

DALY CITY LIBRARY BOARD OF TRUSTEES
REGULAR MEETING
DALY CITY CIVIC CENTER
MINUTES – AUGUST 15, 2017

The meeting was called to order by Trustee William Lex at 6:00 p.m.

PLEDGE TO THE FLAG

ROLL CALL

Library Board of Trustees Present:

Trustees William Lex, Lynne Shubunka, Lily Louie, and Patricia DeVera

Staff Present:

Director Joseph Curran, Library Services Manager Chela Anderson and Cole Johnson, Branch Manager

APPROVAL OF AGENDA

Agenda for the August 15, 2017, Regular Meeting unanimously approved.
(MSP: DeVera/Shubunka)

APPROVAL OF MINUTES

Minutes of the June 20, 2017 Regular Meeting unanimously approved. (MSP: Louie/ DeVera)

REPORTS:

1. Analytics on Demand: Mr. Johnson, one of our Branch Managers, is part of the Pacific Library Partnership committee that is exploring the Gale product Analytics on Demand to better understand the patrons who uses the library through demographic and psychographic information which comprises consumers' habits of a particular segment of a population as in marketing studies. The Library Patron Analysis can be used to craft marketing messages, develop targeted marketing lists, stock appropriate materials, and identify target areas for promotion. Analytics on Demands integrates your library's user data with powerful demographics to make informed decisions that better serve the community. It features seven apps that allow you to visualize data through maps, charts and graphs to help define, measure and accomplish library goals i.e. easily uncover the types of patrons your library attracts and even what types of users need better outreach.
2. Testing and Education Reference Center (TERC): Mr. Johnson provided an overview and demonstration of this subscription online service. It now has a new more user-friendly interface and new technical school content. TERC is designed to help students in all levels make their future education decisions easier. It is loaded with information on colleges, technical schools, practice entrance exams, and certification and professional license exams that show students what to expect and how to prepare for and excel at the next level.

Library Board of Trustees Meeting Minutes

August 15, 2017

2

3. Report from DCPLA:

- Board meeting date has been changed so that it occurs after the Library Board meeting.
- Recent author event at Seton Hospital was successful

PUBLIC COMMENT: None

ADJOURNMENT:

The meeting was unanimously adjourned at 6:58 p.m.

**Next Meeting:
Tuesday, September 19, 2017
Daly City Council Chambers**