CONTRA COSTA COUNTY LIBRARY COMMISSION

AGENDA ATTACHMENT 2

MEETING DATE: Thursday, November 20, 2014
AGENDA ITEM #: 8
ITEM: ITEMS OF INTEREST TO THE COMMISSION

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.
El Cerrito's newest Wall of Fame member has passion for
city and its history

By Rick Radin Correspondent
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MercuryNews.com

EL CERRITO -- To say that Tom Panas was an obvious candidate for El Cerrito's Wall of Fame that honors residents for "above and beyond" contributions to the community is to risk understatement.

Panas, who was named to the select group in July, has been a key instigator of the city's growing commitment to preserving its history, architectural and otherwise. He has also worked for years to improve residents' quality of life with his service on El Cerrito's New Library Committee that is trying to help the city build a larger state-of-the-art facility to replace the antiquated existing structure.

"I think Tom has been a remarkable asset to the community," said Grace MacNeill, a retired El Cerrito branch librarian and a colleague on the New Library Committee.

Panas, 63, moved to El Cerrito from his hometown of Santa Rosa in 1975, when he began working on his master's degree in business at UC Berkeley. Soon after, he began taking an interest in civic affairs, particularly historical preservation.

"I was never interested in history at all until I came here," said Panas, an engineering and computer science major in college. "When I arrived in El Cerrito, I started getting interested in it, especially in the Santa Fe railroad."

Panas began researching the history of the city and was chagrined to find that so many structures and artifacts from earlier eras had disappeared.

For example, the Castro Adobe, built by the son of Spanish land grant holder Francisco Castro in 1839, was destroyed in a 1956 fire. The developers of the original El Cerrito Plaza shopping center demolished the remains to make way for a parking lot of the new mall.

Panas began fighting to preserve what was left of El Cerrito's historical resources, working with state and federal authorities to identify and protect significant structures.

He was successful in placing the Chung Mei Home for Chinese Boys on Elm Street on the National Register of Historic Places. Although the building was modified in recent years to house a private school, its designation as a historic district preserves the integrity of the role it once played.

Panas has also worked with Edward Biggs, Albany-based developer of a 15-unit condominium structure to be built at 1715 Elm St. near the Chung Mei home. As part of the development plan, which received final approval from the City Council in August, Biggs will restore the 117-year-old Rodini house, the third-oldest home in El Cerrito, which will remain on the property and have public uses.
Panas also successfully campaigned for the preservation of the former Contra Costa Florist shop on San Pablo Avenue as part of plans for developing a six-story low-income senior housing project on the property.

The shop structure was originally built to house a sales office for one of the local quarries, but was later owned by the Mabuchi family, who converted it to a florist shop. The Mabuchis were interned in a camp for residents of Japanese ancestry during World War II.

Woody Karp, the project manager for Hayward-based Eden Housing, the developer of the project next to City Hall, said he has "an amazing amount of respect for Tom," who convinced Eden to alter its plans to tear down the shop along with the Mabuchi home at the rear of the shop.

"The shop was not identified as a historical resource at first, and Tom advocated for the preservation of the building," Karp said. "He was passionate about it, and we listened to him and went back to the drawing board to preserve it."

Historical displays about the Japanese community will be included in a public plaza on the property.

Panas' interest in Japanese-Americans who operated nurseries and flower businesses in Richmond and El Cerrito began long before the Eden project.

After befriending a number of older Japanese residents, he discovered that most of them only saw each other at funerals, so he organized a party so that they could get together under happier circumstances, along with a historical photo exhibit about the nurseries.

The exhibit opened at the El Cerrito Senior Center and was also displayed at City Hall.

"We really did it up for them, with the party and celebration, and people were able to rekindle relationships," Panas said.

New library, seed library

Panas' work as a Contra Costa County library commissioner has given him the background to help colleagues push forward with plans for a new library. So far, the city has commissioned a "needs assessment" to determine what residents want in terms of library design and facilities.

Panas said El Cerrito "needs to determine where it's going to be and make sure it has the right features and the library committee needs to facilitate that."

Panas is leading the private fundraising for the library project, MacNeill said.

"After there is a site and design selected, I think people will be more interested in giving large amounts of money," she said.
In the meantime, Panas has been the instigator and promoter of a pair of seed libraries that have been established at the El Cerrito Library and the El Cerrito Recycling Center with the cooperation of the El Cerrito Community Garden Network.

An avid gardener, Panas says El Cerrito is the first library in the county system to have a seed library, where residents can borrow seeds to plant in their gardens and may donate them back after their crop is harvested.

"The question is always 'How can we serve the public better and do the right thing,'" Panas said.

Panas and his wife, Ann Duveneck, have twin sons, Mike and Allan.

Library gala

Cerrito Vista Sip & Savor, the annual Rotary Club of El Cerrito fundraiser from 2:30 to 5:30 p.m. Oct. 19 at Mira Vista Golf and Country Club, is co-sponsored by the El Cerrito New Library Committee. The day includes "wines, brews, spirits, foods and fun," a putting contest, raffle and more. A portion of proceeds will go toward the effort to build a new city library. Tickets are $45, available from library committee members, by calling Frank Lee at 510-658-1453, or visiting Cerritovistasipandsavor.com or elcerritorotary.org. Tickets will also be available at the door.
Public Hearing Highlighting OPL's Vital Role -- and Budget Gap that Threatens Closure of 6-8 Branches

The City of Oakland's Library Advisory Commission invites you to attend a public hearing entitled, "Open Libraries/Open Doors: A Panel Discussion of Oakland's Diverse Library Services and Current Funding Challenges," from 6-8 p.m. Tuesday, Oct. 7, at the Cesar Chavez Branch, 3301 E. 12th St. (directly next to Fruitvale BART).

The hearing is intended to educate the public about library services as a vital Oakland resource. It also will highlight the $2.5-$3.5 million annual budget gap the library faces, starting in July 2015. If not filled, the gap will force cuts to the library's budget – which could mean the equivalent of 6-8 branch closures.

As part of this hearing, a small number of city leaders will participate in
a panel to discuss the role the library plays in various sectors of Oakland. We're excited to announce our panelists:

* Margaret Jerene, Early Care and Education Specialist, First 5 Alameda County

* Ann Gallagher, District Librarian, Oakland Unified School District

* Alex Bracco, Oakland Public Library Youth Leadership Council

* Joyce Guy, Program Specialist, West Oakland Jobs Resource Center

* Paul Figueroa, Assistant Chief, Oakland Police Department

The panel will be moderated by Alan Smith of California Public Library Advocates (CPLA), the state's public-library advocacy organization.

This promises to be an inspiring event. Please join us!
Transcript: City of Oakland Library Advisory Commission Public Hearing
6 p.m. Tuesday, Oct. 7, 2014, Cesar Chavez Branch, 3301 E. 12th St., Oakland

The City of Oakland’s Library Advisory Commission hosted a public hearing entitled, “Open Libraries/Open Doors: A Panel Discussion of Oakland’s Diverse Library Services and Current Funding Challenges.” The hearing was intended to educate the public about library services as a vital Oakland resource. It highlighted the $2.5 million-$3.5 million annual budget gap the library faces starting in July 2015. If not filled, the gap will force cuts to the library’s budget – which could mean the equivalent of 6-8 branch closures.

The hearing featured a five-member panel of representatives from various sectors of the city, including:

**Margaret Jerene:** Margaret Jerene has worked in early care and education for more than 20 years. She is currently an Early Care & Education Specialist at First 5 Alameda County. First 5’s main objective is to prepare children from birth to age 5 for success in school and life. Margaret’s role is to assist libraries in our county to prepare young children who are not in formal early care and education settings, like preschool, for success. Margaret has worked with OPL in this capacity for more than four years.

**Ann Gallagher:** Ann Gallagher has been the District Librarian for the Oakland Unified School District for the past eight years. Ann has been a Middle School/High School Librarian or Supervising Librarian for the past 25 years, in Southern California and before that in Maine. She also is a credentialed secondary teacher.

**Alex Bracco:** Alex Bracco is a representative of the OPL’s Youth Leadership Council and is a lifelong patron of the Rockridge Branch. Alex also serves on the Teen Advisory Board at Rockridge.

**Joyce M. Guy:** Joyce M. Guy is the Program Specialist for the West Oakland Job Resource Center. Joyce works with local residents to get employment in the construction industries. She is a retired union Ironworker, Local 378, and has a degree in Labor Studies from Laney College. Joyce also owns Limitless Horizons LLC, which works with local programs and assists organizations with information about construction apprenticeship programs.

**Paul Figueroa:** Paul Figueroa is Assistant Chief of the Oakland Police Department. A lifelong Oaklander, he grew up in the Fruitvale and did a lot of homework at the Melrose Branch. He credits being surrounded by librarians and books as one of the things that kept him on the straight and narrow as he grew up.

The panel discussion was moderated by Alan B. Smith, a Contra Costa County library commissioner since 1997. Alan is a board member of California Public Library Advocates and has served as a mentor and trainer for our own Library Commission. He is president of the Braille and Talking Book Library User Advisory Council and chair of the BART Accessibility Task Force.
TRANSCRIPT:

Margaret Jerene, First 5 Alameda County:

The most recent data we have from a kindergarten readiness survey shows that of children in the Oakland Unified School District, 40 percent are proficient in all areas for kindergarten readiness. That means 60 percent aren’t, right? That’s a big percentage. Children who go to preschool do better when they enter kindergarten. The work I’m doing with the Oakland Public Library is trying to reach the children who aren’t in preschool.

Fewer children have access to preschool if their parents make under $35,000 a year. In Oakland, 78 percent of families polled said they made less than $35,000 a year. 78 percent of families make less than $35,000 a year. So those children aren’t accessing preschool. The place that they’re accessing is the library. There’s a library in every community. It shocked me – when I first came to OPL to a Storytime, I was just floored by the sheer numbers of children and parents and caregivers in the library. Every Storytime I’ve been to has had numbers of 50 to 100 to more. I have a hard time keeping up trying to count how many people are there.

There are so many families who don’t have preschool who see the library as the place to go to prepare their children for school. And they’re going! Because all parents want to do well by their children. And OPL is in every neighborhood. Parents can walk to it, even though they don’t have money. The other thing that we found is, the higher level of education a mother has, the more prepared a child is for school. In Oakland, the majority of moms reported having high school as their highest level of education. Those moms are comfortable enough, though, to come to the library and are bringing their children to the Storytimes.

One great thing out of this study in Alameda County is that 55 percent of the parents are reading, singing and telling stories with their children five or more times a week. 38 percent or more are doing that two to four times a week. What you’re offering by having developmental Storytimes is not just stories. Your librarians have gone beyond that and have Baby Lap Sits, where it’s all about bonding and parents talking with their babies and singing with their babies; Toddler Times, where the focus is on the toddlers and moving and singing, and then to Preschool Circle Time. And they’re getting ready. They’re getting self-regulation skills. They’re getting academic skills and social skills that they may not get other places and other times. And here’s the thing – the library is free, and it’s in their neighborhood. They can afford it, and they can walk there, and you have services that will help them get their kids ready. They’re learning to follow some directions, to take turns, to talk with other kids, seeing other children and playing with other children. Not only are your groups offering Storytimes, but there’s a playtime offered afterward. So the children can actually interact with one another, negotiate some play spaces, play together, and all of that’s really important for kindergarten.

Librarians have gotten the parents very involved in being present, singing the songs, learning the songs, taking home sheets about the music, being referred to books – (parents) definitely are really engaged. It’s great. If you’ve never been to a Storytime, you’ve all just got to go and watch. See the parents learning the songs, participating in the Storytime, watching their children’s reactions. It’s just beautiful; it’s beautiful. The library is one of the only places that we
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can partner with that’s in every community, that can reach every child who’s not there in
preschool. So vital, so vital to my work, and to our work at First 5.

(Question: What effect would branch closures have on your work?)

It would be devastating, because there’s no other partner who’s in every community, who’s
offering free services, where children and parents are going already and are engaged already, and
that has literacy and language expertise available right there for those children and parents.
There’s no one else in our community we can partner with who can offer that.

Ann Gallagher, Oakland Unified School District:

We cooperate all the time with the Oakland Public Library. They’re out there in the community.
They have hours that the school doesn’t have. They support the same kids. We see the same kids
all the time. So we’re in this together. The Oakland Unified School District very much feels that
the public library is one of our best community partners.

I have a number of friends (at OPL) that I can pick up the phone anytime I need to and ask
questions. The public library is very generous with their discards, giving them to the school
district. Encyclopedias sets we get all the time. The branch librarians are known to our library
staff. We have in the district 75 potential school libraries, which is a lot. Two-thirds of them are
open some hours each week; one-third are still closed, unfortunately. But we have a new
superintendent, and we have a new Chief Academic Officer, Devin Dillon, who’s here tonight.
They are pledging support and restoration of our school libraries, and we’re very thrilled and
excited about that.

We also have a very strong community 501(c) (3) group that formed around the work I do.
That’s Executive Director Kari Hatch – sitting next to Devin Dillon – of Friends of the Oakland
Public School Libraries. … We have real faith that this community can pull together and work
on early childhood education, which I’m trying to do in my libraries with my staff by putting in
lower level books than we’ve ever done before. We have board books in our collections now. We
invite and encourage parents to come into the school libraries before and after school, bring their
preschoolers and borrow books.

When you think about a school, what is one door that’s always open at the school? It’s the school
library – if the library if functioning, that is. Classroom teachers tend to close their doors … but
the school library door is always open. That’s because the school library is central to education.
We really need the public library to share our resources; to not duplicate services; to be in touch
with each other, and just to really focus on the young people.

I have most recently been attending with Amy Martin the meetings of the eResources
Committee. The district purchases online digital resources, and so does the public library. So
when we get together, we try not to duplicate, so students can use their library card at the public
library to access your online resources, and then go to the district’s online resources and get
something that will complement that.
The school libraries close the last day of school, and usually kids stop borrowing books two weeks before the last day of school. Our libraries are also not open to our afterschool care program. Some of our kids eat three meals a day at school. They eat breakfast, lunch and dinner. And during the afternoon, the library is not available to them. It’s also not available during summer school, which a lot of the schools have. So we see opportunities there. We haven’t been able to stretch that far yet, but we see great opportunities in having the school libraries open more hours and working more with the public library during the summer months.

(Question: How do students access resources when the school library is closed?)

You can always tap into the online research, but that requires you to have Internet access. As we know, that’s not the reality for a lot of our folks. The public library is open on Saturday now, but it’s also open evenings at some branches, and that makes it possible for kids to go and get help with their homework.

I stress with my staff … that they need to know who their branch librarian is. They need to work with them about getting a library card and having a visit. We’ve always partnered with the public library to develop the summer reading list, for example; we’ve done that for many years. And also the drive for kindergarten registration, so that all the kindergartners get a library card. That happens through the school.

We’ve had Back to School Nights and Parent Reading Festivals, and the public librarians have shown up and helped. So they’re visible to the parents. The parents get the message that their public library cares about them and wants them to come in. Any opportunity we have to coordinate our efforts, we take advantage of as much as possible.

Our children are very much low-income. Over 70 percent of the enrollment in Oakland (qualifies for) free and reduced lunch, and there’s not a lot of money for books in the home. There’s just not a lot of money for anything. If they don’t have a school library, which a third of our kids do not have – that’s over 10,000 of our students who do not have access to a school library – then the only place they ever have a library experience is the public library.

If more branches were to close, the kids who need it the most won’t get it. And that’s the crime. I hate to say it, but I’m from the ’60s, so I’ll say it – defacto segregation. It’s by income and by ethnicity, too. That’s what happens when you have people with more income who can afford to buy books for their kids and take them on field trips and have conversations with them that increase their vocabulary. People who are not knowing where their next meal is going to come from or how they’re going to pay their bills or where they’re going to live have other stressors in their lives that reading sort of takes a back seat to. So those kids need us the most. And we don’t want to lose any of our kids. They’re all valuable to us.

Alex Bracco, Youth Leadership Council:

I definitely spent a lot time (at the Rockridge Branch) as a kid – before preschool, during preschool, during elementary and middle school, and still now that I’m going through high school. It’s definitely still a resource that I use quite a bit. Storytime and access to books were
big things for me when I was little, because I had a lot of trouble learning to read. Having access to the books and the variety of books and wanting to know what was in them without having to ask people was really important to me and encouraged me to force myself to find a way to read. I think that’s part of how you learn to do those really difficult things that you’re having trouble with.

It’s walking distance from my school. It’s walking distance from my house. I don’t necessarily need, as I get older, to be with a parent to get to the library. It’s somewhere I can go even if my parents don’t have time. It’s somewhere I can go without having to pay money or having to schedule an advance space use.

I think a lot of people have the stereotype that libraries are angry and silent, which has certainly never been my experience. The Teen Zones are very loud and vibrant, and everybody’s always playing games. The kids’ areas are always a lot of fun. There’s reading times, and there are also people in there reading and having fun – as friends, as kids – even when there’s not a reading time going on.

It’s quiet and focused enough that I can work on my homework. Also, no one’s going to judge you for having paper and books in the library. Whereas if you’re in the park, (shouts) “Come on, man up and play with us!” … But it’s also a place that doesn’t feel silent or empty, because for me to be able to really work, I need to feel like I’m somewhere.

It’s safe. It’s fun. It’s a place where we won’t get kicked out for loitering or have to pay anyone to be there. It’s somewhere that generally is open, and somewhere you can go to have a good time.

It’s a place where you can meet new people and hang out with people you know. It’s vibrant with people with different interests. It’s a very communal space and also a very living-room-esque space … where everyone can go equally and everybody has the ability to get to.

(Question: How would branch closures impact you?)

It would be difficult. I don’t have a driver’s license. I possibly could hitch a ride with my parents, but I think after the age of 10, you stop being able to just say, “Hey, Mommy, I wanna go to the store! Hey, Mommy, I wanna go to the library!” I’d probably have to take the bus. There’s also the time and distance. If it’s going to take me a half-hour to get to the library, I lose that time I would otherwise be spending at the library.

Joyce Guy, West Oakland Job Resource Center:

I work at the West Oakland Job Resource Center, a place they put in West Oakland at the library around helping people get into construction apprenticeship programs.

Most of the people I deal with are economically disadvantaged. They’re limited on their education. There are so many barriers for them to get basic employment, much less come out and want to become a construction worker, carpenter, laborer, elevator constructor, and various
building trades. We’re based in the library because the city and community thought the library would be a good central place where all kinds of people come.

Since the West Oakland Job Resource Center has been open, I have seen over 700 people. Over 390 (people) I’ve actually sat down and done case management. It’s a small staff, three people. I’m the intake worker, orientation, outreach coordinator, political coordinator, program specialist, contract compliance individual, it goes on and on. At the end of the day, here’s what we’ve done. We have managed to get more than 46 people into different building trades, including surveyors and glaziers. The glaziers don’t work for the doughnut shop – they’re the people who install your glass in the windows in buildings. We have laborers, iron workers.

We do math tutoring, trade-specific. Another 60-something people have gotten into transitional jobs. They have other barriers, like housing, that we’re working on. We’re managing to work through that. (Their math proficiency) is probably around a fourth-grade level. The numbers are low. When they have to test into a trade, we do math prep with them based on trade specifics. We give them classes in that particular trade of math. All of us have had that math test in the third grade when we got the D and we’ve been traumatized ever since. These people have been afraid of math all their lives, so they just don’t deal with it, and they try to avoid it.

Even though we’re based in West Oakland, people come from all over. ... We see numbers that are unbelievable with the high school dropout rate. The numbers are unbelievable with people who don’t graduate from high school. They drop out between about the 10th and 11th grade because that’s when they figure out they have to do assignments and survive on their own, so their confidence level goes down, and they drop out. They go out and try to survive, and at about 20 or 21, it all kicks in that they can’t read or they can’t write.

Being at the library, we’re able as a resource to send them down there and say, “OK, here’s what we need you to do. I don’t have the time to teach you a whole math class, but we’re going to go down and get a book, and we’re going to copy out some pages.”

I’ve been (at the West Oakland Branch) two years, and one thing that’s really fascinating to me when I’m sitting outside is ... the diversity of our community. Because everybody comes to the library. When I’m sitting out on break or lunch, I see little kids coming in because they utilize it for preschool in the morning. They’re singing their fun songs. Then there’s the people who come and drop off books, videos – because everybody cannot afford the $156 that DirecTV wants to charge you for eight channels that play the same thing over and over again.

I come to work at 7 or 8. There are people who can’t afford a laptop so they’re sitting outside the library (waiting to use) the Internet to look for jobs. At the resource center, we only have a couple of computers in our office for people to use. They come in to do their resumes; they research work, or they’re researching how to do a better resume. Our staff is very limited (so we tell them to) go down to the library. Sometimes I walk down with them. Our librarian is awesome. I love her. She’s right there for us all the time.

What I know is it’s very safe. People drop their children off. I was a library mom. I went to college. I grew up right here in the Fruitvale District. The library was my baby-sitter. (My son)
would get out of school. I would drop him off, and I knew he would be safe. He would do
homework, read books, play with the activities that were there at the library. For three hours of
my day, I didn’t have to worry about him because I knew he would be safe. …

They have copy machines (at the library). We’re in West Oakland. There is not a lot in West
Oakland. There’s not a Kinko’s. … So the people who are coming there, it is their survival.

It’s about economics. We’ve gotten into the age of Internet, so we assume everybody’s got cell
phones, and we assume all this other stuff. We cannot destroy these unbelievable percentages of
people and say, you know what, they’ll figure it out later. How do they figure it out if they don’t
have anywhere to figure it out from?

The library for me is awesome. I use the library, even though I have Internet. You want to know
why I use it? Because I want to get out of the house and have some quiet time. I don’t want to be
in Starbucks, and I don’t want to be in Peet’s Coffee.

Paul Figueroa, Oakland Police Department:

St. Elizabeth’s is in the Fruitvale District, and I grew up on High Street. The two libraries I used,
one was the Latin American Library back when it was at 1900 Fruitvale. I actually would go to
tutoring there when I was in elementary school. Closer to my house, I would go to Melrose
Library. One thing I will confess to is cardboard on the front steps, and that’s all I’m gonna say
at this point. (laughter) It was a lot of fun. You got hurt sometimes, but such was life.

I had a lot of good memories growing up there. It was really the only place you could go and get
fun books. I’m from a family of nine, and so we weren’t of tremendous means growing up. So
we would go there, and they would have different programs and things for youth in the libraries.
I think, in high school, I got assigned to do a report on Dwight D. Eisenhower. I kind of knew
who he was, Ike. Didn’t know where to start. Went, started to open up those drawers and flipping
through the cards, and next thing you know, found just a ton of books on Dwight D. Eisenhower,
of all people, at the library. Ever since then, it’s been a resource.

We were constantly going back there. St. Elizabeth’s School, being a smaller private school,
didn’t have a very thorough library. They focused on encyclopedias, pretty much. Having access
to the libraries growing up was a really important thing.

Now I’m the proud parent of two daughters who are in the Oakland School District. … They
certainly spend a lot of time there. … (Question: Why do your daughters go to the library?)
Because Dad is too loud at home. (laughter) It’s where the resources are.

Frankly, I’m old-school, but there is a difference between holding a book in your hand … and
scrolling up and scrolling down. I recently had a chance to finish a doctorate degree, and I still
went to the OPL to find some obscure books on psychology. The Main Library had it.

The Latin American Library actually had some guest speakers from time to time. I remember a
real vivid, very clear memory of meeting Edward James Olmos here at the library in the
Fruitvale. Almost the whole school tried to cram in there. We drew pictures for him, and he had some real nice comments about the picture I drew for him. They would host a lot of events.

Certainly, throughout my career, I’ve had opportunities to go back for meetings and things in the library. It’s been important. So many people have said it so well. The people I come into contact with now through our Ceasefire program, we’re very involved in reentry. I’m really trying to make sure there are the correct wraparound services for people who want to take advantage of job training and things like that. … (Wraparound) might be, I need healthcare; it might be, I need tutoring assistance to get job-ready; it might be, I need training to do a resume. … I might have kids as well, so they might need some services, so I can have time to go and engage in some other things. Sometimes it’s housing assistance, relocation assistance. I could go on and on and on. … Just really (need to) be able to fill all those needs and have a multidisciplinary approach to it.

In some of the opportunities we’ve had to interact in the community with people over the years, it’s been in the libraries. I was East Oakland commander for a lot of years. Most of my time as an officer started in East Oakland, in that area where I was raised. We would use the library on Eades Avenue, Brookfield, quite a bit. We would have our community meetings at the Brookfield Library, where we would meet with youth, meet with families. The whole community meets there. It was a safe place for them to show up. … I’ve gone to many meetings at the Rockridge Branch, downtown (library), all over. They’re great places to go.

(Question: How would branch closure affect your work?)

You look at everything taking place there now that would stop. The partnerships with the schools, particularly when we know reading is such a key – reading and math, really, are such a key to make somebody job-ready. The impact is tremendous. What I can say very clearly is, a lot of people do go there to get access to the Internet. Not everybody has cell phones. Not everyone has that ability.

I know budget times are tough … so I can’t say I can offer any wisdom in that area. But I can say that I do see the tremendous offerings the Oakland Public Library has, and I see the hard work all the staff there are doing.

QUESTIONS FROM THE AUDIENCE:

Question: Do any of the panel members have ideas about how we can meet the $3 million budget gap? How can each of us help?

JOYCE GUY: I actually do. I think you’re not tapping into some resources that are right in your back yard. All of these master developers who are coming in here and building these multimillion-dollar projects that will make tons of money – they’re getting tax write-offs in a major way. Get them to donate some money, and it’s going here (to the libraries). Because those same people are going to utilize the libraries and everything else. … Those guys got big money, ’cause I work with them, so I know they do. … When they want to come in and get a project
started, don’t they come pounding the pavement and say, “Rah-rah-rah, here’s what we can do”? Then let ‘em rah-rah-rah and give you some money.

ALEX BRACCO: I think something that pretty much everyone in the audience can do is talk about it. Get clear that this is something important to you. You are the people the government is serving. You are the reason the government exists. The people have the ability to tell the government what is essential, what is really important to kids, what’s really important in jobs, reentry. By communicating that, we can make it real. By vocalizing that this is something that’s important and essential to our community, we can get that money.

MARGARET JERENE: I agree. I think talking about it is the first step. Certainly, given the numbers of parents and children coming to your playgroups, you’ve got to let them know, you’ve got to let them know now, and you’ve got to let them know what they can do. The parents of the little ones could write something or could go somewhere or say something, and the older ones maybe could make a picture of what they love about the library. Parents are utilizing your services. For the teens and young people, this is so vital for them. Even though they can’t vote, maybe their parents are happy that they’re at the library and in a safe place, and maybe their parents could do something. We have to get everyone involved. Certainly, if you invite me to talk somewhere, I’ll talk!

ANN GALLAGHER: I was reminded that the last time Measure Q was before the public, it passed by a pretty large margin – 72 percent. The people who tend to vote are maybe the older community, the better educated community. I think there’s a wellspring of ground support out there for the public library. I work with a lot of volunteers, and I see a lot of people who are very interested in libraries and making sure that we all have them. It’s a cornerstone of our democracy. If we didn’t have a library, we wouldn’t have access to the information we need to be a vital democracy. And that’s the truth.

Question: The panel is represented by interests in early education, job development, and crime prevention. If the library services are eliminated, are there other places users can go?

ALEX BRACCO: You can spend money and have expensive Starbucks Wi-Fi – overpriced coffee with complimentary Wi-Fi. You’re not buying the coffee, you’re buying the Wi-Fi. There really aren’t resources like the library. The library is that resource.

Question: How is the possible budget deficit likely to impact volunteer work at OPL?

Jamie Turbak, Interim Associate Library Director (from audience): I would just say that we use thousands of volunteers a year, and thousands of hours at all groups. We rely heavily on volunteers now. They work primarily at the facilities, although not always. … Volunteers are already really, really core to what we do and how we serve people every day.

Question: How is OPL preparing patrons, especially youth, for new digital learning models? For example, coding, website building and programming, computer literacy skills?
Lana Adlawan, Teen Services Librarian (from audience): That’s a great question, and I’m so glad it’s asked. We have an amazing program in its third year. It’s called Ready, Set, Connect! … This program had 80 applicants from across Oakland. We interviewed 40, and we accepted 20 youths. They’ll be with us over the course of eight months. It’s a professional job skill development program. They’re connected with mentors from the tech industry who take them on field trips to tech facilities in San Francisco. Last year we went to Google, and (another) software development company. They’re paired with mentors from international consulting firms. We give them access to the tech industry, people and support, while providing, on the library’s end, a weekly curriculum. … So really, we prepare them for the workforce over a period of eight months.

Part of Ready, Set, Connect! is that they get practical experience being computer tutors in the library. We have four stations here at Chavez and across the City of Oakland. So getting back to what would happen if libraries were to close and we lost six branches, last year we had 13,000 volunteer hours. Volunteering is a great step in the door for job opportunities and internship opportunities, so closing branches would affect teen employment and the future workforce.

PAUL FIGUEROA: I just want to say this is certainly not only an issue in Oakland. It’s an issue all over the country. I was in D.C. two weeks ago and Cincinnati yesterday. … In Cincinnati, one of the main things they’re doing is really focusing on helping kids to read, so much so that the police chief there is really making a commitment with his officers’ time to go in to do tutoring for kids to read. So some of that’s in the schools, and some of that’s in the libraries. There’s an absolute recognition across the industry of how important reading is, and having the opportunities for tutoring and the space to make sure that’s done. I applaud you for your work and all the work that all the supporters of the Oakland libraries are engaged in.

JOYCE GUY: It’s so hurtful when people start applying for jobs and they can’t even understand what the application or the job description is actually asking them. They’re implementing something in the library where they come in and assist you with filling out the application, and they assist you with the job description. … That’s the important role the library is playing across the country.

ALEX BRACCO: Please vote. Please make sure your representatives know that libraries are important to you. And make sure you know that libraries are not just, “poof,” in existence; it’s a thing you need to support. I can’t vote, and that is extremely frustrating to me. So use your voice, vote, speak to council members – all that.

ANN GALLAGHER: As OUSD begins to build its school libraries, I look forward to more opportunities to cooperate and fight the good fight with the public library, because we do see the same kids. These are all our children, and we want them all to be on the road to success. It starts with reading, and there’s no joke about that.

MARGARET JERENE: As an Oakland resident, I have to say that the Oakland Public Library is a real bright spot in our city. It’s really doing great work in a great way. We have to just do everything we can to keep it well-funded and to keep our wonderful librarians fully employed.
CALIFORNIA PUBLIC LIBRARY ADVOCATES

AWARDS LUNCHEON
November 9, 2014
Oakland, California

Welcome
Greetings

Regina Moore, President of CPLA
Gerry Maginnity, Deputy State Librarian
Deborah Doyle, CLA President
Ellen Moyer, President of FOPL

CPLA Awards presentation
Special recognition
Introduction of new Board
Closing remarks

Regina Moore and Alan Smith
Regina Moore
Robin Hoklotubbe, President-elect of CPLA
Yu-Lan Chou, Awards Committee Chair

CALTAC/CPLA Presidents

1976 Herbert Latham
1977/78 Amanda Williams
1979/80 Cecily A. Cocco
1981 Louise Duch Wheeler
1982 Virginia Tierney
1983 Bea Chute
1984 Ruth Austin Kampa
1985 Marilyn (Lyn) Stevenson
1986 Dorothy Bartucci
1987 Shirley Stearns
1988 Barbara Campbell
1989 Mary Richmond
1990 Clarice Kraemer
1991 Mary Lou Crockett
1992 Libby Lai
1993 Patricia Baur
1994 Bud Sullivan
1995 Barbara Whorton
1996 Roberta (Jackie) Harrison
1997 Elizabeth Pinter
1998 Roberta (Jackie) Harrison
1999 Pat B. Tillotson/Karen Dyer
2000 Karen Dyer
2001 Catherine Penprase
2002 Mary Minow
2003 Catherine Penprase
2004 Karen Dyer
2005 Dom Summa
2006 Alan Smith
2007 Susan Faessel
2008 Alan Smith
2009/10 Richard Moore
2011/12 Deborah Doyle
2013 Doris Lau/Regina Moore
2013/2014 Regina Moore

Chula Vista
Berkeley
Lakeport
Whittier
Daly City
Arcadia
San Jose
Palos Verdes
Petaluma
Montebello
Campbell
Corona Del Mar
San Rafael
Los Angeles
Gilroy
Yorba Linda
Lodi
Anaheim
Sunnyvale
Escondido
Sunnyvale
Yorba Linda/Dublin
Dublin
Port Hueneme
Guptino
Port Hueneme
Dublin
Rancho Mirage
Concord
Anaheim
Concord
Huntington Beach
San Francisco
Monterey Park/South San Francisco
South San Francisco
Elected Official for Outstanding Service to a Local Library

Hon. Jamie L. Matthews, Mayor, City of Santa Clara
Nominated by Hilary G Keith, Santa Clara City Librarian

Mayor Jamie L. Matthew’s support and advocacy for the opening of the new Santa Clara Northside Branch Library was truly remarkable and appreciated.

Mayor Matthews was instrumental in working with the City Manager to get the Northside project back on track after the city had been ordered to comply with an injunction forcing construction to come to a halt in August 2013, where the construction was more than 95% completed and was scheduled to open in December 2013. The stoppage was one of the most immediate and visible results of high stakes litigation brought by Santa Clara County involving municipal assets that were part of the now dissolved Redevelopment Agency. The residents of Santa Clara fought hard to get the Northside Branch Library built with rallies and advocacy campaigns. The library was promised to the residents for more than 15 years ago. In answering citizens' demand, Mayor Matthews provided the ultimate support to reinstate the project.

On March 25th 2014 the Santa Clara City Mayor and Council unanimously voted to restore funding from the City’s funds to complete the library. Otherwise the Northside Branch Library project would have remained in limbo while the legal challenges were being fought, which may well last for years.

Since the Northside Branch Library opened its doors on August 9, 2014, the library is being heavily used by the community and gained many extreme high marks of 5 stars from Yelp for its facility, collection, and services offered.

Friends member for Outstanding Service to a Local Library System

Joanne Bowman, Member of the Friends of the Marina Library
Nominated by Jayanti Addleman, Library Director, Monterey County Free Libraries

Joanne Bowman has been a member of the Friends of the Marina Library (one of our branches) for about four years and has been managing the annual Book Sale, their major fundraiser, for about two of those. The changes Joanne has brought about are so phenomenal that they are worthy of accolades.

Joanne joined the Friends of the Marina Library (FML) soon after she retired as a successful accountant and small business owner. She brought her business acumen when she became Chair of the Book Sale committee, but much more importantly she brought a level of enthusiasm and energy and very quickly created a model of how to raise money effectively.

* Book Sale revenue increased exponentially under her leadership: in 2011 it was $2,001.50; in 2014 was $10,307.70! This amount is truly amazing for a working-class city of under 30,000 people.
* Joanne saw dealers were reselling books they bought in our sale online for a profit and decided to sell books online directly. Since January of 2014 she has sold 315 books and generated further revenue for FML not included in the Book Sale.
* Before Joanne the library used to refuse donations of used textbooks; now textbooks are one of her biggest online sellers.
* With money generated from these sales the library was able to start a very popular monthly movie and music series. Joanne sets up mini-books sales at these events too.
* Every school-aged child, including homeschoolers, in Marina was invited to the sale via over 4000 bookmarks sent to them.
* Joanne is very generous about sharing the credit for her successes and always speaks about the work done by all the volunteers.
* She made connections with other Friends of Library groups outside the system (Municipal libraries of Carmel and Monterey) and received book donations from them.
* Joanne has offered to sell books on Amazon for other Friends groups within our system and will be doing a presentation for them at our next joint meeting.
*Joanne has increased exposure for the Friends group through innovative media use. The last book sale was preceded by a highly entertaining Facebook campaign.*

*Joanne has involved the community – the local Firefighters, the University women’s softball team, the local track team, VFW, American Legion, Veterans Transitional Center, St. Jude’s Church, and many more.*

*Membership in FML has increased greatly because of the popularity of the book sales.*

In Joanne’s nomination, County Librarian Jayanti Addleman stated: The Library Director of a library system that has very few discretionary funds depends to a large extent on our Foundation and Friends groups for money to fund programs and to supplement very meager book budget. The Friends of the Marina Library has been a steady, and now rapidly growing, supporter. The impact of Joanne’s work reaches across the borders of her own city to reach many of the marginalized communities throughout the 3,125 square miles our system serves. I cannot express my gratitude to her enough.

**Friends Board of Director for Outstanding Service to a Local Library System**

**Genevieve Katz, Friends of the Oakland Public Library**

**Nominated by Susanne Perkins, President, Friends of Melrose Library**

**Genevieve Katz** first attended Friends of Melrose Library meetings starting in the fall of 2010. Gen provided the new group with a very helpful and much needed introduction to the City of Oakland Library System, including the Oakland Library Advisory Commission (LAC) and the Branch Friends Network.

The Melrose Branch Library is located in East Oakland, where it is the only library for the five elementary schools in the neighborhood and the only place that children have extracurricular access to books, computers, and support services.

The Branch Friends Network has been an invaluable resource to the group. Gen’s keen ability to implement her vision of Friends Helping Friends for the Branch Friends Network, along with her friendly support and kind manner, exemplifies what it means to be of public service. Her dedicated work for many years through the Friends of Oakland Public Library and the Oakland LAC has enriched the City of Oakland library system beyond measure.

Gen has demonstrated an unwavering commitment to the Oakland Public Library through her service as a Friends of the Oakland Public Library Board member since 1998, as a member of the Oakland Public Library’s Library Advisory Commission, through her advocacy for library ballot measures in 2004 and 2006, and her active participation on the advisory committee for OPL’s Master Facilities Plan. Gen’s current focus as a member of the FOPL Board of Directors is working with and encouraging independent local branch friends groups. The creation of the Branch Friends Network as a forum for over a dozen Oakland friends groups is Gen’s signature achievement.

By 2012, the Branch Friends Network was firmly established with regular meetings convened jointly by OPL administration and FOPL. Carmen Martinez, the Library Director at that time, noted that, “It was a difficult vision to bring to fruition, but Gen persisted, personally visiting many branch friends groups, demonstrating a genuine interest in their activities and promoting the benefits of sharing ideas and experiences with peers.”

Gen Katz’ intelligent and creative approach to strengthening the impact of Friends groups across Oakland has given us collectively an enthusiastic, welcoming voice and increased our reach into the community. Particularly in her inspiration for and thoughtful encouragement of the Branch Friends Network, which circulates effective ideas throughout the city’s eighteen-branch system, she has put a very large measure of energy and wisdom into helping us overcome the disadvantages of a shrinking budget and growing library patronage.

Gen is an invaluable source of ideas and a helpful sounding board for our branch’s concerns around financial issues and visibility/importance in the nearer community.
Individual for outstanding and continuing volunteer services to a local library

Nancy Toledo, Founder and Director Emeritus of the Santa Clara City Library Foundation & Friends and former Library Trustee

Nominated by Maria Daane, Executive Director, Santa Clara City Library Foundation and Friends

Nancy Toledo is one of those remarkable people who didn’t just come in and make a difference and move on to the next project – she stayed on and reinvented her vision and kept on making a difference with her leadership.

Nancy started her trustee work with the Santa Clara City Library in the 1990s and assisted in the preparations for the new Central Park Library. As trustee, working with the City Librarian, she conceived of a plan to establish a Library Foundation for the City of Santa Clara. Given that at the time there were virtually no library foundations serving communities as small as Santa Clara, it was audacious. With a small group, she lobbied the Santa Clara City Council for seed money to start the Santa Clara City Library Foundation, and it became a registered charity in 2001.

But Nancy didn’t stop there – she served as Board president and in other leadership roles at the Foundation for the early years and developed new volunteers to be future leaders. She also chaired the planned giving committee for the Santa Clara City Library Foundation & Friends from 2007 to 2009. The Library Foundation she established has spent more than $3 Million on library programs since its founding. Thousands of programs held and thousands of books and collection materials were added to the collection.

Then Nancy became Friends President for the organization in 2009-2011 (renamed the Santa Clara City Library Foundation & Friends) doing volunteer recruitment and placement of over 50 volunteers each year.

When the Library staff determined that the community needed to have a drop-in program in which ESL speakers could practice their English, they sent out a request to the community asking for a volunteer coordinator for the program. Nancy volunteered. She has led the program since its inception in 2012, coordinating the volunteers who serve 60-80 ESL students each week.

She continues to serve as Director Emeritus on the Board of Directors for the Santa Clara City Library Foundation & Friends, attending board meetings at critical junctures to assist in determining the direction for the Foundation. The Santa Clara City Library Foundation and Friends

Friends Members for outstanding services to a local library system

Siskiyou County Library Friends (11 groups)

Nominated by Joan Frye Williams

The Siskiyou County Library serves a 6,347 square mile area at the very top of California. Its small, far-flung branches are true community hubs, and each branch is supported by an active local Friends group.

This grass roots support would be laudable but not especially unusual, except for one thing: the “basic programs of the Library” listed by the Friends groups under Purpose means just that – basic, as in absolutely fundamental service, like keeping the doors open. Without the continued effort and commitment of these Friends groups, the Siskiyou County Library probably would not exist!

In the spring of 2011, the County Administrator proposed that the Siskiyou County Supervisors could relieve much of their budget shortfall by zero funding the library and discontinuing all service. Community members and employees were informed that they should expect this closure to go into effect on July 1, 2011. Friends from all parts of the county joined together to protest this action, starting a Save Siskiyou County Library website, holding strategy sessions to coordinate their advocacy efforts, organizing a media campaign, and driving long distances to pack the Supervisors’ meetings in Yreka.

To say that the Friends were angry would be an understatement. They protested loudly and clearly, both about the harshness of the cut and the fact that it was coming with so little warning. The Supervisors said there was nothing to be done; mandated county
services needed to take precedence. The elected officials were sorry, but the money simply wasn’t there. The Friends who had been so eloquent in their depiction of the value of library service felt frustrated, even betrayed.

That’s when the picture changed. The California State Library offered to underwrite an independent consultant to explore whether there might be any viable alternative to closure. So while the clock ticked down to the end of the fiscal year, the consultant worked in close consultation with each of the Friends groups and a countywide Friends steering committee. Continued funding at anything like previous levels was definitely off the table. The task was to develop another approach to keeping library service alive for Siskiyou County residents, and then convince the County Supervisors to support the plan.

The consultant proposed a solution that was as unprecedented as the problem. In short, the new service model developed divided the responsibility for library service between the County and each of the communities served, with the communities supplying the labor needed to keep the branches’ doors open. The combined Friends stepped up and successfully advocated for this radical option, though they knew it would mean big changes for them. It was their willingness to shoulder the additional responsibility in their local communities that garnered the Supervisors’ votes.

A very modest restoration of County funding – about 25% of the previous year’s total – allowed service to continue for four hours per week at each location so the new approach could be implemented. Under the new model, the community-level service was – and is – performed largely by volunteers, organized by the local Friends groups. That means that, starting in July of 2011, the Friends were no longer a supportive adjunct to library service in Siskiyou County – they BECAME the service.

In this case, the 2011 advocacy story was just the beginning. Since the closure crisis the consultant has seen the Friends transition from protest mode to change management mode and finally to ongoing operations mode. Slowly but surely they have helped to rebuild the Siskiyou County Library. As new County Librarian Michael Perry has managed to restore collections and technology, the Friends have rolled up their sleeves in true partnership, adding programs, collections, and most importantly, open hours, so that those resources can be enjoyed by all.

This journey has taken the Friends into totally uncharted territory, and they have risen to each new challenge with a level of cooperation and commitment that has been truly impressive. Recently, as the Boles fire tragically destroyed the Weed branch and all its contents, Friends from throughout the county responded, quickly, directly, pragmatically, and from the heart. Their actions continue to speak louder than words. These Friends have stayed the course, and worked together on behalf of all county residents, and never given up. They have worked hands-on, taking over responsibilities that few Friends groups will ever experience, not as a temporary stop gap, but on an ongoing basis. It is for that effort, sustained over these several years, that they are truly worthy of CPLA’s recognition.

CPLA President’s Award

Gerald Maginnity, Deputy State Librarian

Gerry Maginnity’s experience at the State Library over the past nine years began in the Library Development and Services Bureau. He continued to lead the efforts for the development of public library services statewide through local, state, special, and federal funding programs.

He has worked continuously in libraries since 1969 when he began as a shelver in a public library. Since that time he had the opportunity to work in libraries in three countries and directly observed and learned from their approaches to library issues. His library work in Mexico not only helped him realize his dream of learning another language, but also provided him a rich cultural experience that continues to influence him today.

He has now worked in California libraries for thirty seven years in diverse areas such as Lassen, Fresno, Imperial, and Solano Counties. He had seen the tremendous support for libraries and a witness to the incredible benefit provided to Californians. His work had taken him to libraries in 120-degree heat, snowstorms, sleet, Tule fog, and earthquakes. He had seen the community celebrate when a new library is opened and saw the anguish when one closes. Such is California: always something new, ever the challenge, and never dull.

While Gerry was the Acting State Librarian, he was always there for the California Public Library Advocates (CPLA) as being guest speaker for the North and South Workshops, giving updates on what is happening especially in funding California libraries. Last year, during the State Librarian’s breakfast, Gerry mentioned that he has been Acting State Librarian for so long that he now had a SAG card as he had joined the Screen Actors Guild.
The 2014 CPLA Award Luncheon is sponsored by:

FRIENDS of the OAKLAND PUBLIC LIBRARY

Alan B. Smith, Contra Costa County Library Commissioner

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Check CPLA Website for membership information and updates!
http://www.cpladvocates.org/
1. Creating Clout (advocacy half day workshop)

State Librarian Greg Lucas and CLA president Deborah Doyle conversation

- Greg's 10 minutes job interview with Brown lasted 45 minutes and two minutes were spent on libraries. Brown main thought about the state library is that it serves the blind.
- 5 million illiterate in CA. 25,000 in library learning to read programs. 4,000 on waiting list due to lack of funds and tutors. Clearly the problem is not being solved.
- Prisons not teaching reading.
- Libraries are not in the face of the legislature.
- Libraries essential part of state's education system.
- Libraries need more support for programs.
- From some legislator's perspective, to spend more on literacy is an admission that some of your constituents can't read. That means perhaps you (the legislator) have failed in your job.
- If information is most important part of economy, what is more important than libraries?
- 48% of Latinos in CA have no internet connection.
- State library should be reflective of state's diversity.
- He talked extensively about the Sutro historic library and what it has recently found which includes 350 leather bound books dating back to Spain 1511. Wants to make more accessible and visible – take treasures around the state.
- Why are school libraries the first to close? Essential to teach creativity. When to start – in high school? He was being sarcastic.

Robert Dawson, photographer "The Public Library, a Photo Essay"

- He showed many slides of various libraries from around the country.
- Peterborough MA was first tax supported library in the country.
- Indianapolis library one block long.
- Derby Line library – half in Maine and half in Quebec wit international boundary running down the middle.
- Sign in Spanish – Reading is power.
Joan Frye Williams, library consultant
Gave 10 attributes of political viability.
- Future – Brown won’t “restore”.
- Must be a statewide agenda, not local to get Sacramento support.
- Agenda about constituents, not providers.
- Transformation – must make a difference.
- Libraries in main stream, not special treatment – same deal as others.
- ROI (Return on Investment) – not altruism, not donations.
- Leverage on existing investment.
- Necessity not frills – think Maslow’s “needs”.
- Infrastructure, not entitlement.
- Competition – NV, TX, AZ and what is invested in libraries.
- Libraries are part of the solution, not part of the failure.

Legislative Lunch
Mike Dillon and Christine Dicaro (daughter) CLA lobbyists
- They keep a 5X8 inch card with picture of every legislator. Please send information about them to the Dillons. 25 new legislators coming this session.
- Brown did not like the water bond...then he “owned it”.
- Once Brown agreed to the CLA/CENIC broadband proposal, it became his own imitative. Both CLA and CENIC had to swallow some pride...that is cost of progress.
- Brown would not let an education bond even come to his desk.
- There is virtually no chance of a library construction bond, or constitutional amendment making it through the process in the next four years, as he would veto any such items.

Making it Count
Darla Guni9ng, CA State Library and others
- Out put vs. out comes. Librarians are good at providing stats – e.g. number of books circulated. However, what is the out come? How can it be told if a program made any difference? Thus, there are programs being developed to measure out comes.
- The CA state library for years published in hard copy a book of library stats with libraries arranged in order of population served.
- About five years ago, the stats were on-line only at the library’s website.
- Some comparisons within population range did not make sense. Thus, San Benito Co. with limited resources was compared to Palo Alto.
- Now stats are available at Califormialibrarystatistics.com, and not on the library website. The user must do their own selection of the data they want to compare.
• This is a cost savings move.
• They urged care in providing the stats. Recently it looked like Mono Co. library never closed as they had two extra zeros for open hours.
• Simi Valley library broke away in the past year from the Ventura Co. system makes it the 184th library jurisdiction.

Taboo Topics
Derek Wolfgram, Jennifer Baker (St. Helena), Robert Karatsu 2015 CLA president
• Homeless people are becoming a growing problem, even in Pasadena. They had no conclusions on how to deal with them. One said they were tolerated as long as they did not take their bath in the rest room.
• An “irrational politician” was defined as one who does not support libraries. How to deal with them? Vote them out of office...or invite them to the library and educate them. Focus on outcomes of what your library does.

Be the Change, Make the Change, and Raise the Change
Alan B. Smith, Contra Costa Co. library commission, Robin Hoklotype Santa Clarita library, April Butcher, Sacramento Library Foundation
• This author discussed how we get Concord mayors to write a letter supporting library funding each year. The theme focused on “plow with the horses you have”.

It’s Not Easy Being Small
Jennifer Baker (St. Helena) and staff
• IMLS defines a small library as one that has a serving territory of 25,000 or less. 77.1% of libraries nationally are small libraries, but only 17% in CA. St. Helena’s population is 6,000.
• Due to another event, this author could not remain.
WOW! Library Without Walls
(Fresno County Public Library)
Presenters: Susan Mann, Laurel Prysiazny, Kelley Worman-Landano

After traditional reference questions plummeted, a group of select librarians were assigned to direct public service for 80% of their time, going out into the community where residents live and work.

They made contact in malls, community centers, schools (including administration/teachers and students), local non-profits, businesses and grocery stores (library cards). Their company cars were emblazoned with the logo "WOW Fresno County Library" which increased the visibility of the library and encouraged increasing numbers of citizens to think of the library as integral to their community. The librarians asked those they contacted "What are your needs?" and responded "This is what we can do for you." Response from the business community was particularly brisk as the library offered "free" information and assistance in identifying resources.

Librarians were given "engagement training" and were trained in their new role as "library ambassadors" as well as how to make cold calls. They began working in groups of 2 until trained and confident enough to work alone. Since this was a work in progress ongoing communication with library management was critical. Self-starters and people with upbeat, flexible personalities proved to be key to the program's success.

In the branches which now have fewer professional staff available, paraprofessionals were trained in the reference interview and the identification and use of databases. Increased ongoing communication with management was also required here.

The WOW librarians have currently contacted 1,400 organizations and attended 52 community events. They are capturing statistics and anecdotal stories to track the impact of these services on the community.

The state librarian has given as a goal "to make people think of libraries." This program has put the Fresno County Library in the center of the community and has caught the attention of the community, media, community leaders and politicians.

Note: above notes prepared by Mary Louise Smith

CPLA Awards Luncheon

See attached program for details. At the end of the CLA conference, this author retired from the CPLA board after 15 years of service..