
PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees
FROM: Elizabeth D. Minter, Library Director
SUBJECT: Library Director's Report
DATE: November 19, 2007

Activities Report:

Oct 18 Participated in a State Library (Califa) seminar in Santa Monica entitled "Digitizing in a Material World: A Symposium on Planning, Preserving and Accessing a Variety of Materials in a Digital Collection.

Jeri Ingram, Digitization Consultant at OCLC and an adviser who has been working directly with the Placentia History Room newspaper digitization project, made a presentation on organizing newspapers projects.

Why digitize and index local newspapers – to improve public access. Without digitization it is difficult to make them searchable, yet historians and genealogists want ready access to the content.

What is it that we're providing with the digitization project-- intellectual access, now and in the future.

We need to clearly state for whose benefit.

How will we be providing access? Browsing, searching, full-text, clippings.

If possible, plan collaborative projects with other institutions who share in the need for access to these newspaper.

Enjoy synergies – complementary material The end users will enjoy a more consistent and richer experience

Selection is an access concern -- let the users drive the project -- what do they want, and how do they want it? Could add church, organization minutes, newsletters & yearbooks to the file at a later date.



Reformatting what you have -- a modest proposal -- should digitization be a mainstreamed part of processing operations?

Steps for Processing
digitization
ocr
indexing

This is a part of the National Digital Newspaper Project.

- Oct 19-23 Vacation
- Oct 24 Library Board Meeting
- Oct 25 Chamber of Commerce Breakfast with Assemblyman Mike Duvall.
- Nov 1 Santiago Library System Council Meeting
Branding & Logo Committee Meeting.
- Nov 6 Branding & Logo Committee Meeting
- Nov 13 PLFF Board of Directors Meeting

Staff Meetings:

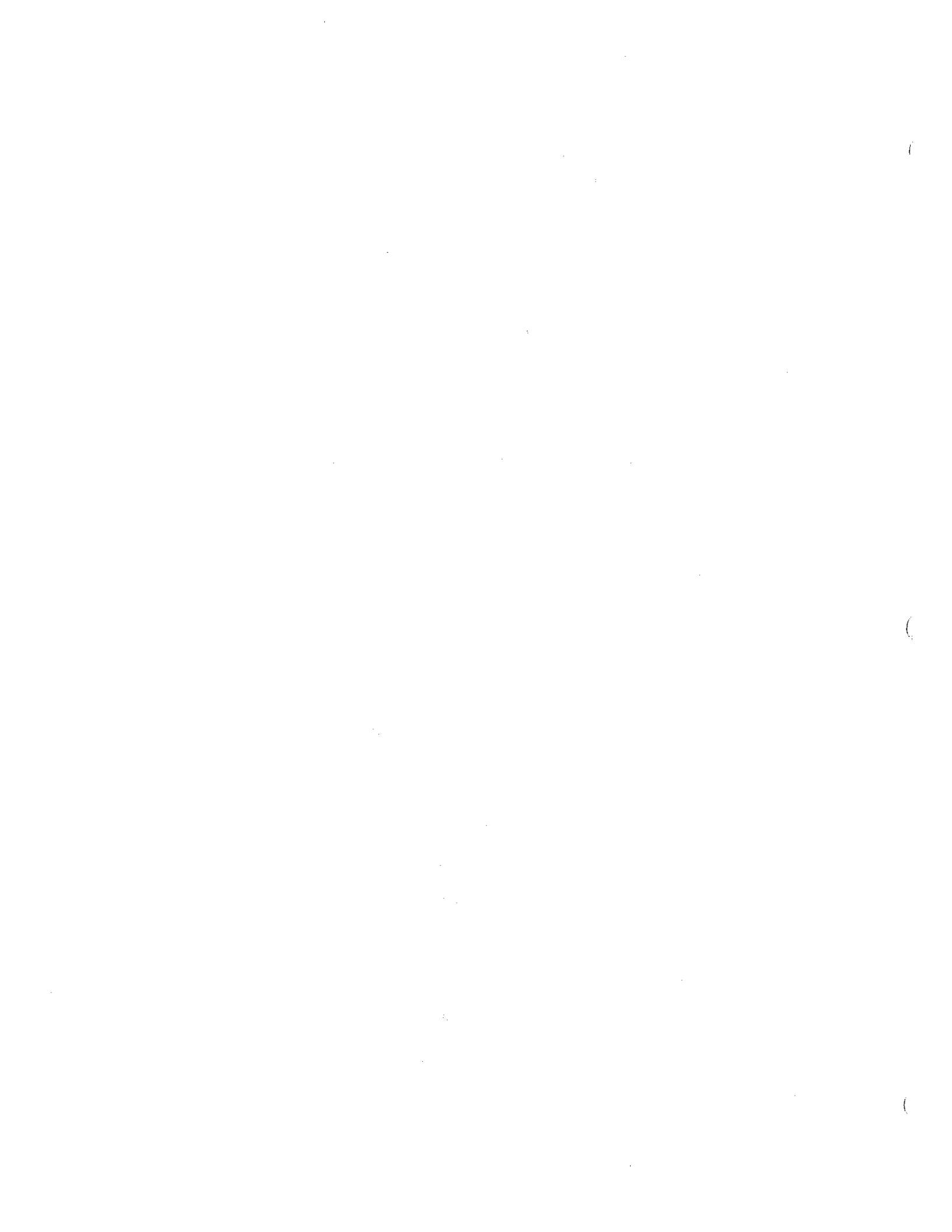
- Oct 24 All Staff (Goodson & Minter) -- Agenda is Attachment A.
Beginning with the All Staff meeting in November there will also be minutes.

Literacy (Roberts) – Agenda/Minutes not submitted.

Technical Services (Napier) – Minutes are Attachment B.

Circulation & Passport (Hoffman) – Minutes are Attachment C.
- Oct 25 Staff Group Meeting with Valerie Poole & Library Director

Web Site Advisory Group (Napier), did not meet
- Oct 29 Staff Group Meeting with Valerie Poole & Library Director
- Oct 30 Staff Group Meeting with Valerie Poole & Library Director
- Nov 7 Program Committee (Roberts) – Minutes are Attachment D
- Nov 8 Met with Circulation Supervisors to establish holiday work schedule for them and Circulation Staff for 2008.



Nov 13 Staff Group Meeting with Valerie Poole & Library Director (Volunteer Coordinator Lois Monroe did not participate)

Nov 15 Special Reference Report submitted – Attachment E

Managers Meeting

Oct 24 Napier was Recorder, Agenda & Minutes are Attachment F

Oct 31 Goodson was Recorder, Agenda & Minutes are Attachment G

Nov 6 Napier was Recorder, Agenda & Minutes are Attachment H

Nov 14 Roberts was Recorder, Agenda (Minutes not yet available) is Attachment I

Nov 15 Managers met with Valerie Poole to reviews the comments made at the Staff Group Meetings with Valeria Poole & the Library Director.

Nov 18 Managers met with Valerie Poole to explore organizational issues related to anticipated changes in Fiscal Year 2008-2009.

STAFF MEETING AGENDA
10-24-07

Topics

- Awesome Library – California State Library
- Downloading audio books
- Safety Handout

Department Updates

- Public Services
 - Adult (Mary, Kathy)
 - Children's (Caroline & Phyllis)
 - Literacy (Jim, Toby, Nadia, Hilda)
 - History Room (Gary)
 - Volunteer Svcs. (Lois)
- Technology Services
 - Web/Technology (Vernon)
 - Acquisitions (Katie)
 - Circulation (Kristen)
- Administrative Services
 - Development (Yesenia)
 - Admin (Wendy)

**Placentia Library District
Technical Services Meeting**

Minutes for October 24, 2007

1. New 20hr/wk position in Tech Services (Jesus Diaz)

Hours: Mon-Thur 5:15-9:15pm
Sat 4 hours

Principal duties:

- Assist staff and public with printer and PCs
- Maintain regular survey of building, lighting, furniture and fittings and report damage, necessary repairs, etc.
- Check discarded books against website for possible sale
- Oversee the camera security system
- Equipment monitor (projector, screen, TVs, etc)

2. The new position needs a desk and desktop PC.

3. Katie and Jesus to draft flowcharts to help staff solve the most recurring "problems" with printer, photocopier, PCs, Horizon, etc.

4. Additional janitorial services – We are waiting for bids

5. PICK database – Waiting for SRP to complete programming project.

**Circulation Meeting
Minutes
Wednesday, October 24, 2007
4:30 pm**

Attendance: Vernon, David, Beatrice, Jesus, Estella, Yesenia

Welcomed new staff : Edy Finley-Library Aide & David Ferrari-Library Clerk at the all staff meeting.

Confirmed scheduled meetings with Valerie Poole.

Discussed schedules still being updated.

Missing items change statues to "X" "missing/trace" rather than "m".

Ice is now thrown out on Thursday nights by Jesus or David.

Remind Circ. Staff not to leave desk unattended. If help is needed with printers/copiers/computers call Jesus or Reference desk to help.

Message on the new Banner over circ desk.

DVD cases discussed.

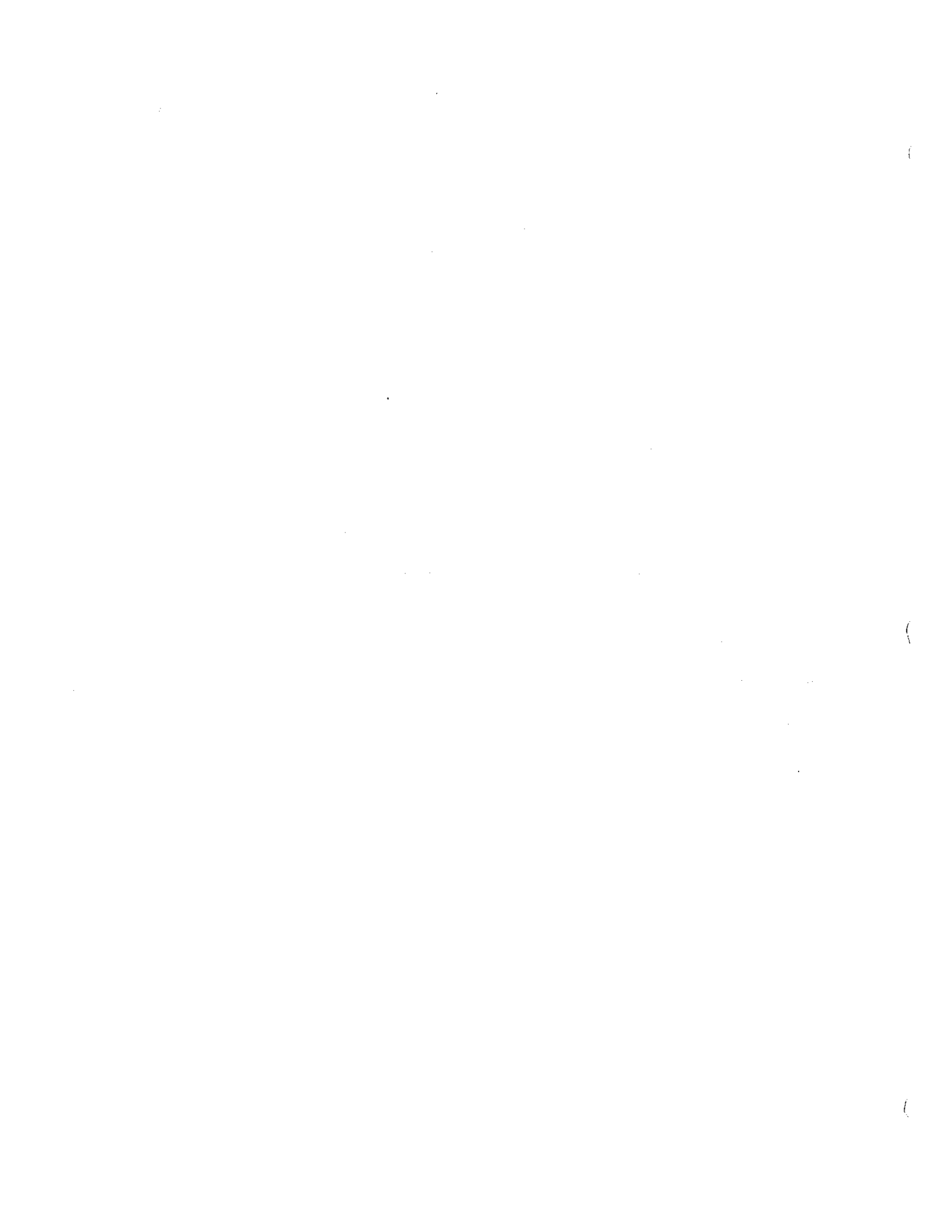
Glass solution at the check out desk counter.

Discussed Holds-self collect.

Subject limit for adults and juv.

Next Meeting-November, 21, 2007

By: Estella Wnek



Program Committee Meeting November 14, 2007

Minutes done by Mary Strazdas

Attendance: Gary Bell, Pat Irot (guest), Jim Roberts (chair), Nadia Dallstream, Lois Monroe, Toby Silberfarb, Meredith Laskow, Mary Strazdas

The next meeting of this committee will be Wednesday, November 28 at 1:30.

Adult Programming: Mary is concerned about the future veterans' and Jerry Binder programs. More effective publicity could be extended to churches, hospitals and senior centers. Pat Irot is the contact for the Women's Round Table. ERIC NEFF is the new reporter for the OC REGISTER. We have ordered a film company membership for permission to show movies without copyright infringement. It can also be used by Children's Programming.

Children's Programming: Caroline had a successful Halloween program that ran out of giveaway books. Camp Library has sold out. On 21 Nov. "Lunch at the Library" will start for parents and children 5 and younger, with lunch, a story, and a health topic. Another new program will be a 6:30 Wednesday story hour and music time with Lindsey Whipple from Blessed Sacrament Church. A "Mommies Read" will run through January and February. The "Holiday Reading Spree" will be postponed as will the English Conversation Club. The holiday event with Buster Balloon and Santa photos on Dec. 2 and Dec. 3 needs some clarification.

History Room: Gary had a successful Valadez Reception on 8 November. Future programs include a local authors' reception on Dec. 15, "A Child's Christmas in Wales" on Dec. 20 (under the Adult Programming umbrella), a Girl Scout reception on 12 Jan., a possible Chamber of Commerce open house on Jan. 15, another local authors' reception on Feb. 2, the Picensa reunion on March 8, a veterans' program in May, the West Atwood Yacht Club Reunion on 25 Aug., and a get-acquainted-with-the-library activity for the city's staff with an undetermined date. The committee is developing a new DVD project about Placentia's history to be finished in May and is working on a new brochure. Larry Cummings has offered to open the History Room to patrons whenever he is in the library.

Community Liason: Dixie knows a lady who would be willing to help supply background information for a film series. The Americorps "We Care" training program continues through January. The Consumer Credit Counseling Service might help do workshop-type programs in the library.

Poet Laureate: Meredith had a Halloween poetry reading program with about 12 patrons attending. Rhonda Sedgwick Stearns will do cowboy poetry on 12 January. Public Services will take care of publicity and arranging the Homework Club area for the reading. Many of the attendees of poetry programs are from the OLLI poetry class, and



they have published a book of their own poetry. There will be a reception on 9 Feb. to celebrate.

Volunteers: Lois has found a volunteer to work in the bookstore and two teenage volunteers to supervise appropriate library computer use one day a week.

Homework Club: Toby is pleased with the development of the project, but would like some tutors on Tuesday and more on Wednesday. The zero tolerance policy seems to be helping with discipline.

Off-site Homework Clubs: Nadia said that Topaz has some returning students and no new ones. Clarification is needed. Kraemer 's club is doing well. The H.I.S. House location has plenty of tutors on Monday and Wednesday. Possibly some of the Miss Placentia candidates will work there.

Chairman: Jim wants programs posted on the Master Calendar in the workroom. Everyone's schedule needs to be posted by the loading dock door so staff can be located. The Reference Desk needs a notebook to hold community information. Elizabeth is considering hiring someone 20 hours/week (M-Th 3-7 and Sunday 1-5) to supervise discipline in the library.

Information for Reference Desk Substitutes

1. Where to find the Sub Book.
2. How to use phone.
3. How to use Horizon.
4. How to use the public catalog: basic and smart.
5. How to locate a book, magazine, newspaper, CD, DVD, videotape by call number.
6. How to "request" an item.
7. How to use the PC Reservation Management System.
8. How to use the LPT One Printer.
9. How to use the Print Station/copier.
10. How to use public search engines.
11. How to use databases.
12. Where to find Consumer Reports.
13. Where to find General Information.
14. Where to find Voter Information.
15. Where to find tax information.
16. Where to find special reference books.
17. Where to find L.A. Times Book Reviews.
18. Where to find back issues of newspapers.
19. How to fix a paper jam in the copier or printer.
20. How to record statistics.
21. How to do a "Mapquest" or use a Thomas Bros. guide.
22. Where school district and City Hall agendas are located.
23. Know what is on the Business Table.
24. Where to direct patrons for passports.
25. Where to direct patrons for donating books.
26. Where to direct patrons for History Room.
27. History Room hours and days.
28. Literacy hours and days.

Placentia Library District
Managers Meeting Minutes for October 24, 2007 (Wendy absent)

Vernon Napier, Recorder

1. Communications

- A. Sharing Manager Meeting information & scheduling information with your staff.

Discussed

- B. Web Site – Vernon

Status of video

Video should be on-line by the end of the day

Ticket ordering for PLFF Events

Poster and links to order on-line will be ready ASAP

PLFF Membership Drive

Elizabeth to supply the text for the website

- C. September (now November) issue of Newsletter for Teachers
Nadia to include more information and photos

What's the status on Jim's presentation to the principals?

Waiting for the next meeting of school principals

- D. Building signage

Topic for Circ Desk overhead banner.

*Decided to hang a banner in our corporate colors saying
"Welcome to the Placentia Library"*

- E. Performer's contract – how do we want to distribute it – online or in the forms box?

Elizabeth to discuss with Wendy and Yesenia how to set up a form that can be completed on-line

2. Budget Implementation

- A. Orientation of new staff

Discussed

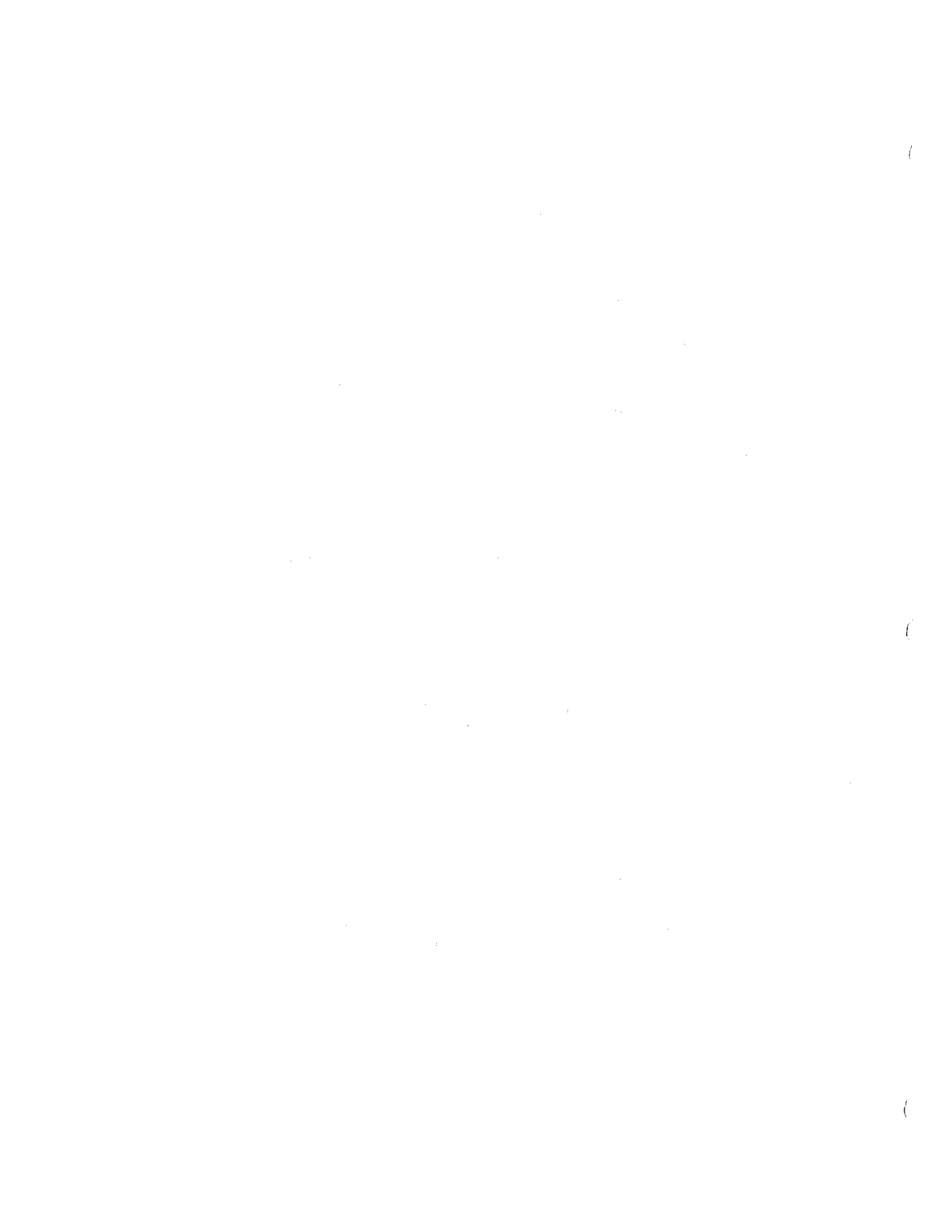
- B. Janitor's contract supplement – Vernon

Awaiting bids – closing date end of October



- C. Status report on fire alarm system issues -- Wendy
Wendy is waiting for indicative costs
3. Placentia History Room
- A. 2007-2008 video project – need a schedule and description of how they intend to identify a qualified videographer
Jim to identify several videographers suited to the task
 - B. Celebrating Placentia's Authors -- coordination with PLFF, Jim
Jim to discuss with Gary Bell (now on vacation)
4. Staff Meetings
- A. Review agenda for Staff meeting – Wendy & Elizabeth
 - C. All Public Service & Technical Services groups to discuss emergency procedures and develop & implement instructions and training for each area in compliance with the Emergency Manual. Distribute copies as necessary and make sure that all of the public service desks have their copies appropriately identified and displayed.
Flashlights and radios on order
Wendy to ask the Safety Committee to review the Emergency Manual
 - B. Reports from Committee Meetings – Please submit the agendas & minutes as soon after the meetings as possible. Please copy all of the participants and the other managers for each meeting.
Noted
5. PLFF update – Elizabeth
- A. Membership Campaign
Starts November 1st, with Children's Halloween Party
 - B. Midwinter Western Dinner & Poetry workshop – musician now in place – ticket sales will begin by the end of October
Jim, Fred and Vernon anointed table waiters

Status on the grant application to Wells Fargo – Jim
Jim hand delivered the application to the appropriate person
 - C. Author's Luncheon
Promotion of Susan Enoch's books already underway, with multiple copies on the shelves for borrowing



6. Status report on Departmental Projects & Staff Meetings

- A. Administration – time cards, status report from Jim on the re-organization of the Public Services collection & review process

Under control

- B. Public Services

Status on the Early Childhood Computer order – have you set a date to visit Anaheim?

During the coming week Jim will arrange a meeting date

What's the status of Children's evening story hours – they were supposed to be back on the schedule no later than September 1st?

Caroline now arranging for storytellers

Instant Messaging implementation.

The system, is in place – need staff training

- C. Technical Services

Setting up on-line video

Arranging installation of contentDM

Placentia Library District
Managers Meeting Agenda
October 31, 2007 @ 8:30AM

Wendy Goodson, Recorder
Napier Absent, Jim in @ 9:20AM

1. Communications

- A. Sharing Manager Meeting information & scheduling information with your staff – this issue is recurring at the staff meetings with Valerie & me.
Deferred
- B. September (now November) issue of Newsletter for Teachers
No Status.
- C. What's the status on Jim's presentation to the principals?
Roberts has a meeting tomorrow 11/1/07.
- D. Building signage
Topic for Circ Desk overhead banner: Celebrating Placentia's Authors – Wendy, please ask Jon West for design ideas. Let's aim at having it up for December.
Banner needs to be length of wall, not centered. Text-1 line only w/PLFF logo. Goodson to coordinate order.

Placentia History Room – Add "Placentia" above current lettering
Schedule lettering order & add to door.

"15 Minute Internet Computers" – ceiling sign, 2 sided
"15 Minute Online Catalog Computers" – ceiling sign, 2 sided
Napier to give status next time.
- E. Performer's contract – Wendy – computer implementation
Create template/shared file. Goodson to coordinate w/Napier.
- F. Recording schedule for staff orientation dvd
Modify recording schedule w/managers.
- G. Staff participation in SDRMA online safety training modules – Wendy
Reintroduce program w/incentive (t-shirt), check w/TSC for Shirt order. Goodson to coordinate.

2. Budget Implementation

- A. Janitor's contract supplement – Wendy, status on bid responses
No received bids as of close date. Will go back out.
- B. Status report on fire alarm system issues -- Wendy
Tri Signal resolved wiring w/electrician. Cleaned detectors.

Alarm system at full function.

3. Placentia History Room

- A. 2007-2008 video project – need a schedule and description of how they intend to identify a qualified videographer
Identify potential videographers.
Project Content DM - \$12,000 photo project
- B. Celebrating Placentia's Authors – coordination with PLFF, Jim
Possible author; Janet Evans for next fiscal year.

4.. Staff Meetings

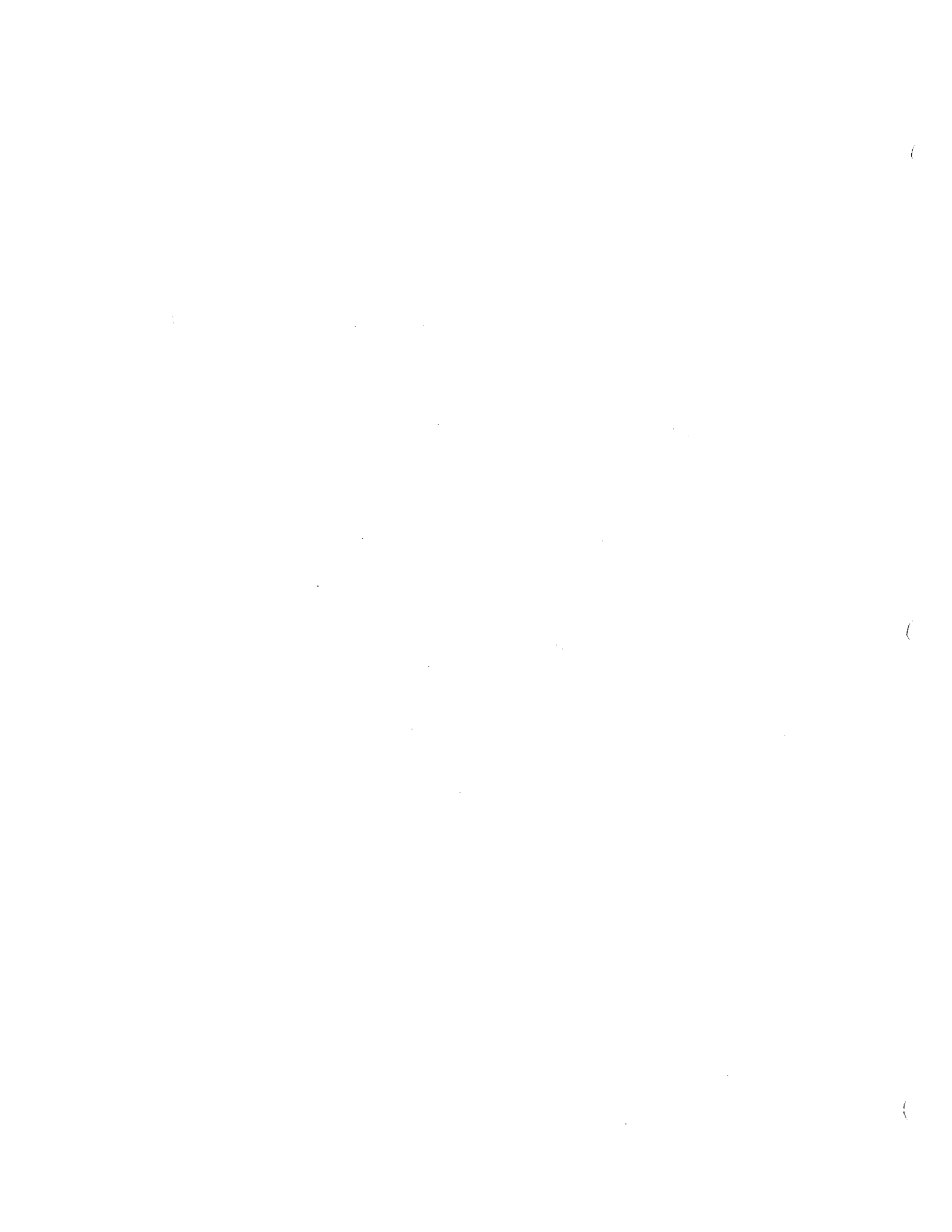
- A. Reminder to submit the agendas & minutes as soon after the meetings as possible. Please copy all of the participants and the other managers for each meeting.
Managers are responsible for all minutes for all assigned meetings.
- B. Safety Committee – review, revision of Emergency Procedures Manual
Vernon to appoint a Safety Committee chair (FT staff) to replace Matas. Safety Committee to recommendations from departments for revisions/modifications to Emergency Procedures Manual.
- C. Agendas to staff meetings are to be distributed to all staff by email on the Monday morning before the staff meeting, along with a request for additional agenda topics. Responses are to be incorporated/addressed in the final agenda.
Managers are responsible all agendas for all assigned meetings.

5. PLFF update – Elizabeth

- A. Membership Campaign
Mailings on schedule to go out this week.
 - B. Midwinter Western Dinner & Poetry workshop
Tickets go on sale 11/1/07. Flyers at circ. & posters are up.
- Status on the grant application to Wells Fargo – Jim
Roberts to follow up.

6. Status report on Departmental Projects & Staff Meetings

- A. Administration – status report on payroll upgrade implementation
Payroll implementation 90% complete. Issue open: accrual programming.



B. Public Services

Status on the Early Childhood Computer order – have you set a date to visit Anaheim?

No Status

What's the status of Children's evening story hours?

No Status

Placentia Library District
Minutes of Managers Meeting held November 6, 2007

Vernon Napier, Recorder

1. Communications

- A. Sharing Manager Meeting information & scheduling information with your staff – this issue is recurring at the staff meetings with Valerie & me.

Noted

- B. September (now November) issue of Newsletter for Teachers – Yesenia is expecting the copy this week. She will be working only 4 days per week through November because of school obligations.

Nadia & Yesenia are working to complete by next week

- C. What's the status on Jim's presentation to the principals?

Jim will attend the next principals meeting before Xmas

- D. Building signage

Status of Circ Desk overhead banner.

On hold awaiting new corporate colors

Status of Placentia History Room correction

Wendy is organizing

Status of "15 Minute Internet Computers" – ceiling sign, 2 sided

Status of "15 Minute Online Catalog Computers" – ceiling sign, 2 sided

Vernon to arrange new sign wording for catalogs

- D. Status of performer's contract master – Wendy

This form, along with many others, to go onto proposed new intranet

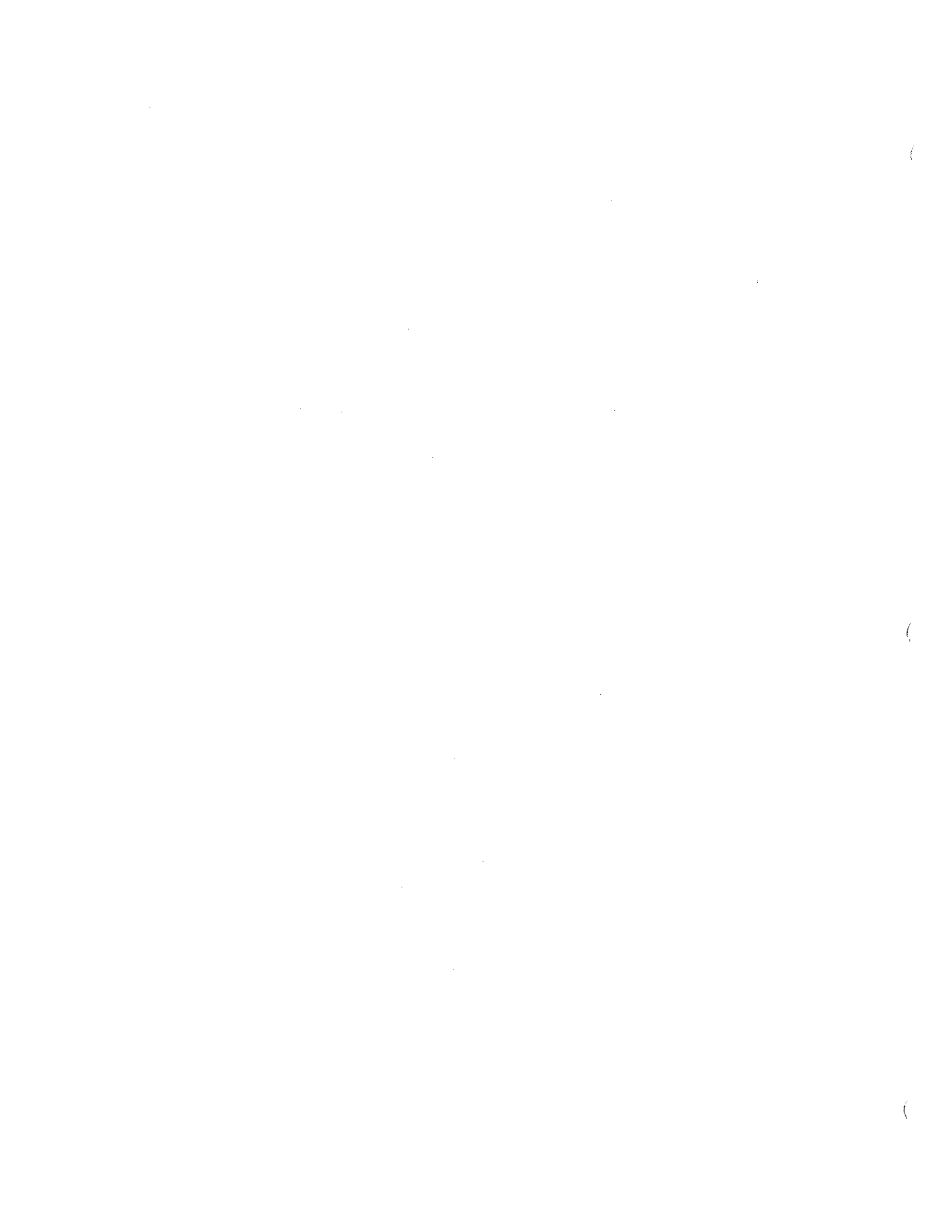
- E. Recording schedule for staff orientation DVD – EDM will work with Alex next week.

Managers to make own arrangements with Alex, who will be the videographer

- F. Staff participation in SDRMA online safety training modules – Wendy

Wendy will re-introduce these modules into staff training and will discuss at our next General Staff Meeting

- G. Status of regular dissemination & posting in the work room of all department's staff & public service desk work schedules (hard copy).



Kristen and Mary will be advised to post work schedules

H. Need to add current organizational chart to the bulletin board in the hallway.

Wendy will post

I. Web site issues

Video streaming will be added today

Magazine recommendations are being accepted (none so far)

Awaiting color decision before general re-make of the site

2. Budget Implementation

A. Janitor's contract supplement – Wendy, status on bid responses

No bids received. Wendy to contact Sheltered Workshop

B. Status report on fire alarm system issues – Wendy

The Safety Committee will arrange for a fire drill. This will check the status of our alarms.

3. Placentia History Room

A. Status on the Placentia History Room 2007-2008 video project

A video of Placentia's historic sites is scheduled for completion by May 2008

The Placentia History Room Committee will prepare a budget for the project.

B. Status on Celebrating Placentia's Authors

The first occasion will be December 15, 2007

4. Staff Meetings (items carried from last meeting)

A. Reminder to submit the agendas & minutes as soon after the meetings as possible. Please copy all of the participants and the other managers for each meeting.

Noted

B. Safety Committee – review, revision of Emergency Procedures Manual

Each department to forward recommendations for revision of Emergency Procedures Manual.

Noted.

Vernon to appoint full-time member of staff to the Committee

- C. Agendas to staff meetings are to be distributed by the team conducting that month's meeting (Jim & Vernon in odd numbered months and Wendy & Elizabeth in even numbered months) to all staff by email on the Monday morning before the staff meeting, along with a request for additional agenda topics. Responses are to be incorporated/addressed in the final agenda.

We need to discuss who is going to be responsible for taking, writing and distributing the minutes for staff meetings.

Noted

5. PLFF update – Elizabeth
- A. Membership Campaign
The campaign is underway. A prize will be given to the staff member taking in the most applications
 - B. Status on Midwinter Western Dinner & Poetry workshop
Status on the grant application to Wells Fargo – Jim
Both on track
6. Status report on Departmental Projects & Staff Meetings
- A. Administration
Managers meet with Valerie November 15
Annual financial audit over the next weeks
 - B. Public Services

Status on the Early Childhood Computer order – is there a date to visit Anaheim?
Visit is next week

What's the status of Children's evening story hours?
Caroline is recruiting storytellers available for evening program
 - C. Technical Services

Ordering new DVD cases – impact on Library Supplies budget for everyone

Be frugal
PICK database project scheduled for completion next week
CONTENTdm waiting for data upload

Placentia Library District
Managers Meeting Agenda
November 14, 2007

Jim Roberts, Recorder

1. Communications

- A. Sharing department meeting information at manager meetings, vice versa, & sharing information & scheduling information with your staff – this issue is recurring at the staff meetings with Valerie & me.
- B. September (now November) issue of Newsletter for Teachers – has it been given to Yesenia? She will be back in the office on Thursday this week & is working only 4 days per week through November because of graduate school obligations.
- C. What's the status on Jim's presentation to the principals?
- D. Building signage
 - Status of Circ Desk overhead banner.
 - Status of Placentia History Room correction
 - Status of "15 Minute Internet Computers" – ceiling sign, 2 sided
 - Status of "15 Minute Online Catalog Computers" – ceiling sign, 2 sided
 - Video surveillance in use notices.
- E. Status of performer's contract master – Wendy
- F. Staff participation in SDRMA online safety training modules – Wendy
- G. Status of regular dissemination & posting in the work room of all department's staff & public service desk work schedules (hard copy) – As of this morning the Circulation Schedule is the only one posted, nothing for literacy, adult services, childrens services or technical services.
- H. Web site issues
- I. Internet access issues. Staff at the meeting with Valerie and me last night were talking about additional modifications. Vernon needs to meet with them and me today to discuss these suggestions. Please bring to the meeting a clear explanation of the capacity of Envisionware to have different requirements for different times of the day. We are also going to

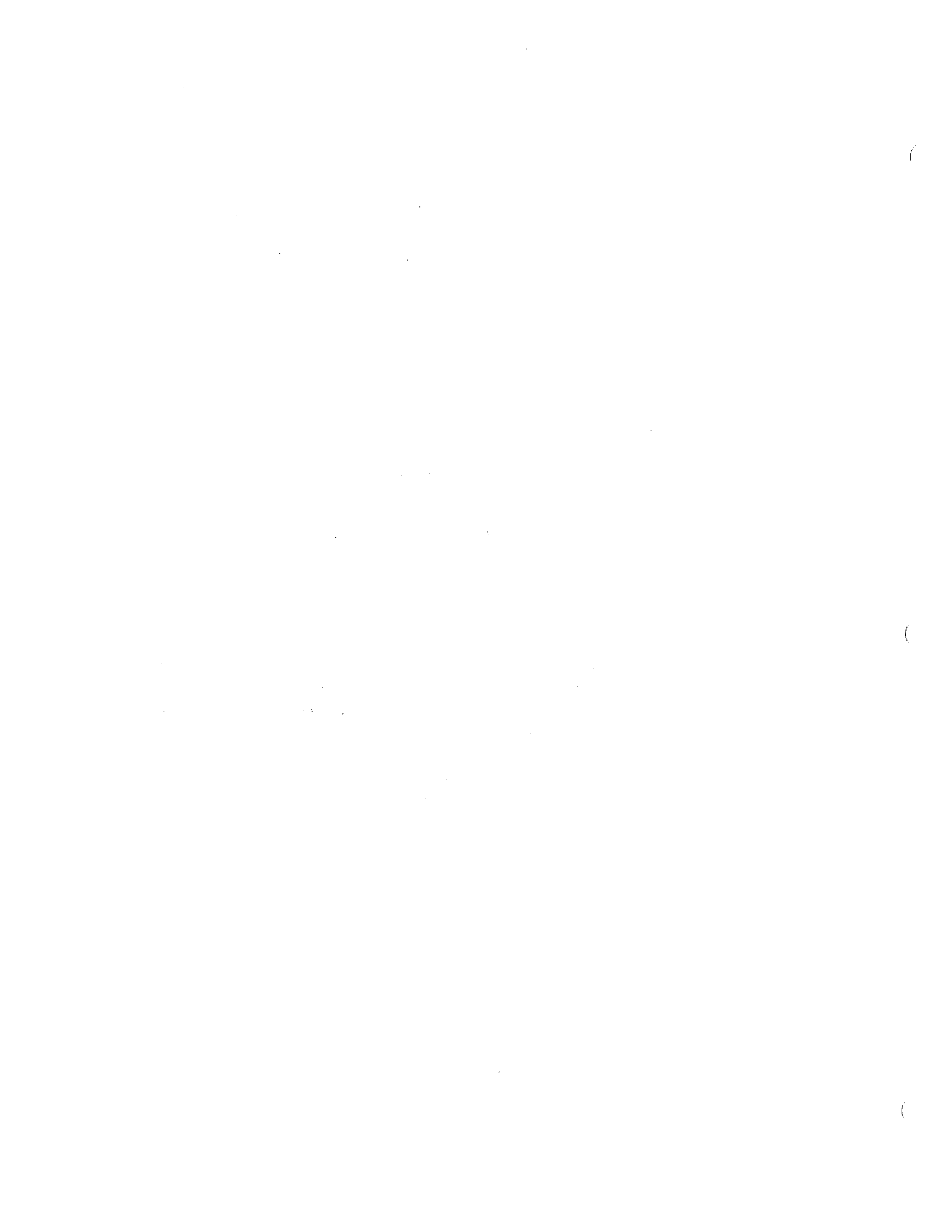
discuss limiting access to guest passes to adults with photo identification for proof of age if in doubt.

- J. Envisionware vending. What is being done with the logs being kept at the Reference Desk? Staff says there is a clear indication of malfunction cash equipment/reader and that we haven't done anything about it. What is the status. Please schedule time to discuss this with the public service staff and its next meeting.
 - K. Status report on the volunteers for afternoon computer assistance and behavior management.
2. Budget Implementation
- A. Janitor's contract supplement – Wendy, status on bid responses
 - B. Status report on fire alarm system issues – when are we expecting the bid on the upgrade of the system for the hearing impaired? Wendy
3. Placentia History Room
- A. Status on the Placentia History Room 2007-2008 video project
 - B. Status on Celebrating Placentia's Authors – has Ginny Sanatar been invited to participate in the Program Committee Meetings to represent PLFF?
4. Staff Meetings (items carried from last meeting)
- A. Reminder to submit the agendas & minutes as soon after the meetings as possible. Please copy all of the participants and the other managers for each meeting. The staff seems pretty shocked that I have not been receiving the minutes because they say that they have been produced and distributed to the appropriate manager. I would like to receive them by email only, and clearly identified as meeting minutes with the name of the group and the date of the meeting in the subject line.
 - B. Safety Committee – review, revision of Emergency Procedures Manual Each department to forward recommendations for revision of Emergency Procedures Manual.
 - C. Agendas to staff meetings are to be distributed by the team conducting that month's meeting (Jim & Vernon in odd numbered months and Wendy & Elizabeth in even numbered months) to all staff by email on the Monday morning before the staff meeting, along with a request for additional

agenda topics. Responses are to be incorporated/addressed in the final agenda.


We need to discuss who is going to be responsible for taking, writing and distributing the minutes for staff meetings.

5. PLFF update – Elizabeth
 - A. Membership Campaign – contest for most new members recruited by staff
 - B. Status on Midwinter Western Dinner & Poetry workshop
Status on the grant application to Wells Fargo – Jim
6. Status report on Departmental Projects & Staff Meetings
 - A. Administration
 - B. Public Services
Status on the Early Childhood Computer order – is there a date to visit Anaheim?
What’s the status of Children’s evening story hours?
 - C. Technical Services
Processing schedule for new DVD cases.
Status report on Jesus Diaz’s technology clerk status – most of the public service staff claims that they do not understand what he is responsible for but agree that he is very helpful. Please prepare a description of his public service duties to be distributed to all public service desk staff and discussed at the November staff meeting.



Agenda Item 32

TO: Elizabeth Minter, Library Director

FROM: Jim Roberts, Public Services Manager 

DATE: November 19, 2007

SUBJECT: Program Committee Report for the month of October.

ADULT SERVICES

	Oct 06-07	Oct 07-08	YTD 06-07	YTD 07-08
NUMBER OF PROGRAMS	1	2	5	2
NUMBER OF ATTENDEES	28	31	76	63

CHILDREN'S SERVICES

	Oct 06-07	Oct 07-08	YTD 06-07	YTD 07-08
NUMBER OF PROGRAMS	7	36	86	105
NUMBER OF ATTENDEES	310	1,279	3,436	4,098

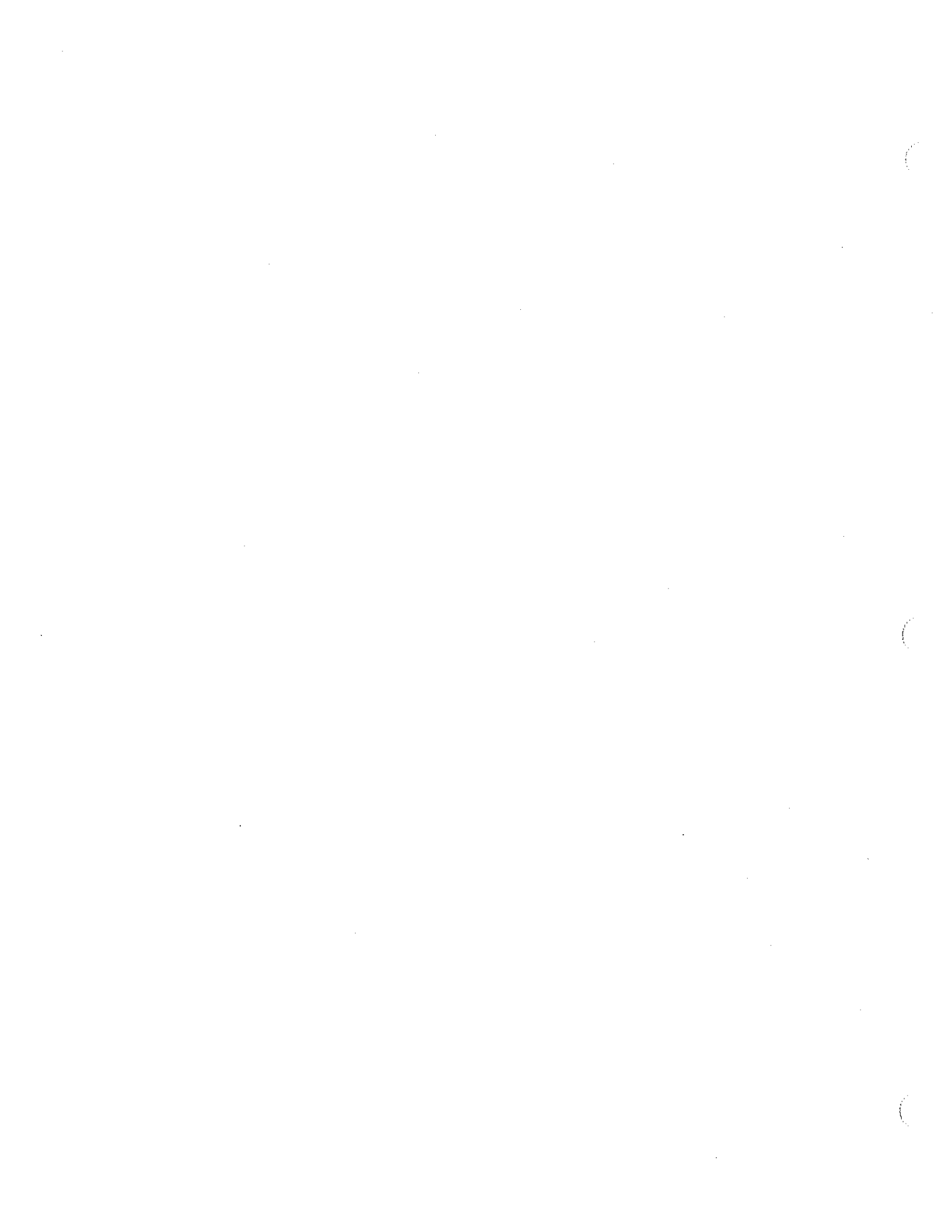
PROGRAM COMMITTEE

	Oct 06-07	Oct 07-08	YTD 06-07	YTD 07-08
NUMBER OF MEETINGS	1	2	6	6
NUMBER OF ATTENDEES	10	20	31	58
NEWS RELEASES	1	1	3	3


LITERACY SERVICES

	Oct 06-07	Oct 07-08	YTD 06-07	YTD 07-08
Total Tutors	126	54	123	109
Total Students	132	87	124	109
Total Hours	1,750	585	4,735	2,268

For more detailed literacy statistics, see Agenda Item 34, pages 2 of 3 and 3 of 3.



To: Elizabeth Minter, Library Director

From: Caroline Gurkweitz, Children's Librarian 

Date: for Board Meeting, November 19, 2007

Subject: October 2007 Activities in the Children's Department

TYPE OF PROGRAM	NUMER OF PROGRAMS	TOTAL ATTENDANCE
Lap Sit 24 months & younger	4	130
Story Time I: 6 years & younger	4	147
Story Time II: 6 years & younger	4	197
Class Visits	5	120
Read to the Dogs event	1	44
Conversation Club	5	18
Halloween Party	1	270
School Outreach Visits	12	353
Total October 2007	36	1279
Total October 2006	7	310
Current FY to date	105	4098
Previous FY to date	86	3436

**CHILDREN'S DEPT. REFERENCE STATS
BOARD MEETING NOVEMBER 19, 2007**


Cg

AGENDA ITEM #33

PAGE 2 OF 2

DATE	IN-PERSON	PHONE	TOTAL
1	50	2	52
2	42	2	44
3	45	3	48
4	36	4	40
closed5			
6	20	3	23
7	20	1	21
8	40	2	42
9	45	4	49
10	35	2	37
11	32	7	39
closed12			
13	28	2	30
14	21	3	24
15	35	8	43
16	39	4	43
17	34	1	35
18	30	2	32
closed19			
20	30	3	33
21	23	4	27
22	51	4	55
23	41	3	44
24	45	4	49
25	41	3	44
closed26			
27	31	2	33
28	22	2	24
29	60	5	65
30	52	5	57
31	36	5	41
TOTAL	984	90	1074

TO: Elizabeth Minter, Library Director

FROM: Jim Roberts, Public Services Manager/Literacy Coordinator 

DATE: November 19, 2007

SUBJECT: Placentia Library Literacy Services (PLLS) Activities Report for the month of October.

Tutor Training. There was one tutor training workshop in October, and 6 tutors were trained. All are tutoring or pending

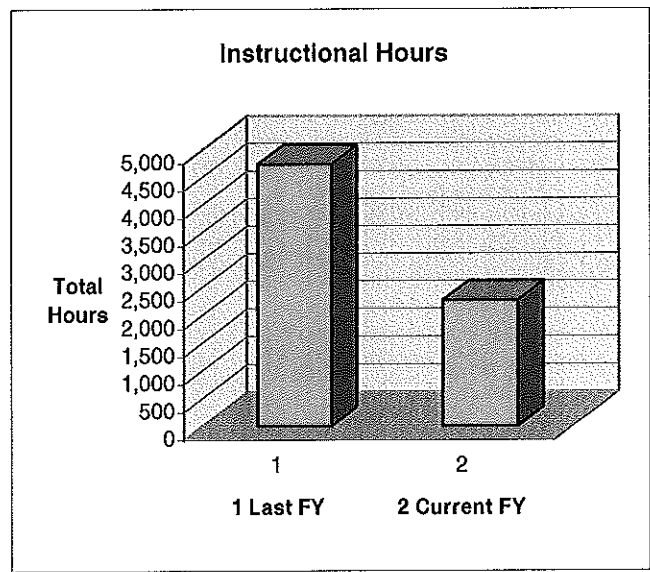
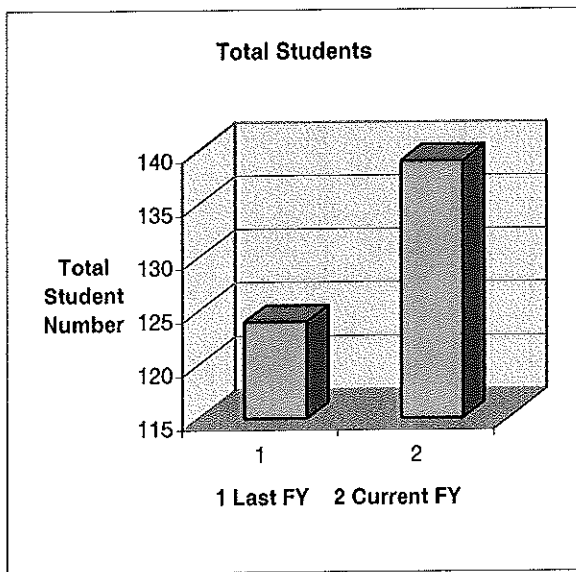
Placentia Rotary Reading Enrichment Program (PRREP). The PRREP Clubs at El Dorado High School and Valencia High School began again in October. We are still signing up PRREP volunteers for this school year.

Update on the three off-site PLLS homework clubs. Both the Topaz-Tuffree Homework Club at Topaz Elementary School and the Homeless Intervention Shelter (H.I.S. House) Homework Club were tremendously successful last school year. Both of them started again this school year on October 8. The Kraemer-Placentia Library Homework Club started in early November.

English Language and Literacy Intensive (ELLI) Program Update. ELLI started again this school year in mid-October. We are active at three elementary schools--Ruby Drive, Topaz, and Brookhaven.

Federal Work Study (FWS). Our FWS partnerships with Financial Aid at Cal State Fullerton and with Western State University College of Law this FY were very strong, and continue to be this school year. We renewed our FWS contract with Cal State Fullerton and Western State last spring for FY 2007/08, and we already have eighteen (18) FWS tutors from Cal State Fullerton processed in and most of them are tutoring.

Literacy statistics. See Agenda Item 34 Pages 2 of 3, and 3 of 3.



Placenta Library Literacy Services

Report of Growth and Progress

	Oct 06-07	Oct 07-08	YTD 06-07	YTD 07-08
Tutors				
Adult	59	34	72	73
Teen	45	20	51	36
Hours Instruction	1,934	585	4,753	2,268
Other Volunteer Hours	120	120	480	600
Total Hours	2,054	705	5,233	2,868
Training Workshops				
Workshops Held	1	1	4	3
Tutors Trained	9	6	48	32
Students				
With Adult Tutors	72	34	72	73
With Teen Tutors	50	64	52	36
In Groups	0	0	0	0
Total Active Students	122	87	124	109
Families for Literacy				
Family Students	5	5	5	5
Family Tutors	5	5	5	5
Hours of Instruction	60	60	180	180
ELLI Program				
K-6th Grade Students	125	20	125	20
Tutors for K-6th Grade	15	10	39	10
Hours of Instruction	430	120	430	120
Homework Clubs				
On-Site: Students	169	120	169	169
On-Site Tutors	39	10	39	39
Hours of Instruction	200	210	200	200
H.I.S. House Students	0	11	0	11
H.I.S. House Tutors	0	2	0	2
Hours of Instruction	0	132	0	132
Topaz Students	0	0	0	0
Topaz Tutors	0	0	0	0
Hours of Instruction	0	0	0	0
Total Tutors	126	54	123	109
Total Students	132	87	124	109
Total Instruction Hours	1,750	585	4,735	2,268

TO: Elizabeth Minter, Library Director
FROM: Mary Strazdas, Librarian *MS*
DATE: November 19, 2007
SUBJECT: Reference and Adult Services report for October, 2007

- There was one Program Committee meeting during the month.
- Special library displays included the on-going Placentia Round Table Women's Club Bicentennial quilt. There was also a book display about WW II that included a bibliography and filmography. It tied in with the huge promotion of Ken Burns' THE WAR on PBS. The trough featured books written by Suzanne Enoch, who will be featured at the March 1, 2008 author's luncheon. Playaways have been temporarily moved to the area near our recorded books. During Teen Read Week (October 14-20) and for several days preceding it, we had a display of books by popular teen authors. Included in the display were ALA folders for the taking: *Best of the Best Books for Young Adults* and *Outstanding Books for the College Bound and Lifelong Learners*. Another display was *Diversity Awareness Month*, which featured books and a bibliography. Also set up were the newly ordered books by Willard Wyman; more will be done for this collection of Western items as we learn more of the particulars of this program. They were set out early so that patrons (and book clubs, in particular) could borrow them.
- Thursday, October 25, at 7 p.m. "Animal Care" was our program. It drew 16 patrons, some of whom are clients of Dr. Paul Evans. He spoke about caring for dogs and cats, but also spent time discussing the profession of being a veterinarian. He answered many questions from patrons.
- Our next program, held on Tuesday, October 30, was "Genealogy: Local Resources." Fifteen patrons attended, an average-sized audience for this series of programs covering different genealogical topics held in several local libraries. Caroline Rober of the Genealogical Society of North Orange County California used transparencies to illustrate different locations, primarily libraries, where genealogists can find local help to search globally in exploring their family tree. She brought handouts to go along with the materials we gave patrons. There were also books available for checking out.
- Upcoming confirmed programs include "Mastering Midlife" with Dr. Jerry Binder on Monday, November 5; "Emergency Room Services" on Thursday, November 29, with Rhonda Sausedo, RN; "A Child's Christmas in Wales" on Thursday, December 20; and "True Stories and Other Lies", with Dr. Joseph Arnold, Monday, March 24.
- The Placentia Library is partnering with the Placentia-Linda Hospital and is the location for Senior Yoga classes every Tuesday and Thursday morning. These classes will be taught by the YMCA through the end of December. There may be additional classes taught at the library after the new year, depending on the status of the hospital remodel. The library will host morning nutrition classes with some cooking being done during January, February and March.

Statistical Comparisons at the Reference Desk
October FY 2007/2008

	2006	2007	YTD 06-07	YTD 07-08
Phone Reference Questions	208	217	724	955
Desk Reference Questions	2,910	3,542	7,337	11,770
E-Mail Reference Questions	3	1	3	1
Ready Reference	30	28	99	121
Instruction	183	155	893	1,026
Computer Use	3,806	3,927	13,904	17,620
Reference Books: In-Library Use	3,596	3,381	14,853	17,719
Patron Database Signups	232	N/A	736	N/A

TO: Elizabeth Minter, Library Director
FROM: Gary Bell, Librarian *GB*
DATE: November 19, 2007
SUBJECT: History Room report for October

History Room visitors in October: fiscal year: 2006-2007: 2
History Room visitors in October: fiscal year: 2007-2008: 14

There were many requests for high school yearbooks.

Pat Moran donated four framed pictures of newspaper headlines.

Janet Lough requested an article about the school district. It was photocopied and mailed.

Our committee is preparing a calendar of events for History Room activities. This includes author receptions, an oral history presentation, a Girls' Scouts event, a Piacenza reunion, a veterans event, a city officials orientation and a reunion of the West Atwood Yacht Club in August, 2008.

George Walter was given a tour of the History Room.

Pam Walrod of Placentia Linda Hospital asked for recipes from early Placentia residents. Pat Irot lent her the Round Table cookbook.

Richard and Ann Trussel researched the Tuffree family while they were here for the 50th Valencia High School reunion.

Pat Irot, Marie Schmidt and Pat Jertberg continue to go above and beyond the call of duty in executing many various jobs relating to the successful operation of the the History Room and its files and archives.

Placentia Library District
On-line database usage – October 2007

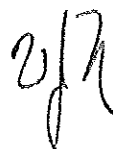
	October 2007	October 2006		Y-T-D 2007	Y-T-D 2006	Y-T-D change
Chilton Library (Automobiles)	12	-		12	0	12
General Reference Center	88	104		192	348	-156
Opposing Viewpoints	15	62		77	236	-159
Newsbank -Newspaper search	97	8		105	62	43
Newsbank -Magazine search	0	0		0	0	0
L.A Times	26	6		32	8	24
Wall Street Journal	6	381		387	646	-259
Heritage Quest	3784	6120		9904	11,067	-1,163
Learning Express (Learn a test)	27	2		29	11	18
Novelist	4	175		179	219	-40
Tumblebooks	474	139		613	541	72
MorningStar	56	4		60	139	-79
Value Line	225	-		225	0	225

Library website traffic for the period November 2006 through October 2007

	Nov '06	Dec'06	Jan'07	Feb'07	Mar'07	Apr'07	May'07	Jun'07	Jul'07	Aug'07	Sep'07	Oct'07	Y-T-D	Monthly Average
Unique visitors	2,032	1,926	n/a	n/a	2,569	2,388	2,301	2,218	2,336	2,246	2,455	2,587	23,058	2,275
Number of visits	3,441	3,056	n/a	n/a	4,317	4,000	3,925	3,742	3,864	3,836	4,037	4,327	38,545	3,802
(visits per visitor)	1.69	1.58	n/a	n/a	1.68	1.67	1.70	1.68	1.65	1.70	1.64	1.67		1.67
Pages visited	22,888	17,544	n/a	n/a	20,338	18,835	19,422	17,373	22,980	23,934	20,064	22,537	205,915	20,375
(pages per visit)	6.65	5.74	n/a	n/a	4.71	4.70	4.94	4.64	5.94	6.23	4.97	5.20		5.37
Pages most viewed														
Application for library card	0	62	n/a	n/a	0	57	44	99	27	18	45	57	409	39
Borrowing library materials	157	96	n/a	n/a	164	135	117	110	130	109	119	117	1,254	126
Calendar	125	2	n/a	n/a	174	122	109	226	170	161	145	128	1,362	137
Catalog	1,119	810	n/a	n/a	491	604	301	468	5,603	340	375	423	10,534	1,123
Community links	55	51	n/a	n/a	66	57	59	64	44	72	58	57	583	58
Contact Us	207	118	n/a	n/a	150	162	169	159	167	126	181	151	1,590	160
Frequently Asked Questions	189	183	n/a	n/a	242	261	233	235	254	201	237	272	2,307	226
Home page	18,073	13,739	n/a	n/a	14,543	13,008	13,856	12,760	17,236	18,994	14,875	16,589	153,673	15,232
Kids page	238	401	n/a	n/a	206	178	199	317	209	206	205	202	2,361	240
Literacy services	72	42	n/a	n/a	77	83	72	58	76	116	172	201	969	85
Passport applications	175	178	n/a	n/a	546	444	311	317	324	245	234	226	3,000	308
Photos (pick of the pics)	135	96	n/a	n/a	159	115	85	92	126	103	68	121	1,100	109
Searching for information	642	381	n/a	n/a	670	626	728	424	451	493	489	492	5,396	545

Placentia Library District

TO: Elizabeth Minter, Library Director
FROM: Vernon Napier, Technical Services Manager
DATE: November 14, 2007
SUBJECT: **Technology Report for October 2007**



- Attended the Red Cross' Disaster Preparedness Academy held in Anaheim (10/17/07).
- Attended Digitization Forum held at Santa Monica Public Library (10/18/07).
- Attended Internet Librarians' Conference held in Monterey (10/26-31/07).
- Placed an "invitation" on our website to allow patrons to recommend new magazines for the Library
- Uploaded our Director's CNN interview onto the website
- Convened meetings of the Branding & Marketing Working Group.
- Appointed David Ferrari to the open Clerk 1 position.



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Placentia News
Weekly OCT 04 2007

Placentia councilman Russ Rice resigns

334
BY MICHAEL NELLO
STAFF WRITER



Russ Rice

Councilman Russ Rice, who served as the city's police chief for four years, has announced he will leave his seat with a year left in his term.

In a letter sent to Mayor Connie Underhill, Rice said he had sold his home and will move to be closer to his grandchildren.

His resignation will become effective Oct. 28.

Rice departs with more than 30 years' service to the city, most of that with the police department. Rice retired as police chief to run for a council seat in 2004. He earned more votes than any of the other can-

didates, and other council members immediately selected him to serve as the city's mayor pro tem.

"While I regret not having fulfilled the obligations of my position, I am honored to have served the people of Placentia for the past three years as one of their elected representatives," Rice wrote in his letter sent last week.

Rice could not be reached for comment.

Mayor Connie Underhill said the council was expected to discuss Rice's departure at

the City Council meeting Tuesday and may ask citizens to begin submitting applications for the open seat.

A city charter provision allows the council to appoint someone to fill the remainder of Rice's term.

"We'll definitely be looking to fill Russ's spot with someone who has a good knowledge of Placentia," the mayor said.

The City Council also needs to find a new city administrator after the recent announcement by Bob Dominguez that

he plans to retire at the end of the year.

Dominguez did say last week that he feels close to finding a new police chief to fill the vacancy left open by the retirement of John Schaefer, Rice's successor.

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Los Angeles Times
OC Edition
Daily OCT 14 2007

Auction: Southern California Orchid Species Society presents its annual orchid auction. 1 p.m. Free. Placentia Public Library, 411 E. Chapman Ave., Placentia. (949) 376-9898 or www.socalorchidspecies.com

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The Register
Daily OCT 10 2007

337-PLACENTIA
Pet talk: The Placentia Public Library will host Dr. Paul Evans, a practicing veterinarian for almost 50 years, to speak about keeping all kinds of pets healthy. He will make a presentation at 7 p.m. Oct. 25. The library asks attendees of the free program to leave their pets at home. Information: 714-528-1906, ext. 209.

Adam Townsend
714-704-3706 atownsend@ocregister.com

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The Register
Daily OCT 17 2007

337-PLACENTIA
Family history: Genealogist Caroline Rober will present information on local genealogical resources Oct. 30. Rober, a member of the Genealogical Society of North Orange County, will speak at 7 p.m. in the Placentia Public Library meeting room. Information: 714-528-1906, ext. 209

Adam Townsend
714-704-3706 atownsend@ocregister.com

The Register
Daily OCT 19 2007

Placentia settles harassment suit

333
Former police officer says
another officer told her he found
her tattoos 'arousing.'

By MICHAEL MELLO
THE ORANGE COUNTY REGISTER

PLACENTIA • The City Council has voted to settle a lawsuit with a former police officer who claimed other officers sexually harassed her for more than a year before she was fired.

The city will pay Danya Palermo \$64,600, according to the City Clerk's Office.

The complaint claims another officer repeatedly asked Palermo about her tattoos, "which he found arousing."

That officer also told her

about how his stripper girlfriend danced atop his squad car, Palermo says.

The suit also names two other officers.

From the time she started with the Department in 2005 through her firing in May 2006, Palermo said she reported the harassment to superiors, the lawsuit states, with no results.

She added that she was terminated because she didn't move quickly enough on her training, though she claimed her progress was slowed by the harassment.

Palermo sought compensation for lost wages and stress.

"She believes it's resolved to her satisfaction," said Christopher Barnes, the attorney with Mancini & Associates in Sherman Oaks who represented Palermo.

Police officials did not return calls for comment on the lawsuit.

The settlement came six months after it was filed in Orange County Superior Court.

The council decision was made Tuesday night.

"I think the council felt this was the best course of action," Mayor Connie Underhill said.

CONTACT THE WRITER:
714-704-3796 or
mmello@ocregister.com

The Register
Daily OCT 19 2007

332 PLACENTIA
New lawyer: On Tuesday, the City Council voted unanimously to approve a new city attorney. The city will still keep its same contract terms and law firm, Woodruff, Spradlin & Smart, but switch attorneys from current counsel Tom Nixon to Bradley Hogin. The change has to do with Nixon changing positions within the firm.
Adam Townsend

714-704-3706 atownsend@ocregister.com

The Register
Daily OCT 20 2007

332 PLACENTIA
Denied: This week, the City Council voted to deny a claim of up to \$1 million from Carlos Gonzalez Glade, who said an intersection in the city was poorly designed and contributed to an accident he was involved in. According to city documents, Gonzalez Glade was making a left turn from Holt Drive onto Palm Drive in July 2006, and was involved in an accident with Dr. Victor de la Peña. De la Peña died in the accident, and his family has filed a wrongful-death suit against Gonzalez Glade.

Michael Mello
714-704-3796 mmello@ocregister.com

The Register
Daily OCT 29 2007

331 PLACENTIA
Replacing Rice: The Placentia City Council will meet to decide who will replace Russ Rice on the council; he retired before completing his term. The remaining four members will interview the eight candidates and vote on a replacement. The meeting is set for 6 p.m. Tuesday in the Council Chambers at City Hall at 401 E. Chapman Ave. Information: www.placentia.org or call 714-985-8117.

Eric Neff
714-704-3761
eneff@ocregister.com

Placentia News
Weekly NOV 01 2007

SNAPSHOTS



HALLOWEEN PARTY: Jack Ramirez, 4, of Brea, and Adrelan Adarlo, 3, of Placentia, were on hand for the treats.

Scary fun

Photos by Rod Veal

Children were treated to a magic show by magician Dave Skale and books donated by the Friends Foundation at the Placentia Public Library's Halloween party Monday.

Many of the kids tried out their costumes before it was time to take them trick-or-treating on Wednesday.

See more images online at ocregister.com/placentia.



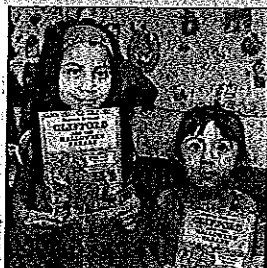
HAVIN A GOOD TIME: Sabrina Gullinta, 5, of Placentia, seemed to enjoy the show.



VOLUNTEER: Ashley Lopez, 8 of Placentia, laughs while helping magician Dave Skale.



FUNNY: Marcos Parfida, 4, adjusts his Spidey suit as Karlee Ayala gets a big laugh at the show.



CHECKING OUT BOOKS: Viviana Garibay, 6, and Aylene, 3, of Placentia, show off the books they chose.



A FAIRY AND A COWBOY: Three-year-old Carolina and 4-year-old Wyatt Barnes, of Fullerton, all dressed up for the Halloween Party.



LIL MINNIE: Frida Guzman, of Placentia, dressed as Minnie Mouse.

Placentia News
Weekly NOV 01 2007

Winds damage Valadez school construction site

Budget, school opening not affected.

BY ERIC NEFF
STAFF WRITER

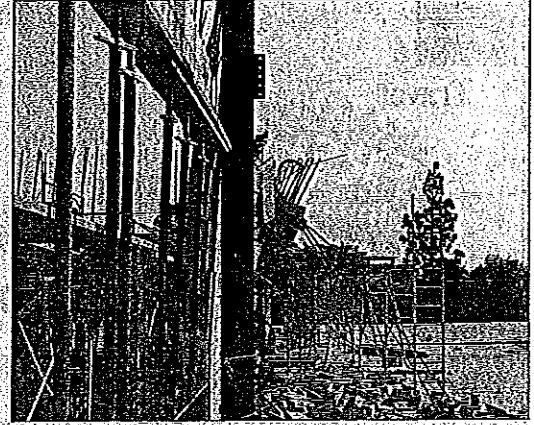
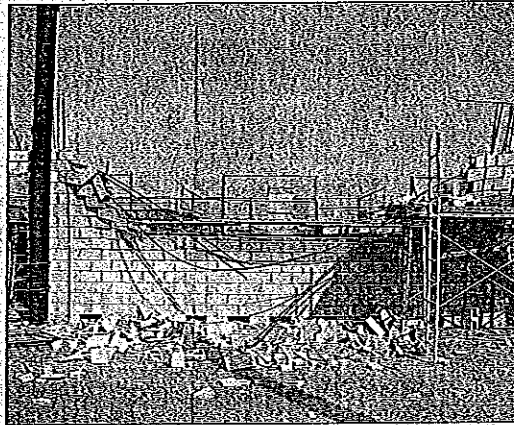
331
The construction site for Valadez Middle School suffered serious structural damage from winds earlier this week.

Four walls were damaged when unsecured cement blocks were toppled by strong Santa Ana winds the night of Oct. 21. The cost of the damage is not immediately clear, but Placentia-Yorba Linda Unified School District officials believe it will fall under building risk insurance.

Mike Bailey, director of facilities and planning for the district, called the damage "significant" even though it "doesn't compromise the integrity of the building."

Four second-floor walls on three different buildings suffered damage.

The extent of the damage varied between 60 and 96 feet of each wall.



PHOTOS COURTESY OF PLACENTIA-YORBA LINDA UNIFIED SCHOOL DISTRICT

WIND DAMAGE: Four walls were damaged at Valadez Middle School when unsecured cement blocks were toppled by strong Santa Ana winds.

Bailey noted, though, that considering the length and complexity of construction projects, this is not a large setback.

"The cost is negligible and the time is fairly negligible," he said. "If this were the only bump in the road, it would not give us any pause."

Bailey said that the damage will likely push back the completion date a week and a half, to late May or early June. It will not affect the school's opening date in September, and Bailey doesn't expect this to push the construction over budget.

Bailey acknowledged that it

took a near perfect storm of timing for the construction to take such a big hit.

The cement blocks had all been placed, but the cement grouting - which would have made the structures secure - had not yet been put in because electrical wiring needed to be placed first.

Furthermore, the site can withstand most normal winds, but the gusting Santa Ana winds had enough strength to knock over some of the walls.

"It was about as bad luck as you could plan," Bailey said. "One week one way or the other, and it wouldn't have mattered."

The Register
Daily NOV 01 2007

Nelson is the newest member of the Placentia City Council

Past candidate appointed to replace Russ Rice on strength of business experience.

332
BY ERIC NEFF
THE ORANGE COUNTY REGISTER

PLACENTIA • City Council members chose Scott Nelson on Tuesday night to replace Russ Rice on the council because of his familiarity with city finances.

Council members spent almost three hours interviewing applicants for the seat Rice leaves open, now that he is

moving out of town, and quickly agreed 4-0 on Nelson.

Nelson, a former candidate for City Council, is chairman of the Audit Oversight Committee, serves as president-elect of the Chamber of Commerce and is a past planning commissioner.

The special session at City Hall saw seven candidates respond in turn to questions from the council members.

The first 10 questions had been agreed upon and prepared before the meeting; after a brief break, the council members were allowed to add other questions.

Nelson emphasized his experience as a self-employed businessman and also his deep familiarity with the city's finances, gained while serving on the audit committee.

"We need to make some tough decisions at this time," he told the council.

The city's finances were front and center at the meeting, and Councilman Scott

Brady acknowledged it was Nelson's experience that put him over the top.

"We have a pressing problem in the next year - a short-term issue with the Caltrans audit - and we really wanted somebody who was not sort of familiar, or kind of aware and maybe cognizant, but somebody who's really been involved in the finances of the city in a real material way," he said.

CONTACT THE WRITER:
714-704-3782
or eneff@ocregister.com

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Placentia News
Weekly NOV 01 2007

Marshalling a volunteering effort

332

If you went to the Heritage Festival Parade on Oct. 13, you were able to see our honorary grand marshal Eleanore "Ellie" Rankin. I talked to Ellie after she was in the parade to find out a little more about her and what it was like being the honorary grand marshal.

Ellie has lived in Placentia since 1979. She first moved from Chicago to Anaheim in 1975, and moved to Placentia in 1978. Ellie is a widow with a daughter and four stepchildren. Altogether, she has six grandchildren and four great-grandchildren.

Ellie is one of those people who loves to volunteer her time to any worthy organization. She is currently the president of the Placentia Founder's Society, which maintains the 105-year old Bradford House; past president and now board member of the Placentia Round Table Women's Club, the Boys & Girls Club, HIS House, Women's Transitional Living Center, Placentia Library, and many other volunteer organizations that benefit from the Women's Club.

She has finished five years as president of the Friends of Placentia Library and was on the board of the Library's Foundation. The two organizations have now merged and she continues to volunteer at the Friends bookstore. For three years she delivered meals to the infirmed for Meals on Wheels and volunteered for 10 years at the Chamber of Commerce office.

As you can see, she has put in countless hours of volunteer work with many different organizations. It is no wonder she was selected to be the honorary grand marshal of the parade, especially since the Heritage Festival's theme this year of "Placentia's Gift: Time, Talent and Treasure" seemed to be named just for Ellie.

When Ellie was called to ask if she would accept the honor-



CHERYL PERRIN
AROUND TOWN

ary grand marshal spot, she immediately said "yes" so quickly that there wasn't a missed heartbeat in her reply.

Ellie had so much fun being in the parade especially with her great-granddaughter accompanying her. She explained to me what it felt like to be in the parade by saying, "I have goose-bumps that go into overdrive just watching a parade and especially when the marching bands approach. I had our El Dorado High School marching band just ahead of me in the parade. It can't be any better than that!"

To Ellie, volunteering comes naturally because all organizations need volunteers. Her favorite part of volunteering is talking to people. She learns so much from them just by being approachable and friendly.

Ellie would like to tell everyone to take time to fit in volunteer work into your schedule. This will come back to you tenfold.

Thank you, Ellie, for all the time you have volunteered to the organizations in Placentia. You are truly a gift of time, talent and treasure!

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The Register
Daily NOV 0 1 2007

PLACENTIA 332

Auditor opening: With Scott Nelson's appointment to the city council Tuesday, a vacancy has been created on the five-person Audit Oversight Committee, which he chaired. City Administrator Bob Dominguez said that the city will move forward on accepting applications for the position very quickly. Information: 714-993-8117

Eric Neff
714-704-3782 eneff@ocregister.com

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The Register
Daily NOV 0 6 2007

PLACENTIA 333

New chief: Former Placentia police officer and current Orange Police Department Capt. Jim Anderson has been tentatively named Placentia's newest police chief. Anderson will fill the position vacated by John Schaefer who retired in February shortly after being put on administrative leave amid an investigation over internal complaints. Vincent Giampa - a former La Palma police chief - has been filling in on an interim basis. Anderson must first pass a physical, psych evaluation and background check before he formally takes over the position.

Eric Neff
714-704-3782 eneff@ocregister.com

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The Register
Daily NOV 0 8 2007

PLACENTIA

Correction: Free flu shots and health screenings for anyone over 50 will be available today from 9 a.m. to noon. The date was incorrectly reported in Wednesday's Register. The event, which is put on by the city of Placentia, will be held at Backs Community Building, 201 North Bradford Ave.

Eric Neff
714-704-3781 eneff@ocregister.com

SAFETY COMMITTEE MEETING
October 20, 2007
MINUTES

I. Call to Order: 11:00 A.M.

Members Attending: Nadia Dallstream
Jesus Diaz
Wendy Goodson
Alexander Hernandez

II. Old Business

1. The following staff attended the Disaster Preparedness Academy conducted by the American Red Cross on October 17, 2007 at the Anaheim Convention Center:

Minter	Goodson	Napier	Roberts
Dallstream	Diaz	Fellous-Gibbons	Hernandez
Strazdas			

III. New Business

1. Review of the District Emergency Preparedness Manual will commence in November.

Prepared by : Wendy Goodson



PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

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

SUBJECT: **Legislative Issues and a Review of the Status of the State Budget and State Library Budget**

DATE: November 19, 2007

BACKGROUND

Agenda Item 24 contains information about current legislation affecting independent special districts.

Library Director Minter attended the North Orange County Legislative Alliance meeting on November 8, 2007 at Brea City Hall. A representative from the Southern California Council of Governments gave a presentation on the soon to be released comprehensive transportation plan for Southern California.

The President of the Orange County Transportation Authority is scheduled to be the speaker at the November 29, 2007 Chamber of Commerce Breakfast.

There have been no requests for legislative action received during this report period.

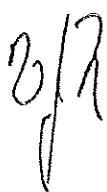
The Trustees may report on any contacts they have had with Federal, California or Orange County Legislators.

RECOMMENDATION

Action to be determined by the Library Board of Trustees.

Placentia Library District

TO: Elizabeth Minter, Library Director

FROM: Vernon Napier, Technical Services Manager 

DATE: November 14, 2007

SUBJECT: **Report of the Ad Hoc Marketing Committee for Developing a Branding Strategy for October, 2007**

Since my last report there have been 3 further meetings of the Committee.

The following persons participated in these meetings: Al Shkoler, Betty Escobosa, Carol Fizzard, Elizabeth Minter, Ruth Peterson, Yesenia Gomez and Vernon Napier (not everyone at every meeting).

Over the course of these meetings with Jon West (SRP Signature Designs Creative Director), it was agreed

- ✓ that one logo could be used for both the Library and the PLFF, with surrounding text used to distinguish between the organizations
- ✓ that one of the proposed designs was more appropriate for the Summer Reading Program and should be set aside for that purpose
- ✓ that the Committee's preferences for style of logo and color scheme should be presented to the Board for consideration and adoption

Jon West will attend the meeting of the Board with some examples for review and discussion.





Placentia Library District

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714-528-1925, Ext. 202

www.placentialibrary.org

714-528-8236 (Fax)

administration@placentialibrary.org

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Placentia Library District Board of Trustees

Al Shkoler
President

Jean Turner
Secretary

Richard DeVecchio, Ed.D.

Betty Escobosa

Gaeten M. Wood

Placentia Library Friends Foundation Board of Directors

Carol Fizzard
President

Ben Boelman
Vice President

Barbara Hemmerling
Secretary

Ginny Sanatar
Financial Secretary

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Treasurer

Brenda Benner

Nadine Blansett

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Tammie Haugen

Ginny Haussmann

Nancy Lone-Tollefson

M. A. McHenry, CPA

Beverly Webster

Elizabeth D. Minter, MLS

Placentia Library District Staff

James A. Roberts
Public Services Manager

Vernon Napier
Technical Services Manager

Wendy Goodson
Administrative Services
Manager

Yesenia Gomez
Development Director



Passport to Progress



Passport to Progress



Passport to Progress



Passport to Progress

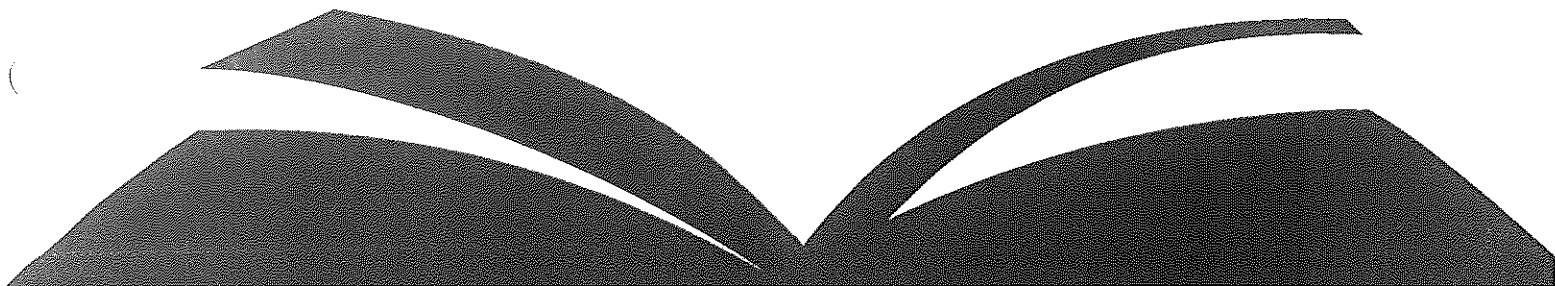


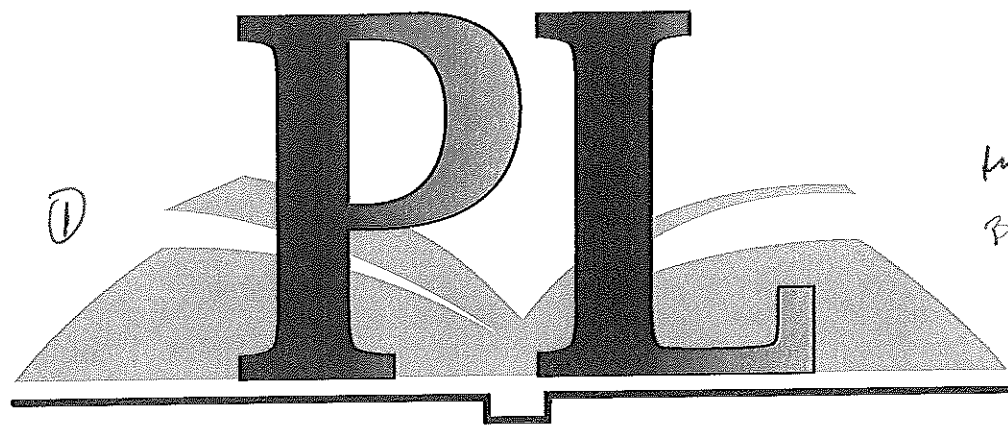
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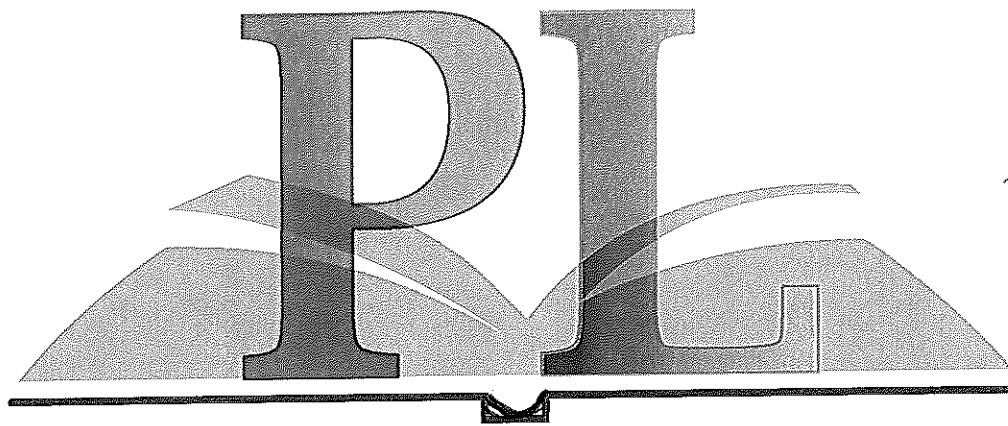




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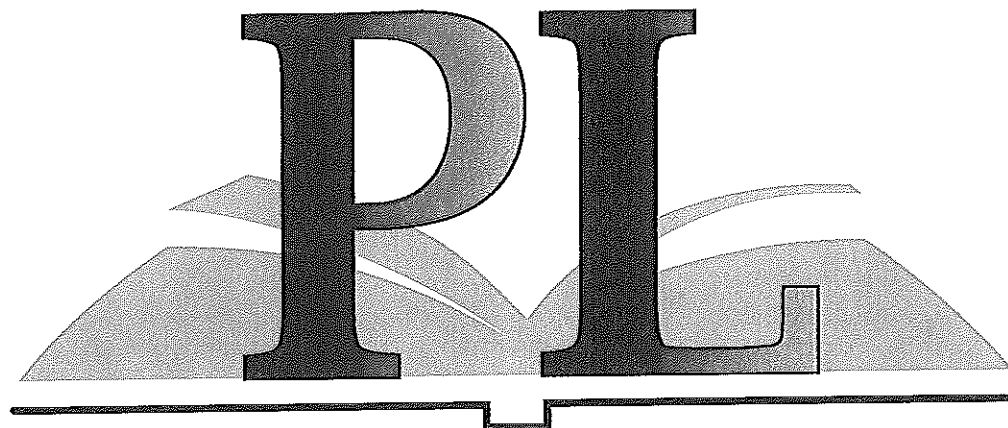
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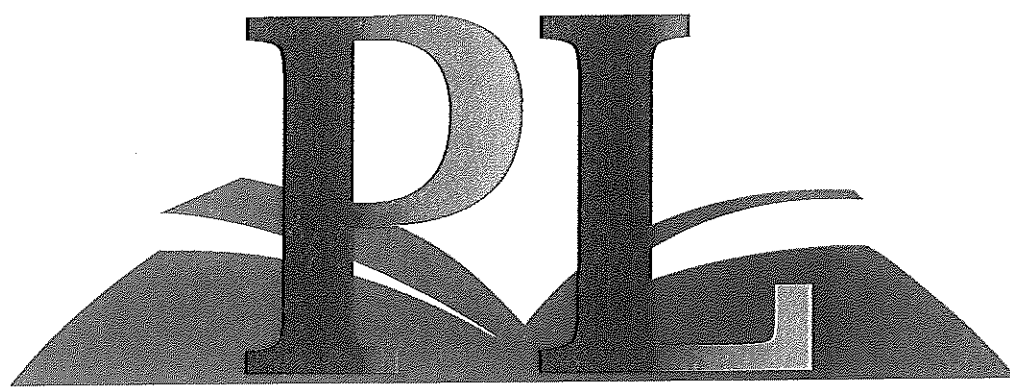
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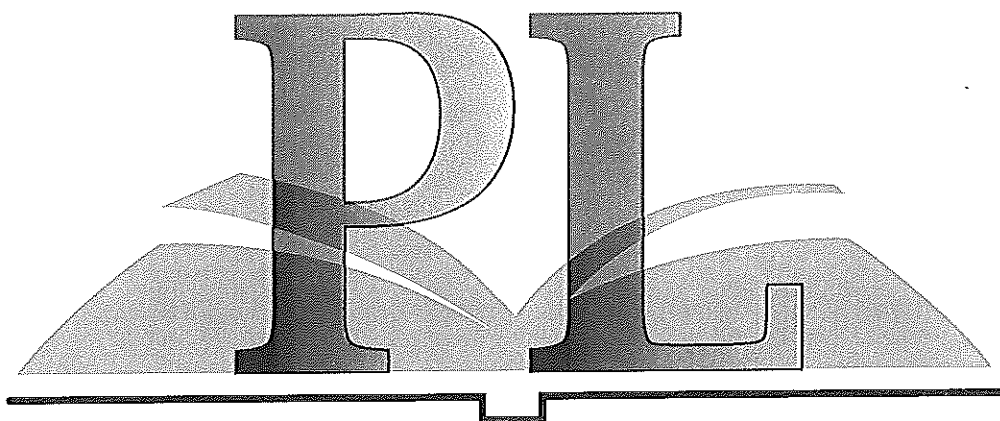
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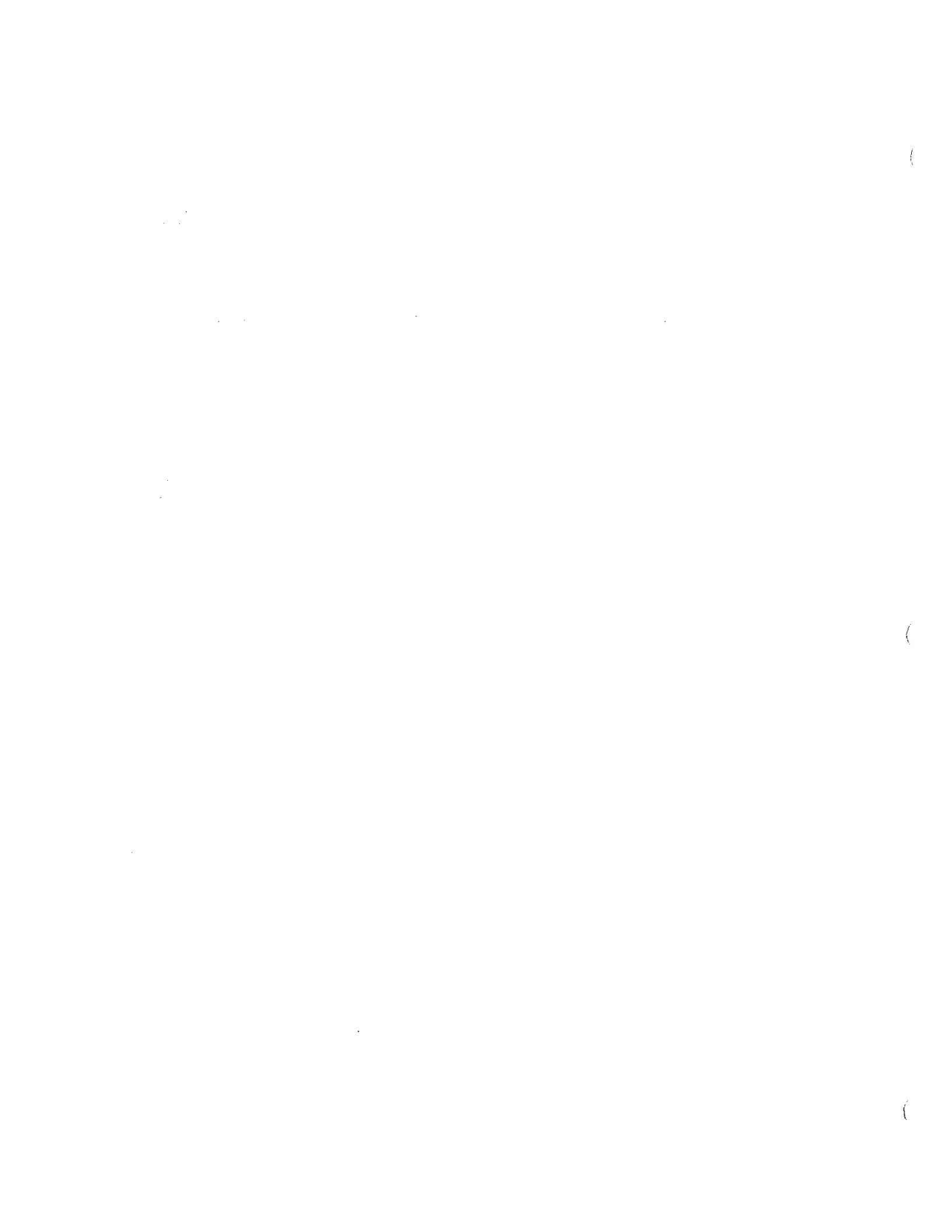
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PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees
FROM: Vernon J. Napier, Technical Services Manager *VJN*
SUBJECT: Revision of Placentia Library District Policy 6020 – Internet Access Policy
DATE: November 19, 2007

BACKGROUND

This item was continued from the October 24, 2007 Library Board Meeting.

Library staff has review the Internet Access Policy and is recommending changes to bring it into compliance with current management software.

RECOMMENDATION

Adopt as a first reading and refer to staff for further comments.



PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Elizabeth D. Minter, Library Director
 Placentia Library District Board of Trustees
 Placentia Library Foundation Board of Directors
 Placentia Library District History Room Committee
 Placentia Library Foundation Book Store Volunteers
 Library Staff

FROM: James A. Roberts, Public Services Manager *JAR*








SUBJECT: *Celtic Christmas*
Word of Mouth Marketing topic for December 2007 – ~~Placentia Library Literacy~~ Services

DATE: November 19, 2007

Thanks to the Program Committee for nominating the topics for the District’s Word of Mouth Marketing campaign. The topics for the next few months are:

- | | |
|-------------------------------------|---|
| December – Celtic Christmas Program | April –Volunteer sign-up |
| January – Children’s Services | May -- Summer Reading Program |
| February – PLFF Author’s Luncheon | June – Placentia History Room |
| March – Library Website | July – Audio Books & e-books (digital branch) |
| | August – Literacy Tutor sign-up. |


The fourth topic for the Word of Mouth Marketing campaign will be **Placentia Library Christmas in Wales Program:**

-  The badges will be distributed on December 1st . Please wear them at work every day. Please also feel free to wear them when you are shopping or otherwise out in the community.
-  The badges are designed to be conversation starters. They need your participation to make them successful!
-  The library staff selected “A Child’sChristmas in Wales” as the topic for December’s word of mouth marketing button.
-  Program is based on Dylan Thomas’ biographical short story. It recounts his childhood memories of Christmas..
-  The reading of the story is embellished with song, music, and poetry.
-  Celtic tradition includes telling ghost stories at Christmas time.
-  The troupe has been together since the 1992 Grove Shakespeare Festival and has performed “A Child’s Christmas in Wales” for 20 years.



PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Elizabeth D. Minter, Library Director 

SUBJECT: Travel Authorization for the Library Director to attend the Director's Retreat for System Consolidation in Menlo Park.

DATE: November 19, 2007

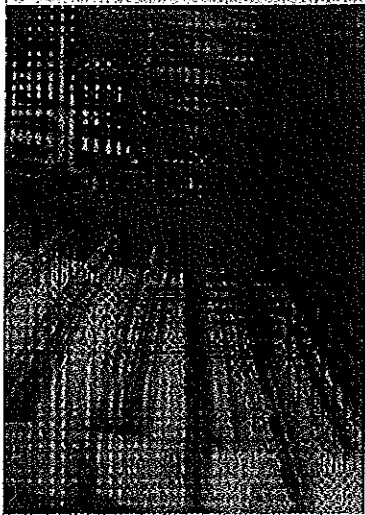
BACKGROUND

As Chair of the Santiago Library System, Library Director Minter has been asked to participate in the Director's Retreat for Next Steps for System Consolidation to be held in Menlo Park on Friday, November 30, 2007. Santiago Library System will pay for all of the travel expenses.

Other representatives from Southern California systems will also be participating in this meeting.

RECOMMENDATION

Authorize travel for Library Director Minter to attend the Director's Retreat for System Consolidation to be held on Friday, November 30, 2007 in Menlo Park, with all travel expenses to be paid by the Santiago Library System.



ABC's of Advocacy

Advocating for America's libraries can be as simple or as formal as you choose to make it. It's all about helping libraries get their story out. It's about noting, knowing, and selling the value of your library to your community. While advocacy can mean visiting all those politicians on the Hill, it also can mean talking about the good work of the library while you're visiting with someone at the local Albertson's. As a trustee, you have a chance to speak out when library staff cannot. Enlist others who love to talk about the library. (There are lots of those folks around!) Here are some tips for putting your plan into effect:

Have a passion. You don't need to be a trained, professional lobbyist to speak out, but you DO need to be enthusiastic and committed.

Make your comments topical and responsive. If the hot button in your community is keeping the teens engaged, talk about the ways that libraries offer alternative activities for middle and high school students. Explain your summer reading programs for teens.

Show how the library helps other city departments get the job done. Is the library a spot where Neighborhood Watch groups can gather and organize? Is the library a spot for getting local information out in times of disaster? Let other departments see how you can help.

Promote the library as a "place." This is where adults go to learn to read. It's where

continued on page 3

Questions Library Board Trustees Ask

"Can you find us someone who will walk on water?"

"Can you find someone who will stay until after I am off the board?"

We spend a great deal of time talking to public library boards about hiring new directors. Boards frequently ask a range of questions, most of which we can answer:

How long does it take to find a new director? The hiring process should take about two to three months. The timeframe depends mostly upon the availability of the search committee.

How big should the search committee be? Should we include community members or staff on the search committee? Some boards appoint a search committee of three or four

members, while others meet as a committee of the whole. While it is advisable to acquire the input of staff and others, the board of directors is solely responsible for hiring a new director.

Do you think we can find someone who will stay here a long time? Often, boards want past evidence and future assurance of longevity in library positions. We believe that it is the quality, not quantity, of time spent in a position that makes a difference; that a dynamic leader that meets the requirements of the board and will move the library ahead is paramount. Even if a candidate says he or she will be in the position a long time, life circumstances can change that in an instant.

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ALTA President
Don Roalkvam

President's Message

A Year with New Opportunities

Before I say anything else, I want to take a moment to thank you for your cards, thoughts, prayers, e-mails, and memorials after the passing of my mother. Thank you, thank you all on behalf of all of us, the family of Ellen Roalkvam. I missed you all very much at the ALA Conference in Washington, D.C. I wished I could have been there with you, but felt that I needed to be with my family at that time. I hope and pray that I can meet with you again in January 2008 in Philadelphia.

This is going to be an exciting year as we make the transition to the new ALTA structure and by-laws. I ask all of you to help me grow the organization and make it stronger and more vibrant for its members. To help us in this effort, we have a new ALTA Board and Executive Committee. Let me take a moment to introduce this year's Executive Committee: Anne Sterling, ALTA past-president, Richmond, Virginia; Margaret "Peggy" Danhof, ALTA president-elect, Bolingbrook, Illinois; Rose Mosley, ALTA vice-president, Maywood, Illinois; and Shirley Bruusema, ALTA councilor, Grand Rapids, Michigan. I appreciate and welcome their counsel as we move forward this year.

We have many new and returning ALTA committee members and committee chairs this year. I am truly gratified that these members want to make their mark on ALTA. However, please keep in mind that it is not enough to simply be a member of a committee. We need people who will approach committee work with creativity and enthusiasm, and with the spirit to make ALTA strong! In other words, if you want to be on an ALTA committee, you must be an active member of that committee. This means showing up for committee meetings at ALA Midwinter Meetings and Annual Conferences, and being prepared before you come to the meetings.

We need to reach out to trustees and directors where they live. We can't automatically assume they can or will come to us. Secondly, a major outreach effort we need to reopen is publishing and providing other materials to the library com-

munity. We need to explore other means of providing materials, including via the Internet and other non-traditional means of providing new insights into library governance roles. In addition, this can become a significant source of revenues to help fund new initiatives and continue to grow.

Our central role as library advocates continues as never before. We need to speak for libraries locally, on the state level, and at the national level. We need to reach out to other groups, especially other library advocacy groups, to build alliances so our combined voice can be heard across the nation. One of the new outreach programs that we are beginning is to provide ALTA representatives in every state to work with state and other library organizations. This will be an exciting and challenging opportunity for ALTA members to be at the forefront of library advocacy in their state. We're looking for ALTA members to take part in shaping this new program for library advocacy. Please let me know if you are interested in building the foundations of this program in your state.

The ALA Midwinter Meeting will be in Philadelphia from January 11 through January 16, 2008. It's not too early to begin making plans to attend. The ALA Midwinter Web site, www.ala.org/ala/eventsandconferencesb/midwinter/2008/home.htm, will have what you will need to plan your trip. Advance registration and housing reservations will open on October 1, 2007. I hope you attend.

Finally, there is an old Lutheran hymn that I want to paraphrase to explain my hope for ALTA: Rise up, o members of ALTA; the library community for you does wait. ALTA's strength is unequal to her task; rise up and make her great. Yes, we have accomplished much but we have much more to accomplish. We need all our members—trustees, directors, friends—library advocates all to step up to the plate for ALTA. You've got my support; let's all make ALTA the best it can be!—*Don Roalkvam, ALTA President*

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Questions Library Board Trustees Ask *continued from page 1*

Do you think we need to hire someone who is currently a director? That depends on the size of your library. Of course, for a large metropolitan library, hiring someone who has director experience is essential. However, for medium and small libraries, a candidate with experience as a department head or assistant director under an excellent director can be more important.

Should the salary we offer a final candidate be a certain percentage above their current salary? The salary an individual receives at his or her current job should not be a factor in

determining what to offer. You are paying that person to do the job you need at your library. Look at the salary range in terms of your job requirements.

Do you think we will get a good pool of candidates? There is always a good pool of candidates out there. Some will respond to traditional job ads, while others have to be recruited.—*Miriam Pollack, Miriam Pollack + Associates, www.miriampollack.com, and Deborah Schwarz, Library Associates, www.libraryassociates.com.*

ABC's of Advocacy *continued from page 1*

children often have their first interactions with books, reading, and the written word. Let people tell you about their first library memories, then use those to show how libraries are a part of the fabric of life in your community.

Inform legislators. When you respond to questions from officials, be sure they get the answering data in a folder proudly displaying the library's logo. Let the officials use your meeting room for town hall meetings. Invite them to the library, then show them that their home page is bookmarked for constituents via the library's home page. Offer background data (without being asked) on knotty topics of concern to legislators: copyright law, Taxpayers' Bill of Rights, role of professional librarians in school libraries, and so on. Be proactive in showing them how you can help them manage all the flood of information they need to do their job.

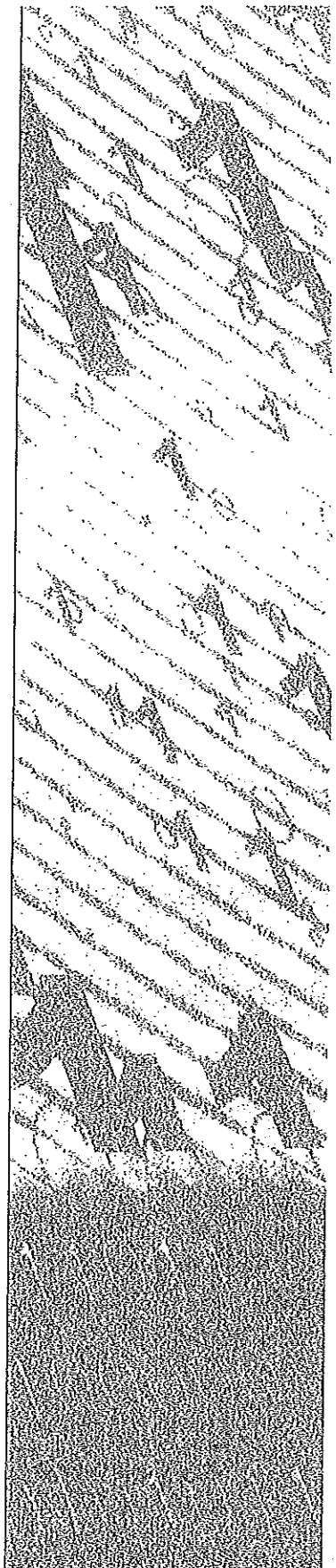
Prepare and practice a ninety-second speech on why the library is important and

how we all count on the library as a community resource. Let them know that we are about more than just story hours (as important as those are)—that we offer real life-changing experiences for people of all ages.

When you ask for something, be specific. You want their vote on a particular referendum, you want some of their volunteer time, you want them to donate to the library's foundation.

Keep a running file of library stories. Put in it experiences that you observe in your daily work, comments from users, facts about libraries, and so on. Then use those gems to enforce your appeal.

Most of all, have fun. Let your enthusiasm for libraries carry your message. Nothing means more than an excited fan!—*Jan Sanders, Director, Department of Information Services, City of Pasadena (Calif.), and President, Public Library Association*



Welcome, new ALTA members!

Gail Atkins
Richmond, VA

Susan Bischoff
Houston, TX

Judith Childers
Prestonburg, KY

Gregory Clay
Glen Allen, VA

Jamie Costello
Las Vegas, NV

Andrea Davis
Jamaica, NY

Patrick Dexter
Fairfax, VA

Educational Testing
Service
Princeton, NJ

Farmington
Community Library
Farmington Hills, MI

Ila Rose Fife
Salt Lake, UT

Charles Gee
Manches, GA

Arthur Goldstein
Morton, IL

Mathew Gordon
Jamaica, NY

Cindy Hackworth
Prestonsburg, KY

Tommy Hall
Prestonsburg, KY

Daniel Hoffman
Morton, IL

NEW LIBRARY IN SYOSSET

The Syosset (N.Y.) Public Library celebrated the grand opening of its newly renovated and expanded building this year.

Constructed in 1970, the original one-story, 23,000-square-foot building was designed to hold about 90,000 items. By 2001, the library's holdings numbered more than 250,000, and the need for more space was overwhelming. The community agreed and approved a \$13 million bond for the expansion.

The new building has more than 60,000 square feet, including a second floor devoted to reference, research, a teen center, computers, and the newest information technologies. A theater was added with the latest audio and visual equipment. Other amenities include a coffee bar, a cozy fireplace with ample seating, a new children's story hour room, and lots of room for collection growth. The Syosset Public Library now is the largest of Nassau County's fifty-four libraries.—*Shirley Lang, Syosset Library Board and ALTA Board*

ANYBODY OUT THERE?

A plea for help with gift policies and procedures was on the ALTA electronic discussion list this spring. Several suggestions as well as sample policies were given. Here's part of the Brooklyn (N.Y.) Public Library gift procedures, furnished by library trustee Mable W. Robertson:

Brooklyn Public Library accepts gifts of materials. Gifts of books (hardcover and paperback), periodical subscriptions, audio-visual materials, and other items useful to the library may be added to the collection only after examination for suitability of content and physical condition and applying the same criteria which govern the selection and purchase of library materials. Where gift material is not suitable for library use, the library may suggest other institutions which may use it to greater advantage.

In any case, it must be made clear to the donor that a gift of library materi-

als may be used in any of several ways: at the agency of receipt, at some other agency of the Brooklyn Public Library, for exchange or any other purpose, such as sale, at the discretion of the library. All proceeds from sales will benefit the Brooklyn Public Library. Whenever a donor attaches special conditions to a significant gift (rare books, art work, etc.) the donor is to be referred to the person in charge who will discuss this procedure with them and make an internal referral to relevant staff in the Brooklyn Collection, Programs and Exhibitions, etc.

Their very thorough policy deals with each type of format and condition.

ALTA DISCUSSION LIST

If you would like to get in on the discussions or request information from other library trustees and advocates, sign up for the ALTA electronic discussion list.

The list was created for anyone interested in posting questions or learning more about issues affecting America's libraries. If you are a library trustee or advocate and wish to subscribe to the ALTA discussion list, just send a message to listproc@ala.org. Leave the subject area blank and in the body of the message type: `Subscribe ALTA-L [FIRST NAME] [LAST NAME]`

Do NOT actually use brackets when doing this, just your first and last name.

We hope that this discussion list will continue to thrive; the success is up to our members! It is not too busy and will not overload your e-mail account.

NATIONAL LIBRARY LEGISLATIVE DAY (NLLD)

At the beginning of May, librarians, trustees and advocates of all kinds were invited to Washington, D.C., for an event like no other. NLLD was a two-day event in which people who care about libraries participated in advocacy and issue training sessions, interacted with Capitol Hill insiders, and visited congressional member offices to ask

Congress to pass legislation that supports libraries. ALTA member and Brooklyn Public Library trustee Mable W. Roberston attended this event and was selected to receive the United States flag that was flown over the U.S. Capitol on April 15, 2007.—*Brooklyn Public Library Public Information Office*

LIBRARY DAY ON THE HILL IN JUNE

During ALA's 2007 Annual Conference in Washington, D.C., conference attendees had a unique opportunity to showcase the value and importance of libraries in the Halls of Congress at Library Day on the Hill!

On Tuesday, June 26, busloads of librarians and library supporters from across the country (approximately 2,000!) descended upon Capitol



Andrea Arthurhollz and Verifa Davis Hoggard at NLLD

Hill to call attention to the value of today's libraries, as well as the issues the library community is facing. Threats to

funding, library closures, and reduced hours are just a few of the battles at hand in public, school, academic, and special libraries around the country.

Members of Congress were not only visited by Library Day on the Hill participants, they also were treated to a wide-ranging display of the different types of libraries this country offers. This unique display took place in the Gold Room of the Rayburn House Office Building, and there were displays from every discipline to show our legislators just what libraries mean to America—from public libraries to school libraries, research libraries to special libraries. In addition, there was an opportunity for legislators to make their own version of ALA's famous READ promotional posters.—*Andy Bridges, ALA Washington Office*

FUNDRAISING IDEA

The Circle of Book Clubs supported the Tucson-Pima (Ariz.) Library Foundation with a lively presentation by bestselling author Diana Gabaldon,

renowned author of the *Outlander* series. A silent auction featuring one-of-a-kind bookmarks, bookends, cards, and journals crafted by notable artisans raised additional money. This is the fifth in a series of author presentations with more than one hundred people attending each event, reports ALTA past-president Barbara Prentice.

STAFF DAY TEACHES AND INSPIRES

On June 15, the Las Vegas-Clark County Library District held its eighth annual Staff Day attended by six hundred people, including staff in a variety of positions throughout the district and members of the library district's Board of Trustees.

Attendees enjoyed an agenda of programs designed around the theme, "Change Is an Opportunity . . . the Choice Is Yours." The district is poised to undertake significant changes designed to address growth issues and make it easier for patrons to use district libraries, such as expanded self-check service and implementation of RFID technology.

While these changes are exciting, they also mean that staff and library patrons will have to adapt to different ways of providing and accessing library services.

Staff Day provided an opportunity for the staff to learn more about the district's plans and to see the changes on the horizon as an opportunity to grow and to improve in order to keep pace with a rapidly changing community.

Executive director Daniel L. Walters provided a state of the ILibrary address, sharing the board's strategic initiatives and vision for the district's future.

A highlight of the day was the keynote address given by Loung Ung, a survivor of the killing fields of Cambodia and author of the memoir, *First They Killed My Father*. Her moving and inspiring address provided perspective for all attendees, and reminded them that while change is inevitable in all our lives, it can be either an opportunity or an obstacle, and the choice truly is ours to make.—*Pat Marvel, Director of Marketing and Community Relations, Las Vegas-Clark County (Nev.) Library District*

Welcome, new ALTA members!

Georgea Hill
Detroit, MI

Houston Public
Houston, TX

William Hughes
Prestonsburg, KY

Mary Keelan
Millbrook, NY

Judith Lhamon
Hamden, CT

Mary Ellen Mulcrone
Novi, MI

Thomas Neel
New London, OH

Megan Ower
Zion, IL

Frank Regan
Towson, MD

Louise Schaper
Fayetteville, AR

Alen Seifullah
Cleveland, OH

Janice Sykes
Morton, IL

Cheryl TenBrink
Kalamazoo, MI

Gay Donna Vandergriff
Glen Allen, VA

Sherly Washington
Detroit, MI

Jimmy Womack
Detroit, MI

Linda Wilson
Elliston, VA



ALTA at a Glance
www.ala.org/alta

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ALTA Mission Statement

The Association for Library Trustees and Advocates promotes and ensures outstanding library service through educational programs that develop excellence in trusteeship and actions that advocate access to information for all.

ALTA Vision Statement

The Association for Library Trustees and Advocates will educate and empower library trustees to advocate for and adopt policies that promote the highest quality library and information services and ensure access to information to all.

ALTA NAMES JANE ROWLAND AND PATRICIA O'H. NORMAN AS THE 2007 TRUSTEE CITATION AWARD WINNERS

American Library Trustees and Advocates (ALTA), a division of the American Library Association (ALA), named Jane Rowland and Patricia O'H. Norman as the 2007 Trustee Citation award winners.

The ALA Trustee Citation, established in 1941 to recognize public library trustees for distinguished service to library development, symbolizes and honors the best contributions and efforts of the estimated 60,000 American citizens who serve on library boards.

ALTA member Jane Rowland has proven library board leadership ability at the national, state, and local levels. She has served on the ALTA Board of Directors since 2002, and is the immediate past-president. On the state level, Rowland has served on the Illinois Library Association, Trustee Forum Executive Board since 1994, serving two years as president. She served on the board of the Suburban Library System from 1995-2002, two years as president. She has served on the Calumet City (Ill.) Public Library Board since 1994 and is the current president.

Rowland has been an outstanding advocate in both the amount of time and effort in raising funds for libraries. She made significant contributions to the Calumet City Public Library through her ability to work with legislators. Through her efforts, \$180,000 in grants were raised for the library.

"Rowland is the ultimate advocate for public libraries," said Alice Calabreses-Berry, executive director of the Metropolitan Library System. "Rowland's passion for her job is so infectious and tangible that any who sees her in action becomes excited as she is about reading and expanding their minds" says Donne Trotter, Illinois State Senator.

The other winner of this year's Trustee Citation Award, Patricia O' H. Norman, is the present chair of the Library Board of Trustees at the Public Library of Charlotte & Mecklenburg County (PLCMC). She has also served as chair of

ImaginOn: The Joe & Joan Martin Center capital campaign in 2004 and 2005. During her eleven-year tenure on the PLCMC board, the library has replaced, expanded, or opened fifteen library facilities. Because of her leadership and successful planning, PLCMC's core level of service to the community has grown more than 200 percent in attendance, computer use, and operating budget. The ImaginOn PLCMC's twenty-fourth library location, dedicated to the needs of children, teens, and their families, saw 320,572 visitors in the first nine months.

With Norman's support and leadership, PLCMC has won numerous local, state, and national awards. As a leading library advocate, she encourages state representatives and senators to continue their support of public libraries as well. Library director Charles Brown said, "We are indeed privileged to have Norman as chair of our board. She works with staff and other board members to further our mission to expand minds, empower individuals, and enrich our community."

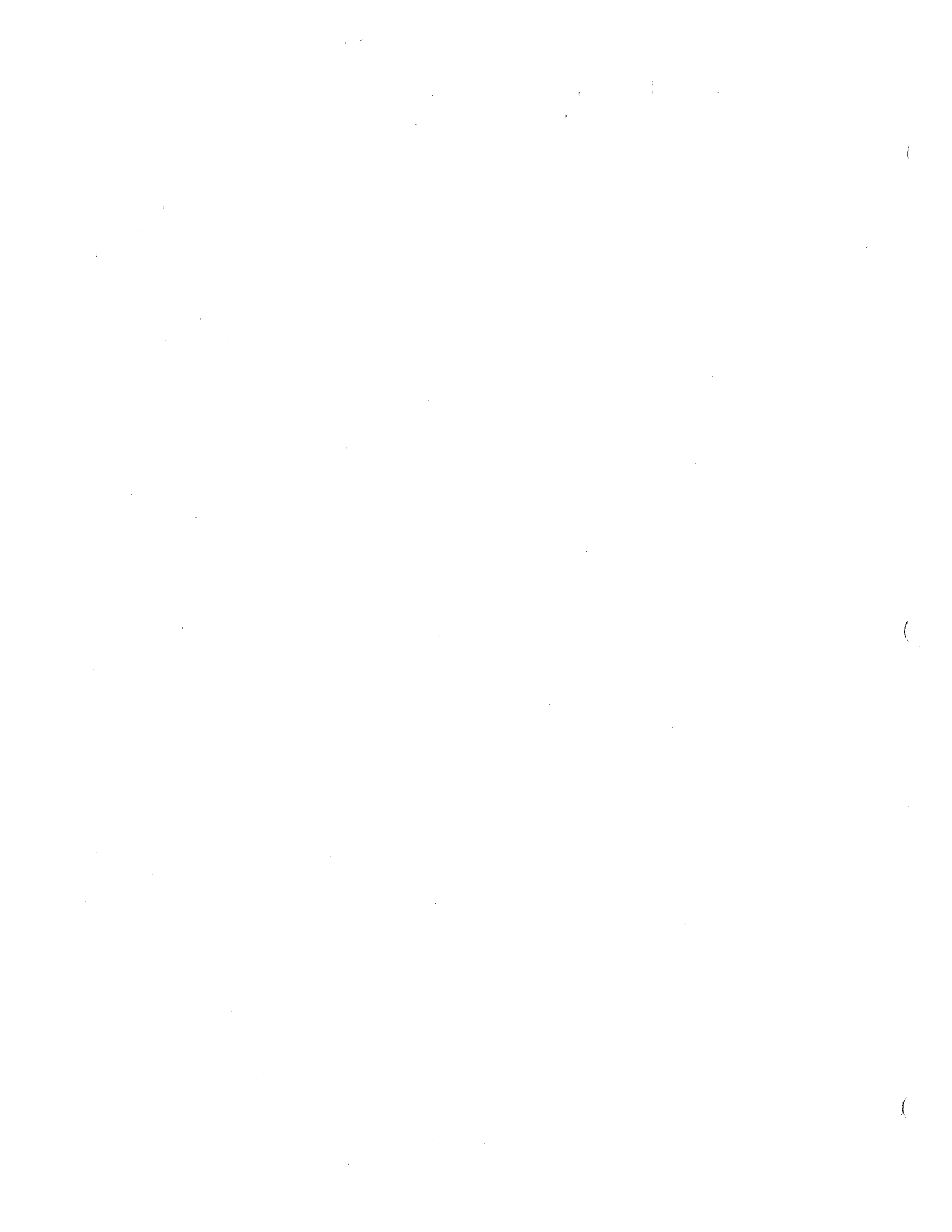
During each ALA Annual Conference, as many as two trustees are presented with citations in recognition of distinguished service to library development. The awards symbolize and honor the best contributions and efforts of volunteers who serve on library boards. The awards are presented at the ALA Opening General Session.

BOARD RETREAT

Members of the Birmingham (Ala.) Public Library Board of Trustees went back to school recently for a refresher course on how to be better volunteer leaders. No grades were issued in this course, but high marks were distributed for the opportunity.

The event, considered a board retreat and hosted in the beautiful, accommodating, and spacious center at Lawson State Community College, was the first ever for the board.

"The retreat provided an opportunity for me as the director and the board members to focus entirely on how we, as a team, could work together in our respective roles with the single goal of moving the Birmingham Public Library for-



ward in accomplishing its mission," said Barbara Sirmans, Birmingham Public Library director. "It was a wonderful day."

The retreat addressed board members' roles, responsibilities and relationships to equip us to better serve library administrators, staff and patrons.

Retreat facilitator, Phyllis Wyne, who has served on various Birmingham public boards, addressed issues concerning the boards' legal duties, teamwork, methods of communication, and procedures. Wyne said such topics were chosen to strengthen training.

Board members examined the laws and responsibilities that are set for volunteer boards. Trustees also discussed the need for funding, which has become a hot topic lately, as the City of Birmingham recently proposed reduction of funding to the Birmingham Public Library.

During the retreat, trustees were adamant about strengthening the bond as a collective board, and increasing the effectiveness for the public and the library system.

"The retreat was excellent and much-needed. It allowed us to assess our objectives, rights and responsibilities and to plan for direct actions. We left the retreat knowing that we are a winning team mobilized to serve the library administrators, staff, and our patrons with unity of purpose," said Lillie M. Fincher, board president.

Several trustees suggested they would take everything learned and incorporate it into everything they did for the board. They left the meeting armed with several recommendations to review and implement, including examining board by-laws, adding lay people to serve on committees, using e-mail as a major communication tool, and reviewing the procedure for contracts.

I hope we continue to participate and expand valuable training for Birmingham Public Library trustees, and staff. We can't afford not to do so.—
Gwendolyn B. Welch, Trustee, Birmingham PLB

HOMEWORK HELP

The State Library of Kansas and Kansas public libraries launched HomeworkKansas, an interac-

tive online tutoring service for Kansas children grades four through twelve and for college intro students. The service is available for free to Kansas residents through the state using Tutor.com.—MPLA Newsletter (Oct. 2006): 16.

LIBRARY SUPPORTERS

"I Love Libraries and I Vote!" stickers have been distributed in libraries around North Dakota. Ten thousand stickers were purchased by the North Dakota Library Association.—MPLA Newsletter (Oct. 2006): 20.

MAJOR BENEFACTORS HONOR AWARD

Friends of the San Francisco Public Library (SFPL) is being recognized with ALTA's Major Benefactors Award for their strong support of city and state bond programs. In November 2000, the Friends of the SFPL sponsored a ballot initiative for a \$106 million bond program to renovate nineteen branch libraries and construct five new branch libraries. Thanks to an excellent campaign funded and supported by the Friends, the measure was overwhelmingly approved by more than 74 percent of the voters. The program, which became known as the Branch Library Improvement Program (BLIP), was designed to retrofit branches to make them meet the modernization and technological needs of the twenty-first century. In addition, the Friends was the strongest financial supporter in the State of California for Prop. 14, a statewide bond measure that provided \$600 million in state monies to fund library construction or renovation projects. This measure, which was approved by the voters, eventually provided \$9.7 million additional funds for San Francisco branch libraries. Further, Friends of the SFPL committed to a \$16 million capital campaign to furnish and equip the twenty-four branch libraries affected by the BLIP. Steve Coulter, vice-president of the library commission, said, "The campaign to improve the branch libraries is the latest stunning example of the exemplary support by the Friends."

Mark Your Calendar Important ALTA Dates

LIBRARY CARD SIGN-UP MONTH

September

BANNED BOOKS WEEK

September 29–
October 6, 2007

TEEN READ WEEK

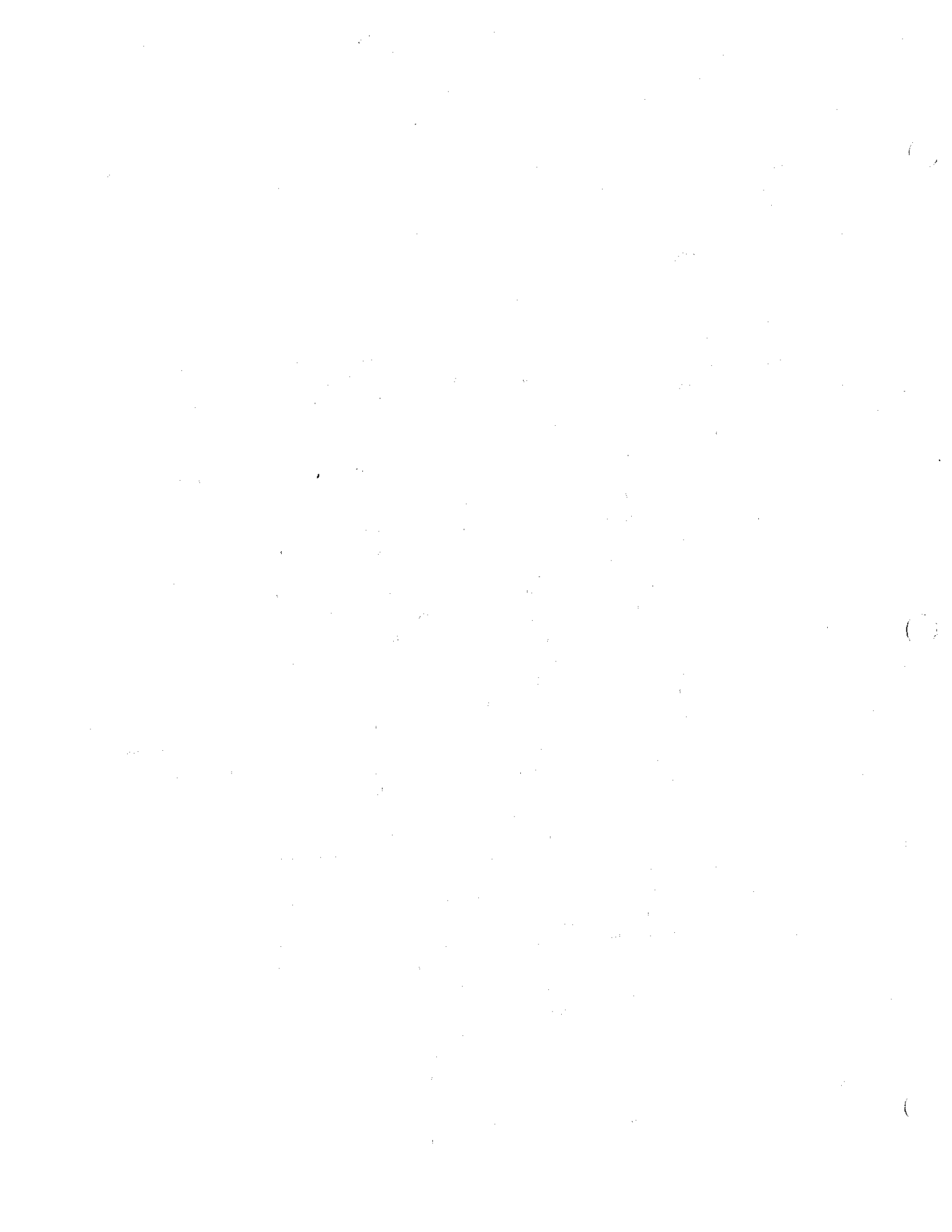
October 14–20, 2007

NATIONAL CHILDREN'S BOOK WEEK

November 12–18, 2007

2008 MIDWINTER MEETING

January 11–16, 2008
Philadelphia



New Frontiers for ALTA

New possibilities are being explored for ALTA, including a closer relationship between ALTA and FOLUSA. Don Roalkvam, ALTA president, assured the ALTA board in a recent memo, "Some of you may have heard a rumor that FOLUSA will merge with or takeover ALTA. Let me assure you right now that is not true! No one is taking over anyone! . . . Nothing is final until ALTA and FOLUSA agree to it."

Roalkvam reports, "Soon after the ALA Conference in Washington we put together an ALTA/ALA search committee to find a new ALTA executive director. . . . Later ALA senior management began to formulate a plan to bring the two 'lay' advocacy arms of ALA—ALTA and FOLUSA—to-

gether in a way that could help both. The ALTA Executive Committee had a phone conference with ALA associate executive director Mary Ghikas about the feasibility of hiring Sally Reed, the current FOLUSA executive director, as the new ALTA executive director. ALA discussed this idea at a high level with the FOLUSA and ALTA executive committees in separate conversations. Both committees were interested but had reservations.

"In general, ALA proposed that ALTA and FOLUSA join forces to create an ALA division made up of library advocates who are not librarians. This new ALA division would be composed of trustees, friends, and others who shared a love of libraries but are

not employees of the library. If this was accomplished, ALA would add dues-paying members who, as of now, are affiliates but not members. ALTA and FOLUSA would share in the efficiencies of scale and opportunities for outreach and fundraising that come from a larger organization.

"There are many details to work out first. . . . Both ALTA and FOLUSA have concerns that will take much negotiation to resolve the differences. These changes will involve a fundamental shift in how we have operated before and will require approval by the membership to put into place." More about this later, as we explore new frontiers for ALTA. Contact Don Roalkvam at Don.Roalkvam@allstate.com with your comments.

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