

# AGENDA

## WASCO COUNTY LIBRARY SERVICE DISTRICT

### GOAL SETTING

January 7, 2014

4:00 p.m.

Location: The Dalles-Wasco County Library  
722 Court St., The Dalles, Oregon

- I. CALL TO ORDER
- II. APPROVAL OF MINUTES
  - A. Approval of November 12, 2013 Library Board Meeting Minutes
- III. GOAL SETTING
  - A. Review of Vision/Master Plan and Goals
  - B. Review of Proposed Budget Priorities for FY 2014-2015
  - C. Determine Goals for 2014
- IV. ADJOURNMENT
  - A. Set Next Meeting Date and Location
  - B. Adjourn

WASCO COUNTY LIBRARY SERVICE DISTRICT

BOARD MEETING MINUTES

November 12, 2013

COMMISSION PRESENT: Mary Beechler, Margaret Brewer, Corliss Marsh, and Rita Rathkey

COMMISSION ABSENT: Diane Bungum

STAFF PRESENT: District Librarian Sheila Dooley and Library Clerk II Maggie Pando

GUESTS PRESENT: None

The meeting of the Wasco County Library Service District Board was called to order at 3:30 p.m. by Chairman Corliss Marsh.

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MINUTES

Mary Beechler made a motion to approve the minutes of the Library Board meeting of October 15th. Rita Rathkey seconded the motion and it was approved with the members voting in favor with the exception of Corliss Marsh who abstained.

LIBRARY DIRECTOR'S REPORT

The written monthly report for The Dalles-Wasco County Library was presented for information. Sheila Dooley reported that the circulation statistics for March through October 2013 had been adjusted with the Tumblebook database usage removed from the count.

Mary Beechler updated the Board on the South Wasco County Library, including a recent break-in and theft of a small amount of cash. Librarian Sarah Hennessey is expected to be gone on a leave of absence until at least May 2014.

SHARED CONCERNS OF THE BOARD

Sheila Dooley reported on issues related to library drive-up book drops. She will remind the staff to follow closure procedures to ensure the book drop is unlocked each night.

DISCUSSION

A. Library Board Bylaws and Library Policy Review Process

Sheila Dooley reported that the new members had recently received background information related to the library. Corliss Marsh recommended reviewing one library policy each month. After a discussion, there was a consensus to schedule a goal setting session for Tuesday, January 7<sup>th</sup>, at 4:00 p.m. at The Dalles-Wasco County Library.

Sheila Dooley updated the Board on the request for proposals process and timeline for the RFID (Radio Frequency Identification) system selection.

## OLD BUSINESS

### A. Maupin Library Building Project

Mary Beechler reported that the next step would be the revamping of the architect's drawings.

### B. Branding Project

Mary Beechler reported that the branding committee would be meeting on December 3rd. The District survey of library patrons is continuing with the input to be used when developing a tagline.

## NEW BUSINESS

### A. FY 2014-2015 Budget Goals

There was a discussion regarding the preliminary list of budget goals. The goals will be revised after the January 7<sup>th</sup> goal setting session.

Anya Kawka will develop signage to promote the genealogy databases.

## REPORTS

### A. Library Mobile App Usage

Maggie Pando reported on the recent mobile app usage. Staff promotion of the app at the circulation desk will be encouraged and additional signage posted.

Corliss Marsh stressed the need to have all staff members trained in the use of mobile devices to enable them to provide assistance to the public at all times the library is open.

### B. Friends of the Library Activities

Corliss Marsh reported on Friends of the Library activities including the recent book sale and membership mailing.

### C. Library Expansion Committee

Sheila Dooley reported that funds raised for the expansion project totaled \$81,387 (not including the \$100,000 match from a local family). Proceeds of \$2,771 from the Book Lovers' Ball are included in this total.

### D. Materials Expenditure Report

The materials budget was 26% expended as of 33% of the year.

### E. Library District Financial Report

The report was not yet available.

F. The Dalles-Wasco County Library Financial Report

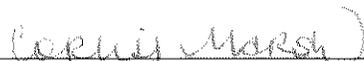
The budget (excluding the contingency and unappropriated ending balance) was 30% expended as of 33% of the year.

A library sponsored Facebook workshop for the public was suggested.

At 4:45 p.m. the meeting was adjourned by Chairman Corliss Marsh. The next Board meeting is the goal setting scheduled for Tuesday, January 7th, at 4:00 p.m. at The Dalles-Wasco County Library.

APPROVED by the Wasco County Library District Board of Directors on the 7th day of January 2014.

WASCO COUNTY LIBRARY SERVICE  
DISTRICT BOARD OF DIRECTORS

  
\_\_\_\_\_  
Corliss Marsh, Chair

  
\_\_\_\_\_  
Mary Beechler, Vice-Chair

Absent  
\_\_\_\_\_  
Margaret Brewer, Board Member

Abstained  
\_\_\_\_\_  
Diane Bungum, Board Member

  
\_\_\_\_\_  
Rita Rathkey, Board Member

Wasco County Library Service District

Library Director's Report

January 3, 2014

**RFID and Self-Checkout System**

During December, the library advertised for proposals for an RFID (radio frequency identification) and self-checkout system for the library. There was one proposal submitted, which was from Bibliotheca and is under review. A demonstration of the system will be scheduled for January. In preparation for the conversion to RFID, the library's adult and children's fiction collections will be weeded during January.

**Library Expansion Project**

With the donations received during December, the total raised for the project is now \$88,930 not including the pledge from a local family to match funds raised up to \$100,000.

The Foundation was invited to submit stage two applications for expansion project funds to both the Ford Family Foundation and Meyer Memorial Trust. These are in the process of being completed.

A grant application for construction funds submitted to Google earlier this year was denied, and we were advised by a Google representative to request technology funds instead. A new grant application in the amount of \$25,000 for technology equipment to be used in the addition was submitted to Google during December. The equipment would include 6 computer workstations with Office Suite Professional software, 2 children's computer workstations, 5 laptops, 3 printers, and the computer counter for the new teen area.

**Library District Audit**

During December, Friend & Reagan completed the audit of the Library District. As Budget Officer, I was responsible for reviewing the financial statements and completing the Management Discussion and Analysis section.

**Branding Project**

A Districtwide survey of library patrons was recently conducted. The input will be used when developing a District logo and style guide. The goal of this project is to have a distinctive brand that is relevant to the District's identity and used with District materials, programs and services.

**Friends of the Library**

The Friends of the Library has allocated \$500 for the purchase of books for the 2014 Oregon Reads program. Oregon Reads 2014 will celebrate the centennial of Poet Laureate William Stafford. A Stafford-related book will be selected and everyone in the

community will be invited to read it and to attend library programs that celebrate it. The program will be coordinated with area schools and take place during April

The Friends also funded a series of holiday craft programs at the library during December.

**Cover Oregon Assistance**

A Cover Oregon representative was available to the community through the month of December in the library meeting room. On Mondays from 11:00 a.m. to 1:00 p.m. patrons could get questions answered and assistance with applications for health coverage.

**Erate Program Funding**

The library is applying for \$4,585 in federal erate reimbursement funds. This amount represents 80% of the annual eligible telecommunications and Internet costs for The Dalles, Maupin, and Shaniko libraries.

**December Library Programs**

Please refer to accompanying spreadsheet for program details.

	No. of programs:	Program attendance:
Toddler		
Time	3	88
Preschool Storytime	4	157
Happy Hands Daycare	0	9
Hodges Preschool	1	10
Proffitt Daycare	1	7
The Dalles Head Start	0	0
Maupin Head Start	2	34
Great and Small	0	0
Pequenos Childcare	<u>1</u>	<u>8</u>
	13	313

There were no storytimes at The Dalles Head Start and the Great and Small program due to the holidays.

**Other Library Use During December**

Number of Users/Items:	
Public Internet users	2321
Website users	1400
Library2Go users	524
Library2Go Ebook users	241
Tumblebooks database users	833
Patrons registered	46
Library visits	8858

ILLS to Sage libraries	635
ILLS from Sage libraries	698
Materials circulated	12471

Outreach Van:	2/13	3/13	4/13	5/13	6/13	7/13	8/13	9/13	10/13	11/13	12/13
No. of stops	19	21	16	14	18	19	19	18	17	20	14
Items circulated	132	169	114	110	160	150	134	115	71	170	183
No. of storyhours	11	13	10	14	10	11	11	10	12	17	6
No. of adult programs	3	3	3	3	3	3	6	3	1	3	3
No. of guest programs (children's)	---	---	---	---	---	1	1	---	---	---	---

Outreach during December included one visit to Mill Creek Point and Evergreen Assisted Living Center, two visits to Canyon Rim Assisted Living Center, Dufur Pioneer Potlatch, and Tygh Valley Community Meal. Rita Squires reported on library services and programs as a guest on the KODL Coffee Break. Samantha Luth represented the library at the Columbia Gorge Community Pre-College Advisory Council meeting. Jayne Guidinger visited The Dalles Middle School twice to promote the library and also participated in an Oregon Battle of the Books (OBOB) training.

Events in the library included five Teen Time programs, a Third Thursday Book Group meeting, five Family Game Days, and three Family Craft Nights. Other events included a program on setting up an online Social Security account, and a visit from Santa and the Grinch at preschool storytime. A Cover Oregon representative provided individual assistance to patrons during December. A storytime program for children in the Next Door program was presented in the meeting room.

The Traveling Lantern Theatre Company presented an abridged version of “A Christmas Carol” for the public. Libraries of Eastern Oregon (LEO) sponsored this event.

**Tygh Valley Station**

There is no news to report this month.

**Shaniko Station**

There is no news to report this month.

## Vision/Master Plan Update

December 17, 2010

### Mission Statement

The Wasco County Library Service District provides high quality library services to its patrons and maintains an organized collection of resources that meet their educational, recreational and informational needs.

### Values

1. The library is managed pro-actively to address real community needs with professional and up-to-date services.
2. Library staff members provide effective, informed, welcoming and courteous service.
3. Library staff members and Library Board members are encouraged to develop and maintain broad community involvement and awareness of community issues.
4. Every citizen will have access to a high level of services and facilities at each location, and will receive service designed to address individual needs and differences.
5. Every citizen will have access to the materials purchased with district funds.
6. The library makes optimal use of emergent technologies to improve library services.
7. The library is a forum for diverse opinions and beliefs.
8. The library is a vibrant and well-connected center for community information.
9. The library is a good steward of community resources and is able to sustain the level of services it provides.
10. The library is governed in the most effective and least complicated manner.

Long Range Goals and Objectives grouped by priority level:

### **Tier I: Top Priorities**

**Goal: Develop effective library services and events that create relationships with library users and enable the library to meet community needs.**

I. Provide users with a welcoming and supportive environment as they locate and use resources for their personal interests.

A. Develop a separate space for Young Adult services with a lounge area, computers, comfortable chairs and additional shelving.

B. Provide a zoned children's area with a story time room where noise is not an issue.

II. Enable library users of all ages to enjoy the library as a gathering space and cultural center.

- A. Develop a separate space that is designated for library programming.
- B. Provide area with a café for users to meet and interact with others or to sit quietly and read or access virtual spaces that support networking.
- C. Provide adequate space for Friends of the Library bookstore.

III. Expand resources available to help residents meet their needs.

- A. Provide expanded resources for new immigrants in a variety of formats.
- B. Increase space for additional non-book materials such as music resources for users of all ages, and materials that utilize newer gaming platforms such as the Wii.

**Goal: Library facilities at each service location shall meet library service goal requirements.**

I. Provide adequate space for public services through working towards building improvements at The Dalles.

A. Plan for an addition that enables the library to meet OLA Standards for facilities and provide additional space for service needs.

1. Define service space needs: public programming and meetings, Young Adult services, a café or coffee area, book sale area, and separate children’s wing, etc.
2. Work with library space planner to determine space requirements.
3. Hire architect/engineer to prepare building analysis, preliminary design drawings and construction cost estimate.
4. Work with Library Foundation to implement fundraising campaign.

B. Reorganize staff work area to better utilize space.

1. Discard unneeded items in staff work area.
2. Have staff committee travel to other libraries for planning input.
3. Consult with professional organizer to reorganize area and do space planning.
4. Budget for needed improvements.

II. Work with City of Maupin to support efforts for new library facility planning and related fundraising.

III. Provide capital improvement planning support at each location.

A. Research new trends in library building maintenance such as removable carpeting, solar panels, and green principles.

**GOAL: Provide improved access to information and library resources through optimal use of emergent technologies.**

- I. Improve circulation procedures for better customer service.
  - A. Install self-checkout (express) station for quicker service and increased privacy for patrons.
  - B. Use RFID (radio frequency ID) to address item security issues involved with express checkout service.
  - C. Provide self-service holds shelf in public area with coded labels for patron privacy.
- II. Identify and have appropriate staff members attend one training session on emergent technology annually.
- III. Enhance staff training and awareness of technology trends and the use of technology and information resources (ongoing).
- IV. Keep Board informed of emerging trends in technology.
- V. Implement open source ILS (integrated library system) software for better customer service at a lower cost.

**GOAL: Ensure long-term sustainability of District services.**

- I. Establish reserve fund to sustain service plan, build capital reserves, and fund libraries until tax money is received each year.
  - A. Have sufficient revenues to absorb a 5% increase in operating costs over 5 years with no increase in revenue level (i.e., flat revenues), while maintaining a 10% contingency level.
- II. Establish and build endowment fund through Library Foundation for future District needs.

**Tier II: Second Level Priorities**

**Goal: Meet adopted standards for public library service Oregon Library Association Standards at the adequate or above level.**

- I. Meet Oregon Library Association standards at the adequate or above level based on latest population figure for The Dalles library assigned by the Oregon State Library: 20,877.

	Currently	Adequate	Excellent
Hours open	57	55	70

Staff (budgeted)	10.25	10.43 (.3FTE/1000)	14.61 (.5/1000)
Holdings	78,271	62,631 (3 per cap.)	83,508 (4 per capita)
Technology (Internet PCs)			
Management	2	1 (1 per 2 FTE)	2 (1 per staff member)
Support Staff	5	4.5 (Same)	9 (Same)
Facilities (sq. ft.)	14,960	16,827 (minimum)	Not defined

- A. Increase hours open to public from 57 to 70 hours per week.
- B. Increase budgeted staff from 10.25 FTE to .5 per 1,000 patrons served (14.6 FTE).
- C. Increase holdings to 4 per capita (83,508 volumes).
- D. Increase number of staff Internet PCs to one per support staff member (currently .5).
- E. Increase square footage from 14,960 square feet to 16,827(addressed in Library Facility goal).

**Tier III: Third Level Priorities**

**GOAL: Enable citizens to access resources from special collections via the web and to understand the history and traditions of the community.**

- I. Digitize District local history collection to make resources accessible online and to preserve the records for future generations.
  - A. Determine technological requirements of project including scanner and software.
  - B. Select materials to be digitized taking issues such as copyright, significance, frequency of use, and fragility into account.
  - C. Obtain funding for equipment and staff needed to complete project.

**GOAL: Establish the most effective governance structure that best serves the District’s dispersed rural population.**

- I. With support of the local government entities, hire a consultant to develop alternatives and a recommended plan for District governance.
- II. Adopt and implement the structure that enables the District to achieve the most effective service model and a more consolidated District.

Adopted 2/8/11



## Wasco County Library Service District

### Goals 2013

These goals will be reviewed annually:

**Goal: Programming/Outreach:** To develop and provide programming and outreach services to all demographic groups represented in our County.

Objective 1: To maintain variety and types of programming for all age groups.

Activity 1: Identify and plan a variety of program types such as lectures, demonstrations, and interactive programs.

Activity 2: Pursue sources of funding including grant opportunities and budgeting within individual branch budgets.

Objective 2: To pursue partnerships for collaborative programming.

Objective 3: To continue outreach plan that includes all areas of District.

**Goal: Staff Development/Board Development and Relations:**

Objective 1: To have the Board serve both the Library District and community as a governing body that reflects the best interest of the citizens of the Wasco County Library Service District.

Activity 1: Provide orientation and continuing education for Library Board, including attendance at conferences and visits to other libraries.

Activity 2: Advocate for development and expansion of Maupin library.

Objective 2: To educate and utilize staff to their fullest potential to best serve the needs of the District.

Activity 1: Budget to take advantage of training opportunities.

Activity 2: Continue to cross train staff in circulation, cataloging, reference, updates and online databases.

Activity 3: Keep staff informed of operational changes involving policies and procedures with opportunities to provide input.

**Goal: Marketing/Public Relations:** To increase community awareness of all library services and programs.

Objective 1: To promote library services and events Districtwide.

Activity 1: Continue to promote District Plinkit website.

Activity 2: Promote Sage Library System throughout District.

Objective 2: To maintain a library presence in the District.

Activity 1: Maintain District Plinkit website.

Activity 2: Participate in community events such as Wasco County Fair, Cherry Festival, rodeo days, etc.

**Goal: Technology:** To create and maintain “State of Art” technology that provides support and services to both staff and patrons.

Objective 1: To budget for and implement self-checkout system by FY 2012-2013 at The Dalles location.

Objective 2: To increase patron use of website.

Activity 1: Develop effective and engaging website including calendar of library events, community links, e-mail link to branch librarians, L-net link, photos, hours and directions, staff names and photos, Sage catalog link, government link (State, City and County), collection updates, and online databases.

Objective 3: To establish dedicated fund to meet future technology needs.

Activity 1: Have sufficient funds to meet unforeseen technology needs.

**Goal: Collection Development:** To develop and maintain a collection that reflects the changing needs of patrons.

Objective 1: To increase funding for other formats as needed.

Objective 2: To develop nonfiction collection to meet Common Core Standards.

**Goal: Library Services/Quality Control:** To maximize library services using allocated resources.

Objective 1: To have well maintained facilities Districtwide that serve patron needs.

Activity 1: Provide input for capital improvement plans at each location.

Activity 2: Provide support for facility improvement planning and fundraising efforts at each location, including new facility planning at Maupin location.

Objective 2: To develop long range plan for improving library services.

Activity 1: Utilize Sage Library System for improved statistical reporting to Library Board.

Activity 2: Evaluate increasing service levels or adding new services as District becomes financially stable and services sustainable. Consider expanding hours at Maupin location.

Activity 3: Seek alternative sources of funding.

Objective 3: To regularly review and employ emerging technologies to maximize library services to staff and public.

**Goal: Endowment Fund:** To establish an endowment fund over time with fundraising goals and projects.

Adopted 2/12/11



<b>Library usage data</b>								
	<b>may.13</b>	<b>june.13</b>	<b>july.13</b>	<b>aug. 13</b>	<b>sep.13</b>	<b>oct.13</b>	<b>nov.13</b>	<b>dec.13</b>
Toddler Time	85	62	92	47	89	78	69	88
Preschool Story.	125	169	69	82	91	162	157	157
Hodges Daycare	25	27	20	20	21	25	25	10
Proffitt Daycare	6	9	8	9	8	6	7	7
TD Head Start	26						65	
Maupin Head St.	48				16	31	26	34
Happy Hands DC	7	8	8	7	8	7	7	9
Wonderworks	25							
OCCDC								
Great and Small	56	89	60	82	55	56	47	
Planetree Story.		124						
Pequenos Childc.		11	12	10	12	10	9	8
Craft night/aft.								
Summer Reading		439	295	351				
Child. prog.above	403	938	564	608	300	275	412	313
Guest prog.child.		434		234		520	60	60
<b>Total prog.child</b>	<b>24</b>	<b>29</b>	<b>26</b>	<b>29</b>	<b>18</b>	<b>25</b>	<b>25</b>	<b>13</b>
<b>Prog.attendanc</b>	<b>404</b>	<b>938</b>	<b>564</b>	<b>608</b>	<b>300</b>	<b>795</b>	<b>412</b>	<b>313</b>
<b>Adult programs</b>	<b>8;124</b>	<b>10;181</b>	<b>9;111</b>	<b>6;63</b>	<b>10;75</b>	<b>16;127</b>	<b>9;95</b>	<b>12;173</b>
<b>Teen programs</b>	<b>11;106</b>	<b>7;61</b>	<b>9;48</b>	<b>4;39</b>	<b>4;35</b>	<b>6;64</b>	<b>3;27</b>	<b>7;116</b>
<b># of users/items</b>								
Internet users	2453	2520	2445	2788	2269	2732	2483	2321
Website users	1758	1402	1510	1408	1465	1666	1666	1400
Lib2Go users (B)	322	302	348	330	334	340	324	283
Lib2Go users(EB)	97	85	117	139	146	129	142	141
Lib2Go users (K)	94	75	102	102	103	93	94	100
Tumblebook use	2067	34	1	14	555	1497	1476	833
Patrons regist.	87	114	93	123	78	113	64	46
ILLs to Sage	401	381	351	551	664	772	589	635
ILLS from Sage	456	458	493	548	640	496	703	698
Materials circ.	13193	13814	14586	13687	12427	13747	13454	12471
Library visits	9653	9886	10338	9812	8384	10156	8907	8858
<b>Outreach Van</b>								
# of stops	21	18	19	19	18	17	20	14
Items circulated	110	160	150	134	115	12	170	183

Storyhours	14	10	11	11	10	12	17	6
Adult programs	3;28	3	3	6	3;23	1;12	3;25	3;34
Guest progs. C.		1	1	1				
Patrons served	325	381	309	273	236	220	368	243