

CALIFORNIA LIBRARY LITERACY SERVICE  
Tutor Activity Report (Fiscal Year 1997/98)

Placentia Library District _____ Name of Library	<u>X</u>	1st Quarter July-September	—	2nd Quarter October-December
	—	3rd Quarter January-March	—	4th Quarter April-June

Instructions:

1. Submit one original plus one copy of this report with other reports required.
2. Send to: Budget Office-Literacy, California State Library, PO Box 942837, Sacramento, CA 94237-0001

QUARTERLY SUMMARY			TOTAL
1. Tutors instructing at beginning of quarter (Same as #9 from last quarter's Tutor report)	1.		63
2. Tutors who began instructing during quarter	2.		14
3. Tutors who left during quarter			
a. Tutors who left with notification	3a.	19	
b. Tutors who left WITHOUT notification	3b.	0	
c. TOTAL tutors who left (Sum of items #3a and #3b)	3c.		19
4. Total tutors who instructed during quarter (#1 plus #2 minus #3b (without notification only)) *	4.		77
5. Number of tutors trained during quarter	5.		22
6. Number of pre-service tutor workshops offered during quarter	6.		1

CUMULATIVE SUMMARY		TOTAL
7. Cumulative total tutors who instructed this fiscal year-to-date (1st quarter = #4 above) (2nd, 3rd, & 4th quarters = #2 above plus #7 from previous quarter)	7.	77
8. Cumulative total tutors trained this fiscal year-to-date (1st quarter = #5 above) (2nd, 3rd, & 4th quarters = #5 above plus #8 from previous quarter)	8.	22

END OF QUARTER STATUS		TOTAL
9. Tutors instructing at end of quarter (#1 plus #2 minus #3c)	9.	58
10. Prospective tutors awaiting training/matching at end of quarter	10.	12

\* Reminder: BE SURE you use 3b to calculate line 4!

Tutor Activity Report (continued)...

Characteristics of tutors receiving instruction at end of quarter.

\*\*\* BE SURE that TOTALS for ethnicity, age, and gender EACH equal item #9 on previous page.\*\*\*

11. Ethnicity	Asian	Black	Hispanic	Native American	Pacific Islander	White	Other	Unknown	TOTAL
	5	0	5	0	0	48	0	0	58

12. Age Distribution	16-19	20-29	30-39	40-49	50-59	60-69	70+	Unknown	TOTAL
	0	10	8	9	13	13	5	0	58

13. Gender	Male	Female	Not Specified	TOTAL
	5	53		58

Double Check:  
 Do Items #11, #12 & #13 = #9 on previous page?

14a. Number of library branches used for literacy instruction during quarter	3
14b. Number of additional sites used for literacy instruction during quarter	17

Legislative districts in which instruction occurred during quarter	
a: State Assembly District #(s):	<u>72</u>
b: State Senate District #(s):	<u>33</u>
c: U.S. Congressional District #(s):	<u>39, 41</u>

Placentia Library District  
 Name of Library

Katie Matas  
 Signature of person submitting this report

Literacy Coordinator 10/20/97  
 Title Date

Katie Matas  
 Contact Person

Literacy Coordinator (714) 524-8408 ext. 213  
 Title Phone

CALIFORNIA LIBRARY LITERACY SERVICE  
Quarterly Narrative Report

Fiscal Year: 1997/98

Placentia Library District  
Name of Library

X 1st Quarter (July-September)  
       3rd Quarter (January-March)

       2nd Quarter (October-December)  
       4th Quarter (April-June)

Instructions:

1. Prepare one original and one copy of this report.
2. Send to: Budget Office-Literacy, California State Library, PO Box 942837, Sacramento CA 94237-0001

The State Library is interested in the areas of your program that you find most significant. This includes both successful and unsuccessful events, methods, materials and other components.

**In approximately one page, please provide a narrative that addresses the following:**

Describe the significant successes you have had in your literacy services this quarter. Examples are public communications activities; new instructional approaches/materials/techniques; tutor training or other staff development activities; new reader involvement in literacy activities; and other activities that you want to share. In addition, let us know any problems, challenges and unresolved issues that have developed or continue this quarter, and how you will address them.

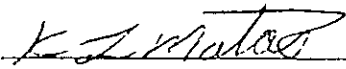
(Attach additional pages as needed, but please be brief)

The focus this quarter was on tutor training and public communication. The 15-hour tutor training workshop was completed by 22 people. This was the highest attendance for a regular tutor training workshop in more than four years. Two supplemental tutor training workshops were offered this quarter. The workshops were each two hours long, and the topics covered were creative ideas for using readily available materials to add variety to tutoring sessions and ideas for working with students with learning disabilities.

Public communication activities included staffing the SCLLN booth at the Orange County Fair for a day and distributing literacy program information at the city's "Taste of Placentia" festival.

The library was contacted by Connecticut College with the offer of a summer intern who was interested in working with a literacy program. The intern spent 16 hours per week during June, July and August participating in a variety of activities including, tutoring, matching students with tutors, providing information on the literacy program at the "Taste of Placentia" event, helping with the evaluation of the literacy materials collection, and working with the student/tutor computer.

The biggest challenge continues to be recruiting tutors for the ever-growing list of students. The high response this quarter was encouraging. The city newsletter and the college class schedule continue to be the most effective recruitment tools.

  
Signature of person who prepared this report

       Check here if you would like this  
information shared with others

Katie Matas  
Printed name

(714) 524-8408 ext. 213 / placentialit@otan.dni.us  
Telephone / email

# CALIFORNIA LIBRARY LITERACY SERVICE

## Quarterly Financial Report (Fiscal Year ~~97-98~~)

Placentia Library District   x   1st Quarter July-September      2nd Quarter October-December      3rd Quarter January-March      4th Quarter April-June  
 Name Of Library

Instructions:  
 1. Submit one original plus one copy of this report with other reports required.  
 2. Send to: Budget Office - Literacy, California State Library, PO BOX 942837, Sacramento, CA 94237-0001

BUDGET CATEGORIES	BUDGET			EXPEND. THIS QTR.		EXPENDITURES YEAR-TO-DATE		
	(a) Approved CLSA	(b) Other*	(c) Total for Year (a+b)	(d) CLSA	(e) Other	(f) CLSA	(g) Other	(h) TOTAL EXPENDITURES (f+g)
1. Personnel					6460		6460	6460
2. Library Materials								
3. Operations					127		127	127
4. Equipment								
5. Indirect								
6. Total					6587		6587	6587

### "OPERATIONS" DETAIL

	BUDGET			EXPEND. THIS QTR.		EXPENDITURES YEAR-TO-DATE		
	(a) Approved CLSA	(b) Other*	(c) TOTAL For Year (a+b)	(d) CLSA	(e) Other	(f) CLSA	(g) Other	(h) TOTAL Expenditures (f+g)
3a. Contract Services								
3b. Travel					95		95	95
3c. Office Supplies					201		201	201
3d. Printing					21		21	21
3e. Instr. Resources								
3f. Communications								
3g. Other								
TOTAL					127		127	127

*Edmund*  
 Signature of Representative of Fiscal Agent or of

Library Director 11/20/97

Title Date

Charlene Dumitru

Contact Person

Admin. Assistant (714) 528-1906, 202

Title Phone

\*Sources of "other" funds of \$200 or more attached.  
 CLSA FORM-52(Rev. 8/96)

**CALIFORNIA LIBRARY LITERACY SERVICE**  
**In-kind Resource Development (Fiscal Year 1997/98)**

Placencia Library District \_\_\_\_\_ Name of Library \_\_\_\_\_  
 1st Quarter July-September     2nd Quarter October-December     3rd Quarter January-March     4th Quarter April-June

**Instructions:**

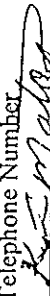
- Submit one original plus one copy of this report with other reports required.
- Send to: Budget Office-Literacy, California State Library, PO BOX 942837, Sacramento, CA 94237-0001

1. IN-KIND SERVICES (In Dollar Equivalents)	Church/ Service Groups	Business	Education	County/ Municipal	Foundation	Other	This Qtr's Total Resources	TOTAL YEAR-TO- DATE	This Year's Goals
a) Space	\$0	\$0	\$0	\$210	\$0	\$0	\$210	\$210	\$2,000
b) Materials	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000
c) Equipment	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$500
d) Printing	\$0	\$0	\$0	\$115	\$0	\$0	\$115	\$115	\$1,000
e) Professional Services	\$0	\$0	\$375	\$0	\$0	\$0	\$375	\$375	\$2,000
f) Other	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$500
<b>COLUMN TOTALS FOR QTR</b>	\$0	\$0	\$375	\$325	\$0	\$0	\$700		
<b>COLUMN TOTALS FOR YTD</b>	\$0	\$0	\$375	\$325	\$0	\$0	\$700	\$700	<b>GRAND TOTAL</b>

**COMMENTS:**

**DOUBLE CHECK: THE SUM OF LINE 'QTR' AND 'YTD' GRAND TOTALS MUST  
 EQUAL THE SUM OF COLUMN 'QTR' AND 'YTD' TOTALS.**

2. VOLUNTEER HOURS	THIS QTR	YTD	GOALS
a) Literacy Instruction	925	925	4,000
b) Talent/Support Services	403	403	2,000

Katie Matas  
 Contact Person  
Literacy Coordinator  
 Title  
 (714) 524-8408 ext. 213  
 Telephone Number  
  
 Signature of Person Submitting Report  
Literacy Coordinator  
 Title  
 10/20/97  
 Date



---


---

**PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES**

---

---

**TO:** Library Board of Trustees

**FROM:** Elizabeth D. Minter, Library Director 

**SUBJECT:** Building Community Support for CA Public Libraries Direct Mail Campaign Grant Final Report, as submitted to the California State Library

**DATE:** December 16, 1997

**BACKGROUND:**

Attached is a copy of the District's Final Report for the Building Community Support for CA Public Libraries Direct Mail Campaign Grant, as submitted to the State Library of California.

Filing this report is required in order for the District to remain eligible for future grants from the State Library of California.

**RECOMMENDATION:**

Receive and File





California State Library  
Library Services and Construction Act

Final Narrative Report

This report is due thirty (30) days after the completion date of the grant period, on October 30. Note that failure to submit this report within the timelines of the grant program could jeopardize receipt of the final 10% grant payment. Mail a total of FOUR copies of the report, one with original signature. Send to:

California State Library  
Budget Office - LSCA  
P.O. Box 942837  
Sacramento, CA 94237-0001

Date November 20, 1997

1. Grant Award ID # 40-4351
2. Project Title Building Community Support for CA Public Libraries
3. FY 1996/1997
4. Total project period upon execution to September 30, 1997
5. Grantee Placentia Library District
6. Address 411 E. Chapman Avenue, Placentia, CA 92870-6198
7. Contact Elizabeth D. Minter      8. Telephone (714) 528-1906, ext. 202
9. Needs.

This project was designed to increase client awareness of the funding needs of Placentia Library, and to solicit first time contributions to the Placentia Library Foundation.

Placentia Library Foundation was incorporated on September 8, 1994. It is a California non-profit corporation with 501 (c) (3) status granted by the Internal Revenue Service. The Foundation was organized in response to Placentia Library District's loss of 50.41% of its property tax allocation when the State of California established the Educational Revenue Augmentation Fund (ERAF) in Fiscal Years 1992-1993 and 1993-1994. Property taxes account for approximately 85% of the District's annual operating budget.

Applicant Jurisdiction: Placentia Library District

Project Title: Building Community Support for CA  
Public Libraries

10. Project abstract.

- a. This project was conducted pursuant to the California State Library LSCA Long Range Plan for FY 1996/97, Title I-2.F30, WP 95.
- b. The purpose of this project has been to increase the number of donors to the Placentia Library Foundation by conducting a direct mail campaign to all households in Placentia, and to all adult non-resident cardholders of Placentia Library. (Current donors were removed from both lists.)  
The purpose of the direct mail packet was to increase public awareness of the funding needs of the Library, to solicit first time donations, and to provide information about Library services and programs.  
This project was first proposed by the Library Director to the Foundation Board of Directors in 1995 as a result of a course in Annual Giving Campaigns she had completed at the University of California, Irvine certification program in Fund Raising Management. The Foundation Board had been looking for a sponsor for the project and encouraged the Library District to apply for the LSCA Grant when the applications were solicited.
- c. The goal of the project was receiving \$10,000 with a 2% response rate for Placentia households and a 3% rate for non-resident card holders.
- d. The objectives for this project were:
  - Identifying and selecting a qualified direct mail consultant.
  - Preparing the solicitation letter, brochure, envelope and bookmark in coordination with the Foundation Annual Giving Committee, honorary campaign co-chairs, staff and the consultant.
  - Preparing the Library's database for interface with the mailing house. (The names and addresses of the non-resident cardholders were in this database.)
  - Identifying and selecting a qualified direct mail processing service.
  - Coordinating mailing process with the direct mail processing service.
  - Receiving and analyzing contributions and sending acknowledgements.
- d. The project results were:
  - The project consultant was Devon Dougherty, Public Relations Manager for the Boy Scouts of Orange County and an instructor in the Fund Raising Certificate Program at UC Irvine.
  - Mr. Dougherty met with the Project Committee on two occasions. The first meeting included an orientation session on the purposes of direct mail campaigns and the differences in strategies between direct mail and annual giving campaigns. The second meeting was a detailed review of the draft of the letter and brochure.
  - Marsallay Spicer was the consultant for the Foundations database (Access) modifications. This aspect of the project turned out to be the most difficult to resolve.
  - Two mailing houses responded to the request for bids prepared by Mr. Dougherty. The bid was awarded to the lowest bidder. The firm was locate in Anaheim, very close to Placentia Library.
  - Ultimately 16,673 pieces were mailed. Because of a delay at the mailing house the mailing did not take place until the third week of October.
  - As of November 19 193 responses have been received for a total of \$6,700. All responses have been acknowledged. Additional responses are expected through the end of 1997.
- f. The Library Board of Trustees and Foundation Board of Directors are pleased with the results of this project to date. The funds raised by this project will be used by the Foundation to repeat the direct mail campaign in the Fall of 1998.

(Do not attach additional pages)

Applicant Jurisdiction: Placentia Library District

Project Title: Building Community Support for  
CA Public Libraries

## 11. Project accomplishments.

### Identifying and selecting a qualified direct mail consultant.

The "Request for Proposals for Direct Mail Consulting Services" was sent to 14 area practitioners identified through the Los Angeles and Orange County Chapters of the National Society of Fund Raising Executives, and through listings in professional publication. The RFP is attached to this report.

The individual selected was Devon Dougherty. He teaches the course in annual giving and direct mail for the University of California, Irvine Certificate Program in Fund Raising. Library Board and Foundation Board representatives participated in the selection process.

Preparing the solicitation letter, brochure, envelope and bookmark in coordination with the Foundation Annual Giving Committee, honorary campaign co-chairs, staff and the consultant.

During Mr. Dougherty's first meeting with the Foundation Annual Giving Committee he presented an analysis of the differences in strategy and goals for a direct mail campaign in comparison with an annual giving campaign. This presentation was very helpful in clearing up issues for the Committee members. At this time the Committee identified its goals for the direct mail letter and brochure.

At the second meeting Mr. Dougherty presented a letter, brochure and envelope for the Committee's review. It was approved with modifications. He also finalized the Request for Quotes for the printing and mailing services. At this time we still did not have an accurate estimate of the number of items to be mailed to existing non-resident Library cardholders. The reason for this problem is that the list needed to be de-duplicated. We also needed to have inadequate addressed removed. Both of these tasks would need to be done by the mailing house.

After the letter was in its final draft it was reviewed by the Campaign Co-Chairs, both of whom agreed to allow his signature to be used instead of just being listed on the letterhead.

Preparing the Library's database for interface with the mailing house. (The names and addresses of the non-resident cardholders were in this database.)

This task created more problems that staff had anticipated. In 1996 the Library had contracted with Ameritech to provide a file of its patrons. This file had been loaded into an Access file at the Library. Staff was not able to retrieve or manipulate this data so a consultant was hired to sort out the problems with using this file in Access and preparing it for the mailing house.

Identifying and selecting a qualified direct mail processing service.

Mr. Dougherty prepared the mailing services Request for Quotes and submitted it to six firms in the Orange County and Los Angeles area. Two firms responded. The low bidder was a firm near the Library that the Foundation had been working with for several years.

Coordinating mailing process with the direct mail processing service.

Final copies of the items to be included in the mailing, a copy of the non-resident cardholder database, and a copy of the existing Foundation (Annual Giving) database were delivered to the mailing house on September 22. After the analysis and de-duplication of the non-resident cardholder database it was discovered that there were more addresses there than originally estimated. It was decided that the Foundation would pay for the additional mailing costs so that no address would need to be eliminated from the project. The additional cost was approximately \$338. Because of delays at the mailing house the items were not delivered to the Post Office until mid-October.

*Continued on another sheet*

Applicant Jurisdiction: Placentia Library Distr

Project Title: Building Community Support for  
CA Public Libraries

12. Subjective evaluation.

This project enabled the Library to assist Placentia Library Foundation with conducting its first direct mail appeal recruitment of new donors. This is a significant milestone for the Foundation in its initial development.

In addition to recruiting new donors, the direct mail project enabled the Library to send a message about its programs and services to each household in the City of Placentia.

The only unanticipated difficulty faced by the Library staff was preparing the Access file for use by the mailing house. The decision to develop our own database rather than to invest in a professional development software program has save the Foundation some money in software cost but has been extremely costly in personnel time.

The use of the direct mail consultant was especially helpful for the Foundation Board of Directors. He was able to clarify and reinforce some of the principles of direct mail and annual giving campaign strategies that the Board had been resistant to embracing.

The project will be reviewed by the Direct Mail Consultant ninety days after the mailing date (mid-January). The review will include recommendations for a focus for the 1998 direct mail campaign.

13. Project continuation.

The plan for continuing this project is in place.

The proceeds from the 1997 Campaign (up to \$10,000) have been set aside to fund the 1998 campaign. This will take place in the Fall.

The Foundation plans to include a direct mail new donor recruitment and solicitation as part of its annual program.

14. Signature

Elizabeth D. Muel

Applicant Jurisdiction: Placentia Library District  
Project Title: Building Community Support for  
CA Public Libraries

**Project Accomplishments – continued from page 3.**

Receiving and analyzing contributions and sending acknowledgements.

A detailed analysis of the responses is included as an attachment to this report.

16,673 items were mailed.

As of the close of November 19 the Foundation had received 193 responses totaling \$6,700. 165 responses with \$5,890 were from Placentia, and 28 responses with \$810 were from non-residents. The response rate is currently 1.16%. It is anticipated that responses will continue to arrive through the end of December.

Giving levels have ranged from \$5 to \$250.

Thank you letters have been sent to each contributor. The earlier contributors were invited to the 1997 Donor Reception on November 7. The others will be invited to the 1998 Donor Reception.

The names of the Direct Mail donors will begin to appear in the December newsletter.

Two letters of complaint were received. One because the solicitation was addressed only to the husband and not to the family, and one from a retired university professor who has a history of being highly critical of Placentia Library and its staff.

The attachments to this report are:

1. Request for Proposals for Direct Mail Consulting Services
2. The mailing packet: letter, brochure, bookmark, response envelope, and mailing envelope
3. Direct Mail Campaign Summary through November 19, 1997
4. Thank you letters, with and without Donor ID Card
5. Donor Reception Invitation
6. Donor Reception Program
7. Newsletter listing donors
8. Placentia Library Foundation Plan of Action for 1998

QUARTER:

1st--Oct, Nov, Dec \_\_\_\_\_

2nd--Jan, Feb, Mar \_\_\_\_\_

3rd--Apr, May, Jun \_\_\_\_\_

4th--Jul, Aug, Sep \_\_\_\_\_ X \_\_\_\_\_

Liquidation

California State Library  
Library Services and Construction Act

LSCA Grant Award I.D.: 40-4351

Date:

Send FOUR COPIES of this report (one with an original signature) to:

California State Library  
Budget Office - LSCA  
P.O. Box 942837  
Sacramento, CA 94237-0001

Thank you.

Project Title: Building Community Support for CA Public Libraries  
Grantee: Placentia Library District

Telephone: (714) 528-1906, ext 203

Fiscal Agent: Elizabeth D. Minter

Prepared by (Signature): *ESM*

Approved Budget (1)	1st (2)	2nd (3)	3rd (4)	4th (5)	Total Expended/Encumbered (6)
a. _____	_____	_____	_____	_____	_____
b. _____	_____	_____	_____	_____	_____
c. _____	_____	_____	_____	\$9,846	\$9,846
d. _____	_____	_____	_____	_____	_____
e. _____	_____	_____	_____	_____	_____
f. _____	_____	_____	_____	_____	_____

Outstanding Encumbrances close of 4th Quarter (7)	Liquidation of Outstanding Project End Encumbrances (8)	Unexpended/Unencumbered Balance (9)
_____	_____	_____
_____	_____	_____
_____	_____	-0-
_____	_____	_____
_____	_____	_____
_____	_____	_____

a. Salaries and benefits  
b. Materials  
c. Operating expenses  
d. Equipment  
e. Indirect Costs  
f. TOTAL

\*Note that failure to submit these reports within the timelines of the grant program could jeopardize receipt of final 10% grant payment.

Any budget adjustments or modifications must be shown on LSCA 8 page 2. If there are no changes to the current budget, pages 2 need not be returned.

California State Library  
 Library Services and Construction Act

Show approved budget modifications on this page.

Project Title: \_\_\_\_\_  
 Grantee: \_\_\_\_\_  
 Grant Award I.D.: \_\_\_\_\_ Approval Date of modification: \_\_\_\_/\_\_\_\_/\_\_\_\_

BUDGET CATEGORY	PREVIOUS BUDGET	BUDGET ADJUSTMENT	CURRENT BUDGET
Salaries & Benefits	_____	_____	_____
Materials	_____	_____	_____
Operating Expenses	_____	_____	_____
Equipment	_____	_____	_____
Indirect Costs	_____	_____	_____
TOTAL	_____	_____	_____

\*Note that failure to submit these reports within the timelines of the grant program could jeopardize receipt of final 10% grant payment.  
 Any budget adjustments or modifications must be shown on LSCA 8 page 2.  
 If there are no changes to the current budget, page 2 need not be returned.

1997 Direct Mail Campaign

Placentia Library Foundation  
1997 Direct Mail Campaign  
Summary Through November 19, 1997

Date	Placentia		Non-Placentia		TOTAL	
	#	\$	#	\$	#	\$
11/03/97	40	1,295.00	6	220.00	46	1,515.00
11/04/97	38	1,505.00	3	100.00	41	1,605.00
11/05/97	13	390.00	0	0.00	13	390.00
11/06/97	9	365.00	2	50.00	11	415.00
11/10/97	23	700.00	2	75.00	25	775.00
11/12/97	14	435.00	2	35.00	16	470.00
11/13/97	6	150.00	7	180.00	13	330.00
11/17/97	12	575.00	3	75.00	15	650.00
11/18/97	4	200.00	2	50.00	6	250.00
11/19/97	6	275.00	1	25.00	7	300.00
<b>TOTAL</b>	<b>165</b>	<b>5,890.00</b>	<b>28</b>	<b>810.00</b>	<b>193</b>	<b>6,700.00</b>

Responses from Placentia      85.5%  
Dollars from Placentia      87.9%

Response Rate for 16,673 items mailed      1.16%

Amount of Donations

	Plac	Non-Plac	TOT
\$5.00	0	1	1
\$10.00	4	2	6
\$15.00	1	0	1
\$20.00	5	0	5
\$25.00	114	20	134
\$35.00	1	1	2
\$50.00	28	3	31
\$100.00	9	1	10
\$150.00	2	0	2
\$250.00	1	0	1
<b>TOTAL</b>	<b>165</b>	<b>28</b>	<b>193</b>



1997 Direct Mail Campaign

Non-Placentia Zip Code Responses

ZIP	#	\$	Location
92352	1	25.00	Lake Arrowhead
92631	1	25.00	Fullerton
92635	1	25.00	Fullerton
92701	1	25.00	Santa Ana
92704	1	50.00	Santa Ana
92806	1	25.00	Anaheim
92808	2	50.00	Anaheim
92821	3	100.00	Brea
92823	1	25.00	Brea
92831	9	300.00	Fullerton
92835	3	75.00	Fullerton
92867	1	25.00	Orange
92869	1	10.00	Orange
92886	2	50	Yorba Linda
<b>TOTAL</b>	<b>28</b>	<b>810.00</b>	

Non-Placentia Responses by Location

	#	\$
Anaheim	3	75
Brea	4	125
Fullerton	14	425
Lake Arrowhead	1	25
Orange	2	35
Santa Ana	2	75
Yorba Linda	2	50
<b>TOTAL</b>	<b>28</b>	<b>810</b>



## CALIFORNIA STATE LIBRARY

LIBRARY—COURTS BUILDING • P.O. BOX 942837 • SACRAMENTO, CA 94237-0001



TELEPHONE: (916) 654-0174

**MEMORANDUM**

Date: November 13, 1997

To: California Public Library Directors  
CLSA System Coordinators  
Other Interested Individuals

From: Dr. Kevin Starr, State Librarian of California

and

Gregg Atkins, President, California Library Association

*Kevin Starr*  
*Gregg T. Atkins*

RE: Progress Toward Implementation of the Recommendations

It's our pleasure to share with you the following two items: 1) a summary of the input received from the nine regional forums we held on the Convocation recommendations (enclosed), and 2) a report of the progress made to date toward implementation of the recommendations. As highlighted in the summary of the convocation forums, nine forums were held from August 26th to September 19th across the state, with a total of 272 participants. The recommendations, as ranked by priority by forum participants ranked by priority appear in the attached report.

Both the California State Library and the California Library Association are committed to working together with other interested partners in implementing the priority recommendations drafted during the Convocation. To this end, the California Library Association, under the leadership of 1998 President Anne Marie Gold, will develop an action plan by February 1998 for the implementation of the recommendations to the California Library Association from the California State Library Convocation on the 21st Century.



Both the State Library and the California Library Association have already begun making progress toward implementing many of the recommendations in recent months. (Please refer to the "Recommendations by Priority" - page 84 of your Convocation Proceedings.) The State Library, the California Library Association, and other partners will be focusing on a variety of efforts for implementation. We will continue to update you with our multi-year plan for implementation of the priority recommendations. At present, however, we are happy to report progress toward implementation of those recommendations listed below.

### **Recommendation**

- #1 *The State Library should take a leadership role (working with the California Library Association and membership, ALA, CALTAC, Friends, and partners) to develop a statewide public relations campaign that could be replicated locally.***

Both the State Library and California Library Association are working toward implementation of this recommendation. In November, the State Library will be bringing together the group of individuals who volunteered to assist with addressing this recommendation in November for some preplanning discussion. Initial steps include a survey of other states to see what comparable public awareness campaigns have been done and their strategies for success, and an investigation of some proposed research on the value of libraries to communities.

The California Library Association has the following objective in their 1997/98 Long Range Plan: "By November 1998, the Public Relations and Information Committee will solicit pro-bono assistance in the development of statewide public awareness of libraries and their services and needs."

- #2 *The State Library and public libraries should develop collections and programs for ages 10 - 18 years, beyond homework assignments.***

A State Library targeted grant program related directly to this recommendation is being developed for future implementation.

- #3 *The California Library Association should take a leadership role (with the State Library providing funding) to develop opportunities for internships, models and programs that develop managers into directors. This would include release time grants to go to school plus tuition, while working to remove local restrictions.***

At the CLA Annual Conference in 1996, the California Library Association announced the creation of the Leadership Development Fund which is designed to support a wide variety of specialized training opportunities for CLA members who are becoming the leaders of tomorrow. The Committee to implement this program is being appointed for 1998.

**#8 *Barriers to access should be addressed:***

*Library schools, the California Library Association, and all public libraries should work together to address and improve staff attitudes, lack of skills, and staff's need for training.*

The California Library Association makes a significant contribution to staff training and continuing education through the presentation of its annual conference, which includes an enormous variety of training programs, as well as continuing education activities sponsored by CLA during the year at various locations in the state. In addition, the State Library will continue to support training events as appropriate.

*The State Library, the California Library Association and public libraries should address the issue of disparities in funding.*

The California Library Association has adopted a strong legislative platform for 1998 that addresses the disparities of funding through support of augmentation to the Public Library Fund, legislation reversing the impacts of the property tax shifts of the early 1990's (ERAF) and a public library construction and renovation bond act. The State Library will look at means to address this issue.

**#13 *The State Library should expand Internet access in local public libraries through the INFOPEOPLE project and other appropriate initiatives.***

This recommendation is in the process of being implemented. Staff in over eighty-nine public library sites designated as INFOPEOPLE Cycle III libraries are beginning to participate in a series of training sessions which will culminate by the end of 1998 with those library sites offering public Internet access.

**#15 *The State Library should repeat the Immigrant Grant Program with small, easy-to-implement grants.***

This recommendation has been implemented. The State Library has approved funding for a "Non-English Language Materials Grant Program" this 1997/98 fiscal year, and applications for these grants have been mailed out to all public library directors.

**#18 *The State Library should introduce at a public library directors' forum the concept of managing organizational change, followed by a series of targeted programs that would enable libraries to receive customized assistance.***

This recommendation is currently under consideration for potential inclusion in the 1998 Public Library Directors' Forum.

- #20** *The State Library should provide technology consulting services to public libraries, including a list of qualified consultants.*

This recommendation is in the process of being implemented. The State Library has hired a Technology Coordinator in the Library Development Services Bureau starting November 24, 1997.

- #22** *The State Library should develop "Recommendations for Effective Library Service to Asian and Pacific Island Americans" to complete the recommendations series on serving California's major ethnic populations.*

This recommendation is in the process of being implemented. I have approved 1997/98 funds for the development of "Recommendations for Providing Effective Library Service to Asian Language Speakers" and my staff is developing a task force to implement this recommendation.

- #26** *The State Library should bring library schools and public librarians together for discussion of core competencies.*

This recommendation has been undertaken by the California Library Association. CLA President Gregg Atkins has appointed a special committee to review, analyze and define professional core competencies that could be used by all types of libraries. In addition, the State Library will be encouraging ongoing discussions between public librarians and the library schools regarding the ever changing education needs of new librarians to the profession.

- #31** *The State Library should fund internships for high school students at local public libraries.*

During 1997/98 State Library staff will be soliciting public library input on this recommendation and will be examining potential programs for implementation.

Summary  
of Input Received from the  
Public Forums  
on the  
California State Library's Convocation  
on  
Providing Public Library Service  
to California's 21st Century Population

November 4, 1997



# Summary of Convocation Forums

## Background

Nine public forums to review conferee recommendations from the May 20-21 Convocation (Providing Public Library Service to California's 21st Century Population) were held around California from August 26 to September 19, 1997 in the following locations:

- Yolo County Public Library, Davis Branch (August 26)
- Corona Public Library (September 3)
- San Diego Public Library, Scripps Ranch Branch (September 4)
- Tehama County Library Headquarters (September 5)
- Santa Barbara Public Library (September 10)
- Salinas Community Center (September 11)
- Fresno County Library, Central Library (September 12)
- San Francisco Public Library (September 16)
- Los Angeles Public Library (September 19) co-hosted by the County of Los Angeles Public Library

Forum speakers were selected from the list of Convocation participants who volunteered to take part in the forums and included: Francisco Pinneli, Virginia Walter, Barbara Bowie, Ramon Diaz, Judith Castiano, Margaret Miles, Grace Francisco, Brian Reynolds, Richard Bray, Diane Duquette, Jose Galvan, Maggie Johnson and Luis Herrera. Each forum had two speakers as well as a State Library consultant (Susan Hildreth, Kathy Low and Bessie Condos Tichauer) to flip chart comments and answer questions.

## 272 attendees, 196 Comment Forms returned

Public forum attendees numbered 272; 196 Comment Forms were received at the forums or by mail. San Diego (with 65 attendees) and Los Angeles (with 56) had the highest attendance. San Francisco (with 7 attendees) had the lowest attendance. It should be noted that the San Francisco forum was held one day after the end of the BART strike. Shelly Keller, Convocation and Forum Coordinator, worked with forum hosts and speakers, providing promotional materials (media release, public service announcements, flier copy, agendas and overhead transparencies). Forum dates and locations were also listed on several library listservs.

## Positive library publicity

Forums were coordinated and promoted at the local level with hosts and coordinators determining the level of promotional support they would provide. Nearly all libraries promoted their forums using fliers in their local libraries and library systems. Yolo County Public Library, Salinas Public Library and Fresno County Library took advantage of publicity opportunities that the forum provided and secured media coverage both before and after their forums.

## Tabulating forum attendees' top priorities

During the May Convocation, participants were asked to note their top 3 priorities (each vote counted as 1 point in the final tallying). Any recommendation that received fewer than 2 votes was not included in the final list of Convocation Priority Recommendations (see pages 3-6 in this report). It should be noted that in the voting on priorities at the Convocation, "Barriers to Access" were listed as one recommendation with 14 points.

During the Forums, participants were asked to vote for their top 5 priorities, noting which was number 1, which was number 2, etc. Each number 1 priority vote was given 5 points; each number 2 priority vote was given 4 points, each number 3 priority vote was given 3 points, etc. Comment Forms were tabulated using this rating system. It should be noted that on the Forum Comment Forms, each item under "Barriers to Access" was treated as a separate recommendation for purposes of voting on priorities. As a result, in the Convocation Priority Recommendations, all "Barriers to Access" are listed as one priority, whereas the Forum Priority Recommendations treat each of the recommendations under "Barriers to Access" as individual recommendations. That also explains why there are 47 Forum Recommendations and 33 Convocation Recommendations.

### **Concurrence on the Number 1 Priority**

A tally of the Forum Comment Forms reveals that forum attendees concurred with Convocation participants on the Number 1 priority by an overwhelming margin (385 points versus 158 points for Priority Number 2). That recommendation states: The State Library should take a leadership role (working with the California Library Association and membership, ALA, CALTAC, Friends and partners) to develop a statewide public relations campaign that could be replicated locally.

The second highest forum priority received 158 points. That recommendation states: The State Library, the California Library Association and public libraries should address the issue of disparities in funding. The third highest forum priority received 108 points. That recommendation states: The State Library and public libraries should develop collections and programs for ages 10-18, beyond homework assignments.

A complete listing of Forum Priority Recommendations is in Appendix A, pages 7-11.

### **Revisions to Recommendations**

Based on input from the forums, two revisions have been made to the language of the Recommendations. The first change is to Priority Number 1 and involved deleting information on the length of the campaign plan, and specific cities. That recommendation now reads:

The State Library should take a leadership role (working with the California Library Association and membership, ALA, CALTAC, Friends, and partners) to develop a statewide public relations campaign that could be replicated locally.

The second revision involves Convocation Priority Recommendation Number 27. In that recommendation, "bilingual, bicultural" has been changed to "multilingual, multicultural." In addition, the word "feminine" has been deleted from the phrase "to empower a feminine profession." That recommendation now reads:

The State Library, the California Library Association and public libraries should develop multilingual, multicultural staff and work to empower the profession.

### **Additions to Recommendations**

Based on input from the forums, several recommendations have been added to the Convocation Priority Recommendations. While these recommendations did not make the list of priorities at the Convocation, their high ranking by the forum participants qualified them to be added to the Convocation Priority Recommendations.

For a comparison of the Forum Priority Recommendations and the Convocation Priority Recommendations rankings, see pages 3-6. Those pages list the Convocation Priority Recommendations with the Forum Priority ranking given in the column preceding each recommendation.

# Convocation Recommendations by Priority

The recommendations below have been prioritized according to the votes by Convocation participants (each participant was given 3 votes). Rankings of the Forum Recommendations by Priority are given in the space preceding each recommendations:

- | Forum Results<br>Priority # |  | Forum Results<br>Priority #  |
|-----------------------------|--|--|
| <u>1</u>                    | 1. The State Library should take a leadership role (working with the California Library Association and membership, ALA <sup>1</sup> ; CALTAC <sup>2</sup> , Friends, and partners) to develop a statewide public relations campaign that could be replicated locally. (Promoting the Value of Libraries).                                     | (institutional) to raise awareness of libraries in the community (Community Collaboration).  |
| <u>3</u>                    | 2. The State Library and public libraries should develop collections and programs for ages 10-18 years, beyond homework assignments (Collection Development).  | <u>20</u> 6. The State Library should establish and maintain an Internet site that includes core lists of selected multicultural resources, plus hard-to-find materials, collection development policies, etc. (Collection Development).   |
| <u>10</u><br><i>tie</i>     | 3. The California Library Association should take a leadership role (with the State Library providing funding) to develop opportunities for internships, models and programs that develop managers into directors. This would include release time grants to go to school plus tuition, while working to remove local restrictions (Staffing). | <u>10</u><br><i>tie</i> 7. The California Library Association should establish minimum levels of technology standards for public libraries in order to ensure equity of access. This should also include an assessment of current technology levels in California public libraries (Technology). |
| <u>14</u>                   | 4. The State Library and public libraries should establish LSTA <sup>3</sup> minigrants for promoting local libraries and community awareness activities (Promoting the Value of Libraries).   | 8. Barriers to access should be addressed as follows (Access):   |
| <u>4</u>                    | 5. The State Library should implement a grant program for organizational joint ventures  | <u>21</u><br><i>tie</i> a. Library schools, the California Library Association, and all public libraries should work together to address and improve staff attitudes, lack of skills, and staff's need for training.   |
|                             |  | <u>42</u> b. Public libraries should address the issue of fees for non-resident's library cards.   |

<sup>1</sup>American Library Association.

<sup>2</sup>California Association of Library Trustees and Commissioners.

<sup>3</sup>The Library Services and Technology Act (LSTA), a federal grants-in-aid program for local libraries, is the successor to the Library Services and Construction Act (LSCA), and is administered in California by the State Librarian. Each year the California State Librarian awards approximately \$10.6 million for local assistance awards on a competitive basis in response to locally initiated proposals which meet the purposes of the Act. The program extends LSCA in the area of information services to special populations, expands the emphasis on technology in libraries, and encourages resource sharing and interlibrary networking and cooperation.

- Forum Results  
Priority #
8. Barriers to access should be addressed as follows (Access): *continued*
- 38  
*tie* c. Public libraries should work to improve unsuitable library buildings and facilities that don't meet ADA<sup>4</sup> requirements, their lack of equipment, and services for special needs.
- 5  
*tie* d. The State Library should address the inequities of TBR<sup>5</sup> subsidies.
- 2 e. The State Library, the California Library Association and public libraries should address the issue of disparities in funding.
- 26  
*tie* f. Public libraries should address the lack of public transportation, inadequate parking, and poor access to parking at the local level.
- 34  
*tie* g. All public libraries should respond to the language needs of their service areas.
- 19  
*tie* h. The State Library and public libraries should work together to improve the literacy level of all Californians.
- 5  
*tie* i. Public libraries should promote their services to non-users who have no previous experience/knowledge of public libraries.
- 7 j. Public libraries and the California Library Association should address the lack of policy/legislation ensuring every individual's right to library services.
- 27  
*tie* k. The State Library should address the problem of "haves/have nots" in technology ownership by potential patrons.

- Forum Results  
Priority #
- 45  
*tie* l. Public libraries should work to eliminate electronic barriers (e.g., getting voice mail instead of a person).
- 37  
*tie* m. All libraries should provide adequate training for the public in use of new technology.
- 46  
*tie* n. Public libraries should work to improve library rules (such as fines) and policies (such as hiring criteria).
- 25  
*tie* 9. The State Library and library schools should provide comprehensive technology training in a "train the trainers" format (Technology).
- 41  
*tie* 10. The State Library, the California Library Association and library schools should continue to develop tools for organizing the World Wide Web to support language and cultural diversity in California (Technology).
- 11 11. The State Library, working with library schools, should train all library staff on the value of community joint ventures, using regional workshops, a manual, and a "train the trainer" approach (Community Collaboration).
- 15 12. All public libraries should provide technology and information literacy training for the public in group and individual instruction with support from the State Library and library schools (Technology).
- 13  
*tie* 13. The State Library should expand Internet access in local public libraries through

<sup>4</sup>Americans with Disabilities Act.

<sup>5</sup>The Transaction Based Reimbursement (TBR) program reimburses local libraries for a portion of the costs they incur when they extend lending services beyond their normal clientele. There are three types of loans supported: equal access, universal borrowing, and interlibrary loans. Equal access and universal borrowing are loans made directly to individuals who are not residents of the jurisdiction of the lending library; interlibrary loans are loans made from one library jurisdiction to another in order to fill a patron's request made at the borrowing library.

Forum  
Results  
Priority #

the InfoPeople project and other appropriate initiatives (Technology).

17  
*tie* 14. The State Library and all public libraries should support and facilitate community-based planning to determine their individual community's priorities for access (Access).

24 15. The State Library should repeat the Immigrant Grant Program<sup>6</sup> with small, easy-to-implement grants (Collection Development).

23 16. The State Library and library schools should survey Partnerships for Change (PFC)<sup>7</sup> libraries to determine the extent of impact on communities and library services and share findings statewide. This should be done with the idea that it may result in future grant projects (Community Collaboration).

13  
*ie* 17. The State Library, the California Library Association, library schools and all public libraries should publicize the library's unique role in lifelong learning, both to the profession and to the public (Lifelong Learning).

30  
*tie* 18. The State Library should introduce at a public library directors' forum the concept of managing organizational change, followed by a series of targeted programs that would enable libraries to receive customized assistance (Community Collaboration).

17  
*tie* 19. The State Library should create and fill a principal librarian position that specializes in development, public relations, networking and

Forum  
Results  
Priority #

fundraising (Promoting the Value of Libraries).

8 20. The State Library should provide technology consulting services to public libraries, including a list of qualified consultants (Technology).

29 21. Library schools should sponsor research on the implications of lifelong learning on collection development – e.g., career and job changes, welfare reform, the technologically illiterate (Collection Development).

47  
*tie* 22. The State Library should develop "Recommendations for Effective Library Service to Asian and Pacific Island Americans to complete the recommendations series on serving California's major ethnic populations"<sup>8</sup> (Collection Development).

39 23. The State Library should encourage the formation of a task force to create new performance measures for electronic library services (Technology).

16 24. The State Library, the California Library Association and all public libraries should provide training for all library staff in customer service, technology, and working with diverse communities, particularly but not exclusively ethnic communities (Staffing).

46  
*tie* 25. The Library of Congress should continue to maintain standards for Spanish and Asian languages subject headings – and other language subject headings – e.g., Bilindex (Collection Development).

<sup>6</sup>From FY 1990/91 to 1993/94, the State Library's Immigrant Grant Program provided training and \$5,000 grants to public libraries for collection development to enable them to better serve their immigrant populations.

<sup>7</sup>The Partnerships for Change (PFC) Program was designed to help public library staff to reach out to their changing communities, to better understand them and their information and recreation needs, and then to restructure their library service plans to meet the needs of these changing populations. The California State Library worked with 26 public libraries between 1989 and 1995 and provided grants and training to assist libraries in creating public library services that were meaningful and relevant for their communities.

<sup>8</sup>The State Library has already published recommendations for African-Americans (*Keeping the Promise*), and Spanish-speaking communities (*Adelante*).

Forum  
Results  
Priority #

- 25  
*tie* 26. The State Library should bring library schools and public librarians together for discussion of core competencies (Staffing).
- 45  
*tie* 27. The State Library, the California Library Association and public libraries should develop bilingual, bicultural staff and work to empower a "feminine" profession (Lifelong Learning).
- 6 28. All public libraries should develop adequate resources in terms of staff, material and hours (Lifelong Learning).
- 38  
*tie* 29. The State Library should develop a needs assessment template for collection development and distribute it to all California public libraries (Collection Development).
- 34  
*tie* 30. The State Library and public libraries should expand the PFC methodology to include children, young adults, aging baby boomers, seniors, etc. (Community Collaboration).
- 41  
*tie* 31. The State Library should fund internships for high school students at local public libraries (Staffing).
- 28  
*tie* 32. All public libraries should reexamine and redefine staff duties and expectations so that being flexible, adapting to change, and being creative with the community equals success (Staffing).
- 31  
*tie* 33. The State Library, the California Library Association, library schools and all public libraries should recognize and respond to the need for continuing education in the areas of managing technology (Technology).

## Additions to Recommendations

Based on input from the forums, the following recommendations have been added to the final Recommendations because of their high ranking by forum participants.

1. The State Library should take a leadership role to develop a library card for statewide use (Access).
2. The State Library should develop strategies for dealing with the impact of school library inadequacies (Community Development and Resource Sharing).
3. Public libraries should make customer service a priority by providing a friendly, welcoming environment, top to bottom (Lifelong Learning).
4. Public libraries should promote and publicize the value of joint ventures with the library on an on-going basis (Community Collaboration).
5. Library schools should sponsor research on the implications of lifelong learning on collection development – e.g., career and job changes, welfare reform, the technologically illiterate (Collection Development and Resource Sharing).
6. All public libraries should redefine hiring habits and job qualifications that have been based on traditional fields of librarianship. This could include non-traditional employment methods such as contracting for short term needs or outsourcing (Staffing).

## Appendix A

# Forum Priority Recommendations

### Points

385 1. The State Library should take a leadership role (working with the California Library Association and membership, ALA<sup>1</sup>, CALTAC<sup>2</sup>, Friends, and partners) to develop a statewide public relations campaign that could be replicated locally. *Promoting the Value of Libraries*

158 2. The State Library, the California Library Association and public libraries should address the issue of disparities in funding. *Access*

102 3. The State Library and public libraries should develop collections and programs for ages 10-18 years, beyond homework assignments. *Collection Development and Resource Sharing*

95 4. The State Library should implement grant programs for organizational joint ventures (institutional) to raise awareness of libraries in the community. *Community Collaboration*

92 5 tie. The State Library should address the inequities of TBR<sup>3</sup> subsidies. *Access*

92 5 tie. Public libraries should promote their services to non-users who have no previous experience/knowledge of public libraries. *Access*

79 6. All public libraries should develop adequate resources in terms of staff, material and hours. *Lifelong Learning*

### Points

75 7. Public libraries and the California Library Association should address the lack of policy/legislation ensuring every individual's right to library services. *Access*

73 8. The State Library should provide technology consulting services to public libraries, including a list of qualified consultants. *Technology*

68 9. The State Library should take a leadership role to develop a library card for statewide use. *Access*

64 10 tie. The California Library Association should take a leadership role (with the State Library providing funding) to develop opportunities for internships, models and programs that develop managers into directors. This would include release time grants to go to school plus tuition, while working to remove local restrictions. *Staffing*

64 10 tie. The California Library Association should establish minimum levels of technology standards for public libraries in order to ensure equity of access. This should also include an assessment of current technology levels in California public libraries. *Technology*

<sup>1</sup>American Library Association.

<sup>2</sup>California Association of Library Trustees and Commissioners.

<sup>3</sup>The Transaction Based Reimbursement (TBR) program reimburses local libraries for a portion of the costs they incur when they extend lending services beyond their normal clientele. There are three types of loans supported: equal access, universal borrowing, and interlibrary loans. Equal access and universal borrowing are loans made directly to individuals who are not residents of the jurisdiction of the lending library; interlibrary loans are loans made from one library jurisdiction to another in order to fill a patron's request made at the borrowing library.

Points

63 11. The State Library, working with library schools, should train all library staff on the value of community joint ventures, using regional workshops, a manual, and a “train the trainer” approach. *Community Collaboration*

62 12. The State Library should develop strategies for dealing with the impact of school library inadequacies. *Community Development and Resource Sharing*

57 13 tie. The State Library, the California Library Association, library schools and all public libraries should publicize the library’s unique role in lifelong learning, both to the profession and to the public. *Lifelong Learning*

57 13 tie. The State Library should expand Internet access in local public libraries through the InfoPeople project and other appropriate initiatives. *Technology*

56 14. The State Library and public libraries should establish LSTA<sup>4</sup> minigrants for promoting local libraries and community awareness activities. *Promoting the Value of Libraries*

50 15. All public libraries should provide technology and information literacy training for the public in group and individual instruction with support from the State Library and library schools. *Technology*

Points

49 16. The State Library, the California Library Association and all public libraries should provide training for all library staff in customer service, technology, and working with diverse communities, particularly but not exclusively ethnic communities. *Staffing*

46 17 tie. The State Library and all public libraries should support and facilitate community-based planning to determine their individual community’s priorities for access. *Access*

46 17 tie. The State Library should create and fill a principal librarian position that specializes in development, public relations, networking and fundraising. *Access*

45 18. Public libraries should make customer service a priority by providing a friendly, welcoming environment, top to bottom. *Lifelong Learning*

44 19 tie. The State Library and public libraries should work together to improve the literacy level of all Californians. *Access*

44 19 tie. All libraries should provide front line staff and volunteers with customer service and conflict resolution skills; and make it a priority to hire people with these skills. *Access*

41 20. The State Library should establish and maintain an Internet site that includes core lists of selected multicultural resources, plus hard-to-find materials, collection development policies, etc. *Collection Development and Resource Sharing*

<sup>4</sup>The Library Services and Technology Act (LSTA), a federal grants-in-aid program for local libraries, is the successor to the Library Services and Construction Act (LSCA), and is administered in California by the State Librarian. Each year the California State Librarian awards approximately \$10.6 million for local assistance awards on a competitive basis in response to locally initiated proposals which meet the purposes of the Act. The program extends LSCA in the area of information services to special populations, expands the emphasis on technology in libraries, and encourages resource sharing and inter-library networking and cooperation.



Points

37 21 tie. Library schools, the California Library Association, and all libraries should work together to address and improve staff attitudes, lack of skills, and staff's need for training. *Access*

37 21 tie. Public libraries should identify and collaborate with competitors and partners, especially other education providers. *Lifelong Learning*

32 22. Public libraries should promote and publicize the value of joint ventures with the library on an on-going basis. *Community Collaboration*

31 23. The State Library and library schools should survey Partnerships for Change (PFC)<sup>5</sup> libraries to determine the extent of impact on communities and library services and share findings statewide. This should be done with the idea that it may result in future grant projects. *Community Collaboration*

30 24. The State Library should repeat the Immigrant Grant Program<sup>6</sup> with small, easy-to-implement grants. *Collection Development and Resource Sharing*

27 25 tie. The State Library should bring library schools and public librarians together for discussion of core competencies. *Staffing*

27 25 tie. The State Library and library schools should provide comprehensive technology training in a "train the trainers" format. *Technology*

Points

26 26 tie. All libraries and vendors should work to increase the user-friendliness of on-line technology with multiple languages and the use of graphics and icons. *Access*

26 26 tie. Public libraries should address the lack of public transportation, inadequate parking, and poor access to parking at the local level. *Access*

25 27 tie. The State Library should address the problem of "haves/have nots" in technology ownership by potential patrons. *Access*

25 27 tie. The State Library and the California Library Association should revisit/research how libraries market their collections by learning from reading groups, book selling trends and the "Oprah Factor." *Collection Development and Resource Sharing*

23 28. All public libraries should reexamine and redefine staff duties and expectations so that being flexible, adapting to change, and being creative with the community equals success. *Staffing*

22 29. Library schools should research how and why underserved populations do or don't use information resources; and recommend how this research might be used to improve public library services. *Collection Development and Resource Sharing*

<sup>5</sup>The Partnerships for Change (PFC) Program was designed to help public library staff to reach out to their changing communities, to better understand them and their information and recreation needs, and then to restructure their library service plans to meet the needs of these changing populations. The California State Library worked with 26 public libraries between 1989 and 1995 and provided grants and training to assist libraries in creating public library services that were meaningful and relevant for their communities.

<sup>6</sup>From FY 1990/91 to 1993/94, the State Library's Immigrant Grant Program provided training and \$5,000 grants to public libraries for collection development to enable them to better serve their immigrant populations.

## Points

20 30 tie. The State Library should introduce at a public library directors' forum the concept of managing organizational change, followed by a series of targeted programs that would enable libraries to receive customized assistance. *Community Collaboration*

20 30 tie. The State Library, the California Library Association, library schools, the library community, and other intellectual freedom organizations should provide assistance (e.g., forums, clearinghouse, conference, etc.) and support to local libraries on intellectual freedom in the on-line, digital environment. *Technology*

19 31. The State Library, the California Library Association, library schools and all public libraries should recognize and respond to the need for continuing education in the areas of managing technology. *Technology*

18 32. Library schools should sponsor research on the implications of lifelong learning on collection development – e.g., career and job changes, welfare reform, the technologically illiterate. *Collection Development and Resource Sharing*

17 33. All public libraries should redefine hiring habits and job qualifications that have been based on traditional fields of librarianship. This could include non-traditional employment methods such as contracting for short term needs or outsourcing. *Staffing*

16 34 tie. The State Library and public libraries should expand the PFC methodology to include children, young adults, aging baby boomers, seniors, etc. *Community Collaboration*

## Points

16 34 tie. All libraries should respond to the language needs of their service areas. *Access*

15 35. The State Library should coordinate training with greater emphasis on including all libraries and library systems, by providing state dollars for release time for staff to attend training. *Staffing*

14 36 tie. Public libraries should continue to explore and expand cooperating on the implementation of technology in their region. *Technology*

14 36 tie. The State Library, the California Library Association, library schools and all public libraries should create techniques for developing individual learning plans using appropriate technology on and off-site. *Collection Development and Resource Sharing*

12 37 tie. The State Library and public libraries should provide CORE-type<sup>7</sup> training for the public on how to use the library, and tailor it to the needs of their communities in terms of languages and formats. *Access*

12 37 tie. All libraries should provide adequate training for the public in use of new technology. *Access*

10 38 tie. Public libraries should work to improve unsuitable library buildings and facilities that don't meet ADA<sup>8</sup> requirements, their lack of equipment, and services for special needs. *Access*

<sup>7</sup>California Opportunities for Reference Excellence (CORE) is a federally funded grant project targeted at improving the quality of library reference services in the state through the provision of a series of statewide workshops focusing on improvement of reference skills and increased knowledge of reference tools.

<sup>8</sup>Americans with Disabilities Act.

Points

10 38 tie. The State Library should develop a needs assessment template for collection development and distribute it to all California public libraries. *Promoting the Value of Libraries*

9 39. The State Library should encourage the formation of a task force to create new performance measures for electronic library services. *Technology*

8 40. Public libraries should develop strategies for customized lifelong learning. *Lifelong Learning*

7 41 tie. The State Library should fund internships for high school students at local public libraries. *Staffing*

7 41 tie. All public libraries should establish internal mentoring systems. *Staffing*

7 41 tie. The State Library, the California Library Association and library schools should continue to develop tools for organizing the World Wide Web to support language and cultural diversity in California. *Technology*

6 42. Public libraries should address the issue of fees for non-resident's library cards. *Access*

5 43 tie. The State Library should develop integrated training and strategies for simultaneous use at the local level. *Promoting the Value of Libraries*

5 43 tie. The State Library and the California Library Association should develop a statewide model of groups of job skills for library staff. *Staffing*

4 44. The State Library should promote cataloging of resources in all California public libraries – for example, targeted grants for cataloging non-English language or non-traditional materials. *Promoting the Value of Libraries*

The State Library has already published recommendations for African-Americans (*Keeping the Promise*), and Spanish-speaking communities (*Adelante*).

Points

3 45 tie. Public libraries should work to eliminate electronic barriers (e.g., getting voice mail instead of a person). *Access*

3 45 tie. The State Library and library schools should develop evaluation tools for multiformat, multilingual materials. *Collection Development and Resource Sharing*

3 45 tie. Public libraries should train staff to be facilitators/readers advisers. *Lifelong Learning*

3 45 tie. The State Library, the California Library Association and public libraries should develop multilingual, multicultural staff and work to empower the profession. *Lifelong Learning*

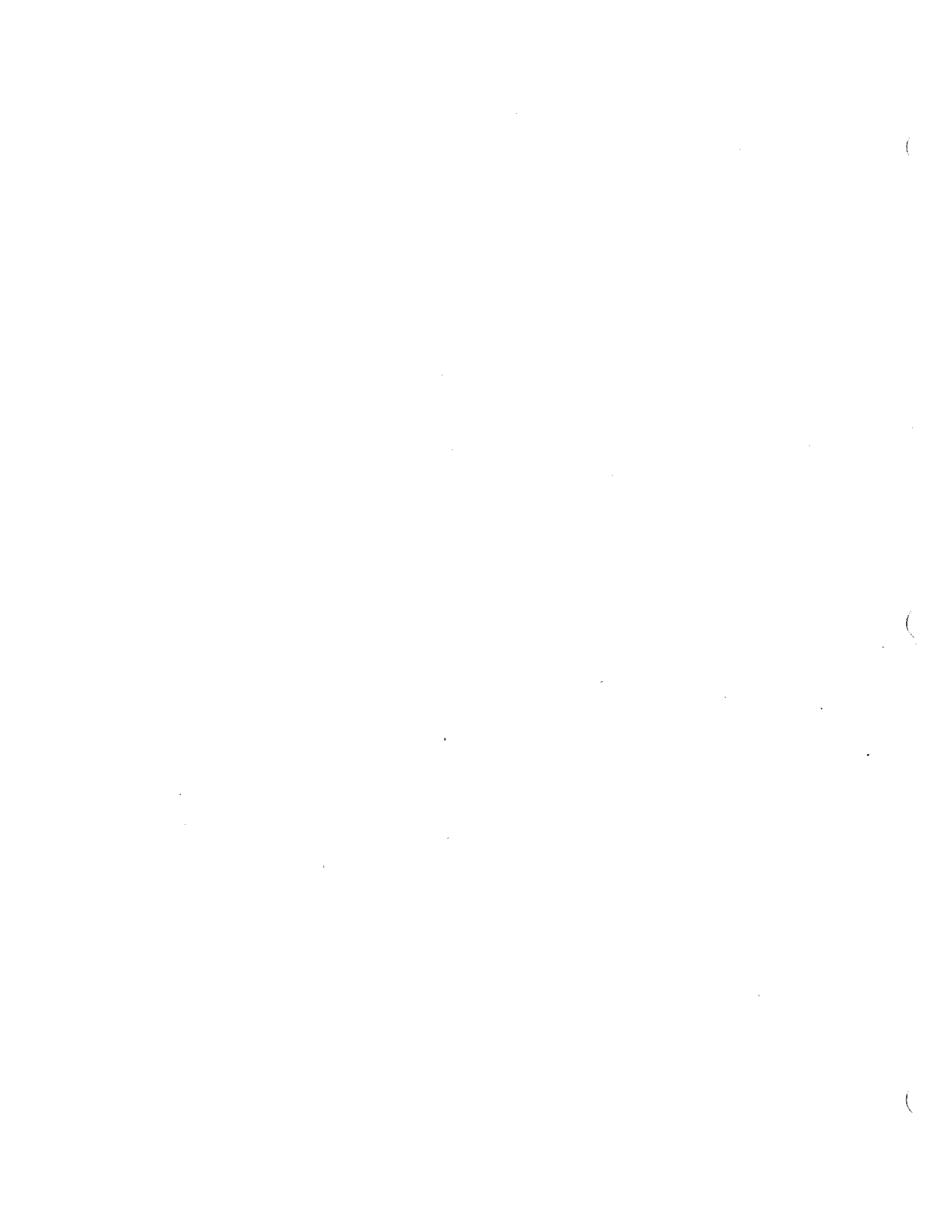
3 45 tie. All libraries should match job skills and job classifications to redefine them. Library schools and all public libraries should redefine library education via a dialogue between library faculty and public libraries. *Staffing*

2 46 tie. Public libraries should work to improve library rules (such as fines) and policies (such as hiring criteria). *Access*

2 46 tie. The Library of Congress should continue to maintain standards for Spanish and Asian languages subject headings – and other language subject headings – e.g., Bilindex. *Collection Development and Resource Sharing*

1 47 tie. All libraries and vendors should facilitate gateways between on-line catalogs. *Access*

1 47 tie. The State Library should develop "Recommendations for Effective Library Service to Asian and Pacific Island Americans to complete the recommendations series on serving California's major ethnic populations"<sup>9</sup>. *Collection Development and Resource Sharing*



MINUTES OF THE EXECUTIVE COMMITTEE MEETING  
OF THE INDEPENDENT SPECIAL DISTRICTS OF ORANGE COUNTY  
(ISDOC)

---

Meeting held at MWDOC  
10500 Ellis Ave., Fountain Valley  
7:30 a.m. - November 4, 1997

---

ISDOC Executive Committee Members Present:

Sterling Fox  
President  
4622 Plumosa Drive  
Yorba Linda, Ca. 92686  
TEL: (714) 777-9593  
FAX: (714) 777-8304  
HOME: (714) 693-1162

Keith Coolidge (absent)  
1st Vice President  
c/o MWDOC  
P.O. Box 20895  
Fountain Valley, Ca. 92728  
TEL: (714) 963-3058  
FAX: (714) 964-9389

Mary A. Matheis  
2nd Vice President  
73 Nighthawk  
Irvine, Ca. 92714-3683  
TEL: (714) 476-4488  
FAX: (714) 476-2878

Teri Cable  
3rd Vice President  
12279 Baja Panorama  
Santa Ana, Ca. 92705  
TEL: (714) 647-5658  
FAX: (714) 647-5622

Ron Kennedy  
Secretary  
24151 Adonis Street  
Mission Viejo, Ca. 92691  
TEL: (714) 837-7050  
FAX: (714) 837-7092

Joan Finnegan (absent)  
Treasurer  
258 Sherwood Street  
Costa Mesa, Ca. 92627  
TEL: (714) 548-3690  
FAX: (714) 646-1685

Robert Hanson  
Past President  
23301 Ridge Route Drive, #219  
Laguna Hills, Ca. 92653  
TEL: (714) 770-0736  
FAX: (714) 770-1720

cc: LAFCO Representatives  
John B. Withers (present)  
Phillip L. Anthony  
Bob J. Huntley  
Russ Behrens - McCormick, Kidman & Behrens  
Dana Smith - LAFCO  
Wes Bannister  
Arlene Schafer

## Call to Order

### 1. Preliminaries

President Fox called the meeting to order at 7:30 A.M.

### 2. Review Minutes of October 7, 1997 Executive Committee Meeting.

Committee approved Minutes of October 7, 1997 Executive Committee Meeting.

### 3. Financial Report -

Ron Kennedy submitted the Treasurer's Report for Joan Finnegan. Committee questioned the amount of receipts for October 23 luncheon thinking that more than 23 had attended. Kennedy will refer to Finnegan for explanation at next meeting.

### 4. Review of October 23, 1997 Luncheon Meeting

Committee was pleased with the quality of the program, speaker and the attendance.

### 5. LAFCO Matters

John Withers mentioned that CAL-LAFCO would be holding their annual conference later in the week; that Orange County LAFCO would be holding a workshop meeting on November 12 regarding the MWDOC/Coastal Consolidation; that on that same date the South County Issues Discussion Group would present their plan for consolidation of retail water agencies.

Bob Hanson questioned the status of the tax money regarding the dissolution of Tri-Cities Municipal Water District. Withers responded indicating that nothing had changed - San Diego County would claim the tax revenue and the successor agencies would continue to work to preserve some part or the entire amount.

### 6. CSDA Report

Ron Kennedy distributed copies of the Special District Certification Program currently under consideration by CSDA. (copy attached)

Concerns mentioned by those in attendance were:

- a. LAFCO's participation in the Certification Program?
- b. Concerns about ability to certify elected officials.

These matters will be referred to Bob Huntley for discussion at a future meeting.

7. **Legislative Report**

All were urged to attend the CAL-FED public meeting in Pasadena on Wednesday, December 3rd. (detailed information attached)

Sterling Fox will follow-up on the question of who will speak at the meeting on behalf of ISDOC.

8. **Other Items**

Teri Cable suggested that the subject for the next luncheon meeting deal with the "LAFCO process".

John Withers mentioned that vacancies exist on the Regional Board for Region 8 and to pass the word to anyone who may be interested and qualified.

M.A. Matheis talked about attending a conference advocating reform involving "Public Officials, Water and Environment". Discussion ensued regarding the need for a Watershed Council in Orange County. Should ISDOC take the lead in forming the Council? Committee agreed on the need for water officials to be more involved in organizations that are essentially weighted toward and staffed with environmentalists.

9. **Adjourn**

Meeting was adjourned at 8:30 A.M.

Dated November 4, 1997

Respectfully submitted,

By: 

Ronald E. Kennedy

Secretary, Independent Special

Districts of Orange County (ISDOC)





---

---

**PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES**

---

---

**TO:** Library Board of Trustees  
**FROM:** Elizabeth D. Minter, Library Director *EDM*  
**SUBJECT:** Review Library Revenue Issues and Discuss Feasibility of Library Parcel Tax ballot issue for ~~November 1988 Election~~  
**DATE:** December 16, 1997

**BACKGROUND:**

At its Meeting on April 15, 1997, the Board requested that an item for the discussion of Library Revenue Issues be included on each Agenda.

1. Property Tax

No activity during this report period.

Trustee Pappas requested a continuation of the discussion of the feasibility of sponsoring a Library Parcel Tax issue.

2. State Funds

No activity during this report period.

3. Local Revenues

Staff is continuing to investigate a new vendor for delinquent accounts collection services. This project is being held up by the Anaheim Public Library as it controls the output of information from the shared library system.

**RECOMMENDATION:**

Discuss and give direction for future action.

*Special  
Court Election*



---

---

**PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES**

---

---

**TO:** Library Board of Trustees *ed*  
**FROM:** Elizabeth D. Minter, Library Director  
**SUBJECT:** Review Policy Handbook, Section I, Item C: Board of Trustees Handbook,  
Article III: Board Organization and Procedures  
**DATE:** December 16, 1997

**BACKGROUND:**

At its Meeting on September 16, 1997 the Board requested that a review of the Board of Trustee Handbook, Article III be included on the November agenda. At the November 18 Meeting this item was continued to the December Agenda.

Article III begins on page six of the attached copy of the Handbook.

Trustee Pappas has prepared a proposed revision of this section which is Attachment A.

**RECOMMENDATION:**

Review, Revise and Adopt.

*Delores Anderson  
973 373-0652*



1 ARTICLE III. OFFICERS

2 The December regular meeting shall be designated as the Annual Meeting for the purpose of  
3 nominating and electing the officers of the Board; the President and the Secretary. The term of  
4 office shall be one year. The President and Secretary shall serve no more than two consecutive  
5 terms. In the event no other member of the board of Trustees is able to accept nomination to  
6 office, the incumbent may continue in office until the next annual meeting when another member  
7 is available to serve in the office.

8 (effective immediately, 12/16/97) ↗

9  
10 At the December meeting the <sup>Board</sup> will <sup>select</sup> ~~elect~~ two representatives to the Placentia  
11 Library Foundation to serve for one year, ~~the~~

*Search page*  
*Board*  
*select*  
*appoint*  
*nomination process*  
*include body of Trustees*  
*Suggest organized to the*  
*meeting the library*

13 ARTICLE IV. Placentia Library Foundation

14 A. Definition and Purpose

15 The Placentia Library Foundation, established September 8, 1994, is the major fund-raising body  
16 of the Placentia Library District. Its purpose shall be to establish a Corporate Giving Program  
17 which will set up Endowments that will enable the library to purchase books and materials with  
18 the interest earned to benefit the residents and users of the Placentia Library.

19 B. Foundation Organization

20 The Foundation shall be managed by a Board of Directors which shall manage the funds of the  
21 Foundation.

22 1. Members

- 23 a. Two members shall be elected by the Placentia Library Board of
- 24 Trustees
- 25 b. One member shall be selected by the Friends of the Placentia Library.
- 26 c. Etc.

Handwritten text, possibly a signature or name, located in the upper left quadrant.

Handwritten text, possibly a signature or name, located in the center of the page.

Small handwritten mark or characters, possibly a date or initials, located below the central signature.

Small handwritten mark or characters, possibly a date or initials, located on the right side of the page.

**TO:** Elizabeth D. Minter, Library Director  
**FROM:** Charlene Dumitru, Administrative Assistant *cd*  
**SUBJECT:** Resolution 97-5, to amend Fiscal Year 1997-1998 Budget for Fund 703  
This Resolution corrects a typographical error in Resolution 97-4.  
**DATE:** December 16, 1997

**BACKGROUND:**

The County Auditor-Controller's Office notified us of an error on our previously submitted Resolution 97-4 concerning the approved Budget for Fiscal Year 1997-1998.

The budgeted amount stated for Fund 703 was given as \$2,857 in the Resolution; however the budget forms approved by the Board indicated a budget of \$3,007 for FUND 703.

Attached is Resolution 97-5 to amend the budget for FUND 703.

**RECOMMENDATION:**

Read Resolution 97-5 by Title Only  
Adopt Resolution 97-5

*Ag/Rel*

RESOLUTION 97-5

A RESOLUTION OF THE BOARD OF TRUSTEES OF THE  
PLACENTIA LIBRARY DISTRICT OF ORANGE COUNTY  
TO AMEND FISCAL YEAR 1997-1998 BUDGET  
FOR FUND 703  
FOR THE PLACENTIA LIBRARY DISTRICT

WHEREAS, the preliminary budgets for the Placentia Library District of Orange County for Fiscal Year 1997-1998 were reviewed and approved at the Regular Meeting of the Board of Trustees on August 26, 1997 by Resolution 97.4; and

WHEREAS, the budget amount stated in Resolution 97-4 of August 26, 1997, for FUND 703 of \$2,857 differed from the submitted budget for FUND 703 of \$3,007; and

WHEREAS, the tax rates levied are in accordance with Sections 93 and 97.65 of the Revenue and Taxation Code; and

WHEREAS, all sources of income have been identified to support said budgets.

THEREFORE BE IT RESOLVED, that the Placentia Library District of Orange County Board of Trustees approves the budget for FUND 703 for \$3,007.00 for Fiscal Year 1997-1998, and implements such on July 1, 1997.

AYES: TRUSTEES:

NOES: TRUSTEES:

ABSTAIN: TRUSTEES:

ABSENT: TRUSTEES:

State of California )  
 ) ss.  
County of Orange )

I, Ray Evans, Secretary of the Board of Trustees of the Placentia Library District of Orange County hereby certify that the above and foregoing Resolution as duly and regularly adopted by the Board of Trustees at a Regular Meeting hereof held on the sixteenth of December, 1997

IN WITNESS THEREOF, I have hereunto set my hand and seal this sixteenth day of December, 1997.

---

Ray Evans, Secretary  
Board of Trustees  
Placentia Library District of Orange County



---

---

**PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES**

---

---

**TO:** Library Board of Trustees  
**FROM:** Elizabeth D. Minter, Library Director *edm*  
**SUBJECT:** Discussion of Board Procedures  
**DATE:** December 16, 1997

**BACKGROUND:**

Trustee Pappas has requested that the Board consider conducting one or more work sessions to review Board policies in several operational areas.

A work session is a special board meeting for which there is usually only one or two items on the agenda, and during which there is extended discussion of the topic(s) for the meeting. Work sessions are considered meetings of the Board and are subject to the requirements of the Brown Act. Action may be taken at work sessions.

**RECOMMENDATION:**

Determine schedule and dates for Board Planning Work Sessions.

Set agenda for first Work Session.

*- January - < How can we appeal to Budget.*

Determine whether to use an outside facilitator for the first Work Session.

*Budget.*



**PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES**

**TO:** Library Board of Trustees  
**FROM:** Elizabeth D. Minter, Library Director *edm*  
**SUBJECT:** Election of Officers  
**DATE:** December 16, 1997

**BACKGROUND:**

The following positions need to be elected or appointed:

President (Incumbent is Dinsmore)

Secretary (Incumbent is Evans)

Placentia Library Foundation (2 positions – incumbents are Stark and Pappas)

Independent Special Districts of Orange County (Incumbent is ~~Dinsmore~~ *Dinsmore*)

Independent Special District Local Area Formation Commission (LAFCO) Selection Committee (Incumbent is ~~Dinsmore~~ *Dinsmore*)

Placentia Civic Center Authority (2 positions – incumbents are ~~Dinsmore and Evans~~ *Dinsmore + Evans*)

*Jean Pappas → Sandra Stark*  
*Sandra ~~Stark~~ → Rob Minter*  
*Sandra → Jean Pappas*  
*Rob → Jean Pappas*  
*Rob declined*  
*Roll Call - Pappas - 1st, 2nd, 3rd*  
*Roll Call - Sandra, Jean*  
*Roll Call - Sandra + Rob*

Handwritten text, possibly a signature or date, located in the lower-left quadrant of the page.

Handwritten text, possibly a signature or date, located in the lower-right quadrant of the page.

TO: Elizabeth Minter, Library Director  
 FROM: Suad Ammar, Principal Librarian *AS*  
 DATE: December 16, 1997  
 SUBJECT: Program Committee Report for the Month of November 1997

PLACENTIA LIBRARY DISTRICT		
PROGRAM STATISTICS		
DEPARTMENT	NOVEMBER 97	
	# of Programs	#of Attendees
<i>ADULT SERVICES</i>		
Donors' Appreciation Party	1	125
<i>LITERACY SERVICES</i>		
Tutor Training	1	15
Citizenship Exam	1	11
<i>CHILDREN'S SERVICES</i>		
Camp Libray	1	68
Lapsits	3	32
Storytimes 2 -3 years	4	81
Storytimes 4-6 years	6	87
Class Visits	3	75



TO: Elizabeth Minter, Library Director  
 FROM: Cyrise Smith, Children's Librarian *CMS*  
 DATE: December 16, 1997  
 SUBJECT: November activities in the Children's Department

**Programming-** Storytimes continued through November. The last storytime for the fall programming session was November 26th. There were a total of 16 programs this month with 177 children and 87 adults attending. As shown in the program committee report, the breakdown per storytime is as follows:

TYPE OF PROGRAM	NUMER OF PROGRAMS	TOTAL ATTENDANCE
Lapsits for under 2 years	3	16 children / 16 adults
2 – 3 year old storytimes	4	44 children / 37 adults
4 – 6 year old storytimes	6	72 children / 15 adults
<b>TOTALS</b>	<b>13</b>	<b>132 children / 68 adults</b>

**Class visits-** Class visits from local schools continued. 3 classes visited the library this month, with a total of 75 children receiving instruction and help with the library and it's services.

**Camp Library-** In celebration of National Children's Book Week, the library held it's 11<sup>th</sup> annual Camp Library. A total of 40 children and 28 adults participated in crafts, a scavenger hunt, Reader's theater, and much more. Camp Library was once again a great success. Our thanks to Mike Bender of Bagel Me and Matt from Tri-City bagels for their donations of bagels for Camp library's breakfast.

**School/Community Outreach-** The Children's Librarian held a storytime at Morse Elementary in support of a parent's book night the school promoted. While parents browsed through and purchased books, the librarian performed a short storytime to entertain the children present. Special thanks to Donna Bass for donating her time to the event. She conducted the storytime for the first half hour, the librarian performed the last half hour.





TO: Elizabeth Minter, Library Director  
FROM: Cheryl Willauer, Library Assistant <sup>aw</sup>  
DATE: December 16, 1997  
SUBJECT: Publicity materials produced for November 1997

**Information on the Placentia Library cable channel #53:**

1. Placentia Library Trustees.
2. Library Hours.
3. November quotes.
4. Afghan for sale at Circulation Desk.
5. Literacy asking for volunteers to take the tutor training program.
6. Placentia Library Literacy Services offering INS-approved citizenship examination.
7. Friends of Placentia Library bookstore and on going sale in lobby.
8. Storytime for children.
9. Holiday closing.

**Newspaper articles published:**

1. Bookkeeping in the red. Article on Library Volunteers
2. Library donors honored.
3. Placentia Library Literacy Services need tutors.
4. Living trusts seminar to be held at Placentia Library.
5. 'Grass-eaters' spooked neighbors.
6. Libraries start riding online wave.

# Bookkeeping in the red

Library still suffers financial problems a year after voters rejected a new tax

By Vivianne Wightman  
Placentia News-Times

The Placentia Library has continued to suffer in the year since Measure W failed at the polls.

The tax initiative would have assessed homeowners \$29 a year to help bring much-needed revenue into the financially strapped library, officials said.

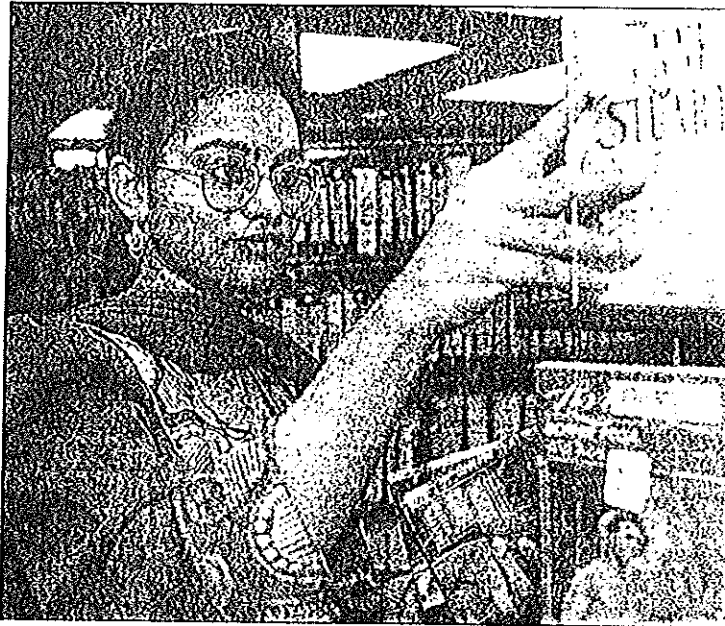
Bookshelves are emptier. Children's programs are rare — donations cover the costs to bring back programs for a limited time. And the library relies increasingly on the help of volunteers to fill the gaps created by on-going budget cuts.

"We are going to have to do more with less," said Library Director Elizabeth Minter, adding that the library is consistently \$400,000 short in what is normally a \$1 million-a-year budget.

Measure W would have raised about \$500,000 annually for the library to bring it back up to levels before the property tax shifts of the early 1990s.

"People often have the attitude that the library will always be here," she said. "If there are problems, they think we can tighten our belt or cut back on a couple of things. But they don't understand that we've gotten down to cutting our basic services in the last four or five years."

The library was hardest hit, and still suffers, from the property-tax shifts. In the midst of the recession of the early '90s, the state exercised its authority over local governments under Propo-



**LIBRARY:** Shamim Malik volunteers twice a week at the Placentia Library. The library was hit hard, and still suffers, from the property-tax shifts of the early 1990s.

Starr Buck  
Placentia News-Times

sition 13 to reallocate property tax funds, shifting about \$3.2 million from libraries to education.

"Without additional property tax funds," said Minter, "we have had to downsize our program on a permanent basis to where we can operate it. It's still a full-service program, but it's a shadow of what it used to be, representing a 50 percent loss of our budget (since the early '90s.)"

Shorter hours, fewer books and the elimination of reading programs became a reality in January. Library officials were hoping Measure W would pass to help keep those programs going, but it failed with only 49 percent of the votes. A two-thirds majority or 66 percent of the votes were needed for the measure to pass.

"I was a little surprised by the

vote," said Minter, library director since 1991. "I expected it would be at least 53 to 55 percent. But I think, in general, there's an anti-tax attitude and some lin-

gering confusion about us being able to get money from the city of Placentia. We aren't a city de-

## THEN & NOW

A glimpse at the Placentia Library before the tax shifts of the early 1990s, and today.

► Total expenditures per capita

Today: \$18.17

Before the tax shifts: \$26

► Materials expenditures per capita

Today: \$1.51

Before: \$4.50

► Circulation

Today: 249,903

Before: 550,000

► Weekly hours

Today: 39

Before: 64

► Volumes added annually

Today: 4,923

Before: 10,000

Source: Placentia Library

## LIBRARY

FROM 3

partment ... People think we are funded through the city because we share the Civic Center, but we aren't."

The library relies on money generated from residents' property taxes, not from the city or county, to keep operations going.

Cutbacks attributed to the failure of Measure W included:

► Elimination of one technical services position and layoffs of about some library workers.

► Elimination of the children's department programs, requiring the hiring professional storytime tellers on a contract basis.

► Reduction of hours of operation from 41 to 39 hours per week.

► A reduction of the books and materials budget from \$58,416 to \$48,100. Ideally, library officials said that a book budget of about

\$200,000 is needed to support all of the library's programs and services.

"It didn't affect the public service hours as much as our being able to process materials," Minter said.

The recent budget constraints resulted in the library's book and materials budget dropping about \$10,000, a budget that would have soared to \$108,000 with the passage of Measure W, Minter said.

The consistently low number of circulating books has significantly hurt the library, she added, because fewer books equals less enthusiasm from the public to use the local library.

"It's so hard knowing the potential of the library and the community and see it so under-achieved," Minter said. "It's not as if we have strong school libraries. There is a great need to make the library strong again and to keep it strong."

**pacific clippings**  
post office box 11789  
santa ana, calif. 92711

Placentia News  
Weekly NOV 13 1997

# Library donors honored

## Reception thanks those who keep bookshelves stocked

By Vivianne Wightman  
Placentia News-Times

The bookshelves at the Placentia Library would become increasingly barren without community members whose monetary support helps put books in the library.

That's why the Placentia Library Foundation honored more than 250 donors Nov. 7 for their much-needed gifts at the second annual donor reception at the library.

"If these people had not been supporting (the Placentia Library Foundation) for the past four years," Director Elizabeth Minter said. "Our shelves would be a lot emptier."

In 1996, 73 percent of the li-

brary's circulating books — which equals 720 books — were provided through contributions to the Adopt-A-Book program from the public, Minter added. In addition to monetary gifts, the public also donated 1,016 circulating books to the library, she said.

Two programs help the library beef up their arsenal of books: the Adopt-A-Book program and the Book Endowment Fund.

The Adopt-A-Book program purchases books in the library when the need arises. The book endowment program enables the library in the longterm to buy books during budget crunches by using the interest gained on the fund to purchase books on an annual basis.

"We spend the entire year really focusing on communicating with our donors and gaining support for our annual giving program," she said. "This is one

time of the year that we aren't asking for money, but instead we invite our supporters to the library to see our progress and to thank them."

The following is a list of the library's most devoted donors, who all donated more than \$500 to the library since September 1996 and received special recognition certificates for their contributions:

- ▶ Gordon and Dixie Shaw.
- ▶ Placentia Linda Hospital.
- ▶ Maggie Cooper.
- ▶ Glenn and Kathy Baldwin.
- ▶ Florence Purdy.
- ▶ Sams Club, Fullerton.
- ▶ Moms Club of Placentia.
- ▶ Bill and Joan Dooley.
- ▶ Peter Irot Memorial.
- ▶ Joseph Ervin Godwin Memorial.
- ▶ Laurel McCarthy.
- ▶ Allan and Sandra Stark.
- ▶ Al and Laura Penry.

**pacific clippings**  
post office box 11789  
santa ana, calif. 92711

O.C. Business Journal  
Weekly  
NOV 10 1997

**TUESDAY, NOVEMBER 11 332**

- in Your Unemployment Appeal (U.I. Management Services) Irvine 1 p.m. Free 838-5294
- ays to Success in Advertising Campaigns (Nat'l Law Firm Marketing Assoc.) Newport Beach 12 p.m. \$25-\$35 437-9554 RSVP
- st Impressions: Creating Competitive Edge Image (Career Builders) Garden Grove 7 p.m. - 8:30 p.m. Free 529-4121
- ow Companies Use Internet to Communicate with Customers (South Coast Business Prof. Women) Costa Mesa 11:30 p.m. \$22-472-6666 RSVP
- derstanding Living Trusts (Scott Bourdelais, atty.) Placentia Library 7 p.m. Free 541-9569
- ring Paper Stock into Gold (Forum for Corporate Directors of OC, Sutton Place Hotel Newport Beach 6:15 p.m. \$75 573-9720

**pacific clippings**  
post office box 11789  
santa ana, calif. 92711

Los Angeles Times  
OC Edition NOV 13 1997  
Daily

Placentia Library Literacy Services. Tutors are needed to work with adults to improve their reading skills. Katie Matas, (714) 524-8408.

# LIBRARIES START RIDING ONLINE WAVE

**TECHNOLOGY:** A rollout of digital systems begins statewide, but books still have their place.

332  
By **KIMBERLY KINDY**  
The Orange County Register

Justin Lam understands that some students and professors have a love affair with the musty books and tattered journals they glean from UCI's libraries. He's just not one of them. He wants to press a button and

have all his research information scroll across his computer screen at home.

"I'd never leave my dorm room," Lam said. "I'd love that."

Such a digital future is nearly here. For a decade, information addicts have eagerly awaited the

promised "library without walls," but progress has been slow. That is, until now.

When students return from their winter breaks, the University of California system plans to have the full text of up to 1,000 journals available online. The offerings should double each year.

Big plans also are under way for California State University campuses. A \$336 million private-public partnership is being hammered out -- it's expected to be approved in January -- among the university, GTE, Fujitsu Business Communication

Please see **LIBRARY** Page 7

## LIBRARY

FROM 1

Systems, Microsoft Corp. and Hughes Global Services. The partnership would provide the computers, cables and other equipment necessary to link all 22 campuses online.

The state's public library system also is financing a pilot project that will begin next year to unite about 20 law, medical and university libraries. It will serve as a model for the ultimate plan: linking all the state's 8,000 public and private libraries online within the next decade. Legislation that would provide the \$5 million start-up fee and clear legal hurdles for the project will be considered this spring.

"What we are asking for is permission to digitize things upon request," said Barbara Will, head of the state library's digital project.

"If someone asks for material that's not already available in digital form, we would feed pages into a scanner that digitizes the words and images. Then it appears on someone's computer screen at home. It's like a Xerox machine."

Students, professors and library card-holders would use passwords to gain access to documents, depending on the restrictions each library holds with the information's publisher.

Current copyright laws don't address the electronic transfer of information. Congress is discussing revisions, but for now, each time a library purchases online material, it has to hammer out a contract that states how many people will be allowed to view it and under what circumstances.

"Everything was fine until the Internet came along. With electronic material, it can be instantly duplicated and, with the push of a button, copied and sent to anyone," said Marvin Pollard, who was hired in April as CSU's first systemwide digital librarian.

"Expansion of digital libraries will be slow because of high costs

The CSU initiative will cost more than \$300 million to launch and \$1 million annually to maintain. That doesn't include the cost of digitized library materials and online charges.

The state library initiative will cost \$15 million for the first three

years.

Scanning just a page costs at least 30 cents, and that can rise to several dollars if the material is old or extremely valuable.

However, this is an area of great interest. For example, the University of California, Irvine, has one of only 228 known copies of the first edition of Shakespeare's complete works, printed in 1623.

Donald McKayle, a UCI employee, points to the yellowing pages encased in glass.

"People want to see it and they want to touch it, but a lot of handling can destroy the document," he said. "If we can digitize something like this, it increases access but it also can protect older materials."

If rare books and artwork are digitized, people anywhere could view pictures of the original, including anything written in the margins or on the back of pictures, without having to travel.

Digitized pictures of scholarly, handwritten journals -- such as those of UCI Nobel Prize winner F. Sherman Rowland during his 20 years of studying the Earth's ozone layer -- could be viewed from people's living rooms.

Electronic journals and books are starting to design colorful indexes and glossaries with icons that users can click on to navigate through the text. Simulated pages also can be turned -- complete with rustling sound effects.

Cal State Fullerton's electronic network is more advanced than other CSU campuses'. Last year, students were given Internet access to library services so they could do research at home. The number of students taking library training in online research has jumped from 7,000 last year to 11,000 this year.

Librarians say students need to be trained to use reliable online information.

Professors are beginning to see research papers with a Web site address in the footnotes. A search of the Web site will reveal no listed source for the claims made there, but students sometimes use the theories posed there for their reports.

"We have to keep directing students to where to look and how to evaluate what information is appropriate," said Patricia Brill, associate librarian at Cal State Fullerton. "Sometimes students will accept everything they see with equal value."

Having books and magazines online won't necessarily mean that library buildings will close.

But librarians and researchers say libraries will change.

The number of computers is expanding in all types of libraries, and classes are starting to take up a lot of librarians' time.

Community libraries are starting to be viewed as neighborhood gathering spots with missions more specific to the immediate community they serve. Coffee shops have been added for adults as they wait for their children's storytelling hour to end.

"It's going to be where the garden club is going to meet," Will said. "The local library will always be where local history will be collected and maintained, too, because it wouldn't pay to digitize it."

Will said some things won't change. People will still want to read novels, but not on the computer.

"A computer screen is the last place you want to read 'Moby Dick,'" she said. "You can't exactly curl up with your computer like you can (with) a book."

And even researchers who see the advances as critical in speeding up their work said the best research will involve a balance of the old and new worlds.

Stephen Bondy, a professor in community and environmental medicine at UCI, said there is something almost magical about research that computers can bypass.

"Logical science could be done totally by computer when everything is available online, but with creative science you need an accident now and then," Bondy said. "Some professors believe that you stumble across things when you search through a library."

He cites a recent experience. Bondy's research focuses on his belief that when aluminum and iron react in the brain, it damages the organs.

He wants to stop the reaction from occurring to see if his theory holds. If it does, he could help people with diseases such as Alzheimer's. Bondy said he stumbled on something that might change his research.

"I just picked up Scientific American and started reading," Bondy said. "There was (an article) about someone who has developed a new mineral that absorbs iron. That was random."

The Register  
Daily NOV 30 1997

# 'Grass-eaters' spooked neighbors

**CITIES:** Members of an 1800s cult ate only raw fruits and vegetables in their Placentia mansion.

By CAROL MASCIOLA  
The Orange County Register

PLACENTIA — The "grass-eaters" were just about forgotten when construction workers dug up two of their corpses in 1978.

The grass-eaters were a weird, turn-of-the-century cult in Placentia whose members ate only fruits and vegetables.

And they ate them raw.

Even oatmeal.

This was one of a number of cults that took root in Orange County way back when land was cheap and plentiful and privacy was easy.

The grass-eaters, also known as the Societas Fraternalis, was founded in the 1870s by Englishman George Hinde, a certain Dr. Schlessinger from Germany and a man named Ira Carpenter, who reportedly came from a free-love colony in the East, historians say.

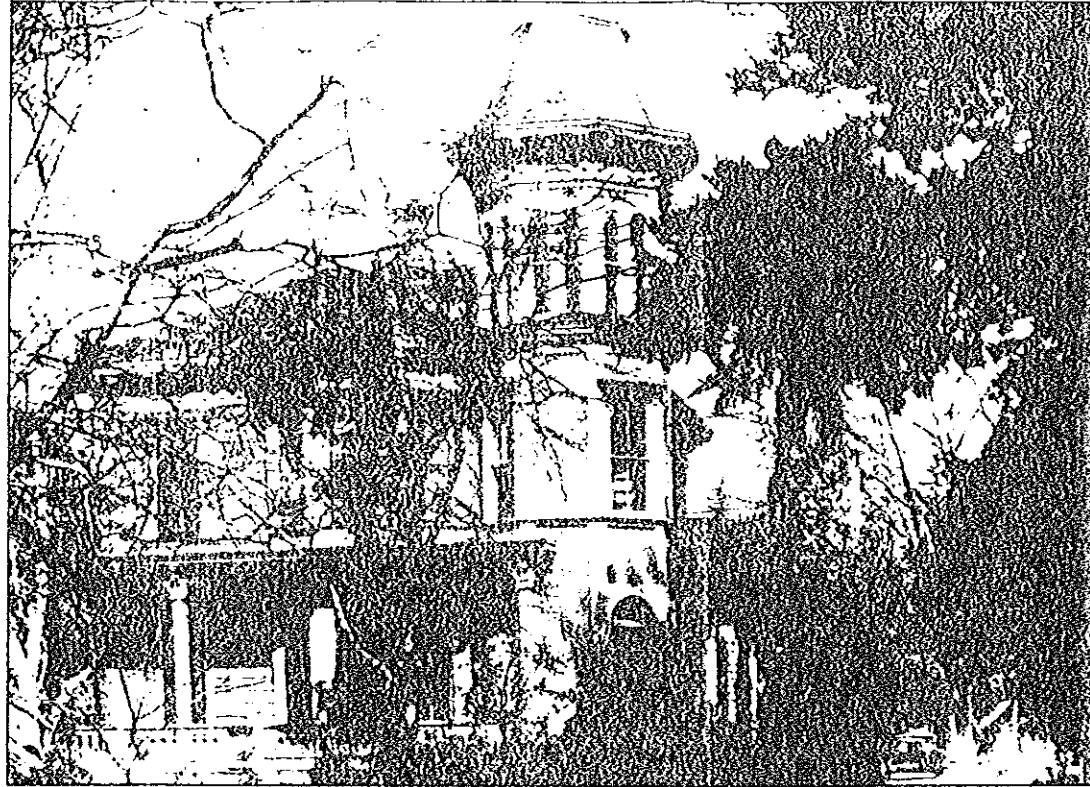
The grass-eaters lived in a mansion that Hinde built on 24 acres at Placentia Avenue and Palm Drive. The house had only round, oval and S-shaped rooms because Hinde thought the good spirits that guided the cult didn't like corners.

Placentia residents long have been fascinated by the grass-eaters. On Halloween, the city's historic Bradford House was transformed into a haunted mansion, and eerie tales of the grass-eaters were recounted in the shadows.

"After 100 years, things like that become legends, and probably as time goes on will get more and more exaggerated," said Placentia historian Marie Schmidt.

Even without exaggeration, the Societas Fraternalis seems abundantly eccentric.

They buried their dead in the yard. They burned their beehives because they thought the guiding



The Orange County Register

**OUR HUMBLE ABODE:** The 'grass-eaters' lived in a 24-acre Placentia estate that co-founder George Hinde built. The cult ate only raw fruits and vegetables and formed temporary 'marriages' for procreation only.

spirits didn't like them. They decided as a group which members should marry and procreate.

"As Faithists we are all brothers and sisters," wrote Walter Lockwood, one of the members, who preferred to be called Thales. "When it appears to be the will of the Great Spirit that we should increase the number of our colony, the pair that are chosen are instructed by the spirit guide. They assume the marriage state for a short time, and after the production of offspring return to the state of brotherhood and sisterhood."

The group is believed to have left Placentia around 1900 to escape the peering eyes of neighbors.

"The neighbors of the society, and most of the surrounding community to be sure, were greatly

shocked by the unconventional, not to say, radical, departures of the group," says an October 1969 edition of the Journal of the West. "Especially disturbing were the marriage practices. ... From time to time, investigators tried to uncover evidence of legally immoral practices, but invariably failed."

Their strangeness aside, the grass-eaters did make a number of important contributions to California history. The group developed new strains of persimmon, walnut and locust.

"One of Hinde's daughters about 1890 committed suicide, partly on account of stomach trouble," noted the Journal of the West article.

The cult's pound-roomed house was abandoned in 1977.

Some of the grass-eaters would

make one more dramatic flourish. In 1978, developers dug up two grass-eater graves on the property.

Archeologist Marie Cottrell was called in to examine the skeleton which yielded some interesting discoveries: They were far taller than average, and they had some of the earliest dental work.

"They had poured quicklime over the bodies, but it got wet and essentially preserved the bodies," said Cottrell of Twentynine Palms. "They still had clothes on them. The clothes basically fell apart as soon you touched them."

The whereabouts of the skeletons isn't clear, but local archeologists say they are mostly likely a California State University, Long Beach.



TO: Elizabeth Minter, Library Director  
FROM: Katie Matas, Literacy Coordinator *KLM*  
DATE: December 16, 1997  
SUBJECT: **Placentia Library Literacy Services Report for the month of November**

**Program Statistics**

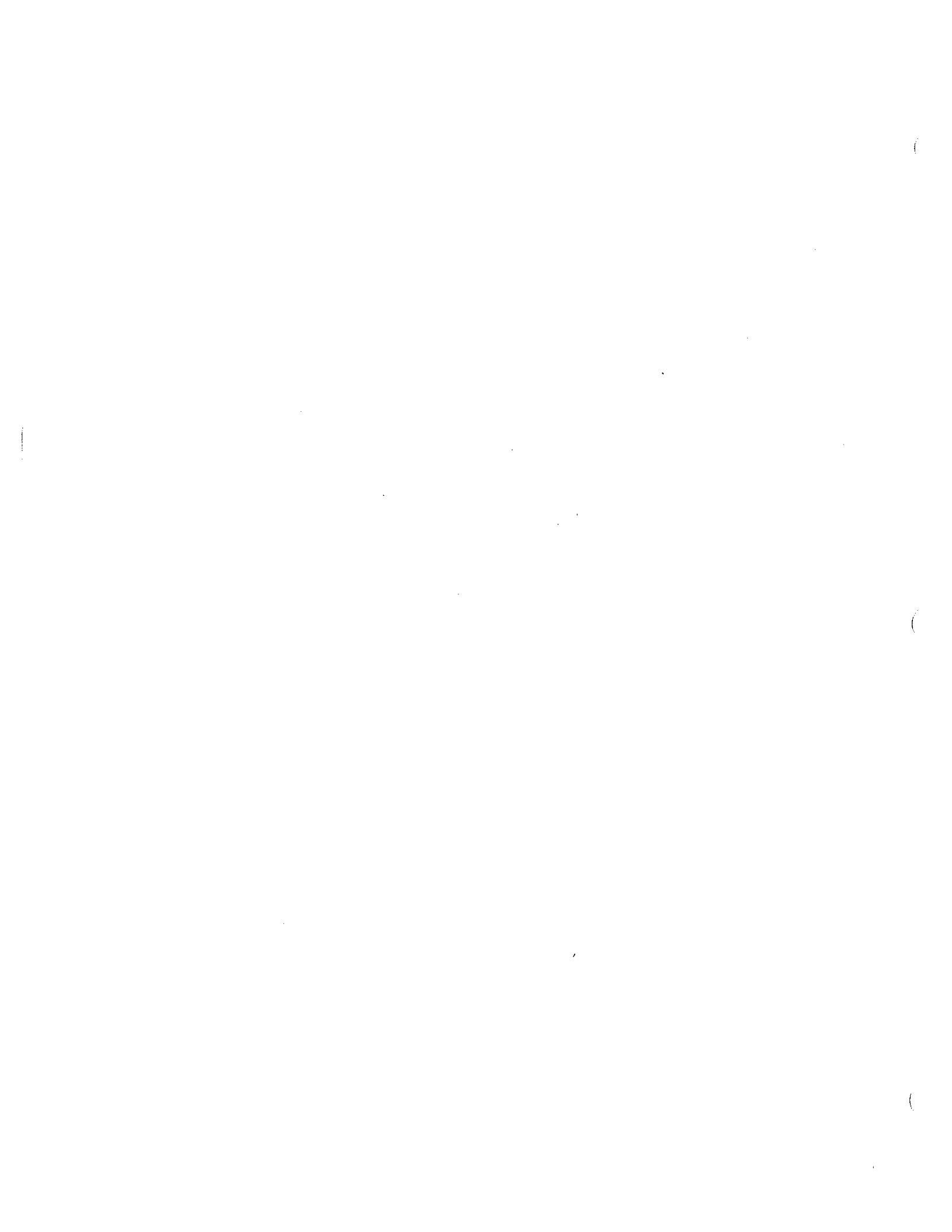
Active tutors: 56  
Active students: 63  
Students waiting to be matched: 29  
Percentage of tutors reporting (November hours): 91%  
Tutoring hours reported: 266  
Other volunteer hours reported: 103  
Total volunteer hours: 369

**Citizenship Exam.** The citizenship exam was administered Saturday, November 8, 1997. Eleven people took the exam. The next exam is scheduled for Saturday, December 6, 1997.

**Tutor Training.** The fall Tutor Training Workshop concluded on Tuesday, November 4, 1997. Nine tutor-student matches resulted from this workshop.

**Southern California Library Literacy Network (SCLLN).** Board President Dinsmore and Literacy Coordinator Matas attended the November 13, 1997 SCLLN meeting held in South Pasadena. The SCLLN interactive display unit was one of the exhibits at the California Library Association conference in Pasadena.

**Other Networking Activities.** Literacy Coordinator Matas represented PLLS at the Placentia Community Network.





SAFETY COMMITTEE MEETING  
NOVEMBER 19, 1997  
MINUTES

I. Call to Order: 3:10 P.M.

II. Members Attending: Esther Guzman  
Katie Matas  
Cindy McClain

Members Absent: Jerry Conn

III. Old Business

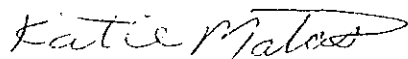
1. The threshold between the carpet and tile at meeting room door A is loose. It has been taped until it can be professionally repaired.

IV. New Business

1. The staff met with workers' compensation representative, Connie Schneider, to discuss early return to work options after injuries.

The next meeting will be December 17, 1997 at 3:15 P.M.

Respectfully submitted,

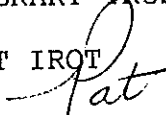


Katie Matas



TO: LIBRARY TRUSTEES

FROM: PAT IROT



RE PUBLIC HEARING DECEMBER 16, 1997  
REDUCTION OF LIBRARY HOURS

When resources became tight, and prior to the Measure W campaign efforts were made to maintain patron hours. This decision, at was acknowledged, impacted negatively on acquisitions for the collection. But, the attempt was to keep the doors open as much as possible for the patrons.

Following the failure of Measure W to pass, the Board, at about this time last year, voted to reduce the number of hours the library is available to the patrons and concentrate the resultant savings, thus made available, on improving the collection. The savings were projected to derive from reduction in staff to a skeleton force, just enough staff to cover the various stations with one person during the operating hours.

Over one year has passed since that decision, and it seems timely for the Board to study the consequences of the reduced patron hours and staff. Perhaps a study committee is needed to review the available data. Are patrons needs being served? by the number of hours? by the schedule of hours? by the increase in acquisitions? by the "kind" of acquisitions?, by the services provided?

The implicit question is whether the decision has worked? the effect on the collection? the effect on patron satisfaction? the effect on staff?

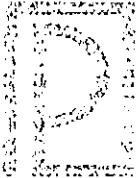
The study committee could then be charged with making recommendations to the Board relative to the restoration of hours? restoration of collection categories? restoration of services? These recommendations could be prioritized and used as a guide when funds become available.

The purpose of the study is to inform the Board of Trustees of the (1)efficacy of its decision and (2)for the allocation of anticipated improved revenues.

In addition, the participants on the study committee would develop a broader base of understanding of the library needs.



Pillsbury



Madison & Sutro LLP

ATTORNEYS AT LAW  
101 WEST BROADWAY SUITE 1400  
SAN DIEGO, CALIFORNIA 92101-8219  
TELEPHONE: (619) 234-5000 FAX: (619) 236-1995  
internet: pillsburylaw.com

Writer's direct dial number / email:  
(619) 544-3177

December 16, 1997

VIA FACSIMILE TRANSMISSION

TO: ORANGE COUNTY INVESTMENT POOL  
PARTICIPANTS' DISTRIBUTION LIST

Re: In re County of Orange

Dear Pool Participants:

We continue to monitor the status of various post-confirmation issues in the County's bankruptcy case.

On December 23, 1997, the Bankruptcy Court will consider the joint motion of the Pool Committee and the County for an order approving a compromise regarding the County's receipt of \$30 million in settlement funds from the Merrill Lynch criminal case and \$17.6 million of additional funds. We are hopeful that the Bankruptcy Court will approve the compromise and we will advise you of the outcome of the hearing.

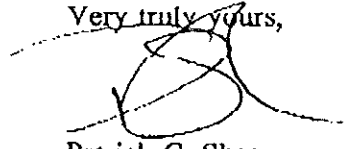
In early 1998, the District Court will consider two motions in the Merrill Lynch civil action which may impact the case. First, the Court will consider Merrill Lynch's motion to transfer venue. In the Venue Transfer Motion, Merrill Lynch has asked the Court to move the case from the Federal Court in Orange County to a Federal Court located outside of California, and has suggested the District of Arizona as an alternative forum. In addition, the Court will rule on Merrill Lynch's motion for partial summary judgment. The Summary Judgment Motion will ask the Court to award judgment as a matter of law to Merrill Lynch on several of Merrill Lynch's counterclaims.

We will continue to monitor the status of these matters. If you would like copies of either the Venue Transfer Motion or the Summary Judgment Motion, please do not hesitate to contact me.

Orange County Official Investment Pool  
Participants' Committee and Counsel  
December 16, 1997  
Page 2

Best wishes for a happy holiday season.

Very truly yours,



Patrick C. Shea

cc: Official Investment Pool Participants'  
Committee and Counsel

members present constitutes a quorum or majority). Certain statutes call for a specific number of votes such as a 4/5 vote; however, quorum in the general sense is met by the majority present.

1. Regular Meetings Regular meetings of the City Council are required to be held at least once a month (G.C. 36805) at a time fixed by ordinance, resolution or bylaw (G.C. 54954), and at a designated place within the corporate limits of the city (G.C. 36808). If a regular meeting falls on a holiday, it shall be held on the next business day (G.C. 54954). In the case of an emergency created by disaster of any kind which renders the designated meeting place unsafe, the meetings may be held for the duration of the emergency at a place designated by the presiding officer of the legislative body (G.C. 54954).
2. Adjourned Regular Meetings An adjourned regular meeting is accomplished by adjourning the previous regular meeting to a specific time, date and place. A meeting cannot be adjourned past the next regular meeting date. Any City Council matter may be handled at an adjourned regular meeting, limited only by any rules or procedures of individual City Councils. In most cities it is standard procedure to prepare a separate agenda, complete with backup material for the City Council, staff, and the press. Posted notice is required to announce each adjourned meeting and should be posted at the time the meeting is adjourned or within 24 hours of the adjournment (G.C. 54955.) (See Exhibit 4.) An Affidavit of Posting Notice of Adjournment must also be completed by the City Clerk. (See Exhibit 5.)

The City Council, or less than a quorum of the City Council, may adjourn all meetings to a time and place specified in the order of adjournment (G.C. 54955). If all members are absent from any meeting, or there is less than a quorum present, the City Clerk may adjourn the meeting to a specified time and place. Once adjourned, a meeting may not be reconvened.

3. Special Meetings Special meetings may be called by the presiding officer of the legislative body or a majority of the legislative body with notice being delivered to the legislative body and media by mail or personally at least 24 hours prior to the special meeting (G.C. 54956). The notice of the meeting must specify the time and place of the meeting and the business to be transacted; and only matters specified in the notice may be considered (G.C. 54956). If resolutions or orders for the payment of money are to be adopted or made at a special meeting, the notice must specify that such business is to be transacted (G.C. 36935). Regular ordinances may not be adopted at special meetings; only urgency ordinances may be adopted at such meetings. No items may be added to the agenda of a special meeting (G.C. 36934). (See Exhibit 6.)
4. Study Sessions Study sessions, often referred to as "work sessions," are sometimes held just prior to or just after regular meetings. They can also be scheduled on any other day and time. These sessions are usually informal, though public, and many City Councils prefer to hold the sessions in a place other than the formal setting of the Council Chamber.

Regular meetings may be adjourned to study sessions as long as the study session is noticed, and like any other public meeting where a City Council quorum is present, they must be open to the public and held under the provisions of the Brown Act (G.C. 54953).

In accordance with the Brown Act, or the public meeting law, all of the above meetings must be open to the public (G.C. 54953). The only exception to this is in the case of closed sessions relating to "personnel" matters, pending litigation, emergency situations, real property transactions, and to certain legal matters (G.C. 54957).

#### Recesses

Recesses are generally called by the Mayor, or sometimes at the request of a City Council Member. Usually the Mayor will state the expected period of time of the recess.

The City Clerk should record the time of the recess, the time the meeting reconvened, and the City Council Members present.

### Closed Sessions

The Brown Act (G.C. 54953) specifies all meetings of the legislative body shall be open and public except as otherwise provided in California Government Code Section 54956.7, 54956.8, 54956.9, 54956.95, 54957

Many City Attorneys advise that the intent to hold a closed session must be noted on the formal agenda. Others advise that the intent is fulfilled by adjourning to closed session and upon reconvening, state what was discussed. (Check with your City Attorney regarding the appropriate process.)

The City Council has the option to request the presence of specific staff advisors, such as the City Manager or City Attorney. The City Clerk attends closed sessions at the request of the City Council. (Minutes of closed sessions are not public record.)

### Public Participation

City Council meetings are primarily structured to permit its members to arrive at the decisions necessary to govern the city. The public is entitled to address the City Council on non-agenda and agenda items. (A convenient method is the use of speaker's cards - see Exhibit 3.)

"Oral Communications - Public" (items not formally on the agenda) may be placed at the beginning or end of the City Council agenda. This is a matter of individual Council preference. No action may be taken on Oral Communication issues.

Some cities have found it necessary to set strict rules on public participation, such as a time limit or requirement for placing names and addresses on the record. Writings distributed to the City Council must be available for public inspection before, during or after discussion, depending on when they are distributed (G.C. 54957.5).

### City Council Meeting Disturbances

Cities may from time to time have disruptions occur at City Council meetings. Preplanning for such an eventuality is highly recommended.

Most public meeting rooms have posted in a conspicuous place a sign stating the maximum number of people allowed to assemble therein. Some cities find it convenient or necessary to have a representative from the Fire Department present at City Council meetings to enforce this limitation.

If at all possible the City Council should have a separate exit so in the event of a disturbance they will not have to exit through the audience. Many cities immediately recess the meeting when decorum is lost.

Some cities routinely have a sergeant at arms or a representative of the Police Department present during all City Council meetings. Other cities have an alarm system (usually controlled by the Mayor, City Manager, or City Clerk) which alerts the Police Department that assistance is needed.

In planning for this eventuality, the local situation should be kept in mind. In certain communities or situations, fire prevention personnel or plain clothed police personnel may be preferable to using uniformed police officers.

The Brown Act permits the clearing of the Council Chamber in the event any meeting is willfully disturbed (G.C. 54957.9).