



King County and Pierce County Library Systems
Board of Trustees "Study Session"
Federal Way Regional Library
9am ♦ 5 August 2004

CALL TO ORDER

LeRoy McCullough moved that the meeting be called to order at 9:12am. J.J. McCament seconded and the motion passed unanimously.

PRESENT

KCLS BOARD

Richard Eadie, Chair
LeRoy McCullough
Wai-Fong Lee

PCLS Board

Budd Wagner, Chair
Allen Rose
J.J. McCament
Paul Chasco

KCLS Staff

Bill Ptacek, Director
Julie Wallace
Nancy Smith
Bruce Adams
Linda Glenicki
Charlene Richards
Denise Siers
Bruce Schauer
Kay Johnson
Jed Moffitt
Nancy Henkel
Jennifer Wiseman

PCLS Staff

Neel Parikh, Director
Clifford Jo
Roger Balliet
David Kennicott
Diane Thompson
Sharon Winters
Deborah Baxter
Judy Nelson
Lynne Hoffman
Becky Hester
Larry McCarty

GUESTS

Michael Eisenberg
Joseph Janes

DIVERSITY AND RECRUITMENT: FUTURE OF LIBRARY EDUCATION

Michael Eisenberg, Dean of the University of Washington (UW) iSchool discussed trends in library education. He noted the UW is pleased to provide library professionals to the multitude of libraries in the State of Washington and mentioned that UW Libraries received the 2004 Excellence in Academic Libraries Award. He provided a brief background of the UW iSchool and highlighted the iSchool's mission and vision:

- ❑ **Mission:** The School, consisting of its students, faculty, staff and administration, is dedicated to educating students for professional careers and leadership roles in the information professions including library and information science.
- ❑ **Vision:** The Information School believes that connecting people with knowledge is of fundamental individual and societal importance; further we believe access to information is a basic human right. We commit ourselves to sustain this vision.

After discussing enrollment in the iSchool's academic programs (Bachelor of Science in Informatics, Master of Library and Information Science, Master of Science in Information, Management, and Ph.D. in Information Science), Michael Eisenberg mentioned the iSchool's lack of minority enrollment. Though limited by Initiative 200 (prohibits the state from using race or ethnicity in deciding student admissions, employment or contract awards), the iSchool has unlimited recruiting potential. He pointed out, however, that a major diversity initiative is currently underway at the iSchool geared towards reevaluating the school and transforming the curriculum to integrate issues of diversity in courses throughout the iSchool curricula.

Statement of Diversity at the Information School of the University of Washington:
<http://diversity.ischool.washington.edu/div-iSchoolDiversityStatement.pdf>

For one of the most competitive schools offering a Master of Library and Information Science (MLIS) programs, admissions includes only those who will perform best. Michael Eisenberg emphasized that professional colleagues are the iSchool's best recruiting tool. He explained that the most successful individuals in the MLIS program are those who were mentored in a professional environment, especially during the application process.

ELECTIONS

Julie Wallace, KCLS Community Relations Manager explained that elections (levy lid lifts, capital bonds) are the ultimate feedback mechanism for determining the success of public libraries. She briefly discussed KCLS' strategies, or lack thereof, for recent elections.

- ❑ **February 2002 Levy Lid Lift:** Following passage of I-747, KCLS passed a levy lid lift with 64% of the vote. For this election KCLS produced a brochure and included information the Voter's Pamphlet.
- ❑ **February 2003 Capital Bond Measure:** An extensive community outreach effort, intended to solicit feedback from each community served, preceded this election. Using the information gathered, KCLS placed

a \$158 million capital bond measure on the ballot, but failed to translate the community outreach efforts into the election strategy. KCLS chose not to include information in the Voter's Pamphlet and conducted a minimal public information effort. The measure failed with 52.5% yes votes (needed 60% supermajority).

Following the failed February 2003 Capital Bond Measure, KCLS performed a factor assessment to identify areas for improvement, which included:

- ❑ **Timing**: The bond measure was the only item on the ballot in many communities. As a result, voters perceived the election as wasteful. The political climate was also not suitable.
- ❑ **Absentee Voters**: Educating this group of voters is essential. By the time media coverage, or other information, surfaced about the measure absentee ballots had already been cast.
- ❑ **Voter Education**: Patrons surveyed said loud and clear it is KCLS' responsibility to spend money to inform the public about ballot measures, especially via the Voter's Pamphlet.
- ❑ **Staff Ownership and Education**: Staff needs to be well-equipped to provide information about ballot measures to patrons.

Julie Wallace explained that for the September 14th Capital Replacement Bond Measure, KCLS began planning one year in advance. A strategic brief, outlining goals, desired outcomes and implementation strategies, was developed with the help of a consultant. An internal planning committee was organized to begin implementing the Public Information Effort, which was threefold:

1. Key focus and emphasis on educating library users, staff and stakeholders on the value of KCLS.
2. Conduct direct outreach to key communities to expand reach of information and build broader knowledge base among voting populations.
3. Conduct outreach to key local and regional media and serve as a resource to local media.

Nancy Henkel, Assistant Manager from the Maple Valley Library, was appointed as the KCLS Bond Information Liaison to serve as a contact for KCLS staff and patrons regarding the bond. Nancy Henkel briefly reviewed the breadth of activities being done to inform the community about the measure and played the bond video.

RELATIONSHIPS WITH CITIES: *HOW DO WE KEEP CONNECTED?*

Neel Parikh, PCLS Director, highlighted the similarities and differences between the two districts:

- ❑ Though PCLS serves fewer people, all 14 cities and towns served have voted to annex.
- ❑ Like KCLS, with the Seattle and Renton Public libraries, PCLS' service area does not include the cities of Tacoma or Puyallup. Unlike KCLS, PCLS does not have reciprocal borrowing agreements with these cities.
- ❑ Residents of all areas not within PCLS' service area or within the service area of a cooperative use agreement district, but which have a tax structure that supports some local library service, must pay prescribed non-resident fees for a non-resident card before borrowing materials or equipment from PCLS. In 1997, the PCLS Board voted unanimously to discontinue issuing non-resident cards to residents of areas where no free public library service is supported by local tax structure.

Neel Parikh pointed out that PCLS relies heavily on branch staff to work with their respective city or town. With no Library Advisory Boards at PCLS branches, staff provides leadership at the local level.

RELATIONSHIPS WITH CITIES: *COST ALLOCATION BY LIBRARY*

Linda Glenicki, KCLS Business and Finance Manager, quickly explained the ways KCLS examines efficiencies and regional service throughout the System.

EARLY LITERACY: A NATIONAL CRISIS: EVERY CHILD READY TO READ

Overview

Judy Nelson, PCLS Youth Services Coordinator, shared research showing a child's knowledge of the alphabet at entry into kindergarten is a strong predictor of their reading ability in 10th grade. She noted there is nearly a 90% probability that a child will remain a poor reader at the end of 4th grade if the child is a poor reader at the end of 1st grade. The National Institute of Child Health and Human Development conducted longitudinal studies following good and poor readers since 1965. They found that for 60% of the children, reading is not an easily acquired skill, but 90 to 95% of poor readers can reach average reading skills with early intervention. It has been shown that mothers from lower income groups spend less time sharing picture books with their children than mothers from middle-class groups. By one estimate, the typical middle-class child enters 1st grade with up to 1,700 hours of one-on-one picture book reading, whereas a child from a low-income family averages 25 hours. Supporting early language and literacy can make a difference. This is where the public library comes in.

What Is Early Literacy?

Early literacy is defined as what children know about reading and writing before they can actually read or write. It is not the "teaching of reading." Six skills have been identified that prepare children for the process of learning to read. These are six identified skills necessary for learning to read:

- Print Motivation:** A child's interest in and enjoyment of books
- Vocabulary:** Knowing the names of things
- Phonological awareness:** Ability to hear and play with the smaller sounds in words
- Print Awareness:** Noticing print and knowing how to handle a book and how to follow words on a page
- Narrative skills:** Being able to understand and tell stories and being able to describe things
- Letter knowledge:** Knowing letters are different from each other and have different names and sounds

Judy Nelson pointed out that within each of these skills there is a developmental progression, from simpler to more complex (i.e. a baby will learn vocabulary and phonological awareness before letter knowledge).

What Does This Mean For Libraries?

Public libraries are in the best position to help parents and caregivers make the connection between recent research and applied knowledge for reading readiness, by:

- Recognizing the key role parents and caregivers have in the development of literacy skills of young children
- Making outreach to parents and caregivers a priority service
- Working with partners in the community to reach parents and caregivers

All library staff interacts with the public, so every staff member should be able to use early learning language. The public library can be a driving force in the community developing partnerships with outside organizations to help deliver services and programs that provide early learning information.

PCLS is Incorporating Early Learning into Services and Programs

1. *Opening Doors to Early Learning* is a one-hour workshop for parents, caregivers and professionals on brain development and the importance of early learning. The class is offered in partnership with the Tacoma/Pierce County Health Department. The presentation is given by an early learning librarian and a public health nurse. The class is STARS (State Training and Registry System) accredited to encourage childcare providers to take the training.
2. The **Ready for Books** program is a book delivery system for licensed childcare centers and family daycares within Pierce County. The target audience is those centers and family daycares who serve DSHS clients, minority children and single parents.
3. Participants in the Ready for Books program are eligible to receive the *Opening Doors to Story Time* training, also STARS accredited, which teaches childcare providers about the six skills, about age appropriate books and how to incorporate all the information into their own story times and daily activities. It also encourages childcare providers to share this information with their parents.

In addition, PCLS is:

- ❑ Looking for opportunities to leverage access and services with outside organizations and agencies
- ❑ Incorporating early learning language into story times, program flyers, etc.
- ❑ Creating bookmarks for adults to use with children to encourage reading aloud
- ❑ Creating a web page for parents and caregivers
- ❑ Starting to share early learning tips and examples at every Youth Services staff meeting
- ❑ Looking to add early learning tips to all staff trainings
- ❑ Encouraging all staff to master the language of early learning and literacy so they are comfortable encouraging parents and caregivers as they interact at their service desks

OUTREACH: *TARGETED OUTREACH PROGRAM TO HISPANIC AND KOREAN COMMUNITIES*

Becky Hester, PCLS Collection Services Coordinator, highlighted the increased numbers of people in Pierce County who speak languages other than English. She also described PCLS' efforts, with the help of a \$50,000 LSTA grant, to provide programs and services to the Hispanic and Korean communities in their area. She described the Community Needs Assessments performed in these communities via focus groups, demographic examination and interviews of key community leaders. The assessments revealed barriers to service for the communities such as ability to communicate with staff, availability of transportation, quantity or awareness of translated resources, diversity amongst the staff. As a result, PCLS increased the amount of translated signage and materials in native languages, trained more than 200 Public Services staff in intercultural communications, added a diversity module to new staff orientation and developed activities targeted towards the Hispanic and Korean communities (i.e. Parkland Fiesta, Korean Heritage Day, Latino Health Fair).

PCLS is also working to provide a multilingual interface for library workstations, is conducting increased advertising/promotion in specialized ethnic media outlets, and is trying to figure out how to incorporate this priority need into the operating budget as funding from the LSTA grant expires.

OUTREACH: *LIBRARY CONNECTIONS @ CROSSROADS AND SOUTHCENTER*

KCLS Associate Directors Bruce Adams and Nancy Smith highlighted the service model implemented at the Library Connection @ Crossroads and the Library Connection @ Southcenter. They explained that the collections at these facilities consist of high turnover items, as well as ample multilingual materials. Bruce Adams said KCLS been successful at attracting a diverse workforce at the Library Connection @ Crossroads, including seven staff members who speak Chinese, three who speak Spanish, two who speak Russian and two who speak Vietnamese. Nancy Smith pointed out that, following the success at the Library Connection @ Crossroads, KCLS decided to incorporate the popular "Library Connection" concept at Southcenter Mall.

FRIENDS OF THE LIBRARY GROUPS

David Kennicott, Branch Services Coordinator, shared PCLS' Board policy relating to the establishment of, purpose for, and regulation of Friends of the Library groups. PCLS currently has 16 Friends of the Library groups for 17 branches. These groups contribute \$25,000 to \$60,000 per year to PCLS. Both PCLS and KCLS hold a Friends-dedicated event two to three times per year.

ADJOURNMENT

LeRoy McCullough moved adjournment at 1:05pm. J.J. McCament seconded at the motion passed unanimously.