## Woodland Public Library Board of Trustees Board Packet 9/8/08

#### Item VI. A. 1. Mission Revision

The Woodland Library Board of Trustees considered mission, vision and service directions, and determined that the existing mission statement (from American Library Association) needed revision in order to reflect the nature of a public library. As a part of the opening activity in the Strategic Planning process on July 12, 2008, the Board brainstormed the Who? What? Why? How? of library services at Woodland Public Library. From the raw data, the following draft mission statement was developed by a Board member for consideration:

"The Woodland Public Library endeavors to serve as the primary information resource for all segments of the community by providing a current and comprehensive variety of printed and electronic materials along with professional librarian guidance and assistance in order to ensure free and efficient access to information, to support and stimulate education, and to increase community awareness, integration and interaction."

The draft was distributed to all library staff for input. Alternatives submitted for consideration include the following:

- "The Woodland Public Library endeavors to serve as the primary information resource for all members of the community (or residents) by providing a current and comprehensive variety of printed and electronic materials along with professional guidance and assistance in order to ensure free and efficient access to information, to support and stimulate education, and to promote lifelong learning and a love of reading."
- "Andrew Carnegie envisioned the free public library as the people's university where everyone could receive life-long continuing education. The mission of Woodland Public Library is to serve Carnegie's vision by providing a current and comprehensive variety of printed and electronic materials, along with professional librarian guidance and assistance in order to ensure free, unfettered and efficient access to information for continued education and entertainment."
- The image of the American Library as the great protectorate of society's knowledge is now being juxtaposed against the 21<sup>st</sup> Century's desire to be part of a technological world where information is at your fingertips as well as within the stacks.

The mission of the Woodland Public Library is not only to retain the guardianship of our vast collective past, but to step boldly into 21<sup>st</sup> Century technology with computer, electronic and digital access serving an ever changing demographic population with a professional and compassionate staff of Librarians and Technicians. We seek to meet the special needs of our community with a continued commitment to our Bi-lingual, youth and elderly patrons as well as such specific programs as Literacy.

- The Woodland Public Library strives to create an atmosphere where strolling through the stacks and surfing on the web can exist hand in hand . . .on the same day.
- The Woodland Public Library's mission is to build and support community by
  providing free and open access to information in order to support full participation
  in democracy, by instilling a love of reading and livelong learning in order to
  support the educational and personal growth of the community, and by providing
  cultural programming to foster full civic engagement.
- The Woodland Public Library strives to provide access to the world of
  information, to maintain and improve the quality of life for all citizens of the
  community we serve. Through the provision of resources that enhance and
  contribute to the knowledge, enlightenment, and enjoyment of our citizens, we
  hope to fill an important need in our society for the obtainment of free access to
  information and to encourage new generations to discover the joy of reading and
  the value of libraries.

### VI. A. 4. Calculating Library Value

Discussion during strategic planning identified tangible calculation of library's value as a goal (Return on Investment—ROI) for marketing purposes. In researching, it appears that a "Library Use Value Calculator" is in extensive use on the east coast. Please take a look at the following and experiment in order to stimulate our discussion:

http://www.vermontlibraries.org/library-use-value-calculator

http://www.chelmsfordlibrary.org/library\_info/calculator.html

http://www.evpl.org/aboutus/calculator/default.aspx

http://maine.gov/msl/services/calculator.htm

#### VII. A. Review Annual Report to City Council

The following Power Point presentation was developed for presentation of the Woodland Library Board of Trustee's 2008 annual report to the Woodland City Council. The file is located here: N/public/library/docs/city council.2008 (power point)

# Item VII. B Woodland Public Library: Replacement of Self-Check Machine at Elevator

The current self-check machine adjacent to the elevator is on borrowed time. With continued cutbacks in staffing, we have no choice but to seek an alternative automated solution. Many public libraries in our area are currently reporting 70+% of circulation performed as self-check. We are currently at 18%, but the figure is artificially deflated by the repeated malfunctions of the archaic equipment. In researching our alternatives, the following two seem most likely. Our basic goal is to increase library customer independence (and dependence on staff) by providing fully functioning, easy, and convenient self service alternative.

- Alternative 1: Purchase another 3M Self Check Machine (like the one in the Children's Area). Although this is a known product which does offer some improvements over the clunker up front that will not accept key ring cards, it is not without concern. It is barely over a year old and has had major service requirements. We had let the maintenance agreement (\$1,188 annually) lapse because of funding. It was only weeks out of warranty so they allowed us to backdate a maintenance agreement as the diagnostic visit would be a flat \$500 plus \$200/hour plus parts. The last estimate we had for BCS Barcode Only Self Check (no security) was \$11,308 which includes installation and 12-month warranty.
- Alternative 2: Innovative's Millennium (our Integrated Library System) has introduced a new software product that accomplishes the same thing—Express Lane. With the addition of a touch screen monitor, the software allows any staff terminal to be instantly converted to self check when we are short staffed. In addition, it can be used on designated PCs for the sole purpose of self check. It is based on our integrated circulation system and operates on standard, library selected PCs. There is an initial investment for the "base software plus the 1st license for \$9,000; each additional license is initially \$3,200. Beginning with the second year, the cost for maintenance only is \$90 per month for the 1st license and \$32/month for each additional workstation.

Although it is a relatively new product, I currently favor the Express Lane because of the flexibility and inter-relationship with Millennium circulation system. The City's Information Technology Department has reviewed products, their costs, functionality and specifications and concurs with the recommendation for Innovative's Express Lane.

In analyzing our needs and expectations, the ideal solution is to purchase and install two self-check stations—one at the seated station at the circulation desk that can be easily switched from staff to self-check, depending on the circumstances and one dedicated self-service situated directly across the entry at the existing OPAC. The most recent quote for the desired solution is dated August 27 and was provided by the IT Department for complete package—software and additional hardware:

Pricing for one station: Using existing hardware

- \$9000 for software
- \$600 for 17" touch screen monitor (elo 1715L from CDW-G)
- \$300 for receipt printer
- \$300 for desk-mount barcode scanner
- \$50 for wireless PCI card
- Continued \$300 yearly fee for CRP
- Total = \$10550

#### Pricing for 2 stations:

- \$9000 for software
- \$3200 for additional license
- \$1500 for 2 17" touch screen monitors
- \$600 for receipt printer (\$300 optional, can use existing one at circ desk)

- \$600 for desk-mount barcode scanner (\$300 optional, can use existing one at circ desk)
- \$50 Wireless PCI card
- \$800 for additional PC
- Continued \$300 yearly fee for CRP
- Total = \$15300 or \$15900

The difference in the price to purchase two rather than one station is \$4800; however a total of \$13,000 is allocated in PLF for replacement; the purchase of two stations would result in an over expenditure of \$2300. The Library Services Director recommends that the Board authorize an increase in the allocation to allow for the purchase of two stations.

# VII. C. Consider Participation in California Stories Project

The California Council for the Humanities makes available grants on an annual basis two types of funding for capturing the oral histories of a community. Libraries are natural partners in such projects. Discussions are in progress with the local WAVE cable production company regarding a possible partnership with Woodland Public Library. The California Story Fund (<a href="http://www.calhum.org/programs/story">http://www.calhum.org/programs/story</a> intro.htm) which is a small grant supporting public humanities projects that bring to light new and compelling stories from California's diverse communities. The deadline for the next found of funding is April 1, 2009.

The Documentary Project (<a href="http://www.calhum.org/programs/doc\_intro.htm">http://www.calhum.org/programs/doc\_intro.htm</a>). The California Documentary Project supports documentary film, video, radio and new media projects that explore and interpret subjects relevant to California's past, present or future. Applicants may apply for a Research and Development Grant, a Production Grant, or a New Media Grant. The deadline for each grant is October 1, 2008.