

Municipality of Anchorage
Library Advisory Board Agenda
Z.J. Loussac Library
Alden Todd Board Room
March 21, 2018
5:30 p.m.

1. Call to Order

2. Roll Call

Barbara Jacobs	David Levy, Chair
Lupe Marroquin	Nancy Hemsath
Cristy A. Willer, Secretary	Jonathan Bittner
Viktoriya Chilcote	Lo Crawford
	Quincy Taylor, Teen Representative

1. Person (s) to be Heard

2. Mission Moment:

- a. Sarah McBryde, Job Lab

3. Consent Agenda

- a. March 21, 2018 Agenda
- b. February 21, 2018 Minutes

4. Discussion/Action Items

- a. Service Animal Policy – Vote
- b. Rising to the Challenge Aspen Institute Executive Summary
- c. Foundation, Friends and LAB joint meeting
- d. Director's Report

5. Comments/Discussion

6. Potential Agenda Items for Next Meeting, April 18, 2018

Mission moment: Kristie Nelsen, Virtual Librarian; Misty Rose Nesvick,
Public Relations Coordinator

7. Adjournment

Service Animals

Purpose

The purpose of this policy is to establish procedures for the use of service animals in Anchorage Public Library facilities.

Policy

The library acknowledges its responsibility to permit individuals with disabilities to be accompanied by a service animal in its facilities and programs and intends to comply with all state and federal laws, rules and regulations regarding the use of service animals by library patrons with disabilities.

Definitions There are three different categories of animals you might see in your library:

- **Service animal:** A legal term covered by the ADA that describes an animal that is individually trained to perform disability-related tasks for a particular person, including a physical, sensory, psychiatric, intellectual, or other mental disability. The work or tasks performed by a service animal must be directly related to the individual's disability. Service animal is limited to the animals defined under the ADA and does not include any other species of animal, wild or domestic, trained or untrained. Service animal does not include an animal used or relied upon for crime deterrence, emotional support, well-being, comfort, or companionship.
- **Therapy animal:** An animal that has taken classes and/or passed a test that shows it is well-behaved and calm around a variety of people in a variety of situations, such as in nursing homes or schools. It does not have a legal standing, and standards for training are not regulated.
- **Emotional support animal:** An animal that helps support the emotional well-being of a particular person. Individuals can get a letter from a physician or psychiatrist verifying an emotional support animal, but the term has limited legal standing and is not covered by the ADA. While the library is sympathetic to the use of these animals, they do not fall under the category of a service animals and are not allowed.

Procedures/Requirements

Any library customer requiring the accompaniment of a service animal for purposes of this policy is welcome in all areas of library facilities and programs that are open to the public unless there are situations that the animal would alter the nature of the program/service.

Animals, other than service animals assisting persons with disabilities or service animal trainees accompanied by a trainer, are not permitted inside library facilities, EXCEPT for an animal used in a library sponsored program

When it is not obvious what service an animal provides, library staff may ask two questions: (1) is the dog a service animal required because of a disability, and (2) what work or task has the dog been trained to perform. Staff will not ask about the person's disability, require medical documentation, require a special identification card or training documentation for the dog, or ask that the dog demonstrate its ability to perform the work or task.

The responsibility for the care and supervision of the service animal rests solely on the patron. The library is not responsible for providing any staff member to walk the service animal or provide any other care or assistance to the animal. Issues related to the care and supervision of service animals will be addressed on a case-by-case basis in the discretion of the library administration.

Pursuant to federal law, the library retains discretion to exclude or remove a service animal from Library property if:

- a) The service animal is out of control and/or the service animal's handler does not effectively control the service animal's behavior;
- b) The service animal is not housebroken;

- c) The service animal poses a direct threat to the health or safety of others that cannot be eliminated by reasonable modifications; or,
- d) Permitting the service animal would fundamentally alter the nature of the service, program, or activity.

Liability

The customer will be responsible for any damage to library or personal property and any injuries to individuals caused by the service animal. The customer who uses a service animal on library property will hold the library harmless and indemnify the library from any such damages.

Appeals

Any person dissatisfied with a decision concerning a service animal can request a reconsideration to the Library Director. The Library Director will provide a written response within 10 days. The Library's response may be appealed by the Library Board, if the individual aggrieved files a written notice of appeal within 10 days after he/she received the determination. The Board has 30 days to respond to appeal.

Policy recommended for approval by Library Advisory Board and approved by Municipal Librarian, March 21, 2018

Approved by Mary Jo Torgeson, Library Director,

EXECUTIVE SUMMARY

Expanding access to education, learning opportunities and social connections for all is one of the great challenges of our time. It is a challenge made more urgent by the rapid transition from old industrial and service-based economic models to a new economy in which knowledge and creativity are the drivers of productivity and economic growth, and information, technology and learning are central to economic performance and prosperity.

It is not only the economy but all of society that is being reshaped by these trends. Amid these changes, there are divides in wealth, digital inclusion and participation that threaten to widen if we as a nation do not commit to new thinking and aggressive action to provide these opportunities for all.

This is a time of great opportunity for communities, institutions and individuals who are willing to champion new thinking and nurture new relationships. It is a time of particular opportunity for public libraries with their unique stature as trusted community hubs and repositories of knowledge and information.

THE PUBLIC LIBRARY IN THE DIGITAL AGE

Libraries are essential to success and progress in the digital age.

The process of re-envisioning public libraries to maximize their impact reflects:

- Principles that have always been at the center of the public library's mission—equity, access, opportunity, openness and participation
- The library's capacity to drive opportunity and success in today's knowledge-based society
- An emerging model of networked libraries that promotes economies of scale and broadens the library's resource reach while preserving its local presence
- The library's fundamental people, place and platform assets

The Dialogue's perspective on the 21st-century library builds on the public library's proven track record in strengthening communities and calls for libraries to be centers of learning, creativity and innovation in the digital age. No longer a nice-to-have amenity, the public library is a key partner in sustaining the educational, economic and civic health of the community during a time of dramatic change. Public libraries inspire learning and empower people of all ages. They promote a better trained and educated workforce. They ensure equitable access and provide important civic space for advancing democracy and the common good. Public libraries are engines of development within their communities.

PUBLIC LIBRARIES AT THE CENTER OF THE DIGITAL AGE

Public libraries are poised to play a leading role in helping individuals and communities adapt to this changing world. Many libraries already are linking individuals to information and learning opportunities, driving development and innovation, and serving as community connectors. With nearly 9,000 public library systems and 17,000 library branches and outlets across the country, there is already a significant physical presence and infrastructure to leverage for long-term success.

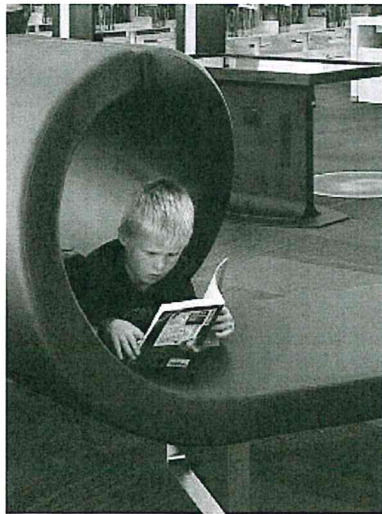
Enabling all libraries to fulfill their new roles will require library leaders, policy makers and community stakeholders to re-envision the public library and take advantage of the opportunities it offers.

PEOPLE, PLACE AND PLATFORM

The emerging value proposition of the public library is built around three key assets—people, place and platform:



- **PEOPLE.** The public library is a hub of civic engagement, fostering new relationships and strengthening the human capital of the community. Librarians are actively engaged in the community. They connect individuals to a vast array of local and national resources and serve as neutral conveners to foster civic health. They facilitate learning and creation for children and adults alike.



- **PLACE.** The public library is a welcoming space for a wide range of purposes—reading, communicating, learning, playing, meeting and getting business done. Its design recognizes that people are not merely consumers of content but creators and citizens as well. Its physical presence provides an anchor for economic development and neighborhood revitalization, and helps to strengthen social bonds and community identity. The library is also a virtual space where individuals can gain access to information, resources and all the rich experiences the library offers. In the creative design of its physical and virtual spaces the public library defines what makes a great public space.



- **PLATFORM.** The public library is user-centered. It provides opportunities for individuals and the community to gain access to a variety of tools and resources with which to discover and create new knowledge. The platform enables the curation and sharing of the community's knowledge and innovation. A great library platform is a "third place" —an interactive entity that can facilitate many people operating individually and in groups—and supports the learning and civic needs of the community.

RIISING TO THE CHALLENGE

Re-Envisioning Public Libraries



Expanding access to education, learning opportunities and social connections for all is one of the great challenges of our time. It is a challenge made more urgent by the rapid transition to a new economy in which knowledge and creativity are the drivers of productivity and economic growth, and information, technology and learning are central to economic performance and prosperity.

Public libraries are essential institutions for meeting this challenge.

STRATEGIES FOR SUCCESS

1. ALIGN LIBRARY SERVICES IN SUPPORT OF COMMUNITY GOALS

Public libraries that align their services to support local community goals will find the greatest opportunities for success in the years ahead. This will require a level of flexibility and adaptability to change as community needs change.

It will also require collaboration among libraries, policy makers and community partners to redefine the role of libraries as institutions that inspire learning, drive development, grow social capital and create opportunities.

2. PROVIDE ACCESS TO CONTENT IN ALL FORMATS

As the public library shifts from a repository for materials to a platform for learning and participation, its ability to provide access to vast amounts of content in all formats is vital. Libraries face two immediate major challenges in providing access to content in all forms:

- Being able to procure and share e-books and other digital content on the same basis as physical versions
- Having high capacity, easily scalable broadband technologies in every library that deliver and help to create content

Stakeholders must work together to find solutions to these challenges that meet the community's needs and work for content creators, publishers and the public.

3. ENSURE LONG-TERM SUSTAINABILITY OF PUBLIC LIBRARIES

Public libraries need to transform their service model to meet the demands of the knowledge society while securing a sustainable funding base for the future. Achieving this means libraries need to:

- Identify reliable revenue resources for both daily operations and long-term planning and investment
- Explore alternative governance structures and business models that maximize efficient and sustainable library operations and customer service
- Become more skilled at measuring outcomes rather than counting activities
- Balance the local and national library value proposition to consider economies of scale in a networked world without compromising local control

4. CULTIVATE LEADERSHIP

Leadership is needed to build communities and public libraries that thrive and succeed together. Every community needs a vision and a strategic plan, with input from all stakeholder groups. Key steps include

- improving communications with community leaders
- developing community champions
- strengthening intersections with diverse communities and communities of color
- reaching out to and engaging with young-professional organizations and demonstrating the collective impact of partners working together

RIISING TO THE CHALLENGE

Re-Envisioning Public Libraries

Everyone has a stake in the healthy, engaged community that the public library helps to sustain. There are specific steps that individuals and organizations can take to set their communities and libraries on a path to success in the 21st century knowledge society.

15 ACTION STEPS for LIBRARY LEADERS

1. Define the scope of the library's programs, services and offerings around community priorities, recognizing that this process may lead to choices and trade-offs.
2. Collaborate with government agencies at the local, state and federal levels around shared objectives. This includes partnerships with schools to drive learning and educational opportunities throughout the community.
3. Partner with local businesses, chambers of commerce and community colleges to provide access to curricula and resources, to technology and certification programs and to job search resources to maintain a highly skilled yet highly flexible workforce.
4. Engage the community in planning and decision making, and seek a seat at tables where important policy issues are discussed and decisions made.
5. Connect resources from other agencies or libraries to the library platform rather than reinventing the wheel or always going solo.
6. Develop partnerships and collaborations with other libraries and knowledge networks that can contribute to efficiencies, using the opportunities provided by digital technologies.
7. Support the concept of a national digital platform to share collections nationally while continuing to maintain a local presence and focus; participate in content-sharing networks and platforms.
8. Deploy existing resources in new ways.
9. Collaborate in negotiations with publishers on reasonably priced and easily accessible access to e-content and develop win-win solutions like "buy-it-now" options.
10. Provide mobile devices for in-library, in-community and at-home use.
11. Measure library outcomes and impacts to better demonstrate the library's value to the community and communicate these outcomes to key partners and policy makers.
12. Communicate the library's story of impact directly to the public, partners, stakeholders and policy makers. Include the new vision built on the library's people, place and platform assets.
13. Develop a richer online library experience and stronger competencies in using digital and social media to demonstrate the library's role in the digital transformation.
14. Change long-held rules and operating procedures that impede the development of the library's spaces and platform.
15. Take proactive and sustained steps to brand the library as a platform for community learning and development.

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15 ACTION STEPS for POLICYMAKERS

1. Use the authority of office to bring together community stakeholders to create a comprehensive strategic plan for the library and other knowledge institutions in the community.
2. Define libraries as part of the community's priority infrastructure along with other established infrastructure priorities such as schools, transportation and parks, and make sustainable, long-term funding that reflects the library's value to the community a budget priority.
3. Develop strategic alliances and partnerships with local library leaders to advance educational, economic and social goals.
4. Leverage the economic development potential of the public library as a community platform.
5. Make access to government information a model for curating open data.
6. Integrate librarians and state library agencies into development planning and policy making in all departments and at all levels of government.
7. Reduce barriers to libraries' ability to access some funding sources in authorizing and appropriations legislation.
8. Review state-level policies that affect the public library's ability to transform itself for the future.
9. Support a study on funding and governance structures for public libraries to identify strengths, weaknesses and opportunities that will lead to the development of stronger, more efficient public libraries.
10. Support and accelerate deployment of broadband, including high-speed, scalable broadband, to all libraries
11. Develop local, state and national plans to address digital readiness.
12. Promote the deployment of wireless hotspots in libraries and other public places, especially in economically disadvantaged and minority communities where there are fewer Wi-Fi hotspots, to access the library's platform anytime, anywhere.
13. Support rural and small libraries to ensure that all residents have access to world-class resources regardless of where they live.
14. Promote and invest in the infrastructure for a national digital platform that is scalable, flexible and serves diverse needs and new uses.
15. Be an informed champion for the library and what it offers in the community.

RIISING TO THE CHALLENGE

Re-Envisioning Public Libraries

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15 ACTION STEPS *for the* COMMUNITY

1. Collaborate on the development of a comprehensive strategic plan for the community's information and knowledge ecosystem, including the library and other knowledge institutions in the community.
2. Develop strategic partnerships and alliances with public libraries around content or specific organizational or community needs.
3. Bring diverse expertise to bear on helping libraries create and share technology tools.
4. Connect knowledge resources in the community to the library's knowledge networks.
5. Participate in the library's platform for curating local history and culture.
6. Leverage the economic development potential of the public library as a community platform.
7. Bring resources, including financial resources and technical expertise, to partner with libraries where objectives align well.
8. Volunteer organizational and technical expertise to mentor and support learning that takes place in library spaces and on its platform, including in innovation labs (especially those aimed at youth), maker and hacker spaces and resource-rich coworking spaces.
9. Structure grant opportunities in ways that small and rural libraries can take advantage of them; for example, not always emphasizing cutting-edge technology.
10. Leverage foundation or corporate donations to public libraries through the creation of a public-private trust for libraries.
11. Support the deployment of broadband, Wi-Fi and digital literacy skills throughout the community, especially to economically disadvantaged, underserved and other special needs populations.
12. Advocate on behalf of the long-term sustainability of public libraries.
13. Collaborate with libraries in areas of mutual interest.
14. Explore the library's people, place and platform assets.
15. Support efforts to re-envision and rebrand the library as a vital community institution in the digital era.

LIBRARY DIRECTOR'S REPORT

March, 2018

Loussac Building Updates: No updates concerning the contractor claim against the city. Likewise, no dates for tile installation or stair completion.

Budget: First quarter budget revision request included: another staff person to cover Sunday hours; materials budget reinstated; and dollars to pull our public computing network away from the city IT department. This would require us to hire a computer technician and outsource the management of our network.

Grants: Outstanding grant applications include:

- Social worker, FTE, MSW. We are currently short approximately \$15K for the grant. Position would be managed by DHHS and paid for with a library grant.
- Growing your Business: We are cooperating with seven other public libraries, SBA, and the Alaska Small Business Center to highlight services to the business community.
- Bringing Community Resources Together, an IMLS grant to bring together legal, social work and business resources together to provide a wide range of services to the community. We applied for a preliminary application.
- State grants for Ready to Ready, Public Library and ILL/Reference grant

Consortium: Both Univ. of Fairbanks/affiliates and Fairbanks Public are joining the consortium. This will bring together almost all of the public libraries in the state. Kodiak and Ketchikan libraries possibly will be the last two libraries to join. This will bring 90% of the state's population under one catalog. This has been a long term goal of UAA and APL and will save most of the systems a substantial amount of funds.

Branches:

Muldoon:

- Muldoon's Teen Game Day has been broadened temporarily (combined with Afterschool Drop-In Day) to include 3-5th graders who enjoy coming in for pop-up Chromebook and iPad/tablet use in addition to the usual Xbox/Wii gaming and board games. The 15-20 regular participants get along well, even with a few mild disagreements about Xbox game tactics. It's gratifying to see so many kids with a wide age range (9-15) cooperate, compromise, share music, and dance in a library space where they're allowed to be themselves.

Eagle River:

- Increase in circulation of materials, Feb 2017 to Feb 2018: **76%**.
- CE Library is now in a School-Business Partnership with Eagle River High School. As a result, we will be mentioned in their yearbook, and be invited to participate (as appropriate) in their events, including Back To School night.

Mountain View:

- Alaska Public Media/PBS partnered with APL focusing on their new series: Pinkalicious and Peterific. This was a popular program and is one of many program partnerships that we will see with AK Public Media.
- A customer's prosthetic arm was stolen a few weeks ago, and he explored how to print out a new arm on our 3D printer. This was a totally new experience for him to explore the possibility of having a new prosthetic for a fraction of the cost for a professionally made one.

Girdwood:

- Over previous year: door count up 10%; Circulation up 34% February 2017: program attendance up 43%.

- Staff at Gerrish Library Boosters are planning the building's 10th anniversary. The tentative party date is May 19. (It would be great to have some LAB members attend this event!)
- Family Storytime continues to be well-attended, with 4 occurrences in February with a total of 108 attendees. We were also able to re-start our monthly movie night with the help of a volunteer.

Community Relations/Foundation/Friends

- **Facilities Bond:** Our bond is Prop #7—spread the word! Ballots hit mailboxes around March 13. Info at: <https://librarychampion.com/projects/prop7/>
- **Downtown Library:** have met with several developers to discuss project. Hoping to get some proposals in soon. Working on a survey to send to downtown businesses.
- **Social Worker in the Library:** waiting for final funding. Working with DHHS and Mayor's Homelessness and Housing Services team to find best structure for housing the position.
- **APL website:** will do user testing with patrons and staff in late March.
- **Beyond the Stacks:** the Friends of the Library annual fundraiser is April 7 at the Anchorage Marriot. Reception at 5:30 and dinner at 7pm. The Friends hope that LAB will purchase a table. This year's event will feature local authors.
- **Partnerships with Alaska Native organizations:** in talks with Alaska Native Heritage Center, CITC, FAI, CIRI Foundation and others about potential collaborations. Foundation will host another First Alaskans Institute intern this summer.
- **Loussac Library:** working to purchase remaining signage and furniture needed to complete project using ALF donation. Meeting scheduled with Mayor and Rasmuson Foundation to talk about next steps for moving remaining renovation along given a lack of state funds.

Youth Services

In addition to the repeated regular programs (storytimes including ASL storytime and sensory-enhanced storytime, teen game time, teen tech time, senshi teens, teen writing society, teen underground task force)

- Pinkalicious – two programs at Loussac and one at every other library in partnership with AK Public Media. Showed a premiere of the new show, had art kits. Read the book. Super popular.
- Valentine's Day Card Making
- Bite Sized Science (STEM storytime and activity for kids 5 and under)
- Code Camp (computer coding for elementary school aged)
- Anti-valentine's program for teens (funny and ironic "anti-valentine" activities like black duct tape roses)
- FAFSA sign up night for teens going to college
- Battle of the Books movie event –showed Everything, Everything which is a battle book and a new movie
- Pianist Will Pickvance, visiting artist with Alaska Junior Theater, gave a small concert and showed attendees up-close the workings of a piano in the Wilda Marston Theater. Mr. Pickvance complimented the grand piano. We made tambourines for a craft.

Outreach programs:

- Northwood Elementary during parent teacher conference
- Cuddy Park Winter Jamboree in partnership with ASD. Had a snow painting session as title I students came to the park to try out different winter activities.
- Hosted the middle school district wide battle of the books finals
- Continued to recruit and use volunteers.
- Cosmic Creations: we had a great turnout for this highly interactive STEAM program related to space travel. We were also able to promote STEAM titles on Hoopla.

Ready to Read Resource Center (RRRC) Monthly Report

- Assisted Kristin Nevin with a storytime outreach with RurAL CAP Child Development Center.
- Completed numerous course and webinars on early literacy, Impact of Childhood Trauma, Youth Mental Health First Aid.

Adult Services

- We have finished evaluating the AK Room Damaged List and are ready to unfreeze damaged items to send to be repaired.
- Alaska Reads runs February through March. This year we're reading Nicole Stellon O'Donnell's Steam Laundry.
- Program attendance is steady, with 30% more programs, often partnered with other agencies.
- A comment from the public: a telephone reference call came in requesting information about a plane crash in Alaska. After researching on microfilm, we received the following grateful response by email:

"Thank you for your efforts in attempting to research and discover the images we had hoped for. Your dedicated and determined efforts to assist us in our search is deeply appreciated. The time you spent speaking with me was an honor. To me you are one of the unsung heroes who tirelessly, and selflessly serves the public interest and for that you have my deepest respect and gratitude. I wish you the very best in the times ahead. My Sincere Gratitude.... Former Alaska Air National Guard 1964"

STRATEGIC PLAN TASKS: 2016

TASK	LAB MEMBERS	STAFF	INFORMATION NEEDED	TIMELINE
Mission moment topic	Lucy	MJ		Sept
Set data goals/indicators to inform work	Jon, Kirk	MJ	Current data collected	July
Develop Assembly, Community council and Mayorial topic for future presentations	Jon	MJ	Determine from Schuute possibilities, TBD priority community councils	August
One sheet talking points to use with community councils	Lucy	Sherri, Annie Reeves	Work with staff to include priorities	August
Review budget	David	MJ	Priorities from staff	June and July
Rotate LAB meeting locations		MJ		Ongoing
Review policies	Lucy, Lupe	MJ	Present a new policy each month to LAB, including staff recommendations for update	September
Increase communication with other Friends/Foundation leading to a unified voice	David, Lucy		Strategic plans for each group, including Library's short and long term plans	
Locate a student member	Tanya			August
Recruit ad hoc JBER member	Nancy		MJ for coordination	
Presentation to Assembly for Long Range plan		MJ	Guidance Chris Schutte	Late summer
Review Municipal code for LAB duties and description, including a rewrite	Cristy, Lupe	MJ	MJ coordination	
Succession for Board	All Board submit total of 5 names and discuss responsibilities with prospective member		Process of citizen placement on Advisory Board from city website	August
Develop Long Range Plan communication strategy	?	MJ/Chris Schutte		Oct planning for Jan implementation