MEETING DATE: Thursday, July 28, 2011

AGENDA ITEM #: 8

ITEM: ITEMS OF INTEREST TO THE COMMISSION AND ANNOUNCEMENTS

RECOMMENDED ACTION:

- Commissioners or Library staff may make announcements regarding the Library Commission and Library or Friends group activities of interest to other Library Commission members.
Circulation Rising in Contra Costa Libraries

Circulation of library materials in Contra Costa County libraries last year grew nearly 8 percent from the previous year, library officials reported.

The number of items checked out of public libraries in Contra Costa County grew by 7.85 percent this past year, thanks in part to programs promoting recreational reading and literacy, according to library officials.

The growth reflects a longer-term trend that has seen circulation more than double over a 10-year period, the county library system said in a news release Friday.

The system includes 26 community libraries, including the Hercules Public Library.

Library employees analyze how patrons use the libraries and also talk to them on a daily basis, officials said.

"As a result of this practice, we have invested in children's books intended to help kids feel confident when reading independently and have also increased the size of popular young adult, health, cooking, memoirs, and mystery fiction collections," Library Director Barbara Flynn said in a statement. "Community members have responded to these focused investments by using the library at a greater pace than ever before."

During the past year, 7.5 million items were checked out of Contra Costa libraries, up from 6.9 million the year before.

Each library hosts story times and author visits, and the county library system offers a summer reading festival. The news release also cited one-city/one-book programs and book discussion groups.
Also contributing to the rise in circulation are the addition of a second library in Antioch and new libraries in Lafayette and Walnut Creek, plus "a redesigned website that includes reading recommendations provided by library staff and immediately downloadable eBooks and audiobooks," the news release said.

Library officials also credited collaborations with community groups, such as Friends of the Library in various communities, and gifts from foundations and community groups. Singled out was First Five Contra Costa for contributing "tens of thousands of dollars for the support of early literacy collections in the Antioch, Danville, El Sobrante, Hercules, Oakley, Pleasant Hill, and San Pablo Libraries."

The county library system also offered the following "Library Snapshot":

- Total number of items that circulated last year: 7,489,545
- Total number of eBooks that circulated last year: 103,790
- This year's increase of children's books circulated compared to 2010: 275,758
- This year's increase of children's books circulated compared to 2003: 1,457,857
- Number of copies of Harry Potter books the Library owns: 798
- Percent of these Harry Potter books currently in children's hands: 81%
- Number of children's picture books checked out annually: 978,197
- Number of teen books checked out annually: 328,511
- Number of adult fiction books checked out annually: 944,076
- Number of travel books checked out annually: 67,938
- Number of cookbooks checked out annually: 78,082
- Cost of a library card: $0.00
New Library Study: Demand Up for Technology, Budget Cuts Limit Access

CHICAGO, June 21, 2011

PRNewswire-USNewswire -- A new national report shows that U.S. public libraries continue to expand as technology centers for communities, providing essential resources for job-seekers and support for critical e-government services. In addition, as the demand for e-books increases, libraries are the starting place for free downloads. However, budget cuts have forced libraries across the country to scale back drastically on operating hours and access to services, just when resources are most needed.

The 2011 Public Library Funding & Technology Access Study reports that virtually all public libraries (99 percent) provide public access to computers and the Internet. More than 87 percent of libraries provide technology training, and more than two-thirds (67 percent) of libraries offer access to e-books, up 12 percent from two years ago.

Yet a pervasive "new normal" of increased demand for library technology resources, paired with decreased funding at state and local levels, is impacting service to millions of Americans, according to the report released today by the American Library Association (ALA).

"We've seen our libraries and communities struggle throughout this uneven economic recovery. Since the recession began, libraries have grappled with budget cuts and decreased hours, while users wait in lines before doors open, eager to use library computers or access Wi-Fi, get expert assistance for job search, and learn how to download e-books," said ALA President Roberta Stevens. "We want patrons -- and policymakers -- to understand the dynamic resources available at today's library and keep those resources funded. Let's make sure that our investment in libraries yields its full potential."

While 70 percent of libraries report increased use of public computers, and more than half of libraries report an increase in use of electronic resources, 55 percent of urban libraries report operating budget decreases during the current fiscal year, followed by suburban (36 percent) and rural (26 percent) libraries. At the same time, 15 percent of libraries report decreased operating hours, a jump from 4.5 percent just two years ago. For the third year, the greatest impact was experienced by those living in urban communities; nearly 32 percent of urban libraries report reduction of open hours, up from 23.7 percent last year.

Not surprisingly, libraries report again that services for job-seekers rate as the most important public Internet service provided to the community.

More than 74 percent of libraries offer software and other resources to help patrons create résumés and employment materials, and 72 percent of libraries report that staff helped patrons complete online job applications. Yet, 56 percent of libraries report they do not have enough staff to effectively assist job-seekers.

Increasingly, as government agencies eliminate print forms and close satellite offices, public libraries are the front lines, connecting people with essential e-government resources.

Nearly 68 percent of libraries report that staff provided assistance in completing government forms, and one-quarter of all libraries partnered with government agencies and non-profit organizations to provide e-government services. An Oklahoma library director reports that a major employer no longer distributes printed W-2s to employees. Since only a small percentage of residents have Internet access at home, employees had to depend on library computers and printers to retrieve the forms.

The proliferation of e-books marks a milestone in public libraries; the number of libraries that offer e-books has increased almost 30 percent since 2007.

"We've seen a dramatic increase in people coming to the library with their e-readers, eager to learn how to use it with the library e-book collection. It's a great opportunity to showcase our expansion into digital services. As a technology
hub for our 26 communities, we make sure to feature a wide range of resources for users," said Contra Costa County Library (Calif.) Deputy County Librarian, Cathy Sanford.

"Millions of Americans each year go to their public libraries to seek educational resources, government services, employment information, and opportunities to improve their lives," said Jill Nishi, deputy director of U.S. Libraries and Special Initiatives at the Bill & Melinda Gates Foundation. "As libraries struggle to meet the growing needs of their communities, against the pressure of significant financial constraints, it is crucial that both public and private partners consider how they can help libraries sustain the critical services they offer."

Conducted by the ALA and the Information Policy & Access Center at the University of Maryland, this year’s study builds on the largest study of Internet connectivity in public libraries that began in 1994. The study functions as an annual "state of the library" report on the technology resources brokered by our libraries and the funding that enables free public access to these resources.

The study, funded by the Bill & Melinda Gates Foundation and the ALA, can be found online at www.al.org/plinternetfunding.

Please see also:

"Confronting the Future: Strategic Visions for the 21st Century Public Library" (PDF)

Contra Costa County Library is mentioned via a photo page 3 which shows the "Library-a-Go-Go


Contra Costa County Library is mentioned on page 92 which talks about the library’s QR code program for downloadable audiobooks and -books on smart phones. The library is also mentioned on page 95 under "Successes"
Literacy
In one year:
- Over 22,000 adult learners receive one-on-one or small-group instruction by trained volunteer tutors in California’s public libraries.
- Family literacy programs serve more than 3,000 families, including 4,000 at-risk children under 5 and almost 4,000 of their older siblings.
- Mobile library literacy services visit over 32,000 at-risk children aged 0-5 and 14,500 parents and caregivers.

Interlibrary Loan
In one year:
- Public libraries loaned over 37 million items through direct loans to non-resident borrowers.
- Public libraries shared over 3.5 million items among libraries of all types through interlibrary loan.

Libraries are the Engines of Our Democracy
No other organizations or agencies provide Californians with everything that libraries provide. Every day over ONE MILLION Californians prove it!

*Figures provided by the California State Library’s Library Literacy Services and based on services provided in 2009/10.
*Figures provided by the California State Library and based on statistics gathered in 2009/10 through the California Library Services Act’s Transaction Based Reimbursement Program.

Contra Costa County Library
http://ccc.lib.org

On California Library Snapshot Day:
- 16,094 people visited the library
- The library’s website was accessed 10,294 times
- 23,023 items were checked out or renewed
- 2,997 reference questions were answered
- 2,448 people used a library computer
- 921 people attended 31 public programs

“Thanks for providing this wonderful space in the community so that people can strive to be citizens and be part of the American Dream.”

“Complimentary, the library provides me with access to materials I need. The library makes up the half-filled textbooks. It makes me feel almost normal.”

“The library is important to me because my family can’t buy me the books I need, so I come to the library and read here.”

Provided by the California Library Association
www.cla-net.org
SNAPSHOT: ONE DAY IN THE LIFE OF CALIFORNIA'S LIBRARIES

Every day, more than ONE MILLION Californians visit a library.

The library is the one community space that sustains democracy, levels the playing field, values the individual, nourishes creativity, opens young minds, builds community, supports families, builds technology skills, and offers sanctuary—all free of charge to the user.¹

1,012,563 people visited a library on California Library Snapshot Day.²
That's more people than visit Disneyland in 25 days.
www.disneylandvacationtours.com

Tutoring and Training

Every day, more than 46,000 people receive tutoring, homework help, or other training in a California library.
That's enough people to fill AT&T Park—home of the 2010 World Series Champions, the San Francisco Giants.
www.baldorarts.com

Online

California libraries provide information via their websites to over 1.3 million people every day.
More than the entire population of San José, California's third largest city.
www.sanjoseca.gov/planning/data/population

Bridging the Digital Divide

Libraries provide free access to computers and the Internet. On a typical day, more than 169,000 people use a public computer in a California library.
More than one person for each square mile in California.
www.kuertaste.com

¿Qué Pasa?

Libraries offer free access to enrichment activities, cultural events, and public programs that inform, educate, entertain, and bring community members together. On a typical day, more than 60,000 people attend a public program in a California library.
Nearly three times the number of people who ran in the 2011 LA Marathon.
www.iamarathon.com

“How may I help you?”

Libraries provide free access to timely, unbiased, accurate information every day, helping patrons find jobs, study for degrees, navigate their way through school, become citizens, buy homes, set up businesses and so much more. On a typical day, library staff answer more than 109,000 reference questions from patrons.
That's equal to the number of people who attend the Gilroy Garlic Festival each year.
www.gilroy.rightnow.com

Tickets Please

Libraries provide free access to literature, music, and art that broadens our world view, expands our minds, and makes us laugh, cry, and think. Patrons borrowed more than 770,000 items on Snapshot Day.
If the Hollywood Walk of Fame had that many stars, it would stretch 770 miles!
www.hollywoodwalkoffame.net

¹See http://americanlibrariesmagazine.org/features/122120/3/12-ways-libraries-are-good-country
²Usage figures are based on data captured by 1,480 public, academic, school and special libraries and library jurisdictions for California Library Snapshot Day in October 2010. California Library Snapshot Day is an initiative of the California Library Association, and part of a national campaign spearheaded by the American Library Association. Some figures are approximate.
Cont. - Costa County Library

Annual Book Giveaway

Used books no longer needed in the collection available to you! While supplies last!

August 15 - August 17, 9 a.m. - 5 p.m.
Open to general public August 18 though September 2*, 9 a.m. - 5 p.m. (*except Sundays)

Located at the
Contra Costa County
Library Administration
Shipping and Receiving Area
75 Santa Barbara Road
Pleasant Hill, CA 94523

For more information please contact Library Administration at (925) 646-6423

Visit us online at ccclib.org

Books will be sorted into Children’s and Adult Fiction & Non-Fiction

Large Selection of paperbacks & hardcover books in all subjects

Please bring your own boxes or bags

If you would like to continue to receive notification of the Annual Book Giveaway please submit your email address to libadmin@ccclib.org

*This notice is being sent to you at your request, or at the request of someone at your establishment or organization. To make changes to contact information, please email libadmin@ccclib.org
Contra Costa County Library

Annual Book Giveaway

Used books no longer needed in the collection available to you!

August 18 - September 2*, 9 a.m. - 5 p.m.
(Except Sundays)

While supplies last!

Located at the
Contra Costa County Library Administration
Shipping and Receiving Area
75 Santa Barbara Road
Pleasant Hill, CA 94523

Visit us online at ccclib.org

Books will be sorted into Children's and Adult Fiction & Non-Fiction

Large Selection of paperbacks & hard cover books in all subjects

For more information please contact Library Administration at (925) 646-6423

Please bring your own boxes or bags
12 Ways Libraries Are Good for the Country

By Leonard Kniffel

A gift from American Libraries magazine of one dozen ideals toward which libraries strive.

Posted Tue, 12/21/2010 - 10:21

Americans love their libraries, and advances in technology have multiplied the ways in which libraries enrich the quality of life in their communities. Whether they are in an elementary school or a university, a museum or a corporation, public or private, our nation's libraries offer a lifetime of learning. To library supporters everywhere—Patrons, trustees, board members, patrons, and volunteers—American Libraries magazine offers this gift of 12 ideals toward which librarians strive as they provide comprehensive access to the record of human existence. It will take all of us, in a spirit of pride and freedom, to maintain libraries as a living reality in a free nation through the 21st century.

1. Libraries sustain democracy.

Libraries provide access to information and multiple points of view so that people can make knowledgeable decisions on public policy throughout their lives. With their collections, programs, and professional expertise, librarians help their patrons identify accurate and authoritative data and use information resources wisely to stay informed. The public library is the only institution in American society whose purpose is to guard against the tyrannies of ignorance and conformity.

2. Libraries break down boundaries.

Libraries of various kinds offer services and programs for people at all literacy levels, readers with little or no English skills, preschoolers, students, homebound senior citizens, prisoners, homeless or impoverished individuals, and persons with physical or learning disabilities. Libraries rid us of fences that obstruct our vision and our ability to communicate and to educate ourselves.

3. Libraries level the playing field.

By making access to information resources and technology available to all, regardless of income, class, or background, a public library levels the playing field and helps close the gap between the rich and the poor. Libraries unite people and make their resources available to everyone in the community, regardless of social status. There are more public libraries than McDonald’s restaurants in the United States.

4. Libraries value the individual.

Libraries offer choices between mainstream and alternative viewpoints, between traditional and visionary concepts, and between monocultural and multicultural perspectives. Library doors swing open for independent thinking without prejudegment. Library collections and services offer the historical global, cultural, and political perspective that is necessary to foster a spirit of exploration that challenges orthodoxy and conformity.

5. Libraries nourish creativity.

By providing an atmosphere that stimulates curiosity, libraries create opportunities for unstructured learning and serendipitous discovery. As repositories not only of books but of images and a wide variety of media, libraries offer access to the accumulated record of

Children's and young adult librarians offer story hours, book talks, summer reading activities, career planning, art projects, gaming competitions, and other programs to spark youthful imaginations. Bringing children into a library can transport them from the commonplace to the extraordinary. From story hours for preschoolers to career planning for high schoolers, children's librarians make a difference because they care about the unique developmental needs of every individual who comes to them for help.

7. Libraries return high dividends.

Libraries offer big returns to the communities they serve—anywhere from $1.30 to $10 in services for every $1 invested in them. Strong public and school libraries make a city or town more desirable as a business location. Americans check out an average of more than seven books a year from public libraries, and it costs them roughly $34 in taxes—about the cost of a single hardcover book.


People gather at the library to find and share information, experience and experiment with the arts and media, and engage in community discussions and games. No narrow definition will work for libraries. There is the community of scholars, the deaf community, the gay community, the library community, and countless others, each with its libraries and specialized collections. Libraries validate and unify; they save lives, literally and by preserving the record of those lives.


Libraries offer an alternate venue for parents and their children to enhance activities traditionally conducted at home by providing homework centers, parenting collections, after-school programs, outreach, one-on-one reading, and early literacy programs. Like the families they serve, libraries everywhere are adapting to meet the economic and social challenges of the 21st century. In libraries, families find professionals dedicated to keeping their services family-friendly by offering a diverse selection of materials to which people of many backgrounds can relate.

10. Libraries build technology skills.

Library services and programs foster critical-thinking skills and information literacy. Nearly 100% of American libraries offer internet access and assistance with problem-solving, scientific inquiry, cross-disciplinary thinking, media literacy, productivity and leadership skills, civic engagement, global awareness, and health and environmental awareness. Library patrons search for jobs online, polish résumés with word processing software, fill out applications, research new professions, sign up for career workshops, and look for financial assistance. Public libraries serve as technology hubs by offering a wide range of public access computing and internet access services at no charge to users.

11. Libraries offer sanctuary.

By providing an atmosphere conducive to reflection, libraries induce a feeling of serenity and transcendence that opens the mind to new ideas and interpretations. In the library we are answerable to no one. We can be alone with our private thoughts, fantasies, hopes, and dreams, and we are free to nourish what is most precious to us with the silent companionship of others who share our quest. Libraries are places where computers and databases provide superior access to information and they offer an atmosphere of light and textures that beautiful architecture and design foster.

12. Libraries preserve the past.

Libraries are repositories of community history, oral narratives, and audiovisual records of events and culture, and when these local resources are digitized and placed online as digital libraries, communities and cultures thousands of miles away can share in the experience. Libraries and information science and technology enable us to communicate through distance and time with the living and the dead. A library is a reminder kept available by the meticulous resource description and access that is the work of the librarian. Libraries preserve the record and help their patrons make sense of it in the Information Age.

HELP is on the Way for Library Hours

A new organization formed to help preserve library hours.

By Jelani Harner | Email the author | July 10, 2011

2 Comments

The Hercules Emergency Library Project (HELP) formed late last week to help raise funds and preserve the Hercules Public Library's hours.

Due to budget restrictions, the City of Hercules ceased funding 10 of the library's 45 hours on July 1. Contra Costa County funds the remaining 35.

Members of HELP were able to convince the city council that it would supply funding for 5 of those 10 hours, which has enabled the library to continue its programming and regularly scheduled hours of operation from Monday through Saturday.

The loss of the other five hours means the library is now closed on Sundays.

Members of HELP were able to persuade the city council to allocate a quarter of the yearly cost of the five hours HELP is raising funds for (which totals $40,000) on the city's quarterly budget, which means the organization will need to come up with $10,000 by October.

"We currently have $8,090.47," said Brian Miller, president of Friends of the Hercules Library, a non-profit group which was instrumental in the forming of HELP. "We're expecting a $2,500 matching grant from someone who donated that amount and has an employer with a matching grant program. We've submitted the paperwork, and once that comes in we'll have the money for the first quarter."

HELP consists of various members of FOHL and members of the Parks and Recreation's Community and Library Services Commission, as well as library volunteers and concerned community members. The group would like to raise funding for at least two quarters by the end of the calendar year, if not for the entire amount.

So far, funding has been generated by donations from community members at various library programs and in its booth at the Hercules Festival. Funds given directly to FOHL are not tax-deductible, so all donations are delivered straight to you.
"Currently, the rest of the money from the Friends' fund goes towards books, newspaper subscriptions, programs and such," Miller said. "We want this to be a community effort to save the library and the library's hours."

Members of HELP will meet again on Thursday, July 14th to discuss marketing materials for its fundraising efforts, which are likely to include the sale and painting of broles and tiles to be placed about the library, as well as a naming program for various parts of the library.

Other efforts discussed include involvement from local non-profit agencies and plans to obtain corporate sponsorship. HELP will convene again on July 27th.

Sarah Creely  
@21am on Saturday, July 9, 2011

Thanks, Jelani, for the great article! Our community is going through so much hurt these days. I believe Herculesians will appreciate an opportunity to support our own public library. With so many developments gone wrong in Hercules, (check out this morning's West County Times), our library was planned and designed with much community input. I know this because I attended many of those planning meetings. Our Hercules Public Library is a genuine success that we can all believe in.

I am a member of HELP and I hope more people will work with us to save our librarians and the programs they provide. I believe that as a community, we will step up.

Log in to reply

Jo Ellen Marcotte  
@11am on Saturday, July 9, 2011

HELP needs the assistance of Hercules library users and residents to reach our fundraising goal. Step by the library, sign up for a card, check out the great programs, and drop off a few dollars in our fundraising container if every resident gave $2, we would reach our goal. Thanks for the publicity.

Log in to reply

Leave a comment

Advertise
Advertise on Patch and reach potential customers in your backyard and beyond. Click here for more information.
Learn more »

Volunteer
If you want to help local causes, or your cause needs local help, your next click should be right here.
Learn more »

Contribute
• Send us news tips
• Put an event on the calendar
• Announce something to everyone

Get Patched In
Hercules news, events, and deals, delivered straight to you.

READ MORE IN VOLUNTEERS IN THE NEWS
Relay For Life Returns To Hercules

Terms of Service Privacy Policy

http://hercules.patch.com/articles/help-is-on-the-way-for-librarys-hours

7/11/2011
VISIT MUSEUMS & MORE FOR FREE

Choose from over 30 destinations including

- Aquarium of the Bay
- Asian Art Museum
- Bay Area Discovery Museum
- California Academy of Sciences
- Cartoon Art Museum
- Chabot Space & Science Center
- Exploratorium
- Lindsay Wildlife Museum
- Museum of Children's Art
- Oakland Museum of California
- Pacific Pinball Museum
- Tech Museum
- Freight & Salvage
- Zcwm: S. F. Children's Museum

Go to discover.ccclib.org to print out your tickets
Question:

What do we do as the FRIENDS COUNCIL?

What do we represent as PRESIDENTS of the Friends of the Library?

Please join us for the next FRIENDS COUNCIL MEETING

Presented by Charles Reed, Friends Council Representative
Tuesday, August 16, 2011
10:00 a.m.

Contra Costa County Library Administration - Conference Room C
75 Santa Barbara Rd., Pleasant Hill

RSVP to Ronda Arends, 925-927-3211
or e-mail at rarends@ccclib.org

Enjoy a morning of coffee from Peets Coffee & Tea & coffee cake as we

- discuss our role as Presidents of the Friends of the Library, and the role of the Friends Council
- introduce our newest Presidents, reintroduce our current ones, and meet the new County Librarian, Barbara Flynn
- learn about the Safeway book bin project

And don’t forget about the...

Contra Costa County Library
Annual Book Giveaway

Used books no longer needed in the collection available to you!
While supplies last!