CONTRA COSTA COUNTY LIBRARY COMMISSION
AGENDA ATTACHMENT 4

MEETING DATE: Thursday, January 28, 2010

AGENDA ITEM #: 10

ITEM: REPORT FROM COUNTY LIBRARIAN

RECOMMENDED ACTION:
- None
October 13, 2009

Anne Cain, Director
Contra Costa County Library
1750 Oak Park Boulevard
Pleasant Hill CA 94523

Dear Anne:

Thank you for applying to participate in the 2010 Get Involved: Powered By Your Library Institute. I am pleased to inform you that your library has been accepted to attend this institute to be held at the Irvine Marriott on February 23 & 24, 2010.

Together with our partner, Califa, we have developed a two-day event that is designed to prepare your library’s team to expand their engagement of high-skilled volunteers including baby boomers and the generations that follow.

Your team members are listed below. Any changes to this list should be discussed with Carla Lehn.

1) Gail McPartland, Team Leader Contact
2) Ronda Arends
3) Megan Brown
4) Vickie Sciacca
5) Sandra Paiva

Please communicate the following registration information to your team members. The costs for the Get Involved institute including two nights (single occupancy) lodging, designated meals, and travel costs up to $300 per person are covered by an LSTA grant.

Registration
Please have each of your designated team members complete the online registration form at http://host7.evanced.info/califa/lib/eventssignup.asp?ID=49 no later than January 28, 2010. The registration will facilitate room reservation, special dietary needs, and travel reimbursement procedures.

If you have any questions regarding registration, please contact Wendy Cao at Califa at wcao@califa.org or (650) 356-2129.

For more information about the Irvine Marriott, go to
Lodging and meals
The grant we have for this project will pay for lodging for two nights (Monday, February 22 and Tuesday, February 23), as well as breakfast, lunch and dinner on February 23 and breakfast and lunch on the February 24.

Travel
Each person will receive a travel reimbursement form at the Institute. Travel expenses to and from Irvine will be reimbursed up to $300 per person. For those who are driving, parking is available onsite at the Irvine Marriott. You will submit parking charges on your travel reimbursement form. The Marriott is providing us with a reduced rate of $10 for self-parking, which we will reimburse.

For those who will be flying, we suggest that your team members make their travel arrangements as soon as possible to secure the most reasonable fares. The Irvine Marriott provides a complimentary shuttle 24/7 to and from the John Wayne Airport (SNA) in Orange County. Signs to the Shuttle vans are well marked on the Ground Transportation level of the airport, and there is an information desk as well.

Travel Hardships
We are aware that travel from some remote locations in our state requires additional time and/or resources. If the maximum $300 travel reimbursement per person and two night hotel stay presents a hardship, please contact Carla Lehn at clehn@library.ca.gov or (916) 653-7743.

Institute Schedule
All participants in the Institute are expected to attend both days of the event in their entirety, including a special dinner program on Tuesday evening.

Tuesday February 23
The first day will begin with a buffet breakfast at 7:30 a.m. Opening remarks will begin at 8:30 a.m. and meetings will conclude by 5:00 p.m. The Institute will continue that evening with a special dinner program from 6:30 – 8:30 p.m.

Wednesday February 24
The Institute will begin with breakfast at 7:30 a.m. and conclude at 4:00 p.m.

What you need to be preparing for now!

(1) Get the above dates and registration information and deadline out to your team members.

(2) We have scheduled two kick-off webinars, and ask that your team participate in one of them:

- Wednesday, November 4 from 1:00 to 2:30
  OR
- Monday, November 9 from 1:00 to 2:30
• The optimal way for your team to participate in these webinars would be all together in a room with a speaker phone and the webinar projected from a computer through a projector onto a screen. This will help in team building, as well as getting conversations going right away on the topics discussed.

• It would also be great if you can schedule some time after the call so the team can discuss ideas/issues etc., related to the topic covered.

• If it is not possible to get everyone in a room together for the call, having some team members call in from wherever they are is better than not having them participate.

• **By November 2**, please tell us which of the two webinars your team will be participating in by completing this “doodle poll” — [http://www.doodle.com/4fpac79az562ez4v](http://www.doodle.com/4fpac79az562ez4v)

(3) Give this link to all your team members -- [http://rurallibraries.org/webinar/12-03-2008/](http://rurallibraries.org/webinar/12-03-2008/) -- to watch an introductory one hour webinar presented by our primary Institute speaker Jill Friedman Fixeler -- author of “Boomer Volunteer Engagement: Collaborate Today Thrive Tomorrow,” and her associate Jennifer Rackow. Please ask everyone to take the time to watch it prior to which ever webinar your team chooses to participate in: November 4 or November 9. (Note: This one is an archive and is available to watch from any computer 24/7.)

If you have general questions about the Institute, please contact me at clehn@library.ca.gov or (916) 653-7743.

Again, congratulations on your acceptance. I look forward to having your library join us in this exciting learning and networking opportunity.

Yours truly,

[Signature]

Carla Lehn
Library Programs Consultant

cc: Stephen Ristau
Wendy Cao
Gail McPartland
Press Release

For Immediate Release:
Monday, December 14, 2009

Contact:
Cathy Sanford
Deputy Librarian, Support Services
v. (925)848-6423
f. (925)848-6461
e. csanford@ccclib.org

Library wins Innovation grant to develop “Snap & Go” mobile technology

December 14, 2009 -- Contra Costa County, CA -- Contra Costa County Library has been awarded a $60,000 Bay Area Library and Information Systems (BALIS) Innovation grant to create a mobile platform that will push new and existing library content and services — literally — into the hands of cell phone users. The “Snap & Go” project will allow Contra Costa County residents with mobile phones and a library card to access library materials, enhanced content, and manage their accounts without having to visit a library building or gain access to a computer.

The Contra Costa County Library is recognized nationally as a leader in utilizing technology to improve service and reduce costs. This is the second BALIS Innovation Grant received by the library. The previous BALIS grant provided partial funding for the book dispensers the library has installed at the Pittsburg/San Pablo and El Cerrito BART stations as well as the Sandy Cove Shopping Center in Byron/Discovery Bay.

The project will utilize QR (Quick Response) codes, a two-dimensional barcode technology popular in Japan and with point-of-sale companies in the United States, and increasingly found on product labels, billboards, and posters, to encode information and automatically launch web-accessible functions.

The library will develop a Mobile Patron Support System that will link customers with cell phones to library services and information through QR codes attached to library materials including books, DVDs, flyers, posters, library cards, and the catalog. By taking a picture of the barcode, the phone will launch the library’s mobile website and provide access to three functional areas: detailed, dynamically generated information on titles scanned including reviews, first chapters, and read-alike information; links to library mobile web pages including hours and location information; and links to patron account functions.

“We are thrilled that BALIS has recognized the potential of our “Snap & Go” project to expand library service to mobile customers,” said County Librarian Anne Cain. “This development will allow our library to serve as a model for others, to bridge the physical, digital, and mobile worlds and provide service beyond library walls and personal computers.”

Contra Costa County is above the national average for owning wireless devices, cellular phones and smart cellular phones according to the 2008 SRDS Lifestyle Market Analyst. Contra Costa County Library serves residents countywide with 25 locations, 3 Library-a-Go-Go book dispensers, and online library services available 24/7 at ccclib.org. Last year almost 4 million people visited the Contra Costa County community libraries and checked out over 8 million items.

The BALIS Innovation program provides funding toward the implementation of ideas or programs that offer a new service model or bring a fresh interpretation to existing library service models.

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Contra Costa County Library Receives 2 Awards For Library-a-Go-Go Service

2009 Cutting Edge Technology Service Recognition
California State Association of Counties' Challenge Awards

December 10, 2009 -- Contra Costa County, CA -- The Contra Costa County Library is the recent recipient of 2 honors for the Library-a-Go-Go service, a book dispensing machine installed at 3 locations throughout the County. The American Library Association's (ALA) Office for Information Technology Policy (OITP) and the California State Association of Counties (CSAC) have recognized the Library for its efforts in finding a new and effective way of providing service to its community.

In a unanimous vote, America's Libraries in the 21st Century, a subcommittee of OITP, recognized the Contra Costa County Library as one of 3 United States institutions to receive the 2009 Cutting Edge Technology Service award. Cutting edge refers to tested and successful implementations of technological advancements used in library environments. To meet the criteria for the award, libraries demonstrate that they are introducing a new innovative service that is flexible and reactive to community needs, enhancing a product for added value, and providing a service that can be replicated by other libraries. The accomplishments of the honorees will be publicized via the OITP website, highlighted through ALA publications, and featured in a program at the ALA Annual Conference in 2010.

The merit award from CSAC is for Contra Costa County Library's efforts to improve the equity of service to communities on the outskirts of the County and for installing the first fully-automated, 24/7 library service in the country. The CSAC Challenge Awards recognize the innovative and creative spirit of California county governments as they find new and effective ways of providing programs and services to their citizens.

The Contra Costa County Library serves residents countywide with 25 locations, 3 Library-a-Go-Go book dispensers, and online library services available 24/7 at cclib.org. Last year almost 4 million people visited the Contra Costa County community libraries and checked out over 6 million items.

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1/19/2010