

**FORT VANCOUVER REGIONAL LIBRARY DISTRICT
Board of Trustees Meeting**

September 9, 2002

I. CALL TO ORDER

Chair Marilyn Breckel called the meeting to order at 5:17 p.m. at Vancouver Community Library. Breckel moved the meeting immediately into executive session to discuss union negotiations. The regular meeting reconvened at 6:04 p.m. No action was taken during executive session.

II. PRESENT

Chair Marilyn Breckel presiding. Board members: Ellis Dunn, Jerry King, Merle Koplan, Karen Peterson, Elena Smith. Staff attending included: Bruce Ziegman, Executive Director; Patty Duitman, Associate Director; Candy Morgan, Associate Director; Doreen Turpen, Associate Director; Sue Vanlaanen, Associate Director; Becky Pettigrew, recording.

Other staff and citizens: David DiCesare, Evelyn Dusenbery, Harris Dusenbery, Pam Newhouse, Victor Russell and Rick Smithrud.

III. AGENDA

The agenda was approved as presented.

IV. MINUTES

Elena Smith proposed several changes to the draft August 12, 2002 minutes:

- On page 9 in paragraph 4, change the second sentence so it reads: "The ones who feel strongly about this issue are the ones who do come in and sign their children up for filtered access."
- On page 9 in paragraph 6, change the second sentence so it reads: "Smith said that she doesn't see a lot of children misusing the Internet."

MOTION: Jerry King moved and Karen Peterson seconded approving the August 12, 2002 meeting minutes as revised. The motion carried unanimously.

V. ANNOUNCEMENTS

On behalf of trustees and staff present, Breckel thanked the Friends of Vancouver Community Library for providing funds for refreshments.

Ziegman noted that Shirley Morgan was unable to attend the meeting.

Ziegman also mentioned that the Board was given a packet of Timberland Regional Library incident reports, which were provided by a citizen at the previous meeting. It was discovered that the citizen gave us every other page of the report. Koplan said she read every other page as it was given to us, and found that the report was similar in nature to other reports she has read. King said that he also reviewed it and came to

the same conclusion. Ziegman asked board members to contact Pettigrew if they would like us to obtain the rest of the report.

VI. CITIZEN COMMENTS

None.

VII. BUSINESS

A. Expenditure Approval

MOTION: Jerry King moved and Ellis Dunn seconded approval of the accounts payable, payroll and payroll payables as presented. The motion passed unanimously.

B. Three Creeks Library Capital Facility Area Expenditure Approval

MOTION: Jerry King moved and Elena Smith seconded approval of the Three Creeks Library Capital Facility Area expenditures. The motion passed unanimously.

C. Resolution 2002-7: Surplus

Ziegman noted that the surplus list contains mostly outdated or broken computer equipment. King asked how much money the surplus sale might bring in. Duitman said that people have paid anywhere from \$5 to \$75 for equipment. King noted that the value listed for the surplus sale was much higher. Duitman clarified that the list indicates the original value of the equipment, not the current value.

Koplan asked about including depreciation information in the surplus list. Duitman said that starting at the end of this year, the district would be required to include depreciation values. She added that the WYSE computer terminals listed in the surplus list are 8-10 years old and have very little value now.

Koplan asked if a column for date of purchase could be added to the list. Duitman said she would have that added.

MOTION: Merle Koplan moved and Karen Peterson seconded approval of Resolution 2002-7, declaring library items as surplus and authorizing a sale of surplus items. The motion passed unanimously.

D. Policy Committee Report

Dunn reported that the Policy Committee has reviewed the contract with the FVRL Foundation, the amended Fiscal Management Policy and the amended Gift Acceptance Policy.

The district has had a contract with the FVRL Foundation for a number of years. The new draft contract takes into consideration the hire of the

Foundation Director and other changes in the Foundation. Dunn noted that the Foundation Board has approved this new draft contract.

MOTION: Ellis Dunn moved and Elena Smith seconded adoption of the agreement between the Fort Vancouver Regional Library District and the Fort Vancouver Regional Library Foundation as presented. The motion carried unanimously.

Dunn said that the amended Fiscal Management Policy reflects the Board's decision (made at the April 15, 2002 Board meeting) to combine levy funds with regular funds.

MOTION: Ellis Dunn moved and Karen Peterson seconded approval of the amended Fiscal Management Policy as presented. The motion carried unanimously.

Koplan said that combining levy and regular funds makes it much easier for Board members to read and understand the budget spreadsheets.

Dunn noted that the amended Gift Acceptance Policy reflects minor adjustments and includes a new statement about directing gifts and memorials to the FVRL Foundation. He said that the Foundation is better set up to track gifts and invest money.

King said that if someone does direct his or her gift to the library, we would not reject it just because it was made to the library instead of the Foundation. Dunn agreed.

Several changes were made to the amended policy:

- On the second page, the heading "Gifts Generally Not Accepted" was changed to "Gifts Generally Directed to the Library Foundation." Items 1, 2 and 3 follow this changed heading.
- A new heading was added to page 2 after item #3: "Gifts Generally Not Accepted." The item referring to personal property follows this new heading.
- The section, "Gifts Generally Directed to the Library Foundation" was moved to follow the section titled "Gifts Generally Not Accepted."

MOTION: Ellis Dunn moved and Merle Koplan seconded that the amended Gift Acceptance Policy be adopted as corrected. The motion carried unanimously.

E. Public Hearing: 2003 Budget

At 6:22 p.m., Breckel moved the meeting into a public hearing on the topic of the district's 2003 budget. She noted that the Budget Committee has met to discuss the budget and recommends approval.

Ziegman said that he reformatted the budget document last year including the addition of a "Strategic Direction" piece. This is the second year for the Strategic Direction document. Changes for year 2 are italicized so that the updates can be easily noted.

Ziegman overviewed the updated strategic direction. The "Every Moment Counts" program is going very well, providing education and services to parents and babies. Teen activities continue to increase and many more teens are getting involved. Successful events for senior citizens include computer classes and senior open houses. A focused survey of local businesses this past summer revealed that many of those interviewed were not aware of the business resources provided by the district, although the library received very positive feedback in general. The district is working with several communities to enlarge facilities. Ziegman concluded that the district continues to grow and remains very busy. He noted that the district has added new facilities every couple of years, including Cascade Park in 1996, bringing Woodland into the district in 1997, new facilities for White Salmon Valley and Vancouver Mall in 2000 and the opening of the Three Creeks branch earlier this year.

New to the district's electronic resources are an automotive database that provides excellent printouts of diagrams and charts, another genealogy database and a practice test database.

Ziegman noted that the three new bookmobiles will be ready soon.

The "It's *your* library!" campaign has kept staff busy. So far, campaign focuses have included businesses, families with school age and younger children, and seniors. Vanlaanen said to look for some fun C-TRAN bus ads related to the September/October Teen focus, beginning September 23.

A supervisory training series will be launched next month for all supervisors.

Ziegman shared highlights of the budget. Among highlights he mentioned is that while the Implicit Price Deflator (a measure of inflation) is anticipated to be 1.1%, Initiative 747 will limit us to a 1% increase. This is a minimal impact on our budget this year. It is anticipated that this 1% increase would bring us up to, or very close to, the statutory \$0.50/\$1,000 limit. Ziegman warned that these limits would have greater impact on the library in the future should inflation begin to rise.

CDs are beginning to be added to the collection. Ziegman brought one of the first CDs purchased for the library, *Harry Potter and the Goblet of Fire*, to show to the Board.

Koplan asked if we plan to have funds to buy books for La Center. Ziegman said that the initial collection will come from fundraising done by Friends of the La Center Library. La Center will be added to our book budget for ongoing collection development.

Morgan said that a grant proposal has been submitted, asking for funds to purchase some of the books for La Center. Another grant is going out soon to cover more books, according to Smithrud. Koplan said that it would be disappointing to people if we opened a new library without enough books on the shelves. Ziegman said that we would not want to delay the library's opening due to an insufficient supply of books, so getting books for the new library will be a major focus.

It was noted that the cost of virtually every type of insurance went up significantly, due to rate increases by the insurance companies.

Ziegman mentioned that we reduced the travel budget by 5%.

King said that the IPD is one of the most conservative measures of inflation; others are putting inflation at a 2% rise. The 1% limitation is a very effective restraint on spending and it will have a serious impact on all public areas, including schools and libraries.

Breckel asked if the public had any questions or comments about the budget. There were none. Breckel closed the public hearing at 6:43 p.m.

As a member of the budget committee, King noted that the committee closely reviewed the 2003 budget. They saw a reduction in staff training, which King said is sad to see.

Ziegman said that the travel & training budget is an easy target. Some people might think training is a perk and an easy item to cut. At the pace that technology is changing and with the amount of information we are trying to provide, Ziegman does not recommend cutting the training budget too much more in the future. He said we should be very careful not to treat training too lightly. Dunn agreed that the premier service the district provides to patrons is a result in some measure of staff training. Providing staff with adequate training for them to do their jobs also raises employee morale.

Ziegman said that the most valuable asset we have is our staff. If we don't take care of our staff, we won't be able to do a quality job of providing the books, databases, information and programs to the public. Koplan agreed that

the people who work here “make” the library, and we need to take care of them.

Breckel proposed amending Resolution 2002-8 to make it clearer that this resolution adopts the budget. It was agreed that the following changes would be made to the resolution:

- In the title of the resolution, change it so that it reads: “Resolution of the Board of Trustees of the Fort Vancouver Regional Library District authorizing the increase of property tax revenues and adopting the 2003 budget.”
- Under “Now, Therefore, Be It Resolved,” add to the end of the last sentence, “for a total regular property tax levy of \$12,744,289.”
- Add a new paragraph at the end that reads, “Be it further resolved that the Fort Vancouver Regional Library District Board of Trustees adopts the 2003 budget in the amount of \$18,688,065.”

MOTION: Merle Koplan moved and Jerry King seconded approval of the 2003 budget, with adoption of Resolution 2002-8 as revised. The motion carried unanimously.

VIII. REPORTS

A. Vancouver Activities

Doreen Turpen’s report is attached. Turpen gave an expanded report that includes descriptions of services, programs and functions of the Vancouver Community Library (see attached for details).

Evelyn & Harris Dusenbery were introduced. Evelyn is treasurer for Friends of Vancouver Community Library and Harris has been a volunteer for Forum at the Library and several other projects.

B. Greater Vancouver Libraries Building Project

Vancouver Project Planner David DiCesare gave an update. Preliminary boundaries have been developed for the Library Capital Facility Area. The LCFA they have developed closely resembles the urban growth boundary. It works out to include about 207,000 residents or about 100,000 voters. The bond cost per thousand is being developed. DiCesare said that his hope is to get the cost per thousand close to what it was for Three Creeks.

Two design symposia will be conducted. The first symposium will be held October 11 and 12 at Pacific Middle School regarding library facilities for the east side of Vancouver. The second symposium will be held October 24 and 25 at the Center for Educational Leadership. Both symposia will run from 8 a.m. to 4:30 p.m. the first day and from 3-5 p.m. the second day.

The design symposia follow a model where we bring in a team of architects to work with 50-80 citizens at large and staff. The first day is intended to give people an idea of what libraries are doing currently and where they are going in the 21st century; the second part focuses on our community and the library site. The idea is to look at what is important to this community for its library and what is possible with the site.

DiCesare has been working with the east side civic association and the civic center advisory board. He noted that the process will involve businesses, civic organizations, neighborhoods and others.

Board members will be receiving an invitation to participate in the symposia. DiCesare said that he would like Board members to attend one, if possible.

The costs for remodeling the operations center are also being refined.

At the May Board meeting, Community Resource Team members recommended building a 92,000 square foot library at the current Vancouver Community Library site. Keeping this in mind, a number of things are being considered including the site's traffic pattern, sidewalks, parking and pedestrian safety.

Several information pieces are being prepared including informational brochures and an informational mailer to those in the LCFA area that would describe what the bond would involve and what citizens would get from it.

- C. Community Services
Candy Morgan's report is attached.
- D. Support Services
Patty Duitman's report is attached.

The surplus sale will be held on September 20th.

An agenda for the Staff Development Conference was shared. Board members were invited to attend. Duitman noted that the featured speaker would be local consultant Jonnie Martin. Koplun said that it looks like a worthwhile agenda. Duitman added that the committee did a wonderful job planning the conference.

- E. Communications
Sue Vanlaanen's report is attached.
- F. FVRL Foundation
Foundation Director Rick Smithrud shared that Three Creeks Community Library will have benches in its courtyard soon, thanks to a donation. Also, a

student from Ridgefield High School wrote a letter asking for money for the library's CD collection. The letter was sent to nearly 2,000 potential donors.

Funds for an elevator are being sought for the La Center Library.

Regarding the Foundation's "Authors and Illustrators" dinner taking place next June: Ann Rule declined being the featured speaker for 2003, but has agreed to do it for 2004.

The Foundation Board will hold a retreat this month to discuss their goals and do other planning. Smithrud noted that they want to grow from a 9-member to a 15-member board.

McDonalds has stepped away from sponsoring the printing costs for the Bookmark Contest, which means that \$10,000 is now being sought for the contest. Let Smithrud know if you know anyone who might be willing to sponsor the contest.

The Foundation is working with the Friends of the Library groups to provide investment services.

Teen summer reading was extremely successful this year. Part way through the program they ran out of prizes, so the Foundation has extended their line of credit to provide for this. YAAB groups want to do a matching grant and are willing to do more fundraising.

Morgan said that Smithrud has met with Friends groups to help them with fundraising ideas for their building projects. She commended him for providing great information to the Friends, noting that it means a lot to the Friends that he meets with them and shares his knowledge.

IX. DIRECTOR'S REPORT

Ziegman had to leave the meeting early.

X. CITIZEN COMMENTS

Pam Newhouse said that it is illegal to sell or dispense certain adult materials to anyone under 18. She said she is confused as to why the library is allowed to provide open Internet access to children. She said that it is also illegal for organizations that cater to adult interests to be near a school. Newhouse suggested a scenario where two buses would take children to a museum for a field trip. Bus 1 would go directly to the museum taking a safe route and Bus 2 would go through the "red light district." She asked which bus we would put our children on? Newhouse said that the last article about the library that she read in *The Columbian* led her to believe that the library would contact every household to let parents know about Internet filtering options available to them. She asked how would we fund that? Would the library hire people? Parents are often not home during working hours. Newhouse asked for

children under 18 to be given filtered Internet access in the library. She also said we should make the library a central source of pride and a community center. She said that people should not have to cover their eyes when walking past a computer screen or be afraid of what they'd find in the library's restrooms.

King noted that the topic of library Internet filtering policy would be on next month's agenda.

Koplan said that she would like to talk to Newhouse after the meeting, to share information about what the library has done so far. She also thanked Newhouse for staying for the entire meeting. Newhouse said that she has good memories of the library.

XI. BOARD COMMENTS

Dunn shared an incident that happened on his way to the board meeting tonight. On the way here, he stopped at the Salmon Creek Fred Meyer. As he was walking out of the store, he noticed a woman with 2 small children. The mother said that since the family was eating ice cream right then, they could not go to the nearby library. In response to this, the little boy threw his ice cream on the ground and said, "I don't want ice cream. I want to go to the library!"

XII. NEXT MEETING

The next meeting will be on Monday, October 14, 2002 at 6 p.m. at Stevenson Community Library. An executive session will begin at 5 p.m.

Breckel noted that board and staff members will be able to view the Artist of the Gorge exhibit while at the Stevenson branch, as the exhibit will be held during October.

XIII. ADJOURNMENT

The meeting adjourned at 7:30 p.m.

These minutes were approved on October 14, 2002 by unanimous vote of the board

Board Report
August/September 2002
Associate Director, Vancouver Community Library
Doreen Turpen
September 9, 2002

Vancouver Community Library has a unique role within the Library District. It provides service to the West end of greater Vancouver as a community library; it provides service to rural regions of Clark County and hard to reach populations within the urban area through Bookmobile and Outreach programs; and it serves patrons throughout the library district with centralized services.

The aggregation of collection and staff and the centralization of key functions provide value and enhanced service to the people throughout our district. People in less populated areas receive the benefit of services that couldn't be supported by small stand-alone libraries. Those in the greater Vancouver area receive the benefits that come from being in close proximity to a collection of breadth and depth, staff expertise, and a wide variety of programming.

Vancouver Community Library is the hub for the District. Here are a few of the benefits that arise from having a strong central library:

- ◆ **Collection breadth and depth:** VCL's collection is different from that in other branches. We have copies of most books purchased by the system. We retain copies of older, still useful materials in order to assure that important information is not lost to our service area. We have the largest magazine collection of any branch and retain back issues longer than is possible in other branches. The reference collection is the largest of any branch. It serves the public by holding key materials in one location. People don't need to guess which branch to go to for obscure or extensive information searches. Having the depth of collection in one area also supports centralized reference services. The collection serves as a resource for holds -- we fill nearly twice as many holds as are placed through VCL. We provide the day-to-day management of the FV Storage Collection.
- ◆ **Centralized Reference Services:** Our District Information Services provides back-up reference service to the branches. Telephone Information staff provides 7 day a week service to the entire district, thus extending the hours of service for all branches. We research and organize information for the district such as tax forms and family law forms. Our children's department staff is a resource for educators, parents, and students. VCL staff selects reference materials for every branch and they select and manage electronic resources for the district. We are the only branch that can provide information specialists and children's specialist's at all open hours, seven days a week. We staff an information desk, youth services desk, telephone information lines, and district information services nearly every one of the 68 hours each week that we are open. We provide resource lists on a variety of topics for use throughout the District.

- ◆ **Staff training:** VCL staff provides training on reference skills and use of our electronic resources to branch staff. DIS creates tip sheets and user guides. We hire and provide the training for Clark County Librarian substitutes.
- ◆ **ILL Services:** ILL department processes interlibrary loans for the entire district. Access to the largest collection facilitates lending of materials.
- ◆ **Classes for the public:** We offer three WebPac sessions each month, periodic classes on using electronic resources and the Internet, and provide sessions on business resources through SCORE business workshops. We are a destination for group tours of school groups, and other groups that request special training.
- ◆ **Coordination for Programs:** Coordination for the Inquiring Mind offerings throughout the District and for the Live @ your Library program series is handled by VCL staff. Our circulation department coordinates bookmobile appearances at the Clark County Fair and at community events throughout Clark County. We provide homebound services to the greater Vancouver service area.
- ◆ **Development of Initiatives:** Every Moment Counts started as a community forum with VCL staff involvement. It since has grown into a district-wide program. The Diversity Grant was developed under leadership and coordination by VCL staff.
- ◆ **Web Content:** Our web site is an example of a multi-department initiative that involves VCL staff. Coordination of content falls to our Online Coordinator, and much of the library information content has been developed by DIS staff.
- ◆ **Testing for new procedures and programs:** Our children's department initiated the first children's sleepover, dolly teas, and, most recently, a parent/child book discussion group, and family science night. Pharos registration testing was held at VCL first. We are currently exploring hardware, software, and furniture solutions for people with disabilities. Many of these programs happen in Vancouver because of our proximity to District Operations Center staff and because we have a core group of professional staff who can take on projects. The diversity and number of people using our facility makes VCL a good place to gather feedback from patrons quickly.

**COMMUNITY LIBRARY SERVICES
REPORT TO THE LIBRARY BOARD
September 9, 2002**

Some August highlights from branches and other Community Library Services Departments:

Circulation

Year-to-date circulation continues to be over 10% higher than last year. Brenda Cameron (Coordinator) and the bookmobile staff in Goldendale, Stevenson and Vancouver are in the process of finalizing the floor plan for the new bookmobiles.

Collection Development

The first of the books on CD were either sent out to fill holds or to the branches the last week of August. Titles can be identified by searching the catalog using call number and entering CD as the call number. More should follow soon since 90% of the amount allocated for adult titles has been encumbered.

Technical Services

Joanette Jackson is the new Supervisor of Processing and Mending. Joanette started work for FVRL in Vancouver Circulation in 1996. She moved to TSD as a Processing / Mending Library Assistant in 1997.

Children's Services / Family Literacy

Summer Reading is over for 2002, but work has already begun on 2003. We have advertised for an artist and will begin discussing plans at the September Branch Meeting.

Young Adult Services

Teen Summer Reading attracted 2001 teens, 781 more than last year. Trish Segal (Coordinator) reports that 46% of the teens completed the requirements once and 54% completed them two or more times. The participation exceeded our expectations so we ran out of money for the prizes. Thanks to an emergency loan from the Foundation all of the teens were able to get the prizes they earned. Thanks to Rick Smithrud (Foundation Director), Heidi Bixby (Foundation Board Chair) and other Foundation Board members for the lightning speed with which they were able to act.

Stevenson and Skamania / Klickitat Bookmobile

Skamania County celebrated the end of summer reading with a Teen Dance at the Grange. Sixty-four teens attended the event, which was planned by Cynthia Dominik (Stevenson Library Assistant). The final summer fund-raiser for teen events was held at the TomFest, an alternative Christian music festival. Cynthia and Trish planned the teen food booth. Mike Jansen (VA Youth Services), Barbra Meisenheimer (Vancouver Mall), Jenine WhiteCastle (White Salmon) and teens from various YAAB groups help run the booth. In Trish's words "Cynthia did an amazing organizational job". As a result of changes in the festival none of the food vendors did very well, ours included. It was worth it, however, to have the library represented at this annual Christian event.

The Library and Friends co-sponsored booth at the Skamania County Fair was a success once again as a result of creativity and hard work by Mara Reynolds (Community Librarian), Mary Repar (President of the Friends) and Mario Milosevic (Library Assistant). The fair theme was "An American Tradition". The Library booth, "Free Libraries: An American Tradition", won a blue ribbon.

Sheila Box-Lee, who has worked for the library since 1989, is retiring the end of the month. A celebration is being held on September 20th from 4:30 - 6.

Battle Ground

August was highlighted by several special programs. At a teen astronomy program at Sean's Astronomy Shop about 120 people gazed at stars and planets, including double stars and faraway galaxies. Sean gave a slideshow on the planets and a storyteller enthralled everyone with ancient myths of the constellations. The Friends provided water and 14 dozen cookies. About 25 senior citizens attended Battle Ground's first Senior Open House. They had one-on-one assistance with Dynix, the Internet and Electronic Resources. Jackie Spurlock (Community Librarian) expressed appreciation for the assistance provided by Lorraine Justis and Jane Miller (DIS Librarians).

We signed a Shared Use Agreement with the Columbia Kids Preschool for the 1st and Clark building. Buddy Barrett (Facilities) and his staff spent considerable time and effort getting the building ready for its new uses. The Battle Ground Library is now using this building for all programs for which we anticipate an attendance greater than 55 as well as for Friends Meetings and the Book Discussion Groups.

Woodland

The Assistant II vacancy was filled by Nancy Rehbock, formerly a Cascade Park employee. The building committee continues to meet and has formed various committees. A Metro manager with considerable project management experience who lives in Woodland has joined the group.

Ridgefield

The Library and the Ridgefield Community Center Association are cooperating in a project to improve the appearance of the building façade. Awnings are being installed, the gutters have been repaired and painted, along with the columns and metal door exteriors.

Washougal

Sean McGill (Community Librarian) visited Cape-Horn Skye School to make presentations about the library to kindergartners and 1st - 6th graders. He invented an Interlibrary Loan game for the 1st - 6th graders. Sean reports that the game was fun and effective and everyone won.

Three Creeks

The branch held two sleepovers in August, one for children, one for teens. Both were very successful - attended respectively by 82 kids and parents and 53 teens. Two vacancies were filled by Sarah Joslin and Vickie Parkinson, both of who will start work in September.

White Salmon Valley

The Friends garden tour was a success, with 130 attending. The Friends were very appreciative and impressed that a number of FVRL staff members and Friends from throughout the library district attended.

Cascade Park

Teresa Torres (Community Librarian) represented the library at the Evergreen School District's newest elementary school, Illahee.

Vancouver Mall

Two Assistant I vacancies have been filled by Angelique Godinez and Kirstyn Walker. Barbra Meisenheimer reports that this is the first time in the nearly three years that she has worked for FVRL that all positions have been filled at the Mall.

Date: August 12, 2002
To: Fort Vancouver Regional Library Board of Trustees
From: Patty Duitman
Subject: Support Services Report

ACCOUNTING

We have been notified by the State Auditor's office that our audit will start no later than the first week of October. The audit will cover the years 2000 and 2001.

INFORMATION TECHNOLOGY (IT)

Internet/Print Management - The RFP was issued on September 6, with proposals due in on Oct. 4th. We are tentatively planning Nov. 8 as our selection date.

HUMAN RESOURCES/ADMIN SERVICES

Sub-Finder, the automated substitute calling system, went live Sept. 1st. The transition has gone smoothly with over 450 requests already in the system and nearly 400 calls made. The substitutes and the supervisors are finding this system to be very helpful and efficient.

The Staff Development Conference is scheduled for Wednesday, Sept. 18th at Clark College. The planning committee, headed by Holly Blosser, again have put together a full slate of programs for the day. The key note speaker is Jonnie Martin, a local change consultant.

FACILITIES

The courier van has arrived and is already on the road.

FVRL Board Report

Sue Vanlaanen, Associate Director-Communications
September 9, 2002

“It’s *your* library!” campaign

Families (May-June)

Results are in from the surveys measuring library services awareness of families with school-age and younger children. We received approximately 60 responses out of the several hundred distributed. Results showed less than a 40 percent familiarity with the district’s Internet filtering options for parents – baseline information that will be useful as we work to raise awareness in the coming months. Many of the surveys were completed by families visiting the branches, so the results for awareness of story times and lap sit programs may be skewed on the high side.

| "Families" SURVEY -- sorted by descending level of awareness | High Awareness | |
|---|-----------------------|------------|
| | # | % |
| <i>(out of 62 returned surveys)</i> | | |
| Audio books (books on tape) | 58 | 94% |
| Books by mail (no charge for mailing) | 54 | 87% |
| Summer Reading program for kids and teens | 53 | 85% |
| Local newspapers | 53 | 85% |
| Internet access in branches | 51 | 82% |
| "Holds" service (reserve materials for your future use) | 50 | 81% |
| Inter-library loans | 47 | 76% |
| Family-oriented programs and events | 47 | 76% |
| Educational videos (including parenting topics) | 47 | 76% |
| Pre-school and toddler story times at all branches | 45 | 73% |
| No late fines | 41 | 66% |
| Bookmobile Services | 41 | 66% |
| Library cards may be obtained by any child able to write his or her name | 40 | 65% |
| Books in languages other than English | 40 | 65% |
| Lap-sit programs for very young children | 39 | 63% |
| Computers with word processing software | 39 | 63% |
| No limit on number of items check out | 35 | 56% |
| Used book sales sponsored by Friends of Library groups at most branches | 34 | 55% |
| Copies - 10 free per day from non-circulating materials | 33 | 53% |
| Web site -- www.fvrl.org | 31 | 50% |
| Remote access via the Internet or modem dial-up to card catalog and databases | 29 | 47% |
| Parents may select and password-protect Internet access & filtering for minor children | 24 | 39% |
| Homework and research assistance | 22 | 35% |
| Library tours at any branch | 21 | 34% |
| Magazines for children; teens, adults | 19 | 31% |
| WebPac instruction -- how to use the library catalog | 17 | 27% |
| Resources for home-school families | 15 | 24% |

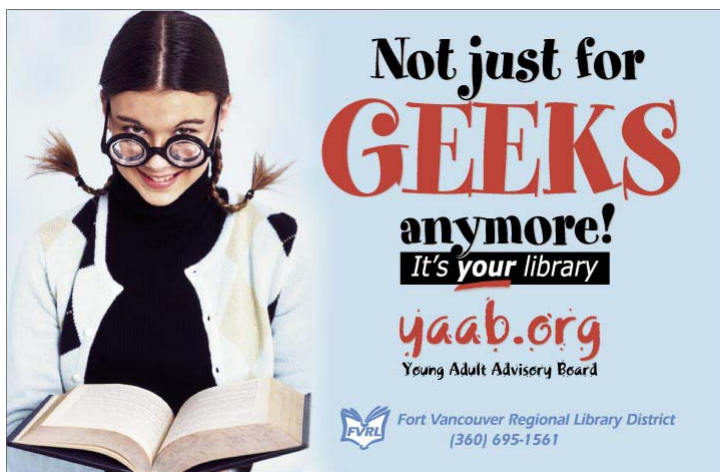
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|--|----|----------------------|
| Young Adult Advisory Board (Y.A.A.B.) groups for teen activities | 12 | 19% |
| Electronic databases for kids | 8 | 13% |
| | | Low Awareness |

Seniors (July-August)

We concluded the “It’s *your* library!” campaign targeting senior citizens this past week. There still are senior service awareness surveys coming in, and we’ll distribute an additional 250 surveys through Clark College’s Mature Learning program in September.

Teens (September-November)

Because teens are not newspaper readers, we’ve needed to come up with alternate means to reach them. Working with Trish Segal and other staff, and several Y.A.A.B. (Young Adult Advisory Board) teens, we came up with the tagline “Not just for geeks anymore / It’s *your* library!” Here are the ways in which we’ll communicate this message to our patrons ages 12-18 years:



Transit advertising – Beginning Sept. 23 and running through mid-November, three C-Tran busses will display pedestrian-side signage of the ad shown here. Since the busses are rotated among all routes, the message will be carried throughout Clark County. Additionally, 15 interior signs will be on display inside busses through the end of October or longer.

Movie screen ads – I’m working with local movie theaters and a national advertising company to arrange for on-screen advertising. Our ads will appear as “slides” before and between movie showings in Clark County theaters that have high teen attendance.

In-school video announcements – I’ve arranged with the Hudson’s Bay High School video production department to create one or more 15- to 30-second video spots promoting the library to students. The spots will further develop the “Not just for GEEKS anymore” theme and will be submitted for broadcast in those middle and high schools district-wide that do video morning announcements.

Other vehicles for promoting library awareness among teens may include in-school audio announcements, display cases, targeted newspaper advertising (we’re running the teen ad in *The Enterprise* in their high school sports preview section this week), radio spots, school newspaper ads, exterior banners, and possibly a give-away trinket of some sort funded by the Foundation. We’ll also print and distribute full-color posters in various sizes for use in branches and around our communities.

“Postal Customer” mailer

I’ve completed a first draft of a four-page mailer that will go out to all district postal addresses (residential and business) in October. The articles in the newsletter will provide an overall update about goings-on in the district, with a special emphasis on informing families about changes in the district’s Internet filtering policy.