

Library Board, Santa Monica Public Library
Director Report
January 2019
January 3, 2019

2018 Accomplishments

The Library was able to garner a Five-Star Library recognition from Library Journal for the ninth year in a row.

Here are some other highlights:

With 78.2% of the vote, Measure RR passed in November 2018, changing the charter language from “qualified elector” to “resident” for participation on the City Library Board. “Qualified elector” meant legal citizens could only apply. This change allows **all** Santa Monica residents to qualify for Library Board appointment in alignment with City policies regarding inclusion and equity.

Fine Free for Youth became a policy, approved by City Council, and enacted in July 2018, encouraging all Santa Monica youth to become regular library users. The policy allowed for the forgiveness of former fines and more than 1100 youth blocked from service due to fines could now return to make use of their library. All customers are still responsible for the return of borrowed materials and fees will be issued if items are not returned.

The library recruitment process was enhanced to include an internal staff Information Session for all permanent positions, including transfers. Cross training is in development and implementation for at several levels in the branches and Main Library. More than a dozen permanent positions at all levels of the library were filled during 2018 and several as needed library staff were hired. Two limited term duration Library Service Officers were hired to support the library’s role in abating homelessness. The Librarian IIIs are continuing exploring Strengths in their work life through active coaching with Adrian Ruiz and Youth Development Network. Jeff Kaplan brought Scott Turner Schofield to provide training for all city staff and highlight the needs of transgender communities. The Library wishes a happy retirement to Roger Kelly, Esther Leon, and Luisa Flores-Lopez.

The Library plays an active role in providing support for those experiencing homelessness. Erica Cuyugan is the library lead and provides regular coordination of reporting and activities for Homeless Samostat, Pop-Up Resource Fair at the Library, Art Engagement with The People Concern, oversight of Outreach with The People Concern, internal trainings for staff, and Library safety and security with Lou Enriquez. Patty

Wong continues to provide outreach to those experiencing homeless near the library on many Friday mornings in concert with Stacy Allen from The People Concern.

A Strategic Planning process to strengthen the Friends of the Santa Monica Public Library as an organization drew 15 community members and there is much more to come. With the lift of a bequest from the Dr. Sidney Roberts and Clara M. Szego Trust the Friends were able to far exceed their sale goals for the Bookstore.

The Library Foundation of Santa Monica hosted a community engagement get together in September to reinvest and reinvigorate interest. Rebooting will take a bit more time but additional leaders have been added to the group.

Lou Enriquez and the Library Service Officers and the LEAF/Adult Literacy Team each received an Elaine Award for their always responsive and quality work.

The Library received additional funds through grants from the CA State Library to support: Adult Literacy, Technology (Virtual Reality, scanners) and Digital Literacy.

The Library continues to represent within the City at many levels: SMI training on ethics and writing staff reports, introducing the Library and Santa Monica history to new City employees at Orientation, leading a Getting to Yes team that developed out of Citywide participation at a Governing Conference, coordinating the collection of historical materials through Planning and other departments relocating to the new City Services Building, Pico Community Wellbeing project, sitting on interview and recruitment panels, representing the Library at Cradle 2 Career, Early Childhood Task Force, Downtown Santa Monica, SMC General Advisory Board, and many other community based partnership meetings, participation in the 2018 GARE (Government Alliance on Racial Equity) Cohort, countless translations into Spanish and review of outreach and survey materials, and efforts to make the Performance Based Budgeting and Performance Management processes stronger. With the advancement of the Central Services Building construction, reliance on the Library's meeting room spaces and the associated support, continues to expand.

The Library worked more closely with the Pier, SMMUSD, 18th Street Arts Center, the Library Foundation of Santa Monica, and the Santa Monica History Museum. We anticipate stronger services to arise from these and other collaborations.

And a record number of quality programs for all ages. Numbers are being quantified, but the quality of programs and services for all walks of life continue to educate and motivate, inspire and innovate.

Citywide Priorities:

Performance Based Budgeting: Library leadership attended an All-Hands Meeting to discuss the impact of the budget on the next six years. All departments are prioritizing the activities mapping within their areas through a matrix focused on mandated efforts, framework outcomes and the 23 sub-outcomes, and community impact.

Library leadership met with David Canavan who is working with the city and CCS to focus on outcome measurements in a practical way. This is an exciting opportunity for the library to align and development evaluation measurements that are meaningful and strategic and will help us define, refine and strengthen services.

The Director was invited to attend an Aspen Institute deep dive into Beyond Connectivity: Network Use in Public Libraries. A handful of library reps were there, a number of visionaries, GigLibraries.Net, 826 National, Content Evolution, Studiotobe, Bitwise Industries, California Emerging Teleconnect Fund, CENIC (Corporation for Education Network Initiatives in CA and of course the CA State Library. We talked about what the library could be, could do with 1 GB or more of access.

Library Facilities and Budget Update:

Pico Branch: Staff executed a walk through. Although there are a few items regarding the automated materials handling sorter that need to be completed, the majority of the work is done. Acoustics management in the building, some paint and repairs, the front desk, restructuring/replacement of the canopy sails, and the fracturing end panels have been separated from the original project and remain outstanding.

Ocean Park: There continue to be plumbing issues that will be resolved with replacement of pipe in the near future. The branch is due for a seismic retrofit. Security cameras and a potential security system are under review.

Fairview: The window replacement will be phased as different portions of the building will be exposed and we want to avoid any closures. Plans are underway for a communications plan with the public and a strategic approach to the work.

Main Library: The renovation of the new Adult Literacy offices and the Library Services Office and Public Services is close to completion. A grand opening is planned soon. The EV Chargers in the parking lot on P1 will be available soon with a ceremony in the planning for some time in late January, early February.

The Library Facilities Master Plan pre-application conference was held in December and drew about 40 people and at least six firms. William Clerk from Architecture Services prepared the presentation and City Architect Rebecca Abano, and Senior Architect Amelia Doyle Feichtner provided the bulk of the presentation and assisted the Director with answers to audience questions.

Library Services and Programs: The Library was awarded a \$10,000 grant from the CA State Library for Maximizing Learning Spaces. The goal is to renovate the current computer lab into a more flexible space where use can range from a maker space to a learning center. The award will cover a professional design consultant to help reimagine the space as well as the purchase of moveable furniture and materials to support and enhance the design.

Discussion continued around enhancements and needs of the Archives and Local History collections including increased security with the placement of a door and the additional storage and access needs with the addition of other City photo and planning documents.

Human Resources

Staff Training:

The Reference Team provided a demonstration of the Neighborhood Data for Social Change project led by USC (LA.MyNeighborhoodData.org) from the Sol Price Center for Social Innovation. The platform layers 150 indicators over 10 different policy areas and census data for more than 270 neighborhoods in LA County using GIS mapping and data visualizations. Data & Project Manager Elly Schoen demonstrated the variety of uses of NDSC for activation in research, grant making, policy creation, and deeper analysis of data sets in the LA metro area.

Vacancies and Transfers

Librarian I, Fairview Branch: With the transfer of Jennifer Boyce to Public Services early this year, we welcome Christa Muscatine. From Robert Graves: “Christa comes to us with an extensive background providing services to children and their parents. Prior to her history in libraries, she worked as a Teacher’s Aide and Preschool Teacher. She caught the Librarian bug after working in a temporary job with LAUSD helping school libraries transition to online catalogs.

In 2005, Christa accepted her first position with SMPL, as an as-needed Page in the temporary Main Library. In 2006, she started library school with San Jose State on the PLSEP program, and also transitioned to working part time in Administration in the then-new Main Library. She graduated from San Jose State in 2008 and was quickly snapped up by SMPL as a Librarian I in the Main Library’s Youth Services department.

In her ten years of service with the Youth Services team, Christa has distinguished herself in youth-oriented and educational programming, including creating and leading Every Child Ready to Read Workshops, special story times such as Stuffed Animal and STEAM story times, fall Harvest Festivals, springtime’s Peepsapalooza, Summer Reading programming and the new L.E.A.R.N. initiative. She’s also contributed significantly to the fun and creative atmosphere in the Youth Services department, mounting beautiful and eye-catching displays and decorations. She also contributes significantly to the

library's youth collection development goals, serving as the systemwide selector of picture books, easy readers and children's KITS collections.

Christa is excited to see what new skills she can develop within the branch atmosphere, and the Fairview Branch staff is thrilled to welcome her to our team. Her full-time transition to the branch is planned for the beginning of February." Congratulations Christa.

The Personnel Board authorized changes to the Social Worker as needed classification. The classification is posted as a Social Worker I/II commensurate with certification levels. The current posting has resulted in a larger and stronger pool of candidate. Interviews will be held in late January.

Patty Carranza (Interim Circulation Supervisor) celebrates 20 years of service, Christa Muscatine (Librarian I, Youth Services) celebrates 10 years of service and Cecilia Tovar (Principal Librarian, Youth and Public Services and Branch Services) celebrates 5 years of service with the City and the Library.

Many thanks to all for helping the Library produce a fun and educational offering at the City Hall-iday Party: we were able to offer VR tours of the Central Services Building, sign up employees for library cards and circulate books, distribute (and promote) the Photo Image Archives calendars and share the holiday spirit with a Make Your Own S'mores pack sealed with a clever logo of a Santa hat doffed marshmallow with chocolate hair reading a graham cracker book – "Read S'more!" designed by Leah Cornelius.

Library Partners and Allies

Library Foundation of Santa Monica: The filing problems seem to have been resolved and the team is looking to verification of current status at the federal and state level.

Friends of the Santa Monica Public Library Board: The Board is examining strategic plan priorities and will be focused on organizational strength, presence at supported programs, and building membership.

18th Street Arts Center: The Library wrote a letter of support for a California Council for the Arts grant. The Library is planning varied ways of integrating with current 18th Street Arts Center priorities and activities.

Michael Ortiz, Neighborhood Resource Officer: Library leadership met with our new NRO, Michael Ortiz and we hope to set up a regular meeting schedule. The Mobile

SMPD Emergency Operations Unit parked on 6th and Santa Monica Blvd for a HLP team meeting and the impact was considerable and positive for all neighbors.

Calvary Baptist Church: Calvary is traditionally one of the oldest African American congregations in many communities. After a longstanding absence of leadership, Pastor Mack Mossett, who is also principal of a neighboring community charter school, was inducted as the leader of this institution at 20th and Broadway. We discussed mutual needs for membership, volunteer opportunities, and community engagement and participation.

Connections for Children: Library leadership met with Patti Oblath and new Executive Director Jennifer Cowan to discuss collaboration and engagement with literacy and youth services teams.

LA Law Library: Conversations have progressed to include plans for a Law Library Day in May and some regular visits from a law library specialist for outreach and service support.

Bookmark Café: Library leadership continues to work with the concessionaire to provide the best service to our public.

More in 2019: Library card campaign, Library Classification and Salary Study, Families for Literacy and much more

Respectfully submitted:

Patricia M. Wong, Director of Library Services