

Municipality of Anchorage  
Library Advisory Board Agenda  
Muldoon Library  
October 17, 2018  
5:30 p.m.

1. Call to Order

2. Roll Call

	Barbara Jacobs		David Levy, Chair
			Nancy Hemsath
E	Cristy A. Willer, Secretary		Jonathan Bittner
	Jamie Lang		Lo Crawford

1. Person (s) to be Heard

2. Mission Moment:

- a. Jim Curran, Muldoon Branch Manager

3. Consent Agenda

- a. October 17, 2018 Agenda
- a. September 19, 2018 Minutes
- b. New Board Appointments and Recruitment discussion
- c. Director's Report
- d. All Board Retreat – Review of past retreat minutes and determine date for future meeting with Foundation and Friends

4. Potential Agenda Items for Next Meeting, November 28

5. Adjournment

**Municipality of Anchorage  
Library Advisory Board  
Minutes**

Date: September 19, 2018	Location: Z.J.Loussac Library
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Board Members				Staff
EX	David Levy, Chair	X	Jamie Lang	Mary Jo Torgeson, Director
X	Nancy Hemsath, Vice Chair	X	Lourdes Linato-Crawford	Elizabeth Nicolai, Youth Services Coord.
X	Cristy A. Willer, Secretary	X	Jonathan Bittner	
EX	Barbara Jacobs			<b>Guests</b>
EX	Lupe Marroquin			Betty Charnon, Girdwood

Topic	Information / Findings / Conclusions / Recommendations	
Call to Order	5:35 p.m.	
Person to be heard	None.	
Mission Moment	Elizabeth Nicolai, Youth Services Coordinator, described Summer Discovery program, which is newly unified. Next will be Spanish storytime (Sept/Oct), Yup'ik Storytime (Nov). They have a \$10K grant for Project Build; partner with the museum and work with the ASD STEM coordinator.	
Consent Agenda	<ul style="list-style-type: none"> <li>Agenda approved (Jon moved, Jamie seconded).</li> <li>Minutes of 8.15.17 approved as amended (Jon moved, Lo seconded).</li> </ul>	
Discussion/ Action Items	<p>Discussion</p> <ol style="list-style-type: none"> <li><u>Director's Report</u> (written report attached) Highlights : <ul style="list-style-type: none"> <li>AK Collection flooding</li> <li>Muldoon relocation</li> <li>Strategic Plan</li> <li>Meeting with mayor</li> <li>Homeless coalition</li> </ul> </li> <li><u>Slate of officers</u></li> <li><u>Collaborative Group Formation</u></li> </ol>	<p>Action</p> <ol style="list-style-type: none"> <li><u>Slate of officers</u> --Jon moved and Lo seconded: <u>Chair</u> – Nancy <u>Vice chair</u> – Jamie <u>Secretary</u> – Cristy</li> <li>Jon will be provided a list of all 3 library groups, all other partners/stakeholders &amp; community councils and will send out a plan.</li> </ol>
Comments	Betty Charnon supports grassroots advocacy. She's glad we provide a safe haven for homeless people.	
Adjournment	Meeting adjourned at 7:15 (Jon moved, Jamie seconded)	
Next Meeting	<p>Location: Muldoon.</p> <p>Agenda:</p> <ul style="list-style-type: none"> <li>Jon's report on the Collaborative Group.</li> <li>Report from the Mayor's meeting (9/27)</li> <li>2016 funding levels</li> </ul>	

## **LIBRARY DIRECTOR'S REPORT**

### **September, 2018**

Budget: We received support from the Mayor's budget to include all but two lost positions (cut in 2018). We need to encourage the Assembly Members to adopt the Mayor's budget as it currently stands. In order to facilitate additional meeting room bookings and payment, our Facility Coordinator will go from a .75 to FTE in January.

#### Strategic Plan:

- A working staff committee has spent the last three months on focus groups, community visits and meeting one-on-one with targeted individuals, gathering information about the community. In addition, 1600 people completed a survey.
- We worked with a consultant for a two day process, first day with supervisors to review gathered input; 2<sup>nd</sup> day with all staff to explain the process.
- Staff completed an all staff culture survey that will be used to determine ways to improve our organization. Like the strategic plan, we will use this input to develop improved systems for communication, training, and creating a stronger culture to manage the changing roles of today's public library.

#### Branches:

##### **Muldoon:**

- Youth Services at Muldoon has implemented a storytime incentive card to encourage the somewhat lower attendance at the weekly Preschool Storytime. The incentive has been successful and now have 18 participants from a low of four at the beginning of the month.
- Providence Nurse Family Partnership set up a quarterly visit as part of the organization's goal to offer support for first-time, low-income moms. 14 new faces joined us for a regularly scheduled storytime event. The Providence Nurses introduced themselves, greeted their participants at the door and then stayed to enjoy storytime with their partner families.
- Finally, staff attended another Muldoon Farmer's Market and talked with over 100 community members.

##### **Eagle River:**

- Our Between the Covers romance book club debuted on Sat, Sept 15.
- September 2017: 10,405; September 2018: 15,619. Increase: 50%. Door count: September 2017: 7,247; September 2018: 7,600. Increase: 4.8%. There does not seem to be a direct correlation between patron visits and circulation. Another possible factor is the addition of the Fairbanks and other partner libraries in that time.

##### **Mountain View:**

- This month we started the new 21 and Under Open Mic for the East Side. This is a partnered event with the Anchorage Music Co-op. We hope to see this grow over time.
- We also had a voter registration event that saw 40 people attend. This was a partnered event with the YWCA, Senator Begich's office, Rep. Tarr's office, and The Alaska Center.
- The popular Alaska history program, Tundra Vision began this month with a bang, with 70 people attending.
- Andrew Allard, the MV Youth Services Librarian, brought in the Unmasking Brain Injury art exhibit. We had many people stop by to look at the various masks people had created to represent their brain injury or that of someone close to them. There were a few people who were very emotionally touched by seeing this and mentioned how one of the stories brought to mind their father who had a similar injury and passed away this last summer. Patron connections to the display were touching. We will be looking to bring in more art type displays to MV because of this event.

##### **Girdwood:**

- We started our fall block of storytimes – Family, and Baby; and added an Xbox 360 to our weekly gaming program for kids thanks to Muldoon.  
Sept 2017: 20 programs with 153 participants; Sept 18: 17 programs, 185 participants



- Bear (our incredibly popular giant teddy bear) was cleaned for free by Alaska Stone Care. The Boosters told them that they had a budget and could pay, but they insisted on gifting us the cleaning.

### Community Relations

- **Strategic Plan:** Ran support campaigns for the strategic plan on-line survey, had almost 1600 people respond. We picked a few different collectors and ran targeted Facebook and Instagram ads directing those groups to the on-line survey link.
- **iHeart Media Advertising Campaign:** We're heading towards the end of our 8 week radio endorsement campaign with 101.3 KGOT Malie D. We were able to extend the program for a ninth week to specifically promote the Job Shop program. We'll be going dark after this with a 2019 proposal currently with the Foundation. The goal of this campaign has to been to increase general awareness and image of the Library as well as hitting on a few select programs and events.
- **Social Media Updates for September:** Last 28 Day Facebook snap shot includes: Now showing in numbers vs % RED is down over previous month, Green is up over previous month

	Page Likes (added)	People Reached	Post Engagement	Audience(total likes)
APL Main FB Page	76	13,216	3166	8867
Gerrish	9	535	121	374
Mountain View	15	306	222	395
Loussac	50	5185	5185	466
Muldoon	3	16	39	24
CH-ER	7	881	71	56

### Youth Services

- STEM community dialog for Project Build and NASA grant was well attended by both industry and educational community members. It was a good discussion with a lot of learning that is already resulting in new partnerships. The end message was that the library can act as a clearinghouse for STEM information and activities in the community – our strength is our expertise in information literacy.
- Spanish bilingual storytimes started this month as well as our regular toddler, preschool, family and baby storytimes and special events like Wee Be Jammin, Bite-Sized Science, and Sensory Storytime.
- Youth services did outreach at Parking Day and at Senshi Con.
- Hosted a tour for Anchorage Montessori school where we taught databases and information literacy (staff Elizabeth Nicolai)
- Loussac Staff (Linda Klein) went to do Space Rock Sherlock events at Mountain View and Eagle River, this is part of the NASA @ my library project.
- Linda Klein did sensory storytime at Nunaka Valley special needs preschool with Kristin Nevin
- Locker Hacks – repeated our successful program for kids returning to school to create locker decorations (Jon Ebron)
- Teen Open Mic Night to let teens have a chance to play/practice in front of a crowd (Jon Ebron)
- Renewed our school business partnership contract with Polaris K-12 (Jon Ebron)
- Outreach an Hanshew Middle School for 258 7<sup>th</sup> graders about digital resources (Jon Ebron)

### **Stories**

- At our Project Build event, I overheard a kid reading aloud as he filled out his survey: "Someone like me could be an engineer" —OH YEAH!"
- At the Project Build event, one of the activities was to create a structure out of newspaper and tape that could support multiple books on top. One kid spent a lot of time meticulously getting his design ready and, when he was finished, he was able to sit on his structure without it buckling!

### Ready to read

- Completed live session for Supercharged Storytimes for All Module 1 on September 19
- Staffed Park(ing) Day table showcasing downtown library branch on September 21
- Table at Alaska Birth Collective's Fall Baby Fair at Palmer Community Center, September 23

- Spoke with ~110 people about book kits available for checkout @ their local library
- Submitted October book recommendations for the column in Best Beginning's new newsletter.

#### Adult Services

- We marked National Breast Cancer Awareness month with a display of bras on the 3<sup>rd</sup> floor. The bras were decorated at the library on October 7<sup>th</sup>, and will be donated to the AK Run for Women in November.
- Senshi Con partnered with us to provide an introverts' lounge. We were able to check out material, provide library card sign ups, and promote library resources – especially Hoopla. Next year we plan to bring more middle grade materials as Senshi Con has a lot of family participation.
- Carola Dunn visited September 5-6. We had events at Nerd Nite, Chugiak-Eagle River Senior Center, and Loussac Library. She was able to reach over 100 Anchorage residents, and the FOL sold over 30 books.
- Anchorage Public Library participated in Welcoming Week along with the Municipality of Anchorage. We were able to provide tabling and outreach during Park(ing) Day, Design Week, the Civics Fair, and a Citizenship Ceremony. We also hosted the Daughters of the American Revolution bell ringing on Constitution Day. As part of Welcoming Week, Kristie was able to introduce our Citizenship Kits. These kits include study guides for the Citizenship test, flash cards, and an MP3 player for audio lessons. We currently have two kits available – one at Loussac and the other at Mountain View.
- Our Business Fellow has started and will be working on our grant, "AK Libraries Mean Business" where we are working with other libraries around the state to market business products and create better partnerships with business organizations, Small Business Administration, AK Small Business Development Center and UAA Business Librarian for training.

#### Foundation/Friends

- Continued meetings about a downtown library location. There are very few projects that seem to be starting up.
- The stock market has been better and the Foundation increased their donation to the collection budget from \$5K to \$25K.
- The Friends of the Library are experimenting with pop up books sale and had the first one this month and made \$5K





Anchorage Public Library (Scott & Wesley Gerrish Library) ...

Published by Claire Agni 12 · 2 hrs · 🌐

Unlike Pigeon, Bear took a bath this week! Thank you so much Alaska Stone Care for taking care of our precious Bear!



LIBRARY ADVISORY BOARD  
STRATEGIC PLANNING NOTES  
APRIL 18, 2016

## CORE VALUES

### Who are we

- Community members for all Anchorage
- Life long learners
- Mensas
- Ambassadors, connectors, mavens

### What are we passionate about

- Access
- Education
- Support kids
- Open doors
- Community building
- Strong successful library
- Community

### Core values

- Support of the library and intellectual freedom
- All need to be heard
- Freedom to explore
- Better living through library giving

## PURPOSE

### Fundamental purpose

- Advocacy
- Bridge between city administration, users and staff
- Support for services
- Protect the library system
- Welcoming all

### What are we “selling”

- Library as a public space for all
- Fun, family, investment in the future
- Democracy: equal opportunity, privacy, intellectual freedom
- Curiosity
- Peace and love
- ROI for library investment
- Information, imagination, free wifi
- Workforce development for the city

## **AUDIENCE**

### Whom do we serve

- Everyone
- Library/muni
- Alaska
- All sectors of the community
- Worldwide community and connectivity

### What drives our “business”

- Hours open at public’s convenience
- Community growth/strength
- Need: community access to information, space, “commons”
- Community needs
- Literacy
- The growth and sustainability of our town
- Belief that access to knowledge will be a defining issue of the future

## **THE FUTURE**

### Next year

- Collect stories about the library and be a mouthpiece
- Measure outcomes not output
- Rotate locations
- Set data goals to inform work
- Develop indicators showing why libraries matter
- Talking point for visiting community councils
- Friends, Foundation
- Student member
- JBER member
- Open communication with mayor and assembly
- Define LAB roles and responsibilities

### Five years

- Independent board with independent director
- Girdwood member
- Virtual/video conference meetings
- Statewide presence
- Pivot public perception of library

### Ideal organization

- Well defined, active and strong
- Regular part of assembly meeting schedule

### Best in the world

- Global network with libraries
- Bend legislature to our will



## **TASKS**

- Mission moment – what to learn LUCY
- Set data goals to inform work MJ, JON, KIRK
- Develop assembly, community council and mayorial ???plans JON
- Develop indicators showing why libraries matter
- One sheet talking points to use with community councils LUCY
- Review budget DAVID, MJ
- Rotate locations
- Review policies MJ, LUCY, LUPE
- Increase communication with other groups leading to a unified voice DAVID  
LUCY
- Student member TANYA
- Recruit ad hoc JBER member NANCY
- Finish long range plan MJ
- Review municipal code CRISTY