

Minutes
Board of Library Trustees Work Day
February 4, 2016
Jacksonville Public Library (JPL)
Main Library Board Room

PRESENT

Erin Vance Skinner, Chair
Brenda Simmons-Hutchins, Foundation Liaison
Guy Anderson, Trustee
Sybil Ansbacher, Trustee
Ronnie King, Trustee
Charlie Kleeman, Trustee
Mario Payne, Trustee
Jackie Perry, Trustee
Gerald Reid, Trustee

Ann Harwood-Nuss, Jacksonville Public Library Foundation Chair
Jamie Self, Jacksonville Public Library Foundation

Sharon Coon, Friends of the Brentwood Library
Judy Klein, Friends of the Murray Hill Library

Barbara A. B. Gubbin, Library Director
Jennifer Giltrop, Deputy Director, Public Services
Mark Merritt, Deputy Director, Administration & Finance
Chris Boivin, Assistant Director, Community Relations & Marketing
Gretchen Mitchell, Assistant Director, Support Services
Julie McNeil, Assistant Director, Public Services
Amber Holley, Manager, Youth Services

Richard Mott, Manager for Strategic Initiatives, Board Work Day Planner
Debbie Verges, Board Work Day Facilitator
Andrew Herron, Executive Assistant to the Director

Welcome and Introduction

Chair Erin Vance Skinner called the meeting to order at 8:30AM and invited those present to introduce themselves to the group.

Capacity Plan Review and Progress Report

Director Barbara A. B. Gubbin discussed the library's progress on its Capacity Plan, a series of recommendations for system improvement that were approved by the Board of Library Trustees in 2011. Elements of the plan have been realized: a) the city has improved bandwidth for library computers, b) the city has passed legislation allowing fines to be used for library capital improvements, and c) the city has taken advantage of E-Rate discounts, though full realization of this goal will require

continued advocacy. Other areas of the plan have not been implemented, such as moving library IT in-house and creating an independent library district. However, much community support was evident for the latter, and a straw ballot on the issue served as inspiration for 2015's successful effort to restore funding for hours of service that were cut in 2012. The library has had to take its own initiative on other steps, such as in implementing e-commerce and redesigning its website, and contrary to the plan, materials budgets have been cut repeatedly. Chair Skinner expressed pride in the accomplishments.

The group discussed lessons learned from efforts to advocate the plan: 1) "close" and "repurpose" are inflammatory words to use when putting forward plans and ideas about branches, 2) funds for adequate facility improvements remain essential, given the city is reticent to spend money on new branches, and 3) substantial improvements in finances are possible, as happened with a huge reduction in internal service charges paid by the library regarding computers, which once amounted to \$25K per computer per year. The internal service charge for IT was once as high as 6 Million and now it is 1.7 Million which is much more in line with other municipalities. E-rate is still an issue as we need greater access to wifi and the ability to maximize federal dollars to assist. The City must assist in this area so the matching funding is not lost.

Five Priority Topics for Advocacy

Governance Committee and Advocacy Subcommittee Chair Guy Anderson led a discussion of the Board's five current priorities for advocacy. Staff familiarized those present with talking points for each area, which were made available in written form and are available on the Board web page:

1. Advocacy for further restorations of weekly hours of service cut in 2012 was discussed by Trustee Ronnie King.
2. Advocacy for permanent funding of the Project LEAP program was discussed by Deputy Director Jennifer Giltrop.
3. The importance of the library's student card initiative and partnership efforts with Duval County Public Schools was discussed by Youth Services Manager Amber Holley. When the initiative began, it was discovered that children had blocked cards (could not check out a book due to fines/fees). For this fiscal year, each K-2 student is allowed to check out 3 books. JPL hopes to expand the DCPS partnership to grades 6-12 next year.
4. Efforts to establish a new library in the Urban Core were discussed by Trustee Brenda Simmons-Hutchins, with particular attention to the Mary Eaves Center proposal, a plan which would partner JPL with a senior living facility. It was deemed desirable that Paul Tutwiler, CEO of NWJCDC, come and make a presentation about this initiative to further educate trustees about the project.
5. The need to establish a new library in Oceanway was discussed by Trustee Mario Payne. It was stressed that community leaders need to push for this initiative, as JPL cannot make it happen alone.

Trustee Anderson reminded those present to communicate with library administration any results or insights gained during their advocacy. Director Gubbin

reminded those present that simply bringing community officials to the library can be beneficial and that community officials include more than just politicians.

Breakout Session 1 – Experience Library Services

Board Work Day attendees broke into separate groups and traveled to various corners of the library, where they were given overviews of JPL services:

1. Children’s Programs

Children’s Librarians Carisia Rooney and Marie Myers led attendees through an exploration of two Youth Services programs: a) Early Literacy Storytime, designed for children from birth to 5 years old with an adult caregiver, and b) Art!, a program designed for children 3-5 years old. Early Literacy Storytime includes stories, books, fingerplays, nursery rhymes, and songs that promote language development, vocabulary building, and comprehension. Art! is designed for children 3-5 years old, with an emphasis on art activities that promote writing through creative interpretation and expression, control, and skill in using art implements to achieve a desired effect.

2. 3D Printing

Luis Terron, E-Specialist, discussed the history of 3-D Printing or “Additive Manufacturing” and demonstrated related machinery currently in use by JPL. JPL offers classes on 3-D printing and is developing policies and procedures in anticipation of offering customer services in the future. 3-D printing already has been used to create items for JPL programs, such as Children’s Storytime, Teen Tech, the Braille Challenge, Vision Education and Rehabilitation, and the Main Library’s 10th Anniversary Celebration.

Mr. Terron explored emerging websites, business models, and applications for the technology. He noted that an open source mentality in the field has protected noncommercial users from intellectual property lawsuits, thus far. However, Trustee Guy Anderson discussed with Gretchen Mitchell, Assistant Director for Support Services, the need to study other library models when crafting library policy for 3D printing, as there exists a need to protect the library from potential liability for IPR infringements by customers.

3. E-Resources

Charlene Adkins, Supervisor of Collection Development and Acquisitions, led an exploration of changes in library materials over recent years. Absent an adequate budget for new materials, the library has had to balance carefully its acquisition of printed and electronic materials. The rise in e-materials circulation has been pronounced but still lags print significantly. Ms. Adkins believes the two ultimately will co-exist. Richard Mott, Manager for Strategic Initiatives, underlined the fact that reports of print’s demise are exaggerated but acknowledged that one advantage of electronic materials is that they cannot be stolen.

Ms. Adkins introduced the group to electronic databases that JPL makes available to its customers, including the Gale Testing & Education Reference Center, NoveList Plus, Transparent Language Online with Byki, World Book, and

Gale Science in Context. Director Gubbin, also attending the session, mentioned BrainFuse and Homework Help USA and the need to improve foreign language programs. Ms. Adkins discussed platforms for downloadable and streaming E materials (eBooks, Audio, and Music), such as Overdrive, Zinio, Axis360, Tumble Book Library, and Hoopla. Newsbank provides periodical access.

The group agreed that when library supporters advocate for restored “materials” budgets, they should remind their listeners that electronic materials are a part of that “materials” budget and that funding for one should not be seen as mutually exclusive of funding of the other.

4. ESL Classes

Katie Devanny, Literacy Program Manager for JPL’s Center for Adult Learning, led a walkthrough of the library’s English as a Second Language (ESL) program. She discussed the arrangement of students, classes etc., sharing her experiences, the use of smart boards, her staff, which is a mix of volunteers, full time, and part time employees, and the program’s students. She discussed the Career Online High School program, in which the library helps non-High School graduates obtain their graduation certificates. Also explored were GED classes, Citizenship classes, and workforce development grants.

5. Small Business Assistance

Librarian Ed Murray discussed the library’s programs for small business assistance, discussing the need to build the professional capacity of the local workforce and the use of axSmallBiz Help, a program aimed at providing help for start-ups.

Deputy Director Giltrop underlined the importance of these resources, and Trustee Jackie Perry noted that for JPL to provide a central portal for all resources for those interested in small business would foster valuable partnerships.

Debrief on Experiences

Board Work Day Facilitator Debbie Verges led a group discussion of insights gained from the morning’s sessions. Trustee Brenda Simmons-Hutchins was impressed with the breadth of services the library offers and mentioned the importance of getting the word out “on both ends.” Foundation Board Chair Ann Harwood-Nuss concluded that Foundation meetings should include an education session for Foundation Board Members to foster understanding of e-Circulation and other library services, and Trustee Sybil Ansbacher wondered aloud if such a practice would be useful in Friends meetings as well. Trustee Ansbacher was impressed by the creativity and sense of purpose in JPL’s Youth Services Staff. Deputy Director Mark Merritt was impressed with the individual attention being given to students in an ESL program he observed. Trustees Charlie Kleeman and Mario Payne discussed the 3D Printing and Small Business Services presentations of the morning, noting the importance of informing community officials that the library is not just an expenditure but an investment in future economic growth. Trustee King was most interested in the fact the librarians must all have a master’s degree. He was reminded that the library is “facility rich” and might find more ways to use that

resource to its advantage. In sum, Trustee Brenda Simmons-Hutchins noted that “we have different audiences” for advocacy with which different messages will resonate.

Ms. Verges asked those present to list stakeholders who need to be informed of these things: customers (family, children and teens), community officials, legislators (local, state, and federal), DCPS at all levels, colleges and universities, Chamber members, Friends groups, and neighbors. Trustee Simmons-Hutchins suggested watermarking “thank you” in future advocacy literature about restored hours of service to remind community officials of the good that was done by their past actions, specifically the restoration of some hours of service in the FY 2016 budget.

Ms. Verges discussed community issues that impact the library, such as pension reform, without which downward pressure will continue on the budgets of the library and all other city agencies.

Local Trends

Ms. Verges discussed local trends on which JPL might capitalize in its advocacy. Attendees suggested that these trends could include:

- a) A local energy behind innovation and start-ups, as addressed by JPL’s small business programs and partnerships with organizations like the Jacksonville Community of Entrepreneurs,
- b) The City’s need to address the digital divide, as is addressed by JPL’s computer classes,
- c) The City’s need for “safe places,” as libraries everywhere provide,
- d) The need for more educational resources, as is addressed by the library’s partnership with DCPS,
- e) The need for greater literacy, which always fits with the library’s mission,
- f) A social focus on obesity, which can be addressed by library sponsored health programs,
- g) Non-library establishments in areas where the library would like to build support for new branches could be locations for a “taste” of what JPL has to offer (for example, electronic or personal library services). Deputy Director Giltrop believes that Jacksonville International Airport (JIA) is an untapped opportunity and could be a helpful partner. There also is the current proposal to partner with the Mary Eaves senior living center, to be built near the Dallas Graham Branch Library, and
- h) A hunger for the wide variety of creative and interactive spaces that increasingly are being offered by libraries.

Deputy Director Merritt noted that anti-government sentiment often hinders efforts to secure funding for the library. Trustee Kleeman posited that it is possible to sell the library’s essentialness even to those with strong convictions about small government. Trustee Guy Anderson believes that the library might better communicate its case by not duplicating social services already provided by other organizations. (“Partnering,” he clarified, would be just fine.)

Trustee King suggested that the library take time to introduce sponsors and attendees of major events to library services and features.

Preparation for Redrafting the Capacity Plan

Trustee Guy Anderson asked how much of the library's Capacity Plan is still valid. Director Gubbin answered that nearly three quarters of it probably is. Trustee Anderson suggested forming a *small* committee as a first step toward the agreed-upon goal of creating an updated Capacity Plan. Judy Klein of the Friends of the Murray Hill library suggested consulting first with Godfrey and Associates, which crafted the original Capacity Plan, a suggestion that met with wide approval from those gathered. The idea would be to ask, "If you were redrafting our Capacity Plan today, what issues might you look at?" The tolerance level for an update is less than \$50,000. The update should include what is outstanding and has not been addressed at all, what is a work in progress and what is missing from the plan. Director Gubbin suggested that the subject be explored in two parts: what are we going to address for the next 2-3 years, and what is our "dream?"

Wrap-up

Trustees expressed general approval of the day's activities. Chair Skinner adjourned the proceeding shortly before 3PM.

APPROVED BY THE BOARD OF LIBRARY TRUSTEES MARCH 10TH, 2016