
PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Jeanette Contreras, Library Director

SUBJECT: **Hardwood Institute Public Innovator Overview**

DATE: June 28, 2017

BACKGROUND

The Harwood Institute for Public Innovation is a nonpartisan, nonprofit organization that teaches, coaches and inspires individuals and organizations to solve pressing problems and change how communities work together. With a proven 25-year track record, the Institute's approach to change – the Harwood practice – has spread to thousands of communities across the U.S. and to groups in more than 40 countries.

Trustee Martin will introduce the Harwood Public Innovator's Methodology, and walk the Board through the initial "Turning Outward" exercise.

RECOMMENDATION

Actions to be determined by the Library Board of Trustees.



FOUNDATIONAL IDEAS

ESSAY #01 :: HOW CHANGE HAPPENS

By Rich Harwood

We're each on a journey. We're each after something important. We want to strengthen our communities, increase the relevance and impact of our organization or group, and personally be effective.

But working in communities isn't easy. Communities have a life of their own. They're organic systems we can't control or simply impose solutions on. But if we're willing to "Turn Outward" and make more intentional choices, we can shape communities. We can make a difference. We can make hope real.

Turning Outward is about a different way of seeing and working in communities. It's about growing the personal and civic confidence to build a different path forward. It's about making community a common enterprise. In the Public Innovators Lab, we focus on five key areas in which the choices each of us make help determine our success:

- **Being Turned Outward** – where the community, and not our conference room, is our point of reference. Our community must always be in our line of sight.
- **Having a deep understanding of our community** – which starts with people's shared aspirations. We must know what matters to people.
- **Developing the conditions necessary for change** – where we start with where the community is, and not where we wish it were.
- **Deciding on the right path** – there are numerous paths for taking action. We'll help you think about the right one for your context.
- **Making an agreement with yourself** – about what we value and how to stay true to that when doing the demanding work. You matter.

These areas are built on the Institute's 25 years of experience in how change happens in communities. We know this: It seldom occurs all at once. Nor does it occur because of a single group or leader acting alone. It doesn't unfold in a neat, linear process no matter how well thought-out and rigorous our plan. And when too many groups and individuals are inward facing, it leads to turf battles and fragmented efforts that hold us back.



BEING TURNED OUTWARD

TURNING OUTWARD ACROSS KEY FUNCTIONS

BEING TURNED OUTWARD

VS.

BEING TURNED INWARD

Engaging the Community:

- | | |
|--|--|
| <ul style="list-style-type: none"> • Go beyond the "usual suspects" • Hold a deep understanding of people's shared aspirations and concerns • Engage without feeling obligated to have the answer and/or to take ownership of the solutions | <ul style="list-style-type: none"> • Talk to people we know and/or feel comfortable with • Focus on "problems" or visioning or getting feedback to ready-made plans • Feel nervous engaging people without having the answer or ownership |
|--|--|

Managing Relationships + Partnerships:

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| <ul style="list-style-type: none"> • Share deep knowledge of the community with partners and potential partners • Choose partners – "who we run with" – that are Turned Outward and share common aspirations for the community • Shed partners that are holding us back so we can focus on the right partners | <ul style="list-style-type: none"> • Don't often think about this possibility. Often hold close whatever knowledge we do have • Choose partners based on legacy, tradition and who we think we are "supposed" to pick • Keep partners over time. Fear repercussions of letting go |
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Develop + Implement Strategies:

- | | |
|--|---|
| <ul style="list-style-type: none"> • Develop strategies, plans and programs using people's shared aspirations and concerns • Develop strategies that fit the community's Stage of Community Life • Develop the underlying community conditions needed for strategies and plans to work effectively (work in "The Sweet Spot") | <ul style="list-style-type: none"> • Make decisions based on history, funders, data and best practices • Focus primarily on factors that impact your organization and/or partners • Spend our time on programmatic strategy and implementation |
|--|---|

Generate Resources – Human and Financial:

- | | |
|--|---|
| <ul style="list-style-type: none"> • Root fund-raising strategies in people's shared aspirations and concerns • Connect people to relevant opportunities to take action on their aspirations – even if that means connecting them to other groups • Treat people as citizens who want to be a part of the solutions and have the ability to make a difference | <ul style="list-style-type: none"> • Ask people from the get-go for donations, time and support • Provide opportunities that serve the organization and seek to hold onto names. Veer toward window dressing at times • See people largely as consumers (or donors) who want problems fixed for them |
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Measure, Evaluate and Communicate Results:

- | | |
|--|---|
| <ul style="list-style-type: none"> • Set realistic expectations about potential impact and change • Focus on whether underlying community conditions are improving • Tell stories that reflect the community's progress – and not just our own organization's | <ul style="list-style-type: none"> • Create expectations that we cannot meet • Focus just on moving the needle on an issue • Toot our own horn |
|--|---|



APPLY BEING TURNED OUTWARD TO MY DAILY CHOICES

Based on years of research and work, The Harwood Institute has developed a set of touchstones for thinking about and making daily choices when it comes to being Turned Outward. We call these touchstones The 3A's of Public Life – Authority, Authenticity and Accountability. Each "A" comes with its own "Intentionality Test."

THE 3A'S OF PUBLIC LIFE

AUTHORITY

Intentionality Test: Could I stand up on a table and talk to people about their community, their aspirations and concerns, and would they believe me?

In our daily lives, to hold authority means to:

- Hold a deep knowledge of the community – people's lives, aspirations and concerns
- Actively apply knowledge about the community to the work we do

AUTHENTICITY

Intentionality Test: Do I reflect the reality of people's lives, and do they believe I have their best interests at heart, even when we disagree?

In our daily lives, to be authentic means to:

- Reflect the reality of people's lives in what we do and say
- See and treat people as citizens (members of a larger community) rather than only consumers (or donors or members)
- Deeply listen to the community in an ongoing way

ACCOUNTABILITY

Intentionality Test: Am I living up to the pledges and promises I have made?

In our daily lives, to be accountable means to:

- Set realistic expectations about potential impact of the work and promises made to people in the community
- Pursue actions meaningful to people – avoid window dressing
- Build on what came before, and create a foundation for what might follow



"ASK"

Directions: Start by introducing yourself by saying, "Hi, I'm part of [name of organization] and we're trying to learn more about people's aspirations for the community. Would you be willing to answer four quick questions?"

1. WHAT KIND OF COMMUNITY DO YOU WANT TO LIVE IN?

.....

.....

2. WHY IS THAT IMPORTANT TO YOU?

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3. HOW IS THAT DIFFERENT FROM HOW YOU SEE THINGS NOW?

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4. WHAT ARE SOME OF THE THINGS THAT NEED TO HAPPEN TO CREATE
THAT KIND OF CHANGE?

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"ASPIRATIONS"

Directions: Ask people to take a few minutes to fill out each question on their own. Then go through people's responses one question at a time and identify the key themes.

ASPIRATIONS. MY ASPIRATIONS FOR MY COMMUNITY ARE:

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CHALLENGES. THE CHALLENGES WE FACE IN REACHING THESE ASPIRATIONS ARE:

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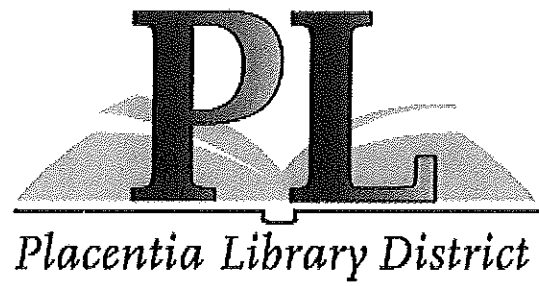
NEW CONDITIONS. THE CHANGES NEEDED IN MY COMMUNITY TO REACH OUR ASPIRATIONS ARE:

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PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Jeanette Contreras, Library Director

SUBJECT: California Special Districts Association (CSDA) 2017 Board Elections

DATE: June 28, 2017

BACKGROUND

Five candidates have submitted candidate statements for the CSDA Board of Directors in Region 6, Seat C. The candidates are:

- Arlene Schafer, Costa Mesa Sanitary District
- Kristin Bloomer, Desert Water Agency
- John DeMonaco, Chino Valley Independent Fire District
- Richard Hall, Mojave Water Agency
- Michael Mack, Rainbow Municipal Water District
-

Attachments A are the candidates' statements.

RECOMMENDATION

Select a Candidate to serve on the California Special Districts Association (CSDA) 2017 Board.



California Special
Districts Association
Districts Stronger Together

2017 CSDA BOARD CANDIDATE INFORMATION SHEET

The following information **MUST** accompany your nomination form and Resolution/minute order:

Name: Arlene Schafer

District/Company: Costa Mesa Sanitary District

Title: Secretary

Elected/Appointed/Staff: Elected

Length of Service with District: 20 Years

1. Do you have current involvement with CSDA (such as committees, events, workshops, conferences, Governance Academy, etc.):

Current member of the CSDA Board of Directors, Legislative Committee, Membership Commission Chair, Fiscal Committee and attendee of Legislative Days, Annual Conference, SDLA certificate holder.

2. Have you ever been associated with any other state-wide associations (CSAC, ACWA, League, etc.):

Member of CSAC and was a member of the League when serving on the City Council.

3. List local government involvement (such as LAFCo, Association of Governments, etc.):

LAFCO member representing special districts, former Chair and Vice Chair of the ISDOC and currently serving as an Executive Committee member, OCCOG Board member.

4. List civic organization involvement:

President of Harbor-Mesa Lions (2 terms), Costa Mesa Republican Federation of Women, OC Federation of Women, 3rd Vice President Ways & Means, Costa Mesa for Responsible Government member.

RE-ELECT ARLENE SCHAFER CALIFORNIA SPECIAL DISTRICTS ASSOCIATION SOUTHERN NETWORK

Arlene Schafer—Secretary
Costa Mesa Sanitary District



As the former Mayor of the City of Costa Mesa, it has been an honor to serve as your representative on the California Special Districts Association (CSDA) for the past two years and now I humbly ask for your support to re-elect me to the Southern Network for another term. I believe my 28 years of experience as a local government leader that includes 20 years serving special districts in a variety of different capacities makes me the best candidate. In March, the Little Hoover Commission will release its report on special districts and its very likely the report will focus on the role Local Agency Formation Commissions play in special district formation and reorganization. CSDA was an active participant in the public hearings where commissioners learned how special districts provide vital services in our communities and are directly accountable to our voters and ratepayers. During my term as a member of the Board of Directors, CSDA successfully advocated for special districts by using the latest technology for outreaching such as CSDA's campaign website, "Districts Make the Difference" and the new online video, "Districts Empower our Communities." I believe it is extremely important for CSDA to keep its foot on the pedal on advocacy by letting legislators, media, business leaders, schools and the general public know how important we are in our communities.

PREVIOUS CSDA EXPERIENCE

- ◆ Board President
- ◆ Board Vice President
- ◆ Board Secretary
- ◆ Finance Corporation
- ◆ Legislation Committee
- ◆ Fiscal Committee
- ◆ CSDA Membership Committee
- ◆ Recruitment & Planning Committee

Currently, I am serving on the Board of Directors for the Costa Mesa Sanitary District (CMSD) where I have been a Board member for 20 years. I am proud to be part of an organization that has been a District of Distinction since 2009, earned the Transparency Certificate of Excellence for four consecutive years and CMSD is one of few special districts in California that received Gold Recognition in Special District Governance.

If re-elected, I will continue to support CSDA's public outreach campaign about the essential services we provide and I will work collaboratively with CSDA Board of Directors and staff on providing essential training and professional development to help your agency succeed. Please vote for Arlene Schafer by August 4, 2017.



California Special
Districts Association
Districts Stronger Together

2017 CSDA BOARD CANDIDATE INFORMATION SHEET

The following information **MUST** accompany your nomination form and Resolution/minute order:

Name: Kristin Bloomer

District/Company: Desert Water Agency

Title: Secretary-Treasurer

Elected/Appointed/Staff: Elected

Length of Service with District: 12/4/15 - Current

1. Do you have current involvement with CSDA (such as committees, events, workshops, conferences, Governance Academy, etc.):

I recently attended the CSDA Legislative Days event.

2. Have you ever been associated with any other state-wide associations (CSAC, ACWA, League, etc.):

I am a member of ACWA and attend their conferences.

3. List local government involvement (such as LAFCo, Association of Governments, etc.):

City of Palm Springs Measure J Oversight Committee, Desert Water Agency Finance and Legislative Committees

4. List civic organization involvement:

Palm Springs SunUp Rotary Club, Palm Springs Woman's Club, St. Theresa

School PTA President, Desert Roundtable

****Candidate Statement** – Although it is not required, each candidate is requested to submit a candidate statement of no more than 300 words in length. Any statements received in the CSDA office after May 31, 2017 will not be included with the ballot.

Kristin Bloomer's Candidate Statement

I was first elected to the Desert Water Agency Board in 2015 and currently serve as Secretary-Treasurer on the Board of Desert Water Agency. However, service to my community has always played an important role in my life. I am dedicated to improving the quality of life for my community. Throughout my life, influence in community affairs and local government has grown. I have focused on the priority of shaping local government to strengthen the local and regional economies and create solutions to local and regional challenges. Southern California is faced with many challenges and I believe that challenges present opportunities, and that the Southern Network cannot afford to miss capitalizing upon those opportunities.

I am a longtime Palm Springs resident. My community service started early, when as a teenager, I volunteered with The Braille Institute and the National Charity League of Palm Springs.

My dedication to community service includes:

- Palm Springs Measure J Oversight Commission Vice-Chair
- Palm Springs Sunup Rotary Club past-President and current Assistant District Governor
- Founding President of the Desert Valley Women's Club
- Member of the Palm Springs Woman's Club
- St Theresa School Parent Teacher Group Board President
- Volunteer Volleyball Coach at Palm Springs High School
- Finance and Legislative Committee of Desert Water Agency



California Special
Districts Association
Districts Stronger Together

2017 CSDA BOARD CANDIDATE INFORMATION SHEET

The following information **MUST** accompany your nomination form and Resolution/minute order:

Name: John DeMonaco

District/Company: Chino Valley Independent Fire District

Title: Director

Elected/Appointed/Staff: Elected

Length of Service with District: 11 years

1. Do you have current involvement with CSDA (such as committees, events, workshops, conferences, Governance Academy, etc.):

I am on the Legislative and Fiscal Committees

I have also served on the Education and Membership Committees

2. Have you ever been associated with any other state-wide associations (CSAC, ACWA, League, etc.):

I am on the Board of Directors for the Fire Districts Association of California

3. List local government involvement (such as LAFCo, Association of Governments, etc.):

N/A

4. List civic organization involvement:

I am a member and past Chairman of the Rotary Club of Chino. I am also a Board Member of the Chino Rotary Foundation.

****Candidate Statement** – Although it is not required, each candidate is requested to submit a candidate statement of no more than 300 words in length. **Any statements received in the CSDA office after May 31, 2017 will not be included with the ballot.**

I am seeking election to a seat on the Board of Directors of the California Special Districts Association.

I have served on the Board of Directors of the Chino Valley Independent Fire District for 11 years, elected in 2006. I am very proud to state that our Fire District is the first fire district to receive the District of Distinction Accreditation from the Special Districts Leadership Foundation (SDLF). We have been a District of Distinction since 2008. We also have obtained a District of Transparency Certificate of Excellence. I have completed the SDLF Recognition of Special District Governance.

I serve on the CSDA Legislative and the Fiscal Committees. I have previously served on the CSDA Education and Membership committees.

I am a retired Fire Chief with 33 years of Fire Service experience. I have been involved in city, county, JPAs and special districts in various capacities. I am currently on the Board of Directors of the Fire Districts Association of California and also serve on their Conference Committee. I am a Past President of the Chino Rotary Club and past Chairman of the Chino Rotary Foundation.

I understand, and I am committed to legislative advocacy for special districts. Special Districts provide one of the most effective, efficient, and accountable forms of local service. It is vital that we continue to work together to influence and monitor policy decisions affecting California special districts.

My commitment, extensive experience, and education in public service and as a special district board member and policy-maker, provides me with the ability to effectively serve as a CSDA Board Member representing all California Special Districts. I look forward to your support!

Please contact me at (909) 816-8396 or email at jdemonaco@chofire.org.

John DeMonaco



California Special
Districts Association
Districts Stronger Together

2017 CSDA BOARD CANDIDATE INFORMATION SHEET

The following information MUST accompany your nomination form and Resolution/minute order:

Name: Richard Hall

District/Company: Mojave Water Agency

Title: Director, Division 3

Elected/Appointed/Staff: Elected

Length of Service with District: 17 years

1. Do you have current involvement with CSDA (such as committees, events, workshops, conferences, Governance Academy, etc.):

Currently serving on the Professional Development Committee and Membership Committee

2. Have you ever been associated with any other state-wide associations (CSAC, ACWA, League, etc.):

Mojave Water Agency is a member of ACWA

3. List local government involvement (such as LAFCo, Association of Governments, etc.):

Currently President of the Association of San Bernardino County Special Districts

4. List civic organization involvement:

Member of the Elks Association, Kiwanis, Summit Valley Property Owners

****Candidate Statement** – Although it is not required, each candidate is requested to submit a candidate statement of no more than 300 words in length. Any statements received in the CSDA office after May 31, 2017 will not be included with the ballot.

CANDIDATE STATEMENT

My name is Richard Hall and I am currently a Director for the Mojave Water Agency and President of the Association of the San Bernardino County Special Districts and have served as an elected official for more than 35 years in two Special District organizations. I am interested in the CSDA Board of Directors position for Southern District Seat C – here is a list of my qualifications:

- First-hand knowledge and experience to ensure that we have safe, quality drinking water.
- Knowledge and experience in Recreation and Parks through 20 years on the Hesperia Recreation and Parks Special District board and served as president four times.
- Knowledge and experience in Property Owners Association in Summit Valley, California where I helped to bring electricity and natural gas to the owners and served as president.
- Knowledge and experience in Engineering and Management at General Dynamics Program Office working with the Federal and State government.
- Reduced taxes through leadership as well as set policy to purchase quality water, build water discharge facilities, and given tax money back to residents who helped reduce water usage.
- Continue to fight to bring 21st century technology to our Agency to study in order to better ensure management of our water resources by advanced computer systems; deep monitor wells, and other state of the art methods.
- Worked closely with community leaders and residents for best policies and strategies including getting State and Federal funding for safe, drinkable water and other needed projects and programs.
- Support funding colleges and students for research and development for continued new resource solutions for present and future issues.

I know that more needs to be done and have plans to meet these challenges. Let us protect our future and provide leadership with someone who knows how.



California Special
Districts Association
Districts Stronger Together

2017 CSDA BOARD CANDIDATE INFORMATION SHEET

The following information **MUST** accompany your nomination form and Resolution/minute order:

Name: Michael Mack

District/Company: Rainbow Municipal Water District

Title: Director, Division 5

Elected/Appointed/Staff: Elected

Length of Service with District: 5 months

1. Do you have current involvement with CSDA (such as committees, events, workshops, conferences, Governance Academy, etc.):

I am the officially appointed RMWD representative for CSDA.

2. Have you ever been associated with any other state-wide associations (CSAC, ACWA, League, etc.):

I serve as the RMWD representative of both ACWA & CSDA.

3. List local government involvement (such as LAFCo; Association of Governments, etc.):

I worked for the city of San Marcos, CA for over 30 years as Parks Superintendent.

4. List civic organization involvement:

Past President of P.T.A.

* SEE ATTACHED STATEMENT *

****Candidate Statement** – Although it is not required, each candidate is requested to submit a candidate statement of no more than 300 words in length. **Any statements received in the CSDA office after May 31, 2017 will not be included with the ballot.**

ENDLESS POSSIBILITIES



My name is Michael Mack and I am honored to be seeking election to be on the Board of Directors of California Special Districts Association.

I was elected to the Rainbow Municipal Water District Board of Directors in December 2016 and appointed to serve as the District's representative at both ACWA and CSDA. My background includes a degree in horticulture and worked for the City of San Marcos for over thirty years. As the Parks Department Supervisor, I had many responsibilities including reviewing plans and inspection of new park and street median installations. I was both a Certified Playground Inspector and Irrigation Auditor. One of my main responsibilities was ensuring efficient usage of water resources. I calculated, determined, and programmed water requirements for the plant material for all parks and street medians within the City.

I have learned the importance of CSDA is we are the support system to help ensure efficient and productive services to both small and large communities throughout California at the local level of city governments. As your CSDA Board Member, I see endless possibilities and promise to tackle and meet the challenges our districts face. We all must work together for present and future needs for our special districts and by doing so we can and will achieve our goals. We must be proactive with our legislators and with this energy and commitment we can make the different between success and failure.

I am very honored to have this chance to serve all of you and given this opportunity. I feel extensive service and experience in the public sector, I will work effortlessly to make those endless possibilities become reality.



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PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Jeanette Contreras, Library Director

SUBJECT: Special District Risk Management Authority (SDRMA) Election Resolution and Ballot

DATE: June 28, 2017

BACKGROUND

On May 11, 2017, SDRMA's Election Committee confirmed the qualification requirements of four candidates who are seeking a seat on SDRMA's Board of Directors. These candidates are:

- Timothy Unruh, Kern County Cemetery District No. 1
- James M. Hamlin, Burney Water & Sewer District
- Mike Scheafer, Costa Mesa Sanitary District
- Michael J. Karen, Apple Valley Fire Board
- David Aranda, Mountain Meadows Community Services District
- Cindy Beaudet, Temecula Public Cemetery District
- Jean Bracy, Mojave Desert Air Quality Management District

The four-year terms for newly elected Directors will begin on January 1, 2018 and end on December 31, 2021.

Each agency governing body must select up to four (4) candidates and approve the Official Election Resolution and Ballot. The signed resolution and ballot must be mailed to SDRMA on or before 5:00 p.m., August 29, 2017.

Attachment A is the Official Election Resolution and Ballot Packet which includes:

- Election Ballot Instructions
- Official Resolution and Ballot
- Candidate's Statements of Qualifications

RECOMMENDATIONS

- 1) Discuss and select up to four (4) candidates to serve on SDRMA's Board of Directors; and,
- 2) Motion to read Resolution 17-05 by title only: A Resolution of the Governing Body of the Placentia Library District For the Election of Directors to the Special District Risk Management Authority Board of Directors; and,
- 3) Motion to adopt Resolution 17-05 by a roll call vote; and,
- 4) Authorize President Carline and Secretary Martin to sign the Official Election Ballot on behalf of the Placentia Library District.



SPECIAL DISTRICT RISK MANAGEMENT AGENCY

2017 BOARD OF DIRECTORS ELECTION

OFFICIAL ELECTION RESOLUTION AND BALLOT ENCLOSED

This is an official election packet that contains items that require ACTION by your Agency's governing body for the selection of up to four (4) candidates to the SDRMA Board of Directors.

ELECTION PACKET ENCLOSURES

- Election Ballot Instructions
- Official Resolution and Ballot (Action Required)
- Candidate's Statements of Qualifications (7)
- Self-addressed, Stamped Envelope



1112 I Street, Suite 300
 Sacramento, California 95814-2865
 T 916.231.4141 or 800.537.7790 • F 916.231.4111

Maximizing Protection. Minimizing Risk. • www.sdrma.org

SDRMA'S BOARD OF DIRECTORS ELECTION BALLOT INSTRUCTIONS

Notification of nominations for four (4) seats on the Special District Risk Management Authority's (SDRMA's) Board of Directors was mailed to the membership in February 2017.

On May 11, 2017, SDRMA's Election Committee reviewed the nomination documents submitted by the candidates in accordance with SDRMA's Policy No. 2017-03 Establishing Guidelines for Director Elections. The Election Committee confirmed that seven (7) candidates met the qualification requirements and those names are included on the Official Election Resolution Ballot.

Enclosed is the Official Election Resolution Ballot along with a Statement of Qualifications as submitted by each candidate. Election instructions are as follows:

1. The enclosed combined Official Election Resolution Ballot must be used to ensure the integrity of the balloting process.
2. After selecting up to four (4) candidates, your agency's governing body must approve the enclosed Official Election Resolution Ballot. **Ballots containing more than four (4) candidate selections will be considered invalid and not counted.**
3. The signed Official Election Resolution Ballot **MUST** be sealed and received by mail or hand delivery at SDRMA's office on or before 4:30 p.m. on Tuesday, August 29, 2017 to the address below. Faxes or electronic transmissions are NOT acceptable. A self-addressed, stamped envelope is enclosed.

Special District Risk Management Authority
 Election Committee
 1112 "I" Street, Suite 300
 Sacramento, California 95814

5. The four-year terms for newly elected Directors will begin on January 1, 2018 and terminate on December 31, 2021.
6. Important balloting and election dates are:

August 29, 2017 - Deadline for members to return the signed Official Election Resolution Ballot

August 30, 2017 - Ballots are opened and counted

August 31, 2017 - Election results are announced and candidates notified

September 27, 2017 - Newly elected Directors are introduced at the SDRMA Annual Breakfast to be held in Monterey at the CSDA Annual Conference

November 1-2, 2017 - Newly elected Directors are invited to attend SDRMA board meeting (Sacramento)

January 2018 - Newly elected Directors are seated and Board officer elections are held

Please do not hesitate to call SDRMA's Chief Operating Officer Paul Frydendal at 800.537.7790 if you have any questions regarding the election and balloting process.

RESOLUTION NO. 17-05

**A RESOLUTION OF THE GOVERNING BODY OF THE
Placentia Library District
FOR THE ELECTION OF DIRECTORS TO THE SPECIAL DISTRICT
RISK MANAGEMENT AUTHORITY BOARD OF DIRECTORS**

WHEREAS, Special District Risk Management Authority (SDRMA) is a Joint Powers Authority formed under California Government Code Section 6500 et seq., for the purpose of providing risk management and risk financing for California special districts and other local government agencies; and

WHEREAS, SDRMA's Sixth Amended and Restated Joint Powers Agreement specifies SDRMA shall be governed by a seven member Board of Directors nominated and elected from the members who have executed the current operative agreement and are participating in a joint protection program; and

WHEREAS, SDRMA's Sixth Amended and Restated Joint Powers Agreement Article 7 - Board of Directors specifies that the procedures for director elections shall be established by SDRMA's Board of Directors; and

WHEREAS, SDRMA's Board of Directors approved Policy No. 2017-03 Establishing Guidelines for Director Elections specifies director qualifications, terms of office and election requirements; and

WHEREAS, Policy No. 2017-03 specifies that member agencies desiring to participate in the balloting and election of candidates to serve on SDRMA's Board of Directors must be made by resolution adopted by the member agency's governing body.

NOW, THEREFORE, BE IT RESOLVED that the governing body of the Placentia Library District selects the following candidates to serve as Directors on the SDRMA Board of Directors:

(continued)



OFFICIAL 2017 ELECTION BALLOT
SPECIAL DISTRICT RISK MANAGEMENT AUTHORITY
BOARD OF DIRECTORS

VOTE FOR ONLY FOUR (4) CANDIDATES

Mark each selection directly onto the ballot, voting for no more than four (4) candidates. Each candidate may receive only one (1) vote per ballot. A ballot received with more than four (4) candidates selected will be considered invalid and not counted. All ballots must be sealed and received by mail or hand delivery in the enclosed self-addressed, stamped envelope at SDRMA on or before 4:30 p.m., Tuesday, August 29, 2017. Faxes or electronic transmissions are NOT acceptable.

- Timothy Unruh, District Manager, Kern County Cemetery District No. 1
James M. Hamlin (Jim), Board Director, Burney Water District
Mike Scheaffer (Incumbent), Director/President, Costa Mesa Sanitary District
Michael J. Karen, Board Director, Apple Valley Fire Protection District
David Aranda (Incumbent), General Manager, Mountain Meadows Community Services District
Cindi BeauDET, General Manager, Temecula Public Cemetery District
Jean Bracy, SDA (Incumbent), Deputy Director - Administration, Mojave Desert Air Quality Management District

ADOPTED this ___ day of ___, 2017 by the Placentia Library District by the following roll call votes listed by name:

AYES:
NOES:
ABSTAIN:
ABSENT:

ATTEST: APPROVED:

**Special District Risk Management Authority
Board of Directors
Candidate's Statement of Qualifications**

This information will be distributed to the membership with the ballot, "exactly as submitted" by the candidates – no attachments will be accepted. No statements are endorsed by SDRMA.

Nominee/Candidate Timothy Unruh
 District/Agency Kern County Cemetery District No.1
 Work Address 18662 Santa Fe Way, PO Box 354, Shafter, CA 93263
 Work Phone 661-746-3921 Home Phone 661-746-6725

Why do you want to serve on the SDRMA Board of Directors? (Response Required)

The work of SDRMA is critical to the everyday operations of a Special District. Knowing that the district and the board is protected gives a 'Peace of Mind' to our daily operations. Sitting on this Board will give me an opportunity to give back to SDRMA and its membership. As a manager of a moderate sized Special District, I am especially interested in maintaining an involvement from that small district perspective. It is imperative that SDRMA maintains cost effective service to the Special District community and it's important that smaller districts have a voice in their insurance needs.

What Board or committee experience do you have that would help you to be an effective Board Member? (SDRMA or any other organization) (Response Required)

I spent three years as a Director for CSDA including one year as Legislation Committee Chairman. I currently sit on the CSDA Legislation Committee and am a Special District Administrator (SDA). Our District is in its fourth term as a District of Distinction which now includes the Transparency Certification. I currently sit as a Director with a city appointment on Kern Mosquito and Vector board. I have been a Director of the California Association of Public Cemeteries for 15 years and currently am Chairman of the Legislation Committee. I have been involved with the Kern County Special Districts Association since 1995 from when we worked to obtain LAFCo representation for Special Districts.

Most importantly, I have been a manager for the Kern County Cemetery District for 30 years and work daily to keep our cemetery district strong and effective in our community. To that end, I have the SDRMA General Safety Specialist Certification and with that training I work for a compliant, safe and healthy working relationship with our staff.

**Special District Risk Management Authority
Board of Directors
Candidate's Statement of Qualifications**

**What special skills, talents, or experience (including volunteer experience) do you have?
(Response Required)**

I feel that community history is very important and am a volunteer with the local Historical Society. I also have sat on the local school board and have been involved with our youth through our church as well as our community through sports and especially by giving our young people a safe and entertaining place to visit after our home football games.

This being said, I feel that I am a committed and thorough person who knows that to get things done you must be involved and be able to think out of the box in difficult situations. You must listen to those around you and sometimes that means keeping one's mouth shut.

I have worked as a Manager for many years and understand the needs of special districts. What SDRMA offers is an integral part of special district operations and I feel that I can bring a passion for the practical needs of Special Districts.

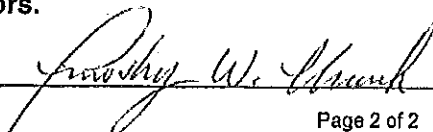
What is your overall vision for SDRMA? (Response Required)

SDRMA has shown great concern for the Special Districts in California as is seen in their commitment to meeting our insurance needs. This is done by listening to the membership and continuing to work on being a better and complete insurance stop. I feel that the Health Insurance part of their programs will be the next large growth area. As we deal with PERB's and the needs of our work force, this area will help to meet the needs of our agencies.

Their education is excellent and they have defined their role in local government very well. It will be necessary to maintain this role and work to educate the membership. SDRMA's commitment to be a cost-effective insurance provider has work well in the past and will continue to do so as long as the Board and staff work together to fulfill their mission statement.

I certify that I meet the candidate qualifications as outlined in the SDRMA election policy. I further certify that I am willing to serve as a director on SDRMA's Board of Directors. I will commit the time and effort necessary to serve. Please consider my application for nomination/candidacy to the Board of Directors.

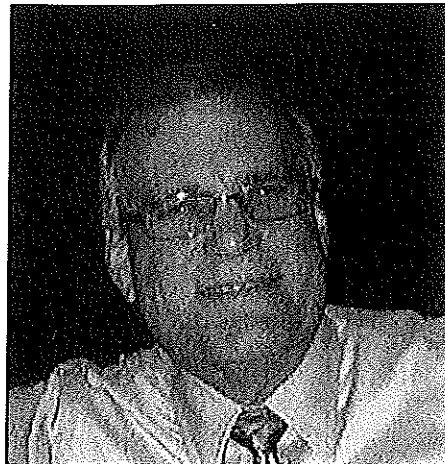
Candidate Signature



Date: April 24, 2017

Hello,

My name is Tim Unruh, SDA and I am running for a seat in the 2017 SDRMA Board of Directors election. I have been the District Manager of the Kern County Cemetery District for the past 30 years which consists of two cemeteries, including Shafter Memorial Park and Wasco Memorial Park. I am also a Director for the Kern Mosquito and Vector Control District which covers 1,657 square miles of Kern County. My education includes a B.A. in Ag-Business with an emphasis in Economics from Tabor College with postgraduate work in Business from Cal State – Bakersfield.



Previously, I was a representative for what is now Network 4 when I was elected to the CSDA Board of Directors in 2002. I chaired the CSDA Legislation Committee for 2003 and currently sit on the Legislation Committee.

In 2015, our District was the recipient of the SDRMA Earl Sayre "Excellence in Safety" award. This was accomplished through hard work and training. My desire is to take that same hard work and commitment to work for all special districts as a Director on the SDRMA board.

What I will contribute as a SDRMA Director is to be actively involved by advocating for special districts in California. Each of our districts, whether small or large, have insurance needs that impact us. These needs must be listened to and I want to work through SDRMA to do just that. Together, our involvement in SDRMA has created the ability to work as a cohesive body that can help special districts with their insurance. As a group, this allows for a greater impact to work for the issues of special districts. I understand what it means to wear multiple hats as both a General Manager and a Director. I know the difficulties that face special districts every day. I feel I can add a dimension to the SDRMA board that will help with the decisions this board will consider.

I also understand the need for continuing education for districts to stay on top of the legislation and requirements that come out of Sacramento. I have a General Safety Specialist Certification from SDRMA and a Special District Administrator Certification from CSDA. I have taken advantage of various education programs. I have seen the positive results from education and will be involved to promote more district participation in what SDRMA offers.

I want to encourage you to vote in this SDRMA election and to thank you for your vote for me as well as the opportunity to work for your special district on the SDRMA Board of Directors.

Respectfully Submitted,

Tim Unruh
General Manager
Kern County Cemetery District

**Special District Risk Management Authority
Board of Directors
Candidate's Statement of Qualifications**

This information will be distributed to the membership with the ballot, "exactly as submitted" by the candidates – no attachments will be accepted. No statements are endorsed by SDRMA.

Nominee/Candidate **MIKE SCHEAFER**
District/Agency **COSTA MESA SANITARY DISTRICT**
Work Address **1551-B BAKER ST, COSTA MESA, CA 92626**
Work Phone **714-435-0300** Home Phone **714-552-9858**

Why do you want to serve on the SDRMA Board of Directors? (Response Required)

As an incumbent on the SDRMA Board I wish to continue providing the service and knowledge that I have been consistent with during my current term. As an insurance professional for over 44 years I bring the experience needed to manage the risks Districts are faced with. Over my term I have consistently made decisions to provide the protections necessary at the most affordable cost. Districts continue to encounter new challenges to their risk management programs. My years of experience, my continued involvement in insurance education and my desire to protect make me a sound choice to continue on the Board of SDRMA.

What Board or committee experience do you have that would help you to be an effective Board Member? (SDRMA or any other organization) (Response Required)

Current SDRMA Board Member. President Costa Mesa Sanitary District Board of Directors. Former City Councilmember for the City of Costa Mesa. Former Parks and Recreation Commissioner for the City of Costa Mesa.

Leadership positions, including Board President for the following: Little League Baseball, Boys and Girls Club of the Harbor Area, Costa Mesa Senior Center, The Albert Dixon Memorial Foundation (non profit providing funds for other non-profit agencies).

Over 30 years experience with Lions Clubs International. Served as District Governor; Club President several times. Chaired the California Convention Committee several times. Membership in the organization continues.

My leadership role in all these organizations gave, and give, me experience in the risks that face each. My insurance experience helps me make prudent decisions when challenged with those risks.

**Special District Risk Management Authority
Board of Directors
Candidate's Statement of Qualifications**

**What special skills, talents, or experience (including volunteer experience) do you have?
(Response Required)**

Many of the organizations that I have either been elected to or volunteered for quickly put me in a leadership role. They recognized my ability to handle the risks and challenges the organizations meet. I was able to steer those organizations in a clear path to minimize the risk.

I continue to hold a teaching credential in Insurance Education with the local community college District. Additionally I was a professor of Insurance Continuing Education for many years. I have a passion for passing on the knowledge I have acquired over my career.

I have always faced the risk management challenges of any organization with the confidence that the desired outcomes would be realized. E

What is your overall vision for SDRMA? (Response Required)

My vision is to continue providing the protection and service to the Special Districts that make them strong in their risk management efforts. I will continue to work for those ends while keeping strong my conviction that rates need to be adequate yet affordable for the Districts.

New technologies, changes in legislation, make it extremely difficult for Districts to keep up with the factors posing new challenges to risk management, insurance, etc. My experience in those areas, my position as an elected official, make me keenly aware of how to protect the Districts.

I will continue to be committed to making SDRMA the leader in protecting the risk management needs of our Special Districts.

I certify that I meet the candidate qualifications as outlined in the SDRMA election policy. I further certify that I am willing to serve as a director on SDRMA's Board of Directors. I will commit the time and effort necessary to serve. Please consider my application for nomination/candidacy to the Board of Directors.

Candidate Signature _____



Date _____

4/25/17

**Special District Risk Management Authority
Board of Directors
Candidate's Statement of Qualifications**

This information will be distributed to the membership with the ballot, "exactly as submitted" by the candidates – no attachments will be accepted. No statements are endorsed by SDRMA.

Nominee/Candidate David Aranda
District/Agency Mountain Meadows Community Services District
Work Address 17780 Highline Rd - Tehachapi CA 93561
Work Phone 661-822-7616 Home Phone 661-300-1231

Why do you want to serve on the SDRMA Board of Directors? (Response Required)

Working with six other board members and the staff,
as a team is challenging and rewarding.
Over the years of my service on the SDRMA Board
I hope the members have found my input to be
beneficial and it is my desire to continue to look
after the members receiving the best service at a
fair cost.

What Board or committee experience do you have that would help you to be an effective Board Member? (SDRMA or any other organization) (Response Required)

Service on SDRMA
Service on SOWCA - I was part of the group that
consolidate two entities into one entity which was
very cost effective.
Service on SDLF
Past Service on CSDA - current Education Committee member

**Special District Risk Management Authority
Board of Directors
Candidate's Statement of Qualifications**

**What special skills, talents, or experience (including volunteer experience) do you have?
(Response Required)**

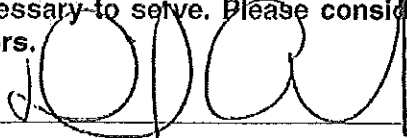
Serving as a General Manager over the past twenty plus years and serving as a Board Member assists me in understanding the proper process that benefits the operation of SDRMA. Eighteen years of experience with SDRMA provides a good knowledge base to benefit the members.

What is your overall vision for SDRMA? (Response Required)

- 1) Continue to provide excellent service.
- 2) Continue the balance of a financially strong pool that provides great policy coverage at the best pricing possible.
- 3) Serve the members with cutting edge software, customer service oriented employees and a Board that remembers who we are serving!

I certify that I meet the candidate qualifications as outlined in the SDRMA election policy. I further certify that I am willing to serve as a director on SDRMA's Board of Directors. I will commit the time and effort necessary to serve. Please consider my application for nomination/candidacy to the Board of Directors.

Candidate Signature



Date

4-20-17

**Special District Risk Management Authority
Board of Directors
Candidate's Statement of Qualifications**

This information will be distributed to the membership with the ballot, "exactly as submitted" by the candidates -- no attachments will be accepted. No statements are endorsed by SDRMA.

Nominee/Candidate	Cindi Beudet		
District/Agency	Temecula Public Cemetery District		
Work Address	41911 C Street, Temecula CA 92592		
Work Phone	(951)699-1630	Home Phone	(951)541-8736

Why do you want to serve on the SDRMA Board of Directors? (Response Required)

As a member of SDRMA, I've learned first hand the risk and challenges that comes with my type of Special District. I think it is important to have an active and knowledgeable voice representing our industry and districts and that understands the role special districts play and their importance. I will bring sound policy principles to the table and work with my fellow board members in the spirit of collaboration to ensure SDRMA continues to be a cost effective, high quality risk management service.

What Board or committee experience do you have that would help you to be an effective Board Member? (SDRMA or any other organization) (Response Required)

I have played an active role in the cemetery industry in both the private sector and with special districts for almost two decades and was elected in 2006 to the Board of California Association of Public Cemeteries (CAPC). While on the Board for CAPC one of my roles was Education Committee Chair, working with executive staff to identify learning and certification opportunities for our members. This experience has provided me with the skills and knowledge of board development, procedures, protocol and policy development.

Cindi Beaudet

Trustee Candidate – Special District Risk Management Authority



I will work to ensure that SDRMA appropriately and accurately addresses the risk and mitigation needs of all its members in a thoughtful and deliberate manner.

Experience:

Temecula Public Cemetery District
General Manager - 2004 – Present

California Special Districts Association
Education Committee Member – 2005

Special District Risk Management Authority
Member – 2005 - Present

California Association of Public Cemeteries
Board of Directors - 2005-2016

Committee Chairperson:	Committee Membership:
Education	Membership
Nomination	Scholarships

California Special Districts Association
Manager Mentor - 2017

California Department of Insurance Beaudet Agency
Principle - 2000 to present

Miller Jones Mortuary and Cemetery
Manager- 1993-2001

Temecula Chamber of Commerce
Member - 2007 – Present

Recognitions:

- SDRMA Safety Certificate 2017
- Outstanding Community Service, California State Senate 2014
 - CAPC Presidents Award 2006
 - CAPC Manager of the Year 2015
 - SDLA District of Distinction 2014
- SDLA District of Transparency 2014
- SDFL Governance Academy Recognition

**Special District Risk Management Authority
Board of Directors
Candidate's Statement of Qualifications**

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Nominee/Candidate Jean Bracy, SDA
District/Agency Mojave Desert Air Quality Management District
Work Address 14306 Park Ave., Victorville, CA 92392
Work Phone 760-245-1661

Why do you want to serve on the SDRMA Board of Directors?

I have served on the SDRMA Board of Directors since 2010. In 2017 I was elected by the Board to be the Board President. The Board strives to provide a variety of avenues for members to be successful and has adopted many important programs and policies aimed to provide members **cost effective coverage**. Each year, the Board **carefully considered** rates for services and from 2009 to 2016 voted to hold rates flat for the property/liability program. Through strategic planning SDRMA has a **strong financial base**. SDRMA has included **Cyber Coverage**; provided a **FREE Law Legal Hotline**; established a **multiple-policy discount (5%)** for each member who belongs to both the property/liability and the workers compensation programs; shares investment earnings with members through a **longevity distribution**; established the **loss prevention allowance funds** which reimburses members for safety-related costs up to \$1,000; launched and enhanced the SDRMA **interactive website**; provided **FREE online training** through Target Solutions; launched a **Safety Specialist Certificate** program; and contracted with Company Nurse to provide **FREE screening services** for work-related injury cases. I have worked closely with SDRMA for **17 years**. I am attracted to its member-focused, pro-active, and positive mission. I would like to see – and be a part of – SDRMA continue this member-centric approach.

What Board or committee experience do you have that would help you to be an effective Board Member? (SDRMA or any other organization)

I am serving my eighth year on the SDRMA Board of Directors and in 2017 I am the Board President. I am serving my fifth year on the Board of Directors for the Special District Leadership Foundation (SDLF) and I am the Board Secretary. On this Board I have been part of the continuing expansion of the SDLF programs, including the premier program, **District of Distinction**, also the Special District Administrator Certificate, the Recognition of Special District Governance, and the District Transparency Certificate of Excellence.

My career experience with special districts has helped me to understand the issues specific to smaller organizations. I have learned what it really means for an organization to do more with less. I have also learned that political realities for special districts are distinct from other forms of governments. As the Deputy Director – Administration for the Mojave Desert Air Quality Management District, I am the staff representative to the Governing Board Committees for Budget and Personnel. I am a member of and have chaired the California Air Pollution Control Officers Association (CAPCOA), statewide committees for Fiscal and Human Resource officers. I organized and have chaired the Alternate Fuel Task Force for the Mojave Desert air basin; I have represented the District in the Antelope Valley Clean Cities Coalition.

My working opportunities have crossed several public service types. I served as the Victorville city representative to the Technical Advisory Committee for the Victor Valley Transit Authority and as the City representative and officer on the Executive Committee of the Regional Economic Development Authority. I volunteered four years on the Board of Directors of the Victor Valley Federal Credit Union. For six years, I worked as an adjunct professor at Victor Valley Community College teaching Public Works Administration.

**Special District Risk Management Authority
Board of Directors
Candidate's Statement of Qualifications**

What special skills, talents, or experience (including volunteer experience) do you have?

As professional and as a volunteer, I have a wide range of experiences with organizational structures, long term and vision planning, development of staff and volunteers, and resource and program management. My experience of leading organizational activities and implementing change for growth includes bringing together intergenerational and multicultural groups to achieve common goals.

I am an effective manager with expertise in efficient and productive management implementing process improvements in finance, human resources, risk management, and a wide variety of related administrative and organizational functions. I have led highly skilled teams to support the achievement of overall agency goals and objectives.

I earned a Master's Degree in Public Administration from California State University, San Bernardino

I earned the Special District Administrator Certification from the Special Districts Leadership Foundation

I earned the Recognition of Special District Governance from the Special Districts Leadership Foundation

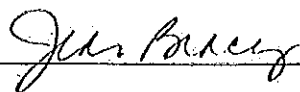
I earned the Masters Certification in Labor Relations from the California Public Employers Labor Relations Association (CALPELRA)

What is your overall vision for SDRMA?

I want to continue contributing my experience and expertise to SDRMA's overall function to further strengthen and enhance the lines of services provided by SDRMA. I want to see members educated to be wise in their management to reduce costs and deliver their very important missions to their communities. I want to be part of the mission to enhance the member's experience through claims management and education that leads to loss prevention.

I certify that I meet the candidate qualifications as outlined in the SDRMA election policy. I further certify that I am willing to serve as a director on SDRMA's Board of Directors. I will commit the time and effort necessary to serve. Please consider my application for nomination/candidacy to the Board of Directors.

Candidate Signature



Date

2-27-17

**Special District Risk Management Authority
Board of Directors
Candidate's Statement of Qualifications**

**What special skills, talents, or experience (including volunteer experience) do you have?
(Response Required)**

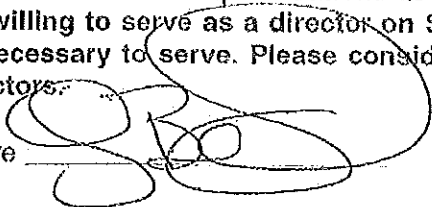
Since 2004 I have served as General Manager to the Temecula Public Cemetery District. I consider myself to be well versed in cemetery leadership, risk mitigation, best management practices and risk reduction. I hold a life insurance license from the State of California. I am an advocate for the cemetery profession, serving as a formal mentor for CAPC. I am engaged and involved heavily in my community and understand first hand the challenges and risk associated with cemetery operations and management.

What is your overall vision for SDRMA? (Response Required)

My overall vision for SDRMA is that it appropriately and accurately addresses the risk and mitigation needs of all its members in a thoughtful and deliberate manner; considering the size, scope and nuances of each type of public agency. This thoughtful consideration will provide better service to our members while maintaining the cost effective quality programs SDRMA continues to offer.

I certify that I meet the candidate qualifications as outlined in the SDRMA election policy. I further certify that I am willing to serve as a director on SDRMA's Board of Directors. I will commit the time and effort necessary to serve. Please consider my application for nomination/candidacy to the Board of Directors.

Candidate Signature



Date

4/27/17



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PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Jeanette Contreras, Library Director

SUBJECT: **Travel Authorization: Library Director to Attend the Library Marketing and Communications Conference on November 16-17, 2017 in Addison, Texas**

DATE: June 28, 2017

BACKGROUND

The Library Marketing and Communications Conference (LMCC) is the only conference in the U.S. designed for individuals who are responsible for library marketing and communications work, and the conference has received excellent reviews and feedback from library professionals on the useful content and helpful speakers available at the conference.

Last year's speakers included a digital marketing and online fundraising expert, a marketing strategist for Fortune 100 clients, marketing manager from Texas A&M University, and an executive director for the first nationwide political action committee for libraries.

Attachment A is the 2016 LMCC program.

Fiscal Impact: \$1,200

RECOMMENDATIONS

1. Motion to authorize the Library Director Attend the Library Marketing and Communications Conference on November 16-17, 2017 in Addison, Texas.
2. Authorization by a roll call vote.

Wednesday, November 16

7:30 am - 8:30 am - Registration

Trinity Gallery

8:30 am - 9:30 am - Welcome & Keynote

Trinity 4-8

Embracing Patrons: Shifting Your Communication Strategy From Interruption to Invitation

Social media and mobile technology have certainly changed the way people engage with libraries. Everyone has a card catalog in their back pocket, along with thousands of books on apps like Kindle and Audible. How can your library stay relevant (top of mind, useful) to patrons who are constantly bombarded with competing messages from brands, friends, and the media? How can your library create value in the lives of donors, volunteers, and patrons? In this keynote, John Haydon will share the strategies used by the most savvy nonprofits. You will see your email newsletter, your Facebook presence, your website, and even your cardholder database in a whole new light.

John Haydon is one of the most sought-after nonprofit digital marketing and online fundraising experts. He has helped hundreds of nonprofits achieve their best online marketing and fundraising results through consulting, training, and coaching, including helping Twin Cities Habitat for Humanity raise over \$215,000 during #GiveMN.

John has spoken at the Nonprofit Technology Conference, New England Federation of Human Societies, New Media Expo, BBCon, Social Media 4 Nonprofits, AFP New Jersey, Boys & Girls Clubs, SAWA, and many other annual conferences. John is also the author of *Facebook Marketing for Dummies* and *Facebook Marketing All-In-One* (both from Wiley), and a contributor to The Huffington Post, Social Media Examiner, npEngage, LinkedIn, and of course www.JohnHaydon.com.

Learn more about John at www.linkedin.com/in/johnhaydon.



9:30 am - 10:00 am - Beverage & Networking Break

Trinity Gallery

10:00 am - 11:00 am - Sessions

Bee the Change

Room: Trinity 8

Get a first-hand look at library-led community change. Learn about Grow the Solution Together (GTST), a year-long collaborative effort by a public library and its partners. GTST raised awareness about the issues facing bees and other insect pollinators and provided participants with tools to become part of the solution. Go home with ideas for ways to involve your audience in attacking a big issue, one step at a time, so you can make a difference together. Global change can start anywhere and GTST will demonstrate how your library can be in the driver's seat.

Level: Intermediate

Currently the Director of the Kokomo-Howard County (Ind.) Public Library, **Faith Brautigam** co-founded an award-winning international video contest and has been a featured presenter on cutting-edge projects at state and national conferences. She believes strongly in the power of initiatives that rely on community collaboration.

fbrautigam@khcpl.org

Lisa Fipps has built on her background in journalism to find fresh ways of inviting the community to engage with the public library, including starting the library's annual Rudolph Family Fun Run. In 2013 she led an interactive, gnome-themed summer effort for which she won the Indiana Library Federation's 2014 Sara Laughlin Marketing Award.

lfipps@khcpl.org

Market Research: Make It Better!

Room: Red & Live Oak

Librarians often undertake market research to better understand their patrons, stakeholders, and non-users. This is an excellent idea, but do you know how various types of research and questions can lead to incorrect findings? We will share examples of what not to do and how to create questionnaires and projects to gain important, usable information for your library.

Level: Intermediate

Donna Fletcher launched her career at Leo Burnett Advertising, guiding research and marketing strategies for Fortune 100 clients—Kellogg's, Pillsbury, and Procter & Gamble. In 1991, she established Donna E. Fletcher Consulting, Inc., which has facilitated and analyzed hundreds of research studies (focus groups, individual interviews, surveys). She has worked with 35 public libraries and completed over 50 research projects for them. Donna serves as a Highland Park (Ill.) Public Library trustee, and was president for 2 years. She is the Author Coordinator for the Soon to Be Famous Illinois Author Project, which won a 2015 John Cotton Dana Award. She received her B.A. in Art History from Dartmouth College.

dfconsult@att.net

Everything Is Awesome: Teaming Up With Students for Library Outreach

Room: Trinity 6 & 7

Successful library outreach at Loyola Marymount University would be impossible without students. Whether it's designing an event poster, conducting community tours, spreading information via word-of-mouth, or creating content for social media, students are involved at every level of our programming and outreach efforts. This presentation will explore some of the successes (and failures) of integrating students as employees and volunteers to help promote the college library. By trusting students to carry the message of the library into the campus community, this presentation will illustrate how outreach teams can develop more efficient, organic, and creative marketing strategies.

Level: Beginner

John Jackson is the Outreach & Communications Librarian for the William H. Hannon Library at Loyola Marymount University in Los Angeles. In this role, he oversees the library's outreach efforts, including the marketing, communication, and programming administration for over 40 events a year. Prior to coming to LMU, John has worked as a Reference & Instruction Librarian and a cataloging assistant. In his daily work, he strives to bring his experience in the classroom and behind the scenes to the work of library outreach.

john.jackson@lmu.edu

Raymundo Andrade has served his alma mater, Loyola Marymount University, as Programming Librarian for more than 2 years after spending 10 years as Cataloging Library Assistant. Prior to joining LMU's library, Ray was a Library Aid at several branches of the County of Los Angeles Public Library, where he discovered the awesomeness of libraries and vowed to someday promote their awesomeness as an outreach librarian.

raymundo.andrade@lmu.edu

Library Paparazzi: Next-Level Tips for #LibrariesOfInstagram

Thousands of libraries are using Instagram. What's next for you in this space? Join in the practical fun with this hands-on session to learn how to use photos for community engagement and integrate Instagram into your library's overall PR & communications strategy. We'll share examples from libraries, museums, and archives that are doing excellent work in this space and you'll leave with ideas you can implement immediately.

Level: Intermediate

Sophie Brookover is a Program Coordinator and the Social Media Manager for LibraryLinkNJ, the New Jersey Library Cooperative. A 2006 *Library Journal* Mover & Shaker, Sophie is devoted to finding and highlighting the places where popular culture and public service intersect. She is on the planning committee for the Telling Untold Histories Unconference, and has been active for many years in the Young Adult Library Services Association and the Association for Library Service to Children. Sophie earned her library degree at the University of Toronto.

sbrookover@librarylinknj.org

Claire Schmieder is an Adult Services Librarian at Cherry Hill (N.J.) Public Library, where she manages the Adult Summer Reading Program and serves on the library's social media committee. She's the chair of the NJ Library Association's Member Communications Committee and a member of the planning committee for the annual Telling Untold Histories Unconference, the first public history unconference in New Jersey. In her free time, Claire goes to concerts, plays way too many video games, and hunts for treasures at thrift stores. Her graduate degrees in public history and library science are both from Rutgers University.

cschmieder@chplnj.org

11:15 am - 12:15 pm - Sessions

How Design Thinking Renewed our Libraries

Room: Trinity 8

The World Bank Group (WBG) Library reinvented its service model in 2013, going from a basic repository model to a dynamic learning space. Julia Poblete will explain how the transformation renewed enthusiasm and created awareness of the library. Then Cheryl Mascarenhas of the International Monetary Fund (IMF) will discuss her experience with a corporate library remodel. This autumn, the Joint Bank-Fund Library will return to the IMF's main headquarters building in Washington, D.C. after being in a temporary office for the last 4 years. In both cases, design thinking made it possible to develop open, inviting, multifunctional spaces. This presentation is not about reaching success, but about starting the journey. We have not done everything perfectly, but we hope our stories will inspire others to try.

Level: Intermediate

In 2001, **Julia Poblete** received her M.L.I.S. from the University of Maryland in College Park. Concentrating in Research Services, she worked as a Research Librarian for the World Bank Group until 2008, when she was asked to develop a new Communication and Learning unit for the WBG Library.

jpoblete@worldbankgroup.org

Cheryl Mascarenhas received a B.S. in Business with a concentration in Marketing in 2013 from Argosy University in Washington, D.C. She's worked at the International Monetary Fund (IMF) in D.C. since 1985. At first, her primary focus was IT Services and systems management. Then in 2010, during a temporary assignment in the IT communications group, she developed an appreciation for communications. In 2014, she moved to the IMF's Joint Bank-Fund Library as a Communications Officer, where she developed a communications strategy and provided outreach and marketing for library services.

cmascarenhas@imf.org

What Librarians Can Learn from Corporations and Ad Agencies

A librarian and veteran of the marketing communications teams at Research Libraries Group and Innovative Interfaces opens the doors to techniques that companies and ad agencies use to persuade the world. Topics include turning awareness into action, the psychology of buyer decisions, digital marketing/social media, inbound marketing, email marketing, strategy, promotions, sales integration, and marketing libraries to parent institutions. Topics will be relevant to academic and public libraries.

Level: Intermediate

Spenser Thompson, M.A., M.L.I.S.: has worked in marketing communications for Research Libraries Group (now part of OCLC) and Innovative Interfaces (an ILS company). He has worked at special and academic libraries as a marketing consultant to Burlingame Public Library (CA) and as a librarian at the National Service Learning Clearinghouse and Sofia University. He also holds a master's degree in Psychology and is interested in where business, libraries, and psychology intersect. He blogs at www.marketinglibraries.com.

spenserwrites@gmail.com

Your Library Outside the Walls: Going Where Your Patrons Are

Room: Trinity 6 & 7

Finding ways to engage our patrons outside our buildings and in the community has become a popular outreach method for many libraries. With library services as mobile as ever, hear how three libraries are taking library services to the people with book bikes and pop-up libraries. Topics covered include budgets, research and planning, event staffing and workflow management, partnership development, incorporating technology, branding, print and social media marketing, and more. With examples from both the public and academic sphere, there are takeaways for every librarian.

Level: Intermediate

Sara DeVries is the Community Relations Manager for Herrick District Library where she enjoys serving as a storyteller, designer, collaborator, and communications strategist. Sara is passionate about learning and enjoys connecting both people and organizations. She spent 10 years in college administration while also teaching leadership studies courses before coming to Herrick District Library in 2012. Sara holds a Master's degree in leadership studies from the University of St. Thomas in Minneapolis/St. Paul.

sdevries@herrickdl.org

Matt Wiliford is the Marketing & Communications Manager for Traverse Area District Library in Traverse City, Michigan. Prior to working in the public library setting, he served as Director of the College of Creative Arts at Interlochen Center for the Arts and formerly as the Director of Adult & Community Education for Wayland Union Schools. Matt earned a Master of Public & Nonprofit Administration degree at Grand Valley State University. He is passionate about being a connector and fostering strong relationships with others in the community.

mwiliford@tadl.org

Sarah Dauterive is an Instruction and Reference Librarian at Nicholls State University in Thibodaux, Louisiana. Between reference desk shifts and teaching freshmen in UNIV 101, she spends her time thinking of ways to use technology to make the library more user-friendly. Prior to joining Nicholls State University, she was Librarian at East Mississippi Community College where she opened the Thelma Briggs McConnell Archives and Special Collections, renovated the library website, and built and taught a research methods for freshmen course.

sarah.dauterive@nicholls.edu

Manage Your Social Media in 5 Minutes a Day

Do you ever find yourself saying "I don't have time to do social media"? Help is here! An effective content management strategy can streamline your social media work, saving time and ensuring you don't miss engagement opportunities. The presenter will share her content management strategy, which includes an evolving and adaptable content calendar, targeted timing of social media posts, planned social media scheduling, strategies for creating content, and information on gathering statistics in order to evaluate your social media engagement. With some upfront work and a cycle of constant assessment, your library's social media presence will be fresh and relevant to your users.

Level: Intermediate

Anne Marie Watson is the Library Marketing & Events Coordinator at Red Deer College, a 7,000-student community college in Red Deer, Alberta, Canada. She has managed the library's social media presence for over 10 years and has presented on library and social media topics at the local, provincial, and national level. Anne Marie has worked in public, special, and academic libraries, and believes in the power of social media to positively affect communities.

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12:15 pm - 1:30 pm - Lunch

Trinity 1-4

1:30 pm - 2:30 pm - Sessions

The Librarian as Candidate: How to Activate Voters and Constituents for Support

Room: Trinity 8

Voters, constituents, and donors behave the way they do regarding public libraries for specific reasons, and very little of it has to do with what conventional wisdom says in the industry. Most of what drives their behavior—at the polls, when you ask them to advocate, or when you appeal to them for donations—is not their own user experience, but is instead their perceptions and attitudes of two things: 1) the public library as an institution, and 2) the people who work there as engaged, passionate people who serve the community. In this session, EveryLibrary's Executive Director will share critical public-perception data and field-tested messaging to activate those perceptions to help you shape more effective marketing for your library. You will learn short, actionable messaging and marketing techniques to begin to update citizens' perceptions and to change their attitudes in your favor.

Level: Intermediate

John Chrastka is Founder and Executive Director of EveryLibrary, the first nationwide political action committee (PAC) for libraries. EveryLibrary provides pro-bono strategic and tactical support to library communities when they are on the ballot. Since 2012, they have helped libraries win over \$100 million at the ballot box. Chrastka is a former partner in AssociaDirect, a Chicago-based consultancy focused on supporting associations in membership recruitment, conference, and governance activities. He is a former President and member of the Board of Trustees for the Berwyn (Ill.) Public Library (2006–2015) and is a former President of the Reaching Across Illinois Libraries System (RAILS) multi-type library system. Prior to his work at AssociaDirect, he was Director for Membership Development at the American Library Association.

john.chrastka@everylibrary.org

Brian D. Hart is Director of Special Projects and Initiatives for EveryLibrary. As such, he is at the confluence of a national conversation about the image of librarians and librarianship among the public. He has an M.L.I.S. from the University of South Carolina, where he was awarded the Ethel Bolden Minority Scholarship. He was formerly the Assistant Director for Middle Georgia Regional Library System in Macon, GA., and is currently pursuing a Masters of Public Administration from Georgia College and State University. Brian was selected as a 2014 Emerging Leader by ALA and *Library Journal*. He is a member of the Board of Directors of the Black Caucus of the ALA (BCALA) and is a member of the North Carolina Library Association (NCLA).

brian.hart@everylibrary.org

Heidi Nagel was asked to head up Kent District Library's Communications Department in 2012, partly due to her experience with several library millage campaigns. Before that, she was KDL's Training Manager for 4 years. She has a Bachelor's in Political Science and Sociology from Michigan State University and an M.L.S. from the University at Albany (N.Y.).

hnagel@kdl.org

More Than Icing: Positioning Your Marketing Campaigns for Success

Room: Red & Live Oak

Too often the marketing of a new library initiative is considered the icing on the cake, rather than part of the cake itself. This presentation will show how projects have a better chance for success when the marketing (and the staff responsible for marketing and outreach) are part of the project's development, rather brought in at the end to "spread the word." Case studies from several different academic libraries will be shared, illustrating both successful initiatives where marketing considerations were part of the project's strategy, as well as lessons learned when communications were an afterthought. Attendees will leave this session with an understanding of the steps needed to ensure the success of their marketing campaigns, from the planning stages to final assessment.

Level: Intermediate

Anne Peters is the Director of Library Communications at The University of Texas at San Antonio Libraries. She holds a bachelor's degree in Communication from Stanford University, and a master's degree in Higher Education Administration from the University of Vermont. Anne has 22 years of experience doing strategic communications, branding, project management, website content development, and social media for higher education institutions.

anne.peters@utsa.edu

Patrick Zinn is the Marketing Manager for the University Libraries at Texas A&M University. After graduating from Texas A&M, Patrick went on to build a 22-year career in New York City working in advertising, public relations, and marketing including serving as the Vice President/Creative Director for Cohn & Wolfe Public Relations for over 10 years before returning to Texas. Patrick has expertise in branding, internal communications, graphic design, special event marketing, and social media strategies.

pzinn@library.tamu.edu

Connecting With the Community Is a #WinningStrategy

Room: Trinity 6 & 7

Somerset County Library System of New Jersey's (SCLSNJ) Library Card Sign-Up Month business partnership and community outreach campaign aligns with the American Library Association's National Library Card Sign-Up Month campaign. During September, SCLSNJ partners with businesses throughout Somerset County, giving the library system a chance to support local growth in these areas while encouraging community members to visit their local libraries to get cards. SCLSNJ utilized Infogroup's Patronlink technology in order to achieve a number of goals, including identifying ideal areas for direct mail outreach, training staff about the importance of accurate data entry, and identifying and contacting small- and medium-sized businesses of four team members or more to encourage

participation. In the campaign's inaugural year, SCLSNJ reported an increase in both library card sign-ups and positive press coverage.

Level: Intermediate

Carolann DeMatos is a creative professional, social media maven, design educator, photographer, and literature aficionado who resides in Somerset County, N.J. In 2014, DeMatos left the world of Corporate America and decided to use her marketing powers for good by joining the 10-branch Somerset County Library System of New Jersey. In her tenure, DeMatos has spearheaded a number of marketing campaigns, two of which have received New Jersey Library Association marketing awards in 2014 and 2015. DeMatos has an M.S. from New York University in Digital Imaging and Design, and a B.A. from Rider University in Multimedia Communications and Advertising.

cdematos@sclibnj.org

Dan Erker joined Infogroup in August 2008. As Senior Account Manager, he is responsible for working with public, academic, and special libraries. His background includes 15 years in sales and implementation of statewide software applications for election and voter registration. He attended Creighton University in Omaha, Nebraska.

dan.erker@infogroup.com

Shut Up and Listen: How We Used Social Listening to Connect With Students and Build a Community

Room: Pin Oak

In social media, content creation is often king. The University of North Florida's Thomas G. Carpenter Library has refocused its efforts away from original content in an effort to focus on listening and engagement. This practice has led the Carpenter Library to build a reliable, friendly, and helpful online community that has inspired other departments on campus to do the same. By monitoring keywords, hashtags, and geotags, library staff has kept tabs on what students have to say about the library's various services, resources, spaces, employees, and more. Over the past 2 years, follower counts on Facebook and Twitter have almost doubled, as have engagements such as likes and shares. This presentation will share a variety of exchanges and informal data points that have been generated by using social listening, how other libraries can easily follow suit, and ways in which the Carpenter Library plans to move forward.

Level: Beginner

Maria Atilano is the Marketing and Student Outreach Librarian at the University of North Florida's (UNF) Thomas G. Carpenter Library in Jacksonville. She began working in academic libraries in 2002 as a student employee while studying at the University of North Carolina at Greensboro. Before becoming a librarian, Maria held staff positions as Library Services Specialist in Public Services and Sr. Library Services Associate in Special Collections at UNF. She graduated with her M.L.I.S. from Florida State University in 2012. Maria's professional interests include social media, marketing, graphic design, student outreach, instruction, and reference services.

m.atilano@unf.edu

2:45 pm - 3:45 pm - Sessions

The Library as Cause: Lessons from Winning Campaigns

Room: Trinity 8

Successful political candidates know the right way to connect with their own voters, and to sway voters who self-identify as independent. They know when to disregard voters who are unreachable, and how to frame their opposition in terms that deepen a relationship with, again, their own voters. In this session, EveryLibrary's Executive Director will conduct practical message-development exercises using tools from winning political

campaigns to build, frame, and help you effectively deploy communications about your library and staff. We will explore both positive and opposition messaging, begin to develop your quick-pitch deck, and provide useful take-home exercises for staff at all levels.

Level: Intermediate

John Chrastka is Founder and Executive Director of EveryLibrary, the first nationwide political action committee (PAC) for libraries. EveryLibrary provides pro-bono strategic and tactical support to library communities when they are on the ballot. Since 2012, they have helped libraries win over \$100 million at the ballot box. Chrastka is a former partner in AssociaDirect, a Chicago-based consultancy focused on supporting associations in membership recruitment, conference, and governance activities. He is a former President and member of the Board of Trustees for the Berwyn (Ill.) Public Library (2006–2015) and is a former President of the Reaching Across Illinois Libraries System (RAILS) multi-type library system. Prior to his work at AssociaDirect, he was Director for Membership Development at the American Library Association.

john.chrastka@everylibrary.org

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brian.hart@everylibrary.org

Heidi Nagel was asked to head up Kent District Library's Communications Department in 2012, partly due to her experience with several library millage campaigns. Before that, she was KDL's Training Manager for 4 years. She has a Bachelor's in Political Science and Sociology from Michigan State University and an M.L.S. from the University at Albany (N.Y.).

hnagel@kdl.org

A Year of Outreach: How to Plan, Market, and Execute 365 Days of Services Without Going Crazy

Room: Red & Live Oak

Join Engineering Subject Librarian Lauren Todd, as she runs through her yearly marketing timeline and outlines her plans of attack for scheduling classes, events, newsletters, and other activities. This session will offer practical advice and solutions that attendees can implement at their libraries. They will also have the opportunity to map out, "calendar," and organize their individual marketing plans (and hopes).

Level: Intermediate

Lauren Todd currently works as the Engineering Subject Librarian at Washington University in St. Louis, where she is solely in charge of instruction and outreach to 88 tenured and tenure-track professors, 40 additional full-time faculty, 1,300 undergraduate students, and more than 1,000 graduate students. This journalist-turned-librarian earned her bachelor's in Journalism from Northwestern University, and she previously worked as a page designer at the *Arizona Daily Star* and interned at the *St. Louis Post-Dispatch*, *the Cape Cod Times*, and the *Sacramento Bee*. She received her M.L.I.S. from the University of Missouri in 2011 and has worked at several St. Louis public and academic libraries. In her free time, she enjoys running, yoga, bad reality shows, and spending time with her husband Jason Rosenbaum, a political reporter for St. Louis Public Radio, and her young son.

lauren.todd@wustl.edu

Help Me Out Here: Vendor Participation in Library Marketing Efforts

Room: Trinity 6 & 7

Did I spot you flinching? Is that because you just cut a giant check for a database license only to turn around and devote time, energy, and more money to marketing and promoting the resource to your users? The time has come for librarians to rethink the origin of their marketing materials. This session will encourage and support librarians and library staffers as they plan to work with vendors to market their products, not to a library, but to the patrons! Attendees will leave the session with a list of questions to ask vendors and with tried-and-true approaches for vendor/library collaborative marketing. The session will also include tips for gathering giveaways, suggestions for offering useful vendor-sponsored sessions, and more. This high-energy session will include heaps of audience participation and practical skills development.

Level: Intermediate

Corie Dugas is the Head of Outreach and Access Services at Saint Louis University's Immel Law Library and the Executive Director of the Mid-America Law Library Consortium. Dugas spends a lot of time and energy connecting people to resources and services, promoting the awesomeness of law libraries, and trying to find ways to get her cat on social media (#FatCatFriday). She is an active local, regional, national, and international speaker and has presented on strategic thinking, project management, and numerous marketing and public relations strategies.

cdugas@slu.edu

Library 101: Developing and Assessing a Social Media Campaign

Room: Pin Oak

The new school year is an ideal opportunity for academic librarians to establish or build upon relationships with new and returning students via social-media-based communication. In the fall semesters of 2015 and 2016, we used multiple social media networks to address some of the questions we knew students had about using the library, such as the use of our printers, the accessibility of textbooks, and the locations of study spaces. Social media and Google Analytics data from the campaign can help us understand what content was engaging, brought us new followers, and took users to the library website. This presentation will report on the results of 2 years of this analysis and offer suggestions for other librarians seeking to assess a social media campaign.

Level: Intermediate

Jessica Hagman is the Social Media Coordinator & Subject Librarian for Scripps College at the Ohio University Libraries, where she has worked since 2008. She holds an M.L.I.S. from the University of Wisconsin–Madison and an M.A. in Organizational Communication from Ohio University. Her interests include social media for library communication, library services for graduate students, and issues of professional identity for academic librarians.

hagman@ohio.edu

3:45 pm - 4:45 pm - Snack Break and Swag Swap

Trinity Gallery

5:30 pm & 6:00 pm - Leave for Dine-Arounds

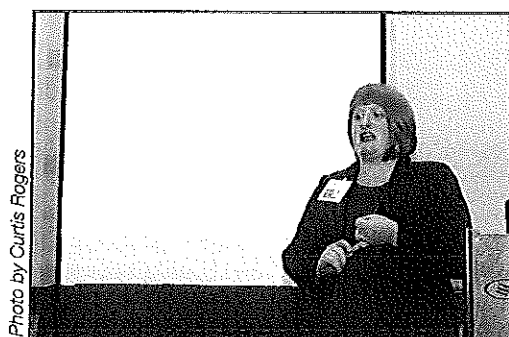


Photo by Curtis Rogers

Thursday, November 17

8:00 am - 8:30 am - Registration

Trinity Gallery

8:30 am - 9:30 am - Welcome & Keynote

Trinity 4-8

Influencing the Branch Experience — A Marketing Approach

Why are library branches so often a poor reflection of the great services, resources, and staff we have? In this visual and interactive session, Tina Thomas from the Edmonton Public Library in Canada, *Library Journal's* 2014 Library of the Year, will demonstrate how EPL is bringing its award-winning brand inside its locations. With a focus on system-wide standards, signage, wayfinding, merchandising, and recommendations, EPL is embracing a retail approach to its branches to better showcase services and to change the perception of libraries.

Tina Thomas is the Executive Director of Strategy & Innovation at the Edmonton Public Library (www.epl.ca) where she leads technology services, research and assessment, marketing, fund development and is responsible for leading system wide teams in implementing the EPL Business Plan and other organizational priorities.

She joined EPL in spring 2009 after 14 years in the private sector. She has experience in a broad base of business disciplines including product and solution marketing, strategy, market analysis, and business development. She holds an executive M.B.A. from Queen's University, a Bachelor of Commerce from the University of Alberta, and a CPA-CMA professional accounting designation. Tina was the main champion and leader behind EPL's award-winning rebranding project.

In 2013, she was named Capital Communicator of the Year by the International Association of Business Communicators, Edmonton Chapter. In 2011, she was honored as a *Library Journal* Mover and Shaker as well as one of the Top 40 under 40 by *Avenue Magazine*. At one point she could say "Do you have these shoes in size eight?" in more than six languages. Tina is also easily bribed with good chocolate.

Learn more about Tina at www.linkedin.com/in/tina-thomas-1480b211.



9:30 am - 10:00 am - Beverage & Networking Break

Trinity Gallery



Photo by Jennifer Burke

Look as Important as You Are: Beautiful, High-Quality Email Marketing for Smaller Libraries

Room: Red & Live Oak

Every day, library staff members do the hard work of serving their communities, but when you're in a smaller library, it can be difficult to find time to communicate your message in a consistent and professional-looking way. Learn how to make your email marketing better (or how to initiate it) by building and managing email lists, planning a schedule, and creating email templates. We will discuss how to create beautiful and content-rich emails that get to the right in-boxes, but that don't require a dedicated marketing team. Learn to promote your programs and services in a way that illustrates how important your library is to your community.

Level: Beginner

Jennifer Butler Keeton is the Programming/Publicity Coordinator at Florence-Lauderdale (Ala.) Public Library (FLPL), where she has worked for 10 years and has been managing email marketing for 8 years. In 2015, she began revamping FLPL's email marketing after attending Marketing United, an email marketing conference, in Nashville, Tenn. She has an M.A. in English from the University of North Alabama.

jennifer@flpl.org

Smarter Engagement: How Customer Insights and Targeted Messaging Can Bring Back Your Customers

Room: Trinity 6 & 7

You try sending emails to your customers but it takes a lot of time and you just aren't sure if your efforts are effective. You have no idea who you're emailing, what they like or need, or even if they are engaging with your library after opening your emails. Like many libraries, yours may be data-rich but insights-poor. With the right tools, your library can save time and valuable resources while benefiting from data to market library services and measure results. Targeted emails are measurable and effective at nurturing relationships and engaging customers. Get results by learning how you can better market services and engage customers to influence their use of the library.

Level: Intermediate

Nickie Harber-Frankart is the Principal, Business Development and Marketing Officer, at OrangeBoy, Inc. and has extensive knowledge of public libraries. She serves as a subject matter expert sharing her expertise from working with more than 15 library systems in North America. Nickie has more than 13 years of professional experience in strategic planning, marketing management, customer segmentation, and business development. She has spoken on the topic of using customer intelligence as a tool to lead planning and marketing at eight different library-industry events.

nickie@orangeboyinc.com

Chris Rice is the Marketing Manager at the Public Library of Cincinnati and Hamilton County. He received his B.A. and M.A. in Telecommunications from Indiana University where he was part of the Masters of Immersive Mediated Environments (MIME) program. Before joining the library, Chris was part of the marketing team at Indiana University Health Bloomington. When he's not spending time with his wife and daughter, Chris enjoys martial arts, Legos, and reading.

Christopher.Rice@cincinnatiilibrary.org

Canva 101: Modern and Attainable Graphic Design for Libraries

This presentation is all about Canva, a free web-based graphic design tool. The speaker will introduce the tool and its core features, discuss some of the basic principles of contemporary graphic design (including fonts, spacing, color schemes, etc.), and review some of the technical drawbacks to Canva in an effort to mitigate problems that may occur among new users. She will also briefly summarize some of the enhanced features in Canva For Work, a premium version that Canva offers free for institutions with nonprofit status. The goal of this session is to help librarians modernize their overall aesthetic in social media, event fliers, LibGuides, and more. The presenter will include some before-and-after images of her own work in Canva and discuss the positive feedback she has received from students, staff, and administrators. *Note: This is for beginners, not for people with moderate experience in Canva or other graphic design tools.*

Level: Beginner

Nicole Karam is the Serials Librarian at the Community College of Philadelphia (CCP), and has worked in academic libraries in Philadelphia for the last 10 years. She has an M.L.I.S. from Drexel University. Prior to CCP, she was the Serials & Acquisitions Librarian at Drexel University's Thomas R. Kline School of Law. In her current position, Nikki manages her library's Facebook and Instagram accounts, oversees the physical signage of the library, and assists the Outreach Librarian with event fliers and displays.

nkaram@ccp.edu

Expanding Off-Campus Audiences at Academic Libraries

Room: Trinity 8

Booth Library, on the rural campus of Eastern Illinois University, has a multi-year history of providing informative and comprehensive exhibit/program series. In fact, the library has received state and national honors based on its programming efforts. However, these program series on a broad range of topics attracted mostly academic, on-campus audiences. In 2013, a coordinated effort began to entice audience members from the greater community. Through expanded publicity, community partnerships, and increased communication, Booth Library expanded its community audience by 70 percent from 2013 to 2015, and those numbers have remained steady in 2016. This presentation will detail how we did it and why we feel it's important to make Booth Library more visible and connected to non-academic audiences.

Level: Intermediate

Beth Heldebrandt has served as Public Relations Director at Booth Library, Eastern Illinois University (EIU), for about 4.5 years. In this position, she handles library publicity, manages social media, plans programming, designs publications, and writes grants, among other duties. She is a member of ALA and LLAMA, and is active in the LLAMA Public Relations and Marketing Section. Prior to her library career, Beth served as a writer/editor at a community newspaper for 22 years. She has been an adjunct instructor of journalism at EIU for 12 years and works as a freelance writer for regional publications. Beth earned a bachelor's degree in journalism from Southern Illinois University–Carbondale in 1989 and a master's in English from EIU in 1999.

emheldebrandt@eiu.edu



At Least Seven Touches: Marketing, Promotion, and Outreach to Graduate Professional Programs

Room: Trinity 8

A common piece of marketing wisdom is that it takes seven “touches” for a customer to accept your call to action. Newer research suggests it’s actually more than that—people need to see, hear, and be reminded of something many, many times before they’ll do anything about it. My small academic branch library takes this wisdom seriously, especially since we serve mostly graduate professional students who “don’t need” the library. With a small staff and limited budget, we still spend a lot of time and energy on outreach, promotion, and marketing to build solid patron relationships and to increase uptake of our services. This session will highlight more than a dozen of our approaches, as well as the principles that guide all our outreach and promotion projects. I’ll discuss obstacles and challenges, explore how we decide what’s worth doing, and explain how we know what works.

Level: Intermediate

Karen Munro is Head of the University of Oregon–Portland Library & Learning Commons. Previously she was the E-Learning Librarian at UC Berkeley and the Literature Librarian at the University of Oregon.

kmunro@uoregon.edu

“That’s Happening Here?!” Evaluating the Effectiveness of In-House Marketing and Communication

Room: Pin Oak

This session will provide guidelines and protocols for librarians to conduct unobtrusive observational research in order to better understand patron behavior and, ultimately, to better communicate with their patrons. Learn how to use this open access toolkit which includes a handbook for observational research, the instrument for recording data, a map and coding information sheet, and a customized Excel data tool.

Level: Intermediate

Reilly Curran is a Research Services Librarian and the Lead Librarian for User Outreach at Seattle University. She has an M.L.I.S. from the University of Washington and a B.A. in Humanities & History from Seattle University.

curranr@seattleu.edu

Heather Newcomer is a Research and Instruction Librarian at the Campus Library serving University of Washington Bothell and Cascadia College. Although she has no cats or tattoos and only a few cardigans, she loves reading, librarianship, and improving library UX.

hdn3@uw.edu

Infographics: Tools to Tell Your Library’s Story

Room: Red & Live Oak

Want to communicate your organization’s impact or contributions to a specific audience? Infographics can transform overwhelming library data and statistics into visually compelling messages. They can share the results of a survey through numbers and images. Infographics can also tell a story about an area of the library, such as special collections, digital scholarship, services to students, and more. This presentation will share how one institution is using infographics as part of the libraries’ message to faculty and graduate students in a twice-a-semester newsletter. We will explore free online tools for creating your first infographic, discuss scaling infographics into professional design software, share several examples of infographics featured in a library newsletter, and

address technical challenges that may occur when embedding infographics in online email marketing tools or Drupal pages.

Level: Intermediate

Rosan Mitola is an Outreach Librarian at the University of Nevada, Las Vegas (UNLV), where she collaborates with campus groups to integrate library collections and services into co-curricular educational experiences for students. She oversees the Mason Undergraduate Peer Research Coach Program that contributes to student engagement through outreach and peer-assisted learning in information literacy instruction. Her primary research interest is co-curricular contributions to student success. She has presented and published on creating a professional development workshop program for student employees and implementing and assessing a peer-assisted learning program.

rosan.mitola@unlv.edu

Jason Aubin is the Special Projects Coordinator for the UNLV University Libraries, where he provides project management expertise and guidance for librarywide initiatives, events, and projects. Jason also serves as the chair of the Campus Communications and Marketing Committee. The CCMC is responsible for creating and sharing targeted communications about the libraries' value, resources, and services to the campus and internal communities. Jason earned his M.S.L.S. from the University of North Texas.

Jason.aubin@unlv.edu

Forget Gate Counts: Assessing “Transformative” Programming

Room: Trinity 6 & 7

One of the five strategic goals of the William H. Hannon Library is to contribute to “formative and transformative education of the whole person through outreach and programming.” Through events such as the annual Haunting of Hannon, the Hannon Human Library, and the Spring Women’s Voices series, the library outreach team at Loyola Marymount University seeks to create experiences that reach beyond connecting students to information resources and highlight the library as a transformative force in student life. Measuring the success of these experiences requires targeted evaluation methods similar to those used for library instruction. This presentation will outline the design, workflow, and results of applying evaluation methods created for library instruction toward library outreach and programming, including the formation of a rubric and student learning outcomes.

Level: Intermediate

John Jackson is the Outreach & Communications Librarian for the William H. Hannon Library at Loyola Marymount University (LMU) in Los Angeles. In this role, he oversees the library’s outreach efforts, including the marketing, communication, and programming administration for over 40 events a year. Prior to coming to LMU, John worked as a Reference & Instruction Librarian and a Cataloging Assistant. In his daily work, he strives to bring his experience in the classroom and behind the scenes to the work of library outreach.

john.jackson@lmu.edu

12:15 pm - 1:30 pm - Lunch

Trinity 1-4

From Zero Students to Thousands: Fueling a Successful Finals Week Marketing Campaign

Room: Trinity 6 & 7

How do you go from a finals week event attended by two patrons to a week of successful, large programs? How do you design a marketing campaign that goes from feedback like "I wish I had known about that event" to "It's just known: everybody comes to this"? Join me as I explain a progression of finals week programming, including the Night of a Thousand Donuts, a finals carnival, baby goats, and a coffee bar. Along the way, we learned critical lessons about the importance of getting buy-in from everyone from library administration to students; partnering with campus organizations; and creating a multi-faceted, well-planned print and social media marketing campaign that resonates with students. After several years, our finals week programming is featured on campus tours, touted by campus administration, and attended by thousands of students looking for stress relief and nourishment.

Level: Beginner

Holly Flynn is the Outreach Librarian at Michigan State University Libraries. In this capacity, she supervises two full-time graphic artists and directs the marketing/PR for all library events. Holly also promotes the library through tours, resource fairs, and activities such as finals week programming and the annual open house.

flynnhol@msu.edu

Auditing and Replacing Library Signage: Maintaining Effectiveness and Relevancy After the Project Ends

Room: Pin Oak

In Fall 2012, the College of Staten Island Library initiated an exhaustive library signage audit and replacement project. Over 500 signs were found to contain outdated language, be punitive in tone, have inconsistent branding, and relay confusing messages. After the removal of the signs, three new designs were presented to focus groups of students, librarians, and staff for evaluation. This presentation will address the steps following an audit and replacement project: maintenance, effectiveness, and relevance. The presenter will discuss the importance of focus groups and buy-in (from colleagues) as major determinants of signage effectiveness. He will also discuss important findings from the focus groups, such as selecting the right image to use in a sign, placement, ADA compliance, font types, verbiage, branding, tone, and size. Most importantly, signage effectiveness is best achieved through clear communication of its meaning and through internal staff buy-in.

Level: Intermediate

Mark Aaron Polger is the First Year Experience Librarian and Information Literacy Instructor at the College of Staten Island, part of the CUNY system. He is responsible for promoting library services and resources to first-year students and coordinating the library's participation in New Student Orientation. He also teaches LIB 102, the elective Information Literacy course targeted to first-year students. Polger's research interests include library marketing, outreach, and user experience design. Polger has been a librarian since 2000 and has been an adjunct instructor since 2005. He is originally from Montreal, Quebec, Canada and moved to New York City in 2008.

markaaronpolger@gmail.com

Strategic Tools and Tips for Environmental Graphics

At The University of Texas at San Antonio, we've chosen a dynamic and innovative approach for our environmental graphics (poster, monitors, digital wallpapers). These graphics tell your story, and in an ideal world they should be constantly changing to keep your patrons' interest. Part of how we address this particular "content beast" is by taking advantage of easy-to-use tools to quickly produce awesome design templates. These templates allow us to be spontaneous and establish a strategy based on fast turnover and messaging immersion, without sacrificing consistent branding and professionalism. This presentation will cover the ins and outs of designing effective templates without a graphic designer, and conveying messaging in a graphically engaging way. We'll share case studies from our library and others that have fully leveraged environmental graphics in their spaces.

Level: Beginner

Ryan Schoensee supports The University of Texas at San Antonio (UTSA) Libraries' communications activities and events. He is responsible for the organization and execution of a broad range of initiatives, including the development of news and other content for digital and printed communications. Ryan has a B.A. in Communications with a focus in Social Interaction and is pursuing an M.S. in Technology Management from UTSA.

ryan.schoensee@utsa.edu

Anne Peters is the Director of Library Communications at The University of Texas at San Antonio Libraries. She holds a bachelor's degree in communication from Stanford University, and a master's degree in higher education administration from the University of Vermont. Anne has 22 years of experience doing strategic communications, branding, project management, website content development, and social media for higher education institutions.

anne.peters@utsa.edu

Marking a Milestone: Celebrating Through Events, Marketing, and More

Room: Red & Live Oak

A milestone event provides an excellent opportunity to engage your audience in an exciting way. Find out what two libraries—one public and one academic—did during their recent anniversary celebrations to connect with their communities and partners through programs, events, marketing, and communications. Hear about lessons learned and challenges overcome in planning for a memorable day or year.

Level: Intermediate

Although **Mary Altman** is relatively new to the library industry, she has 30 years of general consumer marketing, event planning, communications, and partnership development experience in the tourism, attractions, and golf industries. Currently the Marketing and Communications Manager for Mid-Continent Public Library since February 2015, she was the Director of Marketing for the World Golf Hall of Fame and IMAX Theater in St. Augustine, Fla. She is a graduate of William Jewell College in Liberty, Mo., where she majored in English and served as its Sports Information Director.

maltman@mymcpl.org

Tami Back is the Associate Director of Strategic Communications and Outreach for William & Mary Libraries, where she has led the communications and outreach program since 2012. She comes to W&M with a background in public relations and journalism. She served as Communications Coordinator for the City of Hampton, Va., where she managed crisis communications, media relations, and marketing. Prior to her work in local government, she was a reporter for the *Daily Press*, covering education and community life. She has a master's degree in English from Old Dominion University.

tcback@wm.edu

The Elusive Library Non-User

Room: Red & Live Oak

People who don't visit the library present a special challenge to the staff. It's hard to identify why they don't use the library because they typically ignore surveys or focus groups. Without knowing what their needs are, it's difficult to identify services and programs that will attract them. Don't give up! I'll share successful techniques to gain insights about non-users and how to turn them into users.

Level: Intermediate

Donna Fletcher, President of Donna E. Fletcher Consulting, Inc., has 30 years of experience as a creative researcher and strategist. She develops innovative market research studies (focus groups, interviews, surveys) to uncover consumers' attitudes and beliefs that help libraries create data-based strategic and marketing plans. She gained a firsthand understanding of the challenges libraries face while serving as a Highland Park (Ill.) Public Library trustee and board president. She has worked with 35 public libraries and completed over 50 research projects for them. Donna launched her career at Leo Burnett Advertising in Chicago, guiding strategy and advertising development for Kellogg's, Pillsbury, and Procter & Gamble. "The Elusive Library Non-User" was originally an ALA program that was so popular, it had standing room only. Donna received her B.A. in Art History from Dartmouth College.

defconsult@att.net

Conversion: Turning Your Web Traffic Into Foot Traffic

Room: Trinity 8

As library offerings go digital, patrons and non-patrons alike rely on the library website for information and access. How do we encourage these virtual visitors to walk through our physical doors? In this session, we'll apply frameworks and metrics from digital advertising, including conversion funnels and customer journey mapping, to turn web traffic into foot traffic.

Level: Intermediate

Trey Gordner is a rising Product Manager and Library Software Entrepreneur. Going from special collections to startups, Trey has spent the past few years at the forefront of information access. His current project, Koios, is a browser app that adds results from the library to Google and Amazon, making it as easy to borrow as to buy.

trey@koios.co

Nuts, Bolts, and F-Stops: The Nitty Gritty of How to Make a Video

Room: Pin Oak

You know video is a powerful storytelling medium—a way to educate, inspire, and connect with your audience of library lovers and even with skeptics. You know you need to share your library's story in a wide, compelling manner. You also wonder why more people don't "get" or know about all the cool things that go on in a library these days. But how can you successfully share your messages? Video is the answer you need. You can do video marketing cheaply, easily, and effectively. To prove it, I'm going to give you affordable gear recommendations, show and tell you about the software you need ... *and* we're going to create a video right in this session!

Level: Intermediate

Jennifer E. Burke is President of IntelliCraft Research LLC, a strategic marketing consultancy for libraries, in Philadelphia. She holds an M.S.L.I.S. from Drexel University and also spent 5 years as an IMLS Fellow in Drexel's Information Studies Ph.D. program working on digital libraries and education. She's a former advertising executive; a member of ALA, SLA, and AIP; and a trainer on strategic storytelling in marketing. She's been busy planning, shooting, and editing videos for clients and nonprofits and wants to show you how to do so too.

jburke@intellcraftresearch.com

Lightening Up the Library: A Case for Humor, Silliness, and General Jackassery in Library Outreach

Room: Trinity 6 & 7

People who do outreach (including programming and display work) in academic libraries may feel pressure from administrators to be more formal and "safe" in what they produce. Those who do this work have found that the opposite is what students want and what donors enjoy. The presenters will show that silliness brings in a student audience, engages external constituents, and endears both groups to the library. Discussions will cover how to sell colleagues on silly ideas, how to obtain feedback from patrons, and dealing with silliness detractors. Interactive elements will include brainstorming on how to bring silliness into every library. Best practices and concrete examples of what can be done, simply and easily, to appeal to students and donors will also be provided.

Level: Beginner

Following a career in archaeology, **Rachael Muszkiewicz** became an Assistant Professor of Library Services at Valparaiso University in 2010. With no background in marketing, public relations, or graphic design, she had to become self-taught and fell into the role of library marketer, display designer, and program developer. Rachael attempts to bring silliness into the lives of students and faculty both to break academic tension and to show that libraries and librarians can teach without being boring.

Rachael.Muszkiewicz@valpo.edu

Before **Lindsey Arnold Seevers** found her way to the Missouri State University Libraries, she first learned the cross-cultural power of silliness as the Program Director for an international nonprofit. In her current role as Community Engagement & External Support Coordinator, Lindsey creates experiences that engage, inspire, and amuse students and donors alike.

lindseyaseevers@missouristate.edu

3:45 pm to 4:00 pm - Snack Break

4:00 pm to 4:45 pm - All-Conference Wrap-Up Session

Trinity 6-8



Photo by Jennifer Burke



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PLACENTIA LIBRARY DISTRICT BOARD OF TRUSTEES

TO: Library Board of Trustees

FROM: Jeanette Contreras, Library Director

SUBJECT: **Authorize Agreement between the City of Anaheim and Placentia Library District for the City providing integrated library system services to the District**

DATE: June 28, 2017

BACKGROUND

In 2001, the Placentia Library District entered into a Tri City Library Network with the City of Anaheim and the Yorba Linda Public Library for a shared integrated library system (ILS). The lead agency in the operation and management of the system was the City of Anaheim. At the time of the agreement, the operating share for Placentia Library District for the new system was estimated to be approximately 20% less than the current system.

The City of Anaheim and the Placentia Library District continued the shared ILS operation with Yorba Linda Public Library removing itself from the consortium. In 2017, Anaheim Public Library received additional general funds which was appropriated towards a possible new ILS. The library directors and staff from both library systems participated in multiple meetings to assist with the development of the request for proposal (RFP) for a new ILS. Staff had an opportunity to meet with several vendors including SirsiDynix, Polaris and Evergreen to address concerns and questions they had with each system as they collaborated to develop the RFP, which was posted on June 9, 2017. Additionally, several meetings were held to discuss the agreement between the City of Anaheim and the Placentia Library District moving forward.

Attachment A is the proposed operating agreement between the City of Anaheim and the Placentia Library District. One particular substantive change from the previous agreement is the data extraction fee imposed by SirsiDynix should the Placentia Library District wish to terminate service with the City of Anaheim.

Attachment B is the Data Extraction Quote from SirsiDynix.

Fiscal Impact: \$34,000

RECOMMENDATIONS

1. Motion to Approve the Agreement between the City of Anaheim and Placentia Library District for the provision of automated library services.
2. Motion to Approve the Agreement by a roll call vote.
3. Authorize the Library Board President to sign the Agreement.

AGREEMENT

THIS AGREEMENT, dated for purposes of identification only this ____ day of _____, 2017, is made and entered into by and between

The CITY OF ANAHEIM, a municipal corporation, hereinafter referred to as the "CITY",

AND

The PLACENTIA LIBRARY DISTRICT, hereinafter referred to as the "DISTRICT"

WITNESSETH:

WHEREAS, the CITY has implemented an Integrated Library System (hereinafter referred to as "ILS") for its own use; and

WHEREAS, the ILS implemented is capable of processing multiple jurisdictions; and

WHEREAS, the DISTRICT desires that the CITY provide integrated library services.

NOW, THEREFORE, FOR AND IN CONSIDERATION OF THE MUTUAL PROMISES, COVENANTS AND CONDITIONS HEREIN CONTAINED, THE PARTIES HERETO AGREE AS FOLLOWS:

1. GENERAL

The CITY will provide integrated library system services to the DISTRICT consisting of an ILS. The ILS will include the modules described in Section 2. It is up to the DISTRICT how they choose to utilize these modules.

2. MODULES

A. Circulation

As part of the circulation module, the ILS will provide offline circulation software, which allows circulation transactions to occur and be recorded without a network connection and transaction information to be uploaded to the ILS once the network connection is restored. The DISTRICT will have the option of utilizing the offline circulation software as needed for Placentia Library transactions. In the event that any DISTRICT facilities go down, the DISTRICT will be responsible for uploading DISTRICT information to the ILS once the network connection is restored. In the event that any CITY facilities go down, the CITY will be responsible for uploading Anaheim Library information to the ILS once the network connection is restored.

B. Online Public Access Catalog

C. Acquisitions

The acquisitions module provides functionality for ordering new materials through the ILS.

The DISTRICT will procure any supplies such as barcode labels that are needed for this module to function.

D. Cataloging

The cataloging module provides functionality for entering newly arrived materials into the ILS prior to making them available for patron or staff use.

The DISTRICT will procure any supplies such as barcode labels that are needed for this module to function.

E. Serials

The serials module provides functionality for ordering new periodical materials through the ILS and entering newly arrived periodical materials into the ILS prior to making them available for patron or staff use.

The DISTRICT will procure any supplies such as barcode labels that are needed for this module to function.

3. BATCH SERVICES

- A. The ILS provides automated printing of overdue notices, bills, reserve pick-up notices and reserve cancellation notices. The CITY provides the ILS, which includes these printing options. The DISTRICT is responsible for printing any notices, bills, or other batch services documents that they wish to use.
- B. Certain automated system statistics are available through the ILS. The CITY provides the ILS, which includes this reporting functionality, and the DISTRICT may generate reports as desired.

4. UPGRADES/UPDATES AND NOTIFICATION

The CITY is responsible for notifying the DISTRICT, if possible in advance, of any software upgrades or updates that the CITY is requesting. At minimum, the CITY will notify the DISTRICT within 24 hours of any upgrades or updates. The DISTRICT is responsible for installing any necessary upgrades or updates. The DISTRICT will notify the CITY if they need any assistance, and the CITY will assist the DISTRICT as much as is feasibly possible at the time.

5. MISCELLANEOUS SERVICES

The ILS provides overdue and hold notices on a daily basis. CITY staff is responsible for sending email and print versions of these notices on behalf of the DISTRICT using CITY computers and the CITY mail system.

6. SERVICE CHARGES AND COSTS

The DISTRICT shall procure any of the hardware needed for the ILS to function properly for them, including but not limited to computers, printers, barcode scanners, self-check stations, RFID readers and tags, and other such equipment used solely by the DISTRICT.

For the ILS to function, a dedicated network connection is needed between the CITY and the DISTRICT. The CITY networking team will provide support to the DISTRICT to maintain that connection.

7. PAYMENT

- A. Annual Operating Costs: The DISTRICT will pay the CITY based on a formula that is a percentage of what the CITY is billed by the ILS vendor. Currently the CITY is billed based on the following components:
- i. Staff support: Cost recovery of appropriate CITY staff time.
 - ii. ILS staff interface, based on the maximum possible number of simultaneous connections to the ILS client
 - iii. Software module support costs – Circulation, Online Public Access Catalog, Acquisitions, Cataloging, Serials
 - iv. Debt Collect, which provides reports about patrons who owe fines/fees
 - v. Enriched Content, which displays cover art images of items held by the library in the Online Public Access Catalog
 - vi. Customer Notification, which provides automated phone calls to patron regarding requested items becoming available
 - vii. Horizon Database License Renewal
 - viii. SIP/SIP2 License, which allows the ILS to communicate information with other software used by both the CITY and DISTRICT for self-checkout, public computer sessions, etc.
- B. Capital Investments: An annual fee based on a percentage of common capital costs prorated over a period of five (5) years. If the CITY determines that there need to be capital purchases of hardware and/or software, either to replace end-of-life systems and/or to enhance the productivity of the ILS, the DISTRICT will pay the CITY based on a formula that is a percentage of what the CITY is billed by the ILS vendor and/or a third-party vendor. Taken into consideration is the amortization of new purchases.
- C. Additional Services: In the event the DISTRICT wants to commission the CITY for additional services, it will be the responsibility of the DISTRICT to present to the CITY a written scope of work that will serve as an Addendum to this Agreement.
- D. In addition to the above annual fees, custom work requested by the DISTRICT will be charged to the DISTRICT at an agreed-upon hourly rate or a set fee. The hourly rate or set fee will be negotiated depending on the nature of the custom work done by CITY staff. If the custom work is done by the vendor, the cost of the work requested by the DISTRICT will be negotiated with the vendor by the District with the assistance of the CITY.
- E. In addition to the above annual fees, custom work requested by the DISTRICT will be charged to the DISTRICT at an agreed-upon hourly rate. The hourly rate will be (\$XX.XX) during the first year of this Agreement and will be subject to further negotiation in subsequent years.
- F. The DISTRICT shall pay the CITY within thirty (30) days after submission to the DISTRICT of invoices itemizing services.

8. TERM AND TERMINATION

- A. This Agreement shall commence upon execution by the CITY and shall continue from year to year unless terminated by either party pursuant to the terms of Paragraph 8B below.
- B. Either the CITY or the DISTRICT may terminate this Agreement upon giving the other party at least sixty (60) days' prior written notice.
- C. In the event of termination by the District, the CITY will assist the DISTRICT in removing all of their patron records, title records and associated item records from the CITY's database/records contained in the ILS. The actual extraction of DISTRICT records will be done by the third-party ILS vendor. If the DISTRICT decides to terminate the contract, the one-time cost of removal of DISTRICT records will be the responsibility of the DISTRICT. The one-time extraction cost is not included in any annual fee charged by the CITY to the DISTRICT for support of the ILS. This one-time extraction fee would only apply if the DISTRICT decides to terminate the contract. If the CITY decides to terminate the contract, the CITY will be responsible for the one-time cost of extracting the DISTRICT records from the ILS.
- D. In the event of termination, the DISTRICT shall pay its share of fees and costs outlined in Paragraph 7, pro-rated to the date of termination.

9. LIMITATION OF LIABILITY

In no event shall the CITY be liable for any incidental, indirect, special or consequential damages, or lost profits, even if the CITY has been advised, knew of or should have known of the possibility of such damages. The DISTRICT shall indemnify and hold harmless the CITY, its officers, agents, and employees from and against any and all claims, demands, losses, or liabilities of any kind or nature which the CITY, its officers, agents, and employees may sustain or incur or which may be imposed upon any of them for injury to or death of persons, or damage to property as a result of, or arising out of actions of the DISTRICT, its officers, agents, employees, and students under this Agreement. The DISTRICT shall bear its share of the cost of repair, replacement, or other damage to the online system caused by or contributed to by the DISTRICT, its employees, agents or representatives.

10. INSURANCE

The DISTRICT will insure any equipment owned by the CITY and utilized by the DISTRICT under this Agreement in the same manner and under the same terms as the DISTRICT insures its own equipment.

11. CONFIDENTIALITY OF INFORMATION

The CITY retains long-term circulation history for 365 days for purposes of tracking past ILS activities of CITY staff, as recommended by the CITY's Auditors.

The CITY has a Memorandum of Understanding (MOU) with the Anaheim Union High School District (AUHSD) and Anaheim Elementary School District (AESD) that requires the confidentiality of student records. The DISTRICT will comply with California Assembly Bill No. 1584 with regard to student records imported into the ILS, to make sure that no information from student records is used for any purpose other than those required or specifically permitted

by the MOU, and that no personally identifiable information in student records is used to engage in targeted advertising.

12. ENTIRE AGREEMENT

This writing constitutes the entire agreement between the parties with respect to the subject matter hereof, and supersedes all oral or written agreements which may have been entered into between the parties. No modification or revision shall be of any force or effect, unless the same is in writing and executed by the parties hereto.

13. ASSIGNMENT

Neither the DISTRICT nor the CITY may assign or transfer this Agreement, or any part thereof, without the written consent of the other party.

14. DESIGNATION OF AGENTS

The Library Director, or his or her designee, shall represent the CITY in all matters pertaining to this Agreement.

15. NOTICES

Notices and communications concerning this Agreement shall be sent to the following addresses:

CITY

City of Anaheim
Attention: City Clerk
200 South Anaheim Blvd.
Anaheim, CA 92805

DISTRICT

Placentia Library District
Attention: Library Board President
411 E. Chapman Ave.
Placentia, CA 92870

Either party may, by notice to the other party, change the address specified above. Service of notice or communication shall be complete when received at the designated address.

16. EFFECTIVE DATE AND AUTHORITY

The CITY and the DISTRICT's signators represent that the signators hold the positions set forth below their signatures and that the signators are authorized to execute this Agreement on behalf of the DISTRICT and to bind the DISTRICT hereto.

The effective date of this Agreement shall be the latest date of execution hereinafter set forth opposite the names of the signators hereto. In the event the DISTRICT fails to set forth a date of execution opposite the name(s) of the DISTRICT's signator(s), the DISTRICT hereby authorizes the CITY, by and through its representative, to insert the date of execution by the DISTRICT's signator(s) as the date said Agreement, as executed by the DISTRICT, is received by the CITY.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed on the dates hereinafter respectively set forth.

CITY OF ANAHEIM, a municipal corporation

By _____
Mayor

ATTEST:

By _____
City Clerk

DATE OF EXECUTION:

"CITY"

PLACENTIA LIBRARY DISTRICT

By _____

Printed Name _____

Title _____

DATE OF EXECUTION:

"DISTRICT"

APPROVED AS TO FORM:

BRYN MORLEY, CITY ATTORNEY

By _____

Date _____



Quote 90178 for:

Anaheim Public Library

Data Extraction for Placentia Library

Prepared by:
Larry Menlove
Inside Account Consultant, West Region
SirsiDynix

Quote Date: April 10, 2017

Quote Valid Until: July 9, 2017

Quote Information

* Custom Services

INPUT FROM CUSTOMER:

Library needs to have data removed from a library that left their consortium. The library will provide the location codes for the site(s) that need to be removed.

SPECIFICATIONS:

Data will be removed with a combination of SQL scripts and Data Services utilities. The client does not need to be down during the data removal. The library may need to work with Data Services on how to handle any cross-referenced data between leaving and remaining libraries.

LIMITS:

1. SirsiDynix will perform the work described above only once in the production environment.
2. SirsiDynix is not writing a custom report to do this work, therefore the customer will not be able to execute this work themselves on an ongoing basis.
3. Work will ONLY be done after a customer has a verified full system backup.

This quote is hereby fully incorporated into the Master Agreement

The library information is a type of record, proprietary, and confidential and is only for use by the library consortium and not to be released

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Purchase Details

All prices are in U.S. dollars (\$) and are exclusive of taxes unless otherwise noted.

Component	Year 1	Estimated Year 2
Other Services	8,600	-
Total	8,600	0

Customer's usage is subject to limitations that can be found in the Terms and Conditions section at the end of the Quote.

The above price increase cap covers all Customer's active Products. However, SirsiDynix reserves the right to adjust Initial Term pricing for Third Party/integrated products/services if a Third Party vendor increases pricing for Third Party/integrated products/services by more than 10% in a given calendar year.

Any applicable discount shall be applied on final payment. Any and all pre-printed terms and conditions on Customer's Purchase Order(s) submitted to SirsiDynix are hereby rejected and shall be superseded by the current Master Agreement, unless such additional terms are statutorily required of the Customer.

This Purchase Details section may not include pre-existing obligations for ongoing Products not listed in the Quote.

This quote is hereby fully incorporated into the Master Agreement

The above information is a trade secret, proprietary and confidential and is only for use by the library named in this quote and not to be retransmitted

New Generation Copyright 2017 - All Rights Reserved

Terms and Conditions

Other Terms

Customer's data must be provided to SirsiDynix in a format approved by SirsiDynix or additional data conversion/migration charges will apply. De-duping is the Customer's responsibility, unless stated otherwise in writing.

SirsiDynix Professional Services performed by way of remote network access require ssh (Unix/Linux), Remote Desktop (Windows) or unattended Logmein Rescue (Windows) access for the duration of the project. The library may limit connectivity to the SirsiDynix Corporate IP address or implement a Cisco AnyConnect VPN tunnel. Other remote connectivity options may incur additional fees, onsite travel fees or void the ability of SirsiDynix to perform the project. A full description can be found in the Access Requirement for Support Guide on our customer support website.

Customer shall not integrate products offered by third parties into Software, Subscriptions or Subscription Software without additional license from SirsiDynix.

SirsiDynix shall have the right to aggregate and retain non-personally identifiable data.

Payment Terms

Services/Training

- 50% due upon completion of first data test load, where a test load is part of the services
- 100% of the remainder due upon completion of services/training

**Fees and Payment Terms which do not reflect the services and/or products purchased by the Customer are non-applicable.

Any reference to license metrics and/or licensed amounts included in this quote shall be applicable only to the Products and/or services mentioned in this quote. This document and any software or professional services associated with this document are hereby fully incorporated into the current Agreement executed between SirsiDynix and Customer. If there is no current agreement between the parties, the terms and conditions of the current SirsiDynix Master Software License and Services Agreement shall be deemed the controlling Agreement between the parties, a copy of which shall be furnished upon Customer's request. Any and all pre-printed terms and conditions on Customer's Purchase Order(s) submitted to SirsiDynix are hereby rejected and shall be superseded by the current Agreement, unless such additional terms are statutorily required of the Customer. In the event of a conflict, the terms, payment terms, discounts, product lists and/or statement of work contained within this document shall take precedence over the current Agreement between the parties. In the event Customer desires or requires updated terms and conditions for the continuing business relationship with SirsiDynix, please contact your regional Sales Representative.

This quote is hereby fully incorporated into the Master Agreement.

This quote information is a trade secret, proprietary and confidential and is only for use by the library named above and not to be retransmitted.

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Quote for Anaheim Public Library

Terms and Conditions

Customer Signature:

Anaheim Public Library

By: _____
(Authorized Signature)

Name: _____
(Printed)

Job Title: _____

Date: _____

Billing Address:

**Anaheim Public Library
500 West Broadway
Anaheim
California 92805
United States**

This quote is hereby fully incorporated into the Master Agreement.

This information is a trade secret, proprietary and confidential and is only for use by the library named above and not to be released.

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