

Municipality of Anchorage  
Library Advisory Board Agenda  
Z.J. Loussac Library  
Alden Todd Board Room  
December 12, 2018  
5:30 p.m.

1. Call to Order

2. Roll Call

Barbara Jacobs	Nancy Hemsath, Chair
Cristy A. Willer, Secretary	Lucy Flynn O'Quinn
Jamie Lang	Sarah Switzer
Jonathan Bittner	Wei Cheng
Lo Crawford	

**X=Present, E=Excused, PH=Phone**

TOPIC	Leader	Time	Action
Call To Order			
Person (s) to be Heard		3 min	
Introductions of Staff and Board		10 min	
Consent Agenda, Dec 12, 2018	Chair	1 min	Vote to Approve
Approval of Minutes –Minutes, Nov 28, 2018	Chair	2 min	Vote to Approve
Mission Moment – MOA Translation Initiative	David Adkins-Brown	15 min	Discussion
Review of Strategic Plan Draft, Mission and Vision	Clare	40 min	Discussion
Staff Updates <ul style="list-style-type: none"> <li>Director Report</li> <li>PVR Review, 3<sup>rd</sup> Quarter</li> </ul>	Director	20 min	Discussion
Next Board Meeting <ul style="list-style-type: none"> <li>January , 5:30-7, Alden Todd Board Room</li> </ul>			
Potential Agenda Items for Next Meeting <ul style="list-style-type: none"> <li>Strategic Plan Approval</li> <li>Board Review of Policies</li> <li>Programming Policy</li> </ul>			
Board Comments and Adjourn			

**Municipality of Anchorage  
Library Advisory Board  
Minutes**

Date: November 28, 2018	Location: Z.J.Loussac Library
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Board Members				Staff
X	Nancy Hemsath, Chair	EX	Jonathan Bittner	Mary Jo Torgeson, Director
X	Jamie Lang, Vice Chair			
X	Cristy A. Willer, Secretary			
X	Barbara Jacobs			Guests
X	Lourdes Linato-Crawford			

Retreat.	Information / Findings / Conclusions / Recommendations	
Call to Order	5:45 p.m.	
Person to be heard	None.	
Mission Moment	None.	
Consent Agenda	<ul style="list-style-type: none"> <li>Agenda approved as amended to add date of next meeting. (Jamie/Lo).</li> <li>Minutes of 10.17.28 approved as amended to add Samantha's last name: Aamot (Nancy/Lo).</li> </ul>	
Discussion/ Action Items	Discussion	Action
	<ol style="list-style-type: none"> <li><u>3D Printer Policy</u> (attached)</li> <li><u>Programming Policy</u> (attached). Policy was discussed: issues re the role of LAB in "reconsideration" disputes, e.g. the place of religious slants in programs, allocation of space for partners vs non-partners, etc.</li> <li><u>Retreat Planning</u>. LAB's turn to host the annual 3-board retreat, which will include a presentation of our strategic plan. Nancy, Lo, and Mary Jo will be the planning team.</li> <li><u>New LAB members</u>: Jamie Lang and Lucy Flynn O'Quinn will be new members after approval by the Muni at their 12.4.18 meeting.</li> <li><u>Director's Report</u> (attached).</li> </ol>	<ol style="list-style-type: none"> <li>Policy Approved (Jamie/Cristy)</li> <li>Mary Jo to take Policy to Legal and return with their review in January.</li> <li>Retreat will be 1.26.19, possibly in the Ann Stevens room or AK Room.</li> <li>MJ will conduct a board orientation for everybody on 1.16.19.</li> </ol>
Comments	Lo reminds LAB of the Bridge-builder potluck on Saturday.	
Adjournment	Meeting adjourned at 7:07 (Jamie/Barb)	
Next Meeting	Location: Loussac, Alden Todd Board Room on Date: December 12 Agenda: Strategic Plan review with Clare Ross.	

# LIBRARY DIRECTOR'S REPORT

## November, 2018

### Loussac Building Updates:

- Earthquake: thousands of books were displaced and all departments came together to help shelve the materials, empty the garbage cans catching the water leak and getting the library cleaned by volunteers. It was a testament to the dedicated crew we have working for the library!

### Information Technology/Patron Services:

- The IT overarching goal is to finish APL's refresh of technology infrastructure. We have recently replaced the DHCP server, Domain Controller, and updated all out of date Wireless Access Points. APL and MOA ITD are in the middle of replacing the Deployment server, core Loussac switches, and entry level switches. We hope to finish the switch refresh in 2019. Between 2018-2019, we will have almost completely new IT infrastructure.
- We have interviewed and hired a new Patron Services supervisor and she will start on Dec 24.

### Branches:

#### **Muldoon:**

- Signco installed our new external signage on 11/8. (Photos below.)
- A new hallway door was installed, which will redirect Boys & Girls Club traffic to their new north-side entrance. There has already been a significant drop in hallway/foyer incidents and noise since the door has been installed. Our youth program attendance has held steady.
- Earthquake: The building owner inspected the building and it was found to be safe. The library itself had only minor damage—two new wall clocks were broken; Jim's computer flipped three feet from his desk to the floor (it still works!); and a great deal dust/grit covered everything. About a third of the collection ended up on the floor.

**Eagle River:** Earthquake damage was the worst at this branch. Staff from all locations have been helping Eagle River staff with the slow cleanup of around 30K worth of materials on the floor. There has been damage to some aluminum struts that hold up the tile and there are some areas that will need to be repaired before we reopen. It is not clear, at this point, when Eagle River will be able to reopen.

#### **Mountain View:**

- Earthquake: MV experienced very little damage from the earthquake and was the only location open on Saturday the 1<sup>st</sup> with full services and programs. The earthquake only did a slight amount of damage to the walls of the library, which have been inspected and deemed safe. We were able to reshelve the stacks within only five hours
- Yupik Storytime was a huge success with families from the Southside coming to the MVNL for the first time. They were very surprised by how nice the library was and happy to see a cultural program being offered to children.
- Tundra Vision pulled in 107 people to listen and learn about the Japanese-American internment camp here in Anchorage. It was a wide mix of seniors and college students. People came out expressing surprise at how the US has treated members of community in the past which translated to concerns around situations of today.
- Restorative Justice had 55 people attend the evening event. There were people from every segment of the community present to listen, share, and learn. We thank Representative Tarr and Senator Begich for partnering with us to make this program happen.
- IDP, Intensive Discharge Program Plus: MV provides a space where people can meet with new people coming out of prison or new to parole. Intensive Discharge Program Plus works with parolees in the



neighborhood towards reintegration into the surrounding community, reducing recidivism, and creating and maintaining life-long learning and goals. It removes the interaction with parolees from the high-conflict space of the parole offices and interacts with participants as individuals included in, and with a stake in, their community. This is a self-identifying need program which has allowed even casual members of the MV community to enter and interact with Social Workers.

- Over this past year, starting in February, this program has seen 96 participants. The month of November saw 14 people participate in the IDP+ program. In the past month alone this program has seen five participants released from parole with successful integration into community. Additionally, participants continue to return of their own volition, checking in with social workers who can get access to needed services.

#### **Girdwood:**

- Earthquake: We had a lot of books fall, and some new damage to the building. Overall, it wasn't too bad, and we were able to clean up in just a few hours. We did have to close on Friday and Saturday due to losing heat because of a broken pipe in the Fire Department. They fixed it over the weekend, and we were back to normal on Tuesday
- The Anchorage Department of Health and Human Services came down to provide free flu shots to the community. They were very happy with the turn out, and we both agreed to do events like this in the future.
- Nov 2017: 14 programs, 136 participants; Nov 2018: 14 programs, 219 participants, increase due to flu shots

#### Community Relations/Foundation/Friends

- Early November was consumed with communication regarding Jim Minnery's campaign against Drag Storytime.
- Misty Rose also continued marketing support for the "Libraries Mean Business" grant.
- End of year marketing spend out activities included a campaign for the genealogy resources and the Alaska Collection that will air on Alaska Public Media (PBS)
- Media Coverage: KTVA Channel 11 reported on Loussac for Earthquake damage/recovery efforts.

Social Media Updates for November: Highlighted social across platforms attached including day of earthquake posts.

#### Twitter Summary

- 20 Tweets; 17.6K Tweet impressions; 76 Profile visits; 64 Mentions; 16 New followers

**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	233	54163	13540	9141
Gerrish	5	507	130	379
Mountain View	19	1150	532	432
Loussac	68	5986	3017	564
Muldoon	3	199	92	34
CH-ER	220	15978	3755	282

- Big win! We saw HUGE increases in our Facebook audience over the 7 days of the “Earthquake Window”. Technically December but these numbers really contributed to November being strong as Friday 11/30 was a VERY busy day in Social Media. This helps us end the year with the majority of spages at a good level for audience engagement.



Jessica Thacker recommends Anchorage Public Library (Z. J. Loussac Library).

4 mins · 🌐

The staff was excellent help!!!! This library is so nice!!! My daughter had so much fun! PLENTY of books and movies to choose from! VERY clean, EASY to navigate, and EASY to find! HIGHLY recommend! I also love that you can check out books at any of the 5 locations and can pick them up here. I love the self checkout area!!! Also, that you can link your library card to the LIBBY App (free app) to read ebooks/listen to audiobooks/music for free!

"Thanks for all of the help, you all were AMAZING!"

📍 Anchorage Public Library

1 Comment



Love



Comment



Share



### Youth Services

- Created and distributed a “tough topics” bookmark to help people find info they might be embarrassed to ask about. (Kelsey Skrobis)
- Franken-toys, a joint family-teen program to use broken toys to make new crazy creations brought in 45 people. (Staff Jon Ebron & Kelsey Skrobis)
- Outreach at Covenant House, where we issued library cards to teens. (Staff Jon Ebron)
- Project Build at Loussac was the highest attendance yet, children learned how water gets polluted and how it can be filtered. They designed their own filtration methods! (Staff Linda Klein and Kelsey Skrobis)
- For Bite-Sized Science in November, we had a "poop" theme. The craft afterwards was to model playdough into the shape of different animal droppings. One little boy was excitedly showing me what he was making and even held it out to another girl, asking her, "What kind of poop is this?" The mom then confided in me that this boy was normally relatively withdrawn-- it took him 3-4 months to feel comfortable talking to his teacher at school and he normally doesn't engage with strangers but because we were talking about his FAVORITE topic, he opened up right away. She was so grateful that they happened to come to this program and impressed by the program itself.
- At our Yup'ik storytime we had several families that spoke Yup'ik who attended, including multigenerational families with grandparents. Many of them recorded our presenter singing Twinkle Twinkle Little Star in Yup'ik. One family that came brought their child they had just adopted. The child is Yup'ik and they don't speak the language so they were very excited about the opportunity to introduce him to the language.

### **Ready to Read Resource Center**

- Assisted with Anchorage Imagination Library event at the Alaska Museum of Science and Nature on November 3
- Submitted December book recommendations for the column in Best Beginning's new newsletter.

## Adult Services

Our volunteer appreciation event was held on Thursday, November 1. That event gave us an opportunity to thank our exiting volunteers and provide information about our volunteer program to interested people. Since that event, we have had two new volunteers start in adult services.

The United Way began providing Health Insurance Navigators for ACA open enrollment. So far they have been able to assist over 100 people sign up for health insurance. Open enrollment ends on December 15<sup>th</sup>.

47 programs in November 2018, with 520 participants. In November 2017 we had 36 programs with 325 participants.



Muldoon





**ANCHORAGE PUBLIC LIBRARY  
2018 PERFORMANCE, VALUE, RESULTS, QTR 3**

**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.

**Library Core Services:**

**Excelling As a Community Learning Center**

- Education: Self-directed and classes, both virtually and in person at the library
- Information: Materials, research and instruction
- Technology: Computing access and services
- Exploration: Programs, reading, viewing, listening
- Meeting Place: Convening to bring the community together

**Major Use Indicators and Performance Measures**

- Circulation of Materials, including downloadable items
  - Total materials circulation increased 27% over 3rd quarter 2017 and **12% increase year to date.**
- Library Visits
  - Library visits increased 36% across all locations over 3rd quarter 2017 and **22% increase year to date.**
- Program Attendance
  - Program attendance increased 82% over 3<sup>rd</sup> quarter of 2017 numbers, and **increased 76% year to date.** We had record breaking numbers attending children's programs.
- Computer use, including WIFI use of Library technology
  - Computer and Wi-Fi usage in all locations increased by 8% over 3rd quarter 2017 and **increased 46% year to date**
- Virtual Library visits through website.
  - The new library website received an average of 300,000 visits per month in 3<sup>rd</sup> quarter 2018.
- Periodic programmatic performance outcomes for specific programs and services, with this quarter focusing on our summer learning activities:

**SUMMER DISCOVERY LEARNING PROGRAM FOR**

The Anchorage Public Library Summer Discovery provides programs for the family to encourage summer learning and reading. The purpose of this program is to encourage reading for the family, and especially the student, so that they continue to grow in reading abilities over the summer.

**Outcomes**

- 65% of caregivers said their family read more because of summer discovery

- 80% of caregivers said their child was a stronger reader because of summer discovery

Families with children under 5 did these early literacy practices that research shows is VITAL to developing reading readiness:

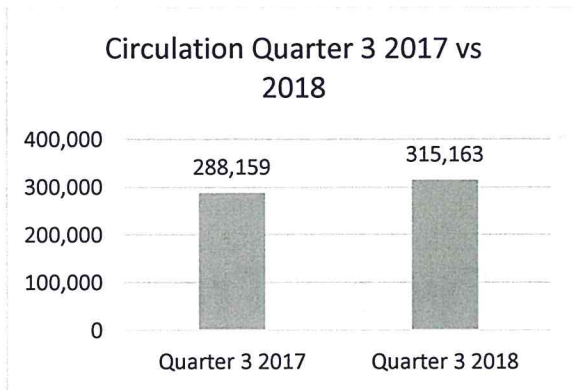
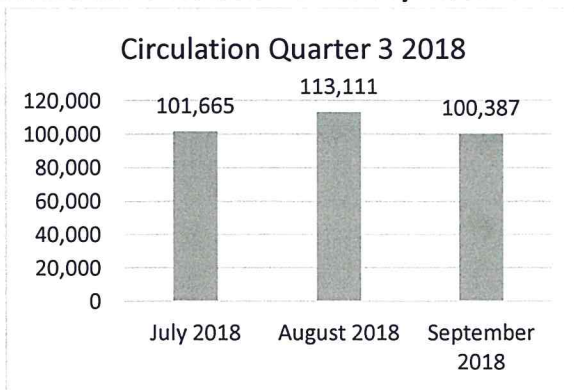
- 100% of families read
- 61% of families sang
- 74% of families played together
- 66% of families talked together in an intentional way
- 39% of families wrote (did writing practice) with their child under 5

**Department Goals that Contribute to Achieving the Mayor's Mission:**

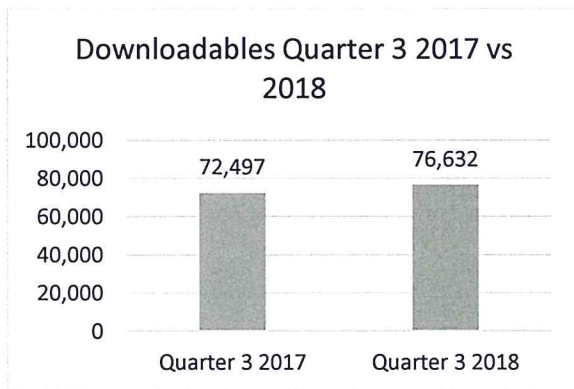
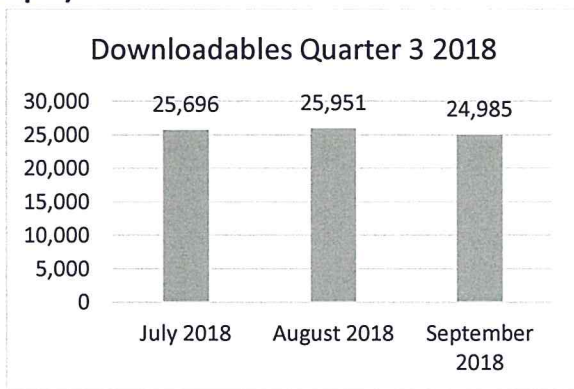
- Aid the public who are homeless to find resources that will help to improve their lives
- Make city government more efficient, accessible, transparent and responsive
- Build a city that attracts and retains a talented workforce, is hospitable to entrepreneurs, small business and established companies and provides a strong environment for economic growth



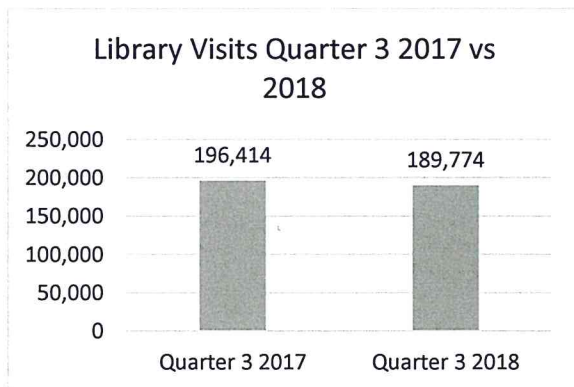
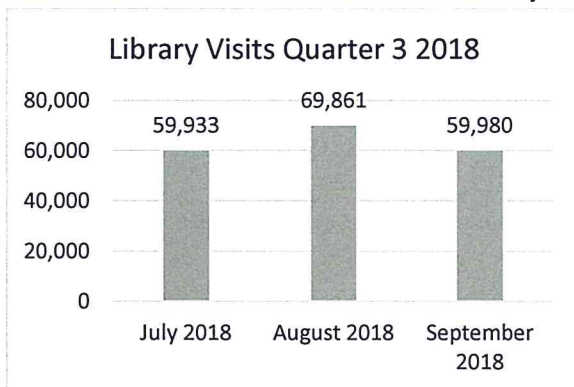
### Measure #1: Circulation of library materials.



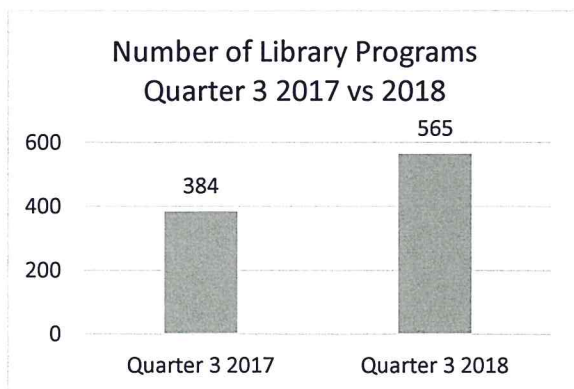
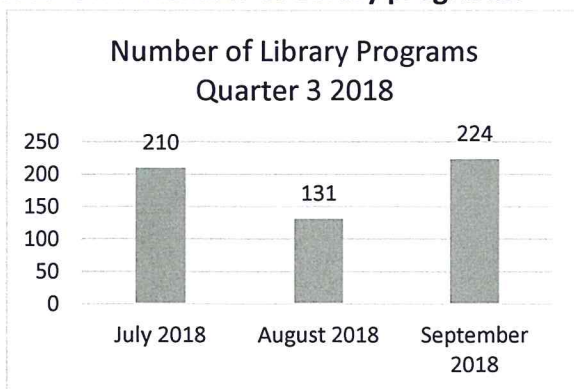
### Measure #2: Number of items downloaded from library (Alaska Digital Library, Freegal, & Hoopla)



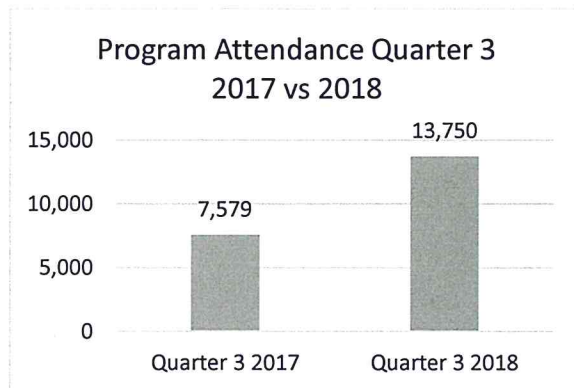
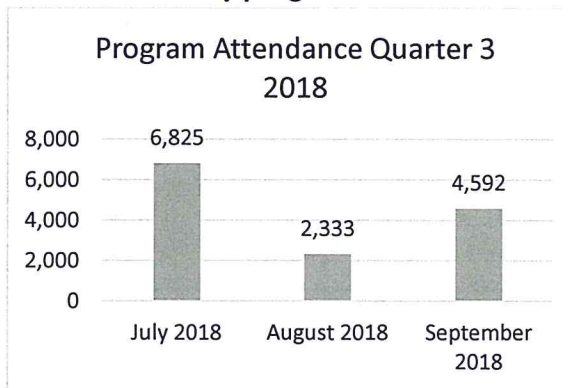
### Measure #3: Number of visits to the library.



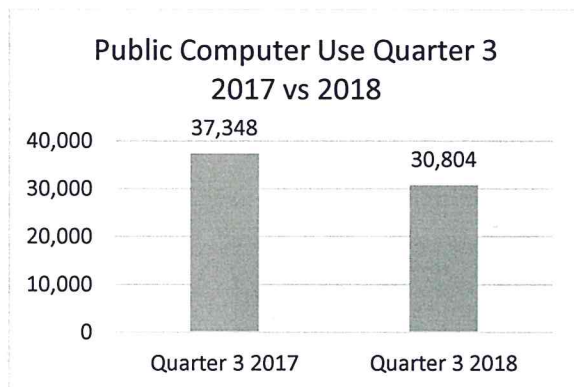
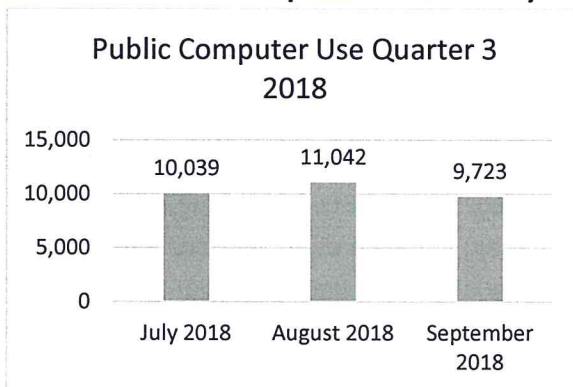
### Measure #4: Number of library programs.



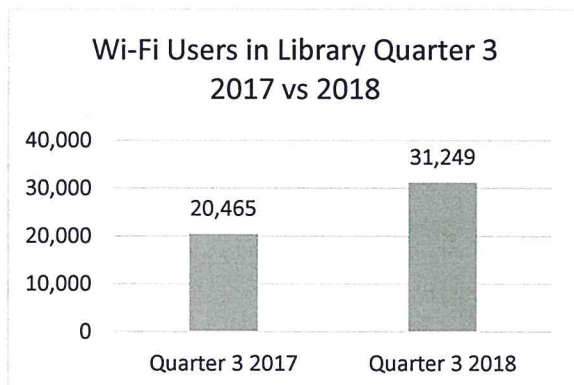
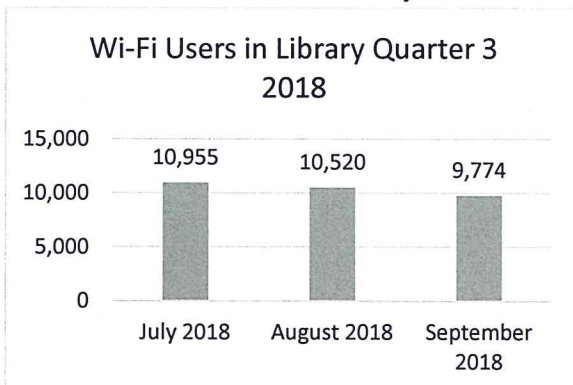
#### Measure #5: Library program attendance.



#### Measure #6: Public computer use in library.



#### Measure #7: Wi-Fi users in library.



#### Measure #8: Website visits (anchoragelibrary.org). \*new website launched December 2017. The new website is hosted on a new platform and the data is collected differently. \*\*technical issues in August

