

Library Board, Santa Monica Public Library

Director Report

February 2020

February 6, 2020

Library Board:

We welcome John Hart to the Santa Monica Library Board. John is the IT Manager for Crystal Stairs, Inc. a nonprofit providing resources, training and high-quality child-care to thousands of LA area children and families and support to thousands of families engaged in Head Start. The son of two librarians, Mr. Hart is an avid user of the library, as is his family and he has frequented the Ocean Park Branch and more recently, the Montana Branch. His wife is a teacher of 26 years at Lincoln Middle School. We look forward to working with Mr. Hart who will assume the remaining balance of Naomi Seligman's term that concludes in June 2021.

City Priorities:

Capital Improvements Program: The Library submitted two additional CIP requests – one focused on security cameras and the second for a new ILS system

Library Facilities Update:

The Fairview Branch Library work is near completion. The windows and doors were all installed successfully. The window coverings are outdated and worn and need replacing. Staff will work with Architectural Services to complete this effort.

The Pico Branch Library suffered drywall damage due to the rain in January and a compromised roof. A claim was provided in September, but the roofers made repairs after the drywall damage was reported. The City Attorney's Office is assisting with responses to the roofers.

Library Facilities Master Plan. Group 4 is integrating community questions to highlight the need for feedback and input, and suggested additional language to the library community survey.

Library Services and Programs:

Diversity: The Library CREI team -Jesus Cordero, Delia Galan, Lynnette Lawetski, Cheryl Thompson and Susan Lamb – engaged in a two day training on race and equity, the

Manager of Employment Services, Classification and Benefits, Michael Arnoldus in the next few weeks.

Centralized Scheduling: To best address a budgeted reduction in our budget, to maintain the level of staffing, and to share the talents of staff throughout the system Supervisors are gathering data and developing a process to pilot a centralized schedule to be piloted this Spring. The effort will complement the goals of an Automated Handling Materials Sorter and to refocus attention on the diversity of activities in the lobby area of the Main Library.

Recruitment and Selection:

Catherine Lopez has been selected as the new Staff Assistant III in the Administration Office. She brings many years of customer service working in a wide range of government and private firms. She has project management experience and a great can-do approach. Catherine worked in an interim position with the Library for the better part of 9 months and will be a strong asset to our team. Welcome Catherine!

The Librarian I interviews and selection process is almost complete for Youth Services. The Librarian I vacancy for Public Service and Library Assistant II for IMD will remain on hold.

Staff Development:

Cecilia Tovar and Patty Wong returned from a very busy American Library Association Midwinter meeting. Leadership Talking points are attached which highlight various ALA activities and events.

Jennifer Boyce, Andrea Eitsert, Barbara Fleeman, Lenore St. John, and Patty Wong will be going to Nashville for the 2020 PLA Conference from February 25-29. The Conference offers more than 120 programs focused on public library leadership, programs and services, and collections. Featured speakers include Stacey Abrams, Samantha Bee, Soledad O'Brien and a How-to-Festival that mirrors the SMPL event!

Susan Lamb and Greco Venegas assisted in senior level interviews for librarian for Los Angeles Public Library.

Partnerships:

2020 Vote: Vote by Mail (VBM) boxes are in place at Main and Fairview. Main has a giant VBM that will hold up to 4,000 ballots. Fairview has the standard black plastic box. VBM runs February 3, 2020 to March 3, 2020. Main Library will be an 11-day Vote Center for the upcoming Presidential Primary Election. Voting will begin Saturday, February 22 (7am-6pm) and end on Election Day, March 3 (7am-8pm).

new staff (and a review for existing staff) around staff safety and handling difficult patron behaviors.

The taskforce also discussed Staff Wellbeing and began brainstorming ideas to address this in small ways. As a reminder, the staff was reminded of the City's contracted EAP (Employee Assistance Program) Services, which offers permanent and as-needed staff and their families access to an array of quality-of-life resources, including mental health and emotional wellbeing services.

Respectfully submitted,



Patricia M. Wong

LEADERSHIP TALKING POINTS: 2020 ALA MIDWINTER MEETING – PHILADELPHIA

At the beginning of 2020 ALA members and staff are preparing for significant and exciting change.

- ❖ On February 24, 2020 – a short month from now – a new executive director will assume leadership at ALA. **Tracie D. Hall** will be the first African-American woman in that role – and was a part of ALA’s first class of Spectrum scholars. Read the [press release](#) and the [American Libraries](#) article published on January 15. She was the second director of the ALA Office for Diversity (now merged with the Office of Literacy to form ODLOS) and brings with her both knowledge of ALA and a strong commitment to its values. Many of you know her already – and many will have an opportunity to meet her at this Midwinter Meeting.
- ❖ In November 2019, ALA completed the sale of the current headquarters buildings and in April 2020, ALA will leave the buildings at 40 and 50 E. Huron Street – its home for 57 years. The new location will be leased space at **225 N. Michigan** – which received LEED Platinum certification in the Existing Building Operations and Maintenance category. Watch for opportunities to visit during the 2020 ALA Annual Conference in Chicago. While ALA’s new headquarters offers a modern space and will enable ALA to provide enhanced support in our digital environment, ALA’s historic headquarters will continue to play a vital role in the Association’s life through the ALA Endowment, which now holds the bulk of the proceeds from the sale, generating additional earnings for the Association’s operations.
- ❖ For the first time, the **I Love My Librarian Awards** will be presented at the ALA Midwinter Meeting. Begun in 2008, the award honors librarians whose outstanding service has transformed lives. Join ALA President Wanda Brown and Immediate Past President Loida Garcia-Febo as they honor 10 winners of this prestigious award, nominated by their colleagues and communities for going above and beyond traditional library services. Join us Jan. 25, 2020, at 3 p.m. in Pennsylvania Convention Center Ballroom AB. The event will stream via Facebook Live at <https://www.facebook.com/AmericanLibraryAssociation/>
- ❖ On January 9, 2020, the U.S. Senate confirmed the nomination of ALA and PLA member and Kansas City Library CEO **Crosby Kemper III** as **Director of the Institute of Museum and Library Services**. Crosby is a longtime advocate for libraries, active in the Missouri Library Association. He has strong executive-level leadership in libraries and museums, which will be critical to the newly-authorized IMLS. IMLS leadership rotates every four years between a library and a museum leader. He will be at the 2020 ALA Midwinter Meeting – so stop and congratulate him when you see him.

Organizational Effectiveness (SCOE)

At the 2018 Midwinter Meeting in Denver, the Board issued a call for ALA Council, Committees, Round Tables, Divisions and the myriad Communities of Practice to consider what it would take to align ALA's organizational structure, policies, and rules with the Association's mission and its 21st century values, key action areas and strategic directions – in the context of a significantly changed environment. The Steering Committee on Organizational Effectiveness (SCOE) was appointed. By design, SCOE was not explicitly representative of various parts of the Association, but was broadly diverse, representing members across the Association, with different interests and different perspectives. Facilitation and information about practices in the broader association environment were provided through a contract with Tecker International.

Members of SCOE are Lessa Kanani'opua Pelayo-Lozada (Palos Verdes Library District), Chair; Emily Daly (Duke University), Emmanuel Faulkner (Baltimore City Public Schools), Kenny Garcia (California State University Monterey Bay), Mandi Goodsett (Cleveland State College), Terri Grief (McCracken County High School – retired), Alexia Hudson-Ward (Oberlin College), Ben Hunter (University of Idaho), Steve Laird (Reference USA), Jack Martin (Providence Public Library), Alanna Aiko Moore (University of California, San Diego), Lucinda Nord (Indiana Library Federation), Vailey Oehlke (Multnomah County Library), Andrew Pace (OCLC), Juan Rivera (A. Philip Randolph Campus High School), Karen Schneider (Sonoma State University), Felton Thomas (Cleveland Public Library), Kerry Ward (ALA), Nora Wiltse (Chicago Public Schools), Steven Yates (University of Alabama) and Shali Zhang (Auburn University).

Organizational discussions continued at the 2018 ALA Annual Conference in New Orleans, the 2019 Midwinter Meeting in Seattle and the 2019 Annual Conference in Washington DC, where preliminary recommendations were shared. Virtual meetings and an ALA Connect site opened participation in this important discussion even more widely.

The ALA Executive Board met in October 2019 and decided that, with the multiple streams of change occurring in ALA, and the huge changes of a new Executive Director and new headquarters location, coupled with the important feedback from our members, that members need the details that go along with the big picture of Forward Together. A new team will be formed in Spring 2020 to identify and delve into the information needed. This will likely include a more in-depth fiscal analysis, testing, and replacement bylaws language for members to see before making decisions.

This work will be informed by the ALA Committee on Organization and the ALA Constitution and Bylaws Committee. Forward Together was referred to both groups, to review the potential impact on ALA governing documents and begin development of potential replacement language, which will also allow exploration of options.

Recommendations and background are available at <https://forwardtogether.ala.org/>, including a full list of SCOE sessions at the 2020 ALA Midwinter Meeting, links to a recorded overview of the recommendations in January, and a registration link for a February virtual overview of Forward Together.

On Membership

- *What are the barriers that may prevent individuals from joining ALA?*
- *Are there membership models that might better respond to the needs of current and prospective members?*
- *How might we improve or increase member engagement?*

On Communications

- *How do we refresh and refocus our message framework?*
- *How do we focus individual communications to avoid "over-communicating" with members (a frequent member complaint)?*
- *How might we more effectively coordinate and collaborate across the Association – again, to avoid "over-communicating" and confusion?*

In July 2018, a survey of ALA members, as well as former members, was conducted. The purpose of the study was to better understand the interests, needs and motivations of current and former members, as well as some individuals in the field who have never been ALA members. The survey was delivered to 65,152 individual email addresses, with responses received from 10,386 (16%).

Top-level survey results were shared with SCOE, to help inform their discussions on organizational effectiveness. Survey results relevant to conferences was also shared with the ALA Conference Committee, to help them in their discussion of Annual Conference and Midwinter Meeting changes. Among the "top-level" results were the following:

- ALA members are drawn to ALA because they see the Association as an advocate for the profession.
- While 49% of members responding were satisfied with their ALA membership, only another 8% were extremely satisfied. That suggests that the current focus on rethinking ALA for a changing world is both timely and worth the effort being invested by member leaders and staff.
- Two-thirds of ALA members pay their own membership dues.
- The most widely utilized ALA benefits include *American Libraries* magazine, ALA Annual Conference, *AL Direct*, ALA eLearning and ALA Standards and Guidelines.
- The number one professional challenge reported was keeping up-to-date with new trends and developments in the field.

The extensive survey results and consultant recommendations are being incorporated into the work of ALA staff and committees. They are expected to inform changes in processes, communications and structures over the coming year.

- At the 2020 Midwinter Meeting, the ALA Membership Committee will begin discussion of potential changes to ALA's membership model/structure, in collaboration with Melissa Kay Walling, ALA's Director, Membership Relations and Services(MRS).
- You will also receive a new member benefit this spring, the ALA-APA Library Salary Database. This valued resource gives you information you need to find your path in the profession and know the value your expertise brings to your community.

Clear membership value and messaging are guiding principles for the team's work this upcoming year.

- Building on the successful Symposium of the Center for the Future of Libraries, currently offered in conjunction with the ALA Midwinter Meeting, to focus on the transformation of the library ecosystem.
- Building on the strength of the Youth Media Awards, the Andrew Carnegie Medal Announcements and similar events, a second strand would focus on books, literacy, multimedia collections, readers advisory services to children, teens and adults – particularly in the context of current trends, emerging research, social and technological change.

The new event design will feature professional development and networking, with a provision for meetings of key governance groups. One of the issues which the ALA Conference Committee and ALA Conference Services are addressing is how to enable leadership to participate with other members in important discussions on future trends, directions and concerns – and still have critical face-to-face business meetings.

- The design assumes there will be more extensive reliance on digital platforms for most business meetings.
- The ongoing discussion also recognizes the unique value of face-to-face meetings for the discussion of critical and sometimes contentious issues.

A variety of session formats are being considered, including information sessions, interactive workshops, and “campfire” or discussion in the round.

- There will continue to be opportunities for broad participation, through submission of session proposals or through application to serve as a session or discussion facilitator.
- Exhibits will continue to play a major role, with various formats and engagement strategies still under discussion.

Initial implementation is planned for 2022, in San Antonio. The 2021 Midwinter Meeting will be a transition year where there may be an opportunity to test pilot formats and special programming recognizing the end of the Midwinter Meeting and the launch of a new midwinter event.

There have been and will continue to be opportunities to meet with members of the ALA Conference Committee. As with the changes to the Annual Conference, implemented at the 2018 Annual Conference in New Orleans, the ALA Conference Committee will gather feedback on the Midwinter proposal and continue to improve the format and related processes.

Focus groups will be held during the 2020 Midwinter Meeting. As part of the registration process, invitations to participate in the focus groups were extended to 1st time attendees, Symposium attendees, exhibitors and students. Focus groups are being designed and facilitated by the University of Central Oklahoma.

Core: Leadership, Infrastructure, Futures

Throughout 2019, the members and staff of the Association for Library Collections & Technical Services (ALCTS), the Library Information Technology Association (LITA), and the Library Leadership & Management Association (LLAMA), under the leadership of the Core Steering

➤ **COL Legislative Agenda**

COL has the responsibility to create a legislative agenda in partnership with the Public Policy & Advocacy Office and does so every year at their committee retreat.

- Appropriations will remain the top priority for ALA.
- Other priorities reflect library fundamentals like balanced copyright policy, access to government information and—especially this year—a fair, inclusive, and complete count in the 2020 Census.
- The legislative agenda includes some issues that are not legislative; these usually involve federal branch agencies such as the FCC for E-rate.
- The Public Policy & Advocacy Office work is shaped by the legislative agenda set by COL.
- COL and ALA, of course, can't do our legislative work without help from all members. Take a few moments now to sign up to be an ALA advocate at [ALA dot org forward-slash take action](http://ALA.org/take-action). If you are already an advocate, fill out the form again on [ALA dot org forward-slash take action](http://ALA.org/take-action) so we can be sure to have your most current congressional district information.

➤ **eBooks Working Group**

At the 2019 Annual Conference in Washington DC, ALA Council approved 2018-2-19 CD#53, Resolution on eBook Pricing for Libraries. The approved resolution called for appointment of a “Joint Working Group,” representing ALA, including its Divisions, as well as external groups. At their meeting in October 2019, the ALA Executive Board received a report on formation of the Joint Working Group and approved for charge, in line with the Council resolution. The Joint Working group is chaired by Leah M. Dunn (University Librarian, The University of North Carolina at Asheville) and Kelvin Watson (Director, Broward County Libraries, FL). A complete list of working group members is included in the [2019-2020 EBD#12.16](#). [The Joint Working Group will meet during the 2020 ALA Midwinter Meeting, Sunday, 8:30-10:00am, PCC, Room 103-B](#)

- There are also two other MW sessions directly related to eBooks and libraries:
 - John Sargent, CEO, Macmillan Publishers, will hold an open session on Saturday, 8:30-10:00am, Pennsylvania Convention Center, Room 108-B
 - The **eBooksForAll Campaign Update** panel session will feature Ramiro Salazar, Sari Feldman, Pat Losinski and Larra Clark, on Sunday, 4:00-5:00pm, Pennsylvania Convention Center, Room 122-B
- #eBooksForAll public campaign kicked off with a petition in August 2019; currently more than 240,000 people have signed. On October 30, ALA staff and members delivered 150,000+ signatures to CEO John Sargent at the Macmillan headquarters in New York City.
- State and local library groups and library professionals across the nation have sent letters, written op-eds, and interviewed with national and local media on the issue.
- At the formal request of the House Judiciary Committee, ALA submitted comments for their investigation into anti-competitive behavior in digital marketing.

free speech in every form of its expression. We affirm the right of ALA members to peaceful protest, and we will work closely with all stakeholders to ensure members' rights are always first and foremost in any decision and how it is communicated."

Two factors can constrain ALA's action in specific cases:

- Convention Centers are generally public spaces and operate within the framework of both local ordinances and building rules.
- ALA resources – including spaces being leased by the Association – may not legally be used for certain kinds of speech, including support for an economic boycott (antitrust law) and political speech (which is narrowly defined as support for or opposition to a candidate for elected office).

➤ **2020 Census**

ALA has been working closely with the US Census Bureau and other national partners to educate the public and ensure a complete count.

- ALA is blanketing the library community with resources to prepare for the census: webinars, updated guide, tip sheets for specific issues (hiring, funding, etc.) and audiences (college students, young children, etc.)
- ALA secured funding and awarded more than \$100,000 to 59 libraries nationwide to support their Census activities. Recipients were announced on December 19.
- By April 1, Census Day, every U.S. household will have received an invitation to participate in the census.

➤ **National Archives**

On January 17, the Washington Post reported "National archives exhibit blurs images critical of President Trump." There was immediate response and discussion within the library community, including FTRF and ALA. On January 18, the National Archives issued an apology and promise of a review of policies and procedures:

<https://twitter.com/usnatarchives/status/1218613271927906305?s=21>

A statement from the Society of American Archivists (SAA) was issued on January 19, In their statement, SAA pointed specifically to their Code of Ethics: : "Archivists ensure the authenticity and continuing usability of records in their care. They document and protect the unique archival characteristics of records and strive to protect the records' intellectual and physical integrity from tampering or corruption. Archivists may not willfully alter, manipulate, or destroy data or records to conceal facts or distort evidence. They thoroughly document any actions that may cause changes to the records in their care or raise questions about the records' authenticity." SAA called for the Archives to move forward quickly with the promised review.

On January 21, the American Library Association released the following statement:

"It is a fundamental tenet of librarianship that any alteration, deletion, or editing of materials held by a library or archives because of a fear of controversy or because of partisan or doctrinal disapproval is an act of censorship that all information workers are called upon to resist. Removal or alteration of archival materials, if done to conceal truthful material about past persons or events, constitutes an unacceptable erasure of the

- Our signature grassroots event will be held May 4-5, 2020, at the Georgetown University Conference Center.
- The new venue offers more breakout spaces for state delegate caucusing and more affordable accommodation.
- Any library advocate can participate, but registration is capped at 450, so sign up soon at ala.org/nlld.

NEW MW EVENTS, ANNIVERSARIES & OTHER HIGHLIGHTS

“FIND YOUR ALA” VIDEO TESTIMONIALS

We'll be recording Finding Your ALA video testimonials in the ALA Lounge on Sunday, January 26 from 9am – 5pm. There will be a videographer onsite gathering these stories. While sign-ups in advance are appreciated, they are not required.

<https://airtable.com/shrAetoEnC5X0wQ3V>

WELCOME NEW CHAPTER AND AFFILIATE EXECUTIVE DIRECTORS

Please welcome the following new Executive Directors, who are attending this Midwinter Meeting, to the ALA community:

- Briana Hoffman, Executive Director, Washington Library Association
- Jen Newberg, Executive Director, Minnesota Library Association
- Shirley Robinson, CAE, Executive Director, Texas Library Association
and
- Kate Laughlin, first Executive Director, Association of Rural and Small Libraries (ARSL) – and previously Executive Director of the Washington Library Association

TASKFORCE ON ONLINE VOTING AND DELIBERATION

The Task Force on Online Voting and Deliberation is scheduled to present its final report at the ALA Council II Meeting on Monday, January 27. The charge of this task force is to:

- Explore options and develop a procedure to facilitate online deliberation and voting for Council outside of the ALA Annual Conference or Midwinter Meeting; and*
- Review the ALA Constitution and Bylaws to determine if the current guidelines meet the complexities of online deliberation and voting; and*
- Report findings and recommendations to Council at the 2019 ALA Annual Conference in Washington DC. [The Task Force requested and received a six-month extension.]*

ALA DIVISIONS:

American Association of School Librarians (AASL)	7,338	7,205
Association for Library Collections & Technical Services (ALCTS)	3,051	3,186
Association for Library Service to Children (ALSC)	3,938	4,344
Association of College & Research Libraries (ACRL)	10,111	10,411
Association of Specialized, Government & Cooperative Libraries (ASGCLA)	875	1,317
Library & Information Technology Association (LITA)	2,100	2,393
Library Leadership & Management Association (LLAMA)	3,584	3,626
Public Library Association (PLA)	9,098	9,260
Reference and User Services Association (RUSA)	2,750	2,923
United for Libraries (United)	4,171	4,391
Young Adult Library Services Association (YALSA)	4,275	4,001

ALA Round Tables:

Ethnic Materials Information Exchange Round Table (EMIERT)	992	955
Exhibits Round Table (ERT)	362	378
Federal & Armed Forces Library Round Table (FAFLRT)* *merged with ASGCLA		
Film and Media Round Table (FMRT) * *previously Video Round Table (VRT)	704	647
Gaming Round Table (GAMERT)	732	745
Graphic Novel Round Table (GNRT)	918	312
Government Documents Round Table (GODORT)	531	563
Intellectual Freedom Round Table (IFRT)	1,236	1,259
International Relations Round Table (IRRT)	1,548	1,636
Learn Round Table (LEARNRT)	425	393
Library History Round Table (LHRT)	436	422
Library Instruction Round Table (LIRT)	1,762	1,773
Library Research Round Table (LRRT)	1,317	1,352
Library Support Staff Round Table (LSSIRT)	408	413
Map & Geographic Information Round Table (MAGIRT)	265	270
New Members Round Table (NMRT)	1,435	1,511
Retired Members Round Table (RMRT)	321	304
Rainbow Round Table (RRT)* *previously Gay, Lesbian, Bisexual, Transgender RT	1,463	1,451
Social Responsibilities Round Table (SRRT)	1,916	1,879
Staff Organization Round Table (STORT)	193	184
Sustain Round Table (SUSTRT)	1,202	1,021