

Municipality of Anchorage
 Library Advisory Board Agenda
 TEAMS Virtual Meeting
 January 20, 2021
 5:30 p.m.

1. Call to Order

2. Roll Call

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

X=Present, E=Excused, U=Unexcused, PH=Phone

	TOPIC	Leader	Time	Action
	Call To Order			
	Land Acknowledgement	Chair	1 min	
	Person (s) to be Heard		3 min	
	Consent Agenda, January 20, 2021	Chair	1 min	
	Approval of Minutes – Minutes	Chair	2 min	
	Mission Moment: Sarah Preskitt, AK Room Librarian	Preskitt	15 min	
	Mission Moment: Stacia McGourty, Adult Services Manager, Anchorage Reads		15 min	
	LAB Strategic Plan Review	Chair	10 min	
	Exhibit Policy Update	Director	5 min	Discussion
	Staff Updates Director Report Bond Discussion	Director	20 min	Discussion
	Next Board Meeting • February, 17, 2021, 5:30-7, TEAM Virtual Meeting			
	Board Comments and Adjourn			

**Municipality of Anchorage
Library Advisory Board
Minutes**

Date: December 16, 2020	Location: TEAMS meeting
-------------------------	-------------------------

Board Members				Staff
X	Jamie Lang, Chair	X	Lucy Flynn O'Quinn	Mary Jo Torgeson, Director
X	Sarah Switzer, Vice Chair	X	Nancy Hemsath	Jacob Cole, Ass't Dir for Publ Services
X	Cristy A. Willer, Sect'y (arr 5:45)	X	Wei Cheng	Celia Hartz, Technology Coordinator
X	Barbara Jacobs			Guests
X	Lourdes Linato-Crawford			

X= Present, EX=Excused, U=Unexcused, PH=Phone

Retreat.	Information / Findings / Conclusions / Recommendations	
Call to Order	5:38 p.m.	
Land Acknowledgement	The Chair acknowledged that we meet on the traditional land of the Dena'ina people.	
Person to be heard	None.	
Mission Moment	Celia Hartz gave a presentation on technology updates, re: curbside pickup, Mifi circulation, Quipu E Cord (creating registration forms on the website), BiblioTheema remote locker, V count door counters, and spring share for instant messaging.	
Consent Agenda	<ul style="list-style-type: none"> • Agenda approved (Nancy). • Minutes of 10.16.20 approved (Nancy/Barb). • Minutes of 11.18.20 approved as amended: Jacob did not attend the November meeting, and the land acknowledgement was done by the Vice-Chair, not the Chair. (Nancy/Barb) 	
Discussion/ Action Items	Discussion	Action
	<ol style="list-style-type: none"> 1. <u>Recognition and Naming Policy</u>. This item was tabled in November, awaiting review from the Legal Dept. The Legal review and approval occurred. 2. <u>LAB Strategic Plan Review</u>. Advocacy efforts were successful; talking points and the advice to send emails ahead of interviews were especially helpful. 3. <u>Assembly Thank you</u> 4. <u>Director's Report (attached)</u>. Also: <ul style="list-style-type: none"> ○ The new format was appreciated. ○ \$400K was received from the National Endowment for the Humanities for Alaska Room repairs. \$260K CARES money paid for books and furniture. ○ The Eagle River branch was closed for 3 days because of Covid cases. ○ Mary Jo has set her retirement date for 4/30/21. ○ The Assembly meetings in Loussac are getting very contentious; there was one arrest. ○ There's a waiting list for the Mifi rentals; people really need them for more than 2 weeks. 	<ol style="list-style-type: none"> 1. Motion: The Board accepted the new policy as written (Lucy/Sarah). 3. The thank-you letter to the Assembly was reviewed and approved, with slight revision.
Comments	<ul style="list-style-type: none"> • A patron expressed appreciation for a librarian who helped with choosing children's books. • Lo recommended that the board tune in to a presentation by George Martinez at 7:00 re: early childhood education. 	
Adjournment	Meeting adjourned 6:46 (Lo/Lucy).	
Next Meeting	January 20, 2021. LAB meeting February 27, 2021, 9:30-12:00, All-Board Retreat	

Education & Skills for Life

Recent Accomplishments

- Red found that he now has more Person Librarian requests coming directly to him, than through the website—a half dozen families consistently contact him for early literacy support. (Muldoon)
- Launched Scholastic's BookFlix and US Major Dailies. (Collection)
- LENA trainings on early literacy continue with cohort one working through sessions 3 to 7. (Ready to Read Center, Samantha Blanquart). Here is an outcome from one of the participants:

In our November cohort, we had one family enrolled whose child had a diagnosed speech delay and was receiving services from a speech language pathologist. As part of the LENA curriculum, families take Snapshots, which are assessments of their child's language development and skills at a specific moment in time. Snapshots are taken at Week 1, Week 5, and Week 9 during the 10-week program and several times after graduation. In the 9 weeks of taking this course, this family, using the LENA techniques alongside therapies from the SLP, has helped their child gain six months' worth of language skill development!

- 802 "Program to Go" kits were distributed system wide in December. (Youth Services)
- Storytimes went on a break midway through December, but 145 views happened at 8 virtual storytimes. We can assume easily close to 300 people as we know most views are a caregiver and at least one child. (Youth Services)
- Technical services catalogued Book Kits and MIFIs as additional services that are "holdable" in the catalog, in addition to the regular workload of sending out 6,200 new items
- Partnered with United Way to present Healthcare Navigators online
 - 3 sessions, 30 participants

Next Steps/Coming Soon

- Remote training coming for childcare providers through Thread. (Youth Services)
- Working with Best Beginnings and Cook Inlet Tribal Council on their 3 year grant program for early literacy and family reading. (Youth Services)
- Kids book clubs coming in January! (Sue Sommers and Linda Klein - Youth Services)
- Beginning planning for outdoor storytime in the spring and summer as well as summer reading. (Youth Services)
- Tax Information Sessions with the United Way online Thursdays, January 25-April 1
- Library in a Box kits will be ready for check out in January

Limiting Factors/Concerns

- Continuing to think about ways for folks without computer or internet access to engage in programming and continue building skills.

Bridge to Information and Resources

Recent Accomplishments

- APL designed and sent 14,064 postcards to patrons promoting our new MiFi connectivity. So far 76 library cards have re-engaged with APL, with an estimated 47 of those with mi-fi check outs.
- Re-launched Anchorage Public Library YouTube channel to host long form video including how-to series for “Your Library @ Home,” “Digital Resources” and “Databases”.
- Library staff helped Anchorage residents 108 times with personal librarian requests. They chose 1,221 items. On average each person received 11 items.
- Teens continue to give their reviews via our new Volunteer program which were shared on our website and social media. (Jon Ebron)
- Library staff shared information about library resources to two Countdown to Kindergarten (virtual) events, reaching over 60 families. (Kelsey Skrobis)
- 100 holiday cards sent to community partners with an insert advertising group training on library services and databases

Next Steps/Coming Soon

- Online registration and address verification system, eCard, will go live end of January.
- BiblioTheca Remote Lockers will be prepared for installation at the Dimond Transit Center .
- Assist the Municipality with maintaining COVID response website and COVID vaccination appointments for seniors
- Planned presentations with the Poor People’s Campaign and the city-wide case managers meeting on library cards and resources.
- Working with the VA to determine ways of connecting veterans to library resources.

Limiting Factors/Concerns

- Awaiting login credentials to assist with website maintenance.
- Further discussion with AHD about COVID vaccine information and scheduling.

Building Community

Recent Accomplishments

- Between the Covers Romance Book Club continues to add new members since going virtual in April.
- Gerrish library spent a lot of the month writing thank you cards to our patrons.
- Jim (Muldoon) presented at the regular Monday meeting of Russian Jack Rotary, updating their members on current available services.
- Anchorage Reads 2021
 - Received a \$3500 donation from the Anchorage Education Association
 - Received a \$400 donation from the NAACP
 - Participating educators are eligible for continuing education credits through PACE
 - Anchorage Reads proclamation drafted and sent to the Anchorage Assembly
- Met (Adult Services) with Native Student Services at UAA and identified ways to partner to support Native students on campus.

- Mountain View staff participated in the Community Council sponsored Holiday Drive-Thru event. Ziona, Keelin and Rayette handed out approximately 100 goodie bags, and gloves. Holiday music playlist via Freegal streaming was a big hit.
- Adult services cosponsored programs with a library in Cape Elizabeth, ME and had 43 people from AK talking with people in Maine.

Next Steps/Coming Soon

- January Between the Covers Book Club will discuss Netflix's Bridgerton/The Duke and I by Julia Quinn. Hot topics surrounding this book/show are consent in the primary romantic relationship and the use of diverse casting in a historical portrayal.
- Working on co-sponsored program to go kits with Girl Scouts of Alaska and Campbell Creek Science Center. (Elizabeth Nicolai)
- Working on co-sponsored programming for the summer with Anchorage Parks and Rec (Elizabeth Nicolai)
- Anchorage Reads will launch on January 18th and run until June 2021
 - Stamped from the Beginning: The Definitive History of Racist Ideas in America by Ibram X. Kendi
 - Stamped: Racism, Anti-Racism, and You by Ibram X. Kendi and Jason Reynolds
 - Donations will provide for YA book distribution throughout Anchorage
- Planning collaborative events in conjunction with the Extra Tough Exhibit at the Anchorage Museum for February – May 2021.
- Part of the Anchorage Reads planning committee organizing a series of book clubs and panel discussion. This includes working to get the Anchorage Reads program PACE certified to incentivize educators to participate and coordinating with community partners to co-host programming.

Limiting Factors/Concerns

- Anchorage Reads has received publicized pushback from conservative media in Anchorage

Internal Goals and Strategies

Recent Accomplishments

- Monitors and PCs were purchased for 2021 replacements
- Staff have been moved from close quarter spaces to more private work zones to help with possible 'close contact' bubbles while at work.
- Ceiling tiles damaged in the 2018 earthquake have now been replaced at CE.
- Library staff working through EDI training as well as a diversity book project and audit of picture books. (Loussac Youth Services Staff)
- All story packets were tagged with a digital survey QR code. We have received very few evaluations and hope this helps improve our response. (Youth Services)

Next Steps/Coming Soon

- Created a form so that staff have options for ergonomic needs, will be distributing to supervisors in January
- Optimizing larger meeting rooms (Board Room/Staff Conference Room) for better virtual meetings – allow WFH staff to see everyone as well for better participation.

- Reworking the 'circulation' desks for more comfort for front desk staff considering the length of time they will be out front.
- Issuing 2020 strategic plan progress report, 2021 APL work plan, and the 2021-22 Equity, Diversity and Inclusion Plan to share with boards by February.

Library Board Updates

Recent Accomplishments

- Library Foundation exceeded all 2020 fundraising goals
- Alaska Room project: Mayor's Task Force on Alaska Room will convene on 12/27, ALF will work with Northern Compass Group again for the bond campaign, secured a \$400K NEH grant and \$25K private donation, bond promo campaign will start later this month. Sarah Preskitt will speak of this project at the January Board meeting.

Next Steps/Coming Soon

- Alaska Room/Bond campaign promotion
- FOL spring fundraising events

Customer Comments

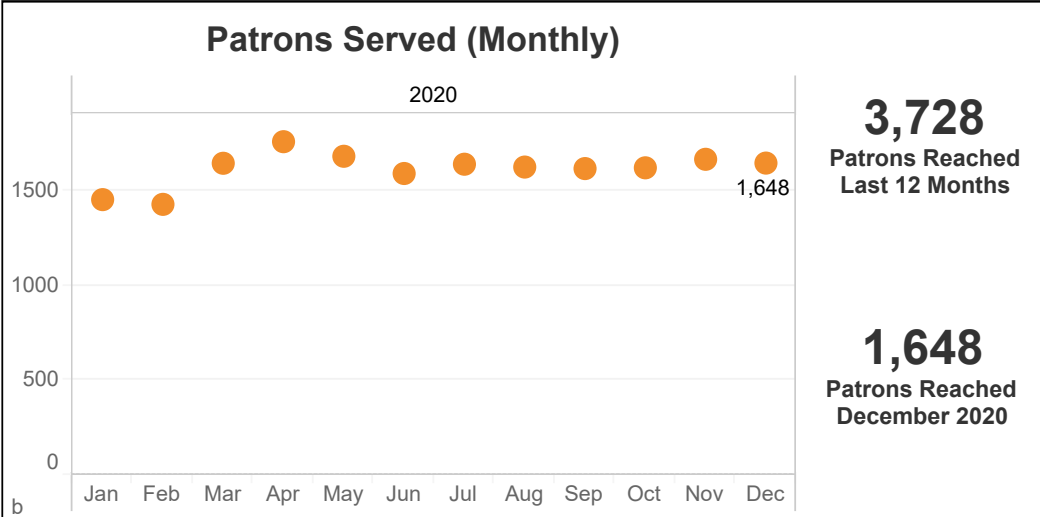
Michele Lucas I have been downloading ebooks from the APL for several years. It's easy to do, and I am absolutely delighted by the vast catalogue of books available in this form. Several times when I have recommended that the APL buy the license to an ebook I'd like to read, they have come through for me, and one day, out of the blue, the longed-for books magically popped up as available on my hold list! Thank you, APL, for enabling me to read mysteries, classic novels, and recently released bestsellers in the comfort and safety of my own home. During this time of so much disconnection, I am grateful to the APL for continuing to bring me joy by connecting me to the many wonderful worlds found in great books. I ♥ the APL.

December 2015
Anchorage Public Library
Launched hoopla!

7,744
Unique Patrons
Since Launch

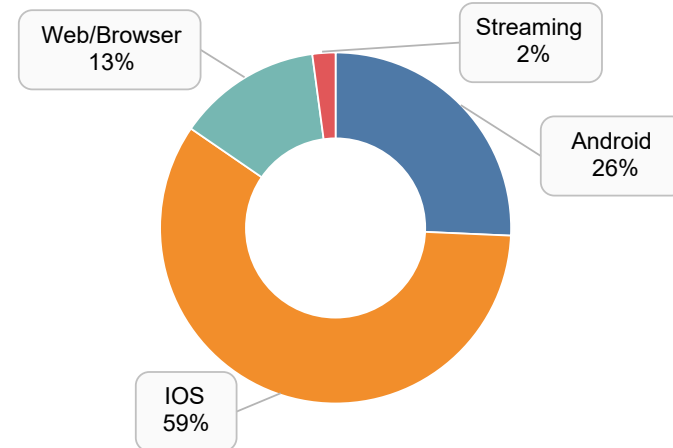
87,568
Unique Titles Borrowed
Since Launch

a



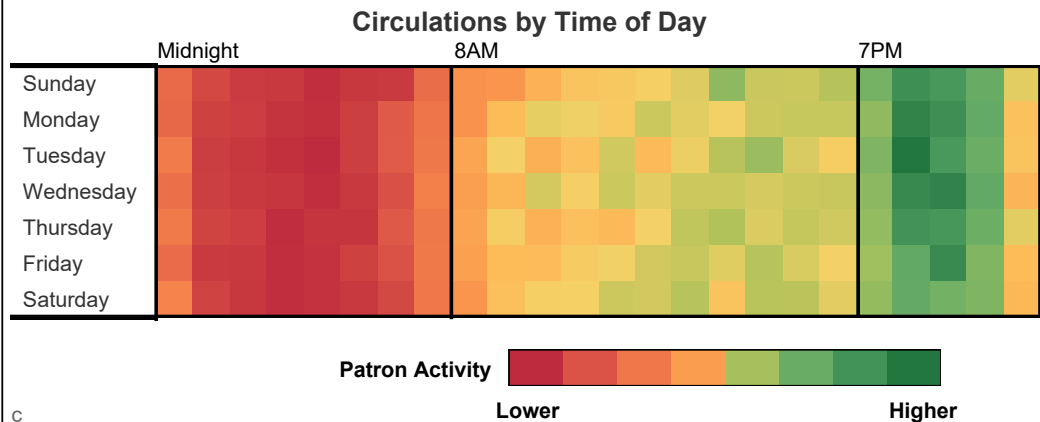
84% of Circulations were on a Mobile Device over the past year

Circulation Source Last 12 Months



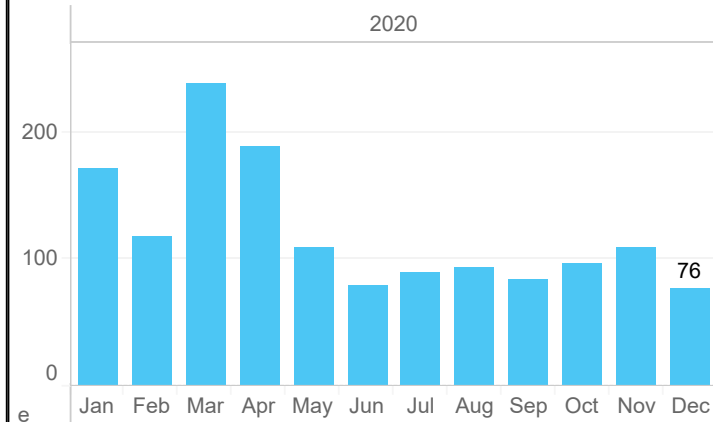
Prime Time: Anchorage Public Library patrons tend to borrow in the evening

Most Popular Time: 8 PM on Tuesday



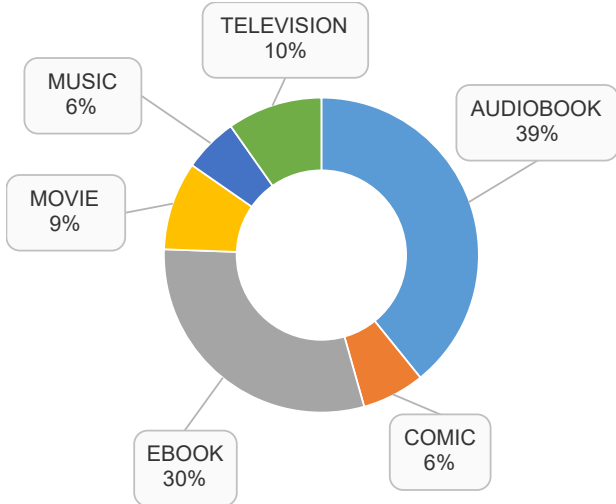
1,448 New Patrons
registered for hoopla by Anchorage Public Library in the last year!

New Patrons Registered

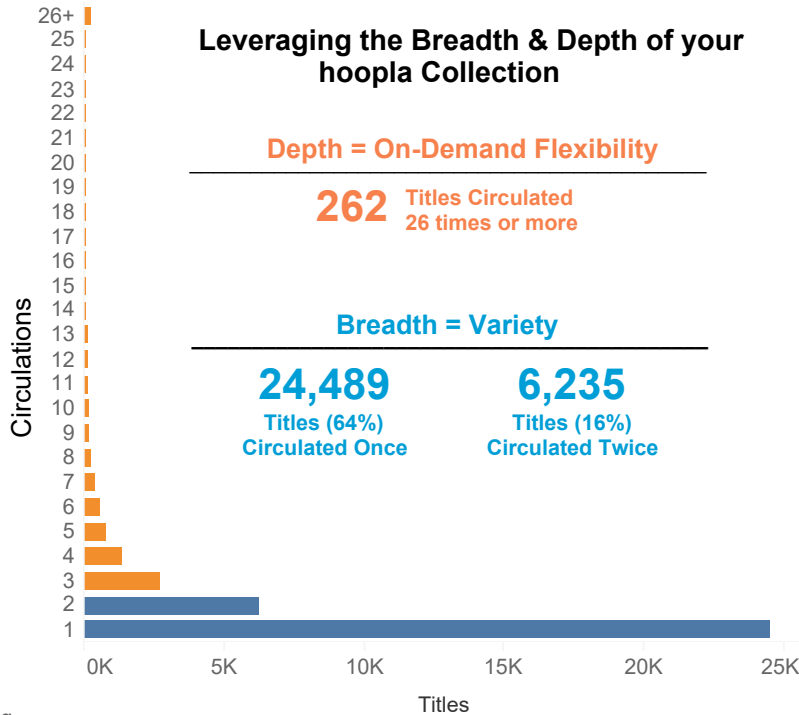
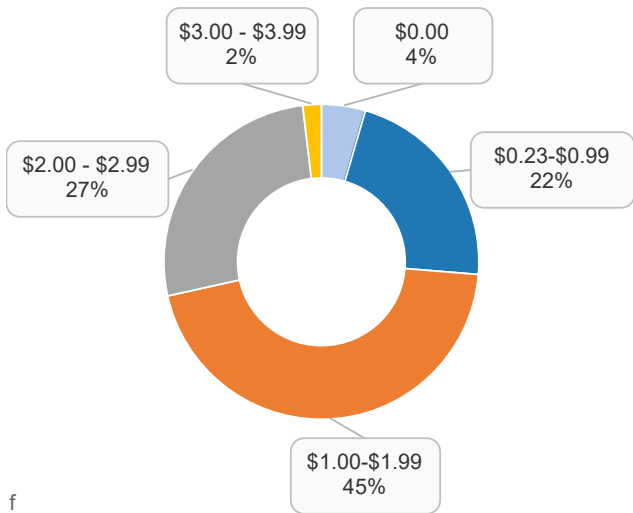


76% of titles circulated were eBooks, Audiobooks & Comics

Unique Titles Circulated by Format



Circulations by Price Point



Last 12 Months

38,302
Unique Titles Circulated

91,171
Total Circulations

24.5
Circulations Per Patron

\$1.73
Cost per Circulation

Delivering Value to Your Community

hoopla enabled Anchorage Public Library patrons to access 38K titles worth \$1.082M in Content Value for \$157K

\$925K Saved

Format	hoopla Total Circs	Unique Titles Circled	hoopla Total Cost	hoopla Cost per Title	Cost to Purchase (per Title)	Total Cost to Purchase Titles Circled
AUDIOBOOK	40,279	15,011	\$80,349	\$5.35	\$43	\$645,473
COMIC	5,739	2,469	\$6,649	\$2.69	\$13	\$32,097
EBOOK	20,346	11,474	\$24,873	\$2.17	\$24	\$275,376
MOVIE	11,341	3,481	\$24,161	\$6.94	\$16	\$55,696
MUSIC	4,887	2,135	\$7,288	\$3.41	\$10	\$21,350
TELEVISION	8,579	3,732	\$14,018	\$3.76	\$14	\$52,248