

**WOODLAND PUBLIC LIBRARY
BOARD OF TRUSTEES
Minutes, August 30, 2011**

Present: Alain Traig, Bud Goding, Tom Pavao, Kay Hodges

Staff: Heather Muller

President Alain Traig reported the Closed Session regarding Public Employee Performance Evaluation Pursuant to Government Code Section 64957, Title: Library Services Director Evaluation had been completed and the regular meeting was called to order at 4:00 p.m.

- I. Welcome Visitors
Alain welcomed Diane Adams and Bobby Harris.
- II. Public Comment: None
- III. Review of Agenda
The agenda was accepted as submitted.
- IV. Approval of Minutes
Upon motion made by Tom and seconded by Bud, the minutes of the July 21, 2011 meeting were approved.
- V. Communications
Heather reported that Councilman Tom Stallard, at the request of City Manager Mark Deven, is meeting with all City department heads. Councilman Stallard met earlier in the year with Heather and the Board, but did visit with Heather and Literacy Coordinator Sue Bigelow again on July 22, 2011.

Diana Dearmore, President of the Friends of the Library, is coordinating information about the library building for the September 10th Stroll Through History. The library will open on 11:00 am on that date to allow for self-guided tours.

Heather received notification from the State Library Fund that the requested \$20,000 emergency grant for Literacy staffing has been approved.

There will be a fundraiser for Literacy on September 17, 2011, from 3:00 to 5:30 pm at the library.

The City has scheduled a Special Council Study Session for September 27, 2011, to discuss the Capital Improvement Budget Plan.

Heather will be away from the library beginning September 21st or 22nd, but will return in time to attend a NorthNet meeting in Sacramento that is being paid for by the State Library.

VI. Old Business

A. Budget

Heather reviewed with the Board the proposed book budget that has been developed by the staff. Community organizations are being targeted for possible contributions to the book budget. She also reviewed the current month-end expenditure status reports.

B. Long Term Library Funding

After discussion and upon motion made by Bud and seconded by Tom, the Board unanimously agreed to send a letter to City Manager Mark Deven requesting that he prepare a proposal for the City Council calling for a ballot measure for the 2012 election that would provide for a dedicated 1/8th cent sales tax for library funding beginning in 2014. Heather is currently attempting to arrange for a two-by-two meeting between Alain and Bud and Mayor Art Pimentel and Vice Mayor Skip Davies.

VII. New Business

A. Holiday Schedule

After reviewing Heather's proposed schedule for November and December, it was agreed that the library should be closed on Saturday, November 12, 1011, as well the other dates outlined due to holidays and furlough days.

B. Year-End Report

Heather provided highlights of the report she has prepared for City Manager Mark Deven. The Board offered several suggestions and corrections.

VIII. Reports

A. Director: No further report

B. Board

- 1) Council meeting attendance: None
- 2) Individual Board Reports: Tom encouraged everyone to support the September 17th Literacy event. Diane reported the new Board for the Friends of the Library was installed in July; the Friends are very interested in participating in efforts to secure permanent funding for the library.

The meeting was adjourned at 5:15 pm
The next meeting will be September 15, 2011
Minutes prepared by Kay Hodges

Heather Muller

From: Beth Nawalinski [bnawalinski@ala.org]
Sent: Monday, October 10, 2011 10:21 AM
To: altafftr@ala.org; FOLUSA-L@tlaulsv01.thomsonlearning.COM
Cc: Lynn Slawsky
Subject: [altafftr] Register for PLA's Free Advocacy Training



*Create and tell your library's story • Develop a compelling case for support •
Deliver effective presentations • Build and sustain partnerships*

Become your library's strongest advocate when you register for the free online [Turning the Page 2.0](#) advocacy training course. This six-week blended learning program is led by professional facilitators who teach valuable advocacy skills and lead you through the creation of a customized Advocacy Work Plan for your library. This is a great opportunity for trustees and Friends to team with their library's staff!

The next session begins with a free, optional program at the [Michigan Library Association Annual Conference](#) on Oct. 28, then transitions into an online six-week (week of Oct. 31-week of Dec. 12) course comprised of weekly webinars and independent work.

Turning the Page 2.0 is open to any interested trustee, Friend, staff member, or supporter. There is no limit to the number of attendees per library.

**Registration for the upcoming
fall session (week of Oct. 31-week of Dec. 12) is open until Oct. 18!**

[Register Today!](#)

Turning the Page 2.0 will also be offered two times in 2012 with kick-off events scheduled at the PLA 2012 Conference and 2012 ALA Annual Conference.

[Click here for more details about *Turning the Page 2.0*.](#) If you have any questions, please email ttp2@ala.org. *Turning the Page 2.0* is developed and presented by the Public Library Association (PLA) with generous support from The Bill & Melinda Gates Foundation.



50 E. Huron St., Chicago, IL 60611 · (800) 545-2433 x5PLA · pla@ala.org

Heather Muller

From: Mark Deven
Sent: Thursday, September 22, 2011 12:48 PM
To: Heather Muller
Subject: RE: Library tax measure

Heather

Council remains supportive of considering this for placement on the 2012 ballot. There is a question that will need further research as to whether or not we can place it on the June or November ballot because there is legislation under consideration at the State level for all State measures to be placed on November ballots.

The final direction needs to be presented in a public Council meeting so until nothing is assured. Also, the State confirmed that a 1/8 sales tax may be implemented if approved by the voters.

Mark G. Deven
City Manager
City of Woodland
ph. (530)661-5802
fax (530)661-5813
mark.deven@cityofwoodland.org

-----Original Message-----

From: Heather Muller
Sent: Thursday, September 22, 2011 12:43 PM
To: Mark Deven
Subject: Library tax measure

Mark,

I forgot to ask if there's anything you can share with me (and the Library Board) about the library sales tax measure from Tuesday's meeting?

H

Heather Muller
Library Services Director
Woodland Public Library
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Woodland, CA 95695
530-661-5984
heather.muller@cityofwoodland.org

Woodland Public Library

FY 2012 Organizational Initiatives

- *Develop a plan for stable long-term library funding that is supported by the Library Board of Trustees and the City Council.*

Discussions between the Library Board and City Council members have occurred to look at alternative funding options including a potential sales tax measure for the library that begins when Measures S & V sunset in September 2014.

- *Maintain essential library service in the areas of professional reference, children's services, literacy and technology.*

The library endeavors to offer basic library services to the public. To maintain service in core areas, the library has had to discontinue some services and tasks and redirect staff. Continue to utilize web services to allow patrons access even when the building is closed.

- *Continue to offer core library services while maintaining the vision of future services and standards established through benchmarks define by the Library Board of Trustees.*

The Library Board of Trustees has determined certain standards for library service, space and technology. While it is not feasible to meet all of those standards at this time, the library strives toward the achievement of those goals. Decisions are made based upon the reality of the current situation but also with a focus on the future and what we hope to offer to the citizens of Woodland.

- *Focus on underserved populations through the Woodland Public Library Literacy Service including traditional literacy activities as well as services to the Wayfarer Center, Monroe Detention Center, Yolo County Juvenile Hall, No Barriers and voter literacy.*

It is important to our society that everyone has access to literacy services so they can be functioning, contributing and literate individuals. The Literacy Service continues to actively seek out grant funding to help with the growing population of disenfranchised people.

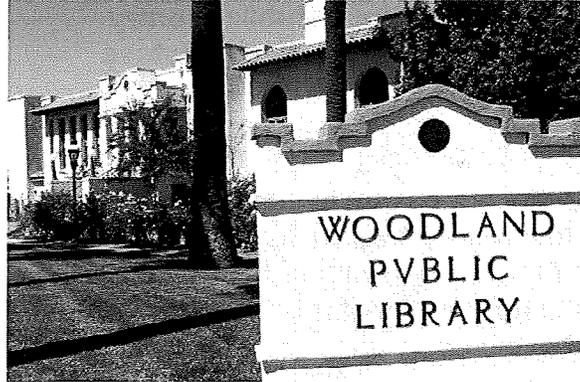
- *Update and improve collections and programming for children, Spanish speakers, teens and seniors based on patron use and available resources.*

The Library Board of Trustees identified these four groups as focal points in addition to basic library services. By monitoring expenditures and providing programming and outreach (within the resources available) to these groups the library hopes to attract more users and generate goodwill with growing and influential segments of our community.

- *Continue collaborative community relationships that will enhance volunteerism and resources.*

With the current resources available the library cannot function without volunteers. The library hopes to maintain its robust volunteer program which is necessary because of reductions in staff. The library hopes to attract volunteers for shelving and literacy as well as those to help us with special events and projects.

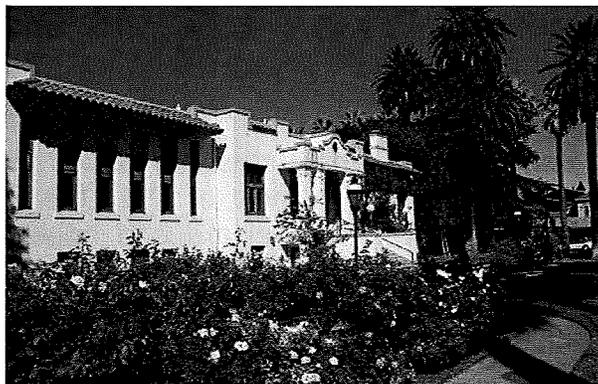
DRAFT



Woodland Public Library

Library Board of Trustees

Annual Report FY2010-2011



**Woodland Public Library
Library Board of Trustees
FY 2010-2011
Annual Report**

The Woodland Public Library endeavors to serve as the primary information resource for all residents and 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 Library provides essential services to Woodland residents which include access to traditional print (books, magazines and newspapers), audiovisual (CDs and DVDs), and computer resources (public Internet access, subscription databases, and downloadable content) to support lifelong learning, literacy, education, and entertainment. Quality programming done by the Library is aimed toward children and attracts a wide range of participants of varied ethnicity and socio-economic status. In addition to the educational and entertainment value of the programs, community-building and community-strengthening takes place. In recent years, most adult programming has been curtailed due to budget and staffing constraints.

Public service includes access to a collection of 109,177 print and audiovisual items; collections must be constantly weeded, updated, refreshed, and organized to insure easy and convenient access. In addition, local residents have access to over 2.5 million items through a regional resource sharing arrangement with partner libraries.

Public Service:

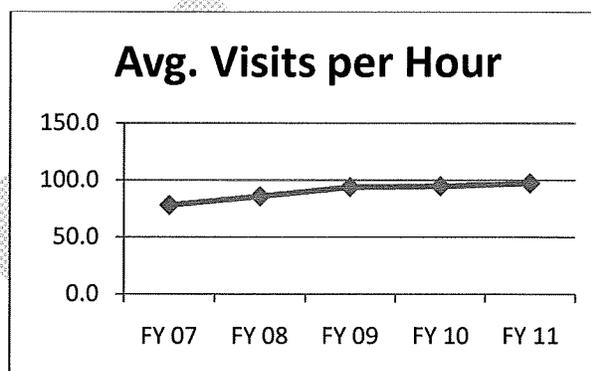
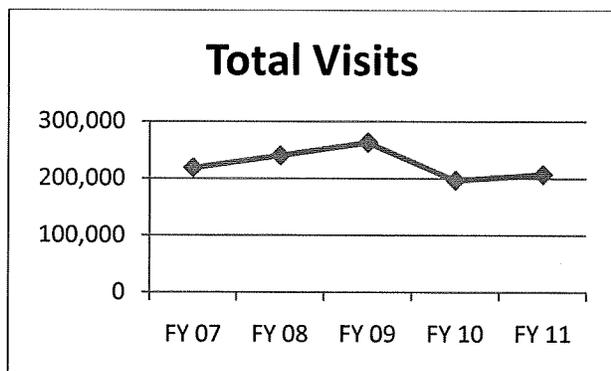
In FY11, the Library increased its hours to 44 a week from 40 of the previous year (from 54 hours a week in previous years) and observed 8 furlough closure days throughout the year. The Library also normalized its hours of service to make access more standard for the public. Library staff agreed to modify their work schedules to accommodate a 10 hour day, 4 days a week (except for weeks when staff is assigned to work a Saturday).

The number of staff has been reduced by 45% since FY09. By the end of FY11, there were only 7 paid positions remaining and one of those, the librarian responsible for youth services, was unfilled the entire year.

For FY09 and before, visits to the library reflect 54 hours a week of access. FY10 reflects 40 hours of access a week while most of FY11 the Library was open to the public 44 hours a week. In the two years of reduced hours, visits are down when compared to previous years. However, the Library continues to experience a slight increase in visits per hour open. Staff experiences a phenomenon of "compression," whereby the same demand for service is compressed into shorter time frames with reduced staff. The following charts details the change in public usage and increased visits by hour despite the decreased number of staff.

WPL – Visits by Fiscal Year

	Total Visits	Avg. Visits/Month	Avg. Visits/Day	Avg. Visits/Hour
FY 07	218,392	18,199.3	728.0	77.8
FY 08	240,205	20,017.1	800.7	85.5
FY 09	263,065	21,922.1	876.9	93.7
FY 10	196,648	16,387.3	780.3	94.5
FY 11	206,757	17,229.8	820.5	97.0



Reference:

A Master's degree in Library Science is the minimum requirement of a professionally trained reference librarian. Librarians are expected to conduct a skilled reference interview to determine the exact nature of information needs as well as have knowledge of the widest range of current and authoritative resources to meet that need. This requires training and a thorough comprehension of search strategies and interviewing techniques. . Assisting library users meet their information needs is the heart of the library profession. Due to reduced staffing the ability to offer this service has suffered dramatically the last two years.

As a result of reductions in staff, professional librarians currently staff the adult reference desk 8 hours per day on weekdays and 4 hours on Saturday for a total of 36 hours a week. A professional librarian staffs the children's desk from 2 to 6 hours a day depending on the day and staffing levels. There is no reference available from noon-2pm any day of the week.

Below is a chart with FY11 reference questions. Tracking of reference activity is manual; consequently it is not always a reliable indicator of activity but instead a snapshot of the reference service workload.

	FY11
Jul	748
Aug	701
Sep	596
Oct	1082
Nov	885
Dec	658
Jan	965
Feb	937
Mar	890
Apr	664
May	815
Jun	538
Total	9479

QuestionPoint from OCLC was added to the Library's reference service in November 2010. A link on the Library's webpage directs users to an Ask A Librarian page where patron's can use an email form which is directed to the Library. Also available is the ability to have a live "chat" session with a librarian – it is a format of instant messaging that allows libraries to maintain transcripts of the encounter. QuestionPoint is a cooperative service which means that librarians from around the country (and beyond) share time monitoring "chat" and could conduct a session with a Woodland patron. The system allows for access to most of the electronic resources of the patron's home library and has the ability for Woodland librarians to follow up with the customer to make sure their needs have been met. Since the Woodland Library does not have enough staff to help the cooperative monitor the "chat" service, the Library pays a little more so it can be offered to patrons. Below are the statistics for use of the email and "chat" service utilized through the link on the Library's webpage.

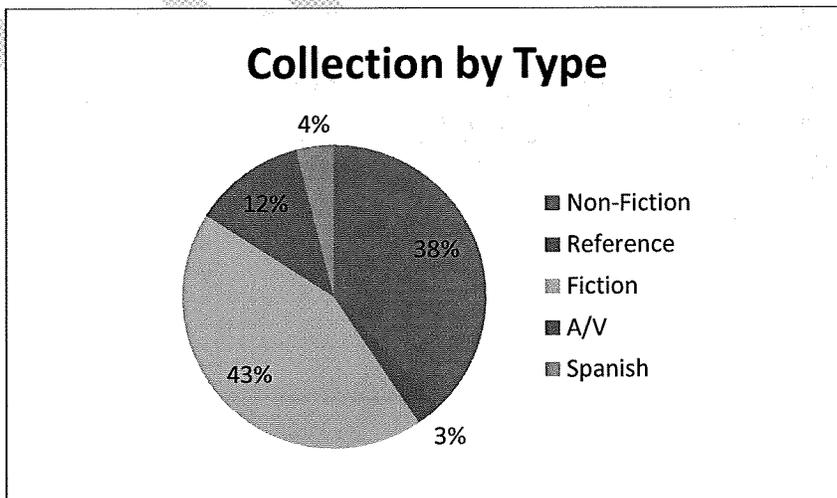
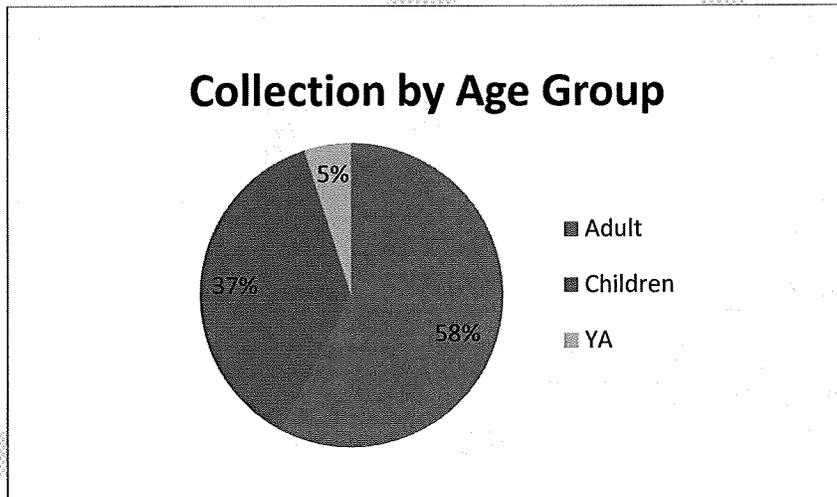
	FY 11	
	Email	"Chat"
Nov	4	1
Dec	1	1
Jan	15	7
Feb	17	6
Mar	6	5
Apr	15	7
May	12	3
Jun	16	6
Total	86	36
	122	

Collections:

"Collection" refers to the types of materials in which the Library invests for either in-house use (such as reference) or borrowing (circulating). Generally, libraries

intentionally collect materials based upon target ages (children, young adult, adult) and material type (print or audio-visual such as DVDs, CDs and talking books), and classification (fiction including genre, non-fiction and reference). The chart below graphically depicts the holdings of the Woodland Public Library as of June 30, 2011.

	Adult	Children	YA	Total
Non-Fiction	24,657	15,185	999	40,841
Reference	2,018	929		2,947
Fiction	23,647	19,047	4,248	46,942
A/V	9,904	2,923	115	12,942
Spanish	2,096	2,200		4,296
Total Collection	62,322	40,284	5,362	107,968



Book budget: The chart below shows where FY11 money was spent within the collection. There is also a comparison to the percentage of circulation to evaluate purchases. While it is not possible to perfectly match amounts spent in each category with its circulation, it provides staff a planning tool for the next year.

Library Material Expenditures				
	FY11	% Spent of "Totals"	% of FY11 Circ	Variance
Graphic Novels	\$0	0.0%	0.6%	-0.6%
Adult fiction	\$24,010	20.5%	14.5%	6.0%
Large print	\$446	0.4%	1.3%	-0.9%
Adult nonfiction	\$18,612	15.9%	10.3%	5.6%
Adult reference	\$661	0.6%	0.0%	0.5%
Adult Spanish	\$0	0.0%	0.8%	-0.8%
ESL & Language	\$0	0.0%	0.2%	-0.2%
Adult Print Sub	\$43,729	37.4%	27.7%	9.7%
Adult Spoken Word	\$3,892	3.3%	3.4%	-0.1%
TEACH	\$25	0.0%	0.8%	-0.8%
CDs	\$5,009	4.3%	3.5%	0.8%
DVDs	\$20,614	17.6%	19.9%	-2.3%
Adult AV Subtotal	\$29,540	25.3%	27.6%	-2.4%
Adult Total	\$73,269	62.6%	55.3%	7.4%
YA--Total	\$6,511	5.6%	4.2%	1.3%
Children's books	\$25,002	21.4%	27.5%	-6.1%
Children's Spanish	\$2,314	2.0%	2.4%	-0.4%
Children Print Sub	\$27,316	23.4%	29.9%	-6.6%
Child Sp Wd & CD	\$2,031	1.7%	1.4%	0.3%
J DVDs	\$7,824	6.7%	9.2%	-2.5%
Children's AV Sub	\$9,855	8.4%	10.6%	-2.2%
Children's Total	\$37,171	31.8%	40.5%	-8.7%
Total Print A,YA,J	\$77,556	66.3%	61.8%	4.5%
Total AV A, J	\$39,395	33.7%	38.2%	-4.5%
Totals	\$116,951	100.0%	100.0%	
Actual SO	\$24,285			
Overdrive	\$1,021			
Collection Total	\$142,257			
VAS	\$33,325			
Total	\$175,582			

In-house borrowing (or circulation) reflects the degree of popularity of the Library's circulating collection with local Woodland residents.

In FY10 circulation declined by 15.34% but that was not unexpected with a 26% reduction in hours open to the public. This year, the Library was able to increase hours to 44 a week for most of the fiscal year (still an 18.5% decrease in hours from FY09) and circulation rebounded slightly increasing by 3.27%.

Circulation for the last two years outpaced FY07 levels when the Library had 45% more staff and almost 20% additional hours to provide access to the public. The net impact is that the Library is open fewer hours with less staff but the work has not decreased proportionately. This has created an increased workload for remaining staff who have already taken on extra duties from departing employees.

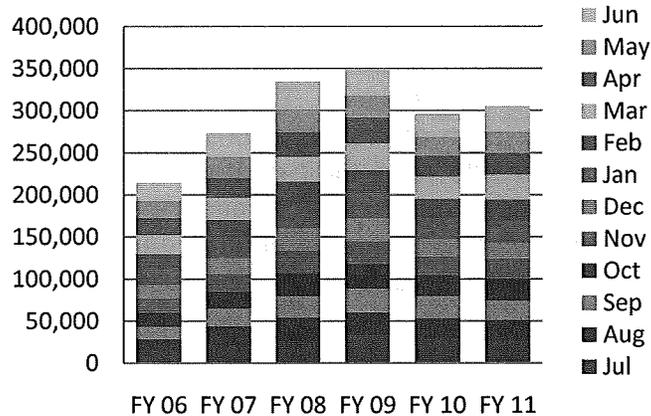
The amount of items checked out per hour has increased. So while hours and staff have decreased, the demand, need and use from the public continues to increase. Staff experiences a phenomenon of "compression," whereby the same or larger demand for service is compressed into shorter time frames with reduced staff.

Woodland Public Library Checkouts & Renewals

Month-by-month

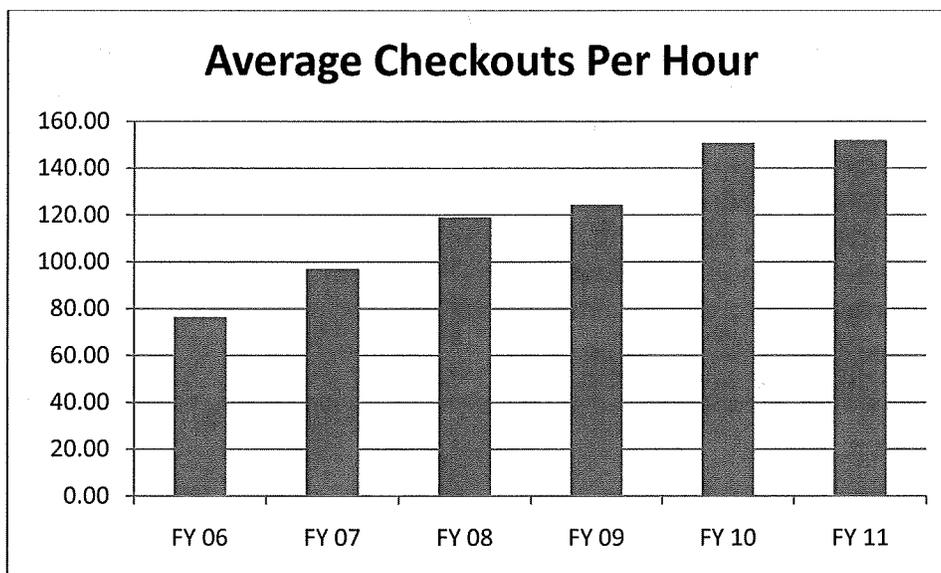
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	% Change
FY 11	27,804	23,743	22,817	25,579	23,675	19,317	27,009	24,462	29,828	25,576	25,420	30,016	305,246	3.27%
FY 10	28,598	25,299	25,697	25,317	21,086	22,345	24,079	23,114	26,017	25,381	21,693	26,951	295,577	-15.34%
FY 09	32,617	27,688	28,220	29,084	26,699	28,307	29,261	27,692	31,535	30,214	27,071	30,750	349,138	4.62%
FY 08	26,706	27,290	25,769	27,099	27,033	26,067	28,565	27,541	29,348	29,157	27,585	31,877	334,037	22.44%
FY 07	22,262	21,852	21,149	20,098	20,241	19,848	23,409	21,389	25,795	24,510	24,741	27,528	272,822	27.16%
FY 06	15,236	13,294	14,702	17,128	17,117	15,928	18,727	18,051	22,107	20,233	20,189	21,837	214,549	40.53%
FY 05	11,545	11,644	12,254	12,052	12,200	10,670	12,716	12,796	14,565	13,490	13,558	15,176	152,666	5.71%
FY 04	11,645	12,066	13,569	13,425	11,821	10,884	13,396	12,376	13,656	11,811	9,560	10,205	144,414	-4.14%
FY 03	13,500	12,050	12,441	13,371	12,071	11,181	13,541	12,337	14,520	13,027	10,966	11,645	150,650	
FY 02							13,684	11,990	13,182	13,621	11,742	11,844		

Checkouts by Month



WPL – Number of items checked out per hour of operation

	Total	Avg per hour
FY06	214,549	76.41
FY07	272,822	97.16
FY08	334,037	118.96
FY09	349,138	124.34
FY10	295,577	150.80
FY11	305,246	151.94



The Library is able to meet the increased per hour demand with decreased staff is because of the implementation of “self-checkout” stations. There is a station available at the circulation desk (to accommodate the necessary reduction of staffing in that area due to budget cuts), one by the media/self-service hold area, and a third station in the children’s area. Over time the use of these self-check stations increased and has now leveled off at approximately 50% of all checkouts.

Electronic resources (sometimes called “databases”) are an integral part of the collection that the Library offers to its citizens. These databases compile newspaper and journal articles and offer them in an ad-free environment since libraries pay for service. Many journals and newspaper title feed their content to serves such as Gale, Ebsco, and Newsbank. These databases contain information that is not available on the web (or if it is, there is usually a paywall). These databases can be searched by keyword and can be limited to full-text material or even peer-reviewed content for the more serious researcher.

Other databases offer useful information in electronic format (like Chilton car manuals). Also California statistics (including business and economics, community, population, education, health, etc) are available through the Rand Corporation. There are also databases that help children learn to read with read-along stories (Bookflix and

Tumblebooks) as well as the very under-used Learning Express which offers online practice tests for almost every standardized test (from the GED to the MCAT) and downloadable practice books.

Electronic Resource Use			
Name	Remote use	In-house use	Total
BookFLIX	0	21	21
Chilton's			148
EBSCO			612
Gale	437	4	441
Newsbank	272	176	448
OverDrive (since 1/20/11)	655 (checkouts)	n/a	655
Rand			1406
TumbleBooks		n/a	767
TumbleTalkingBooks		n/a	37
Learning Express			12

Interlibrary loan (or "ILL") is the term for the service where a customer of one library can borrow materials that are owned by another library. A formal resource sharing partnership exists between Woodland Public Library, Sacramento Public Library and 15 other regional libraries. During FY11, 57,769 requests for loans were filled within the state of California.

Since the California State Library provides a small financial incentive to encourage resource sharing, this is also a revenue generating activity. Woodland Public Library received \$62,504 from the California State Library for this activity. These funds are designated for library books and other circulating material.

In FY10, the Library loaned 58,170 items and received \$82,342 from the state while in FY09 when the Library lent 72,681 items and received \$118,768 in funds. The drop in requested items is probably due to the Library's decreased materials budget. Simply put, if there is less to lend, there is less revenue generated by the collection. It illustrates how important a timely and up-to-date collection is to circulation. The drop in per item reimbursement from the state illustrates decreases in the State Library's funding.

Public Computer Usage:

The Library offers free Internet access as well as popular software such as Microsoft Office. The Library has 19 public computers with one computer a standing station that allows only 15 minutes of access (for those who only want to quickly check email, etc). The public is allowed one hour of use which can be extended an additional half hour (for a total of 90 minutes) if there is no one else waiting. The Library also offers access to Wi-Fi for no charge.

The chart below shows the number of individual "uses" for the public access computers. During the months of February and March the Library's computer lab experienced significant technology problems and could only offer access on a reduced number of computers (some days as little as four computers were available. However, the City's

Information Services were able to solve the problems by “virtualizing” the lab which will hopefully also reduce the time IS spends troubleshooting problems in the lab.

	2008-2009	Per Hour	2009-2010	Per Hour	2010-2011	Per Hour
Jul	3,677	15.45	3,031	17.22	2632	15.67
Aug	3,734	15.56	2,756	16.40	2575	14.63
Sep	3,756	16.05	2,821	16.79	2474	14.73
October	4,179	17.27	2,767	15.72	2759	15.33
November	3,117	15.28	2,043	17.03	2087	13.73
December	3,795	16.22	2,237	15.53	1995	14.05
January	n/a		2,614	17.20	2767	15.72
February	n/a		2,470	17.15	1865	11.23
March	3,547	14.54	2,482	14.77	1698	10.11
April	4,458	19.05	2,594	15.44	2297	15.52
May	2,915	13.25	2,332	15.34	2413	15.77
June	2,893	11.86	2,702	15.35	2523	15.77
Total	36,071	13.08	30,849	16.13	28,085	14.35

Programming:

Due to budget cuts and staff reductions, the dramatic reductions in programming for FY10 continued through FY11. In FY10, story times were reduced to only 2 a week, however in FY11, the Library was able to increase story times to 3 a week but other programming stayed minimal.

Staff was able to work with Friends of the Library to secure funding for some special programming for children. In FY11, the Library offered: a children’s author visit, a magic show, a “Mona Lisa to Manga” art lesson and a music and movement program.

Total Library Programming				
	FY09	FY10	FY11	% Change
Toddlers				
# programs	37	24	39	62.50%
# attendees	1048	410	535	30.49%
Preschool				
# programs	103	44	106	140.91%
# attendees	1808	603	1064	76.45%
School Age				
# programs	83	52	54	3.85%
# attendees	7293	2130	5126	140.66%
Teens				
# programs	45	10	11	10.00%
# attendees	318	131	134	2.29%

Summer Reading Club (SRC) is the backbone of programming for children and young adults. Due to budget constraints, SRC was decreased from 6 to 4 weeks in FY10. Without a librarian dedicated to youth services, the cutback in SRC programming continued in FY11. However, the Library was able to utilize a part-time temporary librarian to assist with SRC planning and events. While the Library held only 4 events

(down from 7 in FY08), staff was able to do more outreach and marketing of the events. Probably most importantly, youth services staff was able to visit year-end assemblies at schools to promote the summer reading program.

To attract readers and draw children into the library, it is customary to provide special summer programming. This year, Library staff organized a SRC “kick off party” with craft stations (manned by teenage volunteers), a program about animals of the rain forest (with live animals), an art lesson and activity about impressionism by the Crocker Art Museum, a magic show and a science exhibit from the Davis Explorit Science Center.

All events, prizes, and printing for SRC were paid for by the Friends of the Library.

Summer Reading Club runs from June to July/August which straddles two fiscal years. The chart below represents SRC as a calendar year which is the way libraries frame it for evaluation. These numbers are also represented in the programming chart above in the appropriate fiscal year.

Summer Reading Club (SRC)						
<i>Calendar Year</i>	2007	2008	2009	2010	2011	% Change
Initial Sign Up/Kick Off	85	354	0	143	234	64%
Total Participation	475	751	650	521	582	12%
Toddlers (<3 years)	52	79	44	48	49	2%
Children (3-12)	374	609	561	424	479	13%
Teens (12-17)	49	63	45	49	54	10%
Number of Programs		7	4	4	4	
Program Attendance	601	1,632	821	596	777	30%
# of Minutes Logged by Children	68,460	121,050	83,410	89,880	116,957	30%
# of Reviews Submitted by Teens	213	352	224	125	216	73%
# of Books Reported by Adults	0	301	241	265	336	27%

Due to budgetary constraints, the only adult programming done by Library staff is a “Read for Fun” program that corresponds to Summer Reading for children. The “Read for Fun” program does not offer events and is a voluntary reporting of books read by adults who wish to be entered in a drawing for prizes. The prizes (gift cards to downtown merchants) are purchased by the Friends of the Library. The “Read for Fun” statistics are reported on the SRC chart above.

All other programming that brings adults to the Library is done by affiliated volunteer organizations. The Friends of the Library, the Brown Bag Book Club, the Rose Club and Woodland Reads utilize Library space to offer interesting and educational programming while promoting and supporting the Library and its mission.

The Friends of the Library host an annual Mystery Night and quarterly author events. The Rose Club offers monthly meetings with topics such as wreath making as well as an annual Tea around Valentine’s Day and a Garden Tour of the Library’s roses and local private gardens. The BBBC has twice monthly meetings and draws a broad range

of people with the varied books they read. Without these organizations and their work, there would be no physical adult programming at the Library.

Volunteer Library Programming for Adults	
Friends of the Library	
# programs	6
# attendees	281
Brown Bag Book Club	
# programs	23
# attendees	285
Rose Club	
# programs	13
# attendees	556
Woodland Reads	
# programs	1
# attendees	80

Outreach:

As reduced staff struggles to serve over 800 visitors per day, outreach activities have necessarily decreased to focus on core library services. However, youth services staff always try to accommodate class visits and tours and library card sign ups. In FY10, youth services staff were unable to perform end-of-year school outreach but in FY11, they were able to visit 8 school assemblies to promote SRC. Esther Guardado (from youth services) participated at two schools for Read Across America celebrations and is a member of the Woodland Youth Coalition.

In September 2010, the Library participated in the annual Stroll Through History with docent guided tours through the library. In the spring of 2011, the Library participated in the “Woodland Reads” program, and the Library Services Director represented the Library to several service organizations throughout the city.

Goal 1: Increase Family Programming: Increase family programming relying upon Friends of the Library funding.

Even though the Library was unable to fill a funded youth services librarian position during FY11, the Library Board of Trustees and the staff were committed to providing as much quality programming possible aimed at children.

The Library committed to provide three story times a week instead of the two that had been offered through the previous year. The Library utilized existing staff as well as a professional librarian in a part-time temporary capacity. The Library offers morning and afternoon story times and offers one for toddlers and two for pre-school age children. The Library is exploring additional story time opportunities. For instance, “lap sit” story times (aimed at infants to toddler age) are very popular within the Library community.

Attracting families with young children helps instill commitment to literacy and provides support and educational resources for parents and children.

With the generous funding of the Friends of the Woodland Public Library, the was also able to attract young readers into the Library with special events such as a magic show and an art program about manga aimed at teens and tweens.

The part-time temporary librarian also provided a programming opportunity by networking with a Davis organization that merges music and music for toddlers to pre-schoolers. The organization, Music Together Davis, preformed a free interactive program for attendees.

The Friends of the Library provides all funding for the Library's Summer Reading Club (SRC). This year the theme was "One world, many stories" and the Library was able to offer four programs to attract young readers along with a kick-off sign up party and a end of SRC teen pizza party.

The Library is continuing its commitment to family programming and has plans for FY12. A costume party in October, family gaming in November, and a tree decorating party in December are planned and there will also a spring event. With the Library able to hire a third librarian, the workload will still be intense but the reward is something shared by the whole Library and the community.

Goal 2: Improve Web Presence: Redesign library website to increase usability and explore other web-based services to increase access and visibility for the public.

According to statistics generated by Google Analytics (the chosen measurement tool of the City's Information Services department), the Library's webpage generated 98,280 views - the most hits of any city department webpage except for the city's main homepage.

From the Library's webpage, the most used link was to access the Library's catalog and patron accounts which accounted for 48% of the traffic. According to use statistics, the other popular pages were pages for kids, research tools, and the Ask A Librarian service.

With access to the catalog, library accounts, subscription databases, research tools, calendar of events, links, and volunteer programs, the Library's website is very popular and useful.

The website structure was recently modified and streamlined. The Library staff worked together to determine common, understood language to convey the Library's message and to clarify the services we offer online. The Library also explored the possibility of a total professional makeover of the website but the City's Information Services offered their web design services and are working with the Library to redesign the front entry

page of the Library's website. At sometime in the future, the IS department will probably redesign the entire website and the Library will have the opportunity to update all its pages.

The Library is also exploring social media site and the phenomena of social reading. Websites like GoodReads are allowing readers to come together and share online. The Library is looking for ways to create a reader's advisory section utilizing some of free services (such as blogs) available online.

Goal 3: Explore the possibility of a Job Literacy Center: To fill the need of job literacy skills for people of all ages in the community, explore the possibility of creating a Job Literacy Center.

The Library has approximately 2,000 square feet of unfinished space located under the children's department on the southwest side of the building. The Library Director and Literacy Coordinator looked into opportunities for funding to finish the incomplete area.

Contrary to what has been previously reported, little additional operating expenses would be needed to maintain the space. There would be additional costs for HVAC, etc. however the Literacy Service would move to the renovated space and there would be no additional staffing costs.

However, even with little or no additional expense to the City, the Library and its Literacy Service is too understaffed to undertake the completion of the space without technical assistance and financial support from the City which is currently not available. The Library hopes that in the near future the economic conditions improve and that support for the renovation will be made possible.

Goal 4: Increase Volunteer Utilization: Expand volunteer program in a way that requires minimal staff supervision, addresses high priority library needs, and operates effectively.

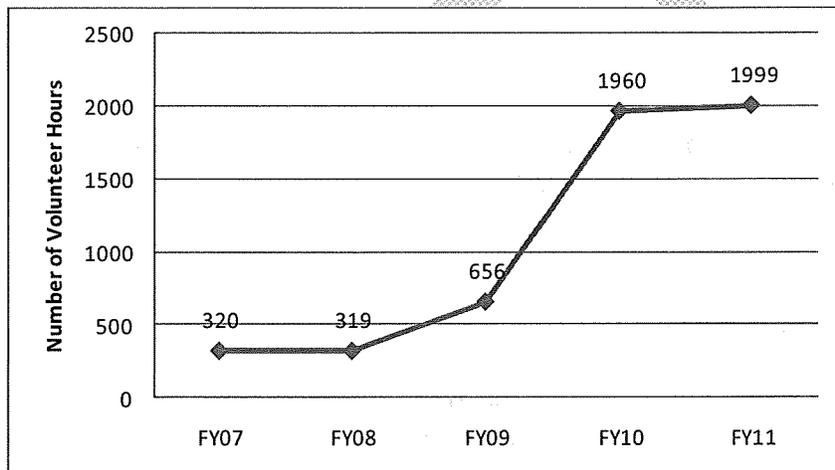
Woodland Public Library has historically had an active volunteer program from which the Library and community benefits in many far reaching ways. The Library is very open and enthusiastic regarding the possibilities of enhancing library services through the use of volunteers. At the same time, the Library is realistic regarding the requirements, limitations and challenges.

The California State Library recognized the Woodland Public Library as a trailblazer in the field of volunteerism by including many of the procedures and job descriptions in their publication, *Volunteer Involvement in California Libraries: Best Practices* (1999). The California State Library annual report requires reporting of volunteer hours.

The recent reduction in volunteer hours is a reflection of the reduction in Library hours as there is simply less time available for people to volunteer. However, the combined volunteer hours were still equivalent to almost four full-time staff members.

Type of Volunteer Activity	FY 08	FY 09	FY 10	FY 11
Literacy Program (mostly tutoring)	3,687	10,385	8,270	5,453
Library Formal Volunteer Program	319	517	1,960	1,999
Teen Volunteers (mostly SRC)	337	225	86	274
Total Traditional Volunteer hours	4,342	11,127	10,316	7,726
FTE	2.10	5.38	4.98	3.73

In 2009, the Library Formal Volunteer Program (which trains and organizes volunteers to shelve books and check the order of books on the shelves) hours increased from 318.5 hours to 517 hours, representing a 62% growth. However in 2010, under the care of a Volunteer Trainer and Coordinator (who is also a volunteer), the program has grown significantly.



Besides the success of the Library Formal Volunteer Program, the infamous “Spine Tingers” were resurrected whereby volunteers mend books and bindings to help lengthen the shelf life of material. In FY11, the Tingers repaired 511 items that were put back into circulation saving the Library money.

The biggest challenge when working with volunteers is the significant amount of time required in recruitment, selection, training and supervision. Also, volunteers CANNOT be depended upon for critical public services tasks which cannot be suspended when volunteers don’t show up.

Volunteers are not free. In addition to recruitment, training and supervision, the department covers the cost of workers’ compensation for all volunteers. A number of very real barriers also exist in the use of the library volunteers. *Access to databases containing confidential patron information is a privacy issue. Most libraries do not allow volunteers access and we have been very selective in allowing only a few volunteer interns (following strict training and review of privacy policies) to have access; however, it raises issues of network security as well.* All of the Library’s volunteers in the Library

Formal Volunteer Program sign a confidentiality agreement acknowledging the private nature of library records and promise not to use/reveal any information.

The Library is participating in a Volunteer Match Program and in May 2011 recruited a Volunteer Coordinator who has committed to the Library for at least a year. With the reduction of staff, there is not enough paid manpower to supervise volunteers. The Library has had great success with a volunteer coordinating the Library Formal Volunteer Program and will try to duplicate that success in other facets of volunteerism.

In addition, the Library benefits tremendously from the more informal volunteerism that is documented as follows for 2011:

Rose Club (grounds maintenance, administrative, fundraising)	2,245 hours
Friends of the Library (fundraising, administrative, advocacy)	4,700 hours
Spine Tingleers (repair of circulating material, training)	205 hours
Board of Trustees (administrative, advocacy)	<u>600 hours</u>
	7,750 hours

The Library's website has a direct link to a volunteer page with information regarding type of activities available, expectations, processes and contact information: <http://www.cityofwoodland.org/gov/depts/library/volunteers.asp>

Facilities and Equipment:

Front Door:

Over the 2010 Labor Day weekend the front doors of the Library were breached. City Facilities staff was able to make the door slightly more secure but could not fully correct all the problems and recommended replacing the doors. Measure E funds were made available to replace the door. New doors were installed in January 2011.

Drive Up Book Drop:

Reflective tape was added to the edges of the book drop on Carnegie Way to help drivers navigate around it as it has been hit several times.

Phones:

A new phone system that uses Voice Over Internet Protocol (VoIP) technology was installed by the City Information Services. The phone system is more flexible for users and allows greater personalization based on need of the organization. There were small disruptions to phone service during furloughed days and when the Library was closed but phone service interruptions were minimal.

Equipment:

The Library upgraded the staff copier during the second quarter. The new copier scans, faxes and prints allowing the Library to deaccession stand-alone printers which cost more for toner and are harder for the City's Information Services department to support.

Heating/Cooling:

In November 2010, the Leake Center reported a heating problem. After several misdiagnoses, a contractor was called in a part was ordered. Eventually the Leake Center had full heat in March 2011. The children's area also had heating problems

during the winter. After several attempted adjustments by City Facilities staff, a contractor was called in and the heat was restored immediately.

Power Washing of Building:

Thanks to an email to City Hall from one of the Friends of the Library, the Library was power-washed by City Facilities staff on May 13, 2011. While washing, it was discovered that the drain by the Friends' door was almost totally clogged and a plumber was called to unclog it the following Monday.

Furniture:

At the end of FY10, the Friends of Woodland Public Library purchased wooden wall holders to house community information and those units were installed near the front door the beginning of FY11. This year, the Friends purchased for the Library a standing computer desk which now houses a public Internet computer with a 15 minute time limit. Also in FY11, the Friends contracted Perez Cabinet Shop to build an octagonal display for books. The display now houses new non-fiction books by the Library's Front Street entrance.

Grounds:

The Woodland Library Rose Club continues to do an extraordinary job of maintaining the rose gardens for the enjoyment of all of Woodland. Over 2,000 volunteer hours are contributed to the maintenance and clean up of the gardens alone.

Leake Center Closure:

Although the Library offered meeting space to the community since 1989, it is not one of the core services supporting the mission of the Library. The Library Board authorized its closure to the public as of May 1, 2009 as a result of staff and budget reductions in order to focus remaining limited resources on the primary mission of the Library. The Center continues to be closed to the public.

Miscellaneous:

Grants:

The Woodland Public Library partnered with its Literacy Service and was awarded two grants for employment literacy services.

- The Library and its Literacy Service received a \$10,000 Library Services and Technology Act (LSTA) grant through the California State Library. LSTA is a federal grant program that is managed by the Institute of Museum and Library Services (IMLS) and is administered in California by the State Librarian. Half of the money was used to offer four intensive workshops teaching job seeking skills. The other half of the money went toward books for the Library's circulating collection. The money allowed the creation of a Job Resources section of the library to assist job seekers find the books needed.
- The Library and its Literacy Service received a \$2000 grant from Woodland's Sunrise Rotary Club. The grant allowed for the purchase of three fully equipped notebook computers. These computers were added to the four laptops Literacy already used for job assistance computer labs. The program, with one-on-one tutoring from Literacy and Library staff, has been so successful it has been expanded from one day to two days a week. If staffing were available, the lab would be utilized by the under or unemployed every day of the week.

- The local Omega Nu chapter provided a \$500 donation to the Library for the purchase of large-print books. Large print books are an important part of the collection as population ages and eyesight issues increase. Currently 12.9% of the US population is 65 or older – that is 1 in every 8 Americans. By 2030 it is expected that 30% of the population will be at least 65.

Food for Fines:

The Library accepted one can of food per dollar owed for late fines during the holidays (post-Thanksgiving to pre-New Years). The food was donated to the Food Bank of Yolo County. Counting the number of “cans” donated was attempted but it was impossible since food was constantly coming in but many needy families were helped.

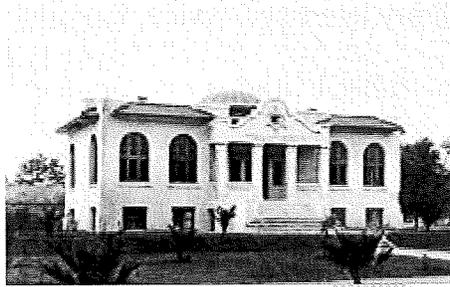
Snapshot Day:

The California Library Association’s “Snapshot Day” asked libraries around the state to report statistics such as circulation, computer usage and door counts from one day in October. The Library contributed by including its usage and events for October 19, 2010.

Staff Development

All permanent staff evaluations are current. This past year, staff attended regional meetings and workshops, state conferences, webinars, podcasts and workshops sponsored by InfoPeople, the training contractor for the California State Library. All librarians attended training for America’s Newspapers, OverDrive, QuestionPoint, and the California Library Association Conference. The Director and librarian Patricia Lakie attended in-person Public Information Officer training and a webinar about ADA updates. Patricia Lakie also attended a jobs and workforce recovery webinar, a volunteer utilization workshop from the California State Library, and the Innovative User’s Group conference, as well as a library behavior policy webinar with librarian Carol Davis. Carol Davis also attended a Latinos in libraries webinar. Esther Guardado attended a workshop that merged music and movement in story times. The Director attended the American Library Association Annual Conference, a workshop for dealing with difficult people, and a training for harassment prevention.

All professional librarians belong to the American Library Association and the California Library Association. All staff is also up-to-date on the NIMS emergency training that is available. Substantial emphasis has been placed on staff development as the library field is always changing. As more routine tasks are automated and/or outsourced and more emphasis is placed on public service, new skills will need to be developed in both professional and paraprofessional staff.



**The Woodland Public Library
Literacy Service
&
The Woodland Literacy
Council**

**Annual Report
2010-2011**

Woodland Public Library Literacy Service: A Brief History

The Woodland Public Library Literacy Service began in 1985 through a grant provided by the California Library Literacy Service, the adult literacy component of the California Literacy Campaign. Public Libraries participating in the California Library Literacy Service provide English language literacy instruction for adults. For most of the Literacy Service's 26 year history, it served a geographical area that included all of Yolo County. Based in the Woodland Public Library, tutors worked in the branch libraries of Yolo, Esparto, Davis, Winters and West Sacramento. At varying times over its 26 year history, the Literacy Service has administered programs in Family Literacy, Mobile Literacy (with the Literacy bus), English as a Second Language (ESL), and Inmate Literacy Programs. The Literacy Service falls under the jurisdiction of the City of Woodland and the Woodland Public Library. The Woodland Literacy Council is a non-profit organization serving as the Literacy Service's primary advocate and fundraiser within the community. As with many organizations, the Literacy Service's history has seen up and downs. By early 2007, the Literacy Service was close to closing its doors. Of all its previous programs, the only two that existed were the Adult Literacy Program and the Inmate Literacy Program. By May of 2007, the Adult Literacy program was down to 27 tutor/ student pairs and 15 learners within the Inmate program at the Monroe Detention Center.

In July 2007, two events took place that would change the face of literacy in Woodland, and begin its road to recovery. The Yolo County Library System Applied for and received a grant from the California Library Literacy Service (CLLS) to establish a literacy service for rural Yolo County (Davis, Esparto, Winters, and West Sacramento).

The State of California divided Yolo County into two sections, separating Woodland from the rest of the county, and as a result we began to look at the solving of “city” literacy problems. It was also at this time that a new coordinator was hired whose expertise lay primarily in non-profit organization administration rather than education or literacy. With the goal of financially and organizationally putting the program back on its feet, the initial task was to restore the basic adult literacy program, followed by discovering and meeting the literacy needs of the city of Woodland.

The Adult Literacy Program is stronger than it has been in quite some time. We have sought out, and are meeting the literacy needs unique to city life. Programs working with the incarcerated, the homeless and the developmentally disabled have become solid programs within the Literacy Service over the 3 past years. And, perhaps most importantly in today’s economy, we are financially sound.

In the following pages, we will take a look at the needs within this community both in their uniqueness and their universality, explore the programs we have, explain the financial workings of the Literacy Service in general, and with regards to individual programs. And, because it is hard not to, we will attempt to establish some of the goals for the upcoming year. Because of the interconnection between the Literacy Service and the Woodland Literacy Council, a section of this report is included that explains their role as advocate and fundraiser.

The need: Illiteracy within our community

According to the 2007 Department of Education report, 1 in 5 Americans are illiterate. They can not read above a 4th grade level. It is estimated that an even higher percentage are functionally illiterate, in that they are reading between a 4th and 8th grade level. For a community of 50,000 people, that represents approximately 10,000 people that have some sort of reading and writing deficiencies.

It is an established fact that there is a direct correlation between illiteracy, poverty and crime. Jonathan Kozol in his report *Illiterate America* states that of the 173,000 inmates in the California prison system, over 50% of them can not read above a 7th grade level, with 21% reading below a 3rd grade level. Of the nearly 60,000 that have been released due to overcrowded prisons or are on probation, a large percentage of those are in need of literacy education. The recidivism rate among those who are illiterate is 73%.

The illiteracy rate among the homeless is equally as staggering. According to the *Institute for the Study of Homelessness and Poverty*, 50% of those living in shelters or some form of transitional housing have not graduated from high school. The illiteracy rate is highest among the homeless, adding to their inability to secure a job, affordable housing and health care. Few shelters have the staffing or finances to operate an effective literacy program. And, these are the only needs that can be measured, and do not reflect those whose primary language is not English, yet seek reading and writing skills to pass Citizenship exams, technical exams, or fill out a variety of governmental paperwork. It does not take into consideration those who are functionally illiterate who desire to be able to help their grandchildren with homework, or pass GED exams. All

these challenges in literacy have yet to make it into government reports, yet are equally important to the lives of those involved, and to the health of our literacy program.

The fact that the City of Woodland is reflective of the national tendency is of great concern. The challenge, then, for a literacy program is to find ways of meeting these needs with the specific goal of the learner in mind, and, often, in a setting much different from traditional education.

The Woodland Public Library Literacy Service is recognizing those needs and making strides to fulfill them.

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THE LITERACY SERVICE

The Adult Literacy Program:

In July, 2007 the Adult Literacy program had approximately 27 tutor/student pairs in Yolo County, and one small group session in Winters. There was a student waiting list of over 25, some of whom had been waiting for over a year. With an increase in tutor recruitment and training, we now have 70 active volunteer tutors teaching 90 students. There is a waiting list of no more than 5, as tutor training takes place monthly and tutors are matched with students within two weeks.

The Adult Literacy program is a goal oriented program. Tutors and students are paired for one-on-one instruction with an emphasis on individual goals ranging from basic literacy skills in reading, writing and comprehension to improving jobs skills, to GED work and citizenship preparation. The *Challenger* basic literacy series serves as the foundation of our curriculum, with the Literacy Service maintaining a full library of goal-oriented literacy programs. We also house a small reading library complete with literature for the mature adult at all reading levels. Believing that possession, the mere act of owning study materials, is important when it comes to learning, the workbooks are supplied to the student at no cost to them.

Students are assessed upon entering the program, and again twice a year using the *Roles and Goals* evaluation established by the State of California. This past year, the process of assessment has been examined, and although the Adult Placement Indicator (API) test is the initial evaluation, CASA has become our secondary source of evaluation. Based on these two assessments and the student's individual

goal, a curriculum is developed. Tutors are trained in the effectiveness of both these methods.

An increased effort in effective data collection has resulted in a more efficient use of the data base, *LitPro*, based on the input from tutor's monthly reports. A conscience and successful effort to increase communication with tutors was made and as a result a specialized curriculum has been developed.

Demographically, 30% of the learners are Latino, 50% are white with the remaining 20% representing Asian and African American backgrounds. 43% of the learners range in age between 30-50 with the remaining percentile falling evenly on both sides of the 30-50 year old range. 45% are women and 55% are men. 90% of the tutors are white, with the remaining 10% divided between Asian, African American and Latino.

84% of the 640 learners reporting goals to the State of California (including those participating in STEP) reported significant achievements. A major increase this year was seen in use of the public library, as well as those achieving job literacy goals such as the completion of a resume, improving job skills and obtaining of employment and housing.

The biggest challenge will always be the recruitment of students, because traditional announcements in printed material, such as newspaper articles or fliers, are not readily accessible to those in need the help. The Literacy Service has stepped up its outreach programs this year working hand-in-hand with the Cache Creek Rehabilitation Center, the Department of Employment and Social Services, and most recently, Walter's House working with individuals in need of job literacy as well as basic literacy

skills. The result has been an increase in those marginal students who would not normally seek out help through the Literacy Service.

We have reduced the waiting list to no more than 2-3 students at a time, with the waiting period under 14 days. We have made it our goal to meet the needs of potential students in the quickest and most efficient manner possible.

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Inmate Literacy:

Nearly 18 years ago, Charlotte Beal began a literacy program in collaboration with the Woodland Public Library Literacy Service to offer inmates within both the Monroe Detention Center and Yolo County Juvenile Hall tutoring in the basic literacy skills of reading, writing, and comprehension. The program took place within the walls of these two institutions, and was focused upon the inmate's completion of a General Education Diploma (GED).

In the last 11 years, over 109 inmates have graduated within Monroe Detention Center and 71 within Juvenile Hall with GEDs. Of those graduates, only 2 have become repeat offenders. Her recidivism rate is less than 2%. Most graduates have gone on to get jobs and lead productive lives.

The program is funded through the Yolo County Sheriff's Department and the Yolo County Probation Department. In addition to salary and administrative costs, the department's supplies funding for study material, testing supplies, and test proctor.

This program has been a solid, productive one since its inception. Other detention centers from neighboring counties are beginning to transfer over inmates to Monroe Detention Center and Juvenile Hall based on the excellence of our literacy program. Our initial concern was whether or not we would be able to continue to meet the needs of those inmates with the level of performance we have established to date with the funding available. Charlotte Beal has done an excellent job, and continues to see positive results as we look towards the milestone of the 200th GED graduate at Monroe Detention Center and Juvenile Hall this coming year..

It should be noted that although men and women on parole or probation are part of the STEP program and have been recruited from DESS or Cache Creek Rehab, the Literacy Service has never seen a graduate from the Inmate Literacy Program in its Adult Literacy Program. Graduates from Charlotte's program walk away with much more than a GED. They walk away with the confidence and commitment to improve both their lives and the lives of their family. It is a true reflection of the success of the program.

Funding continues to come from both the Yolo County Sheriff's Department and the Yolo County Probation Department. Their yearly is commitment is \$38,000 despite the current budget cuts.

DRAFT

No Barriers:

No Barriers is a program specifically designed for adults with developmental disabilities and behavioral challenges. *No Barriers* assists in bridging the gap between home and the community. Their program emphasizes behavioral management strategies led by Clinical Psychologist, Dr. Steven Heidorn and Behavioral Specialist, Joe Zavala. *No Barriers* staff are trained and supervised to provide 1:1 support. A low staff to client ratio makes it possible to adapt to their clients' unique personal and social goals while enabling them to participate in typical activities in their community.

No Barriers came to the Literacy Service with a unique problem; how to integrate an educational program into the daily schedule of their clients. The staff was trained in basic literacy skill techniques, and supplied with learning materials, staff support and guidance. In many ways, this is the program with the most visual results. Many of the *No Barriers* students began the program with no reading and writing skill whatsoever, but through constant and focused work are now reading at elementary school levels. A specialized curriculum has been developed primarily by the Literacy Assistant, Alma Molinari, to supplement the basic *Laubach* reading series.

In addition to the basic reading and writing skill improvements, *No Barriers* students have worked to improve Math, time-telling and money skills. A large garden was planted on the Hayes Ranch just outside of Woodland and the produce is abundant (much of which is being given to the Wayfarer Center and the Food Bank) because they are able to read the back of seed packages, label the vegetables on stakes and measure the distance between the plants. It is something that a year ago would not have happened.

15 pairs of counselors and clients now work with the Literacy Service. Funds for student study materials came from a generous gift from the Woodland Sunrise Rotary and Davis Soroptimist.

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S.T.E.P-Strength Through Education Program

The *Strength Through Education Program* (S.T.E.P.), is the literacy tutoring program housed within the walls of the Yolo Wayfarer Center in downtown Woodland. The concept for S.T.E.P. sprang forth in much the same way as our Inmate Tutoring Program in that a need presented itself in a non-traditional venue. With a direct correlation between poverty and illiteracy, improving reading and writing skills for those housed at the Wayfarer Center for the Homeless became a necessary program for the successful transition between living on the streets and a successful independent life style. It became the key to securing employment, finding housings, creating a healthy family situation, and leading a more confident, secure life.

S.T.E.P. provides one-on-one, group and family tutoring within the confines of the Wayfarer Center for the Homeless. Once the evening meal is served, residents must remain at the center for the rest of the evening. It is this time of the day, when the pressure of daily living is lighter, that residents can focus on improving reading and writing skills, on work related goals, and on skills needed for independent living. It is also a time when families can come together to, with the help of a tutor, work on the child's school work, family living skills, and individual tutoring of parents.

The transitory nature of life within the shelter required us to return to the basic philosophy of the Literacy Service, in that we are goal oriented in our teaching.

The Literacy Service in an attempt to meet the educational needs of a variety of residents operates four unique sessions at the Wayfarer Center. Monday evenings consist of personalized attention to reading, writing and job literacy skills. Monday evenings also give us an opportunity to broaden the education base with classes in art,

music and relaxation.. Thursday evenings focus on a more traditional education in writing, reading, and comprehension. Children at the Wayfarer Center work on homework and other educational activities under the direction Carol Furlong, the program's Early Education Tutor.

Program administrator, Mike Elfant coordinates and supervises a three person tutoring team, each specializing in one or more areas of learning. Assessment is done on a case to case basis. Data is fed into our *LitPro* Data Base The ultimate goal, as with our inmate tutoring program, is to equip the resident with the needed literacy skills—the ability to read, write and comprehend—to succeed in an independent, fulfilled way of life.

As the result of a \$10,000 grant from LSTA, the library in conjunction with the Literacy Service held four employment development workshops in the late spring and early summer of 2011 led by profession career counselors, *Career Paths*. A total of over 60 attended. \$5,000 of the grant was spent on collection development focusing on job and employment books and materials. A \$2,000 grant from Sunrise Rotary allowed us to buy 3 new lap top computers to add to our existing lab, as well as software and flash drives. Employment Computer labs are offered twice a week (Monday and Tuesday afternoons) with trained staff focused on resumes, job search skills, and basic computer literacy.

For those students leaving the center for a significant period, tutoring will be available through our Adult Literacy Program.

Within the past year, we have seen nearly 632 homeless residents pass through the program. 25% of the students have completed job literacy classes, and obtained employment, and well over 50% of the residents have obtained permanent housing.

In the spring of 2011, STEP published *Shadow in the Mirror*, a collection of the resident's writings over the past two years. The writing exercises are a key element of the program, are gathered together once a month in the *Wayfarer Literary Journal*, a publication available in print and on line at www.cityofwoodland.org/library.

It is a program that is constantly evolving because of the needs of the economy, the transitory nature of being homeless, and the needs of our students.

DRAFT

VOTER LITERACY

The Voter Literacy Program is a program targeted at students in the Inmate Literacy Program and at Wayfarer offering curriculum in voter rights, registration and information concerning candidates and issues of the election. The material is designed for the lower level reader.

During the 2010 elections, 27 first-time voters registered to vote and over 35 new and returning voters voted. Sessions at both the Monroe Detention Center and Wayfarer focused on not only the city council elections, state wide elections and ballot measures but on a citizen's right and responsibility to vote. The Voter Literacy Program was initially funded by a \$5,000 outreach grant from the County Clerks office.

BUDGET NARRATIVE

The 2010-2011 budget was \$158,237. This budget included revenue from the California Library Literacy Service, the City of Woodland, the Library Fund, the County Sheriff's Department, and Woodland (Yolo) Literacy Council. Additional funding came from private and public foundations including the Yocha DeHe Community Fund, Target, United Way, Soroptomist, the Teigert Foundation, the Kelly Foundation, Sunrise Rotary, USBANK and the Community Development Block Grant. 27% of the revenue was not expended and carried over into the 2011-2012 budget. I have enclosed a copy of FY 2010-11 budget and year end report at the end of this section. This budget allowed us to operate our basic Adult Literacy program, the Inmate Literacy Program, Voter Literacy, No Barriers, and the STEP program. The Literacy Coordinator position was increased to a .75FTE position. At the beginning of the 2011-12 FY that position became full time..

The Inmate Coordinator, Program Administrator for STEP, and part-time instructors in the STEP program are hired on a contract basis. Two positions were added at the beginning of the 2009-2010 FY and include an Early Education instructor working with the children at Wayfarer, and a Computer Intensive instructor for the STEP program and continue into the 2010-2011 FY.

With the hiring of a new Literacy Coordinator four years ago, a stronger emphasis has been placed on fiscal responsibility. Meeting the literacy needs in Woodland means meeting them with materials, staff and additional funding. The Literacy Coordinator has attended three grant writing seminars through the Foundation

Center in New York, resulting in the reach and writing of over 40 grants, and an extensive increase in revenue for both Adult Literacy and STEP.

With the increase in programs and participants, the Literacy Service received an increase in State funding, as well as an increase from the Sheriff's department for the Inmate Program. The expected budget for the coming year (2011-2012) is to run \$160,000 for Adult Literacy and \$20,000 for the STEP grant.

The bottom line is that meeting additional needs within the community requires additional programs, and additional programs require the staff to administer them. With fiscal responsibility the top priority, we feel confident that we can meet the new and exciting challenges that the Literacy Service is embarking on this coming year.

A GLIMPSE INTO THE FUTURE:

The look towards the future began in many ways when the Woodland Public Library Literacy Council was asked by the California Library Literacy Service to focus its efforts on the City of Woodland. What had traditionally been viewed as a rural farming community was now being seen as an urban community with all the positive and negative distinctions that separate the two.

The Literacy Service has taken this distinction seriously and has begun, and will continue to explore those needs unique to being a city. We have taken major steps in dealing with the literacy needs of the homeless, of the developmentally disabled, of the incarcerated as we also continue to meet the needs of the general adult learner population.

But this is only the tip of the ice berg that we label "Illiteracy in America"—that 1 in 5 adults who can not read above a 4th grade level. We are facing an aging population, and with that a group of senior citizens in need of improved literacy skills. Hispanics and other minorities are now in the majority with over 50% of our population speaking English as a secondary language. With the beginning of urbanization comes the problems associated with urban life, and we must look for ways of dealing with an education system that is failing young adults. I foresee a time when teen and young adult literacy is a major program within the Service.

And with this I see an increase in specialization in literacy services as we again turn to the need for goal oriented programs to meet such a variety learners and learning environments. And with this I see an increase in tutor training as we attempt to match the skills of the tutors with the needs of our learner populations.

WOODLAND LITERACY COUNCIL

Our Mission:

The Woodland Literacy Council envisions that every Woodland resident will have the opportunity and the resources needed to become literate. The Council will enhance community awareness of literacy programs and promote the benefits of literacy within the community. We will nurture and encourage the staff members and volunteers at the Woodland Public Library Literacy Service as well as our literacy advocates.

The Woodland Literacy Council was founded in 1984 and has grown in membership to just over 100, with an executive board of 8. Our members serve the Literacy Service as representatives and advocates for literacy, as fundraisers, as educators to the public, and as support to the Literacy Staff.

Our annual contribution to the Literacy Service aids in the overall operation of the organization, as well as specific projects such as the homeless tutoring project at the Yolo Wayfarer Center. We raise funds through an annual fundraiser, through grants from corporate and private foundations, the United Way, civic organizations and membership. The donation for 2008 was \$4,000 with an expected increase in the coming years.

We publish a quarterly newsletter announcing upcoming events, student achievements and informational articles for our tutors and members.

We supply support to the staff in terms of public advocacy, public relations and meeting special material needs required by the Literacy Service.

The Woodland Literacy Council was selected as the Woodland United Way Agency of the Year for 2008, and the Literacy Coordinator serves on the United Way Board of Directors.

DRAFT

Woodland Literacy Council Board of Directors

The Yolo Literacy Council meets on the Second Monday of every month from 5:00 to 6:00 in the office of the Woodland Public Library Literacy Service located in the Public Library, 250 First Street, Woodland, CA 95695.

Rosalinda Martinez, President, 2007-2009, Member at Large 2005-2007

Bobbie Moriel, Treasurer, 2005-2009

Julie Gallelo, Member at Large 2008-2011, President 2006-2008

Jane Watson, Member at Large, 2007-2010

Tom Pavao, Library Board of Director Liaison

Sue Bigelow, Literacy Coordinator/Liaison

Woodland Public Library 2012

Director's First Quarter Report

Staffing:

Excluding Literacy staff and the Director, 5 full-time employees staff the Library as opposed to 8 two years ago or 11 in July 2008. As a result of such continued staff reductions and sustained high use by the public, the Library has had to rely more on part-time, temporary staff. The addition of Saturdays (and their popularity) has led to an increase of page and LTA hours.

Temporary Employee Usage

Classification	Q1 FY09	Q1 FY10	Q1 FY11	Q1 FY12
Page Hours	1221	795.25	1012	1138.5
LTA Hours	1973.5	832.25	1273.5	1350.5
Librarian Hours	0	101.5	130	100.25
Total Temporary Hours	3194.5	1729	2415.5	2589.25

Negotiations have been finalized with the Mid-Management association which does include furloughs through FY12. The General Services bargaining unit negotiations have recently began. The Library Services Director's association is currently working with contracted 12 furlough days for FY12.

Facility:

The building's elevator began experiencing intermittent problems in September. Several times people entered the elevator from the 1st floor, pressed the button for the basement but nothing happens. No one gets "stuck" – when the button to open the doors is pressed, the doors open, and when the elevator is called to the basement it will descend properly. Thyssenkrupp, the elevator's service contractor, has been called 3 times and says the elevator is safe – it will not fall – but there is probably a relay or sensor error. As with most intermittent problems, it's difficult to diagnose but Theyssenkrupp is troubleshooting by replacing parts and relays.

The "media" desk – the desk and staff person who assists with the public computer room and hands out DVDs – has been moved to just outside the room. The media staff person will still have a view of the room since the desk is by one of the room's interior windows but will also now have a better view of the DVD/CD area, holds area, self checkout station, and circ desk. The media desk person can assist with circulation overflow and the self checkout station. The staff member assigned there can also

monitor the high theft media area. As we try to transition away from the current staff-intensive binder solution for DVD security, having a dedicated staff presence in the area should help deter theft.

Public Service:

Visits to Woodland Public Library in the first quarter increased almost 6% from last year. The Library had an average of 843 visitors a day which is 96 an hour.

Visits to Woodland Public Library

	FY07	FY08	FY09	FY10	FY11	FY12
July	16,680	20,338	24,427	19,508	17,672	18,425
August	17,878	19,225	20,564	15,674	16,554	18,582
September	15,567	19,605	21,631	17,082	15,952	16,155
Q1	50,125	59,168	66,622	52,264	50,178	53,162

Circulation during the first quarter increased over 6% from the previous year (which corresponds to the increased number of visits). The Library's hours have been standardized to a normal and predictable schedule for the public to understand and incorporate into their routines which has hopefully helped increase usage.

Checkouts and Renewals

	FY07	FY08	FY09	FY10	FY11	FY12	% Change
Jul	22,262	26,706	32,617	28,598	27,804	27,445	-1.29%
Aug	21,852	27,290	27,688	25,299	23,743	27,001	13.72%
Sep	21,149	25,769	28,220	25,697	22,817	24,996	9.55%
Q1	65,263	79,765	88,525	79,594	74,364	79,442	6.83%

Reference:

Assisting library users in meeting their information needs is the heart of the library profession. It is a basic, core service that is expected by the public. The Library continues its reduced reference staffing with no reference librarian available from noon to 2pm weekdays. A reference librarian is only available 3 to 5 hours a day in the children's area.

While it appears the reference transactions have maintained the same activity as last year, it's important to note that reference statistics are generally subjective and are gathered by busy librarians working the reference desks.

Reference Activity

	FY10	FY11	FY12
Jul	424	748	732
Aug	730	701	666
Sep	966	596	747
Q1	2120	2045	2145

Outreach Activities:

Outreach activities continue to be at a minimum as staff is needed in the building to assist customers. Esther Guardado attended a Woodland Coalition for Youth monthly meeting and plans to continue to be involved in the organization. Youth services staff has hosted a number of class visits with tours and a brief story time. The start of school is a particularly busy time for tours.

The Library did not actively participate in the Stroll Through History. Last year, a library volunteer provided tours through the Library that were attended by only 3 people so instead this year an informational sheet about the building was provided to visitors.

Librarian Patricia Lakie attended a partners meeting in Folsom in September.

The Library Director participated in the Woodland Reads planning committee. Also, was elected to the NorthNet steering committee as a Mountain Valley representative. The Director also participated in the Public Access Technology Benchmark Forum by the California State Library and the Gates Foundation.

The Director and Literacy Coordinator, Sue Bigelow, met with Councilmember Tom Stallard on August 22nd to discuss issues facing the Library.

Special displays, such as for Banned Book Week, continue to boost circulation.

Programming:

The Library's Summer Reading Program maintained a reduced number of weeks as it has the previous two years. However, utilizing part-time temporary staff, staff was able to do more outreach and marketing of the events. Probably most importantly, youth services staff was able to visit year-end assemblies at schools to promote the summer reading program.

The chart below was also included in the Library's year-end report. SRC starts in one fiscal year and ends in the next but it's something we think of as one program.

Summer Reading Club (SRC)							
<i>Calendar Year</i>	2007	2008	2009	2010	2011	% Change	
Initial Sign Up/Kick Off	85	354	0	143	234	64%	
Total Participation	475	751	650	521	582	12%	
Toddlers (<3 years)	52	79	44	48	49	2%	
Children (3-12)	374	609	561	424	479	13%	
Teens (12-17)	49	63	45	49	54	10%	
Number of Programs		7	4	4	4		
Program Attendance	601	1,632	821	596	777	30%	
# of Minutes Logged by Children	68,460	121,050	83,410	89,880	116,957	30%	
# of Reviews Submitted by Teens	213	352	224	125	216	73%	
# of Books Reported by Adults	0	301	241	265	336	27%	

Overall, traditional library programming has suffered from service level reductions. The only programming done by Library staff (except for the summer “Read For Fun” program which holds no events) is for children. All programming that is provided is paid for by the Friends of the Woodland Public Library. The chart below provides a detailed analysis of youth services programming activities.

		Quarter 1				
		FY09	FY10	FY11	FY12	% Change
Toddlers						
	# programs	11	6	4	13	225.0%
	# attendees	47	53	67	269	301.5%
Preschool						
	# programs	23	8	6	30	400.0%
	# attendees	549	134	73	73	0.0%
School Age						
	# programs	14	18	11	11	0.0%
	# attendees	437	780	466	705	51.3%
Teens						
	# programs	7	0	6	8	33.3%
	# attendees	34	0	47	128	172.3%

Collection:

Librarians Patricia Lakie, Carol Davis, and Cara Baker continue to work with Baker & Taylor to maintain minimum cataloging errors in the Library’s pre-processed materials. While it is not perfect, error rates are down and staff time is redirected to work with the public. For the first quarter, 1540 items were processed for a cost of \$6844.55.

The librarians, along with assistance from Esther Guardado and Brenda Westall, continue to select material for the Library.

Collection Allocation

	Budget	Expended	% Expended
General Fund 101	\$26,000	\$23,267	89.5%
Developer Fees 570	\$85,000	\$3,313	3.9%
Trust Fund 917	\$25,000	\$429	1.7%
Total	\$136,000	\$27,009	19.9%

Library Material Expenditures			
FY12			
Category	Budget	Quarter 1	% Spent
Adult fiction	\$24,000	\$4,462	
Adult nonfiction	\$14,500	\$5,117	
Large Print	\$0	\$529	
Adult Print Sub	\$38,505	\$9,584	24.89%
Adult Spoken Word	\$4,000	\$646	
CDs	\$0	\$512	
DVDs	\$13,000	\$2,181	
Adult AV Subtotal	\$17,000	\$3,339	19.64%
Adult Total	\$55,505	\$12,923	23.28%
YA--Total	\$4,500	\$1,905	42.33%
Children's books	\$24,200	\$5,335	
Children's Spanish	\$1,800	\$340	
Children Print Sub	\$26,000	\$5,675	21.83%
Child Sp Wd & CD	\$1,000	\$516	
J DVDs	\$5,000	\$1,629	
Children's AV Sub	\$6,000	\$2,145	35.75%
Children's Total	\$32,000	\$7,820	24.44%
Total Print A, YA, J	\$69,005	\$17,164	24.87%
Total AV A, J	\$23,000	\$5,484	23.84%
Totals	\$92,005	\$22,648	24.62%
Standing Orders	\$20,000	\$1,018	5.09%
OverDrive	\$1,605	\$0	0.00%
VAS		\$6,845	
Delivery Bins	\$0	\$364	
Supplies	\$3,000	\$337	11.23%

Public Computer Access:

Computer usage is down slightly. The lab continues to experience intermittent technical problems however the City's IT department is very responsive. While we can compile usage for the public computers, we do not have statistics for the number of wifi users that depend on the Library's wireless access to the Internet. With the prevalence and low cost of smart phones, tablets and netbooks, anecdotally the Library seems to have an increase in that type of Internet use. Library staff has noticed a shortage of appropriate seating for mobile users.

Public Computer Usage

	FY011	Per Hour	FY11	Per Hour
Jul	2632	15.67	2183	12.84
Aug	2575	14.63	2773	13.46
Sep	2474	14.73	2491	14.15
Quarter 1	7681	15.00	7447	13.49

Staff Training:

All the librarians attended a Brown Bag Book Club session where organizers Kay Hodges and Marsha Toy Engstrom gave an overview of BookExpo America. The Director and Patricia Lakie attended a full-day Leibert Cassidy Whitmore Seminar "Supervisory Skills for the Supervisor/Manager." The Director and Sue Bigelow attended a conference call from the California Library Literacy Service. The Director also attended a webinar from the California State Library about using 211 (Health City) data and a workshop by the Woodland IT department that was an overview of the city's use of GIS technology.

Upcoming:

Conference: The California Library Association Conference is November 11-13 in Pasadena. It's in San Jose next year.

Carol Davis, 1st Quarter Report // July-September 2011

- Completed library website redesign – new search menu; consolidation of pages; addition of pages; website clean-up
- Worked with IT on details of new look for library website
- Set up two displays for Banned Book Week and created an information handout for patrons

- Worked with IT on migration of media desk computer to new location – working out trouble-spots, problems, and accompanying issues
- Weeded Mystery genre section in fiction (ongoing). This is impacted, leaving no room for additional material and in dire need of weeding and freshening. I am fortunate to have the help of the circ desk staff (Dana Levine and temporary LTA's) and Esther Guardado to assist with this task.
- Continued to:
 - Lead reference
 - Attendance at city-wide Computer Committee meetings
 - Collection development for all adult collections
 - Supervise media/computer room
 - Create monthly current events pathfinder for the library

Patricia Lakie, 1st Quarter Report // July-September 2011

- Prepared and submitted the annual State Report for the California State Library. This yearly report is very time intensive and very important. It takes most of September to complete.
- Finished cataloging all the circulating magazines. Each circulating magazine now has a barcode and is in Millennium, which allows us to do check-in, check-out and online tracking. We will also have circulation statistics on the magazines.
- Created “New This Month” lists for Woodland Public Library. Patrons can now link to the “New This Month” lists from the Library’s catalog.
- Attended the Partner’s Meeting at Folsom Public Library on September 13, 2011.
- Attended the Leibert Cassidy Whitmore Seminar “Supervisory Skills for the First Line Supervisor/Manager” on September 14, 2011.
- Continued working on security of the DVD collection. We are in the process of testing Kwik security cases. The goal is to eventually get all the discs out of the binders which are very staff-intensive.

Cara Baker, 1st Quarter Report // July-September 2011

- Implemented and evaluated Summer Reading Club 2011
- Planned and implemented teen book club for 8th-12th graders
- Created a teen advisory group to organize and spearhead teen projects
- Continue to brainstorm for and schedule upcoming children's programs and events
- Gathered and reported annual database usage statistics
- Continue to offer twice weekly story time for preschool-age children
- Continue to offer monthly book club for 4th-7th graders
- Continue to select materials to add to the children's and young adult collections

