

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

AGENDA

Tuesday, July 21, 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 May 19, 2015

PRESENTATIONS

2. Summer Learning 2015

DIRECTOR'S REPORT

3. Customer Satisfaction Surveys

TRUSTEES' REPORT

ANNOUNCEMENTS AND COMMUNICATIONS

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

AGENDA BUILDING FOR NEXT MEETING

5. Accessibility improvements to the Serramonte Main Library

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
DALY CITY CIVIC CENTER – SERRAMONTE LIBRARY
MINUTES – MAY 19, 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, Lynne Shubunka and Roderick Daus-Magbual

Staff Present:

Director Joseph Curran, Library Services Manager Chela Anderson and Barbara Daniels, our Youth Services Librarian

APPROVAL OF AGENDA

Agenda for the May 19, 2015 Regular Meeting unanimously approved.

(MSP: Lex, Encarnacion)

APPROVAL OF MINUTES

Minutes of the April 21, 2015 Regular Meeting unanimously approved. (MSP: Lex/Encarnacion)

REPORTS:

1. Director's Report:

- A. Library Social Media Outreach – Barbara Daniels, our Youth Services Librarian, presented to the Trustees how the Library reaches out to patrons through social media. The survey results show that when it comes to social media activity, Facebook, Instagram, and Snapchat were the most frequently used social media platforms used by young people aged 13-17. The Library uses Facebook with 340 likes, Instagram with 200 followers, Twitter – just started and Flickr, a way to show our pictures. Social Media is used for marketing programs and services, outreach to the community and community engagement. Using the different social media platforms, we can increase participation in our programs, knowledge of what the library has to offer in the community, local engagement and support of the library, increased popularity, free and successful marketing practices.
- B. Distribution of Commercial Summer Reading –After reviewing various proposed criteria, the Board recommended that the following types of offers/giveaways *not* be distributed: offers of free products that require an accompanying purchase, offers of foods that are highly processed and/or high in sugar or fat, any offers that require staff signature, initials, or stamp, and offers that require participants to provide their name and/or contact information. Marketing materials for movies, such as book marks and posters, should only be distributed if the movie is rated G, PG, or PG13.

TRUSTEES' REPORT/ANNOUNCEMENTS:

- President Galeon announced that the book sales from the Daly City Public Library Associates brought in \$2,500. The remainder books were donated to Children's Book Project of San Francisco and to KCBS Francisco for their Give Away Book Project.
- Trustee Daus-Magbual announced the Contemporary Filipino/American Art at the Asian Art Museum, Thursday, May 21, 2015.
- Summer Reading sign up starts June 1st.

PUBLIC COMMENT: None

ADJOURNMENT

The meeting was unanimously adjourned at 7:05 p.m.

Next Meeting: Tuesday, June 23, 2015 at 6:00 p.m., Daly City Council Chambers



Summer Learning 2015

Daly City Public Libraries

An Overview

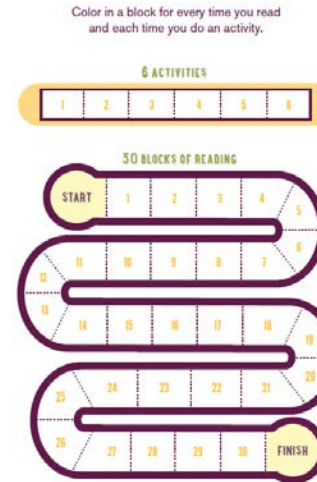
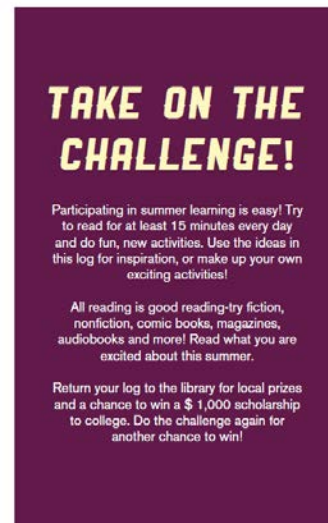
What makes up our Daly City Public Library Summer Learning Program?

From June 1- August 31 we:

- Sign-up youth (0-12th grade) by giving them a free book and a log.
- Create hands-on programming with focus on STEAM learning.
- Present fun and educational programs and musical presentations.
- Hand out weekly brain puzzles and chose 3 random winners from every stack of puzzles at each branch.
- Log finishers get the satisfaction of reading, another free book, a ticket to the local movie theater, a chance to win \$1,000 educational scholarship, and a ticket to our VIP end of the Summer Parties.



What is Summer Learning



Through Measure A funding, San Mateo County Libraries created the Summer Learning Challenge. We are a participating PLS library that receives FREE books for signing up for Summer Learning (over 4,200), Summer Learning logs, stickers and stick on tattoos, a winner for the \$1,000 scholarship, and Teen Interns. The term Summer Learning came into focus in order to put emphasis not only on reading, but on hands on experiences and educational activities.

San Mateo County involvement & Measure A

Why is Summer Learning Important?



Reading for Pleasure and Summer Reading Programs

- ❖ Students read more when they can choose materials based on their own interests. Self-selection, access to books, and sharing books are essential factors in reading motivation and are key elements of summer reading programs.
- ❖ Summer reading programs encourage parents to read with their children and highlight the joys of reading aloud. Reading aloud to children at an early age is the most effective way to help them learn language and to communicate with the written word.
- ❖ Reading empowers critical thinking skills. It can enhance empathy and lead to greater understanding of people who are different from ourselves, and it can help us appreciate other points of view.

The Achievement Gap

- ❖ Children who don't read proficiently by third grade are four times more likely to leave high school without a diploma than proficient readers. Summer Reading programs encourage young children and families to read regularly and libraries provide access to reading materials year round.
- ❖ Rich, engaging and free educational activities like summer reading programs are excellent tools to address the achievement gap. More than half of the achievement gap between lower and higher-income youth can be explained by unequal access to summer learning opportunities.

Summer Learning Loss

- ❖ When young people aren't engaged in educational activities during the summer learning loss is cumulative. By the end of 6th grade, children who consistently lose reading skills over the summer will be two years behind their classmates.
- ❖ Students who participated in a summer reading program had better reading skills at the end of third grade and scored higher on standardized tests than students who did not participate.

Total of Sign ups: 1,472

Total of Finishers: 471

Finishing rate: 32%



Summer Learning 2014 Overview Statistics



Summer Learning 2015 Outreach

Over 1,500 books and sign-ups were given to 15 schools in the first 2 weeks of Summer Learning 2015

- Ben Franklin, Fernando Rivera, Thomas R Pollicita Middle Schools
- Franklin D Roosevelt, Westlake, MH Tobias, MP Brown, Thomas Edison, Garden Village, Woodrow Wilson, John F Kennedy, Junipero Serra, Susan B Anthony, St. Thomas Moore, Hope Lutheran Elementary Schools

In outreach alone this year we have surpassed the number of sign-ups for all of Summer Learning 2014!

We also visited 6 other sites in addition to the 15 school sites to sign kids up for Summer Learning. We gave away over 400 books at these sites:

- Kids Club at Serramonte
- Farmer's Market at Serramonte
- Low Income Housing Meeting in Colma
- Boys and Girls Club in Bayshore
- Daly City Recreation at the Gellert Clubhouse
- Midway Center Peninsula Family Services in Bayshore

**Over 1,000 brain
puzzles have been
done this summer so
far!**

Last Name _____ First Name _____
Phone Number () _____ OR Email Address _____
Week 6 (July 6-12)

Level 1 Sudoku

■	●		
▲		■	
		●	■
●		■	▲

Each row, each column, and each of the large four squares should have one of each image. Fill in the blanks!

**Currently we have about 300 first
time finishers between all 4
libraries.**

- Westlake: 125
- Serramonte: 100
- John Daly: 60
- Bayshore: 15



How are we doing?

- After Summer Learning ends on August 31, we will come together to evaluate statistics for attendance, sign-ups and finishers, and we will look at surveys taken at locations and with staff. This will help us to prepare for summer 2016 and see where we had success and what can be improved.



What happens after?

Keep a look out in the new City Newsletter for Summer Learning at DCPL!



Daly City Public Library celebrates Summer Learning through August 31. During the summer the libraries offer hands-on programming events, fun performers, weekly brain puzzles, free books, reading and activity logs, prizes and learning experiences that last a lifetime. Summer Learning is a joint venture between the County of San Mateo, San Mateo County Libraries, the Peninsula Library System participating libraries, and Daly City Public Library. Many may know the traditional program as Summer Reading, but with this enhanced program aptly named Summer Learning we encourage youth not only to read, but to participate in hands-on learning experiences and recreational activities.

During the summer, youth and families can come into any of our four library locations in Daly City and join the Summer Learning challenge by getting an age-appropriate (we have logs for 0-5 years, Kindergarten-5th grade, and 6-12th grade) Summer Learning log and a free book of their choice. Adults can also participate in Summer Learning by picking up a book review sheet and reviewing a book of their choice for a chance at a raffle prize at the end of summer. The requirements for finishing logs are different for each age range, but once a child or teen has finished a log they bring it back to any one of the libraries to receive another free book, a ticket to the movie theaters, a ticket to our end of summer VIP parties, and an entry into a raffle for a \$1,000 educational scholarship. Through Measure A funding we have been able to offer county-wide participation in Summer Learning with the goal of helping youth to succeed and to combat summer learning loss in our community. "Summer reading loss is cumulative. By the end of 6th grade, children who consistently lose reading skills over the summer will be two years behind their classmates."¹ More studies have shown that the more children read, the better their fluency, critical thinking skills and their vocabulary are, and that self-selection and access to books encourage motivation to read.

Our libraries take a large interest in the development of the youth in Daly City and we work hard to provide free books to youth and to get them excited about reading and learning over the summer when they are not in school. We have been out in the community motivating youth and families to join Summer Learning at the library by handing out free books and logs at numerous locations throughout Daly City. We have had over 2,000 of the children and teens in Daly City join Summer Learning in our Outreach efforts at over 15 of the elementary and middle schools, the Farmer's Market, the Serramonte Kids Club at the mall, the Boys and Girls Club at Bayshore, Daly City recreation camps, and various other community events. That means we have put books in the hands of over 2,000 youth in our city and encouraged and fostered a love of reading and learning over the summer months. In the month of June we have had 200 finishers at the libraries so far and we still have 2 months for participation. We encourage the youth and the families of Daly City to come to your library and participate in Summer Learning and to participate in educating and fostering a love of reading for generations to come!

1 "Why Summer Reading Programs Matter" California Library Association. n.d. Web. <<http://www.cla-net.org/778>>



Gathering Patron In-put



FISCAL YEAR 2014-2015



Customer Satisfaction Surveys

There were a total of 74 surveys submitted last fiscal year.

The screenshot shows a web browser window with the URL <https://www.s...> and tabs for "New Services at the Library" and "Library Customer Satisfaction...". The survey title is "Library Customer Satisfaction".

*** 1. Which of the following libraries do you visit? (Check all that apply)**

☒ Serramonte Main Library ☐ John Daly Branch Library
☐ Westlake Branch Library ☐ Bayshore Branch Library

*** 2. How often do you visit our libraries?**

☐ More than once a week ☐ Once a month
☒ Once a week ☐ Once or twice a year

Other (please specify)

3. If you attended a library program or event today, do you believe it improved the quality of your life or that of your child(ren)?

☒ Yes ☐ No ☐ Don't know / Not applicable

4. Have you brought your child(ren) to a library program in the past?

☐ Yes ☐ No ☒ Don't know / Not applicable

5. Have you read to your child(ren) since your last library visit?

☐ Yes ☐ No ☒ Don't know / Not applicable

6. How satisfied are you with:

	Excellent	Good	Poor	Don't know / Not applicable
Customer service you received	☒	☐	☐	☐
Selection of library materials for children	☒	☐	☐	☐
Selection of library materials for teens	☒	☐	☐	☐
Selection of library materials for adults	☒	☐	☐	☐
Online resources and reference materials	☐	☒	☐	☐
Programs/events for children	☐	☐	☐	☒
Programs/events for teens	☐	☐	☐	☒
Programs/events for adults	☐	☐	☐	☒

&

How are we doing?

Daly City Public Library Customer Satisfaction Survey

Your feedback is important to us. Please let us know how we're doing.

1. Which of the following libraries do you visit? (check all that apply)

☒ Serramonte Main Library ☐ Westlake Branch Library
☐ John Daly Branch Library ☐ Bayshore Branch Library

2. How often do you visit our libraries?

☒ More than once a week ☐ Once a month
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☐ Yes ☐ No ☒ Don't know / Not applicable

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6. How satisfied are you with:

	Excellent	Good	Poor	Don't know
Customer service you received	☒	☐	☐	☐
Selection of library materials for children	☒	☐	☐	☐
Selection of library materials for teens	☒	☐	☐	☐
Selection of library materials for adults	☒	☐	☐	☐
Online resources and reference materials	☐	☒	☐	☐
Programs/events for children	☐	☐	☐	☒
Programs/events for teens	☐	☐	☐	☒
Programs/events for adults	☐	☐	☐	☒

Thank you for your time and valuable input.

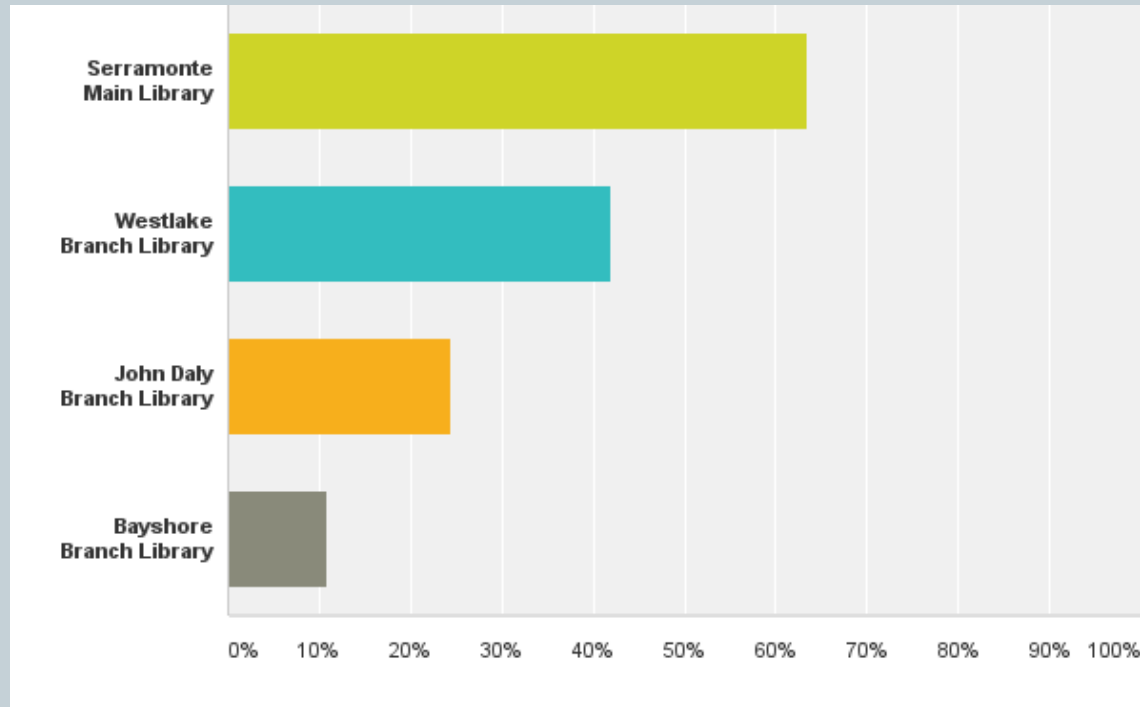
Roughly twice as many surveys are submitted on paper as online.

Customer Satisfaction Surveys



There were a total of 74 surveys submitted last fiscal year.

Which library do you visit?

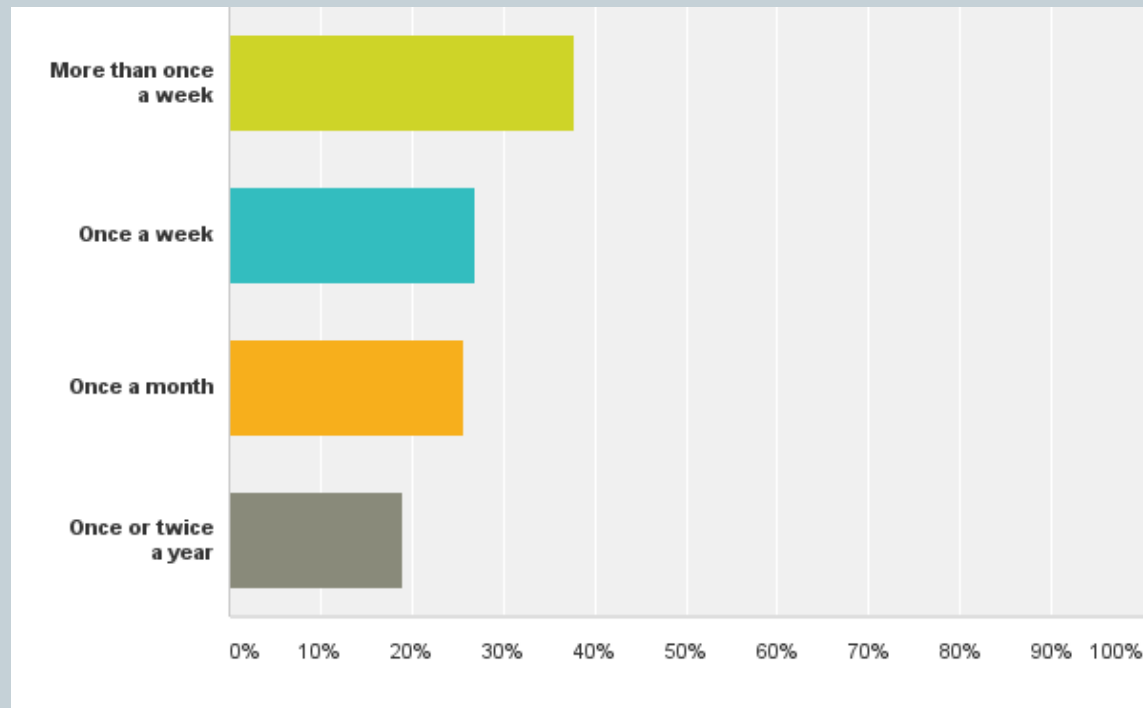


Customer Satisfaction Surveys



The majority of respondents are regular library visitors.

How often do you visit the library?

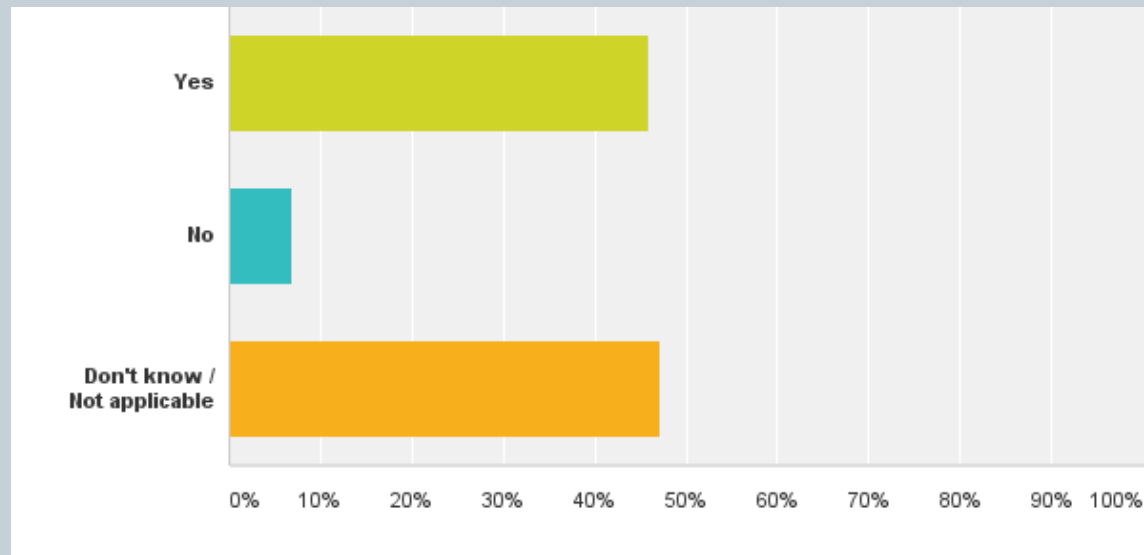


Customer Satisfaction Surveys



Program Satisfaction

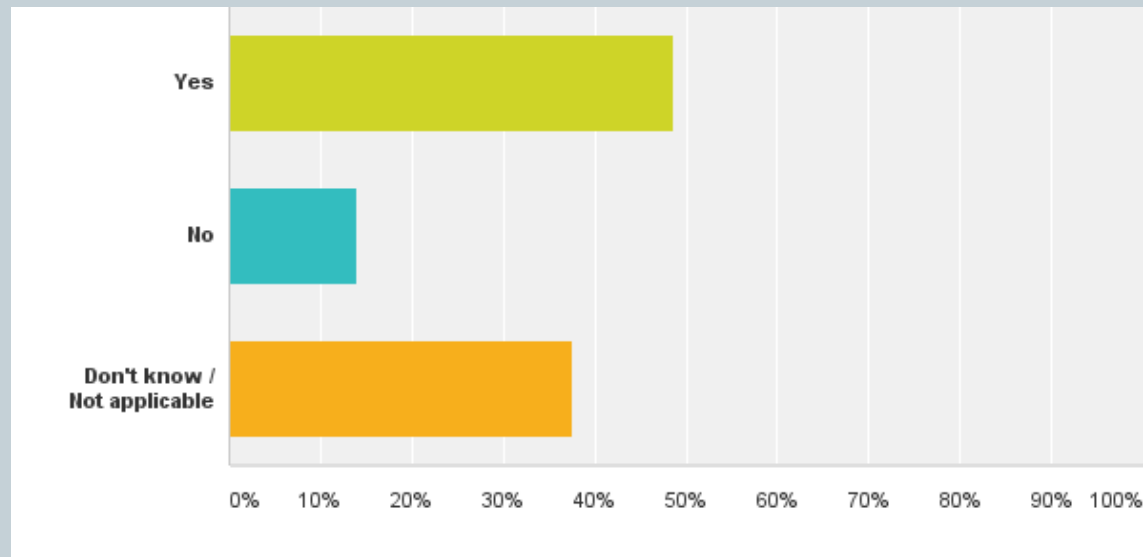
If you attended a library program or event today, do you believe it improved the quality of your life or that of your child(ren)?



Customer Satisfaction Surveys



Have you brought your child(ren) to a library program in the past?

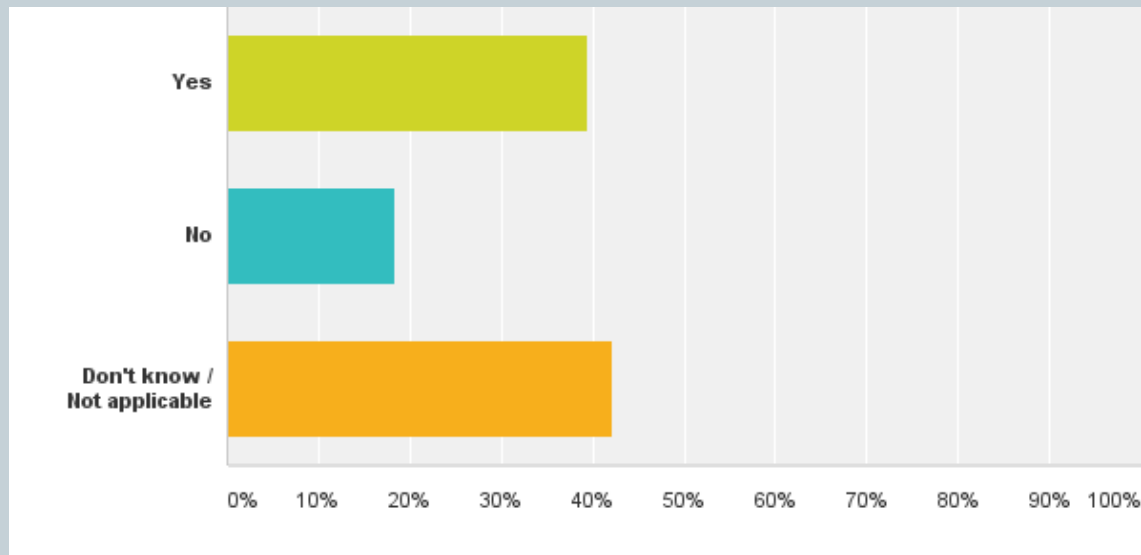


Customer Satisfaction Surveys



Program outcomes

Have you read to your child(ren) since your last library visit?



Customer Satisfaction Surveys



How satisfied are you with:

	Excellent	Good	Poor	Don't know / Not applicable	Total	Weighted Average
Customer service you received	67.12% 49	24.66% 18	5.48% 4	2.74% 2	73	1.63
Selection of library materials for children	38.57% 27	20.00% 14	4.29% 3	37.14% 26	70	1.55
Selection of library materials for teens	33.33% 23	15.94% 11	4.35% 3	46.38% 32	69	1.54
Selection of library materials for adults	51.47% 35	39.71% 27	1.47% 1	7.35% 5	68	1.54
Online resources and reference materials	54.29% 38	24.29% 17	4.29% 3	17.14% 12	70	1.60
Programs / events for children	27.94% 19	23.53% 16	0.00% 0	48.53% 33	68	1.54
Programs / events for teens	25.37% 17	10.45% 7	7.46% 5	56.72% 38	67	1.41
Programs / events for adults	30.43% 21	21.74% 15	1.45% 1	46.38% 32	69	1.54

Customer Suggestions



A suggestion box is prominently located at each library.

Daly City Public Library

Suggestion

you should get
a swimming pool

Contact Information (optional)

Name: _____

Phone: _____

E-mail: _____

Thank you.

Daly City Public Library

Suggestion

Every thing in this library
is amazing and has been
the best ever since I
was a little. Every one
loves and makes this
place great!!

Contact Information (optional)

Name: _____

Phone: _____

E-mail: _____

Thank you.

Most are from children; many are complements or non-serious suggestions.

Customer Suggestions



Some suggestions can be implemented in whole or in part.

Daly City Public Library

Suggestion

1. Add more express
computers

2. Get paper clips

3. Don't make people
pay for pictures that
didn't print.

Contact Information (optional)

Name: _____

Phone: ~~_____~~

E-mail: _____

Thank you.

Daly City Public Library

Suggestion

The scanning service should
provide users sending their
documents through email.

Contact Information (optional)

Name: _____

Phone: _____

E-mail: _____

Thank you.

Customer Suggestions



Some suggestions we might like to implement are, unfortunately, not possible.

Daly City Public Library

Suggestion

Top Shelves - hard to reach for those of us who are short - limits new books if unwilling to step on the stool

Contact Information (optional)

Name: _____

Phone: _____

E-mail: _____

Thank you.

Daly City Public Library

Suggestion

NEW BOOK LOCATION IS NOT CONVENIENT ON BOTTOM SHELF. HARD FOR SENIORS TO SEE & ACCESS WITHOUT CRAWLING DOWN?

Contact Information (optional)

Name: _____

Phone: _____

E-mail: _____

Thank you.

Customer Suggestions



Some suggestions relate to PLS system-wide policies and/or third party products over which we have no direct control.

TO WHOM IT MAY CONCERN,
PENINSULA LIBRARY SYSTEM
PLEASE BE ADVISED I DO
NOT CARE FOR THE
NEW COMPUTER ACCESS
FOR THE PENINSULA
LIBRARY SYSTEM. IT IS
TOO BUSY AND HARD TO
NAVIGATE.
I AM A PATRON OF
THE WESTLAKE/DICK
CITY BRANCH

Daly City Public Library

Suggestion

Pay for reserved
books -

Contact Information (optional)

Name: _____

Phone: _____

E-mail: _____

Thank you.

Purchase Suggestions



Patrons can submit suggestions for materials online and on paper.

The screenshot shows the City of Daly City Library website. The header includes the city logo and navigation tabs for 'About Us', 'Residents', 'Business', and 'City Hall'. A sidebar on the left lists library services like 'My Account', 'Search the Catalog', 'Summer Learning', 'Kids', 'Teens', 'Events', 'Research', 'Services', 'Borrowing', 'Información en español', 'Frequently Asked Questions', and 'About the Library'. The main content area is titled 'Purchase Suggestion Form' and includes a 'Preview' button. The form is divided into sections: 'Title Suggestion' with fields for Title, Author, ISBN, and Format (Book, Audio Book, Magazine, DVD, Music CD); 'Subject Area Suggestion' with fields for Subject, Level (i.e. age/grade, layperson/professional), and Format; and 'Comments' with a text area for additional information.

&

The handwritten form is titled 'PURCHASE SUGGESTION' with a date of '1-26-14'. It is divided into two main sections: 'Patron Information' and 'Title Suggestion'. The 'Patron Information' section includes fields for Name, Barcode, and Phone/E-mail. The 'Title Suggestion' section includes fields for Title, Author, ISBN, and Comments. Below this is a 'Subject Area Suggestion' section with fields for Subject, Level (i.e. age/grade, layperson/professional), and Comments. At the bottom, there is a question: 'Do you want to place a hold on this item if it is purchased? (There is a \$0.75 hold fee) Yes No' and a 'Pick-up hold at:' section with checkboxes for SRM, WST, JDD, and BAY.

PURCHASE SUGGESTION Date: 1-26-14

Patron Information

Name: [Redacted]
Barcode: [Redacted]
Phone/E-mail: [Redacted]

☐ **Title Suggestion**

Title: 5 Languages of Teenagers
Author: Gary Chapman
ISBN: 080247313X
Comments:

☐ **Subject Area Suggestion**

Subject: [Redacted]
Level (i.e. age/grade, layperson/professional): [Redacted]
Comments:

Do you want to place a hold on this item if it is purchased?
(There is a \$0.75 hold fee) ☐ Yes ☐ No

Pick-up hold at: ☐ SRM ☐ WST ☐ JDD ☐ BAY