up instead of going in, up to Tech Services, down, and then back up)
- Second Floor: Assembly members' space moved from first floor to second
- Fourth Floor: More meeting room space

5. Consent Agenda

a) August 27, 2014 Agenda

- Approved unanimously

b) June 18, 2014 Meeting Minutes

- Approved unanimously

6. Discussion/Action Items

- a) Filling Upcoming LAB Member Position
 - Cristy and Lucy were re-appointed
 - Discussion of recruiting member who works with young children or has young children of his/her own
- b) Secretary Nominations
 - No interest at this time
 - Possibility of rotating secretary duties among members
- c) Teen Underground
 - Kindra Robin, a senior at Steller, is the new Teen Liaison and will attend the September meeting in Girdwood
- d) Advocacy Committee
 - Is a hybrid of the Anchorage Library Foundation, Friends of the Library, and Library Advisory Board
 - Hasn't met recently
- e) Director's Report
 - Consortium membership means it will be necessary to do regular tags and RFID (Radio Frequency Identification), which will double the cost
 - Currently testing 10 thin client computers at Muldoon
 - Now able to get Wi-Fi usage statistics
 - Staffing is stable in all branches after hire of new Mountain View Branch Manager
 - Discussion of the need for a branch library in South Anchorage

7. Comments/Discussion

- None

8. Potential Agenda Items for September 17, 2014 Meeting at Girdwood Library

- Meet at garage in back of Loussac at 5pm to carpool
- Meeting will be 6:00-7:30pm
- Extend invitation to meeting to state representatives and assembly members
- Request that one member from Friends of the Library and one from Anchorage Library Foundation attend our October meeting and give an update about where they are in the merger

9. Adjournment

- David Levy, Chair, adjourned the meeting at 7:05 p.m.

Recorded by Fayedra Cole, Secretary

GERRISH GIRDWOOD LIBRARY OVERVIEW

Community information

Girdwood Valley has a population approx 2000, which is served by the Gerrish Library. The library also serves the communities of Bird Creek, Indian and Portage. For the most part, Girdwood is a very outdoorsy community, with an appreciation for the arts, and a love for their town and their library. The Scott & Wesley Gerrish Library and Girdwood Community Center building was completed in 2008. It was through a grassroots community campaign that the library was funded by donations, local tax commitment, and federal funding. This is a community that is very invested in its library.

How the library is used

Books

10 Public Computers/1 children's computer/Printer/Scanner

Entertainment—Movies/Music/Magazines

Game tables—Chess/Puzzle

Community—lots of connection/conversation

Children's area—used for reading, playing with toys/books/skill centers, play dates

Circ Information

Collection holds approximately 26000 items

Monthly circulation of approximately 3000 items

Reference services

Programs information

Youth Services:

Storytimes/Lapsits for preschoolers/families to promote early literacy/school readiness

Teen Media Workshops—promote digital literacy skills, and offer place/reason to connect

Weekly Summer Reading Program Schoolage events

Ready for Kindergarten Celebration

Homeschool programs—promote community, information literacy skills, library as resource

Pilot Program – 3rd grade book club in partnership with Girdwood Elementary

Adult Services:

Gardening Series: Preparing Your Garden; Harvest Preservation; Fall Bulb Planting

Quilt Guild Exhibit/Demonstration with movie tie in—to promote arts/community

Family: (usually) Monthly movie nights

We are committed to promoting community, to offering interesting programs for the benefit of the local population, to promoting early literacy and information literacy skills, as well as providing excellent information resources and service. We are increasing our outreach efforts, and the response has been very positive. We see the library as a cornerstone of community, and strive to serve the information needs of our area.

LIBRARY DIRECTOR'S REPORT

Sep 19, 2014

Loussac Renewal: We are at 35% design for Loussac and RIM architects provided presentations to our Boards, Legislators, and Assembly Sep 10 and an Q & A open house for the public on Sep 11. Three Assembly members were present for part of the presentation: Traini, Gray-Jackson and Johnson. We are now starting to review finishes and are quickly incorporating staff input this week. We will discuss at greater length the impact of a representative of Rasmuson Foundation urging the City to further evaluate moving forward with renovation.

Joint Library Catalog consortium (JLC): APL is part of a consortium, with UAA as administrator. Current members include Juneau Public, State Library, UA Juneau, UAA, Museum, UAA. We are the largest user with 83% of all circulation coming from APL. In September, Matsu will be joining our consortium, which could have an impact on usage for us. Matsu (Palmer and Wasilla residents) will be able to use us freely. Because costs are spread out to all member, Matsu joining will reduce our costs by over \$10K.

Library Technology:

- We are in the midst of a pilot project that is going well at Muldoon with a VDI thin client project. We have IT support to use IT dollars to use towards hiring a private vendor to manage our public network. We need to move quickly to develop and RFP for this project.
- We have submitted a purchase request for new self check machines, RFID tags, scanners, etc and hope by the end of the year that we will have more user friendly machines.

Staffing:

- IT Manager: we are still recruiting for that position and are paying a contractor to aid us in recruitment, selection and mentoring.
- Development Director: we have interviewed one round and will interview another round of candidates in the next several weeks.
- Openings in circ and dispatch seem to be constant, as we promote staff from dispatch to circulation.

Branches:

Muldoon: Youth services librarian Lacey represented APL at a Neighborworks event at Stephens Park and an outreach event at Delaney Park. Lacey also reached out to 8 Bartlett feeder schools offering to represent the library at school open houses or literacy nights. So far, Baxter Elementary has requested library presence at their open house on September 18.

Eagle River: Branch Manager Nancy Clark is taking the lead for implementing the new MOA software, SAP; Youth Services Librarian continues to wear two hats, helping with IT until we hire a manager; due to responses to a questionnaire distributed to teens by our summer VISTA associate, teens want more homework support. We will be starting a weekly homework help program in Sept. They were also asked what topics they would like to explore if we hosted a blogging workshop. This will help determine the topics for the Atwood grant events at CE this fall

Mountain View: New Branch Manager started this month, Virginia McClure. She asked staff for comments as part of the monthly report "I am happy to report that several of the young adults that no longer attend Clark JHS have come by just to say hello and let us know that they did appreciate their time here at our library. Some actually said they miss us. That makes me feel like my job is worthwhile. I hope the new positive atmosphere at our branch proves to be an even better experience for our new group of young patrons."

Gerrish Girdwood: New branch manager and staff is contacting schools, homeschool association associations, and cooperative extension to develop partnerships and programs. Staff are compiling information about Girdwood, since there is no visitor center and they field questions from tourists.

Youth Services

Staffing: JT (Jayne) Isch began as a Youth Services Librarian II focusing on school age collections. The Ready to Read Resource Coordinator position remained open.

Programs:

Readers to the Rescue Event – This event celebrated the success of Anchorage youth and adults in reading enough minutes over their summer reading goals to raise money for the Alaska Wildlife Conservation Center. Snickers the Porcupine came to help us celebrate at an event that had 300 attendees.

Outreach:

- Learning Together, a family program with activities and free books presented by Parents as Teachers (PAT), had over 100 attendees. Followed by a tour of the Ready to Read Resource Center for PAT local and rural staff attending training.
- Passage House (Covenant House's residence program for young women who are pregnant or parenting) – shared songs, fingerplays, and a book with a group of eight (four teen parents and their infants).
- NeighborWorks to help dedicate their new lending libraries for residents and the beginning of the school year. Handed out information, answered questions, and worked on a craft with about 40 children and parents.
- JT and Stephanie joined Rebecca to provide outreach at Book Party in the Park, an event thread sponsors, which saw 650 people this year.
- Anchorage Children's Health Festival (held through the municipal Department of Health and Human Services) where they were able to talk to 75 people about the importance of including reading as part of a healthy childhood.

Core Values:

Accessible, Community, Connecting, Dynamic, Equity, Learning, Welcoming

August in youth services is about transitioning out of summer reading mode and into school year programming mode. For us this was especially true as we also welcomed a new staff member, JT, to our team and helped Stephanie transition into a new role. Despite this, and with the youth services coordinator still out on maternity leave, the staff did an amazing job of **connecting** with the **community** at multiple outreach events. It is fantastic that more departments within the city (such as DHSS) and groups outside of the government (such as Covenant House and NeighborWorks) are starting to call the library first to help promote **learning** within Anchorage. That shows that we are excelling at being **welcoming** within the walls of the library and making the library **accessible** even to those who can't physically come.

Adult Services

- Programming for August was all about fashion. Fashion August was a successful combination of fun and educational programs which served Adult Services mission of workforce development. Programs included a session on body confidence, and thrift store fashion (how to get appropriate attire on a budget) and a fashion show featuring what not to wear to job interviews. Programming is a vital part of re-energizing the library and building community support. It is also Adult Services biggest outreach effort. In August 2013 the total number of Adult programs was 3 with an attendance of 171. This year there were 23 programs with an attendance of 1,201. The total attendance in 2014 through August is 10,151 - more than double the number of attendees for the entire year of 2013 (4,913)!

- Outreach efforts and partnerships are continuing. AS is actively involved in working with the Anchorage community to provide programming and identify community needs. These outreach efforts include:
 - ◆ Alaska Common Ground Ballot Initiative Discussion – Marijuana Legalization
 - ◆ Budgeting Basics with the YWCA
 - ◆ Jane Austen Book Club
 - ◆ Anchorage Board Gamers
 - ◆ Maker Nights (2nd & 4th Tuesdays)
 - ◆ Holistic Health Workshop – Gluten Sensitivity
 - ◆ Israeli Folk Dancing
 - ◆ Bitcoin Meetup
 - ◆ Alaska Writers Guild

Fizz, Boom, Read! 2014 Summer Reading Celebration

Number of sponsors: 23

Number of special events: 42

Event attendance: 4099

2014 Summer Reading Celebration Participation (2013 for Comparison)

3878 Youth signed up (Increase of 207)

1031 Completed the promotion

289 Teens signed up

23 Teens finished (decrease of 74)

35 VolunTEENS contributed 600 hours of assistance

Number of Class Visits: 18

Number of Students Reached: 3481

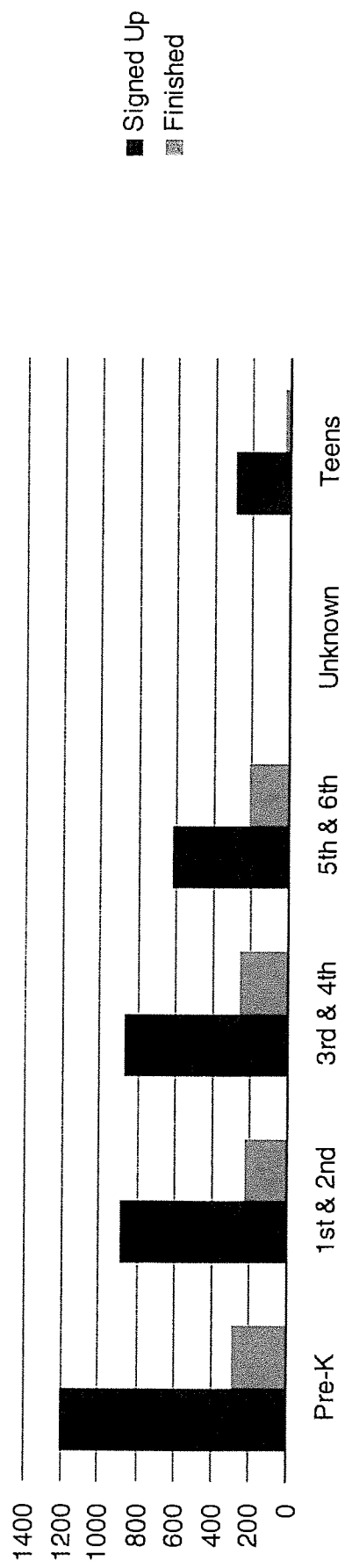
Readers to the Rescue Exceeded Their Goal!!!

The Friends of the Library donated \$1000 to support The Alaska Wildlife Conservation Center, after kids, teens, and adults of Anchorage read 300,000 minutes over the above the Summer Reading Celebration amount. The Alaska Wildlife conservation Center is a nonprofit organization dedicated to preserving Alaska's wildlife through public education. AWCC takes in injured or orphaned animals year-round and provides spacious enclosures and quality animal care. Animals that cannot be released into the wild are given a permanent home at the center. Donations to AWCC will help support Snickers the Porcupine. He is a friendly little fellow, having been raised in a home, and relocated to the AWCC.

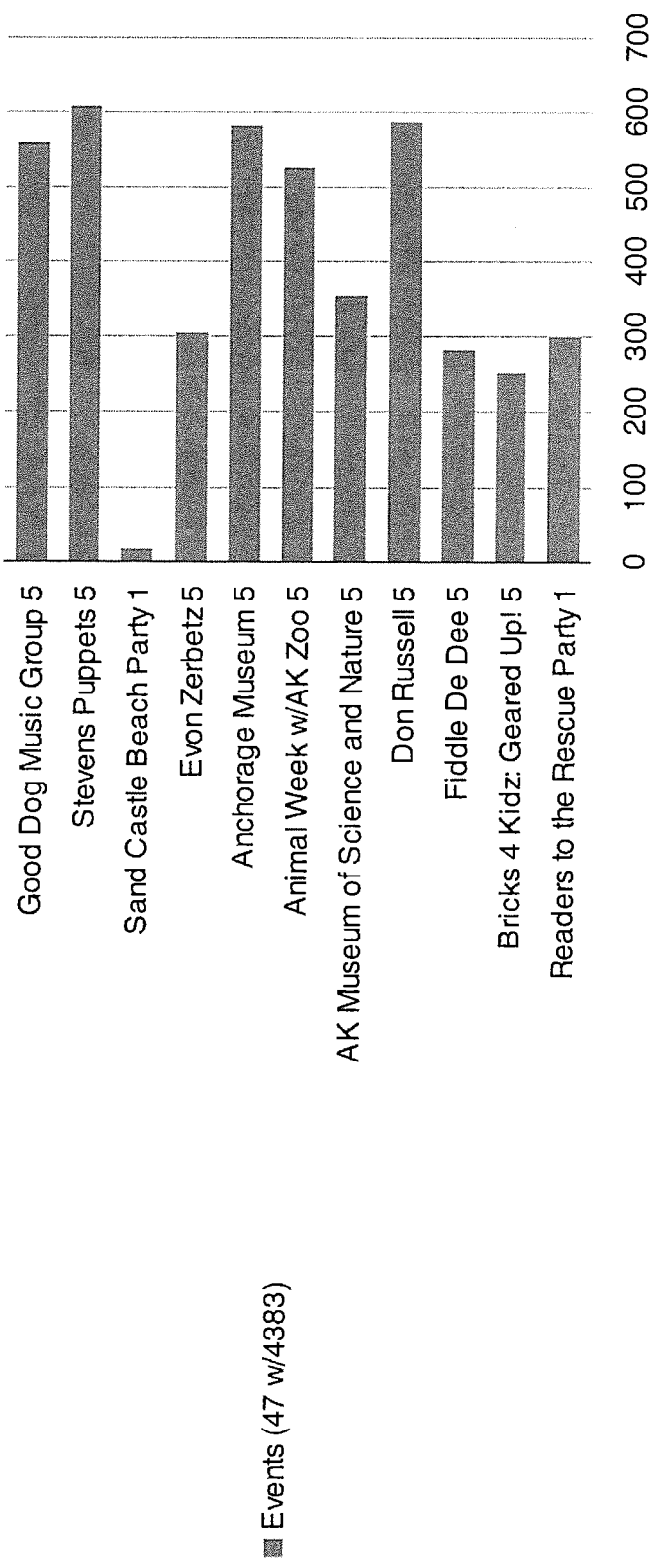
607,427 minutes

were contributed to the Readers to the Rescue project!

Summer Library Celebration Statistics by Grade Level



SRC Event Attendance - Presenters and # of presentations



Events (47 w/4383)

Summer Reading 2014 Program Attendance
School-Age programs

<u>DATES</u>	<u>June Programs</u>	<u># of programs</u>	<u>LL</u>	<u>GR</u>	<u>MD</u>	<u>CE</u>	<u>MV</u>	<u>TOTAL ATTENDANCE</u>
3-Jun	Good Dog Music Group	5	375	23	37	109	15	559
10-Jun	Steven's Puppets : Beauty and the Beast	5	253	37	98	150	71	609
13-Jun	Sand Castle Beach Pary	1	18		0			18
17-Jun	Artist Evon Zerbetz	5	130	22	44	88	22	306
24-Jun	Fizz, Foamy Fun! Anchorage Museum	5	240	37	28	222	56	583
	TOTAL	21	1016	119	207	569	164	2075

<u>DATES</u>	<u>July Programs</u>	<u># of programs</u>	<u>LL</u>	<u>GR</u>	<u>MD</u>	<u>CE</u>	<u>MV</u>	<u>TOTAL ATTENDANCE</u>
1-Jul	Animal Week with Alaska Zoo and Bird TLC	5	232	30	92	136	37	527
8-Jul	Fizz! Boom! Science! Alaska Museum of Science and Nature	5	155	17	57	96	31	356
15-Jul	MagicGuy Don Russell	5	219	52	105	188	25	589
18-Jul	Fiddle De Dee	5	123	37	27	81	16	284
22-Jul	Bricks 4 Kidz: Geard Up!	5	71	19	35	101	26	252
1-Aug	Readers to the Rescue Party	1	300					300
	TOTAL	26	1100	155	316	602	135	2308

		<u># of programs</u>	<u>TOTAL ATTENDANCE</u>
GRAND TOTAL SRC PROGRAMS		47	4383
	SRC 2013	49	4756
	Difference	2	373

SUMMER READING CELEBRATION 2014 SYSTEMWIDE STATISTICS (Registration breakdown)

MAY

	Pre School	Kindergarten	1	2	3	4	5	6	Unknown	7	8	9	10	11	12	TOTAL
Eagle River	102	58	47	44	49	34	35	35	0	13	11	4	0	0	1	433
Muldoon	34	16	7	4	12	15	11	11	4	11	7	0	4	3	139	
Scott & Wesley Gerrish	4	2	4	2	5	3	2	4		1	2	1			30	
Mountain View	12	3	4	3	12	15	7	7	2	12	3	1			81	
Z. J. Loussac	391	127	176	200	163	145	126	97	1	41	31	13	9	3	1	1524
GRAND TOTAL FOR MAY 2014	543	206	238	253	241	212	181	154	7	78	54	19	9	7	5	2207

Evanced Teen Program

JUNE

	Pre School	Kindergarten	1	2	3	4	5	6	Unknown	7	8	9	10	11	12	TOTAL
Eagle River	112	49	47	50	50	57	42	37	5	15	11	0	1	0	1	477
Muldoon	21	10	10	9	15	21	15	10	0	4	3	2				120
Scott & Wesley Gerrish	1	2	1	4	5	4	3			2	2					24
Mountain View	1	0	5	13	3	8	11	17		4	1	2				65
Z. J. Loussac	113	61	87	96	114	75	65	49		20	14	5	3	1	2	705
GRAND TOTAL FOR JUNE 2014	248	122	150	172	187	165	136	113	5	45	31	9	4	1	3	1391

Evanced Teen Program

JULY

	Pre School	Kindergarten	1	2	3	4	5	6	Unknown	7	8	9	10	11	12	TOTAL
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SUMMER READING CELEBRATION 2014 **TOTAL FINISHERS** **SYSTEMWIDE STATISTICS**

	Pre School	Kindergarten	Grade												TOTAL	
			1	2	3	4	5	6	Unreported	7	8	9	10	11		12
Eagle River	42	44	34	25	42	40	33	40	2	6	3	2	1	0	314	
Muldoon	20	8	3	6	8	5	6	5							61	
Scott & Wesley Gerrish			4	1	4	4	4	5							18	
Mountain View	3	2	1	6	5	6	6	3		3	1	1			37	
Z. J. Loussac	116	54	79	73	83	67	59	50	10	5	3		2		601	
Grand Totals per grade	181	108	121	111	142	118	108	103	12	14	7	3	1	2	1031	
2014 GRAND TOTAL OF ALL FINISHERS																1031
2013 Grand Totals per grade	160	91	92	97	104	95	99	66	8	17	4	2		Difference	835	
															196	

Summer Reading Celebration 2014 (GREEN) Monthly Entry Forms for Total Finishers

MAY

	<u>Preschool</u>	<u>Kindergarten</u>	<u>1st</u>	<u>2nd</u>	<u>3rd</u>	<u>4th</u>	<u>5th</u>	<u>6th</u>	<u>Unknown</u>	<u>7th</u>	<u>8th</u>	<u>9th</u>	<u>10th</u>	<u>11th</u>	<u>12th</u>	<u>TOTAL</u>
Loussac																
Chugiak-Eagle River																
Mountain View																
Muldoon																
Scott & Wesley																
Gerrish (Girdwood)																
Grand Total May 2014																0

JUNE

	<u>Preschool</u>	<u>Kindergarten</u>	<u>1st</u>	<u>2nd</u>	<u>3rd</u>	<u>4th</u>	<u>5th</u>	<u>6th</u>	<u>Unknown</u>	<u>7th</u>	<u>8th</u>	<u>9th</u>	<u>10th</u>	<u>11th</u>	<u>12th</u>	<u>TOTAL</u>
Loussac	15	10	14	27	18	23	22	20	3	1	1			2		156
Chugiak-Eagle River	1	3	7	8	12	7	11	8	2	2	2					63
Mountain View				3	2	4	4	3		3	1	1				21
Muldoon	2	2	1	2	3	2	2	2								16
Scott & Wesley																
Gerrish (Girdwood)				2			3	3								8
Grand Total for June 2014	18	15	22	40	37	36	42	36	5	6	4	1		2		264

JULY

	<u>Preschool</u>	<u>Kindergarten</u>	<u>1st</u>	<u>2nd</u>	<u>3rd</u>	<u>4th</u>	<u>5th</u>	<u>6th</u>	<u>Unknown</u>	<u>7th</u>	<u>8th</u>	<u>9th</u>	<u>10th</u>	<u>11th</u>	<u>12th</u>	<u>TOTAL</u>
Loussac	101	44	65	46	65	44	37	30	7	4	2	0	0	0		445
Chugiak-Eagle River	41	41	27	17	30	33	22	32	0	4	1	2	1	0		251
Mountain View	3	2	1	3	3	2	2									16
Muldoon	18	6	2	4	5	3	4	3								45
Scott & Wesley																
Gerrish (Girdwood)			4	1	2		1	2								10
Grand Total July 2014	163	93	99	71	105	82	66	67	7	8	3	2	1	0		767
GRAND TOTAL-total	181	108	121	111	142	118	108	103	12	14	7	3	1	2		1031

Municipality of Anchorage
Library Advisory Board Agenda
Z.J. Loussac Library
Alden Todd Boardroom
August 27, 2014
5:30 p.m.

1. Call to Order

2. Roll Call

[] Fayedra Cole, Secretary
[] Heidi James Frost
[--] <vacant>, Teen Liaison
[E] Elizabeth Giardina
[E] Nancy Groszek, Vice Chair

[] David Levy, Chair
[] Tanya Taylor-Winchester
[] Cristy Willer
[] Jim Yeargan
[] Lucy Flynn Zuccotti

3. Person(s) to be Heard

4. Mission Moment

a) Loussac Floor Plan Review and Renovation

5. Consent Agenda

a) August 27, 2014 Agenda

b) June 18, 2014 Meeting Minutes

6. Discussion/Action Items

a) Filling Upcoming LAB Member Position

b) Secretary Nominations

c) Teen Underground

d) Advocacy Committee

e) Director's Report

7. Comments/Discussion

8. Potential Agenda Items for September 17, 2014 Meeting at Girdwood Library

9. Adjournment

ANCHORAGE PUBLIC LIBRARY PERFORMANCE, VALUE, RESULTS – 2014

Mission

Anchorage Public Library provides resources to enrich the lives and empower the future of our diverse community, while preserving the past for generations to come.

Core Services

- Education: Self-directed and classes
- Information: Materials, research and instruction
- Technology: Computing access and services

Measurement Goals: Increased Use of Library Services and Programs

1. TECHNOLOGY: COMPUTING ACCESS AND SERVICES

In order for us to reach our goals in 2014, we must improve broadband, increase the number of devices and provide a more open and user driven computing environment for our public. While metrics provide a snapshot of achievement, behind them lays the reasons for future success or failure.

SUCSESSES, Qtr 2

- Both our Broadband and WIFI have improved and are being monitored to ensure that we can add more broadband as needed. Usage is up 15%.
- The newest version of Microsoft Office suite has been loaded on all public machines. Youth now have access to Google Docs for school reports and we are now compatible with other software the public has wanted to use.
- Planning for the testing a thin client environment in one branch, which could open more access to the public.
- An upgrade of wiring, computer outlets, furniture and physical improvement in the Innovation Lab will allow us to teach/host a variety of computer classes for the public, once we receive new computers from a state grant.

FAILURES, Qtr 2

- Our goal this year has been to double the devices for the public but there is no capacity for IT to test devices for public use. These devices would augment desktop use, primarily for people wanting to use Internet. Devices also include e-readers for education, and to show the public how to download our ebook collections.
- We currently are not able to get counts of our WIFI usage.

2. INCREASE LIBRARY USE BY YOUTH

The Library plays an educational role by providing classes to parents and children, with an emphasis on early learning for children. As a partner in United Way's "90% by 2020" community initiative, our goals include increased library use by children and parents through program attendance and circulation of more materials.

SUCSESSES, Qtr 2

- We partnered with Cook Inlet Tribal Council to write a national grant targeting parents and preschoolers to improve early literacy skills. We will learn if the partnership will be awarded the grant in October, 2014.

FAILURES, Qtr 2

- Work with ASD on a project to transfer data for a first grade library card drive for Fall, 2014 was postponed into Fall of 2015.
- We have a shortage of YS Librarians which has impacted our forecast for youth services, which can be seen in youth programming and cards.

3. TRANSFORM THE LIBRARY INTO A DYNAMIC COMMUNITY CENTER FOR LEARNING AND DISCOVERY

Improve civic engagement, cultural enrichment, economic advancement, and enhance the quality of life for all Anchorage residents through provision of life-long educational services including library materials, online resources, and programs/events

SUCSESSES, Qtr 2

- Through the efforts of staff and a VISTA volunteers, we continue to develop new community partners especially in the area of adult programs and services. Adult programs increased a whopping 47% over last year's 2nd quarter.
- Usage of downloadable resources are increasing and circulation remains stable.

FAILURES, Qtr 2

- Youth programming numbers are down to staff shortages.

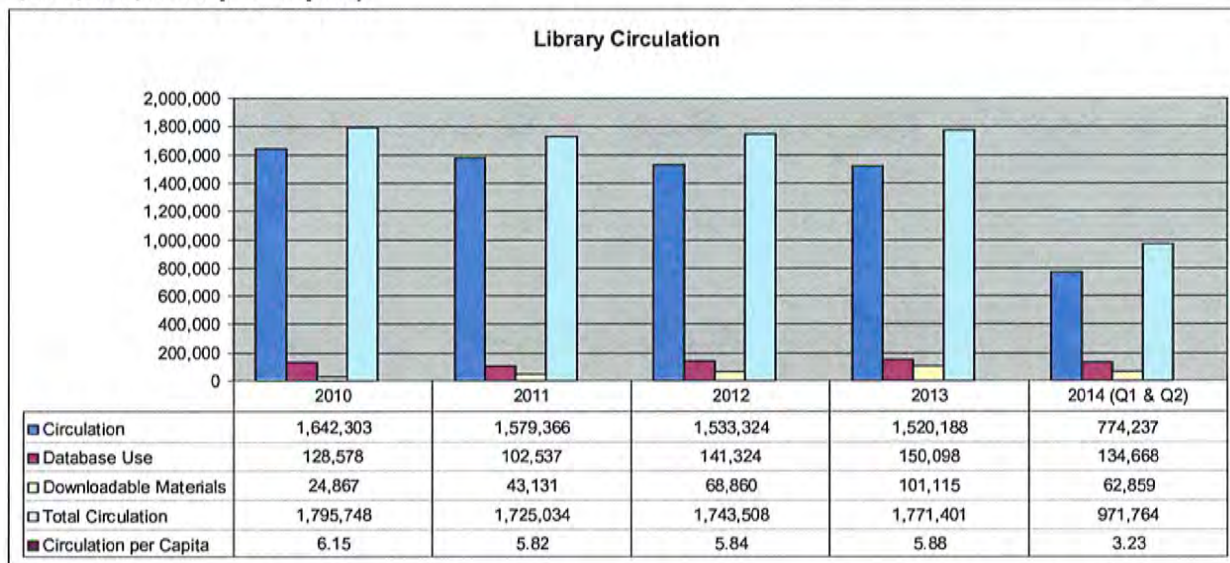
Performance Measures

1. Increase Circulation and Circulation per capita by 2%
2. Increase Visits and Visits per capita by 5%
3. Increase Youth library cards by 2%
4. Increase Program Attendance and Programs by Age Group by 5%
5. Increase Computer Logins and Logins per capita by 5%

Deviations of trends:

1. These closures negatively impacted the rate of usage and circulation of materials
 - 2010—Mountain View Neighborhood Library reopened Q4
 - 2010—Samson Dimond Neighborhood Library closed December
2. Youth Library Cards: It is now easier for children to get a library card without a parent's signature.
3. In late 2012, we started to capture visits through all entrances.
4. In 2014, we started counting all database use, versus selected databases.

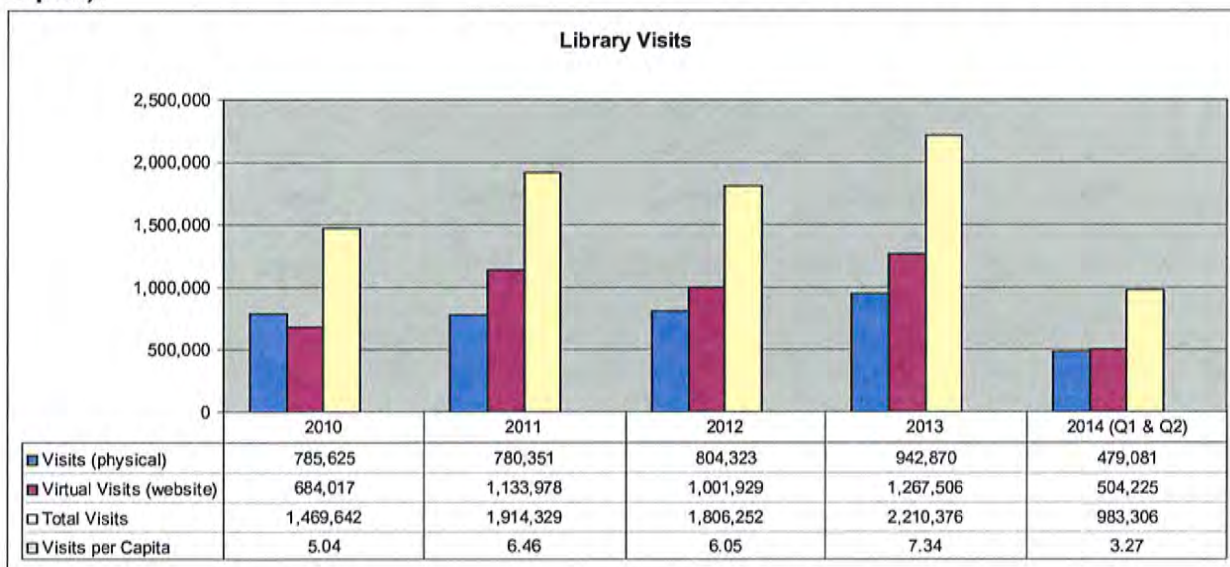
Goal 1: Increase Circulation and Circulation per capita by 2% a year. (2014 target is: 1,806,289; 5.99 per capita).



We will surpass our 2% target. Downloadable use is up by 32% over previous 2013 2nd qtr.

*Databases: As of Jan, 2014, we count all use. In prior years, we only counted selected database use.

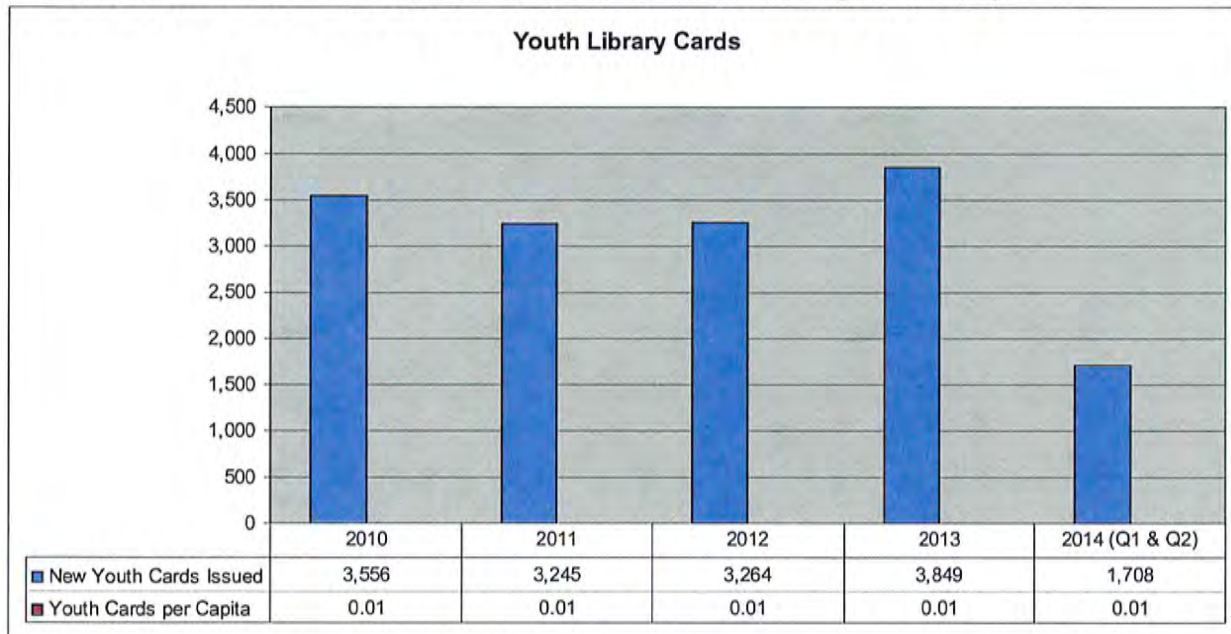
Goal 2: Increase Visits/Visits per capita by 5% a year (2014 target is: 2,320,893; 7.7 per capita).



*Visits down by 25%, due to the large numbers of visitors attending Assembly meetings.

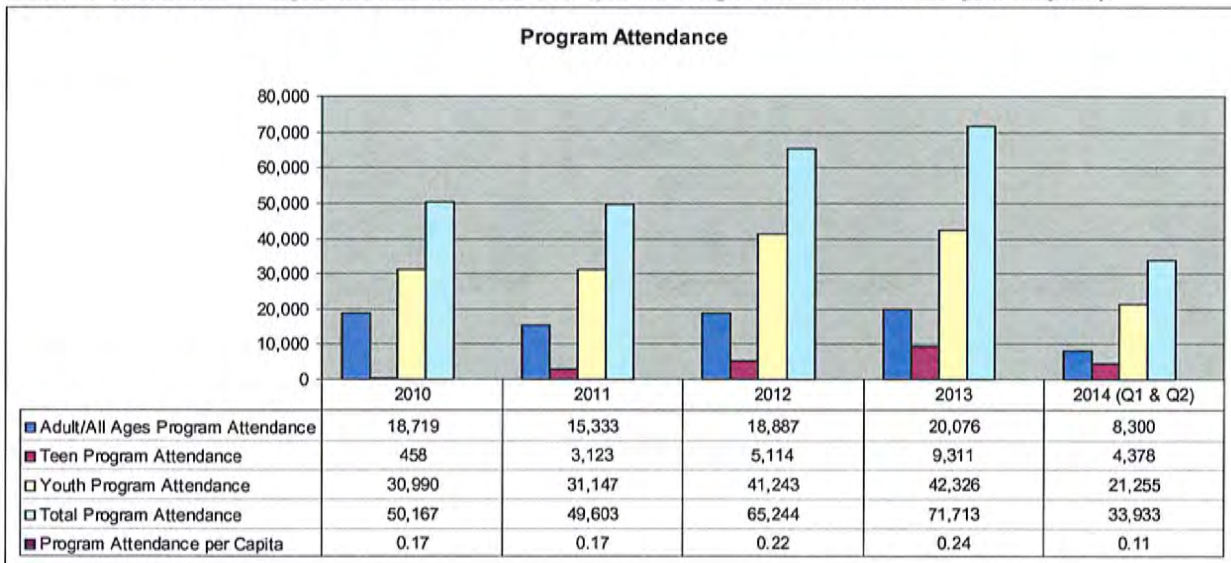
**Our virtual visits down by 22%. We made changes to our website which impacted the manner in which "hits" are counted.

Goal 3: Increase Youth Library Cards by 2% a year (2014 target is: 3925).



Due to staff shortages, we probably will not meet this target.

Goal 4: Increase Program Attendance 5% (2014 target is: 75,398, .25 per capita).

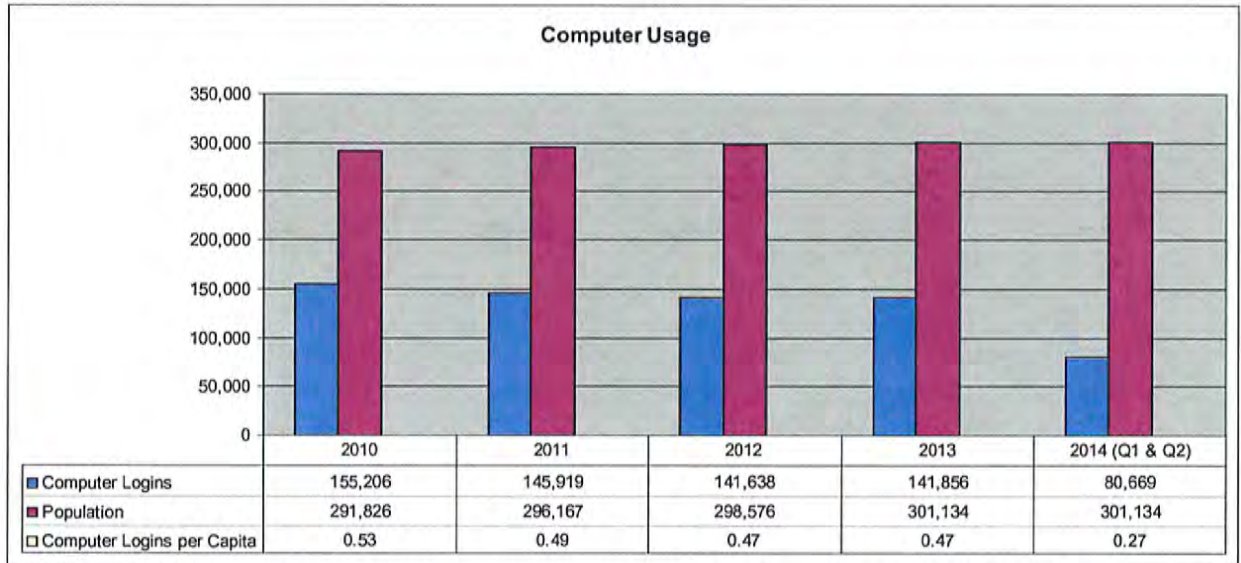


*Adult/All age program attendance up 47% over 2nd qtr of 2013.

** Due to staff shortages, we probably will not meet this target.

Goal 5: Increase Computer Logins and Logins per capita by 5%. (2014 target is 148,948, .49 per capita).

Unless we are able to have solutions to increase devices, count WIFI usage and improve software, this number will remain flat.



Even without more devices, we have increased usage by 15%, due to adding early literacy computers for small children and increased usage of our laptop checkout.

Municipality of Anchorage
Library Advisory Board Meeting Minutes
Z.J. Loussac Library
Alden Todd Boardroom
June 18, 2014
5:30 p.m.

1. Call to Order

- David Levy, Chair, called the meeting to order at 5:44 p.m.

2. Roll Call

- Board Members:

[P] Fayedra Cole, Secretary

[P] David Levy, Chair

[P] Heidi James Frost

[E] Tanya Taylor-Winchester

[--] <vacant>, Teen Liaison

[P] Cristy Willer

[P] Elizabeth Giardina

[P] Jim Yeargan

[P] Nancy Groszek, Vice Chair

[P] Lucy Flynn Zuccotti

(P=Present, E=Excused, A=Absent)

Quorum: Yes

- Staff Present: Mary Jo Torgeson, Jill Galbraith
- Guest(s): None
- Persons to be Heard: None

3. Persons to be Heard

- a) None

4. Mission Moment

- a) Jill Galbraith discussed the revamped Anchorage Public Library website:

- Jill has been fulltime since 2006, subbed before that for a few years, and has been key in upgrading the website
- SharePoint does some things really well, certain things could be changed but others could not
- Libguides came along about eight months ago and is set-up more like a regular website, making it possible for each librarian to set up their own page, allowing for easier navigation by visitors
- The Anchorage Public Library website is the most used out of all of the city websites
- Now visitors can easily navigate through the different programs (Toddler/Preschool, Tutoring, etc.) instead of having to click on each one
- There are account login boxes and search boxes on each page so that visitors don't have to go back and search for them
- There is a dedicated page for downloadables
- "Databases" was changed to "Research"
- A feedback form will be added
- The anchor in the top left corner takes the visitor to the city website
- Public transit links are now on the website
- Library websites were one dimensional but now they have discovery layers

5. Consent Agenda
 - a) June 18, 2014 Agenda
 - Approved unanimously
 - b) May 21, 2014 Meeting Minutes
 - Approved unanimously
6. Discussion/Action Items
 - a) Teen Underground
 - Trying to expand into other branches
 - b) Advocacy Committee
 - None
 - c) Director's Report
 - Renovation Update:
 - The first meeting with Public Works was held two days after the \$10M announcement and then two more days later there was a meeting with DOWL
 - Current discussion includes asking what kind of public process the library should do
 - The Loussac Renewal Committee is made up of Library Advisory Board, Friends of the Library, and others to help guide the process
 - This phase will run 18 months
 - Public Works' Project Manager will be working with RIM and APL
 - Library is currently at 20th percentile for staffing for a community of this size
 - Innovation Lab is wired and equipment has been ordered
 - In need outside vendor to help with software, currently in talks with Alaska Communications
 - Testing out privatization of network management at Muldoon
 - Bandwidth is stable
 - 1,800 attendees at the Reading Rendezvous
7. Comments/Discussion
 - A motion was made for David Levy to draft a letter thanking Clare Ross for all of her efforts in relation to the Anchorage Public Library
8. Potential Agenda Items for August 20, 2014 Meeting at Girdwood Library (No Meeting in July)
 - Elizabeth Giardina will not be able to attend the August meeting
 - We will be meeting in the back of Loussac by the garage at 5:00 p.m. in order to carpool to Girdwood
 - The meeting will be moved to 6:00 – 7:30 p.m.
9. Adjournment
 - David Levy, Chair, adjourned the meeting at 6:56 p.m.

Recorded by Fayedra Cole, Secretary

LIBRARY DIRECTOR'S REPORT

August, 2014

Loussac Renovation update:

- We are at 35% design now, and expect a presentation for all Boards tentatively set for Sep 10. The schedule is moving very fast; we have selected specific vendors for AMH and self checkout. We are expecting 65% design in mid October with 100% design completed by the end of December.
- Members of a Building Committee, comprised of Foundation members, met with Public Works to talk about the goals of the Building Committee to review the ongoing progress as community advisors.
- Library Director met with Rasmuson CEO, who has some concerns about renovation project.. We completed a pre-design request through Foraker to possibly complete a study on library building needs for system. We are only in the exploring stage at this point.
- We requested that we bond for our RFID and Automated Handling for \$850K. Final approval of adding our request to City Facility Bonds rests with the Mayor.

Budget:

- All departments have been asked to take a 1% budget reduction. For the Library, we have reduced the IT budget by \$72K and Administration by \$10K.
- We have asked the administration to resolve our need for new carpet on the second floor and additional pest control costs of \$16K.
- We have requested \$64K for staffing: adding shelvers at two branches, making a supervisor FT vs .75 FTE; upgrading a position.

Technology Update

- We are running a pilot project at Muldoon Library in order to privatize our public network. Depending on the successful outcome of the project, we could have a private company manage our public computers and network.

Staffing:

- We have filled almost all of our positions except the Development Director and IT Manager. We have hired a consultant to aid in the recruitment and hiring of an IT Manager. Apparently, it is difficult finding qualified and experienced Development Directors.
- Staff has been wearing many hats, trying to fill in for vacancies in every department and branch. It has had an impact in that we are not taking on anything new until we are all happy when we see the new staff being hired.

Branches: All Branches are weeding, based on usage, currency and conditions. Here are additional highlights:

Muldoon:

- Lacey Hemming completed her Target Grant report. The 2013 grant allowed her to do outreach to parents for early childhood learning in partnership with Kids Corp Headstart "Parents as Teachers" program. Lacey visited homes of economically disadvantaged families in the Muldoon community. She worked one-on-one with parents to talk about how to incorporate early literacy at home. She has seen many of these parents now attending weekly preschool programs at the library. Lacey reports "It was great to see them become active participants in their child's early literacy education and become models for their children to read, sing, and play."
- All YS librarians observed Lacey Hemming's storytime. She shared ideas for how she is transforming storytime at MD into a learning experience for the very young.

Eagle River:

- Librarians Dean Brovold is wearing two hats as Systems Librarian and Children's Librarian; Branch Manager Nancy Clark is playing a lead role in the implementation of SAP new Accounting program
- 25 teen volunteers have helped; 1 school librarian aided in weeding picture books
- 22 programs with 1092 people attending, an average of 49 per event!

Mountain View:

- Virginia McClure accepted the Mountain View Branch Library Manager position. She will start on Monday, August 18.

Girdwood: We had a volunteer teacher help us with Summer Reading Programs. GR Supervisor attended a NeighborWorks outreach event in Anchorage to dedicate a development community lending library. GR has

communicated with the local school to schedule and promote an I'm Ready for Kindergarten Storytime program; the local child care center to coordinate fall library storytime with their schedule, and the Girdwood Summer Arts Camp to promote the upcoming teen/tween video workshop

•

Community Relations/Foundation/Friends

- Assembly Member Flynn contact Library Director to explore possible downtown branch at Egan Center. We determined that 600 sq ft was not sufficient.
- The Foundation and Friends of the Library each have a sub committee to explore a possible merger
- We have applied for a grant with the Cook Inlet Tribal Council, which we did not receive. Once staffing is stable, we plan to review grant activities in order to still work on fulfilling some of the grant goals. Community Relations July Report
- Library Director and PR Coordinator attended a media training on planning ahead for media contacts by thinking of good "nuggets" to share

Youth Services

The Summer Reading Celebration ended on July 31st, with system side participation below:

Youth registered	3,878 (increase of 207 over 2013)
Youth finishers	1,031 (increase of 196 over 2013)
Teens registered	226 (reduced by 34 from 2013)
Teen finishers	80 (reduced by 15 from 2013)
SRC Youth Program attendance	4,099 (decrease of 657 over 2013)
# of SRC programs	42 (reduced by 7 from 2013, due to vacancies)

Adult Services

Adult Services was almost at full staffing for July. The addition of the part-time librarians allowed AS to provide support for Youth Services for both storytimes, and reference desk coverage. Programming for July focused on Summer Reading's Literary Elements theme and the Live @ the Library noon concert series. Stacia, Darla and Rayette also worked with AEDC, SBDC and Anchorage Maker Space on the 2nd Annual Anchorage Mini Maker Faire. The over 1000 people attending the Faire enjoyed robotics, vintage computers, and a cardboard Space Needle replica among the exhibitors.

The department continues to have a very active program schedule hosting 25 programs with a total attendance of 3385. Programs included;

- ♦ Loussac Double Feature Saturdays – SciFi
- ♦ Life Drawing Workshop
- ♦ Live @ the Library
- ♦ Business Basics with Dar
- ♦ What America Means to Me Art display
- ♦ Chemistry in a Coffee Cup
- ♦ The Chemistry of Cocktails
- ♦ Journalism in the 21st Century: Panel Discussion

Outreach efforts and partnerships are continuing. AS is actively involved in working with the Anchorage community to provide programming and identify community needs. These outreach efforts include:

- ♦ Alaska Common Ground Ballot Initiative Discussions
- ♦ Anchorage Mini Maker Faire
- ♦ Budgeting Basics with the YWCA
- ♦ Jane Austen Book Club
- ♦ Anchorage Board Gamers
- ♦ Maker Nights (2nd & 4th Tuesdays)
- ♦ Holistic Health Workshop – Healthy Eating
- ♦ Israeli Folk Dancing
- ♦ Bitcoin Meetup

First Steps

BY LISA G. KROPP



Preschool and the Income Gap

The poor and children of color remain underserved. Libraries must step up.

After President Obama's January 2014 State of the Union address, I reported on renewed federal support for preschool education and the potential role of libraries (<http://ow.ly/vTuLN>). It's even more critical for these institutions to provide early learning services to those who need it the most: poor children.

The effects of the income gap are starkly evident in long-range studies of our youngest learners. Before even entering kindergarten, the average cognitive score of children in the highest socioeconomic status (SES) group was 60 percent above the scores of the lowest SES group, according to the U.S. Department of Education's Early

reach diverse populations and the underserved?

According to a November 2013 report by the Robert R. McCormick Foundation, about a quarter of all babies and toddlers in the United States are Latino, but these kids are half as likely to have family members read to them and a third less likely to have songs sung to them than white, non-Latino children. And about a third of Latino children live with parents who lack a high school degree. Many of these parents don't understand the power of reading, singing, and playing with their young children, says Sandra Gutierrez, national program director of Abriendo Puertas/Opening Doors, a peer-to-peer training program for Latino families, based in Los Angeles.

So how can busy librarians identify non-library users? You can start by conducting a community needs and assets assessment. Who lives in the neighborhoods that your library serves? What is the percentage of stay-at-home moms? What are the income levels of your neighbors? What do parents of young children want from the library—daytime classes or evening and weekend storytimes? Are there local, for-profit agencies that provide early childhood programming? What time are local church services held on weekends?

Sometimes we fear asking these questions because we're afraid of knowing the answers—because having that information might imply the need for systemic change within our institutions. Still, it's vital to survey your community and assess its needs so you can begin to restructure—or build from scratch—a solid early learning program that puts the library at the apex of this important work.

So tell us: What is your library doing to promote early literacy? And are these efforts reaching nontraditional users? What do you think you could do better? Share your library's efforts in the online comments.

Lisa G. Kropp is the youth services coordinator at the Suffolk Cooperative Library System in Bellport, NY.

How can busy librarians identify their non-library users? You can start by conducting a community needs and assets assessment.

Childhood Longitudinal Study, Kindergarten Cohort, a 2002 comprehensive report that provides a nationally representative picture of kindergarteners. Moreover, average math achievement was 21 percent lower for blacks than for whites and 19 percent lower for Hispanics.

Coupled with these sobering statistics is the lack of resources for early childhood education. Currently, 39 states boast state-funded PreK programs, but fewer than three in 10 four-year-olds are enrolled in a high-quality preschool program.

So it's imperative that libraries search out the non-traditional users—those members of the community who don't frequent the library. This requires understanding your community's demographic makeup so you can target outreach to groups that aren't utilizing your services. It's too easy to miss the people who need your services, so get out into your community.

Sure, we're all understaffed and underbudgeted and have no extra hours in our already packed workdays. But it's not enough to serve the needs of regular library users, those who know the ins and outs of our programming and interact regularly with the reference desk. Are we truly providing quality customer service if we fail to

For resources on serving diverse users in the library and how to perform a community needs assessment, visit the online version of this column on SLJ.com.

Municipality of Anchorage
Library Advisory Board Agenda
Z.J. Loussac Library
Alden Todd Boardroom
June 18, 2014
5:30 p.m.

1. Call to Order

2. Roll Call

<input type="checkbox"/> Fayedra Cole, Secretary	<input type="checkbox"/> David Levy, Chair
<input type="checkbox"/> Heidi James Frost	<input type="checkbox"/> Tanya Taylor-Winchester
<input type="checkbox"/> <vacant>, Teen Liaison	<input type="checkbox"/> Cristy Willer
<input type="checkbox"/> Elizabeth Giardina	<input type="checkbox"/> Jim Yeargan
<input type="checkbox"/> Nancy Groszek, Vice Chair	<input type="checkbox"/> Lucy Flynn Zuccotti

3. Person(s) to be Heard

4. Mission Moment

a) Jill Galbraith to discuss revamped Anchorage Public Library website

5. Consent Agenda

a) June 18, 2014 Agenda

b) May 21, 2014 Meeting Minutes

6. Discussion/Action Items

a) Teen Underground

b) Advocacy Committee

c) Director's Report

7. Comments/Discussion

8. Potential Agenda Items for August 20, 2014 Meeting at Girdwood Library (No Meeting in July)

9. Adjournment

Municipality of Anchorage
Library Advisory Board Meeting Minutes
Chugiak-Eagle River Library
May 21, 2014
6:00 p.m.

1. Call to Order

- David Levy, Chair, called the meeting to order at 6:17 p.m.

2. Roll Call

- Board Members:

[P] Fayedra Cole, Secretary	[P] David Levy, Chair
[E] Heidi James Frost	[P] Tanya Taylor-Winchester
[--] <vacant>, Teen Liaison	[P] Cristy Willer
[P] Elizabeth Giardina	[P] Jim Yeargan
[P] Nancy Groszek, Vice Chair	[P] Lucy Flynn Zuccotti

(P=Present, E=Excused, A=Absent)

Quorum: Yes

- Staff Present: Mary Jo Torgeson, Sherri Douglas, Nancy Clark
- Guest(s): Representative Saddler
- Persons to be Heard: None

3. Persons to be Heard

- a) None

4. Mission Moment

- a) Nancy Clark, Eagle River Branch Manager, gave a tour of the Chugiak-Eagle River Neighborhood Library:

- Program Room: Family movie on Fridays, Lap Sit, Storytime
- Parks and Recreation Room: Used for larger events, free for Library
- Building is co-owned by Municipality of Anchorage and The Alaska Club
- Friends of the Library paid for the activity panels in the children's area
- Volunteens are helping to sign kids up for the summer reading program
- The one self-check machine gets a lot of use, could use a second machine
- New adjustable desks at the circulation desk cut down on workman's compensation claims
- Tables available in branch are usually full, mostly due to tutoring
- Three groups study rooms available, recently began advertising them at the college campus
- Branch is 18,000 square feet, six community councils are represented, it runs from Eklutna to Eagle River, and is part of the same consortium as the Matanuska-Susitna Library

5. Consent Agenda

- a) May 21, 2014 Agenda
- Approved unanimously
- b) April 16, 2014 Meeting Minutes
- Approved unanimously

6. Discussion/Action Items

a) Welcome New Board Member, Cristy Willer

- Other members and staff introduced themselves
- Christy introduced herself and talked about why she is on the board
 - Loves libraries
 - Moved a lot as a kid and found the library helpful in transitioning
 - Came to Alaska in 1979 to do archeological research in Dillingham
 - Was a volunteer librarian in Dillingham

b) Teen Underground

- Hard to attract teens to the Chugiak-Eagle River branch in the summer, but they do show up to volunteer
- Three VISTA volunteers to be hired who will be in charge of the Volunteers

c) Advocacy Committee

- Governor has 30 days to review the budget when he gets it
- There is \$1M left to complete phase 1/entryway
- Architect and city have reduced the cost for construction but needs to be reduced more or bond in April 2015 will be necessary
- Costs are now outdated by three years

d) Director's Report

- Biggest challenge other than lack of staff has been technology, although there has been an improvement of 40 to 100MB recently
- Muldoon was really slow (1 hour wait)
- Students couldn't do homework in Google Docs (used by Anchorage School District) but can now
- Browsers are current
- Testing privatization of library's entire network to allow for software downloading, etc. because library is limited in how it can help the community
- Looking to add devices, most likely tablets because they do not require furniture like desktop computers do
- Food Program at Mountain View Branch ended at the end of April
 - Lessened stress of staff
 - Lots of other places for kids to get food in the summer, namely through the Anchorage School District
- Linda Klein moved from Youth Services at Loussac to the Muldoon Branch Manager
- Currently interviewing for the Girdwood Branch Manager position
- Mountain View Branch Manager position has been re-opened
- Friends of the Library raised \$19K book sale
- The three library boards cause confusion for the public

7. Comments/Discussion

- A motion was made to send Hannah Gershel, former Teen Liaison, a letter thanking her for her service, the motion passed unanimously
- The board thanked Representative Saddler for his part in the \$10M investment in Loussac and the \$40K for Eagle River
- Discussion of problems with the staff openings
 - No library program in Alaska so no pool of available applicants
 - Expensive and limited housing
 - Moving expenses for out-of-state applicants

- Losing people to other libraries (state, UAA, law)
8. Potential Agenda Items for June 18, 2014 Meeting at Z.J. Loussac Library
- None
9. Adjournment
- David Levy, Chair, adjourned the meeting at 7:37 p.m.

Recorded by Fayedra Cole, Secretary

LIBRARY DIRECTOR'S REPORT

June, 2014

Loussac Renewal:

- We met with Public Works and the Architects for our first meeting. We hope to have full design by the end of the year.
- Since we have had so much public process, we will be recommending to Public Works that we have a Library building committee to review renovation progress and do minimal public input.
- It will be necessary to have picked a vendor for Automated Handling, in either July or August.

Library Technology Update

- Innovation Lab is being wired, computers, furniture and 3D Printer ordered. We received a State grant for the furniture; the Friends paid for the wiring, software will be paid for from our operating budget and computers through Online With Libraries (OWL) support. We will use bequest funds for carpeting and painting. We are still trying to determine possibilities of corporate sponsorship.
- We hope to start a pilot project at Muldoon to test thin client computers along side our desk tops. It has become evident that MOA IT department is not able to satisfy our network and computer- requirements for public demand. This month long pilot will allow us to test vendor products and assess if they meet customer demands. If successful, we will pull the public network out of the city and privatize that aspect of our network. This pilot is a huge resource drain to IT and we could not accomplish it without their full support.
- Our public machines are full updated with new Office Suite and new Internet Explorer. This allows customers greater flexibility in using a variety of other Web links.
- All libraries now have enough bandwidth. We continue to assess the speed and will add more as required.

Online Services

- We plan to go live with online meeting room booking July 1. We will then explore online payments.
- We have struggled with MOA website limitations and have added a layer to improve the Library's website.
- We are working on an online card registration, which would allow people to apply for a card without coming into the library, use it for a month virtually for holds, e book downloads and possibly for databases. This is our first step for increased virtual usage. As part of this project, we will have customers use a computer in the library to sign up for a card.

Staffing:

- Branches: We have hired Helen Woods for Girdwood Branch Manager. Helen worked as an intern in Technical Services prior to accepting this position; we are completing our 2nd round of interviews for Mt. View Branch Manager and are checking references now. Once that is completed, branches will be fully staffed.
- Technical Services: We did one round of interviews but a small pool of candidates. We will interview again in several weeks and will meet with interested parties while at the American Library Association.
- IT Manager: this is currently open and we are working to advertise it more broadly. This is an essential position as we move forward. We have raised the pay grade and hope that we will have applicants. We will meet with potential candidates for informal interviews.
- Youth Services: These positions are most critical since we have the Coordinator on maternity leave, we promoted one staff member and the supervisor has resigned to take a year off. A new Supervisor will start Aug 11 and we are in the midst of interviewing for another youth librarian. We will have the teen librarian and other staff fills in during the Summer Reading Program. This is the busiest time of year for youth services.
- Library Assistants: We have several positions to fill and a staff member is on FMLA. We are recruiting now to send a 22 hr position to Eagle River, once all other positions have been filled.

Staff is being accommodating by traveling to branches to provide support to them, as well as assisting in other departments. It is the peak of leave, which creates an additional strain.

Branches:

Muldoon:

- Linda Klein, newly appointed Branch Manager, has been filling in at Youth Services.
- Summer Reading: Muldoon held a Fizz Boom Read Summer Reading kick-off celebration May 17 with 25 attendees. Growing Readers had its biggest number of attendees ever-35. In total, 3 events were presented with a total of 84 participants.

Eagle River:

- Dean Brovold is picking up tasks for the vacant Tech Services Coordinator and Systems Librarian positions, and it is taking a significant amount of time each week.
- Nancy Clark is also spending large amounts of time on MOA SAP financial software responsibilities through October go-live.
- The Alaska State Legislature awarded a capital donation of \$40,000 for technology and materials to CE; it was approved by the Governor in the capital budget

Mountain View: The branch manager position was reposted

Girdwood: Staff member, Martina Steinmetz, coordinated a garden event that was well attended by community members. The Family Film program was also held and attended by a small group. ASD Librarian, Lynn McNamera, has agreed to lead the school age events and present Family Storytime at GR until the Branch Supervisor position is filled.

Community Relations/Foundation/Friends

- In May, 226 volunteers worked 1038 hours!
- Friends and Foundation had joint board session in May to discuss a merger; they will form an exploratory committee this summer.
- Library Foundation added 1 new board member: Jennifer Harrington.
- Friends and Foundation new website: www.anchoragelibraryfoundation.org
- Clare Ross's last day was June 13. The position will be posted in June for rehire.
- Community outreach: Donated 4 boxes of books to teacher in Malaysia – the Anchorage resident is teaching English at a school there; and six boxes of books to People Mover for their on the bus reading program (see photo)
- Marston Theatre will get A/V upgrades this summer, thanks to Rasmuson Foundation and Friends of the Library

Youth Services

- 90% by 2020 accepted a Request for Engagement from APL. Linda Klein attended a 90% by 2020 Kindergarten readiness charter meeting. This network is continuing to develop its charter and develop an action plan in June.
- With the two vacancies, it was decided to do a restructuring of duties of the youth services professional staff. This includes having one librarian focus on each third of childhood development. Jim Curran will continue to focus on teens (12-18), the YS librarian II will focus on school age (6-12) and the YS librarian I will focus on early childhood (0-6). This matches well with current programming and selection assignments, but adds clarity to who will take the lead on each program.
- We held our first Countdown to Kindergarten event at the library which brought in 35 people to practice skills they will need in the fall to start Kindergarten.
- Reading Rendezvous brought in a record of over 1800 people! We signed up 800 youth for summer reading and had a lot of fun with a record number of community/vendor booths (37!). This was our most successful Reading Rendezvous to date with great participation from community organizations, the public, and staff. Of course the amazing weather didn't hurt.
- We talked to over 4000 students about the summer reading program, either by schools visiting a library or us visiting the schools.
- In cooperation with Wells Fargo and Lemonade Day Alaska, a workshop was held for students interested in starting their own lemonade stand on lemonade day. It featured bankers talking about financing and basic financial education as well as lemonade day workers talking about the program in specific.

Adult Services

Innovation Lab: Darla Hane, Lab Coordinator participated in an Alaska Hometown interview on KSKA, and the Innovation Lab was featured in an article in the Alaska Star. This year's Book Sale took place on May 3 – 4 and brought in 2250 shoppers.

The department continues to have a very active program schedule hosting 33 programs with a total attendance of 342. Programs included;

- ◆ Loussac Double Feature Saturdays
- ◆ Author Talk – Rick Mystrom
- ◆ Author Talk – Sandra Walker
- ◆ Heck Yeah! It's Time to Start My Own Business
- ◆ Nerd Art display
- ◆ Pack Like a Flight Attendant
- ◆ Pass through Security Like a TSA Agent

Outreach efforts and partnerships are continuing. AS is actively involved in working with the Anchorage community to provide programming and identify community needs. These outreach efforts include:

- ◆ Budgeting Basics with the YWCA
- ◆ Conversation Salon with UAA/APU Books of the Year
- ◆ Let's Talk Anchorage – Dialogs in Democracy
- ◆ Jane Austen Book Club
- ◆ Anchorage Gamers
- ◆ Maker Nights (2nd & 4th Tuesdays)
- ◆ REAP (Renewable Energy Alaska Project) Clean Energy Lecture
- ◆ Israeli Folk Dancing
- ◆ Bitcoin Meetup

Adult Summer Reading kicked off on May 18. Week one saw:

- ◆ 65 participants
- ◆ 111 books
- ◆ 920 hours read

Municipality of Anchorage
Library Advisory Board Agenda
Chugiak-Eagle River Library
May 21, 2014
6:00 p.m.

1. Call to Order

2. Roll Call

☐ Fayedra Cole, Secretary
☒ Heidi James Frost
☐ Hannah Gershel, Teen Liaison
☐ Elizabeth Giardina
☐ Nancy Groszek, Vice Chair

☐ David Levy, Chair
☐ Tanya Taylor-Winchester
☐ Cristy Willer
☐ Jim Yeargan
☐ Lucy Flynn Zuccotti

3. Person(s) to be Heard

4. Mission Moment

a) Chugiak-Eagle River Branch Tour

5. Consent Agenda

a) May 21, 2014 Agenda

b) April 16, 2014 Meeting Minutes

6. Discussion/Action Items

a) Welcome New Board Member, Cristy Willer

b) Teen Underground

c) Advocacy Committee

d) Director's Report

7. Comments/Discussion

8. Potential Agenda Items for June 18, 2014 Meeting at Loussac Library

9. Adjournment

Chugiak – Eagle River Overview

Demographics

Chugiak-Eagle River has experienced very rapid growth over the past thirty years. The community represents about 12 percent of the population within the Municipality of Anchorage.

1980	12,858
1990	25,324
2000	29,915
2010	34,982

*38% increase between 1990 and 2010.

According to the 2010 census:

- 65 percent are married
- 62 percent work in the private sector
- 21 percent of residents 18 years of age and older identify as having military/veteran status
- 37% of the population with college degrees (compared to Alaska at 26% and the United States at 27%)

Library Usage

	2014 thru Apr	2013	2012	2011	2010
Library Visits	36,288	105,868	110,518	108,972	113,629
Circulation	69,476	227,700	209,719	213,930	173,998
# of Materials	96,127	91,574	94,816	89,961	83,856
Reference	1,965	5,834	5,196	10,250	11,101
# of Events	72	146	108	102	106
Event Attendance	1,846	4,979	4,523	4,494	5,267
Volunteer Hours	186	1,087	734	1,017	787

2010: CE closure and relocation

2012/2013: inconsistent librarian staffing

Municipality of Anchorage
Library Advisory Board Meeting Minutes
Z.J. Loussac Library
Alden Todd Board Room
April 16, 2014
5:30 p.m.

1. Call to Order

- David Levy, Chair, called the meeting to order at 5:35 p.m.

2. Roll Call

- Board Members:
 - [P] Fayedra Cole, Secretary
 - [P] Heidi James Frost
 - [P] Hannah Gershel, Teen Liaison
 - [P] Elizabeth Giardina
 - [] <vacant>
 - [P] Nancy Groszek, Vice Chair
 - [P] David Levy, Chair
 - [P] Tanya Taylor-Winchester
 - [P] Jim Yeargan
 - [E] Lucy Flynn Zuccotti

(P=Present, E=Excused, A=Absent)

Quorum: Yes

- Staff Present: Mary Jo Torgeson, Sherri Douglas
- Guest(s): None
- Persons to be Heard: Darla Hame, VISTA Volunteer

3. Persons to be Heard

4. Mission Moment

a) Darla Hame discussed the Innovation Lab:

- Had been more technology focused under previous VISTA volunteer
- Shifted focus to best resource currently available: space
- Looked around town at places like Kaladi Brothers, Title Wave, and BP Exploration to see what meeting space runs
- Decided to pull in groups that may not be able to afford renting space
- Groups can use the space for free as long as the event/meeting is open to the public
- Encourages community and people as a reference tool
- Free art on the walls: Graffiti/Street Art in April, Nerd Art in May, and Photojournalism in June

5. Consent Agenda

a) April 16, 2014 Agenda

- Approved

b) March 19, 2014 Meeting Minutes

- Amended and approved

6. Discussion/Action Items

a) Strategic Plan Approval

- Discussion including mention that renovation would take precedence and a quarterly report would be provided to the Library Advisory Board
- Strategic Plan passed unanimously

b) Teen Underground

- Currently getting Volunteers ready for summer
- Working on updating the website

c) Advocacy Committee

- Senate passed the budget with the request for \$10M
- House should come out with budget tomorrow
- With this \$10M and the \$4M from the previous fiscal year, only \$1M is needed to complete the entryway renovation
- A motion was made to draft a letter to the Mayor and Assembly requesting a poll to ask voters why they voted no for the bond, motion passed unanimously

d) Director's Report

- There will be many staff openings over the next six months so staff are going to be thinly stretched
- Friends of the Library raised their highest amount at Beyond the Stacks (\$77K, up from \$55K last year)
- PVR (Performance, Value, Results) for Quarter 1 shows a focus on technology and how much we're failing to keep up with other libraries. Example: We can't help students in a program the school district uses (Google Docs) because the library doesn't have access to it.

7. Comments/Discussion

- None

8. Potential Agenda Items for May 21, 2014 Meeting at Chugiak-Eagle River Library

- Meeting changed from 5:30 p.m.-7:00 p.m. to 6:00 p.m.-7:30 p.m. to allow for drive time
- Meet in the back of the Loussac Library by the garage door and white vans at 5:00 p.m. to carpool

9. Adjournment

- David Levy, Chair, adjourned the meeting at 7:02 p.m.

Recorded by Fayedra Cole, Secretary

Municipality of Anchorage
Library Advisory Board Meeting Minutes
Z.J. Loussac Library
Alden Todd Board Room
March 19, 2014
5:30 p.m.

1. Call to Order

- David Levy, Chair, called the meeting to order at 5:37 p.m.

2. Roll Call

- Board Members:

[P] Fayedra Cole, Secretary	[P] Nancy Groszek, Vice Chair
[P] Heidi James Frost	[P] David Levy, Chair
[P] Hannah Gershel, Teen Liaison	[P] Tanya Taylor-Winchester
[A] Elizabeth Giardina	[E] Jim Yeargan
[] <vacant>	[P] Lucy Flynn Zuccotti

(P=Present, E=Excused, A=Absent)

Quorum: Yes

- Staff Present: Mary Jo Torgeson, Dino Passarino
- Guest(s): None
- Persons to be Heard: Dino Passarino

3. Persons to be Heard

4. Mission Moment

a) Dino Passarino discussed the Strategic Plan.

- Many people's thoughts have been turned into a core purpose that helps to guide interactions with the public.
- A cross section of the community and staff were asked to weigh in so that a variety of voices were heard.
- A "scorecard" will be provided 1-2 times per year to show progress.
- PVR (Performance, Value, Results) is a current way for the city to measure how the library is doing and will remain in place.
- Plan to have staff trainings regarding core values and core purpose.

5. Consent Agenda

a) March 19, 2014 Agenda

- Amended and approved.

b) January 15, 2014 Meeting Minutes

- Approved.

c) February 19, 2014 Meeting Minutes

- Amended and approved.

6. Discussion/Action Items

a) LAB Member Responsibilities and Expectations

- Discussion regarding having this document in addition to the Municipal code, the wording of the document, and whether a signature should be required.

- Document was amended to change wording as well as remove signature and date lines.
 - Document approved 5-1 with Groszek voting nay.
- b) Teen Underground
- Recent meeting was last week.
 - New Facebook page: Anchorage Library Teenz
 - Possible FAFSA (Free Application for Federal Student Aid) meeting on Saturday.
 - Teen Video Club and QClub to collaborate on a video.
- c) Advocacy Committee
- Meetings with community councils and leaders continue.
 - Alaska Economic Development Corporation, St. Paul Island, Taku Community Council, Midtown Community Council, and Campbell Community Council have all provided letters of support.
 - Letters of support will be passed on to House members.
- d) Director's Report
- Loussac will host a light show titled "Luminescence: A Dragon's Tale" March 25-29.
 - Payroll was shifted so that employees only received one week of pay instead of two weeks so they were given one week of non-cashable leave.

7. Comments/Discussion

- Frost is scheduled to present during the Southside Community Council Meeting on March 20.
- Taylor-Winchester is working on getting Teen Underground to visit Bartlett High School.
- Zuccotti is scheduled to present during the Northeast Community Council Meeting on March 20.

8. Potential Agenda Items for April 16, 2014 Meeting at Loussac Library

- None.

9. Adjournment

- David Levy, Chair, adjourned the meeting at 7:10 p.m.

Recorded by Fayedra Cole, Secretary

LIBRARY DIRECTOR'S REPORT

May, 2014

Loussac Legislative request: We received the following from the State Legislature and are awaiting the signature of the governor: \$10M for Entryway project; Chugiak-Eagle River, Muldoon, and Girdwood \$40K each for materials/technology. Some of the legislative dollars will go towards purchase of new self checkout machines and automated handling in Eagle River branch.

Library Broadband and Technology:

- The WIFI has finally been improved by installing devices that patch into the Online With Libraries network. Muldoon Branch was especially slow and the patch will certainly help while IT determines needs. We will continue to monitor speed in all locations and add more as needed.
- By the time of our LAB meeting, all public computers in our system will be updated from Windows 2003 (indeed!) to Windows 2013. This will now enable students to access Google Docs and a new internet browser. Combined with more broadband, We are now providing the best speed and updated machines than we have in four years
- We will be testing a pilot project in order to determine if a private vendor is able to better serve our needs than the City's IT department. We will be testing a cloud based service and the machines will not have a hard drive. Under the Municipality, we are unable to achieve the results our users want, such as downloading software and having a greater wealth of software available for our users. Depending on the results, this pilot might result in taking all of our public machines off the city's network.
- Left to complete: adding another 85 devices throughout the system. MOA IT department is testing Chrome books now for use in the library and possibly to check out, to either use in our buildings or use at home.

Strategic Plan: Staff and the Management Team are starting to fill out the activities needed to achieve the goals and objectives of the strategic plan. We will bring the completed product to the Board later in the summer. While it is technically a 3 year plan, many of our resources will be devoted to the Loussac Entryway Project for the next 16 months, IF we get the governor's budget approval.

Staffing:

- We are recruiting for the following professional positions open position: Technical Services Supervisor, IT Manager, Mt. View and Girdwood Branch Manager, Youth Services_Supervisor, Youth Services Librarian and Development Director. We are consulting with the Mayor about the Development Director position, as it is an Executive position.
- We have hired Linda Klein, Youth Services Librarian, to be the new Branch Manager at Muldoon.
- We will be moving a 22 hour position to Chugiak Eagle River Branch once we have filled openings in Loussac. CE is understaffed and this will help alleviate the situation.
- We have temporarily merged Technical Services and Collection Development for six months in order to determine if it should be a permanent organizational change.

Branches: Staff has been incredible at helping to cover the branches, particularly Adult Services, as we work to fill 3 Manager positions.

Eagle River:

- The Branch Manager has agreed to be a "Change Leader" as the city moves towards the installation of SAP, an accounting program.
- Youth Services Librarian is also helping be the "stand in" IT Coordinator. This is a strain, since Summer Reading Program is starting.

- Branch Manager attended the Eagle River Valley community council meeting, where guest speakers Christopher Constant of Akeela, Inc spoke. He is also with the Fairview Business Association and Fairview Community Council, and is working with Fairview businesses to drum up support for funding to deal with the chronic inebriate problem. It seems that only half of the current alcohol tax taken in by the MOA is actually used for alcohol abuse mitigation. The other half goes into the general fund and is spent on roads and other infrastructure expenses. Mr. Constant was urging community councils and individuals to contact their Assembly members and state legislators about supporting their proposal for a state capital grant to be overseen by AK Dept of Commerce and Dept of Corrections. This could have an impact on the number of inebriates we see in the libraries, especially at Loussac, and even more so if a new transit center moves in next to Loussac.

Mountain View: We have been having many youth behavioral problems and staff visited with the Clark Middle School Principal to discuss ways we could work together. Steps that are being taken to create a different atmosphere in the library:

- Code of Conduct that matches the school code of behavior. Youth understand how they should behave in the schools and we are trying similar consistent behavior in the library.]
- We have stopped the partnership with the Food Bank where we fed students after school. We found out that there are other programs in the community and the staff time was difficult to maintain.
- Staff are working together as a team to handle the HUGE onslaught of youth after school. Staff are being respectful but firm around behavior, and having kids leave for the day if unruly
- Charlotte Pendleton, Adult Services Librarian, is filling in as Branch Manager. The person we had hired withdrew her name two weeks before she was to arrive from Florida. We have had to reopen the position. The City frowns on paying moving expenses, which can cause a hardship in recruitment.

Girdwood: Denise Dargan, Branch Supervisor and staff member of over 30 years retired this month. She was integral in getting a new library building built in Girdwood.

Muldoon:

- Acting Branch Manager Lacey Hemming made a connection with the Mears Middle School librarian Heather at the ASD library curriculum committee. Recently ASD has attained a membership to Overdrive and Heather has been promoting Listen Alaska to her students. The Librarians have been working together for a library card drive at her school, with 50 kids signing up for cards. This was a great opportunity to promote our electronic collection to a population that doesn't have an APL library location near them but they still get to use our resources.

Community Relations/Foundation/Friends

- Events: May Book Sale had 2700 attendees and raised \$19K
- Library Foundation added 3 new board members with 1 more on the way: Mainon Schwartz, Andy Rogers and Geoff Wright.
- Innovation Lab, computer lab: furniture has been ordered, wiring will be done within a month
- Clare's last day is June 13. Foundation working with Mary Jo and Mayor on transition plan for the position
- The Friends and Foundation met at a half day retreat, facilitated at Foraker, to discuss if there was interest in merging the two organizations. Each group will take back a resolution to their organization in order to see if there is interest in exploring options

Youth Services

- **ARISE** *Anchorage Realizing Indigenous Student Excellence (ARISE)*: Staff are participating in the leadership council, which is a community partnership of diverse stakeholders who have come together to collectively affect the future for Alaska Native students
- **Staffing**: YS is going to have the largest problem, as 3 of the 4 fulltime librarians are leaving due to a promotion, maternity leave and a resignation. Lindsey Wallace, Stephanie Schott and Jim Curran all received training on storytimes to cover staff shortages this summer. We are actively recruiting now.
- **Collections**: We are refreshing our popular storypacket refresh project with Net Lender funds
- **Programs**: In partnership with Alaska Junior Theater, performers from "Going on a bear hunt" visited Loussac Library; Linda Klein hosted a "Dia des los ninos" Hispanic Awareness program with a pottery craft.; In partnership with adult services, we hosted a joint event featuring author Erin Kirkland talking about traveling Alaska with kids.
- **Teens**: Brave New Alaska Voices wrapped up their 2013-2014 season with a friendly competition between high school clubs – 40 attended; The first three writing workshops funded by the Atwood grant were held.
- **Ready to Read Resource Center**: Staff attended the Alaska Family Childcare Association conference and had a booth for RtrRC.
- **Outreach**: Linda Klein did outreach at Kindergarten orientation with ASD and reached over 200 attendees; Youth services staff from the entire system attended Kids Day where we talked to over 700 people about summer reading.

Adult Services

Considering a year ago we had few programs, Adult services hosted 26 programs, quite a leap from a year ago. Here are some samples:

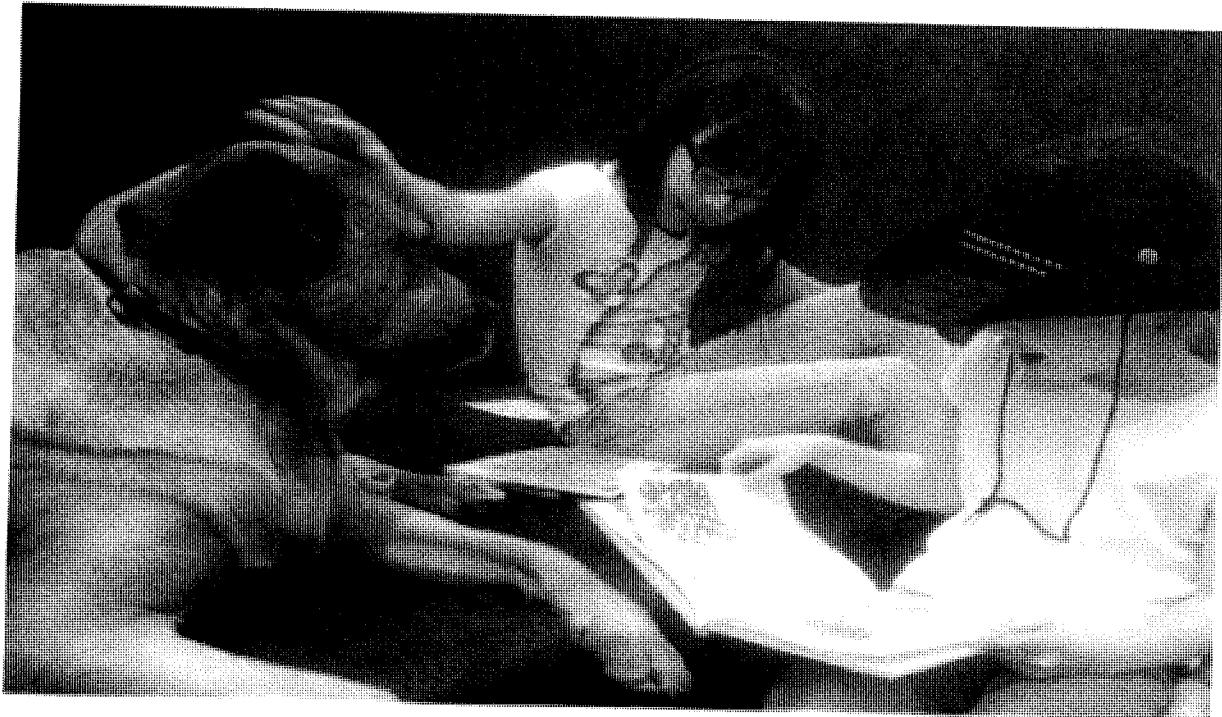
- ♦ Job Search 101
- ♦ Traveling Alaska with Kids (joint program with YS)
- ♦ Author Talk – Chad Carpenter
- ♦ Heck Yeah! It's Time to Start My Own Business
- ♦ Street and Skin Tattoos, Graffiti and Street Art display
- ♦ Plastics and Alaska's Water Panel Discussion
- ♦ A Conversation between Alaskan Landscapes and Poetry

Outreach efforts and partnerships are continuing. AS is actively involved in working with the Anchorage community to provide programming and identify community needs. These outreach efforts include:

- ♦ Budgeting Basics with the YWCA
- ♦ Conversation Salon with UAA/APU Books of the Year
- ♦ Let's Talk Anchorage – Dialogs in Democracy
- ♦ Anchorage Symphony – Lunch and Learn
- ♦ Universal Border: Tijuana to the World A 49 Writers Event
- ♦ Jane Austen Book Club
- ♦ Anchorage Gamers
- ♦ Maker Nights (2nd & 4th Tuesdays)
- ♦ REAP (Renewable Energy Alaska Project) Clean Energy Lecture

Dogs are the listeners in kids reading program

By DEVIN KELLY dkelly@adn.com May 3, 2014



Keona Hess, 7, (left) and Piper Wirkus, 6, read with a 4-year-old service dog named Pagan during the "Pawsitive Reading" program at Z.J. Loussac Public Library Saturday afternoon, May 3, 2014.

Balancing a book on her lap, 6-year-old Leighlyn Hilst pointed at each word on the page, reading aloud.

When she stumbled, her grandmother, Ruth Curtis, helped her sound it out. That was a different kind of help than she could get from the other listener: a brownish-gold Labrador mix named Pagan. Pagan, a foot away, lay on her side and half-closed her eyes in calm encouragement.

Once a month, kids from kindergarten to fourth grade sit on the carpeted steps of the story theater on the second floor of Loussac Library and read out loud to dogs.

The "Pawsitive Reading" program aims to encourage reading skills, particularly among struggling or reluctant readers, said youth services librarian Linda Klein. The program started last summer as a partnership between Midnight Sun Service Dogs, a nonprofit organization that trains service dogs, and Anchorage Public Library. Similar programs operate in libraries and schools across the United States.

On Saturday, Pagan and a 2-year-old goldendoodle named Swivel Shot lay calmly as children and parents came in to read for 20-minute shifts over the course of two hours.

"This is Swivel Shot. She likes to get cuddled up while she gets read to," trainer Sheila Barrett told one family as they sat down.

Klein said an average of 30 kids at a wide range of reading levels participate in the program, which runs the first Saturday of every month from 2:30 to 4:30 p.m.

Tiffany Wirkus and her 6-year-old daughter, Piper, found out about the reading session while visiting the library a couple of months ago. Afterward, Piper couldn't stop talking about it, Tiffany Wirkus said.

They came back Saturday, and brought Piper's friend Keona Hess, 7. Both are high-level readers but were excited to hang out with the dogs, Tiffany Wirkus said.

"I wonder how soft they are?" Keona wondered. She soon got to find out for herself, gently petting Pagan's head while her friend read aloud next to her.

While the program is in place to help youngsters boost their reading skills, Piper sees it a bit differently, her mom said.

"She thinks she's helping the dogs to read," Tiffany Wirkus said.

At the very least, the program gives the dogs experience in obedience and socializing with people, said Jake Bainbridge, Pagan's trainer and a volunteer with Midnight Sun Service Dogs.

Between shepherding in groups of children and parents for 20-minute shifts, Klein shuffled through the plastic bin full of books for beginning readers.

"I pull a lot of dog books, because it's fun to say, 'Don't you think a dog would like a book about a dog?' " she said.

A few cat books are mixed in there too. When Leighlyn Hilst walked up to the bin, she picked out a "Splat the Cat" book.

This was Leighlyn's third time participating in the program, and she has read to Pagan each time. The second-grader was born with a condition called hydrocephalus, which leads to brain swelling and has slowed her progress developmentally, her grandmother said. She is enrolled in a special-needs program at Huffman Elementary School and has problems focusing and processing information.

In the past year, Leighlyn has made headway in her reading progress, and Curtis said that the service dog program seems to have helped.

Dogs scare Leighlyn. Her first time at the program, she refused to sit close to Pagan, and someone had to sit between her and the dog. Bainbridge also could barely hear her read.

In just three sessions, that's changed. Leighlyn sat about a foot away from Pagan on Saturday, the closest she's ever come to the dog, Bainbridge said. She also read in a loud, clear voice.

"You can watch kids come out of their shell," Bainbridge said. "It's a neat feeling."

Read more here:

file:///H:/LAB/2014/may/Dogs%20are%20the%20listeners%20in%20kids%20reading%20program%20%20State%20News%20%20ADN_com.htm#storylink=cpy



Sections About Us

Innovation Lab adds community to area libraries

BY DARLA HANE

3

Published: 2014.05.14 11:00 PM

Internationally, public libraries have for centuries been places of community, education, and tradition-sharing. Wherever I am in the world, I first visit the city's public library. After the city's international airport, a community's public library is one of the best reflections of the new area I've landed in.

Living in Anchorage, I often hear that our winter city is one of the most diverse cities in America. As the Innovation Lab Coordinator at Loussac Library (through the Americorps VISTA program) I'm able to work directly with our diverse community through a space reserved for community members to share and discuss 'big ideas' and work together to discover innovation solutions. My friends from around the world hear about our work and are intrigued, ask questions and bring our ideas back into their own communities.

Anchorage's innovative entrepreneurs and artists have even caught the attention of a large library in Asia who wanted to know more about the "Street and Skin" art exhibit, an exhibit of graffiti and tattoo artists displaying over 120 pieces of art in the library, enriched by artist-facilitated lectures.

Innovation is a word quickly gaining in popularity. Faster than 'organic,' 'holistic' and 'all-natural' are being used in marketing and advertising, innovation is the skyrocketing corporate culture buzzword. You've probably heard the word. Or see the word in Forbes or Entrepreneur magazine. The company you work for may have innovation in their mission statement.

Rooms, even entire buildings, set aside for innovation labs are also gaining popularity in corporate businesses and academia. Many corporate Innovation Labs, housed in secret

locations, are able to grow amazing ideas that result in revolutionary products or methods, from military aircraft, medical equipment, to the way we browse the internet or view the animation in Grand Theft Auto.

One of my favorite innovative products is 3M's Post-its: low-tech, but so pervasive in my office and home that I keep a couple in every room. Lockheed Martin's "Skunk Works" lab is a salient example of a lab that is so effective at producing cutting-edge innovation, that the lab is now a model. Skunk Works's high degree of autonomy for thinkers and creators, unhampered by bureaucracy, is being emulated by corporations like Google, Pixar, and Nordstrom's, as well as leading universities, including Stanford, Harvard, and MIT.

The University of Oxford's Said Business School's strong support of social entrepreneurship and social innovation has resulted in a massive leap toward social innovation labs: collaborative spaces where creative ideas are encouraged as solutions in the context of ethical, social, and community-centered growth. At our Innovation Lab on the fourth floor of the Loussac Public Library, the needs of the Anchorage community inspire collaborative educational workshops, meet-ups, and events, all of which are free and open to the public—no secret location, coffee is welcome, and there are Post-It's aplenty.

No two innovation labs are alike, because no two communities or businesses share exactly the same needs. Visit the Loussac Innovation Lab and you'll find me hanging art and sipping coffee with graffiti-style artists, on the phone with the FBI scheduling an informational workshop, entertaining the Mexican Consulate staff with my very limited Spanish, as we work together on a financial literacy workshop, or meeting with refugees who need help creating resumes.

The monthly art-hang has turned into an official library-sponsored event, with May themed around "Nerd Art". Artists hung their pieces in the Lab themselves on May the fourth. The art exhibits are turning out to be a wonderful way for local artists, business owners, and entrepreneurs to meet each other and connect over a range of multi-faceted skills.

Along with rotating monthly art exhibits, the Innovation Lab at Loussac Public Library hosts workshops in resume writing, grants and small business loans, and several other classes and discussions geared toward job skills and creative entrepreneurship. The Lab partners with nonprofits and community organizations to make sure that every educational experience in the space is high quality and unique. Library staff are on hand to help guests

locate follow up materials if needed, including books, DVD's, or more community resources from library databases.

The Innovation Lab at Loussac Public Library is also growing. Grants are being used to purchase a 3-D printer and computers, valuable technology tools that aid in creativity and knowledge sharing.

August is fashion month in the Lab, with workshops and lectures planned throughout the month, culminating in a runway show based on interview clothing. This event is garnering support from national corporations eager to contribute unique employment services to Anchorage's dynamic community.

As the Innovation Lab at the library grows, the Lab is also changing to meet individual, corporate, and community needs. There is conversation, idea-sharing, and a strong commitment to sharing cultural and education amongst the community members using the space.

Darla Hane has lived and worked internationally with diverse clients and focuses on hospitality and education. She most recently studied Social Entrepreneurship with Oxford and is a current AmeriCorp VISTA with the Municipality Of Anchorage's Public Library. She is a fan of Post-Its. Contact: hanedc@muni.org.

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ICMA Publications / PM Magazine / May 2014

Check Out the New Library

A vital, multiservice hub for all generations

by Craig Gerhart and Kira Hasbargen

In order to successfully improve the complex and interconnected issues facing communities today, local government managers are looking across their organizations to find the capabilities and skill sets that can influence creative and leading-edge solutions. One resource that might be undervalued and overlooked by managers is the public library.

HIGHLY RELEVANT PLACES

When you hear the word library, what immediately comes to mind? Digital media labs? 3-D printers? Virtual and in-person homework help? Internet and information safety? GED and post-secondary education? Resume and interview skill building? Job search centers? Language instruction?

Early life experiences have left many of us with the image of libraries as quiet places surrounded by books. Yet, public libraries have become much more now, providing highly relevant services and engaging directly with residents. With this interaction and relevancy, library services and programs are constantly evolving.

In addition to providing residents with general developmental and educational opportunities, libraries also provide access to the Internet as well as technology training. In our technology-driven world, 30 percent of American adults ages 18 and older don't have access to broadband or wireless transmission in their homes.² As businesses, medical providers, and local governments transition to online-only registration, bill paying, and customer support, where do people turn? The free and welcoming library.

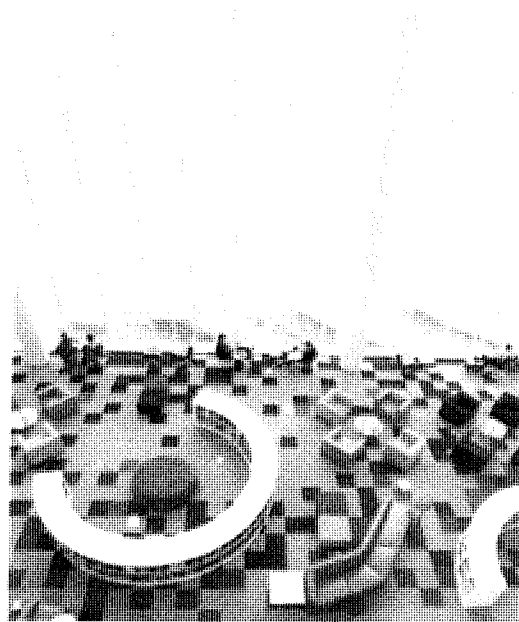
Here are a few statistics on what is happening at today's public library:

- 97 percent of libraries help people apply for e-Government services.
- 92 percent of libraries help people access online job databases and resources.
- 90 percent of libraries provide formal or informal technology training.
- 76 percent of libraries help people apply for jobs online.
- 62 percent of libraries report that they are the only free provider of public Internet access.³

Our preconceived notions of what libraries "are" have created barriers to engaging them in strategic problem solving and community building. Now is the time to step back into your library to recognize and strategically plan how libraries can help with community issues.

A HOLISTIC APPROACH

A manager's openness to engage the library demonstrates a willingness to take a holistic approach to community problem solving and the enhancement of his or her organizational toolkit. ICMA's work with public libraries began more than five years ago⁴ with a series of community-specific projects intended to demonstrate that a strong



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94%
of Americans ages 16 and older say that having a public library improves the quality of life in a community.¹

partnership between the local government manager's office and the library staff is a productive strategy.

The goal of these efforts is to provide resources that help strengthen the manager-library partnership and to develop strategic and innovative ways to improve the lives of residents. While the library director and local government manager may be separately offering dynamic, relevant, and innovative services, the sky's the limit when the two partner together (see sidebar, "Working Together" for tips on building effective partnerships). Here are two case studies that provide a closer look at what is possible.

MIAMI PUBLIC LIBRARY

Library organization: City department

Area served: Miami, Oklahoma5

Population served: 13,570

Percentage of students eligible for free/reduced lunch: 69.9 percent

After Miami Public Library's (Miami PL) participation in Edge, a national assessment and toolkit intended to help libraries evaluate their public-access technology and services to better serve the community, the library began to develop a long-range strategic plan. Library Director Marcia Johnson's first step was convening a focus group to understand the community's needs.

To ensure full representation from community supporters and promote library staff and board buy-in, specific names were submitted by the staff and board members. The library director and board selected the attendees. Invitations were then made either in person or on the phone.

After the focus group invitations were accepted, Johnson sent out a packet of material to enable group attendees to have a solid working knowledge of the services offered by the library and show how it compared to peer libraries.

Attendees represented diverse constituencies and areas of government, which included the former mayor, acting mayor, city manager, assistant city manager, local business owners, and representatives from the school district, hospital, tribal nation, and state workforce development office.

Through the focus group, Johnson was able to educate attendees on the services offered at the library and create a shared understanding of community issues, allowing focus group members to work together to solve them.

In addition to including community partnerships as a key element in the strategic plan, more opportunities for tangible partnerships were identified. Besides developing a three-year strategic plan, the library implemented a partnership with Oklahoma Workforce—a website at www.ok.gov/okworks that connects job seekers, employers, and community partners—to improve community employment through skills-building and training, along with a partnership with the hospital and tribal council to improve community health.

"Our issues are probably similar to many communities: an aging infrastructure, underemployment/unemployment, and literacy," says Johnson. "In response, the library has partnered with our local workforce development office to provide skills training. In fact, the courses have doubled in size since changing the venue to the library's computer lab.

SACRAMENTO PUBLIC LIBRARY

Library organization: Joint Powers Authority

Areas served: Sacramento County and the cities of Citrus Heights, Elk Grove, Galt, Isleton, Rancho Cordova, and Sacramento

Population served: 1.3 million

Percentage of students eligible for free/reduced lunch: 42 percent

Seeking to decrease crime, engage residents, and assist in improving educational outcomes, Sacramento Public Library (SAC PL) partnered with the News10 television station to transform a unit in a transitional living center into a resource

center/children's library for the station's 2013 "Make a Difference Day" project.⁶ The team expanded on the success it built through the "10 Books to Read" program, which was designed to encourage parents, grandparents, and caregivers to read aloud and spend time with their children. The program still exists today.

The Sacramento Friends of the Library and SAC PL also worked with News10 to create a safe and fun place for residents at the Salvation Army's E. Claire Raley Transitional Living to model positive family interaction, help children with their homework, and increase literacy skills.

Also, to ensure mission alignment and manage expectations, all participating organizations agreed that the difference made could be small: one mom reading to her son, one dad playing reading games with his daughter on the iPad, or one child graduating from high school or even going to college.

The remodeling and installation took place in one day. "Like public libraries, local TV stations provide information and serve the community. When we join resources, we truly can make a tangible difference in people's lives," says Maria Barrs, general manager, News10.

The television station also donated \$5,000 and provided media coverage and volunteers to design and set up the library room. SAC PL provided computers, shelving, expertise, and labor, while the Friends of Library provided books and materials.

IT'S ALL GOOD

The past five years have forever changed the way professional local government managers lead their organizations. Building partnerships with libraries to proactively and effectively provide services and programs is, and will continue to be, integral to building communities where residents can happily live, work, and play.

81%

of Americans 16 and older say that public libraries provide many services people would have a hard time finding elsewhere.

Endnotes

1 Pew Research Center, December 2013, "How Americans Value Public Libraries in their Communities."

2 Pew Home Broadband 2013: <http://www.pewinternet.org/2013/08/26/home-broadband-2013>.

3 iPAC publications: <http://ipac.umd.edu/publications>.

4 icma.org/libraries: http://icma.org/en/icma/knowledge_network/topics/kn/Topic/161/Libraries.

5 Because Miami Public Library is the only library in Ottawa County, Oklahoma, residents of the county that live outside of the city limits are able to obtain complimentary Miami Public Library cards. The library does not receive funding from the county.

6 "Make a Difference Day," which was launched more than 20 years ago by USA Weekend magazine and the Points of Light volunteer program, encourages volunteers to complete local community projects.

Working Together

Here are five ways for managers to build effective working partnerships with library directors.

- **Reach out.** Sometimes it's all about relationships. Reach out to your library director. Visit the library and get out to all the branches. Invite the library director for coffee or lunch.

A good way to get a firm handle on your community's needs is to ensure that representatives from all facets of your organization are invited to the table. If the library director is not already a member of your leadership team, invite him or her on board and encourage active participation.

- **Seek understanding.** Keep an open mind. The two most important factors of a successful partnership are to understand your community's needs and focus on what you have in common.

Recognize that sound partnerships create benefits for all parties and that engaging the library in community-wide problem solving must also work for the library system.

- **Define the pluses and minuses.** Identifying where you can make the most difference is one key to being relevant. Defining the key assets each party brings to the partnership is a great way to start the dialogue.

Another key to being relevant is to understand the real (and imagined) barriers. Sometimes you'll have to create opportunities and be open to nontraditional solutions with nontraditional partners.

- **Be patient.** Some partnerships may go off without a hitch, whereas others may be a little more difficult to implement. Think of collaborating like fishing.

You may not catch fish with every cast. Look for ways to expand the manager-library partnership through engaging such other community groups as nonprofit organizations, service clubs, and the media.

And remember, it's okay for partners to benefit from the relationship. Bringing attention to a group, getting its name out there, networking, and raising a group's community profile are not reasons to forgo implementing a partnership that will positively impact your community.

- **Develop benchmarks.** Don't let the perfect get in the way of the good. Develop measures of success, establish ownership for outcomes and activities to hold partners accountable, and build in an evaluation plan. That way, you can incorporate the partnerships into decision making and operations.

"Today's libraries are demonstrating a flexible approach to problem-solving by leveraging resources, finding partnerships in unusual places, and doing what they do efficiently and economically."

—John Shirey, City Manager, Sacramento, California

"After engaging with the library, it is evident that it leverages technology and education to help our community meet our greatest challenges."

—Jeff Bishop, City Manager, Miami, Oklahoma

"Education is what makes the difference. If people can read, they can learn. If people can learn, they can make informed decisions. By making informed decisions, people can participate in democracy."

—Rivkah Sass, Library Director,
Sacramento Public Library, Sacramento, California



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(mailto:%20csgerhart@gmail.com).

7 Big Myths About Libraries

Posted: 04/29/2014 2:49 pm EDT Updated: 04/29/2014 2:59 pm EDT

[Print Article](#)

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Americans value their libraries, but there are still misconceptions about libraries that exist among folks who maybe haven't visited a library in a while... or haven't visited one ever! Since we at the Library as Incubator Project work hard to highlight the many ways that libraries and artists can support each other, we thought we'd turn some of these misconceptions on their head by looking at them through an artsy lens.

#1: Libraries are quiet spaces--all the time, everywhere

While there are many libraries that offer quiet areas for their patrons to study, read, and contemplate, the era of strict shushing by librarians is pretty much over. The atmosphere is changing as libraries incorporate more hands-on programs, performances, and lively workshops into their program offerings. Consider the concert series sponsored by Get it Loud in Libraries from the UK, or the lively Literacy Smackdown, a robot vs. monster battle facilitated by educator Dr. Matt Finch in Australia. These programs turn the image of the "quiet library" on its head and embrace a creative vision of the role of the public library--as a space to experience new music, not just in recorded formats but live as well, and as a place to tell stories through role play.

#2: Book clubs are snooze-fests

Think book clubs are only for stuffy literary types? Think again. Book clubs are finding new life by targeting their audiences. Now there are book clubs geared toward 20- & 30-somethings, like the alt+library Book Club from the Sacramento Public Library, or Let's Talk About Texts at the Middleton Public Library in Middleton, Wisconsin. Lots of libraries, like the D.C. Public Library, are pairing literature and libations by hosting book clubs in local bars. With the Book to Art Club in Madison, Wisconsin, and elsewhere around the country, readers make creative responses as a way of investigating the characters, themes, and stories of their book club titles.

#3: Library craft activities are old-fashioned, boring, or for kids only

Crafts? Old-fashioned and boring? Not so! Libraries are all about making things these days, and the hands-on stuff isn't just for kids. The alt+library in Sacramento holds a Bad Art Night where adults are encouraged to make art - no rules and no talent needed. Handmade Crafternoon at the New York Public Library is a series of workshops in which participants make projects inspired by the library's collections. The emerging trend of makerspaces in libraries provides opportunity for learning and creating in new ways for all audiences, and The Bubbler at Madison Public Library offers a programming model for making in the library that engages an entire community.

#4: Libraries are about books--and that's it

Hate to read? Libraries offer so much more than books. Even apart from snagging the most recent DVD release of Game of Thrones, most libraries these days offer really awesome classes. For free. Take a contemporary dance class at Flushing Library in Queens, or attend a jazz concert at Hartford Public Library, or get your geek on at Cincinnati Library's own freaking Comic-Con. And that's not counting all of the amazing

maker programs libraries offer now, from Basics of Beekeeping to Learn to Solder. Libraries are all about connecting people with information, even when that information lies in the expertise of an artist/maker/craftsperson rather than a book.

#5 Libraries are boring

Behind many of these other misconceptions, there lurks a single, pervasive complaint: "Libraries are just so... boring." On this, we couldn't disagree more! Libraries are subversive; we champion banned books and challenging ideas. Libraries are vibrant; we bring members of the community together. Above all, libraries are a gateway to information, where YOU can connect to YOUR interests. Are you interested in gaming, board games or movies, or music? Libraries not only have all of this available for checkout, we increasingly have the resources to help you create your own multimedia. Libraries are boring? Only if you expect to be bored.

#6 Libraries are for nerds

An extension of number 5, this misconception assumes that if libraries are boring, the only people who actually enjoy them must be nerds. Which means this misconception is not so much about libraries as it is about people. We're happy to report that libraries are indeed for nerds and that everyone-- everyone-- is a nerd about something, which means that libraries are perfectly placed in the center of their communities, where every person-- young and old, rich and poor, mathlete and punk rocker-- can get to them. No matter who you are, libraries are a gateway to what makes you nerdy, and can put you in contact with information and media you might not be able to access elsewhere. Libraries collect new records from their local music scenes, teach people how to code, how to DJ, how to take better pictures or make their own movies, and so much more.

#7 Libraries are for little kids

It's true that many libraries-- public libraries in particular-- put a lot of time and resources into children's programming to make sure that young children have a strong foundation in literacy skills before they even get to school. What you might not know is that literacy doesn't end once you learn to read-- there are many kinds of literacy (digital literacy among them) that are essential for success in the 21st century. You gain literacies throughout your life, and play is an important way to acquire skills, whether you're 3 or 63. Library programs that explore media, making, and literature bring all of these literacies together in one place and allow patrons of all ages to continue learning and gaining skills throughout their lives.

The Library as Incubator Project team includes Erinn Batykefer, Katie Behrens, Laura Damon-Moore, Holly Storck-Post, and Angela Terrab. The LAIP is based in Madison Wisconsin but lives online here. Follow the team as they write about libraries + art stuff on Twitter, Facebook, and Pinterest. And, be sure to check out their new book, The Artist's Library: a Field Guide from the Library as Incubator Project [Coffee House Press, \$23.95].

Municipality of Anchorage
Library Advisory Board Agenda
Z.J. Loussac Library
Alden Todd Board Room
April 16, 2014
5:30 p.m.

1. Call to Order

2. Roll Call

<input type="checkbox"/> Fayedra Cole, Secretary	<input type="checkbox"/> Nancy Groszek, Vice Chair
<input type="checkbox"/> Heidi James Frost	<input type="checkbox"/> David Levy, Chair
<input type="checkbox"/> Hannah Gershel, Teen Liaison	<input type="checkbox"/> Tanya Taylor-Winchester
<input type="checkbox"/> Elizabeth Giardina	<input type="checkbox"/> Jim Yeargan
<input type="checkbox"/> <vacant>	<input type="checkbox"/> Lucy Flynn Zuccotti

3. Person(s) to be Heard

4. Mission Moment

a) Innovation Lab

5. Consent Agenda

a) April 16, 2014 Agenda

b) March 19, 2014 Meeting Minutes

6. Discussion/Action Items

a) Strategic Plan Approval

b) Teen Underground

c) Advocacy Committee

d) Director's Report

7. Comments/Discussion

8. Potential Agenda Items for May 21, 2014 Meeting at Chugiak-Eagle River Library

9. Adjournment

Municipality of Anchorage
Library Advisory Board Meeting Minutes
Z.J. Loussac Library
Alden Todd Board Room
February 19, 2014
5:30 p.m.

1. Call to Order

- David Levy, Chair, called the meeting to order at 5:35 p.m.

2. Roll Call

- Board Members:

[P] Fayedra Cole, Secretary	[E] Nancy Groszek, Vice Chair
[P] Heidi James Frost	[P] David Levy, Chair
[P] Hannah Gershel, Teen Liaison	[E] Tanya Taylor-Winchester
[E] Elizabeth Giardina	[A] Jim Yeargan
[] <vacant>	[E] Lucy Flynn Zuccotti

(P=Present, E=Excused, A=Absent)

Quorum: No

- Staff Present: Mary Jo Torgeson
- Guest(s): None
- Persons to be Heard: None

3. Persons to be Heard

4. Mission Moment

5. Consent Agenda

- a) February 19, 2014 Agenda
 - No vote due to lack of quorum.
- b) January 15, 2014 Meeting Minutes
 - No vote due to lack of quorum.

6. Discussion/Action Items

- a) Beyond the Stacks Corporate Sponsorship Table
 - Additional checks were collected. Cole to follow up with members who have written checks. Levy to follow up with members who have not.
- b) Teen Underground
 - FAFSA training in the works.
- c) Advocacy Committee
 - Anchorage Library Foundation has hired a consultant for the bond and legislative request.
- d) Director's Report
 - Anchorage Reads 2014 author Brook Gladstone to speak on February 25.
 - Loussac will have a light show that last week of March by the same artists who did the Museum light show.

7. Comments/Discussion

- None

8. Potential Agenda Items for March 19, 2014 Meeting at Loussac Library

- LAB Member Responsibilities and Expectations

9. Adjournment

- David Levy, Chair, adjourned the meeting at 6:02 p.m.

Recorded by Fayedra Cole, Secretary

Municipality of Anchorage
Library Advisory Board Meeting Minutes
Z.J. Loussac Library
Alden Todd Board Room
March 19, 2014
5:30 p.m.

1. Call to Order

- David Levy, Chair, called the meeting to order at 5:37 p.m.

2. Roll Call

- Board Members:

[P] Fayedra Cole, Secretary

[P] Nancy Groszek, Vice Chair

[P] Heidi James Frost

[P] David Levy, Chair

[P] Hannah Gershel, Teen Liaison

[P] Tanya Taylor-Winchester

[A] Elizabeth Giardina

[E] Jim Yeargan

[] <vacant>

[P] Lucy Flynn Zuccotti

(P=Present, E=Excused, A=Absent)

Quorum: Yes

- Staff Present: Mary Jo Torgeson, Dino Passarino
- Guest(s): None
- Persons to be Heard: Dino Passarino

3. Persons to be Heard

4. Mission Moment

a) Dino Passarino discussed the Strategic Plan.

- Many people's thoughts have been turned into a core purpose that helps to guide interactions with the public.
- A cross section of the community and staff were asked to weigh in so that a variety of voices were heard.
- A "scorecard" will be provided 1-2 times per year to show progress.
- PVR (Performance, Value, Results) is a current way for the city to measure how the library is doing and will remain in place.
- Plan to have staff trainings regarding core values and core purpose.

5. Consent Agenda

a) March 19, 2014 Agenda

- Amended and approved.

b) January 15, 2014 Meeting Minutes

- Approved.

c) February 19, 2014 Meeting Minutes

- Amended and approved.

6. Discussion/Action Items

a) LAB Member Responsibilities and Expectations

- Discussion regarding having this document in addition to the Municipal code, the wording of the document, and whether a signature should be required.

- Document was amended to change wording as well as remove signature and date lines.
- Document approved 5-1 with Groszek voting nay.
- b) Teen Underground
 - Recent meeting was last week.
 - New Facebook page: Anchorage Library Teenz
 - Possible FAFSA meeting on Saturday.
 - Teen Video Club and QClub to collaborate on a video.
- c) Advocacy Committee
 - Meetings with community councils and leaders continue.
 - Alaska Economic Development Corporation, St. Paul Island, Taku Community Council, Midtown Community Council, and Campbell Community Council have all provided letters of support.
 - Letters of support will be passed on to House members.
- d) Director's Report
 - Loussac will host a light show titled "Luminescence: A Dragon's Tale" March 25-29.
 - Payroll was shifted so that employees only received one week of pay instead of two weeks so they were given one week of non-cashable leave.

7. Comments/Discussion

- Frost is scheduled to present during the Southside Community Council Meeting on March 20.
- Taylor-Winchester is working on getting Teen Underground to visit Bartlett High School.
- Zuccotti is scheduled to present during the Northeast Community Council Meeting on March 20.

8. Potential Agenda Items for April 16, 2014 Meeting at Loussac Library

- None.

9. Adjournment

- David Levy, Chair, adjourned the meeting at 7:10 p.m.

Recorded by Fayedra Cole, Secretary

INNOVATION LAB @LOUSSAC LIBRARY

Purpose: A community centered space for education and technology.

The Innovation Lab is:

- Community driven
- Open to the public
- Available at no cost

In March, the Innovation Lab at Loussac Library enabled graffiti and street artists to hang their art pieces in the space; partnered in presenting information about careers with the FBI; hosted Financial Literacy Week in partnership with the Mexican Consulate; welcomed affordable health-care workshops; and hosted more than 30 unique education classes and workshops with hundreds of learners in a no-cost community space geared toward open and cooperative education.

Most recently, the Innovation Lab connected an Anchorage entrepreneur with founding members of India's fastest growing, and most popular, ecommerce venture in a joint effort to promote corporate and employee wellness; annual revenues from this team exceed 150 million dollars.

FACTS & STATS—

- The Innovation Lab at Loussac Library is available at no-cost to community members who use the space for open and community-driven education sessions.
- The Lab hosts 31 per month and more sessions being planned for April, compared to 3-6 classes per month in 2013.
- Volunteer hours per month are around 55 hours combined, but expected to grow in April, with additional community volunteers geared toward organizing new programs.
- The Lab partners with successful local business-people and formal academia who share as "Benefactors of Ideas".
- Current Innovation Lab Coordinator is an Americorp VISTA (vista) (Darla Hane) who volunteered over 720 hours since arriving the last week of November.
- The Lab shares ideas, information, and contacts with more than 40 community organizations and businesses.
- Several non-profits use the Innovation Lab for workshops.
- Local and international governments use the Innovation Lab space for workshops.

Workshops and classes include:

- Affordable healthcare
- Women coders of Anchorage
- Careers with the FBI
- Graffiti/street artist exhibit
- Resume writing
- Peace and reconciliation workshops
- ESL/EFL mentoring
- Making sessions
- Financial Literacy Week (with the Mexican Consulate)
- Gamers
- Programmers
- Author/writing meet-ups
- GLBT meet-ups

- Free tax help
- Democracy discussions

Core Values – Definitions

CORE PURPOSE: Library: A Community Connecting place (“Hub”)

STAFF VERSION: Catalyst for growth and community engagement

Accessible

Develop easy to navigate buildings and resources

Community

Be “The Place” for diverse educational and recreational needs

Connecting

Bring the community and staff together through outreach and partnerships

Dynamic

Responsive to the community and staff needs with an adaptable and energizing environment

Equity

Invest in sustainable, respectful and consistent service

Learning

Offer the tools to encourage growth and understanding for staff and the community

Welcoming

Provide a positive experience with courtesy and kindness

3/19/14



Core Values – Definitions

Accessible

Develop easy to navigate buildings and resources

Community

Be “The Place” for diverse educational and recreational needs

Connecting

Bring the community and staff together through outreach and partnerships

Dynamic

Responsive to the community and staff needs with an adaptable and energizing environment

Equity

Invest in sustainable, respectful and consistent service

Learning

Offer the tools to encourage growth and understanding for staff and the community

Welcoming

Provide a positive experience with courtesy and kindness

1) Create an internal culture of support for Library values, goals and key messages

Measurable Results:

- Position descriptions, hiring processes, orientation, training, and communications reflect our values and goals
- All staff receives training on Library values and goals
- 75% of staff provides feedback based on internal culture/goals survey

2) Be a welcoming, community-centered Library

Measureable results:

- 85% customer satisfaction based on annual survey
- 5% increase in circulation over 3 years (including electronic resources)
- Increase hours of service at branches and Alaska collection

3) Advocate for increased Library funding

Measurable Results:

- Maintain or increase operating budget
- Library bonds pass in elections
- Increase number of donors to Friends of the Library and Anchorage Library Foundation to 1000 by 2016

4) Maximize assets (staff, space, partners, volunteers and materials) to optimize the experience for visitors

Measurable results:

- Establish volunteer corps to support increased adult and teen programs
- Pursue and develop partnerships that reflect the values of our diverse community
- Establish core competencies training program for all staff and volunteers

5) Significantly increase Library user access to current technology

Measurable results:

- Implement 80% of annual priorities in APL Technology Plan (as modified each year)
- Increase number of technology training sessions for staff and public by 10%
- Improve user satisfaction with technology by 10%

6) Improve access to Library facilities for maximum effectiveness and efficiency

Measureable Results:

- Increase self check use incrementally to 70%
- Provide access to online payments by 2015
- Implement RFID materials handling by 2016

7) Make the library a “must go” destination

Measureable Results:

- 5% increase in number of library programs
- 5% increase in number of visits
- Hire a marketing professional to enhance external communication by 2015

8) Youth from birth to teens are immersed in educational and recreational experiences that lead to kindergarten readiness and improved high school graduation rates

Measureable Results:

- 5% Increase youth participation in all youth programs
- 5% Increase numbers of students utilizing online and one on one homework help
- 5% Increase in early literacy activities (outreach, grants, materials, programs)

LIBRARY DIRECTOR'S REPORT

APRIL, 2014

Loussac Legislative request and Bond: The capital budget request passed the Senate Finance Committee for \$10M. It appears the bond will fail, and we anticipate that our Legislative champions will work to maintain the full \$10M. Next step, the House Finance Committee will review the budget and either add or delete dollars. Once it is approved through Legislative bodies, the final budget is signed by the Governor. We should know in May what dollars we have and if there is enough to begin the Entryway Renovation Project.

It will be important to thank those that helped us: Mayor Sullivan, Sen. Fairclough, Sen. Meyer, Rep. Costello and Rep. Holmes. It also would be good to contact members of the House Finance Committee asking them to sustain the \$10M. As well, a big thanks to all of our board members and citizens who testified on behalf of the library. Everyone pulled together for the library and it is the only way we got this far!

Staffing: We have many staff openings right now: 3 Branch Managers, Youth Services Supervisor, IT Manager, and several Library Assistants. We will have the Youth Services Manager on maternity leave over the summer and the Development Director is resigning Jun 13. We will be very thinly staffed for the next four months, which will have an impact on programs.

Branches:

Muldoon:

- Lacy Hemming, Youth Services Librarian, is acting Branch Manager

Eagle River:

- Youth Services Librarian is filling in at Mt. View Library for story time and IT, as IT Coordinator resigned
- 21 programs, including to presentations to community councils on Prop 3

Mountain View:

- Branch Manager that we hired 6 weeks ago declined the position and we will have to start the recruitment process again. Charlotte Pendleton, Adult Services Librarian, is acting as temporary Branch Manager

Girdwood:

- Long time Gerrish Girdwood Branch Manager, Denise Dargan, is retiring after 30+ years with the library

Community Relations/Foundation/Friends

- Loussac legislative request: A consultant, Carol Stugulewski and Jim Yeargan had successful trip to Juneau to check-in on Senate support and to firm up House support.
- Loussac bond: despite a lot of successful work to turn library supporters out to the polls, it was not enough to overcome confusion in bond language and residual anger about sports complexes.
- Events: Beyond the Stacks, Friends of the Library. They brought in \$77K, the most they have ever raised from that event.
- Finishing upgrade to new online library event calendar; starting to implement online meeting room registration program.
- Library Foundation is holding a very successful board recruitment push and will have 4 new board members in May.
- Mary Rasmussen won 2 awards from the Alaska State Library Association in March: Volunteer of the year and Advocate of the year. We are very happy about this well-deserved recognition.

Youth Services

Collections: Staff are refreshing the Read It! Storypacket collection (aimed at ages 3 to 5 year olds).

Programs: Besides our normal slate of preschool programs, over spring break we hosted a school age LEGO program that was wildly successful with almost 200 people participating.

Teen tech week (which was also spring break week), the teens built a TARDIS in the innovation lab.

Community Partnerships:

Working with Cook Inlet Tribal Council, a grant was turned in for an IMLS award for Native Alaskan library service enhancements

Adult Services

The department continues to have a very active program schedule hosting 20 programs with a total attendance of 627. Highlights included;

- Loussac Double Feature Saturdays
- TEDxAnchorage,
- "Luminescence: A Dragon's Tale," a light/art installation The Loussac Dragon was featured on local news media and attracted a steady stream of viewers to the staff parking lot
- Tattoo photo exhibit + reception at Loussac.
- Author Talk - Wayne Gladstone - Notes from the Internet Apocalypse (video chat)
- Heck Yeah! It's Time to Start My Own Business
- Street Art display in the Innovation Lab

- Outreach efforts are continuing. AS is actively involved in working with the Anchorage community to provide programming and identify community needs. These outreach efforts include:
 - Exxon Valdez Oil Spill 25th Anniversary
 - Great Alaska Earthquake 50th Anniversary
 - Let's Talk Anchorage – Dialogs in Democracy
 - Mexican Consulate for Spanish Language Financial Literacy
 - Anchorage Opera Preview – Die Winteriesse
 - Anchorage Symphony – Lunch and Learn
 - Jane Austen Book Club
 - Maker Nights (2nd & 4th Tuesdays)
 - REAP (Renewable Energy Alaska Project) Clean Energy Lecture

ANCHORAGE PUBLIC LIBRARY

PERFORMANCE, VALUE, RESULTS – 2014

Mission

Anchorage Public Library provides resources to enrich the lives and empower the future of our diverse community, while preserving the past for generations to come.

Core Services

- o Education: Self-directed and classes
- o Information: Materials, research and instruction
- o Technology: Computing access and services

Measurement Goals: Increased Use of Library Services and Programs

1. TECHNOLOGY: COMPUTING ACCESS AND SERVICES

In order for us to reach our goals in 2014, we must improve broadband, increase the number of devices and provide a more open and user driven computing environment for our public. While metrics provide a snapshot of achievement, behind them lies the reasons for future success or failure.

SUCCESES, Qtr 1

- Increase broadband from 40MB to 100 MB at Loussac and improved WIFI
- While new copiers with scanning ability were installed at all locations, the scanning function is still not functional and is being investigated by IT staff.

FAILURES, Qtr 1

- Two out of four branches still have inadequate broadband for WIFI
- Public machine security and age of software prevents public to use basic tools, such as Google docs, which is used in schools
- Determining how to surmount the differences between the MOA IT need for a secure computer environment and the public's need for open computing
- Determining how to double the devices for us in the library. It is not a finance issue but a staffing issue in the IT department

2. INCREASE LIBRARY USE BY YOUTH

The Library plays an educational role by providing classes to parents and children, with an emphasis on early learning for children. As a partner in United Way's "90% by 2020" community initiative, our goals include increased library use by children and parents through program attendance and circulation of more materials.

SUCCESES, Qtr 1

- Collaborating with the Anchorage School District on a plan to transfer data for a first grade library card drive for Fall, 2014.
- Play and Learn Center's are established in all libraries

FAILURES, Qtr 1

- Numbers are lower than target. Summer reading outreach to schools will encourage library use.

3. TRANSFORM THE LIBRARY INTO A DYNAMIC COMMUNITY CENTER FOR LEARNING AND DISCOVERY

Improve civic engagement, cultural enrichment, economic advancement, and enhance the quality of life for all Anchorage residents through provision of life-long educational services including library materials, online resources, and programs/events

SUCSESSES, Qtr 1

- Through the efforts of staff and a VISTA volunteers, we continue to develop new community partners especially in the area of adult programs and services.
- Usage of downloadable resources are increasing and circulation remains stable.

FAILURES, Qtr 1

- Numbers are lower than target for program attendance. However, summer events traditionally offer a substantial increase in programs and attendance through the summer reading efforts and the Live at the Library concerts.

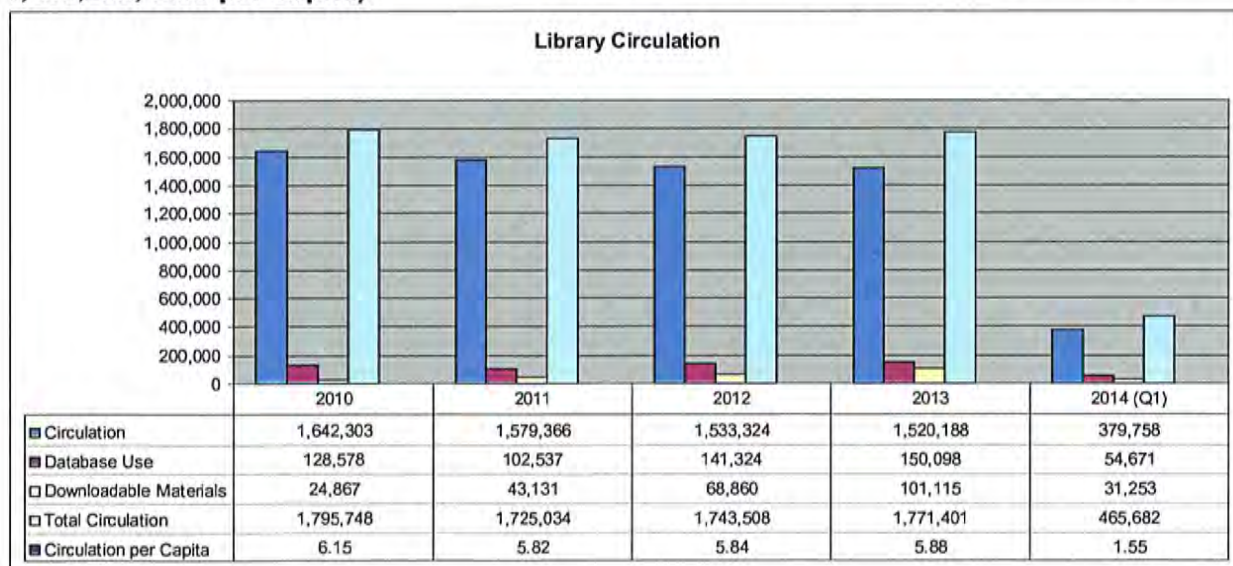
Performance Measures

1. Increase Circulation and Circulation per capita by 2%
2. Increase Visits and Visits per capita by 5%
3. Increase Youth library cards by 2%
4. Increase Program Attendance and Programs by Age Group by 5%
5. Increase Computer Logins and Logins per capita by 5%

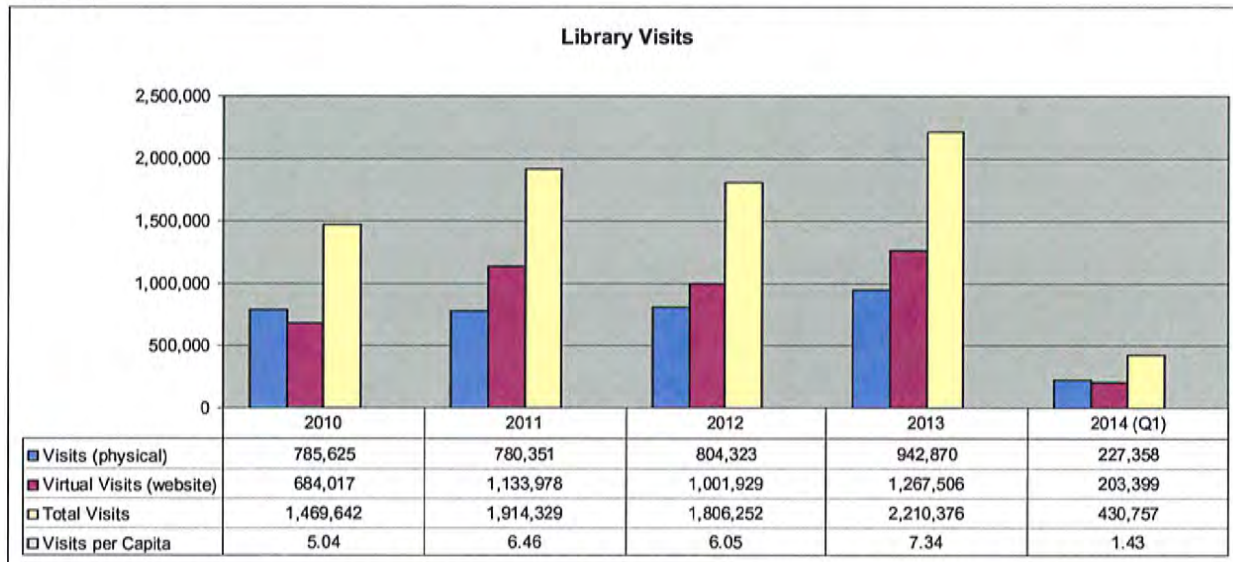
Deviations of trends:

1. These closures negatively impacted the rate of usage and circulation of materials
 - 2010—Mountain View Neighborhood Library reopened Q4
 - 2010—Samson Dimond Neighborhood Library closed December
2. Youth Library Cards: It is now easier for children to get a library card without a parent's signature.
3. In late 2012, we started to capture visits through all entrances.

Goal 1: Increase Circulation and Circulation per capita by 2% a year. (2014 target is: 1,806,289; 5.99 per capita).



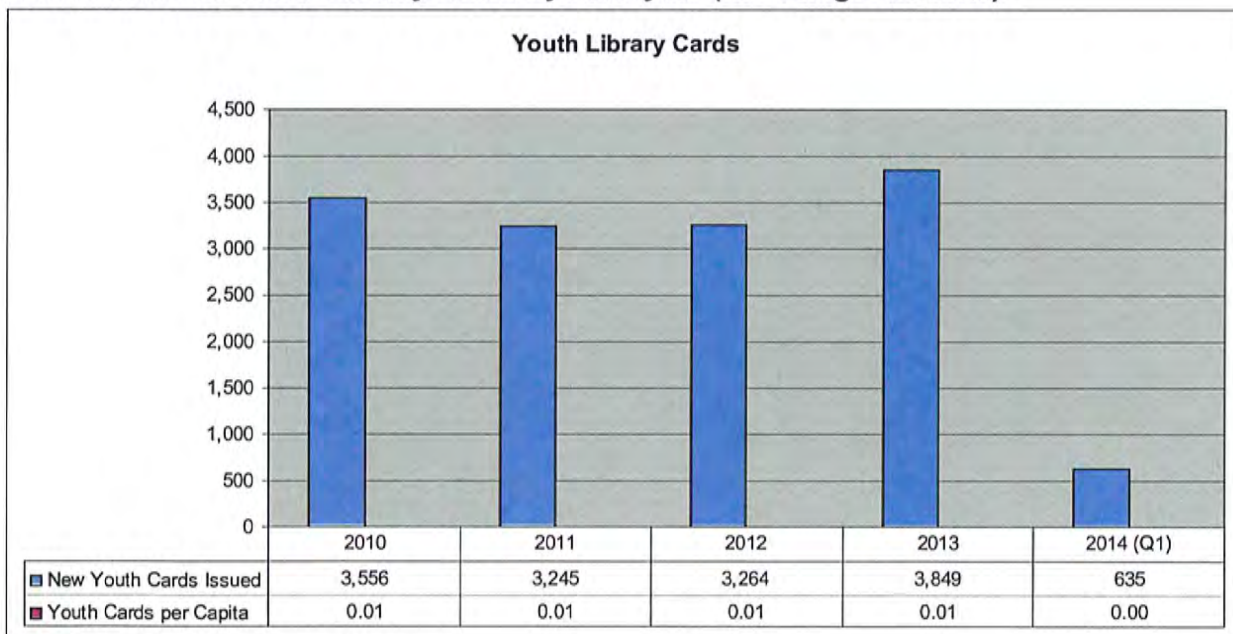
Goal 2: Increase Visits/Visits per capita by 5% a year (2014 target is: 2,320,893; 7.7 per capita).



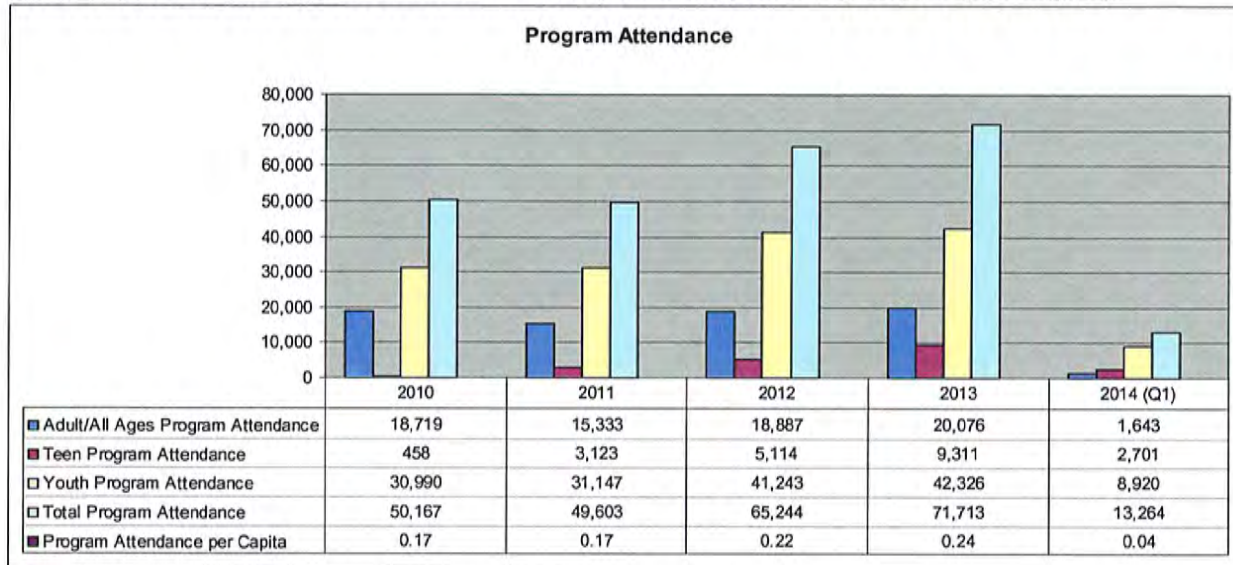
*In late 2012, we started to capture visits of the whole library, including all of our meeting rooms, which will lead to a large increase of visits in 2013.

**Assembly meeting attendance did have some impact on physical visits to the library in 2013

Goal 3: Increase Youth Library Cards by 2% a year (2014 target is: 3925).

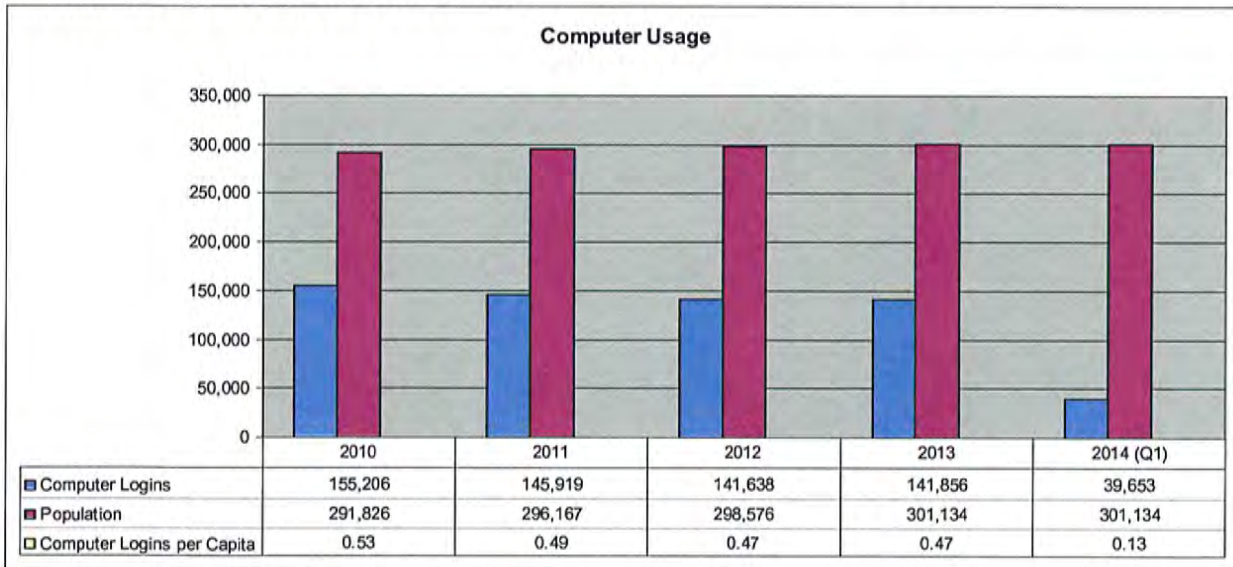


Goal 4: Increase Program Attendance 5% (2014 target is: 75,398, .25 per capita).



Goal 5: Increase Computer Logins and Logins per capita by 5%. (2014 target is 148,948, .49 per capita).

Unless we are able to have solutions to increase devices, count WIFI usage and improve software, this number will remain flat.



Municipality of Anchorage
Library Advisory Board Agenda
Z.J. Loussac Library
Alden Todd Board Room
March 19, 2014
5:30 p.m.

1. Call to Order

2. Roll Call

<input type="checkbox"/> Fayedra Cole, Secretary	<input type="checkbox"/> Nancy Groszek, Vice Chair
<input type="checkbox"/> Heidi James Frost	<input type="checkbox"/> David Levy, Chair
<input type="checkbox"/> Hannah Gershel, Teen Liaison	<input type="checkbox"/> Tanya Taylor-Winchester
<input type="checkbox"/> Elizabeth Giardina	<input type="checkbox"/> Jim Yeargan
<input type="checkbox"/> <vacant>	<input type="checkbox"/> Lucy Flynn Zuccotti

3. Person(s) to be Heard

4. Mission Moment

a) Strategic Plan

5. Consent Agenda

a) March 19, 2014 Agenda

b) January 15, 2013 Meeting Minutes

c) February 19, 2014 Meeting Minutes

6. Discussion/Action Items

a) LAB Member Responsibilities and Expectations

b) Teen Underground

c) Advocacy Committee

d) Director's Report

7. Comments/Discussion

8. Potential Agenda Items for April 16, 2014 Meeting at Loussac Library

9. Adjournment

Municipality of Anchorage
Library Advisory Board Meeting Minutes
Z.J. Loussac Library
Alden Todd Board Room
February 15, 2014
5:30 p.m.

1. Call to Order

- David Levy, Chair, called the meeting to order at 5:35 p.m.

2. Roll Call

- Board Members:

[P] Fayedra Cole, Secretary	[E] Nancy Groszek, Vice Chair
[P] Heidi James Frost	[P] David Levy, Chair
[P] Hannah Gershel, Teen Liaison	[E] Tanya Taylor-Winchester
[E] Elizabeth Giardina	[A] Jim Yeargan
[] <vacant>	[E] Lucy Flynn Zuccotti

(P=Present, E=Excused, A=Absent)

Quorum: No

- Staff Present: Mary Jo Torgeson
- Guest(s): None
- Persons to be Heard: None

3. Persons to be Heard

4. Mission Moment

5. Consent Agenda

- a) February 19, 2014 Agenda
 - No vote due to lack of quorum.
- b) January 15, 2014 Meeting Minutes
 - No vote due to lack of quorum.

6. Discussion/Action Items

- a) Beyond the Stacks Corporate Sponsorship Table
 - Additional checks were collected. Cole to follow up with members who have written checks. Levy to follow up with members who have not.
- b) Teen Underground
 - FAFSA training in the works.
- c) Advocacy Committee
 - Anchorage Library Foundation has hired a consultant for the bond and legislative request.
- d) Director's Report
 - Anchorage Reads 2014 author Brook Gladstone to speak on February 25.
 - Loussac will have a light show that last week of March by the same artists who did the Museum light show.

7. Comments/Discussion

- None

8. Potential Agenda Items for March 19, 2014 Meeting at Loussac Library

- LAB Member Responsibilities and Expectations

9. Adjournment

- David Levy, Chair, adjourned the meeting at 6:02 p.m.

Recorded by Fayedra Cole, Secretary

Municipality of Anchorage
Library Advisory Board Meeting Minutes
Z.J. Loussac Library
Alden Todd Board Room
January 15, 2014
5:30 p.m.

1. Call to Order

- David Levy, Chair, called the meeting to order at 5:40 p.m.

2. Roll Call

- Board Members:

[P] Fayedra Cole, Secretary	[P] Nancy Groszek, Vice Chair
[E] Heidi James Frost	[P] David Levy, Chair
[E] Hannah Gershel, Teen Liaison	[P] Tanya Taylor-Winchester
[P] Elizabeth Giardina	[E] Jim Yeargan
[P] Joy Green-Armstrong	[P] Lucy Flynn Zuccotti

(P=Present, E=Excused, A=Absent)

Quorum: Yes

- Staff Present: Mary Jo Torgeson, Sherri Douglas, Rayette Sterling
- Guest(s): Brooks Chandler
- Persons to be Heard: Brooks Chandler

3. Goodbye to Library Advisory Board Member Joy Green-Armstrong

- Joy announced her resignation from the board due to her relocation out-of-state.
- She lived in Alaska for 32 years and served eight years on the Library Advisory Board.

4. Persons to be Heard

- a) Brooks Chandler, Friends of the Library President, shared information about the Beyond the Stacks Dinner in March.
 - He encouraged those present to buy tickets, donate items, and encourage other people to do the same.
 - The event will be on Friday, March 28, 2014 at the Hilton Anchorage Hotel and will include a dinner as well as live and silent auctions.
 - Regular tickets are \$60 each or two for \$100.
 - The Library Advisory Board committed to an eight-person corporate sponsorship table for \$800.

5. Mission Moment

- a) Rayette Sterling, Adult Services Manager, shared information about Anchorage Reads.
 - The 2014 book is *The Influencing Machine: Brooke Gladstone on the Media*.
 - Events begin February 1.
 - Brooke Gladstone will be giving a free public lecture and book signing at the Wendy Williamson Auditorium on Tuesday, February 25, 2014 at 7pm.

6. Consent Agenda

- a) January 15, 2014 Agenda
 - Amended and approved

- b) December 18, 2013 Meeting Minutes
 - Amended and approved
- 7. Discussion/Action Items
 - a) LAB Member Responsibilities and Expectations
 - Tabled until March
 - b) Teen Underground
 - None
 - c) Advocacy Committee
 - Moving forward with the remodel of entryway and 2.75M bond.
 - d) Director's Report
 - None
- 8. Comments/Discussion
 - None
- 9. Potential Agenda Items for February 19, 2014 Meeting at Loussac Library
 - None
- 10. Adjournment
 - David Levy, Chair, adjourned the meeting at 6:25 p.m.

Recorded by Fayedra Cole, Secretary

LIBRARY DIRECTOR'S REPORT

March, 2014

Staffing:

We are moving into a time of transition with retirements, resignations and staff on maternity leave: one staff member will be back in May and another will be taking the leave over the summer. Management positions take longer to fill, due to finding qualified candidates, and we could have some key positions open 3-6 months. In addition, MOA gave all staff an extra week of noncashable leave and part time staff is receiving prorated time off. We will have very slim staffing as we move into summer vacations.

Here are positions that are in flux:

- Head of Technical Services, Nancy Tileston, is leaving the library to take a job with the Law Library. Nancy also served as Acting Director and has been instrumental in steering the library through some tough times.
- Erik Carlson, Muldoon Branch Manager, has resigned to take a job as a Metadata Librarian at UAA.
- Janice Bell has accepted a position as Branch Manager at Mountain View and will start Apr 21. Prior to that, she worked at Miami Dade Library as the Outreach Manager
- Doug Panko, long time Library Assistant in Circulation, is retiring.
- Dorothy Spees, Library Assistant III, has handled all of the interlibrary loans and is resigning to have a baby

Training is difficult to achieve due to staffing levels. We sent a variety of staff to AK Library Association, that was held in Anchorage and we had a "Virtual" Public Library Association conference last week in our staff room. We received some good training ideas from the virtual conference. We also had many staff be presenters on topics including collection development, hiring a Vista and on how to create a "Let's Talk" series.

Technology

Staff has been trying to develop an Assembly report requested for a Technology Plan and how the additional \$200K provided in our 2014 will be spent. The Library Director will provide this report to LAB once it is completed. While our broadband speed is great in Loussac, we continue to provide unequal services to the branches and are determining the best way to improve branch broadband.

In addition, Muni IT does not have enough staff assigned to the library and we have a bottleneck, where projects are stuck in IT awaiting staff to finish the projects, which include: ebook devices to teach the public how to use them, installation of new software so that the public can get to google doc; newer or different version of browser (IE10), and mobile devices for use with reference staff.

Branches:

Muldoon: Lacey Hemming has continued working with Kids Corp Headstart, but has been starting to help parents with reference questions this includes requesting materials ranging from Baby Sign Language to Potty training. This has been a great new development; parents are using the library and receiving materials to read with their kids. This is a great example of why outreach is so important.

Eagle River: They are doing many more programs and outreach into the community. They are the busiest branch and rely heavily on volunteers to help with their workload.

Mountain View: Muldoon Branch Manager Carlson is covering two branches while we wait for the new Branch Manager. Rebecca Graham is the new Youth Services librarian.

Girdwood: Four Valleys Community School promoted a film program on their FaceBook page.

Community Relations/Foundation/Friends

- Foundation members visited key legislators in Juneau with consultant and had a very good trip. The Friends/Foundation also hosted a legislative reception at Anchorage caucus and got good feedback. Senate seems strong on Loussac project; need to firm up House support.
- Loussac Entrance Renovation PR: websites, emails, social media, display at Loussac, bookmarks at check-out, speaking at community councils, sending info to media and more.
- TEDxAnchorage on March 29, followed by "Luminescence: A Dragon's Tale" performance light show at Loussac at 7:15pm. Should be a big media draw.
- Election: April 1. Library is in Prop 3, the \$5.5M Facilities Improvements bond. See www.LoussacFuture.org for more info
- Author Brooke Gladstone drew a crowd of 350 to her talk at UAA's Wendy Williamson
- Created an educational PSA for the Loussac Entrance Renovation bond
- Toni and Adult Services staff are developing a docent program to get volunteers to help put on library programs.
- Staff is working on a Division of Vocational Rehabilitation contract to work with client/volunteer on such things as work skills, professionalism, teamwork.
- Foundation Member Mary Rasmussen received two awards from the Alaska Library Association for the tireless advocacy work she has done for the library over the years.

Youth Services

- Our partnership with People Mover Bus was again a huge success as the Cat in the Hat joined librarians and People Mover staff and hordes of happy preschoolers and parents in a fantastic celebration.
- Worked with CITC to write a grant focusing on expanding library services to Alaska Native populations.
- 25 people attended a special session of Teen Writing Society to talk to author Brook Gladstone on February 26th.
- 450 people attended the Winterberry Circus performance on February 1st.
- 45 people attended Poetry Out Loud which was competition held with a partner organization on February 7th.

Adult Services

- 2014 Anchorage Reads was the focus of Adult Services programming in February. Influencing Machine author and NPR radio personality Brooke Gladstone's keynote talk at UAA's Wendy Williamson Theater drew an audience of more than 250. Anchorage Reads programming occurred in each library branch. Ms. Gladstone also discussed her book and the role of media with 25 teens as part of the program.
- Adult Services held 23 programs with a total attendance of 580 people. Partners included the United Way for Health Care Navigation; REAP for Clean Energy Lecture, Alaska Center for the Book, and Let's Talk Anchorage



Library Advisory Board – Duties and Expectations

Library Mission: The Anchorage Public Library provides resources to enrich the lives and empower the future of our diverse community, while preserving the past for generations to come.

The Role of the Board of Directors

1. Serve as an Ambassador between the community and the Library.
2. Serve as an Ambassador between the Library, the Anchorage Assembly and the Mayor's Office; attend Assembly meetings as needed to provide information about library resources and needs.
3. Develop relationships with community leaders and local, state, and federal policy-makers so that they understand the role of the Library within the Municipality of Anchorage and the state.
4. Oversee the mission of the Library and keep it relevant to the needs of our community.
5. Review the Library's budget, operations and policies.

Board Member Responsibilities

- A) Attendance:** *I commit to attending board meetings.* Board meetings are held on the third Wednesday of each month from 5:30-7:00 pm.
- B) Commitment to Anchorage Public Library:** *I commit to being an active APL user so that I can be an effective spokesperson for the Library.* Members are expected to regularly try out new services, attend Library programs and events, and read Library promotional materials.
- C) Promotion of the Anchorage Public Library:** *I commit to being a member of the Library's promotional team.* Board members are expected to interact with the Library's social media sites and/or publicize library activities and services within their social circles to expand the Library's reach into the community.
- D) Community sounding-board:** *I commit to serve as the eyes and ears of the Library in the community.* Board members are encouraged to look for new opportunities for the Library in the community and gather feedback from community members to help the Library stay true to its mission.
- E) Participation:** *I commit to understanding my roles and responsibilities and will seek out the information I need to make informed decisions.* Members are expected to read the materials sent in advance of meetings and come to board meetings prepared and on time. Members will listen carefully to other board members and staff with an open mind and an objective perspective.
- F) Terms & Board Positions:** *I commit to serving on the board for a three year term.* Members typically serve up to two consecutive terms. The LAB has a President, Vice President, and Secretary.

I agree to these board responsibilities.

Signed:_____ Date:_____

Municipality of Anchorage guidance on the Library Advisory Board (from MOA code 4.60.040):

There is established a library advisory board consisting of nine members. The chief librarian of the municipality shall be the executive secretary of and technical advisor to the board. The board shall:

1. Act as the planning body in charge of all library activities of the municipality, including but not limited to operation of principal and branch libraries now existing or hereafter established, mobile library services, special library projects such as radio and television projects, and any and all other library functions.
2. Make recommendations to the administration and assembly for the adoption, change, repeal or alteration of rules, regulations, restrictions on library services, and all other matters directly or indirectly affecting the municipal library program.
3. Perform such other powers and duties as the assembly may refer from time to time.
4. Review annually the library budget and its operations.

Anchorage Public Library Strategic Plan 2013 – 2018

Core Purpose: Library: A Community Connecting place (“Hub”)

Core Values:

- Accessible/access
- Community
- Connection/connected/collaboration
- Dynamic
- Equity
- Learning
- Welcoming

Core Programs:

- Be the voice for the place: *(holder of values/culture, holder of “one voice,” outside ambassadors to media, advocacy)*
- Convene the conversation
- Curate the experience
- Equip the public with tools to engage
- Provide informational access for diverse communities
- Create/maintain safe space
- Build productive connections locally and globally
- Look for opportunities to empower Alaskans using the pathways of the library portal

Envisioned Future: The library builds a community which shares common experiences, encourages understanding, and fosters a love of learning.

Long-term Goal: Two new libraries (downtown, South Anchorage) by 2023

Mid-term goal: Assembly sees the library as a true community asset by 20--

Mid-term goal: The number one must go destination for meetings, learning and --- by 20--

Short term Goals: 2013- 2015*

- **Create more welcoming, community-centered libraries in 2014**
- **Mobilize voters and community partners to advocate for appropriate funding for the Library (operating and capital funds) by 2014**
- **Do the most with the current assets (staff, space, materials) to maximize the experience for visitors in 2014**
- **Create an internal culture of support for the Library values, goals and key messages in 2014**
- **Significantly increase library user access to technology to stay relevant and resourceful by 2015**
- **Improve properties for maximum effectiveness and efficiency by 2015**
- **People see the library as a community asset by visiting, voting and advocating by 20—**
- **Improve external communications to ensure mid-term goal of being the “must go” destination by 2017**

**Metrics needed for goals and objectives to assure an achievable definition of success*



Core Values – Definitions

Accessible

Develop easy to navigate buildings and resources

Community

Be “The Place” for diverse educational and recreational needs

Connecting

Bring the community and staff together through outreach and partnerships

Dynamic

Responsive to the community and staff needs with an adaptable and energizing environment

Equity

Invest in sustainable, respectful and consistent service

Learning

Offer the tools to encourage growth and understanding for staff and the community

Welcoming

Provide a positive experience with courtesy and kindness

1) Create an internal culture of support for Library values, goals and key messages

Measurable Results:

- Position descriptions, hiring processes, orientation, training, and communications reflect our values and goals
- All staff receives training on Library values and goals
- 75% of staff provides feedback based on internal culture/goals survey

2) Be a welcoming, community-centered Library

Measurable results:

- 85% customer satisfaction based on annual survey
- 5% increase in circulation over 3 years (including electronic resources)
- Increase hours of service at branches and Alaska collection

3) Advocate for increased Library funding

Measurable Results:

- Maintain or increase operating budget
- Library bonds pass in elections
- Increase number of donors to Friends of the Library and Anchorage Library Foundation to 1000 by 2016

4) Maximize assets (staff, space, partners, volunteers and materials) to optimize the experience for visitors

Measurable results:

- Establish volunteer corps to support increased adult and teen programs
- Pursue and develop partnerships that reflect the values of our diverse community
- Establish core competencies training program for all staff and volunteers

5) Significantly increase Library user access to current technology

Measurable results:

- Implement 80% of annual priorities in APL Technology Plan (as modified each year)
- Increase number of technology training sessions for staff and public by 10%
- Improve user satisfaction with technology by 10%

6) Improve access to Library facilities for maximum effectiveness and efficiency

Measureable Results:

- Increase self check use incrementally to 70%
- Provide access to online payments by 2015
- Implement RFID materials handling by 2016

7) Make the library a “must go” destination

Measureable Results:

- 5% increase in number of library programs
- 5% increase in number of visits
- Hire a marketing professional to enhance external communication by 2015

8) Youth from birth to teens are immersed in educational and recreational experiences that lead to kindergarten readiness and improved high school graduation rates

Measureable Results:

- 5% Increase youth participation in all youth programs
- 5% Increase numbers of students utilizing online and one on one homework help
- 5% Increase in early literacy activities (outreach, grants, materials, programs)

Municipality of Anchorage
Library Advisory Board Agenda
Z.J. Loussac Library
Alden Todd Board Room
February 19, 2014
5:30 p.m.

1. Call to Order

2. Roll Call

☐ Fayedra Cole, Secretary
☐ Heidi James Frost
☐ Hannah Gershel, Teen Liaison
☐ Elizabeth Giardina
☐ <vacant>

☐ Nancy Groszek, Vice Chair
☐ David Levy, Chair
☐ Tanya Taylor-Winchester
☐ Jim Yeargan
☐ Lucy Flynn Zuccotti

3. Person(s) to be Heard

4. Mission Moment

a) None

5. Consent Agenda

a) February 19, 2014 Agenda

b) January 15, 2013 Meeting Minutes

6. Discussion/Action Items

a) Beyond the Stacks Corporate Sponsorship Table

b) Teen Underground

c) Advocacy Committee

d) Director's Report

7. Comments/Discussion

8. Potential Agenda Items for March 19, 2014 Meeting at Loussac Library

a) LAB Member Responsibilities and Expectations

9. Adjournment

Municipality of Anchorage
Library Advisory Board Meeting Minutes
Z.J. Loussac Library
Alden Todd Board Room
January 15, 2014
5:30 p.m.

1. Call to Order

- David Levy, Chair, called the meeting to order at 5:40 p.m.

2. Roll Call

- Board Members:

[P] Fayedra Cole, Secretary	[P] Nancy Groszek, Vice Chair
[E] Heidi James Frost	[P] David Levy, Chair
[E] Hannah Gershel, Teen Liaison	[P] Tanya Taylor-Winchester
[P] Elizabeth Giardina	[E] Jim Yeargan
[P] Joy Green-Armstrong	[P] Lucy Flynn Zuccotti

(P=Present, E=Excused, A=Absent)

Quorum: Yes

- Staff Present: Mary Jo Torgeson, Sherri Douglas, Rayette Sterling
- Guest(s): Brooks Chandler
- Persons to be Heard: Brooks Chandler

3. Goodbye to Library Advisory Board Member Joy Green-Armstrong

- Joy announced her resignation from the board due to her relocation out-of-state.
- She lived in Alaska for 32 years and served eight years on the Library Advisory Board.

4. Persons to be Heard

- a) Brooks Chandler, Friends of the Library President, shared information about the Beyond the Stacks Dinner in March.
 - He encouraged those present to buy tickets, donate items, and encourage other people to do the same.
 - The event will be on Friday, March 28, 2014 at the Hilton Anchorage Hotel and will include a dinner as well as live and silent auctions.
 - Regular tickets are \$60 each or two for \$100.
 - The Library Advisory Board committed to an eight-person corporate sponsorship table for \$800.

5. Mission Moment

- a) Rayette Sterling, Adult Services Manager, shared information about Anchorage Reads.
 - The 2014 book is *The Influencing Machine: Brooke Gladstone on the Media*.
 - Events begin February 1.
 - Brooke Gladstone will be giving a free public lecture and book signing at the Wendy Williamson Auditorium on Tuesday, February 25, 2014 at 7pm.

6. Consent Agenda

- a) January 15, 2014 Agenda
 - Amended and approved

- b) December 18, 2013 Meeting Minutes
 - Amended and approved
- 7. Discussion/Action Items
 - a) LAB Member Responsibilities and Expectations
 - Tabled until March
 - b) Teen Underground
 - None
 - c) Advocacy Committee
 - Moving forward with the remodel of entryway and 2.75M bond.
 - d) Director's Report
 - None
- 8. Comments/Discussion
 - None
- 9. Potential Agenda Items for February 19, 2014 Meeting at Loussac Library
 - None
- 10. Adjournment
 - David Levy, Chair, adjourned the meeting at 6:25 p.m.

Recorded by Fayedra Cole, Secretary

Municipality of Anchorage
Library Advisory Board Meeting Minutes
Z.J. Loussac Library
Alden Todd Board Room
December 18, 2013
5:30 p.m.

1. Call to Order

- David Levy, Chair, called the meeting to order at 5:37 p.m.

2. Roll Call

- Board Members:

[P] Fayedra Cole, Secretary	[P] Nancy Groszek, Vice Chair
[P] Heidi James Frost	[P] David Levy, Chair
[E] Hannah Gershel, Teen Liaison	[E] Tanya Taylor-Winchester
[P] Elizabeth Giardina	[E] Jim Yeargan
[E] Joy Green-Armstrong	[P] Lucy Flynn Zuccotti

(P=Present, E=Excused, A=Absent)

Quorum: Yes

- Staff Present: Mary Jo Torgeson
- Guest(s): None
- Persons to be Heard: None

3. Persons to be Heard

- None

4. Mission Moment

- Discussion of possible future mission moments. Members requested overview of programs and tours.

5. Consent Agenda

- a) December 18, 2013 Agenda
 - Approved
- b) November 20, 2013 Meeting Minutes
 - Amended and approved

6. Discussion/Action Items

- a) Welcome LAB Member Lucy Flynn Zuccotti
 - Lucy introduced herself and everyone present also introduced themselves to her. Lucy graduated from Steller and went on to become an Archeologist. She served on the King County Library Advisory Board. She currently works for DOWL.
- b) LAB Member Responsibilities and Expectations
 - A motion was made and seconded, brief discussion followed, tabled for January meeting.
- c) Strategic Plan
 - An all staff meeting was held with Foraker in November. The next step will be the planning process. Their goal is to have Mary Jo bring the Library Advisory Board something to vote on at the February meeting, ideally a planning document that will be

- helpful when working with the Assembly.
- d) Teen Underground
 - None
 - e) Advocacy Committee
 - The Assembly approved the additional \$200K for the library and committed to the \$10M. Senator Fairclough has committed to carrying the \$10M. Mayor Sullivan and the Assembly have agreed to a \$2.75M bond in April.
 - f) Director's Report
 - Staff member Jane Baird selected as 2013 Fiction Reviewer of the Year. Muldoon is partnering with Head Start.
7. Comments/Discussion
- Lucy and Nancy will not be able to attend February's meeting.
8. Potential Agenda Items for January 15, 2014 Meeting at Mountain View Library
- LAB Member Responsibilities and Expectations
9. Adjournment
- David Levy, Chair, adjourned the meeting at 6:53 p.m.

Recorded by Fayedra Cole, Secretary

LIBRARY DIRECTOR'S REPORT

February, 2014

Loussac Legislative request: The Assembly did approve a facility bond for \$5.5, of which \$2.75 will be for the Library. While Anchorage Tomorrow will be handling much of the promotion, it would also help if LAB members volunteered to attend some of the Community Council meetings. In addition, our Advocacy Committee will also be working with the community. Staff has to walk a fine line between providing information and lobbying.

Advocacy:

Bond Advocacy and Education Campaigns:

- The Library Foundation is working with Anchorage Tomorrow on a coordinated bond advocacy campaign. The group will work on the Roads, Park and Facilities bonds. The Foundation donated \$5K and the group is expected to raise at least \$5K more for a radio and social media campaign. AT will also organize speaking engagements at the Chamber's Make it Monday, the HALO candidate forum and other high-profile election education events. It will be a low voter turn-out year (~45,000 voters), so our strategy is to get our friends and supporters to the poles.
- The Library Foundation also has a Loussac Renewal PR committee, which is made up of board members, staff and community supporters. That group is overseeing the educational campaign (no advocacy) that will feature quite a bit of social media and advertising within the libraries.
- Once the Propositions have been assigned numbers from the clerk's office, we will release our promo materials with board members to share with your friends.
- Here is our main talking point:
 - Did you know? Anchorage has a once-in-a-generation opportunity to replace the hazardous staircase at the Loussac Library with an entrance that is safer, more welcoming and easier to find! The Loussac entrance renovation is part of a \$5.5M Facilities Improvement Bond on the April 1 Municipal election. The Municipality is also seeking \$10M from the state legislature for the project this spring. Go to www.LoussacFuture.org to learn more.

State Capital Grant Campaigns:

- The Library Foundation hired a consultant to organize our legislative approach and messaging that will be used for bond and legislature. She is organizing our team to do a Juneau fly-in late February and early April.
- Sen. Fairclough continues to be our champion.
- The Mayor's office has made Loussac a top priority and his legislative liaison (Shalon Harrington) and media director (Lindsey Whitt) are both helping guide our approach. The Foundation is also in touch with Wendy Chamberlain, MOA lobbyist.
- State capital budget will be very small this year, so we have to make our project one of their top priorities to make the cut.

Library Technology:

- In mid February, we will be tapping into our additional 100 MB for WIFI, and while it will improve Loussac, we are working on other options for the branches, to be implemented in March. We still have outstanding issues improving the speed for computers in branches that might require increasing the bandwidth and "tweaking" network architecture.
- The City IT is working with a company to assess library needs. We will then determine if the company might be able to offer services that the city has difficulty providing.

Staffing: We have a new Youth Services Librarian starting Feb 24 in Mt. View. The Branch Manager position is still open, with other staff temporarily filling in. We also have one retirement coming due in April.

Community Relations:

- Toni put out a new volunteer newsletter and is working with Adult Services staff to create a docent program to help staff our workshops, events, etc.
- Anchorage Reads runs Feb. 6-25, featuring The Influencing Machine, a graphic novel on the history of the media by NPR's Brooke Gladstone. We're partnering with UAA and the author will speak on Feb. 25.
- Working with some of the artists who put on light show at Museum to do a light show at Loussac the last week of March. The grand finale will be at the close of TEDxAnchorage on March 29 (3 days before bond vote).
- Loussac Renewal featured in a front page ADN story on Jan. 25:
<http://www.adn.com/2014/01/25/3291093/after-leaving-juneau-empty-handed.html#>

Branches: All Branches are weeding, based on usage, currency and conditions. Here are additional highlights:

Muldoon:

- We had 24 programs and outreach events this month totaling 616 participants. Our Origami contest was a huge hit we had 16 entries and 60 voters of all ages even adults. Also we had our first Growing Readers Club early literacy program that was a huge hit with 26 participants. It was nice we had a lot of grandparents come with their grandchildren which was awesome. Everyone was very excited about the new program.
- **Outreach:** Lacey attended two Headstart parent connections, where parents came to learn about how easy incorporating early literacy into your families daily routine can be. This was a great opportunity to reach out to families who don't have any access to the library due to language and vehicle barriers. We reached out to over 30 parents and kids.
- We have a new/old Security Officer, Marley is back with us, and have noticed such a difference in all aspects of our library especially the noise level. Received a compliment yesterday from an older couple on how well the staff and security guard keep the kids quiet and well behaved.

Eagle River:

- Positive responses to magazines circulating, reducing some children's shelving to double the floor in the children's area; shift the media collection around to give more space for DVD's and make the collections more accessible.
- CE added a gaming program in January to run for 2 hours each Thursday afternoon. The Wii console is being used and new board games and card games have been added for variety. The first two weeks had a small turnout, but it has doubled and tripled since then. The board games seem to be the most used at this time

Mountain View: Very low staffing levels are presently curtailing the programming and outreach at this location in addition to hindering normal daily operations.

Girdwood:

- Outdoor signs have been installed. The costs were split between the booster club and the library
- Girdwood is testing to see how programs, other than storytimes, will be attended. They have tried a movie night and a program where people "show off" their helmet video cams

Youth Services

- All Youth Librarians are trying a research-based approach to preschool storytime that continues the same theme week after week for a month allowing skills to grow.
- During the storytime break, 176 toddlers, preschoolers and their caregivers danced their hearts out at the annual favorite, Toddler Disco Party! January 9
- APL's seventh annual Science Fair Workshop, 30 participants learned about the Alaska State Science and Engineering Fair and the scientific method
- Rogers Park Elementary School authors in grades 3-5 participated in a reading event where they read excerpts from the novels they wrote during NaNoWriMo in November. 50 people listened to 14 authors in a reception held in the Ann Stevens Room. It was a "posh" affair and the authors and their parents were thrilled to have the opportunity to share their work. The authors' works (over 80 of them!) are on display in Loussac Youth Services through February.
- Staff are working with the Cook Inlet Tribal Council on a national grant to provide outreach to various sites promoting early learning, focusing on ages 0-4. This partnership is advantageous because it: focuses services on Natives, tests out site visits to families, provides another role of 90 by 2020

Teen Underground

- Family Partnership Charter returned in January with 2 classes using the TU 3 days a week (10-3). We are averaging 18 students-a-day served.
- ACPE presented two workshops (1/18 & 1/25) in the I-Lab with 32 attending for the FAFSA workshop and 42 for the Scholarship workshop.
- For the first time PFLAG held its regular meeting at Loussac along with Q-Club! Nine of our Q-Club teens presented their coming-out stories to the group of near 40 attendees.
- The Atwood grant coordinator was hired to begin work on teen writing and journalism workshops.

Adult Services

The department continues to have a very active program schedule hosting 12 programs with a total attendance of 329. Programs included;

- ♦ Iditarod Trail Travelogue
- ♦ Navigating Healthcare
- ♦ Dialogs in Democracy - Let's Talk Anchorage
- ♦ Heck Yeah! It's Time to Start My Own Business
- ♦ REAP Clean Energy Lecture

Outreach efforts are continuing. AS is actively involved in working with the Anchorage community to provide programming and identify community needs. These outreach efforts include:

- ♦ Anchorage Centennial
- ♦ Let's Talk Anchorage
- ♦ UAA/APU Books of the Year
- ♦ Mexican Consulate
- ♦ Anchorage Symphony
- ♦ REAP (Renewable Energy Alaska Project)

Statistics and reports for 2013: Attached

Articles of Interest: Attached

SUMMARY OF LIBRARY USAGE, 2008-2012

KEY INDICATORS	2009	2010	2011	2012	2013	Recommended Level
Visits/capita	2.62	2.69	2.63	2.69	3.13	4.9 (from community plan)
Program attend/capita	0.14	0.17	0.17	0.22	0.24	
Circulation/capita	5.19	5.71	5.48	5.37	5.38	9.31 (from community plan); incl. circ and downloadables
Computer logins/capita	0.56	0.53	0.49	0.47	0.47	
OTHER	2009	2010	2011	2012	2013	Notes
Circulation	1,500,716	1,642,303	1,579,366	1,533,324	1,520,188	
Database use	x	128,578	102,537	141,324	150,098	started tracking in '10; only track 4 most popular out of 12 databases
Downloadable materials	x	24,867	43,131	68,860	101,115	started tracking in 2010; Listen AK and Freegal
Overall Circulation	1,500,716	1,795,748	1,725,034	1,743,508	1,771,401	
Library Card Holders	187,675	184,105	202,827	102,043	119,619	removed duplicate and exp. Cards in 2012; likely to be underreported now.
New Youth Cards	2,778	3,556	3,245	3,264	3,849	subset of total cardholders
Visits	758,601	785,625	780,351	804,323	942,873	
Computer Reservations	161,182	155,206	145,919	141,638	141,856	added early lit computers in '13
Website hits	x	684,017	1,133,978	1,001,929	1,267,506	started tracking in 2010
Programs						
Children	717	637	693	797	881	
Teen	29	19	131	235	412	
Adult/All Ages	70	162	104	163	201	
TOTAL	816	818	928	1,195	1,494	
Program Attendance						
Children	28,501	30,990	31,147	41,243	42,326	
Teen	698	458	3,123	5,114	9,311	
Adult/All Ages	12,212	18,719	15,333	18,887	20,076	
TOTAL	41,411	50,167	49,603	65,244	71,713	
Holds	131,218	131,487	130,736	122,028	132,684	
Reference Questions	188,141	187,552	172,762	158,414	99,966	
Room booking hours	5,741	5,868	5,987	6,142	7,963	
ILLs filled	14,329	8,595	8,245	7,780	6,328	loans to libraries & APL patron rqsts; policy change in 2010
Volunteer Hours	6,803	7,055	7,016	8,319	13,278	
Library Budget	\$7,768,130	\$7,404,917	\$7,742,765	\$7,704,877	\$8,093,368	14 estimate; MOA has not published final bu
Library Staff FTE	88	79	79	78	78	
Hours of Operation	10,334	10,670	9,828	10,140	10,208	
Anchorage Population	289,230	291,826	296,167	298,576	301,134	AK. Dept. of Labor

ANCHORAGE PUBLIC LIBRARY PERFORMANCE, VALUE, RESULTS – 2013

Mission

Anchorage Public Library provides resources to enrich the lives and empower the future of our diverse community, while preserving the past for generations to come.

Core Services

- Education: foundational and self-directed
- Information: materials, research assistance, and instruction
- Technology: computing access and services

Accomplishment Goals: Increased Use of Library Services and Programs

While these measurements do not assess everything we do, each measure does provide a library snapshot and does a better job at capturing some of the use of our facilities and products we offer to the public to use.

TECHNOLOGY: COMPUTING ACCESS AND SERVICES

While we did complete a new technology plan, which will aid 2014 planning, we did not reach our goals around increasing computer access due to inferior broadband, insufficient numbers of computers to meet the customer demand, problems implementing a grant to create a computer and innovation lab, and no way to capture WIFI usage, since the WIFI is "owned" by GCI.

We anticipate greater usage in 2014, especially due to the additional budget dollars earmarked toward improved broadband and increased numbers of computers. We will now spend the next 3 years working to improve our technology based on creating a better customer experience. Improved technology will lead to

- Increased use of computers and laptops (computer logons)
- Increased attendance at computer classes and programs aimed at teaching public about technology, including the use of ebook devices

INCREASE LIBRARY USE BY YOUTH

As a partner in United Way's "90% by 2020" community initiative, our goals include increased library use by children and parents through program attendance and circulation of more materials. By using a library, children increase their reading abilities, improve their social and creative skills, and are better able to be prepared to succeed at kindergarten.

- Increase attendance at youth education programs
- Increase the number of juvenile cards by 5%

TRANSFORM THE LIBRARY INTO A DYNAMIC COMMUNITY CENTER FOR LEARNING AND DISCOVERY

Improve civic engagement, cultural enrichment, economic advancement, and enhance the quality of life for all Anchorage residents through provision of life-long educational services including library materials, online resources, and programs/events. We vastly increased the numbers of programs for all ages and developed more community partners to aid us. We completely achieved this goal with more people coming to the library and increased visits.

Performance Measures

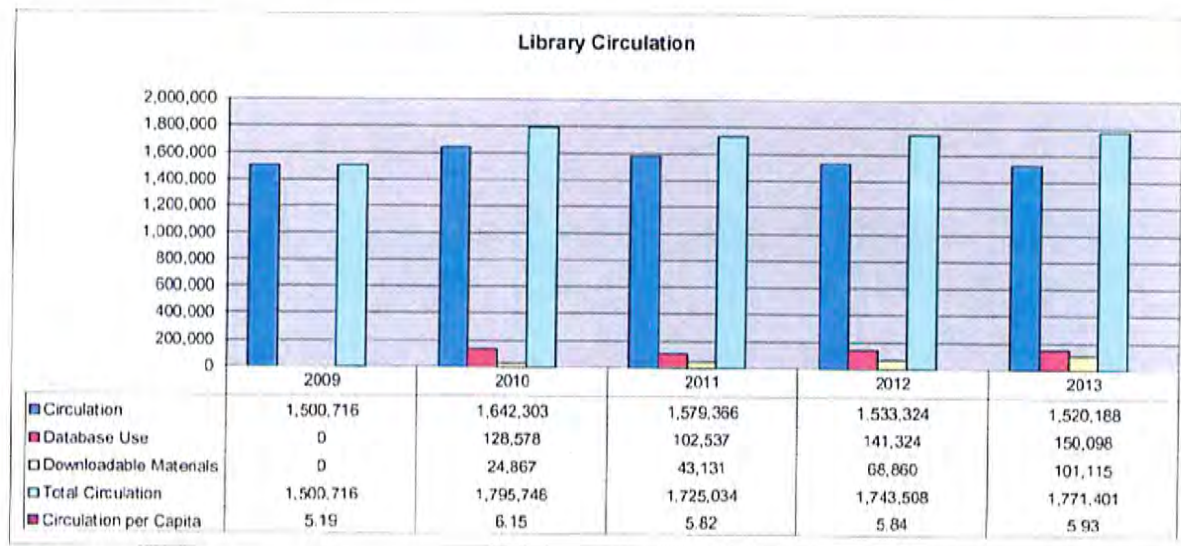
We have condensed the Library PVR's to just five:

1. Increase Circulation and Circulation per capita by 2%
2. Increase Visits and Visits per capita by 5%
3. Increase Youth library cards by 5%
4. Increase Program Attendance and Programs by Age Group by 5%
5. Increase Computer Logins and Logins per capita

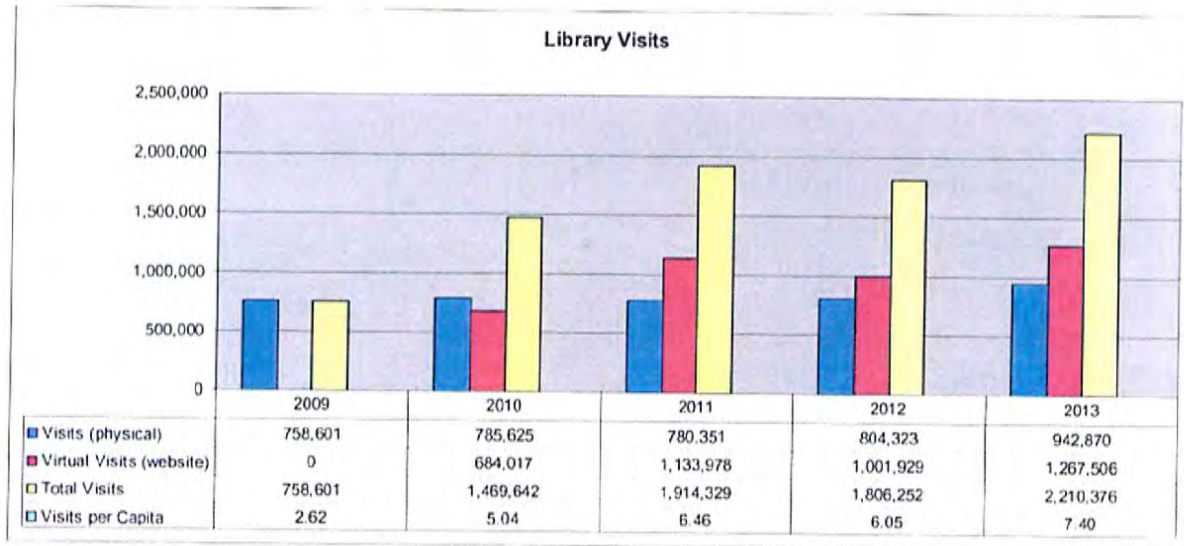
Deviations of trends:

1. These closures negatively impacted the rate of usage and circulation of materials
 - 2009—All Library hours reduced to meet the mandatory furlough
 - 2009—Chugiak-Eagle River Neighborhood Library closed for relocation
 - 2010—Mountain View Neighborhood Library reopened Q4
 - 2010—Samson Dimond Neighborhood Library closed December
2. Youth Library Cards: It is now easier for children to get a library card without a parent's signature.
3. In late 2012, we started to capture visits of the whole library, including all of our meeting rooms. We have not been capturing the whole building usage. Beginning in 2013, there will be an increase in visits.

Goal 1: Increase Circulation and Circulation per capita by 2% a year. (2013 target is: 1,778,378; 5.96). GOAL NOT MET (INCREASE BY ONLY 1.5%)



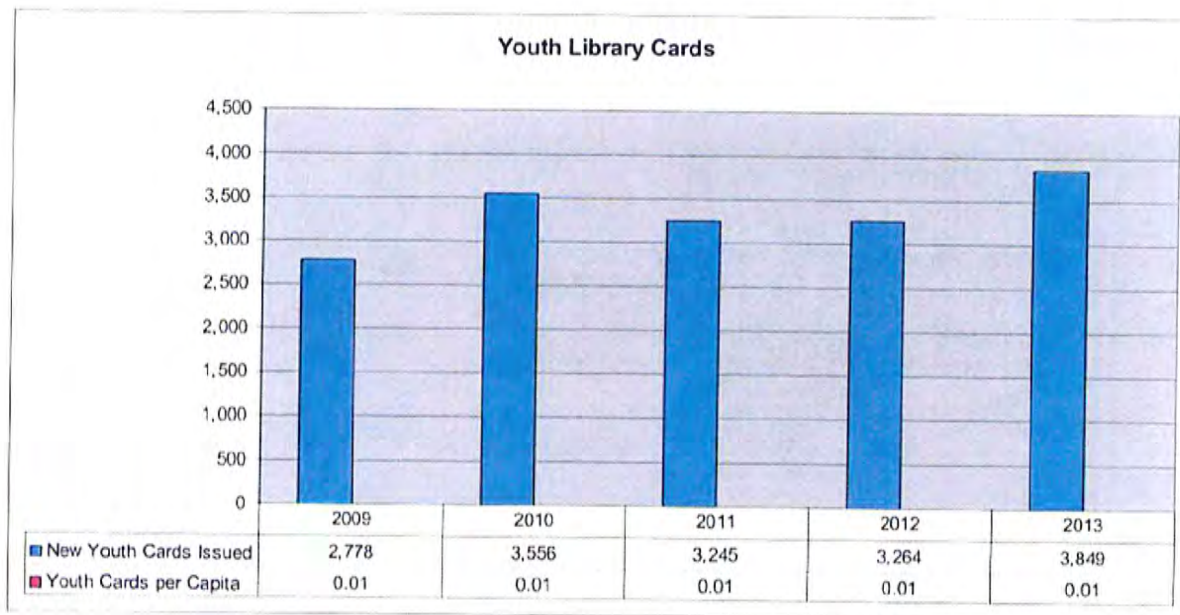
Goal 2: Increase Visits and Visits per capita by 5% a year (2013 target is: 1,896,564; 6.35). GOAL MET, VISITS INCREASED BY 22%



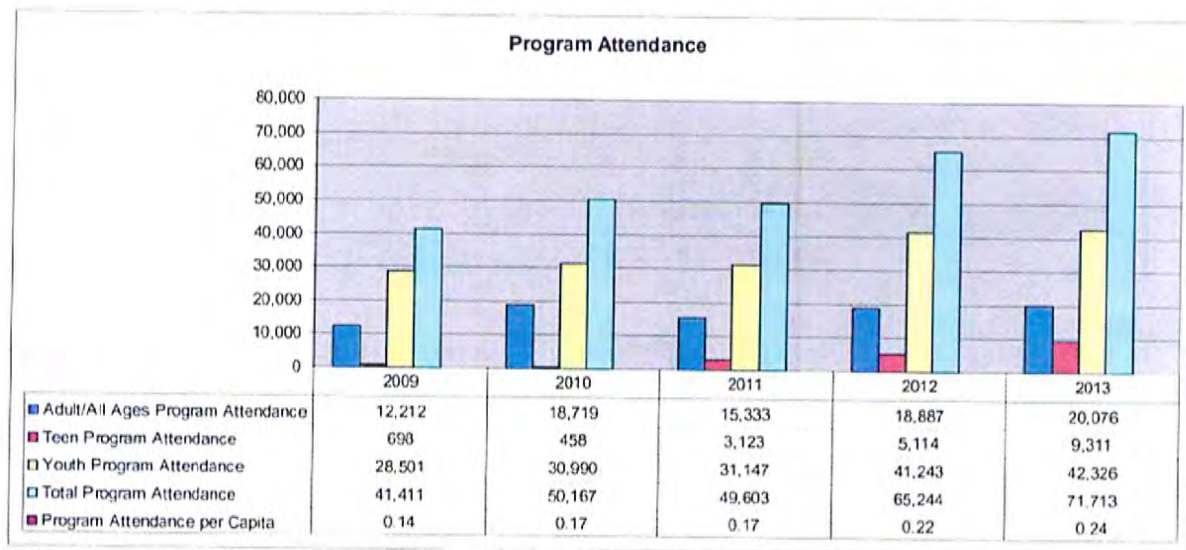
*In late 2012, we started to capture visits of the whole library, including all of our meeting rooms, which will lead to a large increase of visits in 2013.

**Assembly meeting attendance did have some impact on physical visits to the library

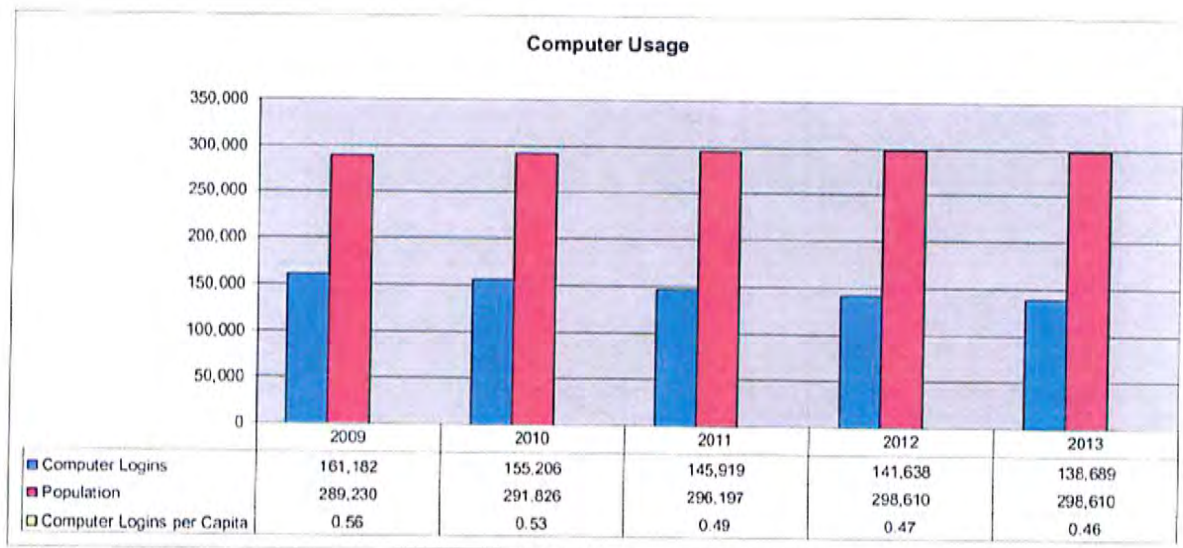
Goal 3: Increase Youth Library Cards by 5% a year (2013 target is: 3427). GOAL MET, YOUTH CARDS INCREASED BY 18%



Goal 4: Increase Program Attendance by 5% a year (2013 target is: 68,506). GOAL MET, PROGRAMS GREW BY 10%



Goal 5: Increase Computer Logins and Logins per capita. This is a baseline measurement; we do not anticipate an increase until funding is obtained to address major deficiencies in broadband and equipment.





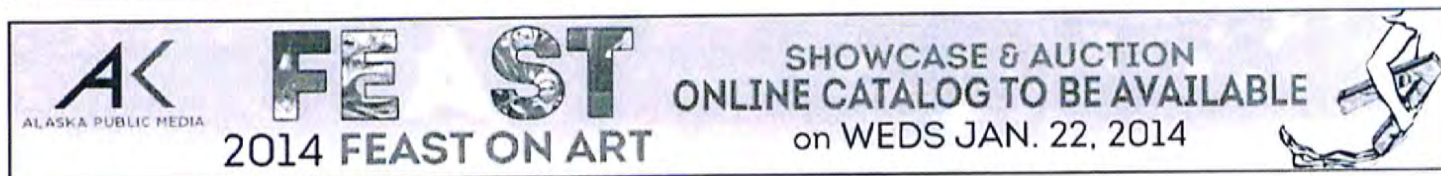
• Here & Now + NNN9:00 am to 10:00 am

Menu Schedule Links

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There are currently no events to display.



Anchorage Starts Reading Early

By [Dave Waldron, APRN - Anchorage](#) | January 20, 2014 - 11:00 am

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Youth Services Coordinator Elizabeth Nicolai.

[Click to listen to the full audio story:](#)

VmP

Elizabeth Nicolai is the Youth Services Coordinator for the Loussac Library, and right now she's reading a dinosaur book to a group of very small children.

Recently the library expanded their second floor to include what they call the Play and Learn center. "You see tons of books right at child level, you can see parents and kids reading together, which is so much fun," Nicolai says.

But the learning center involves much more than reading. Inside of what looks like a massive fort of books there are toys, inspirational messages, and interactive art work on the walls. Nicolai says this is because early literacy is complex.

"The first job a child has is playing. When a child plays they're exploring the social roles, the fine and gross motor skills they'll need their entire life and they're learning verbal language and interactive cues. So while it looks like just tables, benches and a bunch of toys, everything is really carefully selected to help children develop early literacy skills and early learning skills for the rest of their life," Nicolai says.

The emphasis at the Loussac is still books though. After all, this is a library. Nicolai says reading at an early age is more important than most people realize, and that the library wants to do its part to combat low preschool enrollment and poor high school graduation rates in Alaska.

"Far too often people aren't aware of where their child should be, or how to prepare their child. So when they come into kindergarten, unless they've been in a head start program or preschool they're faced with educational norms that they may not be prepared for," Nicolai says.

And Nicolai says the simplest thing you can do is read to your child. As much as possible.



Loussac's "Play and Learn" center.

"Studies have shown that if your child is exposed to 500-1000 books before they reach kindergarten; it's the same educational advantage as growing up in a house with two parents with masters degrees. Now obviously, most people can't afford 500-1000 books. And you don't have to! That's why we have a library," Nicolai says.

Now, you might be thinking 'I could just download that many books for little to no cost on my iPad or Kindle, especially over five years right?' Nicolai says you could, but letting your child use an e-reader can be a slippery slope.

"It looks like a solid light to you, but the American Pediatric Association says it's a pulsing light, and we don't know what that does to developing brains. Children develop all of their brain connections in those first three years of life," Nicolai says.

It turns out, when small children use a tablet device they generally focus more on the screen and less on the person reading, limiting interaction; another important early literacy skill. She isn't anti e-reader though, and says you can even check out digital books through the Loussac.

In addition to the new Play and Learn center, the Loussac has also expanded it's ready to read resource center, which is a space on the 4th floor filled with stacks and stacks of plastic totes.

"We have hundreds of these tubs. As you can see it's about 5,000 square feet of space dedicated to storing early literacy materials," Nicolai says.

These totes are shipped out all across the state, and are treated much like a single library book. You check one out, you return it, you get another one. I ask Nicolai to pop one open.

"It's got tons of board books and paper backs, and it always comes with resources for adults. When we send out bags and resources for kids it's always fun for us to send out something for the adult in their lives," Nicolai says.

Things like activity ideas, and tools to assess your child's literacy progress. Nicolai encourages those who don't have access to libraries to utilize the ready to read totes, but for those close-by Alaskans, she says an adventure to the Loussac is pretty hard to beat.

"I heard someone describe Loussac as Anchorage's living room, and I love that description. We want to be a place for the community to gather, and learn, and explore, and discover together."

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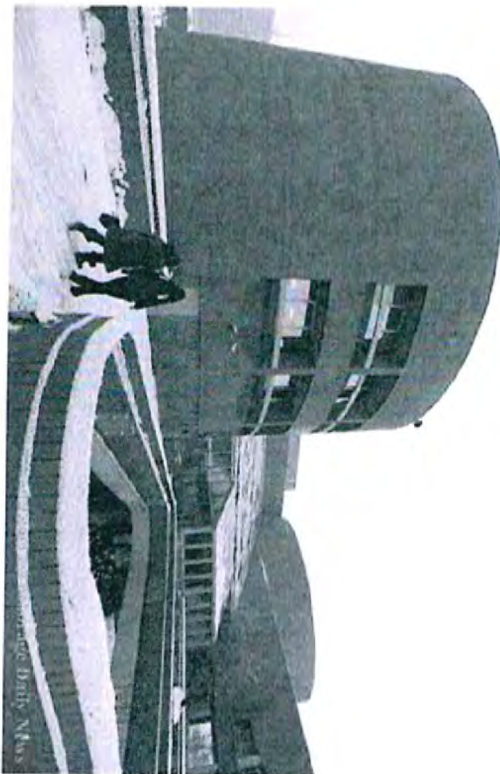
Next Story

Anchorage library boosters launch new campaign for upgrades

By NATHANIEL HERZ

nhertz@adn.com January 25, 2014

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Fresh snow blankets the entry of the Z. J. Loussac Public Library in Anchorage on Wednesday, Jan. 15, 2014. BILL ROTH — Anchorage Daily News Buy Photo



Visitors to Anchorage's Loussac Library in Midtown can access more than 400,000 volumes, plus 60 public computers linked to dozens of databases.

But first, they have to get inside.

During so-called scaling two steel ladders of stairs and walking along a plaza nicknamed with cracks and crumbling concrete, to access a second-floor entrance.

It's enough of a goosebump that Kristin Thomas, 36, said she used to take her two young children to another library instead, miles away, in Mountain View.

"It's hard for moms with a baby in tow," she said Wednesday, having just climbed to the top of the stairs with her 4-year-old son.

Loussac boosters and the library's director desperately want to see the steps gone, replaced with a gleaming glass front that would let visitors in through the ground floor.

Other improvements are planned, too, like moving the circulation desk downstairs and blocking off the road that passes under the library. But there's a steep price tag: \$15 million.

THE MONEY WAS TIGHT

Last spring, a group from the nonprofit Anchorage Library Foundation, along with library director Mary Jo Torgeson, traveled to Umeå, in Italy, to lobby for an \$8 million state grant. But they came back empty-handed — even as legislators doled out tens of millions in funding for other projects, like renovations to the city's hockey arenas and construction of a new recreation center with indoor tennis courts.

As the legislative session draws to a close, boosters are preparing for another campaign, after laying the groundwork by touring local legislators through the building.

This year, though, a state budget crunch will likely make money for capital projects even more difficult to come by. "Last year, the money was tight," said Sen. Kevin Meyer, R-Anchorage, co-chair of the senate's transit committee. "This year it's tighter."

The library's woes go beyond the steel stairs and security entrance.

The underside of the second-floor plaza gets scraped regularly to keep chunks of cement from falling to the street below. When it rains, water leaks into the second story from a glass ceiling above the underground area. In December, a pipe burst flooding the first floor.

And its outdated heating and ventilation system contributes to some \$376,000 in annual energy costs.

On a walking tour of the library earlier this month, Torgeson ticked through a list of improvements laid out in a master plan for Loussac that was developed with community input and released last spring.

Beyond a new entrance and inside the plan also calls for a new elevator and upgrades to various interior spaces. For now, though, Torgeson said the city is focused on trying to improve the library, which would cost about \$15 million.

NOT JUST COSMETIC

<http://www.adn.com/2014/01/25/3291093/after-leaving-juneau-empty-handed.html>

1/27/2014

Many of the library's current problems stem from its initial design, which was selected in 1991 from 14 entries in a competition.

At the time, Anchorage was flush with oil money from the newly built Trans-Alaska pipeline and was starting on a building spree that also produced the Alaska Center for the Performing Arts, Sullivan Arena, the Egan Civic & Convention Center, and Dempsey Anderson Ice Arena.

The money began to run out, however, before the library could be completed — and ultimately the city abandoned a parking garage that was supposed to connect to the second-floor entrance.

The city spent \$41 million on the building, which opened in 1986. But ultimately, there wasn't even enough cash left to put heating coils in the steel steps leading up to the plaza.

That led to ice forming in winter and to the steps being branded into "Starway of Death" by a newspaper columnist. Until the city installed a shelter over the two flights in the 1990s.

Visitors do have an alternative — they can walk underground the plaza and across a driveway to an elevator, or an outdoor stairwell that will bring them to the entrance.

But the steep pitch of the stairs still deters use.

"It's not just cosmetic," said Natalie Stevenson, 67, as she stood on the plaza at the top of the stairs. "You stand there, watch a young mother take their kid down there — it's death-defying."

The decrepit state of the exterior, and the entrance, contrasts with the ambitions of the library's original boosters, said Susan Uno, an Anchorage Library Foundation board member.

As an example, she recalled standing inside Loussac with 3,000 people to watch their Superior Court Justice Sandra Day O'Connor deliver a speech from a landing on the library's grand staircase on the one-year anniversary of the opening of the building — an event, Uno said, that had "gladiators."

Some of the gravitas still exists in spaces like the library's decorated Ann Stevens Room on the library's third level. There, visitors can sit in leather chairs, rest their feet on Persian rugs and read by the light of a chandelier.

"You can see in that room what the community leaders were aspiring to for Anchorage," Uno said. "That's the message of 'You're important too. Come in here, and own your space.'"

PLOTTING A NEW APPROACH

As it is, Loussac still appears to get a surprisingly amount of physical use, given the gradual shift toward electronic media. The library's annual reports only publish data for the whole Anchorage system, which includes several branches.

But those numbers show physical visits rising from about 760,000 in 2009 to 780,000 in 2011, according to data collected by the library. That number jumped to 940,000 in 2013, though that was partly due to the data now including people who used the library's meeting rooms.

Last Wednesday, 85 visitors were on the third floor alone. Some were using public computers — looking up their tax info, watching YouTube videos or playing online games. Others were using their own laptops to check Facebook, type essays or take online courses.

Still others sat reading hard-copy newspapers, magazines or graphic novels.

Torgeson, the library director, said that 11 legislators have toured the building over the past six months.

Since last spring, when the renovation project failed to get funding, more state supporters have been phoning out work approaches to push for their request, which has jumped to \$10 million from \$5 million.

They've met with Mayor Dan Sullivan and said with him to put a \$2.75 million bond for the project on the ballot in the city election this April, said Mary Rasmussen, an Anchorage library foundation board member.

<http://www.adn.com/2014/01/25/3291093/after-leaving-juneau-empty-handed.html>

1/27/2014

They're planning another trip to Juneau, or even two. A private fundraising campaign is also in the works to augment the public money.

After their efforts last year, Rasmussen said library supporters had been disappointed to see Loussac left out when the Legislature put millions towards other Project 80S buildings last spring.

They were also frustrated to see a grant for construction of new indoor tennis courts in Turnagain, which was included in the Project 80S package.

"I got a lot of phone calls from people saying, 'How did this happen?' They put this in instead of the library," Rasmussen said.

Afterwards, when she met with Sitka city Assembly members and key legislators, she said she "always tell the story straight, whatever and since you were with."

Long list of requests

Legislators attributed the omission to Anchorage's long list of requests last year -- and they also said that they were reluctant to give the library more funding after earlier grant funding had gone unspent.

"They hadn't used any of it yet," said Meyer, the co-chairman of the Senate Finance Committee. "When it came to Project 80S buildings, we added, we were kind of more focused on those that needed immediate attention."

Rep. Lindsey Holmes, R-Anchorage, who sits on the House Finance Committee, said she was told by the boosters during the budget process that they'd already secured funding for the Loussac project.

"Some of us were not by library folks. Don't worry -- the money's in there," she said, though she couldn't recall which group told her that specifically. "I think there were a number of us who kind of felt that way, that they'd been told not to worry about it. So we didn't worry about it."

Both Meyer and Holmes said that the library's supporters have taken smart steps since the end of the last session, like providing the funds for legislators and getting the bond measure on the April ballot. State legislators are more likely to fund projects if they're matched with local money.

The city has also made library funding the top request in its state legislative program -- the annual wish list of projects submitted to Juneau.

But there are no guarantees. Given that this year's federal budget is expected to be scarce, after a \$2 billion decline in state revenues.

"Every dollar we spend is a dollar we're taking out of savings," said Rep. Bill Stritzel, R-Chugiak and co-chairman of the House's Finance Committee. "I am telling everybody right now, lower your expectations."

Reach Nathaniel Herz at nherz@adn.com or 257-4311.

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Join The Conversation

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AT DENALI ALASKAN COMMUNITY COUNTS

Serving Alaska since 1988

Denali Alaskan's success and growth are tied closely to the prosperity of the communities which we serve. We consider ourselves to be a partner in these communities' success. In an effort to communicate the various ways Denali Alaskan can partner in community events and causes, a "Community Counts" page has been added to our home page.

We encourage everyone to visit this page to learn how the Credit Union can help in your community:

Community Volunteering: Denali Alaskan allows our employees to volunteer for causes that are relevant to both their personal and professional lives. This can range from ringing a bell for the Salvation Army during the holidays to being on the board of non-profit organization. Do you have an event that requires volunteers from the community? Submit your request via our Community Counts page so that our employees can hear more about your volunteer opportunity.

Community Fundraising: Looking for a financial contribution from Denali Alaskan? Review the Denali Alaskan donation guidelines as outlined by our Board of Directors and Social Responsibility Committee, and submit an application online.

Community Gifts: Do you have a goody bag you need to fill? Denali Alaskan has limited promotional materials available to non-profit organizations for meetings or special events. Materials may include: note pads, pens, youth items, etc.

Community Financial Education: Looking for online financial education materials and courses? Visit our BALANCE financial education program page. Looking for a financial educator to make a BALANCE presentation? If so, email our BALANCE coordinator Michelle Felix at felixm@denalifcu.com.

For further information and questions, email communitycounts@denalifcu.com.

1ST QUARTER COMMUNITY COUNTS FEATURE: Anchorage Public Library



**ANCHORAGE
PUBLIC LIBRARY**

The Anchorage Public Library (APL) offers some wonderful programs for all ages at their various locations ranging from Teen Underground, a program that affords a safe, academically-rich environment for students 12-18, to the Innovation Lab, which combines collaborative, community-driven learning and technology. In order to put this extensive list of programs on, APL's dependence and need on volunteers is considerable.

Here's a partial listing of the programs APL offers, all of which are in need of volunteers:

Loussac Library

Teen Underground • Innovation Lab

Adult Service • Community Relations

Mountain View Branch Library

Teen Zone • Friday Family Movie

Chugach-Eagle River Branch Library

Friday Family Movie Program • Youth Gaming

Muldoon Branch Library

Youth Gaming • Homework Help

Friday Family Movie

For a complete list and description of all the programs put on by the Anchorage Public Library, along with what volunteer opportunities are available, visit www.anchoragepubliclibrary.org today!

Quarterly SEG Spotlight:



The Alaska State Snowmobile Association is the umbrella snowmobile organization for the State of Alaska. They are the Alaskan representative for the International Snowmobile Congress and are primarily responsible for advocating for increased snowmobile access on and through public lands in Alaska. Their organizational goals include increased club formation in the state as well as supporting youth participation in our sport. Support of local clubs, including the racing and snowmobile business community, is a core responsibility of the Alaska State Snowmobile Association. Immediate targets include the revamping and revitalization of the Snowmobile Trails and Safety Program. Visit <http://ridealaska.com> for information on ASSA.

Your business could be in our quarterly "Spotlight," too. If it's a Denali Alaskan SEG. As a SEG, you are able to offer your employees or members access to the Above & Beyond service and products offered by Denali Alaskan. "Spotlight" businesses also have added financial benefits to employees/members, and added visibility for your company or organization to Denali Alaskan members. Find out about the benefits of being in the "Spotlight" or inquire about becoming a SEG; contact the Credit Union's Marketing Department at 257-7245 (toll-free at 800/764-1123, ext. 245) or via fax at 907/222-5818.

Friends of the Library
Income Statement
As of 01/01/14

Projected Income	projected	CY to date	Remaining
Membership	\$10,000	\$ -	\$ 10,000.00
Beyond the Stacks	\$40,000	\$ -	\$ 40,000.00
Donations	\$3,000	\$ -	\$ 3,000.00
Book Sales	\$40,000	\$ -	\$ 40,000.00
Mitzvah Mall	\$500	\$ -	\$ 500.00
Other	\$0	\$ -	\$ -
Total	\$93,500	\$ -	\$ 93,500.00

Projected Expenses

Friends Programs

Book Sale	\$4,500	\$ -	\$ 4,500.00
Membership	\$1,200	\$ -	\$ 1,200.00
Website/CODB	\$1,000	\$ -	\$ 1,000.00
Stock the Stacks	\$750	\$ -	\$ 750.00
Beyond the Stacks	\$0	\$ -	\$ -
credit card fees	\$1,500	\$ -	\$ 1,500.00
Staff pmt to ALF	\$5,000	\$ -	\$ 5,000.00
Publicity/Marketing	\$2,000	\$ -	\$ 2,000.00
Total	\$15,950	\$ -	\$ 15,950.00

Library Programs

Live at the Library	\$4,000	\$ -	\$ 4,000.00
Youth Services	\$40,000	\$ -	\$ 40,000.00
Donations	\$10,000	\$ -	\$ 10,000.00
Grab and Go units	\$10,000	\$ -	\$ 10,000.00
Adult Services	\$21,200	\$ -	\$ 21,200.00
Volunteers	\$1,800	\$ -	\$ 1,800.00

Total	\$89,500	\$ -	\$ 89,500.00
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Total Expenses	\$105,450
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Current Balances	1/8/2014
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Checking	\$ 80,004.09
Savings	\$15,979.25
Total	\$95,983.34