

**CITY OF DALY CITY
REGULAR MEETING
LIBRARY BOARD OF TRUSTEES**

AGENDA

Tuesday, May 19, 2015 - 6:00 PM

City Hall Council Chambers, City Hall
333 – 90th Street, Daly City, CA 94015

Live Telecast: Comcast Channel 27, Astound 26, AT&T U-Verse 99
Webcast: www.dalycity.org/meetings

For those wishing to address the Library Board of Trustees on any Item on the Agenda or under Public Appearances/Oral Communications, please complete a Speaker Card located at the entrance to the City Council Chambers and submit to a Staff Member as early in the meeting as possible.

Persons with disabilities who require auxiliary aids or services in attending or participating in this meeting should call the Department of Library and Recreation Services as soon as possible prior to the meeting.

CALL TO ORDER

PLEDGE TO THE FLAG

ROLL CALL

APPROVAL OF AGENDA

APPROVAL OF MINUTES

1. Regular Meeting of April 21, 2015

DIRECTOR'S REPORT

2. Library Social Media Outreach
3. Distribution of Commercial Summer Reading-Themed Promotional Materials

TRUSTEES' REPORT

ANNOUNCEMENTS AND COMMUNICATIONS

4. Report from the Daly City Public Library Associates (DCPLA)

AGENDA BUILDING FOR NEXT MEETING

PUBLIC COMMENT

Speakers are limited to two minutes, unless modified by the Library Board President. The Board cannot take action on any matter raised under this item.

ADJOURNMENT

Availability of Public Records: All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at the City Clerk's Office, City Hall located at 333 90th Street, Daly City, CA during normal business hours, at the same time that the public records are distributed or made available to the legislative body.

DALY CITY LIBRARY BOARD OF TRUSTEES
REGULAR MEETING
MINUTES – APRIL 21, 2015

The meeting was called to order by President Erlinda Galeon at 6:00 p.m.

PLEDGE TO THE FLAG

ROLL CALL

Library Board of Trustees Present:

President Erlinda Galeon, Trustees Arlene Encarnacion, William Lex and Roderick Daus-Magbual

Staff Present:

Director Joseph Curran and Library Services Manager Chela Anderson

APPROVAL OF AGENDA

Agenda for the April 21, 2015 Regular Meeting unanimously approved.

(MSP: Encarnacion, Lex)

APPROVAL OF MINUTES

Minutes of the March 17, 2015 Special Meeting unanimously approved. (MSP: Lex/Encarnacion)

REPORTS:

1. Director's Report:

- A. Library Usage Statistical Reports – Third Quarter Fiscal Year 2014-15: Ms. Anderson gave a presentation that showed the current usage statistics. There were 106,980 total visits at all library locations during the last quarter, up 1.78% from the same quarter last year. There were 1,132 total new library accounts created with Daly City Libraries as the “home library” during the reporting period, up 0.27% from the prior year. 88,025 total check-outs and renewals at all Daly City library locations, down 1.89% from the prior year. The total use of online subscription services decreased 3.85%. Additional promotion of these services has begun and will continue in an effort to reverse this trend. Public computer use is up 16.13% from the prior year, a total of 30,397 total individual sessions. A total of 30,908 individual wireless sessions at all locations, up to 108.95% from the prior year. Wireless usage fluctuates more dramatically than other usage measures. Total program count increased 30.34% over same quarter of prior year, with 189 total. Overall attendance was up 2.71% to 2,351.
- B. Distribution of Commercial Summer Reading-Themed Promotional Materials. These are unsolicited materials the Library received continuously. Ms. Anderson said that the Library needs to have guidelines in place for what is acceptable.

TRUSTEES' REPORT/ANNOUNCEMENTS:

- President Galeon announced that the Daly City Public Library Associates donated \$10,000 for the Makers Space Programs.
- They were also able to raise funds to refurbish the children's area at Serramonte
- DCPLA Book Sale, May 2-3, 2015.
- Ms. Anderson announced that April is National Poetry Month, by the Academy of American Poets
- Brand new storytime at Bayshore Library – Bouncing Babies: Rhymes and Songs
- Space Stories Storytime and Star Wars arts and craft project at the John Daly Library, May 6 at 6:00 p.m.
- Trustee Daus-Magbual announced that UCSF is seeking for Filipino Americans 18 years old and older who will participate in two studies on diabetes and heart disease prevention. The studies promote weight loss through physical activity and healthy eating. It aims to reduce diabetes risks. Participants should have a smart phone to download the mobile health app.

Library Board of Trustees Meeting Minutes

April 21, 2015

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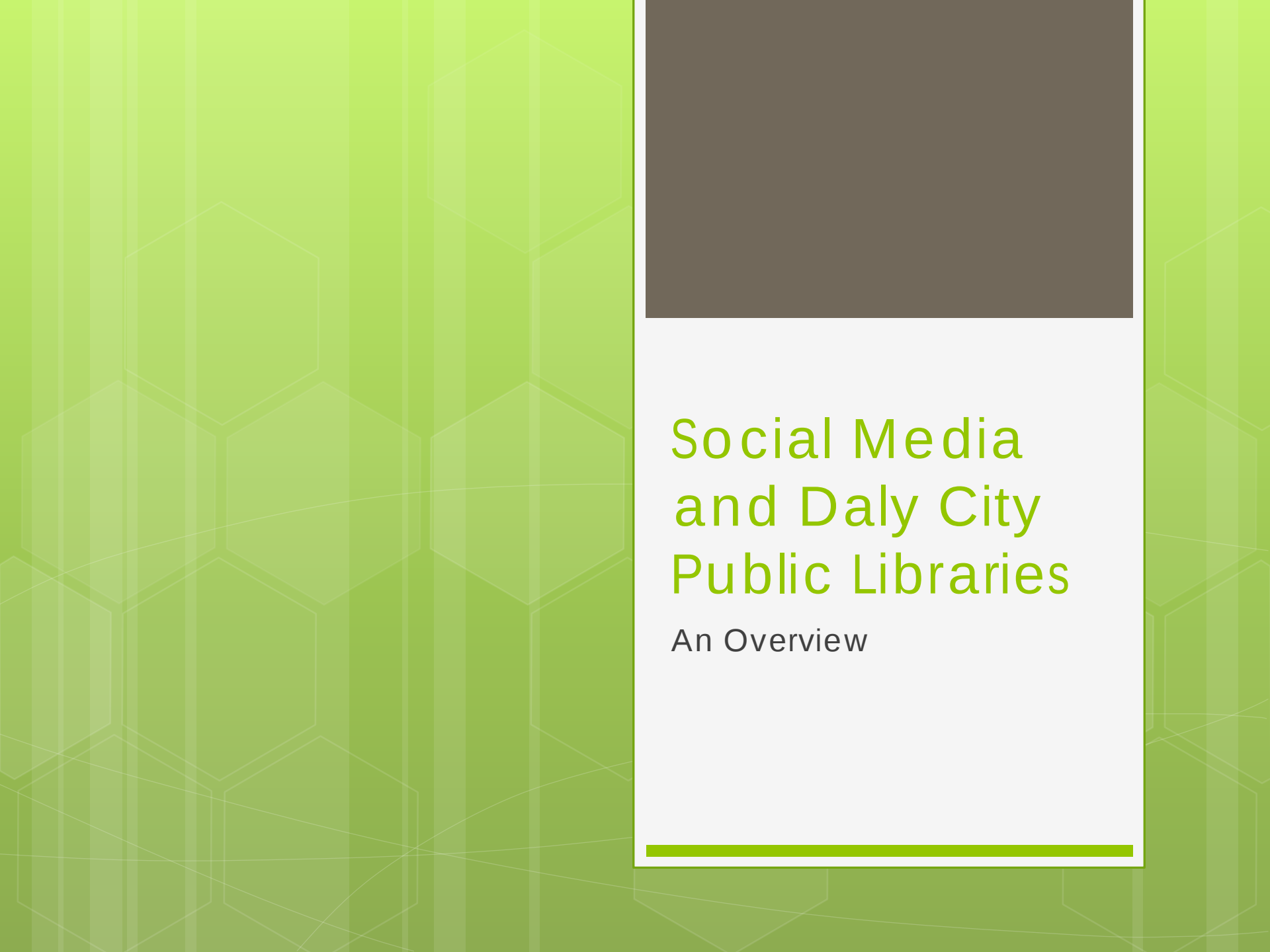
- Trustee Daus-Magbual announced that UCSF is also seeking Latino participants for their Weight Management Program.
- Trustee Lex thanked the Serramonte Library for letting the United States Census Bureau use the Community Room.

PUBLIC COMMENT: None

ADJOURNMENT

The meeting was unanimously adjourned at 6:44 p.m.

**Next Meeting: Tuesday, May 19, 2015 at 6:00 p.m.
Daly City Council Chambers**



Social Media and Daly City Public Libraries

An Overview

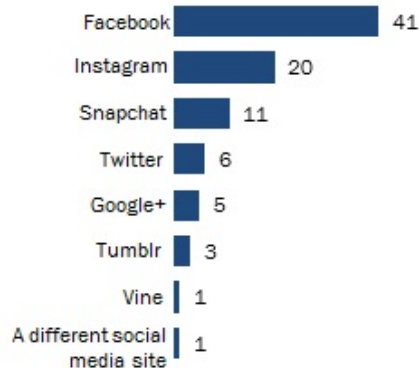
Let's look at the Statistics

Pew Research Study Examines Teens' Online Habits—Nonprofits Should Pay Attention

The survey results show that when it comes to social media activity, Facebook, Instagram, and Snapchat were the most frequently used social media platforms. The chart below depicts what networks are used most often by young people aged 13–17:

Facebook, Instagram and Snapchat Used Most Often by American Teens

% of all teens who use _____ most often



Note: "Don't use any" responses not shown.

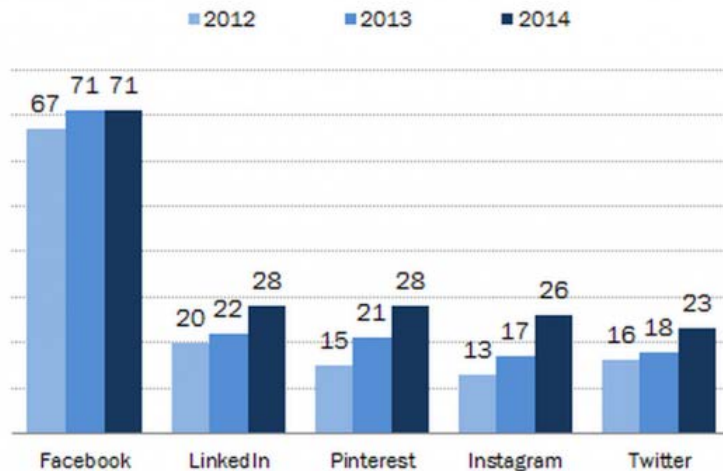
Source: Pew Research Center's Teens Relationships Survey, Sept. 25-Oct. 9, 2014 and Feb. 10-Mar. 16, 2015 (n=1,060 teens ages 13 to 17).

PEW RESEARCH CENTER

Adult Social Media Usage

Social media sites, 2012-2014

% of online adults who use the following social media websites, by year

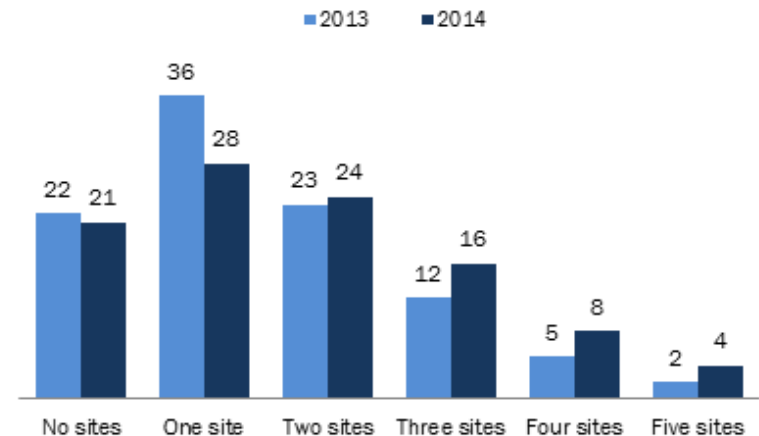


Pew Research Center's Internet Project Surveys, 2012-2014. 2014 data collected September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

PEW RESEARCH CENTER

More people use multiple sites

% of internet users who use the following number of social networking sites (sites measured include: Facebook, Twitter, Instagram, Pinterest and LinkedIn), 2013 vs. 2014



Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597.

PEW RESEARCH CENTER

An Awareness of Libraries & Social Media



Oh, Those Clever Librarians and Their #Bookface - NYTimes.com

Bookface images — half book cover and half not — seek to prove that libraries are fun.

[Read more...](#)

<http://www.nytimes.com/2015/05/03/fashion/oh-those-clever-librarians-and-their-bookface.html?ref=fashion>

What Social Media do we use?



Facebook
340 Page Likes



Instagram
200 Followers



Twitter
Just started!



We also use:
Flickr
A way to show
our pictures!

Library

- My Account
- Search the Catalog
- Apply for a Card
- Borrowing
- About the Library
- Events
- Services
- Research
- Teens
- Kids
- Support the Library
- Frequently Asked Questions
- Información en español
- Summer Learning

Library Locations

Serramonte Main Library
40 Wembley Drive
Daly City, CA 94015
650-991-8023

Mon, Tue, Wed: 10 am - 9 pm
Thu, Fri: 10 am - 6 pm
Sat: 10 am - 5 pm
Sun: Closed

> [City of Daly City](#) > [City Hall](#) > [Departments](#) > [Library and Recreation Services](#) > [New Services at the Library](#)

New Services at the Library

Driving Tests

Practice tests and handbooks for cars, motorcycles, and CDL.

Discover & Go

Free passes to local museums and other cultural institutions.

StarWalk KidsMedia

Ebooks for Pre-K to 8th grade students. Supports Common Core Standards.

Mango Languages

Learn more than 50 foreign languages online for free.

What do we use Social Media for?

- Marketing Programs and Services
- Outreach to the Community
- Community Engagement

Let's look at our profiles!

www.facebook.com/DalyCityLibrary



Daly City Public Library
16 hrs · 🌐

Gearing up for SUMMER LEARNING 2015!!!! Don't forget to drop by your local libraries this summer & every summer. Visit the #dalycitypubliclibrary table at the kid's club in the Serramonte Mall from 5:30-6:30pm! #literacy #librariesofinstagram #summerlearning #dalycitylibrary #thingstodoindalycity

WESTLAKI LIBRARY
375 Southgate Avenue
JOHN DALY LIBRARY
10000 Serrano Avenue

118 people reached **Boost Post**

Like · Comment · Share

👍 Amy Pabalan, Au Pui, Hulafrog Daly City-Burlingame, CA and 3 others like this.

<https://instagram.com/dalycitypubliclibrary/>



dalycitypubliclibrary
1 month ago

For our #bookfacefriday we chose #followmeto back cover! We LOVE this book by #murasomann and #natalyzakharova So much so that we did a little project of our own! Did you know that your #dalycitypubliclibrary card is good at more than 30 libraries?! Check back with us and #followmetothelibrary ❤️ #bookface #books #librarybooks #librariesofinstagram #publiclibraries

📍 dalycitypubliclibrary, lumosflatlux_1f22195, brodylibrary and 56 others like this.

sdpubliclibrary
Fantastic #bookfacefriday @dalycitypubliclibrary 📖

seloverlibrary
Wow! Love this one!

dalycitypubliclibrary
Thanks @sdpubliclibrary and @seloverlibrary 🙏

acclibraries
This is great!!

dalycitypubliclibrary
Thanks @acclibraries 🙏

lumosflatlux_1f22195

Leave a comment...

<https://twitter.com/dalycitylibrary>



Daly City Library
@dalycitylibrary

TWEETS 12 FOLLOWERS 4 FAVORITES 1

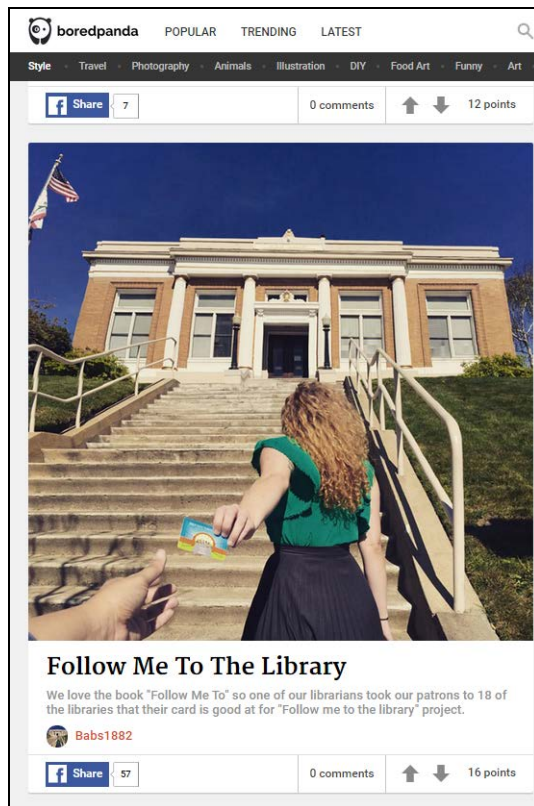
Tweets Tweets & replies

Daly City Library @dalycitylibrary · 17h

Gearing up for SUMMER LEARNING 2015!!!! Don't forget to drop by your local libraries this summer &...
[instagram.com/p/2mi1-ek9Yy/](https://www.instagram.com/p/2mi1-ek9Yy/)

Campaigns that resulted from Social Media Efforts

◉ Bored Panda



◉ National Library Week

A promotional graphic for National Library Week. It features a grid of nine photos showing people holding books and posing with them. The text reads: 'NATIONAL LIBRARY WEEK', 'April 12-18, 2015', 'Show us that you', 'Like us on facebook', 'or Follow us on Instagram', 'or just pose for a "Bookface Photo" and we'll give you a yummy treat!'. The graphic also includes the 'Daly City Public Library' logo and the hashtag '#@dalycitypubliclibrary'.

BOOKFACE PHOTOS

Pick out a book from a selection at the front desk and be featured on our library eFrames and possibly on our "Bookface-Friday" Instagram feed!

What can we gain from this?

- ◉ Increased participation in programming
- ◉ Knowledge of what the library has to offer the community
- ◉ Local engagement and support of the library
- ◉ Increased popularity
- ◉ Free and successful marketing practices

DALY CITY PUBLIC LIBRARY

Distribution of Commercial Promotional Materials

When coupons, vouchers, passes, and other promotional materials are received by the library for distributing to program participants, staff shall assess each item individually based on the following guidelines.

Guidelines:

	Distribute	Do not Distribute
Offer of free product requires accompanying purchase		
Offer is for a discount only, not a free product		
Company operates in a neighboring city, but outside Daly City		
Company operates in the greater Bay Area		
Company does not operate locally		
Food product offered is highly processed or high in sugar or fat		
The coupon or voucher requires staff signature or stamp		
The offer is good for a limited time (less than 3 months)		
The offer requires participants to provide their name and/or contact information		
The material is a poster or bookmark advertising a movie or other popular product, venue, or event		

Endorsed by the Library Board of Trustees: