LIBRARY ADVISORY BOARD
491 E. PIONEER AVENUE
HOMER, ALASKA
www.cityofhomer-ak.gov

WORKSESSION
MONDAY 5:30 P.M.
JANUARY 7, 2019
CITY HALL COWLES COUNCIL CHAMBERS

NOTICE OF MEETING
WORKSESSION AGENDA

1. CALL TO ORDER, 5:30 P.M.

2. APPROVAL OF AGENDA

3. PUBLIC COMMENTS REGARDING ITEMS ON THE AGENDA *(3 Minute Time Limit)*

4. NEW LIBRARY DIRECTOR HIRE

A. Library Director Position Info from City Manager & Personnel Director **Page 3**

5. FINDINGS FROM PUBLISHED LIBRARY STUDIES/REPORTS

A. LAB Discussion Summary **Page 7**

6. COMMENTS OF THE AUDIENCE *(3 Minute Time Limit)*

7. COMMENTS OF THE BOARD

8. ADJOURNMENT/NEXT REGULAR MEETING IS SCHEDULED FOR TUESDAY, FEBRUARY 5, 2019 at 5:30 p.m. at the Homer City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

January 2019 LAB Worksession

5:30 p.m. – 7:30 p.m.
Monday, January 7, 2019
Cowles Council Chamber, Homer City Hall 491 E. Pioneer Ave.

Topic #1 -- New Library Director Hire – 5:30 – 5:45 p.m.

Objective – To provide initial feedback/input to City Manager for the search process for a new library director

City Manager Katie Koester is planning to attend the worksession as a visitor so the LAB and others in attendance will have an opportunity to offer feedback on priorities and qualities they believe are important to consider in the recruitment and review process.

Please reflect on this opportunity prior to the worksession and be prepared to contribute to a discussion that will be held at the opening of the meeting.

Essential Qualities for the City of Homer Library Director

Please (a) write out and then (b) prioritize the qualities you would like to see in the City of Homer Library Director. Feel free to use another page if needed.

Essential Quality	Priority

Cont. on other side

Other Comments:

Optional Contact Info

This form is anonymous but if you leave your contact info Katie will follow up with you

Please return this form to Rachel Friedlander (907-435-3102) in the Manager's Office at City Hall

January 2019 LAB Worksession

5:30 p.m. – 7:30 p.m.
Monday, January 7, 2019
Cowles Council Chamber, Homer City Hall 491 E. Pioneer Ave.

Topic #2 – Discussion of findings of two recent national reports on the state of libraries – 5:45 – 7:30 p.m.

From Awareness to Funding – Voter Perceptions & Support of Public Libraries in 2018 (https://www.oclc.org/research/publications/2018/oclcresearch-awareness-to-funding.html)

State of America's Libraries 2018 (http://www.ala.org/news/state-americas-libraries-report-2018)

Both studies also are included in the August 2018 LAB packet (https://www.cityofhomer-ak.gov/sites/default/files/fileattachments/library_advisory_board/meeting/packets/27941/lab_packet_080718.pdf)

Objective – To digest and reflect on study findings, discuss how findings are relevant to Homer Public Library and Homer community, and determine what actions, if any, these studies and discussion may prompt.

Please review and become familiar with both of these reports prior to the worksession and be prepared to contribute to a discussion that will follow the guide below.

Discussion Guide

Discussion of the findings in *From Awareness to Funding – Voter Perceptions & Support of Public Libraries in 2018*

- TRENDS

  ↑ Library as a community hub
  Resource for job training and language building
  Technology services (but idea of library being technology hub is down)

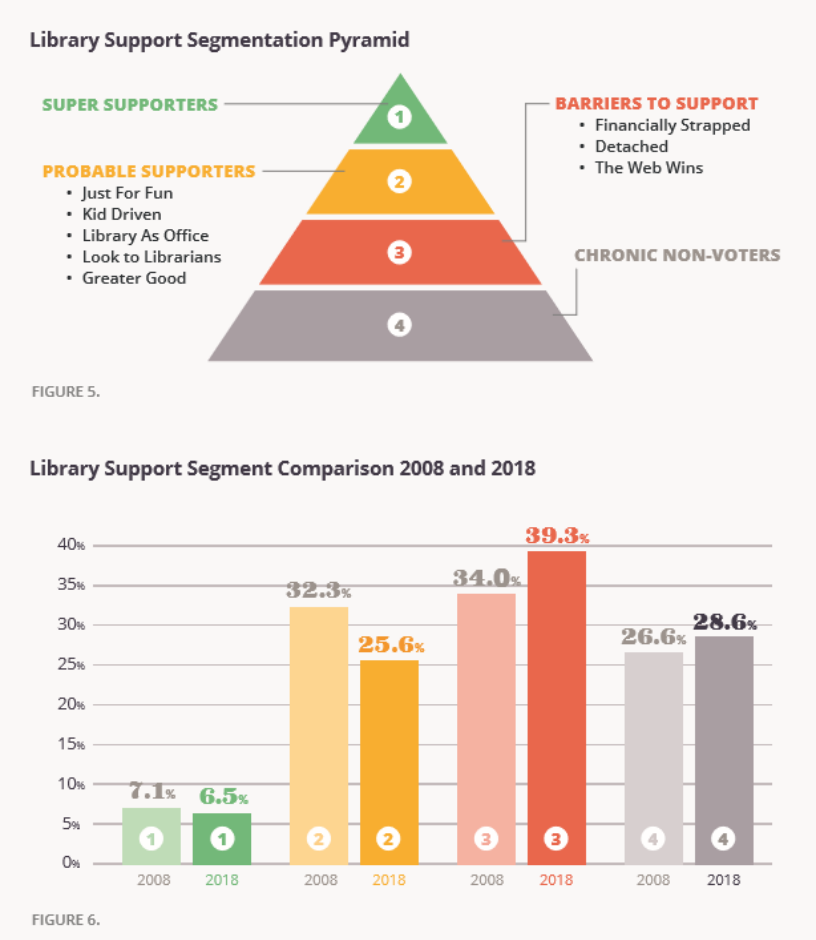
  ↓ In-person visits
  Traditional services – adult books, DVDs, print reference, computer searches, photocopying, ESL
  Free access to resources some people may not be able to afford
  Free access to computers and Internet for everyone
  Quiet areas
  Right staff to meet community needs
  Resource for children
  Enthusiasm for library staff
  Perceived value & relevance
  Likelihood to vote in support of library funding

  - ***Do we see these trends for HPL? Evidence?***

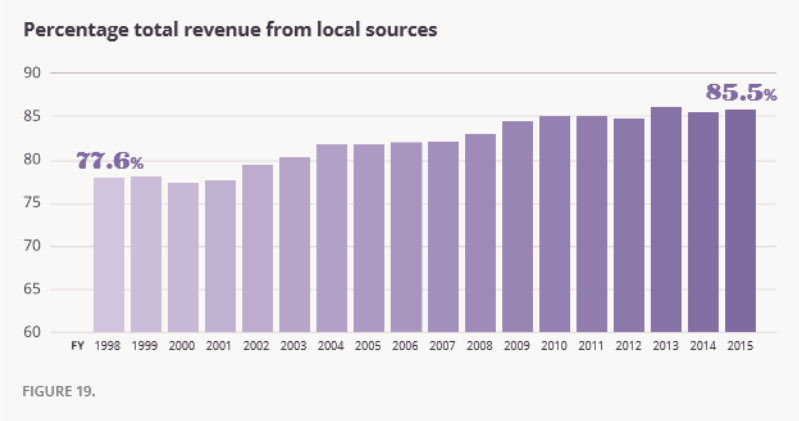
- LIBRARY SUPPORT SEGMENTS

  ↓ 1. Super Supporters -- most value the library, most firmly committed to supporting library funding. (6.5%)
  2. Greater Good -- strongly believe the library is essential to overall wellbeing of a community. (6.7%)
  3. Look to Librarians -- value a librarian's knowledge and research expertise, believe librarians are advocates for learning in the community. (5.9%)
  4. Library as Office -- use the library for work and study purposes, an important, practical resource. (3.4%)
  5. Kid Driven -- focused on the role the library plays in educating and inspiring children. (5.2%)
  6. Just for Fun -- library as a place to relax, hang out, and socialize with others, and recognize the library's role as a community gathering place. (4.5%)

  ↑ 7. The Web Wins -- rely on the Internet as an information source, believe the library has little value add. (12.1%)
  8. Detached -- not involved with their local library or community as a whole. (17.7%)
  9. Financially Strapped -- financial strains are the chief barrier to library support. (9.5%)
  10. Chronic Non-Voters -- do not vote, considered outside the influence of libraries. (28.6%)



- ***Is this what HPL community looks like? Similarities, differences? Evidence?***



In the last few election cycles, many libraries were rewarded for their local advocacy efforts with successful ballot initiatives, affirming voter investment in bond measures and increased millages for the library. For example, voters across 22 states passed more than 81% of 150 library funding measures in 2016; and in 2017, 95% of all 133 library ballots tracked passed.[10,11] While these outcomes are heartening, this research study confirms trend data about public library use from the Public Libraries Survey[12] and finds that, overall, public library support has softened. Demographic shifts (Baby Boomer supporters are aging, and the percentage is shrinking as a proportion of the population, while the percentage of skeptics is increasing in size) and cultural trends suggest these losses could accelerate and undermine library funding in the future, if concerted action is not taken.

- New national voter data indicates a softening in committed support for libraries over the past decade. Libraries an library advocates should take action to address this downward trend.
    - ***Do we see a downward trend for HPL? Evidence?***
    - ***What actions might LAB take to counter? (For example . . .)***
        - *Public awareness efforts*
        - *Leverage areas of positive perception*
        - *Amplify library resources and impacts for school-age children*
        - *Cultivate and empower Super Supporters*
        - *Engage the Library as Office segment*
        - *Recognize local libraries as community hubs*
        - *Address those in the Barriers to Support tier*
        - *Clarify misconceptions about funding sources*
        - *Build advocacy within local government leadership*
        - *Other*

Discussion of findings in *State of America's Libraries 2018*

- ISSUES AND TRENDS

  Societal issues for teens
  Digital media for children
  Library as community centers
  Aging workforce and population
  Income inequality, empowering upward mobility
  Connected learning, access, integration
  Health literacy

    - ***What issues and trends will impact HPL in the near- or long-term future?***
    - ***What actions might the LAB take to prepare?***

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(f) 907-235-3143

Memorandum
Agenda Changes/Supplemental Packet

TO: LIBRARY ADVISORY BOARD

FROM: RACHEL TUSSEY, DEPUTY CITY CLERK

DATE: JANUARY 2, 2019

SUBJECT: AGENDA CHANGES AND SUPPLEMENTAL PACKET

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5. FINDINGS FROM PUBLISHED LIBRARY STUDIES/REPORTS

A. LAB Discussion Summary
B. Context for 2018 Youth Services – Notes from Claudia Haines, Youth Service Librarian **Page 3**
C. Homer Public Library 10-Year Analysis **Page 5**
D. 2007-2017 HPL Analysis Data Set **Page 13**

Context for 2018 youth services:

As a member of the 2018 Caldecott Committee, I received hundreds of picture books that were eventually added to the collection or given as prizes for completing the Summer@HPL reading and learning program. The responses to the new additions and the conversations about high quality picture books has been very positive.

Receiving the Libraries Ready to Code grant in late 2017 guided much of the programming in 2018. Funds purchased materials for the collection, resources for programs and funded staff time to design and implement programs that support literacy in the Digital Age. What literacy looks like, and will look like in the years to come, is changing both locally and on the national level. Youth need to be fluent in the language of paper and digital, not one or the other. While some of the programs introduced in 2018 focused specifically on coding and computer science, other aspects of the initiative integrated Computational Thinking into existing programs, leveraging what was already successful to create new, more intentional learning experiences with the injection of Google funds. These programs included teen mentorship opportunities, a Girl Scout STEM-focused overnight, Maker and LEGO labs, family programs, coding camps and much more.

Some of these programs involved large groups and others, much smaller numbers reflected in the overall program stats. Coding and CT skills are new and much more small group time is required for the learning to be of value. Applying traditional literacy skills to digital technology is fundamental for kids who will grow up to use and create with digital tools. The results were positive and families were appreciative, given that these types of programs fill a gap in the community where limited or no access to computer science exists. Local partnerships, including those with school staff, were a vital part of the work, especially since staff and community volunteers with the expertise to lead these programs are small in number.

The robust Summer program schedule also included visits from author Nathan Hale, art programs, DIY learning challenges and more. All of these free, high quality learning experiences help level the playing field and continue to be popular. Many programs required registration because room size or resources were limited and the resulting waitlists filled in almost every case, not reflected in the stats.

This Fall coincided with the start of the 2nd school year with different end times. K-6th graders in the Homer city limits finished before 3:00 and middle school and high school students finish at 3:45 now. The schools also responded to more pressure from families to provide afterschool programming at the schools in addition to new paid options at CACS, Harbor School of Music, childcare providers, etc. The library sees less kids on their own afterschool, especially since the FHL tutoring program was retired, but the library does see a consistent group of elementary aged kids that visit on a daily basis. A recognizable group of high school students used the library during the school day in the Spring, a notable uptick compared with years past.

Class visit numbers fluctuate from year to year as do the time of year teachers want to visit the library or make time for HPL staff to come to the school. The largest number of class and school visits in 2018 happened during the Spring, coinciding with a planning break in the afterschool schedule at the library.

Again because of the change in school start and end times, scheduling visits to schools and class visits to the library can be tricky because of the storytime schedule (4 programs/week). The Paul Banks Pre-K program reduced the number of visits in the 2017-18 school year because of the change in school times and then further reduced the number of visits in the Fall. This further reduction happened when we tried to combine the visits with the smaller of the two regularly scheduled Pre-K storytimes which turned out to not be a good fit.

Outreach with head Start staff and childcare providers continues informally as well as at community meetings. I continue to focus on outreach within city limits at the request of city administration while the FHL focus on connections outside city limits with the bookmobile.

National Trends

As a leader in the media mentorship movement, my work with families around healthy digital media use continues in programs and one a one-on-one basis. Signs, brochures, web content, curation and more help families navigate the digital world and support literacy and learning.

Connected learning is gaining traction with public libraries and communities around the country. It is worth looking at and the student card conversation with the district might open up opportunities to work more closely with school staff to support the learning across platforms and spaces, including informal as well as formal opportunities to enrich the lives of Homer Youth.

Family engagement is another trend that fits well with Homer. I am a member of the PLA's Family Engagement Task Force which will also be taking over the ECRR initiative in some form (TBD). Storytimes and programs for young children are ECRR-based and I have been trained extensively on the program.

Areas to look at for 2019

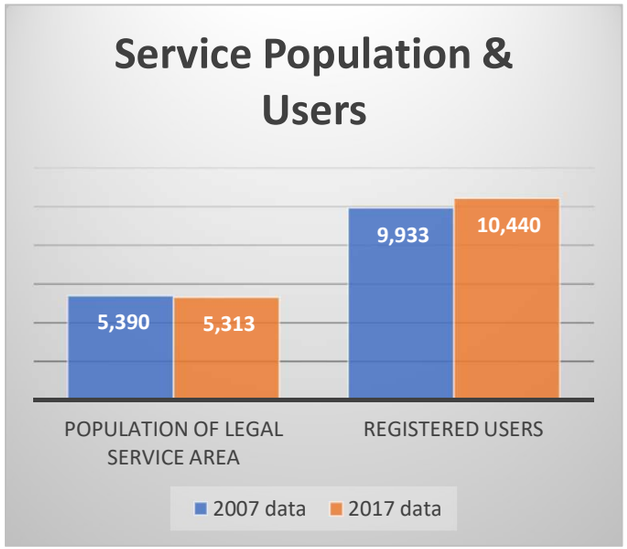
Teen programming (Adulting, job and life prep)
student (school wide) card campaign
more school-aged afterschool programming- to be schedule when I return
find more teens to help with programming of all kinds
Childcare provider/parent workshops (Week of the Young Child)
continue to improve storytime and early literacy programs
continue to build world language collection
support start of Spanish Language Storytime
grow partnerships
tutoring program?

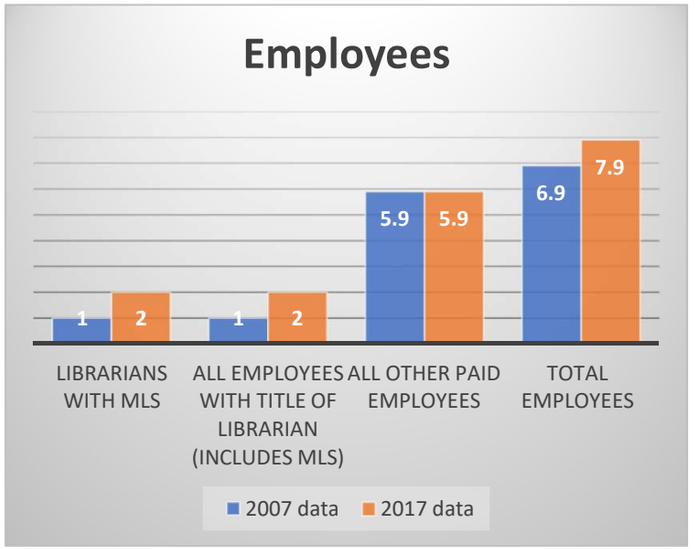
Homer Public Library
10-Year Analysis

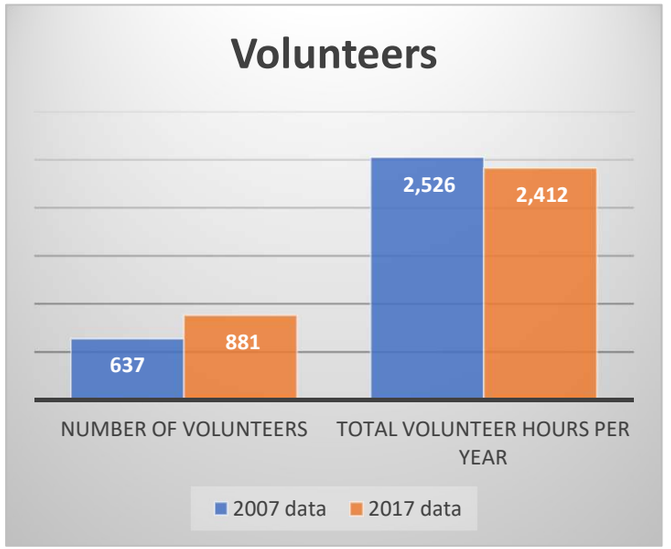
2007 - 2017

Data Sources: CY2007 – Alaska Public Library Statistics FY2008 for period 1/1/2007 to 12/31/2007 https://library.alaska.gov/dev/plstats.html
CY2017 – Homer Public Library Report 2018 for period 1/1/2017 to 12/31/2017 submitted by HPL Director Ann Dixon

General Information







- Flat growth within city limits; south peninsula growth not known yet
- 1:1.84 ratio of city population to registered users increased marginally to 1:1.96
- New cards issued
  - 2017

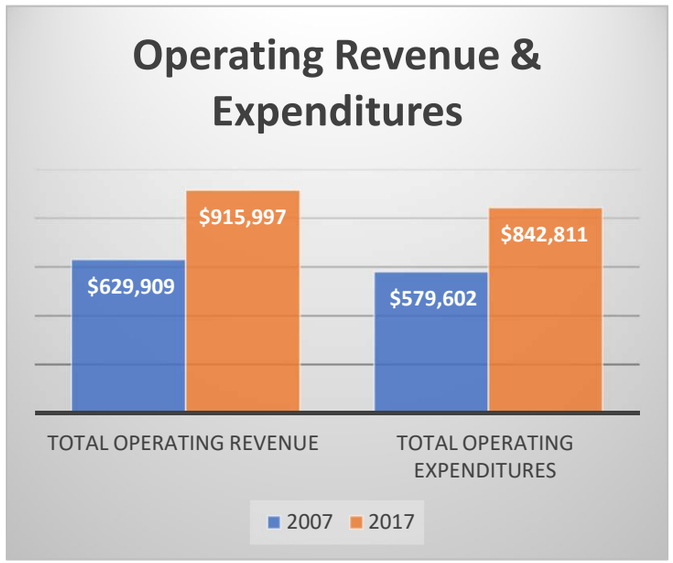
    55% (413) city residents
    40% (298) borough residents
    5% (39) temporary residents
  - 2012 (no data for 2007)

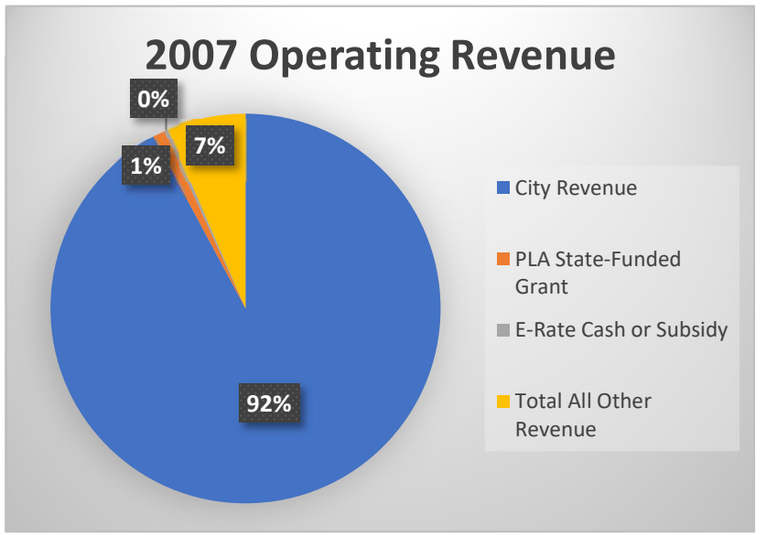
    50% (396) city residents
    41% (323) borough residents
    9% (74) temporary residents

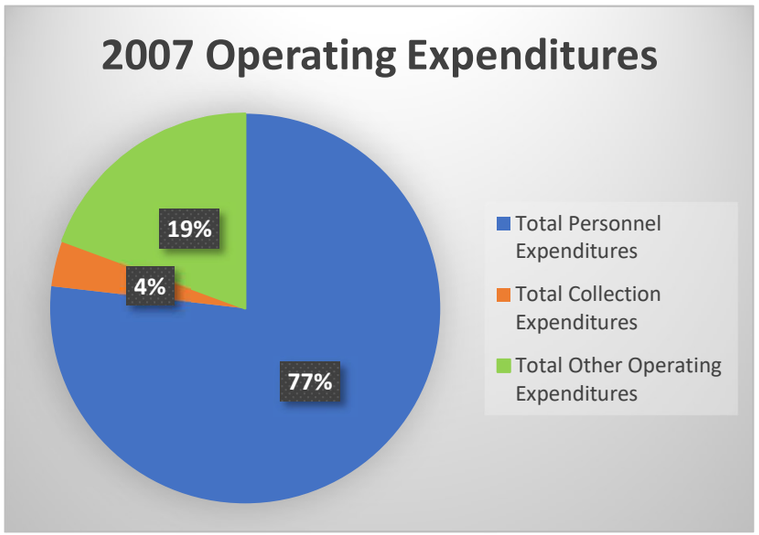
- Addition of 1 professional librarian is only change

- 38% more volunteers
- -5% fewer hours

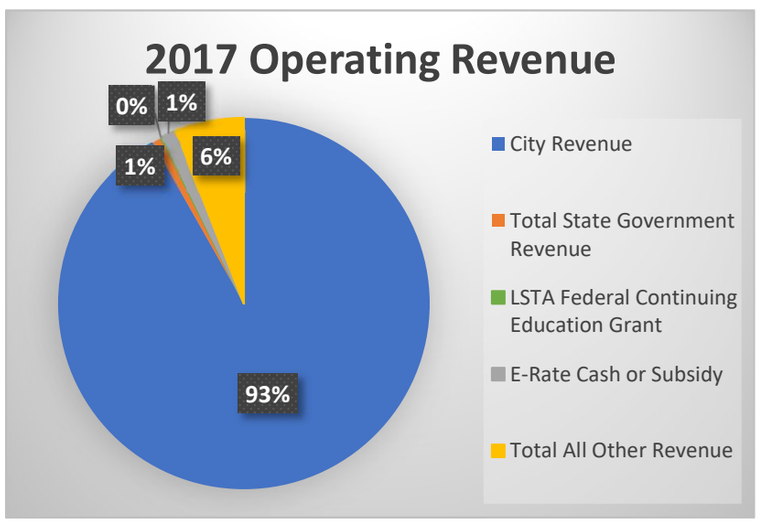
Revenue & Expenditures*

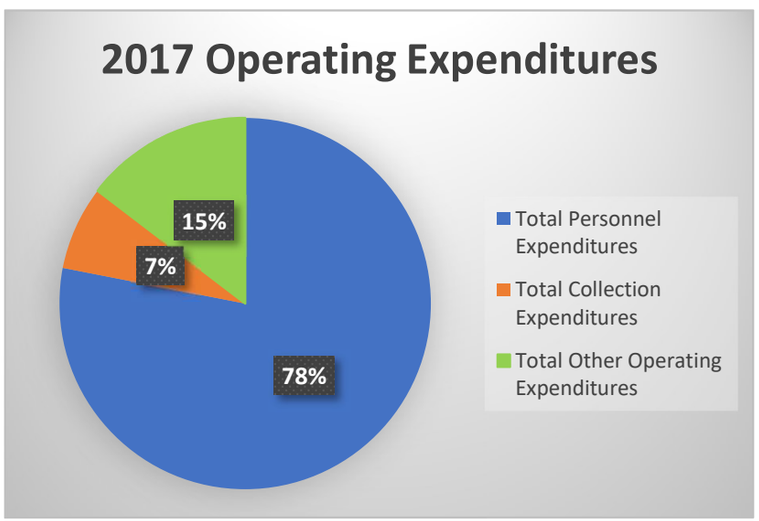






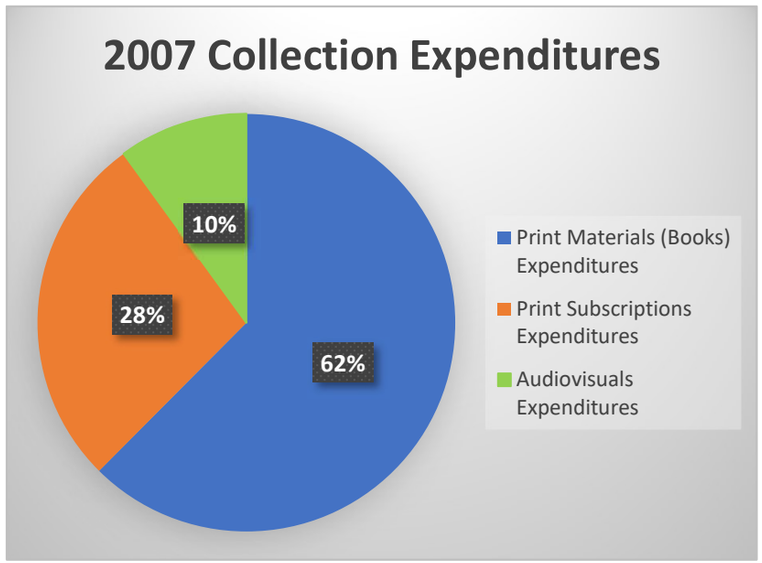
- 45% growth in operating revenue & expenditures (3.8% CAGR)
- Revenue sources remain essentially the same
- Some shift in expense categories with personnel consistent at 77% to 78%
  - 48% growth in personnel expense
  - 180% growth in collection expense
  - 10% decline in other operating expense
    + building operations, travel, Internet service provider fees
    - furniture & equipment, services, other

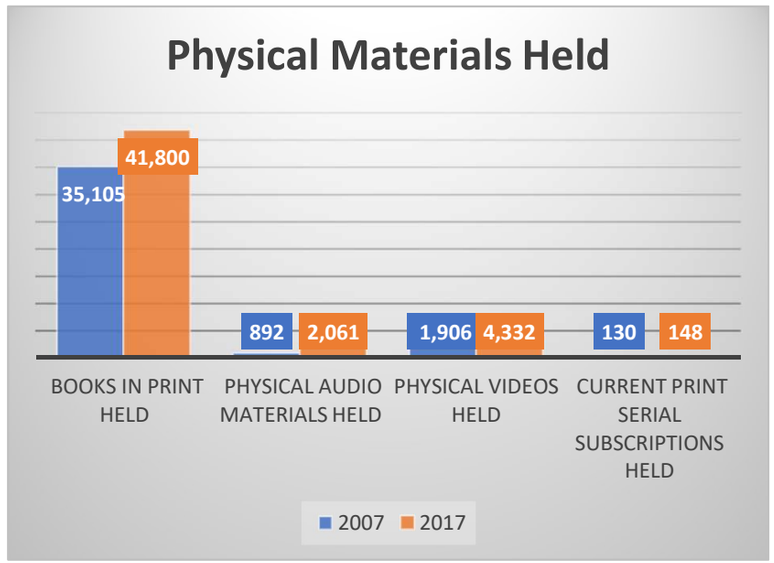


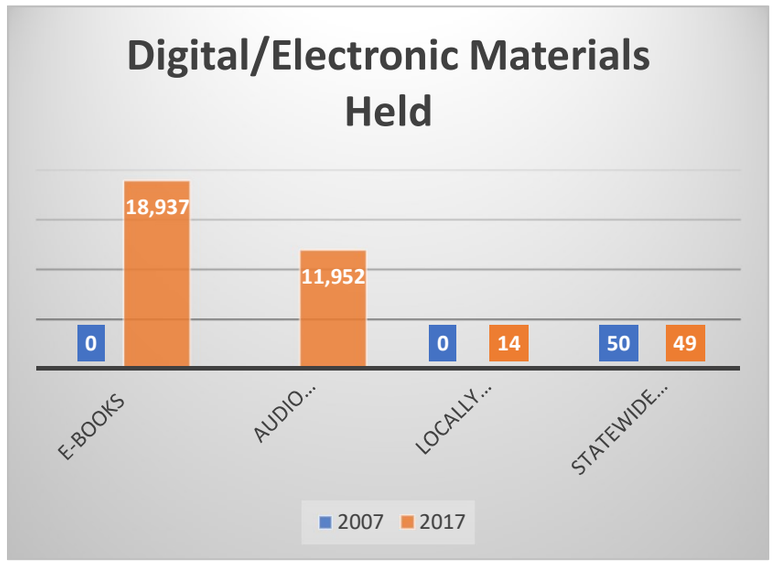


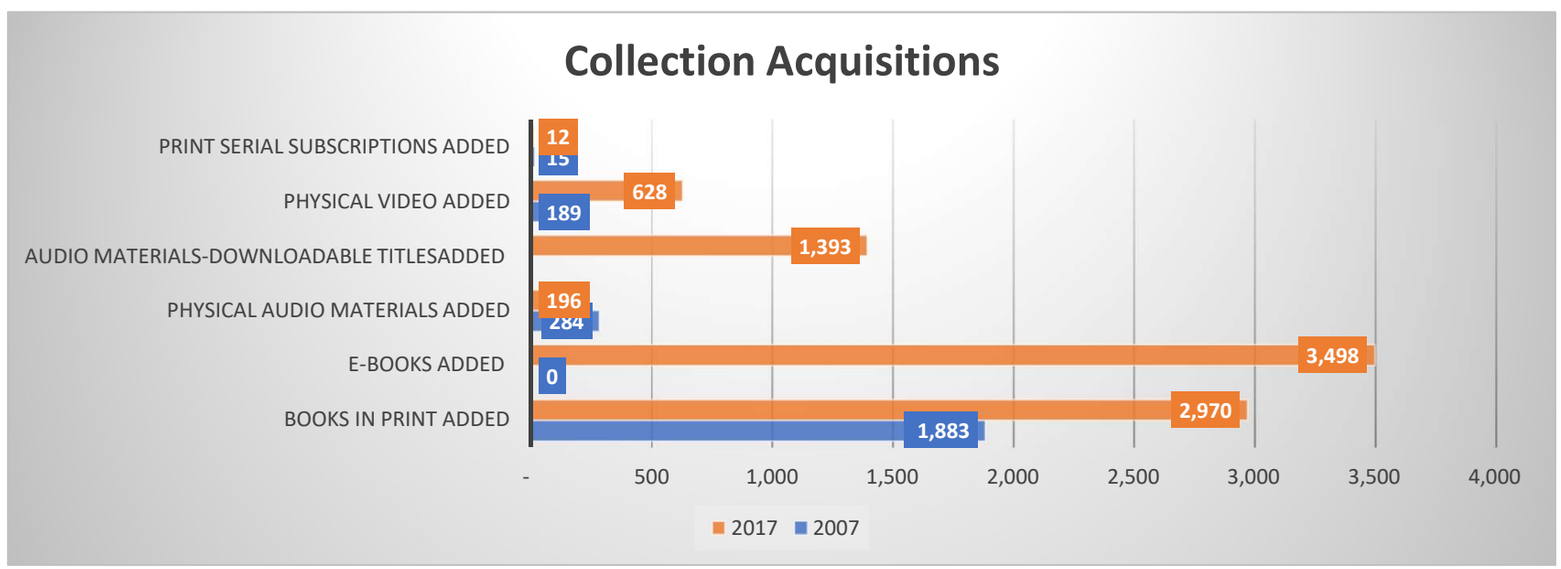
* Analysis does not include capital revenue/expenditures which were $88,467 for 2007 and $0 for 2017

Collection Expenditures, Holdings & Acquisitions

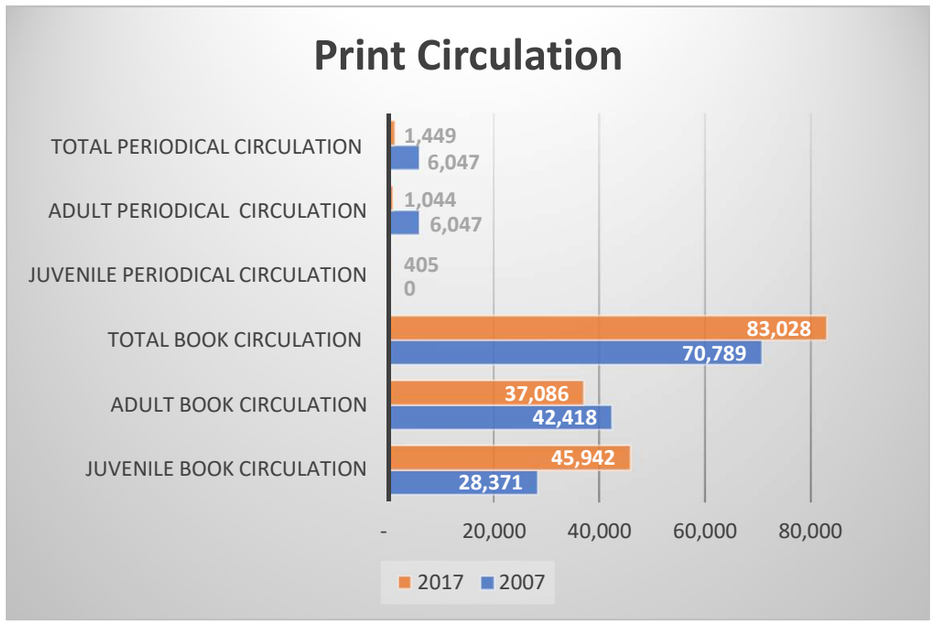




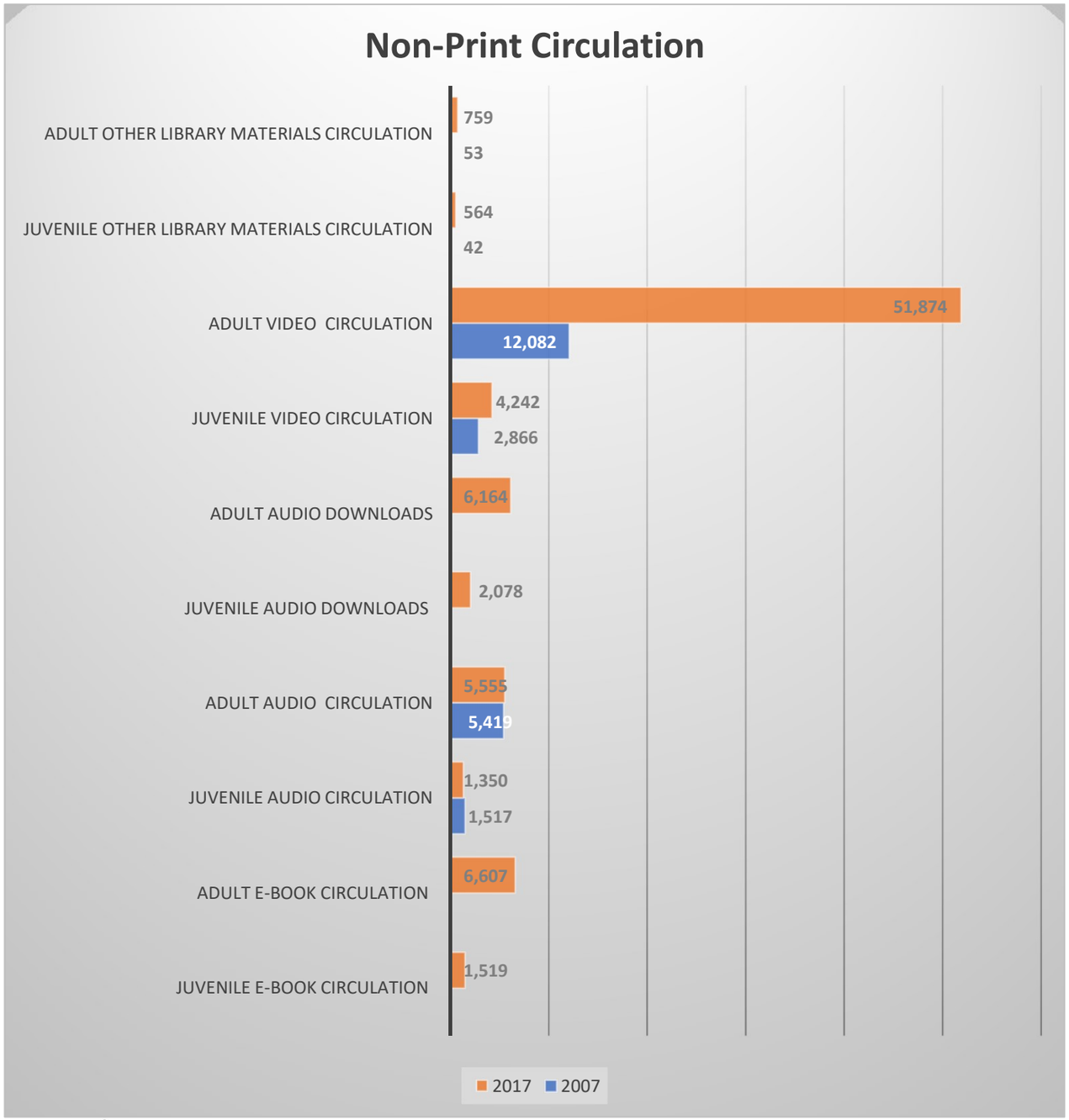




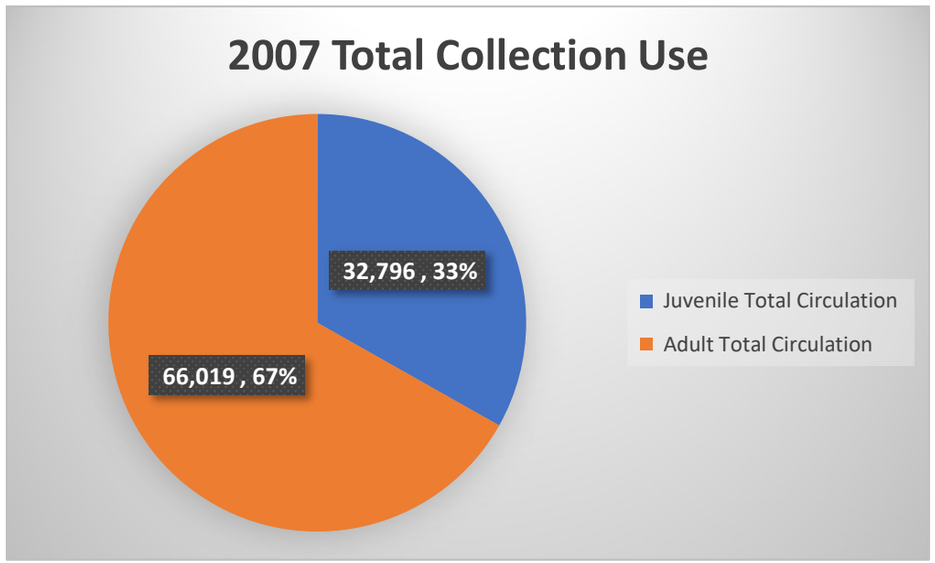
Circulation

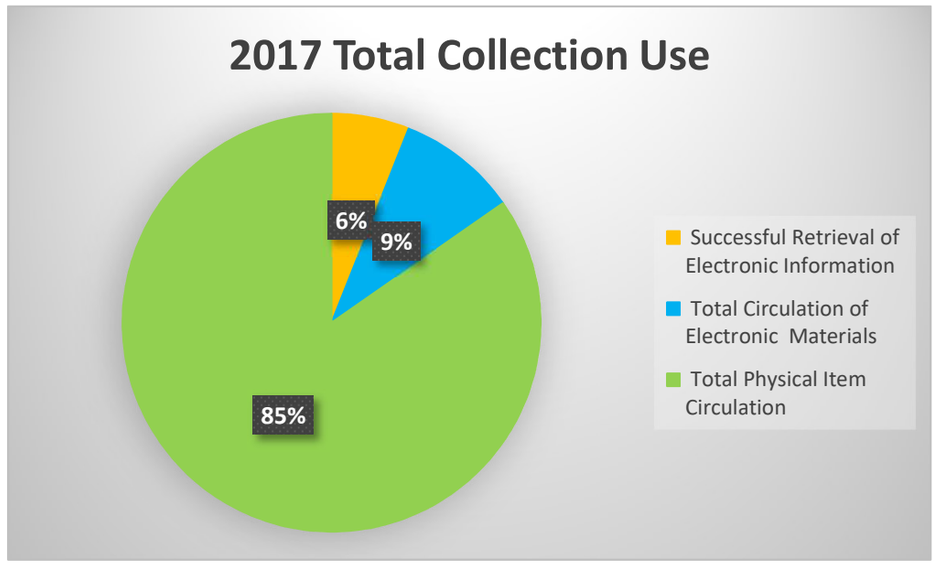


- Overall print book circulation up 17% driven by 62% increase in juvenile circulation offsetting -13% decline in adult circulation
- Non-print circulation mushroomed, particularly videos, audio downloads and e-books

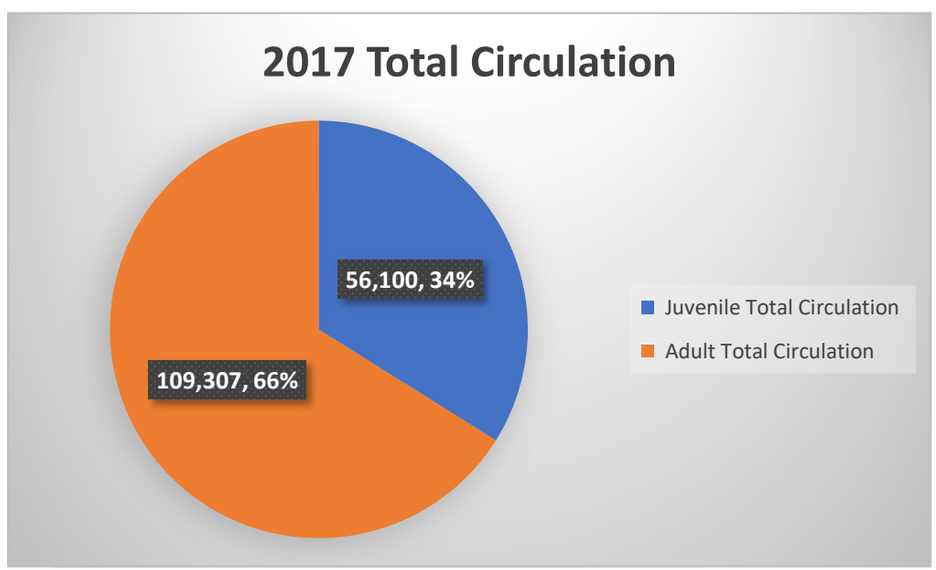


Total Collection Use

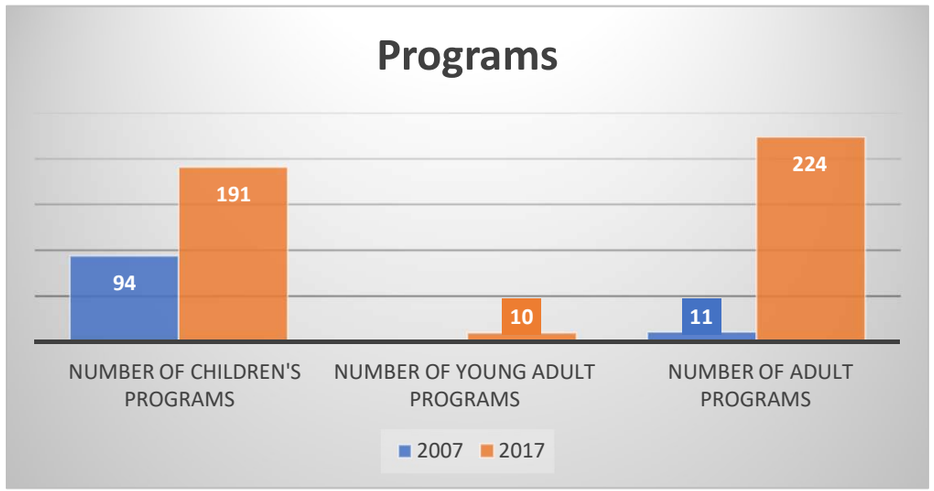


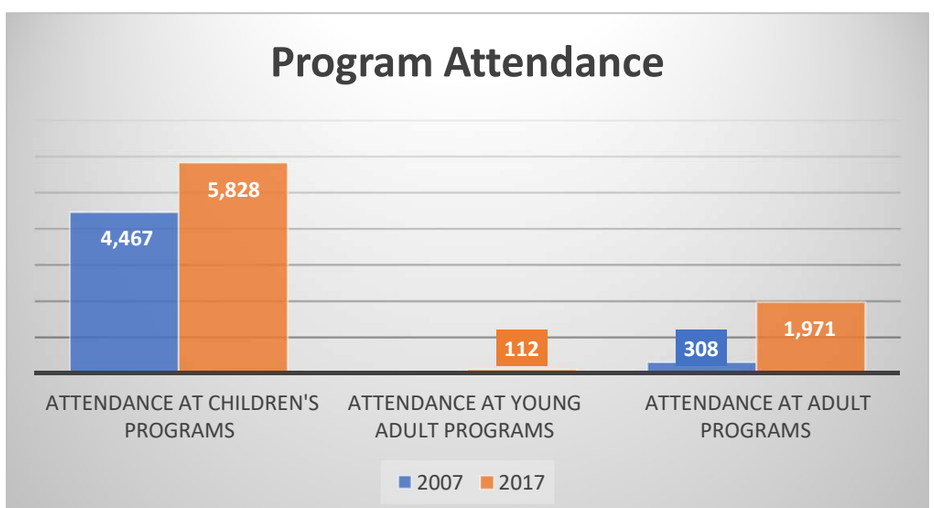


- 2007 total collection use = 100% physical items (print and digital)
- 2017 total collection use broadened = physical and electronic uses
- No significant change in proportions of adults and juveniles checking out circulating items (total circulation does not include retrieval of electronic information)

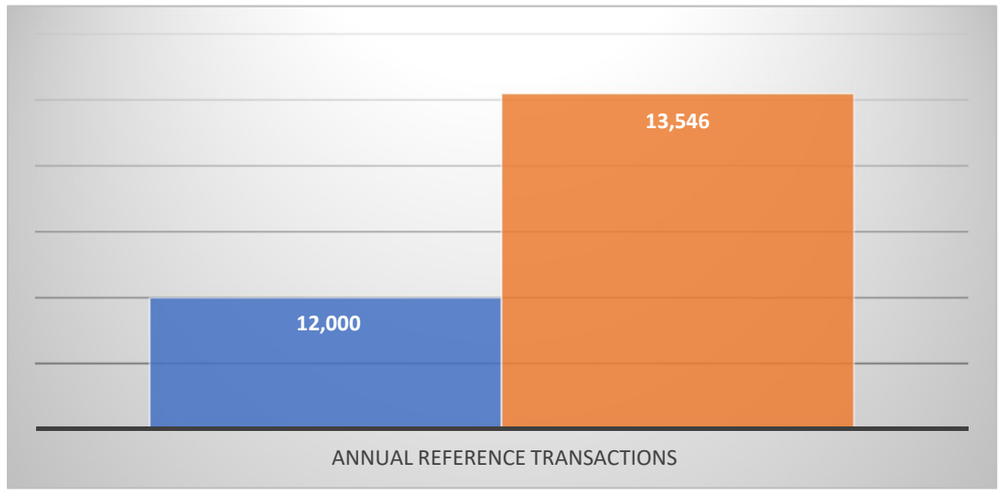


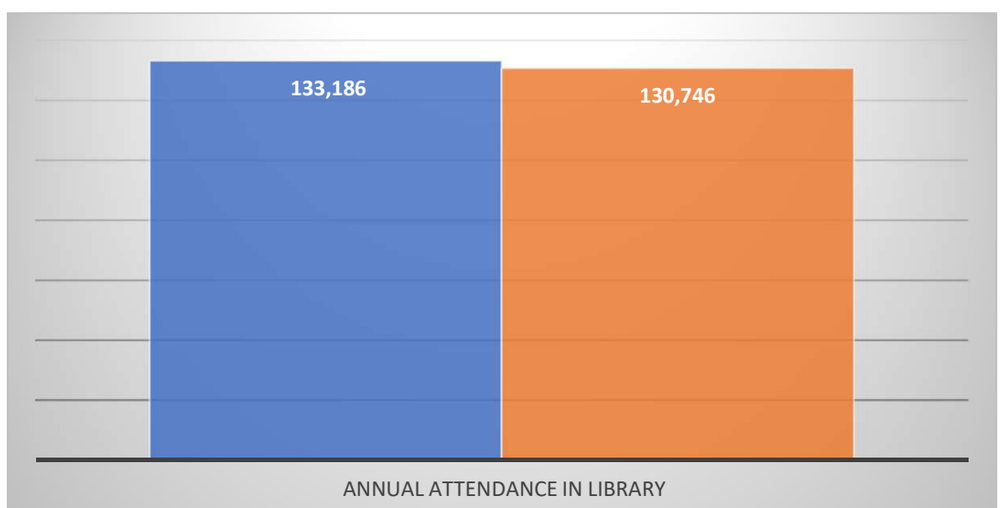
Library Programs & Service Measures





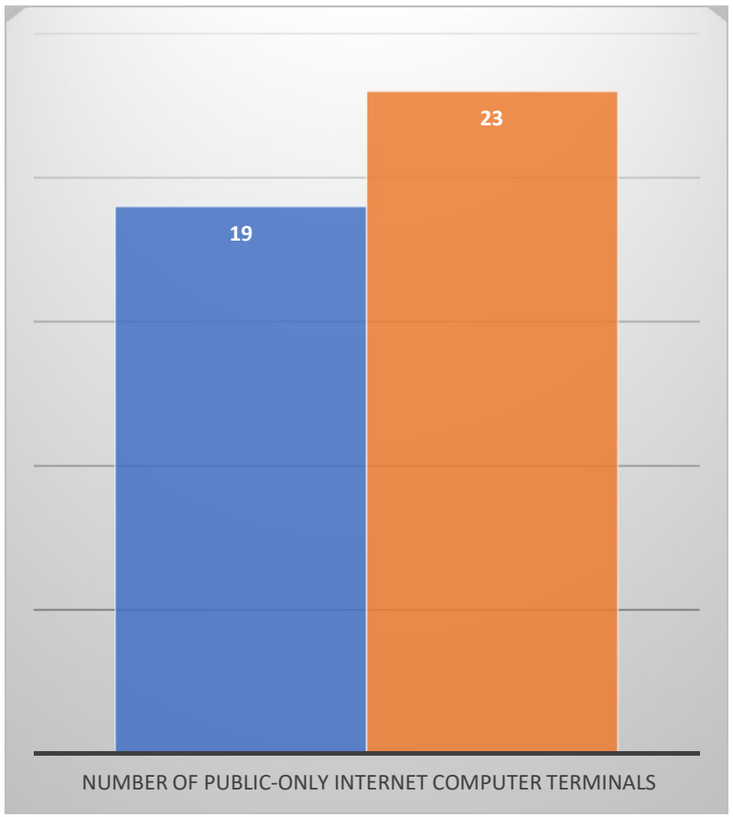
- 305% increase in number of programs; 55% increase in attendance
- Average attendance/program has declined (except no YA programs in 2007) – from 48 to 31 for children's programs, from 45 to 17 for adult

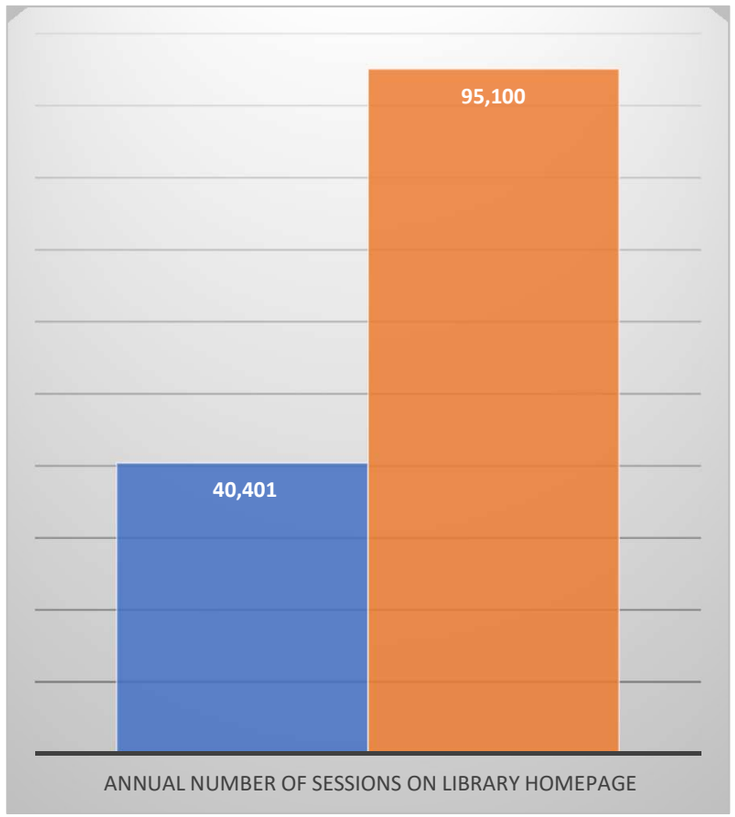


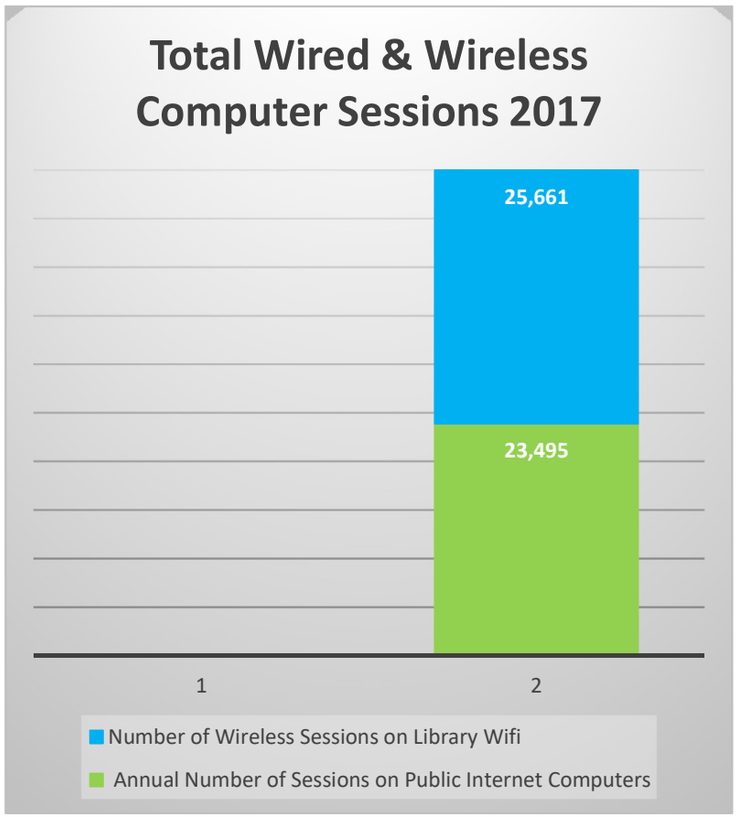


- Reference transactions increased 13%
- Overall attendance is flat, consistent with city population
- **Meeting room use for non-library events = 57 in 2017, not recorded in 2007**

Library Technology







- Marginal increase in number of public-use computer terminals

- 135% increase in homepage sessions

- Not tracked in same way in 2007
- Slightly more people use library wireless from their own device (52%) than from the library public use computers (48%)

	GENERAL INFORMATION				STAFF					
HOMER PUBLIC LIBRARY	Population of Legal Service Area	Registered Users	Hours Open Per Week	Weeks Library Open During Year	Librarians with MLS	All Employees with Title of Librarian (Includes MLS)	All Other Paid Employees	Total Employees	Number of Volunteers	Total Volunteer Hours Per Year
2007 data	*5,390*	*9,933*	*52*	*52*	*1*	*1*	*5.9*	***6.9***	*637*	***2,526***
2017 data	5,313	10,440	52	52	2	2	5.9	**7.9**	881	**2,412**
CHANGE	(77)	507	-	-	1	1	-	1	244	(114)
% CHANGE	*-1%*	*5%*	*0%*	*0%*	*100%*	*100%*	*0%*	*14%*	*38%*	*-5%*

OPERATING REVENUE														
City Revenue	Borough Revenue	Total Local Government Revenue	PLA State-Funded Grant	State-Funded ILC Grant	Other State Government Revenue	Total State Government Revenue	LSTA Federal Grant Revenue	LSTA Federal Continuing Education Grant	Other Federal Government Revenue	Total Federal Government Revenue	E-Rate Cash or Subsidy	Other Revenue	Other Revenue	Total All Other Revenue	Total Operating Revenue
$ 580,601	*$ -*	***$ 580,601***	*$ 6,350*	*$ -*	*$ -*	***$ 6,350***	*$ -*	*$ -*	*$ -*	***$ -***	***$ 1,958***	*$ 40,000*	*$ 1,000*	***$ 41,000***	***$ 629,909***
$840,872	$ -	**$840,872**	$7,000	$ -	$636	**$7,636**	$ -	$1,250	$ -	**$1,250**	**$11,664**	$34,994	$19,581	***$ 54,575***	**$904,333**
$ 260,271	-	$ 260,271	$ 650	-	$ 636	1,286	-	1,250	-	1,250	**$ 9,706**	(5,006)	18,581	$ 13,575	$ 274,424
45%		*45%*	*10%*			*20%*					***496%***	*-13%*	*1858%*	*33%*	*44%*

OPERATING EXPENDITURES																	
Salaries and Wages	Benefits	Total Personnel	Print Materials (Books)	Print Subscriptions	Total Print Materials	Electronic Digital Materials	Audiovisuals	Other Materials	Total Collection	Building Operations	Furniture & Equipment	Travel	Supplies	Services	Internet Service Provider Fees	All Other Unreported	Total Other Operating Expenditures	Total Operating Expenditures
$ 279,828	*$ 165,489*	***$ 445,317***	*$ 13,751*	*$ 6,070*	***$ 19,821***	*$ -*	*$ 2,200*	*$ -*	***$ 22,021***	*$ 45,350*	*$ 6,940*	*$ 4,369*	*$ 8,852*	*$ 27,284*	*$ 1,882*	*$ 17,587*	***$ 112,264***	***$ 579,602***
$408,202	$249,769	**$657,971**	$32,551	$4,752	**$37,303**	$13,083	$10,938	$253	**$61,577**	$71,444	$5,397	$8,041	$9,220	$23,493	$3,149	$2,519	**$123,263**	**$842,811**
$ 128,374	$ 84,280	212,654	18,800	(1,318)	17,482	13,083	8,738	253	39,556	26,094	(1,543)	3,672	368	(3,791)	1,267	(15,068)	10,999	263,209
46%	*51%*	*48%*	*137%*	*-22%*	*88%*		*397%*		*180%*	*58%*	*-22%*	*84%*	*4%*	*-14%*	*67%*	*-86%*	*10%*	*45%*

CAPITAL REVENUE AND EXPENDITURES					
Local Government Capital Revenue	State Government Capital Revenue	Federal Government Capital Revenue	Other Capital Revenue	Total Capital Revenue	Capital Expenditures
$ -	*$ -*	*$ -*	*$ -*	*$ -*	***$ 88,467***
$ -	*$ -*	*$ -*	*$ -*	*$ -*	*$ -*
-	-	-	-	-	(88,467)

COLLECTION (LIBRARY MATERIALS)

Books in Print Added	Books in Print Held	E-Books Added	E-Books Held	Physical Audio Materials Added	Physical Audio Materials Held	Audio Materials-Downloadable Titles Added	Audio Materials-Downloadable Held	Physical Video Added	Physical Videos Held	Locally Licensed Databases	Statewide Licensed Databases	Total Electronic Collections	Print Serial Subscriptions Added	Current Print Serial Subscriptions Held	ILLs Provided	ILLs Received
1,883	***35,105***	***0***	***0***	***284***	***892***			***189***	***1,906***	***0***	***50***	***50***	***15***	***130***	***563***	***1,008***
2,970	**41,800**	**3,498**	**18,937**	**196**	**2,061**	**1,393**	**11,952**	**628**	**4,332**	**14**	**49**	**63**	**12**	**148**	**367**	**211**
1,087	6,695	*3,498*	*18,937*	(88)	1,169	*1,393*	*11,952*	439	2,426	14	(1)		(3)	18	(196)	(797)
58%	*19%*			*-31%*	*131%*			*232%*	*127%*		*-2%*	*0%*	*-20%*	*14%*	*-35%*	*-79%*

CIRCULATION

Juvenile Book Circulation	Adult Book Circulation	Total Book Circulation	Juvenile E-Book Circulation	Adult E-Book Circulation	Total E-Book Circulation	Juvenile Periodical Circulation	Adult Periodical Circulation	Total Periodical Circulation	Juvenile Audio Circulation	Adult Audio Circulation	Total Audio Circulation	Juvenile Audio Downloads	Adult Audio Downloads	Total Audio Downloads
28,371	*42,418*	***70,789***				*0*	*6,047*	***6,047***	*1,517*	*5,419*	***6,936***			
45,942	37,086	**83,028**	1,519	6,607	**8,126**	405	1,044	**1,449**	1,350	5,555	**6,905**	2,078	6,164	**8,242**
17,571	(5,332)	12,239	1,519	6,607	8,126	405	(5,003)	(4,598)	(167)	136	(31)	2,078	6,164	8,242
62%	*-13%*	*17%*					*-83%*	*-76%*	*-11%*	*3%*	*-0.4%*			

Juvenile Video Circulation	Adult Video Circulation	Total Video Circulation	Juvenile Other Library Materials Circulation	Adult Other Library Materials Circulation	Total Other Materials Circulation	Juvenile Circulation of Interlibrary Loans	Adult Circulation of Interlibrary Loans	Total Circulation of Interlibrary Loans	Juvenile Total Circulation	Adult Total Circulation	Total Circulation	Successful Retrieval of Electronic Information	Total Circulation of Electronic Materials	Total Electronic Content Use	Total Physical Item Circulation	Total Collection Use
2,866	*12,082*	***14,948***	*42*	*53*	***95***				***32,796***	***66,019***	***98,815***				***98,815***	***98,815***
4,242	51,874	**56,116**	564	759	**1,323**	0	218	**218**	**56,100**	**109,307**	**165,407**	**10,582**	**16,368**	**26,950**	**149,039**	**175,989**
1,376	39,792	41,168	522	706	1,228	-	*218*	*218*	23,304	43,288	66,592	10,582	16,368	26,950	50,224	77,174
48%	*329%*	*275%*	*1243%*	*1332%*	*1293%*				*71%*	*66%*	*67%*					

LIBRARY PROGRAMS												LIBRARY SERVICE MEASURES			INTELLECTUAL FREEDOM
Number of Children's Programs	Number of Young Adult Programs	Number of Adult Programs	Total Number of Programs Held	Attendance at Children's Programs	AVG	Attendance at Young Adult Programs	AVG	Attendance at Adult Programs	AVG	Total Attendance at All Programs	AVG	Annual Public Service Hours for All Outlets	Annual Attendance in Library	Annual Reference Transactions	Any Challenges
94		*11*	***105***	*4,467*	*48*			*308*	*28*	***4,775***	***45***	***2,704***	***133,186***	***12,000***	***No***
191	10	224	**425**	5,828	31	112	11	1,971	9	**7,411**	**17**	**2,704**	**130,746**	**13,546**	**No**
97	10	213	320	1,361		112		3,443		2,636		-	(2,440)	1,546	
103%		*1936%*	*305%*	*30%*				*1118%*		*55%*			*-2%*	*13%*	

LIBRARY TECHNOLOGY						FACILITY			
Number of Public-Only Internet Computer Terminals	Annual Number of Sessions on Public Internet Computers	Number of Wireless Sessions on Library Wifi	Total Number of Wired and Wireless Computer Sessions in Library	Annual Number of Sessions on Library Homepage	Annual Cost for Internet Service	New Building or Renovation of Central Library?	Square Footage Central Library	Meeting Room Use for Non-Library Events	Annual Number of Users of Public Internet Computers
19				***40,401***		***No***	***17,000***		***40041***
23	**23,495**	**25,661**	**49,156**	**95,100**	**$ 16,663**	**No**	**17,000**	**57**	
4		25,661	49,156	54,699	16,663		**0**	57	*(40,041)*
21%	*48%*	*52%*		*135%*					